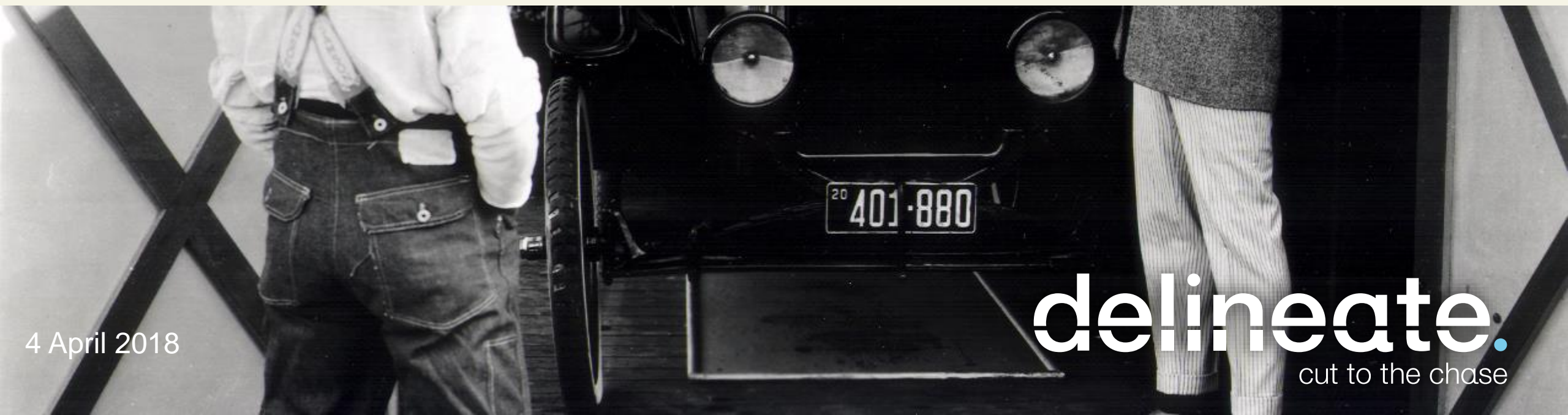




Plastic waste research



4 April 2018

delineate.
cut to the chase

Summary

With the recent announcement by the Government to introduce a deposit return scheme, delineate took a look at the public's attitudes towards plastic waste

- 73% of consumers heard about the Government's plans to bring in a deposit return scheme
- 82% are in favour of the scheme
- 53% say deposit-return scheme is their preference, while over third 35% prefer council kerbside collections
- Awareness of Straw Free and Bag Free days is very low at around 1 in 10 for each

- Most consumers have got to grips with recycling plastic waste, with 92% saying they always or mostly re-use plastic bags (70% always do), and 83% always/mostly putting plastic bottle out for the council to collect (68% always do)
- Taking plastic waste to a recycling point is less common, with 61% saying they always/mostly do it (and just 29% always doing it)
- 71% refusing plastic bags in stores (33% always do so)
- 46% always/mostly decline straws for their drinks (27% always do so)
- Only 12% always buy groceries not in plastic packs, but 41% are trying to do it as much as they can (making 53% always/mostly doing it)

- 73% of consumers believe that the responsibility for reducing plastic waste is shared equally between the public, the Government and business
- 66% think the Government has a responsibility to help developing nations tackle the issue in their countries
- Plastic waste is equally a concern as Brexit in the public's mind (Brexit 34%, plastic waste 35%, neither 23%)

Summary

Top level findings

Almost three quarters (73%) of consumers have heard of the recent Government plans to bring in a 'deposit return scheme'. Over 8 in 10 consumers are in favour – although over third say council kerbside collections are their preference. There's low awareness of the Plastic Bag and Straw events.

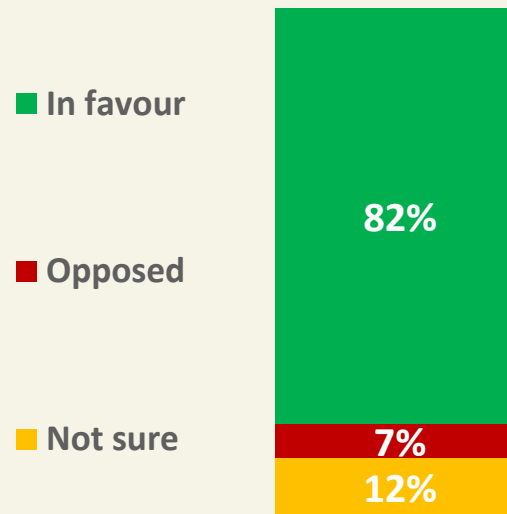
Aware of Government plans to introduce deposit return scheme

73%

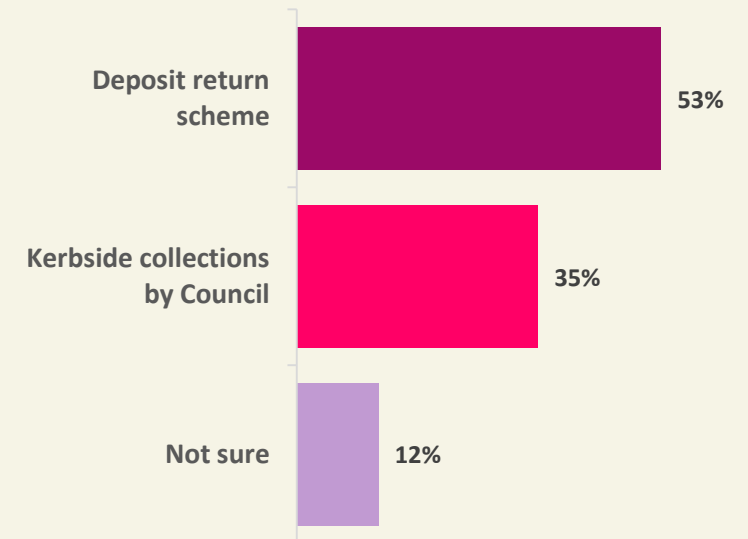
Ever heard of:

National Skip the Straw Day	8%
National Plastic Straw Free Month	10%
International Plastic Bag Free Day	13%

For or Against Deposit Return Scheme



Plastic Recycling Scheme Preferred

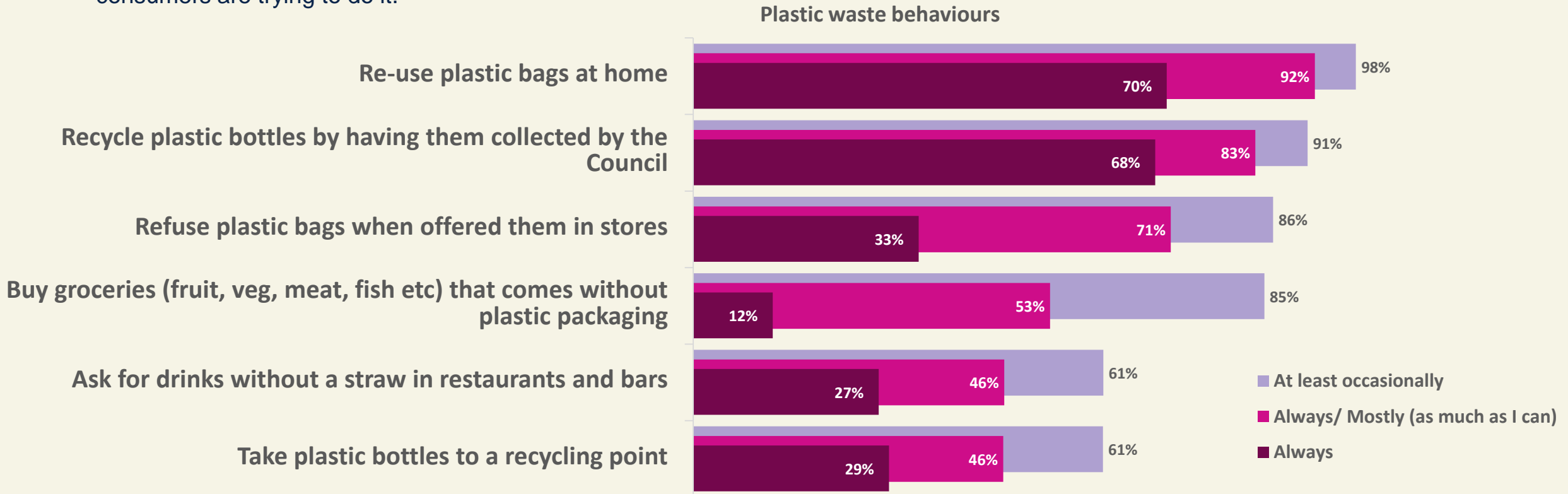


- PL2: Before today, have you heard of the following?
- PL3: Last week, the UK Government announced plans to introduce a deposit return scheme for glass and plastic bottles and cans - where the deposit is refunded when the containers are returned to a store/recycling point. Did you hear anything about that?
- PL4: Are you in favour of this deposit return scheme, or opposed to it?
- PL5: Which of the following types of schemes for recycling plastic bottles and containers do you personally prefer?

Base: UK Adults (nat rep) N=1,004

Current consumer behaviours

Most consumers have got to grips with recycling plastic waste, though taking bottles to a recycling point is less common. Refusing straws and plastic bags is something a third do regularly. Buying groceries without plastic is not done regularly but consumers are trying to do it.

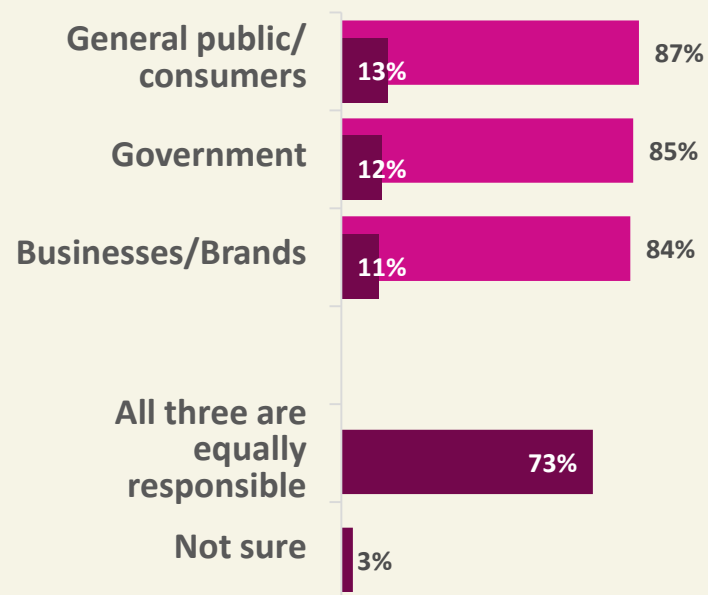


PL1. Which of the following do you ever do? Always / Mostly-as much as I can / Occasionally / Rarely / Never
 Base: UK Adults (nat rep) N=1,004

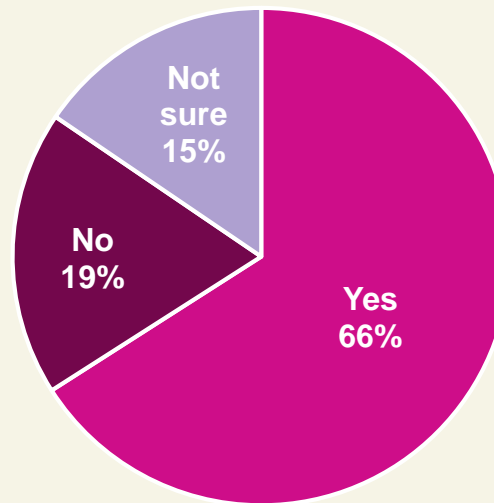
Plastic waste – An issue for everyone

Plastic is an issue shared by all stakeholders with around three-quarters (73%) of consumers believe that the responsibility for reducing plastic waste is shared between the public themselves, Government and Business. Two-thirds (66%) think the Government has a responsibility to help developing nations tackle the issue in their countries. Plastic waste is equally a concern as Brexit in the public's mind.

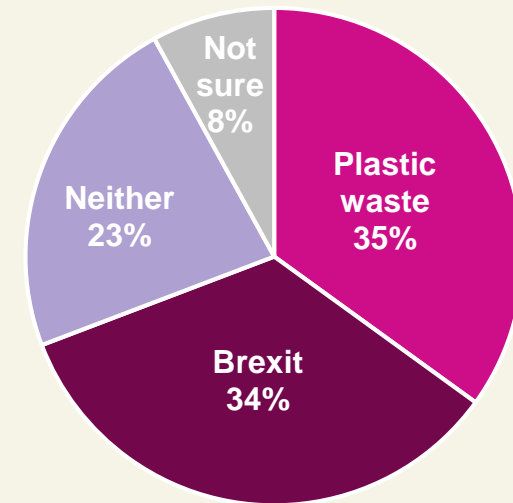
Locus of responsibility for reducing plastic waste



UK Government has a responsibility to help developing nations tackle plastic waste



Greater personal concern - Plastic waste or Brexit?



PL6: Which of the following do you think has responsibility for reducing plastic waste?
 PL7: Do you think the UK Government has a responsibility to help developing nations tackle plastic waste in their countries?
 PL8: Which of the following do you personally worry about the most - Plastic waste or Brexit?
 Base: UK Adults (nat rep) N=1,004



Research methodology

- delineate commissioned sister company opinion.life to conduct this research amongst the UK population.
- opinion.life surveyed 1,004 adults representative of age, gender and region.
- Respondents were randomly selected from opinion.life consumer panels.
- The survey was conducted between Friday 30th March and Sunday 1st April 2018.

Online survey of UK adults aged 18+