

GLOBAL ATTITUDES TOWARDS A PLASTIC POLLUTION TREATY

November 2022



GAME CHANGERS



BACKGROUND

Governments from around the world have agreed to develop a global agreement by the end of 2024 to end plastic pollution. The details and scope of the treaty have not yet been defined.

In partnership with WWF and Plastic Free Foundation, Ipsos conducted a survey into global attitudes and views on a treaty to end plastic pollution in August and September of 2022.

This report outlines the key findings of data collection in 34 countries.



IMPLEMENTATION OF A GLOBAL TREATY

IMPLEMENTATION APPROACH TO A GLOBAL TREATY

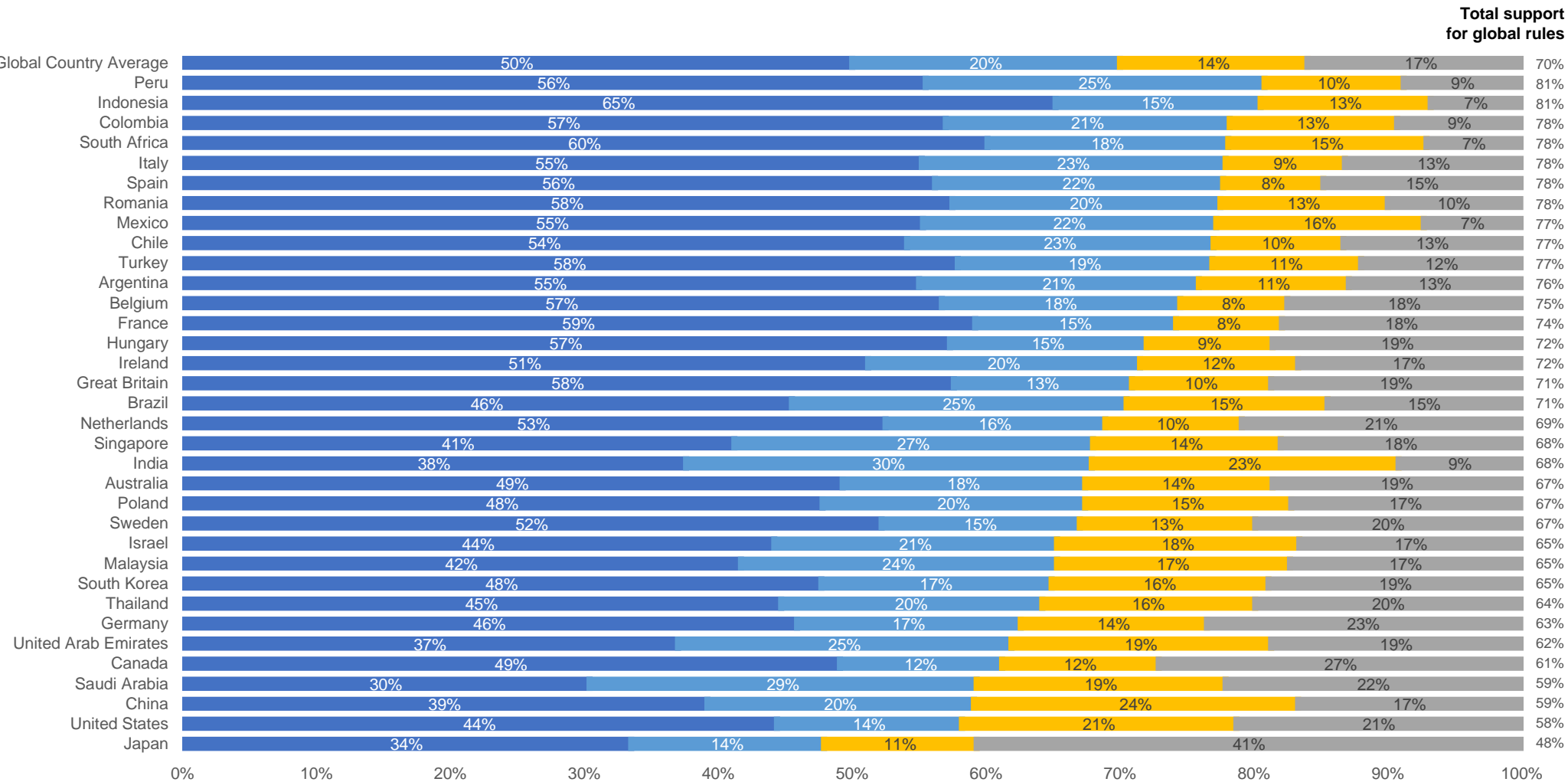
(%) The United Nations agreed earlier this year to develop a global treaty to end plastic pollution.
Which of the following statements best represents your views on the way the treaty should be set up?

Country comparison

Across 34 countries, a global average of 70% of citizens support the creation of global rules for governments to end plastic pollution.

Support for global rules is highest in Peru and Indonesia (both 81%), followed by several primarily Latin American and European countries with 77% and 78% support.

- The treaty should create global rules for governments to end plastic pollution, with consequences for breaking those rules.
- The treaty should create global rules for governments to end plastic pollution, without consequences for breaking those rules.
- The treaty should be mostly voluntary, allowing governments to choose whether or not they want to take action on plastic pollution.
- Don't know



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

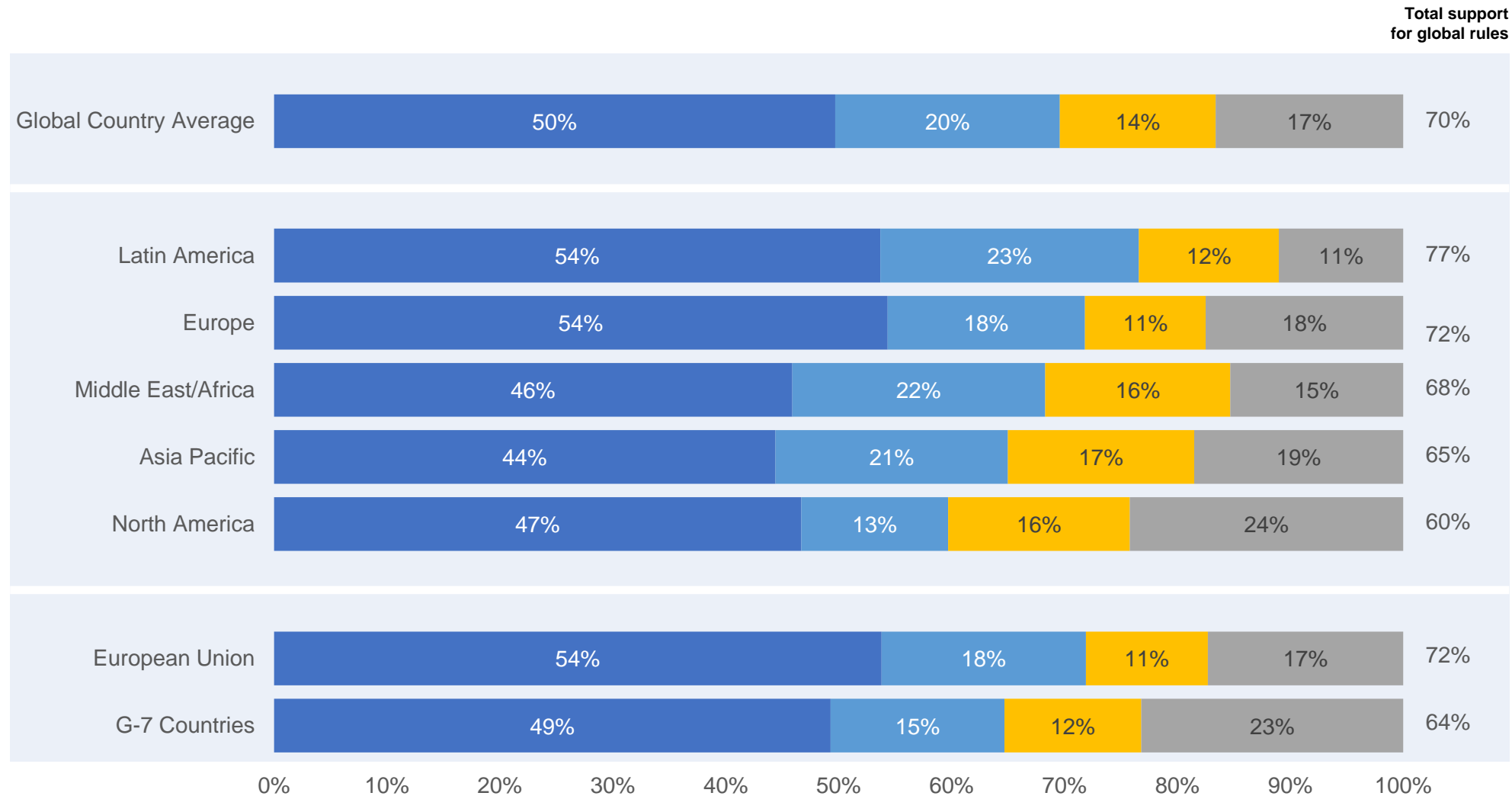
Base: Representative sample of 23,029 online adults aged 16-74 in 34 participating countries.

Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, 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.

IMPLEMENTATION APPROACH TO A GLOBAL TREATY

(%) The United Nations agreed earlier this year to develop a global treaty to end plastic pollution.
Which of the following statements best represents your views on the way the treaty should be set up?



Region comparison

Support for the creation of global rules is highest in Latin America and Europe.

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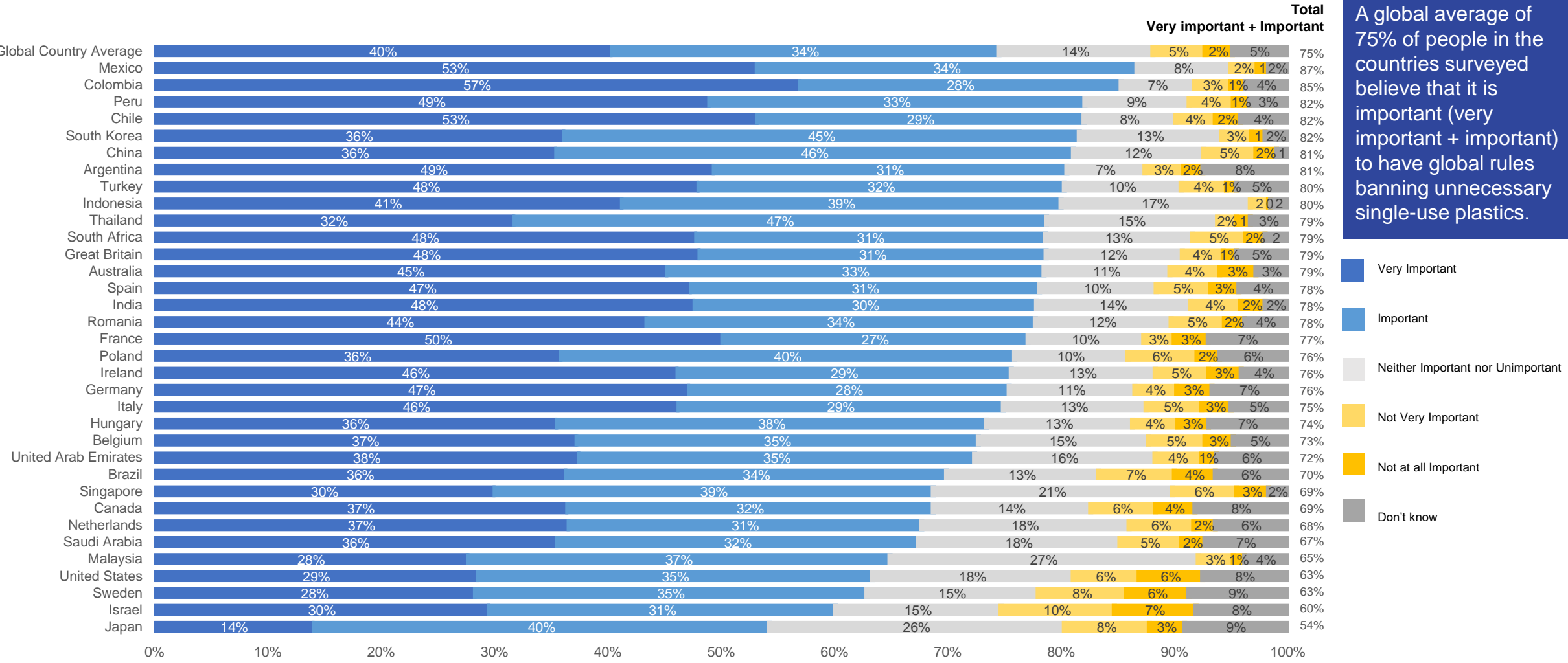
IMPORTANCE OF GLOBAL RULES ON SINGLE-USE PLASTICS

RULES INCLUDED IN A GLOBAL TREATY

(%) The treaty will include global rules for participating countries. How important or unimportant do you believe it is to have global rules to: **Ban unnecessary single-use plastics**

Country Comparison

A global average of 75% of people in the countries surveyed believe that it is important (very important + important) to have global rules banning unnecessary single-use plastics.



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

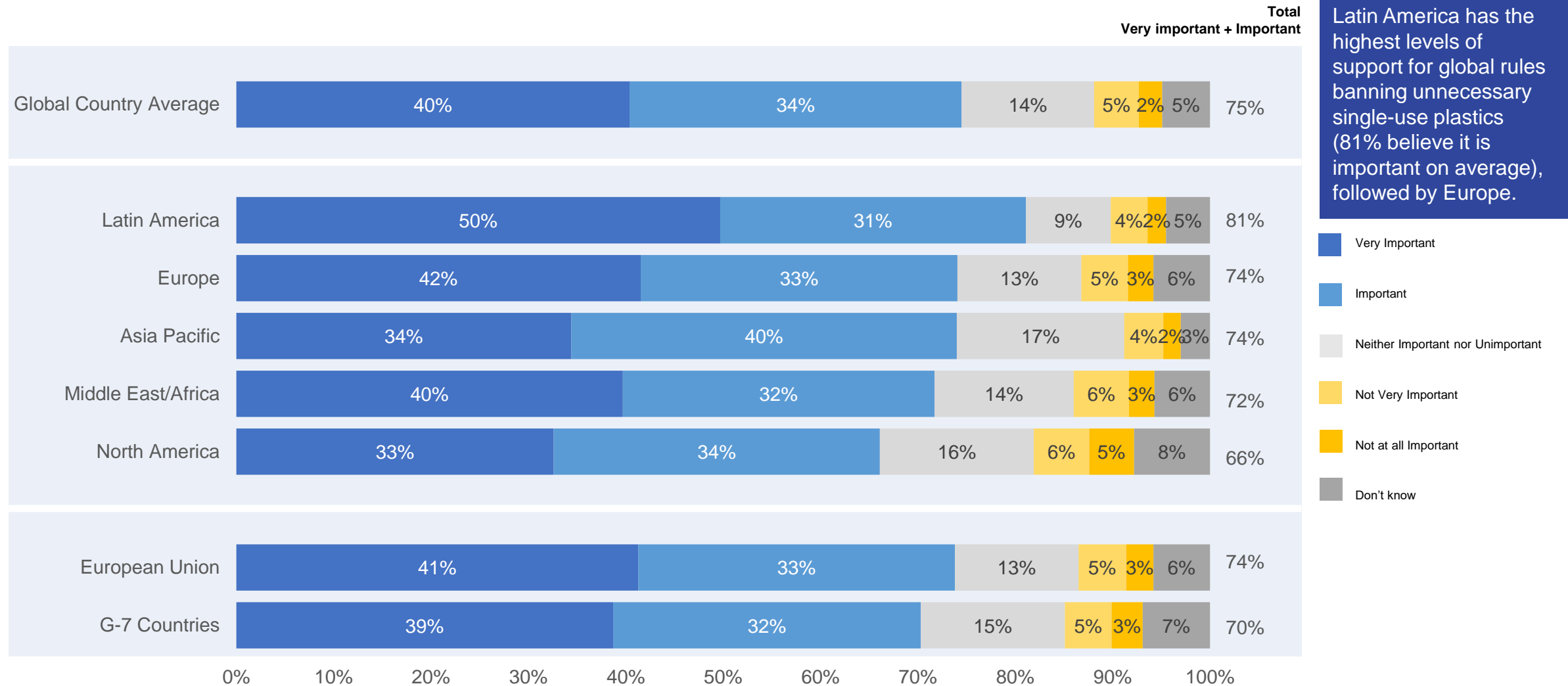
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(%) The treaty will include global rules for participating countries. How important or unimportant do you believe it is to have global rules to: **Ban unnecessary single-use plastics**



Region comparison

Latin America has the highest levels of support for global rules banning unnecessary single-use plastics (81% believe it is important on average), followed by Europe.

- Very Important
- Important
- Neither Important nor Unimportant
- Not Very Important
- Not at all Important
- Don't know

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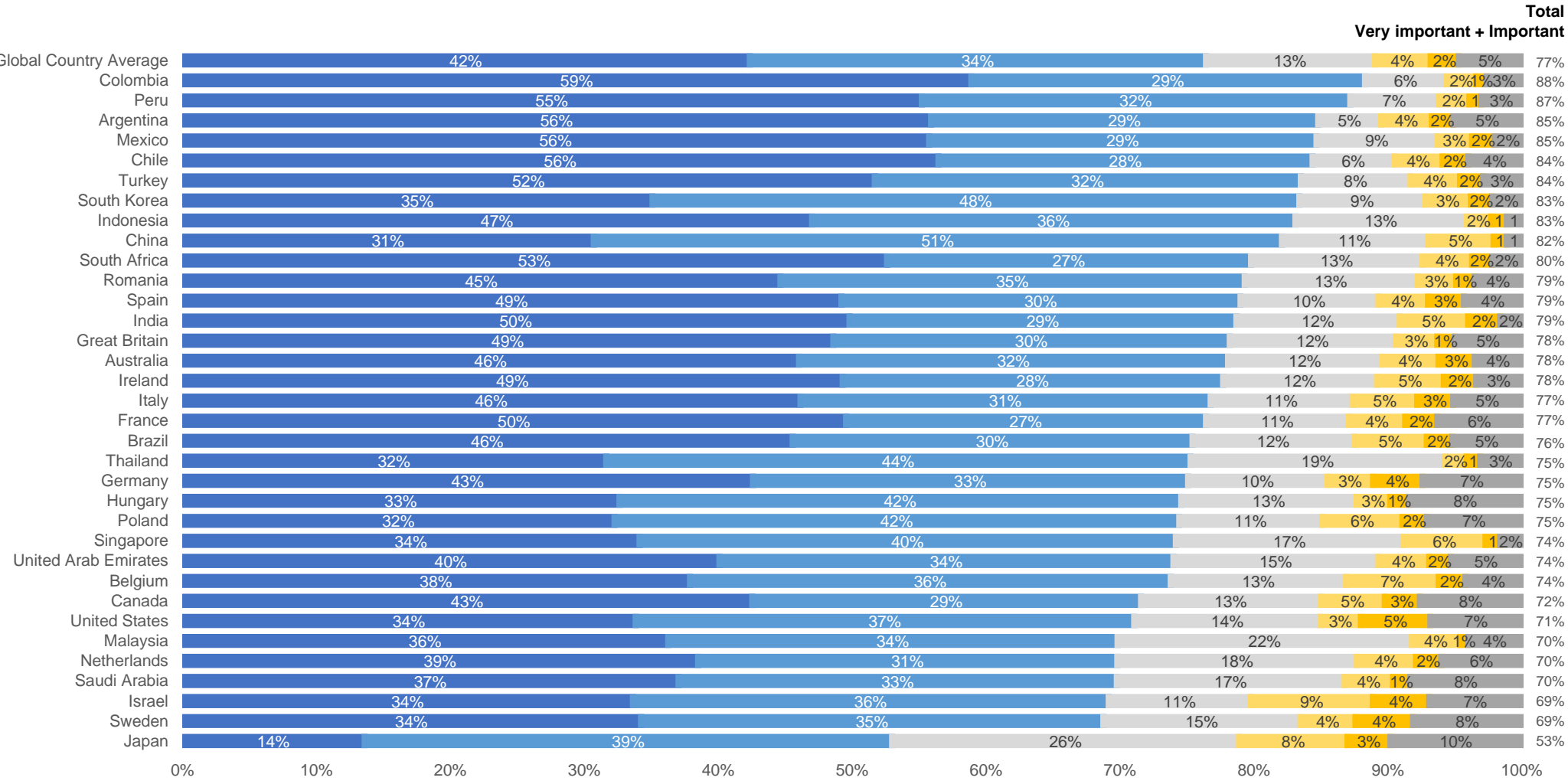


RULES INCLUDED IN A GLOBAL TREATY

(%) The treaty will include global rules for participating countries. How important or unimportant do you believe it is to have global rules to: **Ban types of plastic that cannot be easily recycled**

Country Comparison

A global average of 77% believe it is important (very important + important) to have rules to ban types of plastic that cannot be easily recycled.



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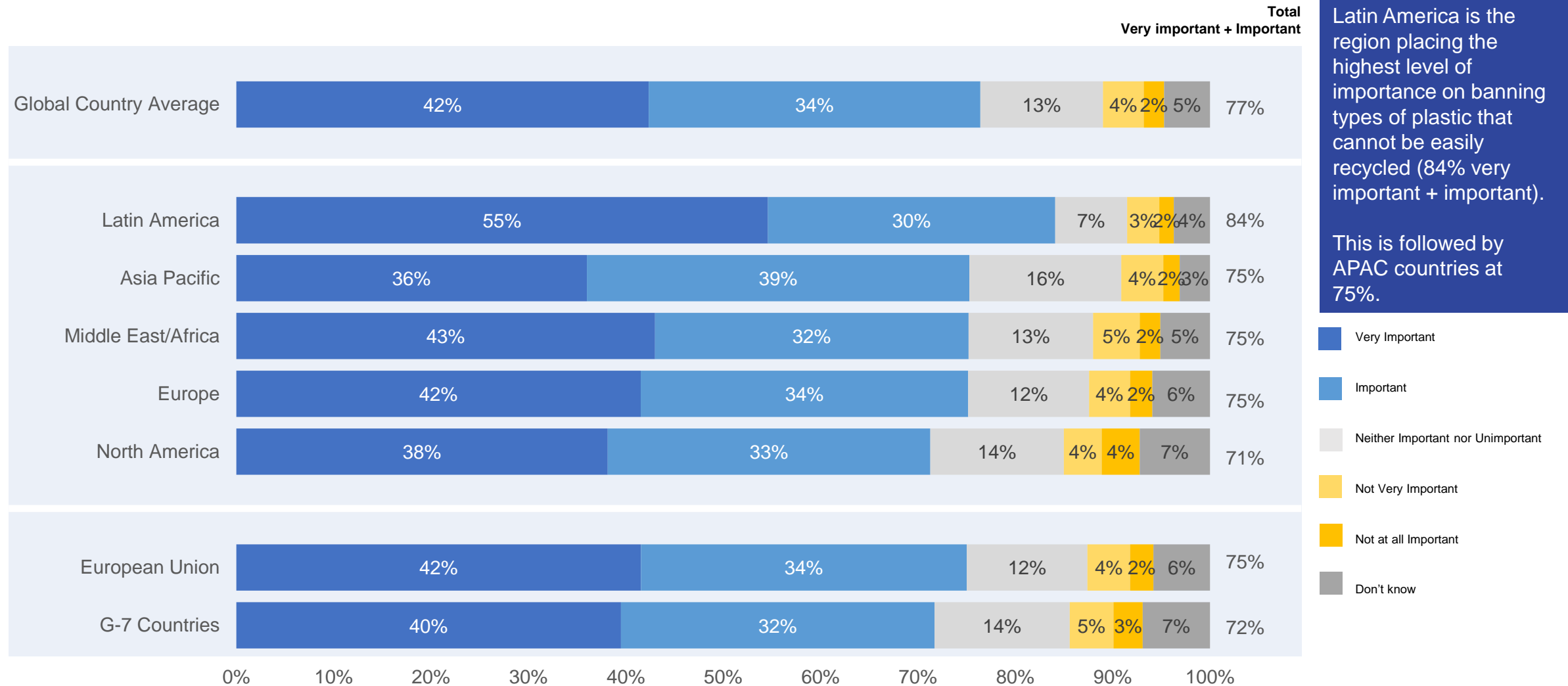
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RULES INCLUDED IN A GLOBAL TREATY

(%) The treaty will include global rules for participating countries. How important or unimportant do you believe it is to have global rules to: **Ban types of plastic that cannot be easily recycled**



Region comparison

Latin America is the region placing the highest level of importance on banning types of plastic that cannot be easily recycled (84% very important + important).

This is followed by APAC countries at 75%.

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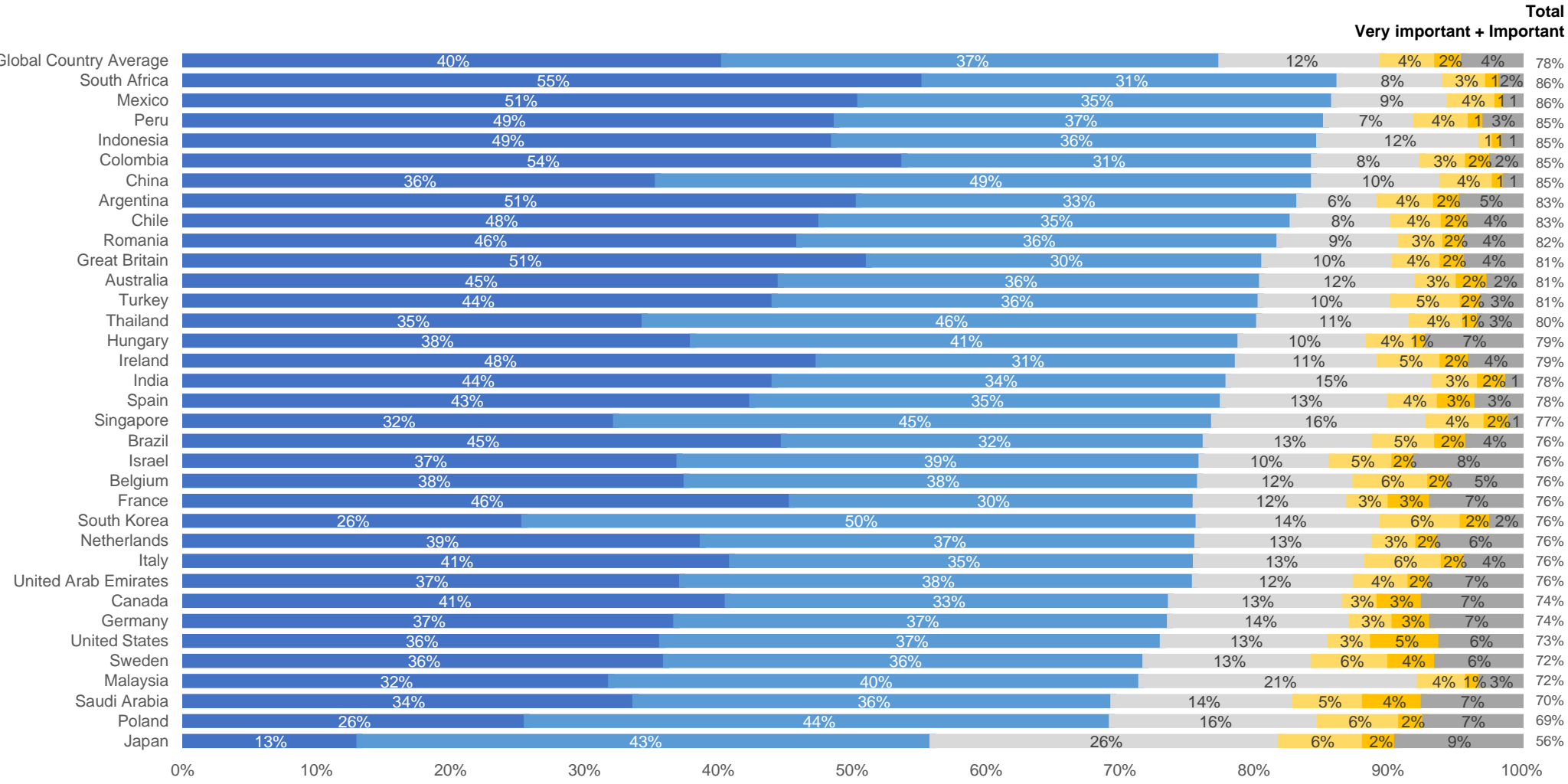


RULES INCLUDED IN A GLOBAL TREATY

(%) The treaty will include global rules for participating countries. How important or unimportant do you believe it is to have global rules to: **Make manufacturers and retailers responsible for reducing, re-using and recycling plastic packaging**

Country Comparison

A global average of 78% believe that it is important (very important + important) for a global treaty to include rules to ensure manufacturers and retailers are responsible reducing, reusing and recycling their packaging.

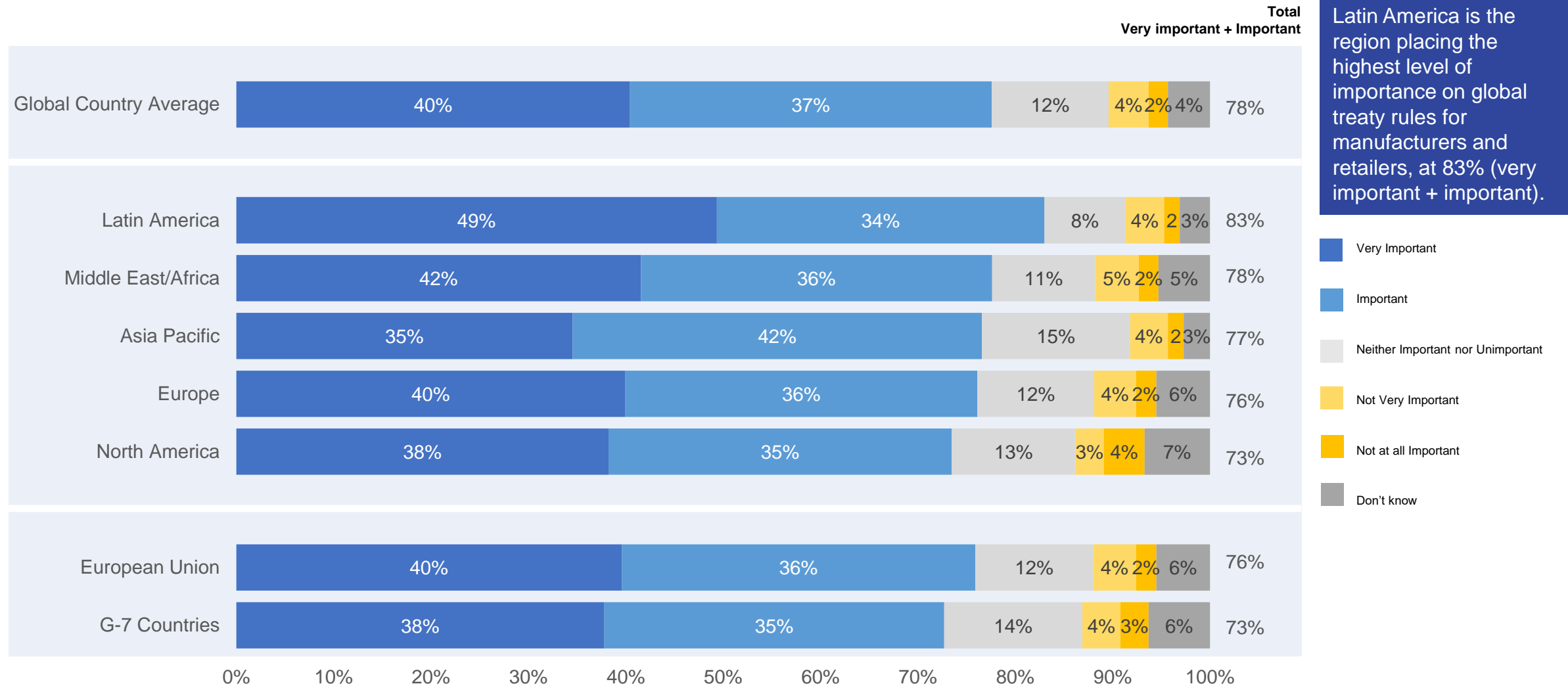


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(%) The treaty will include global rules for participating countries. How important or unimportant do you believe it is to have global rules to: **Make manufacturers and retailers responsible for reducing, re-using and recycling plastic packaging**



Region comparison

Latin America is the region placing the highest level of importance on global treaty rules for manufacturers and retailers, at 83% (very important + important).

- Very Important
- Important
- Neither Important nor Unimportant
- Not Very Important
- Not at all Important
- Don't know

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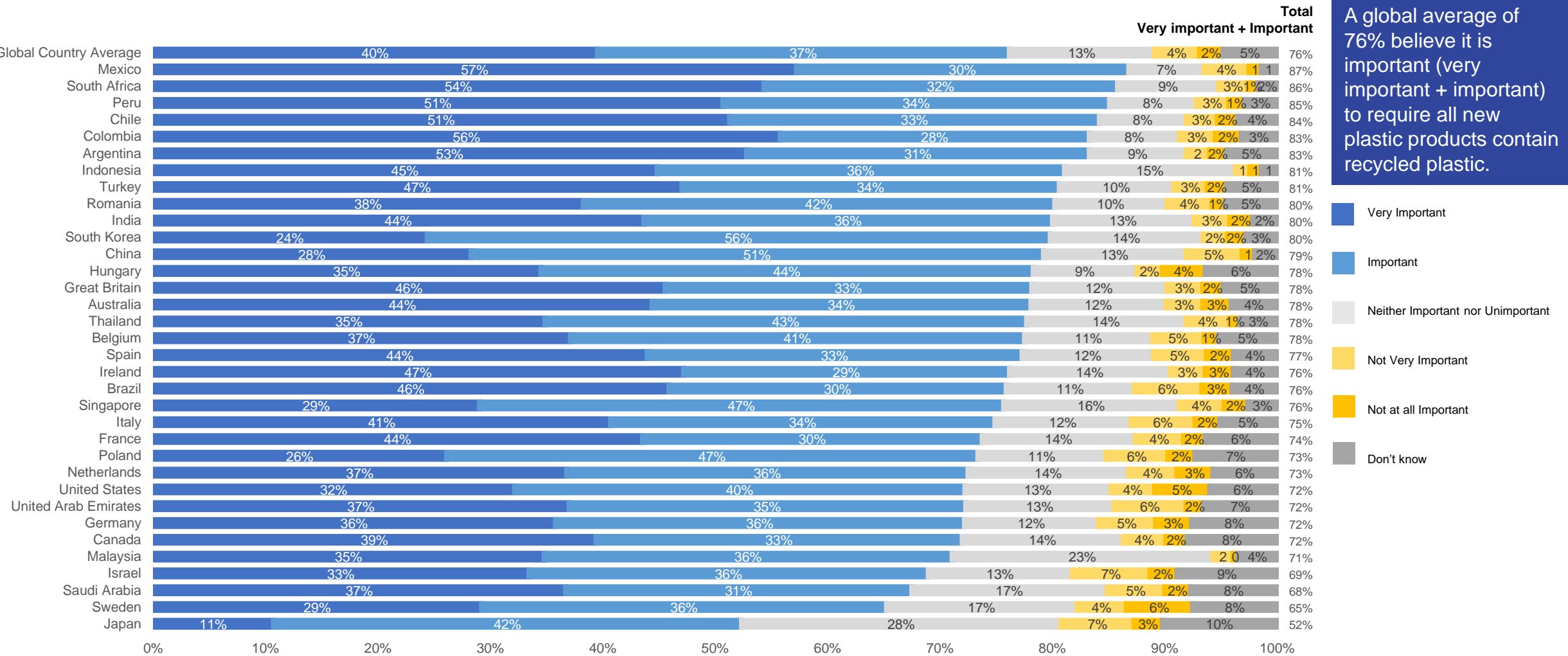
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RULES INCLUDED IN A GLOBAL TREATY

(%) The treaty will include global rules for participating countries. How important or unimportant do you believe it is to have global rules to: **Require all new plastic products to contain recycled plastic**

Country Comparison

A global average of 76% believe it is important (very important + important) to require all new plastic products contain recycled plastic.



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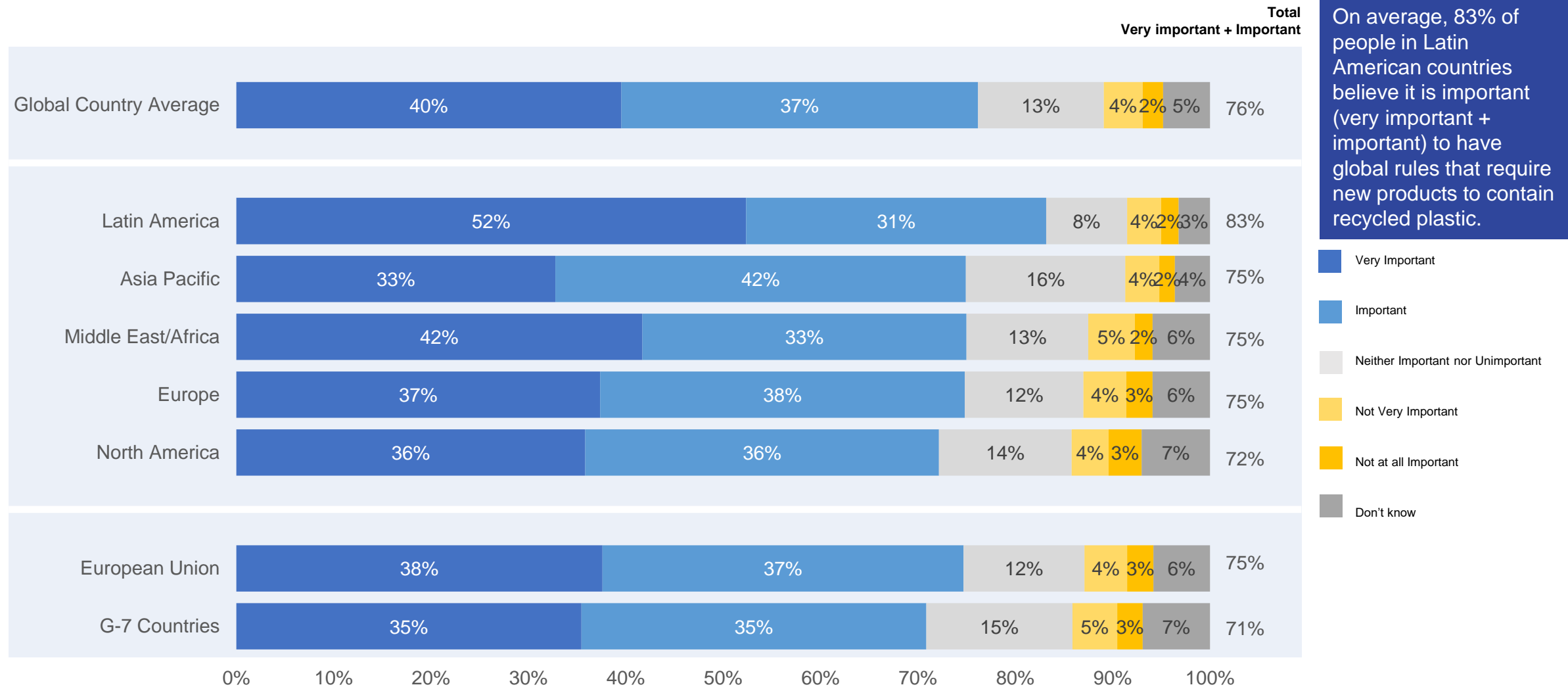
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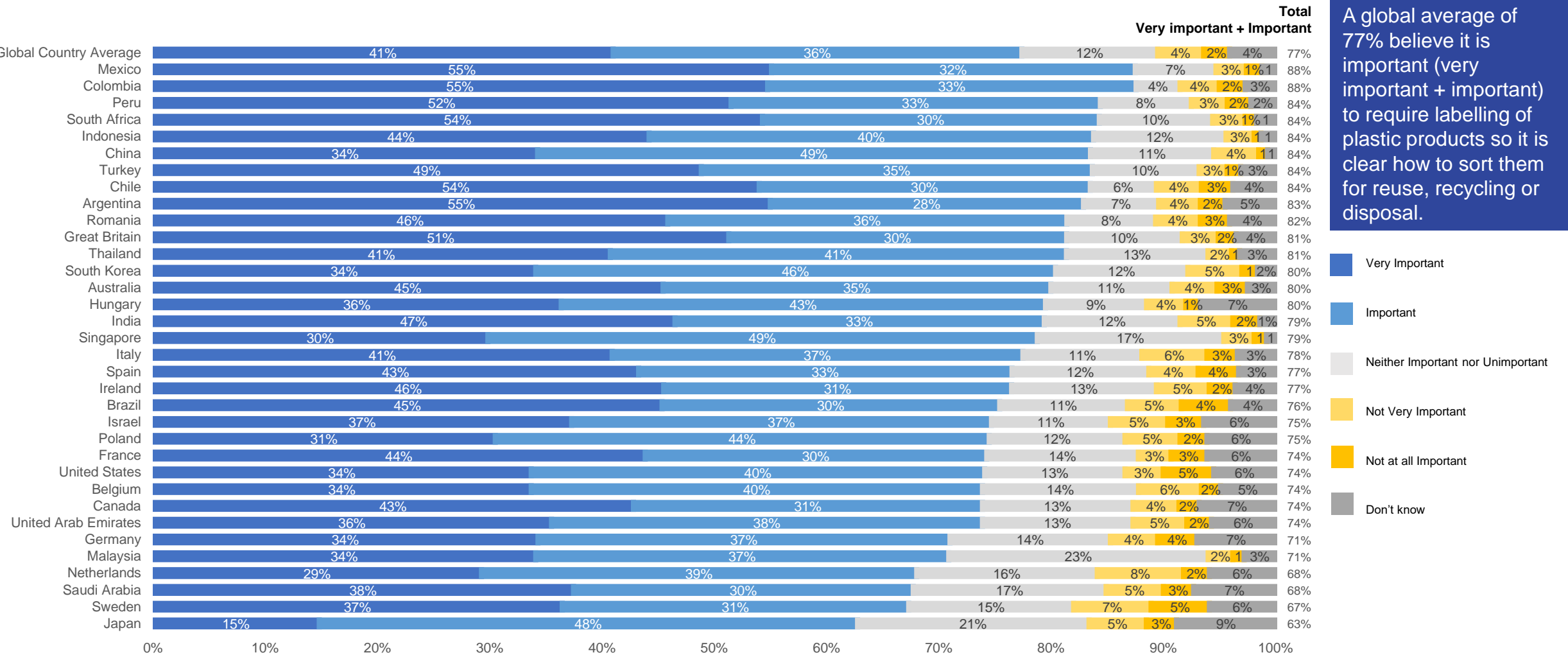
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RULES INCLUDED IN A GLOBAL TREATY

(%) The treaty will include global rules for participating countries. How important or unimportant do you believe it is to have global rules to: **Require labelling of plastic products so it's clear how to responsibly sort them for reuse, recycling or disposal**

Country Comparison

A global average of 77% believe it is important (very important + important) to require labelling of plastic products so it is clear how to sort them for reuse, recycling or disposal.



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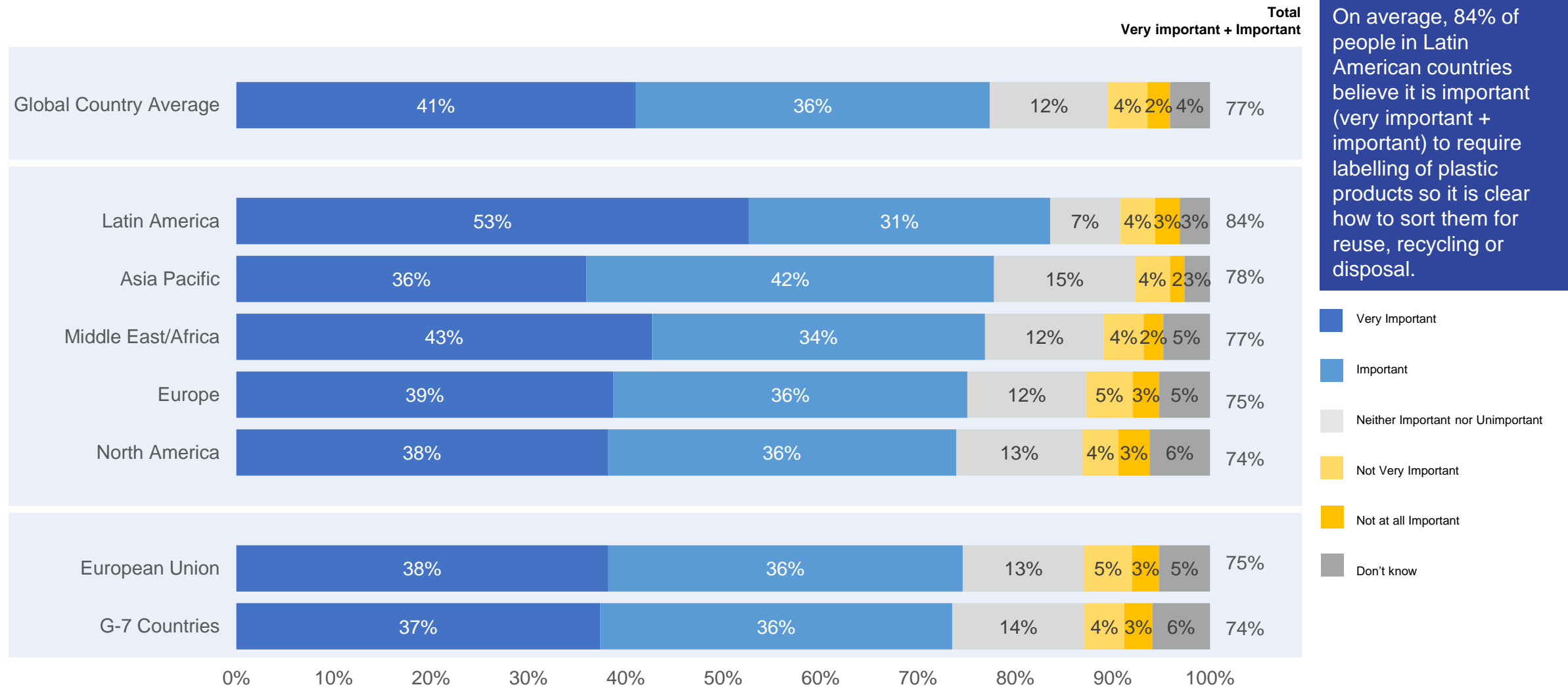
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RULES INCLUDED IN A GLOBAL TREATY

(%) The treaty will include global rules for participating countries. How important or unimportant do you believe it is to have global rules to:
Require labelling of plastic products so it's clear how to responsibly sort them for reuse, recycling or disposal



Region comparison

On average, 84% of people in Latin American countries believe it is important (very important + important) to require labelling of plastic products so it is clear how to sort them for reuse, recycling or disposal.

- Very Important
- Important
- Neither Important nor Unimportant
- Not Very Important
- Not at all Important
- Don't know

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METHODOLOGY

These are the results of a 34-country survey conducted by Ipsos on its Global Advisor online platform. Ipsos interviewed a total of 23,029 adults aged 18-74 in the United States, Canada, Republic of Ireland, Israel, Malaysia, South Africa and Turkey, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in 24 other markets between Friday August 26 and Friday, September 9, 2022. 50 % of South Africa sample was collected between September 30 and October 7, 2022.

The sample consists of approximately 1,000 individuals in each of Australia, Brazil, Canada, mainland China, France, Germany, Great Britain, Italy, Japan, Spain, South Africa, and the U.S., and 500 individuals in each of Argentina, Belgium, Chile, Colombia, Hungary, India, Indonesia, Ireland, Israel, Malaysia, Mexico, the Netherlands, Peru, Poland, Romania, Saudi Arabia, South Korea, Sweden, Thailand, Turkey, and the United Arab Emirates.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, Romania, Singapore, 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, mainland China, Colombia, India, Indonesia, Ireland, Israel, Malaysia, Mexico, Peru, Saudi Arabia, Singapore, South Africa, Thailand, Turkey, the United Arab Emirates are the 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 their population.

The data is weighted so that each country's sample composition best reflects the demographic profile 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 know" or 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 Ipsos' use of credibility intervals, please visit the Ipsos website.

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

ABOUT IPSOS

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

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.

