

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 1

Q.1 Where do you buy the majority of your food and groceries from? Please think about where you buy the most number of items from.

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175
Tesco	623 30%	286 28%	337 32%	74 32%	99 28%	102 31%	116 32%	80 26%	152 32%	165 30%	196 34%	104 24%	158 31%	44 25%	14 16%	57 25%	35 21%	28 16%	50 33%	27 27%	75 39%	93 35%	101 36%	69 39%	30 49%	114 34%	250 29%	52 30%
Asda	325 16%	161 16%	164 16%	26 11%	80 23%	52 16%	75 21%	50 16%	42 9%	69 12%	88 15%	75 18%	94 18%	41 23%	21 25%	45 19%	35 21%	32 18%	17 11%	19 19%	18 9%	32 12%	31 11%	17 9%	19 31%	50 15%	172 20%	25 15%
Aldi	290 14%	139 14%	151 14%	29 12%	60 17%	60 18%	49 13%	35 12%	57 12%	72 13%	77 13%	65 15%	76 15%	28 16%	17 21%	49 21%	28 16%	42 23%	29 19%	17 17%	26 14%	10 4%	30 11%	13 7%	-	49 15%	123 14%	23 13%
Sainsbury's	257 12%	139 14%	119 11%	32 14%	41 12%	41 12%	25 7%	53 17%	65 14%	94 17%	74 13%	50 12%	39 8%	18 10%	6 8%	24 10%	22 13%	23 13%	12 8%	8 8%	20 10%	58 22%	48 17%	14 8%	3 5%	37 11%	109 13%	28 16%
Morrisons	241 12%	112 11%	129 12%	20 9%	25 7%	33 10%	50 14%	30 10%	82 17%	56 10%	58 10%	60 14%	66 13%	17 10%	17 20%	31 13%	27 16%	36 20%	17 11%	10 10%	30 16%	22 8%	15 5%	18 11%	-	35 10%	78 9%	19 11%
Lidl	136 7%	66 7%	70 7%	15 6%	29 8%	22 7%	16 4%	21 7%	34 7%	39 7%	29 5%	31 7%	37 7%	11 6%	*	11 5%	10 6%	7 4%	8 6%	10 10%	6 3%	17 6%	16 6%	31 17%	9 14%	26 8%	46 5%	11 6%
Waitrose	61 3%	38 4%	22 2%	3 1%	5 1%	9 3%	7 2%	15 5%	22 5%	32 6%	18 3%	5 1%	6 1%	1 1%	-	4 2%	-	4 2%	8 5%	-	7 4%	10 4%	21 8%	4 2%	-	8 2%	20 2%	5 3%
Iceland	49 2%	23 2%	26 3%	13 6%	6 2%	10 3%	12 3%	8 3%	*	6 1%	12 2%	18 4%	13 3%	1 1%	7 9%	8 3%	4 2%	2 1%	2 1%	4 4%	3 1%	9 3%	6 2%	5 3%	-	11 3%	24 3%	6 4%
Co-op	27 1%	15 2%	11 1%	3 1%	2 1%	1 *	7 2%	5 2%	7 2%	5 1%	7 1%	6 1%	9 2%	5 3%	-	1 1%	1 1%	2 1%	3 2%	2 2%	2 1%	7 2%	3 1%	*	-	2 1%	7 1%	2 1%
M&S	16 1%	6 1%	10 1%	3 1%	2 1%	-	5 1%	2 1%	5 1%	3 1%	6 1%	2 1%	4 1%	6 3%	-	1 *	3 2%	-	2 2%	1 1%	2 1%	-	-	1 1%	1 1%	2 1%	6 1%	2 1%
Somewhere else	21 1%	14 1%	7 1%	3 1%	1 *	2 1%	6 2%	2 1%	8 2%	9 2%	4 1%	4 1%	4 1%	-	*	-	3 2%	2 1%	1 1%	2 2%	3 2%	5 2%	4 1%	1 1%	-	1 *	12 1%	1 *
I don't purchase food and groceries	16 1%	8 1%	9 1%	12 5%	3 1%	-	-	2 1%	1 *	2 *	5 1%	6 1%	4 1%	4 2%	1 1%	-	1 1%	1 *	1 1%	-	-	2 1%	4 1%	3 2%	-	3 1%	3 *	2 1%

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 2

Q.1 Where do you buy the majority of your food and groceries from? Please think about where you buy the most number of items from.

Base: All respondents

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
Tesco	623 30%	-	-	-	-	-	623 100%	-	-	-	-	-	-	571 30%	51 31%
Asda	325 16%	325 100%	-	-	-	-	-	-	-	-	-	-	-	304 16%	21 12%
Aldi	290 14%	-	-	-	-	-	-	290 100%	-	-	-	-	-	272 14%	19 11%
Sainsbury's	257 12%	-	-	-	-	257 100%	-	-	-	-	-	-	-	237 13%	20 12%
Morrison's	241 12%	-	-	241 100%	-	-	-	-	-	-	-	-	-	227 12%	13 8%
Lidl	136 7%	-	-	-	-	-	-	-	-	136 100%	-	-	-	127 7%	9 6%
Waitrose	61 3%	-	-	-	-	-	-	61 100%	-	-	-	-	-	46 2%	15 9%
Iceland	49 2%	-	-	-	49 100%	-	-	-	-	-	-	-	-	48 3%	1 1%
Co-op	27 1%	-	-	-	-	-	-	-	-	-	27 100%	-	-	25 1%	1 1%
M&S	16 1%	-	16 100%	-	-	-	-	-	-	-	-	-	-	14 1%	2 1%
Somewhere else	21 1%	-	-	-	-	-	-	-	-	-	-	21 100%	-	21 1%	-
I don't purchase food and groceries	16 1%	-	-	-	-	-	-	-	-	-	-	-	16 100%	1 *	16 9%

Ocean Plastic Survey
ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 3
Q.2 How concerned or unconcerned are you about the following?
Summary
Base: All respondents

		Concerns		
		Plastic pollution in the ocean	Air pollution	Deforestation
Unweighted base		2062	2062	2062
Weighted base		2062	2062	2062
NET: Concerned		1837 89%	1658 80%	1600 78%
Very concerned	(+2)	1196 58%	731 35%	764 37%
Slightly concerned	(+1)	642 31%	926 45%	837 41%
Neither concerned nor not concerned	(0)	144 7%	270 13%	335 16%
Not concerned	(-1)	44 2%	89 4%	79 4%
Not concerned at all	(-2)	36 2%	46 2%	47 2%
NET: Not concerned		80 4%	134 7%	126 6%
Mean		1.41	1.07	1.06
Standard deviation		0.85	0.92	0.94
Standard error		0.02	0.02	0.02

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 4
Q.2 How concerned or unconcerned are you about the following?
Plastic pollution in the ocean
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Private
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175
NET: Concerned	1837	876	961	194	301	277	323	283	459	493	515	377	452	154	73	213	140	160	139	86	177	244	244	153	55	293	736	151
	89%	87%	91%	84%	85%	83%	88%	93%	97%	89%	90%	89%	89%	88%	87%	93%	83%	89%	92%	86%	92%	92%	88%	87%	90%	87%	87%	86%
Very concerned	(+2) 1196	545	650	119	166	162	200	186	363	313	341	239	303	95	40	142	92	105	86	57	117	143	171	112	36	176	451	99
	58%	54%	62%	51%	47%	49%	54%	61%	76%	57%	59%	56%	59%	54%	48%	62%	55%	59%	57%	57%	61%	54%	62%	63%	58%	52%	53%	57%
Slightly concerned	(+1) 642	331	311	76	135	114	124	97	181	174	138	149	59	32	71	48	54	53	29	61	100	73	41	20	117	285	52	
	31%	33%	29%	33%	38%	34%	34%	32%	20%	33%	30%	32%	29%	34%	38%	31%	28%	30%	35%	29%	32%	38%	26%	23%	32%	35%	34%	29%
Neither concerned nor not concerned	(0) 144	76	68	28	31	35	27	14	8	31	42	33	38	16	6	9	17	13	8	6	8	17	30	9	5	31	69	19
	7%	8%	6%	12%	9%	11%	7%	5%	2%	6%	7%	8%	7%	9%	8%	4%	10%	7%	5%	6%	4%	7%	11%	5%	9%	9%	8%	11%
Not concerned	(-1) 44	33	11	4	14	14	8	2	3	14	11	6	12	3	3	5	5	4	1	6	4	3	2	7	-	9	23	3
	2%	3%	1%	2%	4%	4%	2%	1%	1%	3%	2%	1%	2%	2%	3%	2%	3%	2%	1%	6%	2%	1%	1%	4%	-	3%	3%	1%
Not concerned at all	(-2) 36	21	16	5	9	6	8	4	4	13	6	9	9	3	2	3	6	4	2	2	2	2	2	8	1	5	21	2
	2%	2%	1%	2%	3%	2%	2%	1%	1%	2%	1%	2%	2%	1%	2%	1%	4%	2%	1%	2%	1%	1%	1%	4%	2%	1%	2%	1%
NET: Not concerned	80	54	26	8	23	20	17	6	7	28	17	14	21	6	5	8	11	7	4	8	6	5	4	15	1	14	44	5
	4%	5%	2%	4%	6%	6%	5%	2%	1%	5%	3%	3%	4%	3%	6%	3%	7%	4%	2%	8%	3%	2%	2%	8%	2%	4%	5%	3%
Mean	1.41	1.34	1.49	1.30	1.23	1.24	1.36	1.52	1.71	1.39	1.45	1.40	1.42	1.36	1.27	1.50	1.28	1.41	1.46	1.33	1.49	1.43	1.47	1.38	1.44	1.33	1.32	1.39
Standard deviation	0.85	0.91	0.79	0.90	0.94	0.94	0.89	0.73	0.62	0.89	0.80	0.85	0.86	0.84	0.92	0.78	1.01	0.88	0.77	0.97	0.77	0.73	0.78	1.05	0.81	0.86	0.92	0.83
Standard error	0.02	0.03	0.02	0.06	0.05	0.05	0.05	0.04	0.03	0.04	0.03	0.04	0.04	0.06	0.10	0.05	0.08	0.07	0.06	0.09	0.05	0.05	0.05	0.08	0.11	0.05	0.03	0.07

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 5
Q.2 How concerned or unconcerned are you about the following?
Plastic pollution in the ocean
Base: All respondents

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
NET: Concerned	1837 89%	280 86%	15 91%	216 90%	45 91%	229 89%	570 92%	58 95%	254 87%	115 85%	24 92%	19 87%	13 77%	1692 89%	145 87%
Very concerned	(+2) 1196 58%	180 55%	9 58%	135 56%	21 43%	157 61%	372 60%	43 70%	163 56%	79 58%	17 65%	14 65%	6 34%	1105 58%	91 54%
Slightly concerned	(+1) 642 31%	100 31%	5 33%	81 34%	23 48%	72 28%	198 32%	15 25%	90 31%	36 26%	7 27%	5 22%	7 43%	587 31%	54 32%
Neither concerned nor not concerned	(0) 144 7%	23 7%	1 9%	21 9%	3 7%	23 9%	28 4%	2 3%	25 9%	12 9%	1 3%	2 9%	3 19%	133 7%	12 7%
Not concerned	(-1) 44 2%	7 2%	-	1 1%	* 1%	2 1%	19 3%	-	9 3%	4 3%	-	-	1 4%	38 2%	6 4%
Not concerned at all	(-2) 36 2%	15 5%	-	2 1%	1 2%	3 1%	6 1%	1 1%	2 1%	5 3%	1 5%	1 5%	-	32 2%	5 3%
NET: Not concerned	80 4%	22 7%	-	4 1%	1 2%	5 2%	25 4%	1 1%	11 4%	9 7%	1 5%	1 5%	1 4%	70 4%	11 6%
Mean	1.41	1.30	1.50	1.43	1.31	1.47	1.46	1.62	1.39	1.32	1.46	1.43	1.07	1.42	1.32
Standard deviation	0.85	1.02	0.67	0.75	0.77	0.78	0.80	0.70	0.83	1.01	0.98	1.00	0.85	0.84	0.95
Standard error	0.02	0.06	0.17	0.05	0.11	0.05	0.03	0.09	0.05	0.09	0.17	0.21	0.22	0.02	0.08

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 6
Q.2 How concerned or unconcerned are you about the following?
Air pollution
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate	
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146	
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175	
NET: Concerned	1658	788	870	192	268	254	291	249	403	447	467	330	414	134	62	201	124	129	119	82	157	232	218	148	53	278	658	144	
	80%	78%	82%	83%	76%	77%	79%	82%	85%	81%	81%	78%	81%	76%	74%	87%	74%	71%	79%	82%	82%	87%	78%	84%	86%	82%	77%	82%	
Very concerned	(+2)	731	323	409	85	114	102	116	122	191	189	213	128	201	49	19	88	62	63	42	29	68	124	105	61	21	102	286	71
		35%	32%	39%	37%	32%	31%	32%	40%	34%	37%	30%	39%	28%	22%	38%	37%	35%	28%	29%	35%	47%	38%	35%	34%	30%	34%	41%	
Slightly concerned	(+1)	926	465	461	107	154	153	175	126	212	257	254	202	213	84	44	113	62	65	77	53	88	108	113	87	32	176	373	72
		45%	46%	44%	46%	43%	46%	48%	42%	45%	47%	44%	48%	42%	48%	52%	49%	37%	36%	51%	53%	46%	41%	41%	49%	52%	52%	44%	41%
Neither concerned nor not concerned	(0)	270	130	140	25	57	51	51	37	49	61	75	68	66	30	14	16	29	39	22	8	25	22	41	15	8	44	123	24
		13%	13%	13%	11%	16%	15%	14%	12%	10%	11%	13%	16%	13%	17%	7%	17%	15%	15%	8%	13%	8%	15%	9%	12%	13%	14%	14%	
Not concerned	(-1)	89	56	33	8	24	15	13	12	16	28	24	17	19	10	5	9	8	7	6	8	9	13	9	-	11	43	4	
		4%	6%	3%	4%	7%	5%	3%	4%	3%	5%	4%	4%	4%	5%	6%	4%	4%	4%	6%	4%	3%	5%	5%	-	3%	5%	3%	
Not concerned at all	(-2)	46	32	13	6	5	11	12	5	6	17	8	9	11	3	3	5	6	5	4	3	2	2	7	4	1	5	25	3
		2%	3%	1%	3%	1%	3%	3%	2%	1%	3%	1%	2%	2%	4%	2%	4%	3%	3%	3%	1%	1%	2%	2%	2%	2%	2%	3%	2%
NET: Not concerned		134	88	46	14	29	26	25	18	22	45	32	27	31	13	8	14	14	12	10	10	11	19	13	1	16	69	7	
		7%	9%	4%	6%	8%	8%	7%	6%	5%	8%	6%	6%	6%	7%	9%	6%	9%	7%	6%	10%	5%	4%	7%	7%	2%	5%	8%	4%
Mean		1.07	0.98	1.15	1.12	0.98	0.96	1.01	1.15	1.19	1.04	1.11	0.99	1.12	0.95	0.83	1.18	0.99	0.97	0.98	0.98	1.11	1.29	1.07	1.09	1.16	1.06	1.00	1.17
Standard deviation		0.92	0.98	0.86	0.92	0.94	0.97	0.95	0.91	0.85	0.96	0.89	0.91	0.93	0.91	0.96	0.87	1.04	0.99	0.90	0.97	0.86	0.83	0.96	0.91	0.78	0.83	0.98	0.87
Standard error		0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.05	0.04	0.04	0.04	0.04	0.04	0.07	0.10	0.06	0.08	0.08	0.07	0.09	0.06	0.06	0.06	0.07	0.11	0.05	0.04	0.07

Ocean Plastic Survey
ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 7
Q.2 How concerned or unconcerned are you about the following?
Air pollution
Base: All respondents

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
NET: Concerned	1658 80%	253 78%	11 67%	182 76%	38 78%	216 84%	506 81%	58 96%	234 81%	106 78%	21 78%	17 80%	15 89%	1525 80%	133 80%
Very concerned	(+2) 731 35%	115 35%	7 41%	83 34%	12 24%	101 39%	210 34%	31 51%	106 37%	43 31%	10 39%	7 34%	7 45%	671 35%	61 36%
Slightly concerned	(+1) 926 45%	139 43%	4 25%	100 41%	27 54%	115 45%	296 48%	27 45%	128 44%	64 47%	10 38%	10 45%	7 43%	854 45%	72 43%
Neither concerned nor not concerned	(0) 270 13%	47 14%	4 27%	43 18%	4 9%	26 10%	75 12%	2 4%	42 15%	16 12%	4 16%	4 17%	2 11%	249 13%	21 12%
Not concerned	(-1) 89 4%	9 3%	1 7%	11 5%	6 11%	10 4%	28 5%	- -	12 4%	11 8%	* 2%	1 4%	- -	82 4%	7 4%
Not concerned at all	(-2) 46 2%	15 5%	- -	4 2%	1 2%	6 2%	14 2%	- -	1 *	3 2%	1 5%	- -	- -	39 2%	7 4%
NET: Not concerned	134 7%	25 8%	1 7%	15 6%	6 13%	16 6%	42 7%	- -	13 5%	14 10%	2 7%	1 4%	- -	121 6%	14 8%
Mean	1.07	1.01	1.02	1.02	0.88	1.14	1.06	1.47	1.12	0.97	1.05	1.10	1.34	1.07	1.04
Standard deviation	0.92	1.02	1.00	0.93	0.96	0.92	0.91	0.58	0.84	0.98	1.06	0.83	0.69	0.92	1.01
Standard error	0.02	0.06	0.25	0.06	0.13	0.06	0.04	0.08	0.05	0.08	0.18	0.17	0.18	0.02	0.08

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 8
Q.2 How concerned or unconcerned are you about the following?
Deforestation
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate	
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146	
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175	
NET: Concerned	1600	770	830	182	262	232	280	244	400	442	454	317	387	128	57	190	114	142	126	74	157	210	214	142	47	251	636	145	
	78%	77%	79%	79%	74%	70%	76%	81%	84%	80%	79%	75%	76%	73%	68%	83%	68%	79%	84%	74%	82%	79%	77%	81%	76%	74%	75%	83%	
Very concerned	(+2)	764	372	392	75	114	104	135	130	206	213	145	192	53	21	77	54	77	53	33	88	104	114	63	26	112	290	78	
		37%	37%	37%	32%	32%	31%	37%	43%	39%	37%	34%	38%	30%	25%	33%	32%	43%	36%	33%	46%	39%	41%	36%	42%	33%	34%	45%	
Slightly concerned	(+1)	837	398	438	107	148	127	145	115	194	229	241	172	195	76	36	113	60	65	73	41	69	100	79	21	139	346	66	
		41%	40%	42%	47%	42%	38%	40%	38%	41%	41%	42%	41%	38%	43%	43%	49%	35%	36%	49%	41%	36%	40%	36%	45%	34%	41%	38%	
Neither concerned nor not concerned	(0)	335	153	182	30	64	70	63	49	60	73	85	81	97	39	19	29	40	19	17	16	27	49	22	13	65	149	21	
		16%	15%	17%	13%	18%	21%	17%	16%	13%	15%	19%	19%	22%	22%	13%	24%	11%	11%	16%	14%	18%	18%	13%	21%	19%	18%	12%	
Not concerned	(-1)	79	52	28	11	20	18	14	5	10	24	27	15	13	4	3	5	9	15	6	7	5	14	5	-	16	39	6	
		4%	5%	3%	5%	6%	5%	4%	2%	2%	4%	5%	4%	3%	3%	4%	2%	6%	9%	3%	6%	3%	5%	3%	-	5%	5%	3%	
Not concerned at all	(-2)	47	32	15	8	8	12	9	5	4	14	8	11	14	4	5	6	5	4	2	4	2	4	1	7	2	6	25	3
		2%	3%	1%	4%	2%	4%	3%	2%	1%	2%	1%	3%	3%	6%	3%	3%	2%	1%	4%	1%	2%	*	4%	3%	2%	3%	2%	
NET: Not concerned		126	83	43	19	28	30	24	10	15	37	35	27	27	9	9	11	14	19	7	10	8	10	15	12	2	22	64	9
		6%	8%	4%	8%	8%	9%	7%	3%	3%	7%	6%	6%	5%	5%	10%	5%	9%	11%	5%	10%	4%	4%	5%	7%	3%	6%	8%	5%
Mean		1.06	1.02	1.10	0.99	0.96	0.88	1.04	1.18	1.24	1.09	1.08	1.00	1.05	0.95	0.77	1.08	0.88	1.09	1.13	0.93	1.22	1.12	1.13	1.06	1.11	0.99	0.99	1.21
Standard deviation		0.94	1.01	0.88	0.98	0.96	1.03	0.96	0.88	0.82	0.95	0.91	0.96	0.95	0.92	1.07	0.89	1.02	1.03	0.85	1.06	0.88	0.88	0.90	0.97	0.97	0.93	0.98	0.91
Standard error		0.02	0.03	0.03	0.07	0.05	0.06	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.07	0.12	0.06	0.08	0.08	0.07	0.10	0.06	0.06	0.05	0.07	0.13	0.05	0.04	0.08

Ocean Plastic Survey
ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 9
Q.2 How concerned or unconcerned are you about the following?
Deforestation
Base: All respondents

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
NET: Concerned	1600 78%	238 73%	13 83%	181 75%	33 67%	207 81%	497 80%	49 81%	231 80%	104 76%	19 71%	16 77%	11 67%	1469 78%	131 78%
Very concerned	(+2) 764 37%	121 37%	6 39%	86 36%	10 20%	110 43%	226 36%	27 45%	98 34%	54 40%	11 40%	9 43%	5 29%	698 37%	65 39%
Slightly concerned	(+1) 837 41%	117 36%	7 43%	95 40%	23 48%	98 38%	271 43%	22 36%	133 46%	50 37%	8 30%	7 34%	6 38%	771 41%	66 39%
Neither concerned nor not concerned	(0) 335 16%	59 18%	2 14%	42 18%	12 24%	38 15%	91 15%	4 7%	46 16%	27 20%	5 18%	4 19%	5 30%	315 17%	20 12%
Not concerned	(-1) 79 4%	15 5%	1 4%	9 4%	3 6%	7 3%	24 4%	6 11%	10 4%	3 2%	2 6%	-	-	70 4%	9 5%
Not concerned at all	(-2) 47 2%	12 4%	-	8 3%	1 2%	5 2%	11 2%	1 1%	3 1%	2 2%	1 5%	1 5%	1 4%	40 2%	8 5%
NET: Not concerned	126 6%	27 8%	1 4%	17 7%	4 9%	12 5%	35 6%	7 12%	14 5%	5 4%	3 11%	1 5%	1 4%	110 6%	16 10%
Mean	1.06	0.98	1.18	1.00	0.76	1.17	1.09	1.13	1.08	1.11	0.94	1.11	0.88	1.07	1.03
Standard deviation	0.94	1.04	0.83	1.00	0.93	0.91	0.90	1.04	0.86	0.91	1.16	1.03	0.97	0.93	1.06
Standard error	0.02	0.06	0.21	0.06	0.13	0.06	0.04	0.14	0.05	0.08	0.20	0.21	0.25	0.02	0.09

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 10

Q.3 We would now like you to think about plastic pollution in the ocean. Compared to 12 months ago, would you say you are more or less concerned about ocean plastic pollution, or feel the same?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175
More concerned	1388 67%	647 64%	741 70%	146 63%	210 59%	189 57%	248 67%	217 72%	380 80%	374 68%	410 71%	268 63%	337 66%	129 73%	53 63%	158 69%	103 62%	109 61%	110 74%	66 66%	143 74%	162 61%	188 68%	121 69%	45 72%	232 68%	531 63%	108 62%
The same	656 32%	347 34%	309 29%	83 36%	139 39%	140 42%	116 32%	85 28%	93 20%	172 31%	159 28%	156 37%	168 33%	47 27%	31 37%	69 30%	63 38%	66 37%	39 26%	33 33%	49 26%	102 38%	87 31%	52 29%	17 28%	102 30%	311 37%	62 36%
Less concerned	18 1%	13 1%	6 1%	2 1%	5 2%	3 1%	4 1%	2 1%	2 *	6 1%	6 1%	* *	6 1%	- -	- -	3 1%	1 1%	4 2%	1 1%	1 1%	* *	2 1%	2 1%	3 2%	- -	5 1%	8 1%	4 2%

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 11

Q.3 We would now like you to think about plastic pollution in the ocean. Compared to 12 months ago, would you say you are more or less concerned about ocean plastic pollution, or feel the same?

Base: All respondents

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
More concerned	1388 67%	218 67%	10 62%	167 69%	27 55%	160 62%	436 70%	37 61%	202 70%	93 68%	16 61%	11 53%	10 63%	1264 67%	124 74%
The same	656 32%	100 31%	6 38%	71 30%	22 45%	96 37%	182 29%	23 39%	88 30%	43 31%	10 39%	9 42%	6 37%	616 33%	40 24%
Less concerned	18 1%	6 2%	-	3 1%	-	2 1%	6 1%	-	* *	1 1%	-	1 5%	-	15 1%	3 2%

Ocean Plastic Survey
ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 12

Q.4 To what extent do you agree or disagree with the following statements?**Summary****Base: All respondents**

	Statements							
	Supermarkets aren't doing enough about plastic packaging to tackle the problem of plastic pollution	Supermarkets in general are trying to reduce the amount of plastic packaging on their products	My regular supermarket has taken steps to reduce the amount of plastic packaging they sell	I feel that multiple layers of plastic packaging on products is unnecessary	I try to choose products that aren't wrapped in multiple layers of plastic packaging where I can	I find it difficult to avoid plastic packaging in my regular supermarket shop	I find it hard to identify which plastic packaging can't be recycled	I would choose to shop at stores that don't over-package products
Unweighted base	2062	2062	2062	2062	2062	2062	2062	2062
Weighted base	2062	2062	2062	2062	2062	2062	2062	2062
NET: Agree	1479 72%	1075 52%	647 31%	1873 91%	1298 63%	1735 84%	1486 72%	1133 55%
Strongly agree (+2)	811 39%	186 9%	131 6%	1358 66%	546 27%	932 45%	730 35%	502 24%
Slightly agree (+1)	669 32%	889 43%	515 25%	514 25%	751 36%	803 39%	756 37%	631 31%
Neither agree nor disagree (0)	422 20%	579 28%	935 45%	132 6%	498 24%	227 11%	280 14%	657 32%
Slightly disagree (-1)	112 5%	304 15%	319 15%	31 1%	168 8%	52 3%	177 9%	175 8%
Strongly disagree (-2)	38 2%	93 5%	120 6%	21 1%	81 4%	32 2%	109 5%	79 4%
NET: Disagree	150 7%	397 19%	438 21%	51 2%	249 12%	84 4%	286 14%	254 12%
Not applicable	10 1%	10 1%	42 2%	6 *	17 1%	15 1%	11 1%	18 1%
Mean	1.02	0.38	0.11	1.54	0.74	1.25	0.89	0.64
Standard deviation	0.99	0.99	0.95	0.77	1.06	0.87	1.14	1.06
Standard error	0.02	0.02	0.02	0.02	0.02	0.02	0.03	0.02

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 13

Q.4 To what extent do you agree or disagree with the following statements?
Supermarkets aren't doing enough about plastic packaging to tackle the problem of plastic pollution
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	North-ern Ireland		Public	Private
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175
NET: Agree	1479 72%	706 70%	774 73%	178 77%	235 66%	220 66%	247 67%	219 72%	380 80%	411 74%	400 70%	288 68%	380 74%	111 63%	64 77%	187 81%	116 69%	106 59%	100 67%	65 65%	154 80%	205 77%	200 72%	122 69%	48 77%	233 69%	586 69%	123 71%
Strongly agree (+2)	811 39%	360 36%	451 43%	97 42%	125 35%	101 30%	133 36%	110 36%	244 51%	229 42%	206 36%	153 36%	223 44%	65 37%	31 37%	105 46%	53 31%	53 29%	58 39%	36 36%	96 50%	103 39%	114 41%	74 42%	24 39%	121 36%	308 36%	68 39%
Slightly agree (+1)	669 32%	346 34%	323 31%	81 35%	109 31%	119 36%	114 31%	109 36%	137 29%	181 33%	194 34%	135 32%	157 31%	46 26%	33 40%	82 36%	63 37%	53 30%	42 28%	29 29%	59 31%	102 39%	86 31%	49 28%	23 38%	111 33%	278 33%	56 32%
Neither agree nor disagree (0)	422 20%	223 22%	200 19%	37 16%	79 22%	81 25%	92 25%	61 20%	72 15%	97 18%	124 21%	109 26%	93 18%	50 28%	17 20%	33 14%	39 23%	52 29%	39 26%	24 24%	31 16%	42 16%	52 19%	33 19%	9 15%	78 23%	182 21%	33 19%
Slightly disagree (-1)	112 5%	48 5%	65 6%	10 4%	25 7%	21 6%	23 6%	20 7%	15 3%	27 5%	38 7%	22 5%	25 5%	14 8%	1 1%	6 3%	8 5%	17 9%	10 6%	6 6%	4 2%	13 5%	18 6%	11 6%	4 7%	19 6%	55 7%	10 6%
Strongly disagree (-2)	38 2%	24 2%	13 1%	3 1%	13 4%	7 2%	6 2%	3 1%	6 1%	14 3%	12 2%	4 1%	7 1%	1 1%	*	1 *	4 2%	5 3%	2 1%	5 5%	2 1%	3 1%	5 2%	9 5%	-	6 2%	24 3%	8 5%
NET: Disagree	150 7%	72 7%	78 7%	13 6%	37 11%	28 8%	28 8%	23 8%	20 4%	41 7%	50 9%	26 6%	32 6%	15 8%	1 2%	7 3%	12 7%	22 12%	11 8%	11 11%	6 3%	16 6%	23 8%	21 12%	4 7%	25 7%	80 9%	19 11%
Not applicable	10 1%	6 1%	5 *	3 1%	3 1%	2 1%	-	-	2 *	3 1%	1 *	2 *	5 1%	-	1 1%	3 1%	1 1%	-	-	-	-	2 1%	3 1%	-	1 1%	2 1%	2 *	-
Mean	1.02	0.97	1.08	1.14	0.88	0.87	0.94	1.00	1.26	1.06	0.95	0.97	1.11	0.91	1.13	1.25	0.91	0.73	0.96	0.84	1.26	1.10	1.04	0.94	1.11	0.96	0.93	0.94
Standard deviation	0.99	1.00	0.99	0.94	1.09	0.99	1.00	0.96	0.91	1.01	1.01	0.96	0.97	1.01	0.81	0.83	0.98	1.07	1.01	1.13	0.88	0.91	1.02	1.16	0.91	0.99	1.05	1.12
Standard error	0.02	0.03	0.03	0.07	0.06	0.06	0.05	0.05	0.04	0.05	0.04	0.05	0.04	0.07	0.09	0.06	0.07	0.08	0.08	0.11	0.06	0.06	0.06	0.09	0.13	0.06	0.04	0.09

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 14

Q.4 To what extent do you agree or disagree with the following statements?
Supermarkets aren't doing enough about plastic packaging to tackle the problem of plastic pollution
Base: All respondents

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
NET: Agree	1479 72%	216 67%	13 80%	165 68%	38 77%	189 74%	453 73%	40 65%	212 73%	106 77%	19 70%	16 76%	14 83%	1351 71%	128 77%
Strongly agree	(+2) 811 39%	123 38%	7 43%	91 38%	17 34%	99 38%	259 42%	24 40%	108 37%	60 44%	10 39%	7 33%	6 34%	741 39%	70 42%
Slightly agree	(+1) 669 32%	94 29%	6 37%	74 31%	21 42%	91 35%	193 31%	16 26%	104 36%	45 33%	8 31%	9 43%	8 49%	610 32%	59 35%
Neither agree nor disagree	(0) 422 20%	77 24%	3 20%	59 24%	9 19%	57 22%	117 19%	12 20%	58 20%	19 14%	7 27%	3 12%	2 10%	397 21%	25 15%
Slightly disagree	(-1) 112 5%	25 8%	- -	15 6%	1 3%	7 3%	35 6%	5 8%	15 5%	8 6%	1 2%	2 7%	1 4%	104 6%	8 5%
Strongly disagree	(-2) 38 2%	6 2%	- -	3 1%	* 1%	5 2%	14 2%	2 4%	3 1%	3 2%	- -	1 5%	1 4%	34 2%	4 2%
NET: Disagree	150 7%	31 10%	- -	17 7%	2 4%	11 4%	49 8%	7 12%	17 6%	11 8%	1 2%	2 12%	1 8%	138 7%	12 7%
Not applicable	10 1%	1 *	- -	- -	1 1%	- -	4 1%	2 3%	3 1%	1 1%	- -	- -	- -	8 *	2 1%
Mean	1.02	0.93	1.23	0.98	1.08	1.06	1.05	0.92	1.05	1.12	1.07	0.93	1.05	1.02	1.10
Standard deviation	0.99	1.05	0.78	0.98	0.85	0.93	1.02	1.15	0.93	1.00	0.89	1.09	0.99	0.99	0.99
Standard error	0.02	0.06	0.20	0.06	0.12	0.06	0.04	0.16	0.05	0.09	0.15	0.23	0.26	0.02	0.08

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 15

Q.4 To what extent do you agree or disagree with the following statements?
Supermarkets in general are trying to reduce the amount of plastic packaging on their products
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	North-ern Ireland		Public	Private
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175
NET: Agree	1075 52%	518 51%	558 53%	122 53%	184 52%	173 52%	173 47%	168 55%	255 54%	292 53%	303 53%	221 52%	260 51%	90 51%	41 49%	115 50%	84 50%	98 55%	78 52%	48 48%	100 52%	136 51%	158 57%	95 54%	31 50%	190 56%	442 52%	109 62%
Strongly agree (+2)	186 9%	80 8%	106 10%	19 8%	41 12%	46 14%	30 8%	22 7%	29 6%	39 7%	52 9%	38 9%	57 11%	20 11%	7 9%	19 8%	14 9%	17 10%	14 9%	6 6%	12 6%	29 11%	28 10%	15 9%	4 7%	34 10%	95 11%	29 16%
Slightly agree (+1)	889 43%	438 43%	451 43%	102 44%	143 40%	127 38%	144 39%	146 48%	227 48%	253 46%	251 44%	182 43%	203 40%	70 40%	34 40%	96 42%	70 42%	81 45%	64 43%	42 42%	88 46%	106 40%	131 47%	80 45%	27 43%	156 46%	347 41%	80 46%
Neither agree nor disagree (0)	579 28%	297 30%	282 27%	50 22%	86 24%	101 30%	114 31%	90 30%	138 29%	135 25%	167 29%	130 31%	146 29%	59 33%	22 27%	67 29%	55 33%	53 29%	43 28%	25 25%	55 29%	71 27%	63 23%	52 30%	14 22%	72 21%	228 27%	43 25%
Slightly disagree (-1)	304 15%	137 14%	167 16%	49 21%	59 17%	47 14%	57 16%	33 11%	59 12%	104 19%	74 13%	60 14%	67 13%	18 10%	13 16%	40 17%	20 12%	20 11%	26 17%	21 21%	23 12%	38 14%	47 17%	23 13%	15 24%	63 19%	135 16%	19 11%
Strongly disagree (-2)	93 5%	49 5%	44 4%	6 3%	22 6%	10 3%	22 6%	11 4%	21 5%	19 4%	29 5%	12 3%	33 6%	9 5%	5 7%	7 3%	9 5%	8 4%	3 2%	5 5%	14 7%	18 7%	9 3%	5 3%	2 3%	12 4%	43 5%	3 2%
NET: Disagree	397 19%	186 19%	211 20%	55 24%	80 23%	57 17%	80 22%	45 15%	80 17%	123 22%	103 18%	72 17%	99 19%	27 15%	19 22%	47 20%	28 17%	28 16%	29 19%	26 26%	37 19%	56 21%	56 20%	28 16%	17 27%	75 22%	178 21%	22 12%
Not applicable	10 1%	5 1%	5 *	3 1%	4 1%	* *	- -	1 *	2 *	1 *	2 *	2 *	5 1%	- -	2 2%	1 1%	- -	1 *	1 1%	- -	- -	3 1%	1 *	1 1%	1 1%	* *	2 *	1 1%
Mean	0.38	0.36	0.39	0.35	0.35	0.46	0.27	0.44	0.39	0.34	0.39	0.42	0.37	0.42	0.29	0.35	0.37	0.45	0.40	0.23	0.32	0.34	0.44	0.44	0.28	0.40	0.37	0.65
Standard deviation	0.99	0.98	1.01	1.00	1.08	1.00	1.02	0.92	0.94	0.98	0.99	0.94	1.05	0.99	1.06	0.97	0.97	0.97	0.95	1.02	1.01	1.08	0.99	0.92	1.01	1.02	1.04	0.93
Standard error	0.02	0.03	0.03	0.07	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.04	0.05	0.07	0.12	0.07	0.07	0.07	0.08	0.10	0.07	0.07	0.06	0.07	0.14	0.06	0.04	0.08

Ocean Plastic Survey
ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 16

Q.4 To what extent do you agree or disagree with the following statements?
Supermarkets in general are trying to reduce the amount of plastic packaging on their products
Base: All respondents

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
NET: Agree	1075 52%	163 50%	10 61%	137 57%	24 49%	118 46%	343 55%	41 67%	150 52%	62 45%	8 30%	13 59%	8 50%	982 52%	93 56%
Strongly agree (+2)	186 9%	37 12%	1 7%	21 9%	7 15%	18 7%	59 10%	3 5%	18 6%	14 11%	3 10%	1 5%	4 23%	174 9%	13 7%
Slightly agree (+1)	889 43%	125 39%	9 54%	117 48%	17 34%	100 39%	283 46%	38 62%	132 45%	47 35%	5 20%	12 54%	4 27%	808 43%	81 48%
Neither agree nor disagree (0)	579 28%	82 25%	5 31%	66 27%	16 32%	92 36%	170 27%	9 15%	81 28%	36 26%	13 49%	4 17%	6 39%	533 28%	45 27%
Slightly disagree (-1)	304 15%	58 18%	1 9%	26 11%	8 16%	31 12%	81 13%	8 13%	50 17%	31 22%	6 22%	5 22%	1 4%	282 15%	22 13%
Strongly disagree (-2)	93 5%	21 7%	- -	10 4%	1 3%	15 6%	25 4%	3 5%	8 3%	8 6%	- -	1 3%	1 7%	87 5%	7 4%
NET: Disagree	397 19%	79 24%	1 9%	36 15%	9 18%	46 18%	106 17%	11 18%	58 20%	38 28%	6 22%	5 25%	2 11%	369 19%	29 17%
Not applicable	10 1%	1 *	- -	1 *	1 1%	1 *	4 1%	- -	2 1%	1 1%	- -	- -	- -	10 1%	- -
Mean	0.38	0.31	0.58	0.47	0.44	0.29	0.44	0.50	0.35	0.22	0.18	0.36	0.55	0.37	0.42
Standard deviation	0.99	1.10	0.77	0.95	1.02	0.97	0.97	0.96	0.93	1.09	0.89	0.99	1.14	1.00	0.95
Standard error	0.02	0.06	0.19	0.06	0.14	0.06	0.04	0.13	0.05	0.09	0.16	0.21	0.29	0.02	0.08

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 17

Q.4 To what extent do you agree or disagree with the following statements?
My regular supermarket has taken steps to reduce the amount of plastic packaging they sell
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	North-ern Ireland		Public	Private
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175
NET: Agree	647 31%	311 31%	336 32%	86 37%	112 32%	115 35%	96 26%	95 31%	143 30%	182 33%	178 31%	140 33%	147 29%	52 30%	22 27%	72 31%	62 37%	55 31%	52 34%	25 25%	61 32%	78 29%	95 34%	58 33%	14 22%	114 34%	287 34%	93 53%
Strongly agree (+2)	131 6%	60 6%	71 7%	21 9%	33 9%	27 8%	17 5%	14 4%	20 4%	30 5%	33 6%	34 8%	34 7%	12 7%	5 6%	12 5%	8 5%	13 7%	12 8%	1 1%	13 7%	19 7%	23 8%	9 5%	3 5%	28 8%	64 8%	32 18%
Slightly agree (+1)	515 25%	251 25%	264 25%	65 28%	79 22%	88 26%	80 22%	81 27%	123 26%	152 27%	145 25%	106 25%	113 22%	40 23%	18 21%	60 26%	54 32%	43 24%	39 26%	24 24%	48 25%	59 22%	72 26%	48 27%	11 17%	85 25%	223 26%	61 35%
Neither agree nor disagree (0)	935 45%	481 48%	453 43%	80 35%	142 40%	144 43%	175 48%	160 53%	234 49%	232 42%	256 45%	200 47%	248 48%	91 52%	39 46%	102 44%	66 39%	90 50%	66 44%	50 50%	91 48%	105 39%	120 43%	81 46%	33 54%	140 41%	355 42%	43 25%
Slightly disagree (-1)	319 15%	141 14%	178 17%	44 19%	67 19%	45 14%	65 18%	33 11%	65 14%	103 19%	93 16%	51 12%	72 14%	26 15%	11 13%	34 15%	23 13%	24 13%	23 16%	16 16%	25 13%	51 19%	47 17%	30 17%	10 16%	64 19%	133 16%	24 13%
Strongly disagree (-2)	120 6%	58 6%	61 6%	14 6%	24 7%	18 6%	24 6%	13 4%	26 5%	26 5%	38 7%	26 6%	29 6%	6 3%	9 11%	17 7%	7 4%	7 4%	8 5%	9 9%	13 7%	22 8%	12 4%	8 4%	2 3%	12 4%	59 7%	11 6%
NET: Disagree	438 21%	199 20%	239 23%	58 25%	91 26%	64 19%	89 24%	46 15%	91 19%	129 23%	131 23%	77 18%	101 20%	32 18%	20 24%	51 22%	30 18%	31 17%	32 21%	24 24%	37 20%	73 27%	59 21%	38 21%	12 19%	76 22%	192 23%	35 20%
Not applicable	42 2%	15 1%	27 3%	7 3%	9 3%	9 3%	7 2%	3 1%	6 1%	9 2%	10 2%	8 2%	15 3%	1 *	2 3%	5 2%	10 6%	4 2%	*	1 1%	2 1%	10 4%	4 2%	- -	3 4%	9 3%	15 2%	4 2%
Mean	0.11	0.11	0.10	0.15	0.08	0.19	*	0.16	0.10	0.10	0.07	0.17	0.10	0.15	-0.03	0.07	0.21	0.17	0.16	-0.07	0.13	0.01	0.17	0.12	0.05	0.17	0.12	0.46
Standard deviation	0.95	0.93	0.97	1.05	1.04	0.97	0.92	0.84	0.89	0.94	0.96	0.96	0.94	0.88	1.03	0.97	0.91	0.89	0.97	0.89	0.96	1.04	0.96	0.91	0.83	0.96	1.00	1.14
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.06	0.11	0.07	0.07	0.07	0.08	0.09	0.07	0.07	0.06	0.07	0.12	0.06	0.04	0.10

Ocean Plastic Survey
ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 18

Q.4 To what extent do you agree or disagree with the following statements?**My regular supermarket has taken steps to reduce the amount of plastic packaging they sell****Base: All respondents**

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
NET: Agree	647 31%	90 28%	6 36%	101 42%	17 34%	73 28%	203 33%	26 42%	82 28%	33 24%	6 22%	4 19%	8 47%	596 31%	51 30%
Strongly agree	(+2) 131 6%	26 8%	1 7%	19 8%	5 11%	13 5%	38 6%	3 5%	17 6%	5 4%	- -	- -	3 19%	125 7%	7 4%
Slightly agree	(+1) 515 25%	64 20%	5 30%	81 34%	12 24%	59 23%	165 26%	23 37%	65 22%	28 20%	6 22%	4 19%	4 27%	471 25%	44 26%
Neither agree nor disagree	(0) 935 45%	141 43%	6 35%	103 43%	23 47%	122 47%	273 44%	29 48%	141 49%	67 49%	16 60%	9 44%	6 40%	858 45%	77 46%
Slightly disagree	(-1) 319 15%	60 18%	4 23%	24 10%	7 14%	36 14%	109 17%	3 6%	41 14%	28 20%	3 13%	4 19%	- -	294 16%	25 15%
Strongly disagree	(-2) 120 6%	26 8%	1 6%	12 5%	2 4%	21 8%	28 5%	1 2%	18 6%	6 5%	2 6%	2 9%	1 7%	108 6%	11 7%
NET: Disagree	438 21%	86 26%	5 29%	36 15%	8 17%	57 22%	137 22%	4 7%	59 20%	34 25%	5 18%	6 28%	1 7%	402 21%	36 22%
Not applicable	42 2%	8 2%	- -	2 1%	1 1%	6 2%	11 2%	2 3%	8 3%	3 2%	- -	2 9%	1 7%	39 2%	3 2%
Mean	0.11	0.02	0.08	0.30	0.25	0.03	0.12	0.39	0.08	-0.02	-0.02	-0.20	0.54	0.11	0.06
Standard deviation	0.95	1.03	1.04	0.93	0.96	0.96	0.93	0.75	0.93	0.88	0.77	0.91	1.10	0.95	0.93
Standard error	0.02	0.06	0.26	0.06	0.13	0.06	0.04	0.10	0.05	0.08	0.13	0.20	0.30	0.02	0.08

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 19

Q.4 To what extent do you agree or disagree with the following statements?**I feel that multiple layers of plastic packaging on products is unnecessary****Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	North-ern Ireland		Public	Private
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175
NET: Agree	1873 91%	882 88%	991 94%	195 85%	310 87%	288 87%	333 91%	285 94%	462 97%	499 90%	525 91%	379 89%	470 92%	155 88%	79 95%	210 91%	157 94%	160 89%	136 91%	89 89%	178 93%	241 91%	256 92%	156 88%	54 88%	298 88%	758 89%	149 85%
Strongly agree	(+2) 1358 66%	610 61%	748 71%	139 60%	203 57%	187 56%	225 61%	219 72%	384 81%	367 66%	379 66%	273 64%	340 67%	119 68%	49 59%	159 69%	108 64%	114 63%	107 71%	65 65%	138 72%	151 57%	189 68%	122 69%	38 62%	212 63%	508 60%	100 57%
Slightly agree	(+1) 514 25%	272 27%	242 23%	56 24%	106 30%	101 30%	108 29%	66 22%	77 16%	132 24%	146 25%	107 25%	130 25%	36 21%	30 36%	51 22%	49 29%	46 26%	30 20%	24 24%	40 21%	90 34%	67 24%	34 19%	16 26%	86 26%	250 29%	48 28%
Neither agree nor disagree	(0) 132 6%	86 9%	46 4%	21 9%	38 11%	27 8%	23 6%	15 5%	9 2%	34 6%	35 9%	37 9%	26 5%	15 8%	4 4%	13 6%	8 5%	15 9%	11 8%	10 10%	8 4%	20 8%	14 5%	9 5%	4 6%	26 8%	67 8%	10 6%
Slightly disagree	(-1) 31 1%	19 2%	11 1%	7 3%	3 1%	13 4%	6 2%	1 *	1 *	9 2%	9 2%	2 *	11 2%	4 2%	- -	5 2%	1 1%	1 *	2 1%	1 1%	4 2%	3 1%	3 1%	8 4%	1 1%	9 3%	12 1%	7 4%
Strongly disagree	(-2) 21 1%	14 1%	6 1%	4 2%	2 1%	5 1%	5 1%	2 1%	3 1%	7 1%	6 1%	5 1%	3 1%	2 1%	- -	2 1%	- -	4 2%	* *	- -	2 1%	2 1%	2 1%	4 2%	2 4%	5 2%	11 1%	7 4%
NET: Disagree	51 2%	34 3%	18 2%	10 4%	5 1%	17 5%	11 3%	3 1%	4 1%	16 3%	15 3%	7 2%	13 3%	6 3%	- -	7 3%	1 1%	5 3%	2 1%	1 1%	6 3%	5 2%	5 2%	11 6%	3 4%	14 4%	23 3%	14 8%
Not applicable	6 *	5 *	2 *	5 2%	2 *	- -	- -	- -	- -	4 1%	- -	1 *	2 *	- -	1 1%	- -	2 1%	- -	- -	- -	- -	- -	3 1%	- -	1 1%	- -	1 *	2 1%
Mean	1.54	1.44	1.63	1.42	1.44	1.36	1.48	1.65	1.77	1.54	1.54	1.51	1.56	1.51	1.55	1.56	1.59	1.47	1.60	1.54	1.60	1.45	1.59	1.49	1.43	1.45	1.45	1.32
Standard deviation	0.77	0.84	0.68	0.89	0.76	0.89	0.80	0.65	0.56	0.79	0.77	0.78	0.74	0.84	0.58	0.77	0.62	0.85	0.71	0.70	0.76	0.74	0.71	0.93	0.94	0.86	0.80	1.03
Standard error	0.02	0.03	0.02	0.06	0.04	0.05	0.04	0.04	0.03	0.04	0.03	0.04	0.03	0.06	0.06	0.05	0.05	0.06	0.06	0.07	0.05	0.05	0.04	0.07	0.13	0.05	0.03	0.09

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 20

Q.4 To what extent do you agree or disagree with the following statements?**I feel that multiple layers of plastic packaging on products is unnecessary****Base: All respondents**

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
NET: Agree	1873 91%	286 88%	16 96%	223 93%	46 94%	234 91%	563 90%	53 87%	270 93%	125 92%	24 90%	20 95%	13 82%	1727 91%	146 87%
Strongly agree	(+2) 1358 66%	204 63%	12 76%	157 65%	28 57%	181 71%	397 64%	41 68%	201 69%	90 66%	19 72%	17 77%	9 57%	1243 66%	116 69%
Slightly agree	(+1) 514 25%	82 25%	3 20%	66 27%	18 36%	52 20%	165 27%	12 19%	68 24%	35 26%	5 17%	4 18%	4 25%	484 26%	30 18%
Neither agree nor disagree	(0) 132 6%	27 8%	1 4%	13 6%	3 6%	20 8%	43 7%	3 4%	12 4%	7 5%	3 10%	-	1 7%	121 6%	10 6%
Slightly disagree	(-1) 31 1%	3 1%	-	4 2%	-	-	14 2%	1 2%	6 2%	3 2%	-	-	-	25 1%	6 4%
Strongly disagree	(-2) 21 1%	8 3%	-	1 *	-	2 1%	3 *	2 3%	2 1%	1 *	-	1 5%	2 11%	18 1%	3 2%
NET: Disagree	51 2%	11 3%	-	5 2%	-	2 1%	16 3%	3 5%	8 3%	3 3%	-	1 5%	2 11%	42 2%	9 5%
Not applicable	6 *	1 *	-	-	-	2 1%	1 *	2 3%	-	1 1%	-	-	-	4 *	2 1%
Mean	1.54	1.45	1.72	1.56	1.51	1.61	1.51	1.52	1.59	1.56	1.62	1.64	1.16	1.54	1.51
Standard deviation	0.77	0.88	0.54	0.70	0.62	0.70	0.75	0.93	0.73	0.73	0.68	0.90	1.31	0.75	0.90
Standard error	0.02	0.05	0.13	0.04	0.09	0.04	0.03	0.13	0.04	0.06	0.12	0.19	0.34	0.02	0.08

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 21

Q.4 To what extent do you agree or disagree with the following statements?
I try to choose products that aren't wrapped in multiple layers of plastic packaging where I can
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-ate
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175
NET: Agree	1298 63%	570 57%	728 69%	123 53%	209 59%	198 60%	219 60%	206 68%	342 72%	382 69%	352 61%	266 63%	297 58%	101 57%	49 58%	149 65%	93 55%	108 60%	96 64%	66 66%	118 62%	169 64%	189 68%	115 65%	44 72%	229 68%	505 59%	132 76%
Strongly agree (+2)	546 27%	198 20%	349 33%	52 22%	66 19%	77 23%	91 25%	100 33%	161 34%	162 29%	141 25%	106 25%	137 27%	44 25%	12 14%	72 31%	39 23%	42 23%	45 30%	23 23%	54 28%	63 24%	90 32%	46 26%	18 28%	95 28%	204 24%	66 38%
Slightly agree (+1)	751 36%	372 37%	379 36%	72 31%	142 40%	122 37%	128 35%	106 35%	181 38%	220 40%	211 37%	160 38%	161 31%	57 32%	37 44%	77 33%	54 32%	67 37%	51 34%	44 44%	64 33%	106 40%	100 36%	69 39%	27 43%	134 40%	301 35%	66 38%
Neither agree nor disagree (0)	498 24%	291 29%	207 20%	66 29%	77 22%	80 24%	106 29%	72 24%	95 20%	111 20%	141 25%	98 23%	148 29%	52 30%	26 31%	54 23%	47 28%	42 23%	36 24%	26 26%	53 28%	55 21%	61 22%	33 19%	13 21%	71 21%	217 26%	23 13%
Slightly disagree (-1)	168 8%	78 8%	90 8%	27 12%	45 13%	35 10%	23 6%	15 5%	24 5%	37 7%	52 9%	38 9%	41 8%	15 8%	6 7%	20 9%	18 10%	16 9%	12 8%	6 6%	14 8%	27 10%	18 7%	14 8%	1 2%	29 8%	72 8%	9 5%
Strongly disagree (-2)	81 4%	56 6%	25 2%	12 5%	16 5%	16 5%	18 5%	9 3%	11 2%	20 4%	30 5%	16 4%	15 3%	7 4%	- 3%	7 4%	6 4%	12 7%	7 4%	1 1%	5 2%	12 4%	8 3%	15 9%	2 4%	9 3%	48 6%	9 5%
NET: Disagree	249 12%	134 13%	115 11%	38 17%	61 17%	50 15%	40 11%	24 8%	35 7%	57 10%	82 14%	54 13%	56 11%	21 12%	6 7%	27 12%	24 14%	28 15%	19 12%	7 7%	19 10%	39 15%	27 10%	29 16%	4 6%	38 11%	120 14%	18 10%
Not applicable	17 1%	11 1%	6 1%	3 1%	7 2%	3 1%	1 *	1 *	3 1%	2 *	- -	6 1%	9 2%	2 1%	3 3%	- -	5 3%	2 1%	- -	1 1%	2 1%	2 1%	1 *	- -	1 1%	- -	8 1%	2 1%
Mean	0.74	0.58	0.89	0.55	0.57	0.64	0.69	0.90	0.97	0.85	0.66	0.72	0.72	0.67	0.67	0.81	0.62	0.62	0.77	0.81	0.78	0.69	0.88	0.67	0.91	0.82	0.64	0.99
Standard deviation	1.06	1.07	1.04	1.12	1.08	1.09	1.06	1.02	0.98	1.04	1.10	1.06	1.04	1.06	0.81	1.07	1.08	1.13	1.10	0.91	1.02	1.08	1.04	1.19	0.97	1.02	1.11	1.09
Standard error	0.02	0.03	0.03	0.08	0.06	0.06	0.05	0.06	0.04	0.05	0.04	0.05	0.05	0.08	0.09	0.07	0.08	0.09	0.09	0.09	0.07	0.07	0.06	0.09	0.13	0.06	0.04	0.09

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 22

Q.4 To what extent do you agree or disagree with the following statements?**I try to choose products that aren't wrapped in multiple layers of plastic packaging where I can****Base: All respondents**

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
NET: Agree	1298 63%	181 56%	11 70%	142 59%	26 52%	185 72%	400 64%	47 78%	180 62%	82 60%	19 71%	14 64%	11 68%	1205 64%	93 55%
Strongly agree	(+2) 546 27%	68 21%	6 37%	64 27%	11 23%	83 32%	167 27%	18 29%	81 28%	32 23%	8 31%	7 33%	1 7%	522 28%	24 15%
Slightly agree	(+1) 751 36%	113 35%	5 33%	78 32%	14 29%	102 39%	233 37%	30 49%	100 34%	50 36%	11 40%	7 31%	10 61%	683 36%	68 41%
Neither agree nor disagree	(0) 498 24%	94 29%	4 23%	69 29%	20 41%	50 20%	147 24%	6 10%	68 23%	26 19%	4 15%	6 28%	4 24%	447 24%	51 30%
Slightly disagree	(-1) 168 8%	30 9%	- -	20 8%	1 3%	11 4%	51 8%	5 9%	28 10%	20 15%	2 7%	- -	- -	155 8%	13 8%
Strongly disagree	(-2) 81 4%	16 5%	1 7%	9 4%	1 2%	9 4%	20 3%	2 3%	12 4%	7 5%	2 7%	2 7%	1 8%	72 4%	10 6%
NET: Disagree	249 12%	46 14%	1 7%	28 12%	2 5%	20 8%	70 11%	7 12%	40 14%	27 20%	4 14%	2 7%	1 8%	226 12%	23 14%
Not applicable	17 1%	4 1%	- -	2 1%	1 2%	2 1%	6 1%	- -	2 1%	1 1%	- -	- -	- -	16 1%	1 *
Mean	0.74	0.59	0.94	0.71	0.69	0.94	0.77	0.92	0.72	0.58	0.80	0.82	0.60	0.76	0.51
Standard deviation	1.06	1.07	1.13	1.06	0.94	1.01	1.04	1.02	1.10	1.16	1.19	1.15	0.95	1.06	1.03
Standard error	0.02	0.06	0.28	0.07	0.13	0.06	0.04	0.14	0.06	0.10	0.21	0.24	0.24	0.02	0.09

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 23

Q.4 To what extent do you agree or disagree with the following statements?**I find it difficult to avoid plastic packaging in my regular supermarket shop****Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	North-Ireland		Public	Private
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175
NET: Agree	1735 84%	829 82%	906 86%	175 76%	294 83%	266 80%	311 85%	268 88%	422 89%	470 85%	480 83%	354 83%	431 84%	140 79%	66 78%	212 92%	135 80%	145 81%	119 79%	85 85%	165 86%	231 87%	238 86%	145 82%	55 90%	286 85%	702 83%	124 71%
Strongly agree (+2)	932 45%	438 44%	495 47%	93 40%	146 41%	130 39%	158 43%	159 52%	246 52%	252 46%	258 45%	188 44%	234 46%	72 41%	35 41%	104 45%	70 42%	75 42%	66 44%	45 45%	92 48%	129 48%	134 48%	83 47%	27 44%	140 41%	367 43%	52 30%
Slightly agree (+1)	803 39%	392 39%	411 39%	81 35%	147 42%	135 41%	153 42%	109 36%	176 37%	218 39%	221 38%	167 39%	197 39%	68 38%	31 37%	108 47%	65 38%	70 39%	52 35%	40 40%	74 38%	102 38%	104 37%	62 35%	28 45%	146 43%	335 39%	72 41%
Neither agree nor disagree (0)	227 11%	124 12%	104 10%	36 16%	40 11%	40 12%	45 12%	28 9%	38 8%	55 10%	61 11%	53 12%	58 11%	32 18%	14 17%	10 4%	16 10%	26 14%	24 16%	12 12%	21 11%	20 8%	26 10%	24 14%	2 3%	33 10%	101 12%	31 18%
Slightly disagree (-1)	52 3%	19 2%	33 3%	7 3%	9 3%	15 4%	5 1%	7 2%	10 2%	11 2%	18 3%	11 3%	11 2%	4 2%	- -	6 3%	10 6%	1 *	4 3%	2 2%	4 2%	11 4%	6 2%	3 1%	2 3%	11 3%	24 3%	9 5%
Strongly disagree (-2)	32 2%	24 2%	8 1%	8 3%	8 2%	7 2%	6 2%	1 *	2 1%	11 2%	11 2%	4 1%	6 1%	- -	2 2%	2 1%	2 1%	8 5%	3 2%	1 3%	1 3%	3 1%	7 2%	1 1%	2 4%	5 2%	17 2%	9 5%
NET: Disagree	84 4%	44 4%	41 4%	14 6%	17 5%	22 7%	11 3%	8 3%	13 3%	22 4%	29 5%	15 4%	18 3%	4 2%	2 2%	8 3%	13 7%	9 5%	7 5%	3 3%	5 3%	14 5%	13 5%	4 2%	4 6%	16 5%	41 5%	18 10%
Not applicable	15 1%	10 1%	6 1%	6 2%	4 1%	5 1%	- -	- -	1 *	5 1%	5 1%	2 *	4 1%	1 *	2 3%	1 *	5 3%	- -	- -	- -	- -	1 *	1 *	4 2%	1 1%	3 1%	6 1%	2 1%
Mean	1.25	1.20	1.29	1.09	1.19	1.12	1.23	1.38	1.38	1.26	1.22	1.24	1.27	1.18	1.19	1.33	1.16	1.13	1.17	1.27	1.30	1.29	1.27	1.29	1.25	1.21	1.20	0.86
Standard deviation	0.87	0.91	0.82	1.00	0.89	0.94	0.84	0.77	0.77	0.87	0.90	0.84	0.84	0.81	0.86	0.76	0.94	0.99	0.93	0.80	0.80	0.87	0.90	0.81	0.93	0.86	0.90	1.07
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.04	0.04	0.03	0.04	0.04	0.04	0.04	0.06	0.09	0.05	0.07	0.08	0.07	0.08	0.05	0.06	0.05	0.06	0.13	0.05	0.03	0.09

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 24

Q.4 To what extent do you agree or disagree with the following statements?**I find it difficult to avoid plastic packaging in my regular supermarket shop****Base: All respondents**

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
NET: Agree	1735 84%	265 82%	11 71%	195 81%	39 79%	223 87%	537 86%	47 77%	253 87%	113 83%	25 94%	18 83%	9 57%	1605 85%	130 78%
Strongly agree (+2)	932 45%	160 49%	7 41%	103 43%	20 40%	129 50%	273 44%	27 45%	123 42%	61 45%	14 52%	11 53%	4 23%	856 45%	76 46%
Slightly agree (+1)	803 39%	105 32%	5 29%	92 38%	19 39%	94 36%	264 42%	20 32%	130 45%	52 38%	11 42%	7 31%	6 34%	749 40%	54 32%
Neither agree nor disagree (0)	227 11%	40 12%	4 23%	35 14%	9 17%	23 9%	62 10%	7 11%	27 9%	14 10%	2 6%	1 5%	5 28%	204 11%	23 14%
Slightly disagree (-1)	52 3%	7 2%	1 7%	7 3%	- -	7 3%	13 2%	1 2%	7 3%	6 5%	- -	1 3%	2 12%	48 3%	5 3%
Strongly disagree (-2)	32 2%	9 3%	- -	2 1%	1 2%	2 1%	6 1%	6 10%	3 1%	2 2%	- -	- -	- -	28 1%	4 2%
NET: Disagree	84 4%	15 5%	1 7%	9 4%	1 2%	9 4%	20 3%	7 12%	11 4%	9 6%	- -	1 3%	2 12%	76 4%	9 5%
Not applicable	15 1%	4 1%	- -	2 1%	1 1%	2 1%	4 1%	- -	- -	1 1%	- -	2 8%	1 4%	9 *	6 3%
Mean	1.25	1.25	1.06	1.20	1.16	1.34	1.27	0.99	1.25	1.20	1.46	1.45	0.71	1.25	1.20
Standard deviation	0.87	0.94	0.98	0.86	0.88	0.82	0.80	1.26	0.81	0.93	0.62	0.77	0.99	0.86	0.96
Standard error	0.02	0.05	0.25	0.05	0.12	0.05	0.03	0.17	0.05	0.08	0.11	0.17	0.27	0.02	0.08

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 25

Q.4 To what extent do you agree or disagree with the following statements?

I find it hard to identify which plastic packaging can't be recycled

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	North-ern Ireland		Public	Private
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175
NET: Agree	1486 72%	690 69%	796 75%	151 65%	235 66%	206 62%	267 73%	234 77%	392 83%	401 73%	418 73%	290 68%	376 74%	124 70%	61 72%	170 74%	125 74%	127 71%	111 74%	61 61%	151 78%	183 69%	205 74%	127 72%	40 65%	251 74%	574 68%	106 61%
Strongly agree (+2)	730 35%	352 35%	378 36%	65 28%	97 27%	82 25%	120 33%	137 45%	228 48%	189 34%	212 37%	147 35%	182 36%	62 35%	22 26%	90 39%	63 38%	71 40%	48 32%	22 22%	80 42%	91 34%	109 39%	58 33%	13 21%	117 34%	271 32%	49 28%
Slightly agree (+1)	756 37%	338 34%	418 40%	85 37%	138 39%	124 37%	147 40%	97 32%	164 35%	212 38%	206 36%	143 34%	195 38%	62 35%	39 46%	80 35%	62 37%	56 31%	63 42%	39 39%	71 37%	92 35%	96 35%	69 39%	27 43%	135 40%	303 36%	57 33%
Neither agree nor disagree (0)	280 14%	168 17%	112 11%	34 15%	59 17%	67 20%	50 14%	30 10%	40 9%	64 12%	66 11%	80 19%	69 14%	30 17%	14 16%	18 8%	27 16%	22 12%	22 15%	19 19%	24 13%	45 17%	29 10%	25 14%	6 10%	39 12%	136 16%	35 20%
Slightly disagree (-1)	177 9%	87 9%	90 9%	32 14%	30 8%	38 12%	30 8%	27 9%	19 4%	55 10%	57 10%	33 8%	31 6%	16 9%	6 7%	29 13%	8 5%	13 7%	10 7%	11 11%	13 7%	22 8%	26 9%	10 6%	11 18%	34 10%	75 9%	16 9%
Strongly disagree (-2)	109 5%	56 6%	53 5%	10 4%	26 7%	20 6%	18 5%	13 4%	22 5%	28 5%	33 6%	21 5%	28 5%	6 3%	3 3%	13 6%	7 4%	16 9%	7 5%	8 8%	5 2%	13 5%	15 5%	13 7%	4 7%	14 4%	62 7%	17 9%
NET: Disagree	286 14%	143 14%	143 14%	43 19%	55 16%	59 18%	48 13%	40 13%	41 9%	83 15%	91 16%	54 13%	59 12%	21 12%	9 10%	43 18%	15 9%	29 16%	17 12%	19 19%	17 9%	36 13%	41 15%	23 13%	15 24%	48 14%	137 16%	32 18%
Not applicable	11 1%	6 1%	4 *	4 2%	4 1%	- -	2 *	- -	1 *	4 1%	- *	1 *	6 1%	1 1%	1 1%	- -	1 1%	2 1%	- -	1 1%	- -	2 1%	2 1%	1 1%	1 1%	- -	4 *	1 1%
Mean	0.89	0.84	0.93	0.72	0.72	0.63	0.88	1.05	1.18	0.88	0.88	0.86	0.93	0.90	0.85	0.89	1.00	0.86	0.89	0.58	1.09	0.85	0.94	0.85	0.55	0.91	0.76	0.61
Standard deviation	1.14	1.16	1.12	1.16	1.17	1.15	1.11	1.13	1.06	1.14	1.18	1.13	1.11	1.08	1.00	1.22	1.06	1.27	1.08	1.18	1.01	1.14	1.17	1.16	1.21	1.11	1.20	1.25
Standard error	0.03	0.04	0.03	0.08	0.07	0.06	0.06	0.06	0.05	0.05	0.05	0.05	0.05	0.05	0.08	0.11	0.08	0.10	0.09	0.11	0.07	0.08	0.07	0.09	0.17	0.06	0.04	0.10

Ocean Plastic Survey
ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 26

Q.4 To what extent do you agree or disagree with the following statements?**I find it hard to identify which plastic packaging can't be recycled****Base: All respondents**

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
NET: Agree	1486 72%	232 71%	10 62%	178 74%	39 79%	177 69%	458 74%	41 67%	205 71%	97 71%	22 82%	16 76%	11 68%	1362 72%	123 74%
Strongly agree (+2)	730 35%	112 34%	5 32%	86 36%	13 26%	94 37%	219 35%	21 34%	97 33%	57 42%	13 49%	6 26%	8 46%	675 36%	55 33%
Slightly agree (+1)	756 37%	120 37%	5 31%	92 38%	26 53%	83 32%	239 38%	20 33%	108 37%	40 29%	9 33%	11 51%	4 22%	687 36%	68 41%
Neither agree nor disagree (0)	280 14%	39 12%	5 31%	29 12%	7 14%	45 17%	76 12%	10 17%	46 16%	16 12%	2 9%	1 5%	4 22%	261 14%	18 11%
Slightly disagree (-1)	177 9%	32 10%	1 7%	26 11%	* 1%	19 7%	53 8%	6 9%	22 7%	13 10%	2 8%	2 8%	2 10%	159 8%	18 11%
Strongly disagree (-2)	109 5%	21 6%	- -	9 4%	3 6%	14 6%	33 5%	4 7%	16 6%	8 6%	* 1%	1 4%	- -	102 5%	7 4%
NET: Disagree	286 14%	52 16%	1 7%	34 14%	3 7%	33 13%	86 14%	10 16%	38 13%	21 16%	3 10%	2 12%	2 10%	261 14%	25 15%
Not applicable	11 1%	2 1%	- -	- -	- -	2 1%	3 *	- -	1 *	2 1%	- -	2 7%	- -	10 1%	1 1%
Mean	0.89	0.84	0.87	0.92	0.92	0.88	0.90	0.79	0.86	0.93	1.19	0.93	1.04	0.89	0.88
Standard deviation	1.14	1.19	0.97	1.11	0.98	1.16	1.14	1.22	1.13	1.21	1.01	1.05	1.08	1.14	1.11
Standard error	0.03	0.07	0.24	0.07	0.14	0.07	0.05	0.16	0.07	0.10	0.18	0.23	0.28	0.03	0.09

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 27

Q.4 To what extent do you agree or disagree with the following statements?**I would choose to shop at stores that don't over-package products****Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri- vate
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175
NET: Agree	1133 55%	512 51%	621 59%	133 57%	187 53%	175 53%	195 53%	162 53%	283 58%	330 60%	309 60%	222 54%	273 52%	93 53%	41 49%	142 62%	78 46%	105 58%	85 57%	51 51%	99 52%	149 56%	167 60%	93 53%	31 50%	205 61%	451 53%	131 75%
Strongly agree (+2)	502 24%	203 20%	299 28%	62 27%	85 24%	63 19%	81 22%	80 26%	131 28%	147 27%	130 23%	106 25%	120 23%	48 27%	16 19%	63 27%	30 18%	53 29%	35 24%	20 20%	44 23%	73 27%	69 25%	38 21%	14 23%	78 23%	193 23%	67 38%
Slightly agree (+1)	631 31%	309 31%	322 31%	70 30%	101 29%	112 34%	114 31%	82 27%	152 32%	183 33%	178 31%	117 28%	153 30%	45 25%	25 30%	79 34%	48 28%	52 29%	50 33%	32 32%	55 29%	76 28%	98 35%	55 31%	17 28%	126 37%	258 30%	64 37%
Neither agree nor disagree (0)	657 32%	340 34%	317 30%	71 31%	109 31%	111 33%	123 34%	98 32%	146 31%	149 27%	197 34%	138 32%	173 34%	63 36%	30 35%	62 27%	61 36%	46 26%	50 33%	43 43%	74 39%	78 29%	76 27%	49 28%	24 40%	99 29%	268 32%	21 12%
Slightly disagree (-1)	175 8%	95 9%	80 8%	12 5%	35 10%	28 9%	29 8%	31 10%	39 8%	44 8%	46 8%	42 10%	43 8%	15 8%	8 10%	22 10%	13 8%	10 6%	11 8%	6 6%	14 7%	24 9%	23 8%	23 13%	5 8%	31 9%	67 8%	10 6%
Strongly disagree (-2)	79 4%	50 5%	29 3%	12 5%	16 5%	14 4%	19 5%	9 3%	7 2%	27 5%	22 4%	16 4%	15 3%	4 2%	1 1%	4 2%	13 8%	17 9%	3 2%	- -	4 2%	14 5%	10 4%	8 5%	1 1%	4 1%	53 6%	11 6%
NET: Disagree	254 12%	145 14%	109 10%	24 11%	51 14%	43 13%	48 13%	41 13%	46 10%	71 13%	68 12%	58 14%	57 11%	19 11%	9 11%	26 11%	25 15%	27 15%	15 10%	6 6%	18 10%	37 14%	33 12%	32 18%	6 9%	35 10%	120 14%	21 12%
Not applicable	18 1%	10 1%	8 1%	3 1%	8 2%	3 1%	1 *	2 1%	- -	3 *	1 *	6 1%	8 1%	1 *	4 4%	- -	4 2%	2 1%	- -	- -	- -	2 1%	2 1%	2 1%	1 1%	- -	10 1%	2 1%
Mean	0.64	0.52	0.75	0.70	0.59	0.55	0.57	0.64	0.76	0.69	0.61	0.61	0.64	0.68	0.58	0.76	0.42	0.64	0.69	0.65	0.63	0.65	0.70	0.52	0.63	0.72	0.56	0.96
Standard deviation	1.06	1.07	1.04	1.09	1.10	1.04	1.08	1.08	1.00	1.10	1.04	1.08	1.03	1.04	0.97	1.01	1.11	1.23	0.99	0.86	0.99	1.13	1.05	1.12	0.96	0.96	1.12	1.14
Standard error	0.02	0.03	0.03	0.08	0.06	0.06	0.06	0.06	0.04	0.05	0.04	0.05	0.04	0.08	0.11	0.07	0.09	0.09	0.08	0.08	0.07	0.08	0.06	0.09	0.13	0.06	0.04	0.10

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 28

Q.4 To what extent do you agree or disagree with the following statements?**I would choose to shop at stores that don't over-package products****Base: All respondents**

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
NET: Agree	1133 55%	165 51%	9 53%	122 51%	27 55%	146 57%	351 56%	41 68%	154 53%	77 56%	16 62%	13 62%	11 68%	1031 54%	102 61%
Strongly agree (+2)	502 24%	69 21%	2 11%	55 23%	10 20%	72 28%	160 26%	15 25%	73 25%	27 20%	5 20%	6 29%	7 46%	459 24%	43 26%
Slightly agree (+1)	631 31%	96 29%	7 42%	67 28%	17 34%	75 29%	191 31%	26 43%	82 28%	50 36%	11 42%	7 33%	4 23%	571 30%	60 36%
Neither agree nor disagree (0)	657 32%	111 34%	6 40%	85 35%	15 29%	77 30%	203 33%	10 17%	92 32%	41 30%	8 31%	5 22%	5 28%	607 32%	50 30%
Slightly disagree (-1)	175 8%	30 9%	1 7%	17 7%	6 13%	23 9%	50 8%	4 7%	31 11%	12 9%	-	2 8%	-	167 9%	8 5%
Strongly disagree (-2)	79 4%	15 5%	-	12 5%	1 2%	10 4%	15 2%	3 5%	12 4%	7 5%	2 7%	2 7%	1 4%	72 4%	7 4%
NET: Disagree	254 12%	45 14%	1 7%	28 12%	7 15%	32 13%	65 10%	8 13%	43 15%	18 13%	2 7%	3 15%	1 4%	239 13%	15 9%
Not applicable	18 1%	4 1%	-	5 2%	1 1%	2 1%	3 1%	1 2%	1 *	1 1%	-	-	-	18 1%	-
Mean	0.64	0.54	0.58	0.58	0.59	0.69	0.70	0.77	0.59	0.58	0.66	0.69	1.06	0.63	0.74
Standard deviation	1.06	1.08	0.80	1.07	1.03	1.09	1.02	1.09	1.10	1.06	1.05	1.21	1.07	1.06	1.03
Standard error	0.02	0.06	0.20	0.07	0.14	0.07	0.04	0.15	0.06	0.09	0.18	0.25	0.28	0.02	0.09

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 29

Q.5 To what extent do you agree or disagree with the following statements about supermarkets?

Summary

Base: All respondents

	Statements									
	Supermarkets should be working to reduce the overall amount of packaging they use	Supermarkets should eliminate non-recyclable plastics from their products	Supermarkets should be working together to find alternatives to single use plastic packaging	Supermarkets should be supporting and hosting deposit return schemes for plastic bottles, glass bottles and drinks cans	Supermarkets should eliminate plastic microbeads from all products	Supermarkets should install drinking water fountains to help customers avoid buying bottled water to drink	The government should introduce laws to ban unrecyclable plastic packaging in supermarkets	Supermarkets are doing their bit to help their customers recycle	Supermarkets offer enough products with recyclable packaging	Supermarkets are not doing enough to reduce the amount of plastic packaging they use
Unweighted base	2062	2062	2062	2062	2062	2062	2062	2062	2062	2062
Weighted base	2062	2062	2062	2062	2062	2062	2062	2062	2062	2062
NET: Agree	1867 91%	1685 82%	1858 90%	1763 86%	1661 81%	1100 53%	1508 73%	876 42%	494 24%	1425 69%
Strongly agree (+2)	1208 59%	998 48%	1200 58%	1092 53%	1146 56%	552 27%	849 41%	140 7%	137 7%	656 32%
Slightly agree (+1)	659 32%	687 33%	658 32%	671 33%	514 25%	549 27%	659 32%	736 36%	357 17%	769 37%
Neither agree nor disagree (0)	158 8%	298 14%	176 9%	223 11%	357 17%	546 26%	382 19%	697 34%	770 37%	469 23%
Slightly disagree (-1)	28 1%	64 3%	23 1%	52 3%	35 2%	263 13%	135 7%	376 18%	509 25%	147 7%
Strongly disagree (-2)	8 *	15 1%	5 *	23 1%	9 *	152 7%	37 2%	113 5%	290 14%	21 1%
NET: Disagree	36 2%	78 4%	28 1%	76 4%	44 2%	415 20%	173 8%	489 24%	798 39%	168 8%
Mean	1.47	1.26	1.47	1.34	1.34	0.53	1.04	0.20	-0.22	0.92
Standard deviation	0.73	0.87	0.72	0.85	0.85	1.22	1.01	1.00	1.09	0.96
Standard error	0.02	0.02	0.02	0.02	0.02	0.03	0.02	0.02	0.02	0.02

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 30

Q.5 To what extent do you agree or disagree with the following statements about supermarkets?

Supermarkets should be working to reduce the overall amount of packaging they use

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri- vate
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175
NET: Agree	1867 91%	881 88%	986 93%	197 85%	313 88%	286 86%	328 89%	282 93%	462 97%	492 89%	526 92%	380 90%	468 92%	160 91%	73 87%	213 93%	148 88%	161 89%	130 87%	88 88%	179 93%	244 92%	257 93%	157 89%	55 88%	304 90%	743 88%	145 83%
Strongly agree (+2)	1208 59%	548 54%	660 63%	116 50%	187 53%	164 50%	208 57%	185 61%	349 73%	317 57%	361 63%	227 53%	303 59%	100 57%	53 63%	138 60%	95 56%	90 50%	82 55%	64 64%	117 61%	152 57%	168 61%	110 63%	38 61%	182 54%	474 56%	82 47%
Slightly agree (+1)	659 32%	333 33%	326 31%	81 35%	126 36%	121 37%	120 33%	97 32%	113 24%	175 32%	165 29%	154 36%	165 32%	60 34%	21 25%	75 33%	54 32%	71 39%	48 32%	24 24%	62 32%	92 34%	89 32%	47 27%	17 28%	122 36%	270 32%	62 36%
Neither agree nor disagree (0)	158 8%	101 10%	57 5%	29 13%	30 8%	38 11%	34 9%	16 5%	12 2%	53 10%	35 6%	36 9%	34 7%	14 8%	10 12%	12 5%	16 10%	15 9%	16 10%	11 11%	10 5%	20 8%	16 6%	12 7%	6 9%	27 8%	85 10%	20 11%
Slightly disagree (-1)	28 1%	19 2%	9 1%	4 2%	10 3%	6 2%	4 1%	3 1%	1 *	6 1%	10 2%	7 2%	5 1%	1 1%	* 1%	3 1%	3 2%	2 1%	4 3%	1 1%	2 1%	2 1%	4 1%	5 3%	- -	6 2%	18 2%	8 5%
Strongly disagree (-2)	8 *	5 1%	3 *	- -	1 *	3 1%	2 *	3 1%	- -	1 *	3 1%	1 *	3 1%	1 *	- -	2 1%	1 *	2 1%	- -	- -	- -	- -	- -	2 1%	1 2%	2 1%	3 *	2 1%
NET: Disagree	36 2%	24 2%	12 1%	4 2%	11 3%	9 3%	5 1%	6 2%	1 *	7 1%	14 2%	8 2%	8 2%	2 1%	* 1%	5 2%	3 2%	4 2%	4 3%	1 1%	2 1%	2 1%	4 1%	7 4%	1 2%	8 2%	21 3%	10 6%
Mean	1.47	1.39	1.55	1.34	1.38	1.32	1.44	1.51	1.71	1.45	1.51	1.41	1.49	1.47	1.49	1.50	1.42	1.36	1.39	1.52	1.53	1.48	1.52	1.47	1.44	1.41	1.40	1.23
Standard deviation	0.73	0.78	0.67	0.77	0.78	0.81	0.74	0.73	0.52	0.73	0.74	0.73	0.72	0.70	0.73	0.73	0.77	0.77	0.79	0.72	0.66	0.67	0.68	0.83	0.86	0.75	0.78	0.91
Standard error	0.02	0.02	0.02	0.05	0.04	0.04	0.04	0.04	0.02	0.03	0.03	0.03	0.03	0.05	0.08	0.05	0.06	0.06	0.06	0.07	0.04	0.05	0.04	0.06	0.12	0.04	0.03	0.08

Ocean Plastic Survey
ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 31

Q.5 To what extent do you agree or disagree with the following statements about supermarkets?**Supermarkets should be working to reduce the overall amount of packaging they use****Base: All respondents**

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
NET: Agree	1867 91%	296 91%	15 91%	218 91%	47 95%	231 90%	556 89%	52 86%	263 91%	127 93%	25 93%	20 95%	16 100%	1715 91%	152 91%
Strongly agree	(+2) 1208 59%	193 60%	10 59%	134 56%	26 52%	172 67%	359 58%	38 62%	159 55%	82 60%	15 56%	14 67%	6 38%	1103 58%	105 63%
Slightly agree	(+1) 659 32%	103 32%	5 32%	85 35%	21 43%	59 23%	197 32%	14 23%	104 36%	45 33%	10 37%	6 29%	10 62%	612 32%	47 28%
Neither agree nor disagree	(0) 158 8%	21 7%	- -	19 8%	2 4%	23 9%	58 9%	5 9%	23 8%	5 4%	2 7%	- -	- -	146 8%	12 7%
Slightly disagree	(-1) 28 1%	6 2%	1 9%	3 1%	1 1%	2 1%	7 1%	1 2%	2 1%	4 3%	- -	- -	- -	25 1%	3 2%
Strongly disagree	(-2) 8 *	1 *	- -	- -	- -	- -	2 *	2 3%	2 1%	- -	- -	1 5%	- -	8 *	- -
NET: Disagree	36 2%	8 2%	1 9%	3 1%	1 1%	2 1%	9 1%	3 5%	4 1%	4 3%	- -	1 5%	- -	33 2%	3 2%
Mean	1.47	1.48	1.42	1.45	1.46	1.56	1.45	1.40	1.44	1.50	1.49	1.53	1.38	1.47	1.52
Standard deviation	0.73	0.74	0.90	0.70	0.63	0.70	0.74	0.96	0.72	0.72	0.63	0.91	0.50	0.73	0.72
Standard error	0.02	0.04	0.23	0.04	0.09	0.04	0.03	0.13	0.04	0.06	0.11	0.19	0.13	0.02	0.06

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 32

Q.5 To what extent do you agree or disagree with the following statements about supermarkets?

Supermarkets should eliminate non-recyclable plastics from their products

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	North-ern Ireland		Public	Private
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175
NET: Agree	1685 82%	788 78%	897 85%	174 75%	270 76%	255 77%	291 79%	260 86%	436 92%	456 83%	464 81%	342 81%	423 83%	139 79%	70 83%	196 85%	133 79%	137 76%	120 80%	84 84%	162 84%	214 80%	236 85%	145 83%	49 79%	280 83%	663 78%	133 76%
Strongly agree (+2)	998 48%	444 44%	554 53%	89 39%	155 44%	134 40%	174 47%	153 51%	293 62%	250 45%	291 51%	203 48%	254 50%	90 51%	35 42%	117 51%	71 42%	78 44%	71 47%	44 44%	91 47%	129 48%	149 54%	91 52%	32 52%	150 44%	385 45%	74 42%
Slightly agree (+1)	687 33%	344 34%	343 32%	85 37%	114 32%	121 36%	117 32%	106 35%	143 30%	206 37%	173 30%	139 33%	169 33%	50 28%	35 42%	78 34%	62 37%	59 33%	49 33%	40 40%	71 37%	85 32%	87 31%	54 31%	17 28%	129 38%	278 33%	59 34%
Neither agree nor disagree (0)	298 14%	174 17%	124 12%	39 17%	66 19%	66 20%	58 16%	37 12%	31 7%	76 14%	89 15%	63 15%	71 14%	31 18%	12 14%	24 10%	30 18%	36 20%	24 16%	13 13%	27 14%	39 15%	34 12%	22 12%	7 11%	49 15%	141 17%	30 17%
Slightly disagree (-1)	64 3%	34 3%	30 3%	14 6%	16 4%	7 2%	13 4%	6 2%	8 2%	19 3%	12 2%	18 4%	15 3%	5 3%	1 1%	10 4%	5 3%	3 2%	7 5%	3 3%	1 1%	11 4%	4 1%	7 4%	6 10%	5 2%	39 5%	8 5%
Strongly disagree (-2)	15 1%	11 1%	4 *	4 2%	3 1%	4 1%	5 1%	- -	- -	1 *	10 2%	2 *	2 *	- -	1 1%	1 *	- -	4 2%	- -	- -	1 1%	2 1%	4 1%	2 1%	- -	4 1%	7 1%	3 2%
NET: Disagree	78 4%	45 4%	34 3%	18 8%	18 5%	11 3%	18 5%	6 2%	8 2%	20 4%	22 4%	20 5%	17 3%	5 3%	2 2%	11 5%	5 3%	7 4%	7 5%	3 3%	3 1%	13 5%	8 3%	9 5%	6 10%	9 3%	46 5%	11 7%
Mean	1.26	1.17	1.34	1.05	1.14	1.13	1.20	1.34	1.52	1.24	1.26	1.23	1.29	1.27	1.21	1.31	1.18	1.13	1.22	1.25	1.30	1.23	1.34	1.28	1.21	1.23	1.17	1.10
Standard deviation	0.87	0.90	0.82	0.97	0.92	0.88	0.93	0.77	0.69	0.83	0.91	0.88	0.84	0.86	0.82	0.85	0.83	0.94	0.88	0.80	0.78	0.90	0.85	0.91	1.00	0.84	0.92	0.97
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.04	0.03	0.04	0.04	0.04	0.04	0.06	0.09	0.06	0.06	0.07	0.07	0.08	0.05	0.06	0.05	0.07	0.14	0.05	0.03	0.08

Ocean Plastic Survey
ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 33

Q.5 To what extent do you agree or disagree with the following statements about supermarkets?**Supermarkets should eliminate non-recyclable plastics from their products****Base: All respondents**

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
NET: Agree	1685 82%	261 80%	12 73%	195 81%	39 80%	206 80%	515 83%	52 86%	242 84%	112 82%	20 76%	18 85%	12 71%	1544 81%	141 84%
Strongly agree	(+2) 998 48%	159 49%	7 45%	116 48%	17 34%	137 53%	292 47%	33 54%	131 45%	76 56%	12 43%	12 58%	7 45%	914 48%	84 50%
Slightly agree	(+1) 687 33%	102 32%	5 29%	79 33%	22 45%	69 27%	223 36%	19 32%	111 38%	36 27%	9 33%	6 27%	4 26%	630 33%	57 34%
Neither agree nor disagree	(0) 298 14%	40 12%	3 18%	39 16%	9 19%	45 18%	90 14%	3 6%	38 13%	19 14%	5 18%	2 10%	4 25%	274 14%	24 14%
Slightly disagree	(-1) 64 3%	21 6%	1 9%	4 2%	1 1%	6 2%	13 2%	2 3%	9 3%	6 4%	- -	- -	- -	62 3%	2 1%
Strongly disagree	(-2) 15 1%	2 1%	- -	2 1%	- -	- -	5 1%	3 5%	- -	- -	1 5%	1 5%	1 4%	14 1%	* *
NET: Disagree	78 4%	23 7%	1 9%	6 2%	1 1%	6 2%	18 3%	5 9%	9 3%	6 4%	1 5%	1 5%	1 4%	76 4%	2 1%
Mean	1.26	1.22	1.10	1.26	1.13	1.31	1.26	1.26	1.25	1.33	1.09	1.34	1.08	1.25	1.33
Standard deviation	0.87	0.94	1.01	0.84	0.76	0.84	0.84	1.07	0.81	0.87	1.06	1.01	1.05	0.87	0.78
Standard error	0.02	0.05	0.25	0.05	0.10	0.05	0.03	0.14	0.05	0.07	0.18	0.21	0.27	0.02	0.07

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 34

Q.5 To what extent do you agree or disagree with the following statements about supermarkets?

Supermarkets should be working together to find alternatives to single use plastic packaging

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	North-Ireland		Public	Private
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175
NET: Agree	1858 90%	872 87%	986 93%	191 83%	306 86%	290 88%	328 89%	282 93%	460 97%	502 91%	516 90%	382 90%	458 90%	152 87%	74 88%	210 91%	151 90%	160 89%	136 91%	86 86%	181 94%	244 92%	253 91%	155 88%	54 88%	306 90%	744 88%	148 85%
Strongly agree (+2)	1200 58%	543 54%	658 62%	113 49%	184 52%	167 50%	195 53%	194 64%	348 73%	315 57%	351 61%	230 54%	304 59%	103 58%	50 60%	133 58%	94 56%	101 56%	86 57%	56 56%	116 60%	143 54%	174 63%	112 63%	32 52%	191 56%	457 54%	97 56%
Slightly agree (+1)	658 32%	330 33%	328 31%	78 34%	122 34%	123 37%	134 36%	88 29%	113 24%	187 34%	165 29%	152 36%	154 30%	50 28%	24 28%	76 33%	57 34%	59 33%	50 33%	30 30%	65 34%	101 38%	80 29%	44 25%	22 36%	115 34%	287 34%	51 29%
Neither agree nor disagree (0)	176 9%	112 11%	64 6%	30 13%	42 12%	40 12%	34 9%	18 6%	13 3%	44 8%	51 9%	36 9%	45 9%	23 13%	8 10%	10 4%	15 9%	19 11%	10 6%	14 14%	10 5%	21 8%	19 7%	19 11%	8 12%	27 8%	91 11%	22 12%
Slightly disagree (-1)	23 1%	17 2%	6 1%	9 4%	6 2%	1 *	3 1%	4 1%	1 *	5 1%	6 1%	5 1%	6 1%	1 *	* 1%	10 5%	1 *	1 1%	4 3%	- -	* *	1 1%	4 1%	- -	- -	5 2%	10 1%	5 3%
Strongly disagree (-2)	5 *	5 *	- -	1 *	1 *	1 *	2 1%	- -	- -	1 *	1 *	1 *	2 *	- -	1 1%	- -	1 *	- -	- -	- -	- -	1 *	2 1%	- -	- -	- -	4 *	- -
NET: Disagree	28 1%	22 2%	6 1%	10 4%	7 2%	2 1%	5 1%	4 1%	1 *	6 1%	8 1%	6 1%	8 2%	1 *	1 2%	10 5%	2 1%	1 1%	4 3%	- -	* *	1 1%	5 2%	2 1%	- -	5 2%	14 2%	5 3%
Mean	1.47	1.38	1.55	1.27	1.36	1.37	1.41	1.56	1.70	1.47	1.49	1.43	1.47	1.45	1.45	1.45	1.45	1.44	1.45	1.42	1.55	1.45	1.51	1.50	1.39	1.45	1.39	1.38
Standard deviation	0.72	0.79	0.63	0.86	0.77	0.72	0.73	0.66	0.53	0.70	0.72	0.72	0.73	0.73	0.79	0.78	0.72	0.70	0.74	0.72	0.61	0.66	0.73	0.77	0.70	0.71	0.76	0.81
Standard error	0.02	0.02	0.02	0.06	0.04	0.04	0.04	0.04	0.02	0.03	0.03	0.03	0.03	0.05	0.09	0.05	0.05	0.05	0.06	0.07	0.04	0.04	0.04	0.06	0.10	0.04	0.03	0.07

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 35

Q.5 To what extent do you agree or disagree with the following statements about supermarkets?**Supermarkets should be working together to find alternatives to single use plastic packaging****Base: All respondents**

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
NET: Agree	1858 90%	298 92%	15 91%	217 90%	43 88%	234 91%	551 89%	55 90%	262 90%	128 94%	23 85%	19 90%	13 81%	1711 90%	147 88%
Strongly agree	(+2) 1200 58%	187 58%	8 48%	128 53%	22 45%	171 66%	362 58%	39 64%	170 59%	80 59%	15 55%	13 59%	6 38%	1098 58%	102 61%
Slightly agree	(+1) 658 32%	111 34%	7 44%	88 37%	21 43%	63 25%	189 30%	16 26%	92 32%	48 35%	8 30%	7 31%	7 43%	614 32%	44 26%
Neither agree nor disagree	(0) 176 9%	23 7%	1 9%	23 9%	4 8%	21 8%	62 10%	5 8%	26 9%	6 4%	2 8%	1 5%	3 19%	158 8%	18 10%
Slightly disagree	(-1) 23 1%	3 1%	-	1 1%	2 4%	2 1%	9 1%	-	2 1%	3 2%	2 6%	-	-	20 1%	3 2%
Strongly disagree	(-2) 5 *	1 *	-	-	-	-	1 *	1 2%	1 *	-	-	1 5%	-	5 *	-
NET: Disagree	28 1%	4 1%	-	1 1%	2 4%	2 1%	10 2%	1 2%	2 1%	3 2%	2 6%	1 5%	-	25 1%	3 2%
Mean	1.47	1.48	1.39	1.43	1.30	1.57	1.45	1.50	1.48	1.50	1.34	1.41	1.19	1.47	1.47
Standard deviation	0.72	0.69	0.66	0.69	0.78	0.68	0.74	0.82	0.70	0.69	0.90	0.96	0.75	0.71	0.76
Standard error	0.02	0.04	0.17	0.04	0.11	0.04	0.03	0.11	0.04	0.06	0.16	0.20	0.19	0.02	0.06

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 36

Q.5 To what extent do you agree or disagree with the following statements about supermarkets?
Supermarkets should be supporting and hosting deposit return schemes for plastic bottles, glass bottles and drinks cans
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	North-ern Ireland		Public	Private
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175
NET: Agree	1763 86%	813 81%	950 90%	185 80%	297 84%	279 84%	314 86%	260 86%	428 90%	480 87%	488 85%	357 84%	438 86%	147 84%	66 78%	204 88%	145 86%	151 84%	128 85%	83 83%	165 86%	227 85%	250 90%	143 81%	55 88%	293 87%	716 84%	143 82%
Strongly agree (+2)	1092 53%	487 48%	605 57%	112 49%	180 51%	167 50%	193 52%	163 54%	277 58%	277 50%	316 55%	219 51%	281 55%	89 51%	43 51%	119 52%	86 51%	90 50%	75 50%	54 54%	109 57%	138 52%	153 55%	98 56%	38 61%	182 54%	437 51%	86 49%
Slightly agree (+1)	671 33%	326 32%	345 33%	73 31%	117 33%	112 34%	122 33%	96 32%	151 32%	203 37%	172 30%	139 33%	157 31%	58 33%	23 27%	85 37%	59 35%	61 34%	52 35%	29 29%	56 29%	89 33%	96 35%	45 26%	17 27%	112 33%	279 33%	57 32%
Neither agree nor disagree (0)	223 11%	144 14%	80 8%	38 17%	41 12%	44 13%	30 8%	35 12%	34 7%	51 9%	69 12%	48 11%	55 11%	22 13%	12 14%	18 8%	18 11%	23 13%	16 10%	13 13%	24 13%	26 10%	22 8%	24 14%	5 8%	42 12%	89 10%	24 14%
Slightly disagree (-1)	52 3%	31 3%	21 2%	6 2%	9 3%	6 2%	15 4%	8 3%	8 2%	15 3%	12 2%	15 3%	11 2%	2 1%	4 4%	7 3%	3 2%	5 3%	5 3%	3 3%	2 1%	11 4%	4 2%	7 4%	- -	3 1%	30 4%	7 4%
Strongly disagree (-2)	23 1%	18 2%	5 *	2 1%	7 2%	3 1%	7 2%	1 *	4 1%	6 1%	6 1%	4 1%	7 1%	5 3%	3 3%	1 1%	3 2%	1 1%	2 1%	1 1%	1 *	2 1%	2 1%	1 1%	2 4%	- -	15 2%	1 4%
NET: Disagree	76 4%	50 5%	26 2%	7 3%	17 5%	9 3%	22 6%	8 3%	12 3%	21 4%	18 3%	19 4%	17 3%	7 4%	6 8%	9 4%	5 3%	6 3%	7 5%	4 4%	2 1%	13 5%	6 2%	8 5%	2 4%	3 1%	45 5%	8 4%
Mean	1.34	1.22	1.44	1.25	1.28	1.31	1.30	1.36	1.45	1.32	1.35	1.30	1.36	1.28	1.18	1.36	1.33	1.30	1.29	1.32	1.41	1.32	1.42	1.32	1.42	1.40	1.29	1.26
Standard deviation	0.85	0.93	0.76	0.87	0.92	0.83	0.93	0.80	0.77	0.83	0.85	0.88	0.86	0.93	1.04	0.80	0.85	0.84	0.88	0.89	0.77	0.86	0.76	0.90	0.92	0.74	0.92	0.88
Standard error	0.02	0.03	0.02	0.06	0.05	0.05	0.05	0.04	0.03	0.04	0.03	0.04	0.04	0.07	0.11	0.05	0.06	0.06	0.07	0.08	0.05	0.06	0.04	0.07	0.13	0.04	0.03	0.07

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 37

Q.5 To what extent do you agree or disagree with the following statements about supermarkets?**Supermarkets should be supporting and hosting deposit return schemes for plastic bottles, glass bottles and drinks cans****Base: All respondents**

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
NET: Agree	1763 86%	272 84%	14 88%	206 86%	40 81%	222 86%	541 87%	50 83%	243 84%	120 88%	23 86%	16 76%	16 96%	1616 85%	147 88%
Strongly agree	(+2) 1092 53%	181 56%	10 63%	117 49%	24 49%	145 56%	312 50%	30 49%	161 56%	79 58%	12 44%	14 64%	7 41%	992 52%	101 60%
Slightly agree	(+1) 671 33%	90 28%	4 25%	89 37%	16 32%	77 30%	229 37%	20 34%	82 28%	41 30%	11 42%	3 12%	9 55%	624 33%	46 28%
Neither agree nor disagree	(0) 223 11%	38 12%	1 9%	29 12%	8 15%	29 11%	57 9%	9 15%	34 12%	12 9%	3 12%	3 14%	1 4%	205 11%	18 11%
Slightly disagree	(-1) 52 3%	9 3%	1 4%	3 1%	2 4%	5 2%	16 3%	1 2%	9 3%	5 3%	*	1 5%	-	50 3%	2 1%
Strongly disagree	(-2) 23 1%	6 2%	-	3 1%	-	* *	8 1%	-	4 1%	* *	-	1 5%	-	23 1%	* *
NET: Disagree	76 4%	15 5%	1 4%	6 2%	2 4%	6 2%	24 4%	1 2%	13 5%	5 4%	*	2 9%	-	73 4%	2 1%
Mean	1.34	1.33	1.47	1.31	1.26	1.41	1.32	1.30	1.33	1.41	1.29	1.27	1.37	1.33	1.46
Standard deviation	0.85	0.92	0.83	0.82	0.86	0.78	0.84	0.80	0.91	0.81	0.76	1.17	0.57	0.86	0.75
Standard error	0.02	0.05	0.21	0.05	0.12	0.05	0.03	0.11	0.05	0.07	0.13	0.24	0.15	0.02	0.06

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 38

Q.5 To what extent do you agree or disagree with the following statements about supermarkets?

Supermarkets should eliminate plastic microbeads from all products

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri- vate
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175
NET: Agree	1661 81%	785 78%	876 83%	172 75%	260 73%	251 76%	285 78%	261 86%	432 91%	456 83%	463 81%	324 76%	417 82%	142 81%	73 87%	188 82%	127 76%	139 77%	124 82%	82 82%	165 86%	201 75%	225 81%	147 83%	48 78%	264 78%	662 78%	132 75%
Strongly agree (+2)	1146 56%	536 53%	611 58%	101 44%	167 47%	163 49%	191 52%	192 63%	333 70%	301 54%	336 58%	213 50%	297 58%	98 56%	42 50%	128 55%	86 51%	99 55%	84 56%	55 55%	114 59%	139 52%	160 58%	110 62%	33 54%	166 49%	443 52%	85 49%
Slightly agree (+1)	514 25%	249 25%	265 25%	71 31%	93 26%	88 27%	94 25%	68 23%	100 21%	156 28%	127 22%	111 26%	120 23%	44 25%	32 38%	61 26%	41 24%	40 22%	40 27%	27 27%	51 26%	62 23%	65 23%	37 21%	15 24%	99 29%	218 26%	47 27%
Neither agree nor disagree (0)	357 17%	190 19%	167 16%	43 19%	83 24%	76 23%	79 22%	37 12%	39 8%	85 15%	99 17%	89 21%	85 17%	31 18%	8 10%	36 16%	38 22%	39 21%	23 15%	18 18%	24 12%	60 22%	49 18%	23 13%	10 16%	71 21%	166 20%	35 20%
Slightly disagree (-1)	35 2%	23 2%	12 1%	12 5%	9 2%	3 1%	2 1%	6 2%	3 1%	8 2%	9 2%	10 2%	8 1%	2 1%	1 1%	5 2%	3 2%	2 1%	4 2%	- -	4 2%	3 1%	4 2%	4 2%	4 7%	3 1%	16 2%	5 3%
Strongly disagree (-2)	9 *	9 1%	- -	3 1%	2 1%	2 1%	1 *	- -	1 *	2 *	4 1%	1 *	2 *	1 1%	2 2%	1 *	1 *	- -	- -	- -	- -	3 1%	- -	2 1%	- -	- -	6 1%	2 1%
NET: Disagree	44 2%	32 3%	12 1%	15 7%	11 3%	5 1%	3 1%	6 2%	4 1%	11 2%	13 2%	11 3%	9 2%	2 1%	3 3%	6 3%	4 2%	2 1%	4 2%	- -	4 2%	6 2%	4 2%	6 4%	4 7%	3 1%	22 3%	8 4%
Mean	1.34	1.27	1.40	1.10	1.17	1.23	1.29	1.47	1.60	1.35	1.36	1.24	1.38	1.35	1.32	1.34	1.24	1.31	1.36	1.37	1.43	1.25	1.37	1.41	1.25	1.26	1.27	1.19
Standard deviation	0.85	0.90	0.79	0.98	0.92	0.87	0.84	0.78	0.68	0.83	0.87	0.88	0.83	0.84	0.84	0.85	0.89	0.85	0.83	0.77	0.78	0.91	0.82	0.88	0.95	0.82	0.89	0.95
Standard error	0.02	0.03	0.02	0.07	0.05	0.05	0.04	0.04	0.03	0.04	0.04	0.04	0.04	0.06	0.09	0.06	0.07	0.07	0.07	0.07	0.05	0.06	0.05	0.07	0.13	0.05	0.03	0.08

Ocean Plastic Survey
ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 39

Q.5 To what extent do you agree or disagree with the following statements about supermarkets?**Supermarkets should eliminate plastic microbeads from all products****Base: All respondents**

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
NET: Agree	1661 81%	263 81%	13 77%	194 81%	35 71%	206 80%	509 82%	50 83%	236 81%	107 78%	20 74%	19 88%	9 52%	1526 81%	134 80%
Strongly agree	(+2) 1146 56%	184 57%	7 45%	126 52%	22 44%	150 58%	347 56%	38 62%	156 54%	77 57%	17 62%	16 76%	7 45%	1046 55%	100 60%
Slightly agree	(+1) 514 25%	79 24%	5 33%	68 28%	14 28%	57 22%	162 26%	13 21%	80 28%	30 22%	3 11%	3 12%	1 7%	480 25%	34 20%
Neither agree nor disagree	(0) 357 17%	53 16%	2 12%	45 19%	14 28%	40 16%	103 17%	10 17%	51 18%	24 17%	6 21%	2 8%	8 48%	325 17%	32 19%
Slightly disagree	(-1) 35 2%	5 2%	2 10%	2 1%	1 1%	9 4%	9 2%	- -	2 1%	6 4%	- -	- -	- -	34 2%	1 1%
Strongly disagree	(-2) 9 *	3 1%	- -	- -	- -	1 1%	1 *	- -	1 *	- -	1 5%	1 5%	- -	9 *	- -
NET: Disagree	44 2%	8 3%	2 10%	2 1%	1 1%	11 4%	10 2%	- -	3 1%	6 4%	1 5%	1 5%	- -	43 2%	1 1%
Mean	1.34	1.34	1.12	1.32	1.14	1.34	1.36	1.46	1.34	1.30	1.25	1.54	0.97	1.33	1.40
Standard deviation	0.85	0.88	1.02	0.80	0.87	0.91	0.82	0.77	0.81	0.91	1.13	0.99	0.99	0.85	0.81
Standard error	0.02	0.05	0.25	0.05	0.12	0.06	0.03	0.10	0.05	0.08	0.20	0.21	0.26	0.02	0.07

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 40

Q.5 To what extent do you agree or disagree with the following statements about supermarkets?
Supermarkets should install drinking water fountains to help customers avoid buying bottled water to drink
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri- vate
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175
NET: Agree	1100 53%	524 52%	576 55%	144 63%	226 64%	175 53%	189 52%	152 50%	214 45%	296 54%	310 54%	229 54%	266 52%	93 53%	46 55%	117 51%	87 52%	91 51%	76 50%	52 52%	99 52%	173 65%	148 53%	78 44%	40 65%	224 66%	449 53%	116 67%
Strongly agree (+2)	552 27%	231 23%	321 30%	77 33%	116 33%	81 24%	93 25%	81 27%	104 22%	153 28%	158 27%	108 25%	132 26%	49 28%	25 30%	54 23%	36 22%	44 25%	35 24%	26 26%	53 27%	91 34%	76 27%	42 24%	19 31%	104 31%	228 27%	61 35%
Slightly agree (+1)	549 27%	293 29%	256 24%	68 29%	110 31%	95 29%	96 26%	71 24%	110 23%	143 26%	152 27%	120 28%	134 26%	44 25%	21 25%	63 27%	51 30%	47 26%	40 27%	26 26%	47 24%	82 31%	72 26%	35 20%	21 34%	120 35%	222 26%	56 32%
Neither agree nor disagree (0)	546 26%	270 27%	277 26%	53 23%	67 19%	94 28%	86 23%	96 32%	150 32%	142 26%	149 26%	112 26%	143 28%	52 29%	21 25%	66 29%	43 25%	55 31%	37 25%	28 28%	60 31%	51 19%	73 26%	48 27%	13 21%	61 18%	208 25%	37 21%
Slightly disagree (-1)	263 13%	136 13%	128 12%	22 10%	42 12%	43 13%	56 15%	34 11%	67 14%	75 14%	78 14%	54 13%	57 11%	22 12%	10 12%	32 14%	23 14%	24 13%	23 15%	11 11%	21 11%	28 10%	34 12%	27 15%	9 14%	32 10%	128 15%	14 8%
Strongly disagree (-2)	152 7%	77 8%	75 7%	11 5%	20 6%	20 6%	36 10%	21 7%	44 9%	39 7%	38 7%	30 7%	45 9%	9 5%	7 8%	15 7%	15 9%	10 5%	15 10%	8 8%	12 6%	13 5%	23 8%	24 14%	-	21 6%	64 8%	7 4%
NET: Disagree	415 20%	213 21%	203 19%	33 15%	61 17%	63 19%	92 25%	55 18%	111 23%	114 21%	116 20%	84 20%	101 20%	31 18%	17 20%	47 21%	38 23%	34 19%	38 25%	19 19%	33 17%	41 15%	57 21%	51 29%	9 14%	54 16%	192 23%	21 12%
Mean	0.53	0.46	0.59	0.76	0.74	0.52	0.42	0.52	0.34	0.53	0.55	0.52	0.49	0.57	0.57	0.47	0.42	0.51	0.39	0.51	0.55	0.79	0.52	0.26	0.82	0.75	0.50	0.86
Standard deviation	1.22	1.20	1.23	1.16	1.19	1.16	1.29	1.20	1.23	1.23	1.21	1.20	1.23	1.17	1.26	1.18	1.23	1.16	1.27	1.22	1.19	1.17	1.24	1.34	1.04	1.17	1.24	1.10
Standard error	0.03	0.04	0.04	0.08	0.07	0.06	0.07	0.07	0.06	0.06	0.05	0.06	0.05	0.08	0.14	0.08	0.09	0.09	0.10	0.12	0.08	0.08	0.07	0.10	0.14	0.07	0.04	0.09

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 41

Q.5 To what extent do you agree or disagree with the following statements about supermarkets?
Supermarkets should install drinking water fountains to help customers avoid buying bottled water to drink
Base: All respondents

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
NET: Agree	1100 53%	180 55%	8 50%	117 49%	26 53%	145 56%	333 54%	25 42%	160 55%	72 52%	11 41%	13 61%	10 60%	1012 53%	89 53%
Strongly agree	(+2) 552 27%	99 30%	4 26%	60 25%	15 31%	71 28%	150 24%	16 27%	78 27%	42 31%	7 28%	5 24%	3 18%	512 27%	40 24%
Slightly agree	(+1) 549 27%	81 25%	4 24%	57 24%	11 22%	74 29%	184 29%	9 14%	82 28%	29 21%	4 13%	8 38%	7 42%	500 26%	49 29%
Neither agree nor disagree	(0) 546 26%	83 26%	6 37%	64 27%	18 36%	69 27%	171 28%	16 26%	70 24%	34 25%	7 27%	5 23%	3 17%	497 26%	49 29%
Slightly disagree	(-1) 263 13%	38 12%	2 13%	45 19%	2 4%	28 11%	72 12%	15 25%	39 13%	16 12%	5 19%	2 8%	-	246 13%	17 10%
Strongly disagree	(-2) 152 7%	24 7%	-	14 6%	4 8%	15 6%	46 7%	5 8%	21 7%	15 11%	3 13%	2 8%	4 23%	139 7%	13 8%
NET: Disagree	415 20%	62 19%	2 13%	60 25%	6 11%	43 17%	118 19%	20 33%	59 21%	31 23%	8 32%	3 16%	4 23%	385 20%	30 18%
Mean	0.53	0.59	0.63	0.43	0.65	0.61	0.51	0.29	0.54	0.50	0.25	0.61	0.32	0.53	0.51
Standard deviation	1.22	1.24	1.03	1.22	1.19	1.17	1.19	1.32	1.22	1.33	1.40	1.19	1.44	1.22	1.18
Standard error	0.03	0.07	0.26	0.08	0.16	0.07	0.05	0.18	0.07	0.11	0.24	0.25	0.37	0.03	0.10

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 42

**Q.5 To what extent do you agree or disagree with the following statements about supermarkets?
The government should introduce laws to ban unrecyclable plastic packaging in supermarkets**
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	North-ern Ireland		Public	Private
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175
NET: Agree	1508 73%	704 70%	804 76%	172 75%	240 68%	244 73%	260 71%	217 72%	375 79%	410 74%	424 74%	308 73%	366 72%	118 67%	63 75%	177 77%	119 71%	122 68%	116 77%	78 78%	134 70%	205 77%	199 72%	128 73%	50 80%	249 74%	604 71%	136 78%
Strongly agree (+2)	849 41%	387 38%	462 44%	87 38%	124 35%	133 40%	152 41%	117 39%	236 50%	215 39%	230 40%	169 40%	236 46%	65 37%	34 41%	102 45%	65 39%	72 40%	69 46%	40 40%	74 39%	104 39%	121 44%	72 41%	28 46%	131 39%	342 40%	74 42%
Slightly agree (+1)	659 32%	317 32%	341 32%	85 37%	116 33%	111 33%	108 29%	99 33%	139 29%	195 35%	194 34%	139 33%	130 25%	52 30%	29 34%	75 32%	54 32%	50 28%	47 31%	37 37%	59 31%	101 38%	78 28%	56 32%	21 34%	118 35%	262 31%	62 36%
Neither agree nor disagree (0)	382 19%	204 20%	178 17%	36 16%	75 21%	59 18%	84 23%	61 20%	67 14%	92 17%	101 18%	87 21%	102 20%	46 26%	14 17%	32 14%	37 22%	37 21%	24 16%	19 19%	37 19%	43 16%	56 20%	29 17%	7 11%	64 19%	157 18%	23 13%
Slightly disagree (-1)	135 7%	71 7%	64 6%	19 8%	31 9%	23 7%	15 4%	21 7%	25 5%	40 7%	43 7%	17 4%	36 7%	11 6%	5 6%	17 7%	11 7%	14 8%	9 6%	4 4%	19 10%	13 5%	19 7%	12 7%	1 2%	20 6%	69 8%	13 7%
Strongly disagree (-2)	37 2%	28 3%	10 1%	3 1%	9 3%	6 2%	8 2%	4 1%	7 2%	11 2%	7 1%	12 3%	7 1%	1 *	1 2%	4 2%	2 1%	7 4%	1 1%	- -	2 1%	5 2%	3 1%	7 4%	4 7%	6 2%	20 2%	3 2%
NET: Disagree	173 8%	98 10%	74 7%	22 10%	40 11%	29 9%	23 6%	25 8%	32 7%	51 9%	50 9%	29 7%	43 8%	12 7%	7 8%	21 9%	13 8%	20 11%	10 7%	4 4%	22 11%	18 7%	22 8%	19 11%	5 9%	26 8%	89 10%	15 9%
Mean	1.04	0.96	1.12	1.01	0.89	1.03	1.04	1.01	1.20	1.02	1.04	1.03	1.08	0.97	1.06	1.11	1.00	0.93	1.16	1.14	0.96	1.07	1.06	1.00	1.10	1.03	0.99	1.10
Standard deviation	1.01	1.06	0.96	1.00	1.06	1.01	1.00	0.99	0.97	1.01	0.99	1.01	1.03	0.96	1.00	1.01	0.98	1.12	0.95	0.85	1.05	0.96	1.01	1.09	1.13	0.98	1.06	0.99
Standard error	0.02	0.03	0.03	0.07	0.06	0.06	0.05	0.05	0.04	0.05	0.04	0.05	0.04	0.07	0.11	0.07	0.07	0.09	0.08	0.08	0.07	0.06	0.06	0.08	0.16	0.06	0.04	0.08

Ocean Plastic Survey
ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 43

Q.5 To what extent do you agree or disagree with the following statements about supermarkets?**The government should introduce laws to ban unrecyclable plastic packaging in supermarkets****Base: All respondents**

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
NET: Agree	1508 73%	238 73%	10 59%	166 69%	38 77%	195 76%	462 74%	38 62%	217 75%	102 74%	17 65%	16 77%	9 52%	1388 73%	120 72%
Strongly agree	(+2) 849 41%	140 43%	6 39%	92 38%	17 34%	109 42%	246 39%	22 36%	126 44%	64 47%	12 44%	11 52%	5 30%	790 42%	60 36%
Slightly agree	(+1) 659 32%	99 30%	3 21%	74 31%	21 43%	86 34%	217 35%	16 26%	91 31%	38 28%	6 21%	5 25%	4 22%	598 32%	60 36%
Neither agree nor disagree	(0) 382 19%	58 18%	5 30%	45 19%	10 20%	43 17%	113 18%	18 30%	51 18%	22 16%	6 24%	3 14%	7 40%	347 18%	35 21%
Slightly disagree	(-1) 135 7%	17 5%	2 10%	28 12%	1 2%	18 7%	39 6%	2 4%	15 5%	10 7%	2 6%	1 5%	1 4%	124 7%	11 7%
Strongly disagree	(-2) 37 2%	12 4%	- -	1 1%	1 2%	1 *	8 1%	2 4%	6 2%	2 2%	1 5%	1 5%	1 4%	36 2%	1 1%
NET: Disagree	173 8%	29 9%	2 10%	29 12%	2 3%	19 8%	47 8%	5 8%	21 7%	12 9%	3 11%	2 10%	1 8%	160 8%	13 8%
Mean	1.04	1.04	0.88	0.95	1.06	1.10	1.05	0.88	1.09	1.10	0.93	1.15	0.71	1.05	0.99
Standard deviation	1.01	1.07	1.08	1.04	0.87	0.95	0.97	1.07	1.00	1.04	1.20	1.14	1.09	1.02	0.95
Standard error	0.02	0.06	0.27	0.06	0.12	0.06	0.04	0.14	0.06	0.09	0.21	0.24	0.28	0.02	0.08

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 44

Q.5 To what extent do you agree or disagree with the following statements about supermarkets?

Supermarkets are doing their bit to help their customers recycle

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri- vate
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175
NET: Agree	876 42%	395 39%	480 46%	93 40%	165 47%	151 46%	141 38%	138 46%	188 40%	245 44%	262 46%	167 39%	202 40%	72 41%	34 41%	95 41%	65 39%	83 46%	61 41%	46 46%	74 39%	116 44%	131 47%	72 41%	27 44%	147 43%	383 45%	89 51%
Strongly agree (+2)	140 7%	63 6%	76 7%	14 6%	31 9%	32 10%	30 8%	12 4%	22 5%	33 6%	37 6%	29 7%	41 8%	12 7%	4 5%	18 8%	3 2%	16 9%	8 6%	4 4%	10 5%	22 8%	29 10%	8 5%	5 8%	22 7%	77 9%	28 16%
Slightly agree (+1)	736 36%	332 33%	404 38%	79 34%	134 38%	119 36%	111 30%	127 42%	166 35%	212 38%	225 39%	138 33%	161 32%	60 34%	30 36%	77 33%	61 37%	67 37%	52 35%	42 42%	64 34%	94 35%	102 37%	64 36%	22 35%	125 37%	306 36%	61 35%
Neither agree nor disagree (0)	697 34%	378 38%	320 30%	66 29%	119 34%	112 34%	124 34%	108 36%	167 35%	160 29%	179 31%	164 39%	194 38%	64 37%	24 29%	78 34%	61 36%	62 35%	60 40%	30 30%	80 42%	79 30%	82 29%	59 33%	19 31%	98 29%	264 31%	55 31%
Slightly disagree (-1)	376 18%	175 17%	201 19%	57 25%	50 14%	55 17%	74 20%	46 15%	94 20%	114 21%	95 17%	78 18%	89 17%	30 17%	16 18%	43 19%	36 22%	26 14%	26 17%	18 18%	26 14%	50 19%	58 21%	35 20%	13 20%	77 23%	148 17%	21 12%
Strongly disagree (-2)	113 5%	59 6%	55 5%	15 6%	21 6%	13 4%	29 8%	10 3%	26 5%	33 6%	39 7%	16 4%	25 5%	10 6%	10 12%	15 6%	7 4%	8 5%	4 3%	6 6%	12 6%	21 8%	8 3%	10 6%	3 5%	16 5%	54 6%	10 6%
NET: Disagree	489 24%	234 23%	256 24%	72 31%	71 20%	69 21%	102 28%	56 19%	119 25%	147 27%	134 23%	94 22%	114 22%	40 23%	25 30%	57 25%	43 25%	34 19%	30 20%	24 24%	38 20%	71 27%	65 24%	45 26%	16 26%	93 27%	203 24%	31 18%
Mean	0.20	0.17	0.23	0.09	0.29	0.30	0.11	0.28	0.14	0.18	0.22	0.20	0.20	0.20	0.04	0.18	0.11	0.31	0.24	0.19	0.18	0.17	0.31	0.14	0.21	0.18	0.24	0.43
Standard deviation	1.00	0.98	1.01	1.04	1.01	0.99	1.06	0.89	0.97	1.02	1.02	0.95	0.99	0.99	1.10	1.03	0.90	0.98	0.89	0.99	0.95	1.08	1.01	0.98	1.04	1.01	1.05	1.08
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.05	0.04	0.04	0.04	0.07	0.12	0.07	0.07	0.08	0.07	0.09	0.06	0.07	0.06	0.07	0.14	0.06	0.04	0.09

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 45

Q.5 To what extent do you agree or disagree with the following statements about supermarkets?**Supermarkets are doing their bit to help their customers recycle****Base: All respondents**

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
NET: Agree	876 42%	136 42%	4 22%	113 47%	18 37%	105 41%	272 44%	25 42%	123 42%	53 39%	10 38%	13 60%	5 29%	815 43%	61 36%
Strongly agree (+2)	140 7%	33 10%	- -	20 8%	* 1%	16 6%	36 6%	1 2%	22 8%	8 6%	1 2%	2 8%	- -	130 7%	9 6%
Slightly agree (+1)	736 36%	103 32%	4 22%	93 38%	18 36%	89 34%	235 38%	24 39%	101 35%	45 33%	9 36%	11 53%	5 29%	685 36%	51 31%
Neither agree nor disagree (0)	697 34%	107 33%	6 38%	76 32%	18 37%	102 40%	217 35%	18 30%	86 30%	39 29%	12 45%	6 29%	9 58%	626 33%	71 43%
Slightly disagree (-1)	376 18%	59 18%	4 23%	41 17%	11 22%	36 14%	105 17%	16 26%	61 21%	36 26%	5 18%	2 8%	1 9%	347 18%	28 17%
Strongly disagree (-2)	113 5%	23 7%	3 16%	10 4%	2 5%	14 5%	30 5%	1 2%	21 7%	9 6%	- -	1 3%	1 4%	106 6%	7 4%
NET: Disagree	489 24%	82 25%	6 39%	51 21%	13 26%	50 20%	134 22%	17 28%	81 28%	45 33%	5 18%	2 11%	2 13%	454 24%	35 21%
Mean	0.20	0.20	-0.33	0.30	0.07	0.22	0.23	0.14	0.15	0.05	0.22	0.54	0.13	0.20	0.16
Standard deviation	1.00	1.07	1.03	0.99	0.90	0.96	0.96	0.90	1.06	1.04	0.77	0.88	0.74	1.00	0.92
Standard error	0.02	0.06	0.26	0.06	0.13	0.06	0.04	0.12	0.06	0.09	0.13	0.18	0.19	0.02	0.08

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 46

Q.5 To what extent do you agree or disagree with the following statements about supermarkets?

Supermarkets offer enough products with recyclable packaging

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri- vate
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175
NET: Agree	494 24%	244 24%	250 24%	69 30%	128 36%	105 32%	81 22%	58 19%	52 11%	139 25%	117 20%	113 27%	125 24%	37 21%	20 24%	58 25%	42 25%	50 28%	35 23%	24 24%	36 19%	80 30%	66 24%	32 18%	13 21%	108 32%	233 27%	68 39%
Strongly agree (+2)	137 7%	73 7%	64 6%	25 11%	29 8%	27 8%	22 6%	18 6%	17 4%	34 6%	31 5%	30 7%	41 8%	10 6%	5 5%	14 6%	10 6%	19 10%	9 6%	3 3%	9 5%	23 9%	17 6%	14 8%	4 6%	30 9%	67 8%	17 10%
Slightly agree (+1)	357 17%	171 17%	186 18%	44 19%	99 28%	78 24%	59 16%	40 13%	36 8%	104 19%	86 15%	83 19%	84 16%	27 16%	16 19%	43 19%	32 19%	31 17%	26 17%	21 21%	27 14%	57 21%	50 18%	18 10%	9 15%	78 23%	166 19%	50 29%
Neither agree nor disagree (0)	770 37%	408 41%	362 34%	70 30%	122 34%	116 35%	156 42%	123 41%	183 39%	185 34%	207 36%	164 39%	213 42%	70 40%	32 38%	78 34%	74 44%	75 42%	54 36%	33 33%	80 42%	88 33%	104 37%	56 32%	25 41%	106 31%	319 38%	52 30%
Slightly disagree (-1)	509 25%	243 24%	266 25%	73 31%	72 20%	69 21%	80 22%	76 25%	139 29%	149 27%	160 28%	97 23%	104 20%	36 21%	19 23%	57 25%	35 21%	34 19%	40 27%	34 34%	45 24%	61 23%	64 23%	64 36%	18 30%	93 28%	182 21%	29 17%
Strongly disagree (-2)	290 14%	112 11%	178 17%	19 8%	33 9%	42 13%	51 14%	46 15%	100 21%	80 14%	91 16%	50 12%	69 13%	32 18%	12 14%	38 16%	16 10%	21 12%	21 14%	9 9%	31 16%	37 14%	43 16%	24 14%	5 9%	31 9%	115 14%	26 15%
NET: Disagree	798 39%	355 35%	444 42%	92 40%	104 29%	111 33%	130 35%	122 40%	239 50%	228 41%	251 44%	147 35%	172 34%	68 39%	32 38%	94 41%	51 31%	55 31%	61 41%	44 44%	76 39%	98 37%	108 39%	89 50%	24 38%	125 37%	297 35%	55 32%
Mean	-0.22	-0.15	-0.29	-0.07	0.06	-0.06	-0.21	-0.31	-0.57	-0.24	-0.34	-0.13	-0.15	-0.30	-0.23	-0.26	-0.09	-0.04	-0.25	-0.26	-0.32	-0.12	-0.24	-0.38	-0.20	-0.06	-0.13	0.02
Standard deviation	1.09	1.06	1.12	1.13	1.09	1.13	1.06	1.06	1.01	1.11	1.08	1.08	1.10	1.11	1.09	1.13	1.01	1.12	1.09	1.00	1.06	1.16	1.10	1.09	1.01	1.11	1.12	1.21
Standard error	0.02	0.03	0.03	0.08	0.06	0.06	0.05	0.06	0.05	0.05	0.04	0.05	0.05	0.08	0.12	0.08	0.08	0.09	0.09	0.10	0.07	0.08	0.07	0.08	0.14	0.07	0.04	0.10

Ocean Plastic Survey
ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 47

Q.5 To what extent do you agree or disagree with the following statements about supermarkets?**Supermarkets offer enough products with recyclable packaging****Base: All respondents**

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
NET: Agree	494 24%	105 32%	4 27%	59 24%	11 23%	52 20%	141 23%	9 14%	65 23%	24 18%	9 36%	3 16%	10 61%	448 24%	46 28%
Strongly agree (+2)	137 7%	28 9%	3 17%	13 5%	3 6%	12 5%	38 6%	5 8%	22 8%	7 5%	4 14%	2 7%	1 7%	127 7%	10 6%
Slightly agree (+1)	357 17%	77 24%	2 10%	46 19%	8 17%	40 16%	103 17%	4 6%	44 15%	17 13%	6 22%	2 8%	9 53%	321 17%	36 22%
Neither agree nor disagree (0)	770 37%	111 34%	6 34%	94 39%	24 50%	98 38%	245 39%	24 39%	103 35%	47 35%	8 30%	6 30%	3 17%	706 37%	64 38%
Slightly disagree (-1)	509 25%	67 21%	3 20%	57 24%	8 16%	67 26%	159 26%	13 22%	80 27%	38 28%	5 20%	10 45%	2 15%	472 25%	37 22%
Strongly disagree (-2)	290 14%	41 13%	3 18%	31 13%	6 12%	40 15%	78 12%	15 25%	42 15%	26 19%	4 14%	2 9%	1 7%	269 14%	20 12%
NET: Disagree	798 39%	108 33%	6 39%	88 37%	14 28%	107 42%	237 38%	28 47%	122 42%	65 47%	9 34%	12 54%	4 22%	742 39%	57 34%
Mean	-0.22	-0.05	-0.14	-0.20	-0.10	-0.32	-0.22	-0.49	-0.26	-0.44	0.01	-0.40	0.39	-0.23	-0.12
Standard deviation	1.09	1.14	1.34	1.06	1.03	1.06	1.06	1.17	1.12	1.10	1.26	1.04	1.09	1.10	1.08
Standard error	0.02	0.06	0.34	0.07	0.14	0.07	0.04	0.16	0.06	0.09	0.22	0.22	0.28	0.03	0.09

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 48

Q.5 To what extent do you agree or disagree with the following statements about supermarkets?

Supermarkets are not doing enough to reduce the amount of plastic packaging they use

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri- vate
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175
NET: Agree	1425 69%	671 67%	754 71%	167 72%	238 67%	201 61%	244 66%	206 68%	369 78%	405 73%	396 69%	276 65%	349 68%	114 65%	62 74%	169 73%	108 64%	104 58%	99 66%	66 66%	141 73%	194 73%	198 71%	120 68%	50 81%	239 71%	571 67%	123 70%
Strongly agree (+2)	656 32%	273 27%	383 36%	76 33%	105 30%	86 26%	111 30%	79 26%	199 42%	172 31%	197 34%	110 26%	178 35%	53 30%	28 33%	80 35%	50 30%	51 28%	43 28%	31 31%	61 32%	84 31%	100 36%	56 32%	20 32%	100 30%	250 29%	47 27%
Slightly agree (+1)	769 37%	397 39%	372 35%	91 39%	133 38%	115 35%	133 36%	127 42%	170 36%	233 42%	199 35%	166 39%	171 33%	61 35%	35 41%	89 39%	58 34%	53 29%	56 38%	34 34%	80 42%	110 42%	98 35%	64 36%	30 49%	139 41%	320 38%	76 43%
Neither agree nor disagree (0)	469 23%	248 25%	222 21%	49 21%	83 23%	91 27%	89 24%	74 24%	83 18%	108 20%	127 22%	112 26%	122 24%	46 26%	19 22%	44 19%	45 27%	55 30%	40 26%	30 30%	42 22%	58 22%	49 17%	35 20%	7 11%	70 21%	195 23%	38 22%
Slightly disagree (-1)	147 7%	80 8%	68 6%	12 5%	26 7%	35 10%	32 9%	21 7%	21 4%	35 6%	42 7%	32 8%	37 7%	11 6%	2 2%	13 6%	13 8%	20 11%	11 8%	4 4%	8 4%	14 5%	29 10%	18 10%	5 8%	24 7%	72 8%	11 7%
Strongly disagree (-2)	21 1%	9 1%	12 1%	3 1%	8 2%	5 2%	2 1%	2 1%	1 *	4 1%	10 2%	4 1%	3 1%	5 3%	1 1%	4 2%	2 1%	2 1%	- -	- -	* *	- -	3 1%	4 2%	- -	5 2%	12 1%	3 2%
NET: Disagree	168 8%	88 9%	80 8%	15 6%	33 9%	40 12%	34 9%	23 8%	23 5%	39 7%	52 9%	36 9%	40 8%	16 9%	3 3%	17 7%	15 9%	22 12%	11 8%	4 4%	9 4%	14 5%	31 11%	22 12%	5 8%	29 9%	84 10%	14 8%
Mean	0.92	0.84	0.99	0.98	0.85	0.73	0.87	0.86	1.15	0.97	0.92	0.81	0.95	0.83	1.03	0.99	0.83	0.73	0.87	0.94	1.01	0.99	0.95	0.85	1.05	0.90	0.85	0.87
Standard deviation	0.96	0.94	0.97	0.93	1.00	1.01	0.96	0.91	0.88	0.91	1.00	0.94	0.96	1.02	0.87	0.96	0.98	1.02	0.92	0.88	0.86	0.86	1.02	1.05	0.87	0.96	0.99	0.94
Standard error	0.02	0.03	0.03	0.06	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.04	0.04	0.07	0.09	0.06	0.08	0.08	0.07	0.08	0.06	0.06	0.06	0.08	0.12	0.06	0.04	0.08

Ocean Plastic Survey
ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 49

Q.5 To what extent do you agree or disagree with the following statements about supermarkets?**Supermarkets are not doing enough to reduce the amount of plastic packaging they use****Base: All respondents**

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
NET: Agree	1425 69%	221 68%	10 63%	150 63%	32 66%	183 71%	438 70%	42 69%	200 69%	104 76%	18 68%	15 70%	11 67%	1311 69%	114 68%
Strongly agree (+2)	656 32%	109 34%	6 35%	70 29%	13 27%	83 32%	193 31%	18 30%	90 31%	52 38%	9 33%	10 46%	3 20%	605 32%	51 31%
Slightly agree (+1)	769 37%	112 35%	5 28%	81 34%	19 39%	100 39%	245 39%	23 39%	110 38%	52 38%	9 34%	5 24%	8 48%	706 37%	63 37%
Neither agree nor disagree (0)	469 23%	75 23%	6 37%	61 26%	16 32%	59 23%	134 21%	14 23%	72 25%	18 13%	6 21%	4 17%	5 33%	426 23%	43 26%
Slightly disagree (-1)	147 7%	24 7%	-	29 12%	* 1%	14 6%	45 7%	2 3%	18 6%	11 8%	3 11%	2 8%	-	141 7%	6 4%
Strongly disagree (-2)	21 1%	5 1%	-	-	1 2%	1 *	6 1%	3 5%	-	3 3%	-	1 5%	-	16 1%	5 3%
NET: Disagree	168 8%	28 9%	-	29 12%	1 3%	15 6%	51 8%	5 9%	18 6%	14 11%	3 11%	3 13%	-	157 8%	11 6%
Mean	0.92	0.92	0.98	0.80	0.88	0.97	0.92	0.85	0.94	1.01	0.90	0.98	0.87	0.92	0.90
Standard deviation	0.96	0.99	0.87	0.99	0.89	0.90	0.95	1.06	0.90	1.04	1.01	1.20	0.74	0.96	0.98
Standard error	0.02	0.06	0.22	0.06	0.12	0.06	0.04	0.14	0.05	0.09	0.18	0.25	0.19	0.02	0.08

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 50

Q.6 To what extent do you support or oppose the idea of supermarkets moving towards using more refillable and reusable packaging instead of using single use packaging?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175
NET: Support	1780 86%	850 84%	930 88%	199 86%	303 85%	276 83%	309 84%	265 87%	428 90%	462 84%	497 86%	373 88%	449 88%	157 89%	70 83%	197 85%	147 87%	140 78%	133 89%	84 84%	168 87%	231 87%	246 89%	151 86%	56 90%	289 85%	726 85%	142 82%
Strongly support (+2)	1136 55%	501 50%	636 60%	133 58%	181 51%	171 52%	195 53%	170 56%	286 60%	298 54%	336 58%	224 53%	279 55%	105 60%	41 49%	125 54%	86 51%	84 47%	73 48%	58 58%	107 56%	149 56%	152 55%	116 66%	41 67%	190 56%	456 54%	92 53%
Slightly support (+1)	644 31%	350 35%	294 28%	67 29%	122 34%	105 32%	114 31%	95 31%	142 30%	164 30%	161 28%	149 35%	170 33%	52 30%	29 34%	72 31%	61 36%	57 31%	61 40%	27 27%	61 32%	82 31%	94 34%	35 20%	15 24%	98 29%	270 32%	50 29%
Neither support nor oppose (0)	233 11%	125 12%	108 10%	23 10%	41 12%	47 14%	51 14%	35 11%	37 8%	75 14%	62 11%	40 9%	57 11%	17 9%	12 14%	30 13%	17 10%	31 17%	10 7%	12 12%	21 11%	33 12%	26 10%	18 10%	6 9%	43 13%	96 11%	20 12%
Slightly oppose (-1)	35 2%	26 3%	9 1%	7 3%	4 1%	8 2%	7 2%	3 1%	7 1%	11 2%	11 2%	9 2%	4 1%	- -	2 2%	3 1%	2 1%	8 4%	6 4%	3 3%	3 2%	1 *	5 2%	2 1%	1 1%	6 2%	18 2%	11 7%
Strongly oppose (-2)	14 1%	5 *	9 1%	1 1%	7 2%	2 1%	1 *	1 *	2 *	5 1%	5 1%	3 1%	1 *	2 1%	* *	- -	3 2%	1 1%	- -	1 1%	- -	2 1%	- -	5 3%	- -	* *	9 1%	1 *
NET: Oppose	49 2%	31 3%	18 2%	8 4%	11 3%	9 3%	7 2%	4 1%	9 2%	16 3%	16 3%	12 3%	5 1%	2 1%	2 2%	3 1%	4 2%	9 5%	6 4%	3 3%	3 2%	3 1%	5 2%	7 4%	1 1%	6 2%	28 3%	12 7%
Mean	1.38	1.31	1.46	1.40	1.31	1.31	1.35	1.42	1.48	1.34	1.41	1.37	1.41	1.47	1.29	1.38	1.34	1.19	1.33	1.38	1.42	1.41	1.41	1.45	1.56	1.40	1.35	1.27
Standard deviation	0.80	0.82	0.78	0.83	0.87	0.84	0.80	0.75	0.74	0.85	0.82	0.79	0.74	0.76	0.82	0.76	0.82	0.92	0.79	0.85	0.75	0.77	0.74	0.93	0.70	0.79	0.85	0.93
Standard error	0.02	0.03	0.02	0.06	0.05	0.05	0.04	0.04	0.03	0.04	0.03	0.04	0.03	0.05	0.09	0.05	0.06	0.07	0.06	0.08	0.05	0.05	0.04	0.07	0.10	0.05	0.03	0.08

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 51

Q.6 To what extent do you support or oppose the idea of supermarkets moving towards using more refillable and reusable packaging instead of using single use packaging?

Base: All respondents

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr-isons	Ice-land	Sains-bury's	Tesco	Wait-rose	Aldi	Lidl	Co-op	Some-where else	Don't purchase	Half or more	Less / none
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
NET: Support	1780 86%	268 82%	12 75%	210 87%	44 89%	221 86%	545 88%	46 76%	255 88%	124 91%	22 82%	18 85%	15 93%	1633 86%	148 88%
Strongly support	(+2) 1136 55%	186 57%	7 40%	122 51%	24 49%	158 62%	342 55%	31 50%	154 53%	80 59%	13 48%	11 52%	8 48%	1031 54%	105 63%
Slightly support	(+1) 644 31%	82 25%	6 35%	88 37%	20 40%	63 24%	203 33%	15 25%	100 34%	44 32%	9 34%	7 33%	7 44%	602 32%	42 25%
Neither support nor oppose	(0) 233 11%	51 16%	3 18%	25 10%	5 10%	29 11%	65 10%	11 18%	29 10%	6 4%	5 18%	3 15%	1 7%	215 11%	18 11%
Slightly oppose	(-1) 35 2%	2 1%	1 7%	4 2%	* 1%	5 2%	10 2%	3 5%	5 2%	4 3%	- -	- -	- -	35 2%	* *
Strongly oppose	(-2) 14 1%	4 1%	- -	1 1%	- -	1 *	2 *	1 1%	2 1%	2 2%	- -	- -	- -	12 1%	1 1%
NET: Oppose	49 2%	6 2%	1 7%	5 2%	* 1%	7 3%	13 2%	4 6%	7 2%	7 5%	- -	- -	- -	47 2%	2 1%
Mean	1.38	1.37	1.09	1.36	1.38	1.45	1.40	1.19	1.38	1.43	1.30	1.37	1.41	1.37	1.49
Standard deviation	0.80	0.85	0.95	0.78	0.70	0.81	0.77	0.98	0.78	0.86	0.77	0.75	0.64	0.81	0.76
Standard error	0.02	0.05	0.24	0.05	0.10	0.05	0.03	0.13	0.05	0.07	0.13	0.16	0.17	0.02	0.06

Ocean Plastic Survey
ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 52
Q.7 How likely or unlikely are you to do each of the following?
Summary
Base: All respondents

		Hand back plastic packaging you don't need at the supermarket till	Post unwanted plastic packaging back to a supermarket headquarters	Stop buying supermarket goods that are packaged in non-recyclable plastic	Switch to a different supermarket that you feel is doing more to reduce their plastic use	Stop buying fruit and vegetables packaged in plastic
Unweighted base		2062	2062	2062	2062	2062
Weighted base		2062	2062	2062	2062	2062
NET: Likely		759 37%	363 18%	883 43%	687 33%	1154 56%
Very likely	(+2)	300 15%	156 8%	328 16%	232 11%	502 24%
Somewhat likely	(+1)	459 22%	206 10%	556 27%	455 22%	652 32%
Neither likely nor unlikely	(0)	420 20%	399 19%	602 29%	606 29%	430 21%
Somewhat unlikely	(-1)	421 20%	443 22%	365 18%	433 21%	281 14%
Very unlikely	(-2)	442 21%	839 41%	204 10%	319 15%	176 9%
NET: Unlikely		863 42%	1283 62%	569 28%	753 37%	457 22%
Don't know		20 1%	18 1%	7 *	17 1%	21 1%
Mean		-0.12	-0.78	0.21	-0.08	0.50
Standard deviation		1.37	1.29	1.20	1.23	1.24
Standard error		0.03	0.03	0.03	0.03	0.03

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 53

**Q.7 How likely or unlikely are you to do each of the following?
Hand back plastic packaging you don't need at the supermarket till**
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	North of Ireland		Public	Private
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175
NET: Likely	759 37%	339 34%	420 40%	91 40%	137 39%	135 41%	130 35%	108 36%	158 33%	202 37%	203 35%	146 34%	208 41%	50 28%	35 42%	86 37%	53 32%	68 38%	62 41%	30 30%	71 37%	90 34%	123 44%	58 33%	33 53%	136 40%	333 39%	84 48%
Very likely	(+2) 300 15%	123 12%	177 17%	32 14%	48 14%	60 18%	51 14%	43 14%	66 14%	82 15%	77 13%	59 14%	82 16%	16 9%	10 12%	37 16%	25 15%	28 15%	24 16%	8 8%	25 13%	37 14%	49 18%	29 16%	13 21%	50 15%	133 16%	38 22%
Somewhat likely	(+1) 459 22%	216 21%	243 23%	59 26%	88 25%	76 23%	79 21%	64 21%	93 20%	120 22%	126 22%	87 20%	126 25%	34 19%	25 30%	49 21%	28 17%	41 23%	38 25%	22 22%	46 24%	54 20%	73 26%	29 17%	20 32%	86 25%	200 24%	45 26%
Neither likely nor unlikely	(0) 420 20%	213 21%	206 20%	36 16%	65 18%	68 21%	80 22%	76 25%	95 20%	98 18%	124 22%	98 23%	100 20%	44 25%	15 18%	53 23%	47 28%	37 20%	29 19%	30 30%	39 20%	49 18%	38 14%	33 19%	7 11%	71 21%	164 19%	28 16%
Somewhat unlikely	(-1) 421 20%	220 22%	201 19%	49 21%	58 16%	66 20%	85 23%	56 19%	106 22%	112 20%	118 20%	82 19%	110 22%	35 20%	17 20%	51 22%	23 14%	24 13%	32 21%	18 18%	47 24%	55 21%	59 21%	46 26%	14 23%	61 18%	168 20%	29 17%
Very unlikely	(-2) 442 21%	221 22%	221 21%	49 21%	91 26%	60 18%	71 19%	60 20%	111 23%	135 24%	129 22%	89 21%	89 18%	47 26%	16 19%	38 17%	40 24%	49 27%	28 19%	20 20%	33 17%	70 26%	57 20%	37 21%	7 12%	67 20%	179 21%	32 18%
NET: Unlikely	863 42%	442 44%	421 40%	98 43%	149 42%	126 38%	156 43%	116 38%	216 46%	247 45%	246 43%	170 40%	199 39%	82 47%	33 39%	89 39%	63 37%	73 40%	60 40%	39 39%	80 42%	125 47%	115 41%	83 47%	22 35%	128 38%	347 41%	62 35%
Don't know	20 1%	13 1%	8 1%	5 2%	3 1%	2 1%	1 *	3 1%	5 1%	6 1%	2 *	10 2%	3 1%	- -	1 1%	2 1%	5 3%	2 1%	- -	1 1%	2 1%	3 1%	2 1%	1 1%	1 1%	3 1%	5 1%	2 1%
Mean	-0.12	-0.20	-0.04	-0.11	-0.16	0.03	-0.13	-0.08	-0.22	-0.18	-0.17	-0.13	*	-0.36	-0.04	-0.02	-0.15	-0.15	-0.01	-0.20	-0.10	-0.26	*	-0.19	0.28	-0.03	-0.07	0.16
Standard deviation	1.37	1.34	1.39	1.39	1.41	1.37	1.33	1.34	1.37	1.41	1.36	1.35	1.35	1.30	1.33	1.33	1.37	1.44	1.36	1.24	1.31	1.40	1.42	1.39	1.36	1.36	1.38	1.43
Standard error	0.03	0.04	0.04	0.10	0.08	0.08	0.07	0.07	0.06	0.06	0.06	0.06	0.06	0.09	0.15	0.09	0.11	0.11	0.11	0.12	0.09	0.09	0.08	0.11	0.19	0.08	0.05	0.12

Ocean Plastic Survey
ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 54

Q.7 How likely or unlikely are you to do each of the following?
Hand back plastic packaging you don't need at the supermarket till
Base: All respondents

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
NET: Likely	759 37%	113 35%	5 32%	83 34%	18 37%	92 36%	240 38%	21 35%	111 38%	58 43%	8 32%	7 31%	2 15%	691 36%	68 41%
Very likely	(+2) 300 15%	45 14%	2 12%	36 15%	4 9%	41 16%	87 14%	15 25%	41 14%	26 19%	1 4%	- -	1 7%	276 15%	24 15%
Somewhat likely	(+1) 459 22%	69 21%	3 20%	47 19%	14 29%	51 20%	153 25%	6 10%	70 24%	32 23%	7 28%	7 31%	1 7%	415 22%	44 26%
Neither likely nor unlikely	(0) 420 20%	55 17%	3 19%	61 25%	15 30%	66 26%	115 18%	10 16%	55 19%	28 21%	5 20%	4 18%	4 26%	398 21%	22 13%
Somewhat unlikely	(-1) 421 20%	76 23%	5 31%	47 20%	4 8%	45 17%	136 22%	20 33%	54 19%	19 14%	7 25%	4 20%	3 21%	382 20%	39 23%
Very unlikely	(-2) 442 21%	77 24%	3 18%	49 20%	12 25%	54 21%	123 20%	10 16%	68 23%	31 23%	6 23%	5 23%	5 32%	409 22%	34 20%
NET: Unlikely	863 42%	153 47%	8 49%	96 40%	16 33%	98 38%	259 42%	30 49%	122 42%	50 37%	13 48%	9 43%	9 53%	791 42%	72 43%
Don't know	20 1%	3 1%	- -	1 *	- -	1 1%	10 2%	- -	2 1%	- -	- -	2 9%	1 7%	15 1%	5 3%
Mean	-0.12	-0.22	-0.22	-0.10	-0.11	-0.07	-0.09	-0.05	-0.13	0.02	-0.36	-0.38	-0.68	-0.12	-0.08
Standard deviation	1.37	1.39	1.33	1.34	1.32	1.36	1.35	1.45	1.39	1.44	1.24	1.22	1.28	1.37	1.40
Standard error	0.03	0.08	0.33	0.08	0.18	0.09	0.05	0.20	0.08	0.12	0.22	0.27	0.34	0.03	0.12

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 55

Q.7 How likely or unlikely are you to do each of the following?
Post unwanted plastic packaging back to a supermarket headquarters
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	North Ireland		Public	Private
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175
NET: Likely	363 18%	164 16%	199 19%	58 25%	82 23%	78 23%	63 17%	38 13%	43 9%	99 18%	87 15%	74 18%	102 20%	17 10%	30 36%	38 17%	32 19%	36 20%	34 23%	8 8%	27 14%	47 18%	55 20%	30 17%	7 11%	77 23%	175 21%	63 36%
Very likely	(+2) 156 8%	64 6%	92 9%	15 7%	46 13%	29 9%	24 7%	18 6%	24 5%	44 8%	28 5%	28 6%	56 11%	5 3%	8 10%	17 8%	13 7%	20 11%	12 8%	1 1%	12 6%	16 6%	36 13%	15 9%	1 2%	30 9%	81 10%	29 17%
Somewhat likely	(+1) 206 10%	99 10%	107 10%	43 19%	37 10%	49 15%	39 11%	20 7%	19 4%	55 10%	59 10%	47 11%	46 9%	12 7%	22 27%	21 9%	20 12%	16 9%	22 15%	7 7%	16 8%	31 12%	19 7%	15 9%	6 9%	47 14%	94 11%	34 19%
Neither likely nor unlikely	(0) 399 19%	192 19%	207 20%	27 12%	66 19%	72 22%	82 22%	68 22%	83 18%	94 17%	102 18%	90 21%	113 22%	42 24%	9 11%	50 22%	34 20%	39 21%	27 18%	29 29%	39 20%	47 18%	41 15%	32 18%	11 18%	68 20%	161 19%	36 21%
Somewhat unlikely	(-1) 443 22%	199 20%	245 23%	39 17%	63 18%	72 22%	73 20%	69 23%	128 27%	118 21%	122 21%	83 20%	120 24%	42 24%	13 16%	49 21%	33 20%	27 15%	33 22%	22 22%	53 27%	53 20%	67 24%	36 21%	14 23%	66 19%	163 19%	26 15%
Very unlikely	(-2) 839 41%	444 44%	395 37%	105 45%	140 39%	108 33%	147 40%	125 41%	214 45%	240 43%	263 46%	170 40%	167 33%	74 42%	29 35%	93 40%	66 39%	78 43%	56 37%	39 39%	71 37%	115 43%	114 41%	75 42%	30 49%	126 37%	347 41%	49 28%
NET: Unlikely	1283 62%	642 64%	640 61%	144 62%	203 57%	180 54%	220 60%	194 64%	342 72%	358 65%	385 67%	253 60%	287 56%	117 66%	43 51%	142 62%	99 59%	105 58%	89 59%	61 61%	123 64%	168 63%	181 65%	111 63%	44 72%	192 57%	511 60%	75 43%
Don't know	18 1%	8 1%	9 1%	2 1%	3 1%	2 *	2 *	3 1%	6 1%	1 *	1 *	7 2%	9 2%	1 *	2 2%	- -	2 1%	1 1%	- -	2 2%	2 1%	4 1%	1 *	3 2%	- -	1 *	3 *	* *
Mean	-0.78	-0.86	-0.71	-0.77	-0.61	-0.55	-0.76	-0.88	-1.04	-0.82	-0.93	-0.77	-0.59	-0.96	-0.41	-0.78	-0.73	-0.71	-0.66	-0.93	-0.82	-0.84	-0.73	-0.81	-1.08	-0.63	-0.71	-0.18
Standard deviation	1.29	1.26	1.30	1.37	1.42	1.31	1.27	1.20	1.12	1.30	1.22	1.27	1.33	1.09	1.46	1.27	1.30	1.39	1.33	1.04	1.20	1.28	1.39	1.32	1.09	1.34	1.35	1.46
Standard error	0.03	0.04	0.04	0.10	0.08	0.07	0.07	0.07	0.05	0.06	0.05	0.06	0.06	0.08	0.16	0.09	0.10	0.11	0.10	0.10	0.08	0.09	0.08	0.10	0.15	0.08	0.05	0.12

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 56

Q.7 How likely or unlikely are you to do each of the following?
Post unwanted plastic packaging back to a supermarket headquarters
Base: All respondents

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
NET: Likely	363 18%	54 17%	3 17%	40 17%	14 29%	43 17%	113 18%	9 15%	63 22%	17 12%	2 8%	- -	3 20%	340 18%	22 13%
Very likely	(+2) 156 8%	25 8%	1 7%	19 8%	5 10%	15 6%	54 9%	7 11%	22 8%	7 5%	1 3%	- -	1 7%	154 8%	3 2%
Somewhat likely	(+1) 206 10%	30 9%	2 10%	21 9%	9 19%	28 11%	59 10%	3 5%	41 14%	10 7%	1 4%	- -	2 13%	187 10%	20 12%
Neither likely nor unlikely	(0) 399 19%	62 19%	1 9%	51 21%	16 33%	61 24%	112 18%	10 16%	44 15%	32 24%	5 18%	2 10%	2 15%	372 20%	27 16%
Somewhat unlikely	(-1) 443 22%	69 21%	5 30%	55 23%	8 17%	45 18%	142 23%	8 13%	61 21%	36 26%	8 31%	4 20%	2 12%	409 22%	34 20%
Very unlikely	(-2) 839 41%	138 42%	7 45%	91 38%	10 20%	105 41%	249 40%	34 56%	121 42%	51 38%	12 43%	13 61%	8 47%	756 40%	83 49%
NET: Unlikely	1283 62%	206 64%	12 74%	146 61%	18 37%	151 59%	391 63%	42 69%	182 63%	87 64%	20 74%	17 82%	10 58%	1166 62%	117 70%
Don't know	18 1%	2 1%	- -	3 1%	* 1%	2 1%	6 1%	- -	1 *	- -	- -	2 9%	1 7%	17 1%	1 1%
Mean	-0.78	-0.82	-0.96	-0.75	-0.18	-0.77	-0.77	-0.98	-0.75	-0.84	-1.06	-1.57	-0.83	-0.76	-1.05
Standard deviation	1.29	1.28	1.28	1.28	1.25	1.26	1.30	1.38	1.33	1.16	1.07	0.70	1.42	1.30	1.13
Standard error	0.03	0.07	0.32	0.08	0.18	0.08	0.05	0.19	0.08	0.10	0.19	0.15	0.38	0.03	0.10

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 57

Q.7 How likely or unlikely are you to do each of the following?**Stop buying supermarket goods that are packaged in non-recyclable plastic****Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector			Opinion Influencer	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	Public		Pri- vate
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175
NET: Likely	883 43%	377 37%	506 48%	109 47%	145 41%	144 43%	153 42%	125 41%	208 44%	249 45%	251 44%	171 40%	213 42%	68 38%	30 36%	103 45%	65 39%	74 41%	73 49%	40 40%	83 43%	108 41%	137 49%	76 43%	26 43%	171 51%	358 42%	106 61%
Very likely	(+2) 328 16%	125 12%	202 19%	34 15%	55 16%	49 15%	56 15%	57 19%	76 16%	91 16%	84 15%	66 15%	88 17%	23 13%	16 19%	36 16%	24 14%	29 16%	33 22%	8 8%	25 13%	29 11%	56 20%	39 22%	9 15%	61 18%	141 17%	50 29%
Somewhat likely	(+1) 556 27%	252 25%	304 29%	75 32%	90 25%	95 29%	97 26%	68 22%	132 28%	158 29%	167 29%	105 25%	125 24%	45 25%	14 16%	67 29%	41 24%	45 25%	40 27%	32 32%	57 30%	79 30%	82 29%	36 21%	17 28%	111 33%	217 26%	56 32%
Neither likely nor unlikely	(0) 602 29%	314 31%	288 27%	56 24%	99 28%	99 30%	114 31%	103 34%	130 27%	153 28%	154 27%	134 32%	160 31%	60 34%	29 35%	71 31%	56 33%	50 28%	35 24%	37 37%	57 29%	67 25%	67 24%	54 31%	20 32%	77 23%	255 30%	33 19%
Somewhat unlikely	(-1) 365 18%	189 19%	176 17%	34 15%	63 18%	57 17%	65 18%	53 17%	93 20%	93 17%	100 17%	76 18%	96 19%	29 16%	13 16%	39 17%	24 14%	28 16%	31 20%	14 14%	40 21%	56 21%	53 19%	27 16%	12 19%	60 18%	131 15%	17 10%
Very unlikely	(-2) 204 10%	122 12%	83 8%	30 13%	45 13%	31 9%	35 10%	21 7%	42 9%	57 10%	69 12%	38 9%	40 8%	20 11%	10 12%	17 7%	23 14%	27 15%	11 7%	9 9%	13 7%	33 12%	21 7%	17 10%	4 6%	29 9%	104 12%	18 11%
NET: Unlikely	569 28%	311 31%	259 25%	64 28%	108 31%	89 27%	100 27%	74 24%	135 28%	150 27%	169 29%	114 27%	136 27%	49 28%	24 28%	55 24%	47 28%	55 31%	42 28%	22 22%	53 27%	89 34%	73 26%	45 25%	16 26%	89 26%	235 28%	35 20%
Don't know	7 *	5 1%	2 *	2 1%	2 *	1 *	- *	1 *	2 *	- *	1 *	5 1%	2 *	- *	1 1%	1 *	1 *	1 *	- *	1 1%	- *	2 1%	- 1%	1 1%	- *	1 *	2 *	- *
Mean	0.21	0.07	0.35	0.22	0.13	0.22	0.20	0.29	0.23	0.24	0.17	0.20	0.24	0.13	0.15	0.29	0.12	0.11	0.36	0.17	0.22	0.05	0.36	0.30	0.26	0.34	0.19	0.59
Standard deviation	1.20	1.19	1.19	1.25	1.25	1.18	1.18	1.17	1.19	1.21	1.23	1.18	1.17	1.18	1.26	1.14	1.23	1.29	1.24	1.06	1.12	1.20	1.21	1.26	1.13	1.21	1.24	1.29
Standard error	0.03	0.04	0.04	0.09	0.07	0.07	0.06	0.06	0.05	0.05	0.05	0.06	0.05	0.08	0.14	0.08	0.09	0.10	0.10	0.10	0.08	0.08	0.07	0.10	0.16	0.07	0.04	0.11

Ocean Plastic Survey
ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 58

Q.7 How likely or unlikely are you to do each of the following?**Stop buying supermarket goods that are packaged in non-recyclable plastic****Base: All respondents**

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
NET: Likely	883 43%	122 38%	6 38%	101 42%	15 30%	113 44%	279 45%	36 59%	131 45%	58 42%	11 41%	6 30%	6 38%	813 43%	71 42%
Very likely	(+2) 328 16%	47 14%	4 26%	37 15%	8 17%	37 14%	100 16%	12 19%	54 19%	24 18%	3 10%	2 8%	1 6%	310 16%	17 10%
Somewhat likely	(+1) 556 27%	76 23%	2 12%	64 26%	7 14%	76 30%	179 29%	24 40%	77 27%	33 24%	8 31%	5 22%	5 32%	502 27%	53 32%
Neither likely nor unlikely	(0) 602 29%	99 30%	7 42%	77 32%	22 45%	75 29%	175 28%	12 20%	74 25%	38 28%	10 38%	9 41%	5 30%	559 30%	43 26%
Somewhat unlikely	(-1) 365 18%	61 19%	3 20%	41 17%	6 13%	45 18%	112 18%	7 11%	52 18%	29 21%	2 9%	4 17%	2 15%	329 17%	36 22%
Very unlikely	(-2) 204 10%	43 13%	- -	22 9%	6 11%	23 9%	53 9%	6 10%	32 11%	12 9%	3 12%	2 7%	2 10%	188 10%	17 10%
NET: Unlikely	569 28%	104 32%	3 20%	63 26%	12 24%	69 27%	165 26%	13 21%	85 29%	41 30%	6 21%	5 25%	4 25%	517 27%	53 31%
Don't know	7 *	- -	- -	- -	- -	1 *	4 1%	- -	1 *	- -	- -	1 4%	1 7%	6 *	1 1%
Mean	0.21	0.07	0.44	0.22	0.11	0.22	0.26	0.47	0.24	0.21	0.19	0.06	0.08	0.22	0.12
Standard deviation	1.20	1.23	1.11	1.17	1.18	1.17	1.18	1.22	1.26	1.22	1.14	1.06	1.13	1.20	1.16
Standard error	0.03	0.07	0.28	0.07	0.16	0.07	0.05	0.16	0.07	0.10	0.20	0.22	0.30	0.03	0.10

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 59

Q.7 How likely or unlikely are you to do each of the following?**Switch to a different supermarket that you feel is doing more to reduce their plastic use****Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	North of Ireland		Public	Private
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175
NET: Likely	687 33%	301 30%	385 36%	100 43%	139 39%	122 37%	120 33%	90 30%	115 24%	204 37%	204 35%	134 32%	145 28%	50 28%	35 41%	85 37%	51 30%	63 35%	51 34%	32 32%	54 28%	85 32%	98 35%	61 34%	23 37%	156 46%	291 34%	105 60%
Very likely	(+2) 232 11%	101 10%	131 12%	29 13%	39 11%	40 12%	48 13%	34 11%	42 9%	81 15%	51 9%	44 10%	56 11%	16 9%	17 20%	25 11%	14 8%	26 14%	20 13%	5 5%	17 9%	27 10%	38 14%	19 11%	8 13%	44 13%	108 13%	40 23%
Somewhat likely	(+1) 455 22%	200 20%	254 24%	70 31%	100 28%	83 25%	72 20%	56 18%	73 15%	123 22%	152 27%	90 21%	89 17%	34 19%	18 22%	61 26%	37 22%	37 21%	32 21%	27 27%	37 19%	57 22%	59 21%	42 24%	15 24%	111 33%	183 22%	65 37%
Neither likely nor unlikely	(0) 606 29%	307 31%	298 28%	57 25%	72 20%	100 30%	119 32%	95 31%	162 34%	161 29%	147 26%	139 33%	158 31%	54 31%	21 25%	64 28%	47 28%	48 27%	47 31%	38 38%	71 37%	73 27%	73 26%	52 29%	18 29%	73 22%	249 29%	31 18%
Somewhat unlikely	(-1) 433 21%	217 22%	217 21%	41 18%	80 23%	53 16%	76 21%	68 23%	115 24%	104 19%	129 22%	86 20%	115 22%	35 20%	17 20%	53 23%	38 23%	36 20%	27 18%	14 14%	44 23%	63 24%	60 21%	31 18%	16 26%	56 17%	174 21%	20 12%
Very unlikely	(-2) 319 15%	173 17%	147 14%	29 13%	61 17%	56 17%	50 14%	47 16%	77 16%	79 14%	94 16%	61 14%	85 17%	36 20%	10 12%	25 11%	30 18%	33 18%	23 15%	15 15%	22 12%	44 16%	46 17%	29 17%	5 8%	52 16%	129 15%	19 11%
NET: Unlikely	753 37%	389 39%	364 34%	70 30%	141 40%	109 33%	126 34%	115 38%	192 41%	184 33%	223 39%	146 34%	200 39%	71 40%	27 32%	78 34%	68 41%	68 38%	50 33%	29 29%	66 34%	107 40%	106 38%	61 35%	21 34%	109 32%	303 36%	39 22%
Don't know	17 1%	8 1%	8 1%	4 2%	3 1%	1 *	2 1%	2 1%	5 1%	3 1%	1 *	5 1%	8 2%	1 *	1 1%	3 1%	2 1%	1 *	2 1%	1 1%	1 1%	2 1%	1 *	3 2%	- -	1 *	7 1%	- -
Mean	-0.08	-0.16	0.01	0.13	-0.07	-0.01	-0.02	-0.13	-0.24	0.04	-0.11	-0.07	-0.17	-0.23	0.17	0.03	-0.21	-0.07	-0.01	-0.07	-0.09	-0.15	-0.06	-0.06	0.09	0.12	-0.04	0.50
Standard deviation	1.23	1.22	1.23	1.23	1.28	1.25	1.22	1.22	1.17	1.26	1.22	1.19	1.23	1.24	1.31	1.18	1.22	1.31	1.25	1.11	1.12	1.23	1.29	1.24	1.16	1.28	1.24	1.26
Standard error	0.03	0.04	0.04	0.09	0.07	0.07	0.06	0.07	0.05	0.06	0.05	0.06	0.05	0.09	0.14	0.08	0.09	0.10	0.10	0.11	0.08	0.08	0.08	0.10	0.16	0.08	0.04	0.10

Ocean Plastic Survey
ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 60

Q.7 How likely or unlikely are you to do each of the following?**Switch to a different supermarket that you feel is doing more to reduce their plastic use****Base: All respondents**

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
NET: Likely	687 33%	103 32%	6 37%	70 29%	22 44%	78 30%	214 34%	20 33%	108 37%	52 38%	6 24%	6 29%	3 16%	639 34%	48 29%
Very likely (+2)	232 11%	36 11%	3 15%	29 12%	6 13%	21 8%	70 11%	6 10%	39 13%	18 13%	3 10%	2 7%	- -	223 12%	8 5%
Somewhat likely (+1)	455 22%	67 21%	4 22%	41 17%	15 31%	57 22%	144 23%	14 23%	68 24%	34 25%	4 14%	5 22%	3 16%	415 22%	39 24%
Neither likely nor unlikely (0)	606 29%	96 29%	2 14%	82 34%	12 25%	86 34%	179 29%	14 23%	77 26%	39 29%	12 45%	4 17%	2 15%	557 29%	48 29%
Somewhat unlikely (-1)	433 21%	59 18%	5 30%	48 20%	12 25%	52 20%	136 22%	16 26%	60 21%	29 21%	4 16%	8 37%	4 26%	396 21%	37 22%
Very unlikely (-2)	319 15%	65 20%	3 18%	39 16%	3 6%	37 14%	87 14%	11 17%	46 16%	17 12%	4 15%	2 9%	6 36%	287 15%	33 20%
NET: Unlikely	753 37%	124 38%	8 48%	87 36%	15 31%	89 35%	223 36%	26 44%	106 36%	46 34%	8 31%	10 46%	10 63%	683 36%	70 42%
Don't know	17 1%	2 1%	- -	2 1%	- -	3 1%	7 1%	- -	- -	- -	- -	2 9%	1 7%	16 1%	1 1%
Mean	-0.08	-0.16	-0.13	-0.11	0.20	-0.10	-0.04	-0.18	-0.02	0.05	-0.12	-0.21	-0.89	-0.06	-0.28
Standard deviation	1.23	1.27	1.40	1.23	1.13	1.16	1.21	1.26	1.27	1.22	1.15	1.17	1.14	1.23	1.18
Standard error	0.03	0.07	0.35	0.08	0.16	0.07	0.05	0.17	0.07	0.10	0.20	0.26	0.30	0.03	0.10

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 61

Q.7 How likely or unlikely are you to do each of the following?**Stop buying fruit and vegetables packaged in plastic****Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector			Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	North Ireland	Public		Private	
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146	
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175	
NET: Likely	1154	494	660	134	190	190	195	160	285	333	309	229	283	96	50	126	81	89	82	52	118	141	174	102	42	207	470	124	
	56%	49%	63%	58%	54%	57%	53%	53%	60%	60%	54%	54%	55%	54%	59%	55%	48%	50%	55%	52%	62%	53%	63%	58%	69%	61%	55%	71%	
Very likely	(+2)	502	192	310	46	77	81	86	71	142	154	128	89	131	43	21	64	38	33	39	20	49	73	47	15	86	197	70	
		24%	19%	29%	20%	22%	24%	23%	23%	30%	28%	22%	21%	26%	24%	25%	28%	23%	19%	26%	20%	26%	22%	26%	27%	24%	26%	23%	40%
Somewhat likely	(+1)	652	302	350	87	113	109	110	89	143	179	180	140	153	53	29	61	43	56	43	32	69	82	101	55	28	121	274	55
		32%	30%	33%	38%	32%	33%	30%	29%	30%	32%	31%	33%	30%	30%	34%	27%	25%	31%	29%	32%	36%	31%	36%	31%	45%	36%	32%	31%
Neither likely nor unlikely	(0)	430	242	188	48	78	60	88	74	82	93	121	100	115	44	16	41	47	35	37	25	39	58	44	36	8	61	172	25
		21%	24%	18%	21%	22%	18%	24%	24%	17%	17%	21%	24%	23%	25%	19%	18%	28%	20%	25%	25%	20%	22%	16%	21%	13%	18%	20%	14%
Somewhat unlikely	(-1)	281	148	133	25	49	40	52	42	73	76	89	54	62	26	11	48	17	22	18	15	22	43	30	18	11	39	113	9
		14%	15%	13%	11%	14%	12%	14%	14%	15%	14%	16%	13%	12%	15%	13%	21%	10%	12%	12%	15%	11%	16%	11%	10%	19%	12%	13%	5%
Very unlikely	(-2)	176	111	65	21	33	36	30	27	30	46	52	34	43	9	6	14	22	33	10	7	12	19	28	17	-	28	87	16
		9%	11%	6%	9%	9%	11%	8%	9%	6%	8%	9%	8%	8%	5%	7%	6%	13%	18%	7%	7%	6%	7%	10%	10%	-	8%	10%	9%
NET: Unlikely		457	259	198	47	81	76	82	69	102	122	142	88	105	36	17	62	39	55	28	21	34	62	58	34	11	67	200	25
		22%	26%	19%	20%	23%	22%	23%	22%	22%	25%	21%	21%	21%	20%	20%	27%	23%	30%	19%	21%	18%	23%	21%	20%	19%	20%	24%	14%
Don't know		21	11	10	2	5	6	2	1	5	4	3	8	6	1	2	1	1	1	3	2	1	5	2	3	-	2	7	-
		1%	1%	1%	1%	1%	2%	1%	*	1%	1%	1%	2%	1%	*	2%	1%	1%	*	2%	2%	*	2%	1%	2%	-	1%	1%	-
Mean		0.50	0.32	0.68	0.49	0.44	0.49	0.46	0.45	0.63	0.58	0.42	0.47	0.53	0.53	0.59	0.50	0.35	0.20	0.56	0.44	0.63	0.46	0.58	0.57	0.74	0.59	0.45	0.87
Standard deviation		1.24	1.25	1.20	1.20	1.24	1.29	1.23	1.24	1.24	1.26	1.25	1.19	1.24	1.17	1.20	1.26	1.30	1.37	1.20	1.17	1.17	1.22	1.27	1.26	1.03	1.22	1.27	1.25
Standard error		0.03	0.04	0.04	0.08	0.07	0.07	0.06	0.07	0.06	0.06	0.05	0.06	0.05	0.08	0.13	0.09	0.10	0.11	0.10	0.11	0.08	0.08	0.07	0.10	0.14	0.07	0.05	0.10

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 62

Q.7 How likely or unlikely are you to do each of the following?**Stop buying fruit and vegetables packaged in plastic****Base: All respondents**

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
NET: Likely	1154 56%	171 53%	7 43%	130 54%	21 43%	155 60%	352 56%	38 63%	166 57%	82 60%	13 49%	13 62%	6 38%	1075 57%	79 47%
Very likely (+2)	502 24%	75 23%	3 21%	54 22%	4 9%	74 29%	151 24%	17 27%	71 24%	40 29%	6 24%	5 21%	3 17%	474 25%	28 17%
Somewhat likely (+1)	652 32%	97 30%	3 21%	76 32%	17 34%	81 32%	200 32%	22 36%	95 33%	42 31%	7 25%	9 41%	3 20%	602 32%	50 30%
Neither likely nor unlikely (0)	430 21%	75 23%	6 40%	54 22%	18 37%	51 20%	121 19%	11 18%	50 17%	27 20%	7 26%	4 19%	5 30%	386 20%	44 26%
Somewhat unlikely (-1)	281 14%	40 12%	3 18%	33 14%	7 14%	30 12%	94 15%	4 7%	44 15%	18 13%	3 12%	2 8%	3 19%	256 14%	25 15%
Very unlikely (-2)	176 9%	39 12%	- -	21 9%	2 3%	20 8%	46 7%	7 12%	26 9%	10 7%	3 12%	2 7%	1 7%	158 8%	18 11%
NET: Unlikely	457 22%	78 24%	3 18%	54 23%	8 17%	50 20%	141 23%	11 19%	70 24%	27 20%	6 24%	3 16%	4 25%	414 22%	43 26%
Don't know	21 1%	- -	- -	2 1%	1 3%	1 *	9 2%	- -	4 2%	* *	* 2%	1 4%	1 7%	20 1%	2 1%
Mean	0.50	0.40	0.46	0.45	0.32	0.62	0.52	0.60	0.49	0.62	0.38	0.63	0.25	0.52	0.28
Standard deviation	1.24	1.29	1.05	1.23	0.95	1.23	1.23	1.29	1.27	1.23	1.32	1.17	1.22	1.24	1.23
Standard error	0.03	0.07	0.26	0.08	0.13	0.08	0.05	0.17	0.07	0.11	0.23	0.25	0.33	0.03	0.10

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 63
Gender
Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175
Male	1006	1006	-	123	154	169	188	153	219	291	252	219	244	87	43	118	86	95	73	61	81	120	127	87	28	145	469	103
	49%	100%	-	53%	43%	51%	51%	50%	46%	53%	44%	52%	48%	49%	51%	51%	51%	53%	49%	61%	42%	45%	46%	49%	46%	43%	55%	59%
Female	1056	-	1056	107	201	163	179	150	256	261	323	205	267	89	41	112	82	85	77	39	111	146	151	89	34	193	380	72
	51%	-	100%	47%	57%	49%	49%	50%	54%	47%	56%	48%	52%	51%	49%	49%	47%	51%	39%	58%	55%	54%	51%	54%	57%	45%	41%	

Ocean Plastic Survey
ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 64
Gender
Base: All respondents

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
Male	1006 49%	161 50%	6 40%	112 46%	23 46%	139 54%	286 46%	38 63%	139 48%	66 48%	15 57%	14 65%	8 46%	881 46%	126 75%
Female	1056 51%	164 50%	10 60%	129 54%	26 54%	119 46%	337 54%	22 37%	151 52%	70 52%	11 43%	7 35%	9 54%	1014 54%	42 25%

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 65
Age
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Private
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175
18-24	231 11%	123 12%	107 10%	231 100%	-	-	-	-	-	95 17%	74 13%	33 8%	28 6%	16 9%	16 20%	27 12%	15 9%	20 11%	14 14%	15 8%	38 14%	37 13%	15 8%	3 4%	41 12%	100 12%	48 27%	
25-34	354 17%	154 15%	201 19%	-	354 100%	-	-	-	-	99 18%	104 18%	91 22%	60 12%	30 17%	17 21%	31 13%	25 15%	47 26%	14 9%	18 18%	17 9%	73 27%	41 15%	30 17%	13 21%	77 23%	214 25%	46 26%
35-44	332 16%	169 17%	163 15%	-	-	332 100%	-	-	-	100 18%	91 16%	67 16%	74 14%	34 19%	11 13%	40 17%	25 15%	31 17%	21 14%	22 22%	21 11%	53 20%	34 12%	28 16%	10 17%	75 22%	194 23%	32 18%
45-54	367 18%	188 19%	179 17%	-	-	-	367 100%	-	-	73 13%	99 17%	76 18%	119 23%	30 17%	16 19%	37 16%	33 20%	26 15%	25 17%	16 16%	41 21%	47 18%	50 18%	26 15%	19 31%	86 25%	189 22%	22 12%
55-64	303 15%	153 15%	150 14%	-	-	-	-	303 100%	-	59 11%	80 14%	65 15%	99 19%	25 14%	13 15%	36 15%	24 15%	19 11%	32 21%	15 15%	31 16%	24 9%	50 18%	24 14%	11 17%	51 15%	113 13%	10 6%
65+	475 23%	219 22%	256 24%	-	-	-	-	475 100%	-	126 23%	127 22%	91 22%	131 26%	41 23%	11 13%	60 26%	47 28%	37 21%	42 28%	15 15%	68 35%	31 12%	65 23%	53 30%	6 10%	8 2%	40 5%	17 10%
NET: 18-34	585 28%	277 28%	308 29%	231 100%	354 100%	-	-	-	-	194 35%	178 31%	124 29%	88 17%	46 26%	34 40%	58 25%	39 23%	66 37%	30 20%	32 32%	32 17%	111 42%	78 28%	45 25%	16 26%	118 35%	313 37%	94 54%
NET: 35-54	699 34%	357 35%	342 32%	-	-	332 100%	367 100%	-	-	172 31%	190 33%	144 34%	193 38%	65 37%	27 32%	77 33%	58 34%	57 32%	46 31%	39 39%	62 32%	100 38%	84 30%	55 31%	29 47%	161 48%	383 45%	54 31%
NET: 55+	778 38%	372 37%	406 38%	-	-	-	-	303 100%	475 100%	185 34%	206 36%	157 37%	230 45%	66 37%	23 28%	96 42%	71 42%	56 31%	74 49%	30 30%	98 51%	55 21%	116 42%	77 44%	17 27%	59 18%	153 18%	27 16%
Average age	47.94	48.04	47.84	21.41	29.82	39.77	49.74	59.62	71.21	45.47	46.85	47.83	51.92	48.23	42.88	49.23	50.74	45.22	51.22	44.53	54.08	41.55	48.54	50.11	46.52	41.51	41.36	37.38

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 66
Age
Base: All respondents

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
18-24	231 11%	26 8%	3 16%	20 8%	13 26%	32 12%	74 12%	3 6%	29 10%	15 11%	3 11%	3 13%	12 70%	167 9%	63 38%
25-34	354 17%	80 25%	2 12%	25 11%	6 13%	41 16%	99 16%	5 8%	60 21%	29 21%	2 9%	1 5%	3 15%	328 17%	26 16%
35-44	332 16%	52 16%	-	33 14%	10 20%	41 16%	102 16%	9 14%	60 21%	22 16%	1 5%	2 11%	-	322 17%	10 6%
45-54	367 18%	75 23%	5 28%	50 21%	12 23%	25 10%	116 19%	7 11%	49 17%	16 12%	7 27%	6 27%	-	358 19%	9 5%
55-64	303 15%	50 15%	2 15%	30 13%	8 17%	53 21%	80 13%	15 24%	35 12%	21 16%	5 20%	2 7%	2 11%	288 15%	15 9%
65+	475 23%	42 13%	5 29%	82 34%	* 1%	65 25%	152 24%	22 37%	57 20%	34 25%	7 28%	8 36%	1 4%	431 23%	44 26%
NET: 18-34	585 28%	106 33%	5 28%	46 19%	19 39%	73 28%	173 28%	8 14%	89 31%	43 32%	5 21%	4 18%	14 86%	496 26%	89 53%
NET: 35-54	699 34%	127 39%	5 28%	83 34%	21 43%	67 26%	218 35%	15 25%	109 37%	38 28%	9 32%	8 38%	-	681 36%	18 11%
NET: 55+	778 38%	92 28%	7 44%	112 47%	9 18%	118 46%	231 37%	37 61%	93 32%	55 41%	12 47%	9 44%	2 14%	719 38%	59 36%
Average age	47.94	45.15	50.98	52.39	40.23	48.75	47.96	56.50	46.56	47.68	50.47	53.31	28.12	48.45	42.14

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 67
Social Grade
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175
A	166 8%	91 9%	75 7%	38 17%	20 6%	35 11%	20 6%	12 4%	40 8%	166 30%	-	-	-	16 9%	8 9%	18 8%	9 5%	18 10%	5 3%	10 10%	8 4%	30 11%	24 9%	16 9%	5 9%	24 7%	74 9%	20 12%
B	386 19%	201 20%	186 18%	57 25%	79 22%	64 19%	52 14%	47 16%	86 18%	386 70%	-	-	-	32 18%	10 12%	46 20%	27 16%	42 23%	22 15%	23 23%	35 18%	52 20%	54 20%	31 18%	13 21%	80 24%	179 21%	64 37%
C1	575 28%	252 25%	323 31%	74 32%	104 29%	91 27%	99 27%	80 26%	127 27%	-	575 100%	-	-	55 31%	27 32%	61 26%	47 28%	40 22%	35 23%	26 26%	46 24%	97 36%	79 29%	50 29%	13 20%	128 38%	242 28%	37 21%
C2	424 21%	219 22%	205 19%	33 14%	91 26%	67 20%	76 21%	65 21%	91 19%	-	-	424 100%	-	28 16%	18 21%	53 23%	38 22%	44 25%	32 21%	18 18%	39 21%	40 15%	62 22%	37 21%	15 25%	61 18%	205 24%	35 20%
D	270 13%	139 14%	131 12%	20 9%	45 13%	46 14%	71 19%	50 17%	38 8%	-	-	-	270 53%	23 13%	13 15%	29 12%	29 17%	18 10%	32 21%	14 14%	28 14%	26 10%	31 11%	21 12%	8 13%	45 13%	146 17%	14 8%
E	241 12%	105 10%	136 13%	8 3%	15 4%	28 8%	48 13%	49 16%	93 20%	-	-	-	241 47%	23 13%	9 10%	25 11%	18 10%	19 10%	25 17%	10 10%	37 19%	22 8%	27 10%	21 12%	7 12%	-	3 *	4 2%
NET: AB	552 27%	291 29%	261 25%	95 41%	99 28%	100 30%	73 20%	59 20%	126 27%	552 100%	-	-	-	48 27%	18 21%	63 27%	37 22%	59 33%	27 18%	33 33%	42 22%	82 31%	78 28%	47 27%	18 30%	105 31%	253 30%	84 48%
NET: ABC1	1127 55%	543 54%	584 55%	170 74%	203 57%	191 57%	172 47%	139 46%	253 53%	552 100%	575 100%	-	-	103 58%	44 53%	124 54%	84 50%	99 55%	61 41%	59 59%	88 46%	179 67%	157 57%	98 55%	31 50%	232 69%	495 58%	121 69%
NET: C2DE	935 45%	463 46%	472 45%	61 26%	151 43%	141 43%	195 53%	164 54%	222 47%	-	-	424 100%	511 100%	73 42%	40 47%	106 46%	84 50%	81 45%	89 59%	41 41%	104 54%	87 33%	120 43%	79 45%	31 50%	106 31%	355 42%	54 31%
NET: DE	511 25%	244 24%	267 25%	28 12%	60 17%	74 22%	119 32%	99 33%	131 27%	-	-	-	511 100%	46 26%	22 26%	53 23%	47 28%	36 20%	57 38%	24 24%	64 34%	47 18%	58 21%	41 23%	16 25%	45 13%	150 18%	19 11%

Ocean Plastic Survey
ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 68
Social Grade
Base: All respondents

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
A	166 8%	23 7%	-	24 10%	6 13%	31 12%	41 7%	10 17%	20 7%	8 6%	1 2%	2 9%	-	145 8%	21 12%
B	386 19%	46 14%	3 19%	32 13%	-	64 25%	124 20%	22 36%	52 18%	32 23%	4 15%	7 33%	2 11%	354 19%	33 19%
C1	575 28%	88 27%	6 39%	58 24%	12 25%	74 29%	196 31%	18 30%	77 27%	29 21%	7 27%	4 21%	5 30%	516 27%	59 35%
C2	424 21%	75 23%	2 14%	60 25%	18 36%	50 19%	104 17%	5 8%	65 22%	31 23%	6 24%	4 16%	6 36%	392 21%	32 19%
D	270 13%	54 17%	3 17%	30 13%	4 7%	18 7%	91 15%	3 4%	45 15%	16 12%	4 14%	2 7%	2 12%	257 14%	13 8%
E	241 12%	39 12%	2 11%	36 15%	9 19%	21 8%	67 11%	4 6%	32 11%	21 15%	5 19%	3 13%	2 11%	231 12%	9 5%
NET: AB	552 27%	69 21%	3 19%	56 23%	6 13%	94 37%	165 27%	32 52%	72 25%	39 29%	5 17%	9 42%	2 11%	499 26%	53 32%
NET: ABC1	1127 55%	156 48%	9 59%	114 48%	18 37%	168 65%	361 58%	50 82%	149 51%	68 50%	12 44%	13 63%	4 41%	1014 54%	112 67%
NET: C2DE	935 45%	168 52%	7 41%	126 52%	31 63%	89 35%	261 42%	11 18%	141 49%	68 50%	15 56%	8 37%	10 59%	880 46%	55 33%
NET: DE	511 25%	94 29%	4 27%	66 28%	13 27%	39 15%	158 25%	6 10%	76 26%	37 27%	9 33%	4 21%	4 23%	488 26%	22 13%

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 69
GO Region
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Public	Private	Opinion Influencer
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175
Scotland	176	87	89	16	30	34	30	25	41	48	55	28	46	176	-	-	-	-	-	-	-	-	-	-	-	25	77	17
	9%	9%	8%	7%	9%	10%	8%	8%	9%	9%	10%	7%	9%	100%	-	-	-	-	-	-	-	-	-	-	-	8%	9%	9%
North East	84	43	41	16	17	11	16	13	11	18	27	18	22	-	84	-	-	-	-	-	-	-	-	-	-	17	40	11
	4%	4%	4%	7%	5%	3%	4%	4%	2%	3%	5%	4%	4%	-	100%	-	-	-	-	-	-	-	-	-	-	5%	5%	6%
North West	230	118	112	27	31	40	37	36	60	63	61	53	53	-	-	230	-	-	-	-	-	-	-	-	-	41	92	22
	11%	12%	11%	12%	9%	12%	10%	12%	13%	11%	11%	13%	10%	-	-	100%	-	-	-	-	-	-	-	-	-	12%	11%	12%
Yorkshire & Humberside	168	86	82	15	25	25	33	24	47	37	47	38	47	-	-	-	168	-	-	-	-	-	-	-	-	25	73	10
	8%	9%	8%	6%	7%	7%	9%	8%	10%	7%	8%	9%	9%	-	-	-	100%	-	-	-	-	-	-	-	-	7%	9%	6%
West Midlands	180	95	85	20	47	31	26	19	37	59	40	44	36	-	-	-	-	180	-	-	-	-	-	-	-	23	84	27
	9%	9%	8%	9%	13%	9%	7%	6%	8%	11%	7%	10%	7%	-	-	-	-	100%	-	-	-	-	-	-	-	7%	10%	15%
East Midlands	150	73	77	16	14	21	25	32	42	27	35	32	57	-	-	-	-	-	150	-	-	-	-	-	-	23	50	16
	7%	7%	7%	7%	4%	6%	7%	11%	9%	5%	6%	7%	11%	-	-	-	-	-	100%	-	-	-	-	-	-	7%	6%	9%
Wales	100	61	39	14	18	22	16	15	15	33	26	18	24	-	-	-	-	-	-	100	-	-	-	-	-	23	45	7
	5%	6%	4%	6%	5%	7%	4%	5%	3%	6%	4%	4%	5%	-	-	-	-	-	-	100%	-	-	-	-	-	7%	5%	4%
Eastern	192	81	111	15	17	21	41	31	68	42	46	39	64	-	-	-	-	-	-	-	192	-	-	-	-	21	53	9
	9%	8%	10%	7%	5%	6%	11%	10%	14%	8%	8%	9%	13%	-	-	-	-	-	-	-	100%	-	-	-	-	6%	6%	5%
London	266	120	146	38	73	53	47	24	31	82	97	40	47	-	-	-	-	-	-	-	-	266	-	-	-	53	127	28
	13%	12%	14%	17%	20%	16%	13%	8%	7%	15%	17%	9%	9%	-	-	-	-	-	-	-	-	100%	-	-	-	16%	15%	16%
South East	278	127	151	37	41	34	50	50	65	78	79	62	58	-	-	-	-	-	-	-	-	-	278	-	-	49	103	18
	13%	13%	14%	16%	12%	10%	14%	17%	14%	14%	14%	15%	11%	-	-	-	-	-	-	-	-	-	100%	-	-	15%	12%	10%
South West	176	87	89	15	30	28	26	24	53	47	50	37	41	-	-	-	-	-	-	-	-	-	-	176	-	24	73	10
	9%	9%	8%	6%	8%	9%	7%	8%	11%	9%	9%	9%	8%	-	-	-	-	-	-	-	-	-	-	100%	-	7%	9%	6%
Northern Ireland	62	28	34	3	13	10	19	11	6	18	13	15	16	-	-	-	-	-	-	-	-	-	-	-	62	14	33	-
	3%	3%	3%	1%	4%	3%	5%	3%	1%	3%	2%	4%	3%	-	-	-	-	-	-	-	-	-	-	-	100%	4%	4%	-

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 70
GO Region
Base: All respondents

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
Scotland	176 9%	41 12%	6 34%	17 7%	1 2%	18 7%	44 7%	1 2%	28 10%	11 8%	5 20%	-	4 25%	161 9%	15 9%
North East	84 4%	21 6%	-	17 7%	7 15%	6 2%	14 2%	-	17 6%	* *	-	* 2%	1 7%	78 4%	6 3%
North West	230 11%	45 14%	1 7%	31 13%	8 15%	24 9%	57 9%	4 7%	49 17%	11 8%	1 5%	-	-	208 11%	22 13%
Yorkshire & Humberside	168 8%	35 11%	3 17%	27 11%	4 8%	22 8%	35 6%	-	28 10%	10 7%	1 4%	3 13%	1 7%	154 8%	14 9%
West Midlands	180 9%	32 10%	-	36 15%	2 3%	23 9%	28 5%	4 7%	42 14%	7 5%	2 6%	2 11%	1 4%	171 9%	9 5%
East Midlands	150 7%	17 5%	2 14%	17 7%	2 4%	12 5%	50 8%	8 13%	29 10%	8 6%	3 13%	1 5%	1 6%	140 7%	10 6%
Wales	100 5%	19 6%	1 6%	10 4%	4 8%	8 3%	27 4%	-	17 6%	10 8%	2 8%	2 7%	-	95 5%	5 3%
Eastern	192 9%	18 5%	2 10%	30 13%	3 6%	20 8%	75 12%	7 12%	26 9%	6 4%	2 8%	3 15%	-	172 9%	20 12%
London	266 13%	32 10%	-	22 9%	9 19%	58 23%	93 15%	10 17%	10 4%	17 13%	7 25%	5 23%	2 12%	253 13%	13 8%
South East	278 13%	31 9%	-	15 6%	6 11%	48 19%	101 16%	21 35%	30 11%	16 12%	3 10%	4 19%	4 22%	246 13%	32 19%
South West	176 9%	17 5%	1 9%	18 8%	5 9%	14 6%	69 11%	4 7%	13 5%	31 22%	* 2%	1 5%	3 17%	159 8%	17 10%
Northern Ireland	62 3%	19 6%	1 4%	-	-	3 1%	30 5%	-	-	9 6%	-	-	-	57 3%	5 3%

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 71

Have you taken a foreign holiday in the last 3 years?**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175
Yes	1289 63%	625 62%	663 63%	192 83%	246 70%	215 65%	178 49%	164 54%	292 62%	426 77%	377 66%	256 60%	229 45%	103 58%	53 63%	157 68%	107 64%	121 67%	87 58%	55 55%	92 48%	185 69%	169 61%	109 62%	52 84%	236 70%	566 67%	131 75%
No	773 37%	381 38%	392 37%	39 17%	108 30%	116 35%	189 51%	139 46%	182 38%	126 23%	198 34%	168 40%	282 55%	74 42%	31 37%	73 32%	61 36%	59 33%	63 42%	45 45%	100 52%	81 31%	109 39%	67 38%	10 16%	102 30%	284 33%	43 25%

Ocean Plastic Survey
ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 72
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
Yes	1289 63%	196 60%	11 71%	123 51%	22 45%	192 75%	391 63%	45 74%	189 65%	91 66%	7 27%	9 41%	12 76%	1165 61%	124 74%
No	773 37%	129 40%	5 29%	117 49%	27 55%	65 25%	231 37%	16 26%	102 35%	46 34%	19 73%	13 59%	4 24%	730 39%	43 26%

Ocean Plastic Survey
ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 73
Opinion Influencer
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Private
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175
Yes	175 8%	103 10%	72 7%	48 21%	46 13%	32 10%	22 6%	10 3%	17 4%	84 15%	37 6%	35 8%	19 4%	17 9%	11 13%	22 9%	10 6%	27 15%	16 11%	7 7%	9 5%	28 11%	18 6%	10 6%	-	39 12%	95 11%	175 100%
No	1887 92%	903 90%	984 93%	183 79%	308 87%	300 90%	345 94%	293 97%	458 96%	468 85%	538 94%	389 92%	492 96%	160 91%	73 87%	209 91%	158 94%	153 85%	134 89%	93 93%	183 95%	238 89%	260 94%	166 94%	62 100%	299 88%	754 89%	-

Ocean Plastic Survey
ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 74
Opinion Influencer
Base: All respondents

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
Yes	175 8%	25 8%	2 12%	19 8%	6 13%	28 11%	52 8%	5 9%	23 8%	11 8%	2 7%	1 3%	2 11%	167 9%	8 5%
No	1887 92%	299 92%	14 88%	222 92%	43 87%	229 89%	571 92%	55 91%	267 92%	126 92%	25 93%	21 97%	15 89%	1728 91%	160 95%

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 75
Tenure
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-ate	Opin-ion Influ-encer
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175
NET: Homeowners	1336	679	657	135	177	175	226	227	395	428	391	280	238	107	53	161	113	132	97	67	131	120	183	125	48	217	524	121
	65%	68%	62%	58%	50%	53%	62%	75%	83%	78%	68%	66%	47%	61%	63%	70%	67%	73%	65%	67%	68%	45%	66%	71%	77%	64%	62%	69%
Owned outright - without mortgage	744	376	368	54	46	42	97	143	362	228	222	147	147	59	23	86	68	59	60	35	94	63	102	76	19	68	200	55
	36%	37%	35%	23%	13%	13%	26%	47%	76%	41%	39%	35%	29%	33%	27%	37%	41%	33%	40%	35%	49%	24%	37%	43%	31%	20%	24%	31%
Owned with a mortgage or loan	592	303	289	81	131	133	129	84	33	200	169	133	90	49	30	75	45	73	37	31	37	57	81	49	29	150	323	66
	29%	30%	27%	35%	37%	40%	35%	28%	7%	36%	29%	31%	18%	28%	36%	33%	27%	40%	25%	31%	19%	21%	29%	28%	47%	44%	38%	38%
NET: Renters	695	314	381	81	169	152	139	76	77	116	175	136	267	66	28	64	55	45	52	31	60	139	92	49	13	116	312	50
	34%	31%	36%	35%	48%	46%	38%	25%	16%	21%	30%	32%	52%	38%	34%	28%	33%	25%	35%	31%	31%	52%	33%	28%	22%	34%	37%	29%
NET: Rent from Council/ Housing Association	425	190	235	33	93	88	102	55	52	54	88	88	194	51	18	44	33	28	29	16	37	83	55	25	4	75	168	31
	21%	19%	22%	14%	26%	27%	28%	18%	11%	10%	15%	21%	38%	29%	22%	19%	20%	15%	20%	16%	19%	31%	20%	14%	7%	22%	20%	18%
Rented from the council	268	116	152	13	59	53	71	37	35	32	58	61	117	35	13	21	24	18	20	9	24	57	30	13	2	55	107	18
	13%	12%	14%	6%	17%	16%	19%	12%	7%	6%	10%	14%	23%	20%	15%	9%	14%	10%	13%	9%	13%	22%	11%	8%	4%	16%	13%	10%
Rented from a housing association	157	74	83	20	34	35	32	18	17	22	31	27	77	15	5	23	9	10	10	7	13	26	24	12	2	20	61	13
	8%	7%	8%	9%	10%	11%	9%	6%	4%	4%	5%	6%	15%	9%	6%	10%	5%	6%	6%	7%	7%	10%	9%	7%	4%	6%	7%	7%
Rented from someone else	270	124	146	48	76	64	36	21	25	62	87	48	73	16	10	20	21	17	23	14	23	56	37	23	9	41	144	20
	13%	12%	14%	21%	21%	19%	10%	7%	5%	11%	15%	11%	14%	9%	12%	9%	13%	10%	15%	14%	12%	21%	13%	13%	15%	12%	17%	11%
Rent free	31	13	18	14	8	4	3	-	2	8	9	9	6	2	2	5	*	3	*	3	1	7	4	2	1	5	13	3
	2%	1%	2%	6%	2%	1%	1%	-	*	1%	2%	2%	1%	1%	3%	2%	*	2%	*	3%	1%	2%	1%	1%	1%	1%	2%	2%

Ocean Plastic Survey
ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 76
Tenure
Base: All respondents

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
NET: Homeowners	1336	192	13	160	16	178	418	53	180	86	14	11	13	1197	139
	65%	59%	83%	67%	33%	69%	67%	88%	62%	63%	54%	49%	79%	63%	83%
Owned outright - without mortgage	744	90	10	106	8	101	243	43	77	45	13	3	6	660	84
	36%	28%	60%	44%	17%	39%	39%	71%	26%	33%	50%	13%	34%	35%	50%
Owned with a mortgage or loan	592	102	4	55	8	77	175	10	104	41	1	8	7	537	55
	29%	31%	22%	23%	17%	30%	28%	17%	36%	30%	5%	36%	44%	28%	33%
NET: Renters	695	131	2	76	33	77	194	7	106	44	12	11	2	671	24
	34%	40%	12%	31%	67%	30%	31%	12%	36%	33%	46%	51%	14%	35%	14%
NET: Rent from Council/ Housing Association	425	91	1	50	26	37	110	2	70	24	6	5	2	418	7
	21%	28%	8%	21%	53%	14%	18%	4%	24%	18%	24%	24%	10%	22%	4%
Rented from the council	268	60	-	29	16	22	67	2	49	17	2	4	1	266	2
	13%	18%	-	12%	33%	9%	11%	3%	17%	12%	8%	19%	7%	14%	1%
Rented from a housing association	157	31	1	21	10	15	43	1	21	7	4	1	1	152	5
	8%	10%	8%	9%	20%	6%	7%	1%	7%	5%	17%	6%	4%	8%	3%
Rented from someone else	270	40	1	25	7	40	85	5	36	20	6	6	1	253	17
	13%	12%	4%	11%	14%	15%	14%	9%	12%	15%	21%	26%	4%	13%	10%
Rent free	31	2	1	5	-	3	11	-	4	6	-	-	1	27	4
	2%	1%	6%	2%	-	1%	2%	-	1%	4%	-	-	7%	1%	3%

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 77

What is the highest educational level that you have achieved to date?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175
No formal education	19 1%	11 1%	8 1%	4 2%	2 1%	-	1 *	2 1%	9 2%	2 *	4 1%	4 1%	9 2%	-	2 2%	3 1%	1 1%	-	5 3%	2 2%	2 1%	1 *	2 1%	1 1%	-	3 1%	3 *	5 3%
Primary	22 1%	9 1%	13 1%	2 1%	5 2%	2 1%	3 1%	4 1%	6 1%	6 1%	3 *	6 1%	8 1%	-	-	2 1%	4 3%	2 1%	1 1%	1 1%	4 2%	4 2%	3 1%	-	1 1%	2 1%	7 1%	-
Secondary school, high school, 6th form/college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1505 73%	728 72%	777 74%	105 46%	217 61%	217 65%	313 85%	261 86%	391 82%	284 51%	414 72%	342 80%	465 91%	128 72%	62 74%	171 74%	140 83%	130 72%	126 84%	70 70%	161 84%	155 58%	201 72%	130 74%	31 49%	211 62%	592 70%	74 42%
University degree or equivalent professional qualification, NVQ level 4, etc.	338 16%	162 16%	176 17%	68 29%	82 23%	74 22%	38 10%	26 9%	51 11%	159 29%	116 20%	47 11%	17 3%	37 21%	11 13%	43 19%	15 9%	24 14%	14 9%	19 19%	15 8%	58 22%	47 17%	32 18%	23 37%	84 25%	165 19%	46 26%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	120 6%	63 6%	56 5%	20 9%	39 11%	32 10%	8 2%	8 3%	13 3%	78 14%	19 3%	18 4%	5 1%	6 3%	6 7%	7 3%	2 1%	16 9%	3 2%	6 6%	5 3%	38 14%	12 4%	10 6%	8 12%	36 11%	63 7%	37 21%
Still in full time education	41 2%	21 2%	20 2%	31 13%	6 2%	2 *	2 1%	-	-	14 3%	17 3%	5 1%	4 1%	5 3%	2 2%	2 1%	4 3%	4 2%	1 1%	2 2%	4 2%	7 3%	10 3%	1 1%	-	1 *	8 1%	7 4%
Don't know	5 *	5 1%	-	-	-	-	1 *	1 *	2 1%	1 *	1 *	2 1%	-	-	1 2%	1 *	-	-	1 1%	-	-	-	1 *	*	-	-	1 *	-
Prefer not to answer	13 1%	7 1%	5 *	-	4 1%	6 2%	-	1 *	2 *	7 1%	1 *	2 *	2 *	1 *	-	1 1%	2 1%	3 2%	-	-	1 *	2 1%	2 1%	1 *	-	-	10 1%	5 3%

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 78

What is the highest educational level that you have achieved to date?

Base: All respondents

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr-isons	Ice-land	Sains-bury's	Tesco	Wait-rose	Aldi	Lidl	Co-op	Some-where else	Don't purchase	Half or more	Less / none
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
No formal education	19 1%	4 1%	-	3 1%	1 1%	2 1%	6 1%	-	3 1%	-	-	-	-	19 1%	-
Primary	22 1%	5 2%	1 4%	4 1%	-	3 1%	8 1%	-	2 1%	* *	-	-	-	22 1%	-
Secondary school, high school, 6th form/ college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1505 73%	259 80%	10 61%	187 78%	42 86%	167 65%	437 70%	35 58%	218 75%	101 74%	20 74%	16 77%	12 71%	1401 74%	104 62%
University degree or equivalent professional qualification, NVQ level 4, etc.	338 16%	38 12%	3 20%	30 13%	2 4%	47 18%	117 19%	15 25%	56 19%	21 15%	3 12%	4 18%	1 7%	300 16%	39 23%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	120 6%	13 4%	1 9%	10 4%	4 8%	28 11%	41 7%	4 7%	6 2%	10 7%	2 9%	-	-	108 6%	12 7%
Still in full time education	41 2%	2 1%	1 6%	6 2%	-	6 2%	11 2%	4 7%	3 1%	4 3%	1 2%	1 5%	4 22%	29 2%	12 7%
Don't know	5 *	-	-	-	* 1%	1 *	1 *	1 2%	1 *	-	-	-	-	4 *	1 1%
Prefer not to answer	13 1%	3 1%	-	-	-	3 1%	1 *	1 2%	2 1%	1 *	1 3%	-	-	13 1%	-

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 79

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175
Yes - responsible for half or more of the items bought	1895 92%	881 88%	1014 96%	167 73%	328 93%	322 97%	358 98%	288 95%	431 91%	499 90%	516 90%	392 92%	488 96%	161 92%	78 93%	208 91%	154 91%	171 95%	140 93%	95 95%	172 90%	253 95%	246 88%	159 90%	57 93%	321 95%	797 94%	167 96%
No - not responsible for most of the items bought	167 8%	126 12%	42 4%	63 27%	26 7%	10 3%	9 2%	15 5%	44 9%	53 10%	59 10%	32 8%	22 4%	15 8%	6 7%	22 9%	14 9%	9 5%	10 7%	5 5%	20 10%	13 5%	32 12%	17 10%	5 7%	17 5%	53 6%	8 4%

Ocean Plastic Survey
ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 80

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
Yes - responsible for half or more of the items bought	1895 92%	304 94%	14 88%	227 94%	48 98%	237 92%	571 92%	46 76%	272 94%	127 93%	25 96%	21 100%	1 4%	1895 100%	-
No - not responsible for most of the items bought	167 8%	21 6%	2 12%	13 6%	1 2%	20 8%	51 8%	15 24%	19 6%	9 7%	1 4%	-	16 96%	-	167 100%

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 81
How many cars are there in your household?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Private
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175
No cars in the household	433 21%	204 20%	229 22%	44 19%	90 25%	82 25%	89 24%	60 20%	67 14%	85 15%	123 21%	52 12%	172 34%	47 27%	15 18%	48 21%	34 20%	29 16%	29 19%	17 17%	26 13%	111 42%	50 18%	26 15%	2 3%	66 20%	166 20%	25 14%
NET: Any	1629 79%	802 80%	827 78%	186 81%	265 75%	249 75%	278 76%	243 80%	408 86%	467 85%	452 79%	372 88%	338 66%	129 73%	69 82%	182 79%	134 80%	151 84%	121 81%	83 83%	166 87%	155 58%	228 82%	150 85%	60 97%	272 80%	683 80%	150 86%
1	836 41%	430 43%	406 38%	39 17%	127 36%	143 43%	137 37%	143 47%	248 52%	205 37%	212 37%	191 45%	229 45%	77 44%	39 47%	91 39%	65 39%	73 41%	75 50%	38 38%	89 47%	93 35%	100 36%	74 42%	23 38%	125 37%	349 41%	62 36%
2	603 29%	281 28%	323 31%	63 27%	121 34%	90 27%	111 30%	80 26%	138 29%	184 33%	180 31%	151 36%	89 17%	35 20%	22 26%	71 31%	56 34%	58 32%	40 27%	32 32%	57 30%	53 20%	98 35%	50 29%	30 48%	113 34%	259 30%	53 30%
3+	189 9%	92 9%	98 9%	85 37%	16 5%	16 5%	30 8%	20 7%	22 5%	79 14%	60 10%	30 7%	21 4%	17 10%	7 9%	20 9%	12 7%	19 11%	7 4%	13 13%	20 10%	10 4%	31 11%	26 15%	7 11%	33 10%	75 9%	35 20%

Ocean Plastic Survey
ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 82
How many cars are there in your household?
Base: All respondents

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
No cars in the household	433 21%	77 24%	5 34%	42 17%	25 51%	62 24%	118 19%	11 18%	40 14%	22 16%	14 52%	14 68%	3 16%	424 22%	9 5%
NET: Any	1629 79%	248 76%	11 66%	199 83%	24 49%	195 76%	504 81%	50 82%	251 86%	115 84%	13 48%	7 32%	14 84%	1471 78%	158 95%
1	836 41%	128 39%	6 39%	115 48%	12 24%	96 37%	257 41%	20 34%	135 47%	55 40%	6 21%	4 20%	4 22%	797 42%	40 24%
2	603 29%	100 31%	2 10%	70 29%	8 17%	68 26%	178 29%	22 37%	93 32%	50 36%	4 13%	3 13%	5 33%	540 28%	64 38%
3+	189 9%	20 6%	3 17%	14 6%	4 8%	32 12%	69 11%	7 12%	22 7%	10 8%	4 14%	- -	5 30%	134 7%	55 33%

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 83
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175
White	1912	927	986	188	316	296	342	300	469	516	516	398	483	171	83	208	160	163	142	99	189	195	268	172	62	299	782	143
	93%	92%	93%	81%	89%	89%	93%	99%	99%	93%	90%	94%	95%	97%	99%	90%	95%	91%	95%	99%	99%	73%	96%	100%	88%	92%	82%	
NET: BAME	139	73	65	42	34	32	24	2	4	31	57	25	26	4	1	21	8	17	8	1	2	64	9	3	-	39	61	29
	7%	7%	6%	18%	9%	10%	7%	1%	1%	6%	10%	6%	5%	2%	1%	9%	5%	9%	5%	1%	1%	24%	3%	2%	-	11%	7%	16%
Mixed	26	13	13	9	2	8	5	-	2	5	10	5	5	1	-	4	3	2	2	1	1	5	6	1	-	4	13	4
	1%	1%	1%	4%	1%	2%	1%	-	*	1%	2%	1%	1%	1%	-	2%	2%	1%	1%	1%	*	2%	2%	1%	-	1%	2%	3%
Asian	76	43	33	25	19	17	13	1	1	20	28	14	13	2	1	16	4	10	5	*	1	32	3	1	-	24	30	20
	4%	4%	3%	11%	5%	5%	3%	*	*	4%	5%	3%	3%	1%	1%	7%	2%	5%	3%	*	1%	12%	1%	1%	-	7%	4%	11%
Black	26	10	16	2	8	8	7	2	-	3	14	3	6	1	-	1	1	4	1	-	-	18	-	-	-	8	11	4
	1%	1%	2%	1%	2%	2%	2%	1%	-	1%	2%	1%	1%	*	-	*	1%	2%	1%	-	-	7%	-	-	-	2%	1%	3%
Chinese	3	1	3	-	3	-	-	-	-	1	1	-	2	1	-	-	-	-	-	-	-	3	-	-	-	1	3	-
	*	*	*	-	1%	-	-	-	-	*	*	-	*	*	-	-	-	-	-	-	-	1%	-	-	-	*	*	-
Other ethnic group	7	7	1	6	1	-	-	-	1	2	3	2	-	-	-	-	1	-	-	-	-	6	-	1	-	2	4	-
	*	1%	*	3%	*	-	-	-	*	*	1%	*	-	-	-	-	*	-	-	-	-	2%	-	*	-	1%	1%	-
Prefer not to answer	11	6	5	1	4	4	1	1	1	5	2	2	2	1	-	1	-	-	-	-	1	7	1	1	-	1	6	4
	1%	1%	*	*	1%	1%	*	*	*	1%	*	*	*	*	-	1%	-	-	-	-	*	3%	*	*	-	*	1%	2%

Ocean Plastic Survey
ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 84

To which of the following ethnic groups do you consider you belong?

Base: All respondents

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
White	1912 93%	295 91%	16 100%	230 96%	44 89%	242 94%	570 92%	60 99%	269 93%	131 96%	23 88%	19 87%	14 85%	1760 93%	153 91%
NET: BAME	139 7%	27 8%	-	10 4%	5 11%	14 6%	48 8%	-	21 7%	4 3%	2 9%	3 13%	3 15%	125 7%	13 8%
Mixed	26 1%	4 1%	-	1 *	1 1%	3 1%	7 1%	-	9 3%	-	1 5%	-	-	25 1%	1 1%
Asian	76 4%	15 5%	-	8 3%	2 4%	10 4%	29 5%	-	6 2%	4 3%	* 2%	1 5%	-	67 4%	9 5%
Black	26 1%	8 2%	-	1 *	1 1%	1 *	7 1%	-	7 2%	-	1 2%	2 7%	1 4%	26 1%	-
Chinese	3 *	-	-	-	-	-	1 *	-	-	-	-	-	2 12%	1 *	3 2%
Other ethnic group	7 *	1 *	-	1 *	2 4%	-	4 1%	-	-	-	-	-	-	7 *	1 *
Prefer not to answer	11 1%	3 1%	-	-	-	1 *	4 1%	1 1%	-	2 1%	1 3%	-	-	10 1%	1 1%

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 85

To which of the following religious groups do you consider yourself to be a member of?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opinion Influ-encer
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175
Christian	1047	500	547	61	127	133	184	196	346	266	292	226	262	93	39	127	90	95	68	50	102	104	140	85	53	162	383	68
	51%	50%	52%	27%	36%	40%	50%	65%	73%	48%	51%	53%	51%	53%	47%	55%	54%	53%	45%	50%	53%	39%	51%	48%	85%	48%	45%	39%
NET: Other	110	58	53	26	18	29	21	6	11	34	33	24	20	1	2	23	8	12	8	2	7	38	5	6	-	28	48	26
	5%	6%	5%	11%	5%	9%	6%	2%	2%	6%	6%	6%	4%	1%	2%	10%	5%	7%	5%	2%	4%	14%	2%	3%	-	8%	6%	15%
Muslim	52	33	19	17	10	15	9	1	-	13	17	12	10	-	1	14	4	9	3	*	-	18	1	-	-	21	21	17
	3%	3%	2%	7%	3%	5%	2%	*	-	2%	3%	3%	2%	-	1%	6%	3%	5%	2%	*	-	7%	*	-	-	6%	3%	10%
Hindu	12	7	5	5	2	2	4	-	-	6	5	-	1	1	-	2	-	-	2	-	-	8	-	-	-	2	5	3
	1%	1%	*	2%	1%	*	1%	-	-	1%	1%	-	*	*	-	1%	-	-	1%	-	-	3%	-	-	-	1%	1%	1%
Jewish	13	4	9	*	2	4	2	3	3	4	2	5	3	-	-	2	1	1	-	-	-	6	1	2	-	2	6	3
	1%	*	1%	*	*	1%	1%	1%	1%	1%	*	1%	1%	-	-	1%	1%	1%	-	-	-	2%	1%	2%	-	1%	1%	2%
Sikh	3	3	-	1	1	-	1	-	-	1	-	2	-	-	-	-	1	-	-	1	1	1	-	-	-	-	1	-
	*	*	-	*	*	-	*	-	-	*	-	*	-	-	-	-	*	-	-	1%	*	*	-	-	-	-	*	-
Buddhist	8	5	3	-	2	3	1	1	1	4	2	2	-	-	-	1	1	1	-	1	1	4	-	-	-	1	4	1
	*	*	*	-	*	1%	*	*	*	1%	*	*	-	-	-	1%	*	*	-	1%	1%	1%	-	-	-	*	1%	1%
Other	22	5	17	4	1	5	4	2	6	6	6	4	6	1	*	4	2	*	3	1	4	1	3	3	-	2	10	3
	1%	1%	2%	2%	*	2%	1%	1%	1%	1%	1%	1%	1%	*	*	2%	1%	*	2%	1%	2%	1%	1%	2%	-	1%	1%	1%
None	867	425	442	134	198	163	157	100	114	242	236	169	221	82	42	79	67	71	72	47	79	109	128	83	9	141	401	75
	42%	42%	42%	58%	56%	49%	43%	33%	24%	44%	41%	40%	43%	46%	50%	34%	40%	39%	48%	48%	41%	41%	46%	47%	15%	42%	47%	43%
Prefer not to say	37	23	14	9	11	7	4	1	4	11	13	6	8	1	1	1	3	2	2	-	4	15	5	3	-	6	18	6
	2%	2%	1%	4%	3%	2%	1%	*	1%	2%	2%	1%	2%	1%	1%	1%	2%	1%	1%	-	2%	6%	2%	2%	-	2%	2%	3%

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 86

To which of the following religious groups do you consider yourself to be a member of?

Base: All respondents

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
Christian	1047 51%	158 49%	11 71%	140 58%	23 47%	134 52%	307 49%	33 55%	145 50%	72 53%	10 39%	9 43%	5 29%	980 52%	67 40%
NET: Other	110 5%	17 5%	-	11 4%	4 8%	11 4%	47 8%	1 2%	9 3%	8 6%	3 10%	-	-	101 5%	10 6%
Muslim	52 3%	13 4%	-	1 *	3 7%	-	26 4%	-	6 2%	2 2%	-	-	-	48 3%	4 2%
Hindu	12 1%	-	-	2 1%	1 1%	3 1%	6 1%	-	-	-	1 2%	-	-	11 1%	1 *
Jewish	13 1%	-	-	2 1%	-	4 2%	5 1%	1 2%	-	1 1%	-	-	-	11 1%	3 2%
Sikh	3 *	-	-	2 1%	-	-	1 *	-	-	-	-	-	-	3 *	-
Buddhist	8 *	2 1%	-	1 *	-	1 *	1 *	-	-	2 1%	1 4%	-	-	8 *	-
Other	22 1%	2 1%	-	3 1%	-	3 1%	8 1%	-	3 1%	3 2%	1 4%	-	-	20 1%	2 1%
None	867 42%	145 45%	5 29%	89 37%	22 44%	101 39%	260 42%	26 43%	130 45%	52 38%	14 52%	12 57%	10 64%	778 41%	90 54%
Prefer not to say	37 2%	5 2%	-	1 *	* 1%	11 4%	9 1%	1 1%	5 2%	4 3%	-	-	1 7%	36 2%	1 1%

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 87

Which of the following best describes where you live?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			Opinion Influencer	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public		Pri- vate
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175
NET: Urban	1644	823	821	193	314	281	286	237	332	452	462	331	400	127	71	195	129	156	113	66	128	265	218	135	42	289	695	151
	80%	82%	78%	84%	89%	85%	78%	70%	82%	80%	78%	78%	78%	72%	85%	85%	77%	86%	75%	66%	67%	100%	78%	77%	68%	86%	82%	86%
Urban - Population over 10,000	841	449	391	128	173	150	144	107	140	259	262	142	178	67	39	98	66	75	53	31	46	214	84	47	21	170	378	98
	41%	45%	37%	55%	49%	45%	39%	35%	30%	47%	46%	33%	35%	38%	47%	43%	39%	41%	36%	31%	24%	80%	30%	27%	33%	50%	45%	56%
Town and Fringe	804	374	430	66	141	132	143	131	192	192	200	189	222	60	32	96	63	81	59	35	83	52	134	88	21	120	317	53
	39%	37%	41%	28%	40%	40%	39%	43%	40%	35%	35%	45%	43%	34%	38%	42%	38%	45%	39%	35%	43%	19%	48%	50%	34%	35%	37%	30%
NET: Rural	418	183	235	37	40	50	81	66	143	101	112	94	111	50	12	35	39	24	37	34	64	1	60	41	20	49	154	24
	20%	18%	22%	16%	11%	15%	22%	22%	30%	18%	20%	22%	22%	28%	15%	15%	23%	14%	25%	34%	33%	*	22%	23%	32%	14%	18%	14%
Village	374	163	210	28	39	49	69	59	130	81	99	88	106	40	11	31	36	21	34	31	61	1	59	31	16	47	142	24
	18%	16%	20%	12%	11%	15%	19%	20%	27%	15%	17%	21%	21%	23%	14%	14%	21%	11%	23%	31%	32%	*	21%	18%	27%	14%	17%	13%
Hamlet & Isolated Dwelling	44	20	24	10	2	1	12	7	13	20	14	6	5	9	1	4	3	4	3	3	2	-	1	10	3	2	13	1
	2%	2%	2%	4%	1%	*	3%	2%	3%	4%	2%	1%	1%	5%	1%	2%	2%	2%	2%	3%	1%	-	*	6%	6%	1%	1%	*

Ocean Plastic Survey
ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 88

Which of the following best describes where you live?**Base: All respondents**

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
NET: Urban	1644 80%	272 84%	13 78%	189 78%	42 86%	217 84%	473 76%	47 78%	236 81%	105 77%	20 74%	17 80%	15 89%	1517 80%	127 76%
Urban - Population over 10,000	841 41%	138 42%	6 40%	89 37%	26 53%	112 44%	261 42%	23 38%	108 37%	45 33%	11 41%	9 43%	11 68%	775 41%	65 39%
Town and Fringe	804 39%	134 41%	6 39%	99 41%	16 33%	104 41%	211 34%	24 40%	127 44%	60 44%	9 32%	8 37%	3 21%	742 39%	62 37%
NET: Rural	418 20%	53 16%	4 22%	52 22%	7 14%	41 16%	150 24%	13 22%	54 19%	31 23%	7 26%	4 20%	2 11%	378 20%	40 24%
Village	374 18%	47 14%	4 22%	51 21%	7 14%	34 13%	133 21%	12 20%	46 16%	26 19%	7 26%	4 20%	2 11%	342 18%	32 19%
Hamlet & Isolated Dwelling	44 2%	6 2%	-	1 *	-	6 2%	17 3%	1 2%	8 3%	5 4%	-	-	-	36 2%	8 5%

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 89

Which of the following best describes your current working status?

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri- vate	Opin- ion Influ- encer
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175
NET: Working	1188	615	573	141	290	269	275	164	48	358	369	266	195	103	56	133	98	107	73	68	74	180	153	97	46	338	849	134
	58%	61%	54%	61%	82%	81%	75%	54%	10%	65%	64%	63%	38%	58%	67%	58%	58%	60%	49%	68%	38%	68%	55%	55%	75%	100%	100%	77%
Working full time - working 30 hours per week or more	936	539	397	116	238	223	218	120	22	299	292	218	128	83	48	103	70	87	58	58	46	157	117	71	38	266	670	114
	45%	54%	38%	50%	67%	67%	59%	39%	5%	54%	51%	51%	25%	47%	57%	45%	42%	48%	39%	58%	24%	59%	42%	40%	61%	79%	79%	65%
Working part time - working between 8 and 29 hours per week	252	75	176	25	52	46	58	44	26	59	77	49	67	20	9	30	27	20	15	9	27	23	36	26	9	72	179	20
	12%	7%	17%	11%	15%	14%	16%	15%	5%	11%	13%	11%	13%	11%	11%	13%	16%	11%	10%	9%	14%	9%	13%	15%	14%	21%	21%	12%
NET: Not working	874	392	483	89	64	63	92	139	426	194	206	158	316	73	28	97	70	73	77	32	118	86	125	79	16	-	-	41
	42%	39%	46%	39%	18%	19%	25%	46%	90%	35%	36%	37%	62%	42%	33%	42%	42%	40%	51%	32%	62%	32%	45%	45%	25%	-	-	23%
Not working but seeking work or temporarily unemployed or sick	73	40	33	12	13	10	23	14	1	8	4	7	55	6	2	12	3	5	6	2	6	12	9	5	5	-	-	1
	4%	4%	3%	5%	4%	3%	6%	5%	*	1%	1%	2%	11%	3%	2%	5%	2%	3%	4%	2%	3%	5%	3%	3%	8%	-	-	*
Not working and not seeking work/ student	152	92	60	72	17	18	19	26	-	31	43	12	65	15	4	12	11	17	10	6	19	19	24	11	2	-	-	20
	7%	9%	6%	31%	5%	6%	5%	9%	-	6%	7%	3%	13%	8%	5%	5%	7%	9%	7%	6%	10%	7%	9%	6%	3%	-	-	11%
Retired on a state pension only	154	51	103	-	-	-	-	4	151	14	21	17	102	16	4	18	11	13	18	4	27	7	22	14	1	-	-	5
	7%	5%	10%	-	-	-	-	1%	32%	3%	4%	4%	20%	9%	5%	8%	6%	7%	12%	4%	14%	3%	8%	8%	1%	-	-	3%
Retired with a private pension	332	188	144	-	-	1	4	58	270	120	111	73	29	29	12	43	36	21	28	12	43	24	45	36	4	-	-	9
	16%	19%	14%	-	-	*	1%	19%	57%	22%	19%	17%	6%	16%	14%	19%	22%	12%	19%	12%	22%	9%	16%	20%	7%	-	-	5%
House person, housewife, househusband, etc.	163	21	142	6	34	34	45	38	5	21	28	49	66	8	6	13	9	17	15	8	23	23	25	12	4	-	-	6
	8%	2%	13%	3%	10%	10%	12%	13%	1%	4%	5%	12%	13%	5%	7%	6%	5%	9%	10%	8%	12%	9%	9%	7%	6%	-	-	3%

Ocean Plastic Survey
ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 90

Which of the following best describes your current working status?**Base: All respondents**

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
NET: Working	1188 58%	222 68%	8 51%	113 47%	35 72%	147 57%	364 58%	28 46%	172 59%	72 53%	9 35%	13 61%	6 34%	1118 59%	70 42%
Working full time - working 30 hours per week or more	936 45%	194 60%	7 43%	90 37%	32 65%	116 45%	270 43%	21 34%	132 45%	53 39%	5 20%	12 55%	5 31%	879 46%	58 34%
Working part time - working between 8 and 29 hours per week	252 12%	28 9%	1 8%	23 10%	3 7%	30 12%	93 15%	7 12%	40 14%	19 14%	4 14%	1 6%	1 4%	239 13%	12 7%
NET: Not working	874 42%	103 32%	8 49%	128 53%	14 28%	111 43%	259 42%	33 54%	118 41%	65 47%	17 65%	8 39%	11 66%	777 41%	97 58%
Not working but seeking work or temporarily unemployed or sick	73 4%	12 4%	- -	10 4%	5 10%	4 2%	20 3%	- -	10 3%	5 4%	3 12%	- -	2 11%	65 3%	8 5%
Not working and not seeking work/ student	152 7%	24 7%	1 6%	19 8%	3 6%	20 8%	35 6%	5 8%	22 8%	10 7%	3 11%	1 5%	8 51%	116 6%	36 22%
Retired on a state pension only	154 7%	13 4%	2 11%	32 13%	- -	22 9%	41 7%	4 7%	16 5%	17 13%	3 11%	4 18%	- -	146 8%	8 5%
Retired with a private pension	332 16%	25 8%	3 21%	48 20%	1 2%	54 21%	103 16%	24 39%	46 16%	20 14%	6 22%	2 9%	1 4%	290 15%	43 26%
House person, housewife, househusband, etc.	163 8%	28 9%	2 11%	18 8%	5 9%	9 4%	60 10%	- -	24 8%	13 9%	3 10%	2 8%	- -	160 8%	3 2%

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 91

Do you work in any of the following occupations?

Base: All respondents who work

	Gender			Age						Social Grade				Region										Employment Sector			Opinion Influencer	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public		Pri- vate
Unweighted base	1066	558	508	105	244	241	268	166	42	291	349	256	170	108	46	111	86	90	72	65	84	141	141	88	34	290	776	105
Weighted base	1188	615	573	141	290	269	275	164	48	358	369	266	195	103	56	133	98	107	73	68	74	180	153	97	46	338	849	134
NET: Public Sector	338	145	193	41	77	75	86	51	8	105	128	61	45	25	17	41	25	23	23	23	21	53	49	24	14	338	-	39
	28%	24%	34%	29%	26%	28%	31%	31%	17%	29%	35%	23%	23%	25%	30%	31%	26%	21%	31%	34%	29%	30%	32%	25%	30%	100%	-	29%
A nationalised industry/state corporation	25	19	6	8	1	4	7	4	-	6	2	8	8	-	2	4	-	2	4	1	3	4	5	1	-	25	-	-
	2%	3%	1%	6%	*	1%	3%	2%	-	2%	1%	3%	4%	-	3%	3%	-	2%	6%	2%	4%	2%	3%	1%	-	7%	-	-
Central government or civil service (including Courts service and Bank of England)	40	27	13	3	6	15	11	4	-	20	18	-	2	6	3	5	3	3	-	6	2	6	1	4	1	40	-	8
	3%	4%	2%	2%	2%	6%	4%	3%	-	5%	5%	-	1%	6%	6%	4%	3%	3%	-	9%	2%	3%	1%	4%	2%	12%	-	6%
Local government or council (including fire services, police and local authority controlled schools/colleges)	116	46	69	5	26	29	33	18	5	39	54	13	10	6	5	14	12	10	4	7	5	27	16	6	4	116	-	20
	10%	8%	12%	3%	9%	11%	12%	11%	10%	11%	15%	5%	5%	6%	9%	11%	12%	9%	6%	10%	7%	15%	11%	6%	8%	34%	-	15%
A university, or other grant funded establishment (include opted-out schools)	22	14	8	3	5	3	6	5	-	8	6	4	3	-	1	1	1	1	3	1	1	5	3	4	2	22	-	7
	2%	2%	1%	2%	2%	1%	2%	3%	-	2%	2%	2%	1%	-	1%	1%	1%	1%	5%	1%	1%	3%	2%	4%	3%	6%	-	5%
A health authority or NHS Trust	90	16	74	20	21	17	21	10	2	23	36	21	10	6	5	9	5	4	7	7	9	6	19	8	5	90	-	3
	8%	3%	13%	14%	7%	6%	7%	6%	4%	6%	10%	8%	5%	6%	8%	7%	6%	4%	10%	11%	12%	3%	12%	8%	11%	27%	-	2%
The armed forces	3	3	-	2	1	1	-	-	-	-	3	1	-	-	-	-	-	-	2	1	-	-	-	1	-	3	-	-
	*	1%	-	1%	*	*	-	-	-	-	1%	*	-	-	-	-	-	-	3%	1%	-	-	-	1%	-	1%	-	-
Other public sector occupation (Please specify as much detail as possible)	43	19	24	1	17	5	8	10	2	10	8	14	11	8	1	7	5	3	2	1	2	6	6	1	2	43	-	1
	4%	3%	4%	1%	6%	2%	3%	6%	4%	3%	2%	5%	6%	7%	3%	5%	5%	2%	3%	1%	3%	3%	4%	1%	5%	13%	-	1%
NET: Private Sector	849	469	380	100	214	194	189	113	40	253	242	205	150	77	40	92	73	84	50	45	53	127	103	73	33	-	849	95
	72%	76%	66%	71%	74%	72%	69%	69%	83%	71%	65%	77%	77%	75%	70%	69%	74%	79%	69%	66%	71%	70%	68%	75%	70%	-	100%	71%

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 91

Do you work in any of the following occupations?

Base: All respondents who work

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Private
Weighted base	1188	615	573	141	290	269	275	164	48	358	369	266	195	103	56	133	98	107	73	68	74	180	153	97	46	338	849	134
A charity, voluntary organisation or trust	34 3%	19 3%	16 3%	3 2%	14 5%	7 3%	4 2%	4 3%	2 3%	12 3%	12 3%	6 2%	5 2%	2 2%	1 2%	6 4%	3 3%	4 4%	1 2%	1 2%	2 3%	2 1%	5 3%	5 5%	2 4%	-	34 4%	6 5%
Self-employed (Private sector)	125 11%	76 12%	49 9%	6 5%	24 8%	16 6%	41 15%	25 15%	13 27%	32 9%	39 11%	34 13%	21 11%	8 8%	3 6%	12 9%	11 11%	11 10%	7 9%	5 7%	12 16%	18 10%	22 14%	10 11%	6 14%	-	125 15%	4 3%
None of the above/ I work in the Private sector	690 58%	375 61%	315 55%	90 64%	176 60%	171 64%	144 52%	83 51%	25 53%	210 59%	191 52%	165 62%	124 64%	67 65%	35 63%	74 56%	59 60%	69 64%	43 58%	39 57%	38 52%	107 59%	77 50%	58 60%	24 52%	-	690 81%	85 63%

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 92

Do you work in any of the following occupations?**Base: All respondents who work**

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr-isons	Ice-land	Sains-bury's	Tesco	Wait-rose	Aldi	Lidl	Co-op	Some-where else	Don't purchase	Half or more	Less / none
Unweighted base	1066	186	8	107	30	130	334	25	150	68	12	13	3	1018	48
Weighted base	1188	222	8	113	35	147	364	28	172	72	9	13	6	1118	70
NET: Public Sector	338	50	2	35	11	37	114	8	49	26	2	1	3	321	17
	28%	22%	25%	31%	32%	26%	31%	29%	29%	36%	21%	10%	55%	29%	24%
A nationalised industry/state corporation	25	3	-	3	2	3	7	-	4	2	-	-	-	25	-
	2%	2%	-	3%	6%	2%	2%	-	2%	3%	-	-	-	2%	-
Central government or civil service (including Courts service and Bank of England)	40	5	-	3	-	5	12	3	8	3	1	-	-	36	4
	3%	2%	-	2%	-	4%	3%	10%	5%	4%	13%	-	-	3%	5%
Local government or council (including fire services, police and local authority controlled schools/colleges)	116	14	-	14	1	9	49	2	17	8	-	1	-	115	1
	10%	6%	-	12%	3%	6%	14%	9%	10%	11%	-	10%	-	10%	1%
A university, or other grant funded establishment (include opted-out schools)	22	3	-	-	-	4	8	2	3	1	1	-	-	20	2
	2%	2%	-	-	-	3%	2%	7%	1%	2%	9%	-	-	2%	2%
A health authority or NHS Trust	90	10	1	8	6	11	25	1	15	10	-	-	3	82	8
	8%	4%	17%	7%	17%	7%	7%	3%	9%	14%	-	-	55%	7%	12%
The armed forces	3	-	-	1	-	-	3	-	-	-	-	-	-	3	-
	*	-	-	1%	-	-	1%	-	-	-	-	-	-	*	-
Other public sector occupation (Please specify as much detail as possible)	43	14	1	7	2	6	9	-	3	2	-	-	-	41	3
	4%	6%	8%	6%	6%	4%	3%	-	2%	2%	-	-	-	4%	4%
NET: Private Sector	849	172	6	78	24	109	250	20	123	46	7	12	3	797	53
	72%	78%	75%	69%	68%	74%	69%	71%	71%	64%	79%	90%	45%	71%	76%
A charity, voluntary organisation or trust	34	5	-	1	1	4	9	4	6	2	-	1	-	32	2
	3%	2%	-	1%	2%	3%	2%	13%	4%	3%	-	8%	-	3%	3%

Ocean Plastic Survey
ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 92

Do you work in any of the following occupations?**Base: All respondents who work**

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none
Weighted base	1188	222	8	113	35	147	364	28	172	72	9	13	6	1118	70
Self-employed (Private sector)	125 11%	23 11%	1 7%	11 10%	3 8%	16 11%	38 10%	3 11%	15 8%	7 10%	3 32%	4 29%	2 34%	114 10%	11 16%
None of the above/ I work in the Private sector	690 58%	143 65%	6 67%	66 58%	21 59%	89 61%	203 56%	13 46%	102 59%	36 50%	4 47%	7 52%	1 11%	651 58%	39 57%

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 93

Do you have any children aged 18 or under? If so, how old are they?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			Opinion Influencer	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public		Private
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175
No children aged 18 or under	1474	738	736	200	194	121	222	277	461	406	418	275	375	125	58	166	125	120	103	73	146	195	208	120	36	193	540	98
	71%	73%	70%	87%	55%	36%	60%	91%	97%	74%	73%	65%	73%	71%	69%	72%	74%	67%	69%	73%	76%	73%	75%	68%	58%	57%	64%	56%
NET: Yes	582	264	318	29	159	209	144	26	14	145	154	148	135	50	26	63	43	60	46	27	46	70	70	55	26	144	305	75
	28%	26%	30%	13%	45%	63%	39%	9%	3%	26%	27%	35%	27%	29%	31%	27%	26%	33%	30%	27%	24%	26%	25%	31%	42%	43%	36%	43%
NET: Any 5-18	475	216	258	15	102	178	141	25	13	115	120	120	119	43	24	50	34	45	37	24	39	56	57	46	20	113	249	59
	23%	21%	24%	7%	29%	54%	38%	8%	3%	21%	21%	28%	23%	24%	29%	22%	20%	25%	25%	24%	20%	21%	20%	26%	32%	33%	29%	34%
NET: Any 11-18	323	148	175	6	29	132	122	23	11	71	86	79	87	29	14	35	27	32	27	15	27	27	35	38	18	77	173	32
	16%	15%	17%	3%	8%	40%	33%	8%	2%	13%	15%	19%	17%	17%	16%	15%	16%	18%	18%	15%	14%	10%	13%	21%	29%	23%	20%	18%
Yes - children aged under 5 years old	208	87	121	19	116	61	7	1	3	57	56	59	36	15	10	22	15	24	17	10	15	34	22	17	7	50	106	34
	10%	9%	11%	8%	33%	18%	2%	*	1%	10%	10%	14%	7%	8%	12%	10%	9%	13%	11%	10%	8%	13%	8%	10%	11%	15%	12%	20%
Yes - children aged 5 to 10 years old	263	121	142	13	87	113	42	6	2	69	67	60	67	26	18	25	18	28	17	12	23	38	28	20	8	52	147	47
	13%	12%	13%	6%	25%	34%	11%	2%	*	12%	12%	14%	13%	15%	21%	11%	11%	16%	11%	12%	12%	14%	10%	11%	13%	15%	17%	27%
Yes - children aged 11 to 15 years old	241	109	132	6	28	110	77	16	5	60	62	53	66	24	8	29	20	22	19	11	21	21	24	29	14	57	134	27
	12%	11%	13%	3%	8%	33%	21%	5%	1%	11%	11%	12%	13%	14%	10%	12%	12%	12%	12%	11%	11%	8%	9%	16%	23%	17%	16%	15%
Yes - children aged 16 to 18 years old	145	60	85	-	6	50	73	9	7	27	37	41	41	7	7	16	13	15	12	5	15	11	20	19	6	34	72	9
	7%	6%	8%	-	2%	15%	20%	3%	1%	5%	6%	10%	8%	4%	8%	7%	8%	8%	8%	5%	8%	4%	7%	11%	9%	10%	9%	5%
Refused	6	4	2	2	1	2	1	-	-	1	3	1	1	1	-	1	-	-	1	-	-	1	-	1	-	1	5	1
	*	*	*	1%	*	1%	*	-	-	*	*	*	*	*	-	1%	-	-	1%	-	-	1%	-	1%	-	*	1%	1%

Ocean Plastic Survey
ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 94

Do you have any children aged 18 or under? If so, how old are they?**Base: All respondents**

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
No children aged 18 or under	1474 71%	213 66%	13 78%	182 76%	35 70%	217 84%	421 68%	53 87%	192 66%	91 67%	23 87%	19 87%	16 100%	1321 70%	153 92%
NET: Yes	582 28%	110 34%	3 22%	59 24%	15 30%	41 16%	198 32%	8 13%	97 34%	45 33%	3 13%	3 13%	-	568 30%	14 8%
NET: Any 5-18	475 23%	90 28%	3 22%	54 23%	14 28%	34 13%	155 25%	7 11%	82 28%	30 22%	3 12%	3 13%	-	464 24%	10 6%
NET: Any 11-18	323 16%	60 18%	2 13%	38 16%	10 21%	18 7%	110 18%	5 8%	58 20%	18 13%	2 8%	2 11%	-	315 17%	8 5%
Yes - children aged under 5 years old	208 10%	42 13%	-	15 6%	2 5%	17 6%	71 11%	1 2%	34 12%	25 18%	1 5%	-	-	201 11%	7 4%
Yes - children aged 5 to 10 years old	263 13%	51 16%	2 13%	33 14%	8 17%	23 9%	80 13%	4 6%	43 15%	15 11%	2 8%	1 6%	-	256 14%	7 4%
Yes - children aged 11 to 15 years old	241 12%	49 15%	2 13%	27 11%	8 17%	14 6%	81 13%	1 2%	42 14%	13 10%	1 4%	2 7%	-	234 12%	8 5%
Yes - children aged 16 to 18 years old	145 7%	17 5%	-	14 6%	7 15%	6 3%	57 9%	4 7%	30 10%	6 4%	1 4%	1 7%	-	144 8%	2 1%
Refused	6 *	1 *	-	-	-	-	3 *	-	1 *	1 1%	-	-	-	6 *	-

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 95
Which of the following ITV regions do you live in?
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	Public	Private	Opinion Influencer
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175
Anglia	199 10%	90 9%	109 10%	15 7%	22 6%	26 8%	37 10%	36 12%	63 13%	40 7%	47 8%	43 10%	68 13%	-	-	3 1%	-	-	20 13%	-	161 84%	2 1%	13 5%	-	-	24 7%	59 7%	11 6%
Border	15 1%	7 1%	8 1%	-	3 1%	1 *	3 1%	5 2%	3 1%	3 1%	6 1%	4 1%	3 1%	8 4%	-	7 3%	-	-	-	-	-	-	-	-	-	-	9 1%	1 1%
Central	279 14%	138 14%	141 13%	31 14%	50 14%	48 15%	44 12%	39 13%	66 14%	80 15%	65 11%	65 15%	69 13%	2 1%	-	1 1%	-	170 95%	97 64%	-	4 2%	-	3 1%	2 1%	-	40 12%	117 14%	37 21%
Granada	217 11%	116 12%	101 10%	28 12%	25 7%	36 11%	36 10%	33 11%	58 12%	64 12%	57 10%	45 11%	50 10%	-	1 1%	211 92%	-	-	2 1%	*	-	-	2 1%	-	-	40 12%	83 10%	18 10%
London	404 20%	172 17%	232 22%	62 27%	88 25%	65 20%	73 20%	55 18%	61 13%	125 23%	134 23%	64 15%	82 16%	1 1%	2 2%	-	-	-	3 2%	-	25 13%	264 99%	102 37%	6 3%	-	69 20%	181 21%	36 21%
Meridian	178 9%	94 9%	84 8%	17 7%	28 8%	26 8%	32 9%	25 8%	50 10%	46 8%	51 9%	43 10%	38 7%	-	-	-	-	-	*	-	-	-	154 55%	23 13%	-	31 9%	72 8%	11 6%
STV	167 8%	83 8%	84 8%	14 6%	27 8%	32 10%	29 8%	23 8%	41 9%	43 8%	53 9%	27 6%	44 9%	165 94%	-	-	-	-	-	-	-	-	2 1%	-	-	25 8%	71 8%	15 8%
Tyne Tees	81 4%	42 4%	39 4%	15 6%	16 5%	11 3%	15 4%	13 4%	11 2%	17 3%	26 4%	17 4%	21 4%	-	81 96%	-	1 1%	-	-	-	-	-	-	-	-	17 5%	37 4%	9 5%
Wales	102 5%	63 6%	39 4%	15 7%	18 5%	22 7%	16 4%	14 5%	15 3%	33 6%	25 4%	18 4%	24 5%	-	-	1 *	-	2 1%	-	99 99%	-	-	-	-	-	23 7%	46 5%	8 5%
West	53 3%	28 3%	25 2%	4 2%	12 3%	10 3%	6 2%	5 2%	15 3%	12 2%	17 3%	7 2%	16 3%	-	-	3 1%	-	7 4%	1 *	1 1%	-	-	1 *	40 23%	-	5 1%	16 2%	7 4%
Westcountry	106 5%	45 4%	61 6%	8 4%	22 6%	15 5%	18 5%	16 5%	26 6%	31 6%	27 5%	26 6%	22 4%	-	-	-	-	-	1 *	-	-	-	-	105 60%	-	20 6%	46 5%	8 5%
Yorkshire	199 10%	100 10%	99 9%	17 7%	30 9%	27 8%	38 10%	28 9%	58 12%	39 7%	52 9%	49 12%	59 11%	-	1 1%	3 1%	167 99%	-	27 18%	-	2 1%	-	-	-	-	30 9%	81 10%	13 7%
UTV	62 3%	28 3%	34 3%	3 1%	13 4%	10 3%	19 5%	11 3%	6 1%	18 3%	13 2%	15 4%	16 3%	-	-	-	-	-	-	-	-	-	-	-	62 100%	14 4%	33 4%	-

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 96
Which of the following ITV regions do you live in?
Base: All respondents

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
Anglia	199 10%	18 6%	2 11%	29 12%	1 2%	20 8%	76 12%	12 20%	28 10%	7 5%	3 11%	3 15%	-	182 10%	17 10%
Border	15 1%	4 1%	-	4 2%	-	3 1%	1 *	-	2 1%	-	-	-	-	14 1%	1 *
Central	279 14%	43 13%	1 8%	47 20%	2 4%	33 13%	63 10%	9 14%	57 20%	14 10%	3 13%	3 16%	3 16%	262 14%	17 10%
Granada	217 11%	43 13%	1 7%	29 12%	8 17%	24 9%	54 9%	5 9%	43 15%	7 5%	2 6%	-	-	193 10%	23 14%
London	404 20%	50 15%	1 5%	34 14%	18 37%	80 31%	138 22%	18 29%	23 8%	24 18%	7 28%	6 26%	5 33%	376 20%	28 17%
Meridian	178 9%	16 5%	-	7 3%	1 1%	26 10%	71 11%	13 22%	21 7%	18 13%	1 5%	4 17%	-	162 9%	16 9%
STV	167 8%	39 12%	6 34%	13 6%	1 2%	15 6%	44 7%	1 2%	28 10%	11 8%	5 20%	-	4 25%	152 8%	15 9%
Tyne Tees	81 4%	20 6%	-	17 7%	7 14%	6 2%	12 2%	-	17 6%	* *	-	* 2%	1 7%	76 4%	6 3%
Wales	102 5%	19 6%	1 6%	11 4%	4 8%	8 3%	27 4%	-	18 6%	11 8%	2 6%	2 7%	-	96 5%	6 3%
West	53 3%	4 1%	-	8 3%	1 2%	3 1%	20 3%	-	11 4%	6 4%	* 2%	-	-	49 3%	4 2%
Westcountry	106 5%	11 3%	1 9%	10 4%	1 3%	12 5%	37 6%	2 4%	10 3%	18 13%	-	1 5%	2 10%	94 5%	12 7%
Yorkshire	199 10%	38 12%	3 17%	30 12%	5 10%	24 9%	49 8%	-	33 11%	11 8%	3 10%	3 13%	1 7%	182 10%	17 10%
UTV	62 3%	19 6%	1 4%	-	-	3 1%	30 5%	-	-	9 6%	-	-	-	57 3%	5 3%

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 97
Marital Status
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			Opinion Influencer	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public		Pri-vate
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175
Single	591 29%	326 32%	265 25%	175 76%	158 45%	90 27%	96 26%	47 15%	25 5%	167 30%	185 32%	97 23%	142 28%	54 31%	31 36%	54 23%	40 24%	55 30%	28 19%	39 39%	37 19%	112 42%	91 33%	40 23%	11 18%	117 35%	282 33%	73 42%
NET: Married/ Civil partnership/ co habiting	1197 58%	590 59%	607 57%	54 24%	187 53%	216 65%	222 60%	200 66%	317 67%	334 60%	296 52%	289 68%	278 54%	97 55%	45 54%	143 62%	109 65%	103 57%	99 66%	49 49%	131 68%	112 42%	150 54%	115 65%	43 70%	181 54%	494 58%	92 53%
Married	869 42%	442 44%	428 41%	19 8%	98 28%	129 39%	166 45%	163 54%	294 62%	247 45%	212 37%	210 50%	200 39%	69 39%	27 32%	104 45%	81 48%	73 40%	76 50%	28 28%	105 55%	74 28%	110 40%	86 49%	38 61%	125 37%	313 37%	70 40%
Civil Partnership	21 1%	11 1%	10 1%	3 1%	7 2%	7 2%	1 *	* *	2 *	6 1%	5 1%	5 1%	6 1%	- -	* *	2 1%	1 *	3 2%	2 2%	2 2%	2 1%	5 2%	2 1%	3 1%	- -	3 1%	11 1%	2 1%
Co Habiting	306 15%	137 14%	169 16%	32 14%	82 23%	80 24%	55 15%	37 12%	21 4%	81 15%	79 14%	74 17%	72 14%	29 16%	18 22%	38 16%	28 16%	27 15%	21 14%	20 20%	24 13%	32 12%	38 14%	27 15%	6 9%	53 16%	170 20%	20 11%
NET: Widowed/ separated/ divorced	268 13%	84 8%	183 17%	1 *	7 2%	24 7%	49 13%	55 18%	133 28%	50 9%	90 16%	36 8%	92 18%	25 14%	8 9%	31 14%	19 11%	22 12%	22 15%	12 12%	24 13%	39 15%	37 13%	21 12%	8 12%	39 12%	69 8%	9 5%
Widowed	78 4%	22 2%	56 5%	- -	1 *	- -	8 2%	12 4%	57 12%	11 2%	29 5%	10 2%	29 6%	7 4%	3 4%	10 4%	8 5%	6 3%	4 3%	3 3%	12 6%	13 5%	7 2%	6 3%	- -	5 2%	11 1%	2 1%
Separated	30 1%	9 1%	21 2%	1 *	3 1%	7 2%	9 2%	5 2%	6 1%	6 1%	13 2%	3 1%	8 2%	3 2%	1 1%	3 1%	1 1%	1 *	2 2%	3 3%	1 1%	8 3%	3 1%	1 *	3 5%	8 2%	10 1%	1 1%
Divorced	160 8%	54 5%	106 10%	- -	3 1%	16 5%	32 9%	39 13%	70 15%	33 6%	49 9%	23 5%	55 11%	16 9%	4 5%	18 8%	10 6%	16 9%	16 10%	6 6%	11 6%	18 7%	27 10%	14 8%	5 8%	25 7%	49 6%	5 3%
Prefer not to answer	6 *	6 1%	- -	1 1%	1 *	2 1%	- -	1 *	- -	1 *	3 *	2 *	- -	- -	- -	2 1%	- -	- -	- -	- -	- -	3 1%	* -	- -	- -	1 *	5 1%	- -

Ocean Plastic Survey
ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 98
Marital Status
Base: All respondents

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
Single	591 29%	104 32%	2 9%	56 23%	30 61%	80 31%	185 30%	8 13%	70 24%	26 19%	10 38%	7 32%	14 86%	511 27%	81 48%
NET: Married/ Civil partnership/ co habiting	1197 58%	181 56%	13 79%	145 60%	15 31%	145 56%	364 58%	42 70%	178 61%	94 69%	10 37%	8 38%	2 14%	1110 59%	87 52%
Married	869 42%	131 40%	10 61%	101 42%	8 16%	95 37%	276 44%	35 58%	127 44%	74 54%	7 26%	5 23%	1 7%	799 42%	70 42%
Civil Partnership	21 1%	4 1%	-	-	1 2%	2 1%	6 1%	4 6%	2 1%	1 1%	-	1 4%	-	19 1%	2 1%
Co Habiting	306 15%	47 15%	3 18%	44 18%	7 13%	47 18%	82 13%	3 5%	48 17%	18 13%	3 11%	2 11%	1 7%	292 15%	14 8%
NET: Widowed/ separated/ divorced	268 13%	38 12%	2 12%	40 17%	4 7%	31 12%	71 11%	10 17%	42 15%	17 12%	7 25%	6 30%	-	268 14%	-
Widowed	78 4%	4 1%	-	18 8%	-	7 3%	19 3%	4 6%	19 7%	1 1%	4 14%	1 6%	-	78 4%	-
Separated	30 1%	7 2%	-	2 1%	-	4 2%	12 2%	* 1%	1 *	2 2%	-	1 5%	-	30 2%	-
Divorced	160 8%	26 8%	2 12%	19 8%	4 7%	20 8%	41 7%	6 10%	22 8%	13 10%	3 11%	4 19%	-	160 8%	-
Prefer not to answer	6 *	1 *	-	-	-	1 1%	3 *	-	* *	-	-	-	-	6 *	-

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 99

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175
Glasgow	94 5%	53 5%	41 4%	11 5%	9 2%	21 6%	18 5%	14 5%	22 5%	25 4%	22 4%	14 3%	34 7%	94 54%	-	-	-	-	-	-	-	-	-	-	-	11 3%	42 5%	7 4%
Edinburgh	71 3%	29 3%	42 4%	4 2%	21 6%	14 4%	9 2%	8 3%	16 3%	21 4%	31 5%	11 3%	8 2%	71 40%	-	-	-	-	-	-	-	-	-	-	-	13 4%	32 4%	9 5%
Newcastle	84 4%	44 4%	40 4%	16 7%	15 4%	10 3%	15 4%	15 5%	13 3%	16 3%	28 5%	17 4%	22 4%	-	78 93%	5 2%	* *	1 *	-	-	-	-	-	-	-	17 5%	37 4%	10 6%
Leeds	86 4%	43 4%	43 4%	8 3%	11 3%	13 4%	21 6%	10 3%	23 5%	22 4%	23 4%	20 5%	21 4%	-	-	5 2%	79 47%	-	-	-	-	2 1%	-	-	-	19 6%	35 4%	6 3%
Hull	44 2%	24 2%	20 2%	6 3%	5 1%	5 2%	4 1%	8 3%	15 3%	4 1%	15 3%	7 2%	17 3%	-	1 1%	-	36 21%	-	7 5%	-	-	-	-	-	-	4 1%	22 3%	5 3%
Sheffield	55 3%	28 3%	28 3%	5 2%	11 3%	7 2%	11 3%	9 3%	12 3%	15 3%	13 2%	13 3%	15 3%	-	-	-	47 28%	-	8 6%	-	-	-	-	-	-	10 3%	17 2%	4 2%
Manchester	165 8%	90 9%	74 7%	16 7%	23 6%	34 10%	26 7%	21 7%	45 10%	50 9%	35 6%	42 10%	38 7%	-	1 1%	151 65%	-	11 6%	1 1%	1 1%	-	-	-	-	-	27 8%	66 8%	18 10%
Liverpool	74 4%	35 3%	40 4%	10 4%	10 3%	10 3%	14 4%	13 4%	17 4%	15 3%	22 4%	15 4%	22 4%	-	-	61 26%	-	1 *	-	13 13%	-	-	-	-	-	14 4%	31 4%	7 4%
Nottingham	76 4%	36 4%	41 4%	8 3%	5 1%	16 5%	14 4%	13 4%	22 5%	11 2%	23 4%	17 4%	25 5%	-	-	-	2 1%	-	74 49%	-	1 1%	-	-	-	-	10 3%	27 3%	9 5%
Birmingham	167 8%	88 9%	79 7%	21 9%	41 12%	29 9%	25 7%	18 6%	34 7%	61 11%	39 7%	36 9%	30 6%	-	-	-	152 85%	12 8%	2 2%	-	-	-	1 *	-	27 8%	79 9%	26 15%	
Norwich	82 4%	33 3%	49 5%	5 2%	10 3%	11 3%	14 4%	17 6%	24 5%	14 3%	22 4%	19 5%	26 5%	-	-	-	-	-	1 1%	-	79 41%	1 *	2 1%	-	12 3%	22 3%	2 1%	
Milton Keynes	67 3%	30 3%	37 3%	7 3%	7 2%	8 2%	10 3%	14 5%	21 4%	17 3%	15 3%	11 3%	24 5%	-	-	-	-	-	24 16%	-	25 13%	-	17 6%	-	6 2%	24 3%	4 2%	
Brighton	45 2%	21 2%	24 2%	6 3%	6 2%	5 2%	8 2%	7 2%	12 3%	6 1%	16 3%	16 4%	7 1%	-	-	-	-	-	-	-	-	-	44 16%	1 *	8 2%	17 2%	3 2%	

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 99

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Private
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175
Oxford	19 1%	14 1%	5 *	4 2%	3 1%	3 1%	2 *	5 2%	2 *	4 1%	4 1%	4 1%	6 1%	-	-	-	-	1 *	*	-	-	-	15 5%	2 1%	-	4 1%	6 1%	1 1%
London	478 23%	213 21%	266 25%	65 28%	102 29%	75 23%	92 25%	61 20%	82 17%	143 26%	152 26%	81 19%	102 20%	-	1 1%	-	-	-	3 2%	-	66 34%	262 98%	142 51%	4 2%	-	86 25%	204 24%	44 25%
Southampton	74 4%	42 4%	32 3%	8 3%	8 2%	13 4%	10 3%	10 3%	25 5%	23 4%	22 4%	13 3%	17 3%	-	-	-	-	1 1%	-	-	-	-	47 17%	27 15%	-	8 2%	35 4%	4 2%
Bristol	68 3%	32 3%	35 3%	4 2%	9 3%	18 5%	8 2%	9 3%	19 4%	17 3%	22 4%	13 3%	15 3%	-	-	-	-	-	-	-	-	-	1 *	67 38%	-	4 1%	28 3%	5 3%
Plymouth	69 3%	30 3%	40 4%	5 2%	15 4%	4 1%	13 4%	10 3%	22 5%	18 3%	17 3%	17 4%	17 3%	-	-	-	-	-	-	-	-	-	-	69 39%	-	15 5%	26 3%	3 2%
Cardiff	81 4%	48 5%	33 3%	9 4%	17 5%	20 6%	12 3%	12 4%	11 2%	28 5%	23 4%	14 3%	17 3%	-	-	-	-	3 2%	-	78 78%	-	-	-	-	-	20 6%	39 5%	5 3%
Belfast	62 3%	28 3%	34 3%	3 1%	13 4%	10 3%	19 5%	11 3%	6 1%	18 3%	13 2%	15 4%	16 3%	-	-	-	-	-	-	-	-	-	-	-	62 100%	14 4%	33 4%	-
None of these	99 5%	44 4%	55 5%	9 4%	13 4%	7 2%	23 6%	15 5%	32 7%	25 5%	16 3%	27 6%	31 6%	11 6%	3 4%	9 4%	4 2%	10 5%	19 13%	7 7%	20 11%	2 1%	10 4%	5 3%	-	11 3%	29 3%	3 2%

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 100

Which of the following cities do you live in, or nearest to?**Base: All respondents**

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morrison's	Ice-land	Sains-bury's	Tesco	Wait-rose	Aldi	Lidl	Co-op	Some-where else	Don't purchase	Half or more	Less / none
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
Glasgow	94 5%	25 8%	1 9%	12 5%	* 1%	7 3%	24 4%	1 2%	13 5%	3 3%	2 8%	- -	4 25%	85 4%	9 5%
Edinburgh	71 3%	14 4%	4 25%	5 2%	- -	11 4%	16 3%	- -	11 4%	7 5%	2 9%	- -	- -	66 3%	5 3%
Newcastle	84 4%	20 6%	- -	19 8%	7 14%	5 2%	11 2%	- -	19 6%	* -	- -	1 5%	1 7%	78 4%	6 3%
Leeds	86 4%	13 4%	1 7%	16 7%	1 2%	15 6%	17 3%	- -	13 4%	7 5%	1 4%	1 7%	1 7%	78 4%	8 5%
Hull	44 2%	9 3%	2 10%	5 2%	1 3%	3 1%	16 3%	- -	5 2%	4 3%	- -	- -	- -	41 2%	3 2%
Sheffield	55 3%	14 4%	- -	6 2%	3 5%	6 2%	11 2%	- -	13 4%	2 1%	- -	1 6%	- -	51 3%	4 3%
Manchester	165 8%	32 10%	- -	26 11%	6 12%	14 5%	39 6%	4 6%	30 10%	11 8%	2 6%	2 8%	- -	149 8%	16 10%
Liverpool	74 4%	14 4%	1 7%	6 2%	4 8%	9 3%	18 3%	- -	18 6%	4 3%	1 2%	- -	- -	70 4%	4 2%
Nottingham	76 4%	13 4%	1 4%	11 4%	1 1%	6 2%	22 4%	2 3%	17 6%	4 3%	- -	- -	1 6%	69 4%	7 4%
Birmingham	167 8%	31 9%	- -	30 13%	1 1%	22 9%	32 5%	3 5%	40 14%	7 5%	1 5%	1 5%	1 4%	158 8%	9 6%
Norwich	82 4%	10 3%	- -	13 5%	1 2%	9 3%	31 5%	2 3%	14 5%	2 2%	- -	1 4%	- -	75 4%	7 4%
Milton Keynes	67 3%	5 1%	1 7%	11 5%	1 1%	7 3%	26 4%	9 15%	5 2%	- -	1 2%	1 3%	- -	61 3%	6 3%
Brighton	45 2%	7 2%	- -	2 1%	2 4%	2 1%	19 3%	1 2%	4 2%	7 5%	- -	- -	- -	44 2%	1 *
Oxford	19 1%	2 *	- -	2 1%	- -	4 2%	6 1%	1 2%	2 1%	1 1%	- -	2 9%	- -	18 1%	1 1%

Ocean Plastic Survey
ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 100

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
London	478 23%	52 16%	2 10%	39 16%	14 29%	90 35%	167 27%	27 45%	38 13%	27 20%	9 33%	9 41%	5 33%	434 23%	44 27%
Southampton	74 4%	7 2%	-	4 2%	2 5%	11 4%	27 4%	4 7%	9 3%	10 7%	-	-	-	68 4%	6 4%
Bristol	68 3%	5 1%	-	11 5%	1 3%	7 3%	29 5%	-	4 1%	8 6%	* 2%	1 5%	1 7%	59 3%	8 5%
Plymouth	69 3%	9 3%	1 9%	5 2%	1 2%	6 2%	25 4%	2 4%	4 2%	14 10%	-	-	-	63 3%	7 4%
Cardiff	81 4%	16 5%	1 6%	8 3%	1 3%	7 3%	24 4%	-	15 5%	7 5%	2 6%	-	-	78 4%	3 2%
Belfast	62 3%	19 6%	1 4%	-	-	3 1%	30 5%	-	-	9 6%	-	-	-	57 3%	5 3%
None of these	99 5%	9 3%	1 4%	9 4%	2 4%	12 5%	33 5%	4 7%	17 6%	2 2%	6 24%	2 7%	2 11%	92 5%	8 5%

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 101

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer	
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146	
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175	
Up to £7,000	(3.5)	83 4%	35 3%	48 5%	19 8%	10 3%	14 4%	20 5%	17 5%	4 1%	16 2%	2 1%	61 12%	6 3%	4 5%	12 5%	5 3%	7 4%	10 6%	3 3%	7 3%	17 6%	11 4%	4 2%	- -	9 3%	14 2%	5 3%	
£7,001 to £14,000	(10.5)	269 13%	124 12%	145 14%	14 6%	32 9%	30 9%	53 14%	52 17%	89 19%	22 4%	50 9%	44 10%	153 30%	21 12%	17 20%	24 10%	21 12%	21 12%	38 25%	14 14%	29 15%	24 9%	36 13%	21 12%	4 7%	19 6%	74 9%	14 8%
£14,001 to £21,000	(17.5)	362 18%	165 16%	197 19%	23 10%	57 16%	54 16%	55 15%	52 17%	122 26%	55 10%	105 18%	88 21%	114 22%	35 20%	17 21%	44 19%	35 21%	31 17%	35 23%	19 19%	36 19%	29 11%	50 18%	27 16%	3 4%	51 15%	135 16%	27 15%
£21,001 to £28,000	(24.5)	399 19%	202 20%	198 19%	26 11%	78 22%	60 18%	72 20%	62 20%	101 21%	81 15%	122 21%	97 23%	100 20%	34 20%	12 15%	28 12%	40 24%	37 20%	22 15%	23 23%	51 27%	46 17%	48 17%	46 26%	11 18%	57 17%	172 20%	26 15%
£28,001 to £34,000	(31)	306 15%	147 15%	159 15%	11 5%	52 15%	46 14%	67 18%	58 19%	72 15%	85 15%	100 17%	84 20%	36 7%	17 10%	12 14%	47 20%	24 14%	26 15%	20 13%	10 10%	30 16%	38 14%	48 17%	24 13%	10 16%	63 18%	137 16%	26 15%
£34,001 to £41,000	(37.5)	149 7%	80 8%	70 7%	10 4%	20 6%	28 8%	35 10%	25 8%	31 7%	48 9%	45 8%	35 8%	21 4%	15 8%	4 4%	27 12%	19 11%	15 9%	5 3%	2 2%	13 7%	18 7%	14 5%	11 6%	7 11%	32 9%	70 8%	9 5%
£41,001 to £48,000	(44.5)	89 4%	40 4%	49 5%	17 8%	22 6%	20 6%	11 3%	11 4%	7 1%	33 6%	28 5%	23 5%	5 1%	6 4%	7 8%	8 3%	7 4%	8 4%	9 6%	2 2%	3 2%	11 4%	12 4%	10 5%	6 10%	19 6%	49 6%	12 7%
£48,001 to £55,000	(51.5)	77 4%	38 4%	39 4%	20 8%	19 5%	17 5%	11 3%	4 1%	6 1%	40 7%	22 4%	11 3%	3 1%	3 2%	1 1%	13 6%	3 2%	4 2%	1 1%	9 9%	3 1%	10 4%	10 4%	12 7%	9 14%	27 8%	39 5%	11 6%
£55,001 to £62,000	(58.5)	31 1%	19 2%	12 1%	5 2%	11 3%	3 1%	6 2%	3 1%	2 *	16 3%	13 2%	2 *	- -	5 3%	1 1%	2 1%	1 1%	3 2%	3 2%	5 5%	- -	7 3%	3 1%	- -	2 3%	11 3%	18 2%	5 3%
£62,001 to £69,000	(65.5)	34 2%	23 2%	11 1%	9 4%	7 2%	10 3%	8 2%	- -	23 4%	9 2%	1 *	- -	6 4%	- -	3 1%	- -	- -	2 1%	- -	- -	7 3%	8 3%	5 3%	2 3%	15 4%	17 2%	8 5%	
£69,001 to £76,000	(72.5)	46 2%	27 3%	19 2%	12 5%	13 4%	6 2%	7 2%	- -	8 2%	32 6%	11 2%	4 1%	- -	3 2%	5 6%	6 3%	2 1%	6 3%	- -	1 1%	2 1%	9 3%	8 3%	- -	5 7%	11 3%	27 3%	11 6%
£76,001 to £83,000	(79.5)	21 1%	13 1%	8 1%	10 5%	5 2%	2 1%	2 1%	1 *	- -	16 3%	3 *	2 1%	- -	3 2%	- -	2 1%	- -	- -	- -	2 1%	6 2%	4 1%	3 2%	1 2%	1 2%	1 *	13 1%	8 4%
£83,001 or more	(86)	55 3%	34 3%	21 2%	21 9%	11 3%	10 3%	6 2%	4 1%	3 1%	38 7%	8 1%	6 1%	2 *	6 3%	2 2%	6 2%	5 3%	9 5%	- -	3 3%	4 2%	12 5%	5 2%	3 2%	- -	12 4%	25 3%	5 3%

Ocean Plastic Survey
ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 101

What is the combined annual income of your household, prior to tax being deducted?**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175
Prefer not to answer	141	61	80	34	17	30	15	15	30	58	43	25	14	16	3	9	8	13	6	8	13	31	22	10	4	12	59	9
	7%	6%	8%	15%	5%	9%	4%	5%	6%	11%	8%	6%	3%	9%	3%	4%	5%	7%	4%	8%	7%	12%	8%	6%	6%	4%	7%	5%
Average income (£000's)	29.12	30.67	27.62	41.39	32.67	31.11	27.89	24.50	23.62	41.53	29.42	27.64	17.65	30.38	27.09	30.03	26.81	29.97	21.83	28.97	25.30	33.70	29.42	29.30	38.84	35.11	32.64	37.29

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 102

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Buy majority of food and groceries from												Responsible for grocery shopping			
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none	
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142	
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167	
Up to £7,000	(3.5) 4%	83 5%	17 5%	- 4%	10 4%	3 5%	12 5%	21 3%	- 4%	11 4%	6 4%	4 16%	- -	81 4%	2 1%	
£7,001 to £14,000	(10.5) 13%	269 14%	44 14%	- -	36 15%	10 21%	25 10%	79 13%	5 9%	37 13%	18 13%	6 23%	7 31%	2 10%	255 13%	14 9%
£14,001 to £21,000	(17.5) 18%	362 17%	56 17%	4 22%	51 21%	14 28%	40 15%	112 18%	7 12%	58 20%	16 12%	3 10%	3 14%	- -	350 18%	12 7%
£21,001 to £28,000	(24.5) 19%	399 19%	59 18%	2 14%	42 18%	10 20%	39 15%	129 21%	10 17%	59 20%	39 29%	5 19%	1 6%	3 17%	366 19%	33 20%
£28,001 to £34,000	(31) 15%	306 17%	56 17%	4 24%	35 14%	4 8%	31 12%	88 14%	13 21%	45 16%	20 15%	5 18%	5 21%	1 7%	287 15%	19 12%
£34,001 to £41,000	(37.5) 7%	149 7%	16 5%	- -	22 9%	- -	25 10%	57 9%	5 9%	17 6%	5 3%	1 5%	- -	1 4%	144 8%	6 3%
£41,001 to £48,000	(44.5) 4%	89 4%	16 5%	- -	11 4%	3 5%	14 5%	19 3%	2 4%	15 5%	8 6%	- -	- -	2 12%	82 4%	7 4%
£48,001 to £55,000	(51.5) 4%	77 4%	18 5%	- -	7 3%	- -	12 4%	29 5%	1 2%	6 2%	4 3%	- -	- -	- -	62 3%	15 9%
£55,001 to £62,000	(58.5) 1%	31 1%	4 1%	1 4%	3 1%	- -	9 4%	9 1%	- -	3 1%	1 1%	- 6%	- -	- -	30 2%	1 *
£62,001 to £69,000	(65.5) 2%	34 2%	1 *	1 9%	- -	2 4%	4 2%	16 3%	- -	7 2%	2 2%	- -	- -	- -	30 2%	4 2%
£69,001 to £76,000	(72.5) 2%	46 2%	10 3%	2 10%	3 1%	2 4%	4 2%	10 2%	4 7%	7 2%	3 2%	- -	1 4%	- -	39 2%	7 4%
£76,001 to £83,000	(79.5) 1%	21 1%	3 1%	- -	- -	- -	6 2%	8 1%	- -	1 *	3 2%	- -	- -	- -	19 1%	2 1%
£83,001 or more	(86) 3%	55 1%	3 1%	2 11%	9 4%	- -	15 6%	9 1%	5 8%	2 1%	4 3%	- -	2 8%	5 30%	35 2%	19 12%
Prefer not to answer	141 7%	22 7%	1 6%	12 5%	2 4%	22 9%	37 6%	7 11%	22 8%	7 5%	2 9%	2 10%	3 20%	115 6%	26 16%	

Ocean Plastic Survey
ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 102

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
Average income (£000's)	29.12	27.90	42.44	27.19	23.52	33.63	28.92	36.06	27.18	29.56	18.57	29.81	49.77	28.24	40.21

Ocean Plastic Survey

ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 103

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	North of Ireland		Public	Private
Unweighted base	2062	1025	1037	208	320	328	381	331	494	487	597	442	536	194	85	220	172	171	161	109	218	221	287	171	53	290	776	146
Weighted base	2062	1006	1056	231	354	332	367	303	475	552	575	424	511	176	84	230	168	180	150	100	192	266	278	176	62	338	849	175
NET: Yes	501	222	278	41	60	72	82	96	150	103	107	89	202	45	20	60	46	48	37	20	57	48	60	47	13	50	131	30
	24%	22%	26%	18%	17%	22%	22%	32%	32%	19%	19%	21%	40%	26%	24%	26%	27%	27%	24%	20%	30%	18%	22%	26%	22%	15%	15%	17%
Yes - physical condition	293	136	157	9	16	32	50	70	117	55	61	52	125	25	11	32	30	25	23	11	35	24	40	25	10	22	62	8
	14%	13%	15%	4%	4%	10%	14%	23%	25%	10%	11%	12%	24%	14%	14%	14%	18%	14%	15%	11%	18%	9%	14%	14%	16%	7%	7%	5%
Yes - mental condition	190	82	108	35	34	47	41	25	10	40	41	27	83	14	11	21	17	22	13	6	21	21	23	18	5	20	64	21
	9%	8%	10%	15%	9%	14%	11%	8%	2%	7%	7%	6%	16%	8%	13%	9%	10%	12%	8%	6%	11%	8%	8%	10%	8%	6%	8%	12%
Yes - disability	157	72	84	2	19	14	29	34	58	33	24	32	67	14	3	22	16	20	11	14	18	10	14	12	3	14	21	6
	8%	7%	8%	1%	5%	4%	8%	11%	12%	6%	4%	8%	13%	8%	4%	10%	9%	11%	8%	14%	9%	4%	5%	7%	5%	4%	2%	3%
Yes - other	23	6	17	1	3	3	4	7	5	3	6	3	11	2	1	4	-	1	1	2	4	1	4	2	-	5	4	-
	1%	1%	2%	*	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	2%	-	1%	1%	2%	2%	*	2%	1%	-	2%	*	-	
No	1522	767	755	183	288	252	277	199	324	436	460	327	299	129	63	166	120	127	112	78	134	212	209	124	48	284	701	144
	74%	76%	71%	79%	81%	76%	75%	66%	68%	79%	80%	77%	58%	73%	75%	72%	71%	71%	75%	78%	70%	80%	75%	70%	78%	84%	83%	82%
Prefer not to say	39	16	23	7	7	8	8	8	1	13	8	8	10	3	1	3	3	4	2	2	1	6	9	6	-	4	17	1
	2%	2%	2%	3%	2%	3%	2%	3%	*	2%	1%	2%	2%	1%	1%	1%	2%	2%	1%	2%	1%	2%	3%	3%	-	1%	2%	1%

Ocean Plastic Survey
ONLINE Fieldwork: 1st-3rd June 2018

Absolutes/col percents

Table 104

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

Base: All respondents

	Buy majority of food and groceries from												Responsible for grocery shopping		
	Total	Asda	M&S	Morr- isons	Ice- land	Sains- bury's	Tesco	Wait- rose	Aldi	Lidl	Co-op	Some- where else	Don't purchase	Half or more	Less / none
Unweighted base	2062	313	16	259	52	247	617	55	296	136	33	23	15	1920	142
Weighted base	2062	325	16	241	49	257	623	61	290	136	27	21	16	1895	167
NET: Yes	501 24%	85 26%	6 40%	68 28%	15 31%	52 20%	149 24%	7 12%	71 24%	35 25%	5 18%	6 30%	2 10%	472 25%	29 17%
Yes - physical condition	293 14%	53 16%	4 27%	40 17%	5 11%	32 13%	78 13%	5 9%	44 15%	20 14%	3 13%	6 27%	1 6%	274 14%	19 11%
Yes - mental condition	190 9%	27 8%	- -	24 10%	9 18%	20 8%	55 9%	1 2%	33 12%	17 12%	1 5%	2 10%	1 7%	178 9%	12 7%
Yes - disability	157 8%	32 10%	2 13%	27 11%	5 10%	15 6%	46 7%	2 4%	18 6%	7 5%	- -	1 4%	1 6%	150 8%	6 4%
Yes - other	23 1%	3 1%	1 6%	4 2%	* 1%	1 *	7 1%	- -	5 2%	2 1%	- -	- -	- -	23 1%	- -
No	1522 74%	235 72%	10 60%	170 71%	33 67%	200 78%	461 74%	52 86%	215 74%	97 71%	22 82%	14 65%	14 84%	1390 73%	132 79%
Prefer not to say	39 2%	4 1%	- -	3 1%	1 2%	6 2%	13 2%	1 2%	4 2%	4 3%	- -	1 5%	1 6%	33 2%	6 4%