Attitudes towards a global plastic pollution treaty

For Rising Tides III

April 2024









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 <u>first report</u> 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 onethird (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 <u>second report</u>, 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%

85%

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



32% agreed that they want to buy products that used as little plastic packaging as possible.



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



75% of global citizens agree that singleuse plastics should be banned as soon as possible.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Base: Representative sample of 20,513 online adults aged 16-74 in 28 participating countries. 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 or market and is not intended to suggest a total result.



WAVE 2 AT A GLANCE -**NOVEMBER 2022** REPORT

70%

50%



ß

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.



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

of citizens worldwide support the

governments to end plastic pollution.

creation of global rules for



76%

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

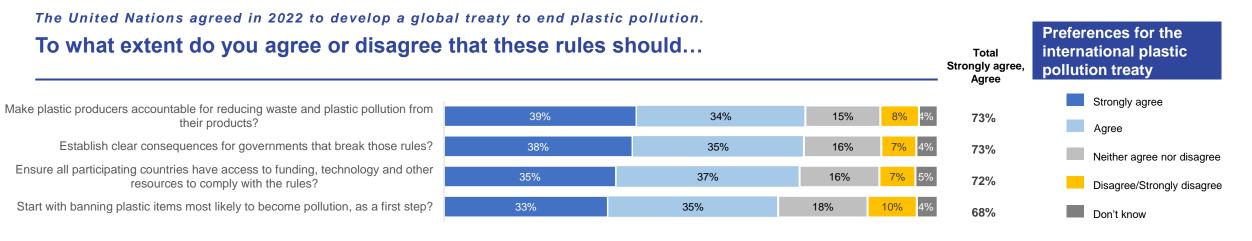
77%

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

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.



Summary: Global country averages for this wave of research



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

					Fairly important	plastic pollution treaty
Ban chemicals used in plastic that are hazardous to human health and the environment?	38%	34%	17%	4% 4%	90%	
equire labelling plastic products so it's clear how to responsibly sort for reuse, recycling or disposal?	31%	37%	21%	5% 5%	88%	
Require manufacturers and retailers to provide re-use and refill systems?	29%	37%	22%	5% 6%	87%	Essential
an types of plastic that cannot be easily recycled in all of the countries where they are used?	32%	34%	21%	5% 5%	87%	Very important
Reduce the amount of plastic produced globally?	35%	33%	19%	5% 5%	87%	Fairly important
Require new plastic products and packaging to contain recycled plastic?	27%	36%	23%	5% <mark>3%</mark> 6%	86%	Not very important
unnecessary single-use plastic products, e.g., shopping bags, cutlery, cups & plates?	30%	34%	22%	7% <mark>3%</mark> 5%	85%	Not at all important
ire all plastic manufacturers to pay a fee that goes towards increasing reuse, recycling, and safe management of waste?	26%	35%	24%	6% <mark>3%</mark> 7%	85%	Don't know

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

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

Views on global rules

to include in the

Total Essential.

Very important, Fairly important

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.

Global preferences for an international plastic pollution treaty



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Establish clear consequences for governments that break those rules?

Global Country Average 35% 38% 16% 4% 73% A global average of Indonesia 88% 50% 37% 73% of people in the Thailand 36% 87% 51% countries surveyed Nigeria 44% 43% 5% 87% Uganda 33% 85% 52% agree (Strongly agree + 29% Peru 51% 80% Agree) that a global Ireland 42% 37% 80% treaty should establish Argentina 50% 28% 11% 3% 79% clear consequences for Mexico 78% 49% 29% 12% governments that break South Africa 31% 12% 3% 78% the rules. Chile 51% 24% 3% 75% 14% Colombia 26% 15% 3% 48% 74% Singapore 46% 18% 3% 74% 28% Great Britain 41% 32% 16% 74% 42% Netherlands 31% 15% 73% Turkey 46% 27% 14% 73% Malaysia 42% 22% 73% Australia 38% 34% 19% 3% 72% Strongly agree 30% Spain 16% 4% 72% 42% 35% Germany 37% 14% 71% Agree France 42% 29% 16% 71% 34% 20% Hungary 7% 70% Neither agree nor disagree 44% Morocco 16% 70% India 39% 10% 70% Brazil 33% 17% 69% 36% Disagree/Strongly disagree Sweden 33% 69% 36% 16% 7% Italy 32% 17% 68% 369 Don't know South Korea 45% 3% 23% 23% 68% Poland 39% 21% 29% 4% 67% Canada 34% 33% 7% 67% Belgium 29% 370 19% 66% 34% The US 20% 64% 30% 6% Japan 32% 34% 8% 40%

population size of each country or market and is not intended to suggest a total result.

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Note: Data labels below 3% not shown.

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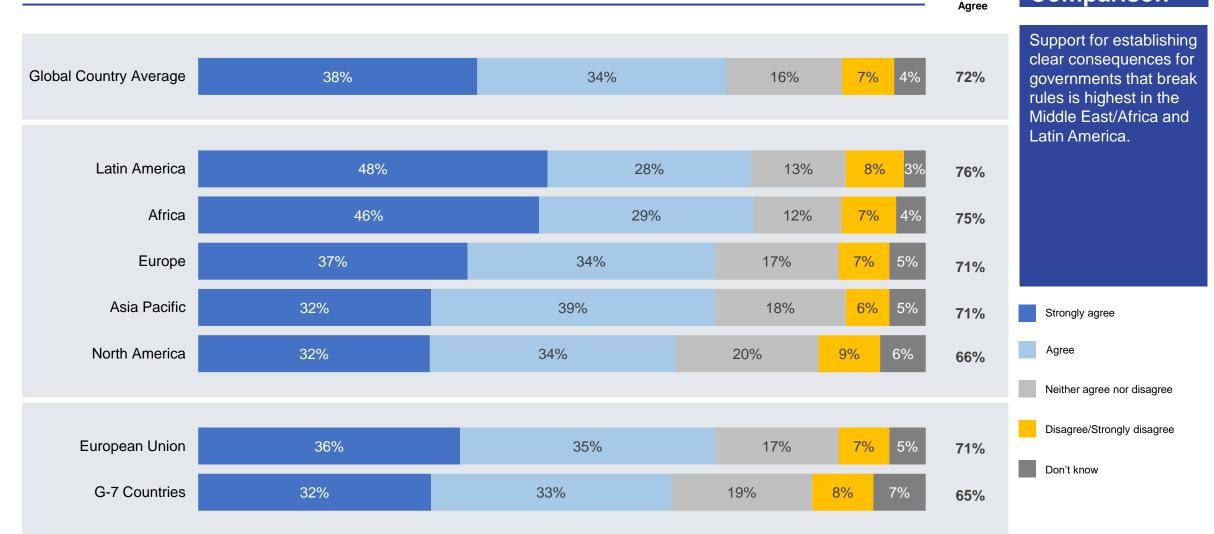
Country Comparison

Total Strongly agree, Agree

Establish clear consequences for governments that break those rules?



Region Comparison

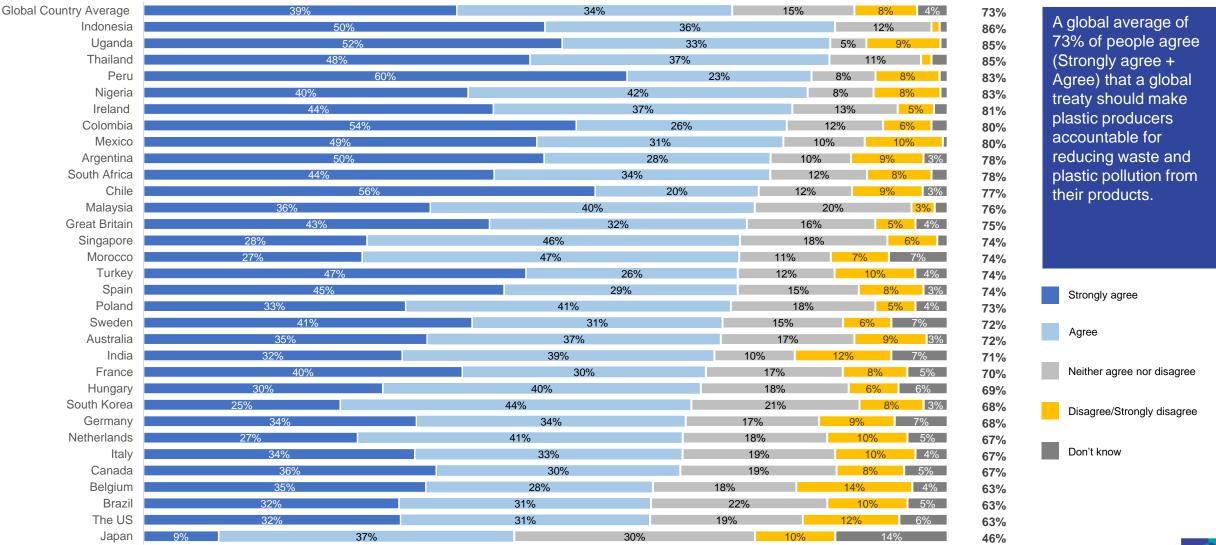




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Make plastic producers accountable for reducing waste and plastic pollution from their products?



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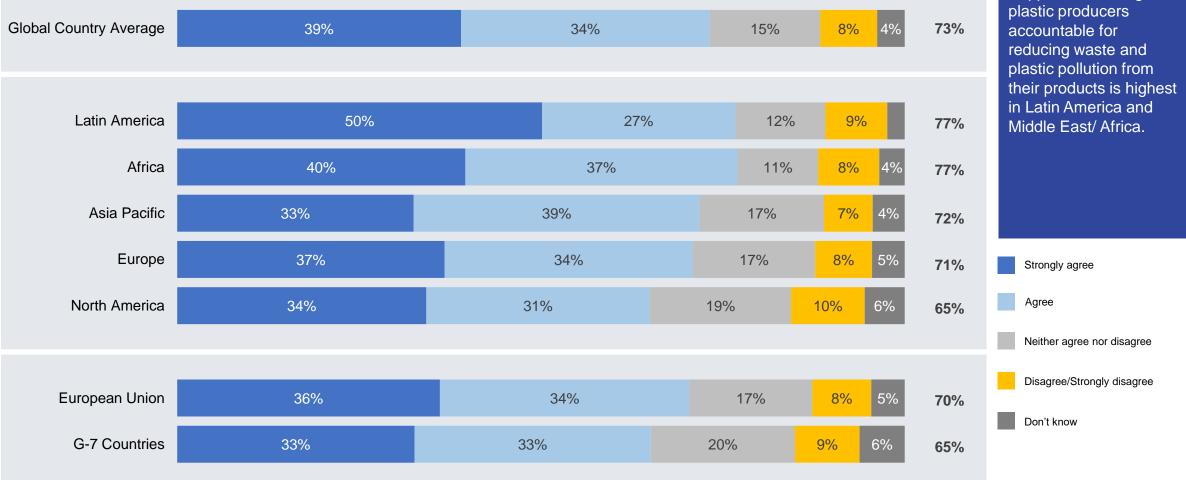
Country

Comparison

Total

Strongly agree, Agree

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 ... Region Make plastic producers accountable for reducing waste and plastic pollution Total Comparison from their products? Strongly agree, Agree Support for making **Global Country Average** 73% 39% 34% 15% 8% 4%





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

Country Comparison Strongly agree,

Total

Agree

Global Country Average	33%	35%	18%	10% 4%	68%	
Thailand	41%		44%	11% 3%	A global average of	
Indonesia	42%		42%	14% 3%	68% of people in the	
Peru	51%		29%	11% 8%	79% countries surveyed	
Mexico	48%		30%	13% 8%	78% agree (Strongly agree -	4
Colombia	49%		27% 14	4% 7%	^{76%} Agree) that a global	
Uganda	45%	31	% 7%	16%	760/	
Chile	50%		24% 13%	11% 3%	treaty should start with	
Ireland	37%	36%	17%	8%	banning plastic items	
Argentina	45%	28%	15%	10% 3%	73% most likely to become	
India	33%	38%	10%	12% 7%	71% pollution, as a first step). I
France	39%	31%	16%	10% 5%	70%	
Turkey	40%	29%	16%	10% 5%	70%	
Morocco	24%	46%	15%	9% 7%	70%	
Great Britain	35%	34%	18%	9% 4%	69%	
Spain	40%	29%	17%	10%	69%	
Brazil	32%	35%	20%	8% 5%	67%	
Australia	31%	36%	20%	10% 3%	67% Strongly agree	
Malaysia	24%	42%	27%	<mark>6%</mark>	66%	
Italy	35%	31%	19%	11% 4%	66% Agree	
Poland	27%	39%	23%	7% 4%	66%	
South Africa	33%	32%	19%	12% 3%	66%	
Nigeria	25%	41%	14%	20%	65% Neither agree nor disagree	
Hungary	30%	35%	22%	<mark>7%</mark> 6%	64%	
Singapore	22%	43%	25%	8%	64% Disagree/Strongly disagree	
Canada	28%	34%	22%	10% 6%	62%	
Belgium	27%	35%	21%	11% 7%	62%	
South Korea	20%	42%	26%	9% 3%	62% Don't know	
Sweden	30%	32%	18%	14% 7%	62%	
Netherlands	21%	40%	21%	12% 6%	61%	
Germany	30%	31%	21%	11% 7%	61%	
The US	22%	31%	23% 1	7% 8%	53%	
Japan	7% 29%	34%	16%	13%	37%	

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,

Note: Data labels below 3% not shown.

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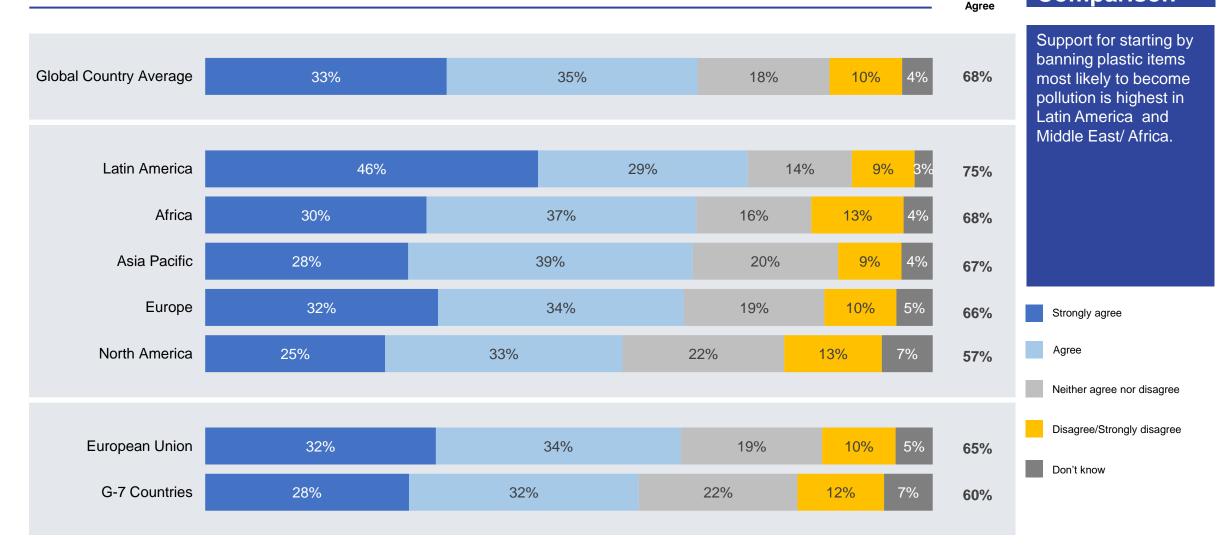
and/or affluent than the general population. The "Global Country Average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.



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

Total Strongly agree,

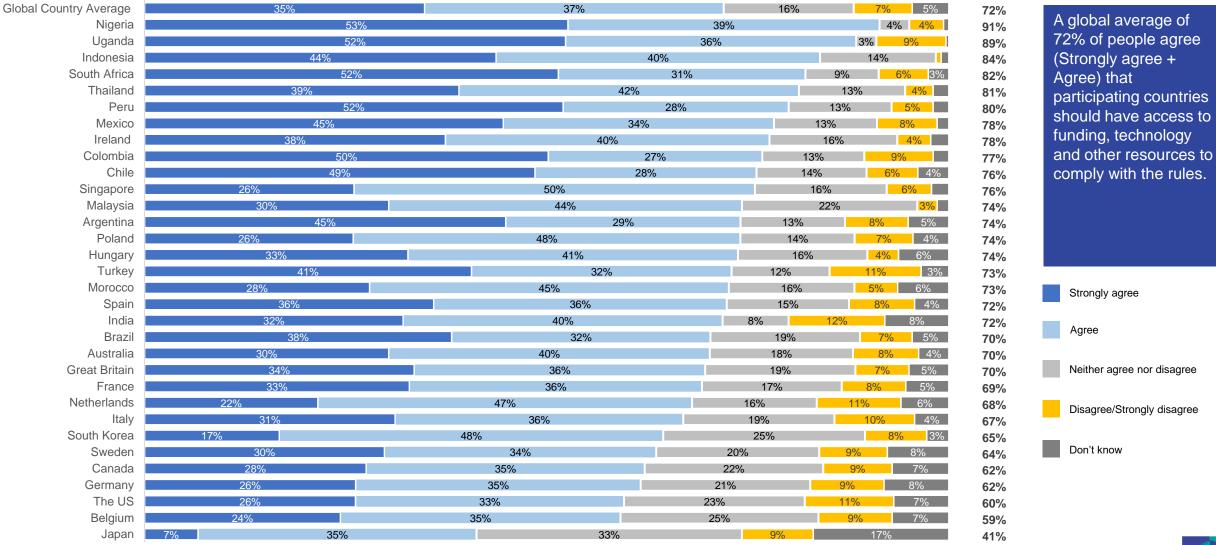
Region Comparison



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



population size of each country or market and is not intended to suggest a total result.

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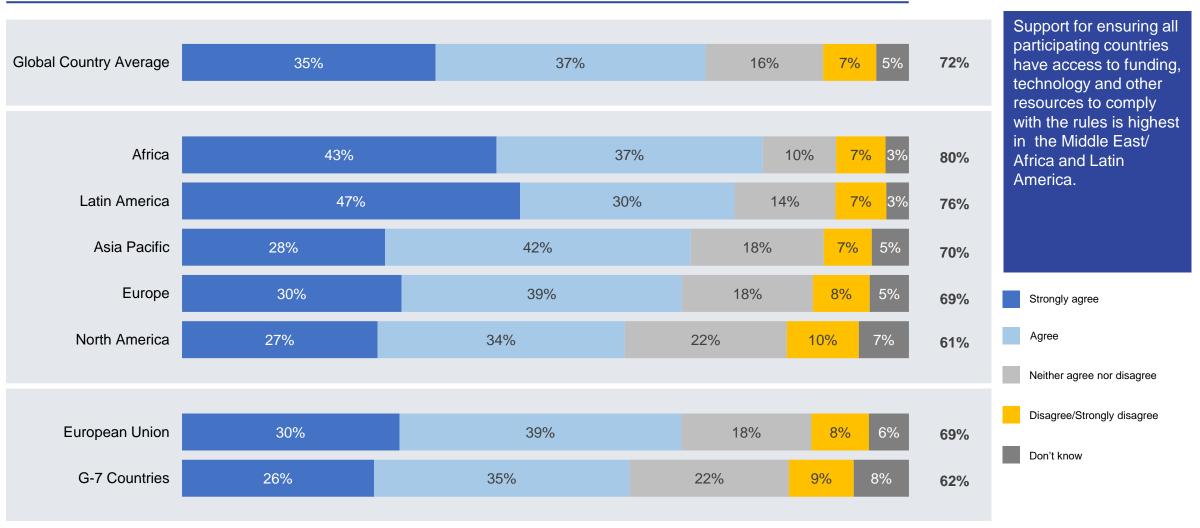
Country

Comparison

Total

Strongly agree, Agree

Ensure all participating countries have access to funding, technology and other resources to comply with 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.



Note: Data labels below 3% not shown

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Strongly agree,

Total

Agree

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



Reduce the amount of plastic produced globally?

Country Total Essential, Comparison Very important, Fairly important

					, ,
Global Country Average	35%	33%	19%	5% 5%	A global average of
Uganda	36%	52%)	9%	
Indonesia	22%	53%	21	1%	96% 87% of people believe
Mexico	46%	32%	15	% 4% 3%	93% that it is important
Peru	43%	37%		3% 4%	92% (Essential, Very
Malaysia	34%	32%	26%	5% 3%	^{92%} important + Important
Chile	50%	2	8% 14%		^{92%} for global rules to
Ireland	42%	32%	17%	5%	^{91%} reduce the amount of
Thailand	31%	40%	21%	5% 3%	91%
Singapore	26%	39%	26%	4% 3%	91% plastic produced
Argentina	48%	31	% 129	% <mark>3%</mark> 5%	91% globally.
Colombia	49%	3	0% 11%		90%
Hungary	45%	28%	17%	3% 5%	90%
South Africa	37%	35%	18%	5% 3%	90%
Turkey	34%	41%	15%	3% 6%	90%
South Korea	24%	33%	31%	6% 4%	88%
Great Britain	43%	29%	16%	5% 5%	88%
Morocco	27%	41%	19%	4% 8%	87% Essential
Australia	38%	27%	22%	4% 3% 6%	87%
Poland	31%	34%	22%	4% 7%	87% Very important
Spain	39%	27%	19%	6% <mark>3%</mark> 5%	86%
France	42%	28%	16%	5% 8%	85%
Sweden	23%	38%	24%	5% 4% 6%	85% Fairly important
Canada	38%	26%		3% 5% 7%	85%
Brazil	38%	32%	15%	6% <mark>3%</mark> 6%	85% Not very important
Belgium	34%	28%	23%	6% 9%	85%
Germany	33%	30%	22%	6% 8%	84% Not at all important
Italy	39%	26%	18%	7% 3% 8%	03%
Netherlands	27%	30%	26%	7% 3% 7%	83%
The US	29%	28%	24% 7%	4% 9%	81% Don't know
Nigeria	24%	34%	21%	15% 5%	80%
India	32%	33%	12% 9%	<u> 6% 8% </u>	77%
Japan	12% 22%	37%	10% 3%	16%	71%

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,

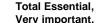
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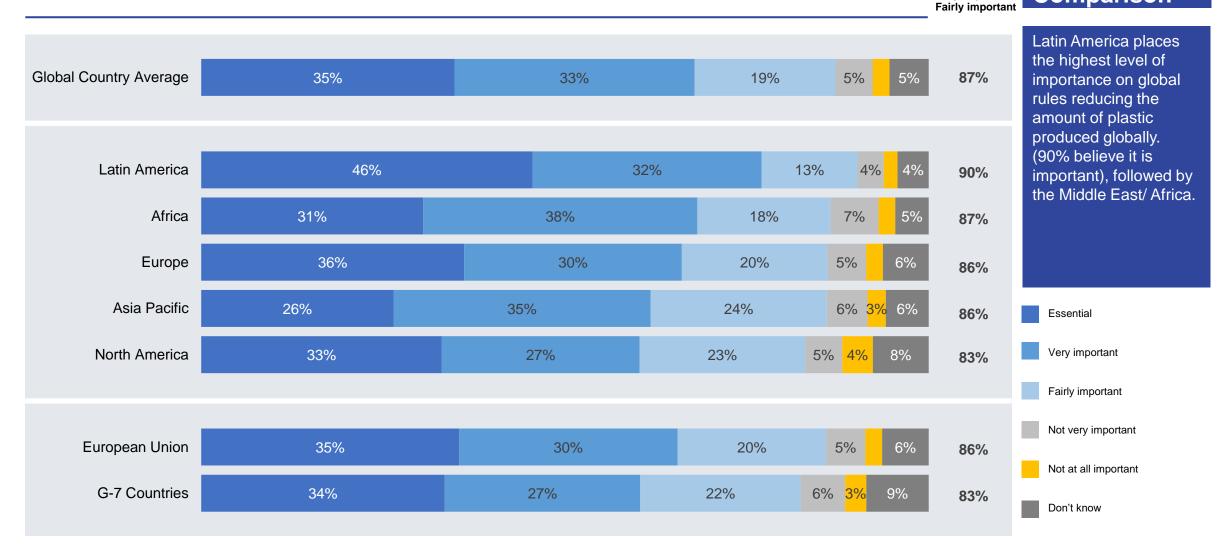
and/or affluent than the general population. The "Global Country Average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.



Reduce the amount of plastic produced globally?



Region Comparison



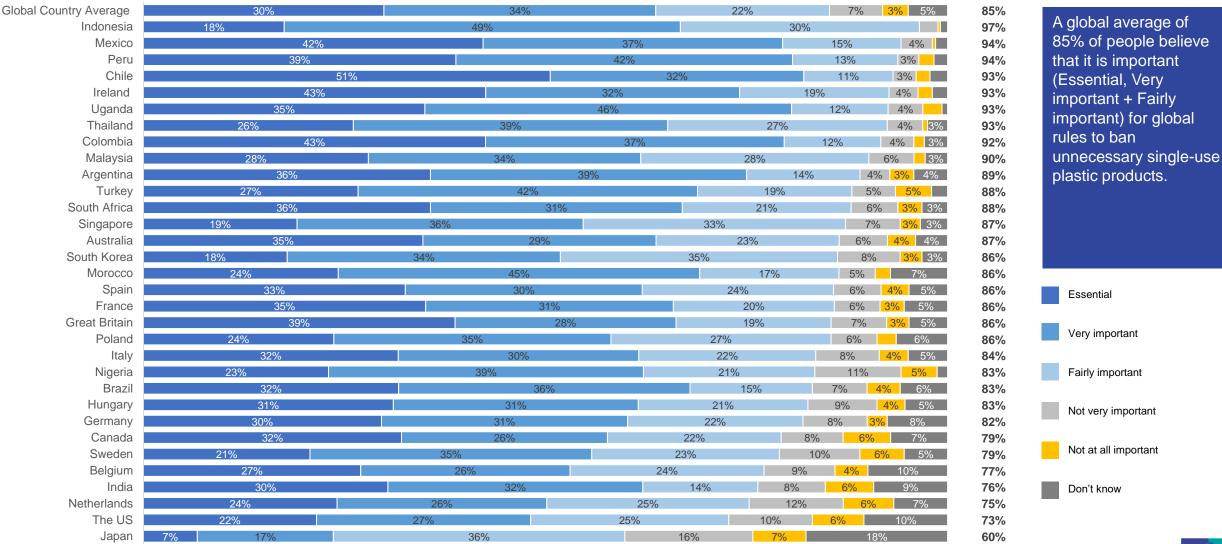
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Base: Representative sample of 24,727 online adults aged 16-74 in 32 participating countries. Online samples in Brazil, Chile, Colombia, Indonesia, Ireland, Malaysia, Mexico, Morocco, Nigeria, Peru, Singapore, 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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Ban unnecessary single-use plastic products, e.g., shopping bags, cutlery, cups & plates?



population size of each country or market and is not intended to suggest a total result.

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

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Country Total Essential. Comparison

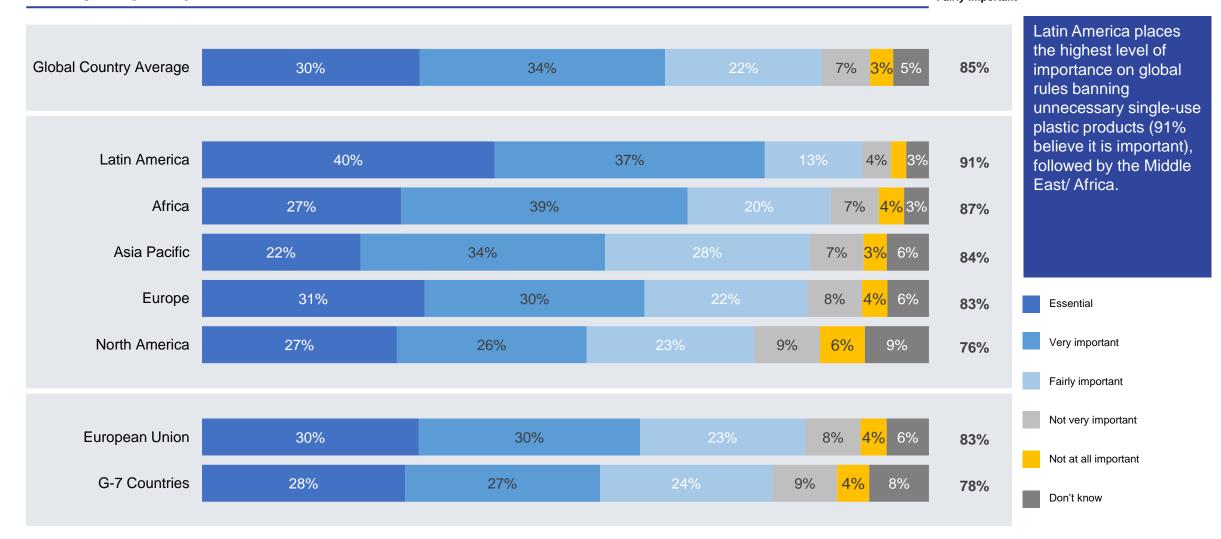
Very important, Fairly important

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

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Note: Data labels below 3% not shown





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

Country Comparison

Very important, Fairly important

Global Country Average	38%		34%		17%	4% 4%	90%	
Indonesia	28%		52%			18%	98%	A global average of
Uganda	38%		50%			8%	96%	90% of people believ
Thailand	35%		39%		21%		95%	that it is important
Peru	45%		40%			9% 3%	94%	(Essential, Very
Mexico	45%		36%			12% 3%	94%	important + Fairly
Chile	51%		32%	6		11% 3%	94%	· · · · · · · · · · · · · · · · · · ·
Nigeria	42%		45%			7% 4%	94%	important) for global
Malaysia	38%		31%		23%	4% 3%	93%	rules to ban chemica
Singapore	34%		37%		21%	5%	92 %	used in plastic that a
South Africa	41%		37%		14%	3% 3%	92 %	hazardous to humar
Argentina	48%		34%			10% 3% 3%	92%	health and the
Ireland	46%		29%		16%	5%	92%	environment.
Colombia	47%		33%		129	% 4% 4%	92 %	environment.
Sweden	28%		47%		17%	3% 4%	92 %	
Turkey	37%		40%		14%	4% 4%	91%	
Great Britain	47%		27%		16%	3% 6%	90%	
Morocco	34%		45%		11%	3% 6%	90%	Essential
Hungary	40%		29%		21%	3% 6%	90%	
Poland	37%		34%		18%	4% 6%	89%	
Spain	40%		28%		21%	5% 4%	89%	Very important
Australia	42%		28%		19%	4% 5%	89%	
South Korea	25%	31%		33%		7% 3%	89%	Fairly important
France	43%		29%		17%	4% 5%	89%	
Belgium	38%		31%		20%	4% 6%	89%	Not very important
Canada	43%		26%		19%	4% 6%	88%	
Italy	41%		28%		18%	6% <mark>3%</mark> 5%	87%	Not of all increased
Brazil	38%		33%		16%	6% 6%	86%	Not at all important
Germany	39%		30%		17%	6% 7%	86%	
Netherlands	33%		32%	20		8% 5%	85%	Don't know
The US	35%		28%	22%		5% <mark>3%</mark> 8%	85%	
India	30%		35%	13%	9%	<mark>5%</mark> 8%	78%	
Japan 🛛	11% 25%		36%		9%	16%	73%	_

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. **20** – © Ipsos | Global Attitudes towards Plastic Pollution Treaty 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,

Note: Data labels below 3% not shown.

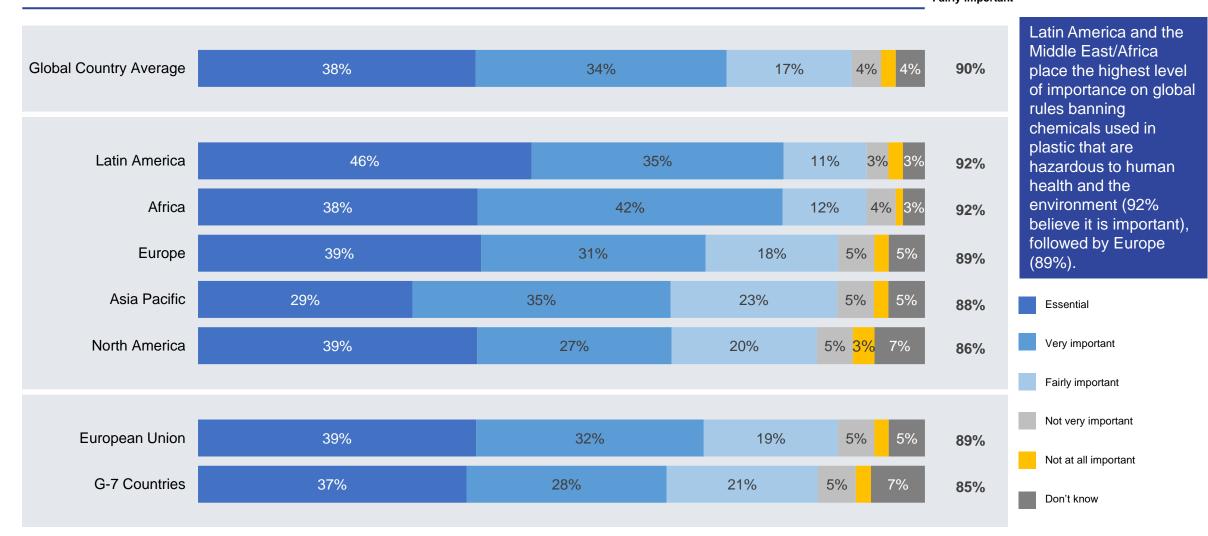
and/or affluent than the general population. The "Global Country Average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.



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

Total Essential, Very important, Fairly important

Region Comparison



icipating countries. rban, educated, been adjusted to the

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

al Country Average	32%		34%		21%		5% 5%	87%
Indonesia	26%		48%			22%		96%
Uganda	34%			55%			6%	96%
Peru	36%		44%)		13%		94%
Chile	47%			33%		13%	3% 3%	93%
Malaysia	37%		30%		26%		4% 3%	92%
Nigeria	32%		45%			14%	6%	92%
Mexico	40%		37%			15%	5% 3%	9 1%
Colombia	42%		3	6%		13%	5% 3%	9 1%
Singapore	26%	38			28%		4% 3%	9 1%
Thailand	30%		36%		25%		4% 4%	91%
Turkey	33%		41%			6%	3% 4%	90%
South Africa	36%		36%		199		4% 4%	90%
Argentina	36%		40%			14%	3% 4%	90%
Ireland	42%		30%		18%		6% 3%	90%
Morocco	29%		44%		16%		4% 7%	88%
Great Britain	39%	0484	29%	0.50	20%		4% 5%	88%
South Korea	21%	31%		35%			7% 4%	87%
Poland	27%	35			25%			87%
France Australia	39% 37%		28% 30%		19% 20%		5% <mark>3%</mark> 6% 5% <mark>3%</mark> 5%	87% 87%
Spain	37%		29%		20%		6% 5%	87% 87%
Sweden	24%	38%			23%		% 4% 5%	86%
Canada	35%	0070	29%		22%		6 <mark>3%</mark> 7%	86%
Brazil	32%		36%		17%	6%		85%
Belgium	33%		27%		25%	6%		85%
Hungary	29%		32%		23%	7%	7%	84%
Italy	35%		28%		21%	7%	4% 6%	84%
Netherlands	27%	28%		27%		9%	7%	82%
Germany	27%	30%		24%		7%	<mark>3%</mark> 10%	81%
The US	25%	28%		24%	9'	% 4%	6 10%	77%
India	32%		31%	139	% 10	% 5	<mark>%</mark> 9%	77%
Japan 9%	á 19%		40%		11% 3%		19%	67%

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,

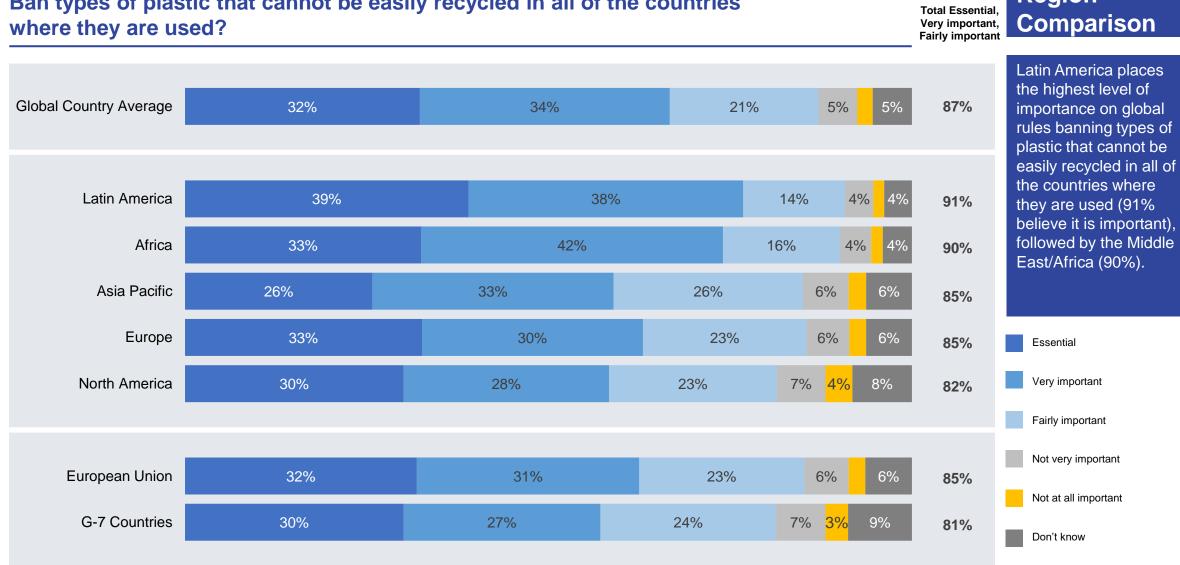
Note: Data labels below 3% not shown.

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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.



Country Total Essential, Comparison Very important, Fairly important



Ban types of plastic that cannot be easily recycled in all of the countries

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 ...

Region

23 – © Ipsos | Global Attitudes towards Plastic Pollution Treaty Note: Data labels below 3% not shown

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.



29%

25%

24%

20%

21%

31%

31%

33%

34%

27%

27%

24%

29%

29%

28%

37%

36%

37%

38%

40%

38%

36%

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

Country Total Essential. Comparison

Very important, Fairly important

87%

97%

97%

96%

95%

94%

93%

93%

92%

92%

92%

90%

90%

90%

89%

88%

88%

88%

87%

87%

87%

87%

86%

85%

84%

83%

83%

83%

82%

78%

78%

76%

68%

22%

42%

43%

33%

41%

45%

34%

44%

48%

27%

26%

24%

19%

16%

27%

20%

25%

23%

21%

18%

28%

29%

26%

23%

23%

25%

24%

23%

199

37%

24%

23%

18%

14%

18%

17%

13%

12%

5%

9%

6%

3%

3%

4%

3%

3%

4%

4%

3% 4%

3%

3% 3%

3% 3%

4% 3%

3%

3%

3%

5%

3%

4%

4%

69

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 reuse and refill systems.

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. **24** – © Ipsos | Global Attitudes towards Plastic Pollution Treaty 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

31%

29%

30%

41%

population size of each country or market and is not intended to suggest a total result.

Note: Data labels below 3% not shown.

Global Country Average

Uganda

Mexico

Nigeria

Ireland

Peru

Chile

Malaysia

South Africa

Thailand

Singapore

Argentina

Colombia

Turkey

Morocco

Australia

Hungary

Spain

Brazil

Poland

France

Belgium

Canada

Sweden

Germany

The US

India

Japan

6%

Netherlands

Italy

South Korea

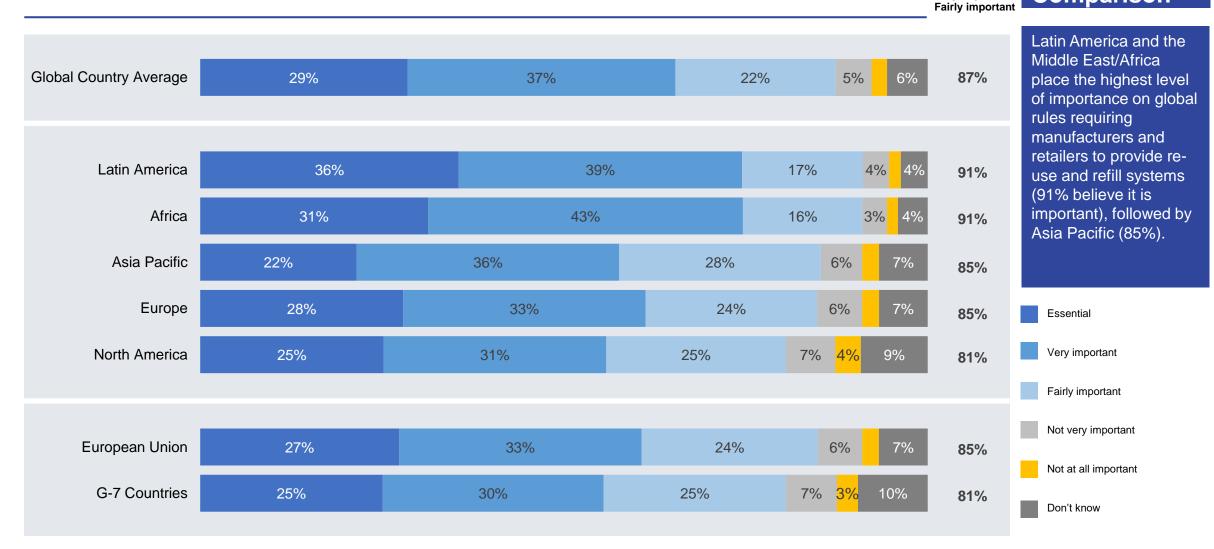
Great Britain

Indonesia

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

Total Essential, Very important,

Region Comparison





25 – © Ipsos | Global Attitudes towards Plastic Pollution Treaty Note: Data labels below 3% not shown.

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.

Require new plastic products and packaging to contain recycled plastic?

Country Total Essential, Comparison

Very important, Fairly important

Country Average	27%	36%	23%	50	% <mark>3%</mark> 6%	86%	
Indonesia	16%	50%	2070	30%	3%	96%	A global average
Malaysia	28%	36%	3(0%	3% 3%	90 <i>%</i> 93%	86% of people be
Thailand	31%	38%		23%	3% 3%	92%	that it is importan
Nigeria	26%	48%		18%	5%	92%	(Essential, Very
Mexico	34%	39%		18%	3% 4%	92%	· · · · · · · · · · · · · · · · · · ·
Chile	40%	36	%	15%	4% 4%	91%	important + Fairly
Uganda	29%	50%		12%	5%	91%	important) for glo
Ireland	33%	39%		18%	5% 3%	90%	rules to require n
Singapore	22%	38%	30%		4%	90%	plastic products a
Peru	34%	40%		16%	6% 3%	90%	packaging to con
Turkey	27%	46%		16%	4% <mark>3%</mark> 4%	89%	recycled plastic.
Argentina	33%	40%		15%	3% 4% 5%	88%	
Colombia	38%	36%		14%	5% <mark>3%</mark> 4%	88%	
South Africa	31%	37%	20%	%	6% 4%	88%	
South Korea	20%	33%	35%		7% 4%	88%	
Poland	20%	41%	27%		4% 6%	88%	
Spain	30%	32%	25%		6% <mark>3%</mark> 5%	87%	Essential
Great Britain	33%	34%	19%	59		86%	
Australia	29%	32%	24%	6%		86%	Very important
Morocco	27%	42%	16%			85%	
Canada	30%	31%	24%	5%	<mark>3%</mark> 7%	85%	-
Sweden	26%	35%	23%	6%	4% 7%	84%	Fairly important
Hungary	25%	32%	27%	6%	9%	84%	
France	29%	31%	23%	7%	3% 8%	83%	Not very important
Brazil	30%	33%	20%	7%	4% 7%	83%	
Belgium	25%	32%	25%	8%	9%	82%	Not at all important
Germany Netherlands	23%	35% 30%	24%	1%	<u>3%</u> 9%	82%	
Italy	23%	30%	28% 23%	8%	<u>4 /0 0 %</u>	81%	Denithmenu
The US	23%	32% 28%	23%	Q0/ 40/		80%	Don't know
India	29%	34%	13%	8% 7 %	<u></u>	77% 76%	
iiiua	<u>ک</u> ۳ /0	J4 /0	10/0	170	970	1070	

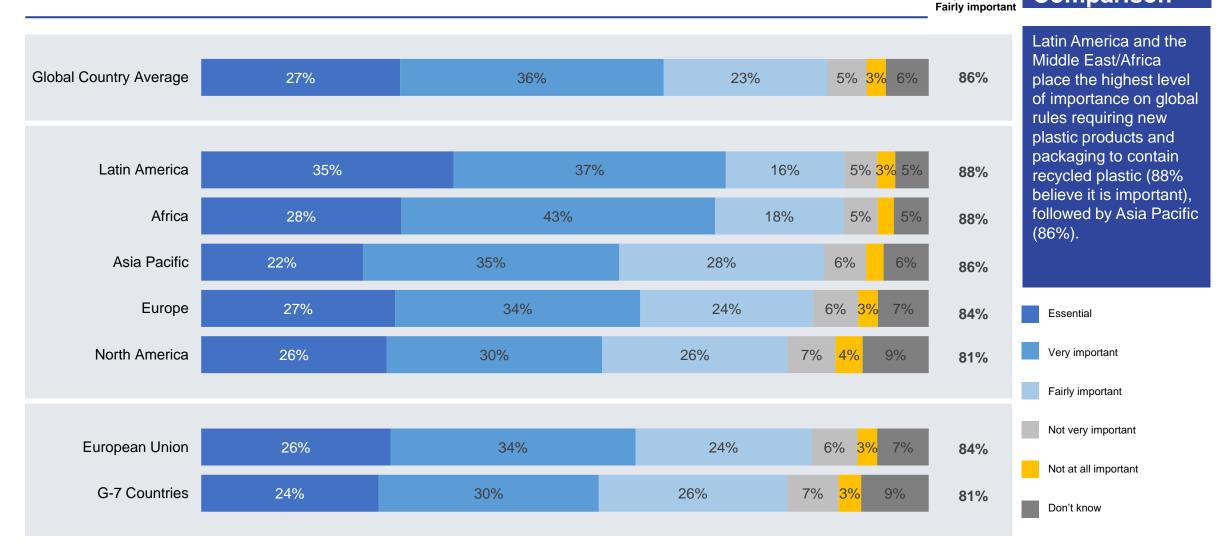
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Base: Representative sample of 24,727 online adults aged 16-74 in 32 participating countries. **26** – © Ipsos | Global Attitudes towards Plastic Pollution Treaty Online samples in Brazil, Chile, Colombia, 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.

Require new plastic products and packaging to contain recycled plastic?

Total Essential, Verv important.

Region Comparison

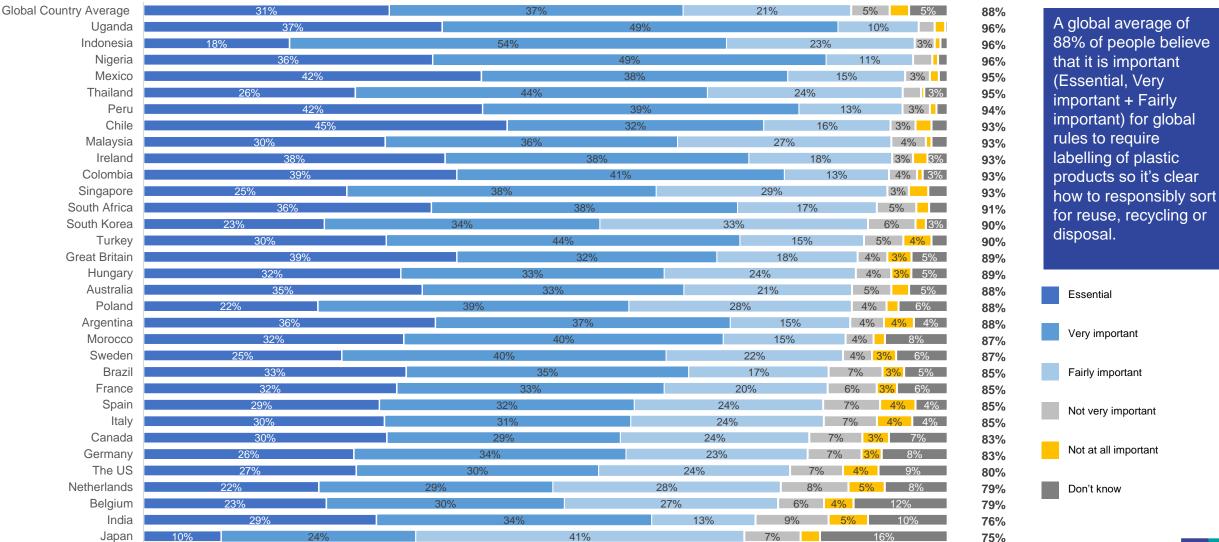


Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Base: Representative sample of 24,727 online adults aged 16-74 in 32 participating countries. Online samples in Brazil, Chile, Colombia, Indonesia, Ireland, Malaysia, Mexico, Morocco, Nigeria, Peru, Singapore, 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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Require labelling plastic products so it's clear how to responsibly sort for reuse, recycling or disposal?



population size of each country or market and is not intended to suggest a total result.

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

Note: Data labels below 3% not shown

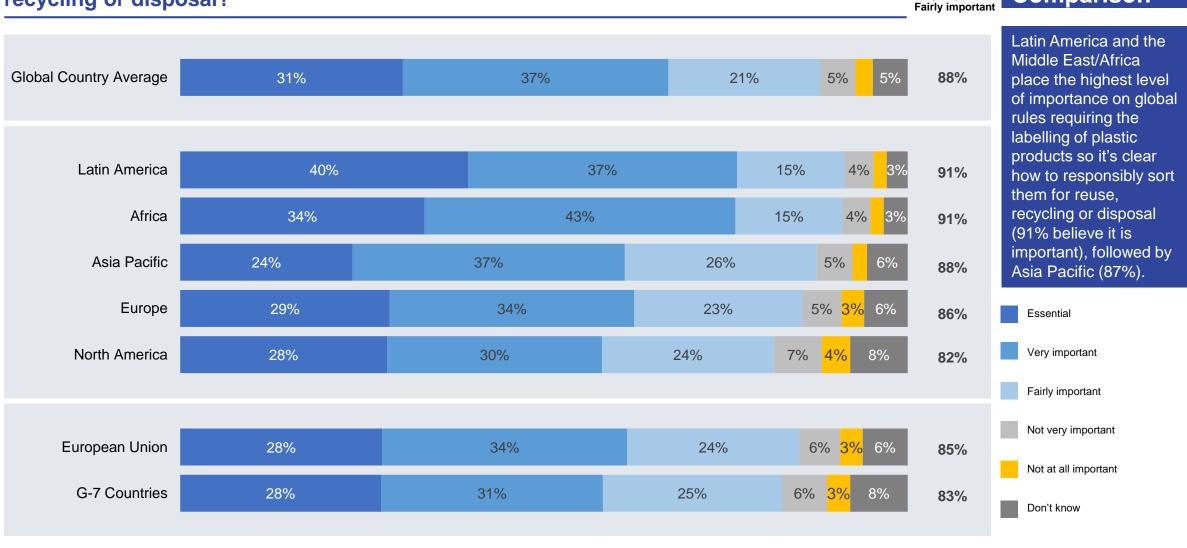
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Country Total Essential. Comparison Verv important.

Fairly important

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



Region Comparison

Total Essential.

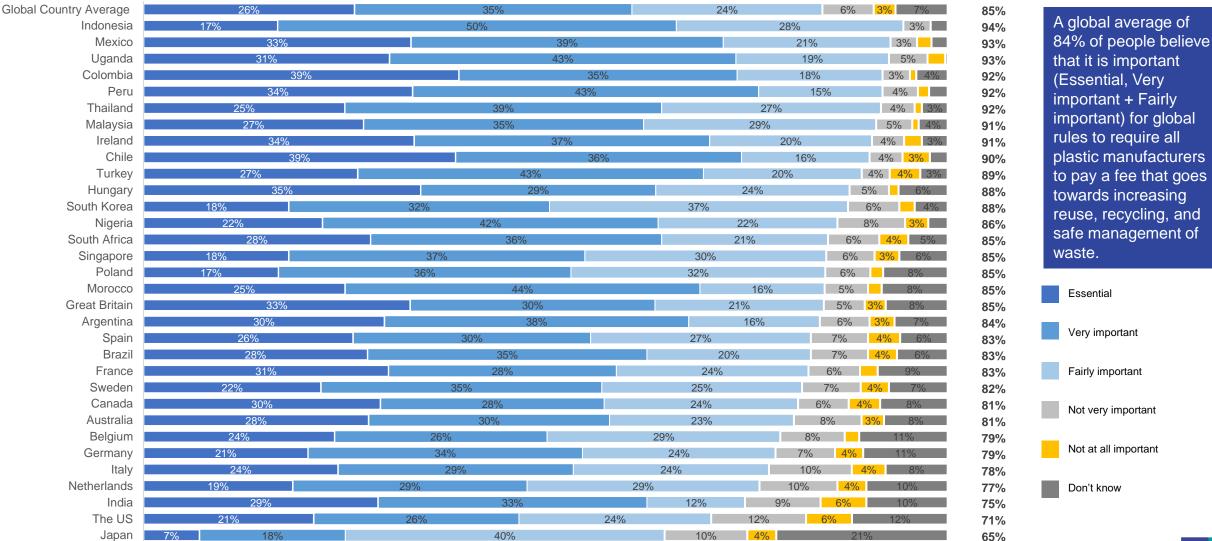
Very important,



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. **29** – © Ipsos | Global Attitudes towards Plastic Pollution Treaty 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

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



population size of each country or market and is not intended to suggest a total result.

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

Note: Data labels below 3% not shown.

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Country

Comparison

Total Essential.

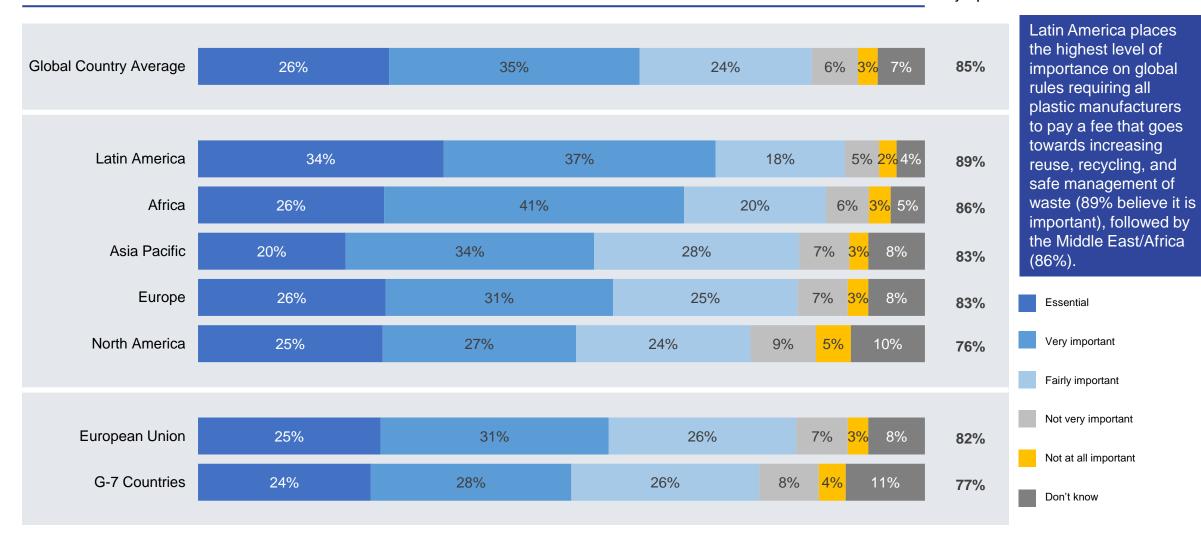
Verv important.

Fairly important

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



Region Comparison



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.

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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, Morrocco, 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.

For more information, contact:

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1 Japan, The US, India, Netherlands, Italy, Germany, Belgium, Australia, Canada, Sweden, France, Brazil, Spain, Argentina, Great Britain, Poland, Singapore, South Africa, South Korea, Hungar,

32 – © Ipsos | Global Attitudes towards Plastic Pollution Treaty Turkey, Chile, Ireland, Malaysia 2 Morocco, Nigeria and Uganda

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

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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.**

