

# YouGov / LGA Survey Results

Sample Size: 2112 adults in England and Wales

Fieldwork: 1st - 2nd November 2023

	Vote In 2019 GE				Vote in 2016 EU		Gender		Age				Social Grade		Country		Region in England				
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	North	Midlands	London	Rest of South		
<b>Weighted Sample</b>	<b>2112</b>	720	534	182	724	813	1024	1088	222	874	522	494	1212	900	1998	114	560	384	279	775	
<b>Unweighted Sample</b>	<b>2112</b>	691	549	195	846	755	940	1172	183	894	525	510	1303	809	1999	113	541	390	294	774	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Overall, do you think supermarket products tend to use too much, too little or about the right amount of packaging?

Too much	71	71	76	86	80	71	67	75	58	67	79	75	74	67	71	79	71	70	59	75
Too little	4	3	5	2	3	3	5	3	10	4	3	1	4	4	4	2	4	4	7	3
About the right amount	20	24	14	9	13	22	22	18	18	22	15	22	18	22	20	12	20	21	25	19
Don't know	5	2	6	3	4	4	7	4	14	6	3	2	4	7	5	7	5	5	9	4

To what extent would you support or oppose each of the following?

companies producing and selling groceries being required by government to reduce the amount of packaging they use overall year on year

Strongly support	50	46	60	61	60	45	44	56	46	48	55	52	55	45	50	60	51	48	48	50
Tend to support	35	38	30	35	32	38	37	33	30	33	37	37	32	38	35	31	34	38	34	35
<b>TOTAL SUPPORT</b>	<b>85</b>	<b>84</b>	<b>90</b>	<b>96</b>	<b>92</b>	<b>83</b>	<b>81</b>	<b>89</b>	<b>76</b>	<b>81</b>	<b>92</b>	<b>89</b>	<b>87</b>	<b>83</b>	<b>85</b>	<b>91</b>	<b>85</b>	<b>86</b>	<b>82</b>	<b>85</b>
Tend to oppose	4	5	3	1	3	5	5	3	6	5	2	3	4	3	4	3	4	3	5	4
Strongly oppose	2	3	1	0	1	3	4	0	2	3	1	3	2	3	2	2	2	2	3	2
<b>TOTAL OPPOSE</b>	<b>6</b>	<b>8</b>	<b>4</b>	<b>1</b>	<b>4</b>	<b>8</b>	<b>9</b>	<b>3</b>	<b>8</b>	<b>8</b>	<b>3</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>5</b>	<b>8</b>	<b>6</b>
Don't know	9	7	7	3	4	9	10	8	16	11	6	4	7	11	9	4	10	9	10	8

companies only being allowed to use packaging that is easily recyclable

Strongly support	53	48	63	59	64	49	48	57	42	50	59	55	57	46	52	63	54	50	48	52
Tend to support	35	39	29	36	30	36	37	34	36	36	34	35	32	39	35	30	32	39	37	36
<b>TOTAL SUPPORT</b>	<b>88</b>	<b>87</b>	<b>92</b>	<b>95</b>	<b>94</b>	<b>85</b>	<b>85</b>	<b>91</b>	<b>78</b>	<b>86</b>	<b>93</b>	<b>90</b>	<b>89</b>	<b>85</b>	<b>87</b>	<b>93</b>	<b>86</b>	<b>89</b>	<b>85</b>	<b>88</b>
Tend to oppose	3	4	3	3	2	4	4	3	8	3	2	3	4	3	3	3	4	2	4	3
Strongly oppose	2	2	1	1	1	3	3	1	1	2	1	2	1	2	2	2	3	2	2	1
<b>TOTAL OPPOSE</b>	<b>5</b>	<b>6</b>	<b>4</b>	<b>4</b>	<b>3</b>	<b>7</b>	<b>7</b>	<b>4</b>	<b>9</b>	<b>5</b>	<b>3</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>7</b>	<b>4</b>	<b>6</b>	<b>4</b>
Don't know	7	6	5	1	3	8	8	6	13	9	4	5	5	10	8	3	7	7	8	8

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	Region lived										Ethnicity					
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	White	Asian	Black	Mixed	Other
<b>Weighted Sample</b>	<b>2112</b>	97	263	200	181	204	229	279	330	215	114	1740	165	70	36	38
<b>Unweighted Sample</b>	<b>2112</b>	101	256	184	188	202	230	294	330	214	113	1732	188	69	71	30
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Overall, do you think supermarket products tend to use too much, too little or about the right amount of packaging?

Too much	<b>71</b>	73	71	70	69	71	69	59	77	79	79	75	57	27	73	58
Too little	<b>4</b>	3	5	4	4	4	4	7	2	2	2	3	7	15	3	6
About the right amount	<b>20</b>	21	20	18	19	22	23	25	18	16	12	18	28	44	19	20
Don't know	<b>5</b>	3	4	8	8	3	4	9	4	4	7	4	7	14	4	16

To what extent would you support or oppose each of the following?

companies producing and selling groceries being required by government to reduce the amount of packaging they use overall year on year

Strongly support	<b>50</b>	57	52	46	44	52	45	48	52	54	60	52	43	36	46	54
Tend to support	<b>35</b>	30	35	33	39	37	40	34	32	34	31	34	41	42	28	28
<b>TOTAL SUPPORT</b>	<b>85</b>	<b>87</b>	<b>87</b>	<b>79</b>	<b>83</b>	<b>89</b>	<b>85</b>	<b>82</b>	<b>84</b>	<b>88</b>	<b>91</b>	<b>86</b>	<b>84</b>	<b>78</b>	<b>74</b>	<b>82</b>
Tend to oppose	<b>4</b>	5	3	4	5	1	4	5	6	2	3	4	3	11	5	11
Strongly oppose	<b>2</b>	0	2	3	1	3	2	3	2	3	2	2	1	0	5	0
<b>TOTAL OPPOSE</b>	<b>6</b>	<b>5</b>	<b>5</b>	<b>7</b>	<b>6</b>	<b>4</b>	<b>6</b>	<b>8</b>	<b>8</b>	<b>5</b>	<b>5</b>	<b>6</b>	<b>4</b>	<b>11</b>	<b>10</b>	<b>11</b>
Don't know	<b>9</b>	8	9	13	10	7	9	10	8	7	4	8	11	11	17	8

companies only being allowed to use packaging that is easily recyclable

Strongly support	<b>53</b>	66	56	45	48	52	53	48	53	50	63	55	42	42	55	59
Tend to support	<b>35</b>	26	32	35	41	36	36	37	32	41	30	34	43	40	26	27
<b>TOTAL SUPPORT</b>	<b>88</b>	<b>92</b>	<b>88</b>	<b>80</b>	<b>89</b>	<b>88</b>	<b>89</b>	<b>85</b>	<b>85</b>	<b>91</b>	<b>93</b>	<b>89</b>	<b>85</b>	<b>82</b>	<b>81</b>	<b>86</b>
Tend to oppose	<b>3</b>	4	3	6	2	3	3	4	3	2	3	4	3	3	3	0
Strongly oppose	<b>2</b>	2	4	1	1	2	1	2	2	0	2	2	2	0	2	3
<b>TOTAL OPPOSE</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>7</b>	<b>3</b>	<b>5</b>	<b>4</b>	<b>6</b>	<b>5</b>	<b>2</b>	<b>5</b>	<b>6</b>	<b>5</b>	<b>3</b>	<b>5</b>	<b>3</b>
Don't know	<b>7</b>	2	5	12	8	6	6	8	10	7	3	6	10	14	14	11

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Fieldwork: 1st - 2nd November 2023

	Vote In 2019 GE			Vote in 2016 EU		Gender		Age				Social Grade		Country		Region in England				
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	North	Midlands	London	Rest of South	
<b>Weighted Sample</b>	<b>2112</b>	<b>720</b>	<b>534</b>	<b>182</b>	<b>724</b>	<b>813</b>	<b>1024</b>	<b>1088</b>	<b>222</b>	<b>874</b>	<b>522</b>	<b>494</b>	<b>1212</b>	<b>900</b>	<b>1998</b>	<b>114</b>	<b>560</b>	<b>384</b>	<b>279</b>	<b>775</b>
<b>Unweighted Sample</b>	<b>2112</b>	<b>691</b>	<b>549</b>	<b>195</b>	<b>846</b>	<b>755</b>	<b>940</b>	<b>1172</b>	<b>183</b>	<b>894</b>	<b>525</b>	<b>510</b>	<b>1303</b>	<b>809</b>	<b>1999</b>	<b>113</b>	<b>541</b>	<b>390</b>	<b>294</b>	<b>774</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

companies having to provide clear labelling on packaging indicating what elements are and are not recyclable

Strongly support	58	56	67	72	68	55	54	62	53	57	61	61	62	53	58	70	56	61	54	59
Tend to support	30	33	24	22	25	33	31	29	22	30	31	30	28	32	30	24	29	29	31	30
<b>TOTAL SUPPORT</b>	<b>88</b>	<b>89</b>	<b>91</b>	<b>94</b>	<b>93</b>	<b>88</b>	<b>85</b>	<b>91</b>	<b>75</b>	<b>87</b>	<b>92</b>	<b>91</b>	<b>90</b>	<b>85</b>	<b>88</b>	<b>94</b>	<b>85</b>	<b>90</b>	<b>85</b>	<b>89</b>
Tend to oppose	4	4	4	3	3	3	4	3	11	3	3	2	3	4	4	1	5	2	7	3
Strongly oppose	1	2	1	0	1	2	3	0	3	1	1	2	1	2	1	2	2	0	3	1
<b>TOTAL OPPOSE</b>	<b>5</b>	<b>6</b>	<b>5</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>7</b>	<b>3</b>	<b>14</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>6</b>	<b>5</b>	<b>3</b>	<b>7</b>	<b>2</b>	<b>10</b>	<b>4</b>
Don't know	7	5	5	3	3	7	8	6	12	8	5	5	5	10	7	3	7	7	5	7

Which of the following, if any, do you trust most to make decisions on how waste is collected from your home and prepared for recycling?

Your local council	52	56	55	59	57	53	52	52	45	47	55	62	53	51	52	58	50	50	48	55
Companies that produce packaged goods	8	8	8	6	8	8	7	9	9	11	8	5	9	8	8	7	8	8	11	8
Community organisations	8	6	11	13	11	6	7	9	10	9	9	5	10	6	9	1	9	10	10	7
National government	6	7	6	8	6	6	8	5	8	7	6	6	8	5	6	8	7	7	7	5
Other	2	2	2	4	2	2	3	2	1	2	2	3	3	2	2	1	2	2	2	3
Don't know	23	21	18	11	16	25	23	22	27	24	21	19	18	29	23	24	25	24	22	21

If costs are increased by reducing the amount of packaging used / making packing that is used more easily recyclable, how do you think these costs should be paid for?

The companies producing the products	48	52	50	55	52	51	46	50	34	46	49	58	51	44	48	54	49	48	48	47
By from the government	16	10	19	17	17	11	16	17	28	20	14	7	16	16	16	15	17	15	18	16
By consumers buying the products	10	13	9	16	13	10	13	8	9	7	14	13	13	8	10	12	9	12	10	11
By from local councils	4	3	7	2	3	4	4	4	6	6	3	1	4	4	4	2	5	5	5	2
None of these	3	4	3	2	4	4	4	3	1	4	4	4	3	4	3	3	2	3	2	5
Don't know	12	10	9	7	9	14	11	13	11	14	11	11	8	17	12	12	13	12	10	12
N/A – I don't believe we should be reducing the amount of packaging we use / making it more easily recyclable	6	8	3	1	2	7	6	5	12	5	5	5	5	7	6	3	6	4	7	6

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<b>Weighted Sample</b>	<b>2112</b>	97	263	200	181	204	229	279	330	215	114	1740	165	70	36	38
<b>Unweighted Sample</b>	<b>2112</b>	101	256	184	188	202	230	294	330	214	113	1732	188	69	71	30
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

companies having to provide clear labelling on packaging indicating what elements are and are not recyclable

Strongly support	58	64	59	49	59	63	65	54	56	56	70	60	53	43	69	70
Tend to support	30	28	27	33	30	29	26	31	30	35	24	30	33	43	14	24
<b>TOTAL SUPPORT</b>	<b>88</b>	<b>92</b>	<b>86</b>	<b>82</b>	<b>89</b>	<b>92</b>	<b>91</b>	<b>85</b>	<b>86</b>	<b>91</b>	<b>94</b>	<b>90</b>	<b>86</b>	<b>86</b>	<b>83</b>	<b>94</b>
Tend to oppose	4	5	6	4	2	2	3	7	3	2	1	3	4	5	2	0
Strongly oppose	1	0	3	2	0	0	2	3	1	1	2	1	1	3	4	0
<b>TOTAL OPPOSE</b>	<b>5</b>	<b>5</b>	<b>9</b>	<b>6</b>	<b>2</b>	<b>2</b>	<b>5</b>	<b>10</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>8</b>	<b>6</b>	<b>0</b>
Don't know	7	2	6	12	9	6	5	5	10	7	3	6	8	5	11	6

Which of the following, if any, do you trust most to make decisions on how waste is collected from your home and prepared for recycling?

Your local council	52	46	55	44	54	47	62	48	53	52	58	53	54	49	37	45
Companies that produce packaged goods	8	14	6	9	9	7	7	11	9	7	7	8	10	14	16	13
Community organisations	8	8	7	11	6	13	7	10	7	8	1	8	8	9	9	9
National government	6	12	8	3	5	9	5	7	6	5	8	6	9	10	11	18
Other	2	1	0	4	1	3	3	2	2	5	1	2	1	3	3	2
Don't know	23	19	23	30	25	22	16	22	22	24	24	23	18	14	25	13

If costs are increased by reducing the amount of packaging used / making packing that is used more easily recyclable, how do you think these costs should be paid for?

The companies producing the products	48	54	47	49	44	52	47	48	46	48	54	51	44	37	46	43
By from the government	16	21	19	11	14	16	18	18	16	15	15	16	18	23	15	19
By consumers buying the products	10	5	9	12	14	11	10	10	11	12	12	11	8	7	11	15
By from local councils	4	1	9	2	5	5	2	5	2	3	2	3	9	14	3	8
None of these	3	3	1	1	1	5	5	2	5	6	3	3	3	2	6	4
Don't know	12	12	9	18	18	8	11	10	13	12	12	12	10	4	15	5
N/A – I don't believe we should be reducing the amount of packaging we use / making it more easily recyclable	6	5	7	7	6	3	7	7	6	5	3	5	8	14	3	6