

# ATTITUDES TOWARDS SINGLE- USE PLASTICS

February 2022

**PLASTIC  
FREE JULY**  
By Plastic Free Foundation

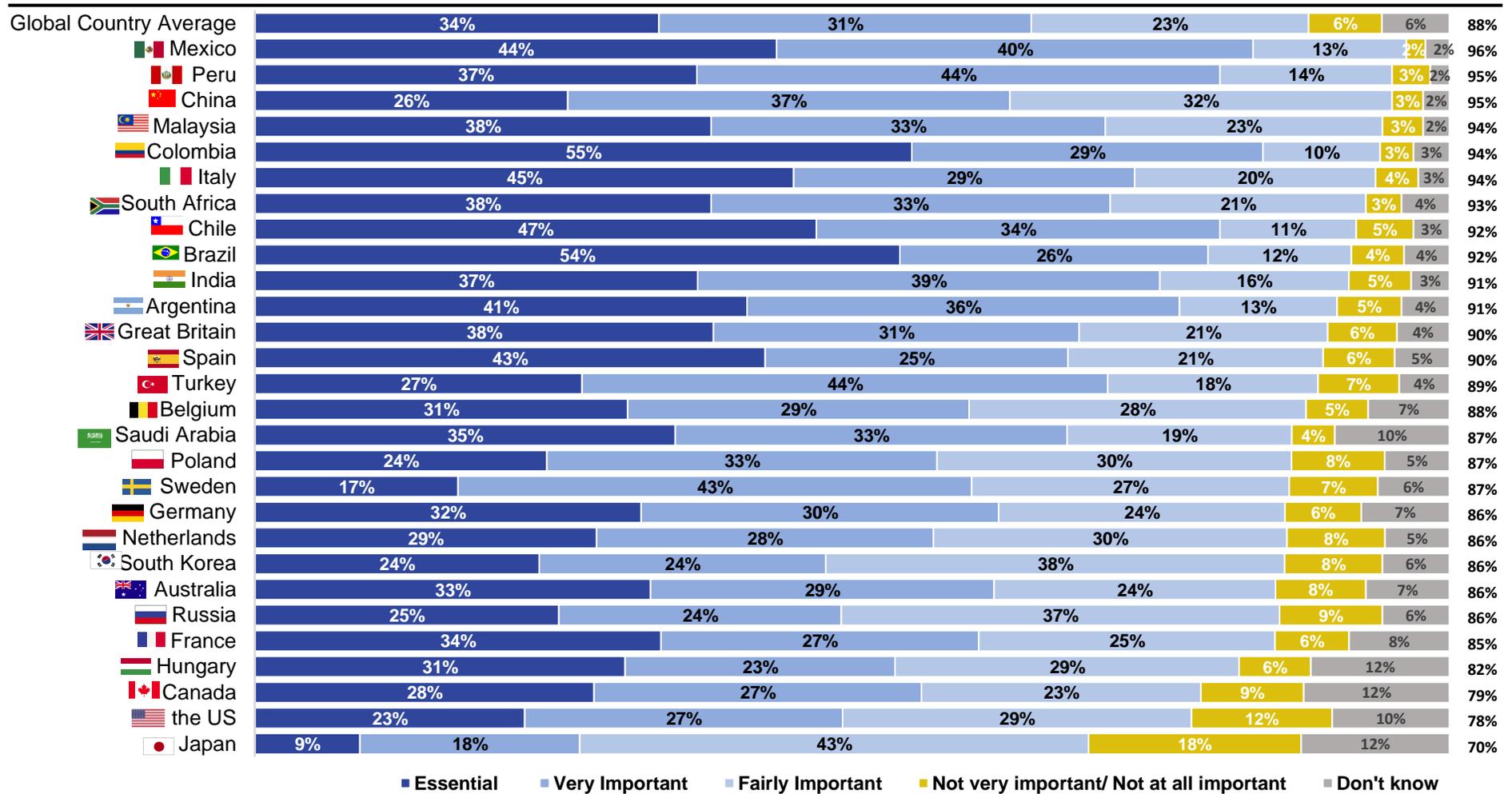
**GAME CHANGERS**



# INTERNATIONAL TREATY ON PLASTIC POLLUTION

# IMPORTANCE OF AN INTERNATIONAL TREATY

(%) How important or unimportant do you believe it is to have an internationally binding treaty to combat plastic pollution? – All countries



On average, across 28 countries surveyed, 88% of adults believe that it is essential, very important or fairly important to have an international treaty to combat plastic pollution.

■ Essential ■ Very Important ■ Fairly Important ■ Not very important/ Not at all important ■ Don't know

Base: Representative sample of 20,513 online adults aged 16-74 in 28 participating countries.

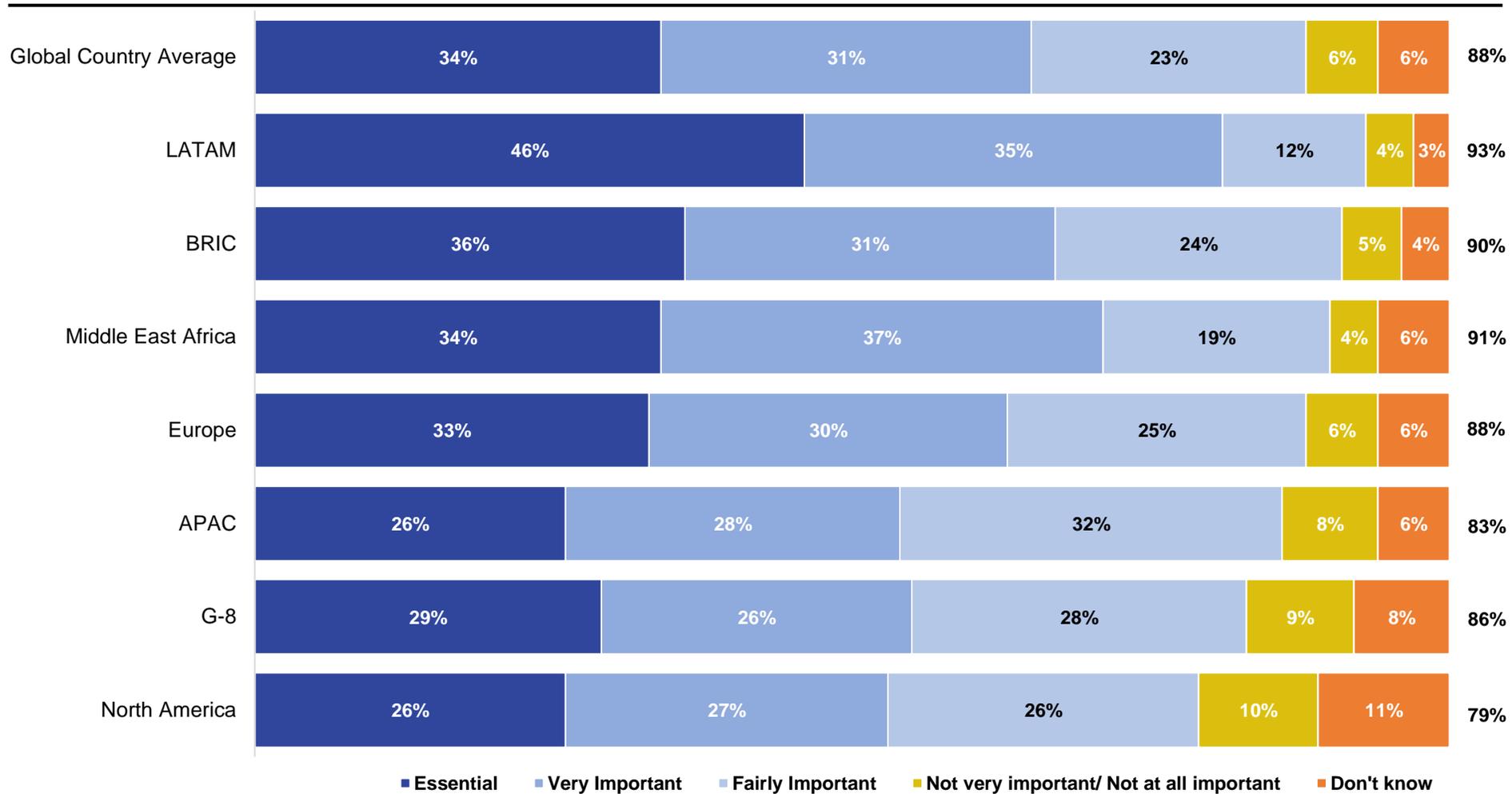
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.

Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population.

The "Global Country Average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

# IMPORTANCE OF AN INTERNATIONAL TREATY

(%) How important or unimportant do you believe it is to have an internationally binding treaty to combat plastic pollution? – All regions



Latin America (LATAM) and Middle East/Africa, along with BRIC countries, display the highest levels of belief in the importance of an international treaty to combat plastic pollution.

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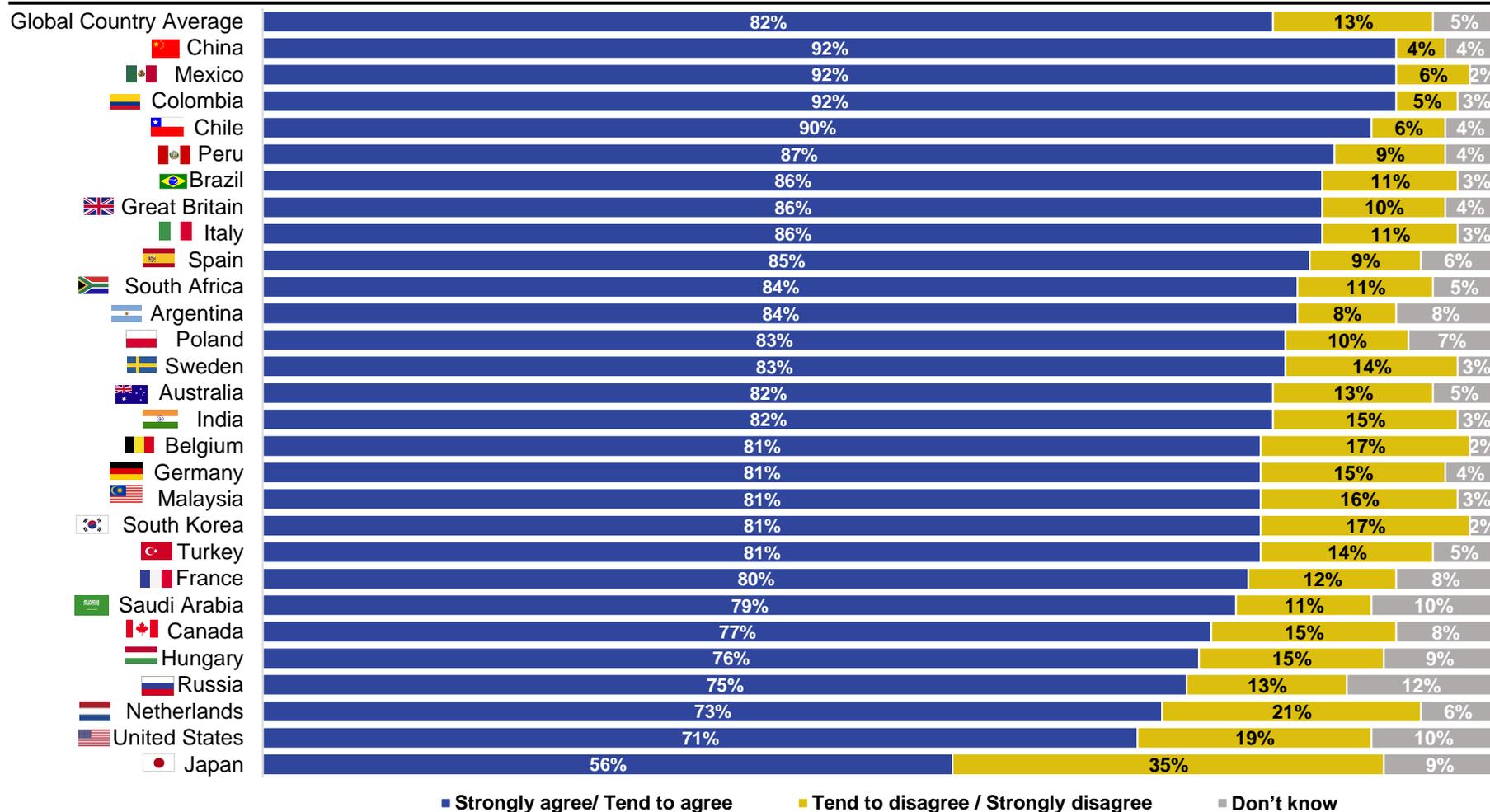
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# CONSUMER PLASTIC PREFERENCES

# REDUCING PLASTIC PACKAGING WASTE

(%) I want to buy products which use as little plastic packaging as possible – All countries



Across all countries surveyed, an average of 82% of people agree that they want to buy products which use as little plastic packaging as possible.

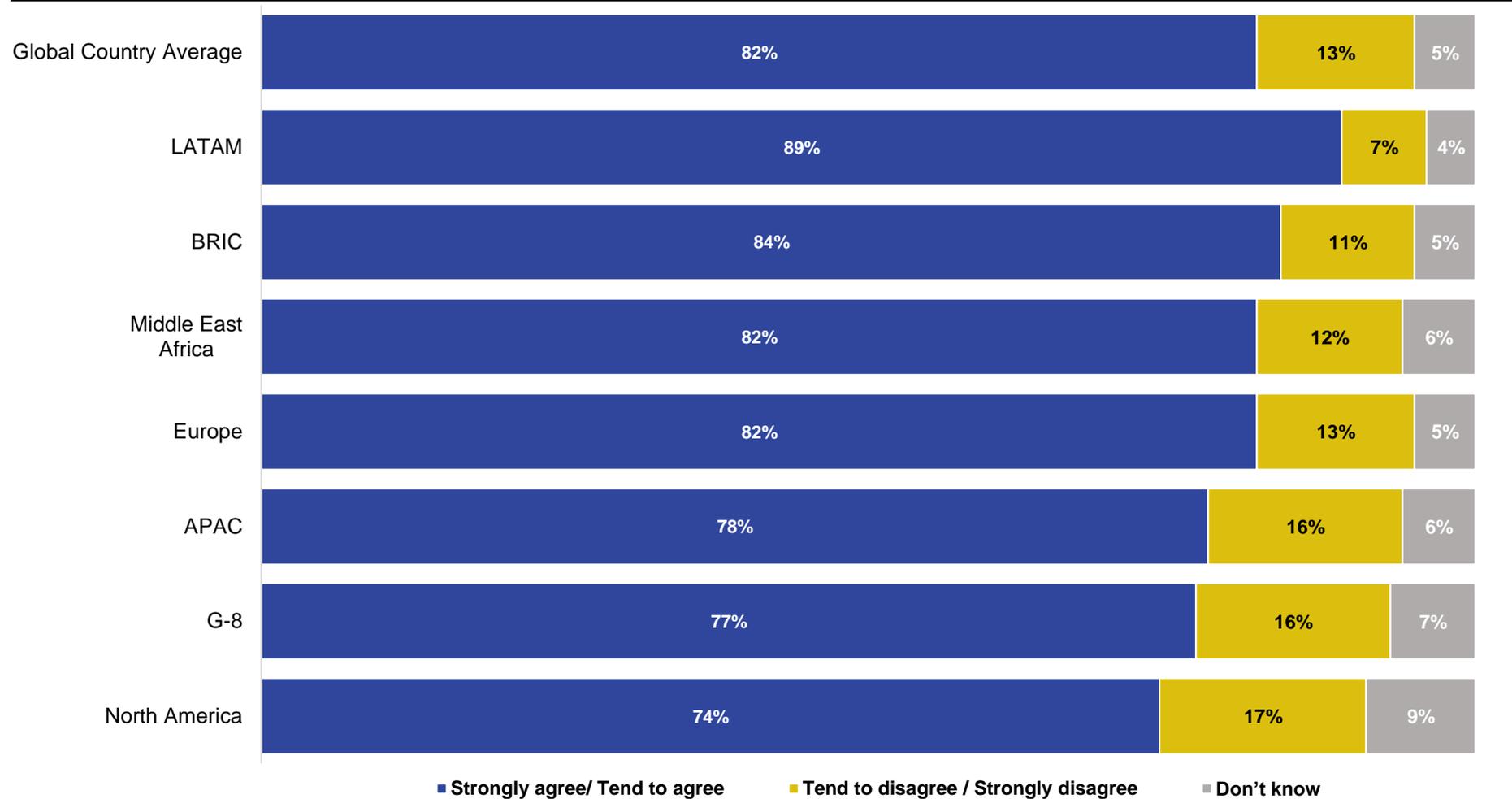
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# REDUCING PLASTIC PACKAGING WASTE

(%) I want to buy products which use as little plastic packaging as possible – All regions



Latin America shows the greatest support, followed by BRIC nations.

North America and the G-8 countries show the lowest levels of agreement.

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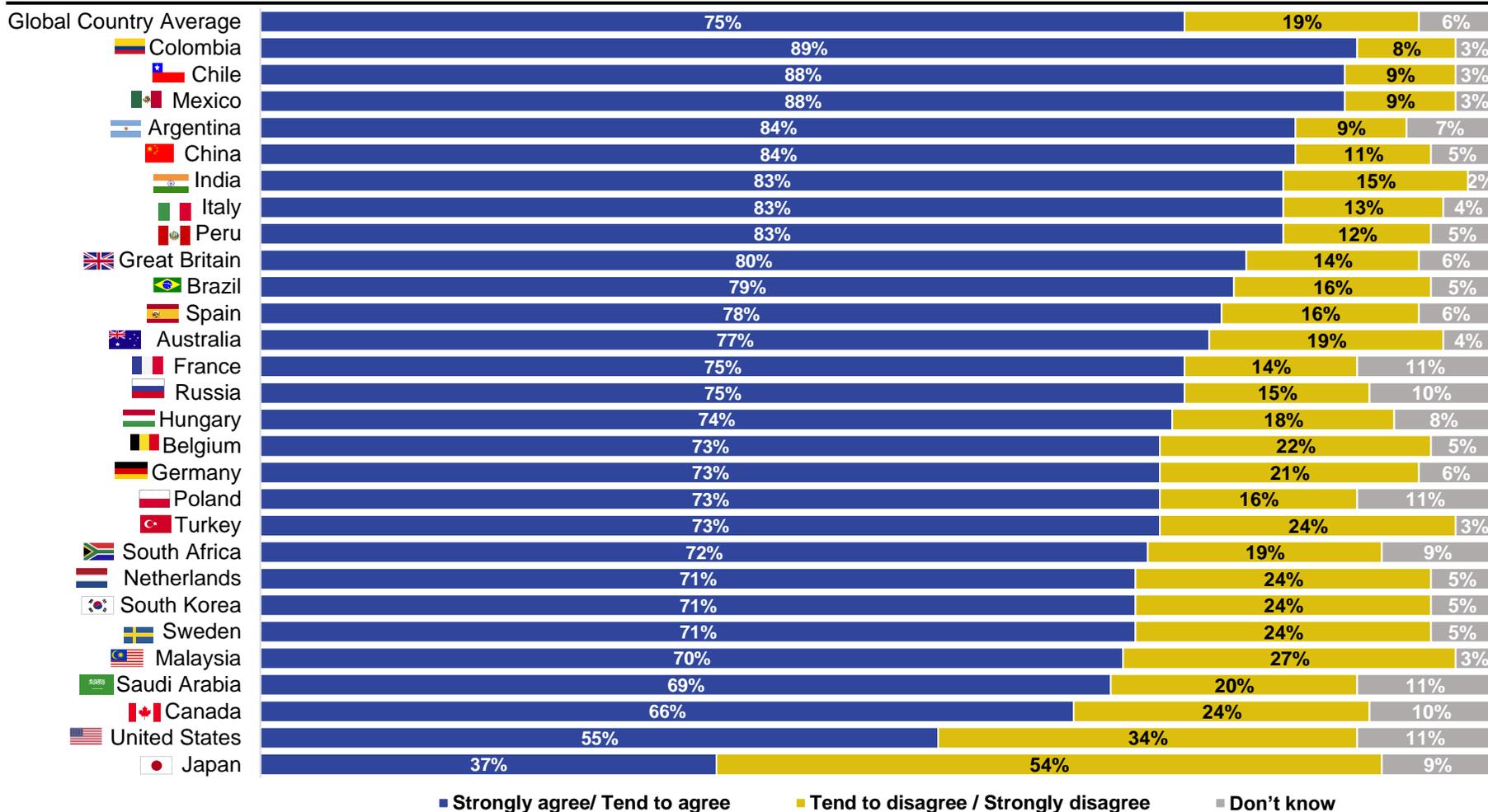
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# BANNING SINGLE-USE PLASTIC PRODUCTS

# BANNING SINGLE-USE PLASTICS

(%) Single-use plastics should be banned as soon as possible – All countries



An average of three-quarters of people across the countries surveyed agree that single-use plastics should be banned as soon as possible.

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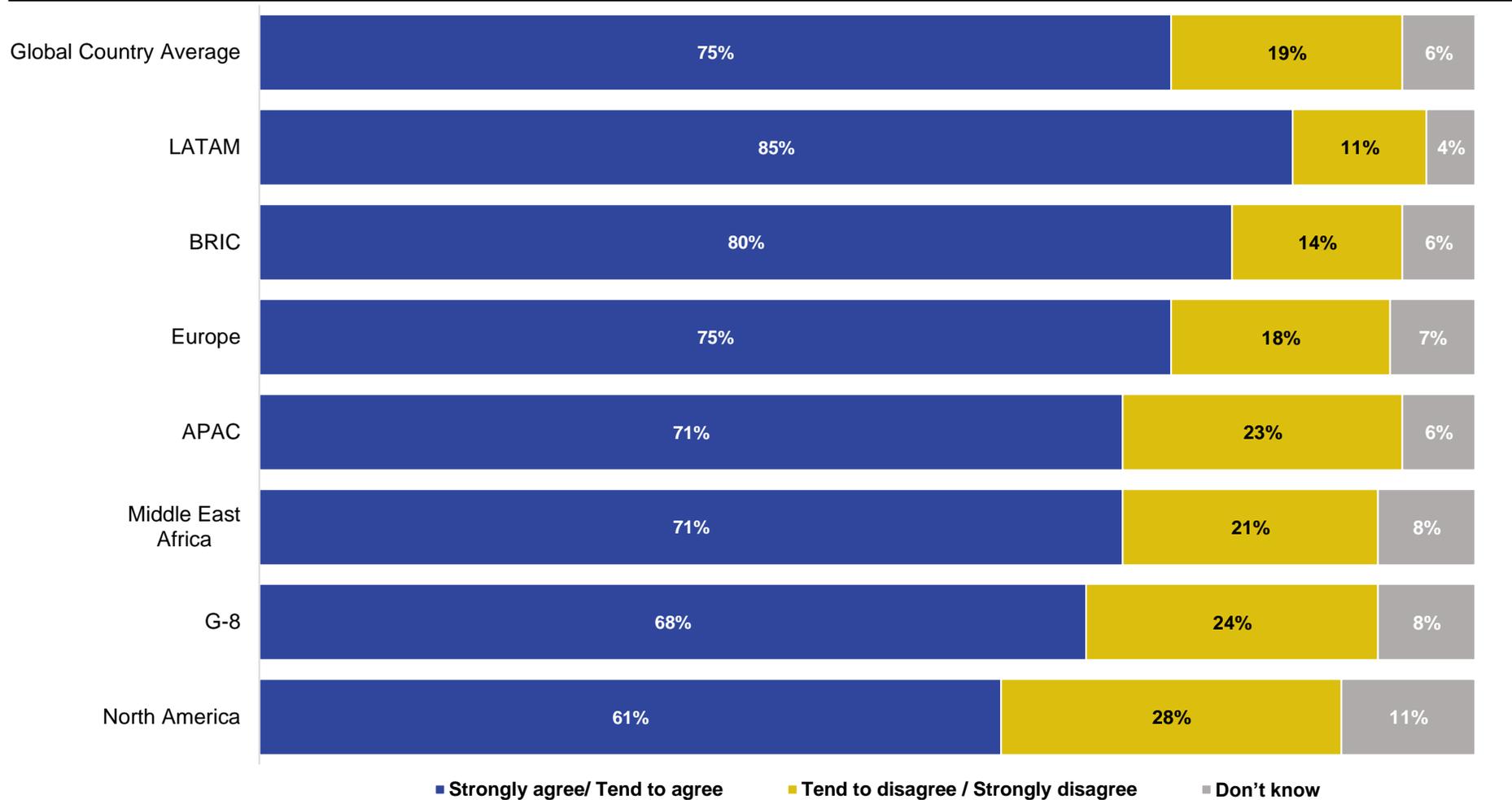
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# BANNING SINGLE-USE PLASTICS

(%) Single-use plastics should be banned as soon as possible – All regions



Latin American and BRIC countries have the highest levels of agreement that a ban on single-use plastics should be implemented as soon as possible.

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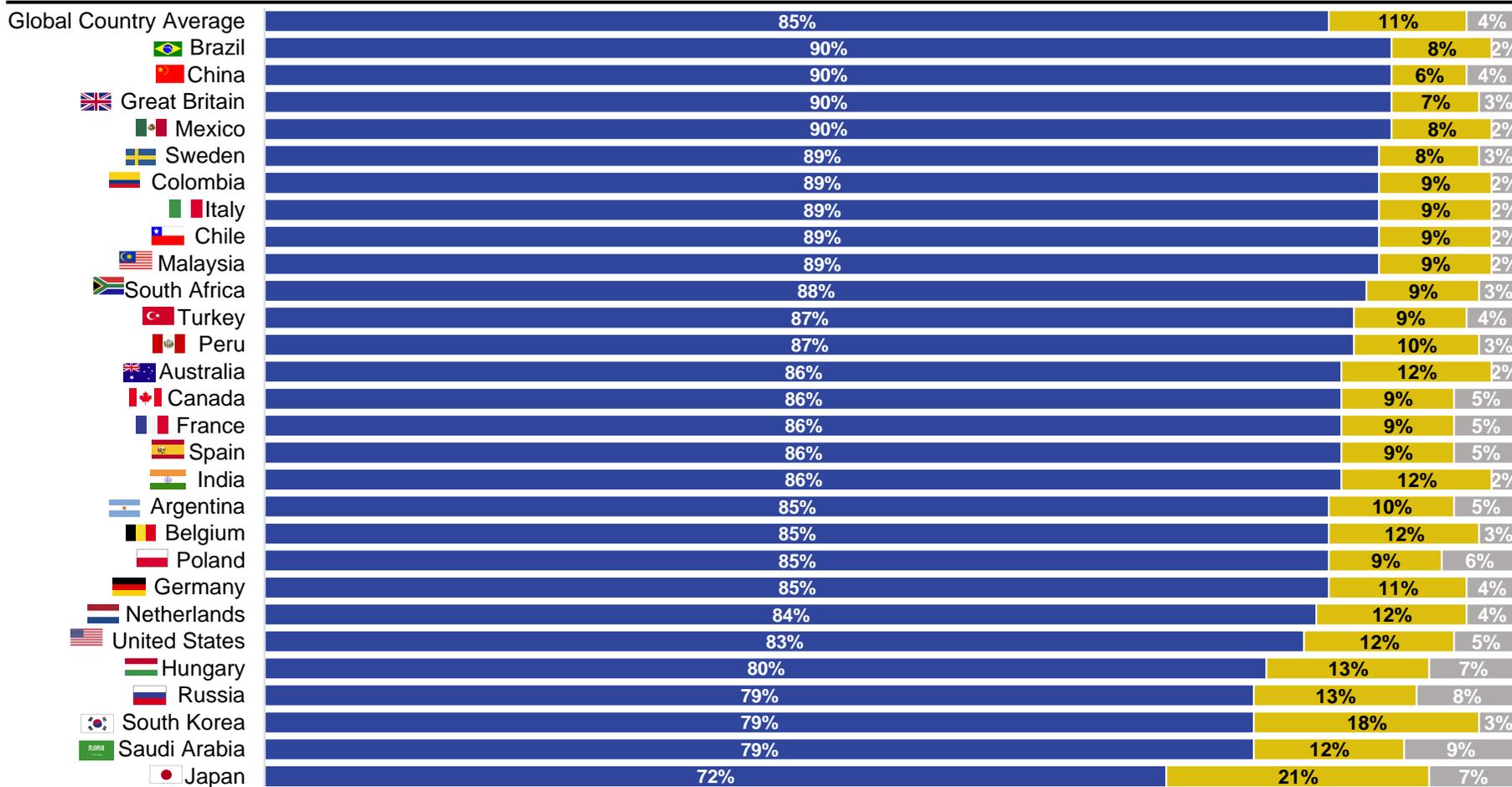
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# PRODUCT STEWARDSHIP RESPONSIBILITY

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(%) Manufacturers and retailers should be responsible for reducing, reusing and recycling plastic packaging – All countries



■ Strongly agree/ Tend to agree    ■ Tend to disagree / Strongly disagree    ■ Don't know

**Base:** Representative sample of 20,513 online adults aged 16-74 in 28 participating countries.

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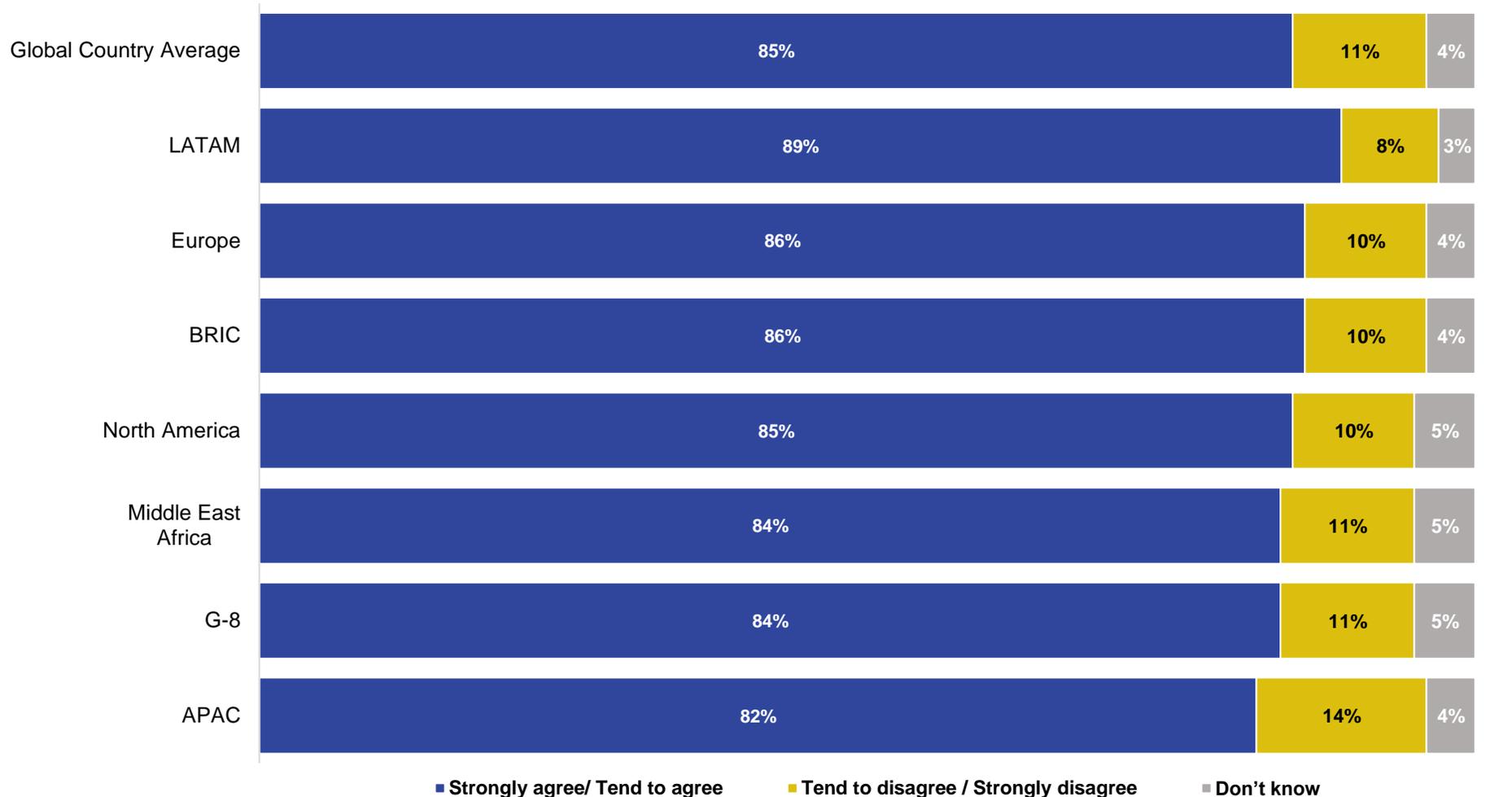
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Across the 28 countries surveyed, an average of 85% agree that manufacturers and retailers should be responsible for reducing, reusing and recycling plastic packaging.

# PRODUCT STEWARDSHIP RESPONSIBILITY

(%) Manufacturers and retailers should be responsible for reducing, reusing and recycling plastic packaging – All regions



Again, LATAM has the highest rates of agreement, but Europe also shows high levels of support for manufacturers and retailers taking responsible for plastic packaging.

■ Strongly agree/ Tend to agree    ■ Tend to disagree / Strongly disagree    ■ Don't know

**Base:** Representative sample of 20,513 online adults aged 16-74 in 28 participating countries.

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*Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population.*

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# METHODOLOGY

This 28-country Global Advisor survey was conducted between August 20<sup>th</sup> and September 3<sup>rd</sup> 2021 via the Ipsos Online Panel system among 20,513 adults aged 18-74 in Canada, Malaysia, South Africa, Turkey and the United States, and 16-74 in all 21 other countries.

The “Global Country Average” reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country and is not intended to suggest a total result.

The regions described in the slides are as follows: LATAM (Latin-America), APAC (Asia-Pacific), BRIC (Brazil, Russia, India, China and South Africa) and G-8 (France, Germany, Italy, Japan, UK, US, Canada, Russia and the EU).

The sample consists of approximately 1000+ individuals in each of Australia, Belgium, Brazil, Canada, France, Germany, Great Britain, Italy, Japan, Mexico, Spain, Sweden, and the US, and approximately 500+ individuals in each of Argentina, Chile, Colombia, Hungary, India, Malaysia, the Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, and Turkey.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and the US can be taken as representative of these countries' general adult population under the age of 75.

The samples in Brazil, Chile, Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa, and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these markets should be viewed as reflecting the views of the more “connected” segment of these populations.

Weighting has been employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent census data.

The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.

Where results do not sum to 100 or the 'difference' appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses, or the exclusion of don't knows or not stated responses

The publication of these findings abides by local rules and regulations.

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Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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# GAME CHANGERS

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In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:  
**You act better when you are sure.**

