

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? - Summary

All 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 (A)	Litter in the oceans (B)
Unweighted base	1129	1129
Weighted base	1129	1129
Daily (365)	107 9%	91 8%
At least once a week (52)	424 38%	400 35%
At least once a month (12)	265 23%	334 30% A
Less than once a month (6)	154 14%	176 16%
Never (0)	69 6%	56 5%
Don't know/can't remember	112 10% B	73 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(*)

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

	Gender			Age					Region							Urban / Rural		Social grade			
	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)	Northern Ireland (O)	Urban (P)	Rural (Q)	AB (R)	C1 (S)	C2 (T)	DE (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	265
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% H	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 24%
Less 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% H	17 9% H	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% R
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	56.89

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(*)

ColumnMeans (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	Education				Employment status		Changes in behaviour			Positive change in view on litter			Blue Planet knowledge			Noticed single-use plastic news			Noticed litter in oceans news			Litter-pickers		
		GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	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 not pick up others' litter	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(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	
Daily (365)	107 9%	35 10%	18 7%	46 10%	7 11% *	65 10%	42 9%	64 14% I	78 10%	7 7% *	6 5%	86 11% K	64 12% N	96 9%	10 9% *	107 20% QR	- -	- -	95 19% TU	7 1%	5 4%	91 10%	48 15% VX	13 7%	
At least once a week (52)	424 38%	115 34%	101 36%	191 42% BE	17 27% *	260 39%	164 36%	206 44%	326 43%	29 32% *	46 37%	319 41%	216 41% O	413 40% O	11 10% *	424 80% QR	- -	- -	330 67% TU	90 18% U	4 3%	373 40% X	133 43% X	40 24%	
At least once a month (12)	265 23%	57 17%	70 25% B	122 27% B	16 26% *	164 25%	100 22%	101 21%	178 24%	18 20% *	32 26%	186 24%	124 24%	246 24%	19 17% *	- -	265 63% PR	- -	38 8%	221 43% SU	6 5%	229 25%	69 22%	31 18%	
Less than once a month (6)	154 14%	51 15% D	47 17% D	46 10%	10 16% *	83 12%	70 15%	46 10%	95 13% H	16 18% *	17 13%	96 13%	67 13%	138 13%	16 15% *	- -	154 37% PR	- -	10 2%	139 27% SU	5 4%	124 13%	34 11%	27 16%	
Never (0)	69 6%	39 12% CD	9 3%	16 4%	4 6% *	42 6%	27 6%	26 5%	30 4%	8 9% *	9 8%	35 4%	17 3%	45 4%	24 22% MN*	- -	- -	69 38% PQ	6 1%	22 4% S	40 31% ST	43 5%	12 4%	24 14% VW	
Don't know/can't remember	112 10%	42 12% D	31 11% D	29 7%	10 15% D*	57 8%	55 12%	30 6%	48 6%	12 14% L*	15 12% L	47 6%	36 7%	84 8%	28 26% MN*	- -	- -	112 62% PQ	13 3%	30 6% S	68 53% ST	65 7%	16 5%	35 20% VW	
Mean	63.91	66.43	53.24	67.90	67.70 *	64.60	62.86	80.26 I	68.22	55.05 *	45.60 *	70.42 K	75.07 N	64.42	57.97 *	114.84 Q	9.80	- **	109.35 T	22.06	36.02 **	65.26	86.11 VX	53.71	

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(*)

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? - Litter in the oceans

All Adults aged 16-75 in the UK

	Gender			Age					Region							Urban / Rural		Social grade			
	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)	Northern Ireland (O)	Urban (P)	Rural (Q)	AB (R)	C1 (S)	C2 (T)	DE (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	265
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%	21 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%	83 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%	78 30%
Less 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%	46 17%
Never (0)	56 5%	26 5%	30 5%	17 10% GH	16 8% H	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%	18 7%
Don'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%	19 7%
Mean	55.98	59.28	52.72	68.11	52.01	54.57	50.69	56.08	61.07	52.19	53.40	51.23	45.31 *	63.12 *	81.26 **	54.83	62.05	66.46	52.02	51.28	53.24

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(*)

ColumnMeans (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? - Litter in the oceans

All Adults aged 16-75 in the UK

	Education					Employment status		Changes in behaviour			Positive change in view on litter			Blue Planet knowledge			Noticed single-use plastic news			Noticed litter in oceans news			Litter-pickers		
	Total	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	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 not pick up others' litter	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(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	
Daily (365)	91 8%	21 6%	23 8%	42 9%	5 9% *	56 8%	35 8%	56 12% I	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% O	386 38% O	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% O	315 31% O	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 18% *	19 18% *	14 3%	132 31% PR	30 17% P	- -	176 34% SU	- -	139 15% W	32 10%	32 19% W	
Never (0)	56 5%	29 9% CD	11 4%	11 2%	5 7% *	27 4%	29 6%	20 4% I	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 13% 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% M	24 23% MN*	1 *	3 1%	68 38% PQ	- -	- -	73 57% ST	35 4%	7 2%	28 17% VW	
Mean	55.98	49.39	55.83	60.66	57.44 *	56.69	54.91	70.38 I	61.29	49.66 *	35.89	62.93 K	64.95 N	56.97	44.49 *	93.60 QR	18.41	17.47 *	110.15 T	9.93	- **	58.47	78.93 VX	42.44	

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(*)

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

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

	Gender			Age					Region							Urban / Rural		Social grade			
	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)	Northern Ireland (O)	Urban (P)	Rural (Q)	AB (R)	C1 (S)	C2 (T)	DE (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	265
Yes, I have watched it	524 46%	262 47%	262 46%	87 48%	93 46%	87 42%	107 51%	149 45%	127 47%	140 49%	108 44%	66 46%	25 46%	41 44%	16 49%	442 47%	82 45%	146 49%	140 44%	119 48%	118 45%
No, but I have heard about it	497 44%	250 45%	247 43%	65 36%	92 46%	93 45%	85 41%	162 49%	118 43%	127 44%	114 47%	55 38%	25 45%	47 50%	12 35%	415 44%	82 45%	127 42%	145 46%	113 45%	112 42%
No, and I have not heard about it	73 6%	29 5%	44 8%	17 9%	13 6%	19 9%	10 5%	15 4%	19 7%	12 4%	14 6%	18 13%	2 4%	4 4%	4 12%	62 7%	11 6%	12 4%	21 7%	13 5%	26 10%
Not sure/can't remember	35 3%	19 3%	17 3%	12 7%	4 2%	7 4%	8 4%	4 1%	9 3%	7 2%	9 4%	6 4%	3 5%	2 2%	1 4%	29 3%	6 4%	14 5%	8 3%	6 2%	8 3%

NET Heard of	1021 90%	512 91%	509 89%	151 84%	185 92%	181 87%	193 92%	311 94%	245 90%	267 93%	221 91%	121 84%	50 91%	88 94%	28 84%	857 90%	164 91%	273 91%	286 91%	232 92%	231 87%
--------------	-------------	------------	------------	------------	------------	------------	------------	------------	------------	------------	------------	------------	-----------	-----------	-----------	------------	------------	------------	------------	------------	------------

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(*)

ColumnMeans (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

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

	Education					Employment status		Changes in behaviour			Positive change in view on litter			Blue Planet knowledge			Noticed single-use plastic news			Noticed litter in oceans news			Litter-pickers		
	Total	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	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 not pick up others' litter	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(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% I	408 54%	30 33% *	48 38%	414 54% JK	524 100% NO	524 51% O	- - *	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% I	307 41% H	49 55% L*	61 49%	311 40%	- -	497 49% MO	- -	228 43% P	194 46% R	75 42% Q	203 41% S	239 47% T	56 43% U	394 43% V	103 33% W	90 53% X	
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% P	23 6% PQ	36 20% PQ	14 3% R	23 5% S	36 28% ST	40 4% T	9 3% U	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% I	18 2%	2 2% *	5 4%	17 2%	- -	- -	35 33% MN*	2% Q	11 3% R	16 9% PQ	7 1% S	15 3% T	13 10% ST	21 2% U	8 3% V	8 5% W	
NET Heard of	1021 90%	284 84%	259 93% BE	428 95% BE	50 79% *	626 93% G	395 86%	444 94%	715 95%	79 88% *	108 87%	724 94% JK	524 100% O	1021 100% O	- - *	509 96% QR	384 92% R	128 71% S	470 96% TU	472 93% U	79 62% V	863 93% X	295 95% X	136 81% Y	

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(*)

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? - Summary

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

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

Overlap formulae used

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

ColumnMeans (SN): A/B/C/D 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

	Gender			Age					Region							Urban / Rural		Social grade				
	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)	Northern Ireland (O)	Urban (P)	Rural (Q)	AB (R)	C1 (S)	C2 (T)	DE (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	265	
Strongly disagree (-2)	26 2%	17 3%	9 2%	4 2%	4 2%	7 3%	4 2%	6 2%	2 1%	9 3%	2 1%	5 3%	- *	3 3%	5 15%	19 2%	7 4%	9 3%	9 3%	4 2%	3 1%	
Tend to disagree (-1)	100 9%	56 10%	44 8%	15 8%	18 9%	26 13%	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%	29 11%	
Neither agree nor disagree (0)	234 21%	131 24%	102 18%	35 20%	37 18%	50 24%	38 18%	73 22%	60 22%	61 21%	42 17%	46 32%	15 27%	7 7%	3 9%	201 21%	32 18%	57 19%	44 14%	56 22%	77 29%	
Tend 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%	17 50%	393 41%	78 43%	131 44%	150 48%	103 41%	88 33%	
Strongly agree (2)	284 25%	111 20%	173 30%	45 25%	54 27%	40 19%	64 31%	80 24%	76 28%	70 25%	63 26%	28 19%	10 18%	30 32%	8 22%	235 25%	49 27%	77 26%	75 24%	69 27%	63 24%	
Don'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 *	5 2%	

NET Disagree	126 11%	73 13%	53 9%	19 10%	22 11%	33 16%	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%	32 12%
NET 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%	152 57%

Mean	0.80	0.67	0.92	0.82	0.84	0.59	0.90	0.82	0.83	0.74	0.89	0.63	0.68	1.03	0.62	0.79	0.84	0.82	0.81	0.86	0.69
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

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(*)

ColumnMeans (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

	Education					Employment status		Changes in behaviour			Positive change in view on litter			Blue Planet knowledge			Noticed single-use plastic news			Noticed litter in oceans news			Litter-pickers		
	Total (A)	GCSE/O Level/NV Q12 (B)	A Level or equivalent (C)	Degree/Masters/PhD (D)	No formal qualifications (E)	Working (F)	Not working (G)	Pick up litter (H)	Reduce single-use plastic (I)	Mild change (J)	Medium change (K)	Strong change (L)	Watched (M)	Heard of or watched (N)	Not aware/not sure (O)	Weekly or more (P)	Monthly or less (Q)	Never/don't know (R)	Weekly or more (S)	Monthly or less (T)	Never/don't know (U)	Picks up litter (V)	Joined organised litter-picking event (W)	Does not pick up others' litter (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)	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 4% W	
Tend 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%	27 16% VW	
Neither 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 27% PQ	73 15%	109 21% S	52 40% ST	160 17%	49 16%	61 36% VW	
Tend to agree (1)	471 42%	127 38%	109 39%	216 48% BCE	19 29% *	289 43%	182 40%	209 44%	348 46% I	25 28% *	39 31% JK	408 53% O	222 42% NO	441 43% O	30 28% *	220 41% R	202 48% PR	49 27% U	211 43% U	230 45% U	31 24% X	421 46% X	132 42% X	44 26% X	
Strongly agree (2)	284 25%	82 24%	77 28%	106 23%	20 31% *	171 26%	113 25%	194 41% I	244 32% I	1 1% *	7 6% JK	276 36% JK	183 35% NO	272 27% O	12 12% *	178 33% QR	80 19% R	27 15% TU	167 34% TU	105 21% U	13 10% V	255 28% X	109 35% VX	26 15% VW	
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 3% M*	3 1% PQ	4 1% R	1 *	9 5% PQ	4 1% ST	2 *	8 6% ST	3 *	1 *	6 3% VW	
NET 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%	33 20% VW	
NET Agree	756 67%	209 62%	186 67%	322 71% B	38 60% *	460 69%	295 64%	402 85% I	592 78% I	26 29% *	46 37% JK	684 89% JK	405 77% NO	713 70% O	42 39% *	398 75% QR	282 68% R	75 42% PQ	377 77% TU	335 66% U	44 34% V	676 73% X	241 77% VX	70 41% VW	
Mean	0.80	0.74	0.83	0.80	0.88 *	0.81	0.77	1.20 I	1.03	0.04 *	0.16	1.21 JK	1.03 NO	0.84 O	0.34 *	0.99 QR	0.74 R	0.36	1.02 TU	0.72 U	0.21	0.90 X	1.05 VX	0.34	

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(*)

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 view tackling litter as more of a priority than I used to

All Adults aged 16-75 in the UK

	Gender			Age					Region							Urban / Rural		Social grade				
	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)	Northern Ireland (O)	Urban (P)	Rural (Q)	AB (R)	C1 (S)	C2 (T)	DE (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	265	
Strongly disagree (-2)	31 3%	20 4%	10 2%	5 3%	8 4%	6 3%	5 2%	7 2%	6 2%	6 2%	7 3%	5 3%	- *	5 5%	2 6%	26 3%	5 3%	9 3%	8 3%	6 3%	7 3%	
Tend to disagree (-1)	52 5%	30 5%	22 4%	7 4%	9 4%	16 8% G	7 3%	14 4%	15 6%	15 5%	6 2%	6 4%	- *	6 6%	4 11% **	41 4%	11 6%	14 5%	15 5%	12 5%	10 4%	
Neither agree nor disagree (0)	229 20%	129 23% C	100 18%	30 17%	43 21%	47 23%	39 19%	69 21%	56 21%	54 19%	47 19%	42 29% JKN	12 22% *	14 15% *	4 12% **	202 21%	28 15%	58 20%	61 19%	51 20%	60 23%	
Tend to agree (1)	428 38%	217 39%	211 37%	72 40%	71 35%	78 38%	78 37%	128 39%	97 36%	111 39%	98 40%	49 34%	23 43% *	34 36% *	16 47% **	364 38%	65 36%	112 38%	118 37%	101 40%	96 36%	
Strongly agree (2)	374 33%	156 28%	218 38% B	64 36%	64 32%	57 27%	77 36%	112 34%	97 36%	94 33%	82 34%	40 28%	19 35% *	33 36% *	8 24% **	304 32%	70 39%	102 34%	109 35%	77 31%	86 32%	
Don't know	15 1%	6 1%	9 2%	2 1%	6 3% H	2 1%	4 2% H	- *	1 *	5 2%	4 2%	3 2%	- *	1 1% *	- **	13 1%	2 1%	2 1%	4 1%	3 1%	5 2%	

NET 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%	18 7%
NET Agree	802 71%	373 67%	429 75% B	137 76% F	136 67%	135 65%	155 74%	240 73%	194 71%	205 72% L	180 74% L	89 62%	43 78% L*	67 72% *	24 71% **	667 70%	134 74%	214 72%	227 72%	179 71%	182 69%

Mean	0.95	0.83	1.08 B	1.04 F	0.89	0.80	1.04 F	0.98 F	0.97	0.97	1.01	0.80	1.13 L*	0.92 *	0.72 **	0.94	1.02	0.96	0.98	0.93	0.94
------	------	------	-----------	-----------	------	------	-----------	-----------	------	------	------	------	------------	-----------	------------	------	------	------	------	------	------

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(*)

ColumnMeans (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 view tackling litter as more of a priority than I used to

All Adults aged 16-75 in the UK

	Education					Employment status		Changes in behaviour			Positive change in view on litter			Blue Planet knowledge			Noticed single-use plastic news			Noticed litter in oceans news			Litter-pickers		
	Total (A)	GCSE/O Level/NV Q12 (B)	A Level or equivalent (C)	Degree/Masters/PhD (D)	No formal qualifications (E)	Working (F)	Not working (G)	Pick up litter (H)	Reduce single-use plastic (I)	Mild change (J)	Medium change (K)	Strong change (L)	Watched (M)	Heard of or watched (N)	Not aware/not sure (O)	Weekly or more (P)	Monthly or less (Q)	Never/don't know (R)	Weekly or more (S)	Monthly or less (T)	Never/don't know (U)	Picks up litter (V)	Joined organised litter-picking event (W)	Does not pick up others' litter (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)	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%	
Tend 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%	
Neither 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% X	64 38% VW	
Tend 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% J	368 48% J	191 36%	398 39% O	30 28% *	201 38% R	180 43% R	48 26%	186 38% U	216 42% U	26 20% X	377 41% X	121 39% X	44 26% X	
Strongly agree (2)	374 33%	106 31%	102 37%	142 32%	23 36% *	228 34%	145 32%	250 53% I	308 41% I	2 2% *	10 8% JK	362 47% JK	229 44% NO	352 34% O	22 20% *	215 41% QR	113 27% R	45 25%	206 42% TU	143 28% U	25 19%	330 36% X	127 41% VX	38 22% X	
Don'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 7% ST	10 3% ST	3 *	2 1%	5 3% VW	
NET 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%	
NET Agree	802 71%	228 68%	206 74%	324 72%	44 69% *	478 71%	324 71%	432 91% I	629 83% I	10 11% *	61 49% J	731 95% JK	420 80% NO	749 73% O	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 48% X	
Mean	0.95	0.91	1.05	0.92	1.03 *	0.96	0.95	1.42 I	1.19	-0.22 *	0.51 J	1.40 JK	1.15 NO	0.99 O	0.62 *	1.12 QR	0.86 R	0.67	1.14 TU	0.89 U	0.49	1.03 X	1.11 X	0.57	

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(*)

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

	Gender			Age					Region							Urban / Rural		Social grade				
	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)	Northern (O)	Urban (P)	Rural (Q)	AB (R)	C1 (S)	C2 (T)	DE (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	265	
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%	6 2%	
Tend to disagree (-1)	41 4%	25 4%	16 3%	4 2%	9 4%	11 5%	7 3%	11 3%	9 3%	19 7% K	4 2%	4 3%	- - *	4 4% *	1 3% **	38 4%	4 2%	15 5% U	15 5%	7 3%	5 2%	
Neither 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	55 21%	
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% IUN	48 33%	21 39% *	25 27% *	13 38% **	321 34%	55 31%	107 36% T	109 34%	69 27%	92 35%	
Strongly agree (2)	461 41%	194 35% B	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%	103 39%	
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%	3 1%	
NET Disagree	65 6%	43 8% C	22 4%	8 4%	15 7%	18 9%	10 5%	15 4%	16 6%	22 8% KM	8 3%	7 5%	- - *	9 9% KM*	3 9% **	58 6%	7 4%	22 7%	22 7%	10 4%	11 4%	
NET Agree	837 74%	398 71% B	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%	195 74%	
Mean	1.08	0.95	1.21 B	1.24 FH	1.09	0.91	1.15 F	1.06	1.13	1.03	1.11	0.93	1.37 JKL*	1.11 *	0.98 **	1.06	1.20	1.06	1.11	1.08	1.07	

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(*)

ColumnMeans (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 feel more appreciative of people who pick up litter than I used to

All Adults aged 16-75 in the UK

	Education					Employment status		Changes in behaviour			Positive change in view on litter			Blue Planet knowledge			Noticed single-use plastic news			Noticed litter in oceans news			Litter-pickers	
	Total	GCSE/O Level/NV Q12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	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 not pick up others' litter
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(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)	24 2%	5 2%	3 1%	14 3%	1 2% *	19 3% G	5 1%	4 1%	8 1%	4 4% L*	3 2% L	- -	13 2%	21 2%	3 3% *	6 1%	9 2%	9 5% P	9 2%	10 2%	5 4%	17 2%	5 2%	7 4%
Tend to disagree (-1)	41 4%	9 3%	11 4%	21 5%	- - *	28 4%	13 3%	3 1%	17 2% H	12 14% KL*	4 3% L	1 *	13 2%	37 4% M	4 4% *	15 3%	20 5%	6 3%	11 2%	27 5% S	4 3%	31 3%	14 4%	6 4%
Neither agree nor disagree (0)	216 19%	77 23% D	51 18%	74 16%	14 22% *	133 20%	82 18%	24 5%	85 11% H	52 59% KL*	39 32% L	27 3%	62 12%	177 17% M	38 35% MN*	78 15%	75 18%	62 35% PQ	68 14%	90 18%	58 45% ST	136 15% W	36 11%	68 40% VW
Tend to agree (1)	376 33%	109 32%	89 32%	163 36%	16 25% *	221 33%	155 34%	151 32%	268 35% H	18 20% *	56 45% J	303 39% J	187 36%	347 34% NO	29 27% *	175 33% R	159 38% R	42 23%	154 31% U	199 39% SU	23 18%	321 35%	105 34%	50 29%
Strongly agree (2)	461 41%	135 40%	122 44%	176 39%	28 44% *	264 39%	198 43%	287 61% I	374 49% I	2 2% *	21 17% J	438 57% JK	245 47% NO	432 42% O	29 27% *	254 48% QR	155 37% R	52 29%	247 50% TU	184 36% U	30 23%	416 45% X	150 48% X	35 21%
Don't know	11 1%	3 1%	2 1%	2 *	4 7% BCD*	6 1%	5 1%	2 1%	5 1%	1 1% *	1 1%	2 *	4 1%	7 1% MN*	4 4% MN*	2 *	- -	8 5% PQ	2 1%	- -	8 7% ST	4 *	4 1% V	3 2% V
NET Disagree	65 6%	14 4%	14 5%	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%	13 8%
NET Agree	837 74%	244 72%	211 76%	339 75%	44 69% *	485 72%	352 77%	438 93% I	641 85% I	20 22% *	77 62% J	740 96% JK	432 82% NO	779 76% O	58 54% *	428 81% QR	314 75% R	95 53%	401 82% TU	383 75% U	54 42%	737 80% X	254 82% X	85 50%
Mean	1.08	1.08	1.14	1.04	1.17 *	1.03	1.16 F	1.52 I	1.31	1.02 *	0.72 J	1.53 JK	1.23 NO	1.12 O	0.75 *	1.24 QR	1.03 R	0.72	1.27 TU	1.02 U	0.58	1.18 X	1.24 X	0.60

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

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(*)

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(*)

18-02000-04 - 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

	Gender			Age					Region							Urban / Rural		Social grade				
	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)	Northern (O)	Urban (P)	Rural (Q)	AB (R)	C1 (S)	C2 (T)	DE (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	265	
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% I*	2 6% **	21 2%	2 1%	9 3%	6 2%	2 1%	6 2%	
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%	15 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%	50 19%	
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%	96 36%	
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%	96 36%	
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%	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% M	23 8% M	16 7%	20 14% KM	- - *	14 15% KM*	8 23% **	90 9%	16 9%	34 11%	34 11%	17 7%	21 8%
NET Agree	807 71%	376 67%	430 76% B	135 75% F	138 68% F	125 60% F	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%	191 72%

Mean	0.97	0.85	1.08 B	1.00 F	0.88	0.72	1.11 EF	1.06 EF	1.00 L	1.01 L	1.01 L	0.76	1.29 UKLN*	0.87 *	0.56 **	0.95	1.05	0.89	0.93	1.07 R	0.99
------	------	------	-----------	-----------	------	------	------------	------------	-----------	-----------	-----------	------	---------------	-----------	------------	------	------	------	------	-----------	------

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(*)

ColumnMeans (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 notice litter more when I am out and about

All Adults aged 16-75 in the UK

	Education					Employment status		Changes in behaviour			Positive change in view on litter			Blue Planet knowledge			Noticed single-use plastic news			Noticed litter in oceans news			Litter-pickers		
	Total (A)	GCSE/O Level/NV Q12 (B)	A Level or equivalent (C)	Degree/Masters/PhD (D)	No formal qualifications (E)	Working (F)	Not working (G)	Pick up litter (H)	Reduce single-use plastic (I)	Mild change (J)	Medium change (K)	Strong change (L)	Watched (M)	Heard of or watched (N)	Not aware/not sure (O)	Weekly or more (P)	Monthly or less (Q)	Never/don't know (R)	Weekly or more (S)	Monthly or less (T)	Never/don't know (U)	Picks up litter (V)	Joined organised litter-picking event (W)	Does not pick up others' litter (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)	24 2%	4 1%	1 1%	15 3%	2 4%	15 2%	8 2%	6 1%	5 1%	3 3%	2 2%	- -	9 2%	18 2%	6 5%	7 1%	11 3%	5 3%	7 2%	11 2%	5 4%	18 2%	4 1%	6 3%	
Tend to disagree (-1)	83 7%	20 6%	24 9%	38 8%	1 2%	50 7%	33 7%	16 3%	30 4%	22 25%	16 13%	10 1%	29 6%	74 7%	8 8%	31 6%	34 8%	18 10%	24 5%	45 9%	14 11%	54 6%	15 5%	22 13%	
Neither agree nor disagree (0)	206 18%	71 21%	42 15%	79 18%	15 23%	129 19%	78 17%	26 6%	102 13%	31 34%	41 33%	52 7%	62 12%	175 17%	31 29%	78 15%	85 20%	43 24%	69 14%	100 20%	37 29%	147 16%	40 13%	49 29%	
Tend 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%	193 37%	365 36%	38 35%	185 35%	160 38%	58 32%	172 35%	196 38%	35 27%	340 37%	112 36%	53 31%	
Strongly 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%	229 44%	385 38%	20 18%	227 43%	129 31%	48 27%	216 44%	158 31%	30 23%	364 X	140 vx	37 22%	
Don't know	9 1%	2 1%	2 1%	2 *	3 5%	6 1%	3 1%	1 *	2 *	- *	1 1%	- -	1 *	4 *	5 5%	2 *	- -	7 4%	2 *	- -	7 6%	2 *	2 1%	3 2%	
NET Disagree	106 9%	24 7%	26 9%	53 12%	4 6%	65 10%	42 9%	22 5%	35 5%	25 28%	18 15%	10 1%	38 7%	92 9%	14 13%	38 7%	45 11%	24 13%	31 6%	56 11%	20 15%	72 8%	19 6%	27 16%	
NET 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 X	251 vx	90 53%	
Mean	0.97	1.00	1.04	0.89	0.99	0.94	1.00	1.39	1.20	0.16	0.53	1.39	1.15	1.01	0.56	1.12	0.87	0.73	1.16	0.88	0.57	1.06	1.19	0.57	

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(*)

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

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

	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 I might have walked past it (A)	I would like to get a litter pick (B)	I try to purchase less single-use plastics (C)	I don't do anything differently since the debates about single-use plastics (D)
Unweighted base	1129	1129	1129	1129
Weighted base	1129	1129	1129	1129
Strongly disagree (-2)	83 7% c	82 7% c	35 3% c	223 20% ABC
Tend to disagree (-1)	170 15% c	182 16% c	83 7% c	380 34% ABC
Neither agree nor disagree (0)	381 34% CD	399 35% CD	227 20% CD	264 23% c
Tend to agree (1)	322 28% BD	266 24% D	455 40% ABD	159 14% c
Strongly agree (2)	150 13% D	146 13% D	300 27% ABD	77 7% c
Don't know	24 2% ACD	54 5% ACD	28 3% c	25 2% c

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

Mean	0.26 D	0.20 D	0.82 ABD	-0.47 c
------	-----------	-----------	-------------	------------

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

Overlap formulae used

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

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

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

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

	Gender			Age					Region							Urban / Rural		Social grade				
	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)	Northern Ireland (O)	Urban (P)	Rural (Q)	AB (R)	C1 (S)	C2 (T)	DE (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	265	
Strongly disagree (-2)	83 7%	43 8%	39 7%	11 6%	21 10% G	15 7%	8 4%	28 8%	21 8%	20 7%	19 8%	8 6%	3 6%	7 8%	5 14% **	68 7%	15 8%	22 7%	27 9% T	9 4%	25 9% T	
Tend to disagree (-1)	170 15%	81 14%	89 16%	22 12%	34 17%	45 22% DGH	22 10%	46 14%	49 18% J	33 12%	31 13%	34 24% JKN	6 12% *	11 12% *	4 12% **	145 15%	24 14%	50 17% U	53 17% U	40 16%	26 10%	
Neither agree nor disagree (0)	381 34%	198 35%	183 32%	54 30%	53 26%	72 35%	82 39% E	119 36% E	87 32%	104 36%	82 34%	51 35%	22 40% *	27 29% *	7 20% **	326 34%	55 31%	96 32%	104 33%	82 33%	100 38%	
Tend to agree (1)	322 28%	170 30%	151 27%	56 31%	62 31%	47 23%	64 30%	93 28%	80 29% L	82 29% L	74 30% L	27 19%	15 27% *	31 33% L*	13 37% **	264 28%	58 32%	84 28%	87 28%	75 30%	76 29%	
Strongly agree (2)	150 13%	59 10%	92 16% B	29 16%	26 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%	33 13%	
Don't know	24 2%	9 2%	15 3%	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	5 2%	

NET Disagree	252 22%	124 22%	129 23%	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%	51 19%
NET Agree	472 42%	229 41%	243 43%	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%	109 41%

Mean	0.26	0.22	0.30	0.41 F	0.19	0.11	0.42 EFH	0.21	0.20	0.32	0.27	0.12	0.34 *	0.39 *	0.32 **	0.25	0.32	0.26	0.19	0.35	0.26
------	------	------	------	-----------	------	------	-------------	------	------	------	------	------	-----------	-----------	------------	------	------	------	------	------	------

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(*)

ColumnMeans (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

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

	Education					Employment status		Changes in behaviour			Positive change in view on litter			Blue Planet knowledge			Noticed single-use plastic news			Noticed litter in oceans news			Litter-pickers	
	Total	GCSE/O Level/NV Q12	A Level or equivalent	Degree/ Masters/PhD	No formal qualifications	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 not pick up others' litter
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(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)	83 7%	26 8%	19 7%	31 7%	7 11% *	47 7%	36 8%	- -	24 3% H	18 21% KL*	13 10% L	31 4%	27 5%	72 7% M	10 9% *	32 6%	29 7%	21 12% P	28 6%	39 8%	17 13% S	43 5%	11 4%	37 22% VW
Tend to disagree (-1)	170 15%	38 11%	44 16%	79 18% B	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% P	23 13%	58 12%	94 19% S	17 13%	111 12% W	19 6%	54 32% VW
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%
Tend to agree (1)	322 28%	94 28%	74 27%	135 30%	19 30% *	186 28%	135 30%	322 68% I	259 34% *	6 7% J	25 20% J	285 37% JK	179 24% NO	304 30% O	18 16% *	178 34% OR	103 25%	40 22%	174 35% TU	133 26% U	15 11%	310 34% X	116 37% X	9 5%
Strongly agree (2)	150 13%	39 11%	37 13%	67 15%	8 12% *	90 13%	60 13%	150 32% I	138 18% *	1 1% *	4 3% JK	142 18% NO	100 14% NO	140 19% NO	10 9% *	92 17% OR	44 10% OR	15 8% OR	78 16% T	58 11% T	14 11% T	147 16% X	78 25% VX	4 2%
Don't know	24 2%	12 4% D	4 1%	4 1%	4 6% D*	9 1%	15 3%	- -	5 1% H	4 4% L*	1 1%	6 1%	5 1%	11 1% MN*	13 12% MN*	4 1% OR	3 1% OR	16 9% PQ	3 1% PQ	3 1% ST	17 14% ST	8 1% ST	1 *	7 4% VW
NET Disagree	252 22%	65 19%	63 23%	110 24%	14 23% *	162 24%	91 20%	- -	114 15% H	38 42% L*	42 34% L	122 16%	86 17%	232 23% M	20 18% *	102 19% P	106 25% P	44 24%	86 17%	133 26% S	34 26% S	154 17% W	30 10% W	91 54% VW
NET Agree	472 42%	132 39%	111 40%	202 45%	27 42% *	276 41%	196 43%	472 100% I	397 53% *	7 8% J	28 23% JK	427 55% JK	279 53% NO	444 44% O	28 26% *	270 51% OR	147 35% OR	55 31% OR	252 51% TU	191 38% U	29 23% U	457 49% X	194 62% VX	13 8%
Mean	0.26	0.25	0.24	0.29	0.22 *	0.24	0.29	1.32 I	0.53	-0.56 *	-0.19 J	0.54 JK	0.51 NO	0.28	0.08 *	0.43 OR	0.13	0.03	0.44 TU	0.15	-0.06 *	0.44 X	0.74 VX	-0.68

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(*)

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

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

	Gender			Age					Region							Urban / Rural		Social grade				
	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)	Northern (O)	Urban (P)	Rural (Q)	AB (R)	C1 (S)	C2 (T)	DE (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	265	
Strongly 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%	20 8%	
Tend 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	29 11%	
Neither 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%	107 41%	
Tend to agree (1)	266 24%	126 22%	140 25%	51 28% H	48 24%	56 27% H	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%	56 21%	
Strongly 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%	30 11%	
Don'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% IIN	1 3% *	1 1% *	2 6% **	47 5%	7 4%	4 1%	10 3%	18 7% RS	22 8% RS	

NET 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%	49 19%
NET Agree	412 36%	196 35%	216 38%	81 45% GH	77 38%	82 40% H	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%	86 33%

Mean	0.20	0.14	0.25	0.49 EFGH	0.18	0.17	0.17	0.09	0.18	0.15	0.31 L	0.02	0.24 *	0.28 *	0.31 **	0.19	0.24	0.18	0.19	0.22	0.19
------	------	------	------	--------------	------	------	------	------	------	------	-----------	------	-----------	-----------	------------	------	------	------	------	------	------

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(*)

ColumnMeans (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

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

	Education					Employment status		Changes in behaviour			Positive change in view on litter			Blue Planet knowledge			Noticed single-use plastic news			Noticed litter in oceans news			Litter-pickers		
	Total (A)	GCSE/O Level/NV Q12 (B)	A Level or equivalent (C)	Degree/Masters/PhD (D)	No formal qualifications (E)	Working (F)	Not working (G)	Pick up litter (H)	Reduce single-use plastic (I)	Mild change (J)	Medium change (K)	Strong change (L)	Watched (M)	Heard of or watched (N)	Not aware/not sure (O)	Weekly or more (P)	Monthly or less (Q)	Never/don't know (R)	Weekly or more (S)	Monthly or less (T)	Never/don't know (U)	Picks up litter (V)	Joined organised litter-picking event (W)	Does not pick up others' litter (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)	82 7%	25 8%	17 6%	34 7%	7 10% *	49 7%	34 7%	3 1%	25 3% H	18 20% L*	19 15% L	20 3%	17 3%	65 6% M	18 16% MN*	22 4%	33 8% P	28 15% PQ	22 5%	36 7% ST	24 19% ST	43 5% W	5 2%	35 21% VW	
Tend to disagree (-1)	182 16%	41 12%	54 19% B	80 18% B	7 11% *	102 15%	80 17%	34 7%	104 14% H	19 22% L*	30 24% L	99 13%	70 13%	169 17% M	13 12% *	79 15%	79 19%	24 13%	63 13%	103 20% S	17 13%	128 14% W	19 6%	50 29% VW	
Neither agree nor disagree (0)	399 35%	137 41% D	91 33%	138 31%	32 51% CD*	237 35%	162 35%	136 29%	254 34% H	29 33% *	37 30%	268 35%	169 32%	353 35% H	45 42% *	164 31%	165 39% P	70 39%	152 31%	198 39% S	49 38%	329 36%	99 32%	59 35%	
Tend to agree (1)	266 24%	71 21%	64 23%	122 27% BE	9 15% *	170 25%	96 21%	171 36% I	221 29% I	13 15% *	23 19% JK	221 29% JK	154 20% NO	256 25% O	10 9% *	154 20% OR	85 20%	27 15%	143 22% TU	110 10% U	13 10%	250 27% X	100 32% VX	10 6% W	
Strongly agree (2)	146 13%	36 11%	40 14%	66 15%	4 7% *	90 13%	56 12%	117 25% I	127 17% I	4 5% *	9 7% JK	131 17% JK	93 18% NO	137 13% NO	9 8% *	95 18% OR	39 9% QR	11 6%	94 19% TU	43 8% U	9 7%	141 15% X	83 27% VX	5 3% W	
Don't know	54 5%	27 8% D	12 4%	11 2%	4 6% *	23 3%	31 7% F	10 2%	25 3% F	5 6% *	6 5% JK	32 4% JK	21 4% NO	40 4% O	14 13% MN*	17 3% OR	17 4% R	20 11% PQ	18 4% TU	40 13% U	17 4% ST	33 4% W	6 2% X	10 6% W	
NET Disagree	264 23%	67 20%	71 25%	114 25%	14 21% *	151 23%	113 25%	37 8%	129 17% H	38 42% L*	49 39% L	119 15%	87 17%	234 23% M	31 28% M*	101 19%	112 27% P	52 29% P	85 17% S	139 27% S	40 32% S	172 19% W	24 8% W	85 50% VW	
NET Agree	412 36%	107 32% E	103 37% E	188 42% BE	14 22% *	260 39%	152 33%	288 61% I	348 46% I	18 20% *	32 26% JK	351 46% JK	247 47% NO	394 39% O	18 17% *	249 47% OR	125 30% R	38 21% R	237 48% TU	153 30% U	22 18% U	391 42% X	183 59% VX	15 9% W	
Mean	0.20	0.16	0.21	0.24	-0.03 *	0.23	0.14	0.79 I	0.44	-0.40 *	-0.23	0.46 JK	0.47 NO	0.24 O	-0.23 *	0.43 OR	0.05 R	-0.19	0.47 TU	0.04 U	-0.29 *	0.36 X	0.78 VX	-0.63	

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(*)

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

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

	Gender			Age					Region							Urban / Rural		Social grade				
	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)	Northern Ireland (O)	Urban (P)	Rural (Q)	AB (R)	C1 (S)	C2 (T)	DE (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	265	
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%	6 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%	15 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% K	40 16%	36 25% K	8 15% *	15 17% *	4 13% **	189 20%	38 21%	55 19%	65 21%	52 21%	55 21%	
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%	112 42%	
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% UL*	9 26% **	252 27%	48 27%	76 26%	91 29%	64 26%	69 26%	
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	8 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%	21 8%
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%	181 68%

Mean	0.82	0.70	0.94 B	0.85	0.75	0.71	1.00 EFH	0.81	0.80	0.75	0.90	0.68	0.91 *	1.00 JL*	0.96 **	0.83	0.80	0.76	0.84	0.81	0.87
------	------	------	-----------	------	------	------	-------------	------	------	------	------	------	-----------	-------------	------------	------	------	------	------	------	------

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(*)

ColumnMeans (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

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

	Education					Employment status		Changes in behaviour			Positive change in view on litter			Blue Planet knowledge			Noticed single-use plastic news			Noticed litter in oceans news			Litter-pickers		
	Total	GCSE/O Level/NV Q12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	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 not pick up others' litter	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(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)	35 3%	9 3%	5 2%	18 4%	3 5% *	21 3%	15 3%	5 1%	- - L*	4 5%	5 4%	11 1%	9 2%	28 3%	7 7% MN*	13 2%	9 2%	13 7% PQ	12 2%	14 3%	9 7% ST	20 2%	7 2%	12 7% VW	
Tend to disagree (-1)	83 7%	26 8%	26 9%	29 6%	2 3% *	51 8%	32 7%	15 3%	- - L*	10 11%	17 14% L	32 4%	30 6%	74 7%	9 8% *	29 6%	37 9% P	16 9%	23 5%	46 9% S	13 10% S	59 6%	14 5%	23 13% VW	
Neither agree nor disagree (0)	227 20%	86 25% CD	51 18%	74 16%	17 27% *	131 20%	96 21%	49 10%	- - KL*	37 41%	33 26% L	99 13%	69 13%	187 18%	40 37% MN*	78 15%	94 22% P	55 31% PQ	71 15%	109 21% S	47 37% ST	156 17%	50 16%	60 36% VW	
Tend to agree (1)	455 40%	120 36%	115 41%	191 42%	29 46% *	277 41%	178 39%	190 40%	455 60% H	25 28% *	52 42% J	346 45% J	227 45% O	428 42% O	27 25% *	220 41% R	184 44% R	51 28%	201 41% U	228 45% U	27 21% U	399 43% WX	120 39% X	45 27% X	
Strongly agree (2)	300 27%	86 25%	73 26%	132 29% E	10 15% *	182 27%	118 26%	207 44%	300 40% I	8 9% *	15 12%	272 35% JK	182 35% NO	287 28% O	13 35% *	185 35% QR	89 21%	27 15%	175 36% TU	109 21% U	17 13%	280 30% X	119 38% VX	17 10% VW	
Don't know	28 3%	12 4% D	8 3%	6 1%	3 4% *	8 1%	20 4% F	6 1%	- - I	6 6% L*	3 2%	11 1%	8 2%	17 2%	12 11% MN*	6 1%	4 10% PQ	18 2%	9 2%	4 1% ST	15 12% ST	10 1%	2 1%	12 7% VW	
NET Disagree	118 10%	35 10%	31 11%	47 10%	5 8% *	71 11%	46 10%	20 4% I	- - L*	14 16% L	22 5%	42 7%	38 7%	102 10% M	16 15% M*	42 8%	47 11% P	29 16% P	35 7%	60 12% S	22 17% S	79 9%	21 7%	35 21% VW	
NET Agree	756 67%	206 61%	188 68%	323 72% B	39 61% *	460 69%	296 65%	397 84%	756 100% H	33 37% *	67 54% J	618 80% JK	408 78% NO	715 70% O	40 37% *	405 76% QR	273 65% R	78 43% TU	375 76% U	337 66% U	44 34% U	679 73% X	239 77% X	62 37% X	
Mean	0.82	0.76	0.84	0.88	0.66 *	0.83	0.81	1.24	1.40 H	0.28 *	0.45	1.10 JK	1.05 NO	0.87 O	0.31 *	1.02 QR	0.74 R	0.39	1.04 TU	0.74 U	0.26 *	0.94 X	1.07 VX	0.20	

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(*)

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

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

	Gender			Age					Region							Urban / Rural		Social grade				
	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)	Northern Ireland (O)	Urban (P)	Rural (Q)	AB (R)	C1 (S)	C2 (T)	DE (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	265	
Strongly 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%	
Tend to disagree (-1)	380 34%	189 34%	191 34%	57 31%	65 32%	67 33%	74 35%	117 35%	100 37% K	107 37% K	65 27%	45 31%	20 37% *	31 34% *	11 33% **	323 34%	57 31%	106 36%	113 36%	74 29%	87 33%	
Neither 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% J	14 25% *	21 14% **	5 24% **	231 24%	34 19%	66 22%	61 19%	66 26%	72 27% S	
Tend 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%	
Strongly 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%	
Don'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%	

NET Disagree	603 53%	269 48%	335 59% B	87 48%	105 52%	102 49%	123 59% D	186 57%	146 54%	170 59% KL	119 49%	66 45%	30 55% *	55 59% L*	17 50% **	495 52%	108 60%	164 55%	180 57%	123 49%	136 51%
NET Agree	236 21%	137 25% C	99 17%	39 21%	46 23%	52 25% G	35 16%	65 20%	56 21%	56 20%	57 23%	31 21%	10 18% *	14 15% *	12 36% **	200 21%	36 20%	66 22%	68 22%	51 20%	50 19%

Mean	-0.47	-0.30 C	-0.63	-0.37 G	-0.41	-0.35 G	-0.62	-0.52	-0.44	-0.55	-0.45	-0.29 JN	-0.50 *	-0.66 *	-0.22 **	-0.43 Q	-0.63	-0.43	-0.52	-0.43	-0.47
------	-------	------------	-------	------------	-------	------------	-------	-------	-------	-------	-------	-------------	------------	------------	-------------	------------	-------	-------	-------	-------	-------

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(*)

ColumnMeans (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

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

	Education					Employment status		Changes in behaviour			Positive change in view on litter			Blue Planet knowledge			Noticed single-use plastic news			Noticed litter in oceans news			Litter-pickers	
	Total	GCSE/O Level/NV Q12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	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 not pick up others' litter
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(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)	223 20%	54 16%	60 22%	97 22%	12 19% *	132 20%	92 20%	148 31%	200 26%	7 7%	11 9%	198 26%	134 26%	217 21%	7 6%	129 24%	77 18%	18 10%	125 25%	90 18%	9 7%	208 22%	71 23%	14 8%
Tend to disagree (-1)	380 34%	110 32%	94 34%	161 36%	15 23% *	225 34%	155 34%	165 35%	312 41%	23 26%	32 26%	303 39%	200 38%	360 35%	20 18%	190 36%	154 37%	35 20%	175 36%	181 35%	24 19%	330 36%	107 34%	43 26%
Neither agree nor disagree (0)	264 23%	96 28% D	70 25% D	81 18%	18 29% *	152 23%	113 25%	74 16%	131 17%	24 26% *	43 35% L	136 18%	83 16%	212 21%	52 48% MN*	97 18%	109 26% P	58 32% P	89 18%	130 25% S	46 36% ST	204 22%	57 18%	51 30% VW
Tend to agree (1)	159 14%	43 13%	35 13%	74 16%	8 12% *	99 15%	60 13%	43 9%	70 9%	25 28% L*	25 20% L	78 10%	67 13%	148 14%	11 10% *	71 13%	57 14%	30 17%	62 13%	79 15%	18 14%	120 13%	46 15%	30 18%
Strongly agree (2)	77 7%	24 7%	15 6%	31 7%	7 12% *	52 8%	25 5%	37 8%	37 5%	7 8% I	9 7%	45 6%	35 7%	70 7%	7 7% *	36 7%	19 4%	22 12% PQ	34 7%	28 5%	16 12% ST	51 6%	28 9%	24 14% V
Don't know	25 2%	12 4% CD	3 1%	6 1%	4 6% CD*	11 2%	14 3%	6 1%	6 1%	4 4% L*	3 3%	10 1%	5 1%	14 1%	11 10% MN*	7 1%	2 *	16 9% PQ	6 1%	3 1%	16 12% ST	11 1%	3 1%	7 4% VW
NET Disagree	603 53%	164 48%	154 56%	259 57% BE	27 42% *	357 53%	246 54%	313 66%	512 68%	30 33% *	43 35%	501 65%	334 64% NO	577 56% O	27 25% *	319 60% R	231 55% R	53 29%	301 61% TU	270 53% U	33 25%	538 58% X	177 57% X	57 34%
NET Agree	236 21%	66 20%	50 18%	104 23%	15 24% *	151 23%	85 19%	79 17% I	106 14%	33 36% L*	35 28% L	124 16%	102 20%	218 21%	18 17% *	107 20%	76 18%	52 29% PQ	95 19%	106 21%	34 27%	171 19%	74 24% V	54 32% V
Mean	-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	0.05 VW

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(*)

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. - Summary
 All 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 (A)	People who go litter picking are vital for helping to protect the environment in the UK (B)	If I saw someone litter when I was out and about, I would think they are a "do-gooder" (C)	I admire people who go litter picking (D)	Picking up litter shows people who drop it that it is unacceptable (E)
Unweighted base	1129	1129	1129	1129	1129
Weighted base	1129	1129	1129	1129	1129
Strongly disagree (-2)	18 2% D	14 1% D	211 19% ABDC	9 1% D	37 3% ABD
Tend to disagree (-1)	70 6% BD	33 3% D	267 24% ABDC	30 3% D	111 10% ABD
Neither agree nor disagree (0)	252 22% BDE	172 15% D	291 26% ABDC	176 16% D	205 18% B
Tend to agree (1)	464 41% C	454 40% C	192 17% D	442 39% C	431 38% C
Strongly agree (2)	275 24% C	437 39% ACE	144 13% ACE	459 41% ACE	321 28% AC
Don't know	49 4% BCDE	19 2% D	24 2% D	15 1% D	23 2% D

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

Mean	0.84 C	1.14 ACE	-0.19 D	1.18 ACE	0.80 C
------	-----------	-------------	------------	-------------	-----------

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

	Gender			Age					Region							Urban / Rural		Social grade			
	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)	Northern Ireland (O)	Urban (P)	Rural (Q)	AB (R)	C1 (S)	C2 (T)	DE (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	265
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%	5 2%
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%	18 7%
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%	58 22%
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% I	55 38%	26 48% *	39 41% *	19 55% **	392 41%	73 40%	127 43%	134 42%	100 40%	104 39%
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%	69 26%
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%	11 4%

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%	23 9%
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%	173 65%

Mean	0.84	0.74	0.94 B	0.78	0.92 F	0.62	0.96 F	0.89 F	0.78	0.87	0.91	0.79	0.90 *	0.88 *	0.64 **	0.82	0.97	0.80	0.84	0.91	0.84
------	------	------	-----------	------	-----------	------	-----------	-----------	------	------	------	------	-----------	-----------	------------	------	------	------	------	------	------

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(*)

ColumnMeans (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

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

	Education					Employment status		Changes in behaviour			Positive change in view on litter			Blue Planet knowledge			Noticed single-use plastic news			Noticed litter in oceans news			Litter-pickers	
	Total	GCSE/O Level/NV Q12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	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 not pick up others' litter
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(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% I	1 * L*	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% B	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% H	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%	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 30% O	435 43% O	29 27% *	224 42% R	195 47% R	45 25% U	211 43% U	227 45% U	26 20% X	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% I	233 31% I	7 7% *	15 12%	243 32% JK	160 30% NO	261 26% O	14 13% *	168 32% QR	74 18% R	33 18% TU	158 32% TU	99 19% U	19 14% V	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% OR	15 3% R	19 11% PQ	17 3% PQ	14 3% ST	19 15% ST	27 3% W	4 1% W	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% X	16 5% X	24 14% vw
NET Agree	740 66%	216 64%	183 66%	303 67%	37 59% *	441 66%	299 65%	393 83% I	571 76% I	33 37% *	68 55% J	598 78% JK	394 75% NO	697 68% O	43 40% *	392 74% OR	270 64% R	78 43% TU	369 75% TU	326 64% U	45 35% V	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 I	1.04	0.28 *	0.48	1.08 JK	1.01 NO	0.88 O	0.47 *	1.00 OR	0.74	0.60	1.04 TU	0.74 U	0.48 *	0.93 X	1.08 VX	0.38

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(*)

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

	Gender			Age					Region							Urban / Rural		Social grade				
	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)	Northern Ireland (O)	Urban (P)	Rural (Q)	AB (R)	C1 (S)	C2 (T)	DE (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	265	
Strongly disagree (-2)	14 1%	8 2%	6 1%	2 1%	3 2%	4 2%	2 1%	3 1%	1 *	4 1%	2 1%	3 2%	- -	2 2%	2 6%	12 1%	2 1%	3 1%	4 1%	4 1%	3 1%	
Tend to disagree (-1)	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 T	12 T	1 *	8 3%	
Neither agree nor disagree (0)	172 15%	101 18%	71 12%	24 13%	35 17%	39 19%	22 10%	52 16%	45 16%	48 17%	33 13%	26 18%	6 12%	11 11%	2 6%	155 9%	17 14%	41 14%	44 17%	42 17%	45 17%	
Tend to agree (1)	454 40%	239 43%	214 38%	67 37%	65 32%	80 38%	86 41%	156 47%	109 40%	108 38%	96 39%	64 44%	21 39%	41 44%	14 40%	380 40%	73 41%	132 44%	120 38%	105 42%	97 36%	
Strongly agree (2)	437 39%	182 33%	255 45%	78 43%	86 43%	75 36%	91 43%	107 33%	108 40%	108 38%	101 41%	45 31%	27 49%	34 37%	14 40%	358 38%	79 44%	104 35%	130 41%	95 38%	109 41%	
Don't know	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%	4 1%	

NET Disagree	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%	16 5%	5 2%	11 4%
NET Agree	891 79%	421 75%	470 82%	145 81%	151 75%	154 74%	177 84%	263 80%	217 80%	216 76%	197 81%	109 75%	48 88%	75 81%	27 80%	738 78%	152 84%	236 79%	250 79%	200 80%	205 77%

Mean	1.14	1.03	1.26 B	1.21	1.15	1.06	1.23	1.10	1.17	1.09	1.19	1.01	1.37 JL*	1.13 *	1.10 **	1.12	1.25	1.10	1.16	1.16	1.15
------	------	------	-----------	------	------	------	------	------	------	------	------	------	-------------	-----------	------------	------	------	------	------	------	------

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(*)

ColumnMeans (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

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

	Education					Employment status		Changes in behaviour			Positive change in view on litter			Blue Planet knowledge			Noticed single-use plastic news			Noticed litter in oceans news			Litter-pickers	
	Total	GCSE/O Level/NV Q12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	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 not pick up others' litter
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(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%	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 10% 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% L	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% I	342 45% H	20 23% *	28 23% L	372 48% JK	241 46% NO	416 41% O	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% I	672 89% H	56 63% *	89 71% L	700 91% JK	458 87% NO	827 81% O	63 59% *	447 84% R	332 79% R	112 62% Q	424 86% TU	400 78% U	67 53% V	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 I	1.33	0.82 *	0.86	1.38 JK	1.31 NO	1.18 O	0.74 *	1.25 QR	1.10 R	0.90	1.31 TU	1.07 U	0.73 *	1.23 X	1.25 X	0.72

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(*)

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. - 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

	Gender			Age					Region							Urban / Rural		Social grade				
	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)	Northern Ireland (O)	Urban (P)	Rural (Q)	AB (R)	C1 (S)	C2 (T)	DE (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	265	
Strongly 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%	
Tend 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 26%	
Neither 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 25%	
Tend 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 16%	
Strongly 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 12%	
Don't know	24 2%	11 2%	13 2%	6 3% H	6 3% H	6 3% H	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%	
NET Disagree	478 42%	232 42%	245 43%	38 21%	68 34% D	101 49% DE	118 56% DEH	153 46% DE	110 41%	135 47%	101 41%	54 37%	25 46% *	42 45% *	10 29% **	393 41%	85 47%	112 37%	148 47% R	98 39%	120 45%	
NET Agree	336 30%	168 30%	169 30%	98 55% EFGH	75 37% FGH	45 22%	45 21%	73 22%	85 31%	73 25%	62 26%	51 35% JK	22 40% JK*	31 33% *	12 35% **	298 31% Q	38 21%	102 34%	93 29%	66 26%	75 28%	
Mean	-0.19	-0.15	-0.23	0.58 EFGH	0.09 FGH	-0.45	-0.58	-0.36	-0.14	-0.32	-0.25	-0.05 J	-0.05 *	-0.18 *	0.13 **	-0.15 Q	-0.38	-0.03 SU	-0.28	-0.20	-0.25	

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(*)

ColumnMeans (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

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

	Education					Employment status		Changes in behaviour			Positive change in view on litter			Blue Planet knowledge			Noticed single-use plastic news			Noticed litter in oceans news			Litter-pickers		
	Total (A)	GCSE/O Level/NV Q12 (B)	A Level or equivalent (C)	Degree/Masters/PhD (D)	No formal qualifications (E)	Working (F)	Not working (G)	Pick up litter (H)	Reduce single-use plastic (I)	Mild change (J)	Medium change (K)	Strong change (L)	Watched (M)	Heard of or watched (N)	Not aware/not sure (O)	Weekly or more (P)	Monthly or less (Q)	Never/don't know (R)	Weekly or more (S)	Monthly or less (T)	Never/don't know (U)	Picks up litter (V)	Joined organised litter-picking event (W)	Does not pick up others' litter (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)	211 19%	59 17%	51 18%	93 21%	8 13%	128 19%	83 18%	115 24%	158 21%	17 20%	16 13%	158 21%	111 21%	198 19%	13 12%	116 22%	64 15%	31 17%	107 22%	87 17%	17 13%	189 20%	56 18%	21 13%	
Tend to disagree (-1)	267 24%	86 25%	62 22%	107 24%	12 18%	167 25%	99 22%	93 20%	181 24%	20 23%	34 27%	182 24%	119 23%	248 24%	19 17%	131 25%	110 26%	25 14%	121 25%	132 26%	14 11%	226 24%	69 22%	35 21%	
Neither agree nor disagree (0)	291 26%	87 26%	76 27%	106 23%	23 36%	175 26%	116 25%	95 20%	176 23%	26 30%	40 32%	162 21%	116 22%	253 25%	38 35%	119 23%	102 24%	69 39%	114 23%	123 24%	55 43%	220 24%	80 26%	59 35%	
Tend to agree (1)	192 17%	50 15%	43 16%	87 19%	11 17%	108 16%	84 18%	74 16%	120 16%	16 18%	20 16%	138 18%	91 17%	175 17%	17 15%	81 15%	86 21%	25 14%	79 16%	94 19%	19 15%	148 16%	54 17%	36 21%	
Strongly agree (2)	144 13%	43 13%	44 16%	50 11%	7 11%	80 12%	65 14%	91 19%	112 15%	3 4%	11 9%	123 16%	79 15%	130 13%	14 13%	75 14%	51 12%	18 10%	65 13%	67 13%	12 9%	131 14%	51 16%	11 6%	
Don't know	24 2%	13 4%	1 *	7 2%	3 5%	13 2%	11 2%	5 1%	8 1%	6 7%	3 3%	7 1%	8 2%	16 2%	8 7%	8 2%	4 1%	11 6%	6 1%	6 1%	12 9%	9 1%	2 1%	7 4%	
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%	446 44%	32 29%	247 47%	175 42%	56 31%	228 46%	219 43%	30 24%	415 45%	125 40%	56 33%	
NET Agree	336 30%	94 28%	87 31%	137 30%	18 28%	188 28%	149 32%	165 35%	232 31%	19 21%	31 25%	261 34%	170 32%	305 30%	31 28%	156 29%	137 33%	43 24%	144 29%	162 32%	31 24%	280 30%	105 34%	47 28%	
Mean	-0.19	-0.21	-0.12	-0.24	-0.05	-0.24	-0.12	-0.14	-0.21	-0.39	-0.20	-0.15	-0.18	-0.21	*	-0.25	-0.12	-0.15	-0.26	-0.15	-0.04	-0.21	-0.08	-0.12	

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(*)

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

	Gender			Age					Region							Urban / Rural		Social grade				
	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)	Northern (O)	Urban (P)	Rural (Q)	AB (R)	C1 (S)	C2 (T)	DE (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	265	
Strongly disagree (-2)	9 1%	7 1%	2 *	1 1%	2 1%	3 2%	- -	2 1%	- -	1 *	4 2%	- -	- -	1 1%	2 6%	9 1%	- -	2 1%	2 1%	1 *	3 1%	
Tend 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%	3 9%	26 3%	4 2%	12 4%	9 3%	4 1%	6 2%	
Neither agree nor disagree (0)	176 16%	107 19%	69 12%	29 16%	39 19%	34 16%	25 12%	48 15%	49 18%	41 14%	34 14%	33 23%	7 12%	8 9%	3 10%	155 16%	21 12%	46 15%	48 15%	42 17%	40 15%	
Tend to agree (1)	442 39%	224 40%	218 38%	68 38%	67 33%	84 40%	91 43%	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%	101 38%	
Strongly agree (2)	459 41%	196 35%	262 46%	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%	111 42%	
Don't know	15 1%	6 1%	9 2%	2 1%	6 3%	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%	4 1%	
NET Disagree	38 3%	26 5%	12 2%	6 3%	10 5%	9 4%	4 2%	10 3%	4 1%	7 3%	8 3%	5 3%	- *	8 9%	5 15%	34 4%	4 2%	14 5%	11 3%	5 2%	9 3%	
NET 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%	212 80%	
Mean	1.18	1.05	1.30	1.18	1.09	1.11	1.27	1.21	1.22	1.20	1.17	1.05	1.34	1.16	0.98	1.15	1.31	1.13	1.18	1.22	1.19	

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(*)

ColumnMeans (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

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

	Education					Employment status		Changes in behaviour			Positive change in view on litter			Blue Planet knowledge			Noticed single-use plastic news			Noticed litter in oceans news			Litter-pickers		
	Total	GCSE/O Level/NV Q12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	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 not pick up others' litter	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(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)	9 1%	3 1%	- -	4 1%	1 2% C*	4 1%	5 1%	- -	1 *	1 1% L*	1 1% L	- -	2 *	7 1%	2 2% *	3 1%	2 1%	3 2%	3 1%	4 1%	2 2%	4 *	1 *	4 3% vw	
Tend to disagree (-1)	30 3%	8 2%	6 2%	15 3%	1 1% *	20 3%	10 2%	6 1%	11 1%	4 5% L*	3 2%	10 1%	5 1%	26 3% M	4 3% *	12 2%	12 3%	6 3%	11 2%	12 2%	7 6%	16 2%	8 3%	11 6% v	
Neither agree nor disagree (0)	176 16%	56 17%	51 18% D	55 12%	13 21% *	104 15%	72 16%	21 4%	76 10% H	20 23% L*	21 17% L	66 9%	55 10%	143 14% M	32 30% MN*	58 11%	60 14%	58 PQ	52 11%	77 15% S	47 37% ST	107 12%	37 12%	60 35% vw	
Tend to agree (1)	442 39%	128 38%	103 37%	188 42%	22 35% *	267 40%	175 38%	153 33%	305 40% H	38 43% *	68 55% L	304 39%	201 38%	404 40%	37 35% *	198 37%	188 45% PR	55 31%	178 36% U	230 27% SU	34 40%	371 40%	112 36%	58 34%	
Strongly agree (2)	459 41%	134 40%	117 42%	185 41%	23 37% *	271 40%	188 41%	288 61% I	359 48% *	21 24% *	30 24% JK	389 50% NO	256 49% NO	432 42% O	26 24% *	256 48% QR	153 36% R	50 28% TU	244 50% TU	185 36% U	29 23% U	421 46% X	154 49% X	34 20%	
Don't know	15 1%	9 3% CD	1 *	3 1%	2 3% C*	6 1%	9 2%	3 1%	4 1%	4 5% L*	1 1%	2 *	5 1%	8 1%	7 6% MN*	3 1%	4 1%	7 4% PQ	3 1%	3 1%	8 6% ST	4 *	- -	3 2% W	
NET Disagree	38 3%	11 3%	6 2%	19 4%	2 4% *	24 4%	15 3%	6 1%	12 2%	6 6% L*	4 3%	10 1%	7 1%	33 3% M	6 5% M*	15 3%	14 3%	9 5%	14 3%	15 3%	9 7% ST	21 2%	10 3%	15 9% vw	
NET Agree	900 80%	262 78%	220 79%	373 83%	46 72% *	537 80%	363 79%	442 94% I	664 88% *	59 66% *	98 79% J	693 90% JK	457 87% NO	837 82% O	63 59% *	454 86% R	341 81% R	106 59% R	422 86% U	415 81% U	64 49% U	793 86% X	265 85% X	91 54%	
Mean	1.18	1.16	1.19	1.20	1.07 *	1.17	1.18	1.54 I	1.34	0.87 *	1.00	1.39 JK	1.36 NO	1.21 O	0.81 *	1.31 QR	1.15 R	0.83	1.33 TU	1.15 U	0.68	1.29 X	1.31 X	0.63	

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(*)

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. - Picking up litter shows people who drop it that it is unacceptable
All Adults aged 16-75 in the UK

	Gender			Age					Region							Urban / Rural		Social grade				
	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)	Northern Ireland (O)	Urban (P)	Rural (Q)	AB (R)	C1 (S)	C2 (T)	DE (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	265	
Strongly disagree (-2)	37 3%	27 5% c	10 2%	2 1%	10 5% d	9 5%	9 4%	8 2%	8 3%	11 4%	8 3%	3 2%	1 1% *	4 4% *	3 9% **	34 4%	4 2%	11 4%	16 5%	5 2%	7 3%	
Tend to disagree (-1)	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% *	- 13% **	91 10%	20 11%	29 10%	32 10%	23 9%	26 10%	
Neither agree nor disagree (0)	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%	42 16%	
Tend to agree (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%	100 38%	
Strongly agree (2)	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%	83 31%	
Don't know	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%	6 2%	

NET Disagree	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%	33 13%
NET Agree	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%	184 69%

Mean	0.80	0.74	0.87 b	0.89 f	0.67	0.65	0.88 f	0.88 ef	0.79	0.84	0.79	0.72	0.83 *	0.80 *	0.92 **	0.78	0.90	0.79	0.72	0.84	0.88
------	------	------	-----------	-----------	------	------	-----------	------------	------	------	------	------	-----------	-----------	------------	------	------	------	------	------	------

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(*)

ColumnMeans (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

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

	Education					Employment status		Changes in behaviour			Positive change in view on litter			Blue Planet knowledge			Noticed single-use plastic news			Noticed litter in oceans news			Litter-pickers		
	Total (A)	GCSE/O Level/NV Q12 (B)	A Level or equivalent (C)	Degree/M asters/Ph D (D)	No formal qualificati ons (E)	Working (F)	Not working (G)	Pick up litter (H)	Reduce single-use plastic (I)	Mild change (J)	Medium change (K)	Strong change (L)	Watched (M)	Heard of or watched (N)	Not aware/not sure (O)	Weekly or more (P)	Monthly or less (Q)	Never/do n't know (R)	Weekly or more (S)	Monthly or less (T)	Never/do n't know (U)	Picks up litter (V)	Joined organised litter- picking event (W)	Does not pick up others' litter (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 3%	19 4%	1 1%	29 4%	9 2%	7 2%	15 2%	9 10%	6 5%	12 2%	13 3%	34 3%	4 4%	13 2%	13 3%	12 7%	12 2%	17 3%	9 7%	28 3%	7 2%	9 5%	
Tend to disagree (-1)	111 10%	21 6%	32 11%	55 12%	4 6%	70 10%	41 9%	31 7%	68 9%	11 12%	18 14%	62 8%	41 8%	102 10%	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%	50 18%	67 15%	13 21%	128 19%	78 17%	48 10%	103 14%	24 27%	24 20%	96 12%	73 14%	167 16%	38 35%	72 14%	72 17%	61 34%	65 13%	87 17%	53 41%	139 15%	48 15%	53 31%	
Tend to agree (1)	431 38%	124 37%	91 33%	197 44%	19 30%	249 37%	182 40%	174 37%	301 40%	34 38%	62 50%	303 39%	208 40%	404 40%	28 26%	221 42%	171 41%	39 22%	206 42%	203 40%	22 17%	369 40%	118 38%	54 32%	
Strongly agree (2)	321 28%	97 29%	94 34%	105 23%	25 39%	184 27%	137 30%	209 44%	262 35%	6 7%	11 9%	292 38%	183 35%	301 29%	20 19%	172 32%	107 26%	42 24%	162 33%	141 28%	19 14%	293 X	110 X	25 15%	
Don't know	23 2%	12 3%	3 1%	6 1%	2 3%	12 2%	11 2%	3 1%	7 1%	6 7%	2 2%	6 1%	5 1%	14 1%	9 8%	7 1%	5 1%	10 6%	6 1%	4 1%	12 10%	6 1%	1 *	8 5%	
NET Disagree	149 13%	31 9%	39 14%	74 16%	5 7%	98 15%	50 11%	38 8%	83 11%	19 22%	24 20%	74 10%	54 10%	136 13%	13 12%	59 11%	63 15%	27 15%	51 10%	76 15%	22 17%	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%	392 75%	704 69%	48 44%	392 74%	279 67%	82 45%	368 75%	343 67%	41 32%	663 X	227 X	79 47%	
Mean	0.80	0.85	0.85	0.71	1.02 D*	0.74	0.89 F	1.16 I	0.97	0.22 *	0.44	1.05 JK	0.98 NO	0.83 O	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/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

Q6. How frequently, if at all, do you do each of the following? - Summary

All 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 (A)	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%
I occasionally do this (50)	428 38% B	99 9%
I frequently do this (75)	181 16% B	39 3%
I 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
------	------------	-------

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(*)

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

	Gender			Age					Region							Urban / Rural		Social grade			
	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)	Northern Ireland (O)	Urban (P)	Rural (Q)	AB (R)	C1 (S)	C2 (T)	DE (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	265
I have never done this (0)	180 16%	90 16%	90 16%	34 19%	35 17%	34 16%	30 14%	47 14%	51 19%	34 12%	35 14%	35 24%	8 14%	15 16%	3 9%	167 18%	13 7%	41 14%	48 15%	42 17%	49 19%
I rarely do this (25)	255 23%	129 23%	126 22%	42 24%	50 25%	54 26%	44 21%	64 19%	63 23%	73 25%	40 16%	40 27%	13 24%	20 22%	6 17%	219 23%	36 20%	67 22%	80 25%	57 23%	52 19%
I occasionally do this (50)	428 38%	219 39%	209 37%	54 30%	70 35%	75 36%	84 40%	146 44%	94 35%	117 41%	110 45%	41 28%	21 38%	31 33%	15 44%	353 37%	76 42%	121 41%	116 37%	90 36%	101 38%
I 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%	15 10%	12 22%	20 22%	2 7%	137 14%	44 24%	47 16%	54 17%	39 16%	41 16%
I always do this (100)	60 5%	24 4%	36 6%	12 7%	17 8%	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%	9 3%
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%
Mean	42.88	42.02	43.73	42.16	42.09	40.70	44.34	44.18	41.24	44.00	45.05	36.08	43.38	45.08	53.26	41.69	49.21	44.78	42.13	43.62	40.87

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(*)

ColumnMeans (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

	Education					Employment status		Changes in behaviour			Positive change in view on litter			Blue Planet knowledge			Noticed single-use plastic news			Noticed litter in oceans news			Litter-pickers		
	Total	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	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 not pick up others' litter	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(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	
I have never done this (0)	180 16%	74 22% D	43 16%	49 11%	14 22% D*	107 16%	73 16%	14 3%	68 9% H	32 35% KL*	22 18% L	77 10%	49 9%	146 14% M	34 32% MN*	57 11%	63 15%	60 33% PQ	55 11%	74 15%	51 40% ST	- -	9 3% V	170 100% VW	
I rarely do this (25)	255 23%	75 22%	62 22%	109 24%	9 15% *	157 23%	98 21%	46 10%	163 22% H	12 14% *	45 36% JL	163 21%	102 20%	234 23% M	22 20% *	104 20%	118 28% PR	33 19%	90 18%	142 28% SU	24 18%	255 46% WX	47 28% X	- -	
I occasionally do this (50)	428 38%	113 33%	103 37%	190 42% B	23 36% *	254 38%	174 38%	227 48% I	321 42% I	32 36% *	45 37%	317 41%	214 41% O	402 39% O	26 24% *	206 39% R	170 41% R	53 29%	196 40% U	204 40% U	29 22%	428 46% WX	127 41% X	- -	
I frequently do this (75)	181 16%	51 15%	50 18%	68 15%	12 19% *	101 15%	80 17%	136 29% I	144 19%	9 11% *	7 6%	157 20% JK	111 20% NO	170 17% NO	11 10% *	114 21% QR	50 12%	17 9%	108 22% TU	66 13% U	7 6%	181 20% X	92 29% VX	- -	
I always do this (100)	60 5%	13 4%	15 5%	31 7%	1 2% *	42 6%	18 4%	48 10% I	51 7% I	- 10% *	3 3% *	51 7% J	42 8% NO	58 6% NO	2 2% *	41 8% QR	14 3%	5 3%	36 7% T	19 4% T	5 4% T	60 6% X	37 12% VX	- -	
Don't know/can't remember	25 2%	13 4% D	5 2%	3 1%	3 5% D*	9 1%	15 3% F	1 *	9 1% H	4 4% L*	1 1%	6 1%	5 1%	12 1% MN*	13 12% MN*	9 2%	3 1%	13 7% PQ	7 1% PQ	5 1% PQ	13 10% ST	- -	- -	- -	
Mean	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	- -	
			B	B	*			I	*			JK	NO	O	*	QR	R		TU	U	*	X	VX		

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(*)

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

	Gender			Age					Region							Urban / Rural		Social grade			
	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)	Northern Ireland (O)	Urban (P)	Rural (Q)	AB (R)	C1 (S)	C2 (T)	DE (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	265
I 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%	185 70%
I 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%	33 12%
I 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%	29 11%
I 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% K	2 4% *	4 4% K*	1 2% **	34 4%	5 3%	12 4%	7 2%	12 5%	8 3%
I always do this (100)	18 2%	10 2%	8 1%	7 4% FH	6 3% H	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%	1 *
Don'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%	9 4%
Mean	12.32	14.20 C	10.46	18.25 FGH	14.39 H	10.25	10.54	10.27	12.79	12.56	10.91	11.84	11.07 *	13.22 *	18.15 **	12.50	11.33	14.69	11.39	11.58	11.45

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(*)

ColumnMeans (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? - Join an organised litter picking event

All Adults aged 16-75 in the UK

	Education					Employment status		Changes in behaviour			Positive change in view on litter			Blue Planet knowledge			Noticed single-use plastic news			Noticed litter in oceans news			Litter-pickers		
	Total	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	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 not pick up others' litter	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(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	
I have never done this (0)	792 70%	251 74% D	198 71%	293 65%	50 8% *	456 68%	336 73%	270 57%	507 67% H	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	
I rarely do this (25)	155 14%	34 10%	39 14%	78 17% B	5 8% *	98 15%	57 12%	83 18%	121 16% K	13 15% *	9 7% K	124 16% K	98 19% NO	148 15% O	7 7% *	85 16% R	56 13% R	14 8% R	85 17% TU	59 12% TU	11 9% TU	148 16% X	155 50% VX	- -	
I occasionally do this (50)	99 9%	25 7%	27 10%	42 9%	5 9% *	63 9%	36 8%	68 14% I	78 10% I	4 5% *	11 9% *	75 10% I	62 12% NO	94 9% NO	5 5% *	61 11% QR	31 7% QR	8 4% QR	54 11% U	41 8% U	4 3% U	98 11% X	99 32% VX	- -	
I frequently do this (75)	39 3%	8 2%	5 2%	26 6% BC	- - *	28 4%	11 2%	28 6% I	26 3% I	1 1% *	4 3% *	31 4% *	23 4% *	37 4% *	3 2% *	25 5% Q	9 2% Q	5 3% Q	26 5% T	11 2% T	2 2% T	39 4% X	39 13% VX	- -	
I always do this (100)	18 2%	7 2%	4 1%	7 2%	- - *	15 2%	4 1%	15 3% I	14 2% I	- - *	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	- -	
Don'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	- -	
				BE	*	G		I		*		J	NO		*	QR			TU	U	*	X	VX		

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(*)

Other parking
Adults aged 16 to 64

Table with multiple columns and rows. Columns include: Gender, Age, Region, Ethnicity, Marital status, Employment status, Hours worked, etc. Rows list various demographic categories. Each cell contains a numerical value.

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.

© Ipsos MORI 2018
All rights reserved