YouGov / Allott & Associates

Paper Based Products

GB Sample : 28th - 29th May 2014

YouGov®
What the world thinks

	Total	Gender		Age					Social Grade		Region						
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Thinking about visiting your local supermarket or food retailer…																	
In general which ONE, if any, of the following types of material would you prefer your groceries and fresh produce to be packaged in?																	
Unweighted base	2289	1092	1197	331	320	354	483	801	1206	1083	551	314	176	316	536	85	311
Base: All GB adults	2289	1099	1190	275	398	380	435	801	1259	1030	563	375	220	293	524	114	199
Paper-based packaging	57%	54%	61%	49%	50%	57%	61%	63%	62%	51%	55%	57%	58%	62%	59%	57%	55%
Plastic containers	8%	8%	8%	11%	11%	10%	7%	6%	8%	9%	8%	6%	9%	10%	9%	11%	7%
No preference	31%	34%	28%	30%	34%	28%	29%	31%	27%	35%	34%	32%	30%	25%	27%	29%	33%
Don't know	4%	4%	3%	9%	5%	5%	3%	1%	3%	5%	3%	4%	3%	3%	5%	2%	4%
For the following question, please imagine that all other aspects of a product such as price and quality were equal...																	
How much more or less likely would you be to buy a product from a retailer who packages them in paper-based containers compared to plastic containers, or would it make no difference?																	
Unweighted base	2289	1092	1197	331	320	354	483	801	1206	1083	551	314	176	316	536	85	311
Base: All GB adults	2289	1099	1190	275	398	380	435	801	1259	1030	563	375	220	293	524	114	199
Much more likely	14%	13%	16%	12%	12%	14%	16%	16%	15%	14%	15%	13%	17%	19%	13%	12%	12%
More likely	31%	29%	33%	27%	28%	29%	34%	34%	34%	28%	31%	31%	33%	30%	32%	34%	30%
No difference	47%	49%	44%	44%	52%	50%	43%	45%	44%	49%	49%	48%	42%	42%	47%	45%	50%
Less likely	2%	3%	2%	3%	4%	2%	2%	2%	2%	2%	1%	3%	3%	4%	2%	4%	1%
Much less likely	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	2%	1%	1%
Don't know	5%	5%	5%	13%	4%	5%	5%	2%	4%	6%	4%	4%	6%	5%	5%	3%	5%
Net: More likely	46%	42%	49%	40%	39%	43%	50%	50%	49%	42%	45%	44%	49%	48%	45%	46%	43%
Net: Less likely	3%	4%	3%	3%	4%	3%	3%	3%	3%	3%	2%	4%	3%	5%	3%	5%	2%