

22-087220-11 - 17th March 2023 - 21st March 2023

PUBLIC

Scotland Political Pulse - Wave 4

Adults aged 16+ in Scotland

DRS1. Before this survey, how much, if anything, had you heard about Scotland’s deposit return scheme?

Adults aged 16+ in Scotland

		Gender			Age band 1					Age band 2			Parliament Region								Urban / Rural		Highest qualification			Working status	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Central	Glasgow	Highlands and Islands	Lothians	Mid Scotland and Fife	North East Scotland	South	West	Urban	Rural	Standard Grade or below	Higher	Degree or above	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	1023	480	537	106	176	151	186	164	240	282	337	404	100	144	72	152	124	156	131	143	765	156	215	368	416	595	428
Weighted base	1020	485	529	113	183	151	179	161	233	297	330	393	120	134	85	148	127	144	129	131	764	149	246	425	327	576	443
A great deal	145 14%	88 18% C	53 10%	8 7%	26 14%	23 15%	25 14%	25 15%	37 16%	35 12%	48 15%	62 16%	18 15% S*	21 15% S	14 17% S*	25 17% S	14 11% *	23 16% S	8 6%	21 16% S	108 14%	28 19%	28 11%	58 14%	58 18%	86 15%	58 13%
A fair amount	420 41%	207 43%	213 40%	31 27%	48 26%	56 37%	83 46% DE	84 53% DEF	118 51% DEF	79 26%	139 42% J	202 51% JK	43 36% *	48 36%	37 43% *	50 34%	54 42% *	64 44%	66 51% MNP	57 44%	327 43%	52 35%	98 40%	180 42%	136 42%	230 40%	190 43%
Not very much	272 27%	109 22%	161 30% B	28 24%	59 32%	42 28%	44 25%	37 23%	62 27%	87 29%	86 26%	99 25%	38 32% *	38 28%	22 25% *	41 27%	41 32% R*	29 20%	31 24%	34 26%	198 26%	45 31%	72 29%	108 25%	84 26%	157 27%	115 26%
Nothing at all	155 15%	63 13%	91 17%	43 38% EFGHI	37 20% GHI	26 17% HI	20 11%	14 8%	15 7%	80 27% KL	46 14% L	29 7%	18 15% *	22 16%	11 13% *	28 19% T	16 12% *	23 16%	24 18%	13 10%	112 15%	22 15%	41 17%	68 16%	44 13%	88 15%	67 15%
Don't know	17 2%	11 2%	6 1%	1 1%	8 4% HI	3 2%	5 3% HI	- - HI	- - HI	9 3% L	8 2% L	- - *	1 1% *	5 4%	- - *	4 3%	2 1% *	1 1%	1 1%	3 3%	12 2%	- - Y	6 2% Y	9 2%	1 * *	10 2%	8 2%
Prefer not to say	11 1%	7 1%	4 1%	3 2% I	4 2%	1 1%	2 1%	1 1%	- - *	7 2% L	3 1%	1 * *	2 1% *	- - *	1 1% *	- - *	1 1% *	5 3% P	- - *	2 2%	7 1%	1 1%	1 * *	2 * *	3 1%	5 1%	6 1%

T2B: A great deal/ a fair amount	564 55%	295 61% C	266 50%	39 35%	74 40%	79 52% D	108 60% DE	109 68% DEF	155 67% DEF	113 38%	187 57% J	264 67% JK	61 51% *	69 52%	51 60% *	76 51%	68 53% *	86 60%	74 57%	79 60%	435 57%	80 54%	126 51%	239 56%	194 59%	316 55%	248 56%
B2B: Not very much /nothing at all	427 42%	172 35% B	252 48% B	71 62% FGHI	97 53% GHI	67 45% H	64 36%	50 31%	78 33%	167 56% KL	132 40%	128 33%	56 46% *	60 45%	33 39% *	69 46%	57 45% *	52 36%	54 42%	47 36%	310 41%	68 45%	113 46%	176 41%	128 39%	245 43%	181 41%
Net Difference	138 14%	123 25%	14 3%	-31 -28%	-22 -12%	12 8%	44 24%	59 37%	78 33%	-54 -18%	55 17%	136 35%	6 5%	9 7%	18 21%	7 5%	11 9%	35 24%	20 15%	32 25%	126 16%	12 8%	13 5%	63 15%	66 20%	71 12%	67 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 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/Y,Z/a 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/Y,Z/a Minimum Base: 30(**) Small Base: 100(*)

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Adults aged 16+ in Scotland

DRS1. Before this survey, how much, if anything, had you heard about Scotland's deposit return scheme?

Adults aged 16+ in Scotland

		Social grade				Income				Household Size				Presence of children HH (17 or under)		2021 CONSTITUENCY VOTE				BREXIT VOTE 2016		INDYREF VOTE 2014	
	Total (A)	AB (B)	C1 (C)	C2 (D)	DE (E)	UP TO £19,999 (F)	£20,000- £34,999 (G)	£35,000 - £54,999 (H)	£55,000+ (I)	1 (J)	2 (K)	3 (L)	4+ (M)	ANY (N)	NONE (O)	Conservati ve (P)	Labour (Q)	Lib Dem (R)	SNP (S)	Remain (T)	Leave (U)	Yes (V)	No (W)
Unweighted base	1023	399	255	164	205	229	272	249	202	245	401	175	202	258	765	152	164	58	427	571	257	388	390
Weighted base	1020	362	239	186	232	260	279	231	179	251	388	175	206	263	757	153	161	54	428	548	274	398	366
A great deal	145 14%	72 20% CE	23 10%	32 17% CE	17 7%	27 10%	39 14%	40 17%	26 15%	33 13%	61 16%	23 13%	28 13%	42 16%	103 14%	23 15%	30 18%	15 27% S*	63 15%	88 16%	43 16%	73 18% W	46 12%
A fair amount	420 41%	160 44%	107 45%	67 36%	87 37%	100 38%	118 42%	95 41%	81 45%	115 46% L	170 44% L	57 32%	77 38%	97 37%	322 43%	83 54% RS	73 46%	19 36% *	176 41%	240 44%	124 45%	165 41%	192 53% V
Not very much	272 27%	82 23%	61 25%	55 30%	74 32% B	69 26%	82 30%	60 26%	42 24%	59 23%	112 29%	58 33% M	43 21%	67 25%	205 27%	32 21%	38 23%	15 27% *	119 28%	138 25%	80 29%	112 28%	85 23%
Nothing at all	155 15%	44 12%	39 16%	28 15%	44 19%	49 19%	35 13%	34 15%	26 15%	39 15%	37 10%	33 19% K	46 22% K	46 17%	109 14%	12 8%	18 12%	5 9% *	66 15%	76 14%	25 9%	48 12%	38 10%
Don't know	17 2%	3 1%	6 3%	4 2%	5 2%	9 3% H	3 1%	1 *	3 2%	3 1%	3 1%	5 3%	7 3% K	8 3%	9 1%	1 1%	1 *	- - *	3 1%	4 1%	2 1%	- - *	4 1%
Prefer not to say	11 1%	2 1%	3 1%	- -	6 2%	7 3% G	1 *	1 *	1 1%	3 1%	4 1%	- -	4 2%	4 1%	8 1%	1 1%	1 *	1 2% *	1 *	2 *	1 *	1 *	2 *

T2B: A great deal/ a fair amount	564 55%	232 64% CDE	130 54%	99 53%	104 45%	127 49%	157 56%	135 59%	107 60% F	148 59% L	231 60% L	80 46%	105 51%	139 53%	426 56%	106 69% S	103 64%	34 63% *	239 56%	328 60%	166 61%	237 60%	238 65%
B2B: Not very much /nothing at all	427 42%	126 35%	100 42%	83 45% B	118 51% B	118 45%	117 42%	95 41%	68 38%	97 39%	149 39%	90 51% JK	90 43%	113 43%	314 41%	45 29%	56 35%	19 36% *	185 43% P	213 39%	105 38%	160 40%	123 33%
Net Difference	138 14%	106 29%	30 13%	16 8%	-14 -6%	9 4%	40 14%	41 18%	39 22%	51 20%	82 21%	-10 -6%	16 8%	26 10%	112 15%	61 40%	47 29%	14 27%	54 13%	115 21%	62 22%	78 20%	115 31%

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Overlap formulae used

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Adults aged 16+ in Scotland

DRS2. And from what you know or have heard, how much, if at all, do you support or oppose these plans for the introduction of Scotland's deposit return scheme for drinks containers?

Adults aged 16+ in Scotland

		Gender			Age band 1						Age band 2			Parliament Region										Urban / Rural		Highest qualification			Working status																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
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T2B: Support	495 49%	217 45%	276 52% B	70 62% EHI	86 47%	76 51%	91 51%	74 46%	98 42%	156 53% L	167 51%	172 44%	45 37% *	76 57% M	36 42% *	86 58% MQT	56 44% *	67 46%	70 54% M	59 45%	381 50%	70 47%	120 49%	206 49%	163 50%	296 51%	199 45%
B2B: Oppose	319 31%	173 36% C	145 27%	13 12%	41 22% D	43 29% D	57 32% D	60 37% DE	105 45% DEFG	54 18%	100 30% J	164 42% JK	35 29% *	35 26%	26 31% *	38 26%	46 36% *	50 35%	39 30% P	50 38%	239 31%	54 36%	71 29%	125 30%	119 37%	167 29%	152 34%
Net Difference	176 17%	44 9%	130 25%	57 50%	45 24%	33 22%	34 19%	14 9%	-6 -3%	102 34%	67 20%	7 2%	9 8%	41 30%	10 11%	48 33%	11 9%	16 11%	31 24%	10 8%	143 19%	16 11%	49 20%	81 19%	44 13%	129 22%	47 11%

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Adults aged 16+ in Scotland

		Social grade				Income				Household Size				Presence of children HH (17 or under)		2021 CONSTITUENCY VOTE				BREXIT VOTE 2016		INDYREF VOTE 2014	
	Total	AB	C1	C2	DE	UP TO £19,999	£20,000- £34,999	£35,000 - £54,999	£55,000+	1	2	3	4+	ANY	NONE	Conservati ve	Labour	Lib Dem	SNP	Remain	Leave	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Unweighted base	1023	399	255	164	205	229	272	249	202	245	401	175	202	258	765	152	164	58	427	571	257	388	390
Weighted base	1020	362	239	186	232	260	279	231	179	251	388	175	206	263	757	153	161	54	428	548	274	398	366
Strongly support	187	75	39	32	42	50	50	38	40	46	72	27	41	49	139	5	25	5	108	124	24	95	40
	18%	21%	16%	17%	18%	19%	18%	17%	23%	18%	19%	15%	20%	18%	18%	3%	16% P	10% *	25% PQR	23% U	9%	24% W	11%
Tend to support	308	112	69	58	69	85	79	71	51	82	107	58	62	85	223	32	36	18	160	182	64	123	99
	30%	31%	29%	31%	30%	33%	28%	31%	28%	33%	27%	33%	30%	32%	30%	21%	22%	33% *	37% PQ	33% U	23%	31%	27%
Neither support nor oppose	148	29	41	33	45	51	38	28	20	43	49	30	25	41	107	14	22	1	66	70	44	68	42
	15%	8%	17% B	18% B	19% B	20% H	14%	12%	11%	17%	13%	17%	12%	16%	14%	9%	14% R	2% *	15% R	13%	16%	17%	12%
Tend to oppose	143	63	23	28	29	25	41	41	28	25	71	20	27	30	113	27	41	12	44	76	50	52	63
	14%	17% C	10%	15%	13%	10%	15%	18% F	16%	10%	18% J	11%	13%	12%	15%	18% S	26% S	22% S*	10%	14%	18%	13%	17%
Strongly oppose	176	71	49	24	33	32	50	47	31	46	76	25	29	34	142	71	30	15	32	73	81	44	110
	17%	19%	20%	13%	14%	12%	18%	20% F	18%	18%	20%	14%	14%	13%	19% N	46% QRS	19% S	49% S*	7% 5*	13%	30% T	11%	30% V
Don't know	49	12	14	11	11	13	20	6	7	7	10	14	18	21	28	3	5	2	16	23	10	16	12
	5%	3%	6%	6%	5%	5%	7% H	2%	4%	3%	2%	8% JK	9% JK	8% O	4%	2%	3%	4% *	4% 4%	4%	4%	4%	3%
Prefer not to say	9	1	3	-	4	5	1	-	1	1	3	1	4	4	5	-	1	1	1	-	1	1	-
	1%	*	1%	-	2%	2%	*	-	*	*	1%	1%	2%	1%	1%	-	*	2% *	*	-	*	*	-

T2B: Support	495 49%	187 52%	109 45%	90 48%	110 47%	134 52%	129 46%	110 47%	91 51%	128 51%	179 46%	85 49%	103 50%	133 51%	362 48%	38 25%	61 38% P	23 42% P*	268 63% PQR	306 56% U	88 32%	218 55% W	139 38%
B2B: Oppose	319 31%	133 37% E	72 30%	52 28%	62 27%	57 22%	91 33% F	88 38% F	60 33% F	71 38% JLM	147 38% JLM	45 26%	55 27%	64 24%	255 34% N	98 64% QS	71 45% S	26 49% S*	76 18%	149 27%	131 48% T	96 24% V	173 47%
Net Difference	176 17%	53 15%	37 15%	38 20%	48 21%	77 30%	38 14%	21 9%	32 18%	57 23%	32 8%	40 23%	48 23%	69 26%	107 14%	-60 -40%	-11 -7%	-4 -7%	192 45%	157 29%	-42 -15%	122 31%	-35 -10%

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Adults aged 16+ in Scotland

DRS3. And how often, if at all, do you think you will return empty containers to a collection point to get your 20p deposit back after buying drinks that are included?

Adults aged 16+ in Scotland

		Gender			Age band 1					Age band 2			Parliament Region										Urban / Rural		Highest qualification			Working status																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															

NET: Always/Frequently	516 51%	252 52%	263 50%	56 50%	64 35%	87 58%	101 56%	95 59%	112 48%	120 41%	188 57%	208 53%	50 42%	64 48%	38 45%	85 57%	62 49%	79 55%	75 58%	63 48%	402 53%	76 51%	115 47%	218 51%	177 54%	305 53%	211 48%
NET: Occasionally/Rarely	307 30%	141 29%	162 31%	39 34%	82 45%	40 26%	41 23%	37 23%	68 29%	121 41%	81 25%	105 27%	42 35%	36 27%	25 29%	38 26%	49 38%	40 28%	35 27%	41 31%	218 29%	49 33%	70 29%	136 32%	93 29%	182 32%	125 28%

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DRS3. And how often, if at all, do you think you will return empty containers to a collection point to get your 20p deposit back after buying drinks that are included?

Adults aged 16+ in Scotland

		Social grade				Income				Household Size				Presence of children HH (17 or under)		2021 CONSTITUENCY VOTE				BREXIT VOTE 2016		INDYREF VOTE 2014	
	Total	AB	C1	C2	DE	UP TO £19,999	£20,000- £34,999	£35,000 - £54,999	£55,000+	1	2	3	4+	ANY	NONE	Conservati ve	Labour (Q)	Lib Dem (R)	SNP (S)	Remain (T)	Leave (U)	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Unweighted base	1023	399	255	164	205	229	272	249	202	245	401	175	202	258	765	152	164	58	427	571	257	388	390
Weighted base	1020	362	239	186	232	260	279	231	179	251	388	175	206	263	757	153	161	54	428	548	274	398	366
Always	286 28%	114 31%	63 26%	50 27%	59 25%	70 27%	82 30%	62 27%	54 30%	84 34% L	109 28%	41 23%	51 25%	66 25%	220 29%	38 25%	35 22%	22 41% PQ*	136 32% Q	165 30%	72 26%	127 32%	97 26%
Frequently	230 23%	85 24%	65 27%	37 20%	43 19%	44 17%	67 24%	59 26%	46 26% F	50 20%	88 23%	35 20%	57 28%	62 24%	168 22%	24 16%	40 25%	10 19% *	107 25% P	138 25%	52 19%	90 23%	83 23%
Occasionally	185 18%	63 17%	36 15%	40 22%	45 19%	45 17%	54 19%	44 19%	34 19%	39 16%	69 18%	43 24% J	33 16%	54 21%	131 17%	17 11%	36 22% PR	3 5% *	84 20% PR	96 18%	50 18%	72 18%	58 16%
Rarely	122 12%	36 10%	26 11%	19 10%	40 17% B	34 13%	36 13%	26 11%	19 10%	27 11%	43 11%	25 14%	27 13%	34 13%	88 12%	29 19% S	26 16% S	8 14% *	38 9% *	69 13%	31 11%	43 11%	57 15%
Never	73 7%	32 9%	15 6%	16 8%	10 4%	22 8% G	10 3%	16 7%	16 9% G	15 6%	28 7%	13 8%	17 8%	21 8%	53 7%	21 14% S	14 9%	7 13% S*	18 4% Q	25 5%	33 12% T	20 5%	38 10% V
I don't buy drinks in disposable containers	60 6%	15 4%	9 4%	11 6%	25 11% BC	23 9% I	14 5%	13 6%	4 2%	26 10% KLM	19 5%	7 4%	8 4%	12 4%	48 6%	5 3%	3 2%	* 1% *	31 7% Q	33 6%	17 6%	27 7%	18 5%
Don't know	56 6%	15 4%	21 9% BE	13 7%	8 3%	18 7%	15 5%	10 4%	7 4%	9 4%	28 7%	11 6%	8 4%	12 4%	45 6%	18 12% QS	7 4%	2 3% *	13 3%	21 4%	19 7%	19 5%	17 5%
Prefer not to say	7 1%	1 *	4 2%	- -	2 1%	4 2%	1 *	- -	- -	- -	3 1%	- -	4 2% J	3 1%	4 1%	- -	- -	2 4% PQS*	- -	1 *	- -	- -	- -

NET: Always/Frequently	516 51%	199 55% E	128 53%	87 47%	102 44%	114 44%	149 53%	121 52%	100 56% F	134 54%	197 51%	77 44%	108 52%	128 49%	388 51%	62 41%	75 47%	32 60% P*	243 57% P	303 55% U	124 45%	218 55%	180 49%
NET: Occasionally/Rarely	307 30%	100 28%	62 26%	59 32%	85 37% BC	79 30%	90 32%	70 30%	52 29%	66 26%	112 29%	68 39% JK	61 29%	88 34%	218 29%	46 30%	61 38% RS	10 19% *	122 29%	165 30%	81 29%	116 29%	114 31%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos 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 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 Minimum Base: 30(**) Small Base: 100(*)