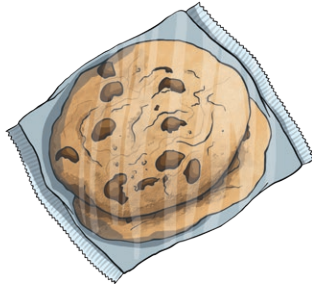


Consumer 1

You are a consumer who does not want to have to buy bags for 5p or remember to bring a bag. You want food to be packaged in plastic because you worry about hygiene. You like the outdoors but think the council should do more to clean up the area where you live.



Consumer 2

You are happy to use reusable bags at the shops and recycle your plastic. You think shops should go plastic free and that people should do more to help the environment. You are a keen traveller and feel very unhappy about the amount of plastic litter you have seen.



Shop Owner

You have owned a small shop for a number of years. Every day, you sell a lot of goods, particularly food, in plastic packaging. You are aware of how much waste there is, but recycling it all will be expensive. It is easier to put it in the bins. You know that you will have to increase your prices if you are going to buy in recycling contractors.



Environmental Volunteer

You spend much of your weekend walking along your local beach picking up plastic. It makes you very upset to see so much rubbish and you have often found seabirds in distress, caught up in plastic waste.

While on holiday, you have seen many dead fish that have died due to plastic pollution.

