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### 8 in 10 Urban Indians polled endorse a ban on Single Use Plastics: Ipsos Attitudes towards Single Use Plastics Global Survey

8 in 10 urban Indians polled prefer products using minimal plastic packaging  
Onus rests with manufacturers and retailers for reducing, reusing and recycling of plastic packaging, believe most urban Indians and global citizens

**New Delhi, February 24, 2022:** Ipsos Global Survey on **Attitudes towards Single Use Plastics** shows, **at least 8 in 10 urban Indians (83%)** would like a complete ban on usage of Single Use Plastics (SUP) at the earliest. Interestingly, India is placed 6th in the pecking order among 28 markets supporting the ban. The markets favoring the ban most were **Colombia (89%), Chile (88%) and Mexico (88%)**. **Japan** was at the bottom of the heap with only **37% favoring** the ban on SUPs and **54% opposing**. Global country average for 28 markets showed that at least **3 in 4 citizens (75%)** supported the total ban on SUPs.

Commenting on the findings, **Amit Adarkar, CEO, Ipsos India** said, *"It is good to see a majority of Indians being responsible citizens and endorsing a total ban on Single Use Plastics. This transformation has come about after years of campaigning and drive in educating on the harmful effects of Single Use Plastics on the environment and to marine life. After all, Circa 2022 is also the year when India redeems its pledge of banning Single Use Plastics by instituting a complete ban by July 1st, 2022."*

#### Product Stewardship Responsibility

The survey further emphasized on placing the onus on manufacturers – majority of urban **Indians (86%) and global citizens (85%)** hold the manufacturers and retailers responsible for reducing, reusing and recycling of plastic packaging. The markets endorsing the most were **Brazil (90%), China (90%), Great Britain (90%) and Mexico (90%)**. India was placed 16th in the pecking order.

*"Manufacturers and retailers to a large extent are taking the bull by the horns and shifting to reusable alternatives to Single Use Plastic Products (SUPPs). Like cloth bags for shopping, multiple use plastics (which delay the impact on environment), recycled alternatives, to reduce the carbon footprint. Notably, a number of our studies for our clients have shown that consumers consciously choose brands that are more socially responsible," said **Pallavi Mathur Lal, Senior Client Director, Ipsos India.***

#### Reducing plastic packaging waste

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The survey too further corroborated the fact with at least **8 in 10 urban Indians (82%)** stating their preference for products using minimal plastic packaging. Markets agreeing most were **China (92%), Mexico (92%), Colombia (92%) and Chile (90%)**.

### How about an internationally binding treaty to combat plastic pollution?

Interestingly, the survey found strong support for a globally binding treaty for the combat of plastic pollution. **9 in 10 urban Indians (91%)** were found to be favoring the treaty. The markets endorsing the treaty most were of **Mexico (96%), Peru (95%) and China (95%)**. 88% of global citizens polled favored an internationally binding treaty for the combat of plastic pollution.

*"With the coronavirus under control and reaching the endemic levels, most governments will now focus on the environment issues of reducing the carbon footprint and choosing green alternatives and of course this year we'll see stringent measures on the implementation of the single use plastics ban. The issue of plastic pollution is staring us in the face, considering the mega tonnes of plastic waste generated by India – a mind boggling 23,940 tonnes of plastic waste per day and about 9.46 million tonnes of plastic waste in a year. And while 60 per cent of the plastic waste is collected and recycled, about 40 per cent is believed to be uncollected and littered in the environment. An international treaty on plastic pollution could be the solution to the plastic pollution menace, as it could bring in the accountability factor by markets," added Adarkar.*

### Note to editors:

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

The sample consists of approximately 1000+ individuals in each of Australia, Belgium, Brazil, Canada, France, Germany, Great Britain, Italy, Israel, 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.





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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 “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.

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 know or not stated responses.

The precision of Ipsos online polls is 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.

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

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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.

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