PUBLIC

Litter-picking

Adults aged 16-75 in the UK

Q1. In the past year, how often, if at all, did you notice each of the following topics in the news, on TV or radio or on the web? - Summary All Adults aged 16-75 in the UK

	how often, you notice following t news, on	past year, if at all, did each of the opics in the IV or radio ne web?
	Single-use plastics	Litter in the oceans
	(A)	(B)
Unweighted base	1129	1129
Weighted base	1129	1129
Daily (365)	107	91
,,,,,,	9%	8%
At least once a week (52)	424	400
	38%	35%
At least once a month (12)	265	334
	23%	30% A
Less than once a month (6)	154	176
	14%	16%
Never (0)	69	56
	6%	5%
Don't know/can't remember	112	73
	10% B	6%

Mean	63.91 B	55.98

of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions

Overlap formulae used

ColumnProportions (5%): A/B Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B Minimum Base: 30(**) Small Base: 100(*)

PUBLIC

Litter-picking

Adults aged 16-75 in the UK

Q1. In the past year, how often, if at all, did you notice each of the following topics in the news, on TV or radio or on the web? - Single-use plastics All Adults aged 16-75 in the UK

		Gei	nder			Age						Region				Urban	/ Rural		Social	grade	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	North	Midlands	South	London	Wales	Scotland	Northern Ireland	Urban	Rural	AB	C1	C2	DE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1129	558	571	173	209	198	216	333	266	286	244	151	55	97	30	953	176	351	310	209	259
Weighted base	1129	559	570	180	202	207	210	330	272	286	244	145	55	93	34	948	181	298	315	251	26
Daily (365)	107 9%	57 10%	50 9%	24 13% F	16 8%	15 7%	23 11%	28 9%	26 10%	24 8%	21 9%	12 8%	5 9% *	12 13% *	7 20% **	89 9%	17 10%	34 11%	27 8%	25 10%	21 8%
At least once a week (52)	424 38%	220 39%	204 36%	58 32%	68 34%	72 35%	78 37%	148 45% DEF	100 37%	103 36%	103 42%	52 36%	22 40% *	35 38% *	10 29% **	345 36%	79 44%	108 36%	132 42%	93 37%	91 34%
At least once a month (12)	265 23%	129 23%	136 24%	34 19%	56 28% н	54 26%	54 26%	66 20%	55 20%	73 26%	51 21%	39 27%	12 21% *	25 27% *	10 29% **	225 24%	40 22%	78 26%	73 23%	52 21%	63 249
ess than once a month (6)	154 14%	70 13%	83 15%	27 15%	26 13%	26 13%	30 14%	45 14%	38 14%	46 16%	31 13%	15 10%	8 15% *	9 9% *	7 20% **	128 13%	26 14%	42 14%	42 13%	35 14%	35 13
Never (0)	69 6%	35 6%	34 6%	18 10% н	17 9% н	12 6%	11 5%	9 3%	21 8%	13 5%	18 7%	9 6%	5 10% *	2 2% *	1 2% **	63 7%	5 3%	18 6%	12 4%	15 6%	23 9% s
Don't know/can't remember	112 10%	49 9%	63 11%	18 10%	19 9%	27 13% G	14 7%	33 10%	33 12%	26 9%	21 9%	18 12%	3 6% *	10 11% *		98 10%	14 8%	18 6%	30 9%	31 12% R	33 12'
Mean	63.91	66.80	61.00	76.56	55.83	55.07	68.60	64.24	64.76	58.56	62.05	60.78	58.92	79.28	92.85	63.37	66.66	68.89	61.86	67.65	56

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K/L/M/N/O,P/Q,R/S/T/U Minimum Base: 30(**) Small Base: 100(*)

18-020000-04 - 25th - 28th January 2019 PUBLIC

Litter-picking

Adults aged 16-75 in the UK

Q1. In the past year, how often, if at all, did you notice each of the following topics in the news, on TV or radio or on the web? - Single-use plastics

All Adults aged 16-75 in the UK

Total (A)	GCSE/O Level/NVQ 12 (B)		Degree/M asters/Ph																			Joined	
(A)		equivalent		qualificati		Not	Pick up	Reduce single-use	Mild	Medium	Strong			Not aware/not			Never/don			Never/don		organised litter- picking	pick othe
			D (=)	ons	Working	working	litter	plastic	change	change	change	Watched	watched	sure	more	or less	`t know	more	or less	`t know	litter	event	litte
1120	(0)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(w)	(X
1129	322	277	472	58	747	382	469	761	90	125	769	530	1027	102	532	421	176	491	514	124	927	320	16
1129	338	277	450	63	671	458	472	756	89	124	771	524	1021	108	531	418	180	491	510	128	924	312	17
107	35	18	46	7	65	42	64	78	7	6	86	64	96	10	107	-	-	95	7	5	91	48	13
				11%					7%	5%									1%				7
				•			1		•		К	N			QR			TU				VX	
424	115	101	191	17	260	164	206	326	29	46	319	216	413	11	424	-	-	330	90	4	373	133	١.
38%	34%	36%	42%	27%	39%	36%	44%	43%	32%	37%	41%	41%	40%	10%	80%	-	-	67%	18%	3%	40%	43%	2
			BE	•					٠			0	0	•	QR			TU	U		х	х	
265	57	70	122	16	164	100	101	178	18	32	186	124	246	19	-	265	-	38	221	6	229	69	
23%	17%	25%	27%	26%	25%	22%	21%	24%	20%	26%	24%	24%	24%	17%	-	63%	-	8%	43%	5%	25%	22%	
		В	В	•					•					•		PR			SU				
154	51	47	46	10	83	70	46	95	16	17	96	67	138	16	-	154	-	10	139	5	124	34	
14%	15%	17%	10%	16%	12%	15%	10%	13%	18%	13%	13%	13%	13%	15%	-	37%	-	2%	27%	4%	13%	11%	1
	D	D		•				н	•					•		PR			SU				
69	39	9	16	4	42	27	26	30	8	9	35	17	45	24	-	-	69	6	22	40	43	12	
6%	12%	3%	4%	6%	6%	6%	5%	4%	9%	8%	4%	3%	4%	22%	-	-	38%	1%	4%	31%	5%	4%	:
	CD			•					•					MN*			PQ		S	ST			,
112	42	31	29	10	57	55	30	48	12	15	47	36	84	28	-	-	112	13	30	68	65	16	
10%	12%	11%	7%	15%	8%	12%	6%	6%	14%	12%	6%	7%	8%	26%	-	-	62%	3%	6%	53%	7%	5%	
	D	D		D*					L*	L				MN*			PQ		S	ST			
10%	12% D	11% D	7%	15% D*	8%	12%	6%	6%	14% L*	12% L	6%	7%	8%	26% MN*	-	-		3%	6% s	53% st	7%		5%
63.91	66.43	53.24	67.90	67.70	64.60	62.86	80.26	68.22	55.05	45.60	70.42	75.07	64.42	57.97	114.84	9.80	-	109.35	22.06	36.02	65.26	86.11	53.7
	107 9% 424 38% 265 23% 154 14% 69 6%	107 35 9% 10% 10% 112 42 10% 12% 10% 10 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	107 35 18 9% 10% 7% 424 115 101 38% 34% 36% 265 57 70 23% 17% 25% 8 154 51 47 14% 15% 17% 0 69 39 9 6% 12% 3% co 112 42 31 10% 12% 11% 0	107 35 18 46 9% 10% 7% 10% 10% 100 191 38% 34% 36% 42% BE 265 57 70 122 25% 27% B a 154 154 15% 15% 17% 0 0 0 169 39 9 16 6% 12% 3% 4% CD 112 42 31 29 10% 12% 11% 7% 0	107 35 18 46 7 9% 10% 7% 10% 11% 424 115 101 191 17 38% 34% 36% 42% 27% 8	107 35 18 46 7 65 9% 10% 7% 10% 11% 10% 424 115 101 191 17 260 38% 34% 36% 42% 27% 39% E	107 35 18 46 7 65 42 9% 10% 7% 10% 11% 10% 9% 424 115 101 191 17 260 164 38% 34% 36% 42% 27% 39% 36% 8E * 265 57 70 122 16 164 100 23% 17% 25% 27% 26% 25% 22% 8 8 * 154 51 47 46 10 83 70 14% 155% 17% 10% 16% 12% 15% D D D 16% 6% 6% 69 39 9 16 4 42 27 66% 12% 3% 4% 6% 6% 6% 6% CD 112 42 31 29 10 57 55 112 42 31 29 10 57 55 112 42 31 29 10 57 55 112 42 31 29 10 57 55 112 42 31 29 10 57 55 112 42 31 29 10 57 55 112 42 31 29 10 57 55 112 42 31 29 10 57 55 112 42 31 29 10 57 55 112 42 31 29 10 57 55 112 42 31 29 10 57 55 112 42 31 29 10 57 55 112 42 31 29 10 57 55	107 35 18 46 7 65 42 64 9% 10% 7% 10% 11% 10% 9% 14% 424 115 101 191 7 260 164 206 8E . 39% 36% 44% 265 57 70 122 16 164 100 101 23% 17% 25% 27% 26% 25% 22% 21% 8 8 154 51 47 46 10 83 70 46 14% 15% 17% 10% 16% 12% 15% 10% 0 0 69 39 9 16 4 42 27 26 6% 12% 33 4% 6% 6% 6% 5% 112 42 31 29 10 57 55 30 10% 12% 11% 7% 15% 8% 12% 6% 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	107 35 18 46 7 65 42 64 78 10% 11% 10% 9% 14% 10% 1 14% 10% 1 15% 34% 36% 42% 27% 39% 36% 44% 43% 8E * * * * * * * * * * * * * * * * * *	107 35 18 46 7 65 42 64 78 7 7	107 35 18 46 7 65 42 64 78 7 6 6 79 10% 11% 10% 10% 9% 14% 10% 7% 5% 10% 11% 10% 10% 9% 14% 10% 7% 5% 10% 11% 10% 10% 10% 10% 10% 10% 10% 10	107 35 18 46 7 65 42 64 78 7 6 86 9% 10% 7% 10% 11% 10% 9% 14% 10% 7% 5% 11% 424 115 101 191 17 260 164 206 326 29 46 319 38% 34% 36% 42% 27% 39% 36% 44% 43% 32% 37% 41% 265 57 70 122 16 164 100 101 178 18 32 186 23% 17% 25% 27% 26% 25% 22% 21% 24% 20% 26% 24% 8 8 * 154 51 47 46 10 83 70 46 95 16 17 96 14% 15% 17% 10% 16% 12% 15% 10% 13% 18% 13% 13% 69 39 9 16 4 42 27 26 30 8 9 35 6% 12% 3% 4% 6% 6% 6% 5% 4% 9% 8% 4% 112 42 31 29 10 57 55 30 48 12 15 47 10% 12% 11% 7% 15% 8% 12% 6% 6% 6% 6% 14% 12% 6% 63.91 66.43 53.24 67.90 67.70 64.60 62.86 80.26 68.22 55.05 45.60 70.42	107 35 18 46 7 65 42 64 78 7 6 86 64 11% 10% 11% 10% 9% 14% 10% 7% 5% 11% 12% 8	107 35 18 46 7 65 42 64 78 7 6 86 64 96 99% 14% 10% 7% 5% 11% 12% 99% 14% 10% 7% 5% 11% 12% 99% 14% 10% 7% 5% 11% 12% 99% 14% 10% 7% 5% 11% 12% 99% 14% 10% 7% 5% 11% 12% 99% 14% 10% 7% 5% 11% 12% 99% 14% 10% 7% 5% 11% 12% 99% 14% 10% 7% 5% 11% 12% 12% 100 12% 11% 101 191 17 260 164 206 326 29 46 319 216 413 38% 38% 34% 36% 42% 27% 39% 36% 44% 43% 32% 37% 41% 41% 40% 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	107 35 18 46 7 65 42 64 78 7 6 86 64 96 10 9% 10% 7% 10% 11% 10% 9% 14% 10% 7% 5% 11% 12% 9% 9% 9% 14% 10% 7% 5% 11% 12% 9% 9% 9% 14% 10% 7% 5% 11% 10% 12% 9% 9% 9% 14% 10% 7% 5% 11% 10% 12% 9% 9% 9% 14% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10	107 35 18 46 7 65 42 64 78 7 6 86 64 96 10 107 9% 10% 7% 10% 11% 10% 9% 14% 10% 7 55% 11% 12% 9% 9% 9% 20% 10 107 10% 115 101 191 17 260 164 206 326 29 46 319 216 413 11 424 38% 36% 42% 27% 39% 36% 44% 43% 32% 37% 41% 41% 40% 10% 80% 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	107 35 18 46 7 65 42 64 78 7 6 86 64 96 10 107 - 9% 10% 7% 11% 10% 9% 14% 10% 7% 5% 11% 11% 12% 9% 9% 9% 20% - 8% 11% 115 101 191 17 260 164 206 326 29 46 319 216 413 11 424 - 38% 36% 42% 27% 39% 36% 44% 43% 32% 37% 41% 41% 40% 10% 80% - 9% 0 0 0 0 0 0 0 0 0	107 35 18 46 7 65 42 64 78 7 6 86 64 96 10 107	107 35 18 46 7 65 42 64 78 7 6 86 64 96 10 107 95	107 35 18 46 7 65 42 64 78 7 6 86 64 96 10 107 95 7 9% 10% 7% 10% 11% 10% 9% 14% 10% 7% 5% 11% 12% 9% 9% 20% 19% 11% 11% 10% 9% 14% 10% 7% 5% 11% 12% 9% 9% 20% 19% 11% 11% 10% 11% 10% 9% 14% 10% 7% 5% 11% 12% 9% 9% 20% 19% 11% 11% 12% 115 101 191 17 260 164 206 326 29 46 319 216 413 11 424 330 90 38% 34% 36% 42% 27% 39% 36% 44% 43% 32% 37% 41% 41% 40% 10% 80% 67% 118% 18% 12% 27% 12% 16 164 100 101 178 18 32 186 124 246 19 - 265 - 38 221 23% 17% 25% 27% 26% 22% 21% 24% 20% 26% 26% 24% 24% 24% 17% - 63% - 8% 43% 12% 15% 10% 13% 13% 13% 13% 13% 13% 15% - 37% - 2% 27% 148 15% 17% 10% 16% 12% 15% 10% 13% 18% 13% 13% 13% 13% 15% - 37% - 2% 27% 50 6% 12% 12% 15% 10% 13% 18% 13% 13% 13% 13% 15% - 37% - 2% 27% 50 6% 12% 12% 15% 10% 13% 18% 13% 13% 13% 13% 15% - 37% - 2% 27% 50 6% 12% 11% 12% 15% 10% 13% 18% 13% 13% 13% 13% 13% 15% - 37% - 2% 27% 50 6% 12% 11% 12% 15% 10% 13% 18% 13% 13% 13% 13% 13% 12% 69 6 22 65% 50 66% 12% 11% 11% 12% 15% 10% 12% 15% 10% 13% 12% 15% 10% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13	107 35 18 46 7 65 42 64 78 7 6 68 86 86 96 10 107 95 7 5 9% 11% 15% 10% 9% 14% 10% 9% 14% 10% 5% 11% 12% 9% 9% 20% 19% 15% 15% 11% 4% 12% 9% 9% 20% 19% 15% 15% 11% 4% 12% 9% 9% 20% 19% 15% 15% 15% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10	107 35 18 46 7 65 42 64 78 7 6 86 64 96 10 107 95 7 5 91 99% 10% 7% 10% 11% 10% 99% 14% 10% 7% 5% 11% 12% 99% 99% 20% 199% 11% 44% 10% 7% 5% 11% 11% 12% 99% 99% 20% 199% 11% 44% 10% 10% 11% 41% 41% 41% 41% 41% 41% 41% 41% 41	107 35 18 46 77 65 42 64 78 7 6 86 64 96 10 107 95 7 5 91 48 9% 9% 10% 7% 10% 7% 10% 9% 14% 10% 7% 5% 11% 12% 9% 9% 90 20% 19% 15% 45% 10% 15% 10% 15% 133 38% 34% 36% 42% 27% 39% 36% 44% 43% 32% 37% 41% 41% 40% 10% 80% 67% 18% 3% 40% 43% 32% 37% 41% 41% 40% 10% 80% 67% 18% 3% 40% 43% 32% 37% 41% 41% 41% 40% 10% 80% 667% 18% 3% 40% 43% 32% 37% 41% 41% 41% 40% 10% 80% 667% 18% 3% 40% 43% 32% 37% 41% 41% 41% 41% 40% 10% 80% 667% 18% 3% 40% 43% 32% 37% 41% 41% 41% 41% 40% 10% 80% 667% 18% 3% 40% 43% 32% 37% 41% 41% 41% 41% 41% 40% 10% 80% 67% 18% 3% 40% 43% 32% 37% 41% 41% 41% 41% 41% 41% 41% 41% 41% 41

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I,J/K/L,M/N/O,P/Q/R,S/T/U,V/W/X Minimum Base: 30(**) Small Base: 100(*)

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	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	North	Midlands	South	London	Wales	Scotland	Northern Ireland	Urban	Rural	АВ	C1	C2	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(1
Unweighted base	1129	558	571	173	209	198	216	333	266	286	244	151	55	97	30	953	176	351	310	209	2
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Daily (365)	91 8%	50 9%	41 7%	22 12% G	15 8%	17 8%	13 6%	24 7%	25 9%	21 7%	17 7%	10 7%	3 6% *	10 10% *	5 15% **	74 8%	17 9%	34 11% s	21 7%	16 6%	8
At least once a week (52)	400 35%	197 35%	203 36%	50 28%	62 31%	62 30%	88 42% DEF	138 42% DEF	106 39%	90 31%	95 39%	46 32%	20 36% *	30 32% *	14 40% **	331 35%	69 38%	97 32%	124 39%	97 39%	31
At least once a month (12)	334 30%	173 31%	161 28%	52 29%	61 30%	67 33%	60 29%	94 29%	70 26%	93 33%	66 27%	40 28%	17 30% *	38 41% IKL*	9 28% **	282 30%	52 29%	92 31%	104 33% T	59 24%	3
ess than once a month (6)	176 16%	79 14%	97 17%	27 15%	33 16%	36 17%	31 15%	49 15%	43 16%	46 16%	34 14%	27 19%	10 17% *	9 10% *	6 17% **	150 16%	26 14%	47 16%	40 13%	43 17%	1
Never (0)	56 5%	26 5%	30 5%	17 10% GH	16 8% н	9 4%	8 4%	6 2%	12 4%	15 5%	16 6% N	8 6%	4 8% N*	1 1% *		50 5%	6 3%	11 4%	10 3%	16 6%	
Oon't know/can't remember	73 6%	35 6%	38 7%	13 7%	15 7%	16 8%	11 5%	19 6%	17 6%	21 7%	15 6%	13 9%	2 3% *	5 6% *		61 6%	12 7%	18 6%	16 5%	20 8%	

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All Adults aged 16-75 in the UK

			Educ	ation		Employm	ent status	Changes in	behaviour	Positive c	hange in vie	w on litter	Blue I	Planet know	ledge	Noticed s	ingle-use pla	stic news	Noticed I	litter in oce	ans news		Litter-picker	rs
	Total	GCSE/O Level/NVQ 12		Degree/N asters/Ph D	No formal qualificati ons	Working	Not working	Pick up litter	Reduce single-use plastic	Mild change	Medium change	Strong change	Watched	Heard of or watched	Not aware/not sure	Weekly or more	Monthly or less	Never/don `t know	Weekly or more	Monthly or less	Never/don `t know	Picks up litter	Joined organised litter- picking event	Does r pick u other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted base	1129	322	277	472	58	747	382	469	761	90	125	769	530	1027	102	532	421	176	491	514	124	927	320	168
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Daily (365)	91 8%	21 6%	23 8%	42 9%	5 9% •	56 8%	35 8%	56 12%	70 9%	5 6% *	4 4%	76 10% K	55 10% N	84 8%	7 7% *	84 16% QR	5 1%	2 1%	91 19% TU	-		81 9%	44 14% vx	9 5%
At least once a week (52)	400 35%	121 36%	92 33%	166 37%	20 32% +	239 36%	161 35%	196 41%	305 40%	31 35% *	36 29%	308 40% K	212 40% 0	386 38% 0	14 13% *	340 64% QR	42 10%	17 10%	400 81% TU	-	-	349 38% x	131 42% x	40 23%
At least once a month (12)	334 30%	79 23%	91 33% B	148 33% B	16 25% +	206 31%	128 28%	128 27%	231 31% H	23 26% *	45 36%	232 30%	153 29% 0	315 31% 0	19 17% *	83 16%	228 55% PR	23 13%	-	334 66% su	-	292 32% x	88 28%	39 23%
Less than once a month (6)	176 16%	61 18%	41 15%	62 14%	11 17% +	105 16%	71 15%	63 13%	106 14%	13 15% •	22 18%	111 14%	80 15%	156 15%	19 18% •	14 3%	132 31% PR	30 17% P	-	176 34% su	-	139 15% W	32 10%	32 199 W
Never (0)	56 5%	29 9% CD	11 4%	11 2%	5 7% *	27 4%	29 6%	20 4%	21 3%	7 8% L*	9 7% L	22 3%	14 3%	31 3%	25 23% MN*	8 1%	8 2%	40 22% PQ	-	-	56 43% ST	29 3%	10 3%	22 139 vw
Don't know/can't remember	73 6%	26 8%	19 7%	21 5%	6 10% +	37 6%	35 8%	9 2%	23 3%	9 10% L*	8 6% L	22 3%	10 2%	48 5% м	24 23% MN*	1 *	3 1%	68 38% PQ	-	-	73 57% st	35 4%	7 2%	28 17% vw

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Overlap formulae used

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ColumnMeans (5%): A,B/C/D/E,F/G,H/I,J/K/L,M/N/O,P/Q/R,S/T/U,V/W/X Minimum Base: 30(**) Small Base: 100(*)

NET Heard of

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Litter-picking

Adults aged 16-75 in the UK

Q2. As far as you can remember have you watched Blue Planet 2 – the BBC documentary series presented by Sir David Attenborough? All Adults aged 16-75 in the UK

Gender Region Urban / Rural Social grade Age Northern Total Male Female 16-24 25-34 35-44 45-54 55-75 North Midlands Wales Scotland AB C1 C2 DE South London Ireland Urban Rural (A) (B) (C) (D) (E) (F) (G) (H) (1) (J) (K) (L) (M) (N) (0) (P) (Q) (R) (S) (T) (U) 1129 55 97 30 Unweighted base 558 571 173 209 198 216 333 266 286 244 151 953 176 351 310 209 259 Weighted base 1129 559 570 180 202 207 210 330 272 286 244 145 55 93 34 948 181 298 315 251 265 Yes, I have watched it 524 262 262 87 93 87 107 149 127 140 108 66 25 41 16 442 82 146 140 119 118 46% 47% 46% 48% 46% 42% 51% 45% 47% 49% 46% 46% 44% 49% 47% 45% 49% 44% 48% 45% 44% No, but I have heard about it 497 250 247 65 92 93 85 162 118 127 114 55 25 47 12 415 82 127 145 113 112 44% 45% 43% 36% 46% 45% 41% 49% 43% 44% 47% 38% 45% 50% 35% 44% 45% 42% 46% 45% 42% ** 73 44 10 19 No. and I have not heard about it 29 17 13 19 15 12 14 18 2 4 4 62 11 12 21 13 26 6% 5% 8% 9% 6% 9% 5% 4% 7% 4% 6% 13% 4% 4% 12% 7% 6% 4% 7% 5% 10% JKN ** Not sure/can't remember 35 19 17 12 9 9 3 6 8 8 4 8 2 1 29 14 6 4 3% 3% 7% 3% 2% 4% 4% 1% 3% 2% 4% 4% 5% 2% 4% 3% 4% 5% 3% 2% 3% EH **

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

311

94%

DE

245

90%

267

93%

- 1

221

91%

- 1

121

84%

50

91%

88

94%

L*

28

84%

857

90%

164

91%

273

91%

286

91%

232

92%

231

87%

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K/L/M/N/O,P/Q,R/S/T/U Minimum Base: 30(**) Small Base: 100(*)

1021

90%

512

91%

509

89%

151

84%

185

92%

D

181

87%

193

92%

D

PUBLIC

Litter-picking

Adults aged 16-75 in the UK

Q2. As far as you can remember have you watched Blue Planet 2 – the BBC documentary series presented by Sir David Attenborough?

All Adults aged 16-75 in the UK

			Educ	cation		Employm	ent status	Changes in	behaviour	Positive c	hange in vie	w on litter	Blue	Planet know	vledge	Noticed s	ingle-use pl	astic news	Noticed	litter in oce	ans news		itter-picke. Joined	rs
	Total	GCSE/O Level/NVQ 12	A Level or equivalent	asters/Ph	No formal qualificati	Working	Not working	Pick up litter	Reduce single-use plastic	Mild change	Medium change	Strong change	Watched	Heard of or watched	Not aware/not sure	: Weekly or more	Monthly or less	Never/don	Weekly or more	Monthly or less	Never/don `t know	Picks up	organised litter- picking event	Does no pick u others
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(w)	(X)
Unweighted base	1129	322	277	472	58	747	382	469	761	90	125	769	530	1027	102	532	421	176	491	514	124	927	320	168
Weighted base	1129	338	277	450	63	671	458	472	756	89	124	771	524	1021	108	531	418	180	491	510	128	924	312	170
Yes, I have watched it	524 46%	155 46% E	137 49% E	216 48% E	16 26% *	327 49%	197 43%	279 59%	408 54%	30 33% *	48 38%	414 54% JK	524 100% NO	524 51% 0		281 53% QR	190 45% R	53 29%	267 54% TU	233 46% U	24 19%	469 51% x	192 62% vx	46 27%
No, but I have heard about it	497 44%	129 38%	122 44%	212 47% B	34 53% _{B*}	299 45%	198 43%	165 35%	307 41% н	49 55% L*	61 49%	311 40%	-	497 49% мо		228 43%	194 46%	75 42%	203 41%	239 47%	56 43%	394 43% w	103 33%	90 53% vw
No, and I have not heard about it	73 6%	36 11% CD	11 4%	17 4%	9 14% CD*	25 4%	48 10% F	20 4% I	22 3%	9 10% L*	11 9% L	29 4%	-	-	73 67% MN*	13 2%	23 6% P	36 20% PQ	14 3%	23 5%	36 28% st	40 4%	9 3%	25 15% vw
Not sure/can't remember	35 3%	17 5% D	8 3%	6 1%	5 8% _{D*}	19 3%	16 3%	8 2%	18 2%	2 2% *	5 4%	17 2%	-	-	35 33% MN*	9 2%	11 3%	16 9% PQ	7 1%	15 3%	13 10% st	21 2%	8 3%	8 5%

NET Heard of	1021	284	259	428	50	626	395	444	715	79	108	724	524	1021	-	509	384	128	470	472	79	863	295	136
	90%	84%	93%	95%	79%	93%	86%	94%	95%	88%	87%	94%	100%	100%	-	96%	92%	71%	96%	93%	62%	93%	95%	81%
			BE	BE	*	G				*		JK	0	0	*	QR	R		TU	U		х	х	

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I,J/K/L,M/N/O,P/Q/R,S/T/U,V/W/X Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I,J/K/L,M/N/O,P/Q/R,S/T/U,V/W/X Minimum Base: 30(**) Small Base: 100(*)

PUBLIC

Litter-picking

Adults aged 16-75 in the UK

Q3. To what extent do you agree or disagree with each of the following statements? - Summary All Adults aged 16-75 in the UK

			you agree llowing stat	
	I am more aware of the things people are doing to help tackle litter	litter as more of a priority than I used to	up litter than I used to	I notice litter more when I am out and about
	(A)	(B)	(C)	(D)
Unweighted base	1129	1129	1129	1129
Weighted base	1129	1129	1129	1129
Strongly disagree (-2)	26	31	24	24
	2%	3%	2%	2%
Tend to disagree (-1)	100	52	41	83
	9% BC	5%	4%	7% BC
Neither agree nor disagree (0)	234	229	216	206
	21%	20%	19%	18%
Tend to agree (1)	471	428	376	402
	42%	38%	33%	36%
	BCD	С		
Strongly agree (2)	284	374	461	404
	25%	33% A	41% ABD	36% A
Don't know	14	15	11	9
	1%	1%	1%	1%

NET Disagree	126 11% BC	83 7% c	65 6%	106 9% BC
NET Agree	756 67%	802 71% A	837 74% ABD	807 71% A

Mean	0.80	0.95 A	1.08 ABD	0.97 A

Jirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B/C/D Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D Minimum Base: 30(**) Small Base: 100(*)

PUBLIC

Litter-picking

Adults aged 16-75 in the UK

Q3. To what extent do you agree or disagree with each of the following statements? - I am more aware of the things people are doing to help tackle litter All Adults aged 16-75 in the UK

		Ge	nder			Age						Region				Urban	/ Rural		Socia	grade	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	North	Midlands	South	London	Wales	Scotland	Northern Ireland	Urban	Rural	AB	C1	C2	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	
nweighted base	1129	558	571	173	209	198	216	333	266	286	244	151	55	97	30	953	176	351	310	209	
/eighted base	1129	559	570	180	202	207	210	330	272	286	244	145	55	93	34	948	181	298	315	251	1
trongly disagree (-2)	26 2%	17 3%	9 2%	4 2%	4 2%	7 3%	4 2%	6 2%	2 1%	9 3% I	2 1%	5 3%	-	3 3% *	5 15%	19 2%	7 4%	9 3%	9	4 2%	
end to disagree (-1)	100 9%	56 10%	44 8%	15 8%	18 9%	26 13% H	18 9%	24 7%	28 10%	29 10%	20 8%	10 7%	6 12% *	6 6% •	1 3%	88 9%	12 7%	22 7%	31 10%	18 7%	1
either agree nor disagree (0)	234 21%	131 24% c	102 18%	35 20%	37 18%	50 24%	38 18%	73 22%	60 22% N	61 21% N	42 17% N	46 32% UKN	15 27% N*	7 7% •	3 9% **	201 21%	32 18%	57 19%	44 14%	56 22% s	2
end to agree (1)	471 42%	238 43%	234 41%	79 44%	85 42%	81 39%	83 40%	144 44%	104 38%	114 40%	111 45%	54 37%	24 44%	47 51% IL*	17 50%	393 41%	78 43%	131 44% U	150 48% U	103 41%	3
trongly agree (2)	284 25%	111 20%	173 30% B	45 25%	54 27%	40 19%	64 31% F	80 24%	76 28%	70 25%	63 26%	28 19%	10 18%	30 32% L*	8 22% **	235 25%	49 27%	77 26%	75 24%	69 27%	2
on't know	14 1%	6 1%	8 1%	2 1%	4 2%	2 1%	3 1%	3 1%	2 1%	3 1%	6 3%	2 1%	-	1 1% *	-	12 1%	2 1%	3 1%	5 2%	1	
ET Disagree	126 11%	73 13% c	53 9%	19 10%	22 11%	33 16% H	22 10%	30 9%	30 11%	38 13%	22 9%	15 10%	6 12% *	9 9% *	6 18% **	107 11%	19 11%	31 11%	41 13%	22 9%	
ET Agree	756 67%	349 62%	407 71%	124 69%	139 69%	121 59%	147 70%	224 68%	180 66%	184 64%	173 71%	82 57%	34 62%	77 82%	25 73%	628 66%	127 70%	207 69%	225 71%	172 68%	

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ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K/L/M/N/O,P/Q,R/S/T/U Minimum Base: 30(**) Small Base: 100(*)

18-020000-04 - 25th - 28th January 2019 PUBLIC

Litter-picking

Adults aged 16-75 in the UK

Q3. To what extent do you agree or disagree with each of the following statements? - I am more aware of the things people are doing to help tackle litter All Adults aged 16-75 in the UK

			Educ	ation		Employm	ent status	Changes in	n behaviour	Positive c	hange in vie	w on litter	Blue P	lanet know	vledge	Noticed si	ngle-use pl	astic news	Noticed	litter in oce	ans news		Litter-picker	:rs
	Total	GCSE/O Level/NV Q12	A Level or equivalent	Degree/M asters/Ph	No formal qualificati	Working	Not working	Pick up litter	Reduce single-use plastic	Mild change	Medium change	Strong	Watched	Heard of or watched	Not aware/not sure	Weekly or more	Monthly or less	Never/do n`t know	Weekly or more	Monthly or less	Never/do	Picks up	Joined organised litter- picking event	Does i pick i other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(w)	(X
Inweighted base	1129	322	277	472	58	747	382	469	761	90	125	769	530	1027	102	532	421	176	491	514	124	927	320	16
Weighted base	1129	338	277	450	63	671	458	472	756	89	124	771	524	1021	108	531	418	180	491	510	128	924	312	17
Strongly disagree (-2)	26 2%	10 3% c	2 1%	15 3% c	-	17 3%	9 2%	6 1%	7 1%	4 4% L*	2 1%	3 *	12 2%	20 2%	6 5% N*	9 2%	8 2%	8 5% P	10 2%	10 2%	6 5%	17 2%	3 1%	6 49 W
end to disagree (-1)	100 9%	25 7%	31 11%	40 9%	4 7%	56 8%	44 10%	17 4%	46 6% H	15 17% L*	31 25% L	26 3%	30 6%	92 9% M	8 7%	37 7%	39 9%	24 13% P	26 5%	55 11% s	19 15% S	68 7%	18 6%	2 16
leither agree nor disagree (0)	234 21%	89 26% D	56 20%	70 16%	18 29% D*	131 20%	103 22%	46 10%	106 14% H	43 49% L*	44 36% L	56 7%	74 14%	185 18% M	49 45% MN*	82 15%	88 21% P	63 35% PQ	73 15%	109 21% s	52 40% ST	160 17%	49 16%	3
end to agree (1)	471 42%	127 38%	109 39%	216 48% BCE	19 29%	289 43%	182 40%	209 44%	348 46%	25 28% *	39 31%	408 53% JК	222 42% 0	441 43% o	30 28%	220 41% R	202 48% PR	49 27%	211 43% U	230 45% U	31 24%	421 46% x	132 42% x	2
strongly agree (2)	284 25%	82 24%	77 28%	106 23%	20 31% *	171 26%	113 25%	194 41% I	244 32%	1 1% *	7 6%	276 36% JK	183 35% NO	272 27% o	12 12%	178 33% QR	80 19%	27 15%	167 34% TU	105 21% U	13 10%	255 28% x	109 35% vx	1
Don't know	14 1%	5 1%	3 1%	4 1%	2 4% *	6 1%	7 2%	1 *	5 1%	1 1% *	2 1%	2 *	3 1%	10 1%	3 3% M*	4 1%	1 *	9 5% PQ	4 1%	2 *	8 6% st	3 *	1 *	3
IET Disagree	126 11%	35 10%	33 12%	54 12%	4 7% *	73 11%	53 12%	23 5%	53 7% H	19 21% L*	32 26% L	28 4%	42 8%	112 11% M	14 13%	47 9%	47 11%	33 18% PQ	36 7%	65 13% s	25 19% s	85 9%	21 7%	2
IET Agree	756 67%	209 62%	186 67%	322 71% B	38 60%	460 69%	295 64%	402 85%	592 78%	26 29% *	46 37%	684 89% JK	405 77% NO	713 70% 0	42 39%	398 75% QR	282 68% R	75 42%	377 77% TU	335 66% U	44 34%	676 73% x	241 77% vx	4

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I,J/K/L,M/N/O,P/Q/R,S/T/U,V/W/X Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I,I/K/L,M/N/O,P/Q/R,S/T/U,V/W/X Minimum Base: 30(**) Small Base: 100(*)

PUBLIC Litter-picking

Adults aged 16-75 in the UK

Q3. To what extent do you agree or disagree with each of the following statements? - I view tackling litter as more of a priority than I used to

All Adults aged 16-75 in the UK

Male Female 16-24 25-34 35-44 45-54 55-75 North Midlands South London Wales Scotland Ireland Urban Rural AB CL C2			Ge	nder			Age						Region				Urban	/ Rural		Socia	grade	
Columbe Colu		Total	Male	Female	16-24	25-34	35-44	45-54	55-75	North	Midlands	South	London	Wales	Scotland		Urban	Rural	AB	C1	CZ	
Weighted base 1129 559 570 180 202 207 210 330 272 286 244 145 55 93 34 948 181 298 315 251 Strongly disagree (-2) 31 20 10 5 8 6 6 5 7 6 6 6 7 5 . 5 2 2 26 5 9 8 8 6 3% 4% 2% 3% 4% 3% 2% 2% 2% 2% 2% 3% 3% 3% . 5 5% 6% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3%																						
Strongly disagree (-2) 31	Inweighted base	1129	558	571	173	209	198	216	333	266	286	244	151	55	97	30	953	176	351	310	209	
3% 4% 2% 3% 4% 2% 3% 2% 2% 2% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3%	Veighted base	1129	559	570	180	202	207	210	330	272	286	244	145	55	93	34	948	181	298	315	251	
5% 5% 4% 4% 4% 8% 3% 4% 6% 5% 2% 4% - 6% 11% 4% 6% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5%	trongly disagree (-2)														5%	6%						
20% 23% 18% 17% 21% 23% 19% 21% 21% 19% 19% 29% 22% 15% 12% 21% 15% 20% 19% 20% Tend to agree (1) 428 217 211 72 71 78 78 78 128 97 111 98 49 23 34 16 364 65 112 118 101 38% 39% 37% 40% 35% 38% 37% 39% 36% 39% 40% 34% 43% 36% 47% 38% 36% 38% 37% 40% Strongly agree (2) 374 156 218 64 64 57 77 112 97 94 82 40 19 33 8 304 70 102 109 77 33% 28% 38% 36% 32% 27% 36% 34% 36% 33% 36% 33% 34% 28% 35% 36% 24% 32% 39% 34% 35% 31%	end to disagree (-1)						8%							-	6%	11%						
38% 39% 37% 40% 35% 38% 37% 39% 36% 39% 40% 34% 43% 36% 47% 38% 36% 38% 37% 40% Strongly agree (2) 374 156 218 64 64 57 77 112 97 94 82 40 19 33 8 304 70 102 109 77 33% 28% 38% 36% 32% 27% 36% 34% 36% 38% 36% 33% 34% 28% 35% 36% 24% 32% 39% 34% 35% 31%	leither agree nor disagree (0)		23%										29%	22%	15%	12%						
33% 28% 38% 36% 32% 27% 36% 34% 36% 33% 34% 28% 35% 36% 24% 32% 39% 34% 35% 31% 8	end to agree (1)													43%	36%	47%						
Doubleon: 15 6 0 3 6 3 4 1 5 4 3 1 13 3 3 4 3	trongly agree (2)			38%										35%	36%	24%						
15 0 5 2 0 2 4 1 1 5 4 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	lon't know	15 1%	6 1%	9 2%	2 1%		2 1%		-	1 *	5 2%	4 2%	3 2%	-			13 1%	2 1%	2 1%	4 1%	3 1%	
	IET Disagree	83 7%	51 9% c	32 6%	11 6%	17 8%	22 11%	12 6%	21 6%	21 8% M	21 7% M	13 5%	11 7% M	-	11 11% M*	6 17%	66 7%	17 9%	24 8%	23 7%	18 7%	
7% 9% 6% 6% 8% 11% 6% 6% 8% 7% 5% 7% - 11% 17% 7% 9% 8% 7% 7%	IET Agree	802 71%	373 67%	429 75%	137 76%	136 67%	135 65%	155 74%	240 73%	194 71%	205 72%	180 74%	89 62%	43 78%	67 72%	24 71%	667 70%	134 74%	214 72%	227 72%	179 71%	

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ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K/L/M/N/O,P/Q,R/S/T/U Minimum Base: 30(**) Small Base: 100(*)

18-020000-04 - 25th - 28th January 2019 PUBLIC Litter-picking

Litter-picking
Adults aged 16-75 in the UK

Q3. To what extent do you agree or disagree with each of the following statements? - I view tackling litter as more of a priority than I used to All Adults aged 16-75 in the UK

			Educ	ation		Employm	ent status	Changes in	n behaviour	Positive c	hange in vie	v on litter	Blue P	Planet knov	vledge	Noticed s	ingle-use pl	astic news	Noticed I	itter in oce	ans news		itter-picke	rs
	Total	GCSE/O Level/NV Q12	A Level or equivalent	Degree/M asters/Ph D	No formal qualificati ons	Working	Not working	Pick up litter	Reduce single-use plastic	Mild change	Medium change	Strong change	Watched	Heard of or watched	Not aware/not sure	Weekly or more	Monthly or less	Never/do n't know	Weekly or more	Monthly or less	Never/do n't know	Picks up	Joined organised litter- picking event	Does r pick u other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(J)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Inweighted base	1129	322	277	472	58	747	382	469	761	90	125	769	530	1027	102	532	421	176	491	514	124	927	320	168
Veighted base	1129	338	277	450	63	671	458	472	756	89	124	771	524	1021	108	531	418	180	491	510	128	924	312	170
trongly disagree (-2)	31 3%	9 3%	3 1%	17 4%	1 2% *	20 3%	11 2%	5 1%	11 1%	8 9% KL*	1 1%	4 1%	13 3%	28 3%	3 3% *	11 2%	12 3%	8 4%	14 3%	11 2%	5 4%	23 2%	8 3%	8 5%
end to disagree (-1)	52 5%	14 4%	14 5%	24 5%	1 2% •	32 5%	20 4%	6 1%	20 3% H	15 17% KL*	9 7% L	4 1%	21 4%	46 5%	6 5% •	22 4%	22 5%	8 5%	15 3%	30 6% s	7 5%	39 4%	16 5%	11 6%
leither agree nor disagree (0)	229 20%	80 24%	51 19%	83 18%	15 23% *	133 20%	96 21%	27 6%	91 12% H	55 61% KL*	48 39% L	30 4%	67 13%	189 19% M	40 37% MN*	78 15%	91 22% P	61 34% PQ	66 14%	106 21% s	57 44% ST	152 16% W	38 12%	64 389 vw
end to agree (1)	428 38%	122 36%	104 37%	182 40%	21 33%	250 37%	178 39%	181 38%	321 42% H	8 9% *	52 42%	368 48% J	191 36%	398 39% 0	30 28% *	201 38% R	180 43% R	48 26%	186 38% U	216 42% U	26 20%	377 41% x	121 39% x	44 269
trongly agree (2)	374 33%	106 31%	102 37%	142 32%	23 36% *	228 34%	145 32%	250 53%	308 41%	2 2% *	10 8%	362 47% JK	229 44% NO	352 34% 0	22 20%	215 41% QR	113 27%	45 25%	206 42% TU	143 28% U	25 19%	330 36% x	127 41% vx	38 229
on't know	15 1%	6 2%	3 1%	3 1%	2 4% D*	7 1%	8 2%	2 *	4 1%	2 2% L*	5 4% L	1 *	3 1%	8 1%	7 6% MN*	3 1%	1 *	10 6% PQ	3 1%	2 *	10 7% ST	3	2 1%	5 3% vw
IET Disagree	83 7%	23 7%	17 6%	40 9%	2 4% *	52 8%	31 7%	11 2%	31 4% H	23 26% KL*	9 8% L	8 1%	34 7%	74 7%	9 8% *	33 6%	34 8%	16 9%	29 6%	42 8%	12 9%	62 7%	24 8%	19 11%
ET Agree	802 71%	228 68%	206 74%	324 72%	44 69%	478 71%	324 71%	432 91%	629 83%	10 11%	61 49%	731 95% JK	420 80% NO	749 73% 0	52 49% *	416 78% QR	293 70% R	93 52%	392 80% TU	359 71% U	50 39%	707 76% x	248 79% x	82 489

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Overlap formulae used

Column Proportions~(5%): A,B/C/D/E,F/G,H/I,J/K/L,M/N/O,P/Q/R,S/T/U,V/W/X ~~Minimum~Base:~30(**)~Small~Base:~100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I,I/K/L,M/N/O,P/Q/R,S/T/U,V/W/X Minimum Base: 30(**) Small Base: 100(*)

PUBLIC Litter-picking

Adults aged 16-75 in the UK

Q3. To what extent do you agree or disagree with each of the following statements? - I feel more appreciative of people who pick up litter than I used to All Adults aged 16-75 in the UK

		Ge	nder			Age						Region				Urban	/ Rural		Social	grade	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	North	Midlands	South	London	Wales	Scotland	Northern Ireland	Urban	Rural	AB	C1	C2	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(
Jnweighted base	1129	558	571	173	209	198	216	333	266	286	244	151	55	97	30	953	176	351	310	209	2
Weighted base	1129	559	570	180	202	207	210	330	272	286	244	145	55	93	34	948	181	298	315	251	2
strongly disagree (-2)	24 2%	18 3% c	6 1%	4 2%	6 3%	6 3%	3 2%	4 1%	7 2%	4 1%	4 2%	3 2%	:	5 5% j+	2 6% **	20 2%	4 2%	7 2%	7 2%	3 1%	
Fend to disagree (-1)	41 4%	25 4%	16 3%	4 2%	9 4%	11 5%	7 3%	11 3%	9	19 7% к	4 2%	4 3%	-	4 4% •	1 3% **	38 4%	4 2%	15 5% U	15 5%	7 3%	1
Veither agree nor disagree (0)	216 19%	114 20%	101 18%	23 13%	31 15%	50 24% DE	38 18%	73 22% D	48 18%	58 20%	45 18%	41 28% IKMN	6 12%	12 13% *	5 16%	185 19%	31 17%	49 16%	48 15%	63 25% RS	2
Tend to agree (1)	376 33%	204 37% c	172 30%	62 34%	67 33%	64 31%	68 32%	115 35%	85 31%	86 30%	98 40% IJN	48 33%	21 39% *	25 27% *	13 38%	321 34%	55 31%	107 36% T	109 34%	69 27%	3
Strongly agree (2)	461 41%	194 35%	268 47% B	86 47% FH	85 42%	73 35%	93 44%	125 38%	123 45% L	116 41%	90 37%	48 33%	27 49% L*	45 48% L*	13 37%	375 40%	86 48%	117 39%	134 43%	107 43%	3
Don't know	11 1%	4 1%	7 1%	2 1%	4 2%	2 1%	1	2 1%	1 *	4 1%	3 1%	1 1%	-	2 2% *	- -	10 1%	1 1%	4 1%	2 1%	2 1%	
NET Disagree	65 6%	43 8% c	22 4%	8 4%	15 7%	18 9%	10 5%	15 4%	16 6%	22 8% км	8 3%	7 5%		9 9% KM*	3 9% **	58 6%	7 4%	22 7%	22 7%	10 4%	
NET Agree	837 74%	398 71%	439 77% B	147 82% FH	152 75% F	137 66%	161 77% F	240 73%	208 76% L	202 71%	188 77% L	96 66%	48 88% JL*	70 75% •	25 75% **	696 73%	141 78%	224 75%	243 77%	175 70%	

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18-020000-04 - 25th - 28th January 2019 PUBLIC Litter-picking

Adults aged 16-75 in the UK

Q3. To what extent do you agree or disagree with each of the following statements? - I feel more appreciative of people who pick up litter than I used to All Adults aged 16-75 in the UK

((((((((((Leve Q (A) (I) (A) (I) (A) (I) (A) (I) (A) (I) (A) (I) (A) (A) (A) (A) (A) (A) (A) (A) (A) (A	112 equit. 113 equit. 114 equit. 115 equit.			No formal qualifications (E) 58 63 1 2%		Not	Pick up litter (H) 469 472 4 1% 3 1% 24 5% 151 32%	Reduce single-use plastic (I) 761 756 8 1% 17 2% н 85 11% н 268 35%	Mild change (J) 90 89 4 4% L* 12 14% KL* 52 59% KL*	Medium change (K) 125 124 3 2% L 4 3% L	Strong change (L) 769 771	Watched (M) 530 524 13 2% 62 12%	Heard of or watched (N) 1027 1021 21 2% 37 4% M 177 17% M	Not	Weekly or more (P) 532 531 6 1% 15 3%	Monthly or less (Q) 421 418 9 2% 20 5% 75 18%		Weekly or more (S) 491 491 9 2% 11 2% 68 14%	Monthly or less (T) 514 510 10 2% 5 5 5 9 9 18%	Never/do n't know (U) 124 128 5 4% 4 3% 58 45%	Picks up litter (V) 927 924 17 2% 31 3%	Litter-picker Joined organised litter- picking event (W) 320 312 5 2% 14 4% 36 11%	
Unweighted base 11 Weighted base 11 Weighted base 12 Strongly disagree (-2) 2 Tend to disagree (-1) 4 Neither agree nor disagree (0) 2 Tend to agree (1) 3 Tend to agree (1) 3 Strongly agree (2) 4 Don't know 12	(A) (I) (I) (I) (I) (I) (I) (I) (I) (I) (I	(in the content of	(C) 277 277 3 11% 11 44% 51 188%	(D) 472 450 14 3% 21 5% 74 16%	(E) 58 63 1 2%	(F) 747 671 19 3% 6 28 4% 133 20%	(G) 382 458 5 1% 13 3% 82 18%	(H) 469 472 4 1% 3 1% 24 5%	(I) 761 756 8 1% 17 2% н 85 11% н	(J) 90 89 4 4% L* 12 14% KL* 52 59% KL* 18	(K) 125 124 3 2% L 4 3% L 39 32% L	(L) 769 771 1 *	(M) 530 524 13 2% 13 2%	(N) 1027 1021 21 2% 37 4% M 177 17%	(o) 102 108 3 3% * 4 4% *	(P) 532 531 6 1% 15 3% 78	(Q) 421 418 9 2% 20 5%	(R) 176 180 9 5% P 6 3% 62 35%	(s) 491 491 9 2% 11 2%	(T) 514 510 10 2% 27 5% 5	(U) 124 128 5 4% 4 3% 58 45%	(v) 927 924 17 2% 31 3%	(w) 320 312 5 2% 14 4%	7 4% 6 4%
Unweighted base 11 Weighted base 11 Strongly disagree (-2) 2 Tend to disagree (-1) 4 Neither agree nor disagree (0) 2 Tend to agree (1) 3 Strongly agree (2) 4 Don't know 12	1129 3. 1129 3	222 2 2 2 2 3 3 3 3 3 5 1 3 3 3 5 1 3 3 5 2 2 3 2 3 3 5 2 3 3 5 3 5 3 5 3 5	277 277 3 11% 11 4% 51 188%	472 450 14 3% 21 5% 74 16%	58 63 1 2% 14 22% - 16 25%	747 671 19 3% G 28 4% 133 20%	382 458 5 1% 13 3% 82 18%	469 472 4 1% 3 1% 24 5%	761 756 8 1% 17 2% H 85 11% H 268	90 89 4 4% L* 12 14% KL* 52 59% KL*	125 124 3 2% L 4 3% L 39 32% L	769 771	530 524 13 2% 13 2%	1027 1021 21 2% 37 4% M	102 108 3 3% * 4 4% * 38 35%	532 531 6 1% 15 3%	421 418 9 2% 20 5%	176 180 9 5% P 6 3%	491 491 9 2% 11 2%	514 510 10 2% 27 5% 5	124 128 5 4% 4 3%	927 924 17 2% 31 3%	320 312 5 2% 14 4%	16 17 7 49 6 49
13 13 13 13 13 13 13 13	1.129 3: 24 !: 22% 2 41 !: 440 3 216 7 219% 2: 1.13376 1: 3376 1: 4111% 40	2 338 2 5 5 1 5 5 1 5 5 1 5 5 1 5 5 1 5 5 1 5 5 1 5 5 1 5 5 1 5 5 5 5 1 5	3 1% 11 4% 51 18% 89 32%	450 14 3% 21 5% 74 16%	63 1 2% 14 22% - 16 25%	671 19 3% 6 28 4% 133 20%	458 5 1% 13 3% 82 18%	472 4 1% 3 1% 24 5%	756 8 1% 17 2% H 85 11% H	89 4 4% L* 12 14% KL* 52 59% KL* 18	124 3 2% L 4 3% L 39 32% L	771	524 13 2% 13 2%	1021 21 2% 37 4% M	108 3 3% * 4 4% * 38 35%	531 6 1% 15 3%	418 9 2% 20 5%	9 5% P 6 3% 62 35%	491 9 2% 11 2%	510 10 2% 27 5% 5	128 5 4% 4 3% 58 45%	924 17 2% 31 3%	312 5 2% 14 4%	17 7 45 6 45
Strongly disagree (-2)	224 : 22% 2 2 4 41 41 41 41 41 41 41 41 41 41 41 41 4	5 :: 9 11 9 13% 4 4 777 53% 18 0 109 8 33 335 1:	3 1% 11 4% 51 18% 89 32%	14 3% 21 5% 74 16%	1 2% 14 22% - 16 25%	19 3% 6 28 4% 133 20%	5 1% 13 3% 82 18%	4 1% 3 1% 24 5%	8 1% 17 2% H 85 11% H	4 4% L* 12 14% KL* 52 59% KL*	3 2% L 4 3% L 39 32% L	- - 1 *	13 2% 13 2%	21 2% 37 4% M	3 3% * 4 4% * 38 35%	6 1% 15 3%	9 2% 20 5%	9 5% P 6 3%	9 2% 11 2%	10 2% 27 5% s	5 4% 4 3% 58 45%	17 2% 31 3% 136 15%	5 2% 14 4%	4! 6:
2 2 2 2 2 2 2 2 2 2	22% 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	9 11 9 4 4% 4 18% 5 18 0 09 8 32 35 1:	11% 111 44% 551 188% 89 32%	3% 21 5% 74 16%	2%	3% G 28 4% 133 20%	1% 13 3% 82 18%	1% 3 1% 24 5%	1% 17 2% H 85 11% H	4% L* 12 14% KL* 52 59% KL*	2% L 4 3% L 39 32% L	27	2% 13 2%	2% 37 4% M 177 17%	3% * 4 4% * 38 35%	1% 15 3% 78	2% 20 5% 75	5% P 6 3% 62 35%	2% 11 2%	2% 27 5% s	4% 4 3% 58 45%	2% 31 3% 136 15%	2% 14 4%	4:
4 Neither agree nor disagree (0) 2 15 Tend to agree (1) 3 3 Strongly agree (2) 4 2 2001't know 3	4% 3 216 7 19% 23 1 376 11 3376 33 461 1: 11% 40	3% 4 777 5 3% 18 D 09 8 2% 32 35 1:	4% 51 18% 89 32%	5% 74 16%	14 22% *	4% 133 20%	3% 82 18%	1% 24 5%	2% H 85 11% H	14% KL* 52 59% KL*	3% L 39 32% L	27	2%	4% M 177 17%	4% * 38 35%	3% 78	5% 75	3% 62 35%	2% 68	5% s	3% 58 45%	3% 136 15%	4% 36	4
11	19% 23 376 11 33% 32 461 11 11% 40	3% 18 D 09 8 2% 32 35 1:	89 32%	16%	22% * 16 25%	20%	18%	5% 151	11% H	59% KL*	32% L			17%	35%			35%			45%	15%		6
3: trongly agree (2) 4: 4: Don't know 3	33% 33 461 1: 41% 40	2% 32	32%		25%						56										ST	w		4
4: Don't know	11% 40		122						35% H	20%	45% J	303 39% J	187 36%	347 34%	29 27% *	175 33% R	159 38% R	42 23%	154 31% U	199 39% su	23 18%	321 35%	105 34%	2
			14%	176 39%	28 44% *	264 39%	198 43%	287 61%	374 49%	2 2% *	21 17%	438 57% JK	245 47% NO	432 42% 0	29 27% *	254 48% QR	155 37%	52 29%	247 50% TU	184 36% U	30 23%	416 45% x	150 48% x	2
			2	2	4 7% BCD*	6 1%	5 1%	2 1%	5 1%	1 1% *	1 1%	2 *	4 1%	7 1%	4 4% MN*	2	-	8 5% PQ	2 1%	-	8 7% ST	4	4 1% V	
			14	36 8% B	1 2% *	47 7% G	18 4%	8 2%	24 3% H	16 18% KL*	7 6% L	1 *	26 5%	58 6%	7 7% *	22 4%	29 7%	15 8% P	19 4%	37 7% s	9 7%	48 5%	18 6%	
-	837 2- 74% 72		211 76%	339 75%	44 69%	485 72%	352 77%	438 93% I	641 85%	20 22% *	77 62% J	740 96% JK	432 82% NO	779 76% 0	58 54% *	428 81% QR	314 75% R	95 53%	401 82% TU	383 75% U	54 42%	737 80% x	254 82% X	
Mean 1.	1.08 1.	00 4	1.14	1.04	1.17	1.03	1.16	1.52	1.31	0.02	0.72	1.53	1.23	1.12	0.75	1.24	1.03	0.72	1.27	1.02	0.58	1.18	1.24	C

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 $Column Means~(5\%): A, B/C/D/E, F/G, H/I, J/K/L, M/N/O, P/Q/R, S/T/U, V/W/X \\ Minimum~Base:~30(***)~Small~Base:~100(*)$

PUBLIC Litter-picking

Adults aged 16-75 in the UK

Q3. To what extent do you agree or disagree with each of the following statements? - I notice litter more when I am out and about

All Adults aged 16-75 in the UK

		Ge	nder			Age						Region				Urban	/ Rural		Social	grade	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	North	Midlands	South	London	Wales	Scotland	Northern Ireland	Urban	Rural	AB	C1	C2	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(
Unweighted base	1129	558	571	173	209	198	216	333	266	286	244	151	55	97	30	953	176	351	310	209	2
Weighted base	1129	559	570	180	202	207	210	330	272	286	244	145	55	93	34	948	181	298	315	251	2
Strongly disagree (-2)	24 2%	17 3% c	7 1%	4 2%	8 4% GH	6 3%	2 1%	3 1%	3 1%	5 2%	4 2%	5 4%	:	5 5% ı*	2 6% **	21 2%	2 1%	9	6 2%	2 1%	
Tend to disagree (-1)	83 7%	50 9%	33 6%	13 7%	17 8%	26 12% GH	13 6%	15 5%	22 8% M	19 6%	13 5%	14 10% M	:	9 10% M*	6 18% **	69 7%	14 8%	25 9%	28 9%	14 6%	
Neither agree nor disagree (0)	206 18%	112 20%	94 17%	26 14%	35 17%	48 23% D	35 17%	62 19%	48 18%	49 17%	48 20%	31 21%	9 16% *	16 17% •	6 16%	178 19%	29 16%	58 20%	55 18%	43 17%	1
Tend to agree (1)	402 36%	196 35%	207 36%	70 39%	70 35%	63 31%	71 34%	128 39%	95 35%	108 38%	87 36%	52 36%	21 39% *	27 29% •	12 35%	341 36%	62 34%	101 34%	112 36%	93 37%	3
Strongly agree (2)	404 36%	181 32%	224 39% B	65 36%	68 34%	61 30%	90 43% F	120 36%	103 38%	103 36%	88 36%	41 28%	25 45% L*	36 38% *	8 25% **	332 35%	73 40%	103 35%	110 35%	96 38%	3
Don't know	9 1%	4 1%	5 1%	2 1%	4 2% GH	2 1%	-	1 *	1	2 1%	4 2%	1 1%	-	1 1% *	- - •	8 1%	1 1%	2 1%	3 1%	2 1%	
NET Disagree	106 9%	66 12% c	40 7%	17 9%	25 12% H	32 15% GH	15 7%	18 6%	25 9% м	23 8% M	16 7%	20 14% KM		14 15% KM*	8 23% **	90 9%	16 9%	34 11%	34 11%	17 7%	
NET Agree	807 71%	376 67%	430 76% B	135 75% F	138 68%	125 60%	160 76% F	249 75% F	198 73%	211 74% L	175 72%	93 64%	46 84% LN*	63 67% •	20 60% ••	672 71%	134 74%	204 68%	222 71%	189 75%	
Mean	0.97	0.85	1.08	1.00	0.88	0.72	1.11	1.06	1.00	1.01	1.01	0.76	1.29	0.87	0.56	0.95	1.05	0.89	0.93	1.07	C

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18-020000-04 - 25th - 28th January 2019 PUBLIC Litter-picking Adults aged 16-75 in the UK

Q3. To what extent do you agree or disagree with each of the following statements? - I notice litter more when I am out and about

All Adults aged 16-75 in the UK

			Educ	ation		Employme	ent status	Changes in	behaviour	Positive c	hange in vie	w on litter	Blue P	lanet know	rledge	Noticed si	ngle-use pla	stic news	Noticed I	itter in oce	ans news		itter-picke Joined	15
	Total	GCSE/O Level/NV Q12	A Level or equivalent	Degree/M asters/Ph D	No formal qualificati	Working	Not working	Pick up litter	Reduce single-use plastic	Mild change	Medium change	Strong change	Watched	Heard of or watched	Not aware/not sure	Weekly or more	Monthly or less	Never/do n`t know	Weekly or more	Monthly or less	Never/do n`t know	Picks up	organised litter- picking event	Does n pick u other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(w)	(X)
Inweighted base	1129	322	277	472	58	747	382	469	761	90	125	769	530	1027	102	532	421	176	491	514	124	927	320	168
Veighted base	1129	338	277	450	63	671	458	472	756	89	124	771	524	1021	108	531	418	180	491	510	128	924	312	170
trongly disagree (-2)	24 2%	4 1%	1 1%	15 3% c	2 4% c*	15 2%	8 2%	6 1%	5 1%	3 3% L*	2 2% L	-	9 2%	18 2%	6 5% MN*	7 1%	11 3%	5 3%	7 2%	11 2%	5 4%	18 2%	4 1%	6 3%
end to disagree (-1)	83 7%	20 6%	24 9%	38 8%	1 2%	50 7%	33 7%	16 3%	30 4%	22 25% KL*	16 13% L	10 1%	29 6%	74 7% M	8 8% *	31 6%	34 8%	18 10%	24 5%	45 9% s	14 11% s	54 6%	15 5%	22 13% vw
leither agree nor disagree (0)	206 18%	71 21%	42 15%	79 18%	15 23% *	129 19%	78 17%	26 6%	102 13% н	31 34% L*	41 33% L	52 7%	62 12%	175 17% M	31 29% MN*	78 15%	85 20% P	43 24% P	69 14%	100 20% s	37 29% ST	147 16%	40 13%	49 299 VW
end to agree (1)	402 36%	118 35%	102 37%	164 36%	18 28% *	239 36%	163 36%	165 35%	285 38%	27 30% *	42 34%	334 43% J	193 37%	365 36%	38 35%	185 35%	160 38%	58 32%	172 35%	196 38% U	35 27%	340 37%	112 36%	53 319
trongly agree (2)	404 36%	123 36%	106 38%	152 34%	24 38% *	233 35%	172 37%	258 55%	331 44%	7 8% *	22 18%	375 49% JK	229 44% NO	385 38% o	20 18% *	227 43% QR	129 31%	48 27%	216 44% TU	158 31%	30 23%	364 39% x	140 45% vx	37 229
on't know	9 1%	2 1%	2 1%	2 *	3 5% BCD*	6 1%	3 1%	1 *	2 *	:	1 1% L	-	1 *	4	5 5% MN*	2 *	-	7 4% PQ	2 *	-	7 6% ST	2	2 1%	3 29 V
IET Disagree	106 9%	24 7%	26 9%	53 12% B	4 6% *	65 10%	42 9%	22 5%	35 5%	25 28% KL*	18 15% L	10 1%	38 7%	92 9% M	14 13%	38 7%	45 11%	24 13% P	31 6%	56 11% s	20 15% s	72 8%	19 6%	2 16 V
ET Agree	807 71%	241 71%	208 75%	316 70%	42 66%	472 70%	335 73%	423 90%	616 82%	34 38%	64 52%	709 92%	422 81%	749 73%	57 53%	412 78%	289 69%	106 59%	388 79%	354 69%	64 50%	704 76%	251 81%	53

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ColumnMeans (5%): A,B/C/D/E,F/G,H/I,J/K/L,M/N/O,P/Q/R,S/T/U,V/W/X Minimum Base: 30(**) Small Base: 100(*)

PUBLIC

Litter-picking

Adults aged 16-75 in the UK

Q4. Thinking about your behaviour following the debate over single-use plastics in the UK media, and TV events such as 'Blue Planet 2', to what extent do you agree or disagree with each of the following statements - Summary All Adults aged 16-75 in the UK

	the debate media, and to what ex	over single ITV events tent do you	ur behaviou e-use plastic such as 'Blu agree or dis wing staten	s in the UK e Planet 2', agree with
	I now pick up litter when previously I might have walked past it		I try to purchase less single- use plastics (C)	I don't do anything differently since the debates about single-use plastics
Unweighted base	1129	1129	1129	1129
Weighted base	1129	1129	1129	1129
Strongly disagree (-2)	83 7% c	82 7% c	35 3%	223 20% ABC
Tend to disagree (-1)	170 15% c	182 16% c	83 7%	380 34% ABC
Neither agree nor disagree (0)	381 34% CD	399 35% CD	227 20%	264 23% c
Tend to agree (1)	322 28% BD	266 24% D	455 40% ABD	159 14%
Strongly agree (2)	150 13% D	146 13% D	300 27% ABD	77 7%
Don't know	24 2%	54 5% ACD	28 3%	25 2%

NET Disagree	252 22% c	264 23% c	118 10%	603 53% ABC
NET Agree	472 42% BD	412 36% D	756 67% ABD	236 21%

1			0.82	
Mean	0.26	0.20	0.82	-0.47
	D D	D		
	-			

uirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Condition

Overlap formulae used

ColumnProportions (5%): A/B/C/D Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D Minimum Base: 30(**) Small Base: 100(*)

PUBLIC

Litter-picking

Adults aged 16-75 in the UK

Q4. Thinking about your behaviour following the debate over single-use plastics in the UK media, and TV events such as 'Blue Planet 2', to what extent do you agree or disagree with each of the following statements - I now pick up litter when previously I might have walked past it All Adults aged 16-75 in the UK

16-24 (D) 173 180 11 6% 22 12% 54 30% 56 31% 29 16%	25-34 (E) 209 202 21 10% G 34 17% 53 26%	35-44 (F) 198 207 15 7% 45 22% DGH 72 35%	45-54 (G) 216 210 8 4% 22 10% 82 39% E 64 30%	55-75 (H) 333 330 28 8% 46 14% 119 36% E	North (I) 266 272 21 8% 49 18% J 87 32% 80 29%	Midlands (J) 286 286 20 7% 33 12% 104 36%	South (K) 244 244 19 8% 31 13% 82 34%	London (L) 151 145 8 6% 34 24% JKN 51 35%	Wales (M) 55 55 3 6% * 6 12% * 22 40% *	Scotland (N) 97 93 7 8% • 11 12% • 27 29% •	Northern Ireland (O) 30 34 5 14% *** 4 12% *** 7 20% ***	Urban (P) 953 948 68 7% 145 15% 326 34%	Rural (Q) 176 181 15 8% 24 14% 55 31%	AB (R) 351 298 22 7% 50 17% U 96 32%	C1 (S) 310 315 27 9% T 53 17% U 104 33%	C2 (T) 209 251 9 4% 40 16%	20 22 2 2 2 10 11 11 11 11 11 11 11 11 11 11 11 11
173 180 11 6% 22 12% 54 30% 56 31%	209 202 21 10% G 34 17% 53 26% 62 31%	198 207 15 7% 45 22% DGH 72 35% 47	216 210 8 4% 22 10% 82 39% E	333 330 28 8% 46 14% 119 36% E	266 272 21 8% 49 18% 1 87 32%	286 286 20 7% 33 12%	244 244 19 8% 31 13% 82 34%	151 145 8 6% 34 24% JKN 51 35%	55 55 3 6% • 6 12% •	97 93 7 8% • 11 12% •	30 34 5 14% ** 4 12% **	953 948 68 7% 145 15%	176 181 15 8% 24 14%	351 298 22 7% 50 17% U	310 315 27 9% T 53 17% U	209 251 9 4% 40 16%	25 26 29 10 10
180 11 6% 22 12% 54 30% 56 31%	202 21 10% G 34 17% 53 26% 62 31%	207 15 7% 45 22% DGH 72 35% 47 23%	210 8 4% 22 10% 82 39% E	330 28 8% 46 14% 119 36% E	272 21 8% 49 18% 1 87 32%	200 7% 33 12% 104 36%	244 19 8% 31 13% 82 34%	145 8 6% 34 24% JKN 51 35%	55 3 6% • 6 12% •	93 7 8% * 11 12% * 27 29%	34 5 14% ** 4 12% **	948 68 7% 145 15%	181 15 8% 24 14%	298 22 7% 50 17% U	315 27 9% T 53 17% U	251 9 4% 40 16%	20 9 1 2 10
11 6% 22 12% 54 30% 56 31%	21 10% G 34 17% 53 26%	15 7% 45 22% DGH 72 35%	8 4% 22 10% 82 39% E	28 8% 46 14% 119 36% E	21 8% 49 18% 1 87 32%	20 7% 33 12% 104 36%	19 8% 31 13% 82 34%	8 6% 34 24% JKN 51 35%	3 6% • 6 12% •	7 8% • 11 12% • 27 29%	5 14% •• 4 12% •• 7 20%	68 7% 145 15%	15 8% 24 14%	22 7% 50 17% U	27 9% T 53 17% U	9 4% 40 16%	2 9 1 2 10
6% 22 12% 54 30% 56 31%	10% G 34 17% 53 26% 62 31%	7% 45 22% DGH 72 35% 47 23%	4% 22 10% 82 39% E	8% 46 14% 119 36% E	8% 49 18% J 87 32%	7% 33 12% 104 36%	8% 31 13% 82 34%	6% 34 24% JKN 51 35%	6% 6 12% •	8%	14% 4 12% 7 20%	7% 145 15%	24 14%	7% 50 17% U	9% T 53 17% U	4% 40 16%	2 10
12% 54 30% 56 31%	17% 53 26% 62 31%	22% DGH 72 35% 47 23%	10% 82 39% E	14% 119 36% E	18% J 87 32%	12% 104 36%	13% 82 34%	24% JKN 51 35%	12% * 22 40%	12% * 27 29%	12% ** 7 20%	15% 326	14%	17% U	17% U	16%	10
30% 56 31%	62 31%	35% 47 23%	39% E 64	36% E	32% 80	36%	34%	35%	40%	29%	20%						
31%	31%	23%				82	74										
					L	29% L	30% L	27 19%	15 27% *	31 33% L*	13 37% **	264 28%	58 32%	84 28%	87 28%	75 30%	7 29
	13%	25 12%	32 15%	38 12%	32 12%	39 14%	30 12%	20 14%	8 15% *	16 17% •	6 17% **	124 13%	26 15%	43 15%	40 13%	34 13%	13
8 4% G	6 3%	3 1%	2 1%	5 2%	3 1%	7 3%	8 3%	5 3%	:	1 1% *	- -	21 2%	3 1%	4 1%	4 1%	11 4% RS	2
33 18%	55 27% DG	60 29% DG	30 14%	74 22% G	70 26% J	53 18%	50 21%	42 29% J	10 17% *	19 20% *	9 26% **	213 22%	39 22%	72 24%	80 26%	49 20%	1
85 47% F	88 44%	72 35%	95 45% F	131 40%	112 41%	121 42% L	104 43%	47 33%	23 42% *	46 50% L*	18 54% **	388 41%	84 46%	127 43%	127 40%	109 43%	4
3: 18 8: 47	3 %	3 55 % 27% DG	3 55 60 % 27% 29% DG DG	3 55 60 30 % 27% 29% 14% pc pc pc 5 88 72 95 % 44% 35% 45%	3 55 60 30 74 % 27% 29% 14% 22% DG DG G 5 88 72 95 131 % 44% 35% 45% 40%	3 55 60 30 74 70 % 27% 29% 14% 22% 26% 06 0 0 6 J 5 88 72 95 131 112 % 44% 35% 45% 40% 41%	3 55 60 30 74 70 53 % 27% 29% 14% 22% 26% 18% DG DG G J 5 88 72 95 131 112 121 % 44% 35% 45% 40% 41% 42%	3 55 60 30 74 70 53 50 % 27% 29% 14% 22% 26% 18% 21% DG DG G J 5 88 72 95 131 112 121 104 % 44% 35% 45% 40% 41% 42% 43%	3 55 60 30 74 70 53 50 42 % 27% 29% 14% 22% 26% 18% 21% 29% 1 5 88 72 95 131 112 121 104 47 % 44% 35% 45% 40% 41% 42% 43% 33%	3 55 60 30 74 70 53 50 42 10 % 27% 29% 14% 22% 26% 18% 21% 29% 17% DG DG G J 104 47 23 % 44% 35% 45% 40% 41% 42% 43% 33% 42%	3 55 60 30 74 70 53 50 42 10 19 % 27% 29% 14% 22% 26% 18% 21% 29% 17% 20% 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	3 55 60 30 74 70 53 50 42 10 19 9 % 27% 29% 14% 22% 26% 18% 21% 29% 17% 20% 26% 18	3 55 60 30 74 70 53 50 42 10 19 9 213 % 27% 29% 14% 22% 26% 18% 21% 29% 17% 20% 26% 22% DG DG G J J · · · · · · · · · · · · · · · ·	3 55 60 30 74 70 53 50 42 10 19 9 213 39 % 27% 29% 14% 22% 26% 18% 21% 29% 17% 20% 26% 22% 22% DG DG G J J • • • • • • • • • • • • • • • •	3 55 60 30 74 70 53 50 42 10 19 9 213 39 72 % 27% 29% 14% 22% 26% 18% 21% 29% 17% 20% 26% 22% 22% 24% DG DG G J J * * * ** 5 88 72 95 131 112 121 104 47 23 46 18 388 84 127 % 44% 35% 45% 40% 41% 42% 43% 33% 42% 50% 54% 41% 46% 43%	3 55 60 30 74 70 53 50 42 10 19 9 213 39 72 80 % 27% 29% 14% 22% 26% 18% 21% 29% 17% 20% 26% 22% 22% 24% 26% DG DG G I I * * * * * * * * * * * * * * * *	RS 3 55 60 30 74 70 53 50 42 10 19 9 213 39 72 80 49 6 27% 29% 14% 22% 26% 18% 21% 29% 17% 20% 26% 22% 22% 24% 26% 20% 5 88 72 95 131 112 121 104 47 23 46 18 388 84 127 127 109 6 45 44% 35% 45% 40% 44% 42% 43% 33% 42% 50% 54% 41% 46% 43% 40% 43%

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Column Proportions~(5%): A,B/C,D/E/F/G/H,I/J/K/L/M/N/O,P/Q,R/S/T/U~Minimum~Base:~30(**)~Small~Base:~100(*)

PUBLIC

Litter-picking

Adults aged 16-75 in the UK

Q4. Thinking about your behaviour following the debate over single-use plastics in the UK media, and TV events such as 'Blue Planet 2', to what extent do you agree or disagree with each of the following statements - I now pick up litter when previously I might have walked past it All Adults aged 16-75 in the UK

			Educ	ation		Employme	ent status	Changes i	n behaviour	Positive o	hange in vie	w on litter	Blue	Planet know	vledge	Noticed s	ingle-use pl	astic news	Noticed	litter in oce	ans news		Litter-picke	rs
		GCSE/O			N - 6				B. door					Hand of									Joined organised	
		Level/NV	A Level or	Degree/M asters/Ph	No formal qualificati		Not	Pick up	Reduce single-use	Mild	Medium	Strong		Heard of or	Not aware/not	t Weekly or	Monthly	Never/do	Weekly or	Monthly	Never/do	Picks up	litter- picking	pick u
	Total	Q12	equivalent	D	ons	Working	working	litter	plastic	change	change	change	Watched	watched	sure	more	or less	n't know	more	or less	n`t know	litter	event	litte
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Jnweighted base	1129	322	277	472	58	747	382	469	761	90	125	769	530	1027	102	532	421	176	491	514	124	927	320	168
Weighted base	1129	338	277	450	63	671	458	472	756	89	124	771	524	1021	108	531	418	180	491	510	128	924	312	170
Strongly disagree (-2)	83 7%	26 8%	19 7%	31 7%	7 11%	47 7%	36 8%	-	24 3%	18 21%	13 10%	31 4%	27 5%	72 7%	10 9%	32 6%	29 7%	21 12%	28	39 8%	17 13%	43 5%	11 4%	37 22%
									н	KL*	L			М				P			s			vw
Fend to disagree (-1)	170 15%	38 11%	44 16%	79 18%	8 12%	115 17% G	55 12%	-	90 12% H	19 21% L*	29 23% L	91 12%	59 11%	160 16% M	10 9%	70 13%	77 18%	23 13%	58 12%	94 19% S	17 13%	111 12% W	19 6%	54 32% vw
	204	420					457					245	454		40				450		40		07	
Neither agree nor disagree (0)	381 34%	129 38% D	99 36%	134 30%	19 29% *	224 33%	157 34%	-	239 32% H	41 46% L*	53 42% L	215 28%	154 29%	333 33% M	48 44% MN*	154 29%	162 39% P	64 36%	150 31%	183 36%	48 38%	305 33% w	87 28%	58 34%
Fend to agree (1)	322	94	74	135	19	186	135	322	259	6	25	285	179	304	18	178	103	40	174	133	15	310	116	9
	28%	28%	27%	30%	30%	28%	30%	68% I	34%	7%	20 %	37% JK	34% NO	30% o	16%	34% QR	25%	22%	35% TU	26% U	11%	34% x	37% x	5%
Strongly agree (2)	150 13%	39 11%	37 13%	67 15%	8 12%	90 13%	60 13%	150 32%	138 18%	1 1%	4 3%	142 18%	100 19%	140 14%	10 9%	92 17%	44 10%	15 8%	78 16%	58 11%	14 11%	147 16%	78 25%	4 2%
	1370	1170	13/6	13/4	*	1370	13/4	1	1070	*	370	JK	NO NO	14/0	*	QR	10%	070	Т	1170	1170	Х Х	VX	2,0
Oon't know	24 2%	12 4%	4 1%	4 1%	4 6%	9 1%	15 3%	:	5 1%	4 4%	1 1%	6 1%	5 1%	11 1%	13 12%	4 1%	3 1%	16 9%	3 1%	3 1%	17 14%	8 1%	1 *	7
	270	D	170	170	D*	270	F		н	L*	1,0	1,0	170	2,0	MN*	170	170	PQ	2,0	2,0	ST	2,0		VW
NET Disagree	252	65	63	110	14	162	91		114	38	42	122	86	232	20	102	106	44	86	133	34	154	30	91
ve i Disagree	22%	19%	23%	24%	23%	24%	20%	-	15% H	42% L*	34% L	16%	17%	23% M	18%	19%	25% P	24%	17%	26% S	26% S	17% W	10%	549 VW
NET Agree	472	132	111	202	27	276	196	472	397	7	28	427	279	444	28	270	147	55	252	191	29	457	194	13
	42%	39%	40%	45%	42%	41%	43%	100%	53%	8%	23% J	55% JK	53% NO	44% 0	26%	51% QR	35%	31%	51% TU	38% U	23%	49% x	62% vx	8%
Mean	0.26	0.25	0.24	0.29	0.22	0.24	0.29	1.32	0.53	-0.56	-0.19	0.54	0.51	0.28	0.08	0.43	0.13	0.03	0.44	0.15	-0.06	0.44	0.74	-0.6
Mean	0.26	0.25	0.24	0.29	0.22	0.24	0.29	1.32	0.53	-0.56	-0.19	0.54 JK	0.51 NO	0.28	0.08	0.43 QR	0.13	0.03	0.44 TU	0.15		-0.06		

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Overlap formulae used

Column Proportions~(5%): A,B/C/D/E,F/G,H/I,J/K/L,M/N/O,P/Q/R,S/T/U,V/W/X ~~Minimum~Base:~30(**)~Small~Base:~100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I,J/K/L,M/N/O,P/Q/R,S/T/U,V/W/X Minimum Base: 30(**) Small Base: 100(*)

PUBLIC

Litter-picking

Adults aged 16-75 in the UK

Q4. Thinking about your behaviour following the debate over single-use plastics in the UK media, and TV events such as 'Blue Planet 2', to what extent do you agree or disagree with each of the following statements - I would like to get involved in a litter pick All Adults aged 16-75 in the UK

		Ge	nder			Age						Region				Urban	/ Rural		Social	grade	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	North	Midlands	South	London	Wales	Scotland	Northern Ireland	Urban	Rural	AB	C1	C2	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(J)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(
Inweighted base	1129	558	571	173	209	198	216	333	266	286	244	151	55	97	30	953	176	351	310	209	2
Veighted base	1129	559	570	180	202	207	210	330	272	286	244	145	55	93	34	948	181	298	315	251	2
trongly disagree (-2)	82 7%	49 9%	34 6%	5 3%	15 7% D	20 10% D	15 7%	28 8% D	17 6%	25 9%	17 7%	11 7%	2 3% *	7 8% •	4 12%	68 7%	15 8%	28 10% T	22 7%	12 5%	8
end to disagree (-1)	182 16%	94 17%	88 15%	19 11%	42 21% D	35 17%	30 14%	57 17%	52 19% K	41 14%	29 12%	31 22% K	13 24% K*	12 13% •	3 9% **	157 17%	25 14%	50 17%	57 18% U	46 18% U	1
leither agree nor disagree (0)	399 35%	197 35%	202 35%	63 35%	57 28%	62 30%	86 41% EF	132 40% EF	103 38%	103 36%	84 34%	50 35%	17 32% *	33 35% *	8 23% **	335 35%	64 35%	98 33%	107 34%	86 34%	1
end to agree (1)	266 24%	126 22%	140 25%	51 28% H	48 24%	56 27% н	47 23%	63 19%	58 21% L	72 25% L	65 27% L	18 12%	13 24% L*	27 28% L*	13 38% **	221 23%	44 25%	75 25%	79 25%	56 22%	2
trongly agree (2)	146 13%	71 13%	75 13%	30 17%	29 14%	26 13%	23 11%	38 12%	38 14%	30 10%	35 14%	19 13%	8 15%	13 14% •	4 12%	120 13%	26 14%	43 14%	40 13%	33 13%	1
on't know	54 5%	23 4%	31 5%	12 7%	11 6%	9 4%	9 4%	12 4%	5 2%	15 5% I	14 6% I	16 11% UN	1 3% *	1 1% *	2 6% **	47 5%	7 4%	4 1%	10 3%	18 7% RS	
IET Disagree	264 23%	143 26%	122 21%	24 13%	56 28% D	55 26% D	45 21% D	84 26% D	69 25%	66 23%	46 19%	42 29% K	15 27% *	20 21% *	7 21%	225 24%	40 22%	78 26% U	79 25%	58 23%	
IET Agree	412 36%	196 35%	216 38%	81 45% GH	77 38%	82 40% н	70 33%	101 31%	96 35% L	102 36% L	100 41% L	37 25%	21 39% *	40 43% L*	17 50% **	342 36%	70 39%	117 39%	120 38%	89 35%	
						н			L	L	L		٠								

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PUBLIC

Litter-picking

Adults aged 16-75 in the UK

Q4. Thinking about your behaviour following the debate over single-use plastics in the UK media, and TV events such as 'Blue Planet 2', to what extent do you agree or disagree with each of the following statements - I would like to get involved in a litter pick All Adults aged 16-75 in the UK

			Educ	ation		Employm	ent status	Changes in	n behaviour	Positive c	hange in vie	w on litter	Blue P	Planet know	vledge	Noticed s	ingle-use pla	astic news	Noticed	litter in oce	ans news		itter-picke	rs
																							Joined organised	Does
		GCSE/O		Degree/M	No formal				Reduce					Heard of	Not								litter-	pick
		Level/NV		asters/Ph	qualificati		Not	Pick up	single-use	Mild	Medium	Strong		or	aware/not		Monthly	Never/do		Monthly	Never/do	Picks up	picking	othe
	Total	Q12	equivalent	D (D)	ons	Working	working	litter	plastic	change	change	change	Watched	watched	sure	more (p)	or less	n't know	more	or less	n`t know	litter	event	litt
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(w)	(
Inweighted base	1129	322	277	472	58	747	382	469	761	90	125	769	530	1027	102	532	421	176	491	514	124	927	320	1
Weighted base	1129	338	277	450	63	671	458	472	756	89	124	771	524	1021	108	531	418	180	491	510	128	924	312	1
itrongly disagree (-2)	82	25	17	34	7	49	34	3	25	18	19	20	17	65	18	22	33	28	22	36	24	43	5	3
	7%	8%	6%	7%	10%	7%	7%	1%	3% H	20% L*	15% L	3%	3%	6% M	16% MN*	4%	8% P	15% PQ	5%	7%	19% ST	5% W	2%	2
end to disagree (-1)	182	41	54	80	7	102	80	34	104	19	30	99	70	169	13	79	79	24	63	103	17	128	19	
	16%	12%	19% B	18% B	11%	15%	17%	7%	14% H	22% L*	24% L	13%	13%	17% M	12%	15%	19%	13%	13%	20% s	13%	14% W	6%	2
Neither agree nor disagree (0)	399	137	91	138	32	237	162	136	254	29	37	268	169	353	45	164	165	70	152	198	49	329	99	
	35%	41% D	33%	31%	51% CD*	35%	35%	29%	34% H	33%	30%	35%	32%	35%	42%	31%	39% P	39%	31%	39% s	38%	36%	32%	3
Fend to agree (1)	266	71	64	122	9	170	96	171	221	13	23	221	154	256	10	154	85	27	143	110	13	250	100	
	24%	21%	23%	27% BE	15%	25%	21%	36%	29%	15%	19%	29% JK	29% NO	25% 0	9%	29% QR	20%	15%	29% TU	22% U	10%	27% x	32% vx	
Strongly agree (2)	146	36	40	66	4	90	56	117	127	4	9	131	93	137	9	95	39	11	94	43	9	141	83	
	13%	11%	14%	15%	7%	13%	12%	25%	17%	5%	7%	17% JK	18% NO	13%	8%	18% QR	9%	6%	19% TU	8%	7%	15% x	27% vx	
Don't know	54	27	12	11	4	23	31	10	25	5	6	32	21	40	14	17	17	20	18	20	17	33	6	
	5%	8%	4%	2%	6%	3%	7%	2%	3%	6%	5%	4%	4%	4%	13%	3%	4%	11%	4%	4%	13%	4%	2%	
		D					F								MN*			PQ			ST	W		
NET Disagree	264	67	71	114	14	151	113	37	129	38	49	119	87	234	31	101	112	52	85	139	40	172	24	
	23%	20%	25%	25%	21%	23%	25%	8%	17% H	42% L*	39% L	15%	17%	23% M	28% M*	19%	27% P	29% P	17%	27% s	32% s	19% W	8%	
NET Agree	412	107	103	188	14	260	152	288	348	18	32	351	247	394	18	249	125	38	237	153	22	391	183	
	36%	32%	37%	42%	22%	39%	33%	61%	46%	20%	26%	46%	47%	39%	17%	47%	30%	21%	48%	30%	18%	42%	59%	
			E	BE	•			1				JK	NO	0		QR	R		TU	U		x	VX	
Mean	0.20	0.16	0.21	0.24	-0.03	0.23	0.14	0.79	0.44	-0.40	-0.23	0.46	0.47	0.24	-0.23	0.43	0.05	-0.19	0.47	0.04	-0.29	0.36	0.78	
incuii								1				JK	NO	0		QR	R		TU	U		X	VX	

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I,J/K/L,M/N/O,P/Q/R,S/T/U,V/W/X Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I,I/K/L,M/N/O,P/Q/R,S/T/U,V/W/X Minimum Base: 30(**) Small Base: 100(*)

PUBLIC Litter-picking

Adults aged 16-75 in the UK

Q4. Thinking about your behaviour following the debate over single-use plastics in the UK media, and TV events such as 'Blue Planet 2', to what extent do you agree or disagree with each of the following statements - I try to purchase less single-use plastics All Adults aged 16-75 in the UK

		Ge	nder			Age						Region			Northern	Urban	/ Rural		Social	grade	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	North	Midlands	South	London	Wales	Scotland	Ireland	Urban	Rural	AB	C1	C2	D
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(
Unweighted base	1129	558	571	173	209	198	216	333	266	286	244	151	55	97	30	953	176	351	310	209	2
Weighted base	1129	559	570	180	202	207	210	330	272	286	244	145	55	93	34	948	181	298	315	251	2
Strongly disagree (-2)	35 3%	26 5% c	9 2%	6 3%	7 3%	6 3%	4 2%	13 4%	7 2%	8 3%	9 4%	7 5%	:	2 2% *	2 6% **	29 3%	7 4%	11 4%	11 3%	7 3%	2
Tend to disagree (-1)	83 7%	45 8%	37 7%	18 10% G	21 11% GH	19 9% G	8 4%	17 5%	23 8%	21 7%	13 5%	11 8%	8 14% K*	7 8% •	:	70 7%	13 7%	29 10%	21 7%	18 7%	6
Neither agree nor disagree (0)	227 20%	130 23% c	98 17%	24 13%	41 20%	52 25% D	41 19%	70 21% D	55 20%	68 24% к	40 16%	36 25% K	8 15% •	15 17% •	4 13% **	189 20%	38 21%	55 19%	65 21%	52 21%	2
Tend to agree (1)	455 40%	216 39%	239 42%	68 38%	70 34%	83 40%	85 40%	150 45% E	116 42%	115 40%	106 43%	50 34%	20 37% •	32 34% •	17 51% **	385 41%	71 39%	124 42%	120 38%	99 39%	4
Strongly agree (2)	300 27%	133 24%	167 29% B	53 29%	56 28%	47 23%	67 32% FH	78 24%	68 25%	65 23%	68 28%	36 25%	19 34% •	35 38% IJL*	9 26%	252 27%	48 27%	76 26%	91 29%	64 26%	2
Don't know	28 3%	9 2%	19 3%	11 6% FH	7 3% F	1 *	6 3%	3 1%	3 1%	9 3%	8 3%	5 3%	-	2 2% *	1 4% **	24 3%	5 3%	3 1%	7 2%	11 4% R	3
NET Disagree	118 10%	71 13% c	47 8%	24 13% G	28 14% G	25 12% G	11 5%	29 9%	30 11%	29 10%	22 9%	19 13%	8 14% *	9 10% *	2 6% **	98 10%	19 11%	40 13% U	32 10%	25 10%	
NET Agree	756 67%	349 62%	406 71% B	121 67%	125 62%	129 63%	152 72% EF	227 69%	184 68%	180 63%	174 71% JL	86 59%	39 71% •	67 72% L*	26 78% **	637 67%	119 66%	200 67%	212 67%	163 65%	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K/L/M/N/O,P/Q,R/S/T/U Minimum Base: 30(**) Small Base: 100(*)

PUBLIC

Litter-picking

Adults aged 16-75 in the UK

Q4. Thinking about your behaviour following the debate over single-use plastics in the UK media, and TV events such as 'Blue Planet 2', to what extent do you agree or disagree with each of the following statements - I try to purchase less single-use plastics All Adults aged 16-75 in the UK

			Educ	ation		Employm	ent status	Changes in	behaviour	Positive cl	hange in vie	w on litter	Blue P	lanet know	rledge	Noticed s	ingle-use pla	astic news	Noticed	litter in oce	ans news	- 1	itter-picke	rs
																							Joined organised	
		GCSE/O		Degree/M	No formal qualificati		Not	Dieleum	Reduce single-use	Mild	S. S. o. oli	Chrono		Heard of	Not	Maakkaa	Manshir	Navar/da	Maakkaa	Manthh	Navar/da	Dielector	litter-	pick
	Total	Level/NV Q12	A Level or equivalent	asters/Ph D	ons	Working	working	Pick up litter	plastic	change	Medium change	Strong change	Watched	or watched	aware/not sure	more more	Monthly or less	Never/do n`t know	Weekly or more	Monthly or less	Never/do n`t know	Picks up litter	picking event	lit
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(w)	(
Inweighted base	1129	322	277	472	58	747	382	469	761	90	125	769	530	1027	102	532	421	176	491	514	124	927	320	1
Weighted base	1129	338	277	450	63	671	458	472	756	89	124	771	524	1021	108	531	418	180	491	510	128	924	312	1
Strongly disagree (-2)	35	9	5	18	3	21	15	5	-	4	5	11	9	28	7	13	9	13	12	14	9	20	7	
	3%	3%	2%	4%	5%	3%	3%	1%	-	5% L*	4%	1%	2%	3% M	7% MN*	2%	2%	7% PQ	2%	3%	7% ST	2%	2%	,
Fend to disagree (-1)	83 7%	26 8%	26 9%	29 6%	2 3%	51 8%	32 7%	15 3%	-	10 11%	17 14%	32 4%	30 6%	74 7%	9	29 6%	37 9%	16 9%	23 5%	46 9%	13 10%	59 6%	14 5%	1
								1		L*	L						P			S	S			,
Neither agree nor disagree (0)	227	86 25% CD	51 18%	74 16%	17 27% *	131 20%	96 21%	49 10%		37 41% KL*	33 26% L	99 13%	69 13%	187 18% M	40 37% MN*	78 15%	94 22% P	55 31% PQ	71 15%	109 21% s	47 37% ST	156 17%	50 16%	3
Fend to agree (1)	455 40%	120 36%	115 41%	191 42%	29 46%	277 41%	178 39%	190 40%	455 60%	25 28%	52 42%	346 45%	227	428 42%	27 25%	220 41%	184 44%	51 28%	201 41%	228 45%	27 21%	399 43%	120 39%	2
					•				н	•	1	J	0	0	•	R	R		U	U		wx	х	
Strongly agree (2)	300 27%	86 25%	73 26%	132 29% E	10 15%	182 27%	118 26%	207 44%	300 40%	8 9% *	15 12%	272 35% JK	182 35% NO	287 28% 0	13 12% *	185 35% QR	89 21%	27 15%	175 36% TU	109 21% U	17 13%	280 30% x	119 38% vx	:
Don't know	28	12 4%	8	6 1%	3 4%	8 1%	20 4%	6 1%	-	6 6%	3 2%	11 1%	8 2%	17 2%	12 11%	6 1%	4 1%	18 10%	9	4 1%	15 12%	10 1%	2	
		D			•		F	1		L*					MN*			PQ			ST			,
NET Disagree	118 10%	35 10%	31 11%	47 10%	5 8% *	71 11%	46 10%	20 4%	-	14 16% L*	22 18%	42 5%	38 7%	102 10% M	16 15% M*	42 8%	47 11%	29 16%	35 7%	60 12% s	22 17% S	79 9%	21 7%	2
NET Agree	756	206	188	323	39	460	296	397	756	33	67	618	408	715	40	405	273	78	375	337	44	679	239	
	67%	61%	68%	72% B	61%	69%	65%	84%	100% H	37%	54% J	80% JK	78% NO	70% 0	37%	76% QR	65% R	43%	76% TU	66% U	34%	73% x	77% x	

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Overlap formulae used

Column Proportions~(5%): A,B/C/D/E,F/G,H/I,J/K/L,M/N/O,P/Q/R,S/T/U,V/W/X ~~Minimum~Base:~30(**)~Small~Base:~100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I,I/K/L,M/N/O,P/Q/R,S/T/U,V/W/X Minimum Base: 30(**) Small Base: 100(*)

PUBLIC

Litter-picking

Adults aged 16-75 in the UK

Q4. Thinking about your behaviour following the debate over single-use plastics in the UK media, and TV events such as 'Blue Planet 2', to what extent do you agree or disagree with each of the following statements - I don't do anything differently since the debates about single-use plastics All Adults aged 16-75 in the UK

		Ge	nder			Age						Region				Urban	/ Rural		Socia	l grade	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	North	Midlands	South	London	Wales	Scotland	Northern Ireland	Urban	Rural	AB	C1	C2	DE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(J)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)
Inweighted base	1129	558	571	173	209	198	216	333	266	286	244	151	55	97	30	953	176	351	310	209	259
eighted base	1129	559	570	180	202	207	210	330	272	286	244	145	55	93	34	948	181	298	315	251	265
trongly disagree (-2)	223 20%	80 14%	144 25% B	30 17%	40 20%	35 17%	49 23%	70 21%	47 17%	63 22%	54 22%	21 14%	10 18% *	24 26% L*	6 17%	172 18%	52 29% P	58 19%	67 21%	49 20%	50 19%
end to disagree (-1)	380 34%	189 34%	191 34%	57 31%	65 32%	67 33%	74 35%	117 35%	100 37% к	107 37% к	65 27%	45 31%	20 37% *	31 34% •	11 33% **	323 34%	57 31%	106 36%	113 36%	74 29%	87 33%
either agree nor disagree (0)	264 23%	142 25%	122 21%	46 25%	43 21%	51 25%	49 23%	76 23%	67 25%	54 19%	59 24%	45 31%	14 25% *	21 22% •	5 14% **	231 24%	34 19%	66 22%	61 19%	66 26%	72 27% s
end to agree (1)	159 14%	92 16% c	68 12%	23 13%	27 14%	39 19%	25 12%	44 13%	38 14%	35 12%	45 18% N	16 11%	7 13% *	8 9% •	9 28% **	134 14%	25 14%	40 13%	52 16%	34 13%	34 13%
trongly agree (2)	77 7%	46 8%	31 5%	16 9%	18 9%	13 6%	10 5%	21 6%	18 7%	21 7%	12 5%	15 10% K	3 6% •	6 6% *	3 8% **	66 7%	11 6%	27 9%	17 5%	18 7%	16 6%
on't know	25 2%	11 2%	14 2%	9 5% FH	8 4% H	2 1%	4 2%	3 1%	3 1%	6 2%	9 4%	3 2%	1 1% *	3 3% *	-	22 2%	3 1%	2 1%	6 2%	11 4% R	6 2%

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Column Proportions~(5%): A,B/C,D/E/F/G/H,I/J/K/L/M/N/O,P/Q,R/S/T/U~Minimum~Base:~30(**)~Small~Base:~100(*)

PUBLIC

Litter-picking

Adults aged 16-75 in the UK

Q4. Thinking about your behaviour following the debate over single-use plastics in the UK media, and TV events such as 'Blue Planet 2', to what extent do you agree or disagree with each of the following statements - I don't do anything differently since the debates about single-use plastics All Adults aged 16-75 in the UK

Unweighted base Weighted base strongly disagree (-2)	Total (A) 1129 1129 223 20% 380	GCSE/O Level/NV Q12 (B) 322 338		Degree/M asters/Ph D (D) 472 450		Working (F) 747	Not working (G)	Pick up litter (H)	Reduce single-use plastic (I)	Mild change (J)	Medium change (K)	Strong	Watched	Heard of or watched	Not aware/not sure	Weekly or more	Monthly or less	Never/do n`t know	Weekly or more	Monthly or less	Never/do n`t know	Picks up	Joined organised litter- picking event	Does pick othe
Veighted base trongly disagree (-2)	(A) 1129 1129 223 20%	Q12 (B) 322 338	equivalent (C) 277 277 60	D (D) 472 450	ons (E) 58	(F) 747	working (G)	litter (H)	plastic (I)	change	change	change	Watched											oth
Weighted base strongly disagree (-2)	(A) 1129 1129 223 20%	(B) 322 338	(C) 277 277 60	(D) 472 450	(E) 58	(F) 747	(G)	(H)	(1)				watched	watcned										
Weighted base strongly disagree (-2)	1129 1129 223 20%	322 338 54	277 277 60	472	58	747				(2)			(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(w)	lit (2
Weighted base strongly disagree (-2)	1129 223 20%	338	277	450			382	469				(L)												
strongly disagree (-2)	223 20%	54	60		63	671			701	90	125	769	530	1027	102	532	421	176	491	514	124	927	320	1
	20%			97			458	472	756	89	124	771	524	1021	108	531	418	180	491	510	128	924	312	1
rend to disagree (-1)		16%	22%		12	132	92	148	200	7	11	198	134	217	7	129	77	18	125	90	9	208	71	
end to disagree (-1)	380			22%	19%	20%	20%	31%	26%	7%	9%	26% JK	26% NO	21% 0	6%	24% QR	18% R	10%	25% TU	18% U	7%	22% x	23% x	
		110	94	161	15	225	155	165	312	23	32	303	200	360	20	190	154	35	175	181	24	330	107	
	34%	32%	34%	36%	23%	34%	34%	35%	41% H	26%	26%	39% JK	38% NO	35% o	18%	36% R	37% R	20%	36% U	35% U	19%	36% x	34%	2
Neither agree nor disagree (0)	264	96	70	81	18	152	113	74	131	24	43	136	83	212	52	97	109	58	89	130	46	204	57	
	23%	28% D	25% D	18%	29%	23%	25%	16%	17%	26%	35% L	18%	16%	21% M	48% MN*	18%	26% P	32% P	18%	25% s	36% ST	22%	18%	3
end to agree (1)	159	43	35	74	8	99	60	43	70	25	25	78	67	148	11	71	57	30	62	79	18	120	46	
	14%	13%	13%	16%	12%	15%	13%	9%	9%	28% L*	20% L	10%	13%	14%	10%	13%	14%	17%	13%	15%	14%	13%	15%	1
itrongly agree (2)	77	24	15	31	7	52	25	37	37	7	9	45	35	70	7	36	19	22	34	28	16	51	28	
	7%	7%	6%	7%	12%	8%	5%	8% I	5%	8%	7%	6%	7%	7%	7%	7%	4%	12% PQ	7%	5%	12% ST	6%	9% V	:
Oon't know	25	12	3	6	4	11	14	6	6	4	3	10	5	14	11	7	2	16	6	3	16	11	3	
	2%	4% CD	1%	1%	6% CD*	2%	3%	1%	1%	4% L*	3%	1%	1%	1%	10% MN*	1%	-	9% PQ	1%	1%	12% ST	1%	1%	
NET Disagree	603 53%	164 48%	154 56%	259 57%	27 42%	357 53%	246 54%	313 66%	512 68%	30 33%	43 35%	501 65%	334 64%	577 56%	27 25%	319 60%	231 55%	53 29%	301 61%	270 53%	33 25%	538 58%	177 57%	3
	33%	4070	30%	BE BE	*	3376	3470	00%	0076	3370	3376	JK	NO	0	2376	R	35% R	2976	TU	J376 U	25%	X	У Х	
NET Agree	236	66	50	104	15	151	85	79	106	33	35	124	102	218	18	107	76	52	95	106	34	171	74	
	21%	20%	18%	23%	24%	23%	19%	17%	14%	36%	28%	16%	20%	21%	17%	20%	18%	29%	19%	21%	27%	19%	24%	3
	21%	20%	18%	23%	24%	23%	19%	17%	14%	36% L*	28% L	16%	20%	21%	17%	20%	18%	29% PQ	19%	21%	27%	19%	24 V	
Лean	-0.47	-0.39	-0.54	-0.50	-0.26	-0.43	-0.51	-0.74	-0.76	0.04 L*	-0.08 L	-0.70	-0.64	-0.50 M	-0.09 MN*	-0.58	-0.51	0.02 PQ	-0.61	-0.45 S	0.08 ST*	-0.57	-0.47	

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I,J/K/L,M/N/O,P/Q/R,S/T/U,V/W/X Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I,J/K/L,M/N/O,P/Q/R,S/T/U,V/W/X Minimum Base: 30(**) Small Base: 100(*)

PUBLIC

Litter-picking

Adults aged 16-75 in the UK

Q5. The following questions are about litter picking. By this we mean when a person or group of people purposefully go out to pick up other people's litter left in parks, beaches, or other public places - Summary All Adults aged 16-75 in the UK

	this w purposefu	e mean whe ly go out to	estions are al n a person o pick up othe es, or other p	r group of p r people's l	eople itter left in
	Litter picking is more celebrated now than it used to be	People who go litter picking are vital for helping to protect the environme nt in the UK	If I saw someone litter picking when I was out and about, I would think they are a "do- gooder"	I admire people who go litter picking	Picking up litter shows people who drop it that it is unaccepta ble
	(A)	(B)	(C)	(D)	(E)
Unweighted base	1129	1129	1129	1129	1129
Weighted base	1129	1129	1129	1129	1129
Strongly disagree (-2)	18 2% D	14 1%	211 19% ABDE	9 1%	37 3% ABD
Tend to disagree (-1)	70 6% 80	33 3%	267 24% ABDE	30 3%	111 10% ABD
Neither agree nor disagree (0)	252 22% BDE	172 15%	291 26% ABDE	176 16%	205 18% 8
Tend to agree (1)	464 41% c	454 40% c	192 17%	442 39% c	431 38% c
Strongly agree (2)	275 24% c	437 39% ACE	144 13%	459 41% ACE	321 28% AC
Don't know	49 4% BCDE	19 2% D	24 2% D	15 1%	23 2% D

NET Disagree	88	47	478	38	149
	8%	4%	42%	3%	13%
	BD		ABDE		ABD
NET Agree	740	891	336	900	752
	66%	79%	30%	80%	67%
	c	ACE		ACE	c

Mean	0.84 c	1.14 ACE	-0.19	1.18 ACE	0.80 c

2 requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used ColumnProportions (5%): A/B/C/D/E Minimum Base: 30(**) Small Base: 100(*) ColumnMeans (5%): A/B/C/D/E Minimum Base: 30(**) Small Base: 100(*)

18-020000-04 - 25th - 28th January 2019 PUBLIC

Litter-picking

Adults aged 16-75 in the UK

Q5. The following questions are about litter picking. By this we mean when a person or group of people purposefully go out to pick up other people's litter left in parks, beaches, or other public places. - Litter picking is more celebrated now than it used to be All Adults aged 16-75 in the UK

		Ge	nder			Age						Region			Northern	Urban	/ Rural		Social	grade	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	North	Midlands	South	London	Wales	Scotland	Ireland	Urban	Rural	AB	C1	C2	D
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(
Jnweighted base	1129	558	571	173	209	198	216	333	266	286	244	151	55	97	30	953	176	351	310	209	2
Weighted base	1129	559	570	180	202	207	210	330	272	286	244	145	55	93	34	948	181	298	315	251	2
Strongly disagree (-2)	18 2%	14 2% c	4 1%	4 2% G	4 2% G	7 3% GH	-	2 1%	3 1%	4 2%	4 2%	2 1%	-	1 1% •	3 9% **	16 2%	2 1%	4 1%	5 2%	2 1%	
Tend to disagree (-1)	70 6%	43 8% c	27 5%	13 7%	9 4%	18 9%	13 6%	18 5%	19 7%	14 5%	13 6%	8 6%	6 11%	6 7% •	2 7%	60 6%	10 6%	26 9% T	17 6%	9 4%	
Neither agree nor disagree (0)	252 22%	129 23%	124 22%	36 20%	42 21%	60 29% G	41 20%	74 22%	76 28% KM	65 23%	43 18%	40 27% KM	8 14% •	19 20% *	3 9% **	218 23%	35 19%	61 20%	70 22%	63 25%	2
Tend to agree (1)	464 41%	227 41%	237 42%	77 42%	80 40%	70 34%	91 43%	147 45% F	96 35%	115 40%	115 47%	55 38%	26 48% *	39 41% •	19 55% **	392 41%	73 40%	127 43%	134 42%	100 40%	3
Strongly agree (2)	275 24%	118 21%	158 28% B	39 21%	56 28%	42 20%	58 28%	80 24%	68 25%	71 25%	61 25%	32 22%	14 26% *	24 25% *	5 15% **	220 23%	56 31% P	69 23%	73 23%	65 26%	2
Don't know	49 4%	28 5%	21 4%	11 6%	11 5%	10 5%	8 4%	9 3%	10 4%	17 6%	7 3%	8 6%	1 1% *	5 5% •	2 5%	44 5%	5 3%	11 4%	16 5%	12 5%	
NET Disagree	88 8%	57 10% c	30 5%	18 10%	13 6%	25 12% GH	13 6%	19 6%	23 8%	19 7%	18 7%	10 7%	6 11% *	7 8% *	5 16% **	75 8%	12 7%	30 10% T	23 7%	11 4%	
NET Agree	740 66%	345 62%	395 69% B	115 64%	136 68% F	112 54%	149 71% F	227 69% F	164 60%	186 65%	177 72% IL	87 60%	40 74% *	62 67% *	24 71% **	612 64%	128 71%	196 66%	207 66%	165 66%	

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ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K/L/M/N/O,P/Q,R/S/T/U Minimum Base: 30(**) Small Base: 100(*)

PUBLIC

Litter-picking

Adults aged 16-75 in the UK

Q5. The following questions are about litter picking. By this we mean when a person or group of people purposefully go out to pick up other people's litter left in parks, beaches, or other public places. - Litter picking is more celebrated now than it used to be All Adults aged 16-75 in the UK

			Educa	ation		Employme	ent status	Changes in	n behaviour	Positive c	hange in vie	w on litter	Blue	Planet know	ledge	Noticed s	ingle-use p	astic news	Noticed	litter in oce	ans news		Litter-picke	rs
	Total	GCSE/O Level/NV Q12		Degree/M asters/Ph D	No formal qualificati ons	Working	Not working	Pick up litter	Reduce single-use plastic	Mild change	Medium change	Strong change	Watched	Heard of or watched	Not aware/not sure	Weekly or more	Monthly or less	Never/do n't know	Weekly or more	Monthly or less	Never/do n`t know	Picks up litter	Joined organised litter- picking event	Does no pick up others litter
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(w)	(X)
Unweighted base	1129	322	277	472	58	747	382	469	761	90	125	769	530	1027	102	532	421	176	491	514	124	927	320	168
Weighted base	1129	338	277	450	63	671	458	472	756	89	124	771	524	1021	108	531	418	180	491	510	128	924	312	170
Strongly disagree (-2)	18 2%	8 2% c	1 *	8 2%	1 2% *	11 2%	7 2%	3 1%	1 *	4 5% L*	3 2% L	-	6 1%	14 1%	4 3% *	7 1%	6 2%	4 2%	6 1%	9 2%	3 2%	9 1%	3 1%	8 4% vw
Tend to disagree (-1)	70 6%	10 3%	22 8% B	36 8% B	2 3% *	42 6%	28 6%	10 2%	37 5% H	8 9% L*	20 16% L	31 4%	27 5%	66 6%	4 4% •	31 6%	34 8% R	5 3%	25 5%	40 8%	5 4%	53 6%	13 4%	17 10% vw
Neither agree nor disagree (0)	252 22%	89 26% D	57 21%	87 19%	19 30% *	148 22%	105 23%	57 12%	125 17% н	37 42% KL*	25 21%	125 16%	81 15%	208 20% M	45 41% MN*	85 16%	94 22% P	74 41% PQ	74 15%	121 24% s	57 44% ST	181 20% w	44 14%	61 36% vw
Tend to agree (1)	464 41%	126 37%	118 43%	198 44%	22 35%	272 41%	192 42%	212 45%	338 45%	26 29%	53 42%	355 46% J	234 45% 0	435 43% o	29 27% *	224 42% R	195 47% R	45 25%	211 43% U	227 45% U	26 20%	401 43% x	146 47% x	51 30%
Strongly agree (2)	275 24%	91 27%	65 23%	105 23%	15 24% *	169 25%	107 23%	181 38%	233 31%	7 7% *	15 12%	243 32% JK	160 30% NO	261 26% 0	14 13% *	168 32% QR	74 18%	33 18%	158 32% TU	99 19%	19 14%	254 27% x	102 33% vx	20 12%
Don't know	49 4%	14 4%	15 5%	16 4%	4 6% *	30 4%	19 4%	9 2%	21 3%	7 8% L*	8 6% L	17 2%	16 3%	37 4%	12 11% MN*	16 3%	15 3%	19 11% PQ	17 3%	14 3%	19 15% ST	27 3% w	4 1%	13 8% vw
NET Disagree	88 8%	18 5%	23 8%	44 10% B	3 5% *	52 8%	35 8%	13 3%	38 5% H	12 14% L*	23 19% L	31 4%	33 6%	79 8%	8 8% *	38 7%	40 10%	9 5%	31 6%	49 10%	8 6%	61 7%	16 5%	24 14% vw
NET Agree	740 66%	216 64%	183 66%	303 67%	37 59%	441 66%	299 65%	393 83%	571 76%	33 37% *	68 55%	598 78% JK	394 75% NO	697 68% 0	43 40% *	392 74% QR	270 64% R	78 43%	369 75% TU	326 64% U	45 35%	655 71% x	248 79% vx	71 42%
Mean	0.84	0.87	0.85	0.82	0.81	0.85	0.83	1.20	1.04	0.28	0.48	1.08 JK	1.01 NO	0.88	0.47	1.00 QR	0.74	0.60	1.04 TU	0.74 U	0.48	0.93 x	1.08 VX	0.38

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Overlan formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I,J/K/L,M/N/O,P/Q/R,S/T/U,V/W/X Minimum Base: 30(**) Small Base: 100(*)

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18-020000-04 - 25th - 28th January 2019 PUBLIC

Litter-picking

Adults aged 16-75 in the UK

Q5. The following questions are about litter picking. By this we mean when a person or group of people purposefully go out to pick up other people's litter left in parks, beaches, or other public places. - People who go litter picking are vital for helping to protect the environment in the UK All Adults aged 16-75 in the UK

	Gei	nder			Age						Region				Urban	/ Rural		Social	grade	
Total	Male	Female	16-24	25-34	35-44	45-54	55-75	North	Midlands	South	London	Wales	Scotland	Northern Ireland	Urban	Rural	AB	C1	C2	DI
(A)	(B)	(c)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U
1129	558	571	173	209	198	216	333	266	286	244	151	55	97	30	953	176	351	310	209	25
1129	559	570	180	202	207	210	330	272	286	244	145	55	93	34	948	181	298	315	251	26
14 1%	8 2%	6 1%	2 1%	3 2%	4 2%	2 1%	3 1%	1 *	4 1%	2 1%	3 2% I	:	2 2% *	2 6% **	12 1%	2 1%	3 1%	4 1%	4 1%	15
33 3%	21 4%	12 2%	6 3%	6 3%	6 3%	8 4%	8 2%	7 3%	11 4%	8 3%	4 2%	:	3 3% •	1 4%	27 3%	6 3%	13 4% T	12 4% T	1 *	8 35
172 15%	101 18% c	71 12%	24 13%	35 17% G	39 19% G	22 10%	52 16%	45 16%	48 17%	33 13%	26 18%	6 12% •	11 11% •	2 6% **	155 16% Q	17 9%	41 14%	44 14%	42 17%	45 17
454 40%	239 43%	214 38%	67 37%	65 32%	80 38%	86 41%	156 47% DE	109 40%	108 38%	96 39%	64 44%	21 39% •	41 44% +	14 40% **	380 40%	73 41%	132 44%	120 38%	105 42%	9°
437 39%	182 33%	255 45% B	78 43% H	86 43% H	75 36%	91 43% H	107 33%	108 40%	108 38%	101 41% L	45 31%	27 49% L*	34 37% *	14 40% **	358 38%	79 44%	104 35%	130 41%	95 38%	10 41
19 2%	8 1%	12 2%	3 2%	7 3%	4 2%	1 1%	4 1%	3 1%	6 2%	4 2%	2 2%	-	3 3% +	2 5% **	16 2%	4 2%	6 2%	6 2%	4 1%	15
47 4%	29 5%	18 3%	8 4%	9 4%	10 5%	10 5%	11 3%	8 3%	15 5%	10 4%	7 5%	:	5 5% *	3 9% **	39 4%	8 4%	16 5% T	16 5%	5 2%	4
891 79%	421 75%	470 82% B	145 81%	151 75%	154 74%	177 84% EF	263 80%	217 80%	216 76%	197 81%	109 75%	48 88% J*	75 81%	27 80%	738 78%	152 84%	236 79%	250 79%	200 80%	7
	(A) 1129 1129 14 1% 33 3% 172 15% 454 40% 437 39% 19 2%	(A) (B) 1129 558 1129 559 14 8 1% 2% 33 21 3% 4% 172 101 15% 18% c 454 239 40% 43% 437 33% 33% 19 8 2% 1% 47 29 4% 5% 891 421	(A) (B) (C) 1129 558 571 1129 559 570 14 8 6 11% 2% 11% 33 21 12 3% 4% 2% 172 101 71 15% 18% 12% C 454 239 214 40% 43% 38% 437 182 255 39% 33% 45% 8 19 8 12 2% 1% 29%	(A) (B) (C) (D) 1129 558 571 173 1129 559 570 180 14 8 6 2 1% 2% 1% 1% 33 21 12 6 3% 4% 2% 3% 172 101 71 24 15% c 13% 454 239 214 67 40% 43% 38% 37% 437 182 255 78 39% 33% 45% 43% B H 19 8 12 3 2% 1% 2% 2% 47 29 18 8 47 29 18 8 47 29 18 8 48 8 47 29 18 8 48 8 891 421 470 145	(A) (B) (C) (D) (E) 1129 558 571 173 209 1129 559 570 180 202 14 8 6 2 3 1% 2% 1% 1% 2% 33 21 12 6 6 6 3% 4% 2% 3% 3% 172 101 71 24 35 15% 18% 12% 13% 17% 6 454 239 214 67 65 40% 43% 38% 37% 32% 437 182 255 78 86 39% 33% 45% 43% 43% 8 H H 19 8 12 3 7 2% 1% 2% 3% 47 29 18 8 9 4% 5% 3% 4% 4% 891 421 470 145 151	(A) (B) (C) (D) (E) (F) 1129 558 571 173 209 198 1129 559 570 180 202 207 14 8 6 2 3 4 1% 2% 1% 1% 2% 2% 33 21 12 6 6 6 6 3 3% 4% 2% 3% 3% 3% 3% 172 101 71 24 35 39 15% 18% 12% 12% 12% 6 6 6 6 6 6 454 239 214 67 65 80 40% 43% 38% 37% 32% 38% 437 182 255 78 86 75 39% 33% 45% 43% 43% 36% 19 8 12 3 7 4 2% 11% 2% 2% 3% 3% 2% 47 29 18 8 9 10 47 29 18 8 9 10 48 5% 3% 4% 4% 5%	(A) (B) (C) (D) (E) (F) (G) 1129 558 571 173 209 198 216 1129 559 570 180 202 207 210 14 8 6 2 3 4 2 1% 2% 1% 1% 2% 2% 2% 1% 33 21 12 6 6 6 8 8 3% 4% 2% 3% 3% 3% 4% 172 101 71 24 35 39 22 15% 18% 12% 13% 17% 19% 10% c 454 239 214 67 65 80 86 40% 43% 38% 37% 32% 38% 41% 437 182 255 78 86 75 91 39% 33% 45% 43% 43% 43% 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	(A) (B) (C) (D) (E) (F) (G) (H) 1129 558 571 173 209 198 216 333 1129 559 570 180 202 207 210 330 14 8 6 2 3 4 2 3 11% 2% 11% 1% 2% 2% 11% 11% 33 21 12 6 6 6 6 8 8 8 3% 4% 2% 3% 3% 3% 4% 2% 172 101 71 24 35 39 22 52 15% 18% 12% 13% 17% 19% 10% 16% c 6 6 6 80 86 156 454 239 214 67 65 80 86 156 40% 43% 38% 37% 32% 38% 41% 47% 00 00 00 00 00 00 00 00 00 00 00 00 00	(A) (B) (C) (D) (E) (F) (G) (H) (I) 1129 558 571 173 209 198 216 333 266 1129 559 570 180 202 207 210 330 272 14 8 6 2 3 4 2 3 1 1% 2% 1% 1% 2% 2% 2% 11% 11% * 33 21 12 6 6 6 6 8 8 8 7 3% 4% 2% 3% 3% 3% 4% 2% 3% 172 101 71 24 35 39 22 52 45 15% 18% 12% 13% 17% 19% 10% 16% 16% C 6 6 6 80 86 156 109 454 229 214 67 65 80 86 156 109 40% 43% 38% 37% 32% 38% 41% 47% 40% DE 437 182 255 78 86 75 91 107 108 39% 33% 45% 43% 43% 36% 43% 33% 40% B H H H B S S S S S S S S S S S S S S S	(A) (B) (C) (D) (E) (F) (G) (H) (I) (I) 1129 558 571 173 209 198 216 333 266 286 1129 559 570 180 202 207 210 330 272 286 14 8 6 2 3 4 2 3 1 4 1% 2% 1% 1% 2% 2% 11% 11% 1 1% * 11% 33 21 12 6 6 6 6 8 8 8 7 11 33 4% 2% 3% 3% 3% 4% 2% 3 4 4 2 3 3 4 4 2 3 3 4 4 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	(A) (B) (C) (D) (E) (F) (G) (H) (I) (I) (K) 1129 558 571 173 209 198 216 333 266 286 244 1129 559 570 180 202 207 210 330 272 286 244 14 8 6 2 3 4 2 3 1 4 2 11% 2% 1% 1% 2% 2% 11% 11% 1 1 1 8 133 21 12 6 6 6 6 8 8 8 7 11 8 33 44 2 3 3 4 4 2 33 4 4 2 3 1 4 2 11% 2% 3 3 4 3 3 4 3 4 3 4 3 4 3 3 4 4 4 4 3 3 6 4 4 172 101 21 4 35 38 4 4 5 38 4 4 5 4 38 38 39 4 4 5 4 38 38 39 4 4 5 4 3 3 3 4 4 5 4 3 4 4 5 4 3 4 5 4 4 5 4 5	(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) 1129 558 571 173 209 198 216 333 266 286 244 151 1129 559 570 180 202 207 210 330 272 286 244 145 14 8 6 2 3 4 2 3 1 4 2 3 1 4 2 3 1 1 4 2 3 1 1 4 2 3 1 1 4 2 3 1 1 4 2 3 3 1 1 4 2 3 3 1 1 4 2 3 3 1 1 4 2 2 3 3 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) 1129 558 571 173 209 198 216 333 266 286 244 151 55 1129 559 570 180 202 207 210 330 272 286 244 145 55 14 8 6 2 3 4 2 3 1 4 2 3 1 1 4 2 3 - 1 1 1 2 6 6 6 6 8 8 8 7 11 1 8 4 - 1 1 1 8 1 1 8 1 1 8 1 1 1 1 1 1 1 1 1	(A) (B) (C) (D) (E) (F) (G) (H) (I) (I) (I) (K) (L) (M) (N) 1129 558 571 173 209 198 216 333 266 286 244 151 55 97 1129 559 570 180 202 207 210 330 272 286 244 145 55 93 14 8 6 2 3 4 2 3 1 4 2 3 1 5 1 6 2 2 5 2 6 1 6 1 1 1 6 1 1 1 8 1 1 1 1 1 1 1 1 1	(A) (B) (C) (O) (E) (F) (G) (H) (I) (I) (V) (V) (V) (V) (M) (N) (N) (O) (D) (D) (D) (D) (D) (D) (D) (D) (D) (D	(A) (B) (C) (D) (E) (F) (G) (H) (U) (U) (K) (L) (M) (N) (O) (P) (P) (1129) 558 571 173 209 198 216 333 266 286 244 151 55 97 30 953 (953) 1129 559 570 180 202 207 210 330 272 286 244 145 55 93 34 948 144 8 6 2 3 4 2 3 1 4 4 2 3 - 2 2 12 12 14 26 6 6 6 8 8 8 7 11 8 4 2 3 - 2 2 66 66 14 1 1 2 7 3 3 1 2 7 4 1 16% 16% 16% 16% 16% 16% 16% 16% 16% 1	(A) (B) (C) (D) (E) (F) (G) (H) (I) (I) (I) (I) (I) (II) (IV) (IV)	CA (b) CJ CD (c) (c) (c) (c) (c) (c) (c) (d) ((A) (B) (C) (D) (E) (F) (G) (H) (H) (I) (I) (I) (I) (I) (I) (I) (II) (I	(A) (B) (C) (D) (E) (F) (G) (M) (II) (II) (II) (IV) (

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ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K/L/M/N/O,P/Q,R/S/T/U Minimum Base: 30(**) Small Base: 100(*)

PUBLIC

Litter-picking

Adults aged 16-75 in the UK

Q5. The following questions are about litter picking. By this we mean when a person or group of people purposefully go out to pick up other people's litter left in parks, beaches, or other public places. - People who go litter picking are vital for helping to protect the environment in the UK All Adults aged 16-75 in the UK

			Educ	ation		Employm	ent status	Changes in	n behaviour	Positive c	hange in vie	w on litter	Blue I	Planet know	/ledge	Noticed si	ingle-use pl	astic news	Noticed	litter in oce	ans news		Litter-picke	rs
	Total	GCSE/O Level/NV Q12	A Level or equivalent	Degree/M asters/Ph D		Working	Not working	Pick up litter	Reduce single-use plastic	Mild change	Medium change	Strong change	Watched	Heard of or watched	Not aware/not sure	t Weekly or more	Monthly or less	Never/do n`t know	Weekly or more	Monthly or less	Never/do n`t know	Picks up litter	Joined organised litter- picking event	Does r pick u other litte
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted base	1129	322	277	472	58	747	382	469	761	90	125	769	530	1027	102	532	421	176	491	514	124	927	320	168
Weighted base	1129	338	277	450	63	671	458	472	756	89	124	771	524	1021	108	531	418	180	491	510	128	924	312	170
Strongly disagree (-2)	14 1%	6 2%	2 1%	5 1%	1 2% *	9 1%	5 1%	4 1%	1 *	1 1%	2 2% L	2 *	4 1%	10 1%	4 4% MN*	7 1%	2 1%	5 3% Q	3 1%	5 1%	5 4% st	9 1%	5 1%	5 3% v
Tend to disagree (-1)	33 3%	7 2%	7 2%	19 4%	:	20 3%	13 3%	3 1%	13 2% H	7 7% L*	8 6% L	9 1%	11 2%	30 3%	3 3%	14 3%	17 4%	2 1%	14 3%	18 4%	1 1%	23 3%	11 3%	8 5%
Neither agree nor disagree (0)	172 15%	53 16%	47 17%	59 13%	13 21% *	104 16%	67 15%	24 5%	64 9% H	19 21% L*	23 19% L	57 7%	45 9%	142 14% M	30 28% MN*	59 11%	62 15%	51 28% PQ	47 10%	82 16% s	43 34% ST	110 12%	35 11%	52 30% vw
Tend to agree (1)	454 40%	136 40%	106 38%	193 43%	19 30% *	268 40%	186 41%	163 35%	330 44% H	36 40%	60 49%	327 42%	217 41%	412 40%	42 39% *	204 39%	189 45% PR	60 33%	188 38%	228 45% SU	38 29%	384 42% W	112 36%	60 35%
Strongly agree (2)	437 39%	126 37%	114 41%	169 38%	28 44% *	260 39%	177 39%	275 58%	342 45%	20 23% *	28 23%	372 48% JK	241 46% NO	416 41% 0	22 20% *	242 46% QR	143 34%	52 29%	236 48% TU	171 34% U	30 23%	392 42% x	149 48% vx	39 23%
Don't know	19 2%	10 3% c	2 1%	6 1%	2 3% *	9 1%	10 2%	4 1%	5 1%	6 7% L*	2 2% L	2 *	6 1%	12 1%	8 7% MN*	3 1%	6 1%	10 6% PQ	3 1%	5 1%	11 9% ST	6 1%	1 *	6 4% vw
NET Disagree	47 4%	13 4%	9 3%	24 5%	1 2% *	30 4%	18 4%	6 1%	14 2%	8 9% L*	10 8% L	12 2%	15 3%	40 4%	7 6% *	21 4%	19 4%	7 4%	17 3%	24 5%	6 5%	32 3%	15 5%	13 8% v
NET Agree	891 79%	262 77%	220 79%	362 80%	47 74% *	528 79%	363 79%	438 93%	672 89%	56 63% *	89 71%	700 91% JK	458 87% NO	827 81% 0	63 59% *	447 84% R	332 79% R	112 62%	424 86% TU	400 78% U	67 53%	776 84% x	261 84% x	99 58%
Mean	1.14	1.12	1.17	1.13	1.19	1.13	1.16	1.50	1.33	0.82	0.86	1.38 JK	1.31 NO	1.18	0.74	1.25 QR	1.10	0.90	1.31 TU	1.07 U	0.73	1.23 X	1.25	0.72

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Overlap formulae used

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PUBLIC Litter-picking

Adults aged 16-75 in the UK

Q5. The following questions are about litter picking. By this we mean when a person or group of people purposefully go out to pick up other people's litter left in parks, beaches, or other public places. - If I saw someone litter picking when I was out and about, I would think they are a "do-gooder" All Adults aged 16-75 in the UK

		Gei	nder			Age						Region				Urban	/ Rural		Socia	l grade	
															Northern						
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	(O)	Urban (P)	Rural (Q)	AB (R)	C1 (S)	C2 (T)	DE (U
Inweighted base	1129	558	571	173	209	198	216	333	266	286	244	151	55	97	30	953	176	351	310	209	259
Veighted base	1129	559	570	180	202	207	210	330	272	286	244	145	55	93	34	948	181	298	315	251	265
trongly disagree (-2)	211 19%	83 15%	128 23% B	11 6%	23 11%	51 25% DE	62 29% DEH	65 20% DE	50 18%	60 21%	45 18%	23 16%	9 17% *	19 20% •	5 14% **	171 18%	40 22%	44 15%	71 23% R	44 17%	52 20%
end to disagree (-1)	267 24%	150 27% c	117 21%	28 15%	45 22%	50 24% D	56 27% D	87 26% D	60 22%	75 26%	56 23%	31 21%	16 29% *	23 25% •	5 16% **	222 23%	45 25%	68 23%	76 24%	55 22%	68 269
leither agree nor disagree (0)	291 26%	148 27%	143 25%	38 21%	53 26%	55 26%	44 21%	102 31% DG	75 27% M	72 25%	74 30% MN	35 24%	7 13% *	18 19% +	10 31% **	239 25%	52 29%	81 27%	67 21%	78 31% s	65 259
end to agree (1)	192 17%	101 18%	91 16%	46 26% FGH	41 20%	29 14%	29 14%	46 14%	47 17%	40 14%	40 16%	31 21% J	13 23% *	17 18% +	5 16% **	174 18% Q	18 10%	59 20%	53 17%	38 15%	42 169
trongly agree (2)	144 13%	67 12%	77 14%	52 29% EFGH	34 17% FGH	16 8%	15 7%	27 8%	39 14%	33 12%	23 9%	20 14%	9 17% *	14 14% •	7 20% **	124 13%	20 11%	44 15%	39 13%	28 11%	33 129
on't know	24 2%	11 2%	13 2%	6 3% н	6 3% н	6 3% н	4 2%	2 1%	2 1%	7 2%	6 3%	4 3%	-	3 3% +	2 5% **	19 2%	5 3%	3 1%	8 2%	8 3%	5 2%

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			Educ	ation		Employm	ent status	Changes in	behaviour	Positive cl	hange in viev	w on litter	Blue P	lanet know	rledge	Noticed si	ngle-use pla	astic news	Noticed	litter in oce	ans news	ı	itter-picke	rs
																							Joined organised	Does
		GCSE/O		Degree/M					Reduce					Heard of	Not								litter-	pick
	Total	Level/NV Q12	A Level or equivalent	asters/Ph D	qualificati ons	Working	Not working	Pick up litter	single-use plastic	Mild change	Medium change	Strong change	Watched	or watched	aware/not sure	Weekly or more	Monthly or less	Never/do n`t know	Weekly or more	Monthly or less	Never/do n`t know	Picks up litter	picking event	othe
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(w)	()
Inweighted base	1129	322	277	472	58	747	382	469	761	90	125	769	530	1027	102	532	421	176	491	514	124	927	320	1
onweighted base	1129	322	2//	4/2	36	747	302	409	701	90	125	709	550	1027	102	332	421	1/0	491	314	124	927	320	1
Veighted base	1129	338	277	450	63	671	458	472	756	89	124	771	524	1021	108	531	418	180	491	510	128	924	312	1
trongly disagree (-2)	211	59	51	93	8	128	83	115	158	17	16	158	111	198	13	116	64	31	107	87	17	189	56	2
	19%	17%	18%	21%	13%	19%	18%	24%	21%	20%	13%	21% K	21% 0	19%	12%	22% Q	15%	17%	22% U	17%	13%	20% x	18%	1
end to disagree (-1)	267	86	62	107	12	167	99	93	181	20	34	182	119	248	19	131	110	25	121	132	14	226	69	
	24%	25%	22%	24%	18%	25%	22%	20%	24% H	23%	27%	24%	23%	24%	17%	25% R	26% R	14%	25% U	26% U	11%	24%	22%	2
Neither agree nor disagree (0)	291	87	76	106	23	175	116	95	176	26	40	162	116	253	38	119	102	69	114	123	55	220	80	
	26%	26%	27%	23%	36%	26%	25%	20%	23% H	30%	32% L	21%	22%	25% M	35% MN*	23%	24%	39% PQ	23%	24%	43% ST	24%	26%	3
Fend to agree (1)	192	50	43	87	11	108	84	74	120	16	20	138	91	175	17	81	86	25	79	94	19	148	54	
	17%	15%	16%	19%	17%	16%	18%	16%	16%	18%	16%	18%	17%	17%	15%	15%	21% P	14%	16%	19%	15%	16%	17%	1
Strongly agree (2)	144	43	44	50	7	80	65	91	112	3	11	123	79	130	14	75	51	18	65	67	12	131	51	
	13%	13%	16%	11%	11%	12%	14%	19%	15%	4%	9%	16% JK	15% N	13%	13%	14%	12%	10%	13%	13%	9%	14% X	16% x	
Don't know	24	13	1	7	3	13	11	5	8	6	3	7	8	16	8	8	4	11	6	6	12	9	2	
	2%	4% C		2%	5% c*	2%	2%	1%	1%	7% L*	3%	1%	2%	2%	7% MN*	2%	1%	6% PQ	1%	1%	9% ST	1%	1%	,
NET Disagree	478 42%	145 43%	113 41%	200 44%	20 31%	296 44%	182 40%	207 44%	339 45%	38 42%	50 40%	340 44%	229 44% 0	446 44% 0	32 29%	247 47% R	175 42% R	56 31%	228 46% U	219 43% U	30 24%	415 45% wx	125 40%	3
NET Agree	336	94	87	137	18	188	149	165	232	19	31	261	170	305	31	156	137	43	144	162	31	280	105	
	30%	28%	31%	30%	28%	28%	32%	35%	31%	21%	25%	34% JK	32%	30%	28%	29%	33%	24%	29%	32%	24%	30%	34%	2

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I,J/K/L,M/N/O,P/Q/R,S/T/U,V/W/X Minimum Base: 30(**) Small Base: 100(*)

 $Column Means~(5\%): A, B/C/D/E, F/G, H/I, J/K/L, M/N/O, P/Q/R, S/T/U, V/W/X \\ Minimum~Base:~30(***)~Small~Base:~100(*)$

18-020000-04 - 25th - 28th January 2019 PUBLIC

Litter-picking

Adults aged 16-75 in the UK

Q5. The following questions are about litter picking. By this we mean when a person or group of people purposefully go out to pick up other people's litter left in parks, beaches, or other public places. - I admire people who go litter picking All Adults aged 16-75 in the UK

		Ge	nder			Age						Region				Urban	/ Rural		Socia	grade	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	North	Midlands	South	London	Wales	Scotland	Northern Ireland	Urban	Rural	AB	C1	C2	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
nweighted base	1129	558	571	173	209	198	216	333	266	286	244	151	55	97	30	953	176	351	310	209	:
/eighted base	1129	559	570	180	202	207	210	330	272	286	244	145	55	93	34	948	181	298	315	251	:
trongly disagree (-2)	9 1%	7 1%	2 *	1 1%	2 1%	3 2%	-	2 1%	-	1 *	4 2% I	-	-	1 1% *	2 6% **	9 1%	-	2 1%	2 1%	1 *	
end to disagree (-1)	30 3%	20 4%	10 2%	5 3%	8 4%	6 3%	4 2%	7 2%	4 1%	6 2%	4 2%	5 3%	-	7 8% UKM*	3 9% **	26 3%	4 2%	12 4%	9	4 1%	
either agree nor disagree (0)	176 16%	107 19% c	69 12%	29 16%	39 19% G	34 16%	25 12%	48 15%	49 18% N	41 14%	34 14%	33 23% JKN	7 12% •	8 9% *	3 10% **	155 16%	21 12%	46 15%	48 15%	42 17%	1
end to agree (1)	44 <u>2</u> 39%	224 40%	218 38%	68 38%	67 33%	84 40%	91 43% E	131 40%	103 38%	118 41%	101 41%	54 37%	23 42%	34 37% •	9 26% **	373 39%	68 38%	121 41%	126 40%	94 37%	
trongly agree (2)	459 41%	196 35%	262 46% B	75 41%	79 39%	77 37%	89 42%	138 42%	115 42%	114 40%	97 40%	51 35%	25 46% *	41 44% *	15 44% ••	375 39%	84 46%	114 38%	127 40%	107 43%	
on't know	15 1%	6 1%	9 2%	2 1%	6 3% н	3 2%	1 1%	2 1%	1	6 2%	4 2%	1 1%	:	1 1% *	2 5% **	11 1%	4 2%	4 1%	3 1%	4 1%	
ET Disagree	38 3%	26 5% c	12 2%	6 3%	10 5%	9 4%	4 2%	10 3%	4 1%	7 3%	8 3%	5 3%	:	8 9% икм*	5 15% **	34 4%	4 2%	14 5%	11 3%	5 2%	
ET Agree	900 80%	420 75%	480 84%	143 79%	147 73%	161 78%	180 86%	270 82%	218 80%	231 81%	198 81%	106 73%	48 88%	75 81%	24 70%	748 79%	152 84%	235 79%	253 80%	201 80%	

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ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K/L/M/N/O,P/Q,R/S/T/U Minimum Base: 30(**) Small Base: 100(*)

PUBLIC

Litter-picking

Adults aged 16-75 in the UK

Q5. The following questions are about litter picking. By this we mean when a person or group of people purposefully go out to pick up other people's litter left in parks, beaches, or other public places. - I admire people who go litter picking All Adults aged 16-75 in the UK

			Educ	ation		Employm	ent status	Changes in	n behaviour	Positive c	hange in vie	w on litter	Blue P	lanet know	vledge	Noticed si	ingle-use pl	astic news	Noticed	litter in oce	ans news	L	itter-picke	rs
																							Joined organised	Does
		GCSE/O		Degree/M	No formal				Reduce					Heard of	Not								litter-	pick
		Level/NV		asters/Ph			Not	Pick up	single-use	Mild	Medium	Strong		or	aware/not	Weekly or	Monthly	Never/do	Weekly or	Monthly	Never/do	Picks up	picking	othe
	Total	Q12	equivalent	D	ons	Working	working	litter	plastic	change	change	change	Watched	watched	sure	more	or less	n't know	more	or less	n't know	litter	event	litte
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X
Unweighted base	1129	322	277	472	58	747	382	469	761	90	125	769	530	1027	102	532	421	176	491	514	124	927	320	16
Weighted base	1129	338	277	450	63	671	458	472	756	89	124	771	524	1021	108	531	418	180	491	510	128	924	312	17
strongly disagree (-2)	9	3	-	4	1	4	5	-	1	1	1	-	2	7	2	3	2	3	3	4	2	4	1	4
	1%	1%		1%	2% c*	1%	1%	-	*	1% L*	1% L	-	*	1%	2%	1%	1%	2%	1%	1%	2%	*	*	3 V
Fend to disagree (-1)	30	8	6	15	1	20	10	6	11	4	3	10	5	26	4	12	12	6	11	12	7	16	8	1
	3%	2%	2%	3%	1%	3%	2%	1%	1%	5% L*	2%	1%	1%	3% M	3%	2%	3%	3%	2%	2%	6%	2%	3%	6
Neither agree nor disagree (0)	176	56	51	55	13	104	72	21	76	20	21	66	55	143	32	58	60	58	52	77	47	107	37	
	16%	17%	18% D	12%	21%	15%	16%	4%	10% H	23% L*	17% L	9%	10%	14% M	30% MN*	11%	14%	32% PQ	11%	15% s	37% ST	12%	12%	3
Fend to agree (1)	442	128	103	188	22	267	175	153	305	38	68	304	201	404	37	198	188	55	178	230	34	371	112	
	39%	38%	37%	42%	35%	40%	38%	33%	40% H	43%	55% L	39%	38%	40%	35%	37%	45% PR	31%	36% U	45% SU	27%	40%	36%	3
Strongly agree (2)	459	134	117	185	23	271	188	288	359	21	30	389	256	432	26	256	153	50	244	185	29	421	154	
	41%	40%	42%	41%	37%	40%	41%	61%	48%	24%	24%	50% JK	49% NO	42% 0	24%	48% QR	36% R	28%	50% TU	36% U	23%	46% x	49% x	2
Don't know	15	9	1	3	2	6	9	3	4	4	1	2	5	8	7	3	4	7	3	3	8	4	-	Ι.
	1%	3% CD		1%	3% c*	1%	2%	1%	1%	5% L*	1%		1%	1%	6% MN*	1%	1%	4% PQ	1%	1%	6% ST		-	2
NET Disagree	38 3%	11 3%	6 2%	19 4%	2 4%	24 4%	15 3%	6 1%	12 2%	6 6%	4 3%	10 1%	7 1%	33 3%	6 5%	15 3%	14 3%	9 5%	14 3%	15 3%	9 7%	21 2%	10 3%	9
										L*				М	M*						ST			١
NET Agree	900 80%	262 78%	220 79%	373 83%	46 72%	537 80%	363 79%	442 94%	664 88%	59 66%	98 79%	693 90%	457 87%	837 82%	63 59%	454 86%	341 81%	106 59%	422 86%	415 81%	64 49%	793 86%	265 85%	5
	80%	70%	7376	03/0	*	60%	7570	1	0070	*	1	JK	NO NO	0	*	R	R	3376	U	U	4370	Х	Х	
Mean .	1.18	1.16	1.19	1.20	1.07	1.17	1.18	1.54	1.34	0.87	1.00	1.39	1.36	1.21	0.81	1.31	1.15	0.83	1.33	1.15	0.68	1.29	1.31	0

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I,J/K/L,M/N/O,P/Q/R,S/T/U,V/W/X Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I,I/K/L,M/N/O,P/Q/R,S/T/U,V/W/X Minimum Base: 30(**) Small Base: 100(*)

PUBLIC

Litter-picking

Adults aged 16-75 in the UK

Q5. The following questions are about litter picking. By this we mean when a person or group of people purposefully go out to pick up other people's litter left in parks, beaches, or other public places. - Picking up litter shows people who drop it that it is unacceptable All Adults aged 16-75 in the UK

	Ge	nder			Age						Region				Urban	/ Rural		Socia	l grade	
Total	Male	Female	16-24	25.24	25.44	45-54	55.75	North	Midlands	South	London	Wales	Scotland	Northern	Urban	Pural	AR	C1	C	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	
1129	558	571	173	209	198	216	333	266	286	244	151	55	97	30	953	176	351	310	209	2
1129	559	570	180	202	207	210	330	272	286	244	145	55	93	34	948	181	298	315	251	2
37 3%	27 5% c	10 2%	2 1%	10 5% D	9 5%	9 4%	8 2%	8	11 4%	8	3 2%	1 1% *	4 4% •	3 9% **	34 4%	4 2%	11 4%	16 5%	5 2%	
111 10%	54 10%	57 10%	16 9%	27 14%	24 12%	17 8%	27 8%	36 13% L	28 10%	21 9%	9 6%	9 16% L*	8 9% •	-	91 10%	20 11%	29 10%	32 10%	23 9%	1
205 18%	95 17%	110 19%	32 18%	35 17%	42 20%	34 16%	62 19%	45 16%	46 16%	45 18%	39 27% U	9 16% *	18 19% *	4 13%	178 19%	27 15%	56 19%	60 19%	47 19%	1
431 38%	232 41% c	199 35%	73 41%	70 35%	81 39%	78 37%	128 39%	98 36%	105 37%	106 43%	58 40%	16 30%	35 38% •	13 38% **	363 38%	68 37%	113 38%	113 36%	104 42%	3
321 28%	140 25%	181 32% B	51 28%	54 27%	47 23%	69 33% F	101 31%	84 31% L	91 32% L	60 25%	28 19%	19 35% L*	27 29% •	11 33% **	262 28%	59 33%	84 28%	87 28%	67 27%	3
23 2%	11 2%	12 2%	6 3%	6 3%	3 2%	4 2%	4 1%	2 1%	5 2%	4 2%	7 5% I	1 1% •	1 1% •	2 7% ••	19 2%	3 2%	5 2%	7 2%	5 2%	
149 13%	81 15%	67 12%	18 10%	37 18% DH	34 16%	25 12%	35 11%	44 16% L	39 14%	29 12%	12 8%	10 18% *	12 13% •	3 9% ••	125 13%	23 13%	40 13%	48 15%	28 11%	
752 67%	372 66%	381 67%	125 69%	124 62%	128 62%	146 70%	229 69%	182 67%	196 68%	166 68%	86 60%	36 65%	63 67%	24 71%	626 66%	127 70%	198 66%	200 63%	171 68%	
	1129 1129 37 3% 111 10% 205 18% 431 38% 321 28%	(A) (B) 1129 558 1129 559 37 27 3% 5% c 111 54 10% 10% 205 95 18% 17% 431 232 38% 41% c 321 140 28% 25% 23 11 2% 2%	(A) (B) (C) 1129 558 571 1129 559 570 37 27 10 3% 5% 2% c 111 54 57 10% 10% 10% 205 95 110 18% 17% 19% 431 232 199 38% 41% 35% c 321 140 181 28% 25% 8 123 11 12 2% 2% 149 81 67 13% 15% 12%	(A) (B) (C) (D) 1129 558 571 173 1129 559 570 180 37 27 10 2 3% 5% 2% 1% c 111 54 57 16 10% 10% 9% 205 95 110 32 18% 17% 19% 18% 431 232 199 73 38% 41% c 321 140 181 51 28% 25% 8 123 11 12 6 2% 2% 2% 3%	(A) (B) (C) (D) (E) 1129 558 571 173 209 1129 559 570 180 202 37 27 10 2 10 3% 5% 2% 11% 5% c 111 54 57 16 27 10% 10% 10% 9% 14% 205 95 110 32 35 18% 17% 19% 18% 17% 431 232 199 73 70 38% 41% 35% c 321 140 181 51 54 28% 25% 8 8 23 11 12 6 6 278 28 37 28 28 37 28 38 38	(A) (B) (C) (D) (E) (F) 1129 558 571 173 209 198 1129 559 570 180 202 207 37 27 10 2 10 9 3% 5% 2% 1% 5% 5 c 111 54 57 16 27 24 10% 10% 10% 9% 14% 12% 205 95 110 32 35 42 18% 17% 19% 18% 17% 20% 431 232 199 73 70 81 38% 41% 35% 41% 35% 39% c 328 25% 28% 25% 28% 27% 23% 8 8 25% 2 3% 38% 25% 23 11 12 6 6 3 3 22% 27% 28% 25% 38 39% 25%	(A) (B) (C) (D) (E) (F) (G) 1129 558 571 173 209 198 216 1129 559 570 180 202 207 210 37 27 10 2 10 9 9 3% 5% 2% 1% 5% 5% 4% c 111 54 57 16 27 24 17 10% 10% 10% 9% 14% 12% 8% 205 95 110 32 35 42 34 18% 17% 19% 18% 17% 20% 16% 431 232 199 73 70 81 78 38% 41% 35% 41% 35% 39% 37% c 321 140 181 51 54 47 69 28% 25% 8 8 6 6 3 4 2% 2% 2% 3% 3% 2% 2% 149 81 12 26 6 6 3 4 2% 2% 2% 3% 3% 2% 2%	(A) (B) (C) (D) (E) (F) (G) (H) 1129 558 571 173 209 198 216 333 1129 559 570 180 202 207 210 330 37 27 10 2 10 9 9 8 8 3% 5% 2% 1% 5% 5% 4% 2% 0 1111 54 57 16 27 24 17 27 10% 10% 99% 14% 12% 8% 8% 205 95 110 32 35 42 34 62 18% 17% 19% 18% 17% 20% 16% 199% 431 232 199 73 70 81 78 16% 19% 35% 39% 37% 39% c 321 140 181 51 54 47 69 101 28% 25% 8 8 27% 28% 27% 23% 33% 31% F 23 11 12 6 6 3 4 4 4 2 6 9 101 28% 27% 27% 23% 33% 31% F 23 21 22% 28 38 27% 28% 27% 23% 33% 31% F 23 11 12 6 6 3 4 4 4 2 6 9 101 28% 27% 23% 33% 31% F 23 11 12 6 6 3 4 4 4 4 1 6 9 101 28% 25% 32% 28% 27% 23% 33% 31% F 23 11 12 6 6 3 4 4 4 4 1 6 9 101 28% 25% 32% 38% 33% 31% F 23 11 12 6 6 3 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4	(A) (B) (C) (D) (E) (F) (G) (H) (I) 1129 558 571 173 209 198 216 333 266 1129 559 570 180 202 207 210 330 272 37 27 10 2 10 9 9 8 8 8 3% 5% 2% 1% 5% 5% 4% 2% 3% c 1111 54 57 16 27 24 17 27 36 10% 10% 9% 14% 12% 8% 8% 13% c 10 10% 9% 16% 16% 19% 16% 205 95 110 32 35 42 34 62 45 18% 17% 19% 18% 17% 20% 16% 19% 16% 431 232 199 73 70 81 78 128 98 38% 41% 35% 41% 35% 39% 37% 39% 36% c 321 140 181 51 54 47 69 101 84 28% 25% 8 28% 27% 23% 78 33% 31% 31% c 23 11 12 6 6 3 4 4 2 2 2% 2% 2% 3% 3% 3% 2% 28% 27% 23% 28% 27% 23% 11% 11% 149 81 67 18 37 34 25 35 44 118 15% 15% 10% 18% 16% 16% 11% 16% c 149 15% 15% 16% 16% 16% 11% 16%	(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) 1129 558 571 173 209 198 216 333 266 286 1129 559 570 180 202 207 210 330 272 286 37 27 10 2 10 9 9 8 8 11 3% 5% 2% 1% 5% 5% 4% 2% 3% 4% c 1111 54 57 16 27 24 17 27 36 28 110% 10% 9% 14% 12% 8% 8% 13% 10% 205 95 110 32 35 42 34 62 45 46 18% 17% 19% 18% 17% 20% 16% 19% 16% 16% 431 232 199 73 70 81 78 128 98 105 38% 44% 5 28% 25% 35% 41% 35% 39% 37% 39% 36% 37% c 321 140 181 51 54 47 69 101 84 91 288 25% 8 25% 28% 27% 23% 33% 33% 31% 31% 31% 32% 8 149 23 11 12 6 6 3 3 4 4 2 5 5 226 27 28 28 27 28 28 27 28 28 27 28 28 27 28 28 28 27 28 28 28 27 28 28 28 28 28 28 28 28 28 28 28 28 28	(A) (B) (C) (D) (E) (F) (G) (H) (I) (I) (K) 1129 558 571 173 209 198 216 333 266 286 244 1129 559 570 180 202 207 210 330 272 286 244 37 27 10 2 10 9 9 8 8 111 8 336 28 21 11 8 336 28 21 11 11 54 57 16 27 24 17 27 36 28 21 11 10% 10% 9% 14% 12% 8% 8% 13% 10% 9% 14% 12% 16% 16% 16% 18% 17% 20% 16% 16% 16% 18% 20% 33% 33% 34% 33% 20% 20% 20% 20% 20% 20% 20% 20% 20% 20	(A) (B) (C) (D) (E) (F) (G) (H) (U) (J) (K) (L) 1129 558 571 173 209 198 216 333 266 286 244 151 1129 559 570 180 202 207 210 330 272 286 244 145 37 27 10 2 10 9 9 8 8 8 11 8 3 3 3 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) 1129 558 571 173 209 198 216 333 266 286 244 151 55 1129 559 570 180 202 207 210 330 272 286 244 145 55 37 27 10 2 10 9 9 9 8 8 8 11 8 3 1 3% 5% 2% 11% 5% 5% 5% 4% 2% 3% 4% 3% 2% 11% 111 54 57 16 27 24 17 27 36 28 21 9 9 10% 10% 10% 9% 14% 12% 8% 8% 13% 10% 9% 6% 16% 1 110 10% 10% 10% 18% 17% 20% 16% 19% 16% 16% 18% 27% 16% 205 95 110 32 35 42 34 62 45 46 45 39 9 18% 17% 19% 18% 17% 20% 16% 19% 16% 16% 18% 27% 16% 431 232 199 73 70 81 78 128 98 105 18% 27% 16% 431 232 35% 41% 35% 39% 37% 39% 36% 37% 43% 40% 30% 431 232 199 73 70 81 78 128 98 105 18% 27% 16% 431 232 35% 24 34 62 45 46 45 39 9 18% 27% 16% 431 232 199 73 70 81 78 128 98 105 16% 18% 27% 16% 431 232 25% 25% 25% 28% 27% 23% 33% 31% 31% 32% 25% 19% 30% 5 28 25% 25% 28% 27% 23% 33% 31% 31% 32% 25% 19% 35% 8 10 28 29 25% 19 20 28 19 28% 25% 26 28% 27% 23% 33% 31% 31% 32% 25% 25% 19% 35% 149 81 12 26 6 6 3 4 4 4 2 5 5 4 7 1 226 28 28 27 28 28 27 28 28 27 28 28 28 27 28 28 28 28 29 25% 19 25% 19 25% 149 81 12 12 6 6 6 3 4 4 4 2 5 5 4 7 1 286 28 28 28 28 28 27 28 28 28 28 28 28 28 28 28 28 28 28 28	(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) 1129 558 571 173 209 198 216 333 266 286 244 151 55 97 1129 559 570 180 202 207 210 330 272 286 244 145 55 93 37 27 10 2 10 9 9 8 8 11 8 3 1 4 4 3 9 27 27 16 35 27 16 19 19 18 18 21 19 18 19 27 28 11 12 6 6 6 3 4 4 18 5 5 18 18 19 27 28 6 25 28 28 28 28 29 12 2 10 18 27 28 14 18 15 18 15 18 15 18 18 11 12 12 13 18 13 18 18 18 18 19 18 15 18 18	(A) (B) (C) (D) (E) (F) (G) (H) (I) (I) (K) (L) (M) (N) (O) 1129 558 571 173 209 198 216 333 266 286 244 151 55 97 30 1129 559 570 180 202 207 210 330 272 286 244 145 55 93 34 37 27 10 2 10 9 9 8 8 11 8 3 1 4 3 38 5% 2% 1% 5% 5% 4% 2% 3% 4% 3% 2% 2% 11% 4% 9% c c c c c c c c c c c c c c c c c c c	(A) (B) (C) (D) (E) (F) (G) (H) (I) (I) (K) (L) (M) (N) (O) (P) 1129 558 571 173 209 198 216 333 266 286 244 151 55 97 30 953 1129 559 570 180 202 207 210 330 272 286 244 145 55 97 30 983 37 27 10 2 10 9 9 8 8 111 8 3 1 4 3 3 34 28 111 8 3 1 1 4 3 3 34 24 34 39 29 12 10 9 9 9 8 8	(A)	CA	CA CB CC CD CE CF CG CF CF	CA CB CC CD CF CF CG CF CF

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Column Proportions~(5%): A,B/C,D/E/F/G/H,I/J/K/L/M/N/O,P/Q,R/S/T/U~Minimum~Base:~30(**)~Small~Base:~100(*)

PUBLIC

Litter-picking

Adults aged 16-75 in the UK

Q5. The following questions are about litter picking. By this we mean when a person or group of people purposefully go out to pick up other people's litter left in parks, beaches, or other public places. - Picking up litter shows people who drop it that it is unacceptable All Adults aged 16-75 in the UK

			Educ	ation		Employm	ent status	Changes in	n behaviour	Positive c	hange in vie	w on litter	Blue I	Planet know	ledge	Noticed si	ingle-use pl	astic news	Noticed	litter in oce	ans news		Litter-picker	rs
	Total		A Level or equivalent	Degree/M asters/Ph D		Working	Not working	Pick up litter	Reduce single-use plastic	Mild change	Medium change	Strong change	Watched	Heard of or watched	Not aware/not sure	t Weekly or more	Monthly or less	Never/do n`t know	Weekly or more	Monthly or less	Never/do n't know	Picks up litter	Joined organised litter- picking event	Does r pick u other litte
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted base	1129	322	277	472	58	747	382	469	761	90	125	769	530	1027	102	532	421	176	491	514	124	927	320	168
Weighted base	1129	338	277	450	63	671	458	472	756	89	124	771	524	1021	108	531	418	180	491	510	128	924	312	170
Strongly disagree (-2)	37 3%	10 3%	8	19 4%	1 1% *	29 4% G	9 2%	7 2%	15 2%	9 10% L*	6 5% L	12 2%	13 3%	34 3%	4 4% *	13 2%	13 3%	12 7% PQ	12 2%	17 3%	9 7% s	28 3%	7 2%	9 5%
Tend to disagree (-1)	111 10%	21 6%	32 11% B	55 12% B	4 6%	70 10%	41 9%	31 7%	68 9% н	11 12%	18 14% L	62 8%	41 8%	102 10% M	9 9% *	47 9%	50 12%	14 8%	39 8%	59 12%	13 10%	88 10%	28 9%	20 12%
Neither agree nor disagree (0)	205 18%	75 22% D	50 18%	67 15%	13 21%	128 19%	78 17%	48 10%	103 14% H	24 27% L*	24 20% L	96 12%	73 14%	167 16% M	38 35% MN*	72 14%	72 17%	61 34% PQ	65 13%	87 17%	53 41% ST	139 15%	48 15%	53 31% vw
Tend to agree (1)	431 38%	124 37%	91 33%	197 44% CE	19 30%	249 37%	182 40%	174 37%	301 40%	34 38% *	62 50% L	303 39%	208 40% o	404 40% o	28 26% *	221 42% R	171 41% R	39 22%	206 42% U	203 40% U	22 17%	369 40%	118 38%	54 32%
Strongly agree (2)	321 28%	97 29%	94 34% D	105 23%	25 39% D*	184 27%	137 30%	209 44%	262 35%	6 7%	11 9%	292 38% JK	183 35% NO	301 29% 0	20 19% *	172 32% QR	107 26%	42 24%	162 33% U	141 28% U	19 14%	293 32% x	110 35% X	25 15%
Don't know	23 2%	12 3% c	3 1%	6 1%	2 3% *	12 2%	11 2%	3 1%	7 1%	6 7% L*	2 2%	6 1%	5 1%	14 1%	9 8% MN*	7 1%	5 1%	10 6% PQ	6 1%	4 1%	12 10% ST	6 1%	1 *	8 5% vw
NET Disagree	149 13%	31 9%	39 14%	74 16% B	5 7% *	98 15%	50 11%	38 8%	83 11% H	19 22% L*	24 20% L	74 10%	54 10%	136 13% M	13 12% *	59 11%	63 15%	27 15%	51 10%	76 15% s	22 17% s	116 13%	35 11%	29 17%
NET Agree	752 67%	221 65%	185 67%	303 67%	44 69% *	433 65%	319 70%	382 81%	563 74%	40 45% *	73 59%	595 77% JK	392 75% NO	704 69% 0	48 44% *	392 74% QR	279 67% R	82 45%	368 75% TU	343 67% U	41 32%	663 72% x	227 73% X	79 47%
Mean	0.80	0.85	0.85	0.71	1.02 D*	0.74	0.89	1.16	0.97	0.22	0.44	1.05 JK	0.98 NO	0.83	0.52	0.94 QR	0.75 R	0.50	0.96 Tu	0.78 U	0.24	0.88 X	0.95 X	0.41

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I,J/K/L,M/N/O,P/Q/R,S/T/U,V/W/X Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I,I/K/L,M/N/O,P/Q/R,S/T/U,V/W/X Minimum Base: 30(**) Small Base: 100(*)

PUBLIC Litter-picking

Adults aged 16-75 in the UK

Q6. How frequently, if at all, do you do each of the following? - Summary All Adults aged 16-75 in the UK

	if at all, o each follow	requently, lo you do of the wing?
	Pick up someone else's litter when you are out and about	Join an organised litter picking event (B)
Unweighted base	1129	1129
Weighted base	1129	1129
I have never done this (0)	180 16%	792 70% A
I rarely do this (25)	255 23% B	155 14%
l occasionally do this (50)	428 38% B	99 9%
I frequently do this (75)	181 16% B	39 3%
l always do this (100)	60 5% B	18 2%
Don't know/can't remember	25 2%	25 2%

Mean	42.88 B	12.32
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of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

ColumnProportions (5%): A/B Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B Minimum Base: 30(**) Small Base: 100(*)

PUBLIC

Litter-picking

Adults aged 16-75 in the UK

Q6. How frequently, if at all, do you do each of the following? - Pick up someone else's litter when you are out and about

All Adults aged 16-75 in the UK

		Ger	nder			Age						Region				Urban	/ Rural		Social	grade	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	North	Midlands	South	London	Wales	Scotland	Northern Ireland	Urban	Rural	AB	C1	C2	DE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U
Inweighted base	1129	558	571	173	209	198	216	333	266	286	244	151	55	97	30	953	176	351	310	209	25
Neighted base	1129	559	570	180	202	207	210	330	272	286	244	145	55	93	34	948	181	298	315	251	26
have never done this (0)	180 16%	90 16%	90 16%	34 19%	35 17%	34 16%	30 14%	47 14%	51 19% J	34 12%	35 14%	35 24% Jк	8 14% *	15 16% *	3 9% **	167 18% Q	13 7%	41 14%	48 15%	42 17%	49 199
rarely do this (25)	255 23%	129 23%	126 22%	42 24%	50 25%	54 26%	44 21%	64 19%	63 23%	73 25% K	40 16%	40 27% к	13 24% *	20 22% *	6 17% **	219 23%	36 20%	67 22%	80 25%	57 23%	52 199
occasionally do this (50)	428 38%	219 39%	209 37%	54 30%	70 35%	75 36%	84 40% D	146 44% DE	94 35%	117 41% L	110 45% IL	41 28%	21 38% *	31 33% *	15 44% **	353 37%	76 42%	121 41%	116 37%	90 36%	10: 389
frequently do this (75)	181 16%	85 15%	95 17%	32 18%	24 12%	32 15%	36 17%	56 17%	46 17%	41 14%	44 18% L	15 10%	12 22% L*	20 22% L*	2 7% **	137 14%	44 24% P	47 16%	54 17%	39 16%	41 169
always do this (100)	60 5%	24 4%	36 6%	12 7%	17 8% FH	7 4%	11 5%	13 4%	13 5%	16 6%	9 4%	9 6%	1 2% *	6 6% *	7 20% **	53 6%	7 4%	20 7%	13 4%	19 8% U	9
Don't know/can't remember	25 2%	12 2%	13 2%	6 3%	6 3%	5 2%	4 2%	5 1%	5 2%	6 2%	6 3%	5 3%	-	1 1% *	2 5% **	19 2%	6 3%	4 1%	5 2%	3 1%	13 5% RST
Mean	42.88	42.02	43.73	42.16	42.09	40.70	44.34	44.18	41.24	44.00 L	45.05 L	36.08	43.38	45.08 L*	53.26	41.69	49.21 P	44.78	42.13	43.62	40.8

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ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K/L/M/N/O,P/Q,R/S/T/U Minimum Base: 30(**) Small Base: 100(*)

18-020000-04 - 25th - 28th January 2019 PUBLIC Litter-picking

Adults aged 16-75 in the UK

Q6. How frequently, if at all, do you do each of the following? - Pick up someone else's litter when you are out and about All Adults aged 16-75 in the UK

CGCSFO Clevel/NVQ Actual root Total 12 equivalent Total Tota				Educ	ation		Employm	ent status	Changes II	n behaviour	Positive c	hange in viev	v on litter	Blue	Planet know	ledge	Noticed sin	ngle-use p	lastic news	Noticed I	itter in ocea	ans news	L	itter-pickers	S
Investighted base 1129 322 277 472 58 747 382 469 761 90 125 769 530 1027 102 532 421 176 491 514 124 927 320 16 180 Neighted base 1129 338 277 450 63 671 458 472 756 89 124 771 524 1021 108 531 418 180 491 510 128 924 312 170 180 180 180 180 180 180 180 180 180 18		Total	Level/NVQ		asters/Ph	qualificati	Working			single-use				Watched	or	aware/not		,						organised litter- picking	Does no pick up others litter
Weighted base 1129 338 277 450 63 671 458 472 756 89 124 771 524 1021 108 531 418 180 491 510 128 924 312 177 have never done this (0) 180 74 43 49 14 107 73 14 68 32 22 77 49 146 34 57 63 60 55 74 51 - 9 177 16% 22% 16% 11% 22% 16% 16% 16% 3% 9% 35% 18% 10% 9% 14% 22% 11% 15% 33% 11% 15% 37 60 7 V V V V V V V V V V V V V V V V V V		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(J)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
have never done this (0) 180	nweighted base	1129	322	277	472	58	747	382	469	761	90	125	769	530	1027	102	532	421	176	491	514	124	927	320	168
16% 22% 16% 11% 22% 16% 16% 16% 38% 9% 35% 18% 10% 9% 14% 32% 11% 15% 33% 11% 15% 40% 57 - 3% 100 vv rarely do this (25) 255 75 62 109 9 157 98 46 163 12 45 163 102 234 22 104 118 33 90 142 24 258 15% 27 - 23% 22% 22% 24% 15% 23% 21% 10% 10% 22% 14% 36% 11% 10% 22% 14% 36% 11% 10% 22% 14% 36% 11% 10% 22% 14% 36% 11% 10% 20% 23% 20% 20% 28% 19% 18% 28% 18% 28% 15% v v v v v v v v v v v v v v v v v v v	Veighted base	1129	338	277	450	63	671	458	472	756	89	124	771	524	1021	108	531	418	180	491	510	128	924	312	170
23% 22% 24% 15% 23% 21% 10% 22% 14% 36% 1 1 1 10% 22% 14% 16% 23% 21% 10% 22% 14% 36% 14% 20% 20% 20% 20% 20% 28% 19% 18% 28% 18% 28% 15% 20% 20% 20% 20% 20% 20% 20% 20% 20% 20	have never done this (0)		22%			22%				9%	35%	18%			14%	32%			33%			40%	-	3%	170 100% vw
38% 33% 37% 42% 36% 38% 38% 48% 42% 36% 37% 41% 41% 39% 24% 39% 41% 29% 40% 40% 22% 46% 41% x frequently do this (75) 181 51 50 68 12 101 80 136 144 9 7 157 111 170 11 114 50 17 108 66 7 181 92 - 181 15% 15% 15% 15% 15% 15% 15% 15% 15% 15	rarely do this (25)									22%		36%			23%			28%			28%		28%	15%	-
16% 15% 18% 15% 19% 15% 17% 29% 19% 11% 6% 20% 21% 17% 10% 21% 12% 9% 22% 13% 6% 20% 29% - always do this (100) 60 13 15 31 1 42 18 48 51 - 3 51 42 58 2 41 14 5 36 19 5 60 37 - 5% 4% 5% 7% 2% 6% 4% 10% 7% - 3% 7% 8% 6% 2% 8% 3% 3% 7% 4% 4% 6% 12% - 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	occasionally do this (50)				42%	36%								41%	39%		39%			40%	40%		46%	41%	-
5% 4% 5% 7% 2% 6% 4% 10% 7% - 3% 7% 8% 6% 2% 8% 3% 3% 7% 4% 4% 6% 12% - 3	frequently do this (75)												20%	21%		10%	21%			22%	13%		20%	29%	-
	always do this (100)													8%			8%						6%	12%	-
D D* F H L* MM* PQ ST	on't know/can't remember		4%			5%			_	1%	4%					12%		-	7%			10%	-	-	-
	1 ean	42.88	38.80	43.62	45.71	40.57	42.95	42.79	58.32	48.23	30.64	34.72	48.09	49.72	44.05	30.55	48.98	40.00	31.06	49.03	40.75	26.44	51.24	57.97	-

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Overlap formulae used

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ColumnMeans (5%): A,B/C/D/E,F/G,H/I,J/K/L,M/N/O,P/Q/R,S/T/U,V/W/X Minimum Base: 30(**) Small Base: 100(*)

PUBLIC

Litter-picking

Adults aged 16-75 in the UK

Q6. How frequently, if at all, do you do each of the following? - Join an organised litter picking event All Adults aged 16-75 in the UK

		Ge	nder			Age						Region				Urban	/ Rural		Social	grade	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	North	Midlands	South	London	Wales	Scotland	Northern Ireland	Urban	Rural	АВ	C1	C2	D
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(J)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(L
nweighted base	1129	558	571	173	209	198	216	333	266	286	244	151	55	97	30	953	176	351	310	209	25
eighted base	1129	559	570	180	202	207	210	330	272	286	244	145	55	93	34	948	181	298	315	251	26
have never done this (0)	792 70%	375 67%	417 73% B	114 63%	133 66%	151 73% D	154 73% D	240 73% D	192 70%	201 70%	170 70%	108 75%	39 71% *	62 66% *	20 58% **	665 70%	127 70%	198 67%	222 70%	187 74%	18 70
rarely do this (25)	155 14%	82 15%	74 13%	23 13%	30 15%	27 13%	30 14%	45 14%	36 13%	38 13%	38 15% L	11 8%	9 17% *	16 17% L*	7 21% **	127 13%	28 15%	48 16%	48 15%	26 10%	3 12
occasionally do this (50)	99 9%	55 10%	44 8%	19 11%	17 9%	18 9%	18 8%	27 8%	24 9%	27 9%	23 10%	9 6%	4 8% *	10 11% *	2 6% **	84 9%	15 8%	22 7%	30 9%	18 7%	11
frequently do this (75)	39 3%	26 5% c	13 2%	14 8% FGH	8 4%	5 2%	5 2%	8 2%	12 5% K	11 4% K	2 1%	7 5% к	2 4% *	4 4% K*	1 2% **	34 4%	5 3%	12 4%	7 2%	12 5%	3
always do this (100)	18 2%	10 2%	8 1%	7 4% FH	6 3% н	1 1%	2 1%	2 1%	4 2%	4 1%	4 1%	4 3%		-	2 7% **	16 2%	2 1%	11 4% SU	3 1%	4 1%	
on't know/can't remember	25 2%	11 2%	14 2%	4 2%	7 4% G	5 2%	2 1%	7 2%	4 2%	5 2%	7 3%	6 4%		1 2% *	2 5% **	21 2%	4 2%	7 2%	5 2%	4 1%	4

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18-020000-04 - 25th - 28th January 2019 PUBLIC Litter-picking

Adults aged 16-75 in the UK

Q6. How frequently, if at all, do you do each of the following? - Join an organised litter picking event All Adults aged 16-75 in the UK

			Educ	Education Employment status			ent status	Changes in behaviour		r Positive change in view on litter			r Blue Planet knowledge			Noticed si	ingle-use pla	astic news	Noticed	litter in oce			Litter-picker:	r-pickers	
	Total	GCSE/O Level/NVO	A Level or equivalent	Degree/M asters/Ph D	No formal qualificati ons	Working	Not working	Pick up litter	Reduce single-use plastic	Mild change	Medium change	Strong change	Watched	Heard of or watched	Not aware/not sure	t Weekly or	Monthly or less	Never/don `t know	Weekly or more	Monthly or less	Never/don `t know	Picks up litter	Joined organised litter- picking event	Does n pick u other	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(w)	(X)	
Inweighted base	1129	322	277	472	58	747	382	469	761	90	125	769	530	1027	102	532	421	176	491	514	124	927	320	168	
eighted base	1129	338	277	450	63	671	458	472	756	89	124	771	524	1021	108	531	418	180	491	510	128	924	312	170	
have never done this (0)	792 70%	251 74% D	198 71%	293 65%	50 78% +	456 68%	336 73%	270 57%	507 67% н	69 77% •	98 79% L	515 67%	326 62%	712 70% M	80 74% M*	340 64%	311 74% P	141 78% P	308 63%	385 76% s	99 77% s	614 66% W	-	170 100% vw	
rarely do this (25)	155 14%	34 10%	39 14%	78 17% B	5 8% +	98 15%	57 12%	83 18%	121 16%	13 15%	9 7%	124 16% K	98 19% NO	148 15% 0	7 7% *	85 16% R	56 13% R	14 8%	85 17% TU	59 12%	11 9%	148 16% x	155 50% vx	-	
occasionally do this (50)	99 9%	25 7%	27 10%	42 9%	5 9% *	63 9%	36 8%	68 14%	78 10%	4 5% *	11 9%	75 10%	62 12% NO	94 9%	5 5% *	61 11% QR	31 7%	8 4%	54 11% U	41 8%	4 3%	98 11% x	99 32% vx	-	
frequently do this (75)	39 3%	8 2%	5 2%	26 6% BC	-	28 4%	11 2%	28 6%	26 3%	1 1% *	4 3%	31 4%	23 4%	37 4%	3 2% *	25 5% Q	9 2%	5 3%	26 5% T	11 2%	2 2%	39 4% x	39 13% vx	-	
always do this (100)	18 2%	7 2%	4 1%	7 2%	-	15 2%	4 1%	15 3% I	14 2%	-	2 1%	15 2%	10 2%	16 2%	2 2% *	10 2%	7 2%	2 1%	9 2%	9 2%	-	17 2%	18 6% vx	-	
ion't know/can't remember	25 2%	13 4% D	4 1%	4 1%	3 5% D*	11 2%	14 3%	8 2%	10 1%	3 3% *	1 1%	11 1%	6 1%	14 1%	11 10% MN*	10 2%	4 1%	11 6% PQ	9 2%	5 1%	12 9% st	8 1% w	-	-	
Mean	12.32	10.41	11.42	15.02	6.58	13.91	9.94	19.54	13.79	6.91	10.20	13.98	15.85	12.67	8.59	15.38	10.43	7.51	15.98	10.38	5.52	14.47	43.60	-	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I,J/K/L,M/N/O,P/Q/R,S/T/U,V/W/X Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I,J/K/L,M/N/O,P/Q/R,S/T/U,V/W/X Minimum Base: 30(**) Small Base: 100(*)

ample Profite If Adults aged 38-75 in the SX																					
		- 0-	- der			des						Bester			Seiten	Urben	flood		Section		
	(4)	(0)	(C)	(9)	36.56 (4)	91	(4)	M 100	00 223	90	(K)	(6)	(M)	(N)	(O)	Urban (P) NIS	19	(9)	(R)	m	04
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tioni liter in mean news	1139	558	130		202	207	200	330	373	266	266	145	11.	93	м		100	286	105	261	265
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Sural	1139	558	277	490	6	675	ess	479	26 25 754 617 818		124	775	124	1001	108	17 28 4 66 68 69	68	180	20 45 45 45 45 45	120	28 28 28	104	80	130
	na ses	277 82%	234 86%	SES.	II RIN	527 80%	NID NIN	388 82%	637 AUN	49 785	104 87%	640 886	504 463 86%	817 845	es ans	434 825	NI MN	141 606	48 Alk	410 816	an an	524 263 825	262 BEK	114
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shange in sinus on litter	1139	108	277	490	а	675	ess	479	766		124	775	124	1005	100	135	44	78 436 180 20 126	m	133	128	104	10	130
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i single use placific news.		100	277	480 287	41	675	200	279	756	A15	124	775	104	1000	22	135	-	180	65	120	128	604	100	130
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