

Attitudes to plastics in the marine environment

September 2017

This slide deck summarises the key findings from research undertaken with consumers in Great Britain. It was conducted by Icaro.

- 2,014 interviews were undertaken online with adults aged 18+ in Great Britain, between 22-24 September 2017.
- Quotas were set on age, gender, region and work status to ensure that the sample matches the known profile of the population.
- Base sizes vary by question – and are stated for all questions to avoid any confusion.
- Percentages (%) are used where the base size is greater than 30; whereas the actual number (‘N’) is used where base sizes are lower than 30.
- Where percentages do not add to 100% this is due to computer rounding of the raw data or multiple response questions. An asterisk (*) denotes a value greater than zero but less than one per cent.

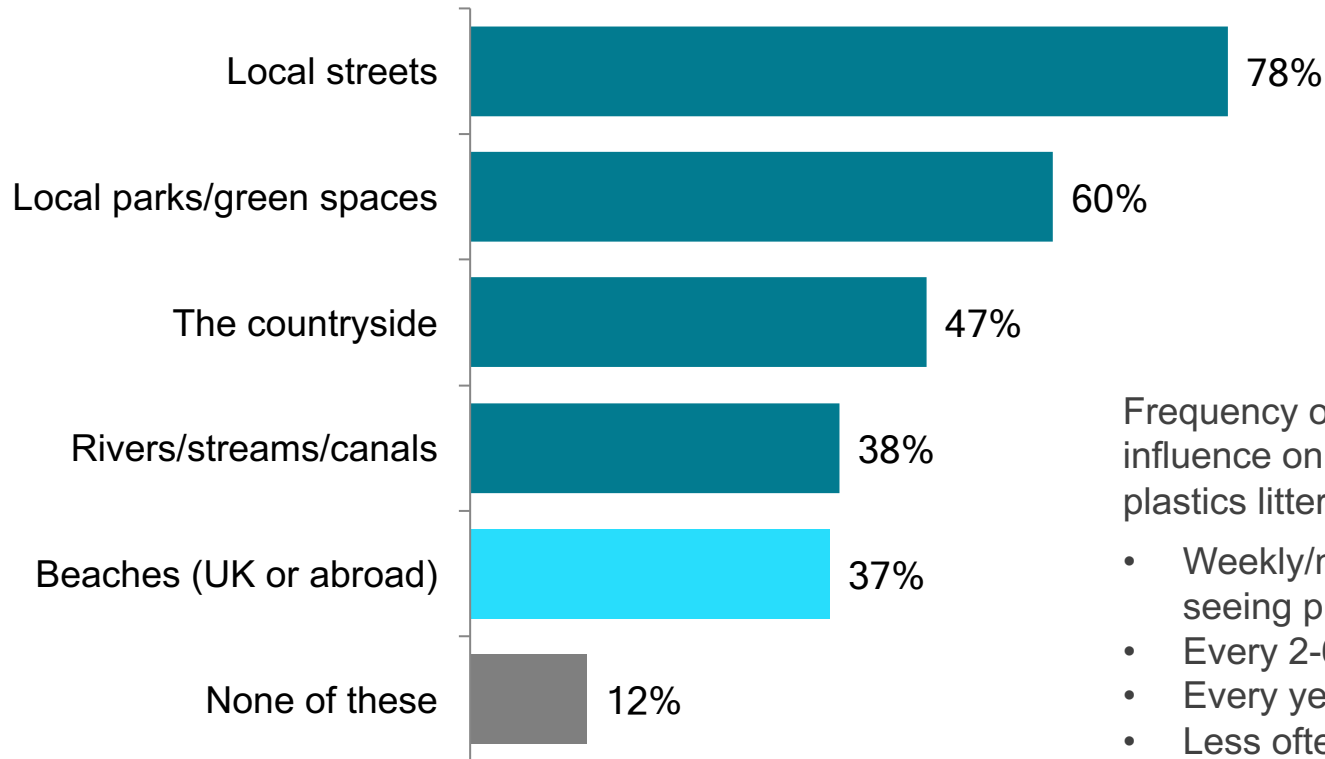
Findings at a glance



- Over one in three (37%) has seen plastics litter on a beach (in the UK or abroad) in the past 12 months. This increases to just over three quarters (76%) among the most frequent beach visitors (i.e. visit monthly or more often).
- Seven in ten (70%) rate plastics pollution of beaches/the marine environment as an important issue to them. This comprises 32% who rate it as very important (i.e. scoring the issue 9-10 out of 10 for importance) and 38% who rate it fairly important (scoring it 7-8 out of 10).
- The public perceive two key causes: the amount of single use plastic bottles and containers in modern society (36% say this is the main cause) and people dropping plastic litter on beaches (28%). Far fewer make a direct linkage to the amount of plastic recycled at home – only 8% cite ‘a failure by households and local councils to recycle more plastic bottles’ as the main cause.
- Half (50%) say that a deposit return scheme (DRS) for plastic bottles – using 10 pence as an example amount - would have no impact on the amount of plastic bottles they currently recycle. Almost three in ten (29%) say they would be “much more likely” to recycle plastic bottles – particularly among 18-34s and those living in flats. A minority (4%) say they would be less likely to recycle plastic bottles.
- Almost two in three (65%) think a DRS would have a moderate or significant impact on plastics polluting beaches and the marine environment. Around one in four (27%) think it would have minimal or no impact.

Experience of plastics litter

Q. In the past 12 months have you personally seen plastics littering any of the following places?



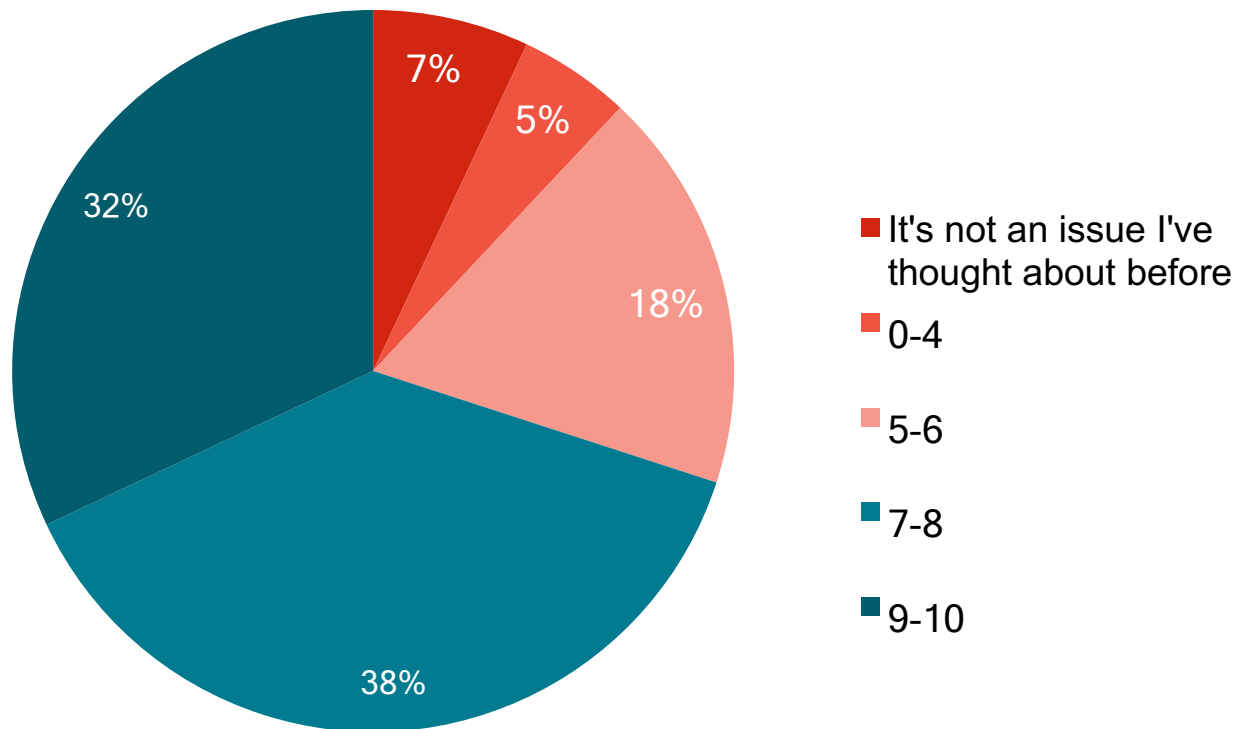
Frequency of beach visits is a key influence on the incidence of seeing plastics litter:

- Weekly/monthly – 76% report seeing plastics litter.
- Every 2-6 months – 45%
- Every year – 23%
- Less often – 7%

Base: 2,014 GB adults aged 18+, September 2017

Importance of the issue to people

Q. Thinking about your views towards plastics polluting beaches and the marine environment, to what extent is this an issue or concern for you personally? Please answer on a scale from 0-10, where 0 = this is not an issue that concerns me and 10 = this is a top issue for me.

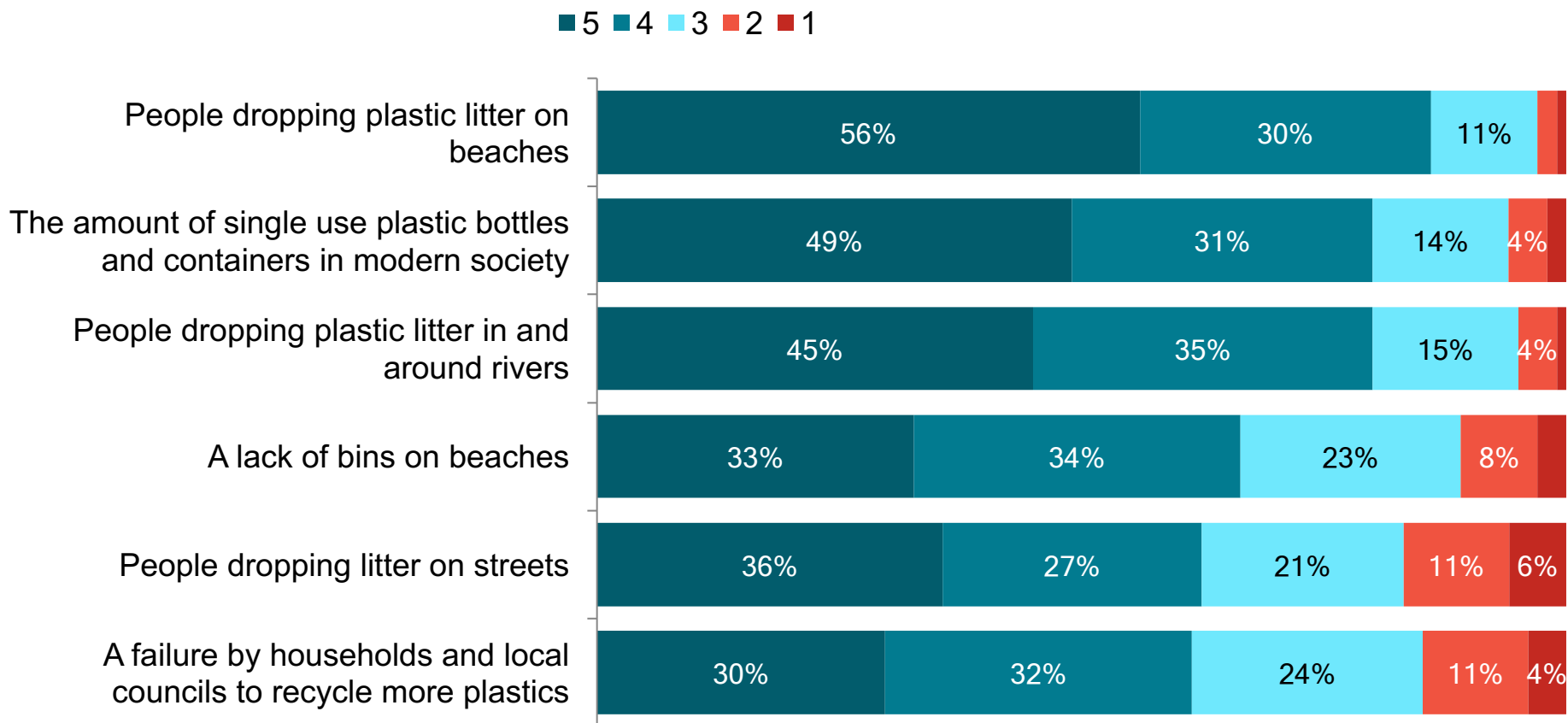


Base: 2,014 GB adults aged 18+, September 2017

Perceived causes of beach/marine pollution



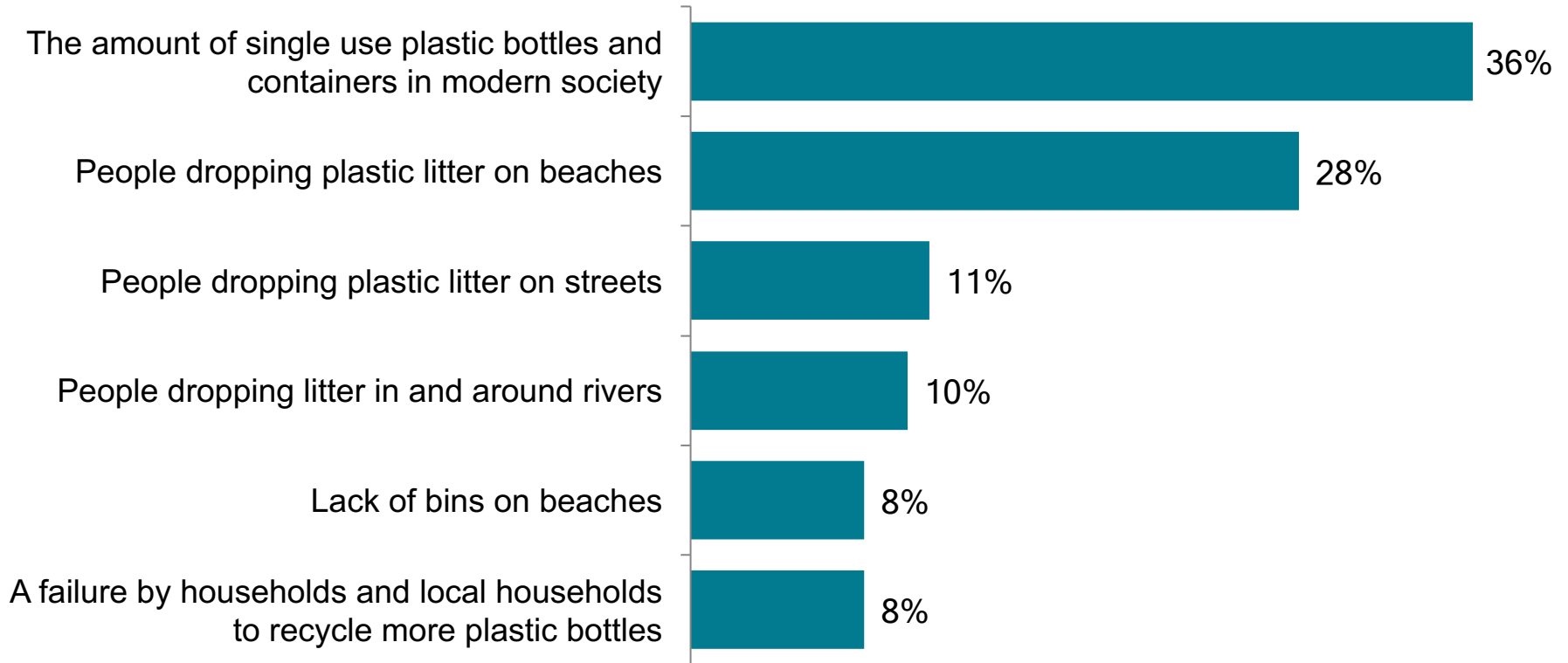
Q. To what extent do you think that each of the following are causes of plastics polluting beaches and the marine environment? Please answer on a scale from 1-5, where 1 - 'no link to marine/beach pollution' and 5 - 'key cause of marine/beach pollution'?



Base: 2,014 GB adults aged 18+, September 2017

Perceived causes – MAIN

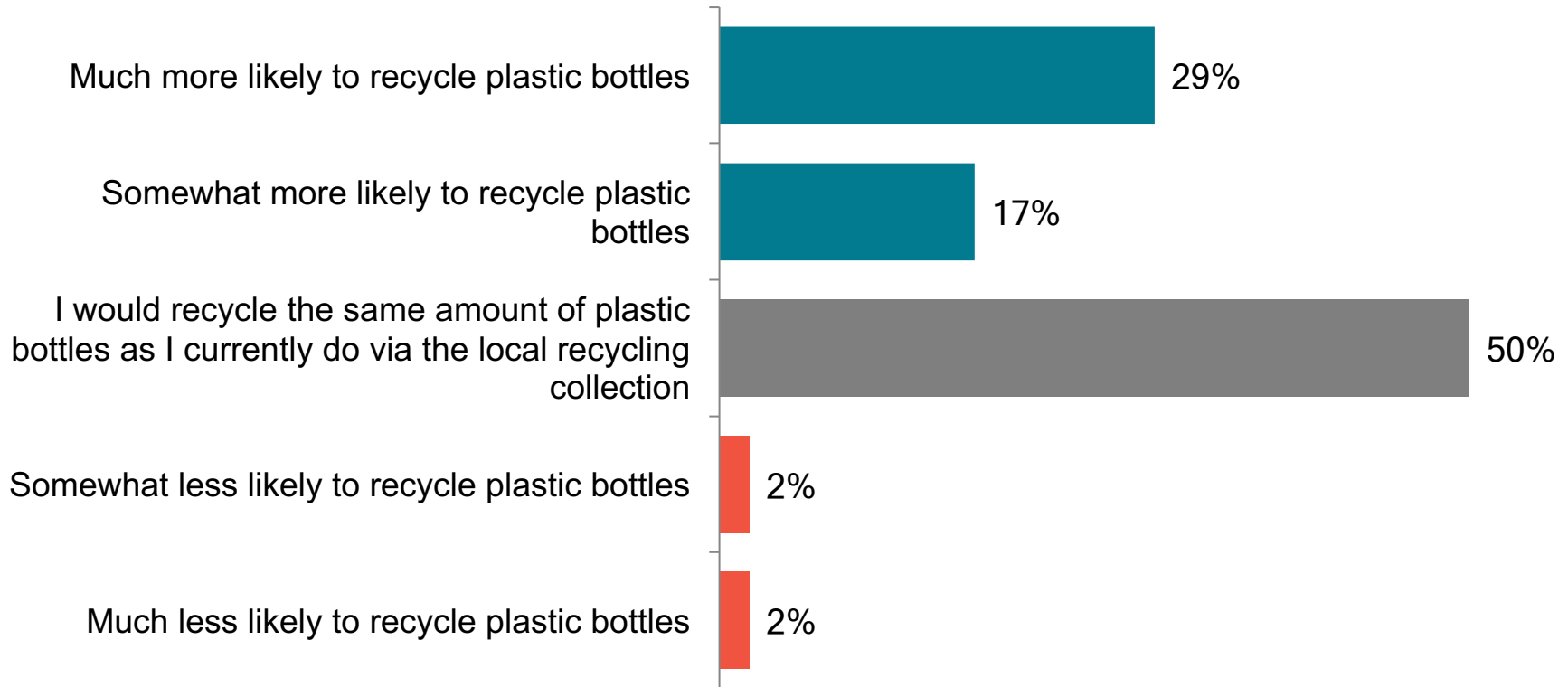
Q. Of these key causes which one do you think is the biggest cause?



Base: All respondents giving at least one key cause (1,631)

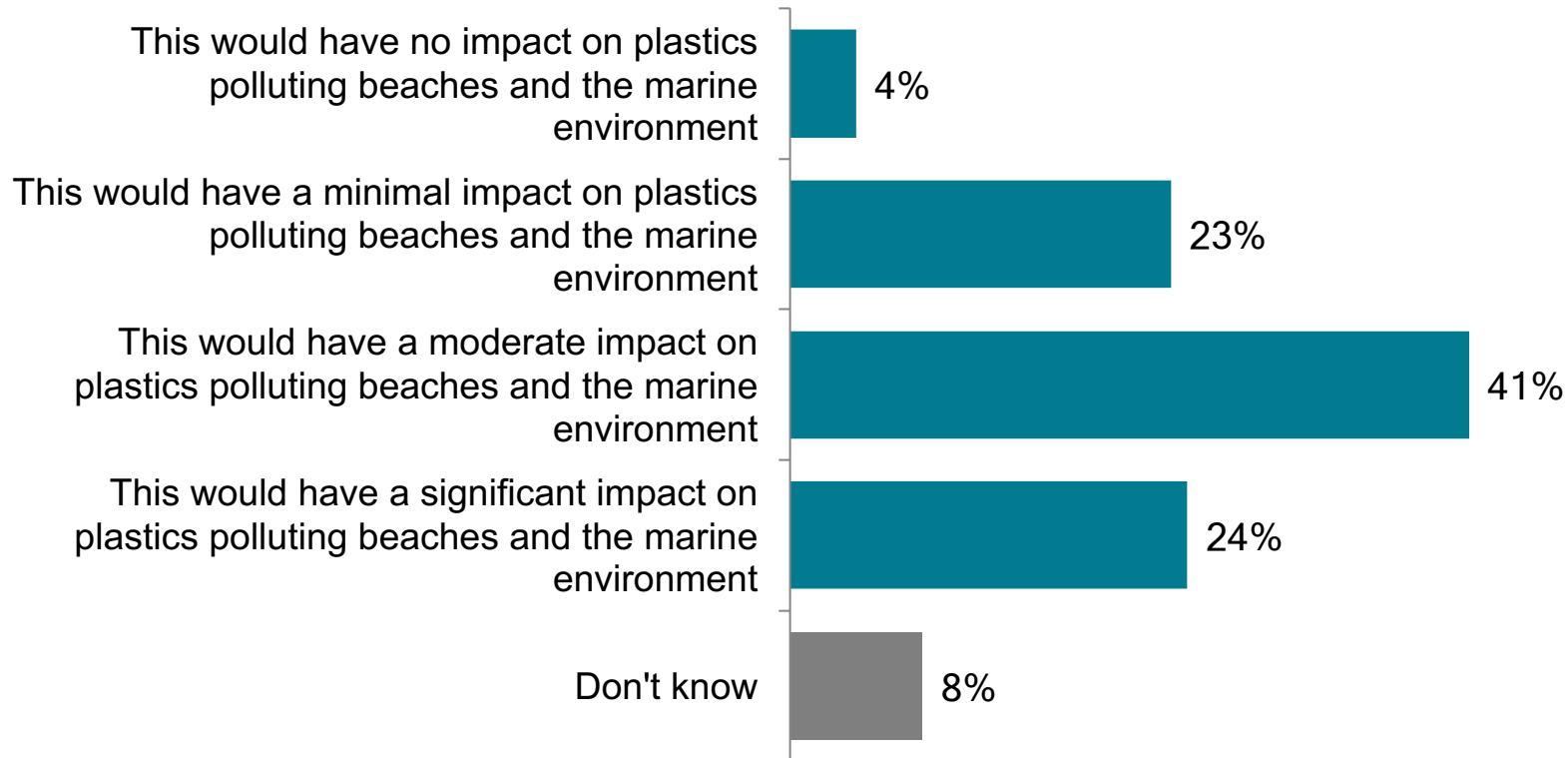
DRS – likely impact on recycling plastic bottles ICARO

Q. A deposit return scheme for plastic bottles has been proposed in the UK. This would work as follows: a small deposit (e.g. 10 pence) is added to the price of products sold in plastic bottles, and consumers can then redeem the bottles for 10 pence when they return them to collection points. Would a scheme like this encourage you to recycle more plastic bottles than you do at the moment through your local recycling collection, recycle less than you do at the moment, or would it make no difference?



Base: 2,014 GB adults aged 18+, September 2017

Q. And what impact do you think such a scheme would have on marine/beach pollution?



Base: 2,014 GB adults aged 18+, September 2017

If you have any questions,
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