Plastics Packaging: The Consumer’s View
In conjunction with YouGov, the British Plastics Federation’s Packaging Group commissioned a survey in early 2014 to understand consumer trends in packaging. 2157 adults were asked about their preferences in packaging material across a variety of applications.
QUESTION 1

Please rank the following packages in order of how **PRACTICAL** you think they are

1. Beans plastic container (25%)
2. Water bottle (21%)
3. Margarine tub (18%)
4. Beans tin (17%)
5. Shower bottle (12%)
6. Jam jar (8%)

Please rank the following packages in order of how **VERSATILE** you think they are

1. Beans plastic container (29%)
2. Water bottle (23%)
3. Jam jar (15%)
4. Margarine tub (14%)
5. Beans tin (11%)
6. Shower bottle (8%)

Please rank the following packages in order of how **SAFE** you think they are

1. Beans plastic container (26%)
2. Beans tin (21%)
3. Margarine tub (19%)
4. Water bottle (17%)
5. Jam jar (9%)
6. Shower bottle (8%)

Please rank the following packages in order of how **CONVENIENT** you think they are

1. Beans plastic container (24%)
2. Water bottle (22%)
3. Margarine tub (20%)
4. Beans tin (17%)
5. Shower bottle (10%)
6. Jam jar (7%)

Please rank the following packages in order of how **INNOVATIVE** you think they are

1. Beans plastic container (37%)
2. Beans tin (18%)
3. Water bottle (18%)
4. Shower bottle (15%)
5. Margarine tub (8%)
6. Jam jar (5%)

Please rank the following packages in order of how **EASY TO USE/OPEN** you think they are

1. Margarine tub (38%)
2. Beans plastic container (19%)
3. Water bottle (15%)
4. Beans tin (13%)
5. Shower bottle (11%)
6. Jam jar (5%)
QUESTION 2

Please imagine that ALL the packaging in your grocery shopping was made of ONLY ONE of the following materials...

For each material please select whether you think the shopping bags would feel much heavier, heavier, lighter or much lighter as they usually do?

**GLASS**
- Much Heavier: 52%
- Heavier: 37%
- Lighter: 1%
- Much Lighter: 0%

**PLASTIC**
- Much Heavier: 1%
- Heavier: 6%
- Lighter: 42%
- Much Lighter: 12%

**CARDBOARD**
- Much Heavier: 2%
- Heavier: 10%
- Lighter: 43%
- Much Lighter: 12%

**METAL**
- Much Heavier: 35%
- Heavier: 48%
- Lighter: 1%
- Much Lighter: 0%

* Please note, the above graphs only represent trends and therefore do not include data for those responses of "about the same" and "don't know"
QUESTION 3

Overall which ONE, if any, of the following types of package do you think would be both the MOST safe and the MOST practical to use in the following parts of the home?

KITCHEN
- Plastic bottle: 42%
- Cardboard carton: 21%
- Glass bottle: 12%
- Metal can: 2%
- None of these: 4%

BATHROOM
- Plastic bottle: 75%
- Cardboard carton: 6%
- None of these: 5%
- Glass bottle: 4%
- Metal can: 2%

SHOWER CUBICLE
- Plastic bottle: 81%
- None of these: 5%
- Cardboard carton: 4%
- Glass bottle: 2%
- Metal can: 1%

BEDROOM
- Plastic bottle: 50%
- Cardboard carton: 19%
- Glass bottle: 10%
- None of these: 7%
- Metal can: 2%

NURSERY
- Plastic bottle: 43%
- Cardboard carton: 34%
- None of these: 10%
- Glass bottle: 2%
- Metal can: 2%

QUESTION 4

Thinking about tomato ketchup, if you had to choose, which ONE would you prefer?

- Plastic bottle that I can squeeze: 77%
- Glass bottle that I can shake: 17%
- None of these: 2%
- Plastic bottle: 2%
- Cardboard carton: 2%