



# Global Warming and Waste Reduction Take Center Stage in the Environmental Discussion

**87% of the world agrees that the world climate is changing; 80% are concerned about the environmental impact of product waste**

**Washington, DC, May 23, 2018** — The “Great Pacific Garbage Patch,” estimated to be more than four times the size of Japan, floats halfway between California and Hawaii. South Africa keeps an uneasy eye on the three-year drought threatening to deplete their clean water stores. Chinese citizens don air masks before leaving their homes to combat major air pollution in their capital city. Environmental issues are present throughout our world and represent issues to be addressed on both a national and international level. The causes of these problems are diverse and affect an equally varied range of cultures and people.

To examine the world’s environmental challenges, Ipsos Global Advisor has studied public sentiment on a bevy of environmental issues across 28 countries. In recent years, global warming has become a hot topic on the international policy stage. Unsurprisingly, it comes in tied with two other topics as the top environmental issue that worries global respondents. When asked what three environmental issues out of a list of 15 are most worrisome, 30% of respondents cited global warming, air pollution, or dealing with waste as the most concerning environmental problem. In other words, the list of legitimate environmental concerns is so long, it is difficult to reach a global consensus on which issue should be tackled first.

The issue of non-consensus is especially exacerbated when considering the reality that individual countries will have a vested interest in solving some global environmental issues before others. For example, Saudi Arabia, an economy that has grown strong through the global oil trade, reports three oil related issues as most concerning: the future of energy sources (31% of respondents), the depletion of natural resources (25%), and air pollution (22%), the negative byproduct of the finite natural energy source that has made them a global power. Of these concerns, only air pollution makes the world’s list of top-three issues.

Between the world’s top-three tied issues of global warming, air pollution, and dealing with waste, dealing with waste makes it into the top-three list in the most countries – 18 out of 28. Meanwhile, air pollution is a top issue in 16 of 28 countries. It is also notably the top issue in two countries who have seen rapid economic growth through aggressive industrial expansion in recent decades: China (57%) and India (42%). Lastly global warming comes in as a top issue in 15 of 28 countries. Included within those 15 are Canada (39%), France (40%), Germany (36%), Spain (45%), and the United States (37%), all of whom rank it as the number one issue for their country.

The United States has formally withdrawn from the Paris Climate Agreement and is beginning to step into the background of the global warming issue. In response, environmentalists have begun to ask, “which country will lead the effort to keep global temperature increase in the 21<sup>st</sup> century below two degrees Celsius?” On April 25, French President Emmanuel Macron spoke to the US Congress about the issue of global warming and appeared to put France forth as a potential successor on the global stage. Despite the divergence in political action on the issue, it appears that the difference in public opinion between the two countries is minimal. Forty percent of

Address: 2020 K Street NW, Suite 410  
Washington, DC 20006  
Tel: +1 202 463-7300

Contact: **Chris Jackson**  
*Vice President, U.S., Ipsos Public Affairs*  
Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
Tel: +1 202 420-2025



## Press Release – continued –

French respondents cited global warming as a top-three issue of concern, good for the third highest rate behind Spain (45%) and South Korea (40%). Meanwhile, the US follows not far behind with 37% of respondents expressing concern with global warming.

Determining the proper course of action against global warming is contentious, but this poll shows that there is little doubt that global respondents believe the world's climate is changing in some way. Eighty-seven percent of respondents across the world believe the climate is changing compared to just 7% who think not and 7% who are unsure. Surprisingly, despite French respondents taking a place in the top three for rate of concern over global warming as an environmental issue, they also come in near the bottom of countries who agree that the climate is changing. Seventy-eight percent of French respondents agree with the statement, joining Germany (76%), Australia (76%), The United States (75%), and Japan (75%) in the bottom five.

Of course, global warming is not the only environmental issue. Ocean Conservancy estimates eight million metric tons of plastic enters the ocean as pollution each year, a byproduct of the 275 million metric tons of plastic waste produced, much of which is single-use and non-recyclable. When told about the potential impacts of plastic packaging, plastic bags, and other disposable, non-recyclable items, the vast majority of the world agrees that this is a concerning issues. Eighty percent of global respondents expressed some level of concern prompting the question. So, what should we do about the issue?

On a policy level, the plurality of global respondents (45%) pointed to increasing government spending to improve the range of recyclable items as a potentially effective solution. Thirty-one percent believe that taxing shops who use these products would be viable and 28% point to taxing the products themselves to round out the top three potential policy actions.

While policy makers debate the merits of possible actions against the plastic waste problem, individuals across the world are demonstrating a desire to take action themselves. More than half of worldwide respondents (53%) claim they would be willing to combat this issue by re-using disposable items. Buying products made from recycled materials comes in closely behind at 47% of respondents, demonstrating a viable market for firms making these "green" products.

For large scale issues, it is easy to blame just a portion of the problem: companies who produce one-use, non-recyclable plastic goods on a massive scale, consumers who are willing to pay companies for these products, or the government for not regulating the products. Despite this, the plurality of the world agrees that this issue is one for which all agents contributing to the problem should take responsibility. Thirty-seven percent of global respondents believe we should all equally share the responsibility for reducing the problem. This is followed by 20% of respondents who believe companies producing these products should take responsibility, 16% who believe it is the government's responsibility, 10% who believe companies who sell these goods should be responsible, and just 8% who believe it is consumers who should lead the reduction effort.

Address: 2020 K Street NW, Suite 410  
Washington, DC 20006  
Tel: +1 202 463-7300

Contact: **Chris Jackson**  
*Vice President, U.S., Ipsos Public Affairs*  
Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
Tel: +1 202 420-2025



## Press Release – continued –

1. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issue you feel should receive the greatest attention from your local leaders?
  - a. World

	World
Global warming or climate change	30%
Air pollution	30
Dealing with waste	30
Water pollution	24
Future energy sources and supplies	24
Deforestation	23
Natural resource depletion	21
Overpopulation	14
Wildlife conservation	14
Poor quality drinking water	14
Future food sources and supplies	13
Emissions	12
Flooding	12
Over-packaging of consumer goods	11
Soil erosion	6
Don't know	6
None of these	2

Address: 2020 K Street NW, Suite 410  
Washington, DC 20006  
Tel: +1 202 463-7300

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*Vice President, U.S., Ipsos Public Affairs*  
Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
Tel: +1 202 420-2025



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### b. Top issues in each country

	W O R L D	A R G	B E L	M E X	P O L	R U S	S A U	Z A F	K O R	S W E	T U R	H U N	A U S	B R A	C A N	C H N	F R A	D E U	G B R	I N D	I T A	J P N	E S P	U S A	P E R	C H L	M Y S	R O U	S R B
Global Warming	1								2	2		3	3		1		1	1	3	2		3	1	1	2	3	2		
Air pollution	1		1	3	1	3	3		1			1				1	2	3		1	2		2			1	3	3	
Water pollution		3		1										2		2					3				1				2
Over-population								2			3									3									
Dealing with waste	1		3		3	1			3	3		2	2	3	2	3	3		1		1	2	3	2				2	1
Emissions						2																							
De-forestation		1			2						1			1											3			1	
Soil erosion																													
Wildlife conservation																													
Depletion of natural resources				2			2				2															2			
Over-packaging consumer goods																													
Poor quality drinking water								1																					3
Flooding		2																									1		
Future energy supplies and sources			2				1			1			1		3			2	2			1		3					
Future food supplies and sources																													

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Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
Tel: +1 202 420-2025



## Press Release – continued –

### c. Global warming or climate change

Country	Top three issue
World	30%
Spain	45
South Korea	44
France	40
Peru	39
Canada	39
Sweden	37
Chile	37
United States	37
Germany	36
India	36
Australia	35
Japan	35
Hungary	33
Mexico	32
Malaysia	32
Turkey	29
Great Britain	29
Italy	28
Belgium	26
South Africa	24
Brazil	24
China	24
Romania	23
Saudi Arabia	22
Poland	21
Argentina	20
Serbia	14
Russia	10

### d. Air pollution

Country	Top three issue
World	30%
South Korea	61
Poland	57
China	57
India	42
Chile	41
Russia	39

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Washington, DC 20006  
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*Vice President, U.S., Ipsos Public Affairs*  
Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
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Hungary	39
Belgium	38
Italy	36
Spain	35
France	35
Mexico	34
Serbia	34
Romania	32
Malaysia	30
Germany	27
Peru	24
Saudi Arabia	22
Turkey	22
Brazil	21
United States	21
Great Britain	20
Canada	19
Argentina	17
Sweden	14
Japan	13
South Africa	10
Australia	9

### e. Dealing with waste

Country	Top three issue
World	30%
Serbia	49
Great Britain	46
Russia	44
Italy	43
Hungary	38
South Korea	37
Australia	35
Japan	35
Canada	35
Romania	34
Sweden	32
Argentina	31
France	31
United States	30
Spain	30
Belgium	30

Address: 2020 K Street NW, Suite 410  
Washington, DC 20006  
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*Vice President, U.S., Ipsos Public Affairs*  
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Tel: +1 202 420-2025



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Brazil	29
China	28
Chile	27
Poland	25
Peru	24
South Africa	22
Germany	22
Saudi Arabia	20
India	18
Malaysia	17
Mexico	14
Turkey	11

### f. Water pollution

Country	Top three issue
World	24%
Peru	43
Serbia	42
Mexico	41
Brazil	41
China	36
Argentina	35
Russia	31
Italy	31
Romania	28
Chile	27
India	27
South Africa	25
Hungary	25
Malaysia	24
Canada	22
South Korea	21
Sweden	18
Poland	18
United States	18
Saudi Arabia	16
France	16
Spain	13
Turkey	13
Australia	12
Germany	12
Belgium	10

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Washington, DC 20006  
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Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
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## Press Release – continued –

Great Britain	8
Japan	8

g. Future energy sources and supplies

Country	Top three issue
World	24%
Japan	43
Australia	40
Sweden	39
Belgium	32
Saudi Arabia	31
Germany	30
Great Britain	29
Turkey	29
South Africa	28
South Korea	27
Italy	27
Hungary	27
United States	27
Argentina	25
Spain	25
Poland	24
Canada	24
Chile	22
Malaysia	21
China	21
Serbia	20
Romania	16
India	15
France	15
Mexico	12
Peru	11
Russia	8
Brazil	7

Address: 2020 K Street NW, Suite 410  
Washington, DC 20006  
Tel: +1 202 463-7300

Contact: **Chris Jackson**  
*Vice President, U.S., Ipsos Public Affairs*  
Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
Tel: +1 202 420-2025





## Press Release – continued –

### h. Deforestation

Country	Top three issue
World	23%
Romania	70
Turkey	49
Brazil	49
Argentina	42
Peru	39
Poland	38
Mexico	31
Chile	29
Spain	27
India	26
Serbia	24
Malaysia	24
Hungary	22
Belgium	20
Saudi Arabia	18
Canada	16
Russia	14
Australia	14
Japan	14
Italy	12
United States	12
France	12
South Korea	11
Great Britain	9
Germany	9
Sweden	8
South Africa	6
China	6

### i. Natural resource depletion

Country	Top three issue
World	21%
Turkey	39
Chile	37
Mexico	35
Spain	29
South Africa	27
China	27

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Washington, DC 20006  
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*Vice President, U.S., Ipsos Public Affairs*  
Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
Tel: +1 202 420-2025



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Saudi Arabia	25
Peru	25
France	24
United States	23
Brazil	23
Canada	23
Argentina	22
Australia	22
Romania	20
Malaysia	20
Serbia	20
Germany	18
Japan	18
Italy	17
India	16
Russia	16
Great Britain	14
Hungary	14
Sweden	12
Poland	10
South Korea	10
Belgium	9

### j. Overpopulation

Country	Top three issue
World	14%
South Africa	33
Turkey	32
India	30
Great Britain	29
Australia	25
Mexico	19
Peru	18
Belgium	18
United States	15
China	14
Saudi Arabia	14
Chile	14
Sweden	13
France	13
Germany	13
South Korea	11

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Poland	10
Malaysia	9
Italy	8
Canada	8
Spain	7
Argentina	7
Brazil	6
Japan	5
Hungary	4
Russia	4
Serbia	3
Romania	1

### k. Wildlife conservation

Country	Top three issue
World	14%
Sweden	25
France	24
Belgium	23
Russia	23
Australia	22
Canada	22
Germany	22
South Africa	19
United States	19
Great Britain	18
Poland	16
Argentina	15
Saudi Arabia	15
Mexico	14
Peru	14
Brazil	13
Chile	12
Hungary	12
Malaysia	11
Spain	11
India	10
Romania	8
Turkey	7
China	7
Italy	7
Serbia	6

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Washington, DC 20006  
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*Vice President, U.S., Ipsos Public Affairs*  
Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
Tel: +1 202 420-2025



## Press Release – continued –

Japan	5
South Korea	5

### I. Poor quality drinking water

Country	Top three issue
World	14%
South Africa	44
Serbia	35
Russia	26
Hungary	21
India	21
United States	19
Saudi Arabia	18
China	18
Mexico	17
Brazil	16
Peru	15
Malaysia	15
Argentina	14
Chile	13
Canada	12
Italy	12
Poland	11
Turkey	10
Sweden	9
Romania	9
Spain	9
Belgium	7
France	7
Germany	6
Australia	5
South Korea	5
Great Britain	3
Japan	2

Address: 2020 K Street NW, Suite 410  
Washington, DC 20006  
Tel: +1 202 463-7300

Contact: **Chris Jackson**  
*Vice President, U.S., Ipsos Public Affairs*  
Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
Tel: +1 202 420-2025



## Press Release – continued –

### m. Future food sources and supplies

Country	Top three issue
World	13%
South Africa	30
Japan	28
Turkey	22
United States	18
Malaysia	17
Sweden	17
Saudi Arabia	17
China	16
Australia	16
Canada	14
Serbia	14
Russia	14
Belgium	13
South Korea	12
Great Britain	12
India	10
Germany	10
Hungary	10
France	9
Italy	7
Argentina	7
Peru	6
Romania	6
Chile	6
Poland	6
Spain	6
Mexico	6
Brazil	5

### n. Emissions

Country	Top three issue
World	12%
Russia	41
Hungary	24
South Korea	23
Poland	20
Sweden	20
Spain	17
Italy	15

Address: 2020 K Street NW, Suite 410  
Washington, DC 20006  
Tel: +1 202 463-7300

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*Vice President, U.S., Ipsos Public Affairs*  
Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
Tel: +1 202 420-2025



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Germany	14
China	12
Romania	12
France	12
Great Britain	11
Saudi Arabia	11
Belgium	10
Canada	10
India	10
United States	10
Australia	9
Chile	9
Mexico	8
Brazil	6
South Africa	6
Serbia	6
Japan	6
Peru	5
Turkey	4
Argentina	3
Malaysia	2

### o. Flooding

Country	Top three issue
World	12%
Argentina	39
Malaysia	37
Serbia	25
Peru	20
Romania	20
Brazil	14
Great Britain	14
Hungary	13
France	12
Belgium	11
Mexico	9
Italy	9
Saudi Arabia	9
Poland	9
India	9
Japan	9
South Africa	8

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Washington, DC 20006  
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*Vice President, U.S., Ipsos Public Affairs*  
Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
Tel: +1 202 420-2025



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Canada	8
Russia	8
Australia	7
United States	7
Germany	6
Spain	6
Chile	6
Sweden	5
Turkey	4
China	3
South Korea	2

p. Over-packaging of consumer goods

Country	Top three issue
World	11%
Great Britain	28
Sweden	27
Germany	26
Belgium	22
France	20
Poland	18
Canada	17
China	13
Australia	12
Brazil	12
Malaysia	12
Spain	11
South Korea	11
Japan	11
Italy	10
United States	9
Saudi Arabia	9
Hungary	8
Russia	7
India	6
Serbia	6
Romania	5
Chile	5
Turkey	5
Mexico	4
Argentina	4
South Africa	2

Address: 2020 K Street NW, Suite 410  
Washington, DC 20006  
Tel: +1 202 463-7300

Contact: **Chris Jackson**  
*Vice President, U.S., Ipsos Public Affairs*  
Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
Tel: +1 202 420-2025



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Peru	2
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q. Soil erosion

Country	Top three issue
World	6%
Malaysia	16
Italy	13
China	11
Turkey	11
Argentina	10
India	7
Chile	7
Mexico	7
Belgium	7
Romania	6
Brazil	6
Poland	6
Australia	6
Saudi Arabia	5
France	5
Peru	5
Spain	5
Japan	4
United States	4
Serbia	4
Hungary	3
South Africa	3
South Korea	3
Canada	2
Sweden	2
Germany	2
Great Britain	2
Russia	1

Address: 2020 K Street NW, Suite 410  
Washington, DC 20006  
Tel: +1 202 463-7300

Contact: **Chris Jackson**  
*Vice President, U.S., Ipsos Public Affairs*  
Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
Tel: +1 202 420-2025





## Press Release – continued –

2. As far as you know, do you think the world's climate is changing or not?

Country	Yes, I think that the world's climate is changing	No, I do not think that the world's climate is changing	Don't know
World	87%	7%	7%
Chile	97	2	1
Peru	96	2	2
Argentina	95	3	2
Serbia	94	4	2
Turkey	94	4	2
Hungary	93	5	2
Mexico	92	3	4
China	92	4	5
Malaysia	91	6	4
Russia	90	5	5
South Africa	90	7	4
Romania	90	6	5
India	89	6	5
Spain	89	7	5
South Korea	88	5	7
Poland	87	7	6
Sweden	85	8	7
Italy	85	7	8
Canada	85	9	7
Great Britain	82	8	11
Brazil	81	10	9
Saudi Arabia	80	8	12
Belgium	79	10	11
France	78	11	10
Germany	76	10	14
Australia	76	11	13
United States	75	6	19
Japan	75	6	19

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Washington, DC 20006  
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*Vice President, U.S., Ipsos Public Affairs*  
Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
Tel: +1 202 420-2025



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3. Thinking about the causes of climate change, which, if any, of the following best describes your opinion?

Country	Climate change is entirely a natural process	Climate change is mostly a natural process	Climate change is partly a natural process and partly human caused	Climate change is mainly caused by human activity	Climate change is entirely human caused	Climate change does not exist
World	4%	5%	28%	34%	22%	1%
Poland	6	11	38	29	11	1
United States	7	9	37	22	11	6
Hungary	1	5	37	39	16	0
Belgium	2	4	36	34	18	1
Great Britain	3	5	34	35	12	3
South Africa	6	5	33	29	23	1
China	3	4	33	45	13	1
Australia	5	7	31	32	12	3
Canada	4	7	31	35	15	2
Russia	5	6	31	31	20	1
Japan	3	7	30	24	14	2
Germany	2	4	29	37	12	2
Chile	3	3	28	34	30	0
Saudi Arabia	9	12	28	21	18	1
Sweden	2	7	28	44	13	1
Serbia	1	3	28	38	28	-
Peru	3	3	27	33	32	0
Spain	1	3	27	42	20	1
Malaysia	4	4	26	27	34	1
India	8	9	25	27	26	1
South Korea	3	6	25	32	30	0
Italy	2	4	24	39	23	0
France	2	4	24	32	27	1
Argentina	3	4	23	37	29	0
Romania	7	4	21	39	26	1
Mexico	2	3	21	42	30	0
Turkey	2	3	21	28	42	0
Brazil	4	4	17	37	28	1

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Vice President, U.S., Ipsos Public Affairs  
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Tel: +1 202 420-2025



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4. Some people have recently been discussing the effects on the environment of plastic packaging, plastic bags, and other disposable objects which cannot be recycled. How concerned, if at all, would you say you are about this issue?

Country	Concerned	Not concerned	Don't know
World	80%	14%	6%
South Korea	90	5	5
Malaysia	90	7	4
South Africa	89	8	3
Serbia	88	10	2
Peru	87	11	3
Chile	87	12	1
India	87	10	3
Turkey	86	9	5
Mexico	85	12	3
Brazil	84	8	8
Great Britain	84	11	5
Argentina	83	16	2
China	82	15	3
France	80	10	10
Belgium	80	15	5
Canada	80	15	5
Australia	80	13	7
Italy	80	13	7
Russia	79	17	4
Spain	79	16	5
Germany	77	14	9
Sweden	76	18	5
Hungary	76	20	3
United States	75	19	6
Romania	75	20	6
Poland	71	23	6
Saudi Arabia	61	26	13
Japan	60	23	17

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Washington, DC 20006  
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*Vice President, U.S., Ipsos Public Affairs*  
Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
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## Press Release – continued –

5. Which, if any, of the following do you think would be effective at reducing the problems caused by unnecessary use of plastic and packaging that cannot be recycled?
- a. World

	World
Forcing government spending to improve the range of recyclable items	45%
Taxing shops that use these products	31
Taxing these products to increase their price	28
The government “naming and shaming” shops that use a lot of these products	23
Public information campaigning	23
Fining households that do not recycle enough	22
Don’t know	12
None of these	7

- b. Forcing local government to spend more on recycling so that a wider range of items can be recycled.

Country	Policy would be effective
World	45%
Chile	67
Russia	66
Mexico	64
Argentina	59
Serbia	57
China	54
Peru	53
South Africa	53
Romania	52
Sweden	48
India	48
Spain	46
Turkey	44
Great Britain	43
Poland	42
Hungary	41
Australia	40
Canada	40
Italy	40
Belgium	38

Address: 2020 K Street NW, Suite 410  
Washington, DC 20006  
Tel: +1 202 463-7300

Contact: **Chris Jackson**  
*Vice President, U.S., Ipsos Public Affairs*  
Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
Tel: +1 202 420-2025



## Press Release – continued –

Brazil	38
Saudi Arabia	38
France	36
South Korea	33
United States	32
Malaysia	32
Germany	23
Japan	21

- c. Higher taxes on supermarkets and shops which use a lot of packaging that cannot be recycled.

Country	Policy would be effective
World	31%
China	45
Great Britain	44
Chile	43
India	40
Peru	39
Romania	37
Argentina	37
Turkey	36
Serbia	36
Belgium	35
France	34
Mexico	32
Spain	32
Malaysia	31
Canada	30
Australia	30
South Africa	30
South Korea	30
Germany	30
Poland	29
Sweden	28
Saudi Arabia	27
Hungary	27
Italy	24
United States	21
Russia	19
Brazil	18
Japan	17

Address: 2020 K Street NW, Suite 410  
Washington, DC 20006  
Tel: +1 202 463-7300

Contact: **Chris Jackson**  
*Vice President, U.S., Ipsos Public Affairs*  
Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
Tel: +1 202 420-2025



## Press Release – continued –

- d. A tax on containers such as plastic drinks, bottles, and disposable coffee cups that cannot be recycled to increase their price.

Country	Policy would be effective
World	28%
China	47
Great Britain	42
India	41
Chile	37
South Korea	37
Sweden	37
Argentina	35
Peru	34
Serbia	33
Australia	31
Turkey	30
South Africa	28
Germany	28
Poland	27
Romania	27
Canada	27
Malaysia	26
Mexico	26
Spain	25
United States	25
Belgium	24
Saudi Arabia	22
Japan	20
Hungary	20
Italy	19
France	18
Brazil	15
Russia	14

- e. A public information campaign funded by taxpayers' money to tell people about the issue.

Country	Policy would be effective
World	23%
Peru	45
Turkey	39
India	37
Saudi Arabia	33

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Washington, DC 20006  
Tel: +1 202 463-7300

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*Vice President, U.S., Ipsos Public Affairs*  
Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
Tel: +1 202 420-2025



## Press Release – continued –

Malaysia	33
Chile	30
Mexico	29
Poland	29
China	28
Brazil	27
Romania	24
Argentina	23
Serbia	21
Australia	21
South Africa	21
South Korea	20
Sweden	18
Great Britain	18
Spain	17
Italy	17
Hungary	16
United States	16
Belgium	16
Canada	15
France	13
Russia	11
Germany	11
Japan	10

- f. The government naming and shaming supermarkets and shops which use a lot of packaging that cannot be recycled.

Country	Policy would be effective
World	23%
Chile	40
Great Britain	38
Peru	37
India	37
Turkey	37
China	34
Argentina	33
Russia	30
Mexico	29
France	26
South Africa	25
Romania	25
Spain	23

Address: 2020 K Street NW, Suite 410  
Washington, DC 20006  
Tel: +1 202 463-7300

Contact: **Chris Jackson**  
*Vice President, U.S., Ipsos Public Affairs*  
Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
Tel: +1 202 420-2025



## Press Release – continued –

Australia	23
Saudi Arabia	22
Canada	21
Brazil	20
Germany	20
Malaysia	19
Belgium	18
Italy	15
Serbia	14
Poland	14
South Korea	12
United States	11
Japan	11
Sweden	10
Hungary	9

g. Fines for households that do not recycle enough.

Country	Policy would be effective
World	22%
China	37
India	35
Malaysia	35
Turkey	31
Peru	28
South Korea	28
Mexico	28
Italy	28
Brazil	27
Romania	25
Chile	24
South Africa	23
Great Britain	23
Argentina	22
Saudi Arabia	21
Serbia	21
Poland	20
France	20
Canada	19
Germany	19
Belgium	17
United States	15

Address: 2020 K Street NW, Suite 410  
Washington, DC 20006  
Tel: +1 202 463-7300

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*Vice President, U.S., Ipsos Public Affairs*  
Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
Tel: +1 202 420-2025





## Press Release – continued –

Hungary	15
Japan	14
Australia	13
Spain	13
Sweden	12
Russia	12

6. Which, if any, of the following would you personally do to reduce the problems caused by unnecessary use of plastic and packaging that cannot be recycled?
- a. World

	World
Re-using disposable items	53%
Buy products made from recycled materials	47
Stop buying goods that have non-recyclable packaging	36
Stop going to shops that use a lot of non-recyclable packaging	18
Pay more tax so recycling facilities can be improved	12
Pay extra for goods without non-recyclable packaging	12
Don't know	10
None of these	5

- b. Re-use disposable items such as plastic bags and plastic bottles.

Country	I would do this
World	53%
Chile	76
Mexico	70
Argentina	68
Great Britain	66
South Africa	66
Peru	64
Australia	63
Spain	60
Canada	58
United States	57
Malaysia	56
Belgium	55
China	54
Poland	53
Sweden	53

Address: 2020 K Street NW, Suite 410  
Washington, DC 20006  
Tel: +1 202 463-7300

Contact: **Chris Jackson**  
*Vice President, U.S., Ipsos Public Affairs*  
Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
Tel: +1 202 420-2025



## Press Release – continued –

India	50
Brazil	50
Romania	50
Hungary	49
France	49
South Korea	48
Italy	45
Russia	44
Germany	43
Serbia	39
Turkey	39
Saudi Arabia	36
Japan	29

c. Buy products made from recycled materials.

Country	I would do this
World	47%
Chile	65
Mexico	63
Sweden	60
South Africa	58
Peru	57
Argentina	55
Canada	52
Australia	51
India	50
Great Britain	49
China	49
Germany	47
Spain	47
Brazil	46
Turkey	46
United States	46
Italy	44
Romania	43
Hungary	43
France	43
Belgium	43
Malaysia	42
Russia	39
Poland	38
Serbia	37

Address: 2020 K Street NW, Suite 410  
Washington, DC 20006  
Tel: +1 202 463-7300

Contact: **Chris Jackson**  
*Vice President, U.S., Ipsos Public Affairs*  
Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
Tel: +1 202 420-2025



## Press Release – continued –

South Korea	35
Japan	28
Saudi Arabia	27

- d. Stop buying goods that have non-recyclable packaging.

Country	I would do this
World	36%
Peru	55
Mexico	52
Turkey	51
Sweden	51
Chile	46
India	43
Serbia	42
Great Britain	39
Argentina	38
Belgium	36
Germany	36
Australia	35
Spain	35
Canada	35
South Africa	35
Poland	34
Italy	34
Russia	34
Romania	33
France	33
Hungary	32
Malaysia	32
China	29
Saudi Arabia	28
Brazil	26
United States	25
Japan	20
South Korea	20

- e. Stop going to supermarkets and shops which use a lot of packaging that cannot be recycled

Country	I would do this
World	18%
China	40
Turkey	31

Address: 2020 K Street NW, Suite 410  
Washington, DC 20006  
Tel: +1 202 463-7300

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*Vice President, U.S., Ipsos Public Affairs*  
Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
Tel: +1 202 420-2025



## Press Release – continued –

India	30
Peru	23
Poland	22
France	22
Saudi Arabia	21
Great Britain	20
Italy	20
Chile	20
Hungary	20
Argentina	19
Mexico	19
Sweden	18
Serbia	18
Germany	17
Belgium	16
Canada	16
Spain	16
South Africa	15
South Korea	14
Malaysia	14
Australia	13
United States	12
Romania	11
Brazil	10
Japan	10
Russia	9

- f. Pay more tax so recycling facilities can be improved, allowing a wider range of items to be recycled.

Country	I would do this
World	12%
China	27
Turkey	26
India	24
Romania	23
Serbia	18
Sweden	15
United States	15
Saudi Arabia	14
Poland	14
Australia	13
Great Britain	12
Peru	11

Address: 2020 K Street NW, Suite 410  
Washington, DC 20006  
Tel: +1 202 463-7300

Contact: **Chris Jackson**  
*Vice President, U.S., Ipsos Public Affairs*  
Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
Tel: +1 202 420-2025



## Press Release – continued –

Chile	11
Canada	11
South Africa	11
Malaysia	11
Argentina	10
Brazil	10
South Korea	9
Mexico	9
Germany	8
Hungary	8
Russia	7
Italy	7
Spain	6
Belgium	6
Japan	5
France	3

- g. Pay extra for goods that have no packaging that cannot be recycled.

Country	I would do this
World	12%
India	28
China	23
Turkey	18
Sweden	17
Saudi Arabia	16
Romania	15
Hungary	14
Australia	13
United States	13
Malaysia	13
Poland	12
Peru	12
Chile	12
Argentina	12
Germany	12
Great Britain	12
South Africa	12
Serbia	11
South Korea	11
Canada	10
France	9
Mexico	9

Address: 2020 K Street NW, Suite 410  
Washington, DC 20006  
Tel: +1 202 463-7300

Contact: **Chris Jackson**  
*Vice President, U.S., Ipsos Public Affairs*  
Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
Tel: +1 202 420-2025



## Press Release – continued –

Brazil	9
Belgium	8
Spain	8
Italy	7
Japan	6
Russia	5

7. Who, if anybody, do you believe should take most responsibility for finding a way to reduce the amount of unnecessary packaging which is sold?
- a. World

	World
All equally	37%
Companies that produce packaged goods	20
Government	16
Companies that sell packaged goods	10
Consumers	8
No opinion/don't know	7
Nobody has a responsibility	1
Other	1

- b. All equally

Country	Should be responsible
World	37%
Serbia	52
Mexico	52
Romania	49
Australia	49
Canada	48
Chile	48
South Africa	48
Peru	44
Argentina	43
Spain	43
United States	42
India	39
Great Britain	39
Poland	37
Malaysia	36
Italy	36
Sweden	34
China	34
Brazil	34

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Washington, DC 20006  
Tel: +1 202 463-7300

Contact: **Chris Jackson**  
Vice President, U.S., Ipsos Public Affairs  
Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
Tel: +1 202 420-2025



## Press Release – continued –

Russia	34
South Korea	32
Hungary	31
Turkey	26
Belgium	26
Germany	23
France	23
Japan	22
Saudi Arabia	21

c. Companies that produce packaged goods

Country	Should be responsible
World	20%
Russia	38
France	33
Hungary	33
Belgium	30
Sweden	29
Germany	28
Great Britain	26
South Korea	23
Saudi Arabia	22
Canada	22
United States	20
Brazil	19
China	19
South Africa	19
Chile	18
Australia	17
Argentina	17
Italy	16
Poland	15
Spain	15
Mexico	15
Malaysia	14
Serbia	14
India	13
Peru	12
Romania	12
Japan	10
Turkey	8

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Washington, DC 20006  
Tel: +1 202 463-7300

Contact: **Chris Jackson**  
*Vice President, U.S., Ipsos Public Affairs*  
Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
Tel: +1 202 420-2025



## Press Release – continued –

### d. Government

Country	Should be responsible
World	16%
Turkey	35
Serbia	25
Malaysia	23
Spain	23
Italy	22
China	21
Peru	21
Argentina	20
Saudi Arabia	19
India	18
Poland	17
Chile	17
Romania	17
Belgium	15
Russia	15
Brazil	15
South Africa	14
South Korea	14
Australia	12
Japan	12
Mexico	11
Hungary	11
Great Britain	11
Germany	10
France	8
Canada	8
United States	8
Sweden	5

### e. Companies that sell packaged goods

Country	Should be responsible
World	10%
France	19
Poland	16
South Korea	16
Sweden	14
Belgium	13
Germany	13

Address: 2020 K Street NW, Suite 410  
Washington, DC 20006  
Tel: +1 202 463-7300

Contact: **Chris Jackson**  
*Vice President, U.S., Ipsos Public Affairs*  
Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
Tel: +1 202 420-2025





## Press Release – continued –

China	13
Great Britain	12
Saudi Arabia	11
India	11
Canada	10
Japan	10
Italy	10
South Africa	9
Hungary	9
Mexico	8
United States	8
Romania	8
Australia	8
Argentina	8
Chile	7
Spain	6
Peru	6
Russia	6
Malaysia	6
Brazil	6
Turkey	5
Serbia	5

### f. Consumers

Country	Should be responsible
World	8%
Turkey	16
Malaysia	15
Japan	14
Brazil	12
Peru	12
India	12
Germany	11
Romania	10
Sweden	10
Argentina	9
Saudi Arabia	9
United States	9
South Korea	9
Mexico	8
Belgium	8
Poland	8
Chile	7

Address: 2020 K Street NW, Suite 410  
Washington, DC 20006  
Tel: +1 202 463-7300

Contact: **Chris Jackson**  
*Vice President, U.S., Ipsos Public Affairs*  
Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
Tel: +1 202 420-2025



## Press Release – continued –

South Africa	7
Italy	7
Hungary	6
China	5
Great Britain	4
Canada	4
Spain	4
Australia	4
France	4
Serbia	3
Russia	2

Address: 2020 K Street NW, Suite 410  
Washington, DC 20006  
Tel: +1 202 463-7300

Contact: **Chris Jackson**  
*Vice President, U.S., Ipsos Public Affairs*  
Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
Tel: +1 202 420-2025



## Press Release – continued –

### About the Study

These are findings from an Ipsos poll conducted between March 23 – April 6, 2018. This study collected a sample of roughly 20,794 adults age 16+ in 28 countries around the world, via the Ipsos Online Panel system in Argentina, Australia, Belgium, Brazil, Canada, Chile, China, France, Germany, Hungary, India, Italy, Japan, Malaysia, Mexico, Peru, Poland, Romania, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey, Great Britain, and the USA.

Approximately 1000 individuals aged 18-65 were surveyed in Australia, Brazil, Canada, China, France, Italy, Japan, Romania, Russia, Spain, Great Britain, and the USA. Approximately 500 individuals aged 18-65 were surveyed in Argentina, Belgium, Chile, Hungary, India, Malaysia, Mexico, Peru, Poland, Saudi Arabia, Serbia, South Africa, South Korea, Sweden, Turkey.

The sample for this study was randomly drawn from Ipsos's online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be weighted to match the profile of the population. 17 of the 28 countries surveyed generate nationally representative samples in their countries (Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, Poland, Romania, Serbia, South Korea, Spain, Sweden, and United States). Brazil, Chile, China, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa and Turkey produce a national sample that is considered to represent a more affluent, connected population. These are still a vital social group to understand in these countries, representing an important and emerging middle class.

For more information about conducting research intended for public release or Ipsos' online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.

#### For more information on this news release, please contact:

Chris Jackson  
Vice President, U.S.  
Ipsos Public Affairs  
+1 202 420-2025  
[chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)

Mallory Newall  
Director, U.S.  
Ipsos Public Affairs  
+1 202 420-2014  
[mallory.newall@ipsos.com](mailto:mallory.newall@ipsos.com)

Anson Justi  
Research Analyst, U.S.  
Ipsos Public Affairs  
+1 202 420-2031  
[anson.justi@ipsos.com](mailto:anson.justi@ipsos.com)

Address: 2020 K Street NW, Suite 410  
Washington, DC 20006  
Tel: +1 202 463-7300

Contact: **Chris Jackson**  
*Vice President, U.S., Ipsos Public Affairs*  
Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
Tel: +1 202 420-2025



## Press Release – continued –

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Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 88 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,782.7 million in 2016.

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[www.ipsos.com](http://www.ipsos.com)

Address: 2020 K Street NW, Suite 410  
Washington, DC 20006  
Tel: +1 202 463-7300

Contact: **Chris Jackson**  
Vice President, U.S., Ipsos Public Affairs  
Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
Tel: +1 202 420-2025