

OCEANA PLASTIC POLLUTION SURVEY

FEBRUARY 10, 2022

CONTENTS

1. PLASTIC POLLUTION CONCERN
2. PLASTIC USAGE PERCEPTIONS
3. SUPPORT FOR POLICIES THAT REDUCE SINGLE-USE PLASTICS
4. IMPACT OF SINGLE-USE PLASTIC REDUCTION ON PURCHASING AND VOTING

METHODOLOGY

These are some of the findings of an Ipsos poll conducted between November 5-9, 2021 on behalf of Oceana. For this survey, a sample of roughly 1,005 adults age 18+ from the continental U.S., Alaska, and Hawaii, was interviewed online in English. The sample includes 839 national registered voters.

The sample for this study was randomly drawn from Ipsos' online panel, partner online panel sources, and "river" sampling and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2019 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

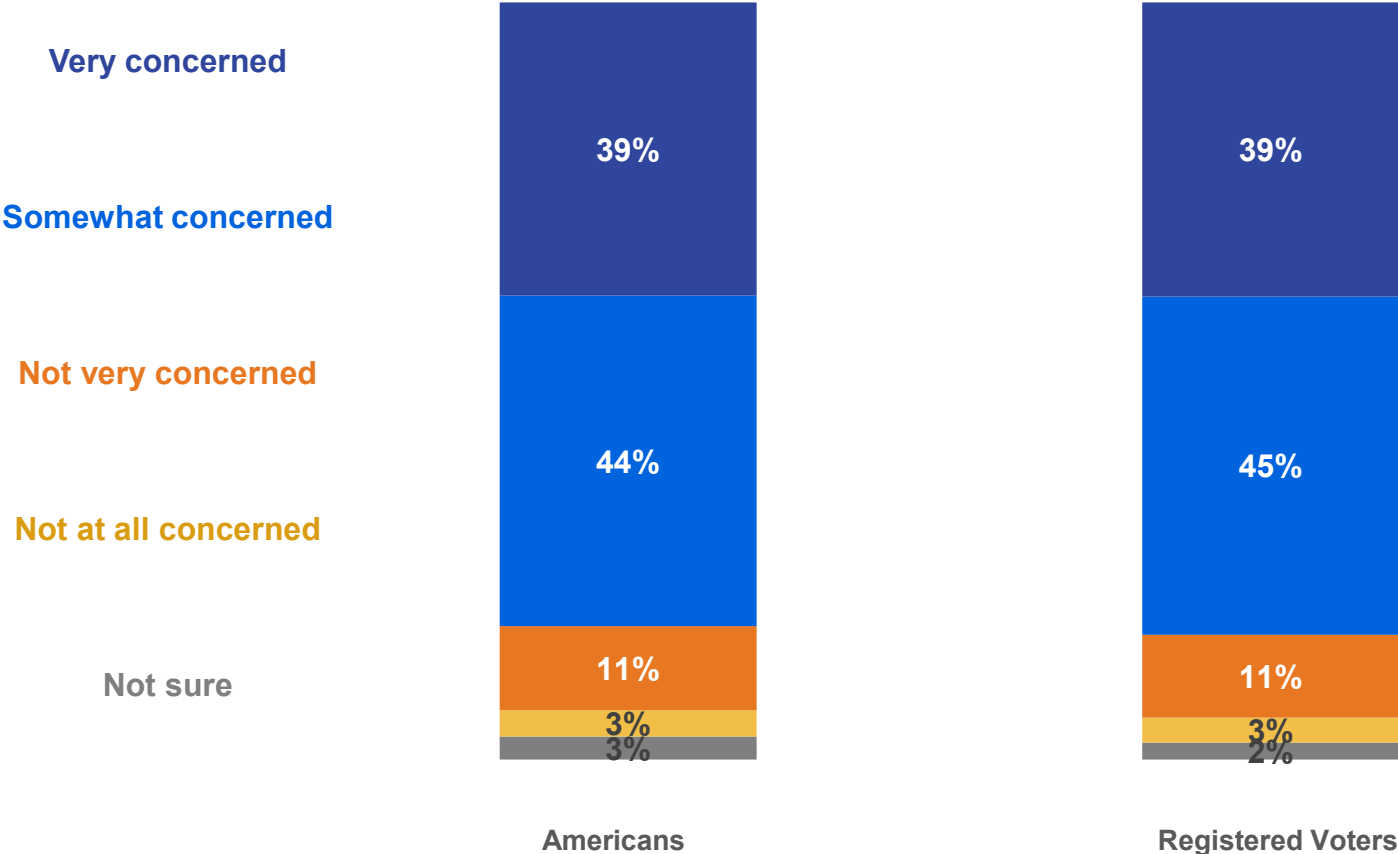
Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all Americans. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,005, DEFF=1.5, adjusted Confidence Interval=+/-5.0 percentage points).

The poll also has a credibility interval plus or minus 3.9 percentage points for national registered voters.

Plastic Pollution Concern

Concern over Plastic Pollution

How concerned are you about plastic pollution and its impact on the environment and our oceans?

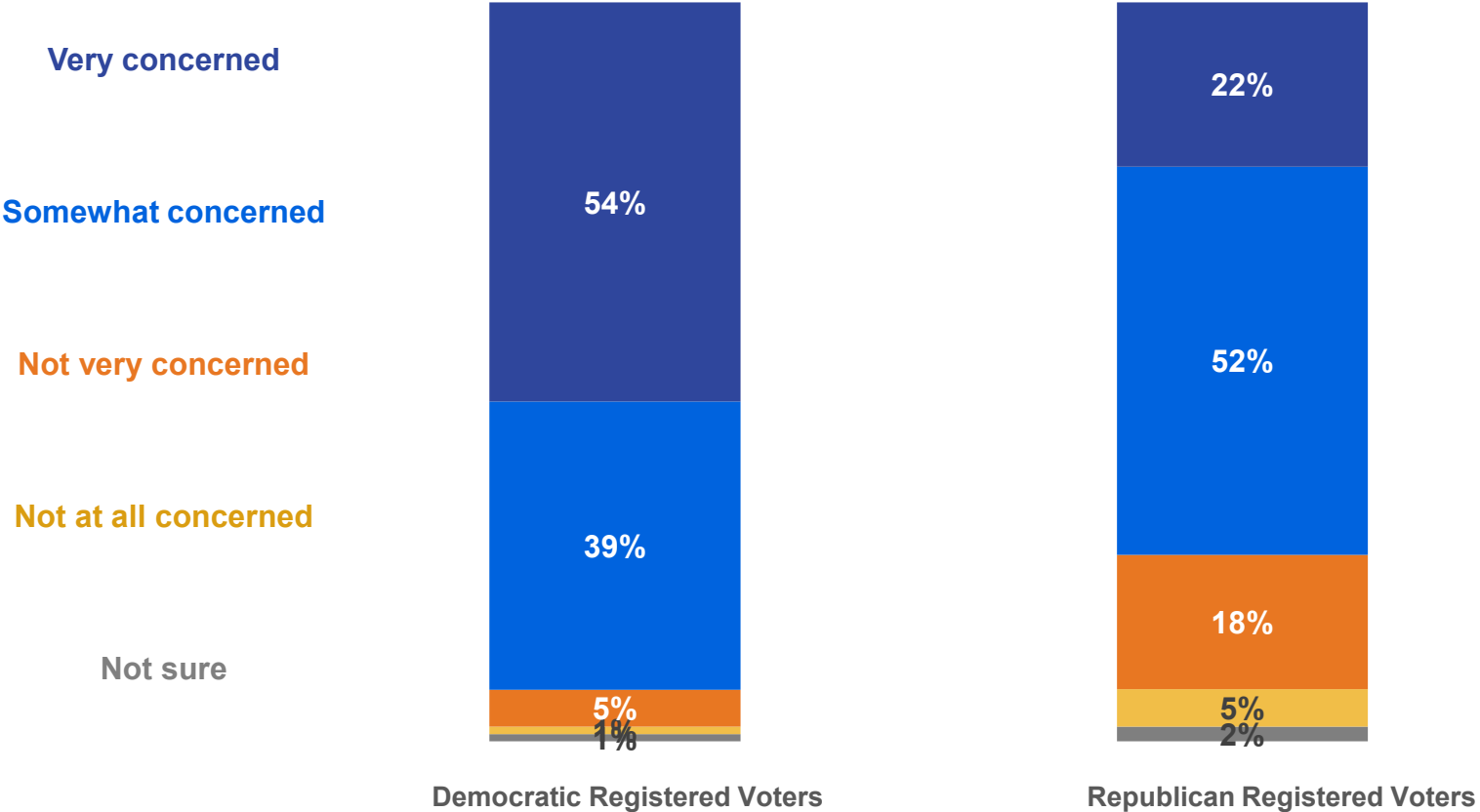


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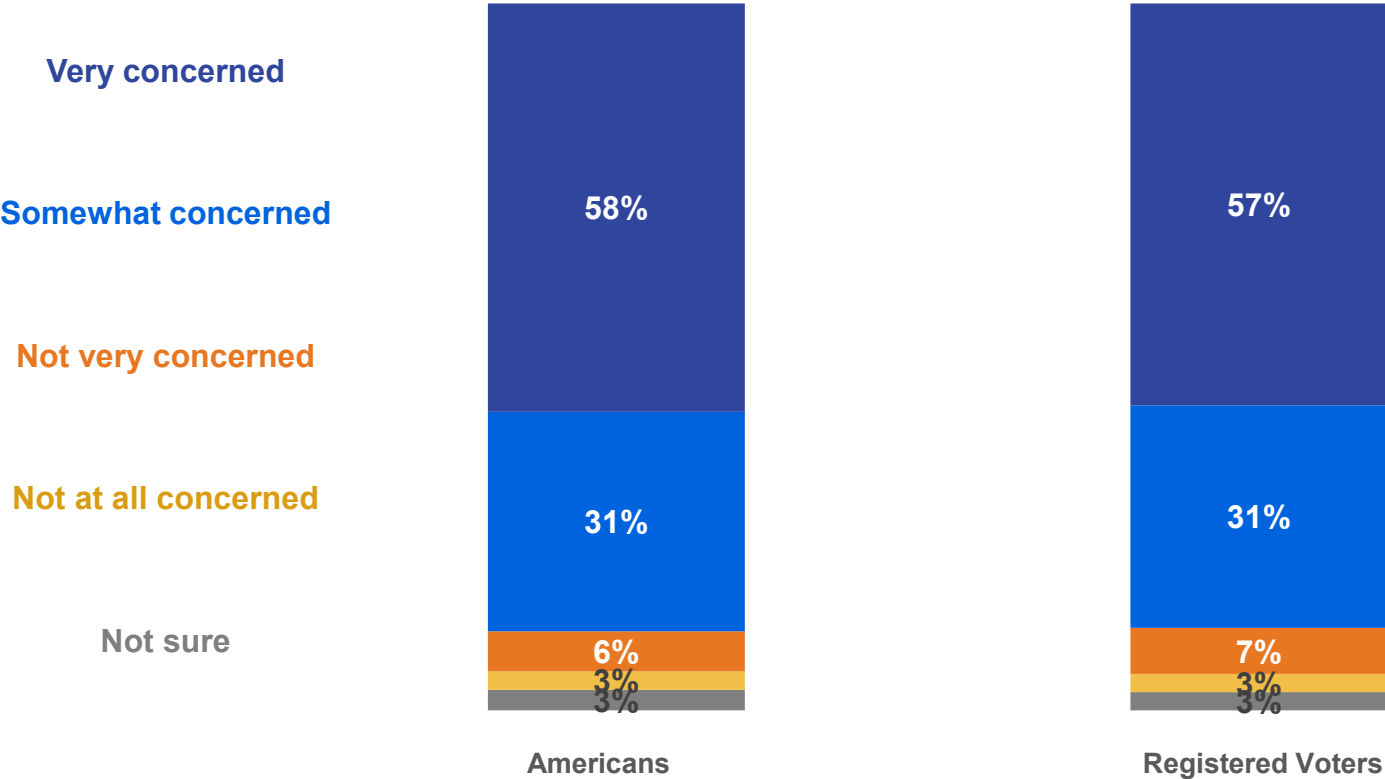
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Concern over Plastic Pollution

Below are some statements about the impacts of plastic pollution. How concerned are you about following statements?

Roughly 33 billion pounds of plastic enter the ocean every year — the equivalent of dumping two garbage trucks full of plastic into the oceans every minute.



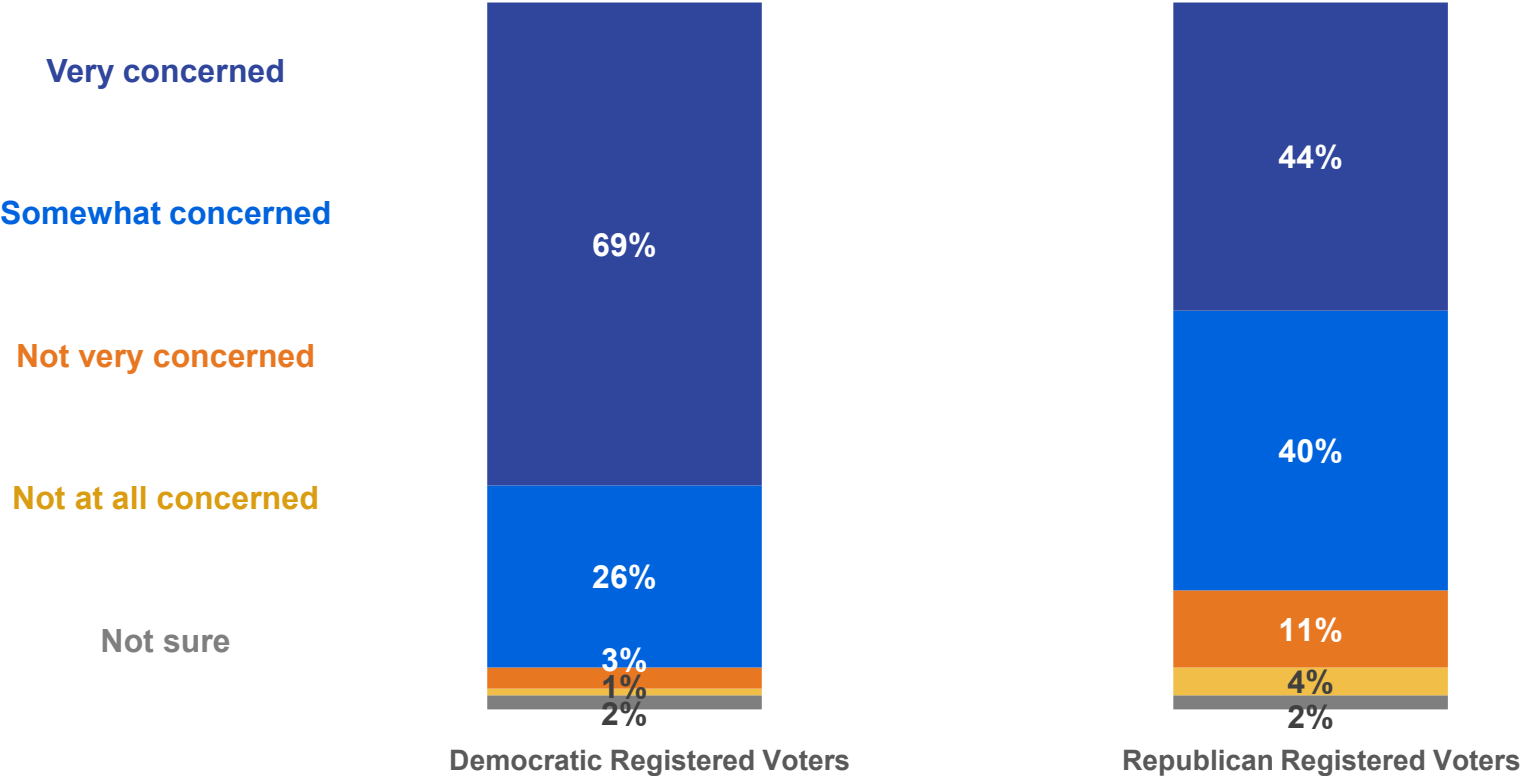
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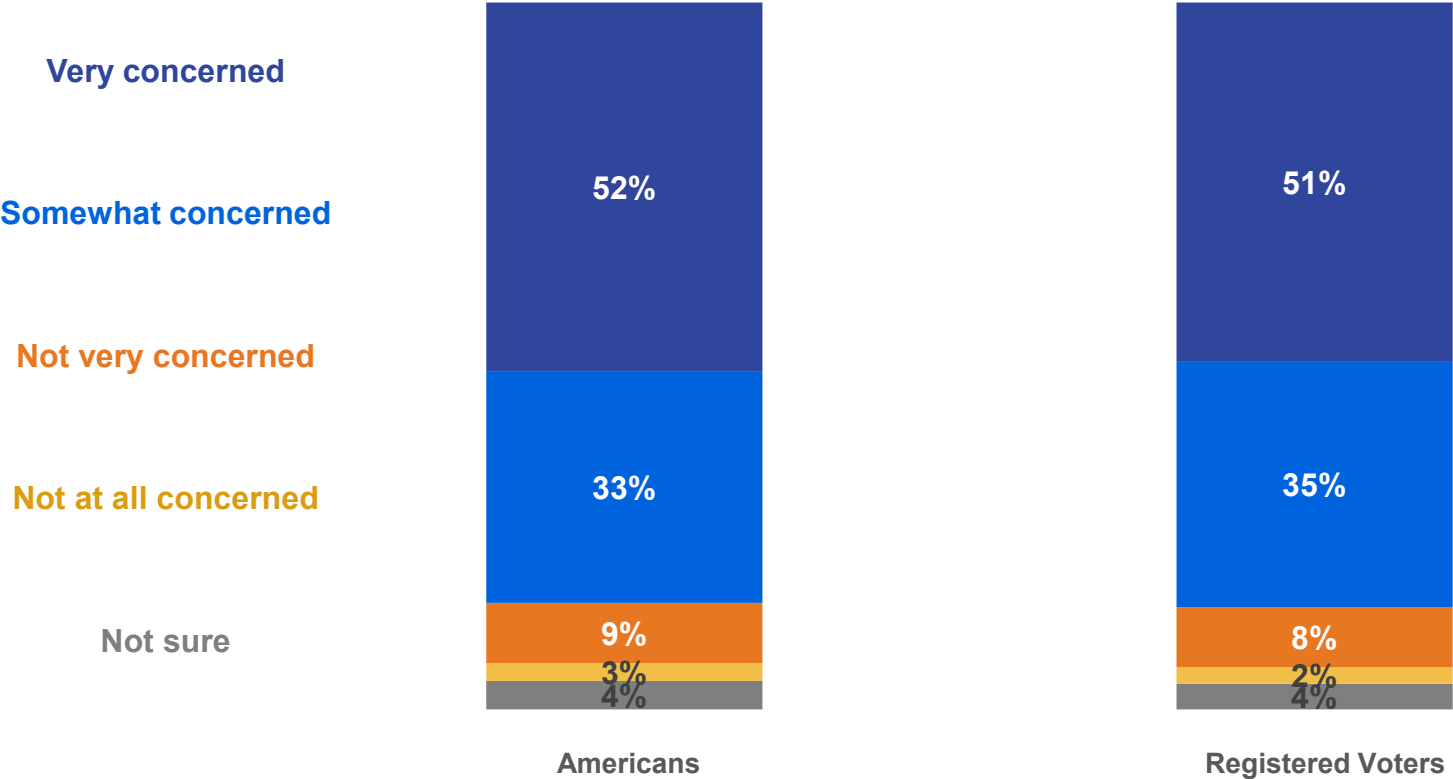
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Plastic has now been found everywhere, including in the deepest part of the ocean, air in remote mountains, and the rain in our national parks.



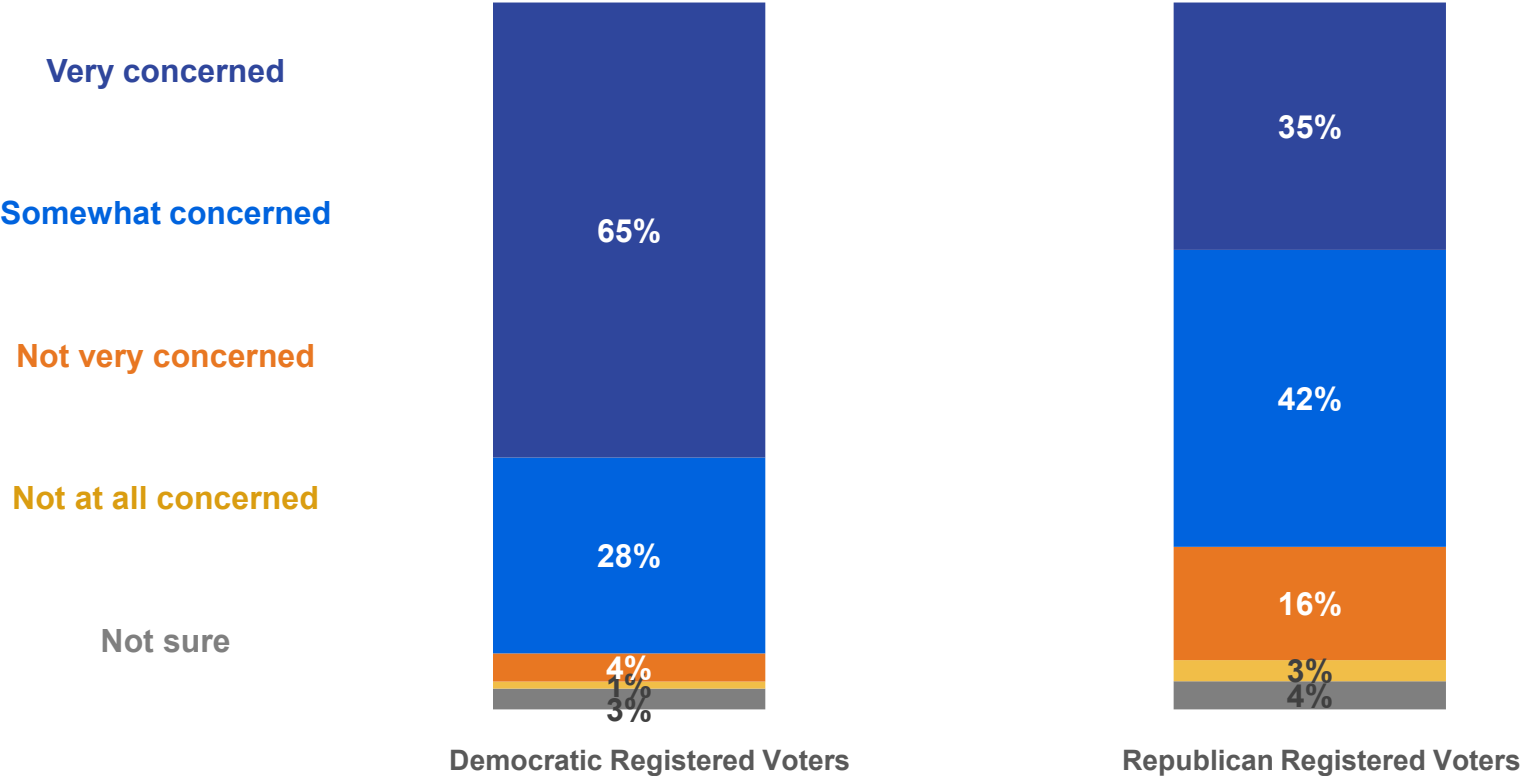
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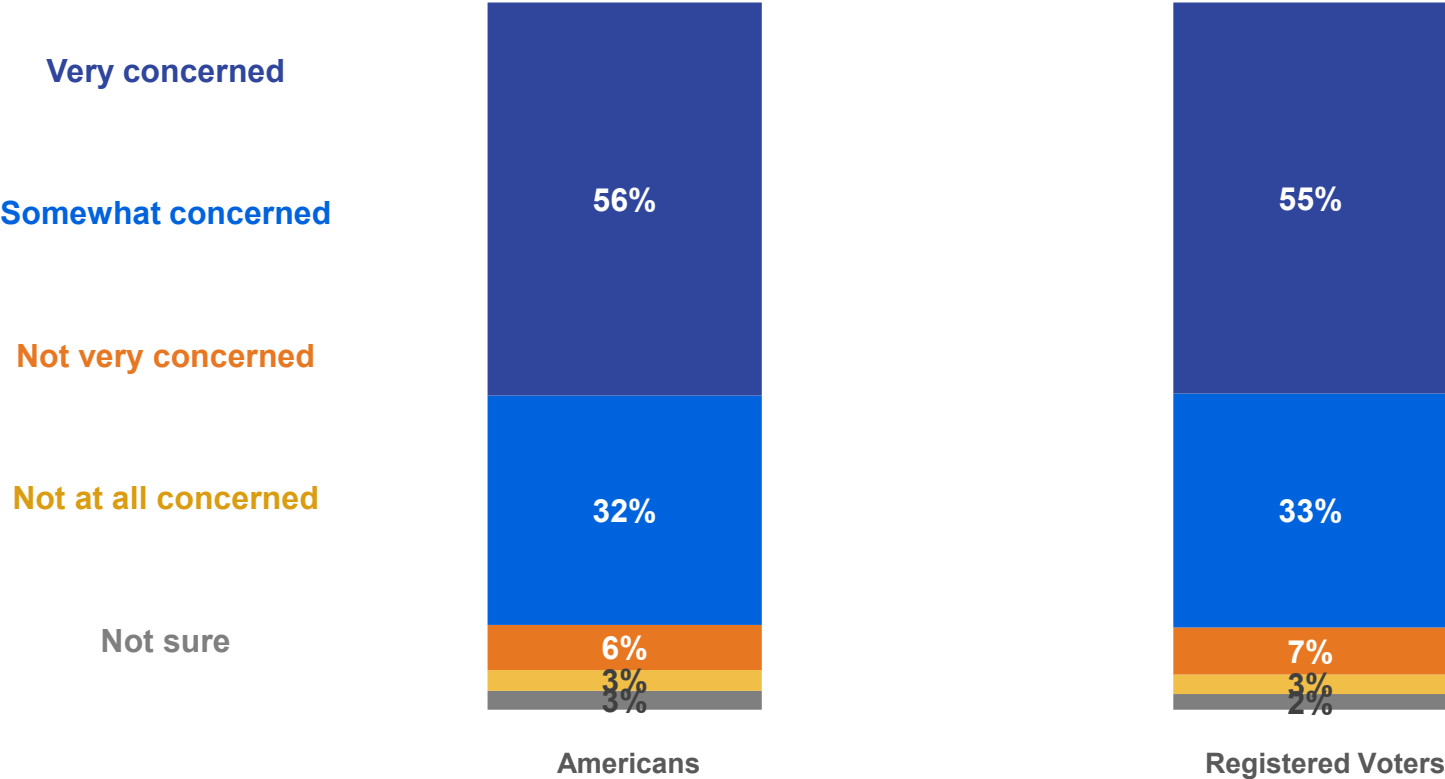
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An estimated 900 marine species, many of which are endangered, are affected by plastic pollution. Sea turtles, dolphins, whales, and other ocean animals are consuming and becoming entangled in plastic, which can be fatal.



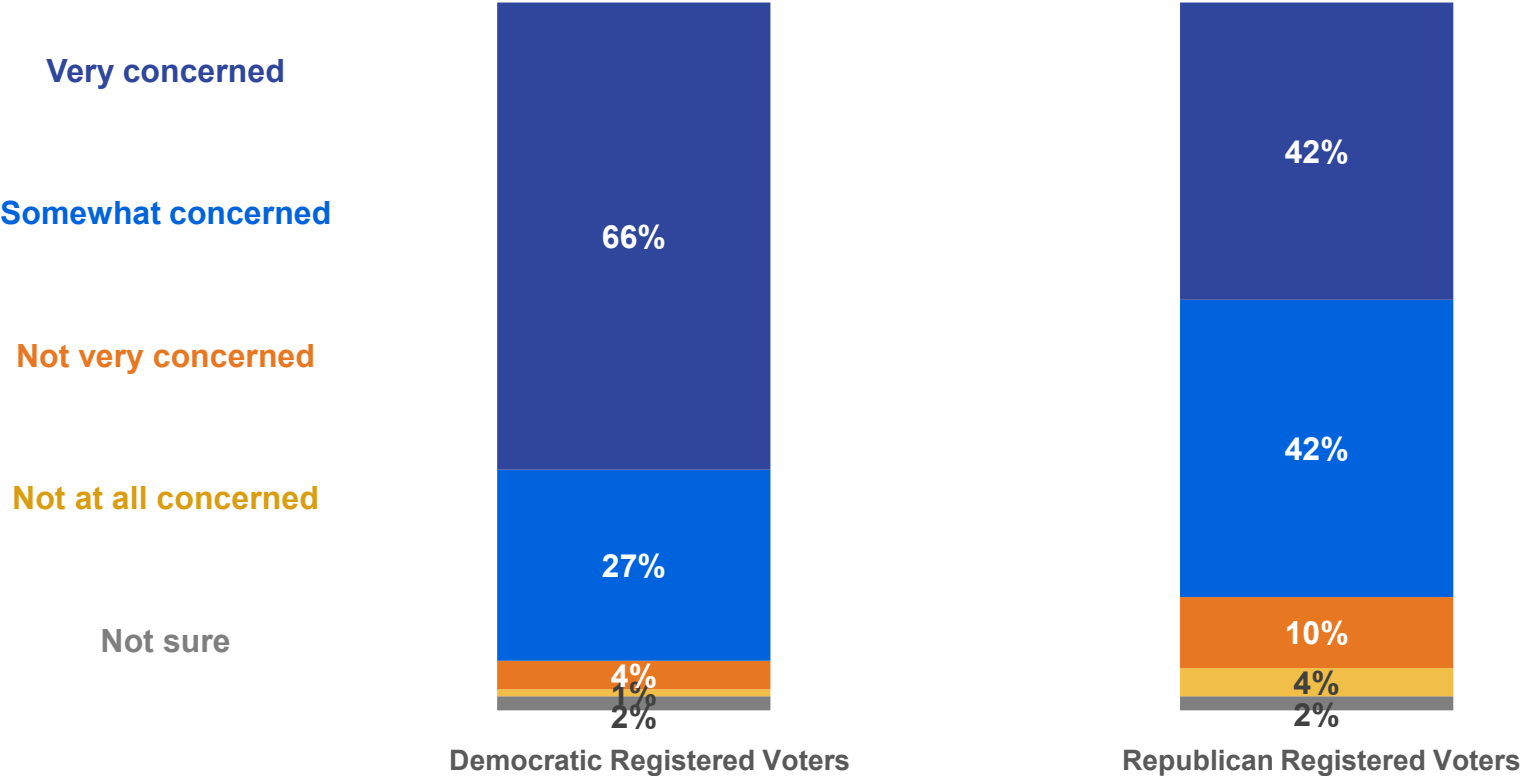
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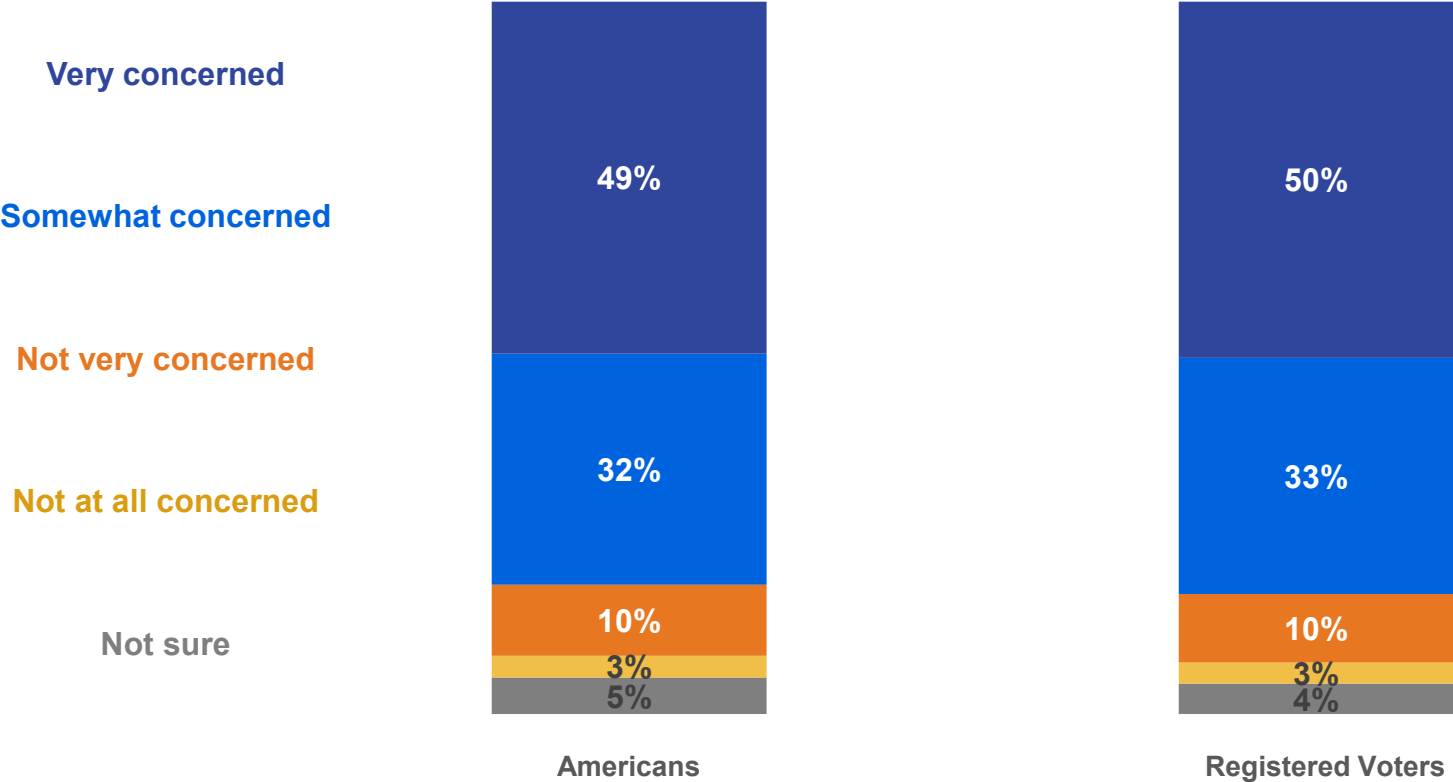
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Concern over Plastic Pollution

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Microplastics have been found in honey, beer, salt, tea bags, fruit, vegetables, seafood, meat, and many plastic-packaged foods.



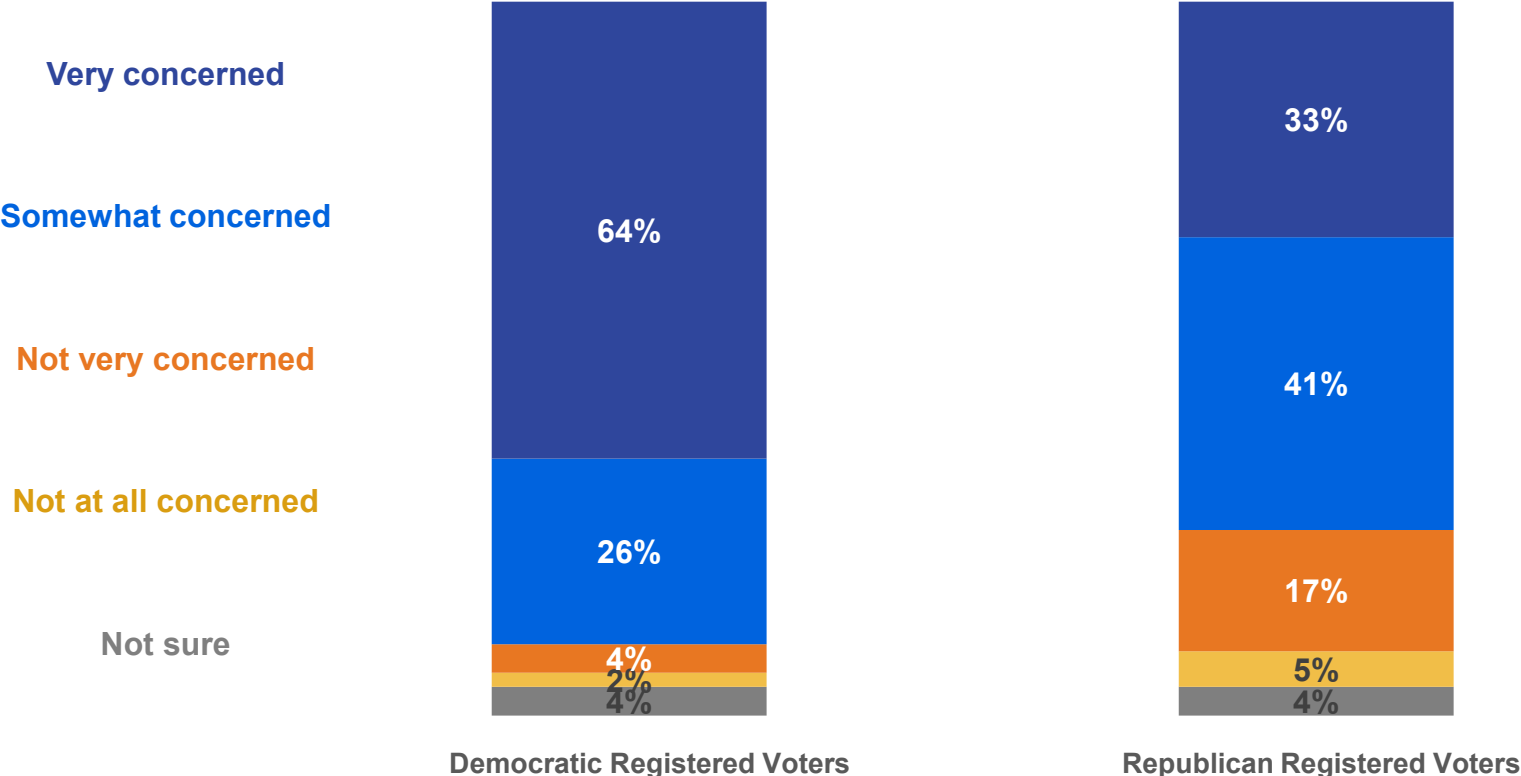
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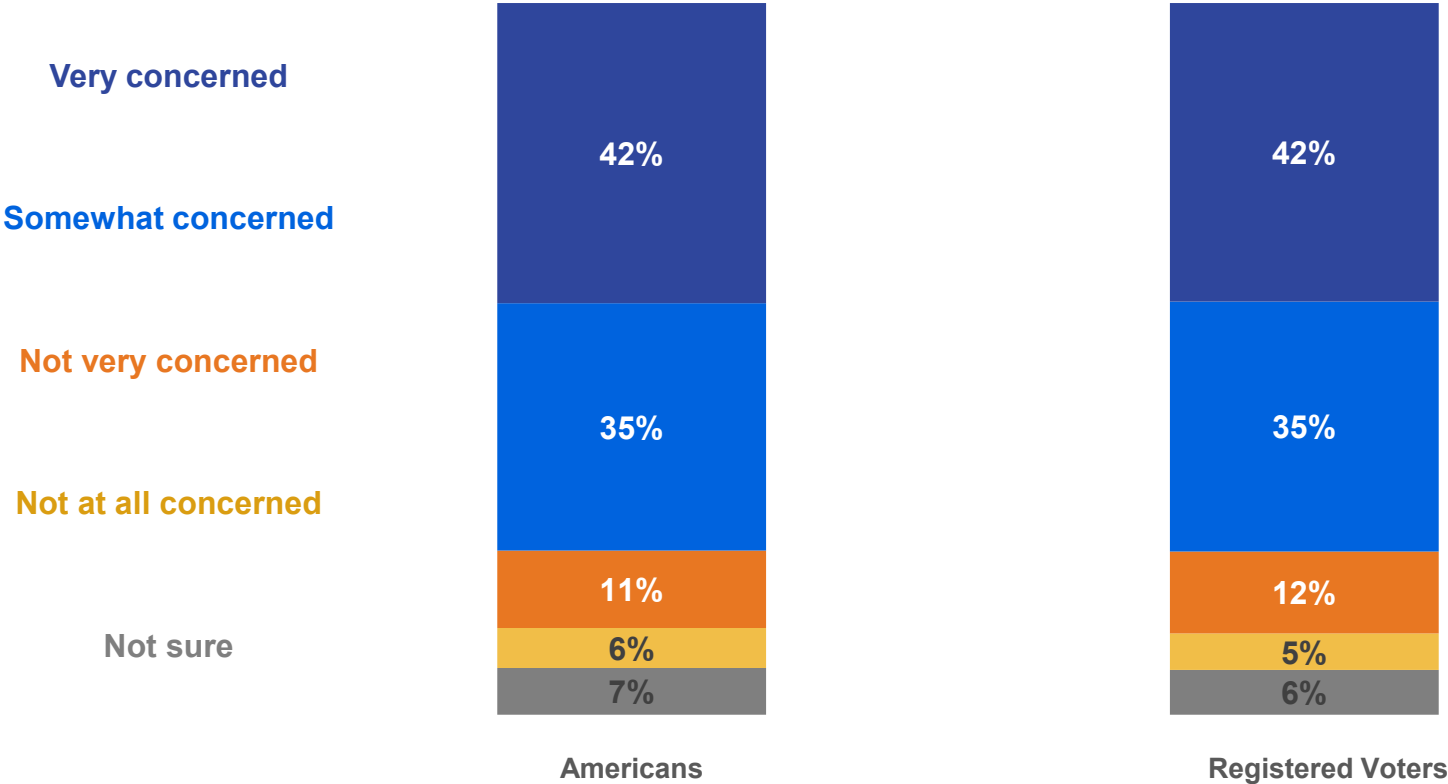
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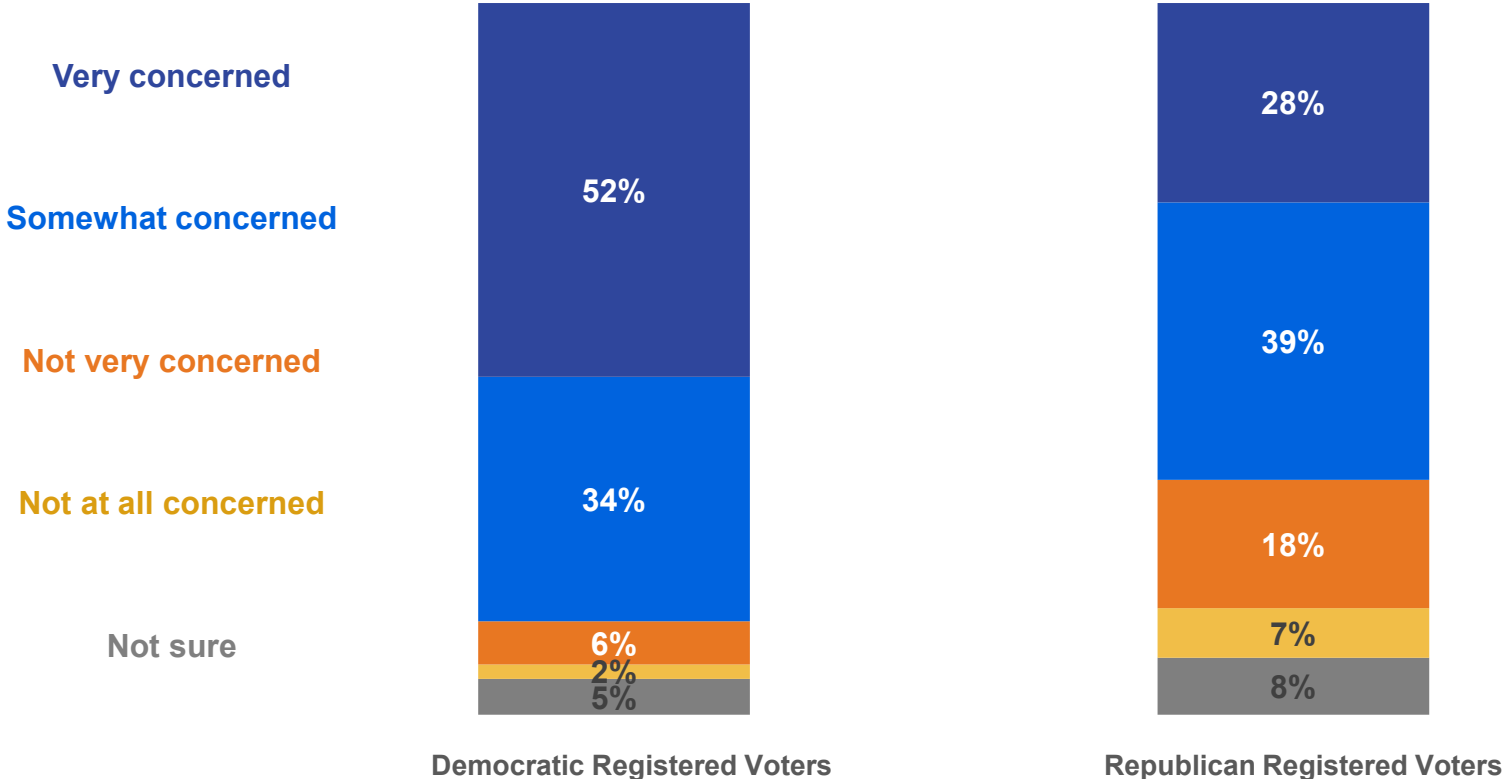
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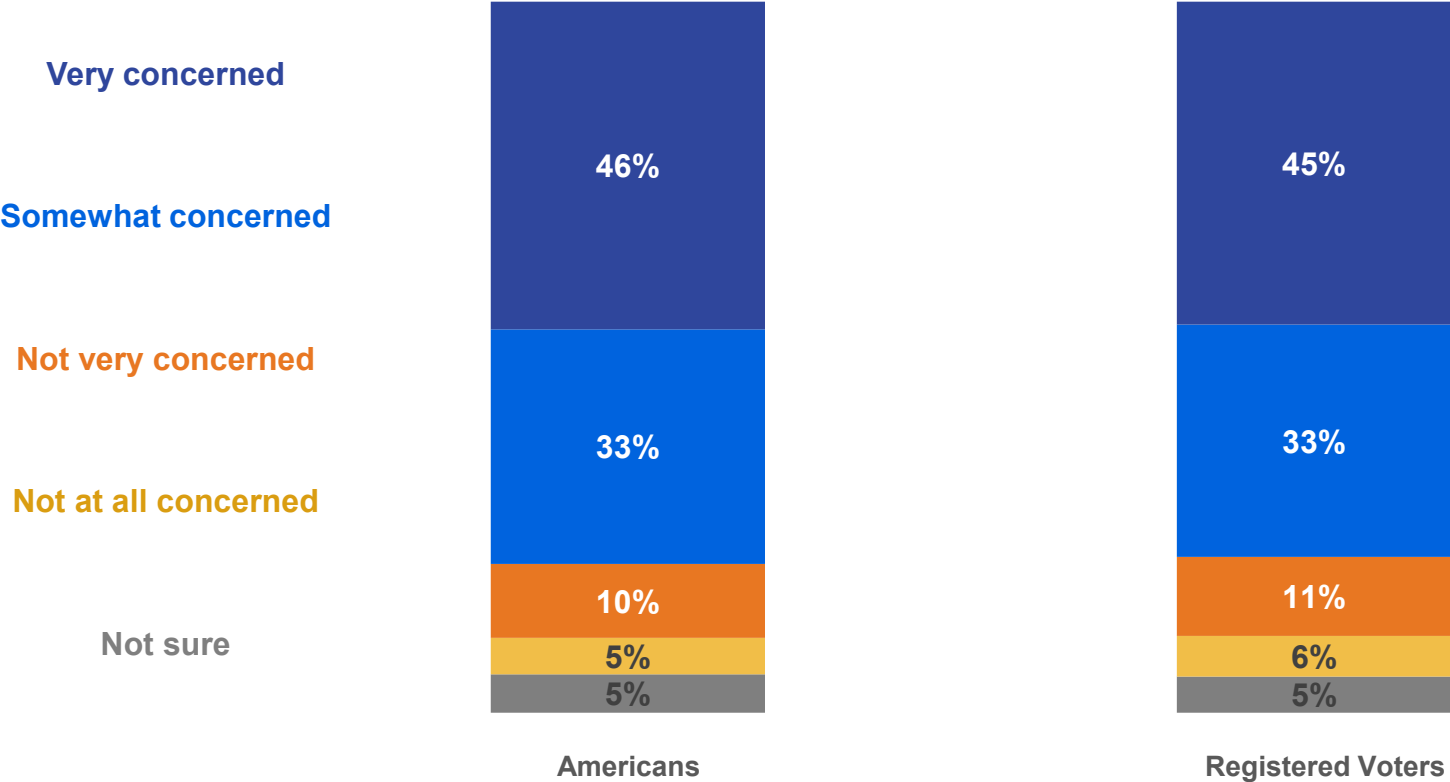
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Plastic is a significant contributor to climate change. In fact, if plastic were a country, it would be the fifth largest emitter of greenhouse gases.



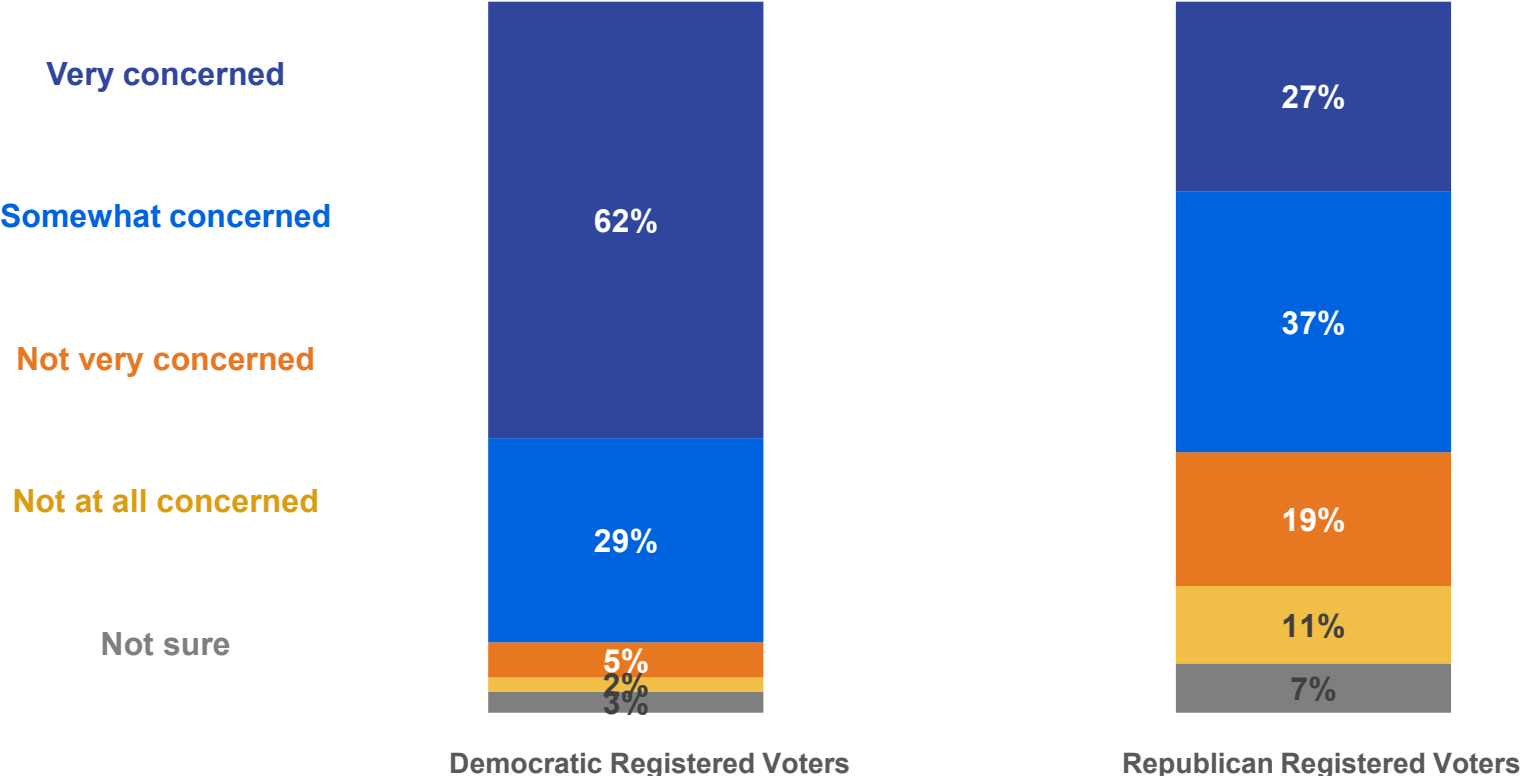
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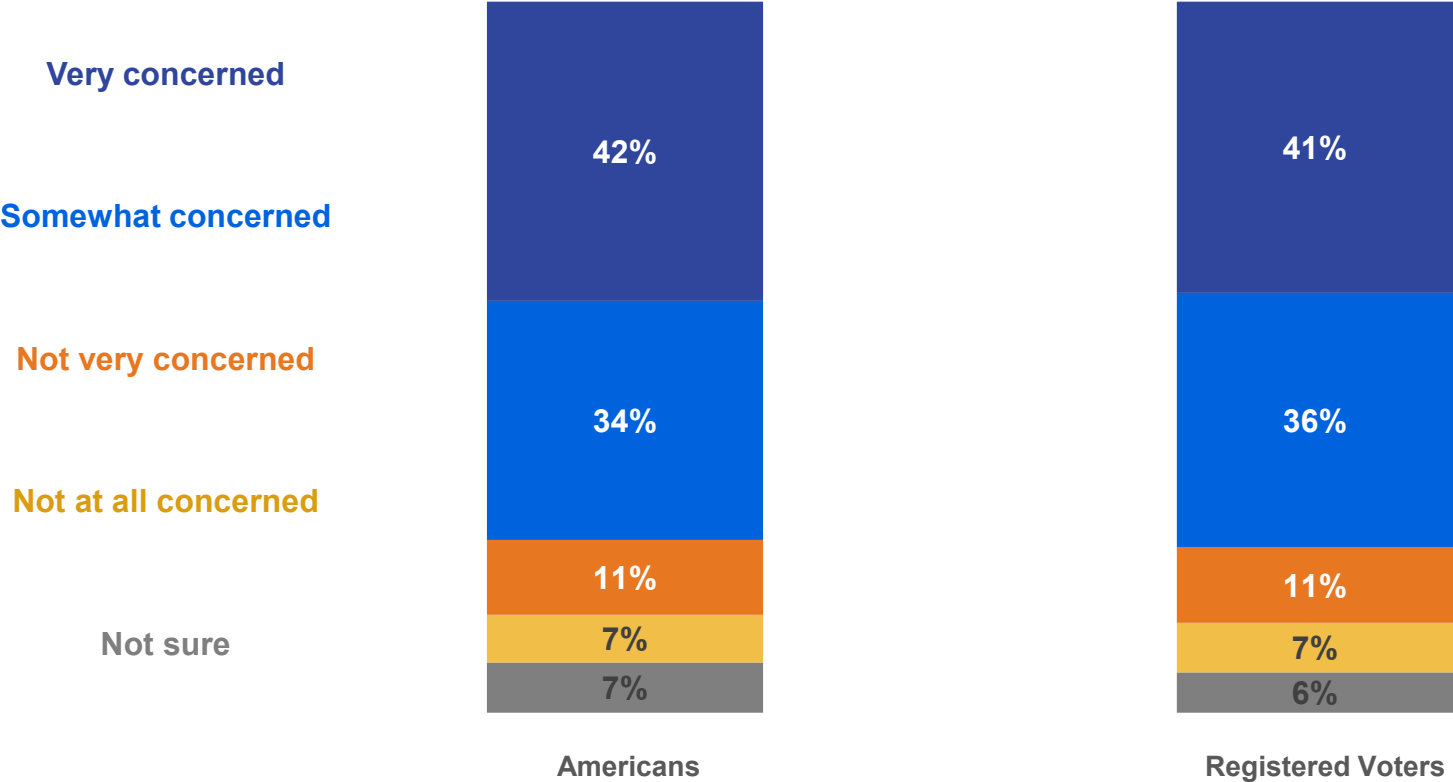
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Concern over Plastic Pollution

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Plastic production disproportionately affects communities of color and low-income communities by polluting the air, water, and soil.



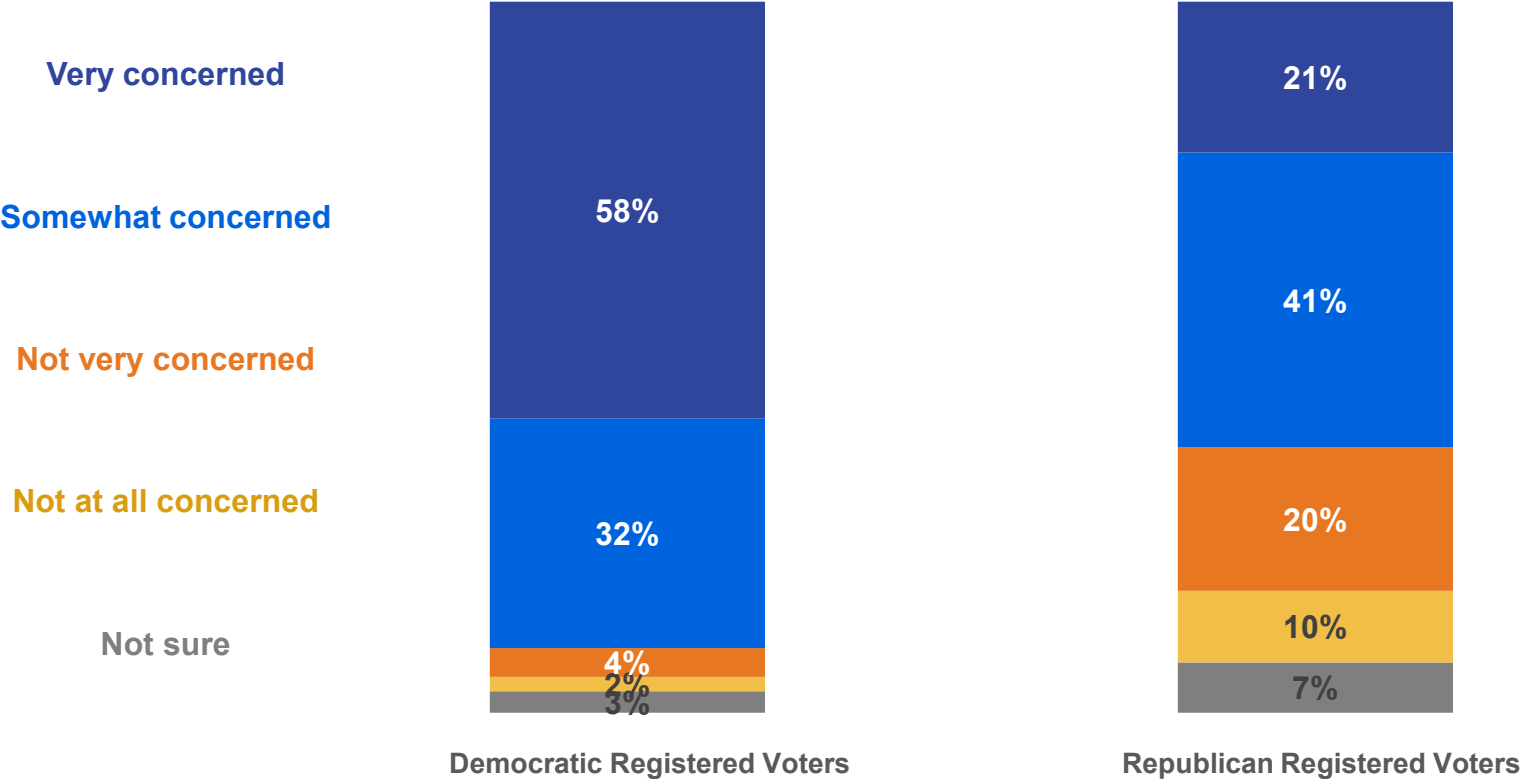
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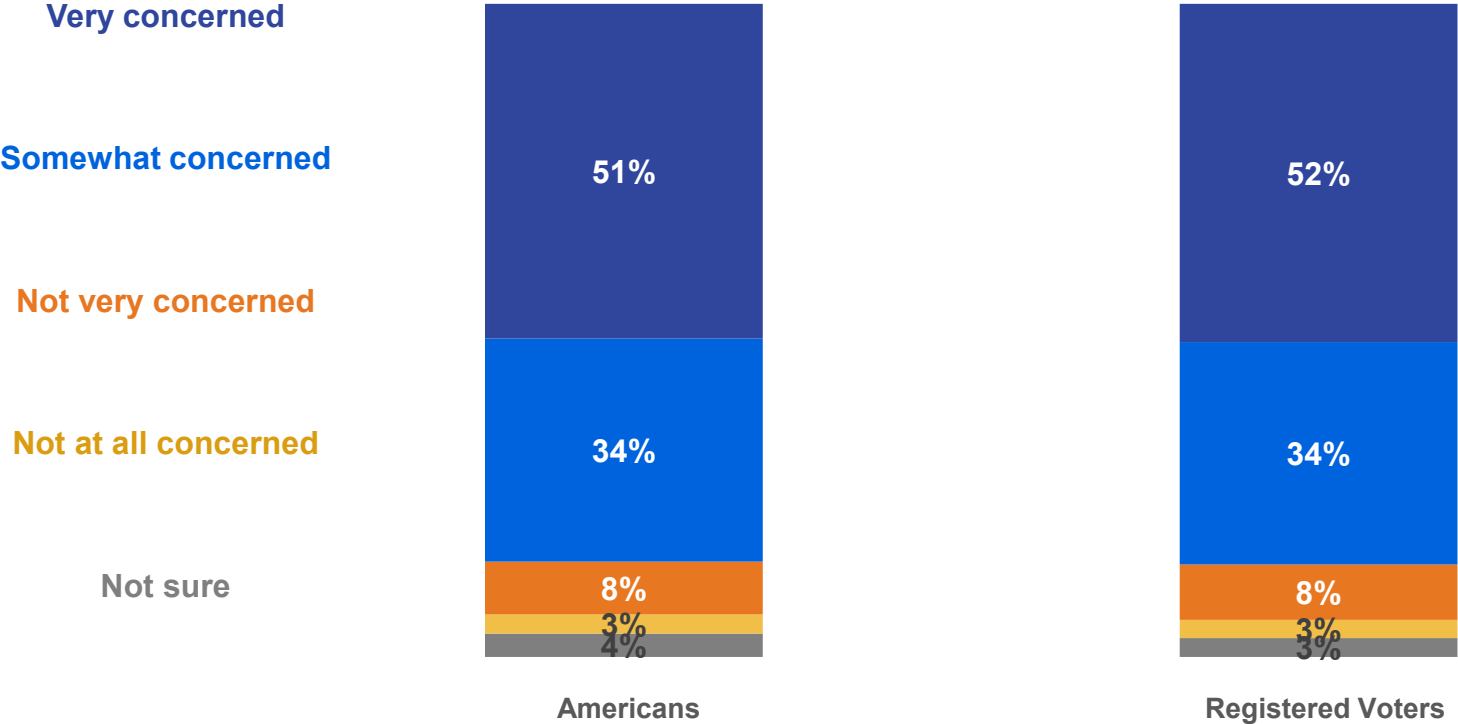
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Concern over Single-Use Plastics

Single-use plastics like beverage bottles, grocery bags, and takeout food containers are made from a material designed to last forever but are often used only once before polluting the Earth for years to come. Single-use plastic products are also the most common waste items picked up in beach cleanups worldwide.

How concerned are you about single-use plastic products?



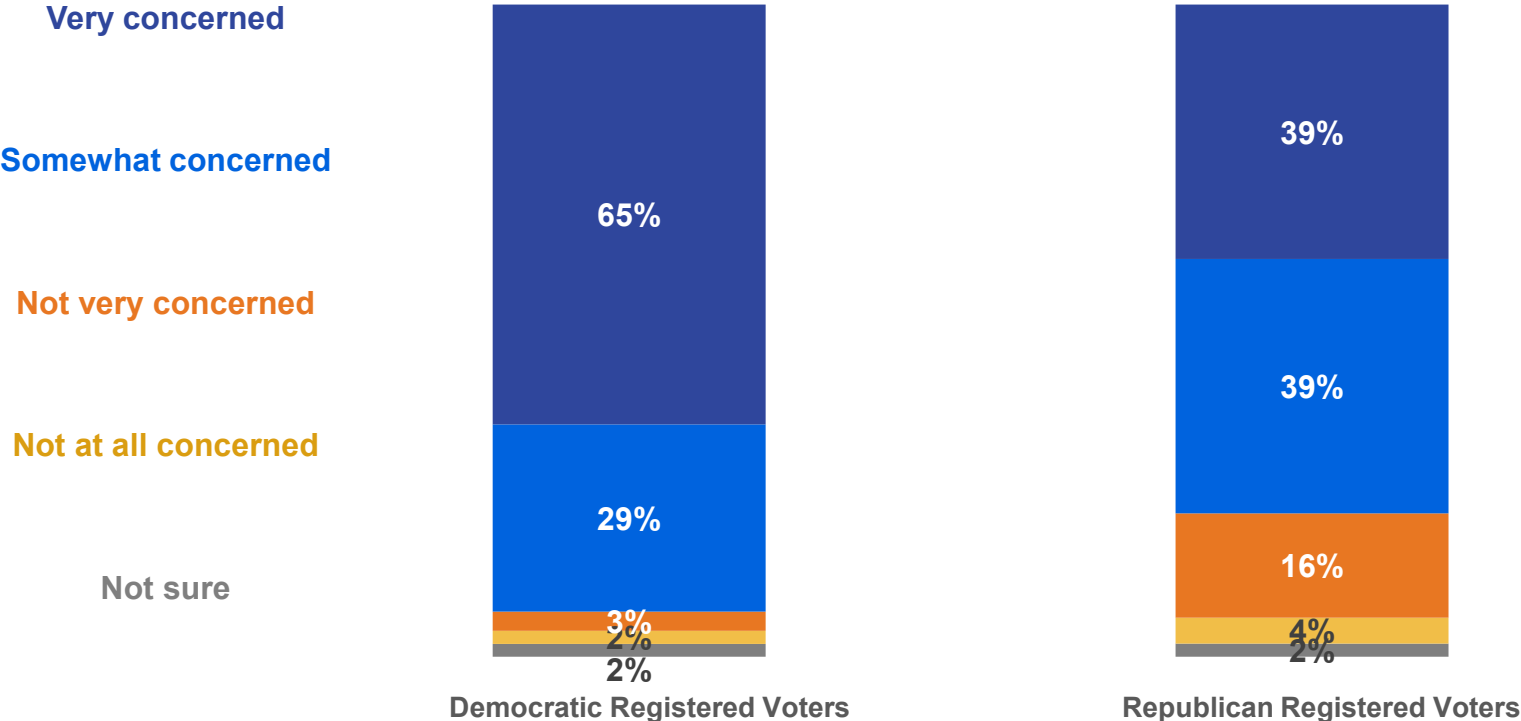
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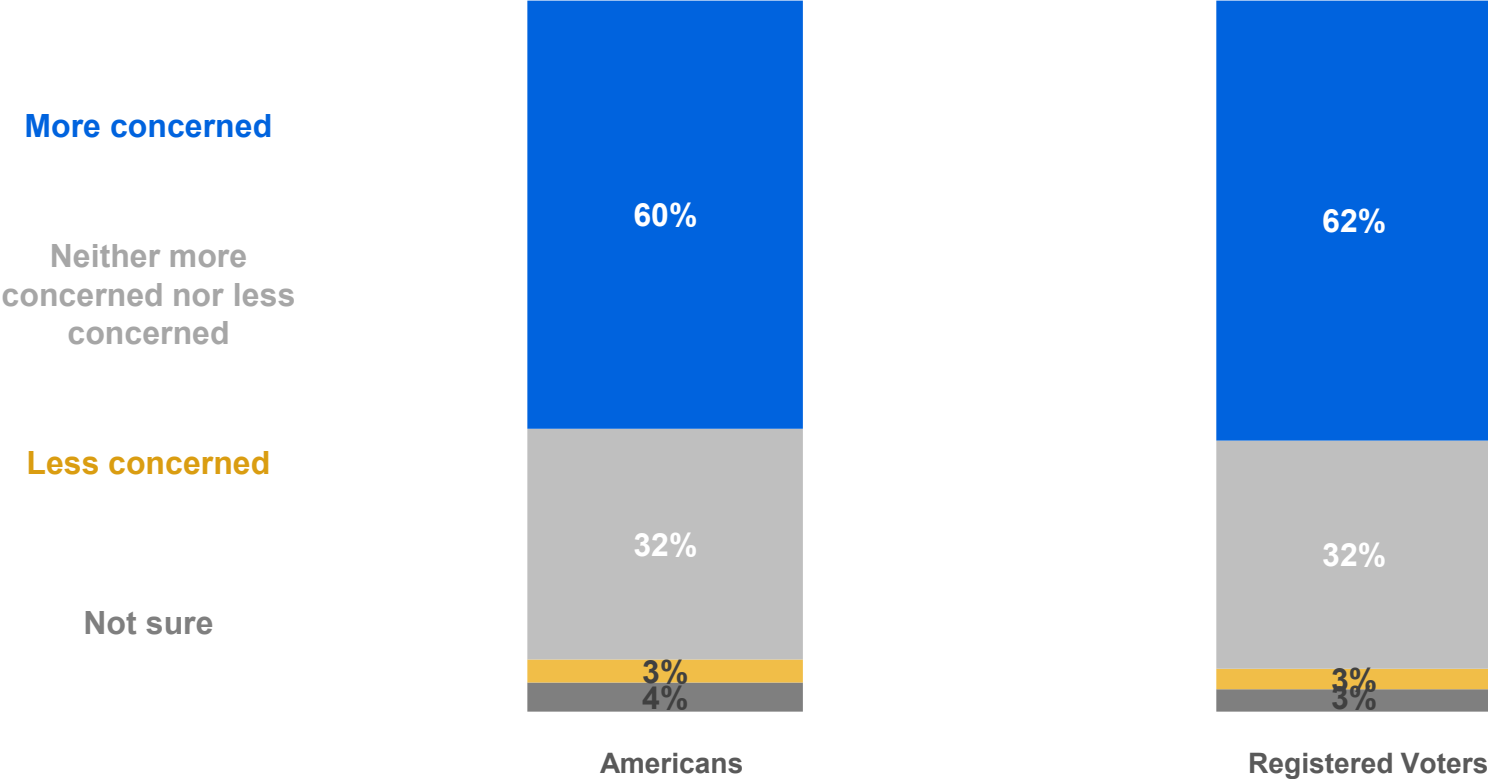
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Recycling Facts' Impact on Single-Use Plastic Concern

Even though many of us are putting plastic in recycling bins, less than 9% of the United States' plastic waste is recycled. The rest is landfilled, exported, incinerated, or discarded into the environment.

Knowing this, are you more or less concerned about single-use plastic products?



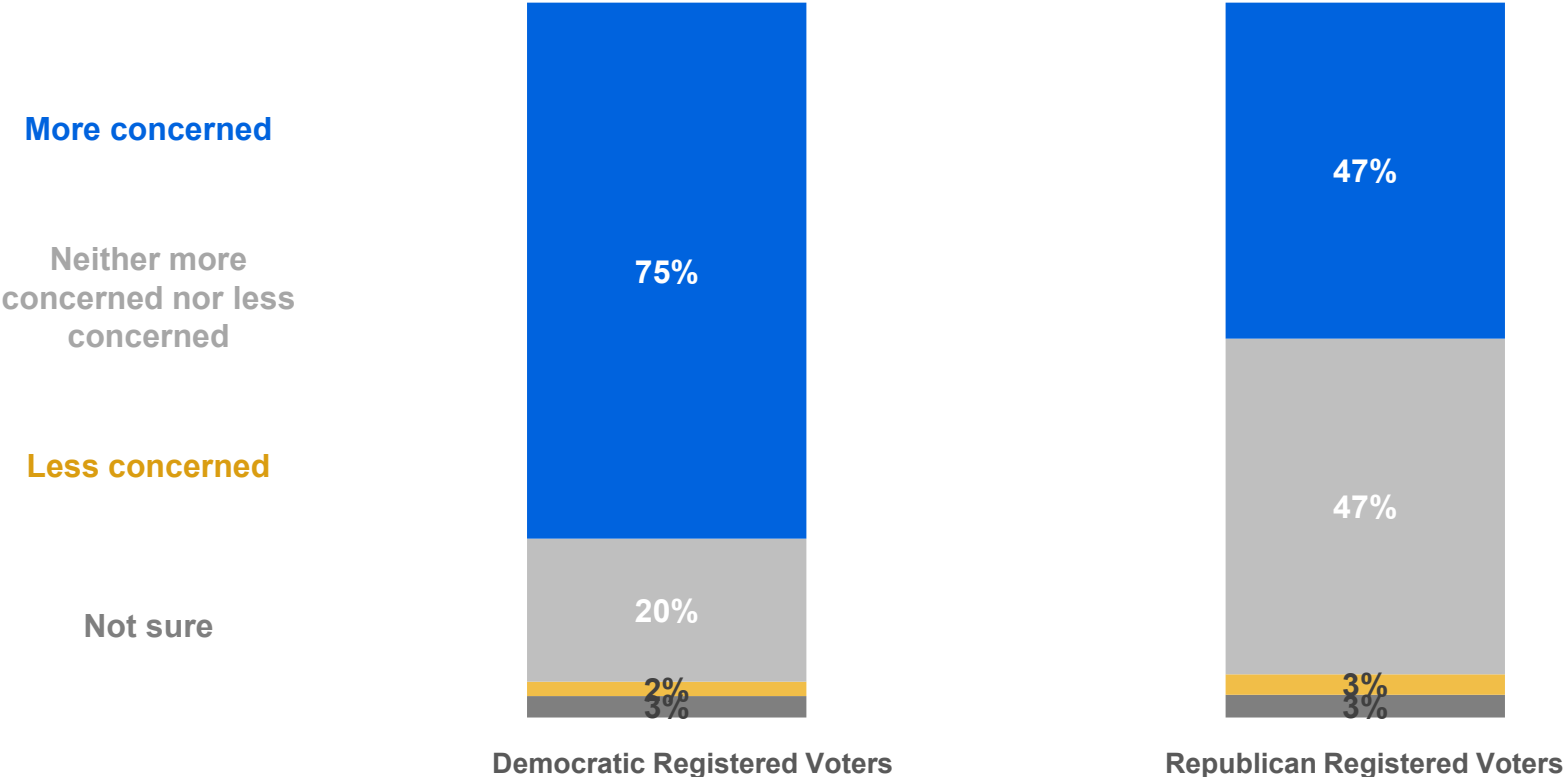
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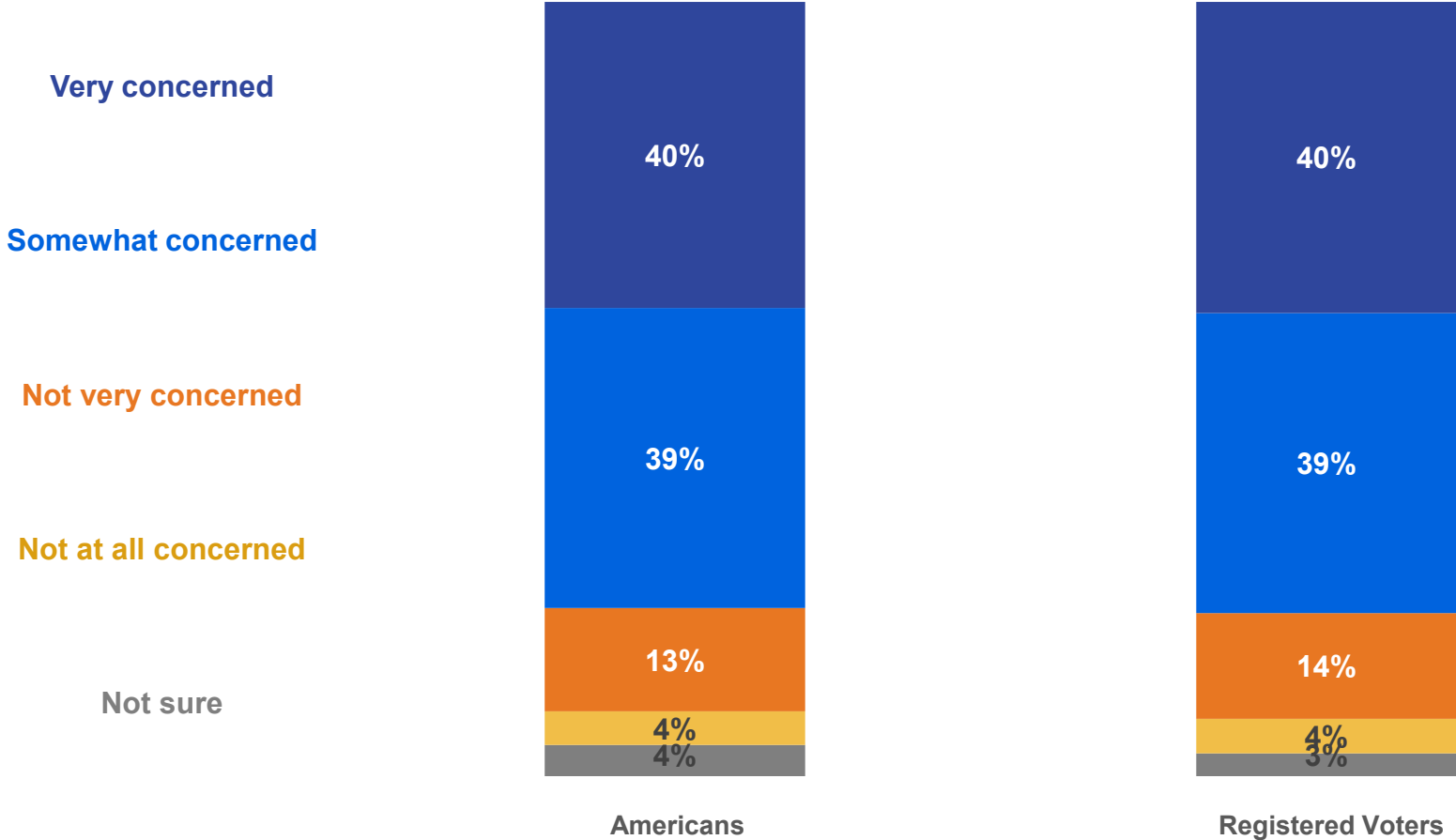
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Concern over Plastic used in Food Delivery and Takeout

How concerned are you, if at all, with the amount of plastic items used in food delivery and takeout?

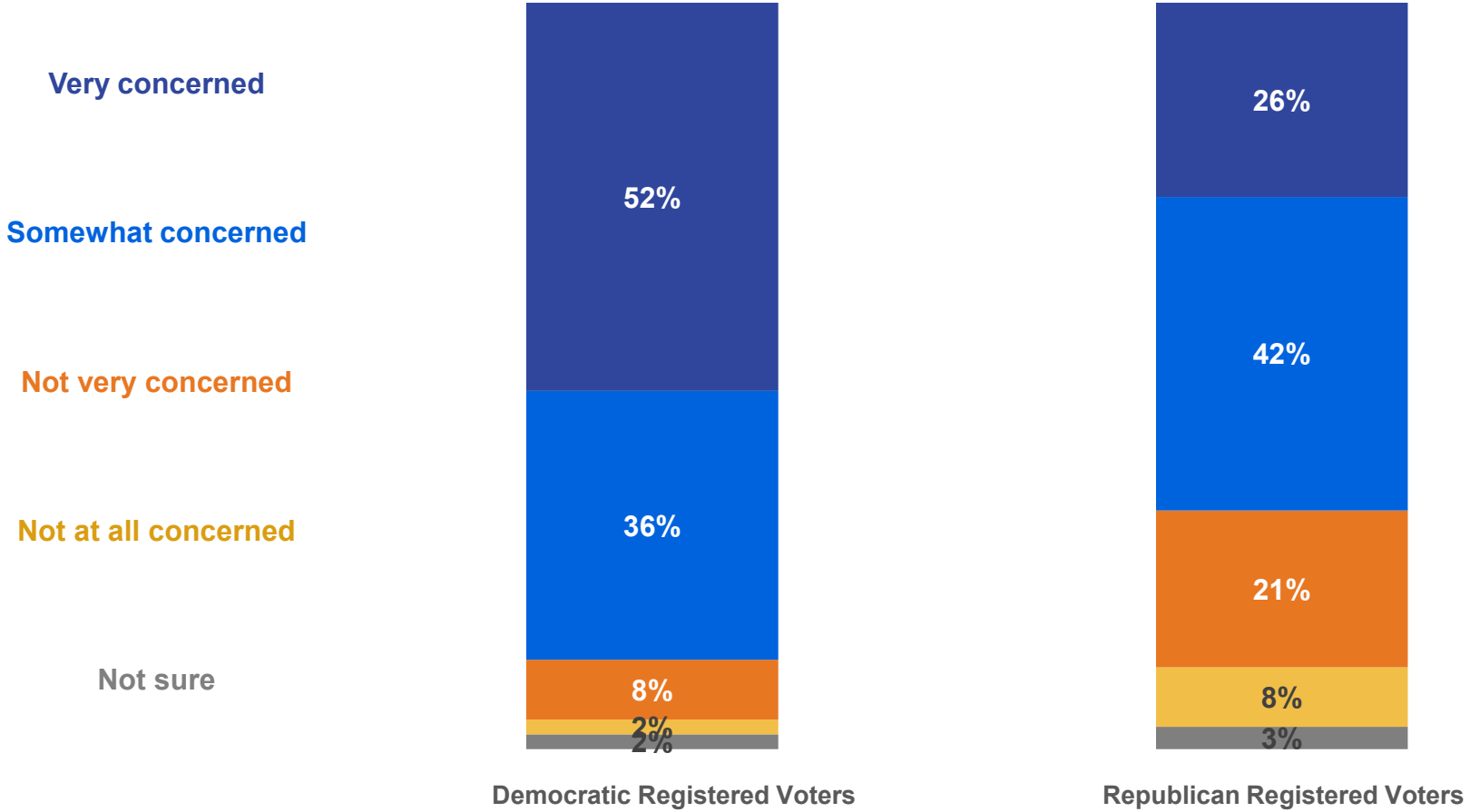


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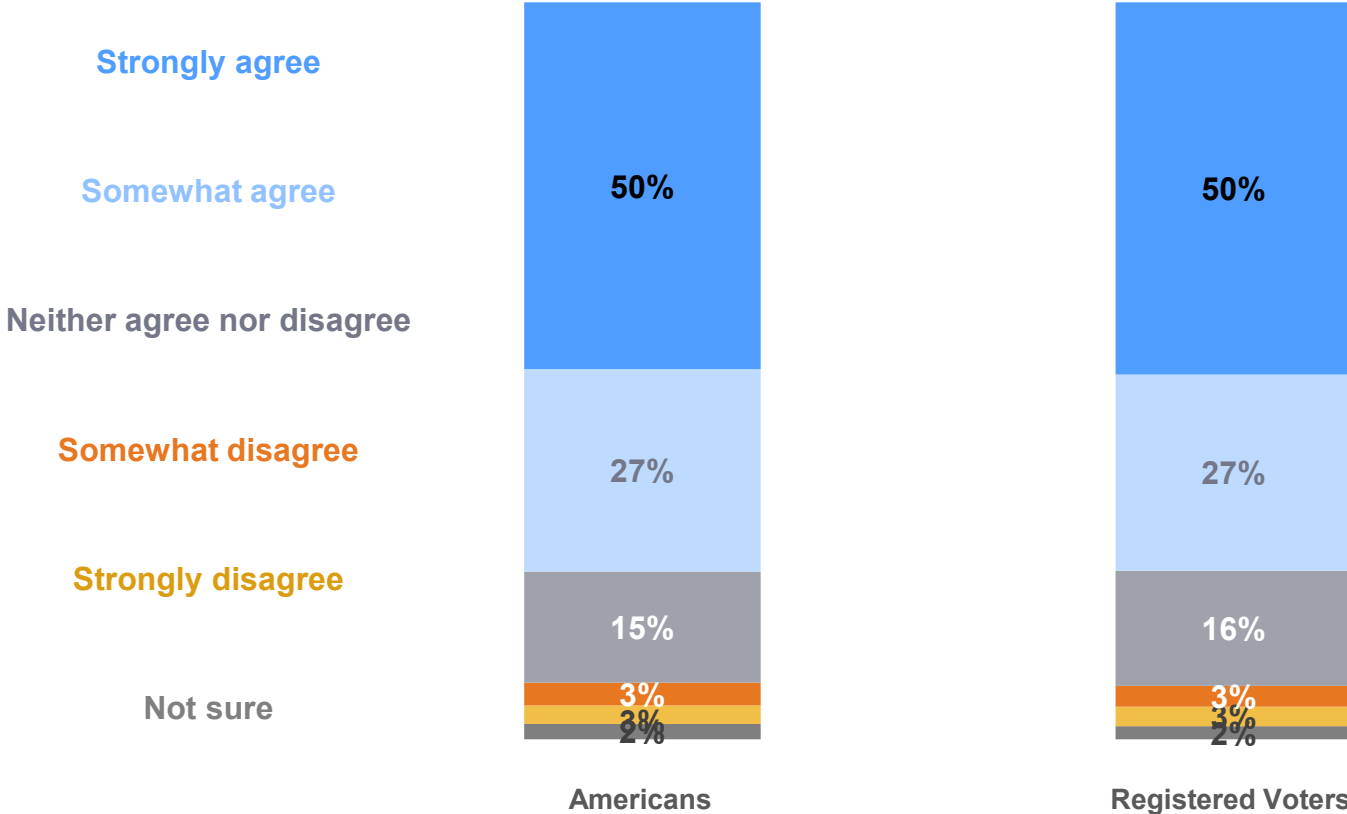


Plastic Usage Perceptions

Perceptions of Plastic Usage and Pollution

How much do you agree or disagree with each of the following statements?

Companies need to stop producing and using so much single-use plastic.



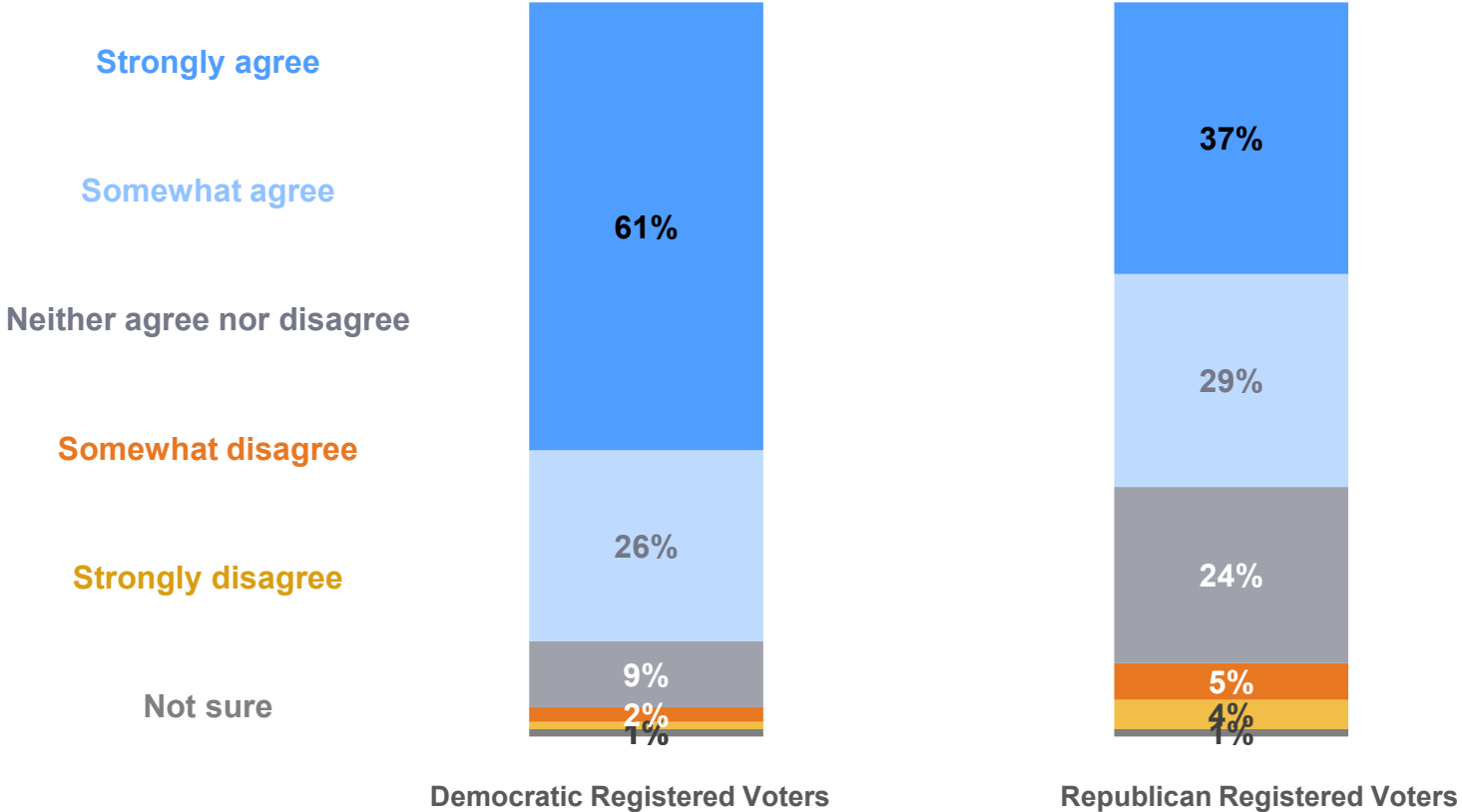
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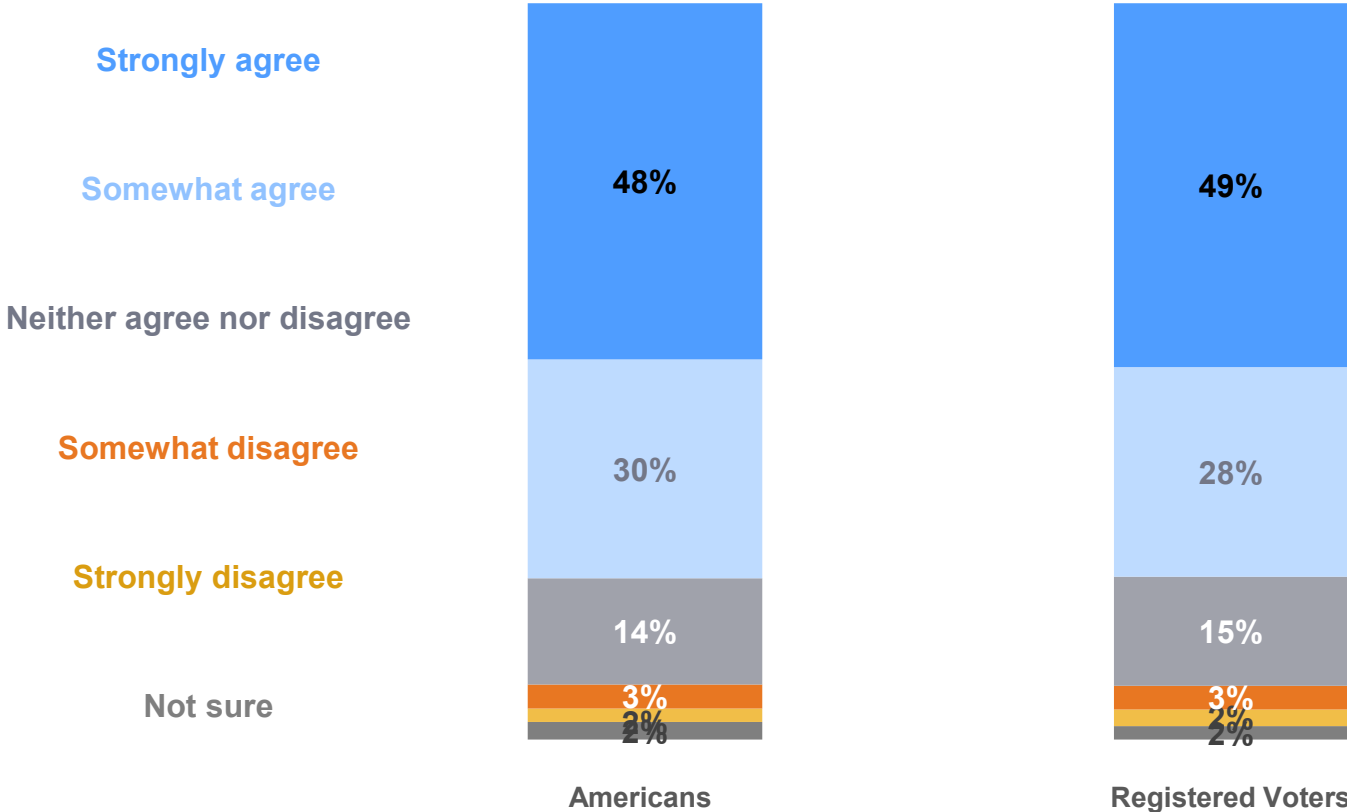
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How much do you agree or disagree with each of the following statements?

Companies should offer me plastic-free options.



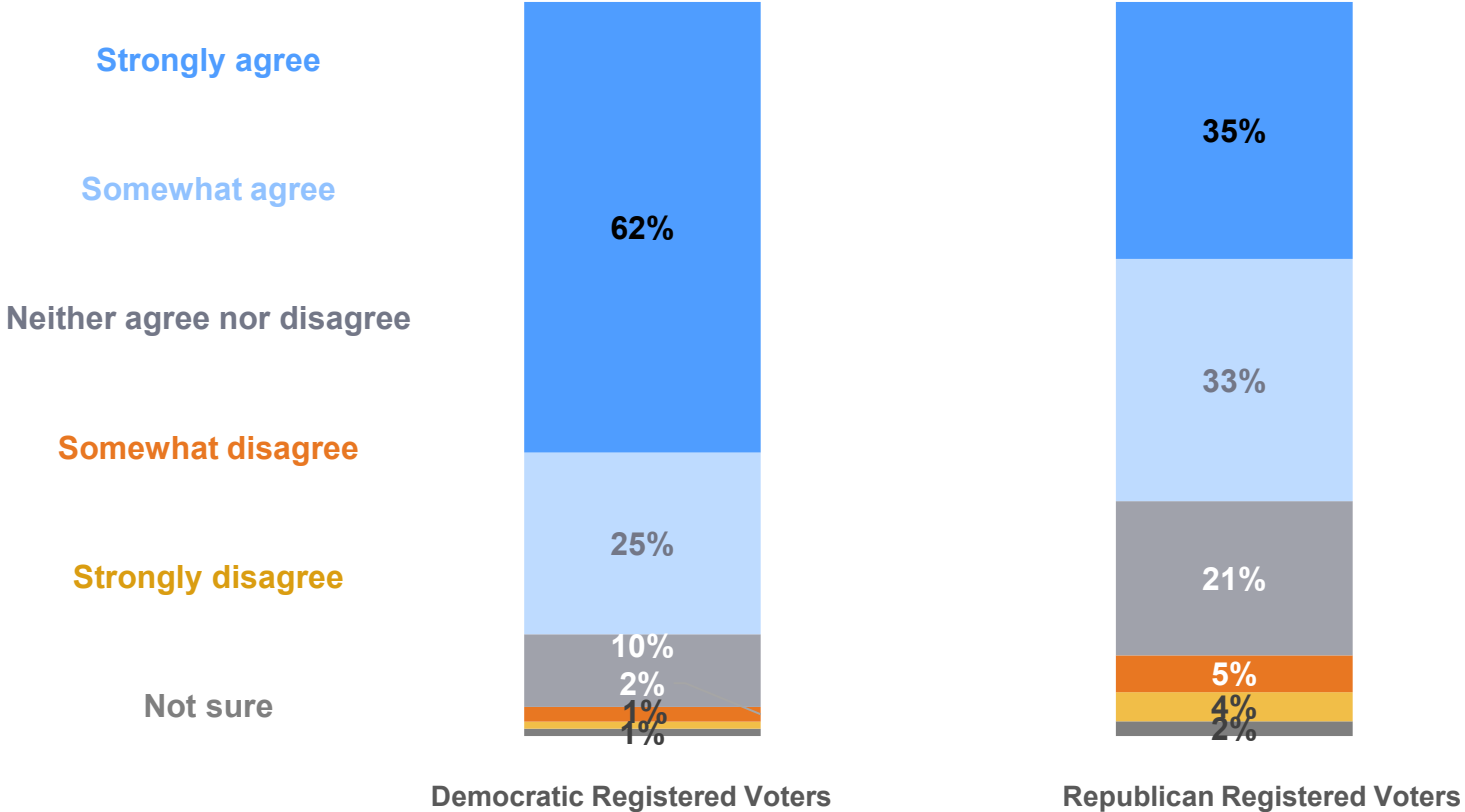
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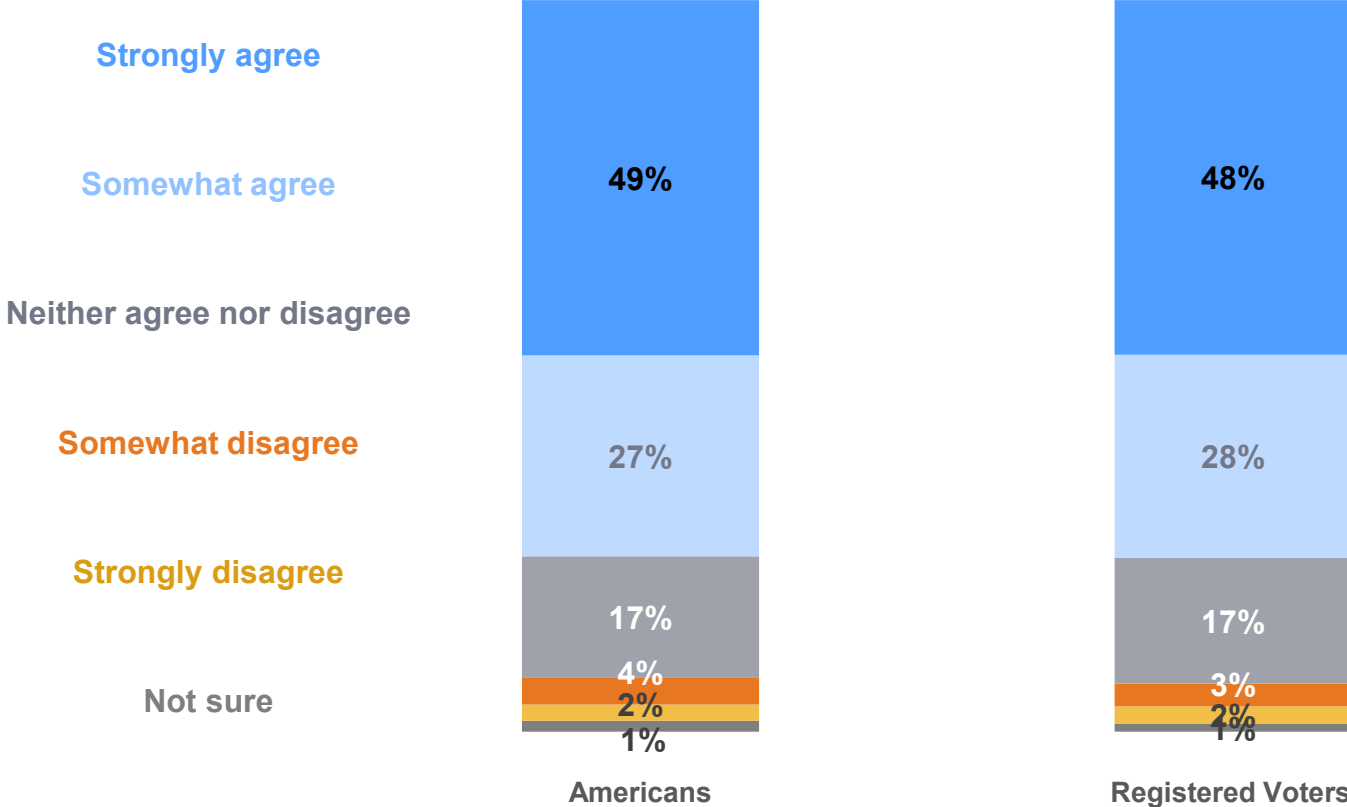
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Perceptions of Plastic Usage and Pollution

How much do you agree or disagree with each of the following statements?

I want to know that the products I purchase aren't harming ocean animals.



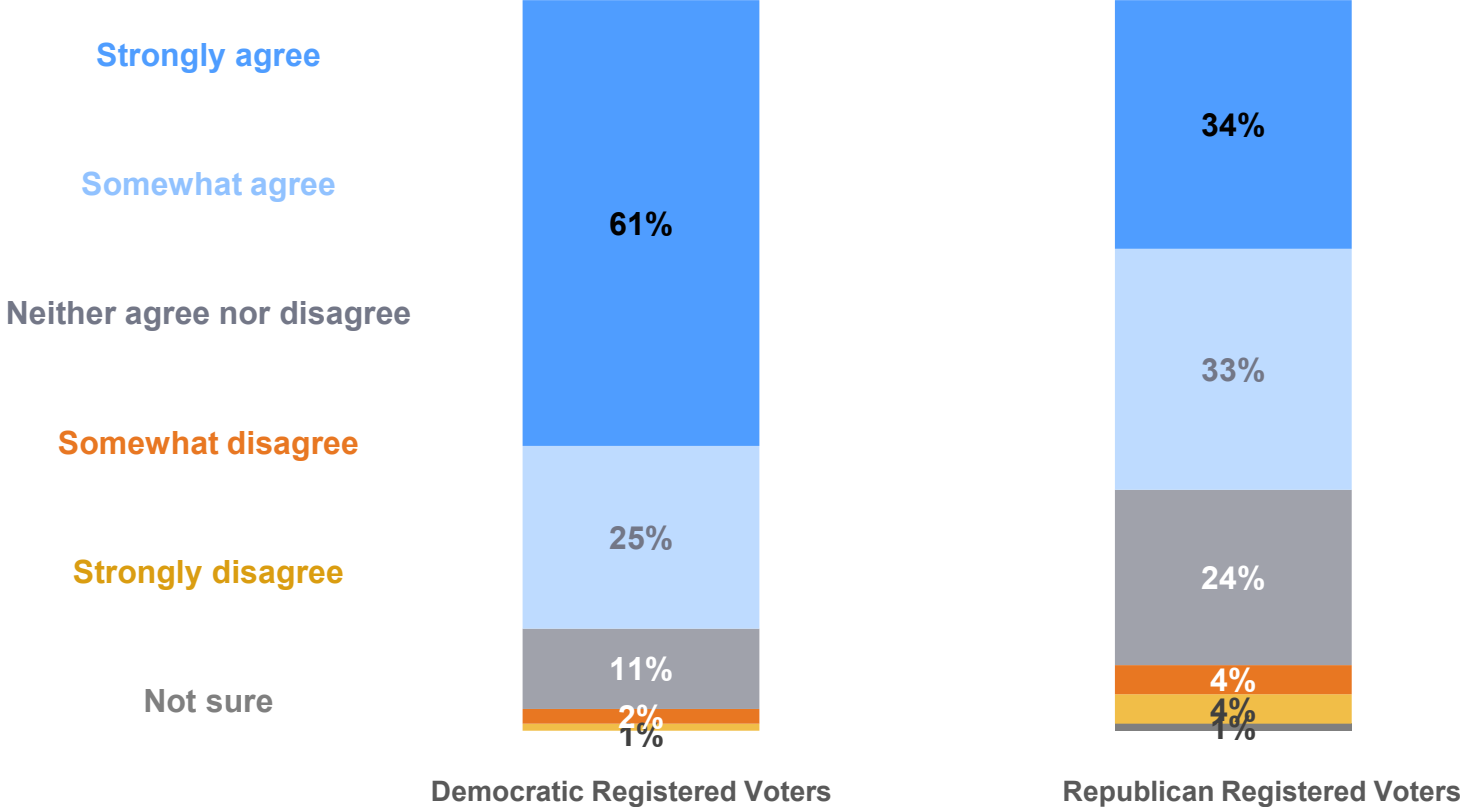
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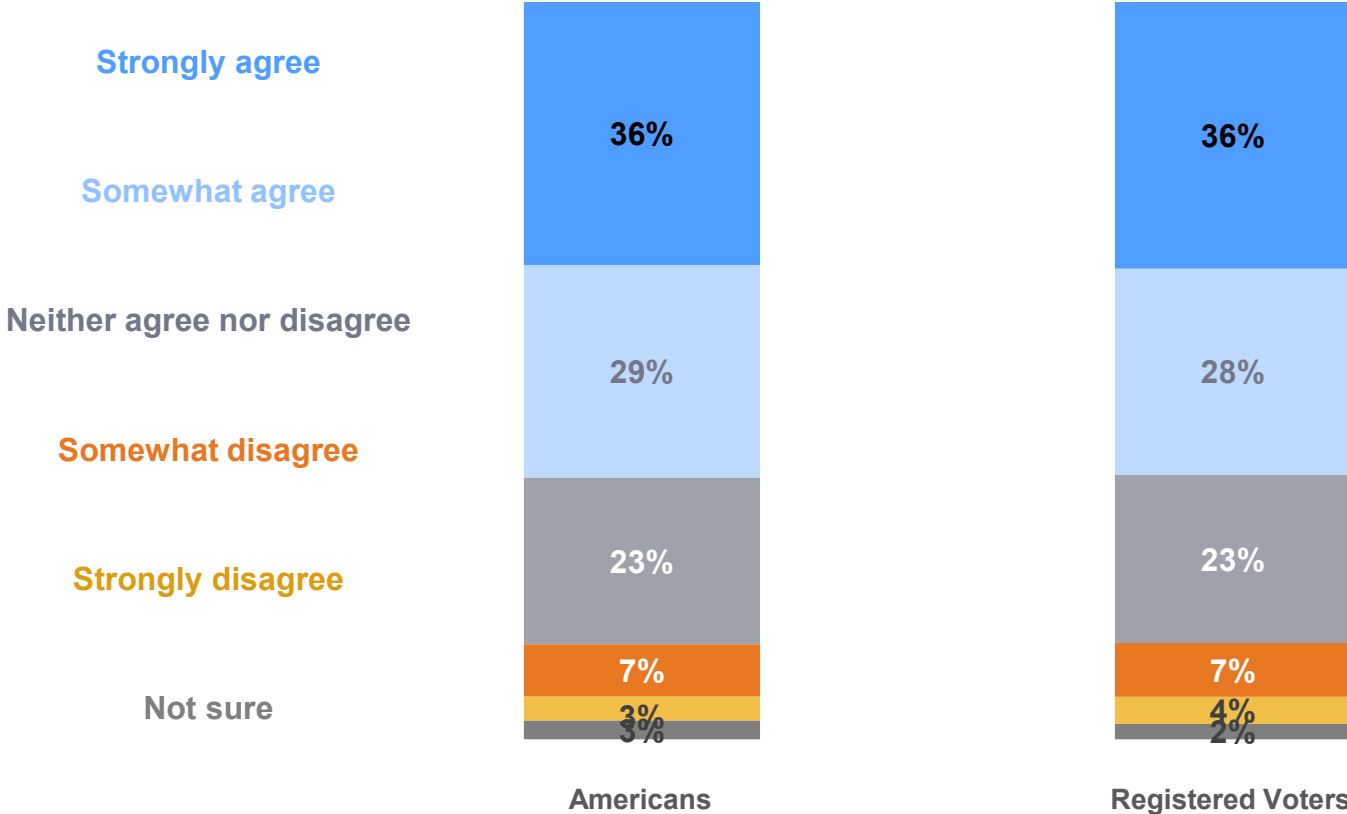
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Perceptions of Plastic Usage and Pollution

How much do you agree or disagree with each of the following statements?

I am frustrated with how difficult it is to avoid single-use plastic.



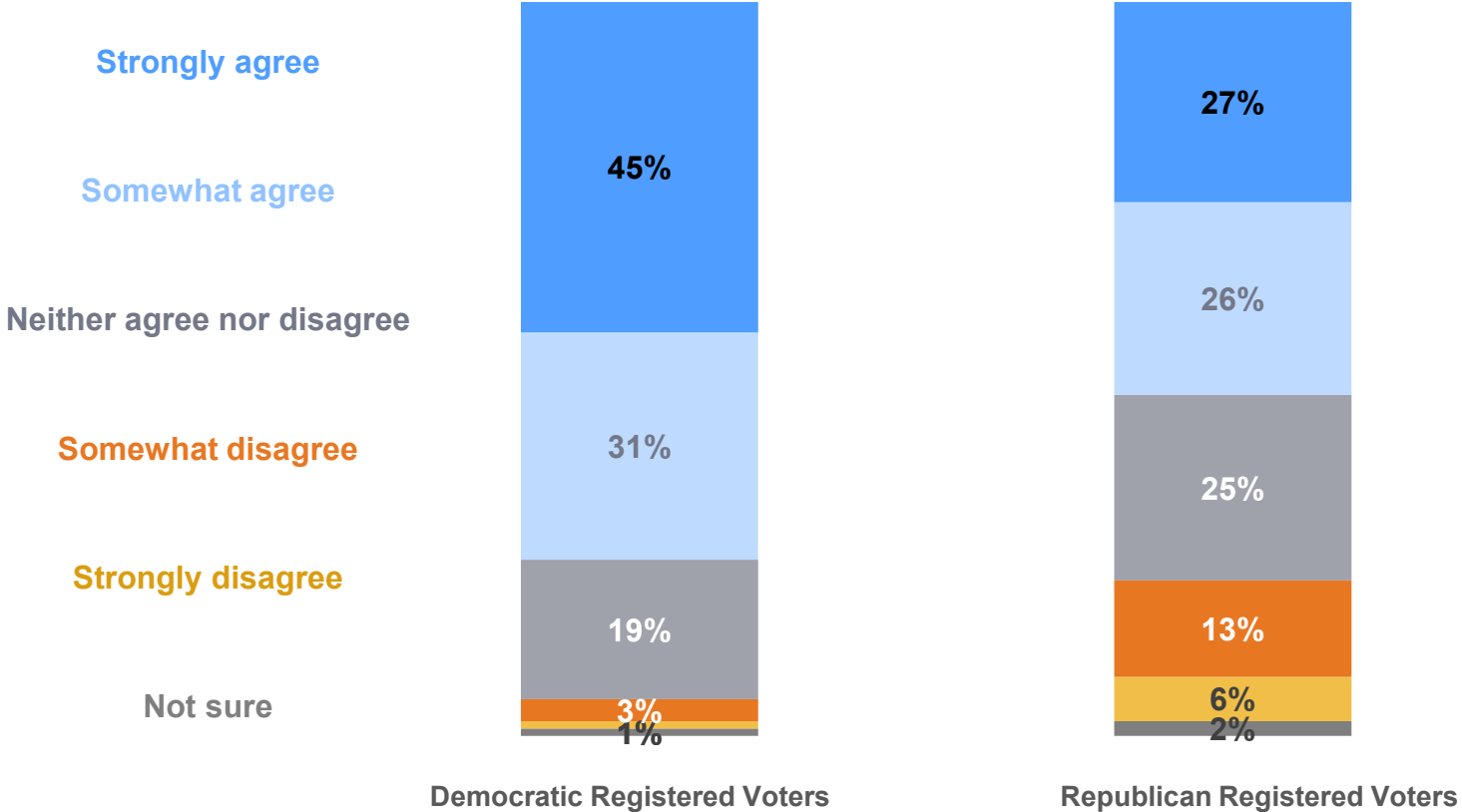
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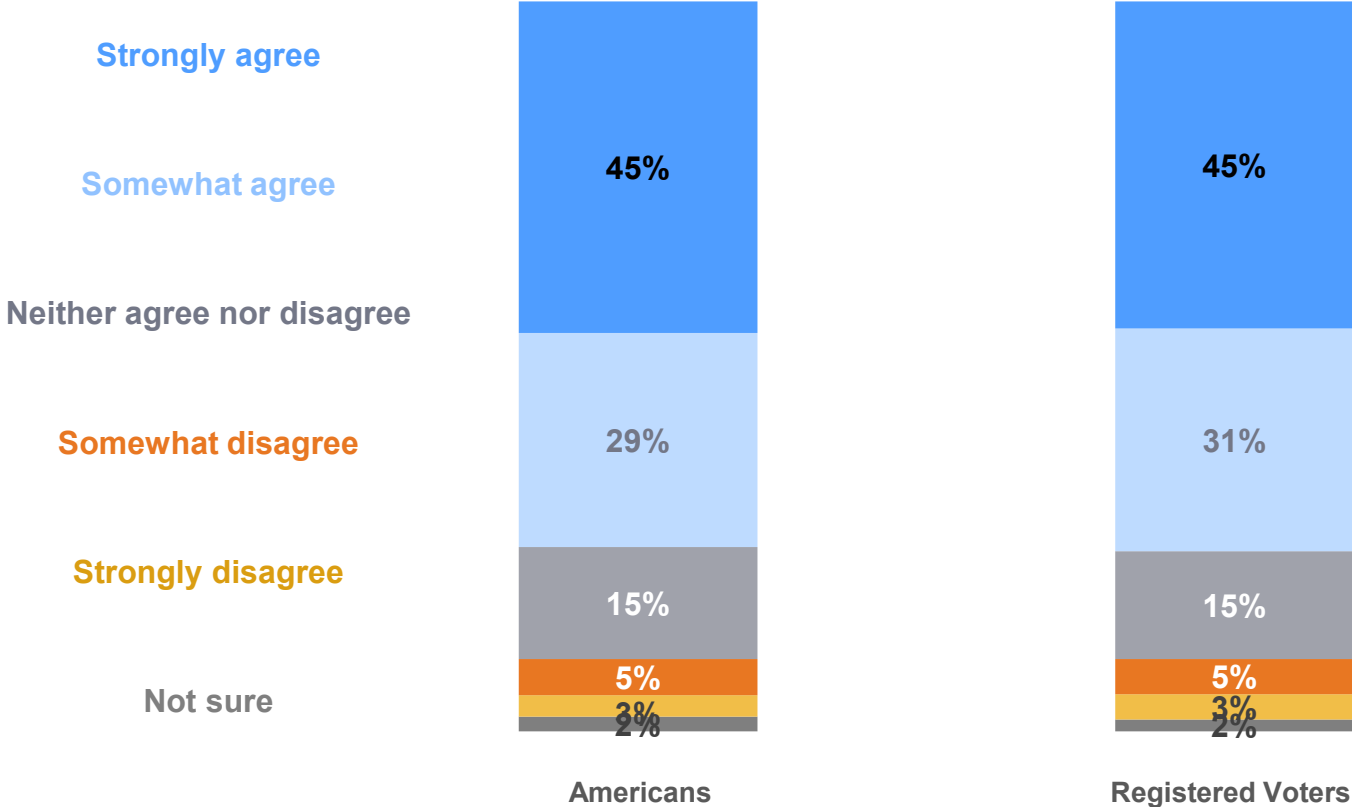
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Perceptions of Plastic Usage and Pollution

How much do you agree or disagree with each of the following statements?

I want my elected officials to support policies that reduce plastic pollution.



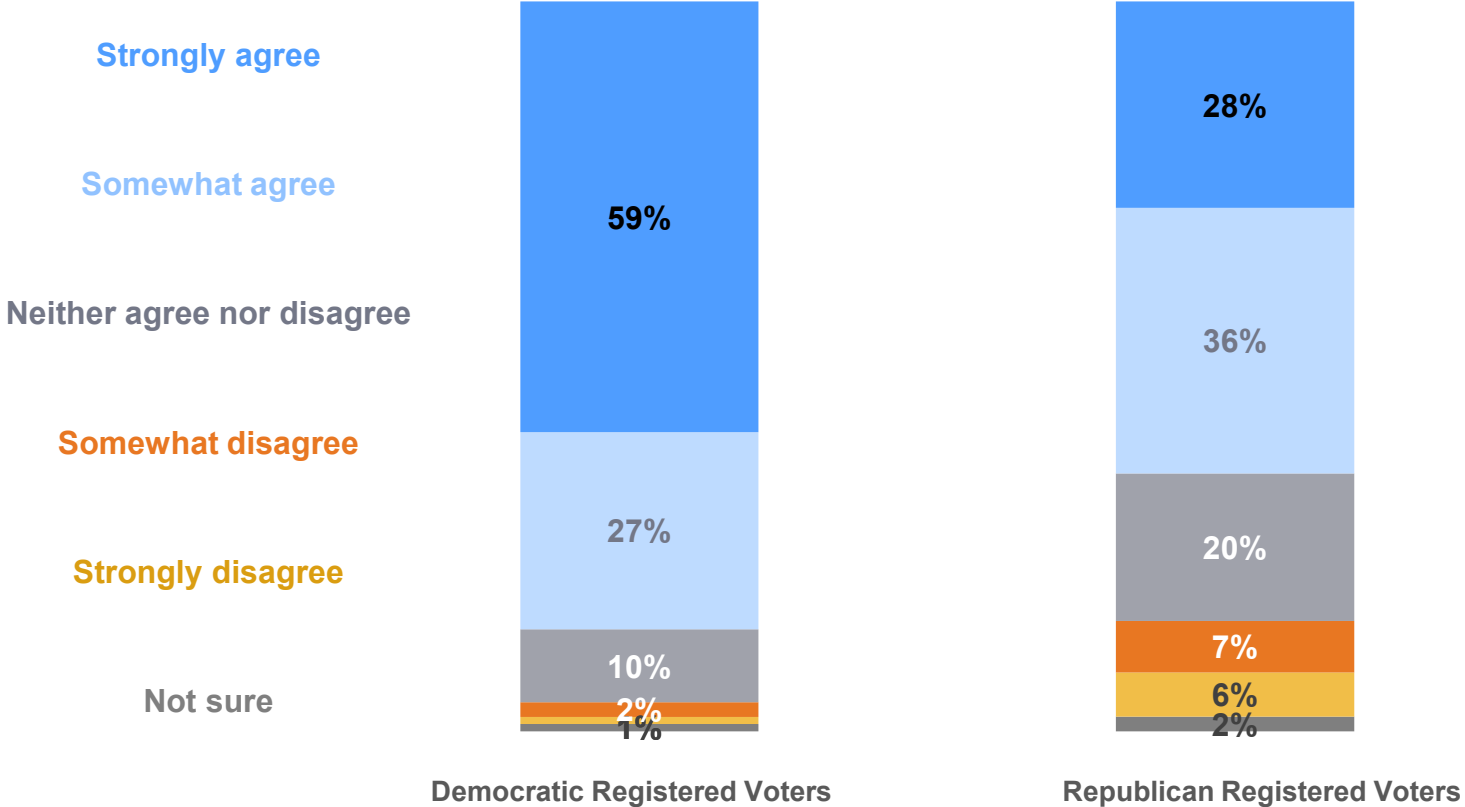
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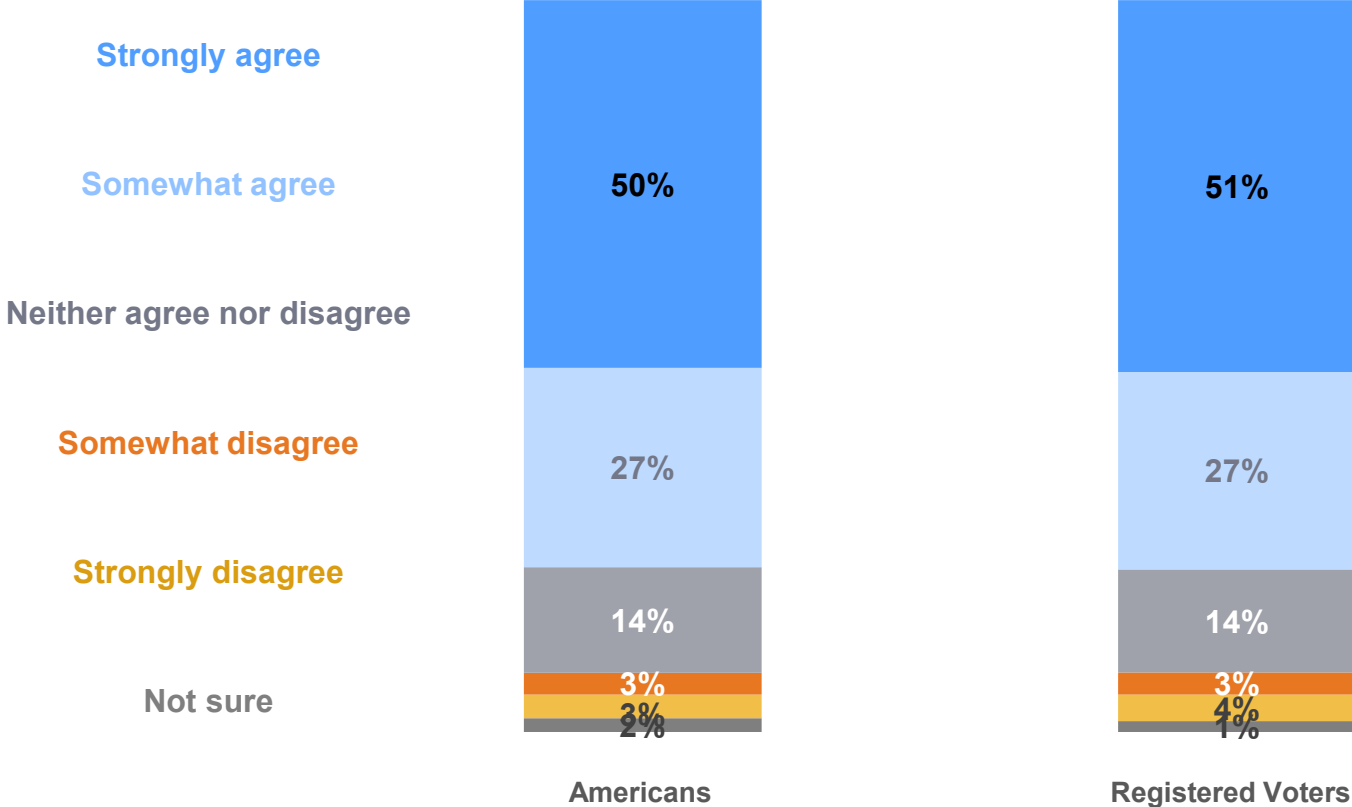
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Perceptions of Plastic Usage and Pollution

How much do you agree or disagree with each of the following statements?

The United States has a responsibility to reduce its contribution to the global plastic pollution problem.



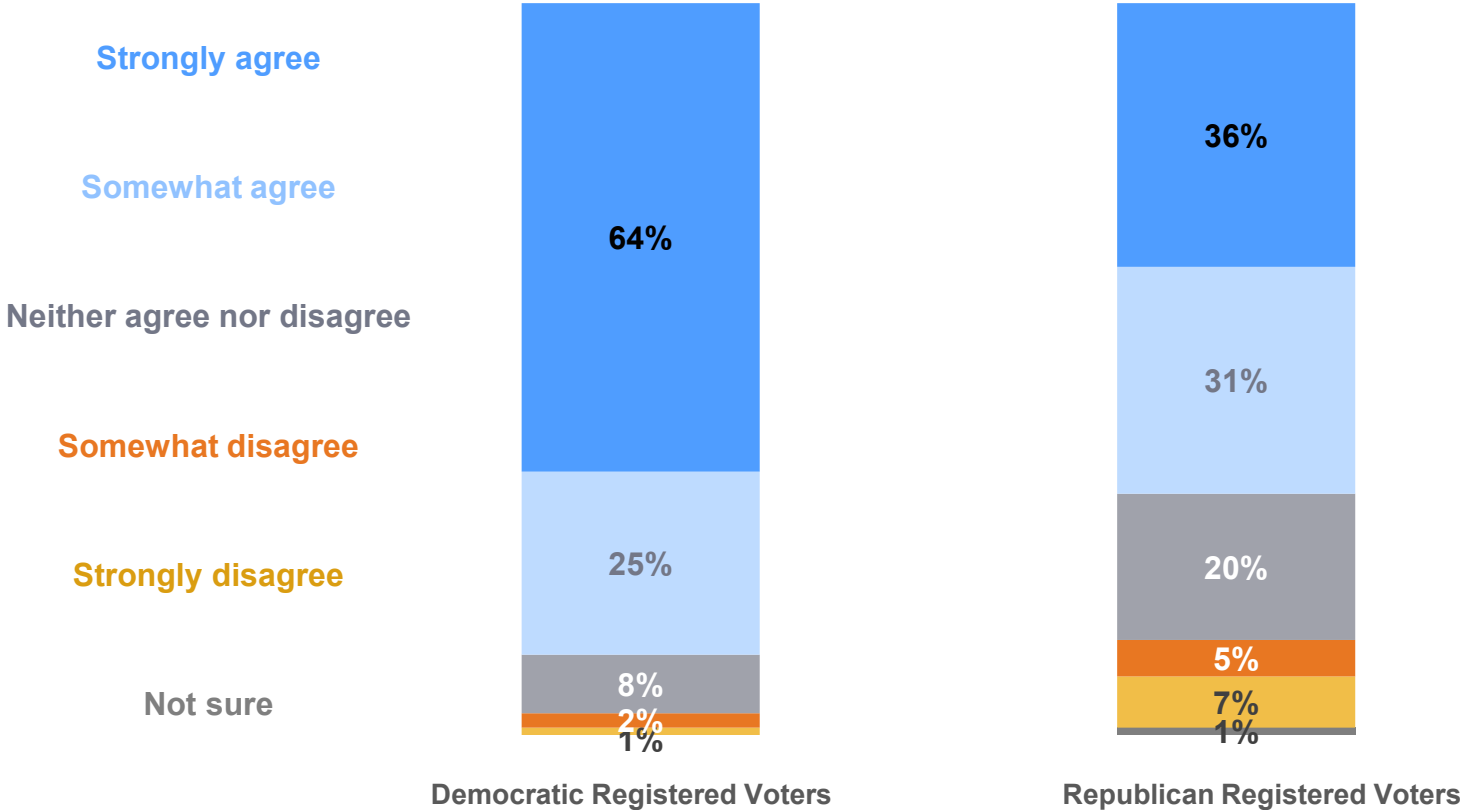
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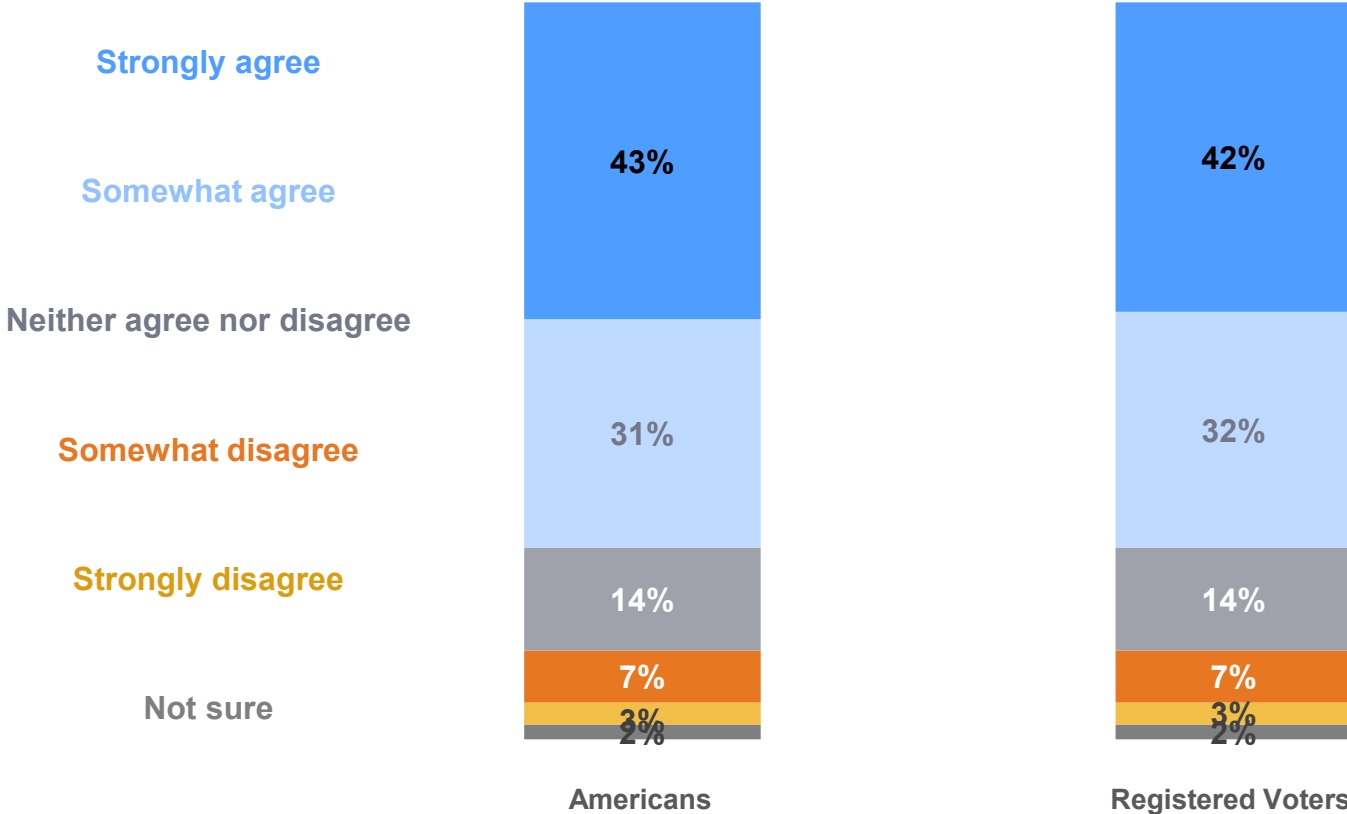
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Perceptions of Plastic Usage and Pollution

How much do you agree or disagree with each of the following statements?

I am very concerned with plastic pollution



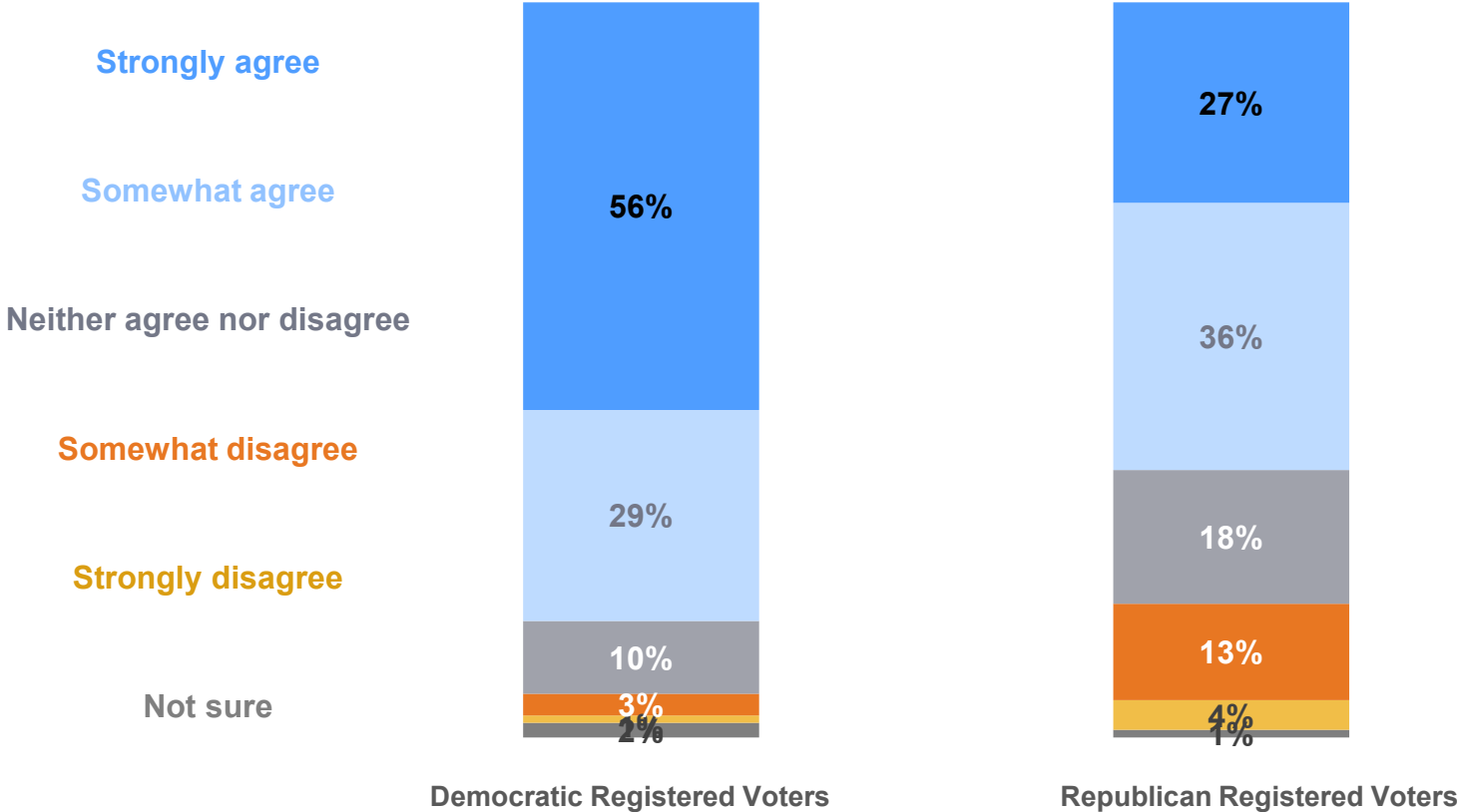
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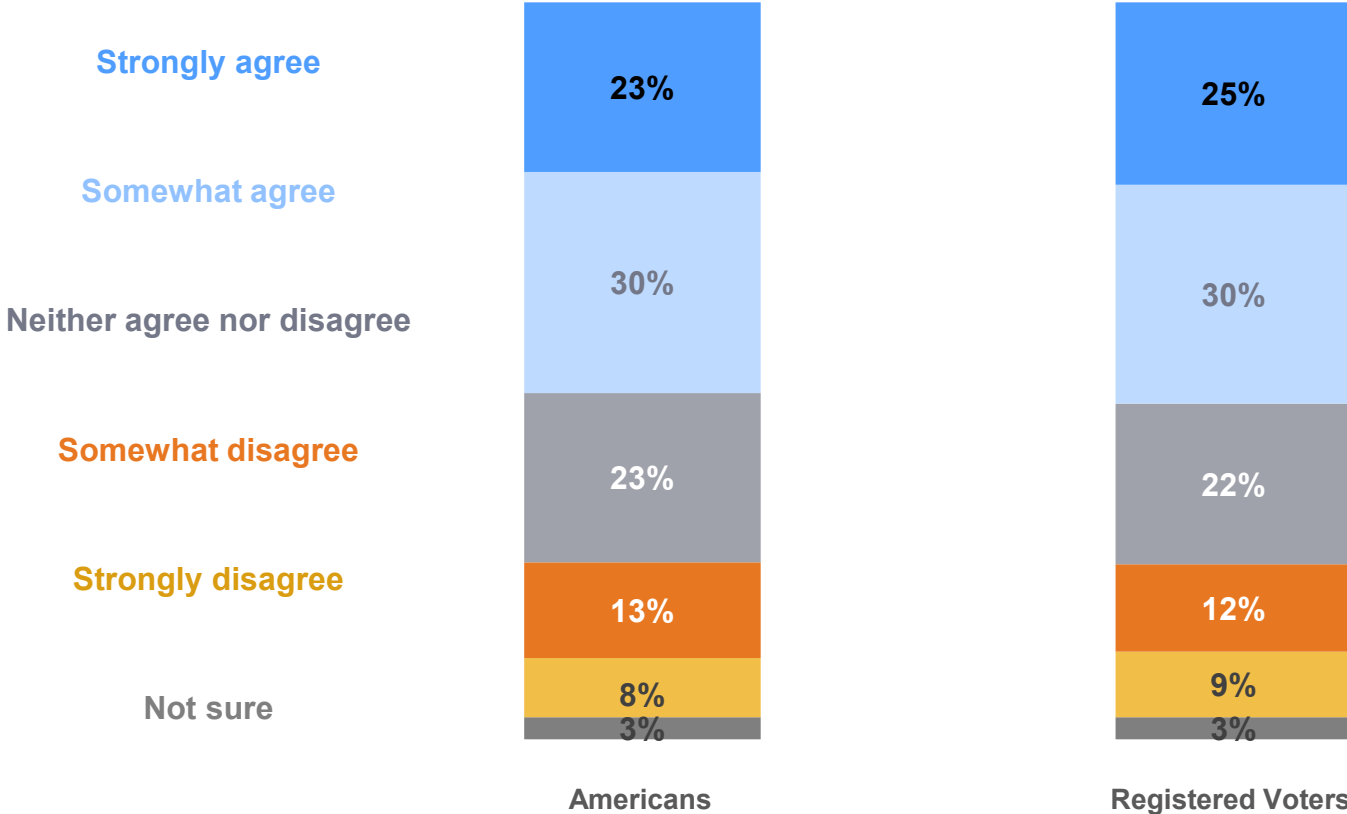
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Perceptions of Plastic Usage and Pollution

How much do you agree or disagree with each of the following statements?

I am willing to pay more for products that don't use plastic packaging



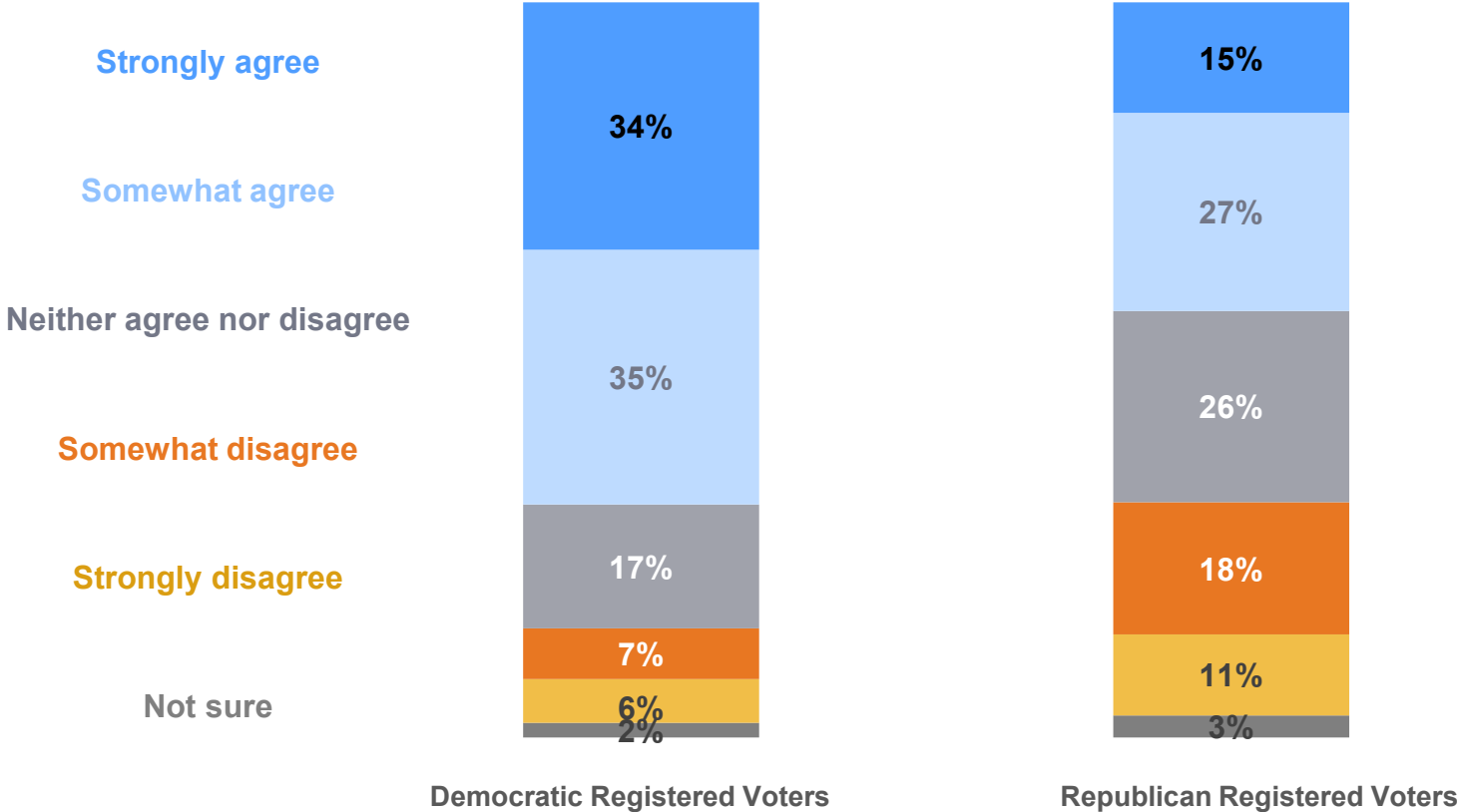
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Support for Policies that Reduce Single-Use Plastic

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Please tell us to what extent you support or oppose the following.

Local and state policies that reduce single-use plastic.

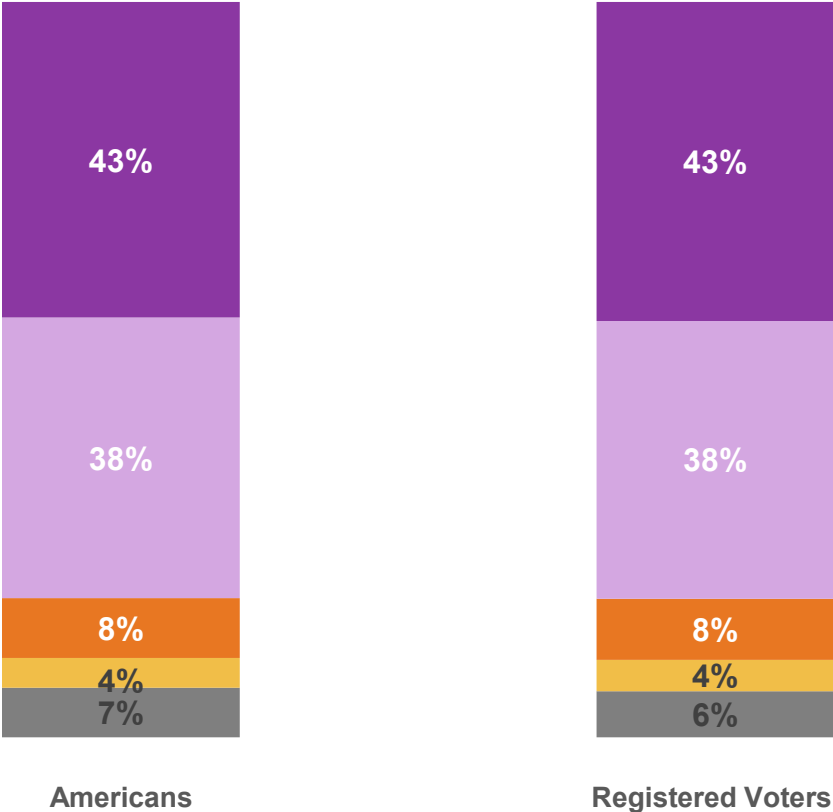
Strongly support

Somewhat support

Somewhat oppose

Strongly oppose

Not sure



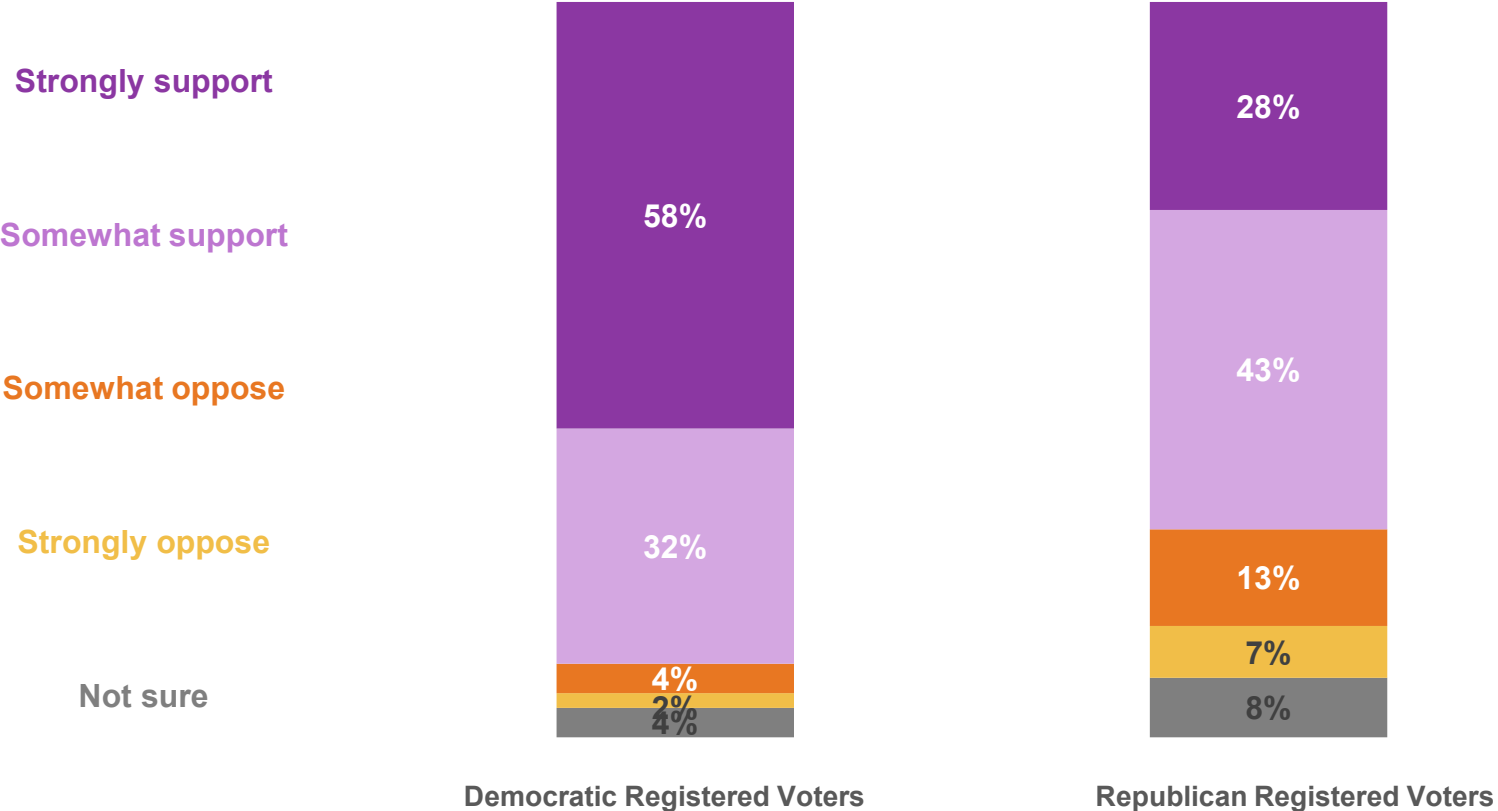
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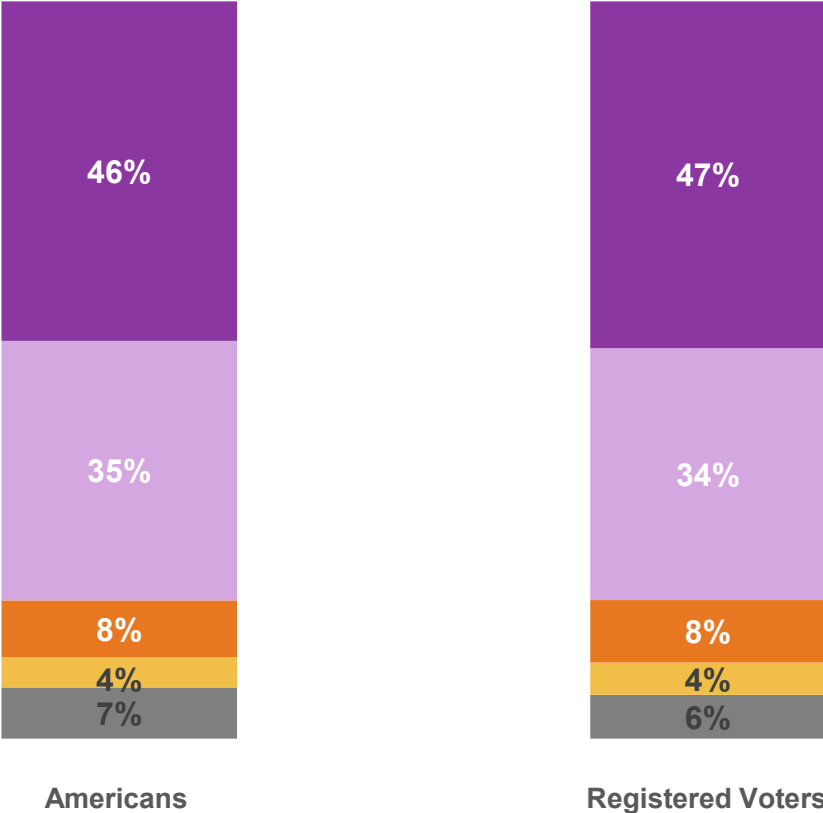
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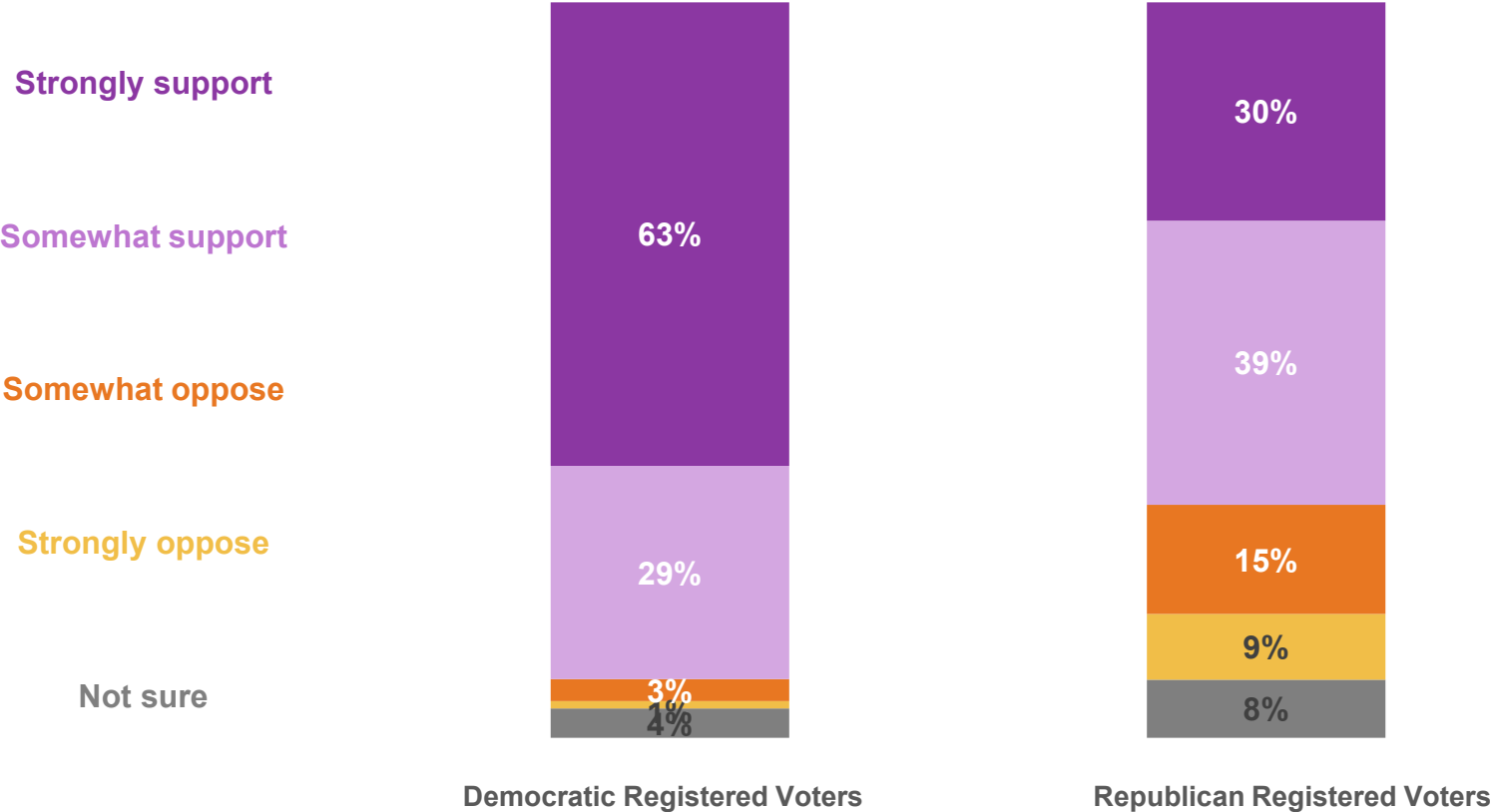
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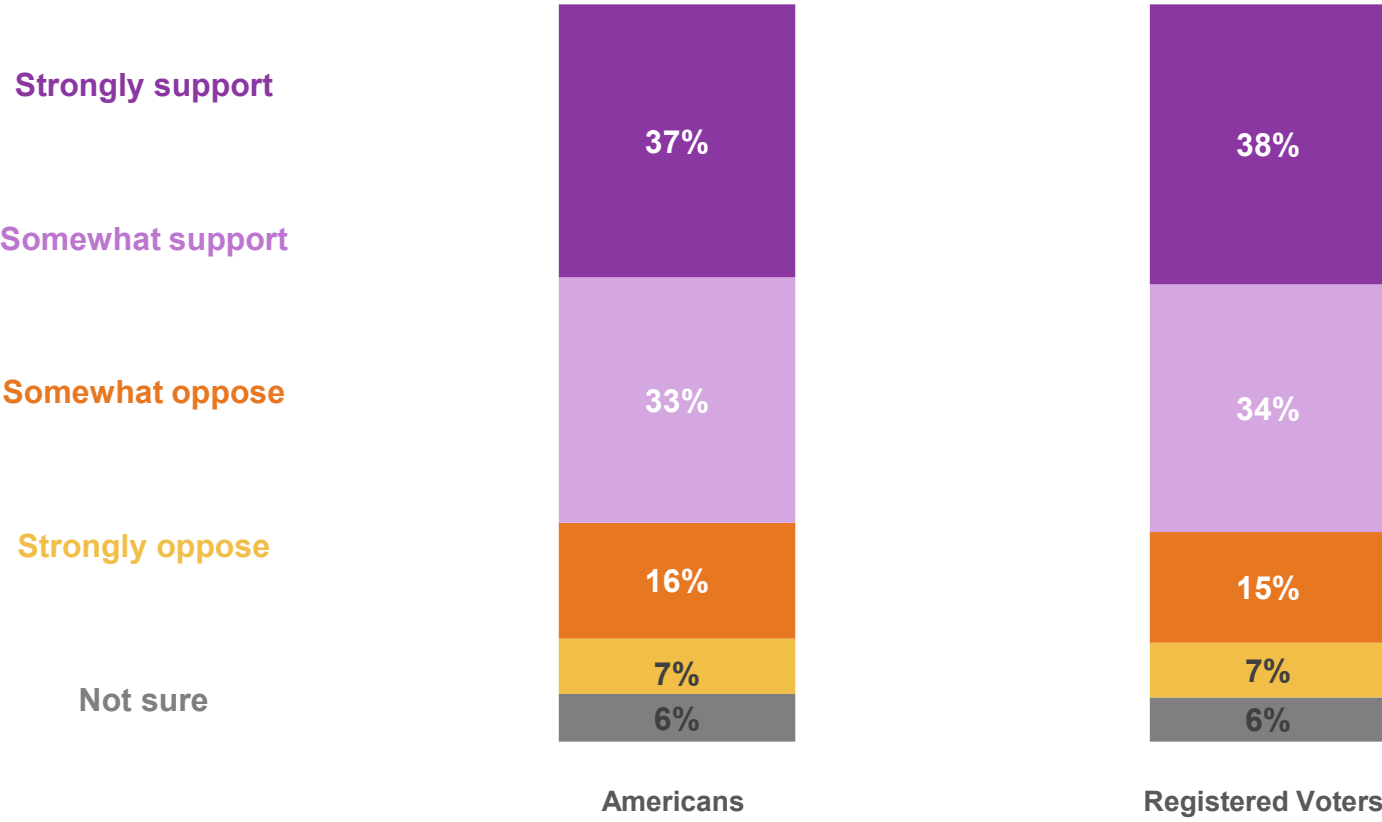
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Support for Policies that Reduce Types of Single-Use Plastic

To what extent do you support policies that reduce the use of the following single-use plastic items?

Plastic beverage bottles



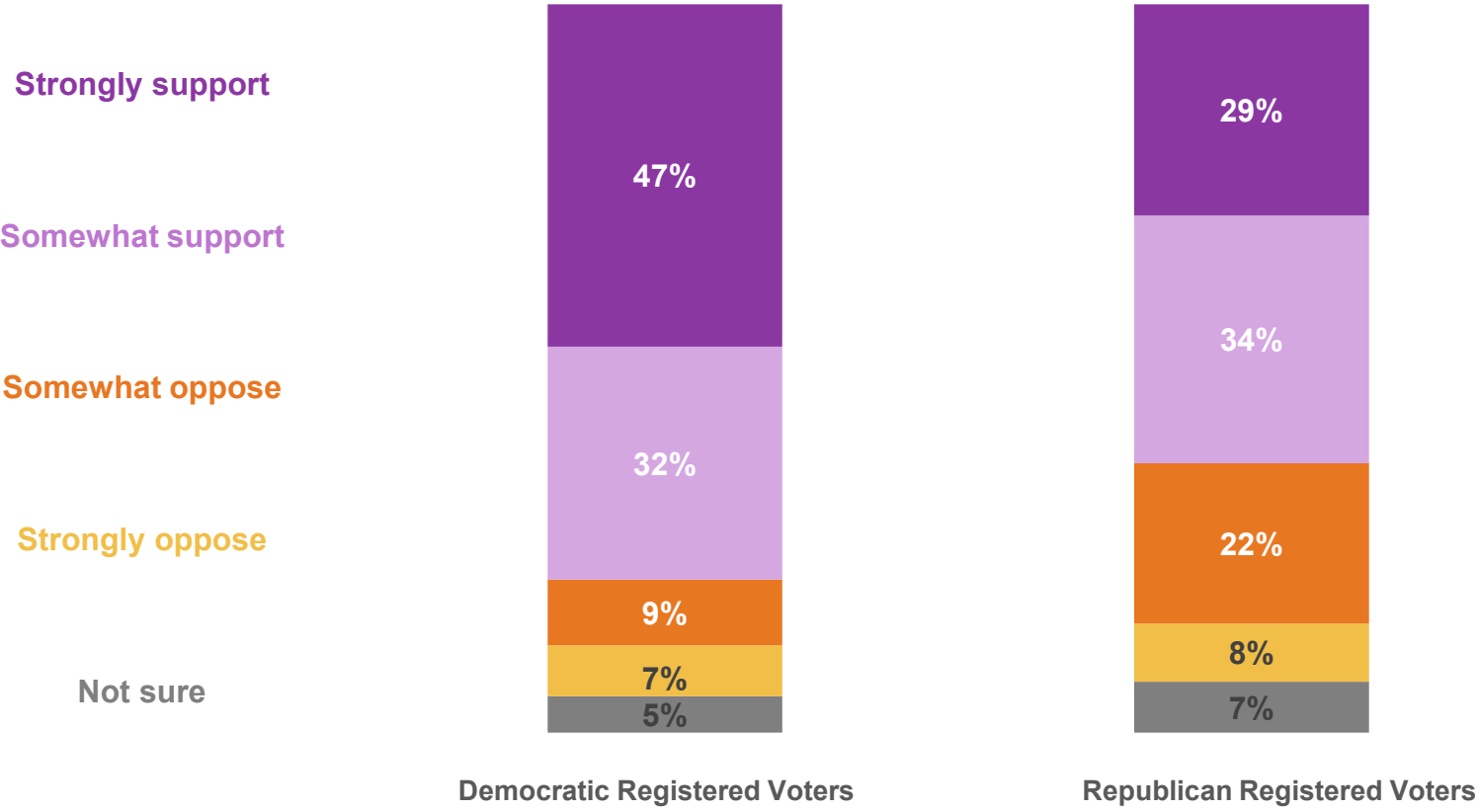
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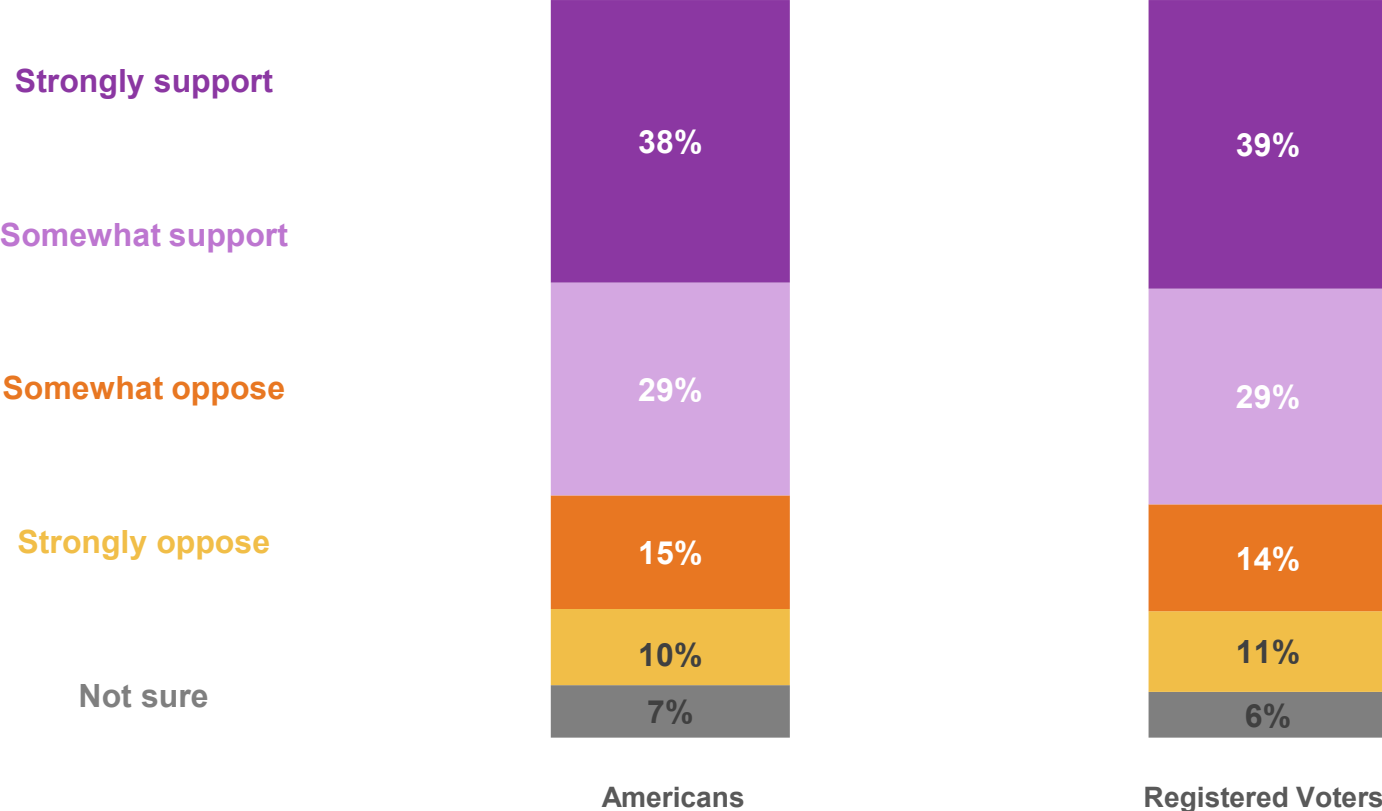
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To what extent do you support policies that reduce the use of the following single-use plastic items?

Plastic straws



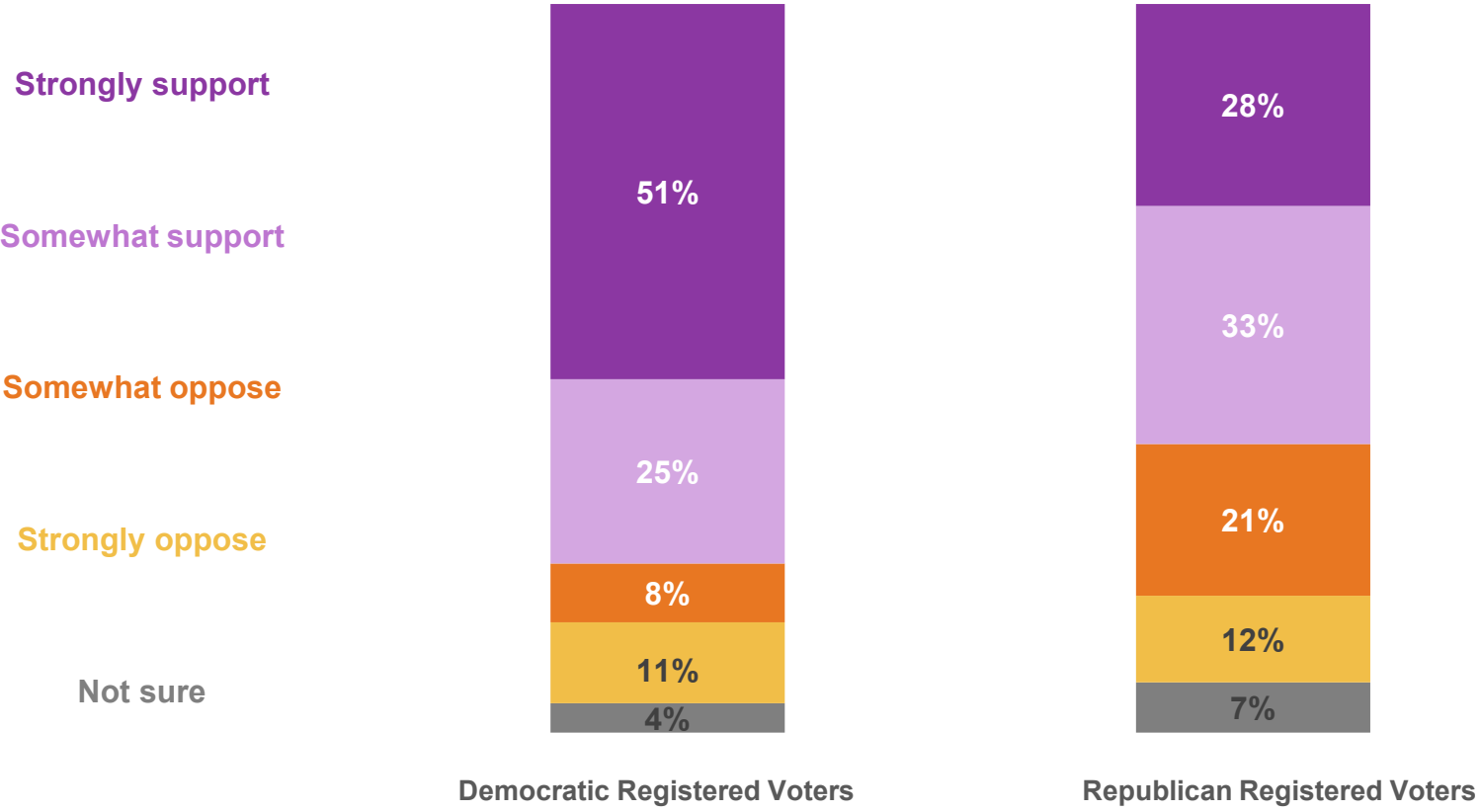
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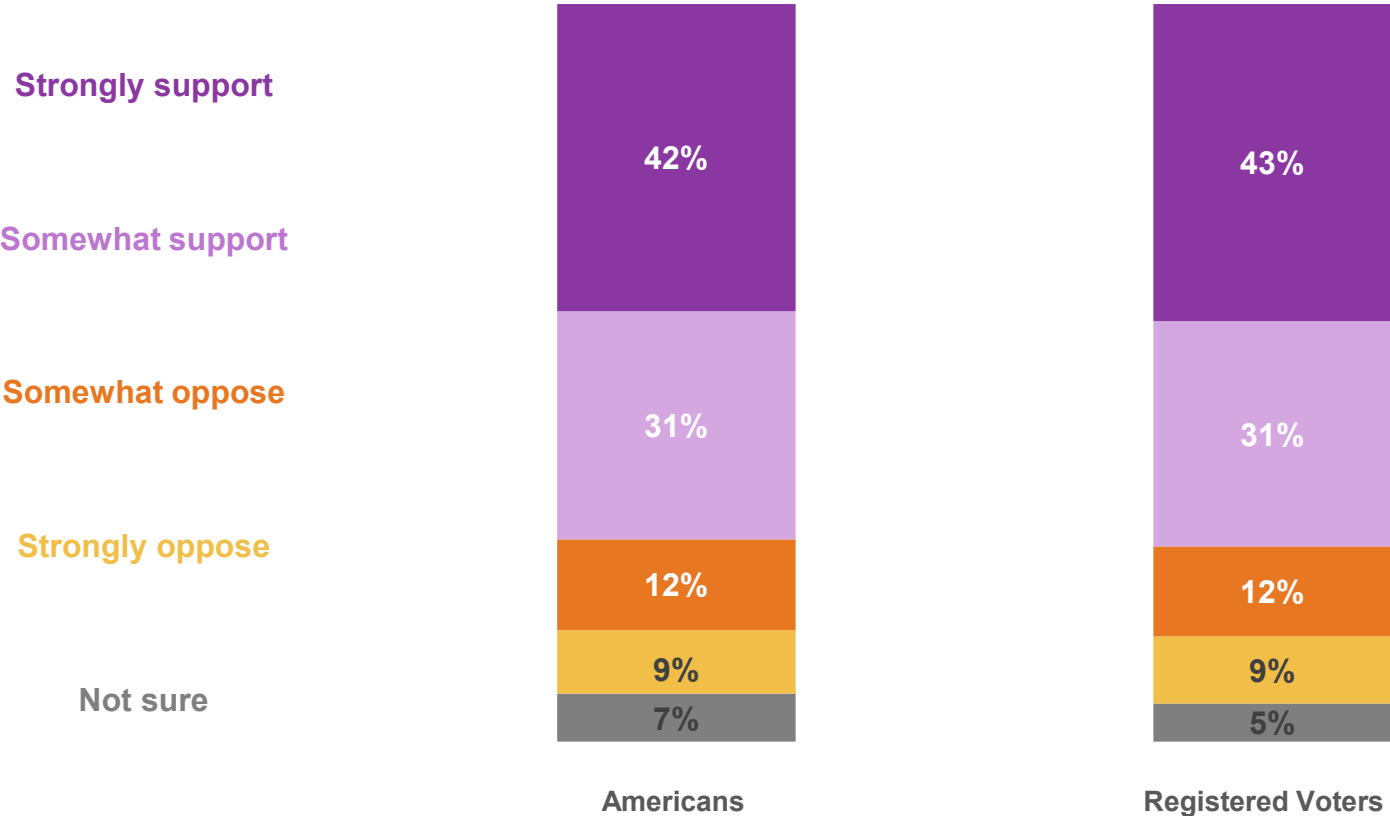
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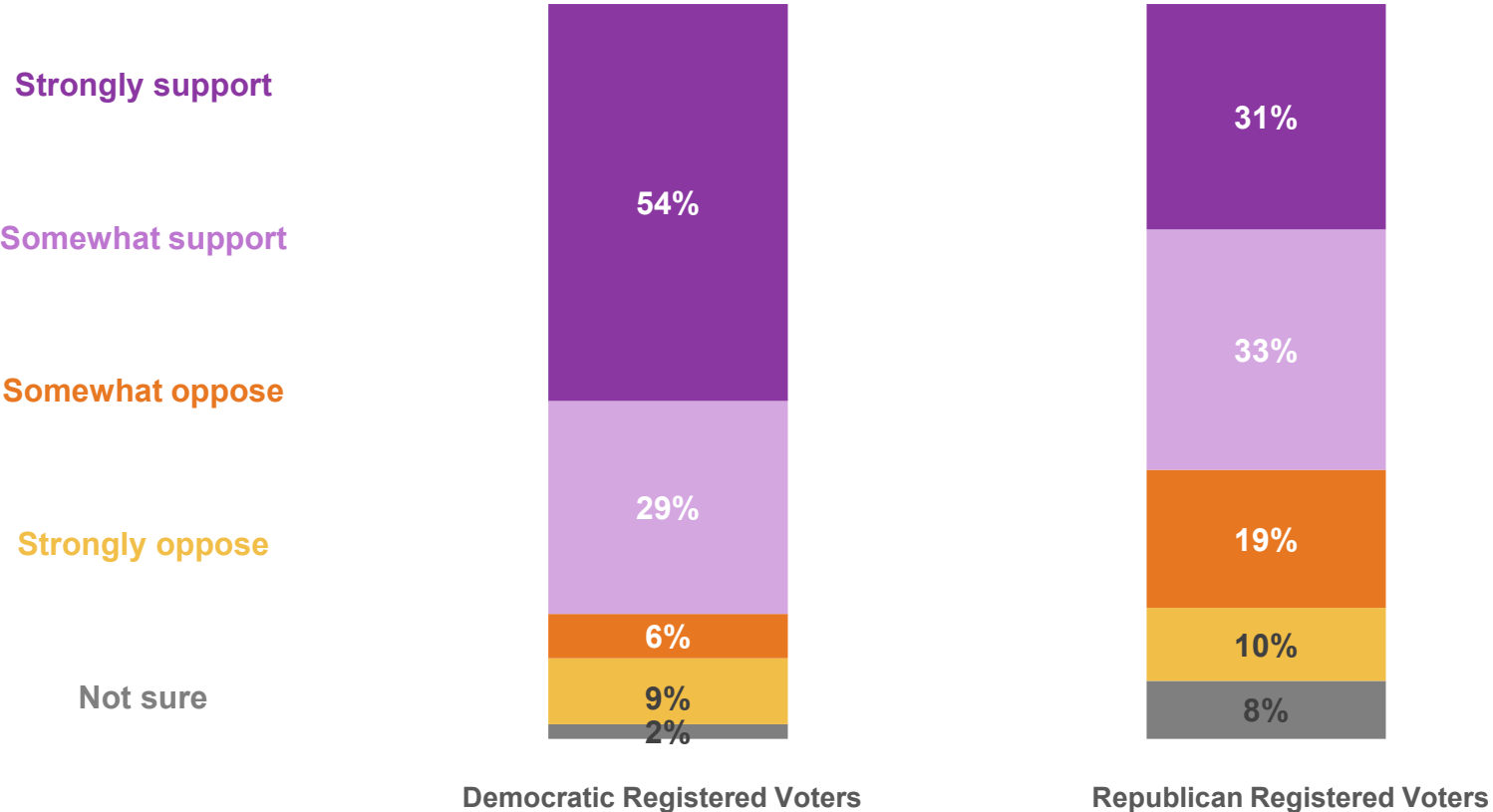
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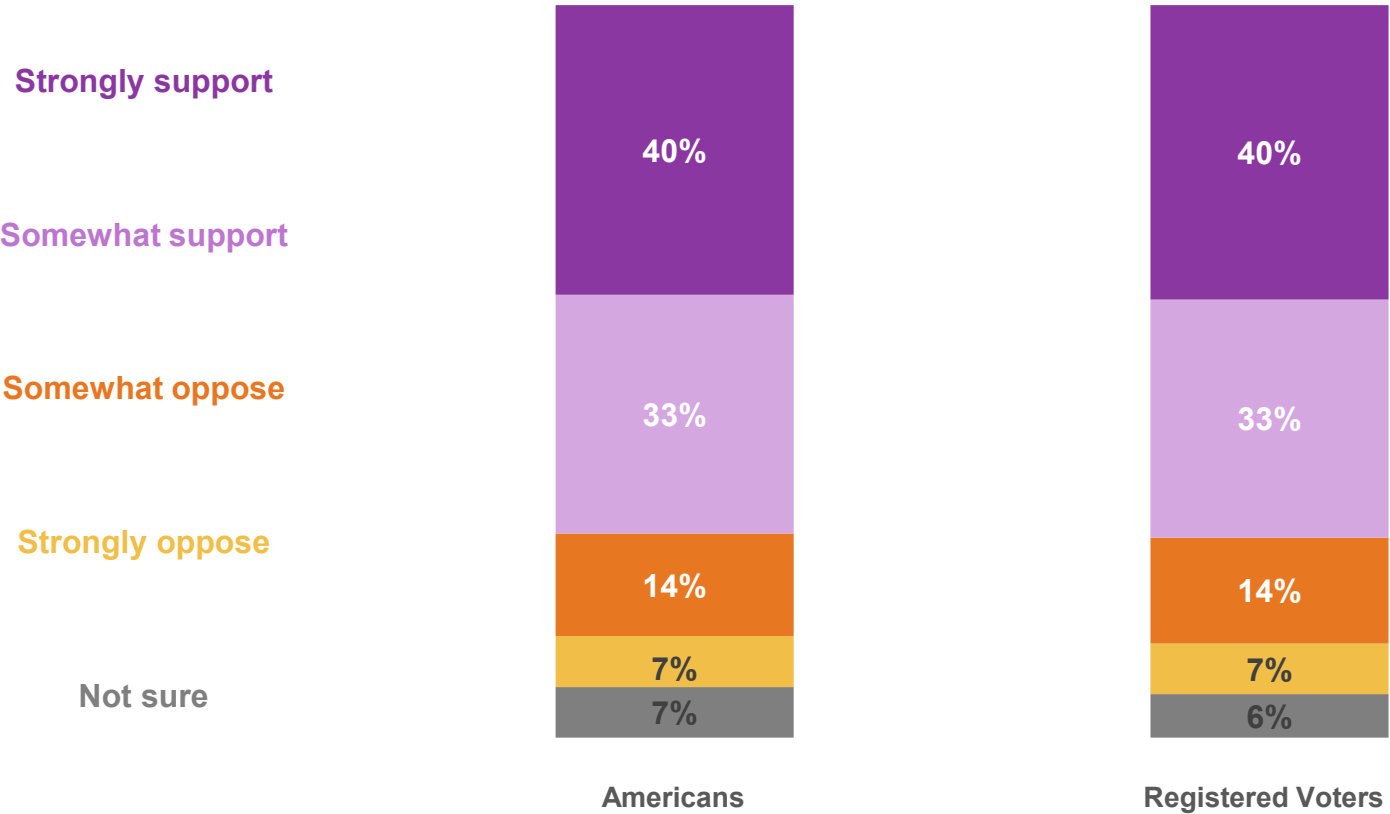
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To what extent do you support policies that reduce the use of the following single-use plastic items?

Plastic takeout containers



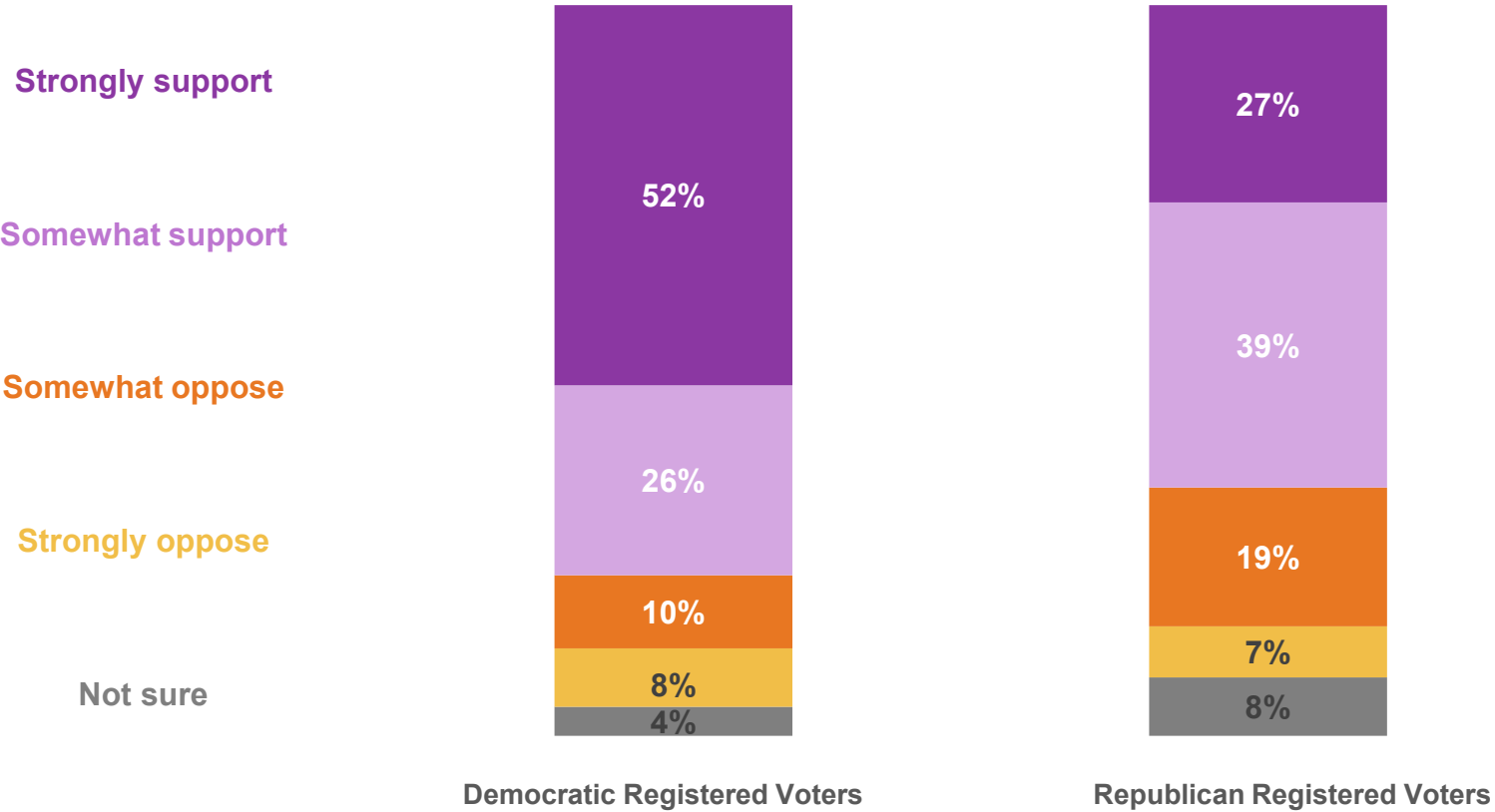
Base Sizes: All Americans n=1,005; Registered Voters n=839



Support for Policies that Reduce Types of Single-Use Plastic

To what extent do you support policies that reduce the use of the following single-use plastic items?

Plastic takeout containers



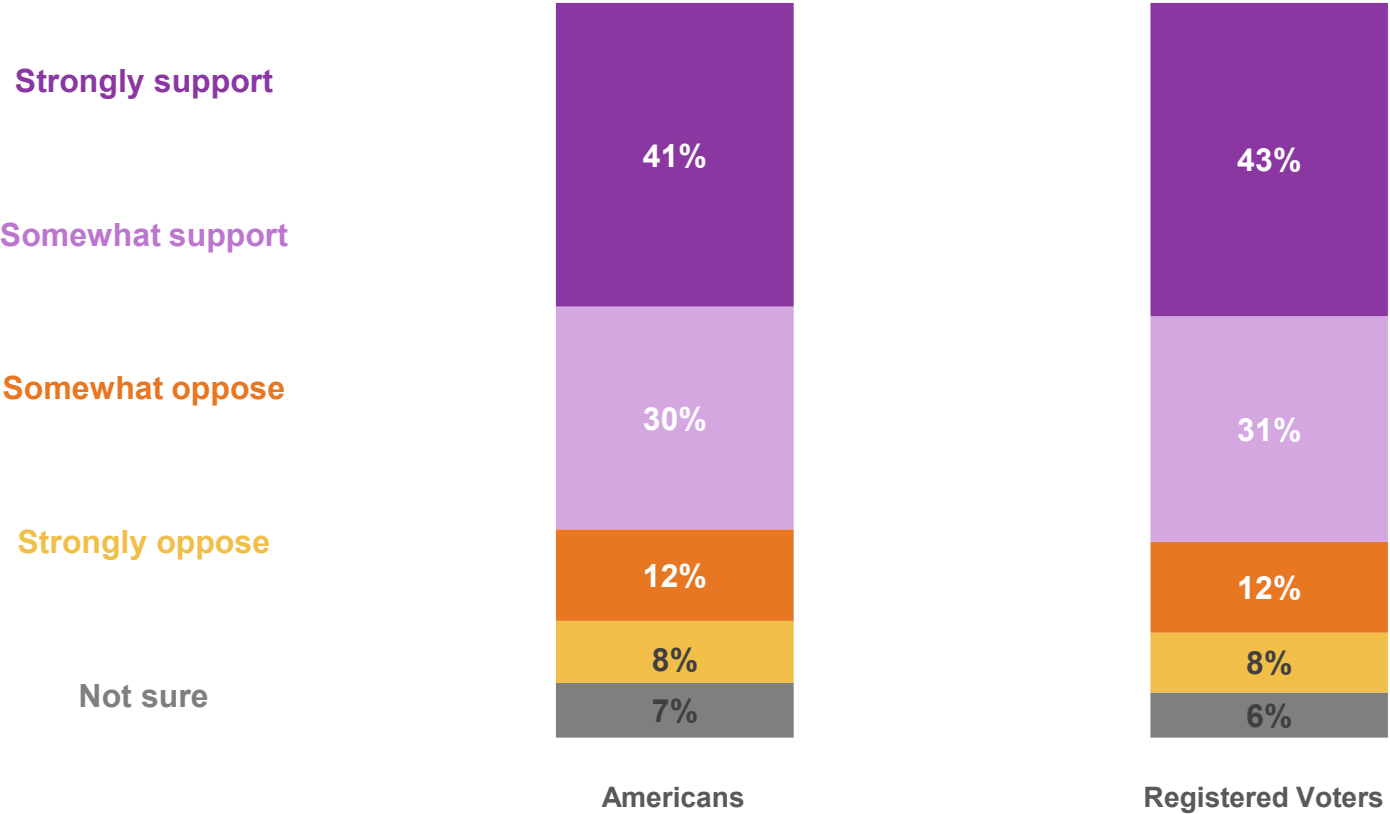
Base Sizes: Democratic registered voters n=374; Republican registered voters n=338



Support for Policies that Reduce Types of Single-Use Plastic

To what extent do you support policies that reduce the use of the following single-use plastic items?

Plastic foam foodware



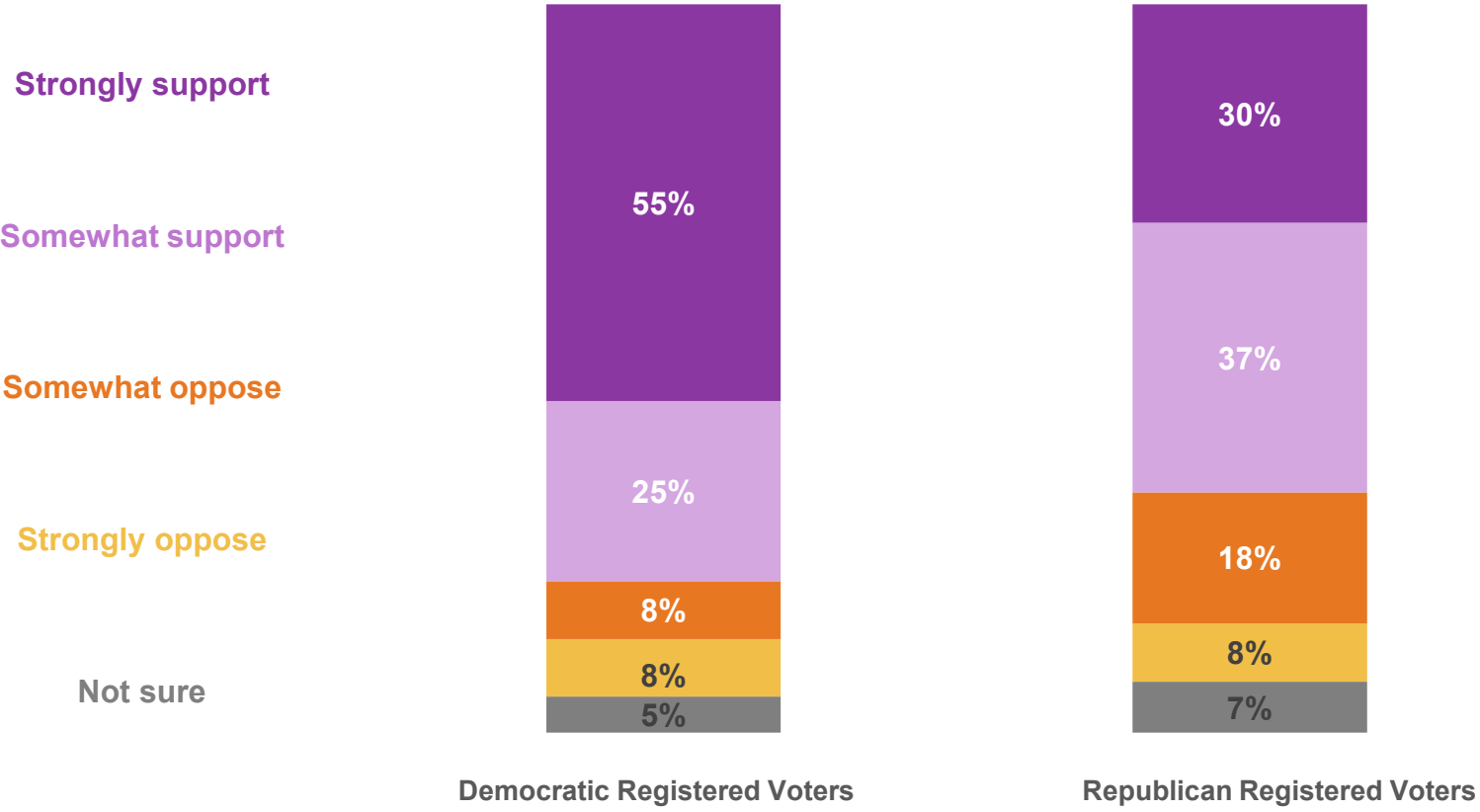
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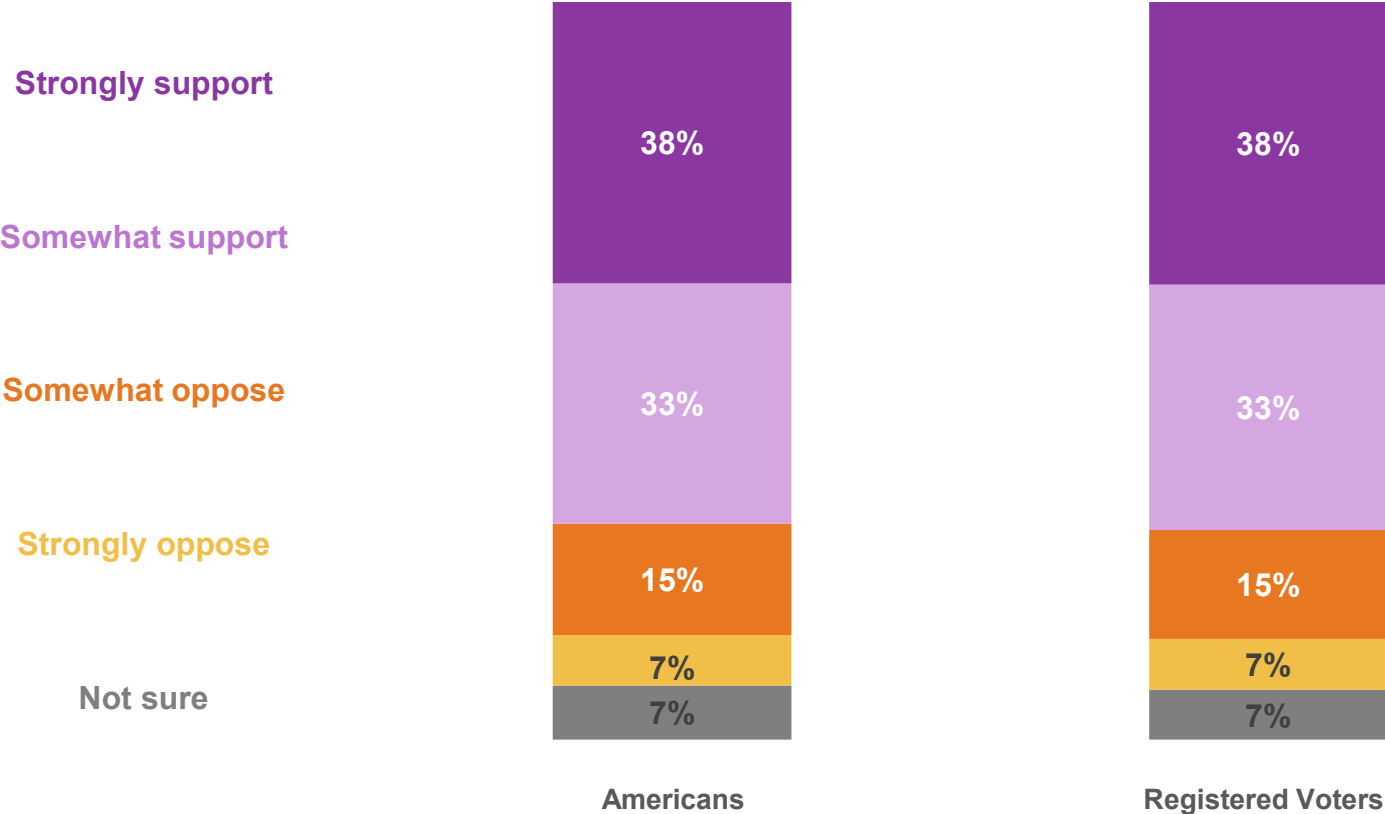
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Support for Policies that Reduce Types of Single-Use Plastic

To what extent do you support policies that reduce the use of the following single-use plastic items?

Plastic food wrappers



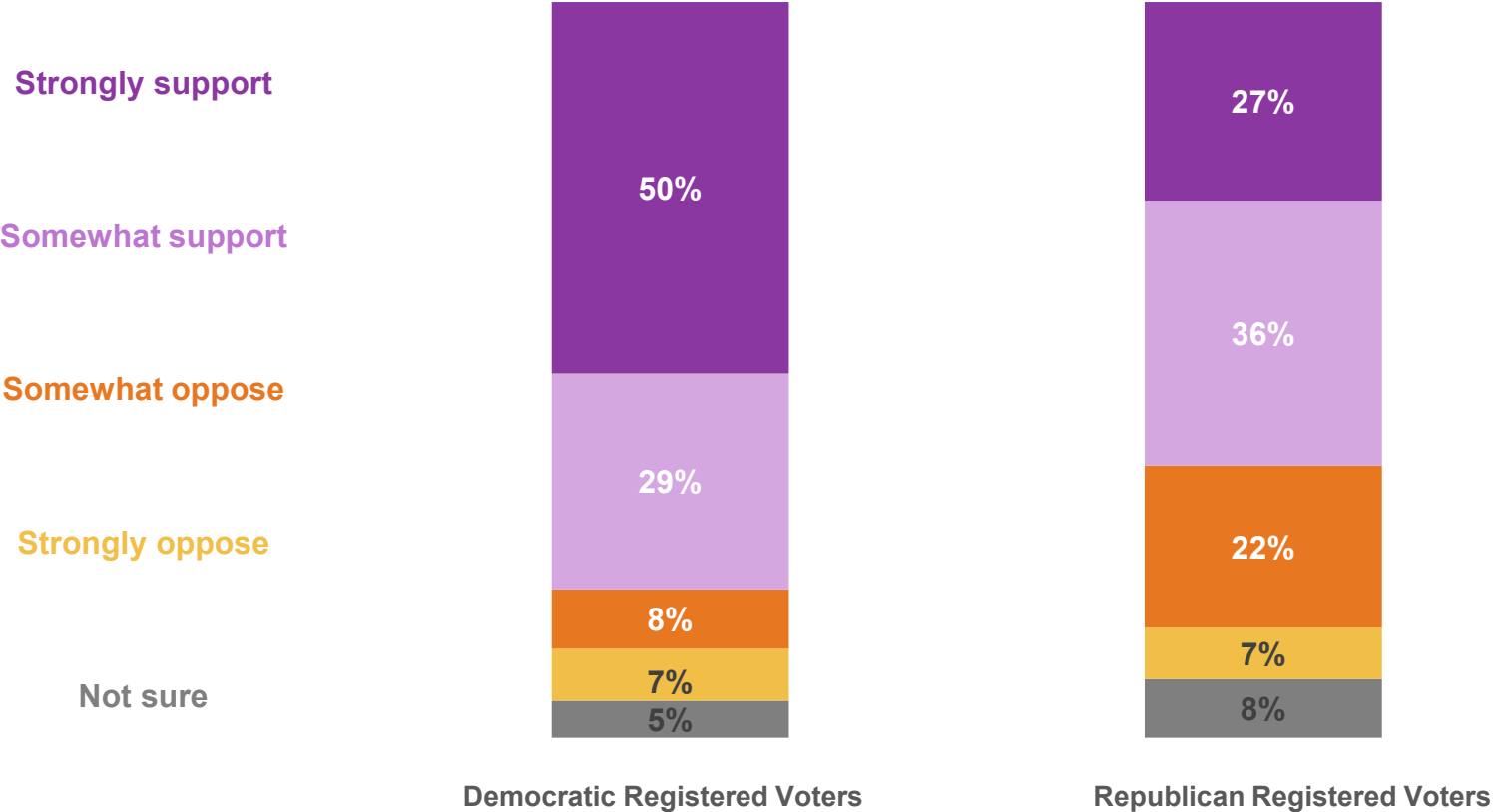
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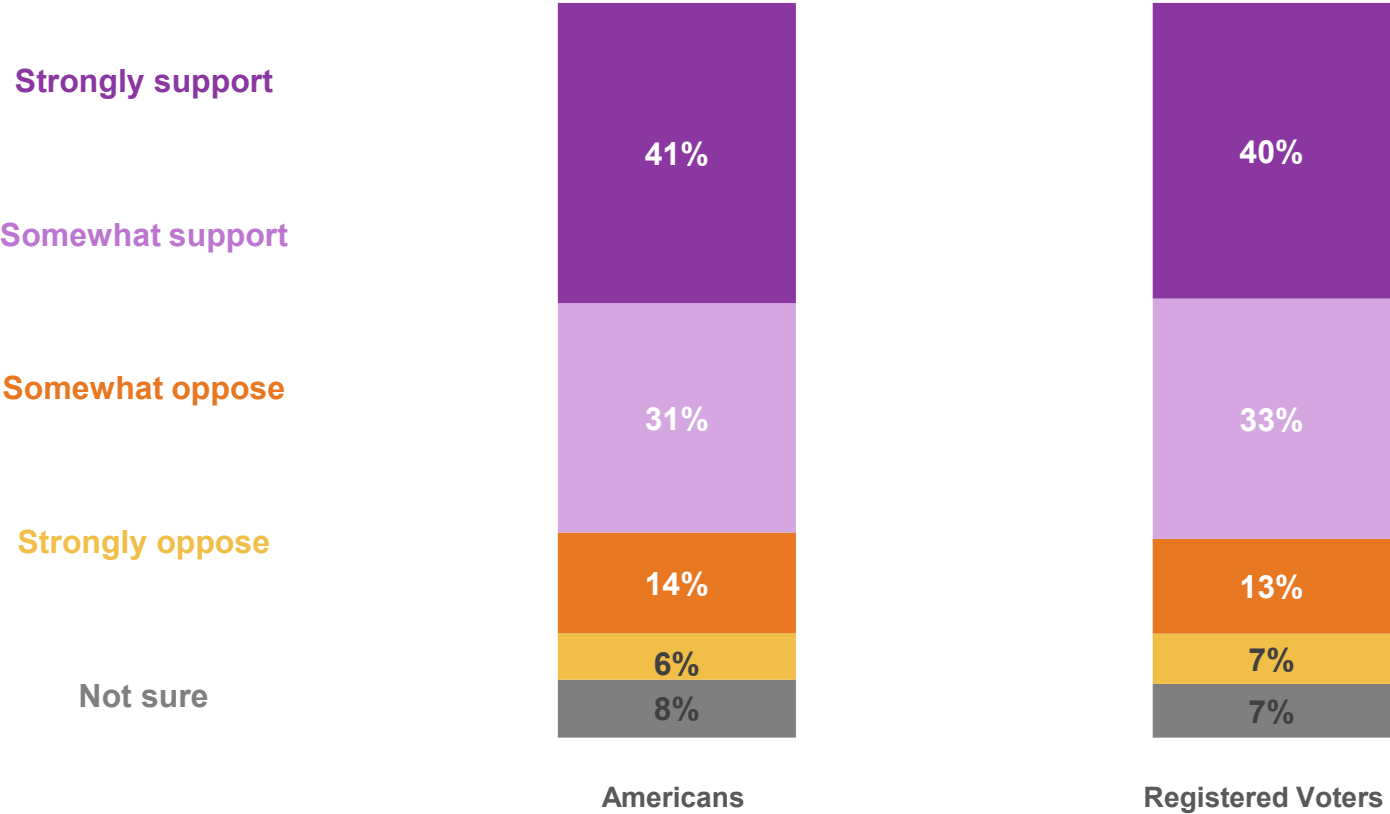


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Support for Policies that Reduce Types of Single-Use Plastic

To what extent do you support policies that reduce the use of the following single-use plastic items?

Plastic packaging from online shopping



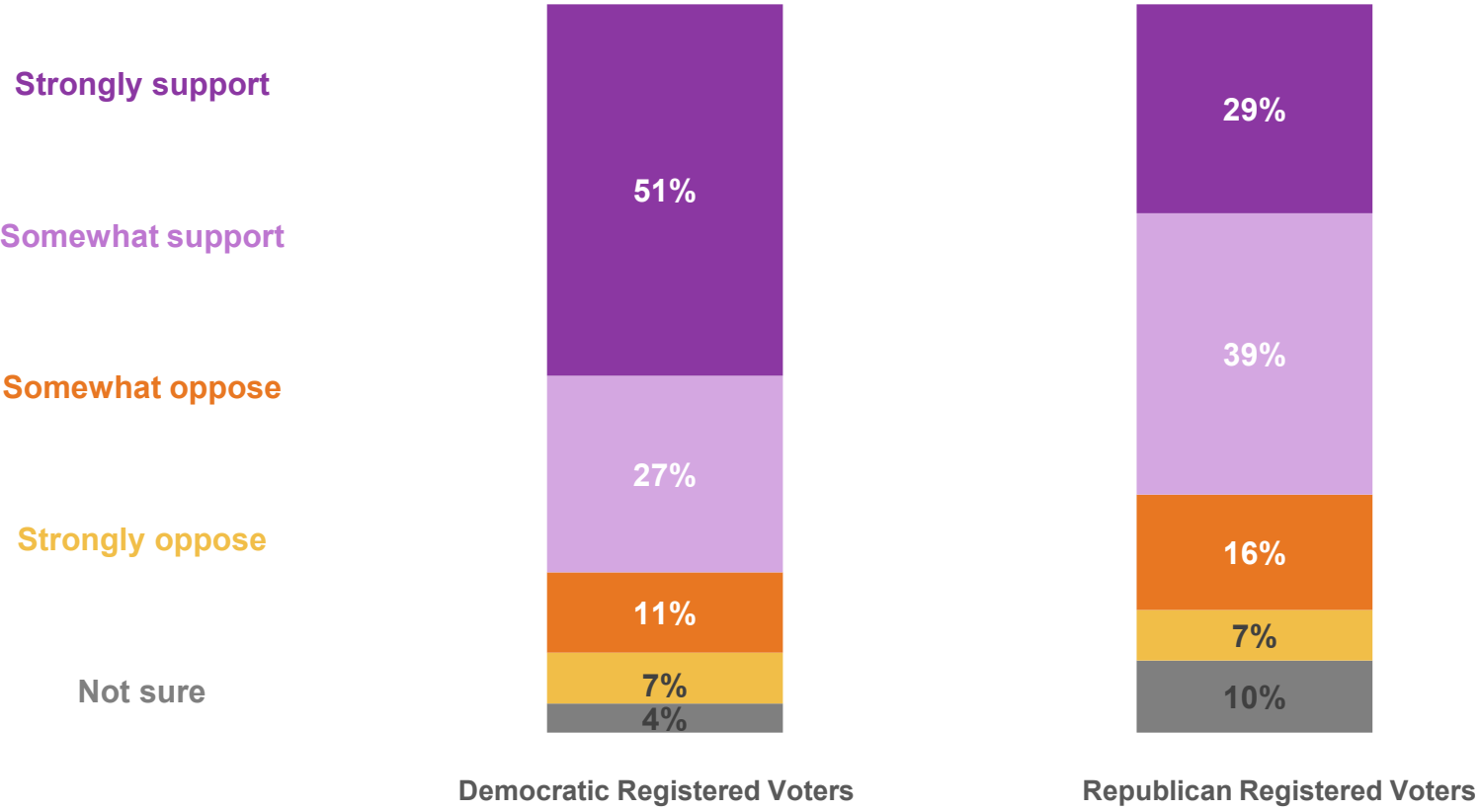
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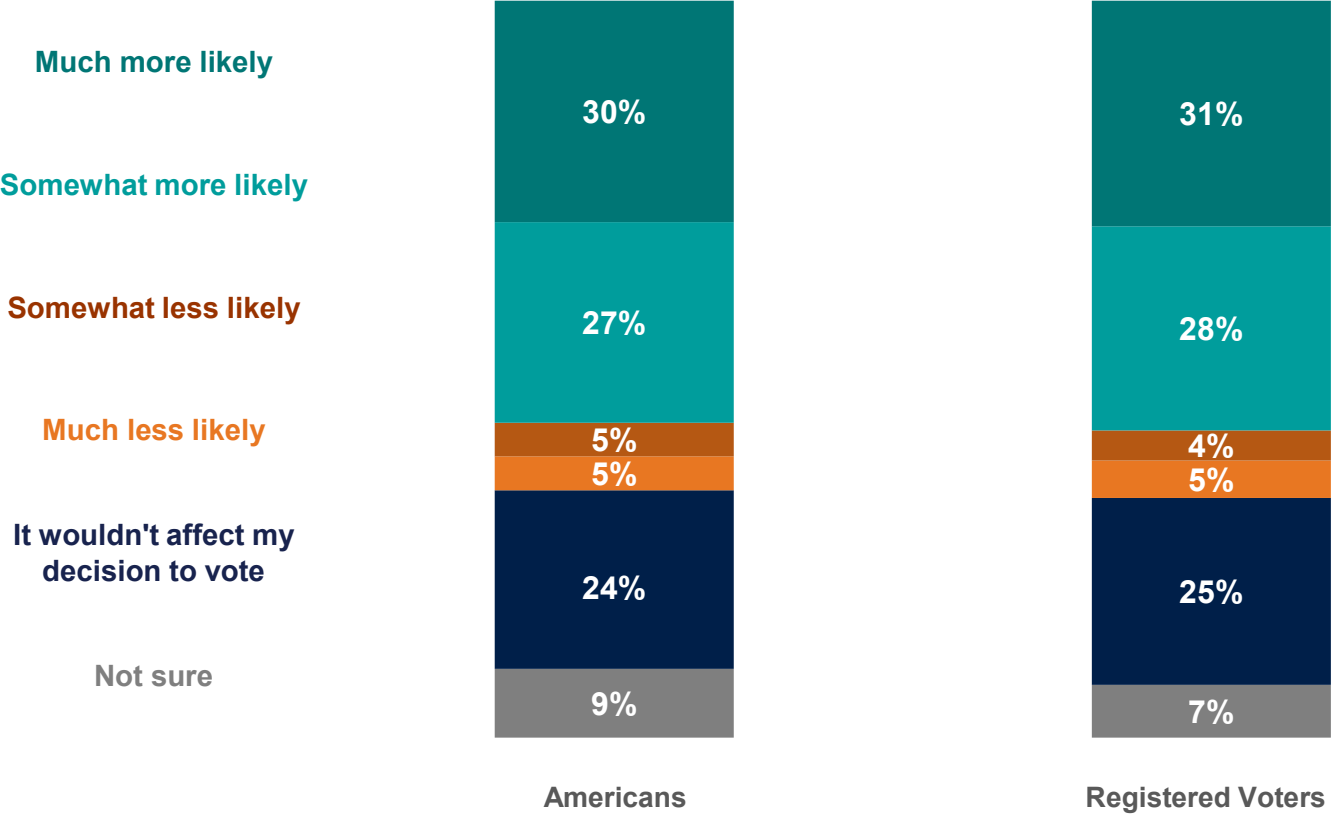
Base Sizes: Democratic registered voters n=374; Republican registered voters n=338



Impact of Single-Use Plastic Reduction on Purchasing and Voting

Impact on Voting if Candidate Reduces Single-Use Plastics

Considering everything you know about single-use plastics, would you be more or less likely to vote for a political candidate who supports policies to reduce single-use plastic?

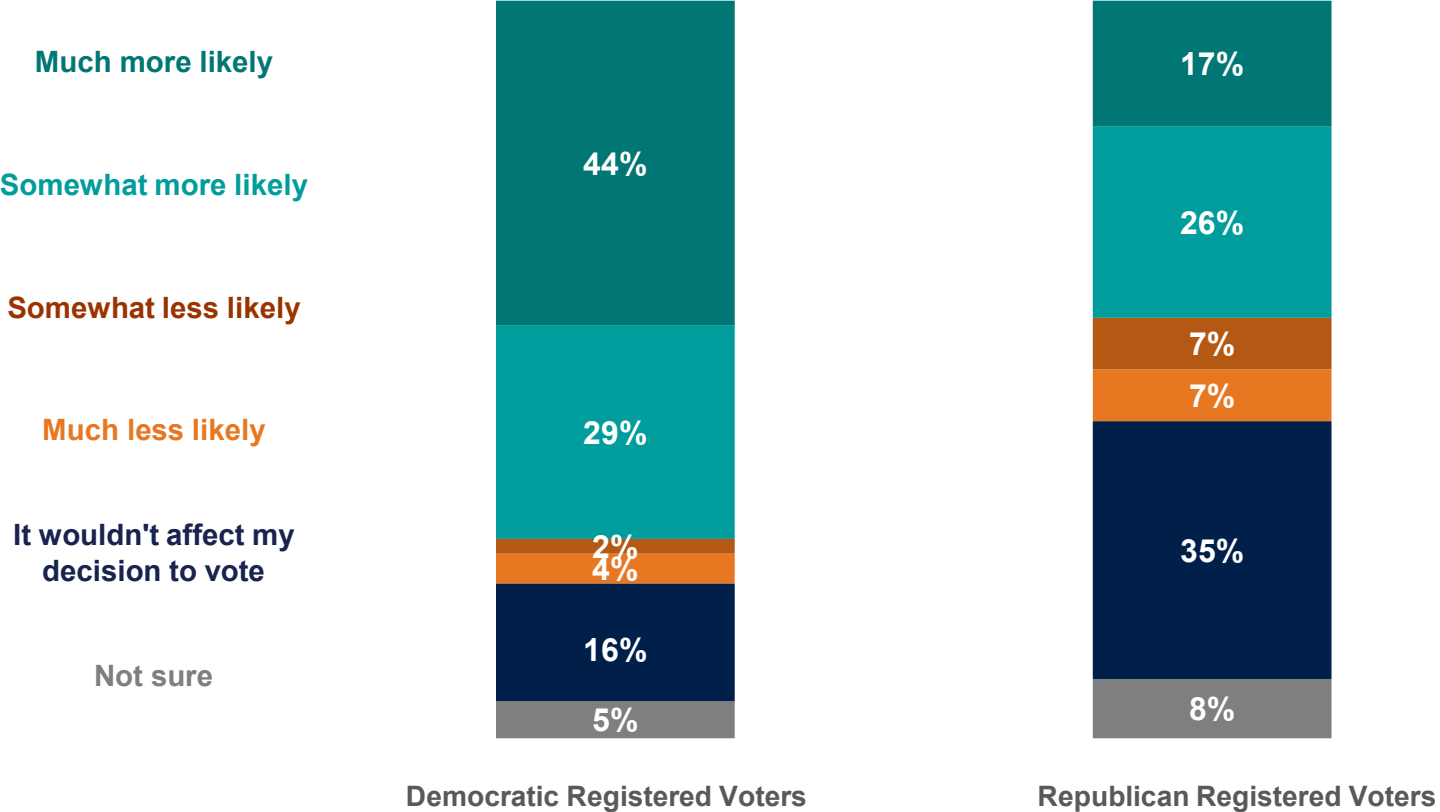


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Impact on Voting if Candidate Reduces Single-Use Plastics

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Game Changers

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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.