

Willing, but confused – the UK's attitude to recycling



Most of us recycle plastic at home

...nearly half of us even take plastic to a recycling centre

...and only 3% never recycle



97%



48%



3%

We're a little pessimistic about how much is recycled...

Source: reloop.org

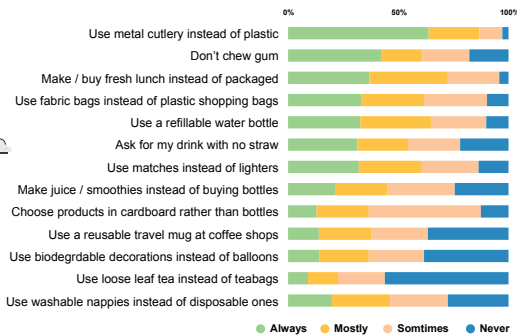


40%
Average guess



45%
of plastic is recycled in UK

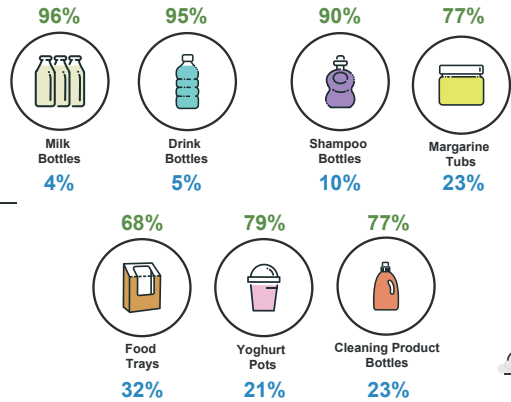
We try, but there's much more we can do...



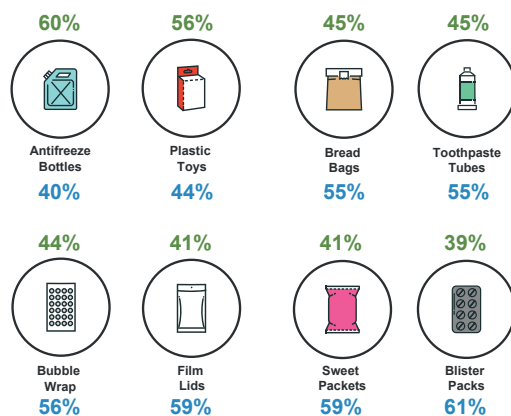
What we think we can recycle vs what we can recycle

Source: wrpa.org.uk

Can recycle



Can't recycle



We support some pretty radical ideas!

Plastic bottle deposit scheme



60%

Ban plastic straws



41%

"Latte Levy"



44%

More drinking fountains



40%

44% of plastic bottles aren't recycled