ATTITUDES DOBARDOS SINGLE USE PLASTICS

January 2022







FIC OCEAN

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

Total Essential, Very important, Fairly important

Global Country Average	34%		31%		23%	6%	6%	88%
Mexico	44%			40%		13%	2 <mark>%</mark> 2%	96%
Peru	37%		44	%		14%	<mark>3%</mark> 2%	95%
🍋 China 🛛	26%		37%		32%		<mark>3%</mark> 2%	95%
🔚 Malaysia 🛛	38%		33%		23%		3% 2%	94%
📥 Colombia 🛛		5%		29%		10%	3% 3%	94%
📕 📕 Italy	45%			9%	20%		4% 3%	94%
🛌 South Africa	38%		33%		21%		<mark>3%</mark> 4%	93%
늘 Chile	47%			34%		11%	5% 3%	92%
💁 Brazil	54	%		26%		2%	4% 4%	92%
🔤 India 📔	37%		39%		16%		5% 3%	91%
Argentina	41%			5%	13%		5% 4%	91%
💥 Great Britain	38%		31%		21%	6	<mark>%</mark> 4%	90%
Spain	43%		25%		21%	6 °	<mark>//</mark> 5%	90%
o Turkey	27%		44%		18%	79	<mark>//</mark> 4%	89%
Belgium	31%		29%		28%	5%	7%	88%
🔤 Saudi Arabia	35%		33%		19%	4%	10%	87%
Poland	24%	33%		30		8%	5%	87%
Sweden	17%	43%		2	27%	7%	6%	879
Germany	32%		30%		24%	6%	7%	86%
Netherlands	29%	289	%	309	%	8%	5%	86%
South Korea	24%	24%		38%		8%	6%	86%
🔭 Australia	33%		29%		24%	8%	7%	86%
📥 Russia	25%	24%		37%		9%	6%	86%
France	34%		27%		25%	6%	8%	85%
Hungary	31%	23%		29%	69		12%	829
Canada	28%	27%	0	23%	9%		12%	799
the US	23%	27%		29%	12%		10%	78%
🕒 Japan	9% 18%		43%		18%		12%	70%

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

or market and is not intended to suggest a total result.

Not very important/ Not at all important

nt = 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.

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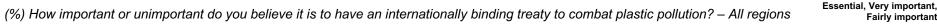
Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population. The "Global Country Average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country

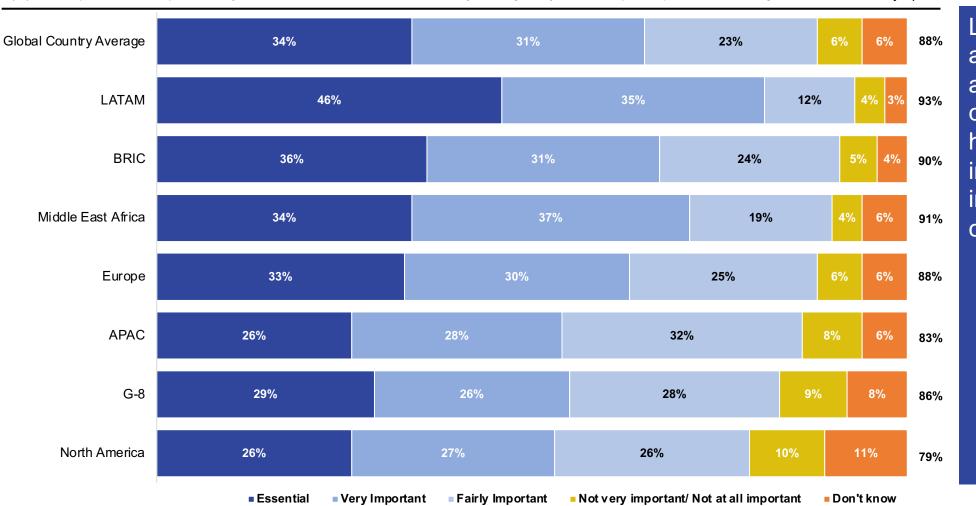


Total

Fairly important

IMPORTANCE OF AN INTERNATIONAL TREATY





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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.

CONSUMER PLASTIC PREFERENCES



REDUCING PLASTIC PACKAGING WASTE

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

Global Country Average	82%	13%	5%
China 🗧	92%		4% 4%
Mexico	92%		<mark>6%</mark> 2%
📥 Colombia	92%		5% 3%
🏪 Chile	90%		<mark>6%</mark> 4%
Peru	87%	9%	<mark>6</mark> 4%
💽 Brazil	86%	119	<mark>%</mark> 3%
💥 Great Britain	86%	10%	4%
📕 📕 Italy	86%	119	<mark>%</mark> 3%
🐷 Spain	85%	9%	6%
💓 South Africa	84%	11%	5%
🔤 Argentina	84%	8%	8%
Poland	83%	10%	7%
Sweden	83%	14%	3%
👬 Australia	82%	13%	5%
India	82%	15%	3%
Belgium	81%	17%	2%
Germany	81%	15%	4%
Salaysia Malaysia	81%	16%	3%
South Korea	81%	17%	2%
Turkey	81%	14%	5%
France	80%	12%	8%
🔤 Saudi Arabia		1%	10%
🔸 Canada		15%	8%
		5%	9%
— Russia	75% 13%		12%
Netherlands		%	6%
United States	71% 19%		10%
Japan	56% 35%		9%

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.

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.

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

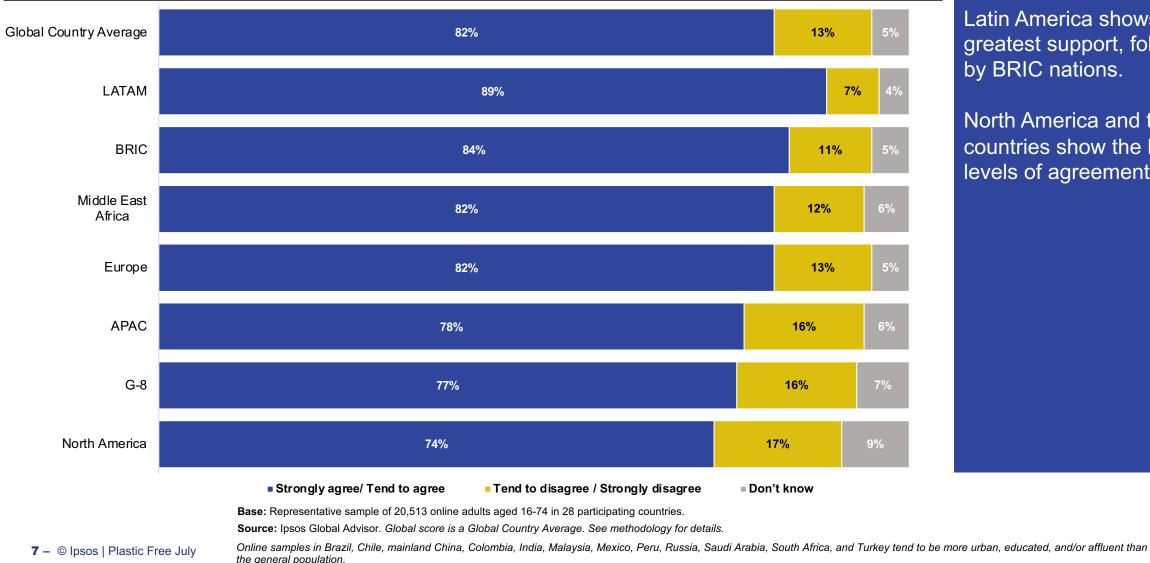
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Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population.



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.



BANNING SINGLE-USE PLASTIC PRODUCTS

BANNING SINGLE-USE PLASTICS

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

Global Country Average	75%	6	19%	6%	
📥 Colombia		89%		8% 3%	
🏪 Chile		88%		9% 3%	
Mexico		88%		9% 3%	
💳 Argentina		84%		9% 7%	
🎽 China		84%		<mark>11%</mark> 5%	
💳 India		83%		<mark>15%</mark> 2%	
📲 🧧 Italy		83%		13% 4%	
Peru		83%		12% 5%	
💥 Great Britain		80%		<mark>4%</mark> 6%	
📀 Brazil		79%	16	<mark>6% 5%</mark> % 6%	
Spain		78%			
🎦 Australia	77			9% 4%	
France	75%		14%	11%	
Russia	75%		15%	10%	
Hungary	74%		18%	8%	
Belgium	73%		22%	5%	
Germany	73%		21%	6%	
Poland	73%		16%	11%	
Turkey	73%		24%		
🚬 South Africa	72%		19%	9%	
Netherlands	71%		24%	5%	
South Korea	71%		24%	5%	
Sweden	71%		24%	5% 3%	
Malaysia	70%		27%		
Saudi Arabia	69%		20%		
Canada	66%		24%		
United States	55%		34%		
 Japan 	37%	54%		9%	

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

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.

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

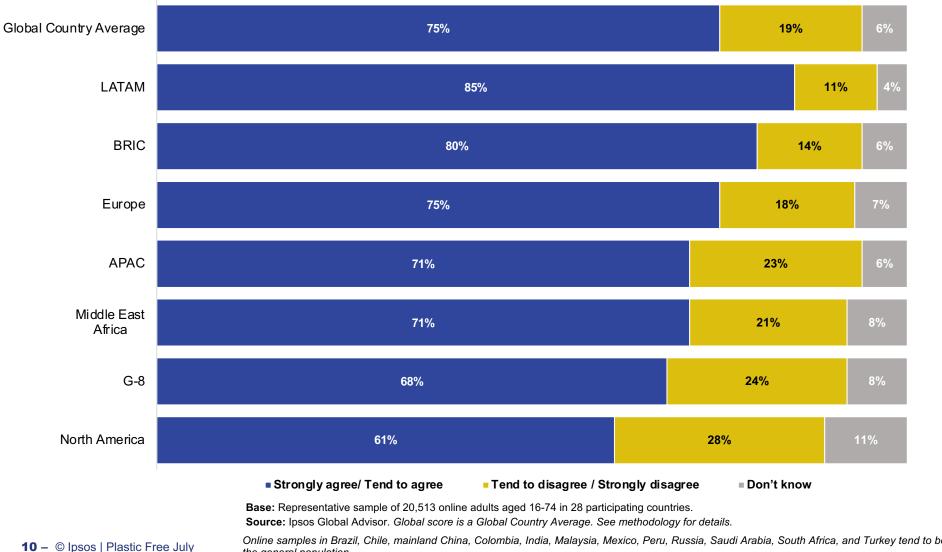
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y Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population.



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.

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.



PRODUCT STEWARDSHIP RESPONSIBILITY



PRODUCT STEWARDSHIP RESPONSIBILITY

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

Global Country Average	85%	11%	4%
💽 Brazil	90%	8%	2%
🎦 China	90%	6%	4%
💥 Great Britain	90%	7%	3%
Mexico	90%	8%	
Sweden	89%	8%	3%
💳 Colombia	89%	9%	
Italy	89%	9%	
🏪 Chile	89%	9%	
Malaysia 🔛	89%	9%	
🝋 South Africa	88%	9%	3%
Turkey	87%	9%	4%
Peru	87%	10%	3%
👫 🖓 Australia	86%	12%	2%
🔸 Canada	86%	9%	5%
France	86%	9%	5%
Spain 🔤	86%	9%	5%
India	86%	12%	2%
Argentina	85%	10%	5%
Belgium	85%	12%	3%
📥 Poland	85%	9%	6%
Germany	85%	11%	4%
Netherlands	84%	12%	4%
United States	83%	12%	5%
Hungary	80% 13		7%
Russia	79% 13%		8%
💓 South Korea		18%	3%
Saudi Arabia	79% 12%		9%
Japan	72% 21%		7%

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

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

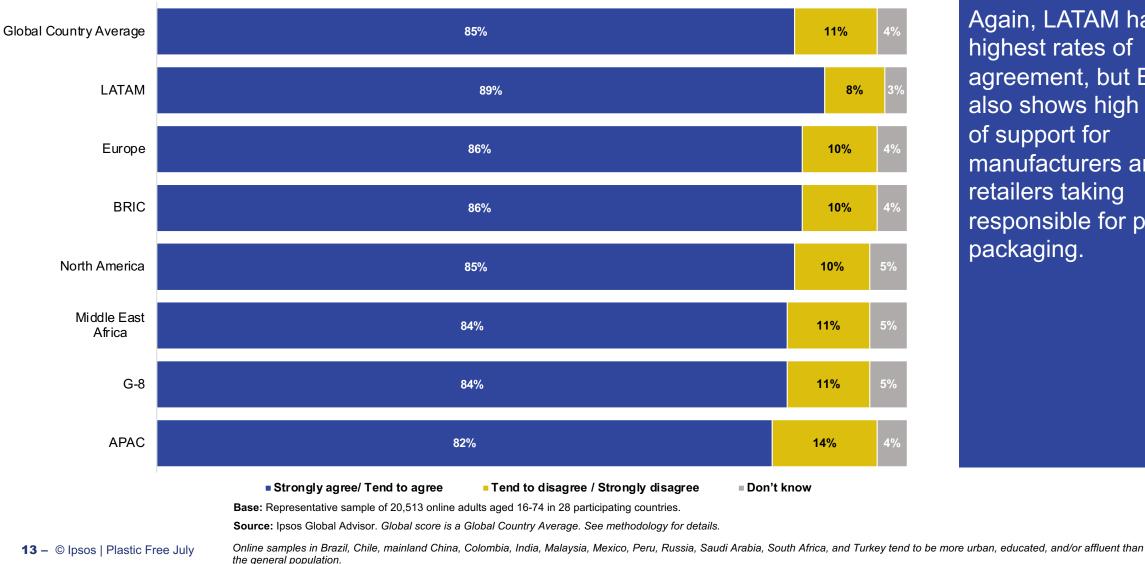
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Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population.



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.



METHODOLOGY

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 "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, 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. 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.

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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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