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



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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?

										for g	lobal rules
Global Country Average		50'	%			20%		14%		17%	70%
Peru			56%				25%		1	0% 9%	81%
Indonesia			65%					15%		13% 7%	81%
Colombia			57%				21%		13%	9%	78%
South Africa			60% 55%				18%		15	5% 7%	78%
Italy					23%		9%	13%	78%		
Spain					22%		8%	15%	78%		
Romania			58%				20%		13%	10%	78%
Mexico			55%				22%		16	/0 . /0	77%
Chile			54%				23%		10%	13%	77%
Turkey			58%				19%		11%	12%	77%
Argentina			55%				21%		11%	13%	76%
Belgium			57%				18%	8%	0	18%	75%
France			59%				15%	8%		18%	74%
Hungary			57%				15%	9%		19%	72% 72%
Ireland		5	1%		20%			12%		17%	
Great Britain			58%		1			10%		19%	71%
Brazil		46%				25%		15%		15%	71%
Netherlands			53%			169	%	10%		21%	69%
Singapore		41%				27%		14%		18%	68%
India		38%			3	60%		23	3%	9%	68%
Australia		49%				18%		14%		19%	67%
Poland		48%				20%		15%		17%	67%
Sweden			52%			15%		13%		20%	67%
Israel		44%				21%		18%		17%	65%
Malaysia		42%				24%		17%		17%	65%
South Korea		48%				17%		16%		19%	65%
Thailand		45%				20%		16%		20%	64%
Germany		46%				17%		14%		23%	63%
United Arab Emirates		37%			25%			19%		19%	62%
Canada		49%	0			12%	12%			27%	61%
Saudi Arabia	30%	<u> </u>		29			19%			22%	59%
China			20%			4%		17%	59%		
United States		44%			14%	0	21%			21%	58%
Japan	3	34%		14%		11%		4	1%		48%
0%	10%	20%	30%	40%	50%	60%	70%	6 8	80%	90%	100%

Country comparison

Total support

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

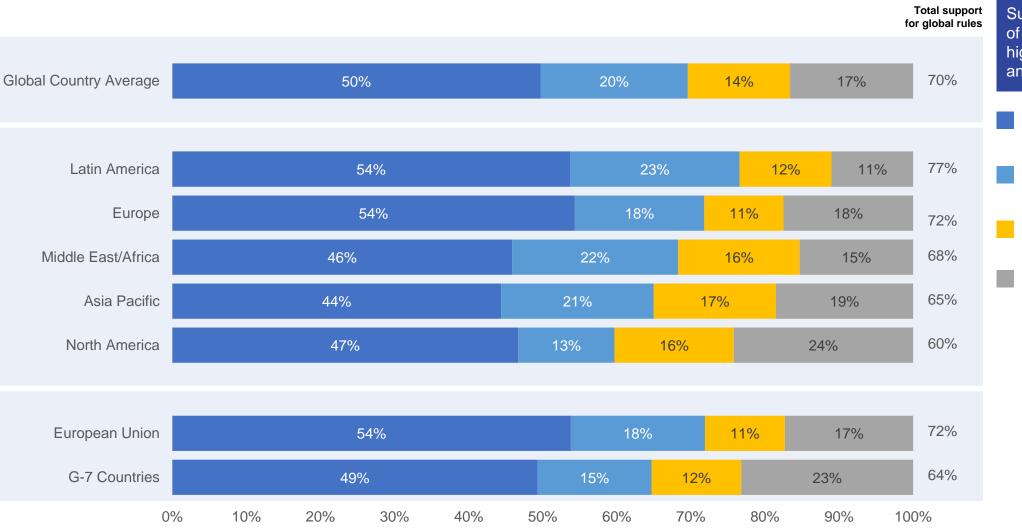


Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Base: Representative sample of 23,029 online adults aged 16-74 in 34 participating countries.

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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.

- 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

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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.



IMPORTANCE OF GLOBAL RULES ON SINGLE-USE PLASTICS

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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

Very important + Important 75% of people in the **Global Country Average** 40% 14% 5% 2% 5% 75% countries surveyed Mexico 53% 34% 8% 2% 12% 87% Colombia **3% 1%** 4% 85% believe that it is 57% 28% 7% Peru 49% 9% 4% 1% 3% 82% 33% important (very Chile 53% 8% **4% 2% 4%** 82% South Korea 36% 45% 13% **3% 1 2%** 82% China 36% 46% 12% **5% 2% 1** 81% to have global rules Argentina 49% 31% 7% 3% 8% 81% banning unnecessary **4% 1% 5%** 80% Turkey 48% 32% 10% Indonesia 41% 17% 39% 202 80% single-use plastics. Thailand 32% 47% 15% 2%1 3% 79% South Africa 48% 31% 13% **5% 2% 2** 79% Great Britain 48% 31% 12% **4% 1% 5%** 79% Very Important Australia 45% 11% 4% 3% 3% 79% 10% Spain 47% 31% 5% 3% 4% 78% India 48% 30% 14% **4% 2% 2%** 78% Important 12% Romania 44% 34% 5% 2% 4% 78% France 10% 3% 3% 50% 27% 7% 77% Poland 36% 40% 10% 6% 76% Neither Important nor Unimportant Ireland 46% 29% 13% 5% 76% 3% 4% Germany 47% 11% 28% 4% 7% 76% Italy 46% 13% 29% 5% 5% 75% Not Very Important 13% Hungary 36% 38% 4% 7% 74% Belgium 37% 35% 15% 5% 5% 73% 3% United Arab Emirates 38% 35% 16% 72% 4% 1% 6% Not at all Important 13% Brazil 36% 34% 6% 70% 7% Singapore 30% 39% 21% 6% 3% 2% 69% 14% Canada 37% 69% 32% 6% 8% Don't know Netherlands 37% 31% 18% 6% 68% 6% Saudi Arabia 36% 18% 67% 32% 65% Malaysia 28% 37% 27% 3% 1% 4% 63% United States 29% 35% 18% 6% 8% 63% Sweden 35% 15% 8% 28% 10% 60% Israel 30% 31% 15% 7% 54% 26% 8% Japan 14% 40% 3% 0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Country Comparison

Total

A global average of important + important)

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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.

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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

39%

20%

30%

comparison Total Latin America has the Very important + Important highest levels of support for global rules banning unnecessary 34% 5% 2% 5% 40% 14% 75% single-use plastics (81% believe it is important on average), followed by Europe. 50% 31% 9% 4%2%5% 81% Very Important 74% 5% 3% 6% 42% 33% 13% Important 34% 17% 4%2%3% 40% 74% Neither Important nor Unimportant 40% 32% 14% 6% 3% 6% Not Very Important 72% Not at all Important 33% 34% 16% 6% 5% 8% 66% Don't know 74% 41% 33% 13% 5% 3% 6%

Region

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

80%

15%

5% 3%

90%

7%

70%

100%



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0%

10%

Global Country Average

Latin America

Europe

Asia Pacific

Middle East/Africa

North America

European Union

G-7 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.

70%

32%

60%

50%

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

40%

(%) 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

42%

Country Comparison

A global average of 77% believe it is important (verv + important) les to ban lastic that easily

Colombia		59%						29% 6% <mark>2%1%</mark> 3%						88%	Im	portant (ve
Peru		55%					32% 7% 2%						<mark>2% 1</mark> 3%	87%	im	portant + ir
Argentina		56%					29%						<mark>2%</mark> 5%			
Mexico		56%					29%					9%	3% <mark>2%</mark> 2%			have rules
Chile		56%							28%		6		<mark>6 2%</mark> 4%		ty	pes of plast
Turkey		52%					32%						84%		nnot be ea	
South Korea		35%					48%				ļ	9%	3% <mark>2%</mark> 2%			
Indonesia			47%					36%				13%	2%11		re	cycled.
China		31%					51%					%	5% 1 1			
South Africa			53%					27%			13%		4% <mark>2%</mark> 2%			
Romania			45%				35%				13%		3% 1% 4%			Very Important
Spain			49%					0%			10%		3% 4%			
India			50%					9%			12%		5% <mark>2%</mark> 2%			
Great Britain			49%				30	%			12%		<mark>6 1%</mark> 5%			Important
Australia			46%				32%				12%		3% 4%			
Ireland			49%				28	%			12%	5%				
Italy			46%				31%				1%			77%		Neither Important
France			50%				27%	6		11		4% 29				
Brazil			46%				30%			129		5%	2% 5%			
Thailand		32%				44%					19%		<mark>2%1</mark> 3%	75%		Not Very Importar
Germany			43%				33%			10%		6 4%	7%	75%		
Hungary		33%				42%				13%	6	3% <mark>1%</mark>	8%	75%		
Poland		32%				42%				11%		6% <mark>2%</mark>	5 7%	75%		Not at all Importar
Singapore		34%				40					17%		6% 12%			
United Arab Emirates			40%				34%			15			2% 5%			Daw!t lan awa
Belgium		38					36%			13%		7%	2% 4%	74%		Don't know
Canada			43%				29%			13%		% 3%	0,0	72%		
United States		34%				37%				14%	3%	5%	7%	71%		
Malaysia		36%				34%				22%)		4% 1% 4%			
Netherlands			9%			31				18%		4% 2	<mark>2%</mark> 6%	70%		
Saudi Arabia		37%	6			33%)			17%		4% 1%	8%	70%		
Israel		34%				36%			119	%	9%	4%	7%	69%		
Sweden		34%				35%				15%	4%	4%	8%	69%		
Japan	14%			39%				26%			8%	3%	10%	53%		
0%	% 1	0%	20%	30%	40%	50%	60%	70	0%	80%		90%	10	0%		

34%

Very important + Important **4% 2%** 5% 77%

13%

Total

ortant nor Unimportant

portant

portant

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Global Country Average

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.



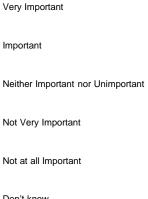
(%) The treaty will include global rules for participating countries. How important or unimportant do you believe it is to have global rules to: Ban types of plastic that cannot be easily recycled

Total Very important + Important **Global Country Average** 42% 4%2%5% 34% 13% 77% %4% Latin America 55% 30% 7% 3%2 84% 75% Asia Pacific 39% 4%2<mark>%</mark>3% 36% 16% 75%. 5% 2% 5% Middle East/Africa 13% 43% 32% 75% Important Europe 42% 34% 12% 4% 2% 6% 75% North America 38% 33% 14% 4% 4% 7% 71% 75% European Union 42% 34% 12% 4% 2% 6% Don't know **G-7** Countries 40% 32% 14% 5% 3% 7% 72% 0% 10% 80% 90% 100% 20% 30% 40% 50% 60% 70%

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



DSO

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.

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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

Country Comparison

Total A global average of Very important + Important 78% believe that it is ant (very ant + important) lobal treaty to e rules to ensure acturers and rs are nsible reducing, g and recycling ackaging.

Important nor Unimportant

Global Country Average		40%				37%		12%	4%	<mark>2%</mark> 4%	700/	
South Africa		4070	55%			5770	31%	1270	8%	3% 12%		important (very
Mexico		51						9%	4% 11		important + imp	
Peru		49%)			37%						
Indonesia		49%)					12%	111	85%	for a global trea	
Colombia		54%						8%	3% 2% 2%		include rules to	
China		36%				49%	33%		10%	4% 11		manufacturers
Argentina		51%							2% 5%			
Chile		48%				35			<mark>% 2%</mark> 4%		retailers are	
Romania		46%				36%				3% <mark>2%</mark> 4%		responsible red
Great Britain			1%				0%	1		% <mark>2%</mark> 4%		
Australia		45%				36%			12%	3% 2% 2%		reusing and rec
Turkey		44%				36%				5% <mark>2%</mark> 3%		their packaging
Thailand		35%				46%			11%	4% <mark>1%</mark> 3%		then publicaging
Hungary		38%				41%		10%			79%	
Ireland		48%				31%	11%		6 <mark>2%</mark> 4%		Very Important	
India		44%				34% 35%		15%	3% 2% 1			
Spain		43%				13%		<mark>/ 3%</mark> 3%		lass stant		
Singapore	3	32%			45'		5%	4% 2%1		Important		
Brazil		45%				32%		13%		<mark>2%</mark> 4%		
Israel		37%				39%		10%	5% <mark>2%</mark>	8%	76%	Neither Important nor
Belgium		38%				38%		12%	6%	<mark>2%</mark> 5%	76%	Neither Important nor
France		46%	_			30%		12%	3% 3%		76%	
South Korea	26%				50%			14%		% <mark>2%</mark> 2%		Not Very Important
Netherlands		39%				37%		13%	3%		76%	Not very important
Italy		41%		35%				13%	6%			
United Arab Emirates		37%				38%		12%	4% 2		76%	Not at all Important
Canada		41%				33%	13%	3% 3%	7%	74%		
Germany		37%				7%		14% 13%	3% 3%	6 7%	74%	
United States		36%				37%				6%	73%	Don't know
Sweden		36%			36%	13%	6% 49	<mark>6%</mark> 6%	72%	Bont Know		
Malaysia		2%			40%			21%		4% <mark>1%</mark> 3%		
Saudi Arabia		34%			36%				5% 4%	7%	70%	
Poland	26%				44%			16%	6% 2%		69%	
Japan	13%		43	%			26%	6	% 2%	9%	56%	
0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100	0%	

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.

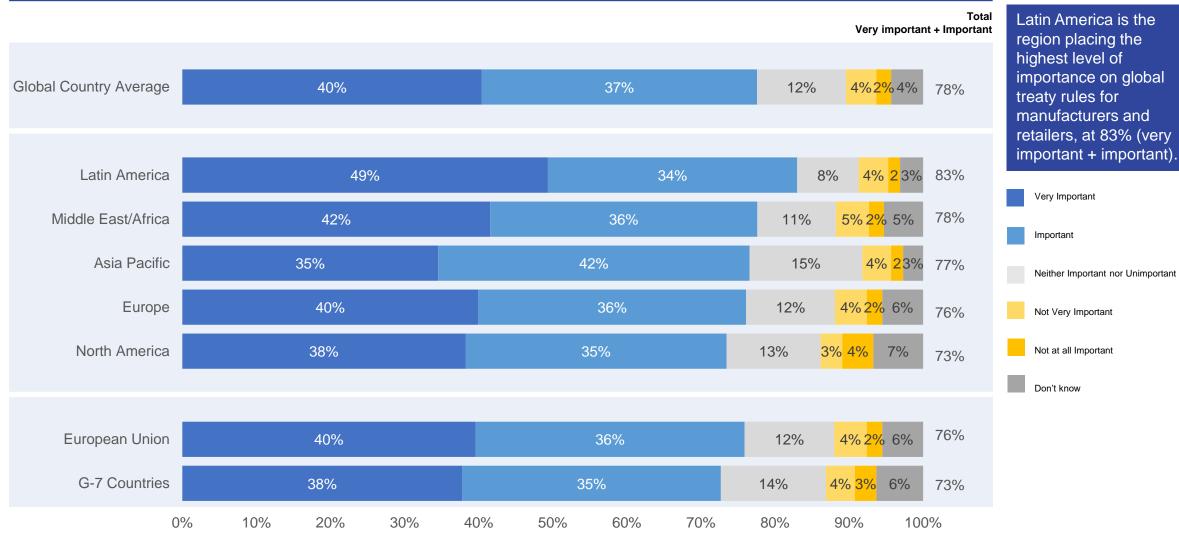
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Glo



(%) 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



Ipsos

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.

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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: Require all new plastic products to contain recycled plastic

Total Very important + Important 76% believe it is **Global Country Average** 40% 13% 4% 2% 5% 76% important (verv Mexico 57% 7% 4% 1 1 87% South Africa 54% 3%1%2% 86% important + important) 32% 9% Peru 51% 34% 8% **3% 1% 3%** 85% to require all new Chile 51% 33% 8% 3% 2% 4% 84% Colombia plastic products contain 56% 28% 8% 3% 2% 3% 83% Argentina 9% 2 2% 5% 83% 53% 31% recycled plastic. Indonesia 45% 15% 1 1 1 81% 36% Turkey 47% 34% 10% **3% 2%** 5% 81% 38% 10% Romania 42% 4% 1% 5% 80% Very Important India 44% 13% **3% 2% 2%** 80% 36% South Korea 24% 56% 14% 2%2% 3% 80% China 28% 51% 13% 5% 1 2% 79% Important Hungary 35% 44% 9% 2% 4% 6% 78% 46% 12% Great Britain 33% 3% 2% 5% 78% Australia 44% 34% 12% 3% 3% 4% 78% Neither Important nor Unimportant 35% Thailand 43% 14% 4% 1% 3% 78% Belgium 37% 41% 11% 5% 1% 5% 78% Spain 44% 12% 5% 4% 77% 2% Not Very Important 3% 3% 4% 76% Ireland 47% 29% 14% Brazil 46% 11% 3% 4% 76% 30% 6% 16% 29% 4% 2% 3% 76% Singapore 47% Not at all Important 41% Italy 34% 12% 6% **2% 5%** 75% France 44% 30% 14% 4% 2% 6% 74% Poland 47% 11% 73% 26% 6% 7% Don't know Netherlands 14% 37% 36% 4% 3% 6% 73% United States 32% 40% 13% 4% 5% 6% 72% United Arab Emirates 13% 37% 35% 6% 2% 7% 72% Germany 36% 12% 36% 5% 8% 72% Canada 39% 14% 8% 72% 33% 1% Malavsia 35% 36% 23% 204% 71% Israel 33% 36% 13% 7% 2% 9% 69% Saudi Arabia 37% 17% 31% 5% 68% Sweden 29% 17% 4% 65% 28% 7% 52% Japan 11% 42% 10% 40% 50% 0% 10% 20% 30% 60% 70% 80% 90% 100%

Country Comparison

A global average of

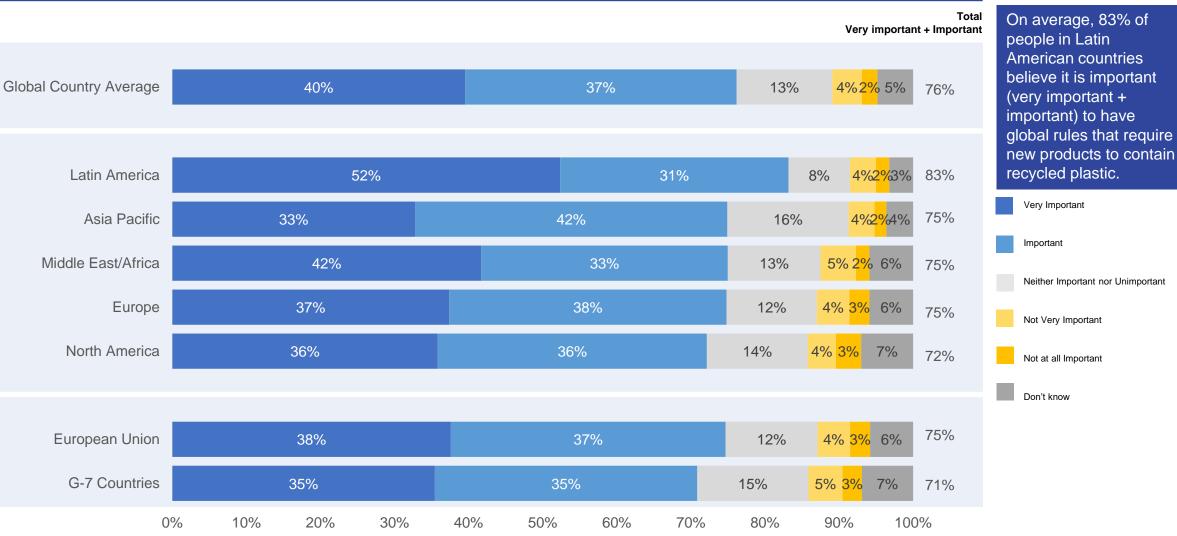
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Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Base: Representative sample of 23,029 online adults aged 16-74 in 34 participating countries.

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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: **Require all new plastic products to contain recycled plastic**

Region comparison



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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.



41%

55%

55%

(%) 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

Total

Very important + Important

7%

4%

4%

12%

32%

4% 2% 4% 77%

3% 1% 1 88%

<mark>% 3%</mark> 88%

A global average of 77% believe it is important (very important + important) belling of ucts so it is sort them ecycling or

0010111018							5570					important + important)		
Peru		52%					33% 30%		8%	3% 2% 2%	84%	to require labelling of		
South Africa		54%				40%		10%	<u>3% 1%</u> 1					
Indonesia		44%					12% 11%	3% 1 1		plastic products so it is				
China		34%			49%					4% 11		clear how to sort them		
Turkey		49%					35%		10% 6% <mark>4</mark>	<mark>3%1%</mark> 3%				
Chile		54%			30%					% 3% 4%		for reuse, recycling or		
Argentina		55%			28%					<mark>% 2%</mark> 5%		disposal.		
Romania		46%				36%				<mark>% 3%</mark> 4%		01300301.		
Great Britain			51%				30%		10%	3% 2% 4%				
Thailand		41%				41%			13%	2%1 3%		Very Important		
South Korea		34%			46%					5% 12%	80%			
Australia		45%			35%					4% 3% 3%	80%			
Hungary		36%				43%			9% 4%	<mark>1%</mark> 7%	80%	Important		
India		47%			33%					5% <mark>2%</mark> 1%	79%	important		
Singapore		30%			49%	, 0			17%	3% 11	79%			
Italy		41%			110	11% 6		78%	Neither Important nor Unimportant					
Spain		43%		33%				12%	% 49	6 <u>4%</u> 3%	77%	Neither Important nor Onimportant		
Ireland		46%				31%		13	% 5	% <mark>2%</mark> 4%	77%			
Brazil		45%				30%		11%	5%	4% 4%	76%	Not Very Important		
Israel		37%				37%		11%	5%		75%	Not very important		
Poland		31%			44%			12%	5%	2% 6%	75%			
France		44%				30%		14%	3%	3% 6%	74%	Not at all Important		
United States		34%			40%				3%	5% 6%				
Belgium		34%			40%			13% 14%	6%	2% 5%	74%			
Canada		43%				31%		13%	4%	2% 7%	74%	Don't know		
United Arab Emirates		36%			38%			13%	5%	2% 6%		Don't know		
Germany		34%			37%			14%	4% 49	<mark>% 7%</mark>	71%			
Malaysia		34%			37%			23%		2% 1 3%				
Netherlands		29%			39%			16%	8%	2% 6%				
Saudi Arabia		38%			30%			17%	5% 3		68%			
Sweden		37%			31%			15%	7% 5		67%			
Japan	15%			48%	0170		219		5% 3%		63%			
		0001	0.001		500/	0.001								
0'	% 10%	20%	30%	40%	50%	60%	70%	80%	90%	100	1%			

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.

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Global Country Average

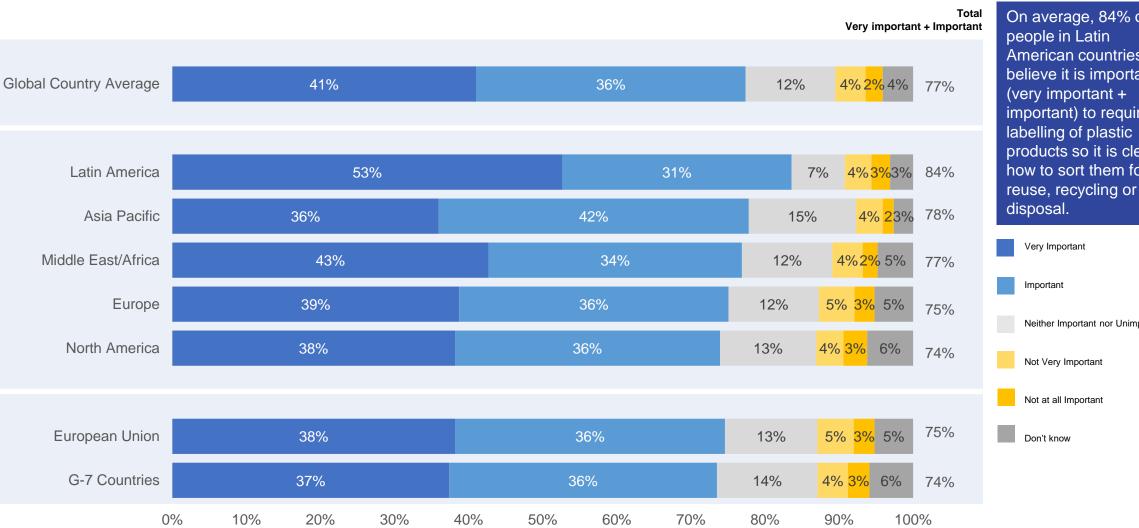
Mexico

Colombia



(%) 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

Neither Important nor Unimportant

Not at all Important

DSO

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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.

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.

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

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.**

