



# Young Adults & Plastic Waste: Attitudes & Behaviour Survey

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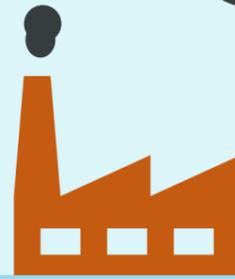
## Top Concern...

Impact of plastic waste on  
marine ecosystems.



## Responsibility...

Respondents felt that companies using and producing plastics were most responsible for addressing the issue.



**85%**

Feel they recycle all household waste possible.

**1 in 6**

Feel nothing they do would help solve the plastic waste problem.

**67%**

Think recycling in the U.K. is relatively easy\*.

**Under 25's in our survey recycled**

**30% Less**

**common plastic items compared with other age groups<sup>‡</sup>.**

## Under 25's MORE likely to...

- Buy second-hand clothing
- Re-use plastic bottles and bags
- Buy loose fruit and vegetables

...compared with other age groups<sup>‡</sup>.



## Under 25's LESS likely to...

- Use a butcher
- Buy soap or shampoo bars
- Use a milkman or purchase milk in glass bottles

...compared with other age groups<sup>‡</sup>.

