

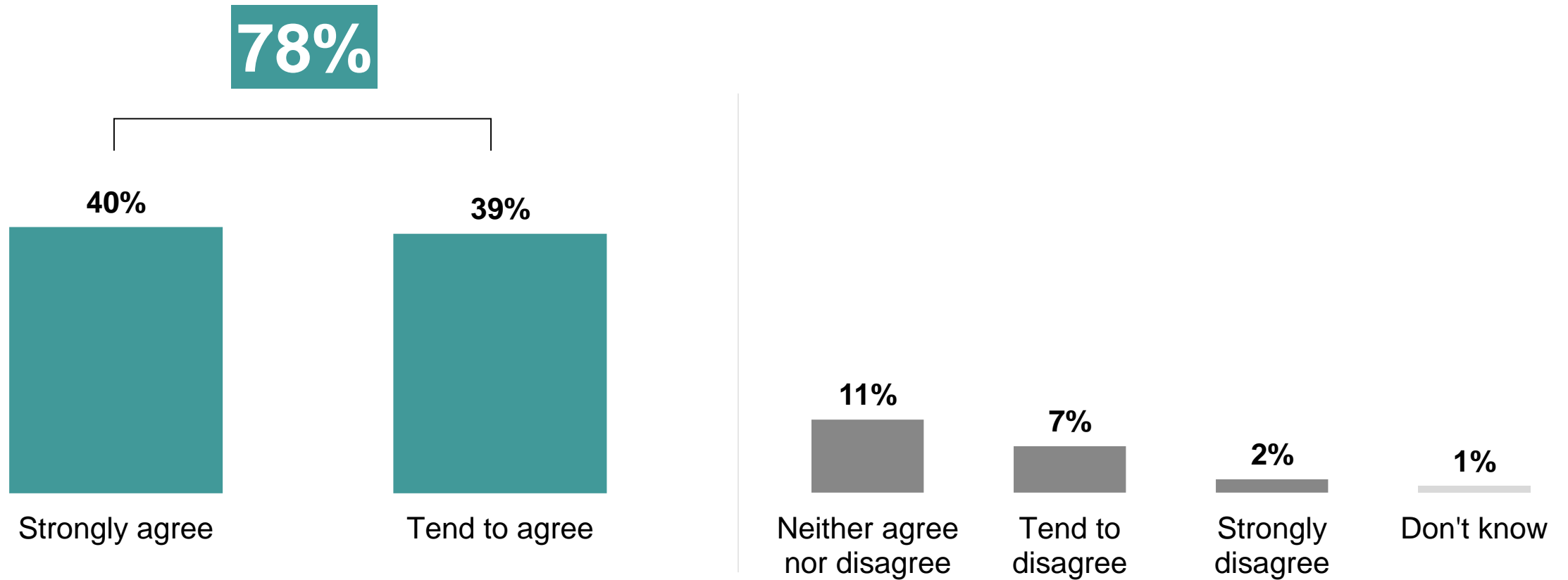
HIDDEN PLASTIC

An underwater photograph of a diver in a black wetsuit and mask, holding a clear plastic bag filled with water. The diver is positioned on the left side of the frame, looking towards the right. The background is a clear, blue-green underwater environment. The title 'HIDDEN PLASTIC' is overlaid in large white letters at the top left. The text 'Omnibus survey' and 'November 2019' is on the left side. The Ipsos MORI logo is in the bottom right corner.

Omnibus survey

November 2019

8 in 10 people agree they are worried about the use of plastics in product packaging



Q1: How strongly would you agree or disagree with each of the following statements? *I am worried about the use of plastics in product packaging.*

Base: Base: 1105 adults aged 16-75 in the UK

65%

Two thirds in Britain would re-use disposable items



Q2a: Which of the following would you personally do to reduce the problems caused by unnecessary use of plastic and packaging that cannot be recycled?
Base: 1105 adults aged 16-75 in the UK

Over half of respondents have increased how often they re-use disposable items

Only 2 in 10 have made no extra effort



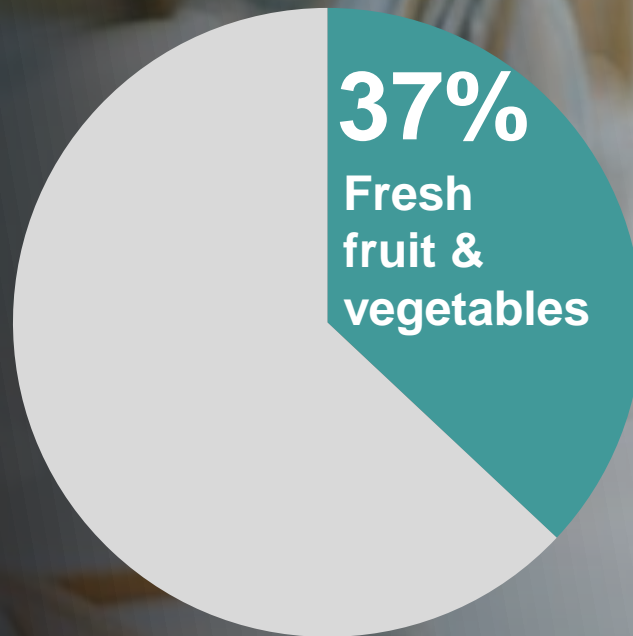
Q2b: Which, if any, of the following are you personally doing more now than you were twelve months ago?
Base: 953 adults aged 16-75 in the UK willing to do something to reduce problems caused by the use of plastic

6 in 10

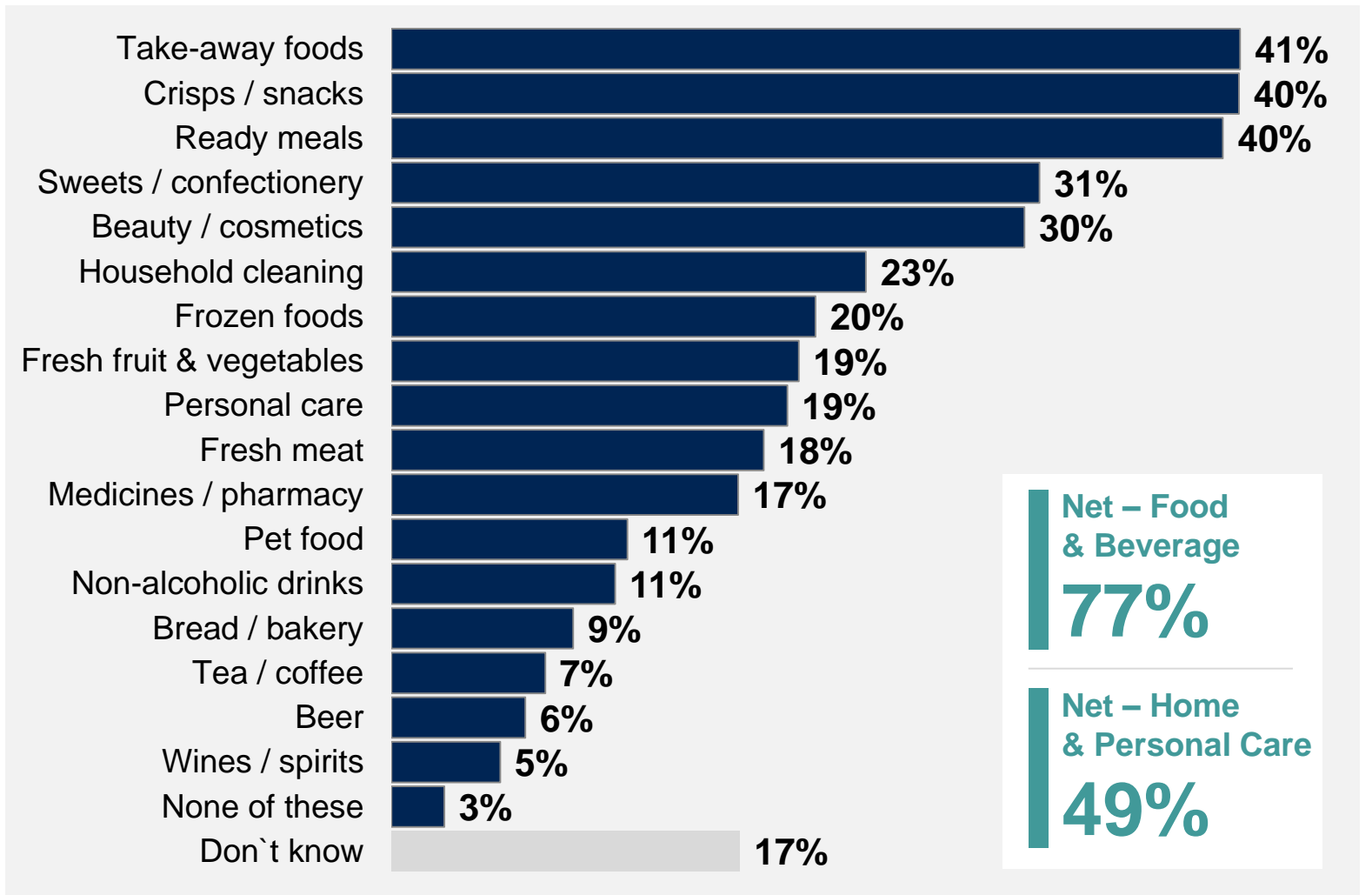
people think that food and beverage sectors have done the most to reduce their plastic and non-recyclable packaging use.

Q3a: Which, if any, of the following sectors do you think have been particularly good in reducing the plastic and non-recyclable packaging in their products?

Base: 1105 adults aged 16-75 in the UK

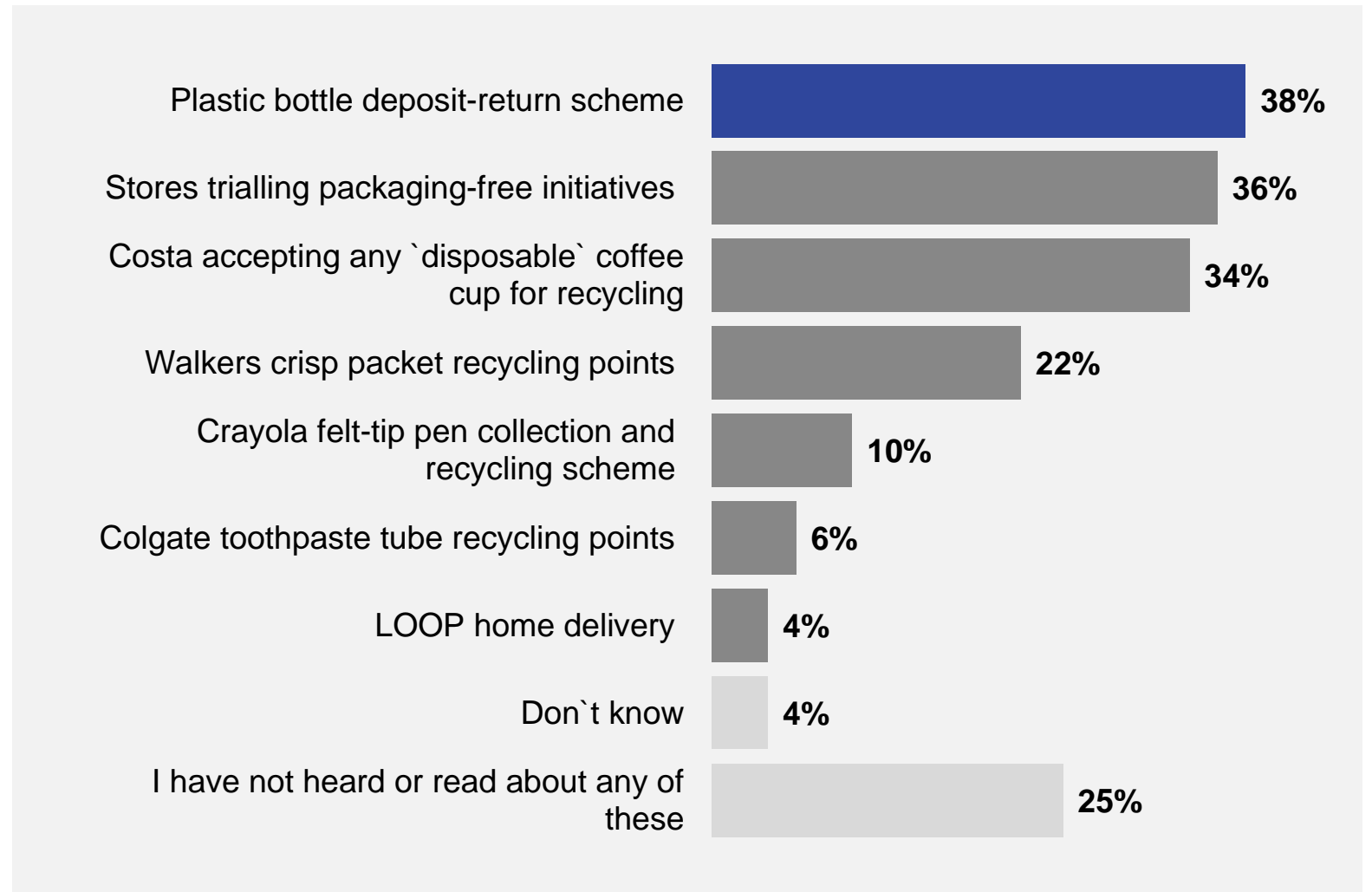


Almost 8 in 10 see the food & beverage sectors as worst offenders compared to the home & personal care sectors seen as worst by half of people



Q3b: Which, if any, of the following sectors do you think are the worst offenders for having plastic and non-recyclable packaging in their products?
Base: 1105 adults aged 16-75 in the UK

Overall 7 in 10 people in Britain have heard about recycling schemes



Q4a: Many new schemes have been introduced to increase re-use and recycling of packaging materials and to reduce packaging waste. Which of these, if any, have you heard or read anything about?

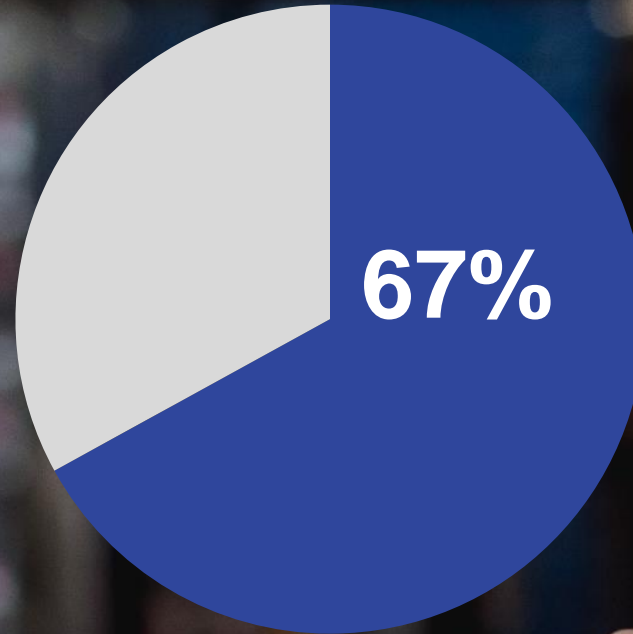
Base: 1105 adults aged 16-75 in the UK

67%

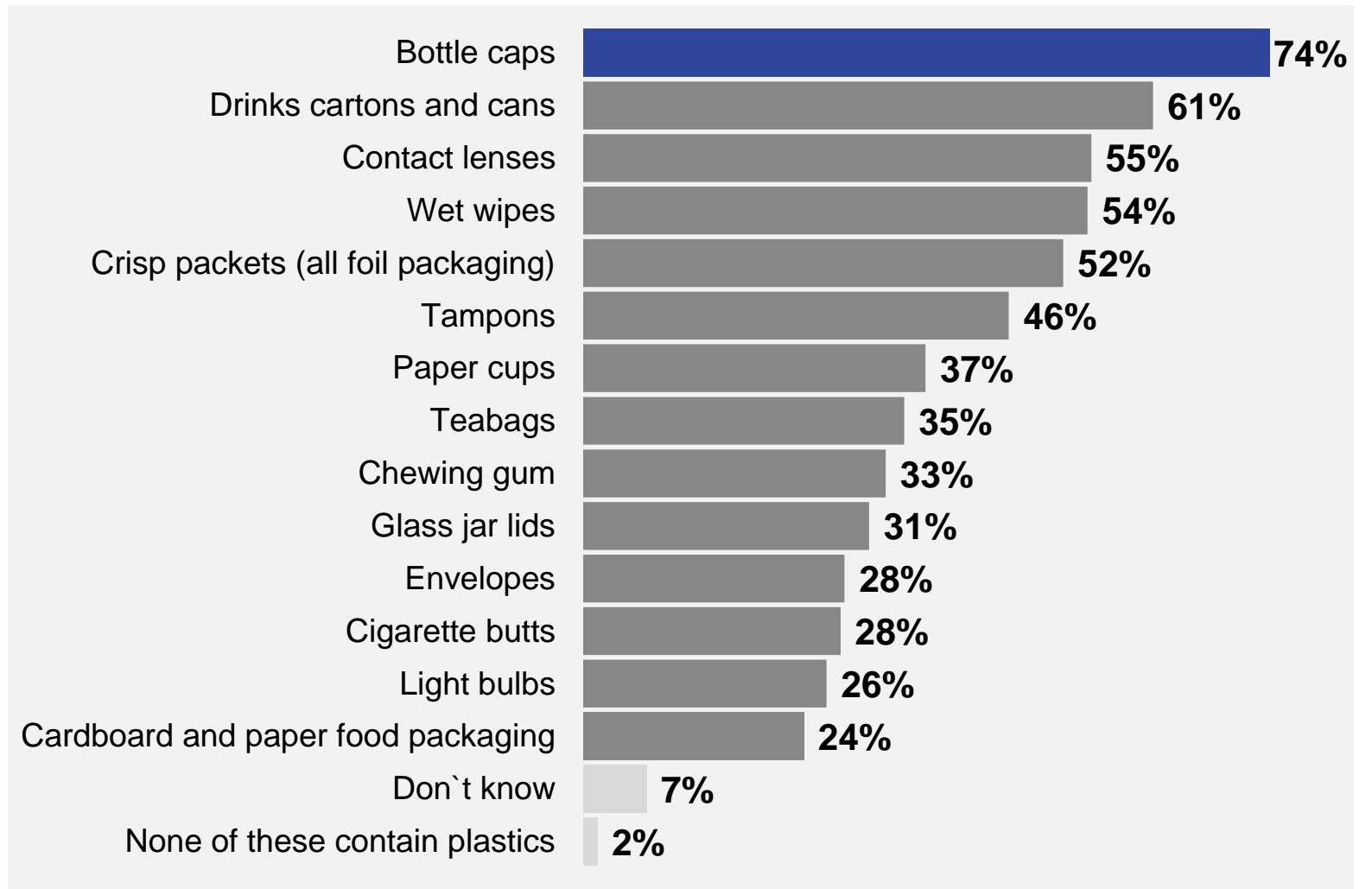
Two thirds of those who heard about recycling schemes have not used them.

Q4b: Many new schemes have been introduced to increase re-use and recycling of packaging materials and to reduce packaging waste. Which of these schemes – if any – have you used?

Base: 779 adults aged 16-75 in the UK who heard or read about any recycling scheme



Three quarters of Britons correctly believe bottle caps contain plastic, while only a quarter of people think that cardboard and paper food packaging do.



Q5: Looking now at this selection of products. Which – if any – do you think contain plastics?

Base: 1105 adults aged 16-75 in the UK

Technical Note

- These are the findings of a 28-country Ipsos survey conducted via Ipsos's Global Advisor online survey platform between July 26 and August 9, 2019.
- For this survey, Ipsos interviewed a total of 19,515 adults aged 18-74 in Canada, Malaysia, South Africa, Turkey, and the United States; and 16-74 in all other markets.
- The sample consists of 1,000+ individuals in each of Australia, Brazil, Canada, China (mainland), France, Germany, Great Britain, Italy, Japan, Spain, and the United States, and 500+ in each of Argentina, Belgium, Chile, Hungary, India, Malaysia, Mexico, The Netherlands, Peru, Poland, Romania, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Sweden and Turkey.
- The survey data have been weighted so that each market's sample composition best reflects the demographic profile of the adult population according to the market's most recent census data. Data collected each month are also weighted to give each market an equal weight in the total "global" sample.
- Online surveys can be taken as representative of the general adult population under the age of 75 in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, The Netherlands, Poland, South Korea, Spain, Sweden, and the United States. Online samples in Brazil, Chile, China (mainland), India, Malaysia, Mexico, Peru, Romania, Russia, Saudi Arabia, South Africa and Turkey are more urban, more educated and/or more affluent than the general population and the results should be viewed as reflecting the views of a more "connected" population
- Sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. The precision of the Ipsos online polls is measured using a Bayesian Credibility Interval. The credibility interval around percentages based on single-month data is of +/- 3.5 percentage points for markets where the monthly sample is 1,000+ and +/-4.8 points for markets where the monthly sample is 500+. [Click here for more information on the Ipsos use of credibility intervals.](#)
- Where results do not sum to 100 or the "difference" appears to be +/-1 more/less than the actual value, this may be due to rounding, multiple responses, or the exclusion of don't knows or not stated responses.