

The State of Plastic Recycling

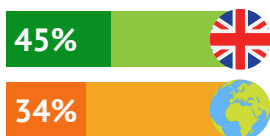
ANNUAL REPORT 2020 - KEY FINDINGS - UK

Sustainability is one of the most pressing challenges we are facing as a global community – and it can only be solved by working together. This requires a clear understanding of consumer attitudes toward plastics recycling as well as the facts around them. In the first State of Plastic Recycling Annual Report, new findings are presented from a consumer survey conducted by YouGov, which Hi-Cone commissioned to better understand the opportunities and challenges in advancing the circular economy for the food and drinks packaging industry. The survey covered 5,509 adults across four markets – Mexico, Spain, the United Kingdom and the United States, of which 2,228 were from the United Kingdom. The survey found several striking results, such as:

- 1** UK adults were the most active recyclers, with almost all reporting that they recycle regularly. UK adults also lead the other three territories in recycling all of their plastic waste.

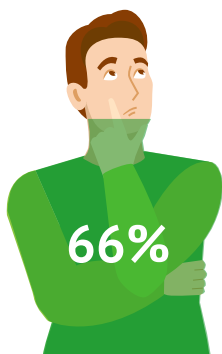


92% of UK adults reported that they regularly recycled at home compared to **75%** of adults across all territories.



Almost half of UK adults (**45%**) reported that they recycle all of their plastic waste, compared to one-third of adults (**34%**) across all territories.

- 2** While UK adults reported recycling the most, they were also the most unsure of how to recycle different types of plastic compared to the other territories.



66% of UK adults reported that they don't know how to recycle some types of plastic packaging, compared to **60%** of adults across all territories.

60% of UK adults reported that they found recycling different plastics difficult to understand, compared to **56%** of adults across all territories.

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UK adults, when compared to adults across all territories, tended to believe more strongly that non-plastic packaging is better for the environment than plastic packaging.



56% of UK adults reported believing that it takes more energy and natural resources to recycle plastic than paper, compared to **46%** of adults across all territories.

78% of UK adults reported believing that non-plastic packaging is better for the environment than plastic packaging, compared to **69%** of adults across all territories.

Only **27%** of UK adults reported believing that a small amount of plastic packaging can be better for the environment than a larger amount of a different packaging material such as cardboard, compared to **35%** of adults across all territories.



READ THE FULL REPORT: *The State of Plastic Recycling*

This report aims to identify the challenges, as well as the opportunities, for the industry to improve plastic recycling as sustainability plays a larger role and drives change.

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