

# OCEANA PLASTIC POLLUTION SURVEY: MASSACHUSETTS

JUNE 1, 2023

# CONTENTS

1. METHODOLOGY
2. PLASTIC POLLUTION CONCERN
3. SINGLE-USE PLASTIC REDUCTION POLICIES AND PERCEPTIONS



# METHODOLOGY

These are some of the findings of an Ipsos poll conducted between Dec. 12 and 19, 2022, on behalf of Oceana. For this survey, a sample of roughly 425 adults age 18+ who are residents of Massachusetts were interviewed online in English.

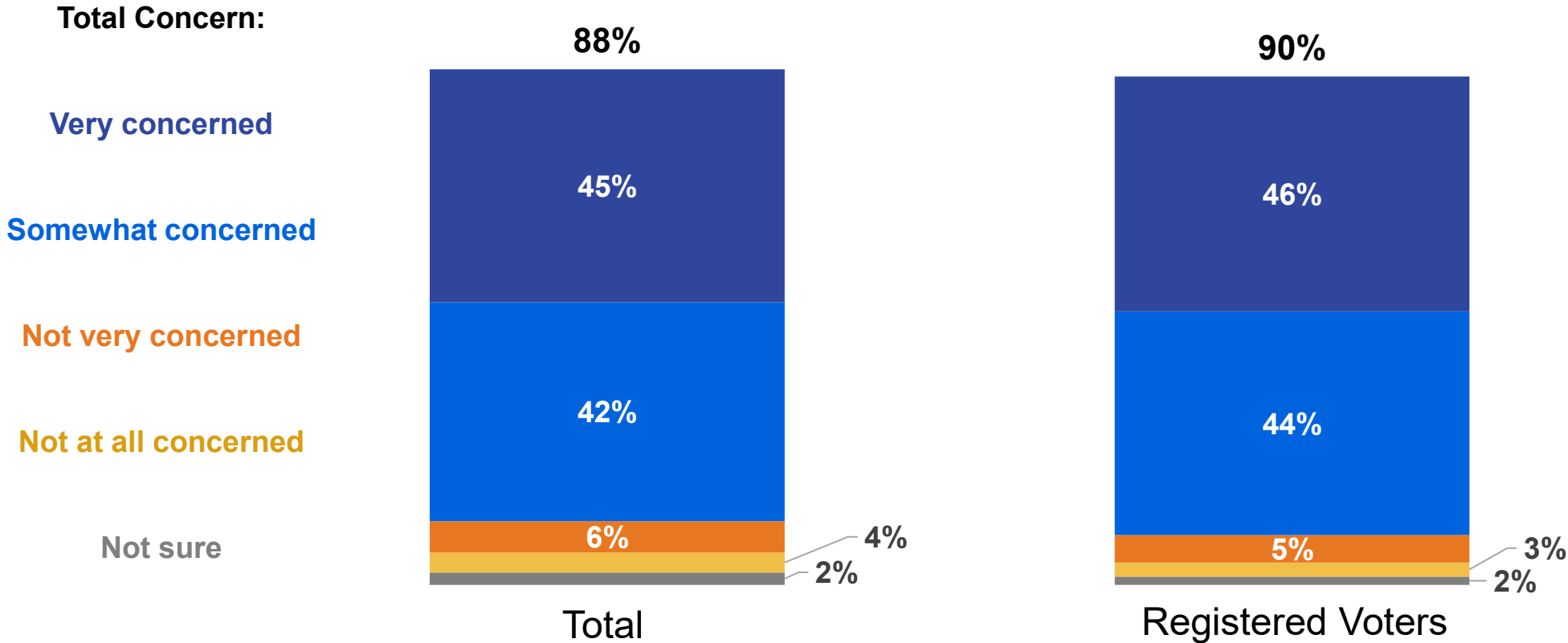
The sample for this study was randomly drawn from Ipsos' online panel, partner online panel sources, and "river" sampling and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from 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 2021 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 for the national sample and the statewide oversamples.

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 5.8 percentage points for all Massachusetts respondents. 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=425, DEFF=1.5, adjusted Confidence Interval=+/-7.3 percentage points).

# Plastic Pollution Concern

# Concern Over Plastic Pollution

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



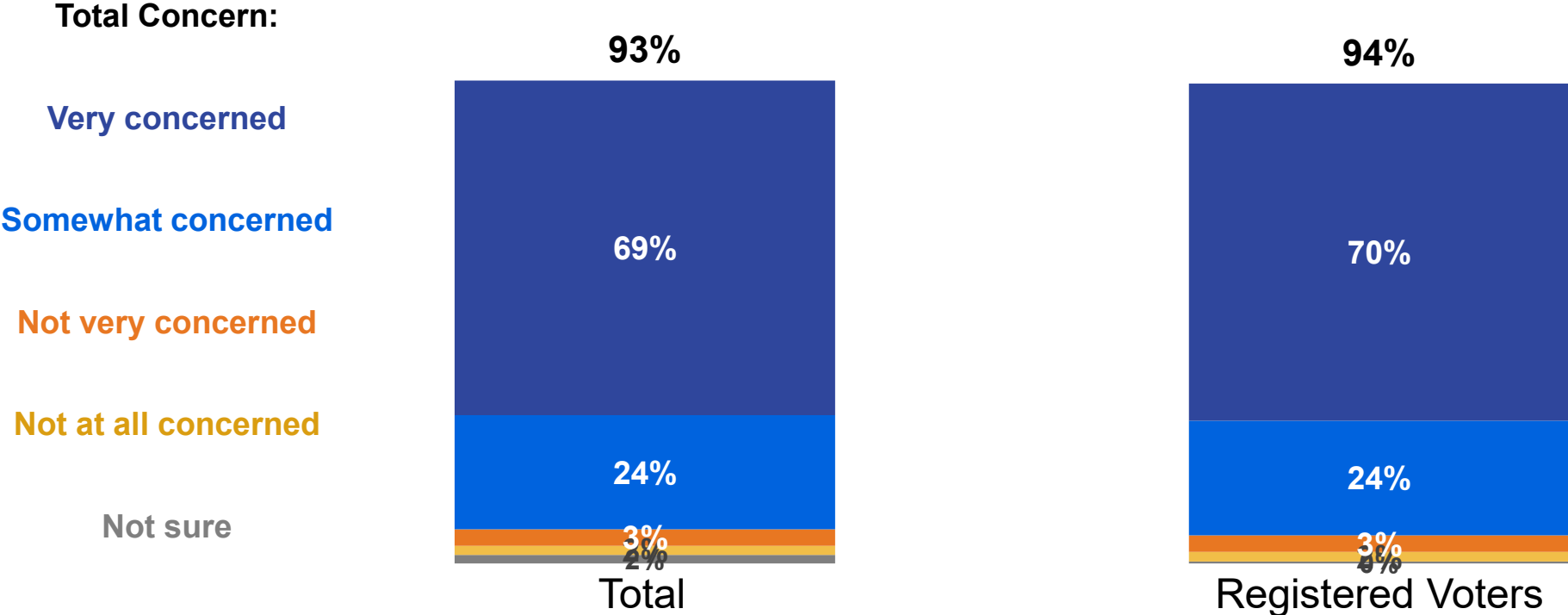
Base Sizes: Total n=425, Registered Voters n=351



# Concern over Impact of Plastic Pollution

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

*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.*



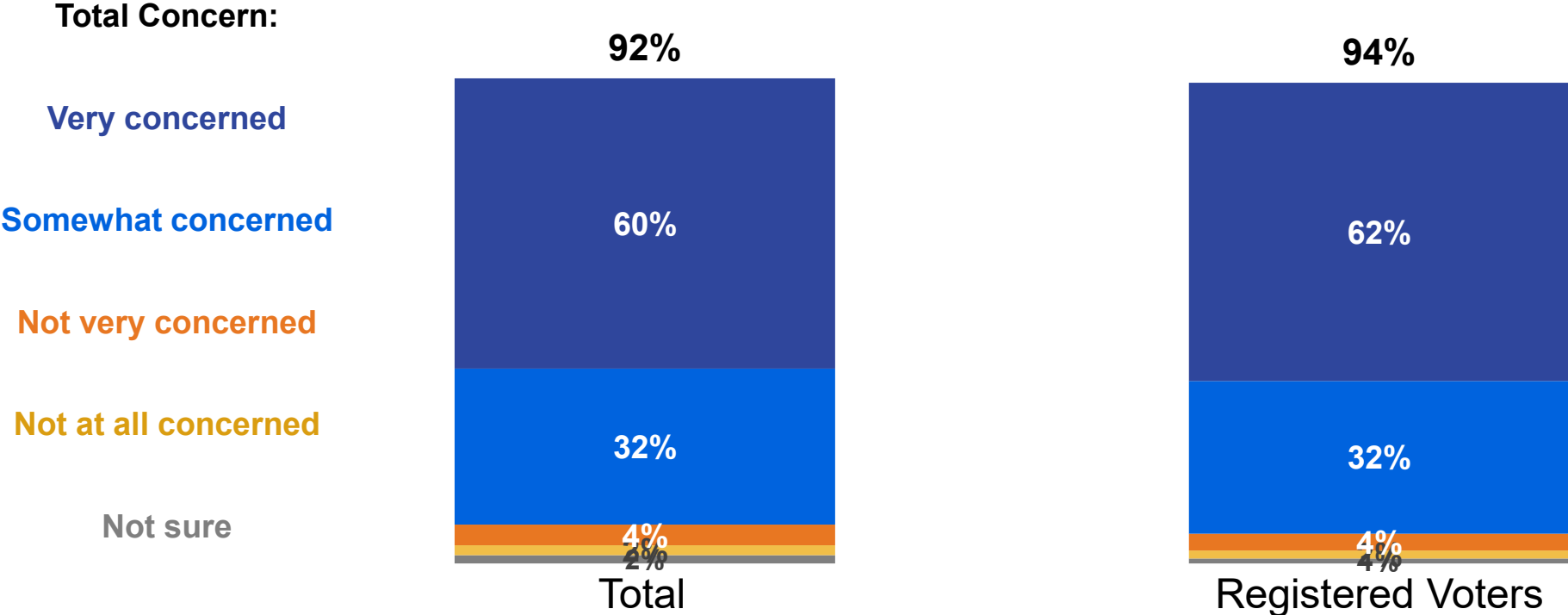
Base Sizes: Total n=425, Registered Voters n=351



# Concern over Impact of Plastic Pollution

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

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



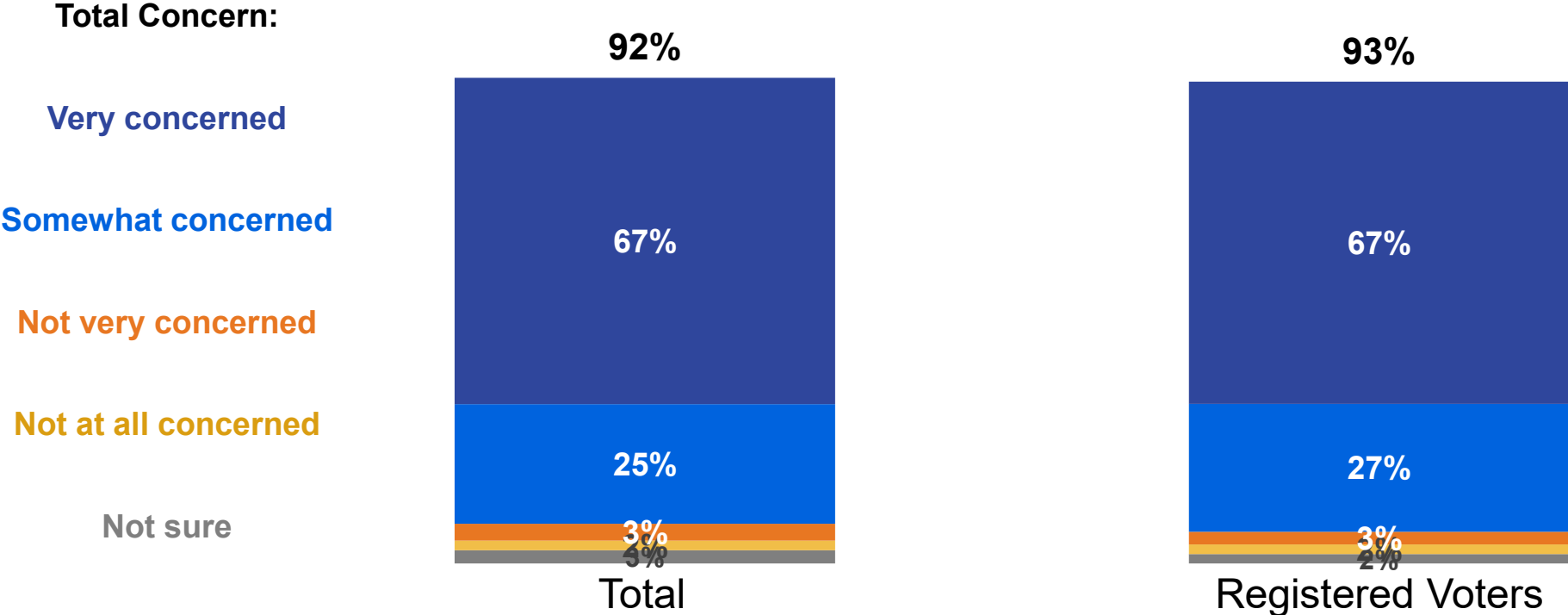
Base Sizes: Total n=425, Registered Voters n=351



# Concern over Impact of Plastic Pollution

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

*An estimated 900 ocean 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 deadly.*



Base Sizes: Total n=425, Registered Voters n=351

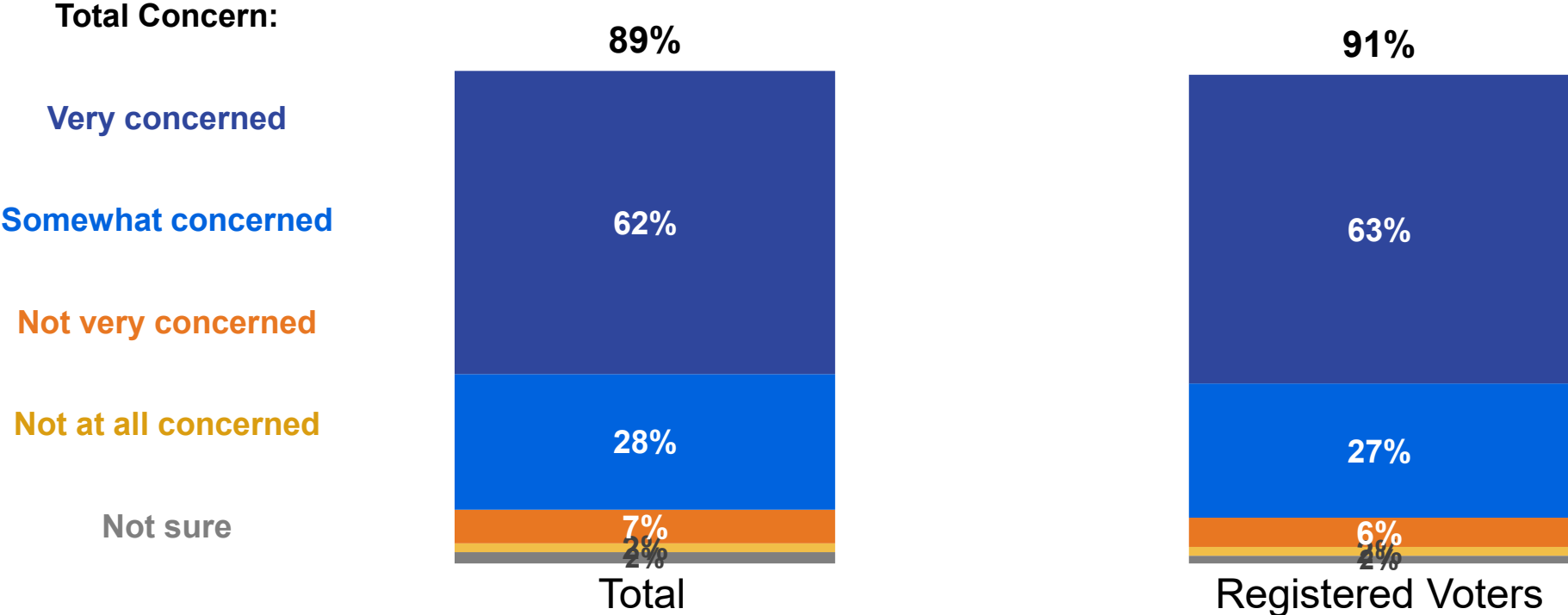




# Concern over Impact of Plastic Pollution

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

*Tiny plastic particles known as microplastics have been found in honey, beer, salt, tea bags, fruit, vegetables, seafood, meat, and many foods packaged in plastic.*



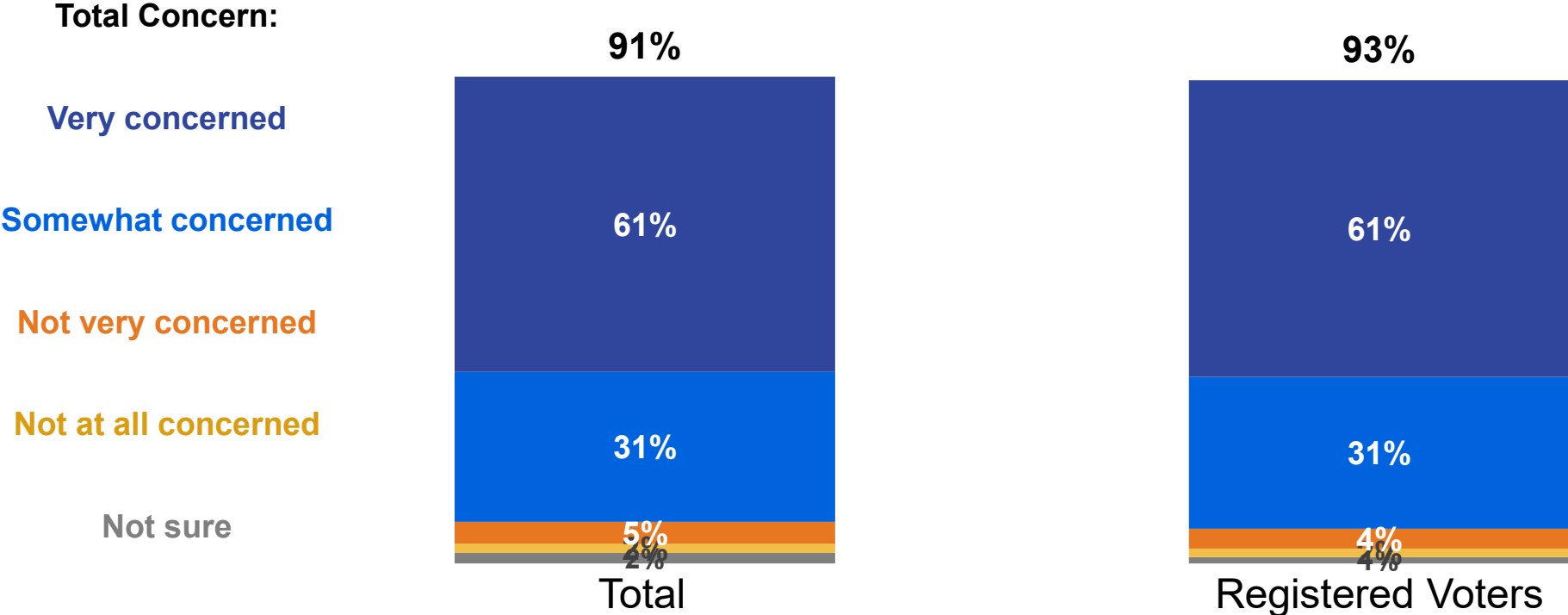
Base Sizes: Total n=425, Registered Voters n=351



# Concern over Impact of Plastic Pollution

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

*Even though many people are putting plastic in recycling bins, less than 6% of the plastic waste in the United States is recycled. The rest is sent to landfills, exported, incinerated, or discarded into the environment.*



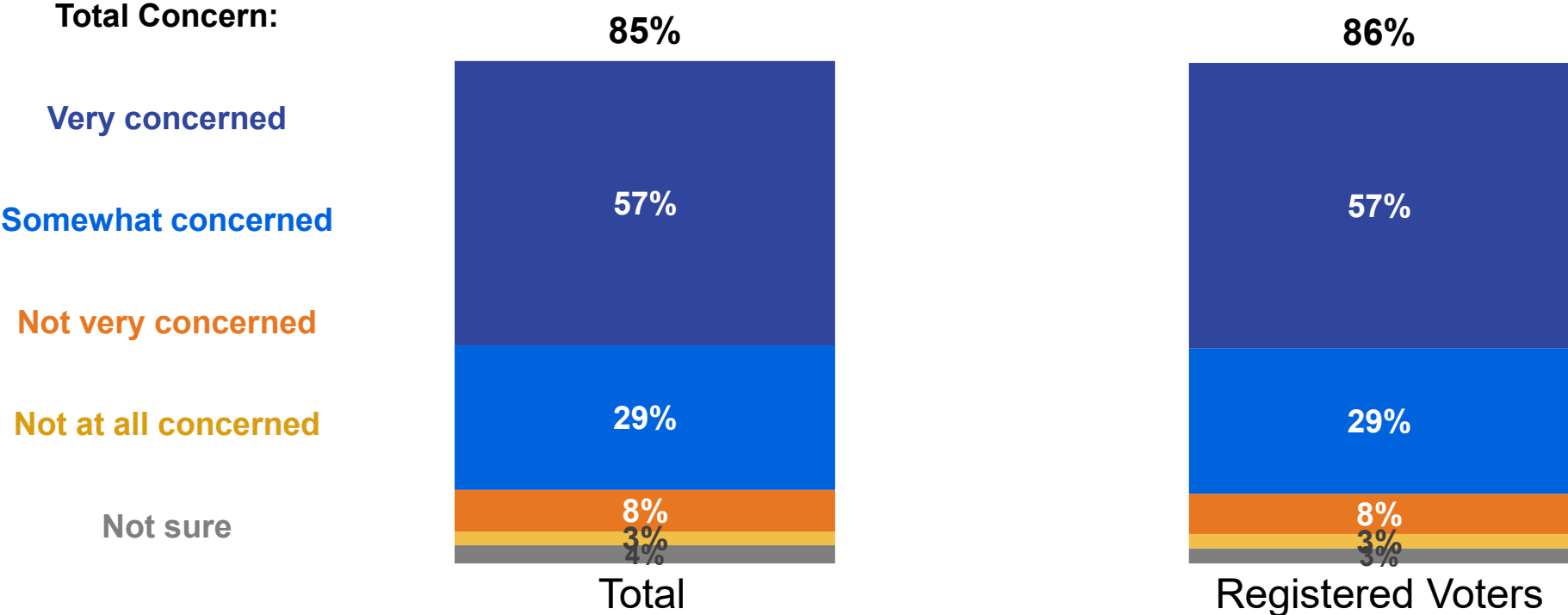
Base Sizes: Total n=425, Registered Voters n=351



# Concern over Impact of Plastic Pollution

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

*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.*



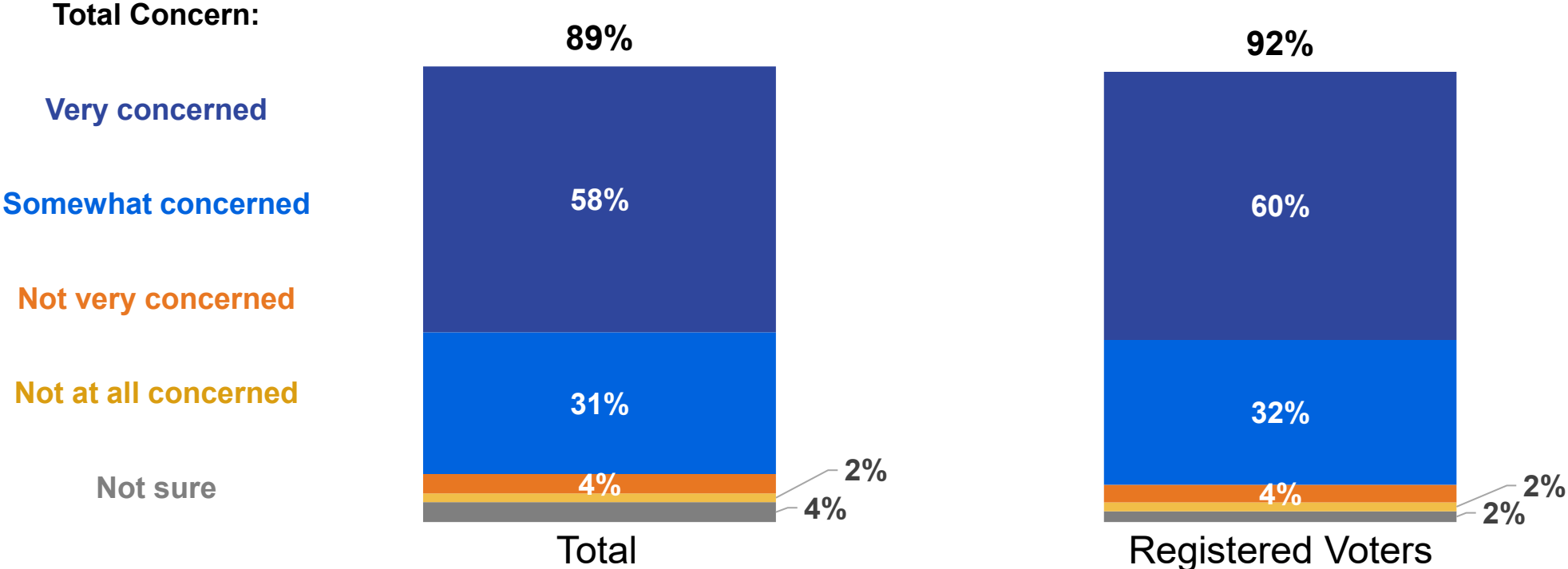
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# Concern Over Single-Use Plastics

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, if at all?



Base Sizes: Total n=425, Registered Voters n=351



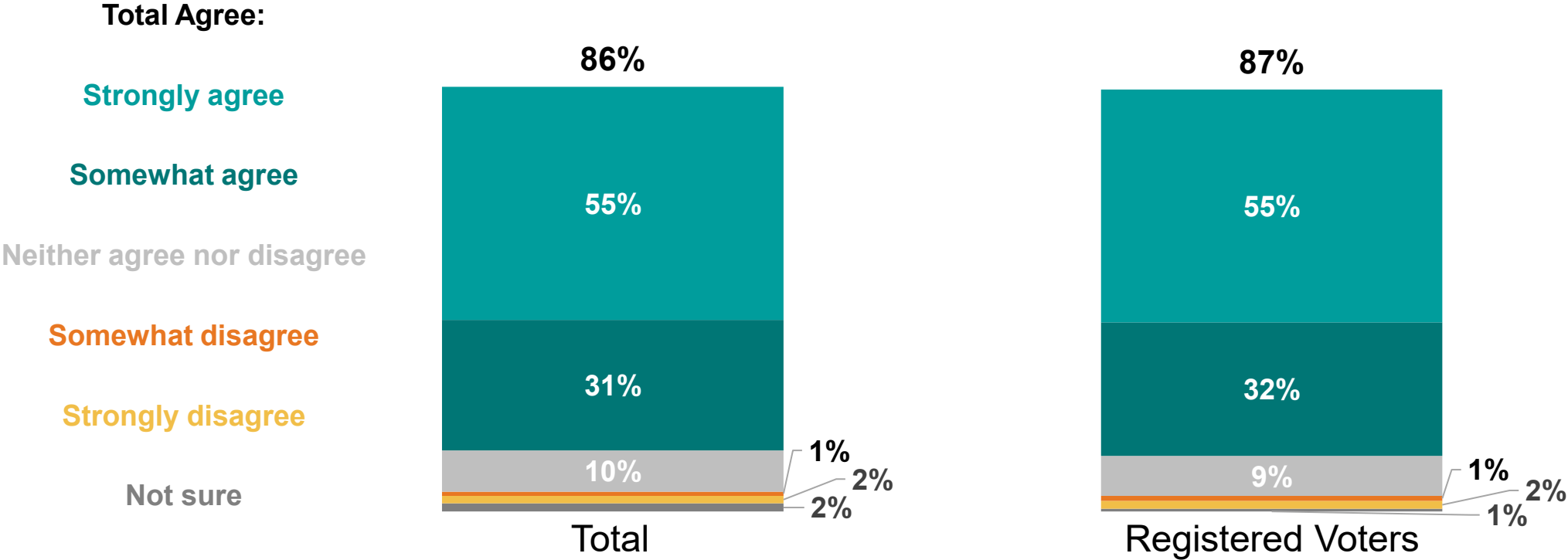
# Single-Use Plastic Reduction Policies and Perceptions



# Single-Use Plastic Reduction Policies

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

*Elected officials should support policies that reduce plastic pollution.*



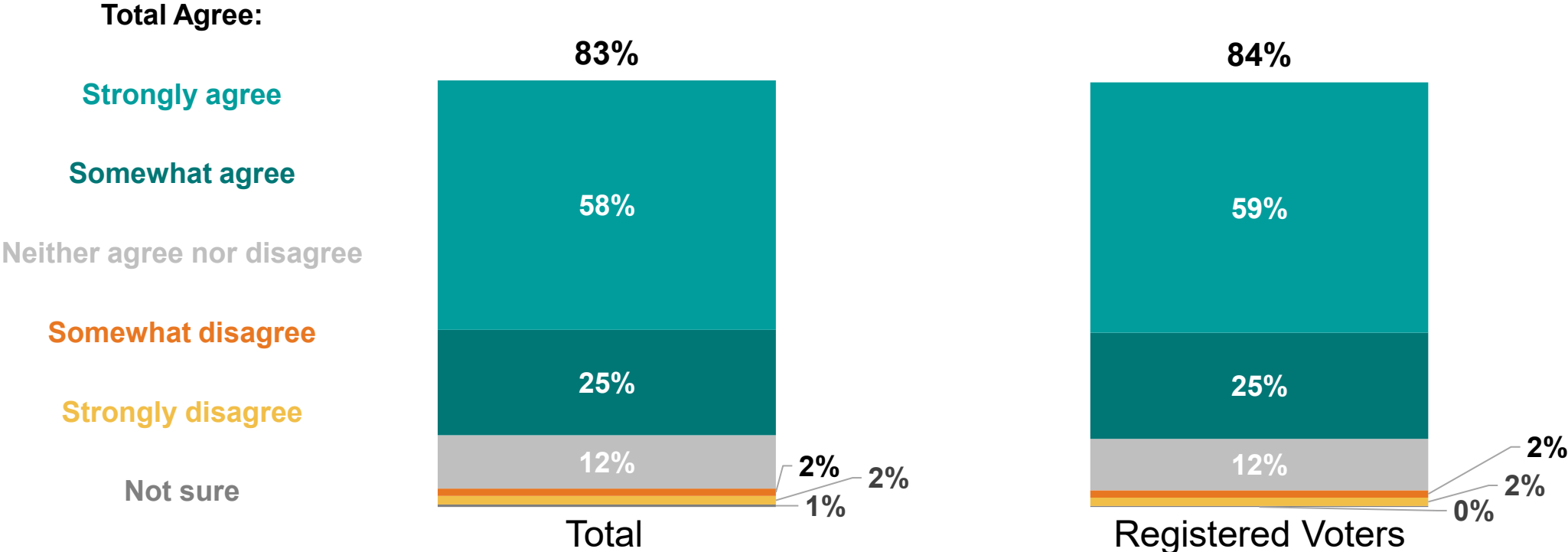
Base Sizes: Total n=425, Registered Voters n=351



# Single-Use Plastic Reduction Policies

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

*Companies should stop producing and using so much single-use plastic.*



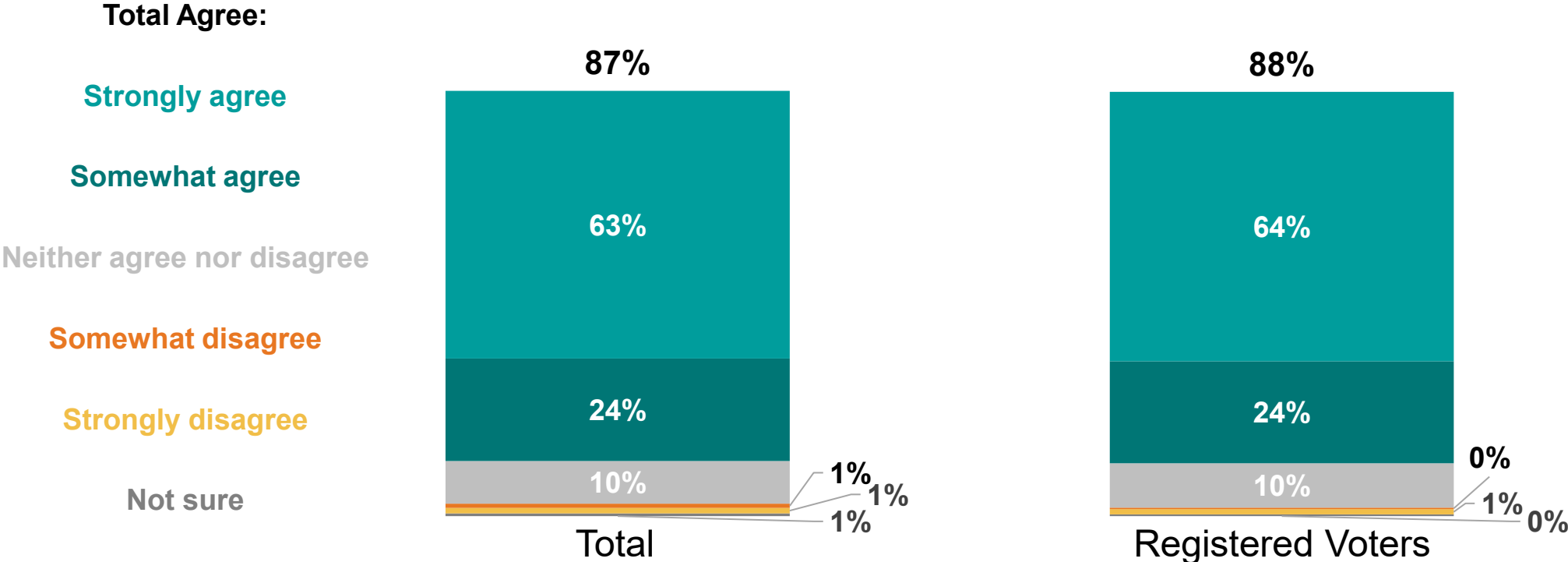
Base Sizes: Total n=425, Registered Voters n=351



# Single-Use Plastic Reduction Policies

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

*Companies should offer plastic-free options.*



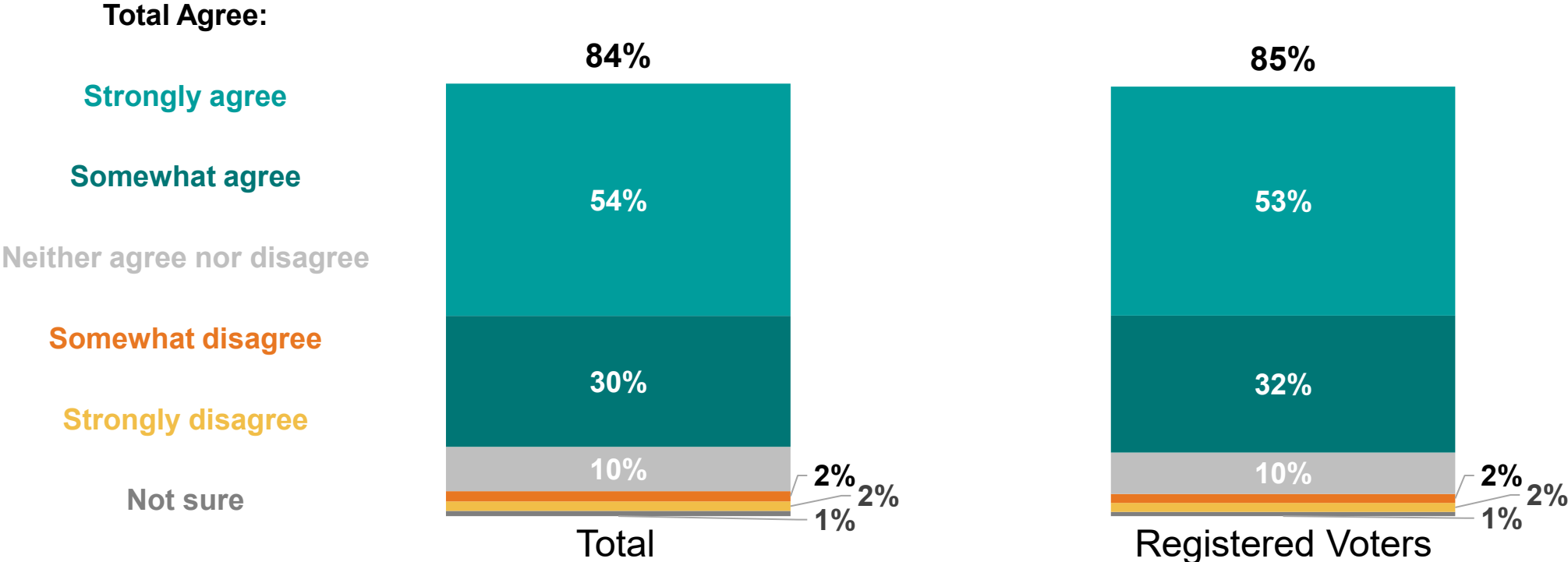
Base Sizes: Total n=425, Registered Voters n=351



# Single-Use Plastic Reduction Policies

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.*



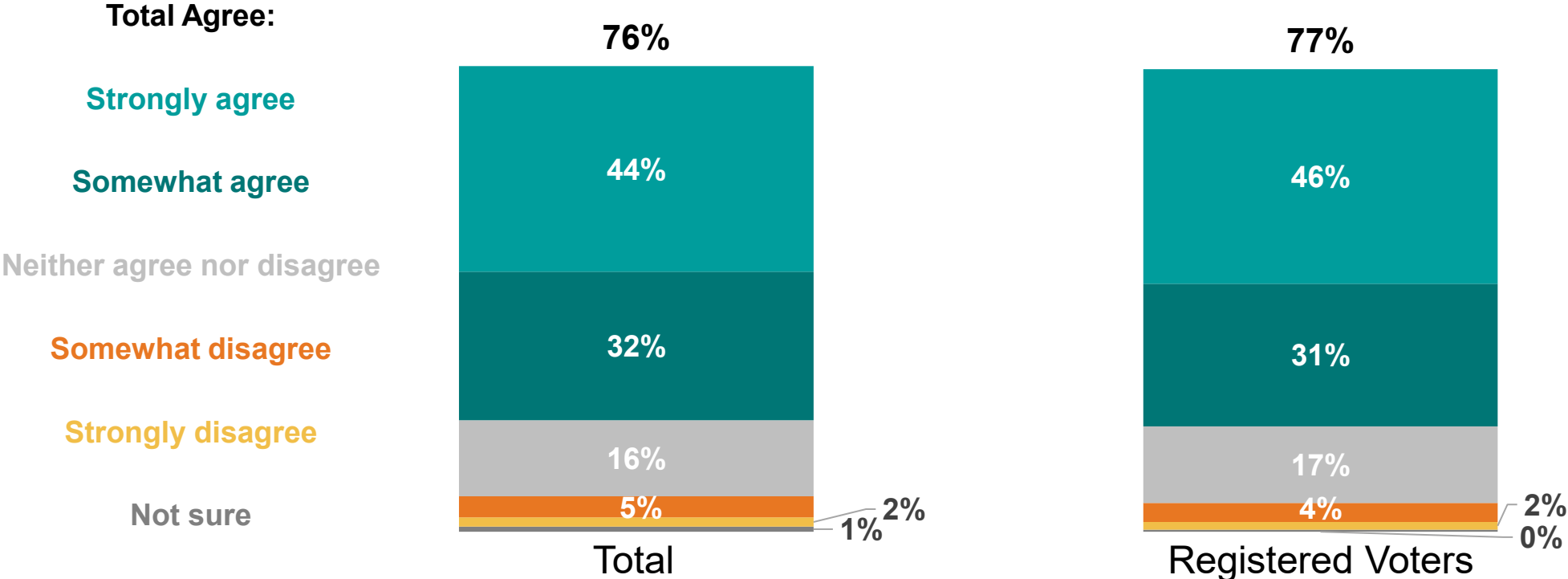
Base Sizes: Total n=425, Registered Voters n=351



# Single-Use Plastic Reduction Policies

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

*Cities and counties should have the ability to pass their own single-use plastic policies.*



Base Sizes: Total n=425, Registered Voters n=351

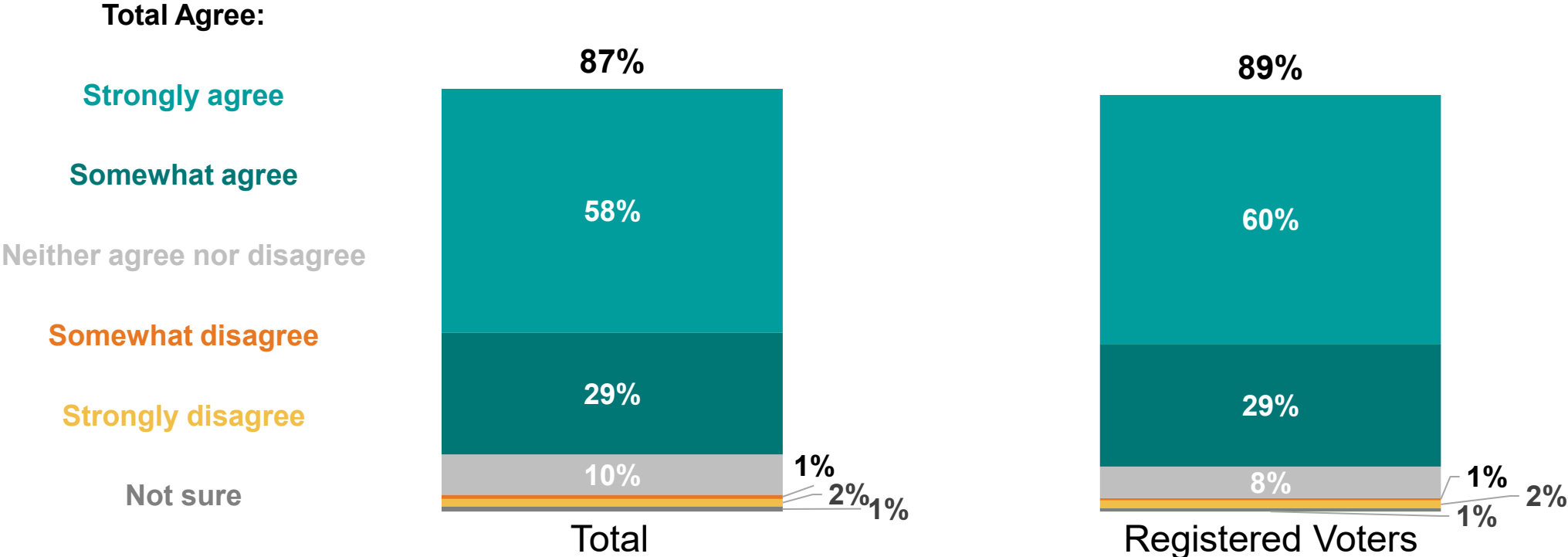




# Single-Use Plastic Reduction Policies

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

*As the world's No. 1 generator of plastic waste, the United States has a responsibility to reduce its contribution to global plastic pollution.*



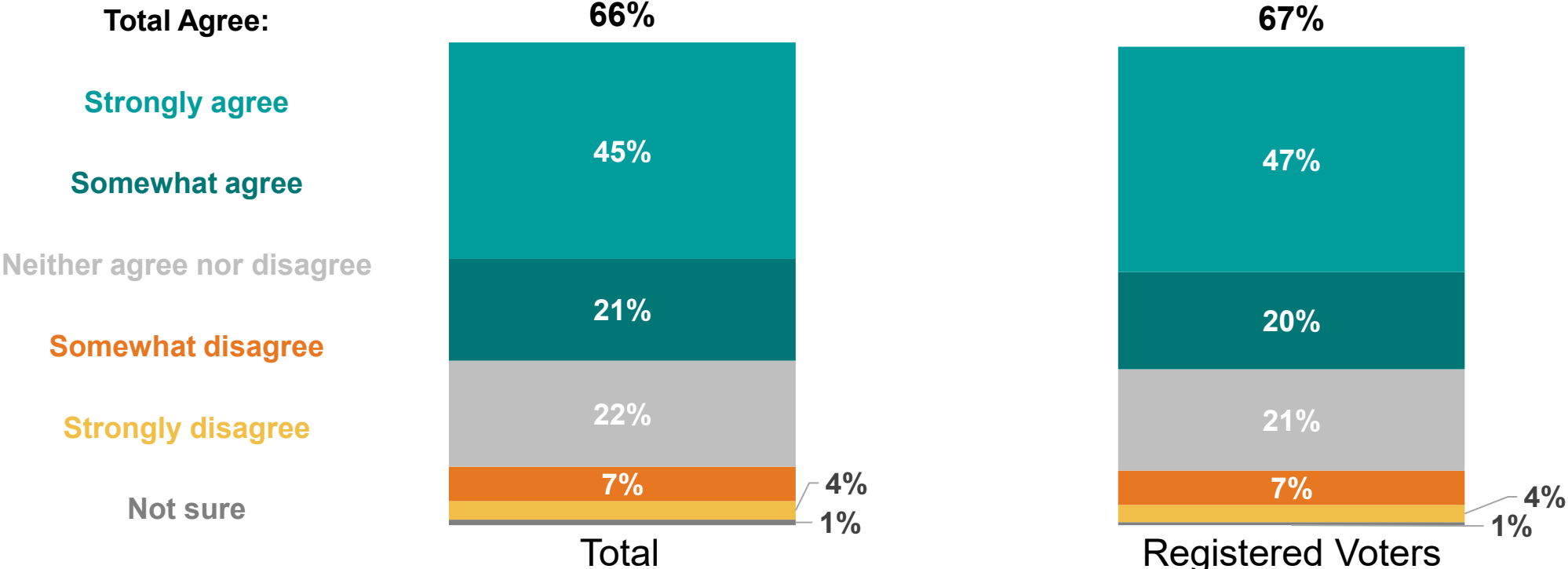
Base Sizes: Total n=425, Registered Voters n=351



# Single-Use Plastic Reduction Policies

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

*Taxpayers shouldn't have to pay for the cleanup of plastic waste created by companies.*



Base Sizes: Total n=425, Registered Voters n=351



# Single-Use Plastic Reduction Policies

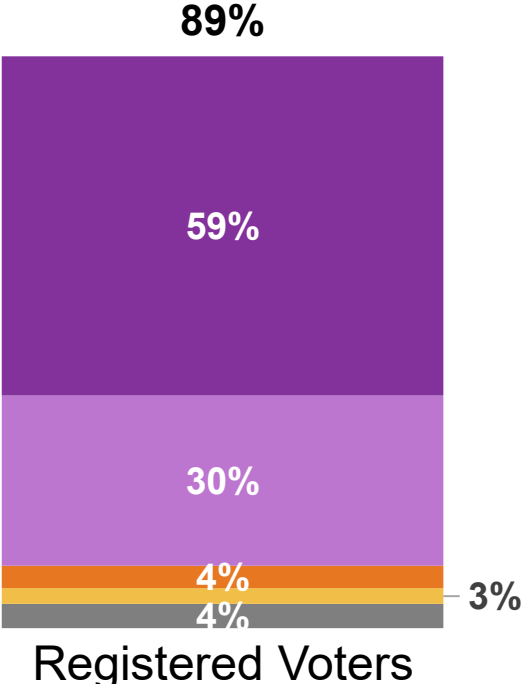
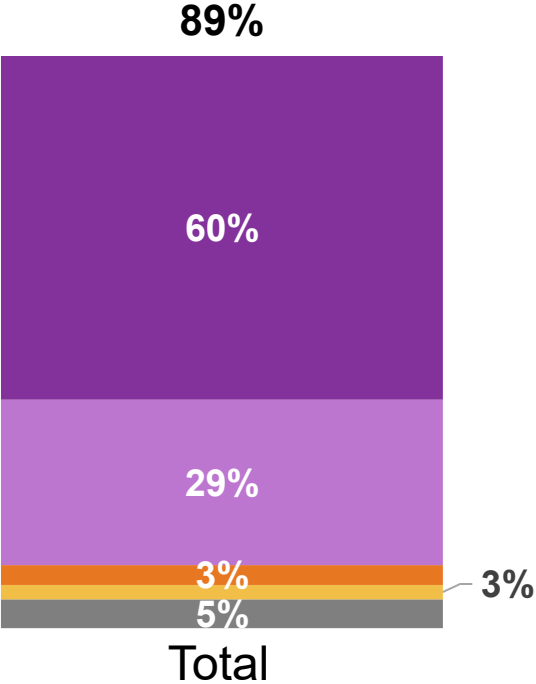
Please tell us to what extent you support or oppose the following:

*Local and state policies that reduce single-use plastic*

**Total Support:**

- Strongly support
- Somewhat support
- Somewhat oppose
- Strongly oppose

Not sure



Base Sizes: Total n=425, Registered Voters n=351



# Single-Use Plastic Reduction Policies

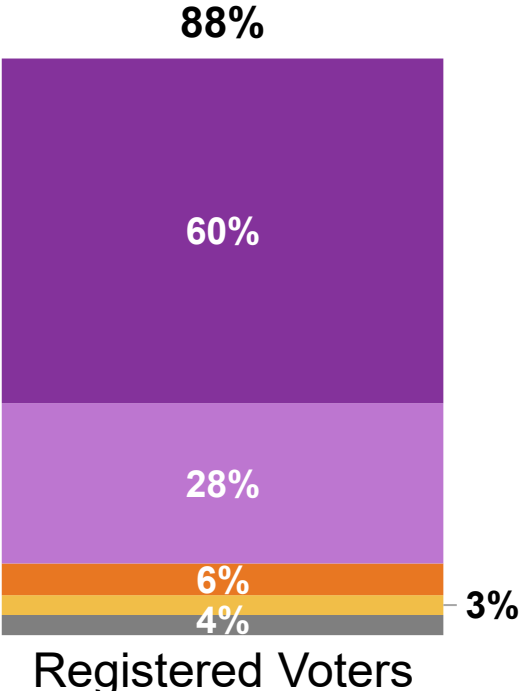
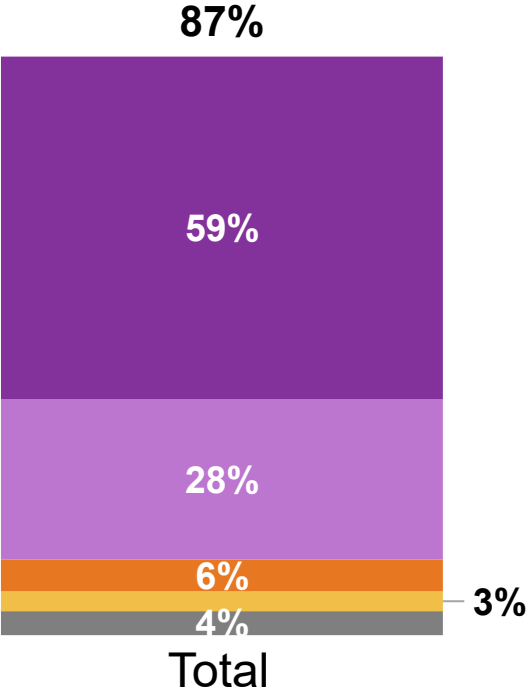
Please tell us to what extent you support or oppose the following:

*National policies that reduce single-use plastic*

**Total Support:**

- Strongly support
- Somewhat support
- Somewhat oppose
- Strongly oppose

Not sure



Base Sizes: Total n=425, Registered Voters n=351



# Single-Use Plastic Reduction Policies

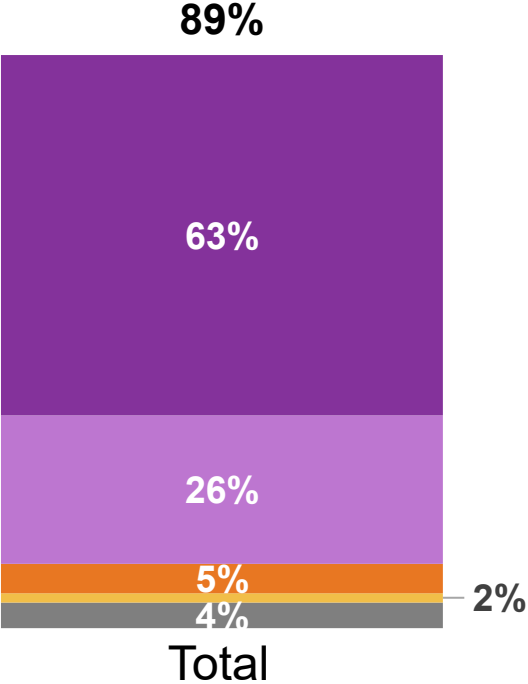
Please tell us to what extent you support or oppose the following:

*Reducing the federal government's use of single-use plastic*

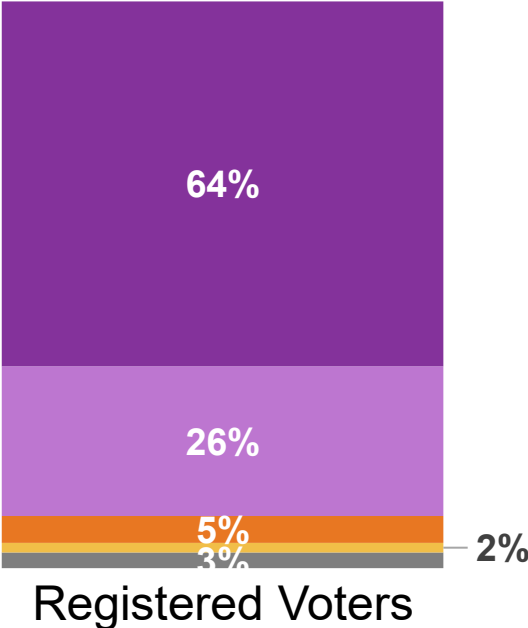
**Total Support:**

- Strongly support
- Somewhat support
- Somewhat oppose
- Strongly oppose

Not sure



**91%**



Base Sizes: Total n=425, Registered Voters n=351





# Single-Use Plastic Reduction Policies

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

*Increasing the use of reusable packaging and foodware*

**Total Support:**

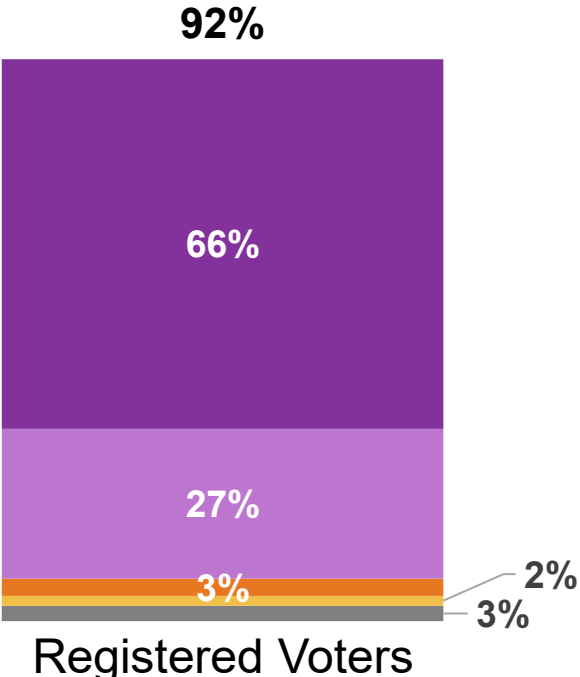
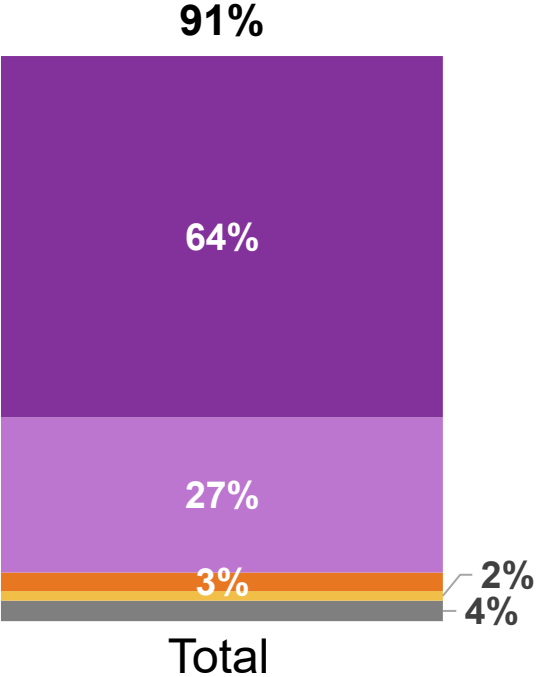
Strongly support

Somewhat support

Somewhat oppose

Strongly oppose

Not sure



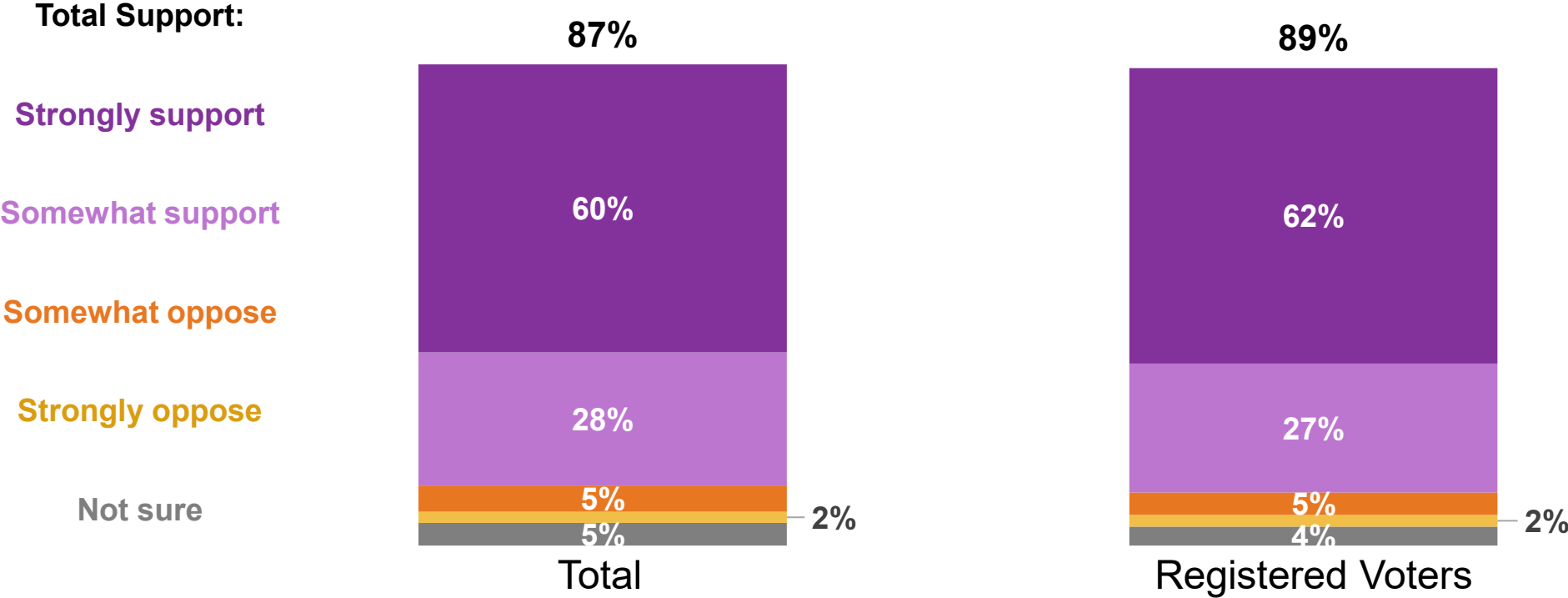
Base Sizes: Total n=425, Registered Voters n=351



# Single-Use Plastic Reduction Policies

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

*Requiring companies to reduce single-use plastic packaging and foodware*



Base Sizes: Total n=425, Registered Voters n=351

# Single-Use Plastic Reduction Policies

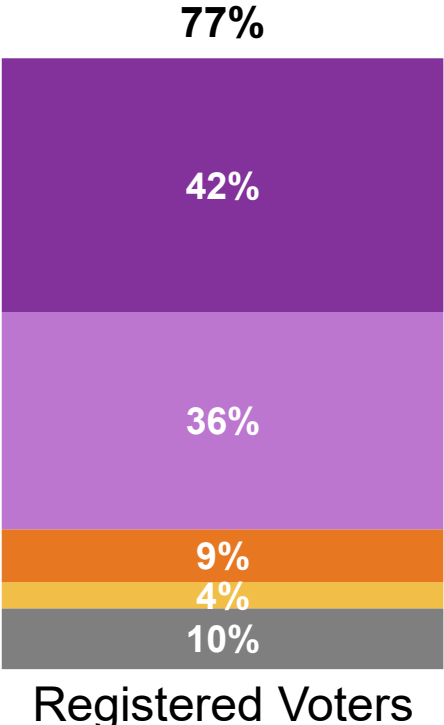
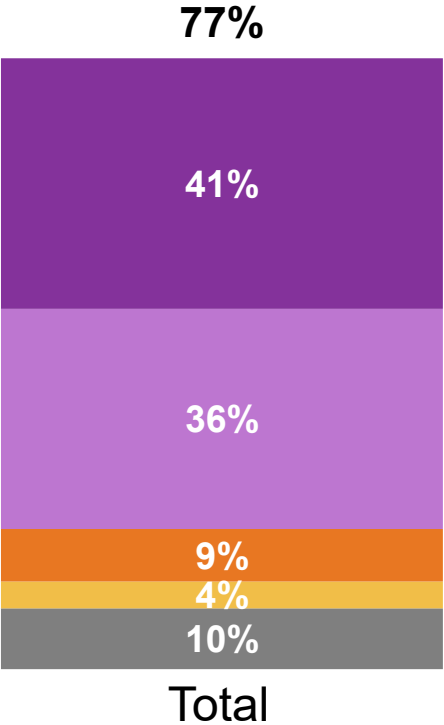
Please tell us to what extent you support or oppose the following:

*A pause in allowing new plastic production facilities to be built*

**Total Support:**

- Strongly support
- Somewhat support
- Somewhat oppose
- Strongly oppose

Not sure



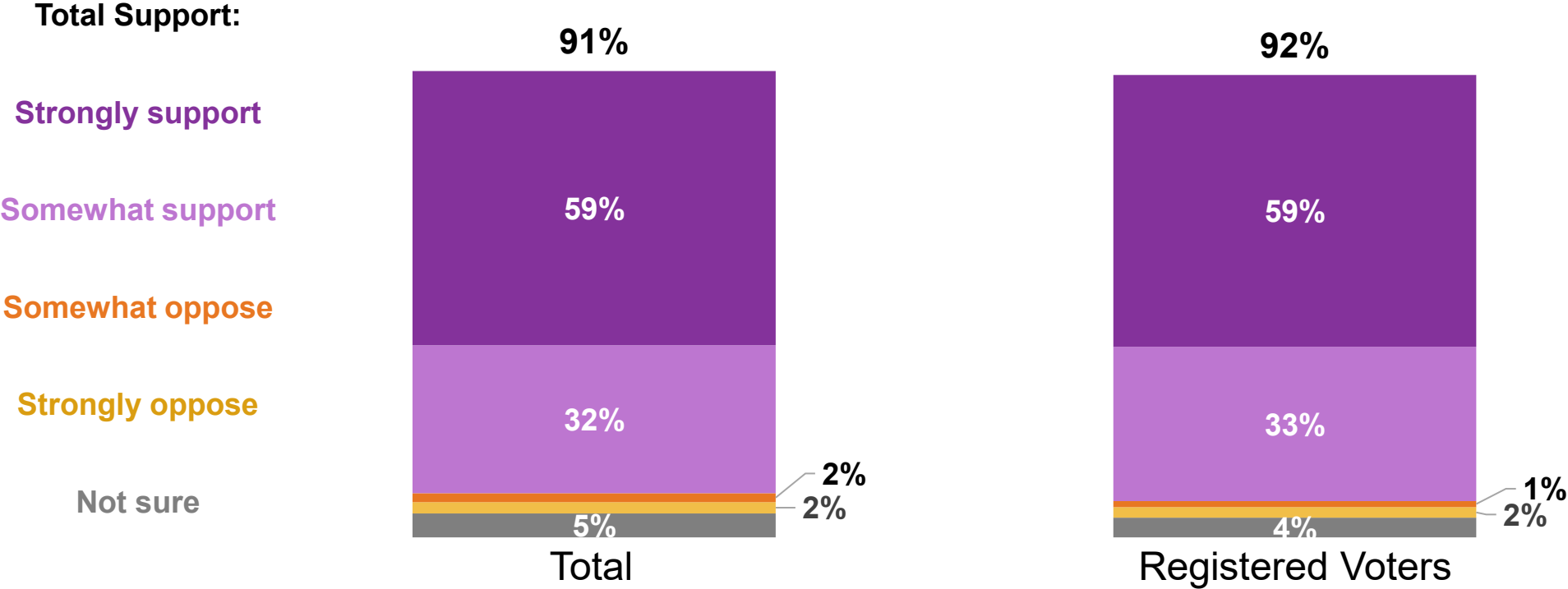
Base Sizes: Total n=425, Registered Voters n=351



# Single-Use Plastic Reduction Policies

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

*Protecting people in neighborhoods that are affected by pollution from nearby plastic production facilities*



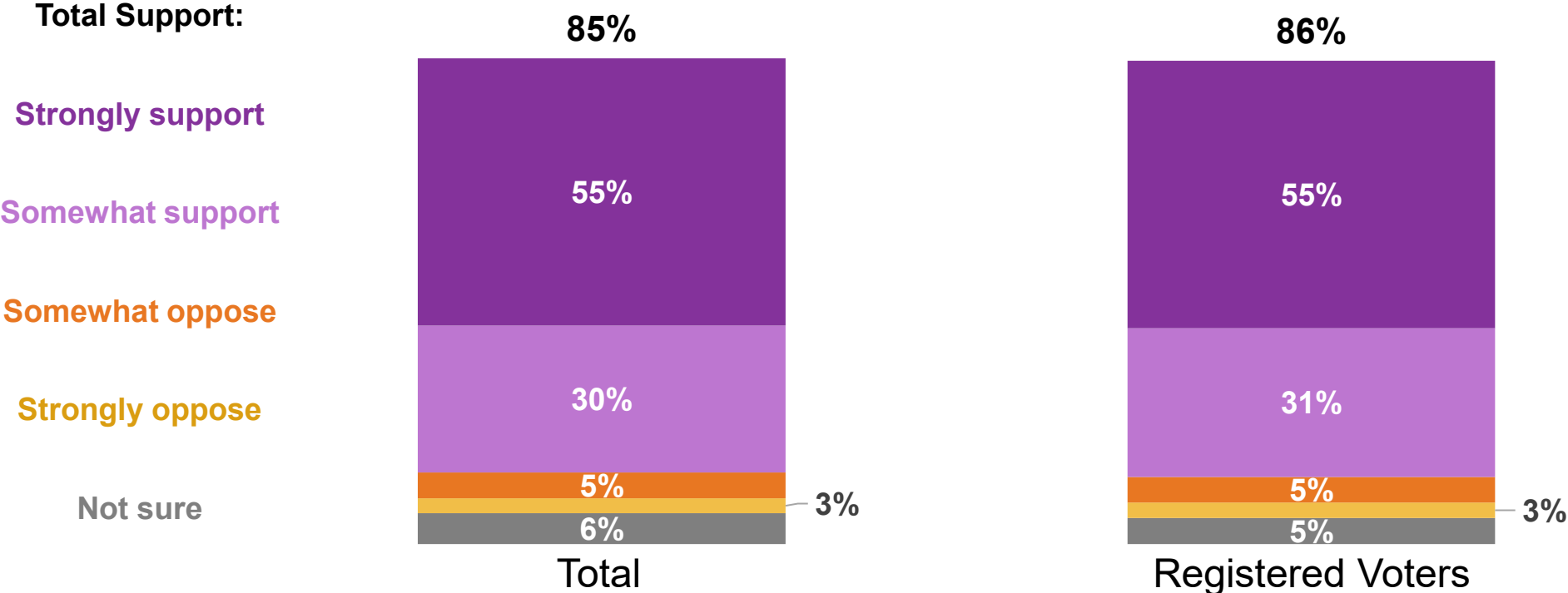
Base Sizes: Total n=425, Registered Voters n=351



# Single-Use Plastic Reduction Policies

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

*Limiting the amount of plastic waste shipped from the United States to other nations, where it often ends up polluting the environment and harming the health of local communities*



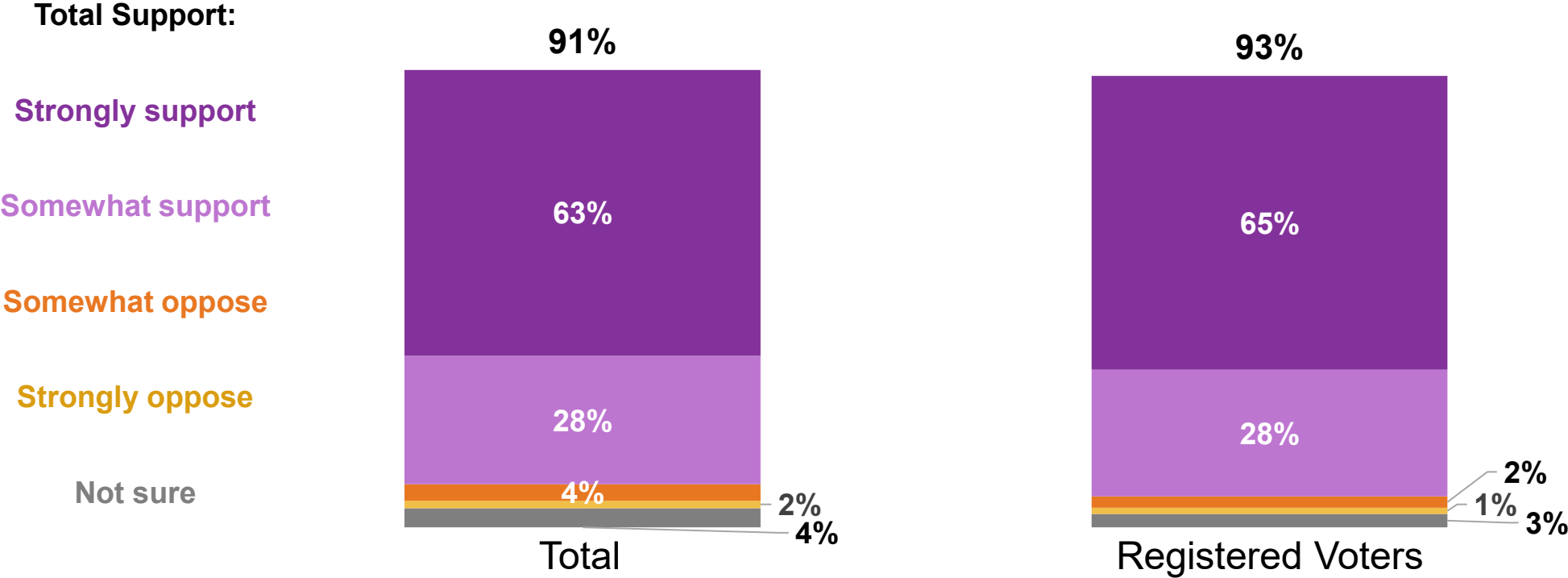
Base Sizes: Total n=425, Registered Voters n=351



# Single-Use Plastic Reduction Policies

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

*Shifting the cost of cleaning up plastic pollution from taxpayers to the companies that make and use plastic*



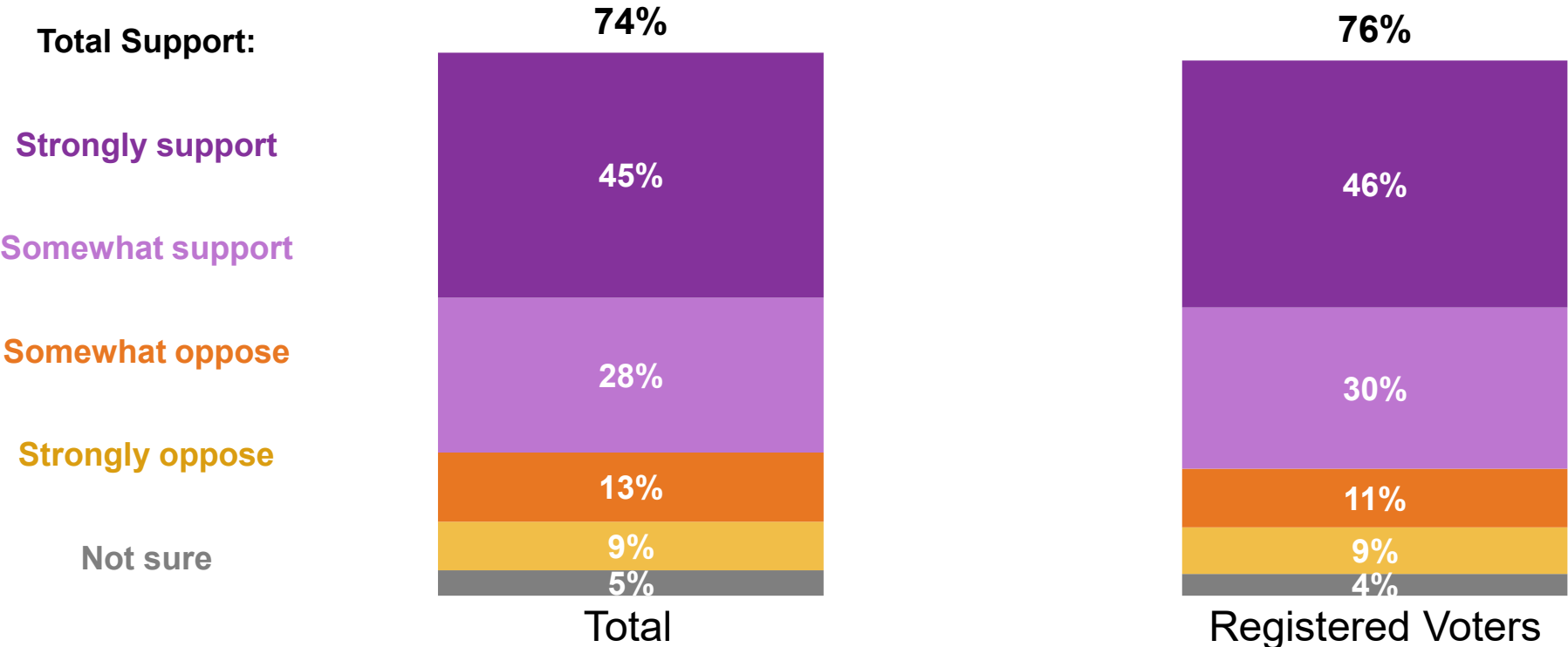
Base Sizes: Total n=425, Registered Voters n=351



# Support for Reducing Single-Use Plastics

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

## Plastic beverage bottles

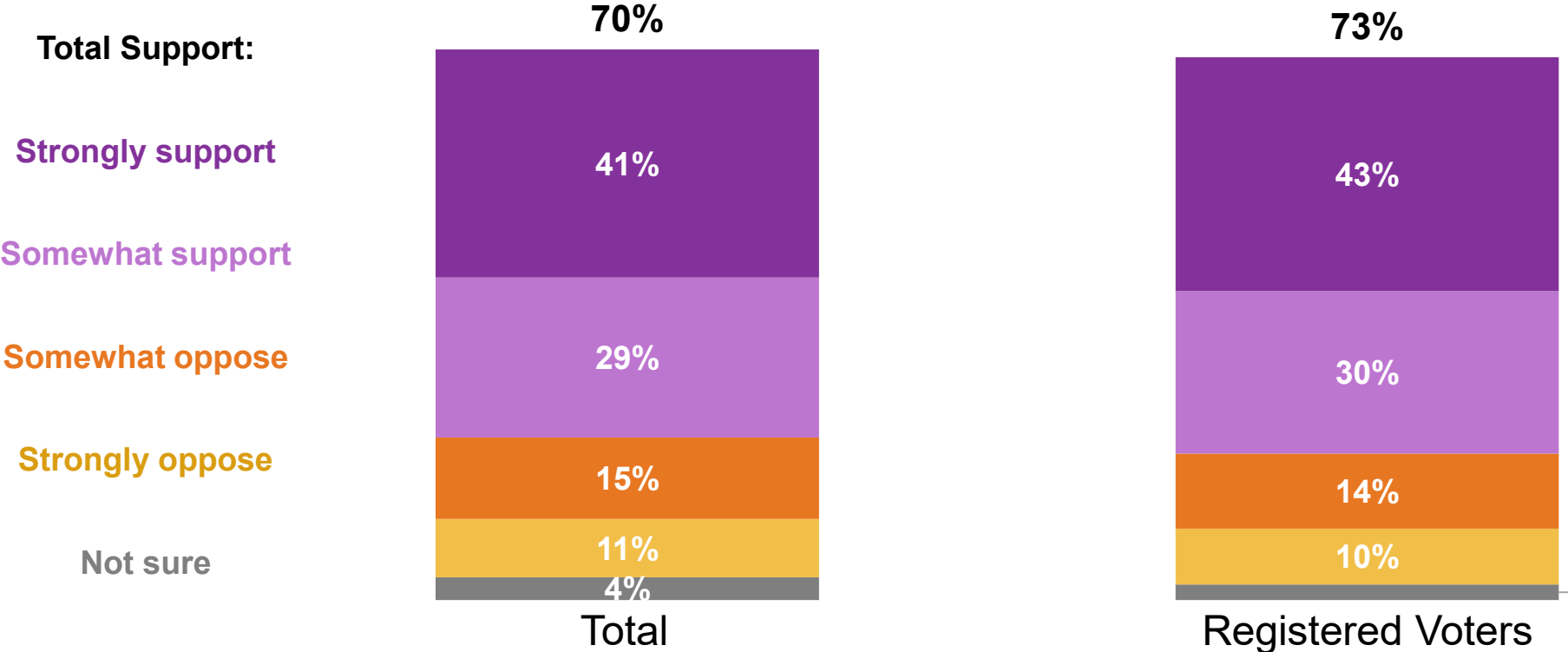


Base Sizes: Total n=425, Registered Voters n=351

# Support for Reducing Single-Use Plastics

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

## Plastic straws



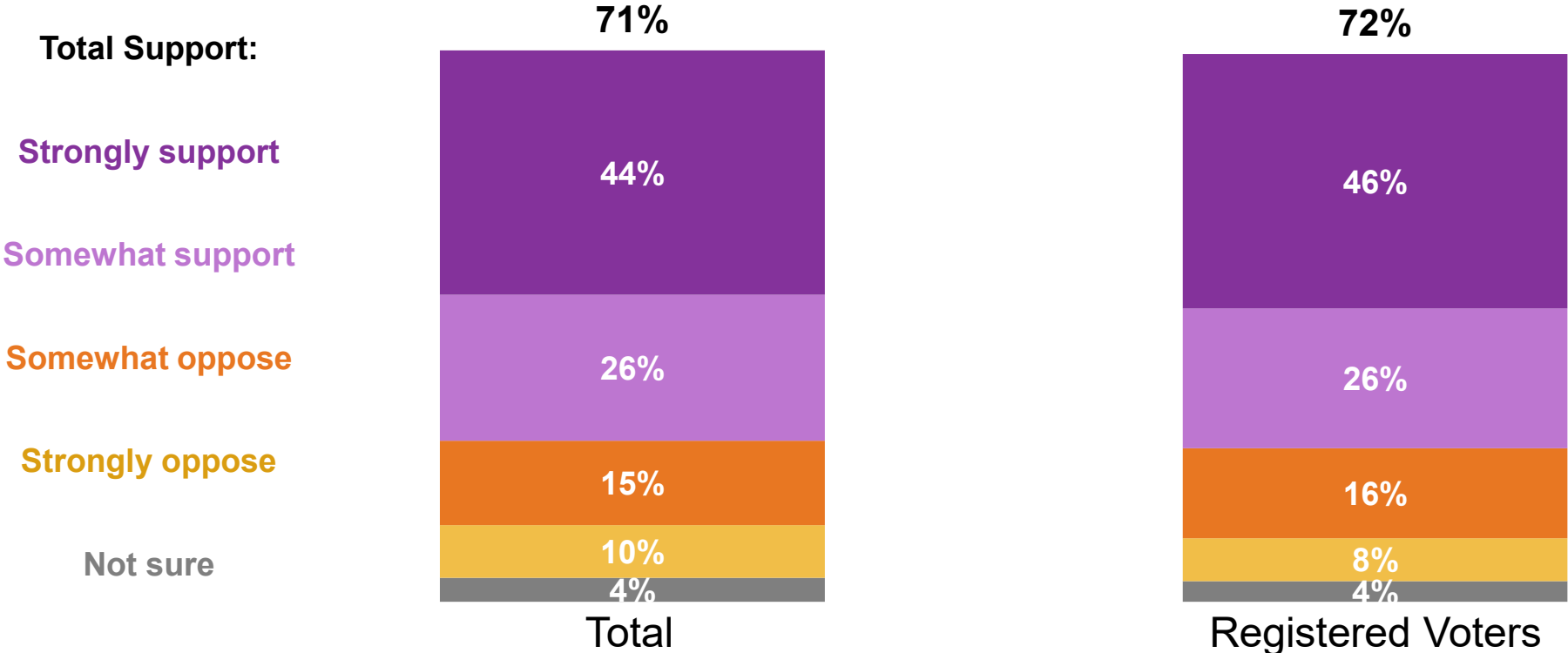
Base Sizes: Total n=425, Registered Voters n=351



# Support for Reducing Single-Use Plastics

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

## Plastic bags



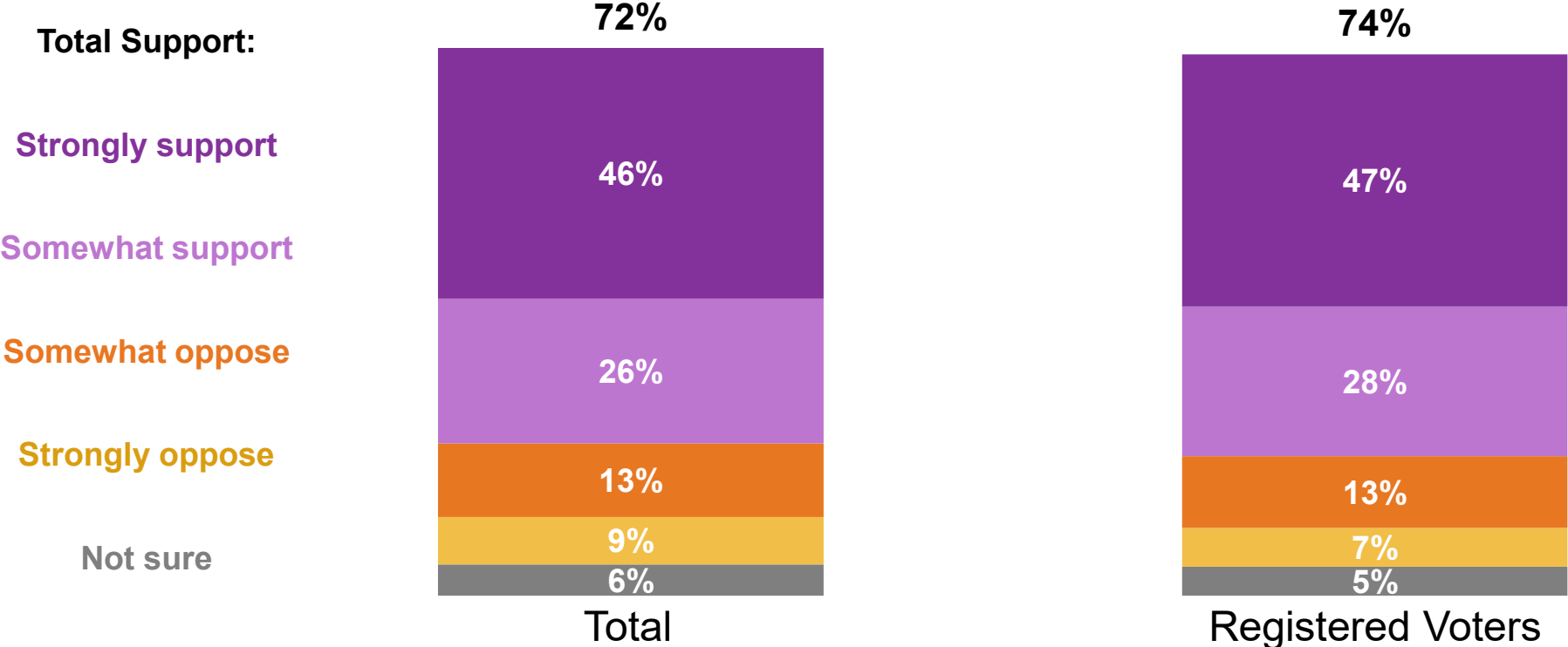
Base Sizes: Total n=425, Registered Voters n=351



# Support for Reducing Single-Use Plastics

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

## Plastic food takeout containers



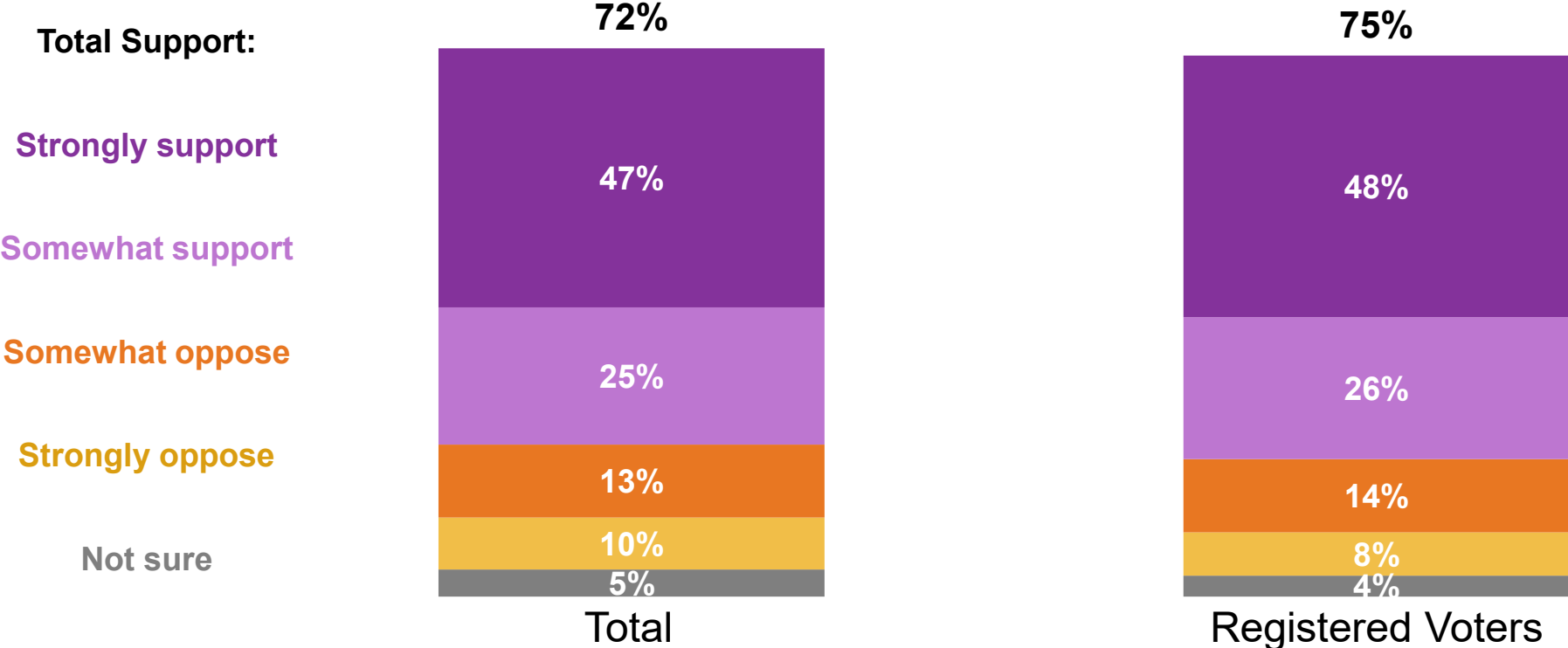
Base Sizes: Total n=425, Registered Voters n=351



# Single-Use Plastic Reduction Policies

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

*Plastic foam foodware, packing peanuts, and coolers*

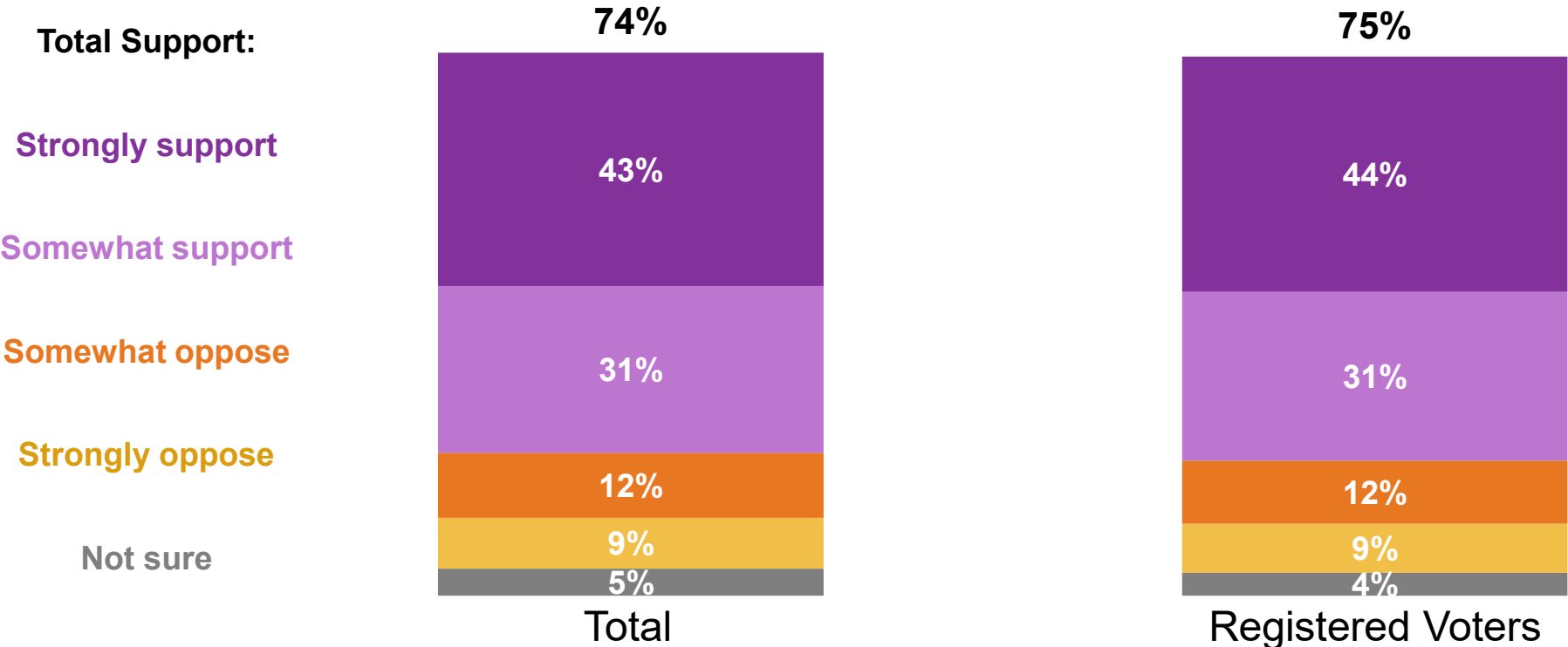


Base Sizes: Total n=425, Registered Voters n=351

# Support for Reducing Single-Use Plastics

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

## Plastic food wrappers



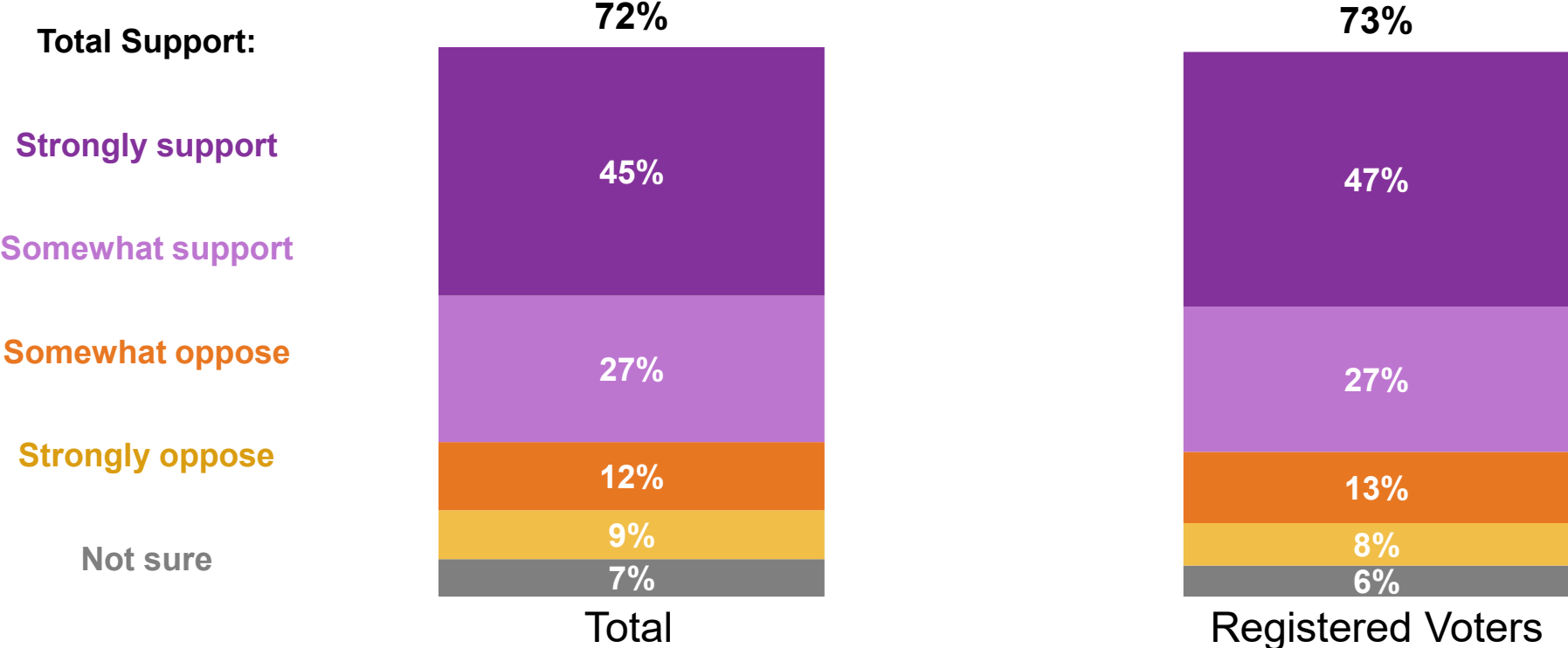
Base Sizes: Total n=425, Registered Voters n=351



# Support for Reducing Single-Use Plastics

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

*Plastic packaging from online shopping*



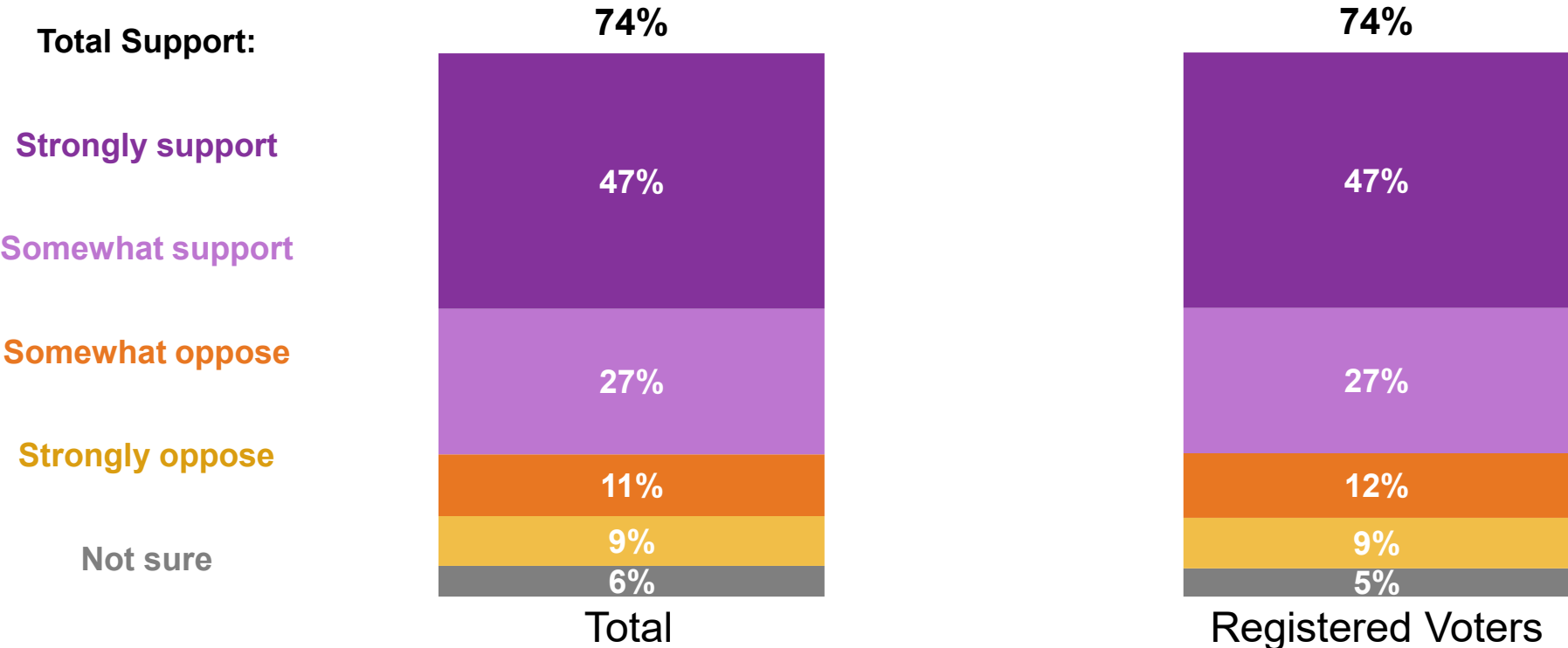
Base Sizes: Total n=425, Registered Voters n=351



# Support for Reducing Single-Use Plastics

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

*Plastic hotel bottles for shampoo, conditioner, and body wash (so they can be replaced with refillable bottles in the hotel)*



Base Sizes: Total n=425, Registered Voters n=351

# About Ipsos

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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.

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# Game Changers

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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.**