

Ipsos MORI survey for King’s College London Polling Club

Topline Results

19.03.2018

Fieldwork: 23 – 27 February 2018

Technical Details

Ipsos MORI interviewed a representative sample of 1,681 adults aged 16-75 across Great Britain and Northern Ireland. Interviews were conducted online on 23-27 February 2018. Data are weighted to match the profile of the population. Questions were answered by all respondents unless otherwise stated.

Where percentages do not sum to 100 this may be due to computer rounding, the exclusion of “don’t know” categories, or multiple answers. An asterisk (*) denotes any value of less than half a per cent. Data are based on all adults unless otherwise stated.

QP1 As you may know, there has been a lot of discussion recently about the effects on the environment of plastic packaging, plastic bags, and other disposable objects which cannot be recycled. How concerned if at all would you say you are about this issue?

ALTERNATE ORDER OF OPTIONS

	%
Very concerned	41
Fairly concerned	44
Not very concerned	10
Not at all concerned	3
Don't know	2

ALTERNATE ORDER OF QP2 AND QP3

QP2 Which if any of the following do you think would be effective at reducing the problems caused by unnecessary use of plastic and packaging that cannot be recycled? (Please select all that apply.)

MULTICODE OK

	%
Higher taxes on supermarkets and shops which use a lot of packaging that cannot be recycled	48
Forcing local councils to spend more on recycling so that a wider range of items can be recycled	47
The government “naming and shaming” supermarkets and shops which use a lot of packaging that cannot be recycled	45
A tax on containers such as plastic drinks bottles and disposable coffee cups that cannot be recycled, to increase their price	41
Big fines for householders who do not recycle enough of their rubbish	25
A public information campaign funded by taxpayers’ money to tell people about the issue	19
None of these	7
Don't know	8

QP3 Which if any of the following would you personally do to reduce the problems caused by unnecessary use of plastic and packaging that cannot be recycled? (Please select all that apply, but please only pick the ones that you are sure you would be prepared to do.)

MULTICODE OK

	%
Re-use disposable items such as plastic bags and plastic bottles	75
Buy more products made from recycled materials	54
Stop buying goods that have packaging that cannot be recycled	43
Stop going to supermarkets and shops which use a lot of packaging that cannot be recycled	18
Pay more council tax so recycling facilities can be improved, allowing a wider range of items to be recycled	14
Pay extra for goods that have no packaging that cannot be recycled	12
None of these	4
Don't know	6

QP4 Who if anybody do you believe should take most responsibility for finding a way to reduce the amount of unnecessary packaging which is sold?

SINGLE CODE ONLY. ALTERNATE ORDER OF OPTIONS

	%
Companies that produce packaged goods	27
Companies that sell packaged goods	13
Government	11
Consumers	3
All of the above equally	40
Nobody has a responsibility to do this	*
Other	*
No opinion/don't know	5