

Attitudes towards a global plastic pollution treaty

For Rising Tides III

April 2024



GAME CHANGERS



RESEARCH CONTEXT

This report presents the findings of our third wave of research on attitudes towards a global treaty to address plastic pollution, in partnership with WWF and the Plastic Free Foundation.



Our first report was released in February 2022, and asked whether people thought global treaty to combat plastic pollution is needed.

Across 28 countries surveyed, an average of 88% of people said a plastic pollution treaty is important, including one-third (34%) of people who said a treaty is essential.

March 2022

In March 2022, the governments of 175 countries agreed to start work on a treaty to end plastic pollution.

They agreed it could potentially include a range of objectives and obligations, including sustainable production and consumption of plastic, plastic pollution prevention, and addressing existing pollution.



Our second report, published in November 2022, showed strong support across the 34 countries surveyed for specific rules that could be included in the treaty.

It highlighted the high level of importance placed on extended producer responsibility, recycled content in new products and banning plastics that can't be recycled.

April 2024

For this report we surveyed people in 32 countries in late 2023. Building on the findings of the previous two waves of research, it provides insights on specific rules that are now being negotiated; and preferences for compliance approaches with those rules.

In April 2024 United Nations member states will meet to negotiate the details of the new international agreement. They are aiming to conclude negotiations on a final treaty text by the end of 2024.

WAVE 1 AT A GLANCE – FEBRUARY 2022 REPORT



88%

of citizens worldwide believe it is important to have an international treaty to combat plastic pollution.



82%

agreed that they want to buy products that used as little plastic packaging as possible.



85%

agree that manufacturers and retailers should be responsible for reducing, reusing and recycling plastic packaging.



75%

of global citizens agree that single-use plastics should be banned as soon as possible.

WAVE 2 AT A GLANCE – NOVEMBER 2022 REPORT



70%

of citizens worldwide support the creation of global rules for governments to end plastic pollution.



50%

of citizens worldwide believe there should be consequences for not following these rules.



75%

believe it is important to have global rules banning unnecessary single-use plastics.



77%

believe it is important to have rules that banned types of plastic that could not easily be recycled.



78%

believe it is important for rules to ensure that manufacturers and retailers were responsible for reducing, reusing and recycling their packaging.



76%

believe it is important to require all new plastic products to contain recycled plastic.



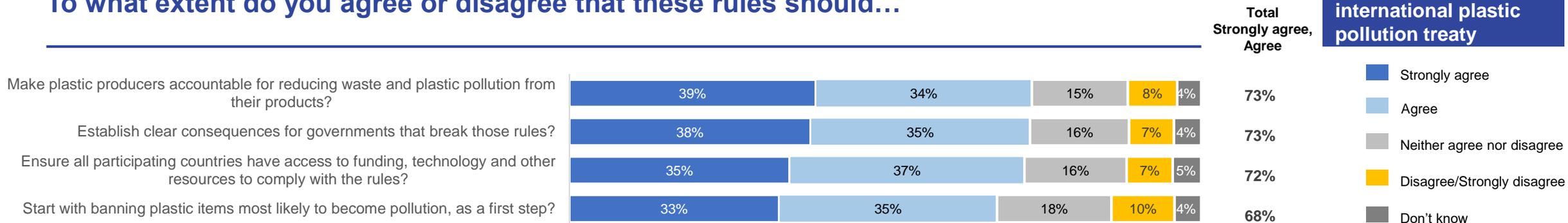
77%

believe it is important to require labelling of plastic products so that it was clear how to sort them for reuse, recycling or disposal.

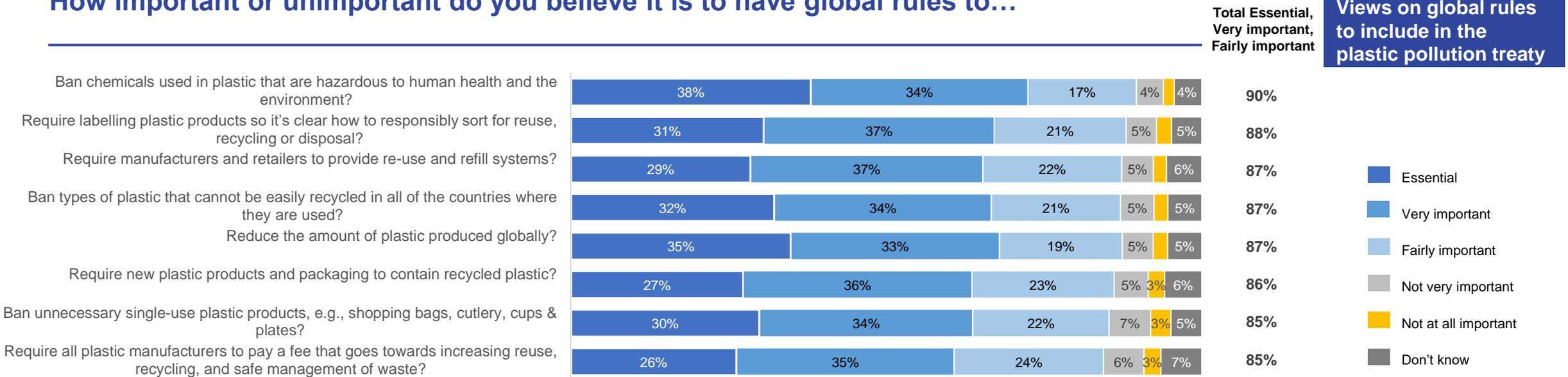
Summary: Global country averages for this wave of research

The United Nations agreed in 2022 to develop a global treaty to end plastic pollution.

To what extent do you agree or disagree that these rules should...



How important or unimportant do you believe it is to have global rules to...



Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Base: Representative sample of 24,727 online adults aged 16-74 in 32 participating countries. Online samples in Brazil, Chile, Colombia, Indonesia, Ireland, Malaysia, Mexico, Morocco, Nigeria, Peru, Singapore, South Africa, Thailand, Turkey and Uganda 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.

Note: Data labels below 3% not shown.

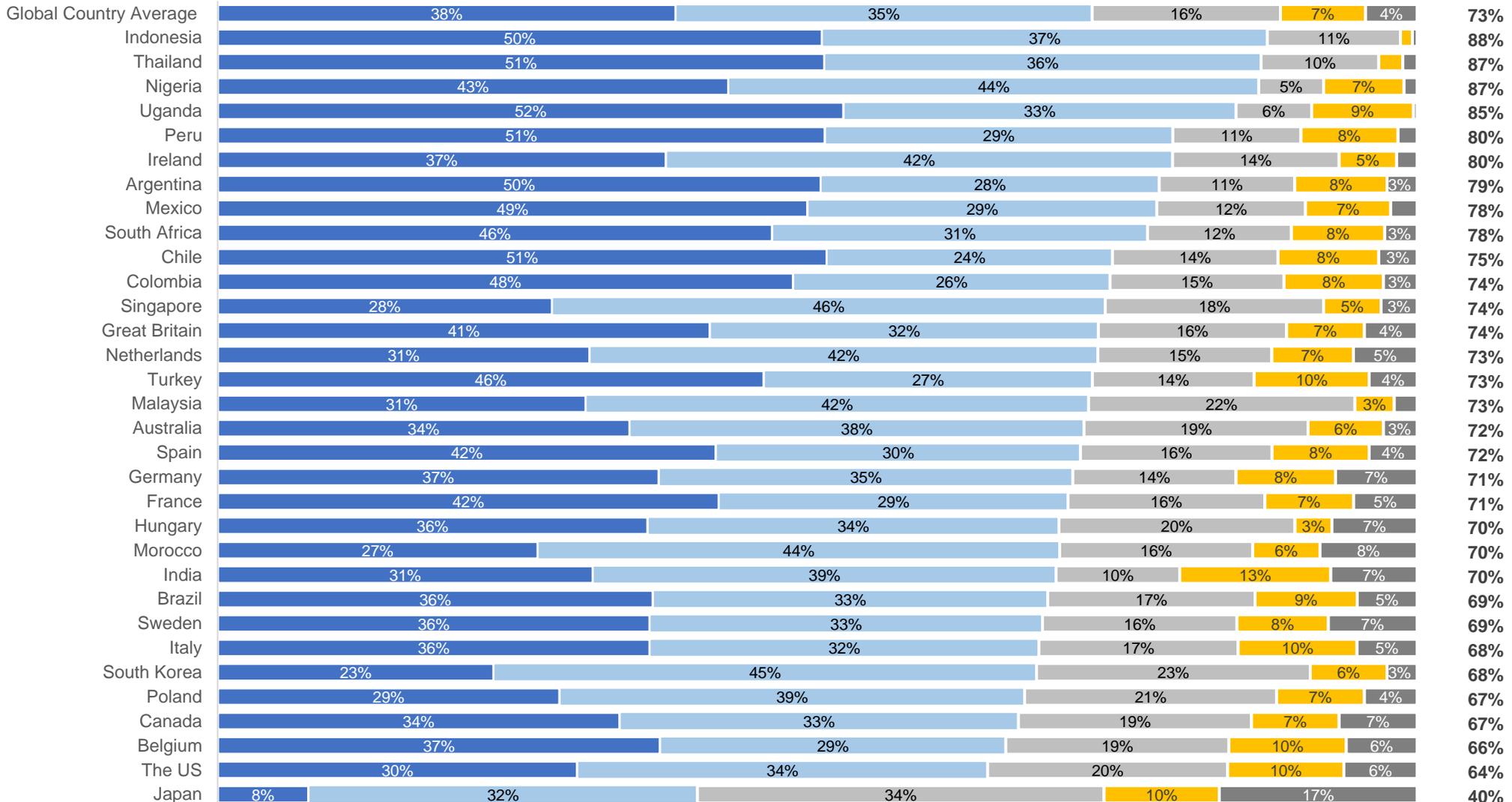


Global preferences for an international plastic pollution treaty

1

The United Nations agreed in 2022 to develop a global treaty to end plastic pollution. To what extent do you agree or disagree that these rules should...

Establish clear consequences for governments that break those rules?



Country Comparison

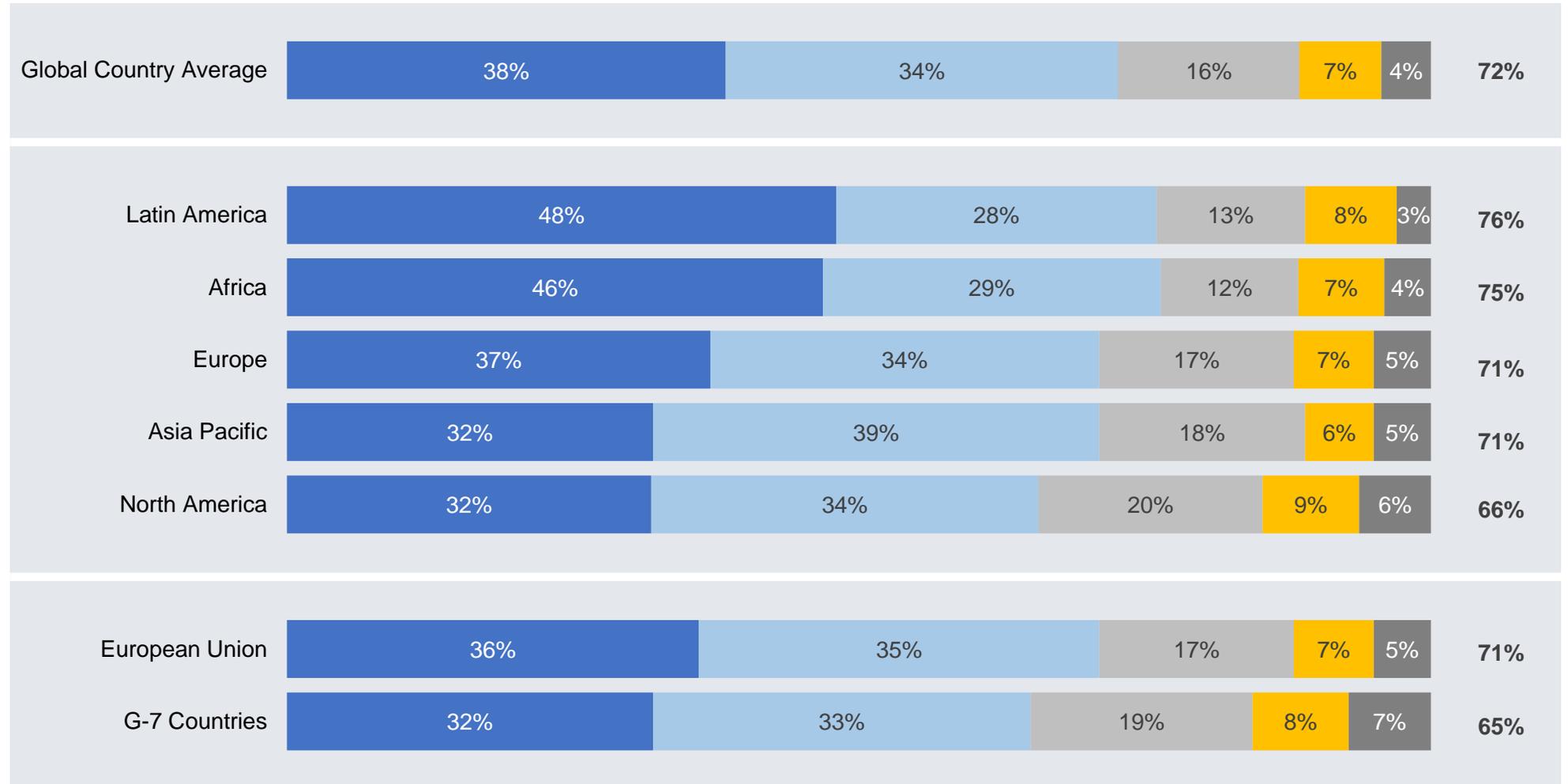
A global average of 73% of people in the countries surveyed agree (Strongly agree + Agree) that a global treaty should establish clear consequences for governments that break the rules.



Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Base: Representative sample of 24,727 online adults aged 16-74 in 32 participating countries. Online samples in Brazil, Chile, Colombia, Indonesia, Ireland, Malaysia, Mexico, Morocco, Nigeria, Peru, Singapore, South Africa, Thailand, Turkey and Uganda 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.

The United Nations agreed in 2022 to develop a global treaty to end plastic pollution. To what extent do you agree or disagree that these rules should...

Establish clear consequences for governments that break those rules?



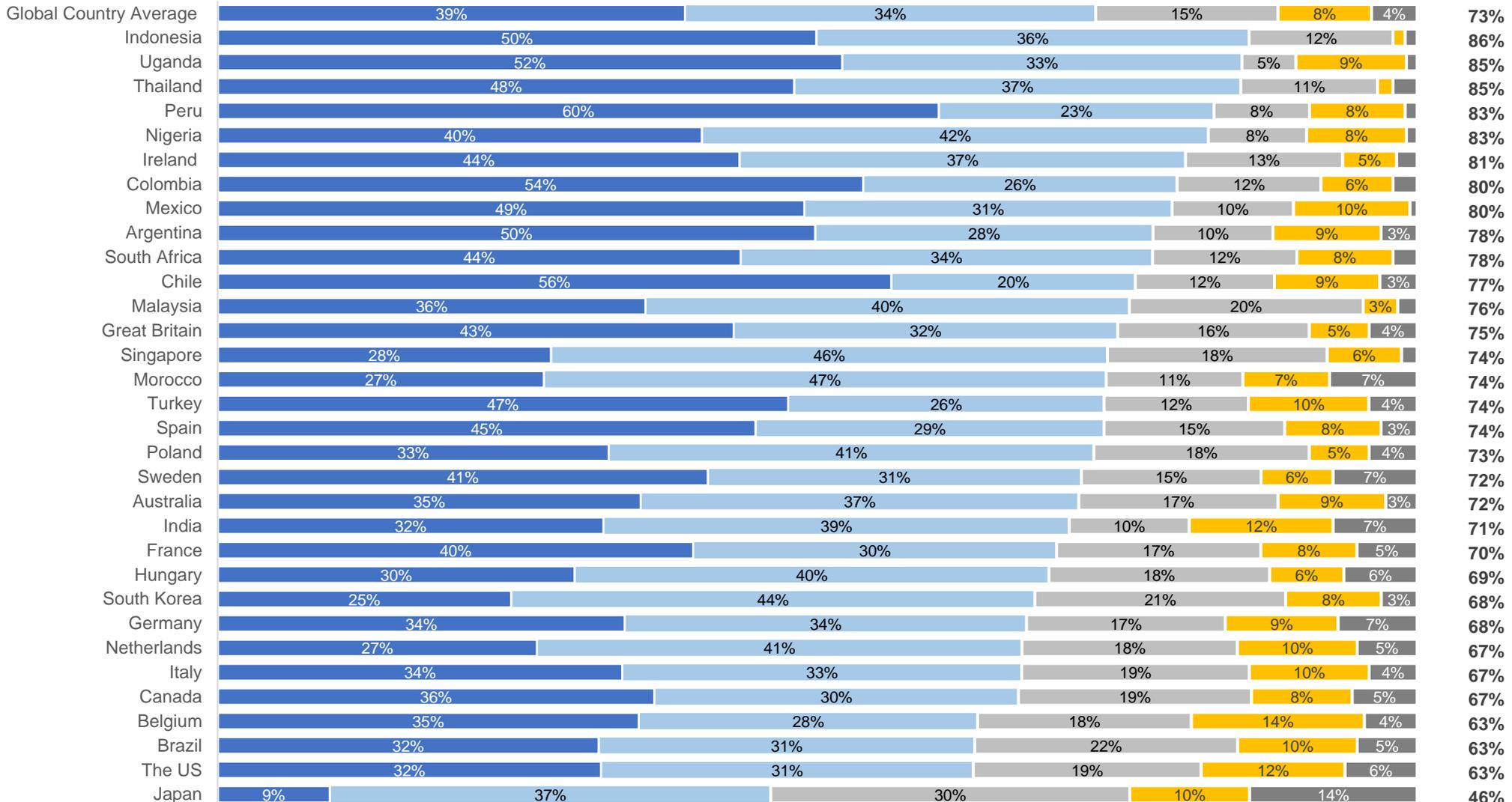
Region Comparison

Support for establishing clear consequences for governments that break rules is highest in the Middle East/Africa and Latin America.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree/Strongly disagree
- Don't know

The United Nations agreed in 2022 to develop a global treaty to end plastic pollution. To what extent do you agree or disagree that these rules should...

Make plastic producers accountable for reducing waste and plastic pollution from their products?



Country Comparison

A global average of 73% of people agree (Strongly agree + Agree) that a global treaty should make plastic producers accountable for reducing waste and plastic pollution from their products.

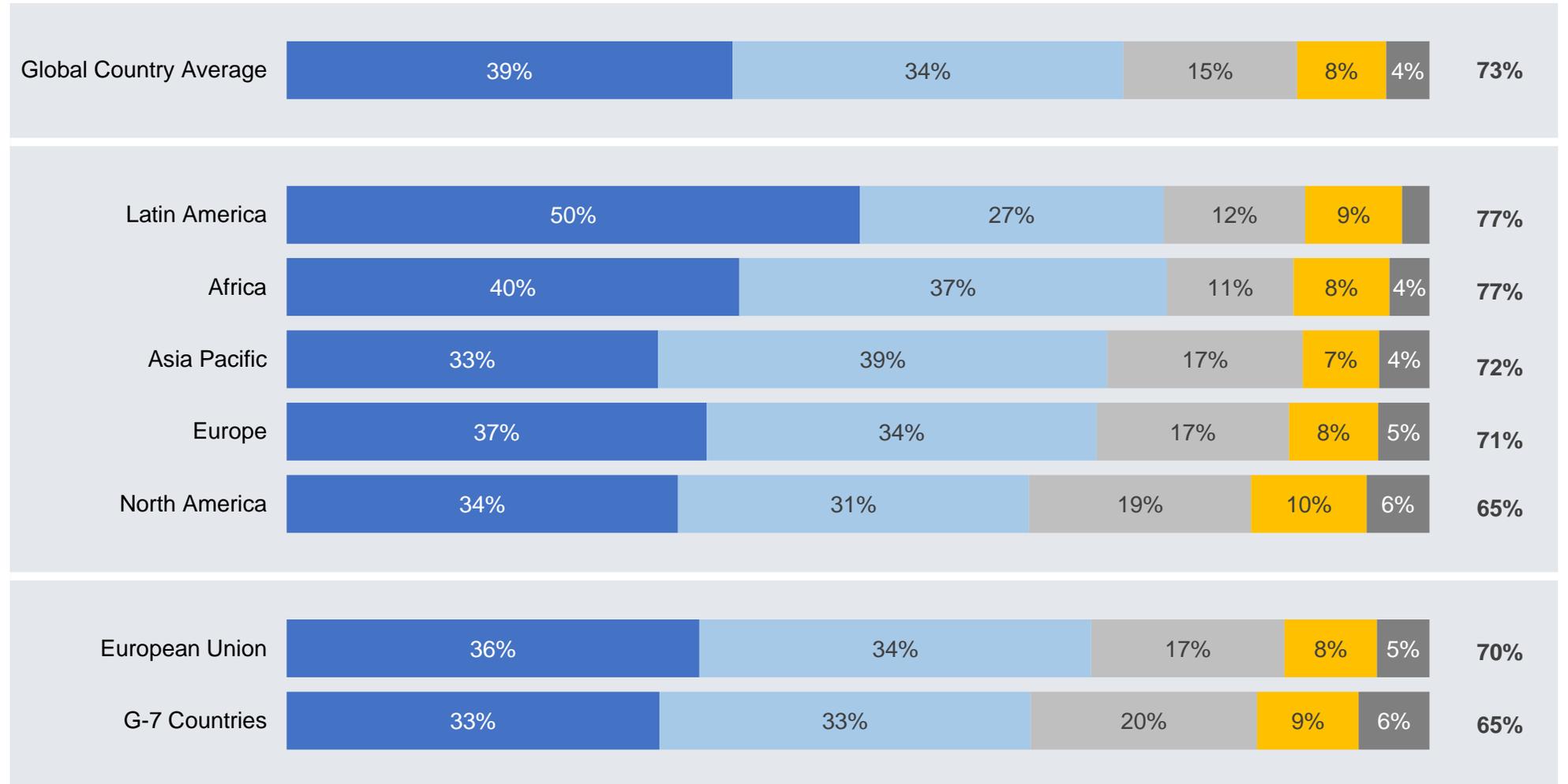


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The United Nations agreed in 2022 to develop a global treaty to end plastic pollution. To what extent do you agree or disagree that these rules should...

Make plastic producers accountable for reducing waste and plastic pollution from their products?



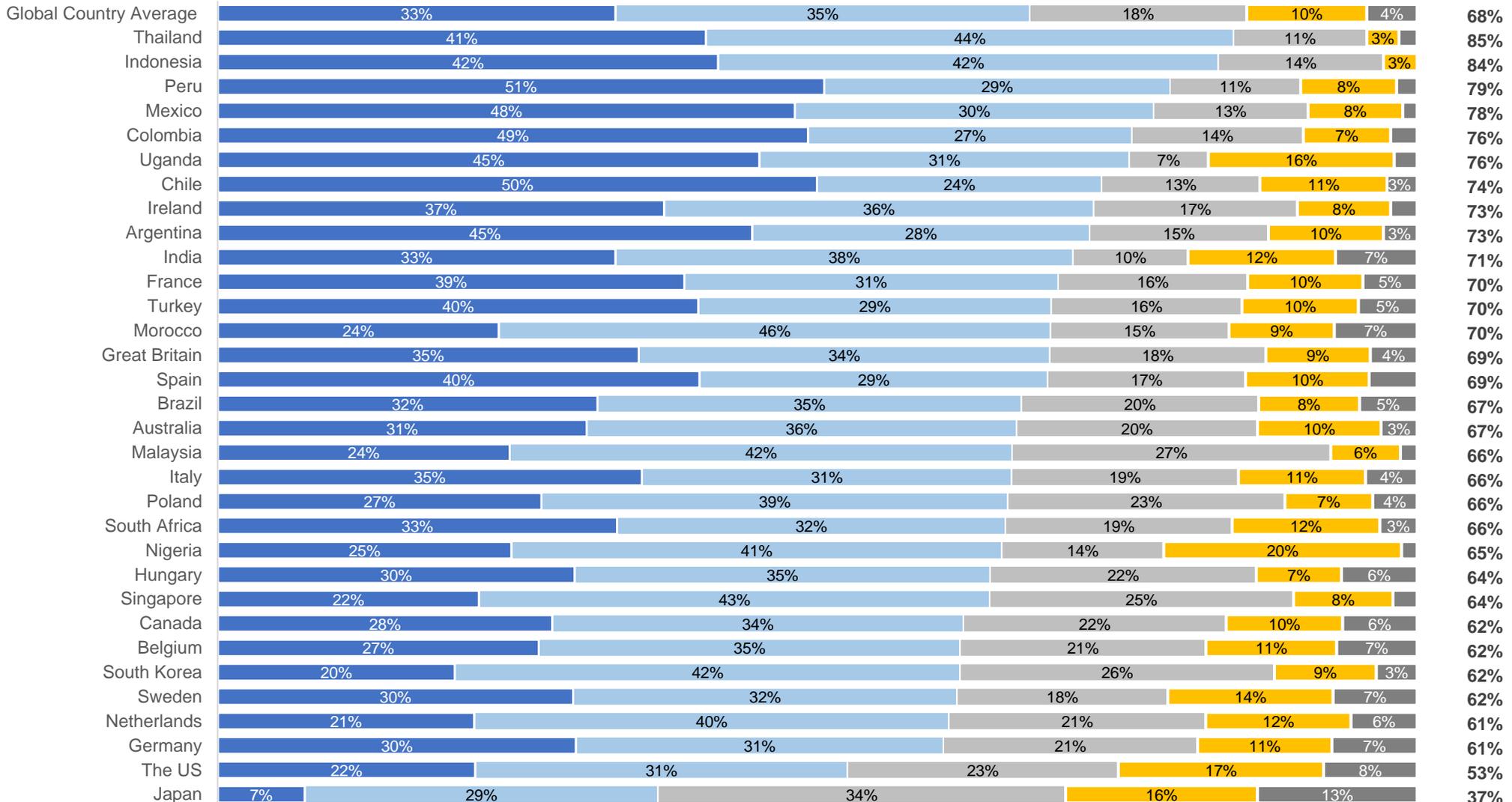
Region Comparison

Support for making plastic producers accountable for reducing waste and plastic pollution from their products is highest in Latin America and Middle East/ Africa.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree/Strongly disagree
- Don't know

The United Nations agreed in 2022 to develop a global treaty to end plastic pollution. To what extent do you agree or disagree that these rules should...

Start with banning plastic items most likely to become pollution, as a first step?



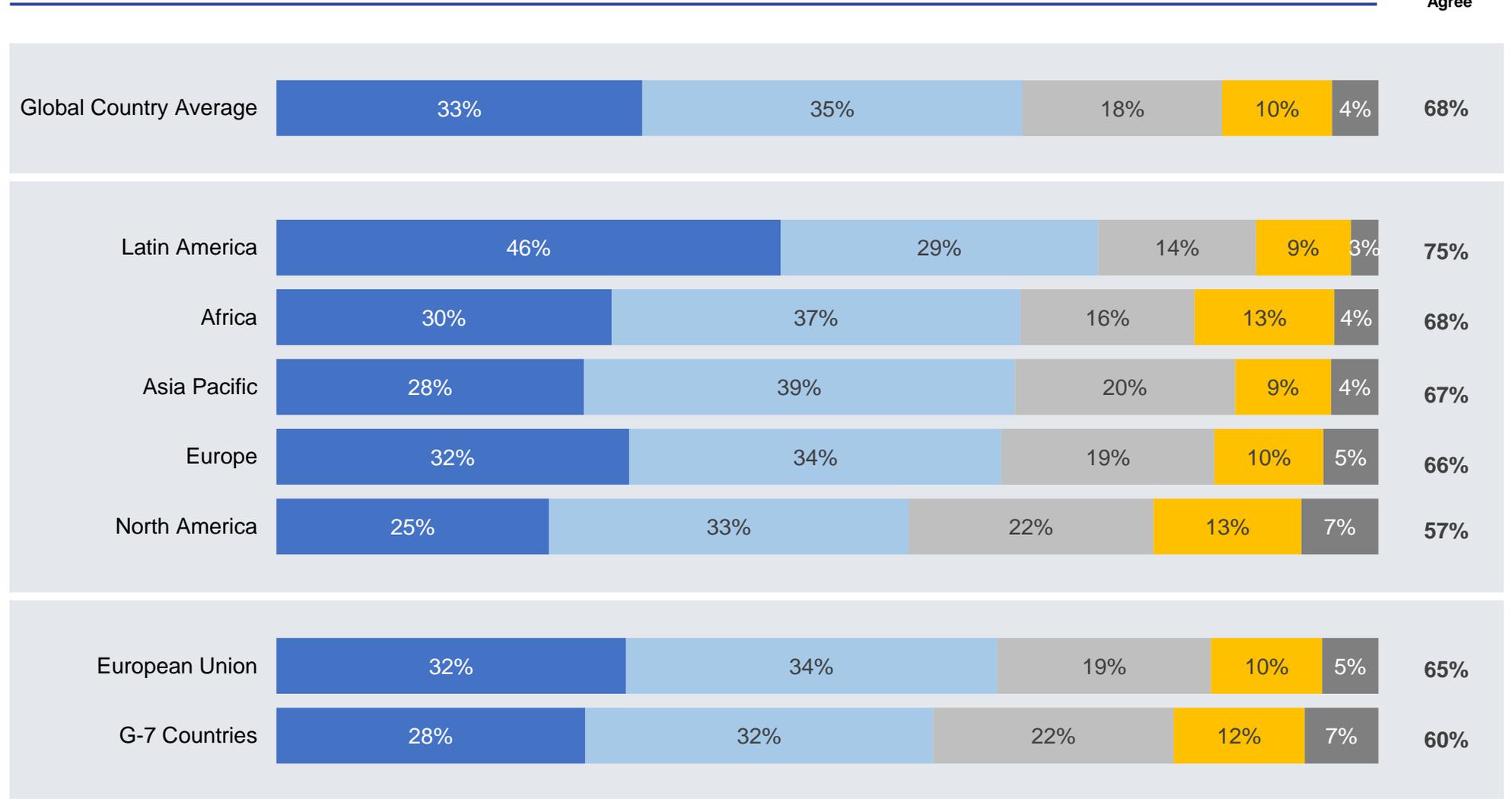
Country Comparison

A global average of 68% of people in the countries surveyed agree (Strongly agree + Agree) that a global treaty should start with banning plastic items most likely to become pollution, as a first step.



The United Nations agreed in 2022 to develop a global treaty to end plastic pollution. To what extent do you agree or disagree that these rules should...

Start with banning plastic items most likely to become pollution, as a first step?



Region Comparison

Support for starting by banning plastic items most likely to become pollution is highest in Latin America and Middle East/ Africa.

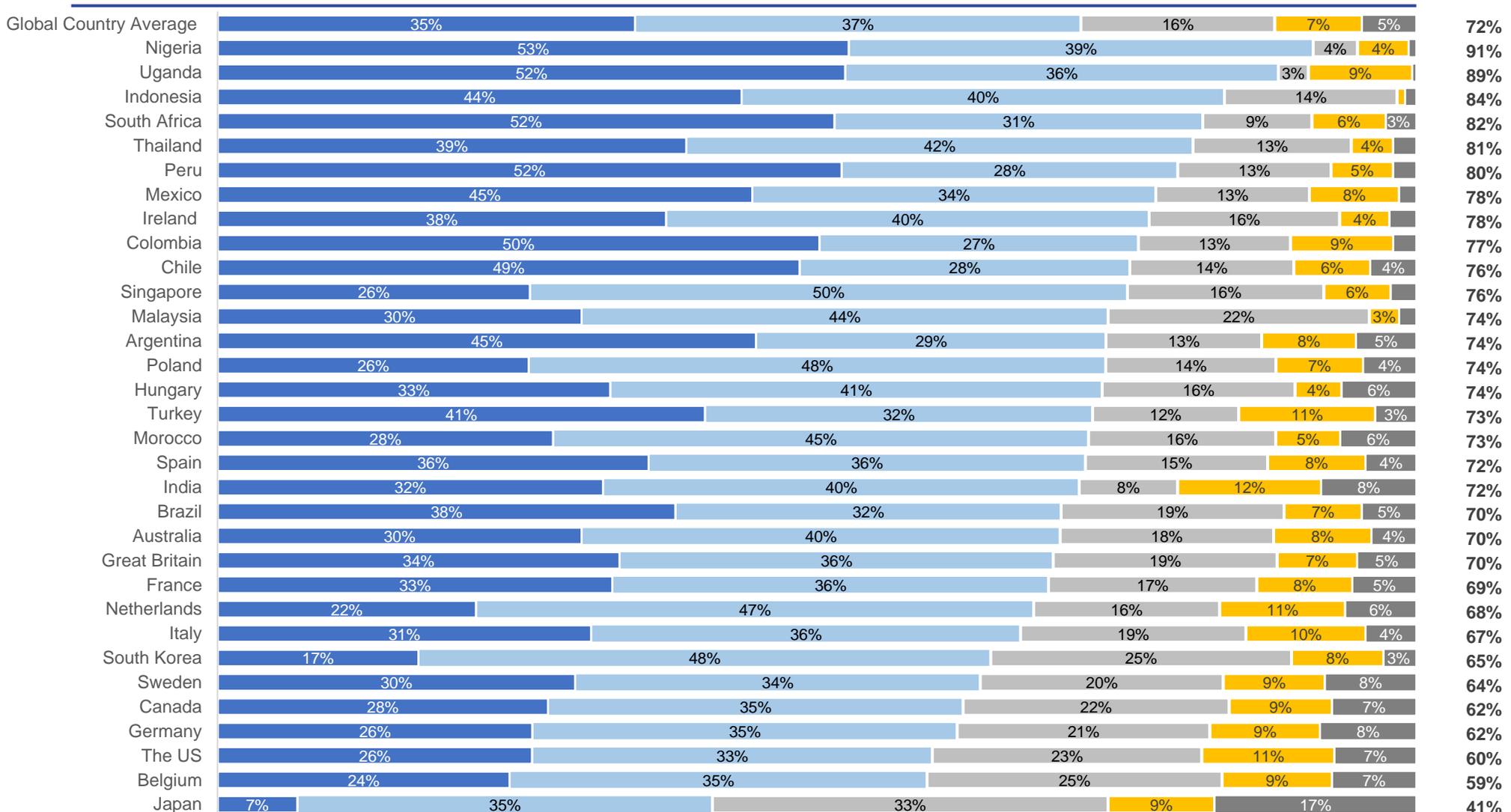
- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree/Strongly disagree
- Don't know

The United Nations agreed in 2022 to develop a global treaty to end plastic pollution. To what extent do you agree or disagree that these rules should...

Ensure all participating countries have access to funding, technology and other resources to comply with the rules?

Country Comparison

A global average of 72% of people agree (Strongly agree + Agree) that participating countries should have access to funding, technology and other resources to comply with the rules.



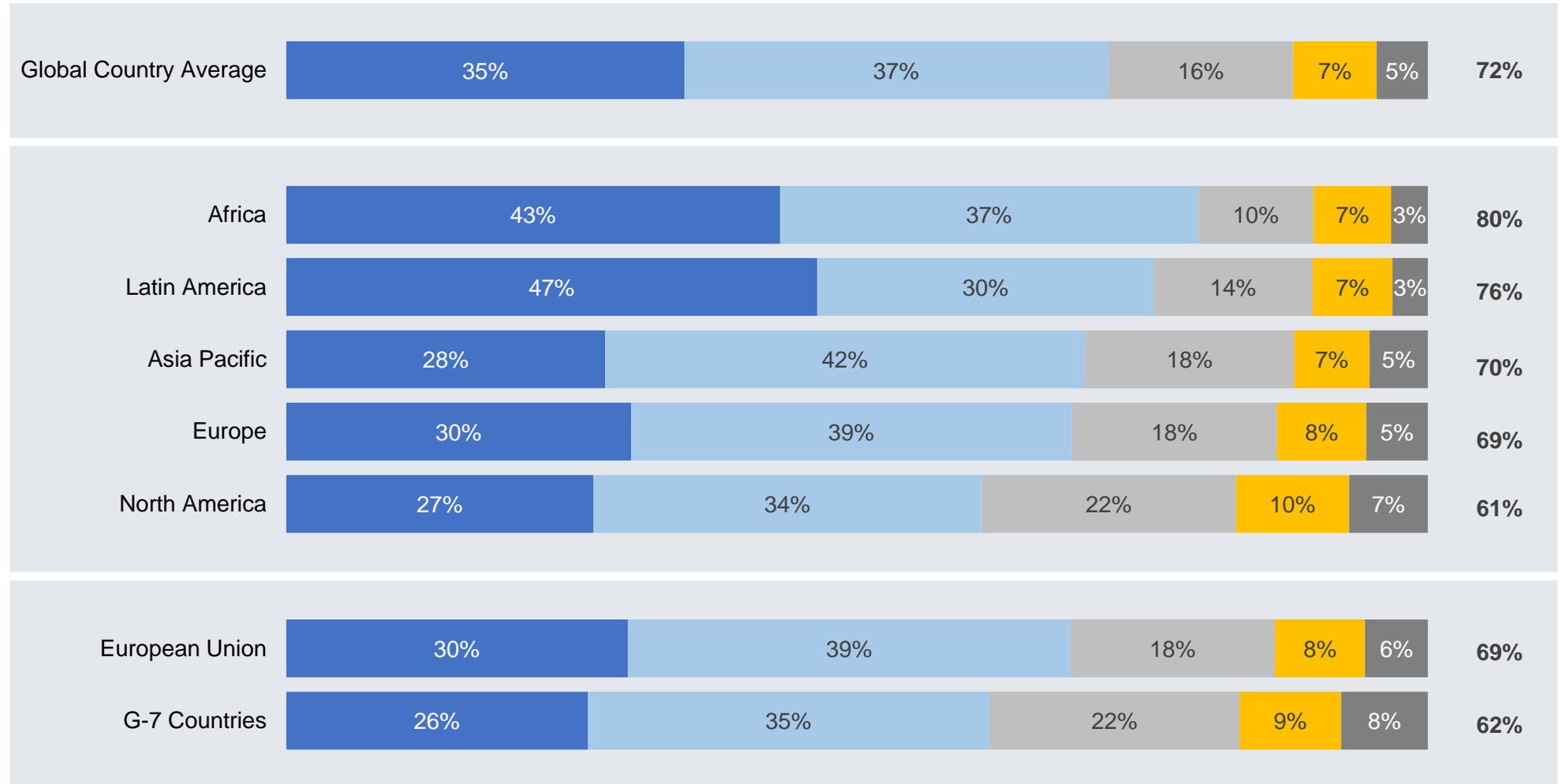
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Note: Data labels below 3% not shown.



The United Nations agreed in 2022 to develop a global treaty to end plastic pollution. To what extent do you agree or disagree that these rules should...

Ensure all participating countries have access to funding, technology and other resources to comply with the rules?



Region Comparison

Support for ensuring all participating countries have access to funding, technology and other resources to comply with the rules is highest in the Middle East/ Africa and Latin America.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree/Strongly disagree
- Don't know

Views on global rules that could be included in an international plastic pollution treaty

2

The United Nations agreed in 2022 to develop a global treaty to end plastic pollution. How important or unimportant do you believe it is to have global rules to...

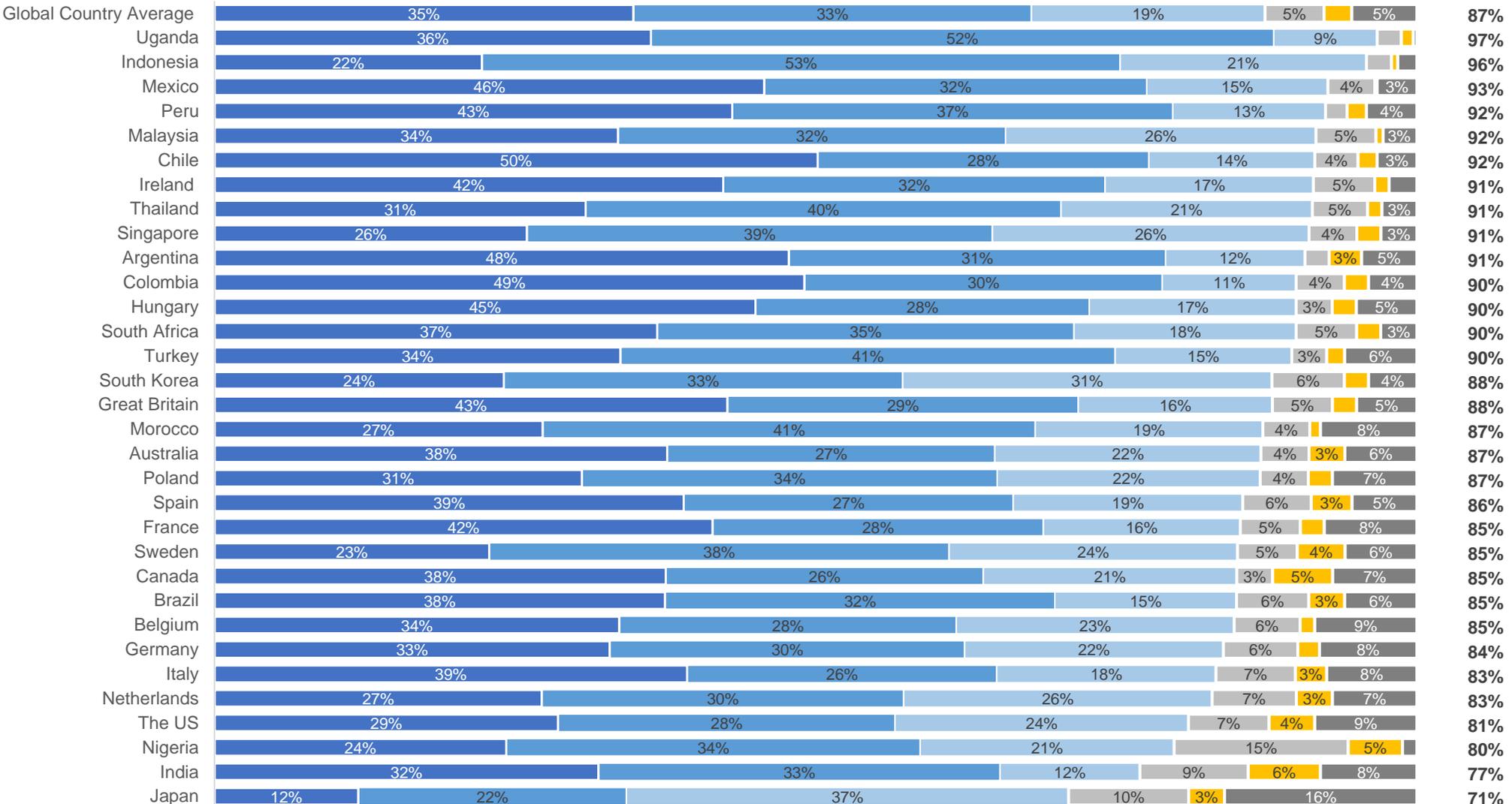
Reduce the amount of plastic produced globally?

Country Comparison

Total Essential, Very important, Fairly important

A global average of 87% of people believe that it is important (Essential, Very important + Important) for global rules to reduce the amount of plastic produced globally.

- Essential
- Very important
- Fairly important
- Not very important
- Not at all important
- Don't know



Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Base: Representative sample of 24,727 online adults aged 16-74 in 32 participating countries. Online samples in Brazil, Chile, Colombia, Indonesia, Ireland, Malaysia, Mexico, Morocco, Nigeria, Peru, Singapore, South Africa, Thailand, Turkey and Uganda 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.



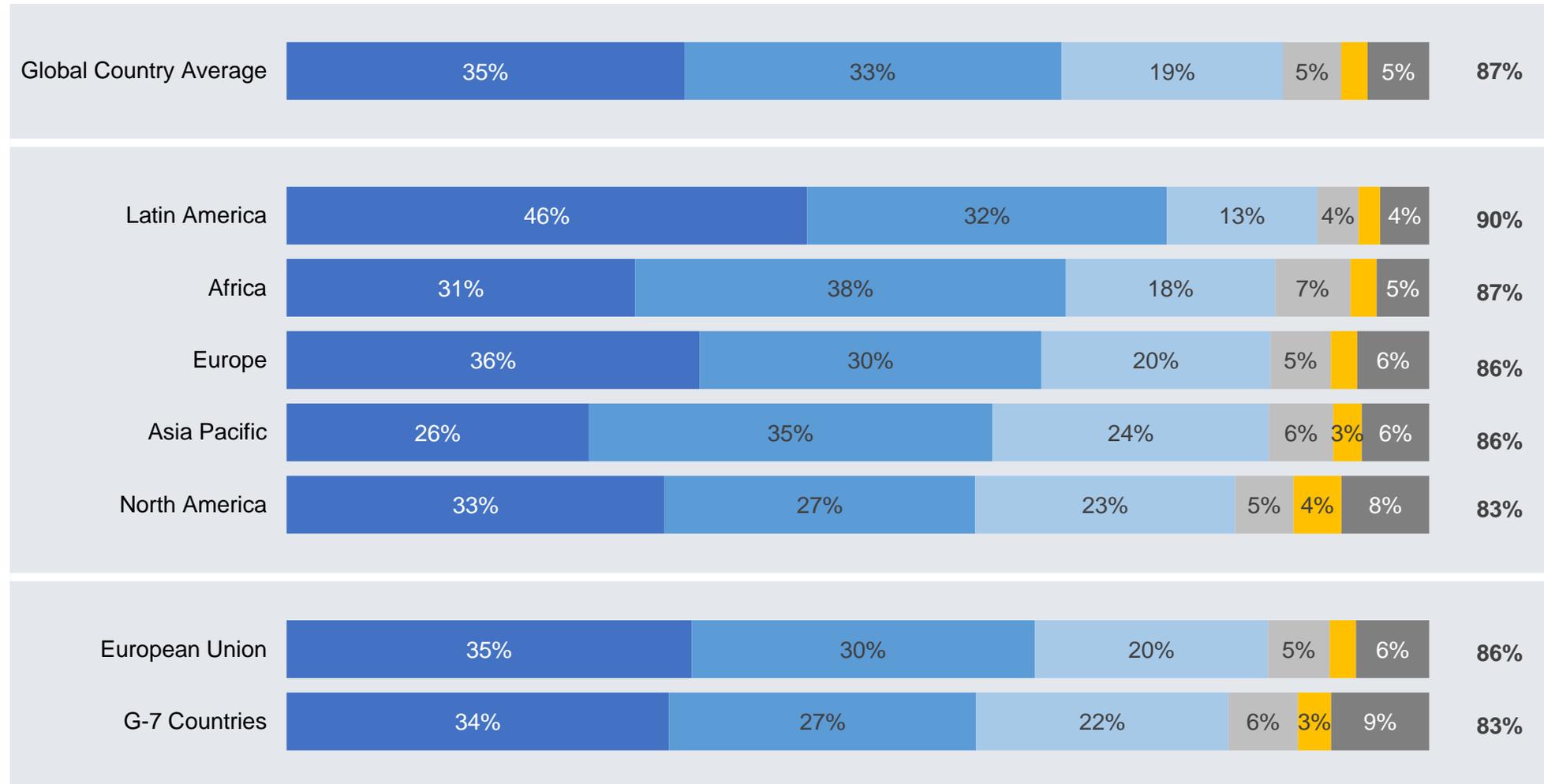
The United Nations agreed in 2022 to develop a global treaty to end plastic pollution. How important or unimportant do you believe it is to have global rules to...

Reduce the amount of plastic produced globally?

Total Essential, Very important, Fairly important

Region Comparison

Latin America places the highest level of importance on global rules reducing the amount of plastic produced globally. (90% believe it is important), followed by the Middle East/ Africa.



- Essential
- Very important
- Fairly important
- Not very important
- Not at all important
- Don't know

The United Nations agreed in 2022 to develop a global treaty to end plastic pollution. How important or unimportant do you believe it is to have global rules to...

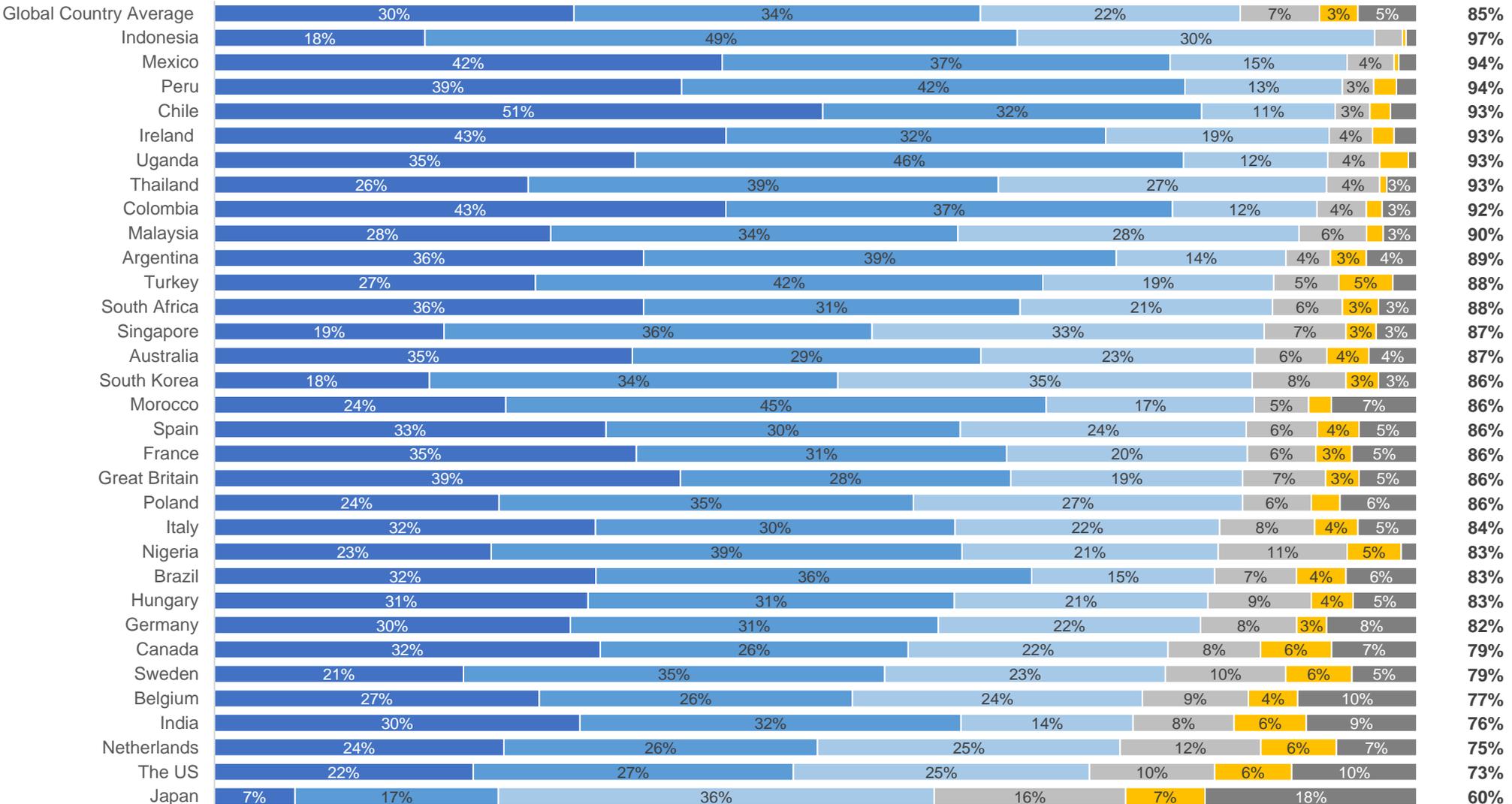
Ban unnecessary single-use plastic products, e.g., shopping bags, cutlery, cups & plates?

Country Comparison

Total Essential, Very important, Fairly important

A global average of 85% of people believe that it is important (Essential, Very important + Fairly important) for global rules to ban unnecessary single-use plastic products.

- Essential
- Very important
- Fairly important
- Not very important
- Not at all important
- Don't know



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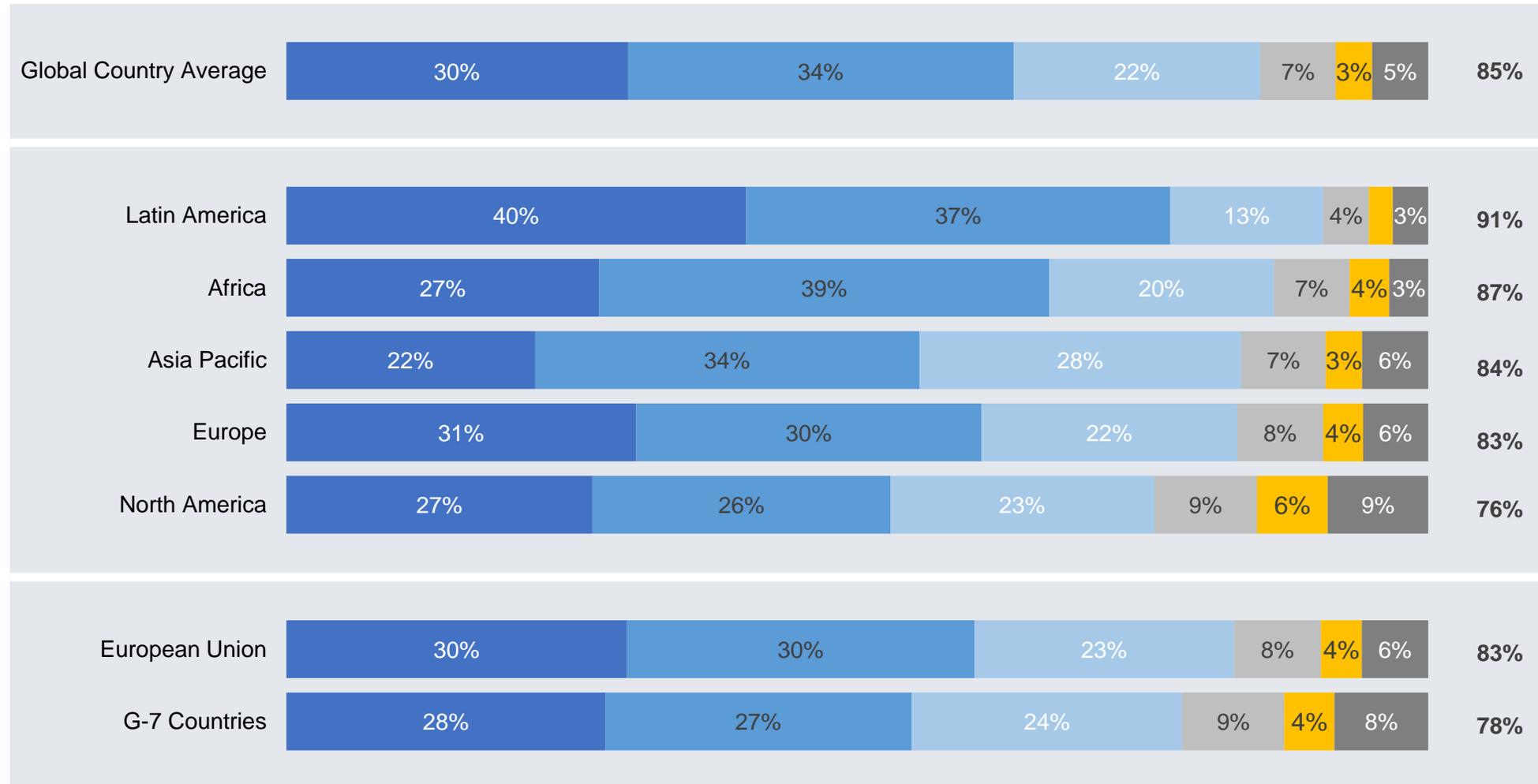
The United Nations agreed in 2022 to develop a global treaty to end plastic pollution. How important or unimportant do you believe it is to have global rules to...

Ban unnecessary single-use plastic products, e.g., shopping bags, cutlery, cups & plates?

Total Essential, Very important, Fairly important

Region Comparison

Latin America places the highest level of importance on global rules banning unnecessary single-use plastic products (91% believe it is important), followed by the Middle East/ Africa.



- Essential
- Very important
- Fairly important
- Not very important
- Not at all important
- Don't know

The United Nations agreed in 2022 to develop a global treaty to end plastic pollution. How important or unimportant do you believe it is to have global rules to...

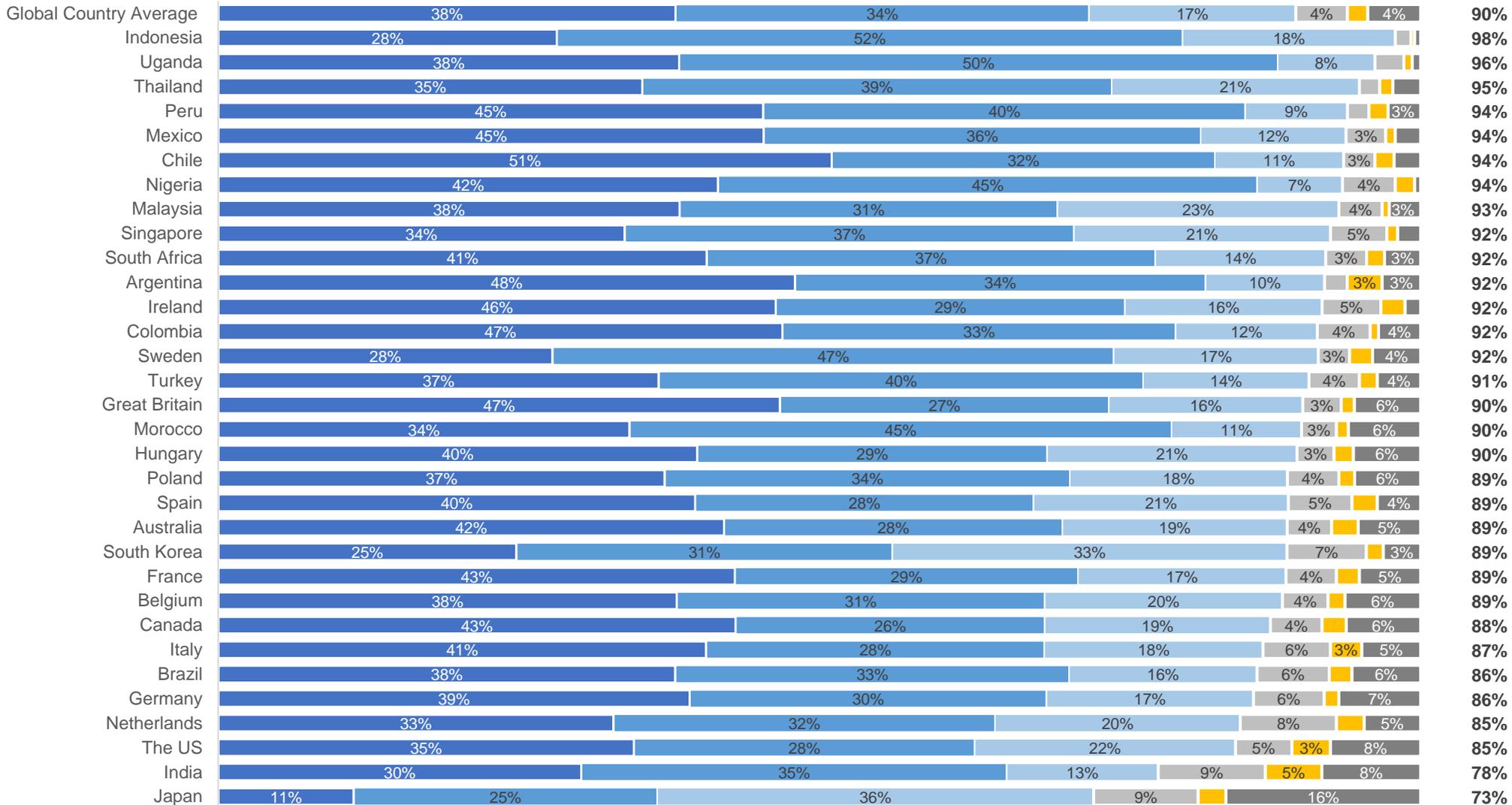
Ban chemicals used in plastic that are hazardous to human health and the environment?

Total Essential, Very important, Fairly important

Country Comparison

A global average of 90% of people believe that it is important (Essential, Very important + Fairly important) for global rules to ban chemicals used in plastic that are hazardous to human health and the environment.

- Essential
- Very important
- Fairly important
- Not very important
- Not at all important
- Don't know



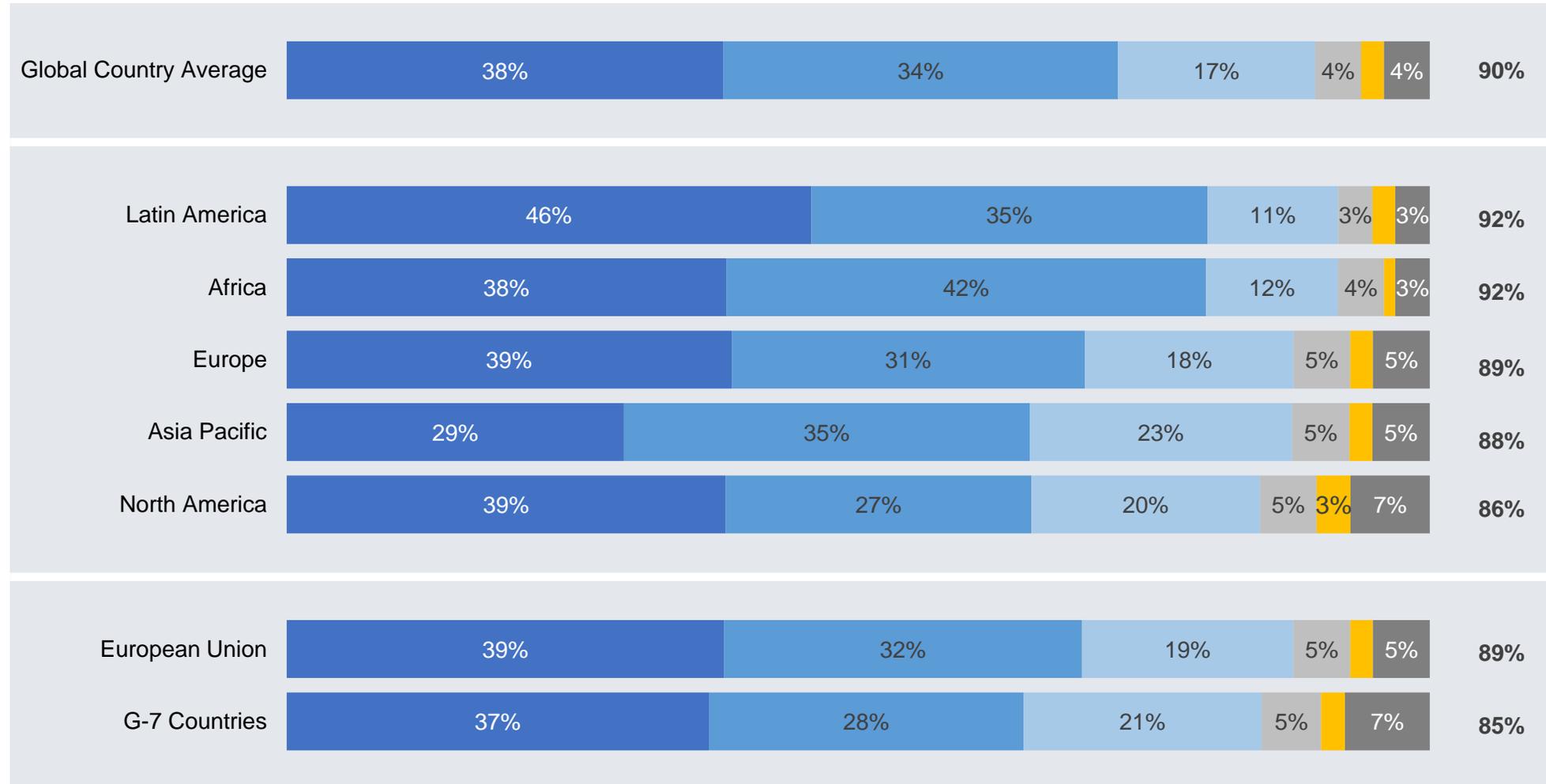
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Ban chemicals used in plastic that are hazardous to human health and the environment?

Total Essential, Very important, Fairly important

Region Comparison



Latin America and the Middle East/Africa place the highest level of importance on global rules banning chemicals used in plastic that are hazardous to human health and the environment (92% believe it is important), followed by Europe (89%).

- Essential
- Very important
- Fairly important
- Not very important
- Not at all important
- Don't know

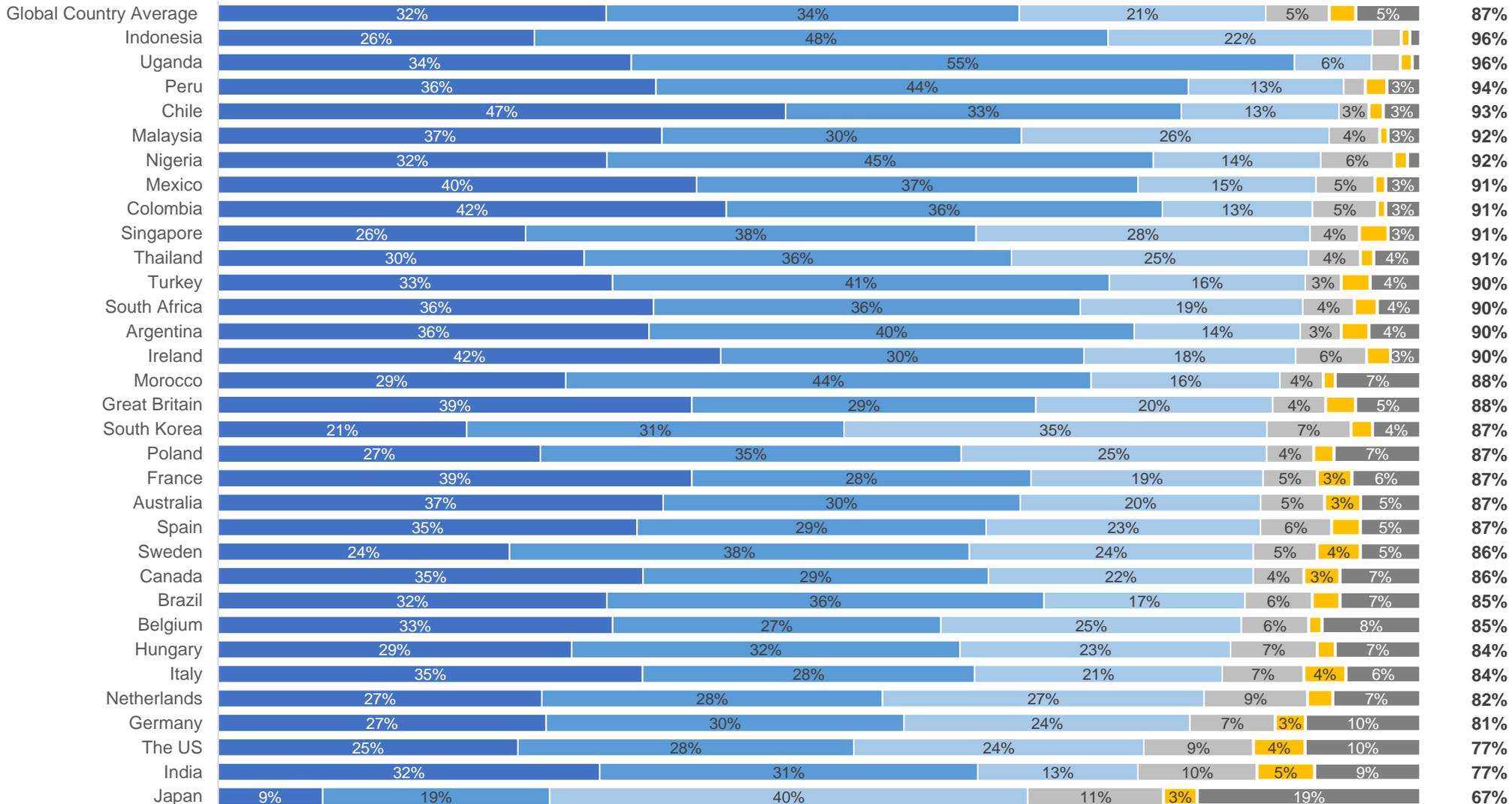
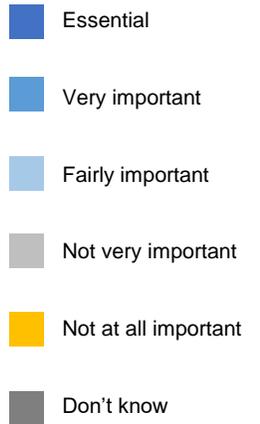
The United Nations agreed in 2022 to develop a global treaty to end plastic pollution. How important or unimportant do you believe it is to have global rules to...

Ban types of plastic that cannot be easily recycled in all of the countries where they are used?

Country Comparison

Total Essential, Very important, Fairly important

A global average of 87% of people believe that it is important (Essential, Very important + Fairly important) for global rules to ban types of plastic that cannot be easily recycled in all of the countries where they are used.



Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Base: Representative sample of 24,727 online adults aged 16-74 in 32 participating countries. Online samples in Brazil, Chile, Colombia, Indonesia, Ireland, Malaysia, Mexico, Morocco, Nigeria, Peru, Singapore, South Africa, Thailand, Turkey and Uganda 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.

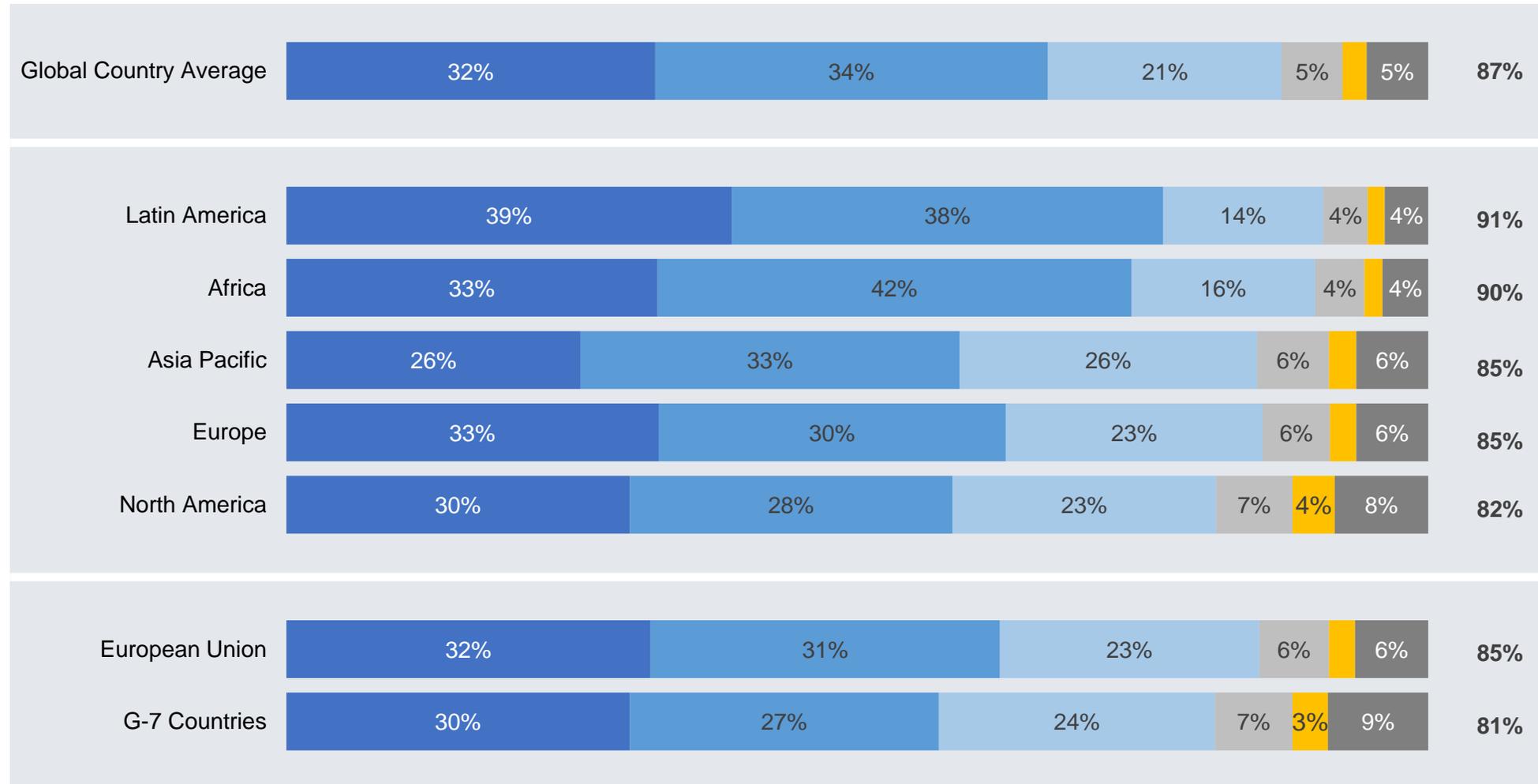
The United Nations agreed in 2022 to develop a global treaty to end plastic pollution. How important or unimportant do you believe it is to have global rules to...

Ban types of plastic that cannot be easily recycled in all of the countries where they are used?

Total Essential, Very important, Fairly important

Region Comparison

Latin America places the highest level of importance on global rules banning types of plastic that cannot be easily recycled in all of the countries where they are used (91% believe it is important), followed by the Middle East/Africa (90%).



- Essential
- Very important
- Fairly important
- Not very important
- Not at all important
- Don't know

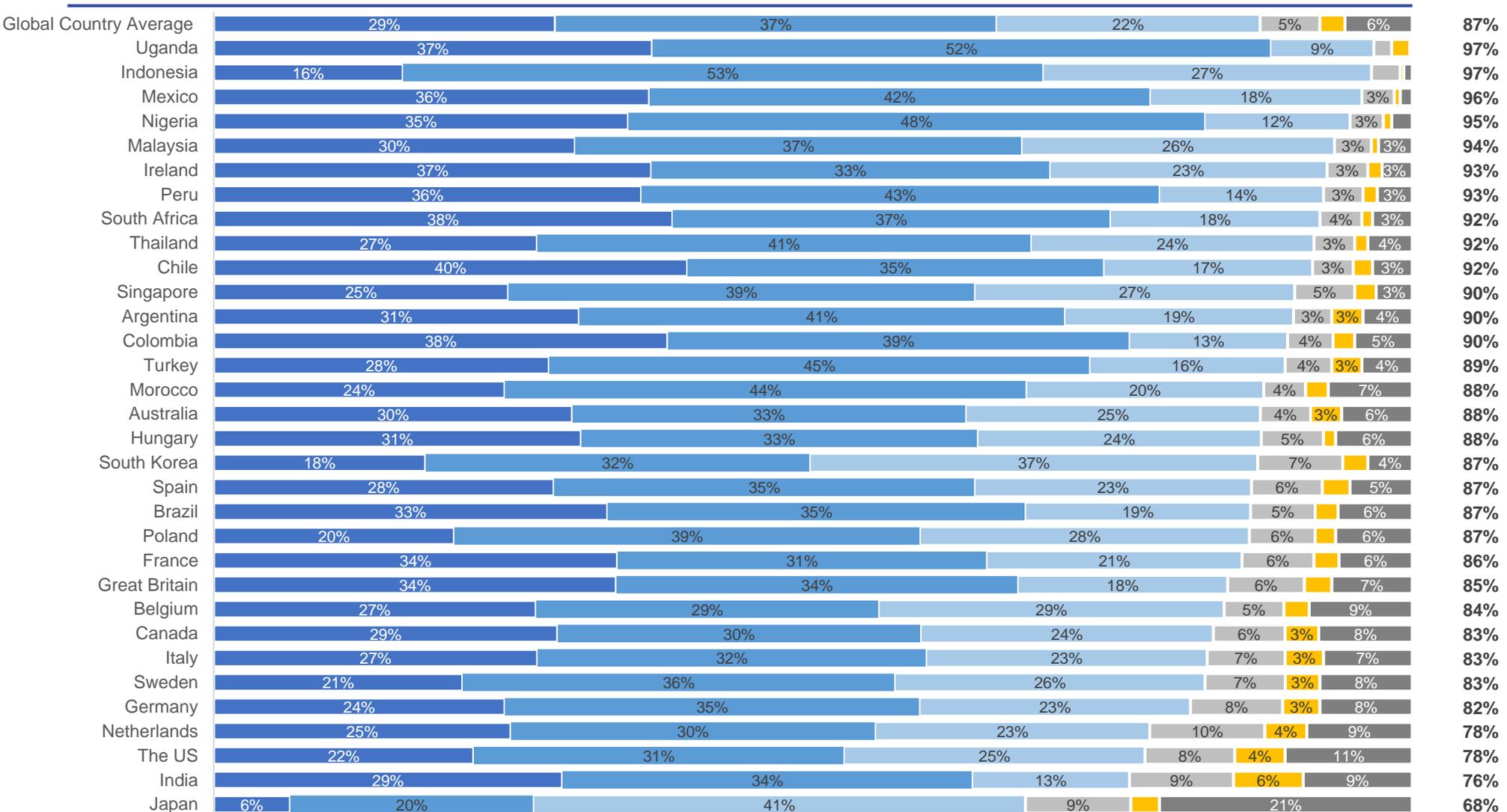
The United Nations agreed in 2022 to develop a global treaty to end plastic pollution. How important or unimportant do you believe it is to have global rules to...

Require manufacturers and retailers to provide re-use and refill systems?

Total Essential, Very important, Fairly important

Country Comparison

A global average of 87% of people believe that it is important (Essential, Very important + Fairly important) for global rules to require manufacturers and retailers to provide re-use and refill systems.



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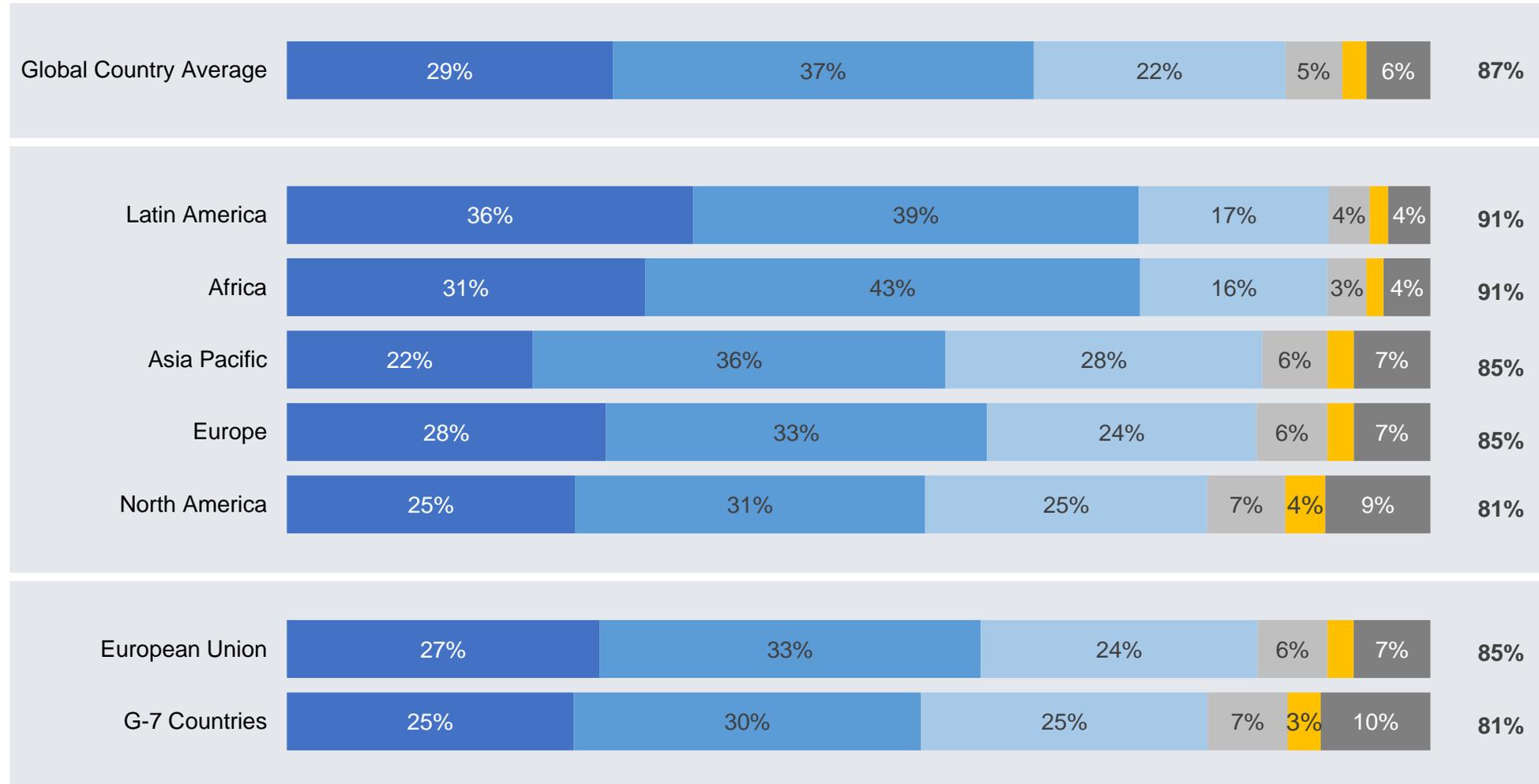


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How important or unimportant do you believe it is to have global rules to...

Require manufacturers and retailers to provide re-use and refill systems?

Total Essential,
Very important,
Fairly important

Region Comparison



Latin America and the Middle East/Africa place the highest level of importance on global rules requiring manufacturers and retailers to provide re-use and refill systems (91% believe it is important), followed by Asia Pacific (85%).

- Essential
- Very important
- Fairly important
- Not very important
- Not at all important
- Don't know

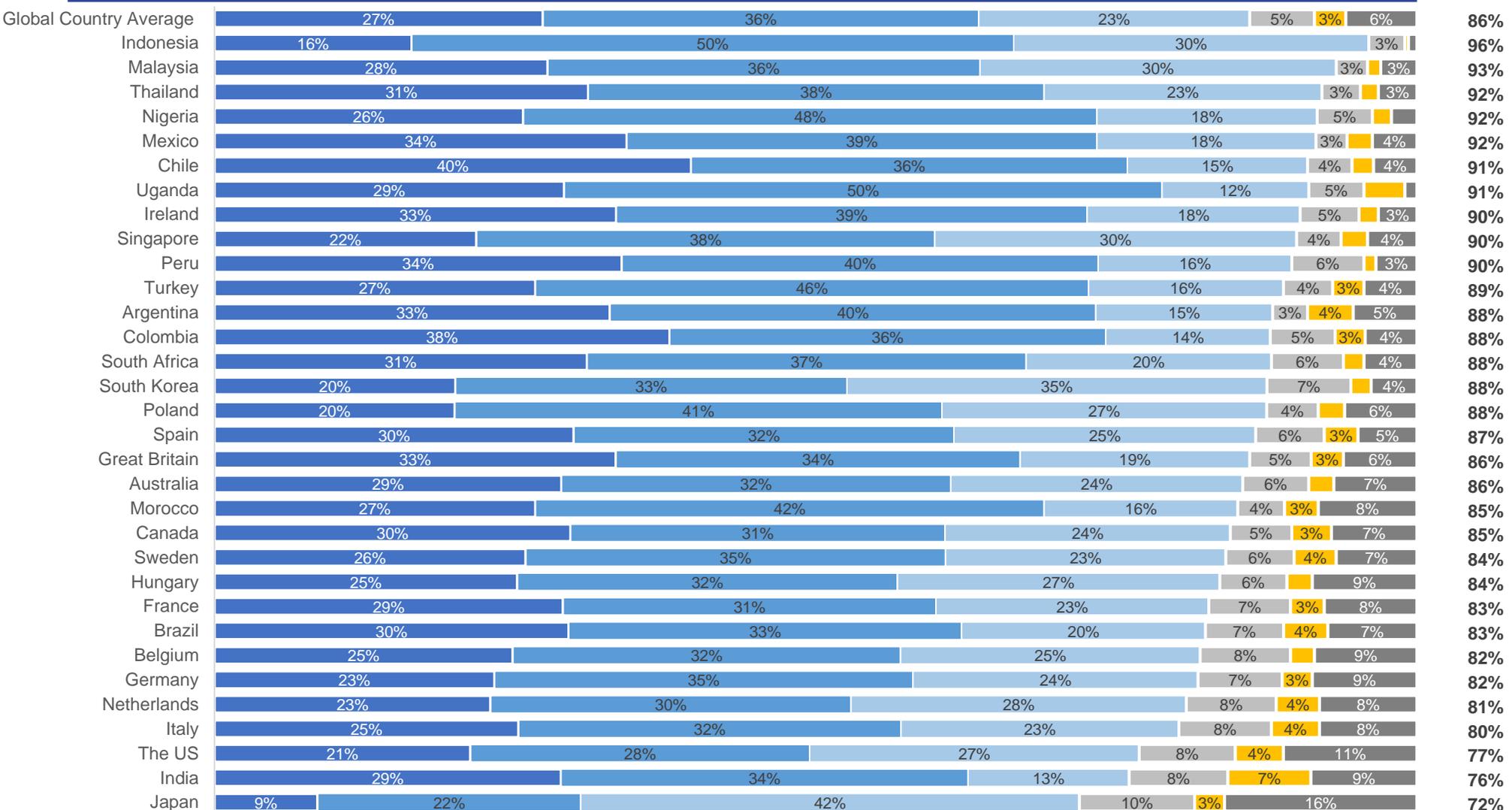
The United Nations agreed in 2022 to develop a global treaty to end plastic pollution. How important or unimportant do you believe it is to have global rules to...

Require new plastic products and packaging to contain recycled plastic?

Total Essential, Very important, Fairly important

Country Comparison

A global average of 86% of people believe that it is important (Essential, Very important + Fairly important) for global rules to require new plastic products and packaging to contain recycled plastic.



- Essential
- Very important
- Fairly important
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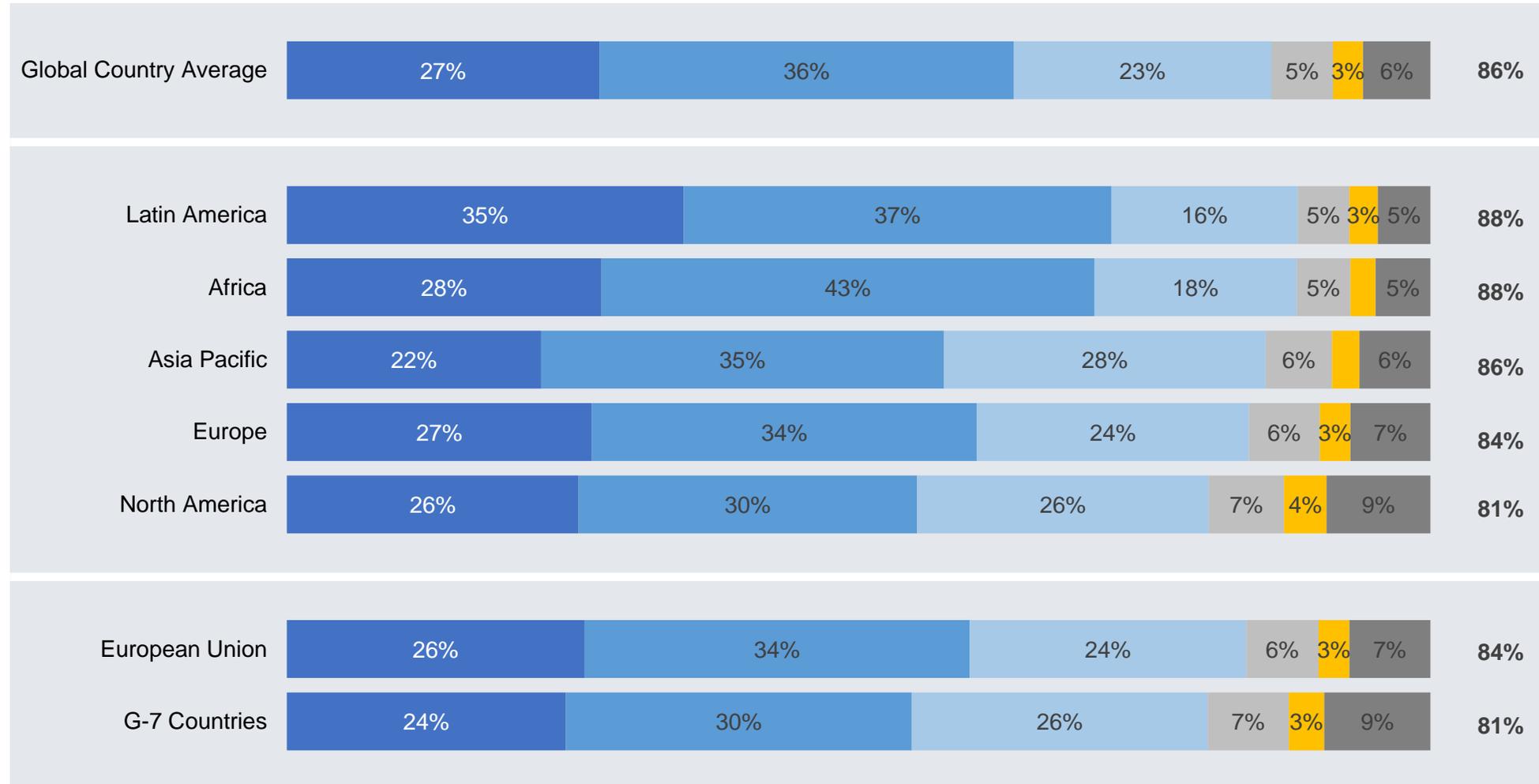


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Require new plastic products and packaging to contain recycled plastic?

Total Essential,
Very important,
Fairly important

Region Comparison



Latin America and the Middle East/Africa place the highest level of importance on global rules requiring new plastic products and packaging to contain recycled plastic (88% believe it is important), followed by Asia Pacific (86%).

- Essential
- Very important
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- Don't know

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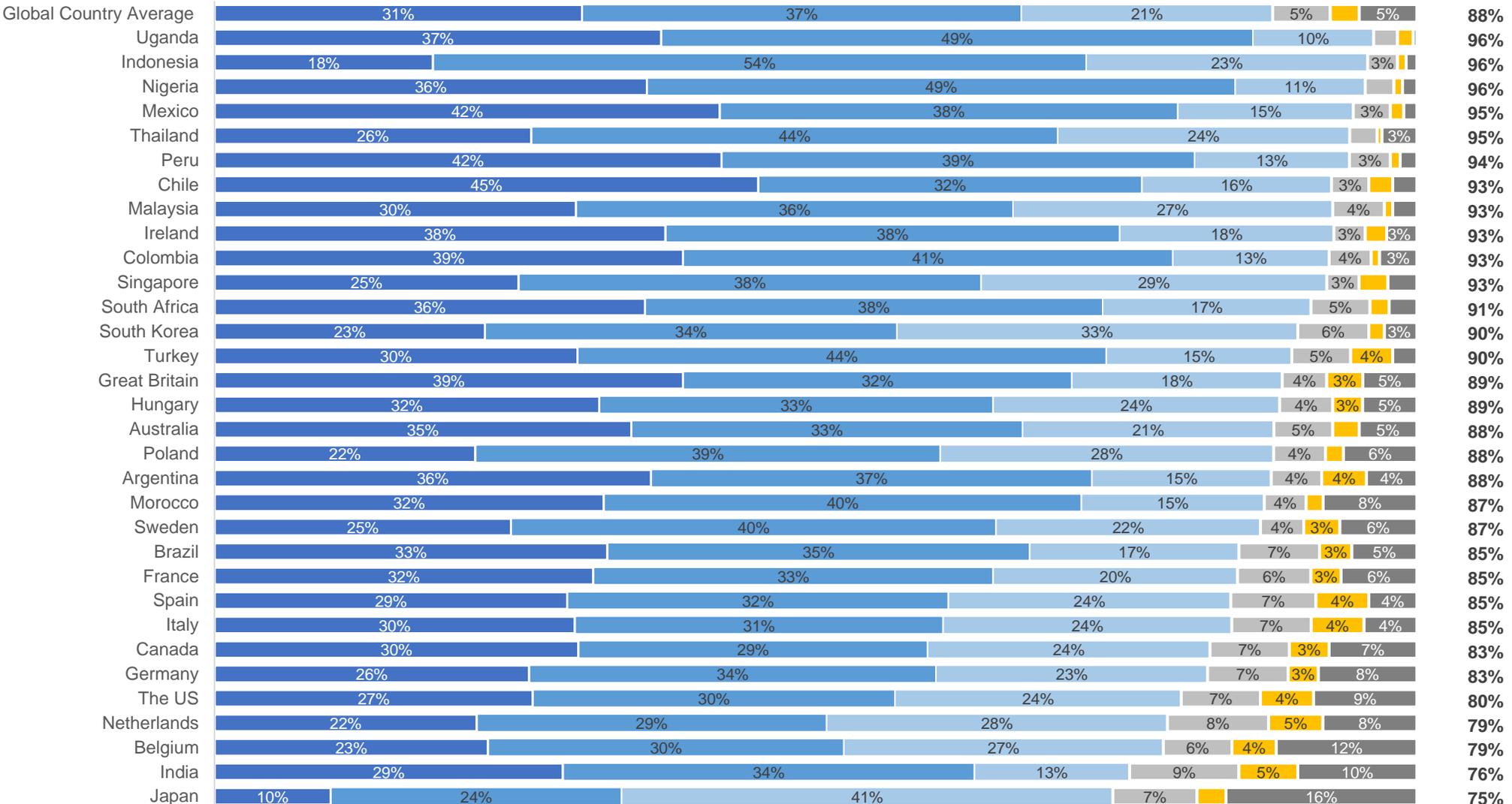
Require labelling plastic products so it's clear how to responsibly sort for reuse, recycling or disposal?

Country Comparison

Total Essential, Very important, Fairly important

A global average of 88% of people believe that it is important (Essential, Very important + Fairly important) for global rules to require labelling of plastic products so it's clear how to responsibly sort for reuse, recycling or disposal.

- Essential
- Very important
- Fairly important
- Not very important
- Not at all important
- Don't know



Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Base: Representative sample of 24,727 online adults aged 16-74 in 32 participating countries. Online samples in Brazil, Chile, Colombia, Indonesia, Ireland, Malaysia, Mexico, Morocco, Nigeria, Peru, Singapore, South Africa, Thailand, Turkey and Uganda 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.

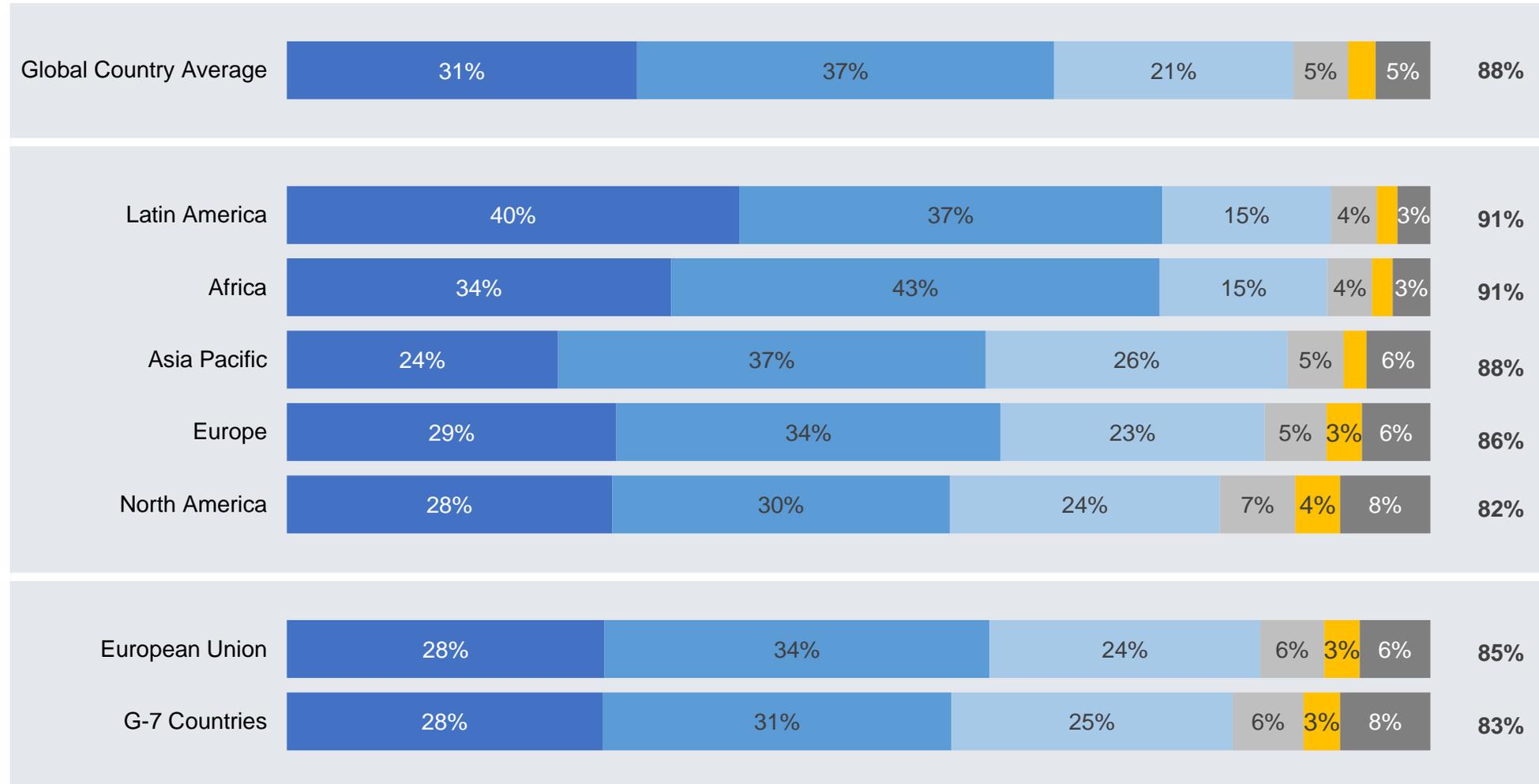


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How important or unimportant do you believe it is to have global rules to...

Require labelling plastic products so it's clear how to responsibly sort for reuse, recycling or disposal?

Total Essential,
Very important,
Fairly important

Region Comparison



Latin America and the Middle East/Africa place the highest level of importance on global rules requiring the labelling of plastic products so it's clear how to responsibly sort them for reuse, recycling or disposal (91% believe it is important), followed by Asia Pacific (87%).

- Essential
- Very important
- Fairly important
- Not very important
- Not at all important
- Don't know

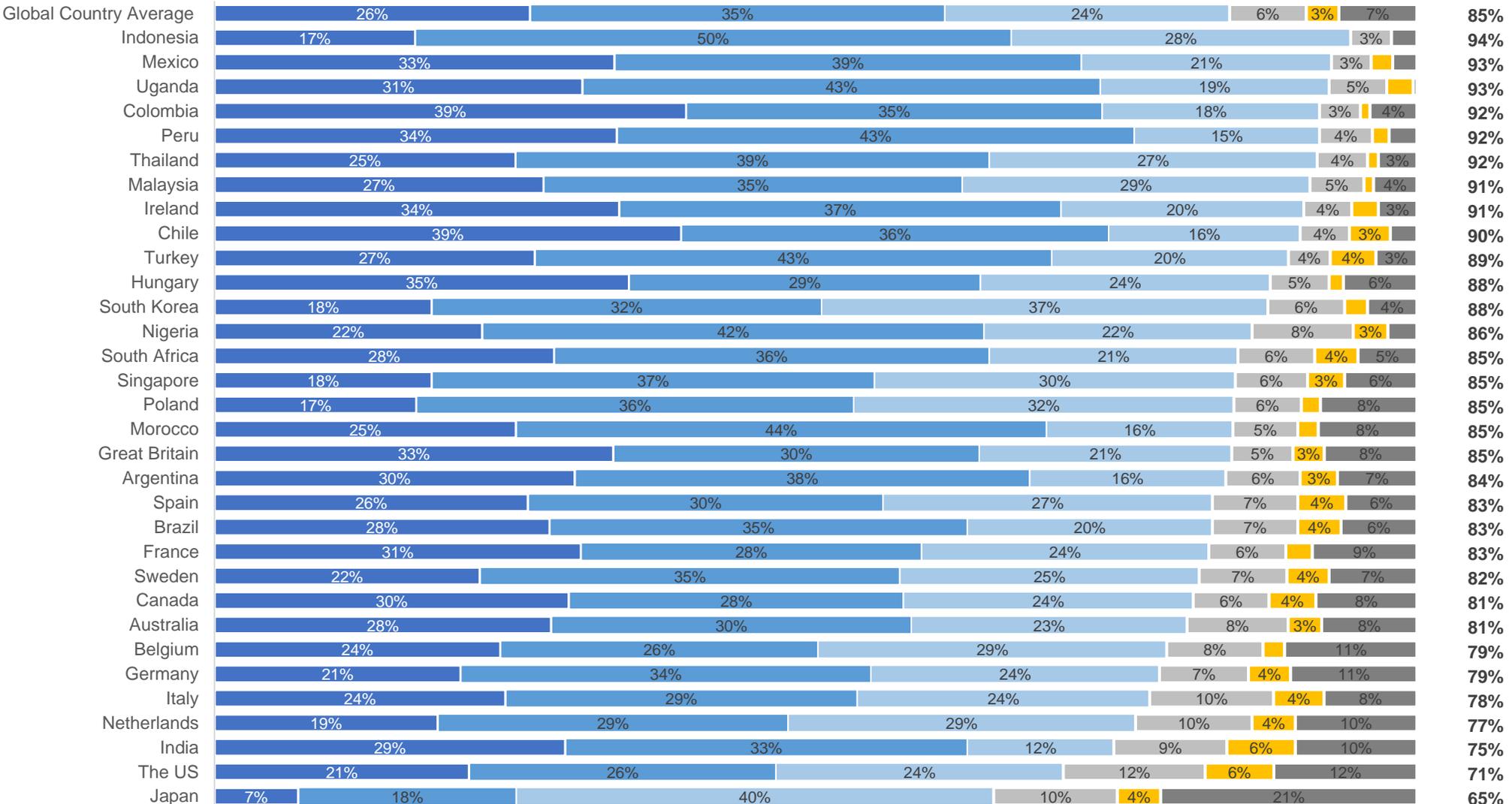
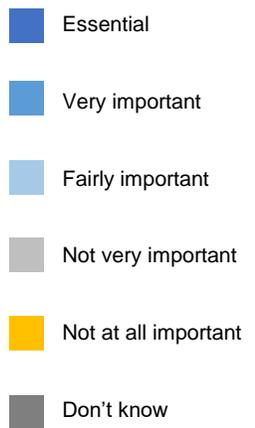
The United Nations agreed in 2022 to develop a global treaty to end plastic pollution. How important or unimportant do you believe it is to have global rules to...

Require all plastic manufacturers to pay a fee that goes towards increasing reuse, recycling, and safe management of waste?

Country Comparison

Total Essential, Very important, Fairly important

A global average of 84% of people believe that it is important (Essential, Very important + Fairly important) for global rules to require all plastic manufacturers to pay a fee that goes towards increasing reuse, recycling, and safe management of waste.



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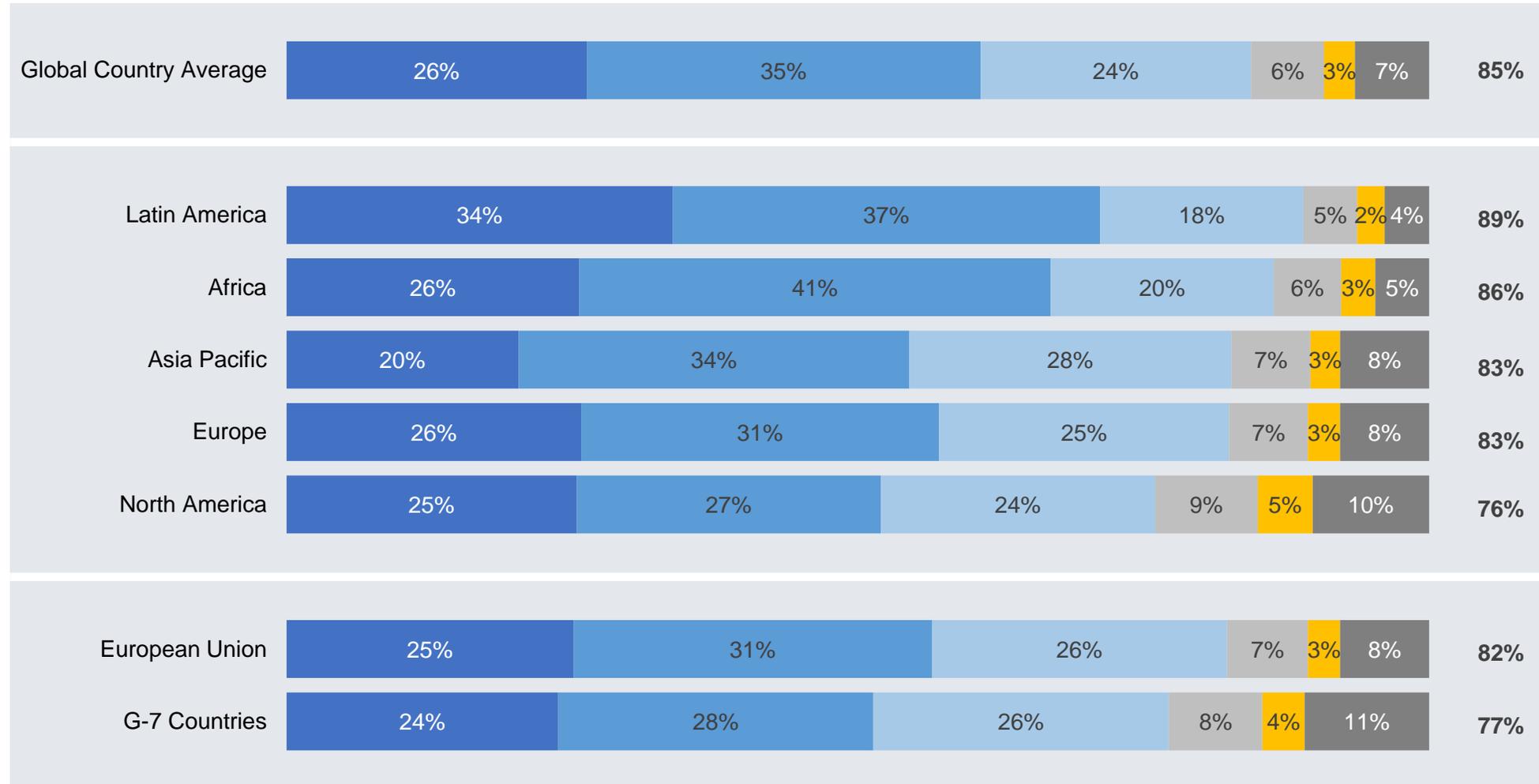


The United Nations agreed in 2022 to develop a global treaty to end plastic pollution.
How important or unimportant do you believe it is to have global rules to...

Require all plastic manufacturers to pay a fee that goes towards increasing reuse, recycling, and safe management of waste?

Total Essential,
Very important,
Fairly important

Region Comparison



Latin America places the highest level of importance on global rules requiring all plastic manufacturers to pay a fee that goes towards increasing reuse, recycling, and safe management of waste (89% believe it is important), followed by the Middle East/Africa (86%).

- Essential
- Very important
- Fairly important
- Not very important
- Not at all important
- Don't know

METHODOLOGY

This 32-country Global Advisor survey was conducted between August 25th and September 8th in 29 countries¹ and September 22nd and October 6th in 3 countries² in 2023. Fieldwork was conducted via the Ipsos Online Panel system and, in India, via IndiaBus; among 24,727 adults aged 18-74 in Canada, Republic of Ireland, Israel, Malaysia, Morocco, Nigeria, South Africa, Turkey, Uganda and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 all 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 region described as G-7 consists of Canada, France, Germany, Italy, Japan, the United Kingdom, and the United States, as well as the European Union. The sample consists of approximately 1,000 individuals in each of Australia, Brazil, Canada, France, Germany, Great Britain, Italy, Japan, Malaysia, Nigeria, South Africa, South Korea, Spain, and the United States, and 500 individuals in each of Argentina, Belgium, Chile, Columbia, Hungary, Indonesia, Ireland, Mexico, Morocco, the Netherlands, Peru, Poland, Singapore, Sweden, Thailand, Turkey and Uganda. The sample in India consists of approximately 2,200 individuals of whom approximately 1,800 were interviewed face-to-face and 400 were interviewed online.

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

The samples in Brazil, Chile, Colombia, Indonesia, Ireland, Malaysia, Mexico, Morocco, Nigeria, Peru, Singapore, South Africa, Thailand, Turkey, and Uganda are more urban, more educated, and/or more affluent than the general population. The survey results for these countries 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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