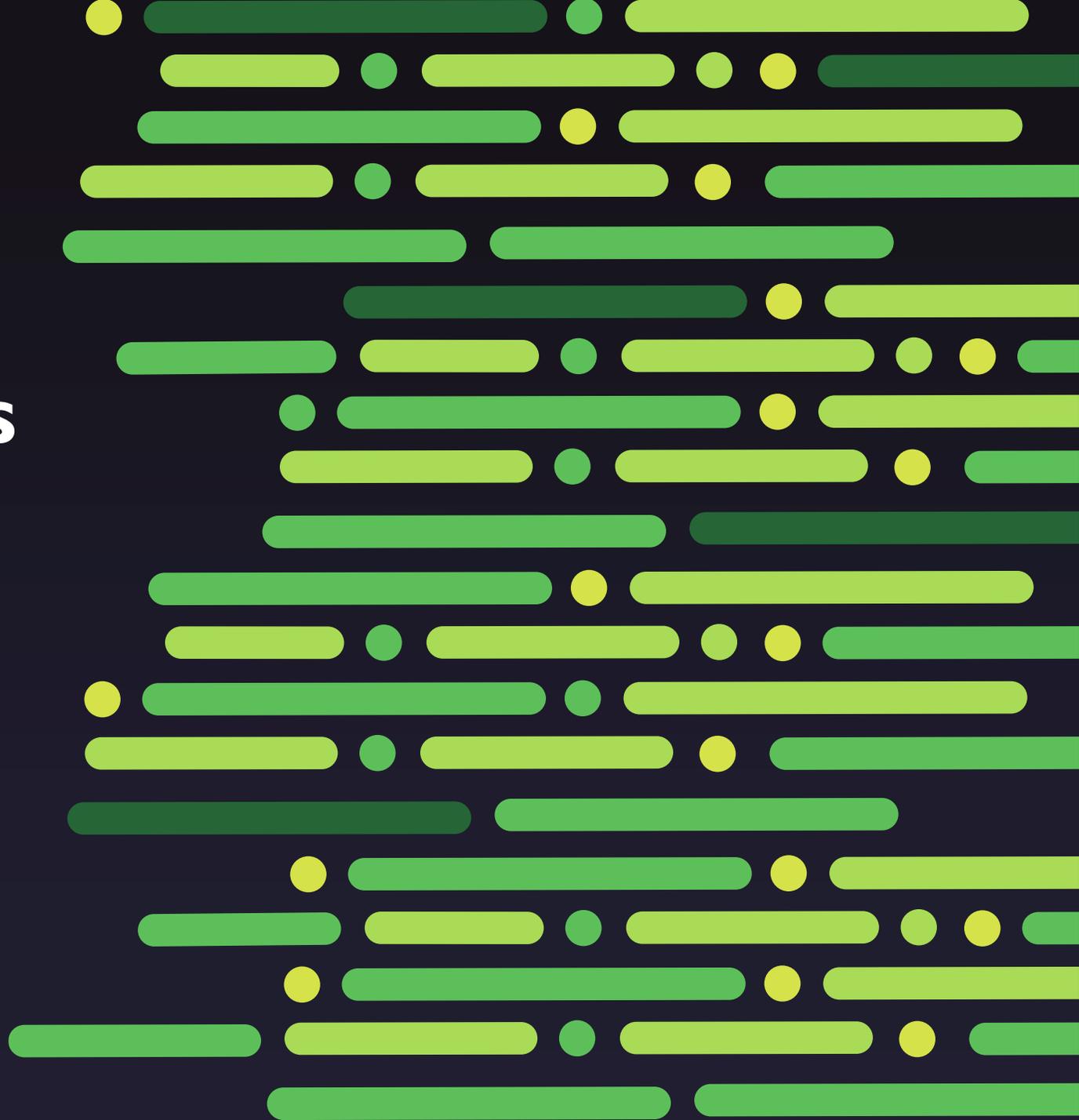


Omnibus – Questions on Microplastics

Conducted for Environmental
Defence Canada

JULY 2024



Methodology

The survey was conducted with 2,010 Canadians aged 18 and over from July 4th to 9th, 2024. A random sample of panelists were invited to complete the survey from a set partner panel based on the Lucid exchange platform. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source.

The margin of error for a comparable probability-based random sample of the same size is +/- 2.19%, 19 times out of 20.

The data were weighted according to census data to ensure that the sample matched Canada's population according to age, gender, educational attainment, and region. Totals may not add up to 100 due to rounding.



Detailed Findings



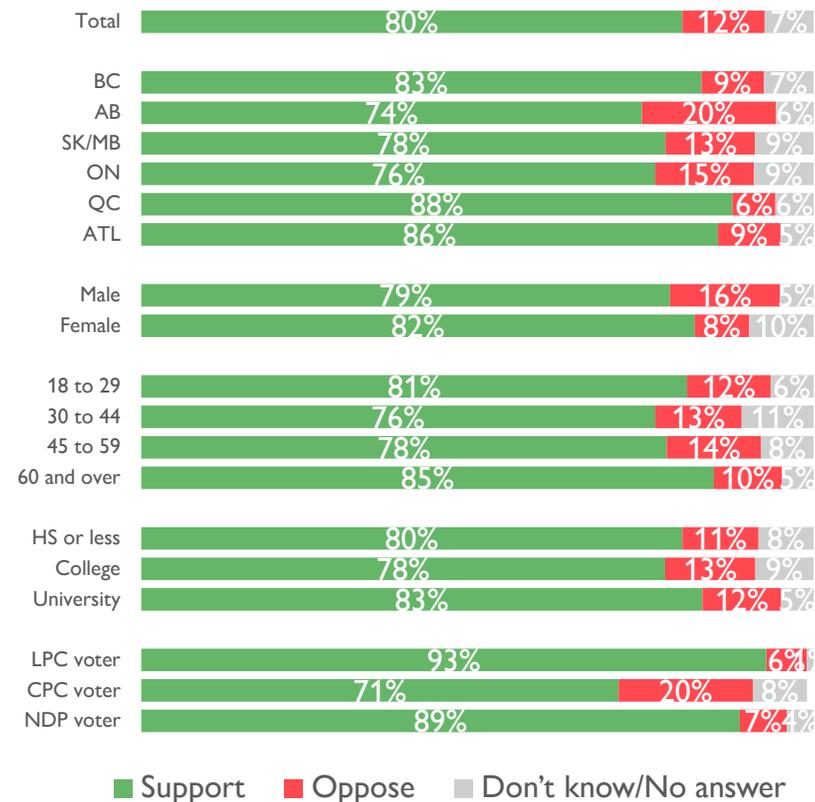
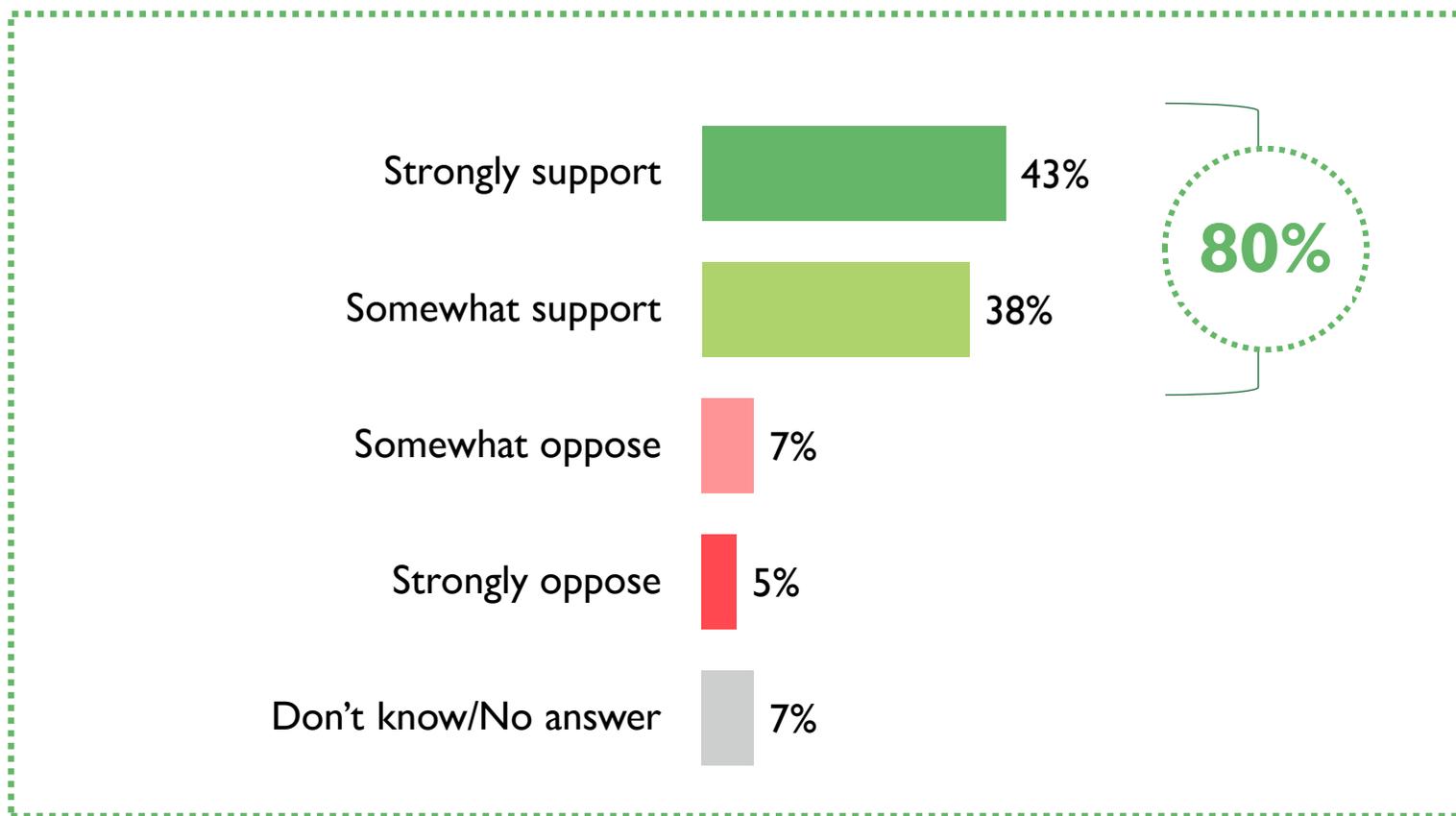
Detailed Findings

- 8 in 10 Canadians support federal action to further address plastic waste and pollution.
 - This sentiment is cross partisan and even includes 7 in 10 Conservative voters, while an even greater proportion of 9 in 10 Liberal and NDP voters support this.
- Over 8 in 10 Canadians support grocery retailers eliminating unnecessary plastic packaging, with support cross partisan and national, and few variations regionally.
- Knowing that food and beverage packaging can be a source of microplastics, over 6 in 10 Canadians would prefer to purchase and consume products in glass packaging, where only 1 in 10 Canadians have a preference for plastic bottles. The rest have no preference or don't know.



The federal and provincial governments in Canada have made a commitment to end plastic waste. To date, federal action has included Canada-wide bans on certain single-use plastics, proposed rules on what can be labelled recyclable, and proposed requirements that companies use recycled material in their packaging. To what extent do you support further federal action to address plastic waste and pollution?

8 in 10 Canadians support federal action to further address plastic waste and pollution.

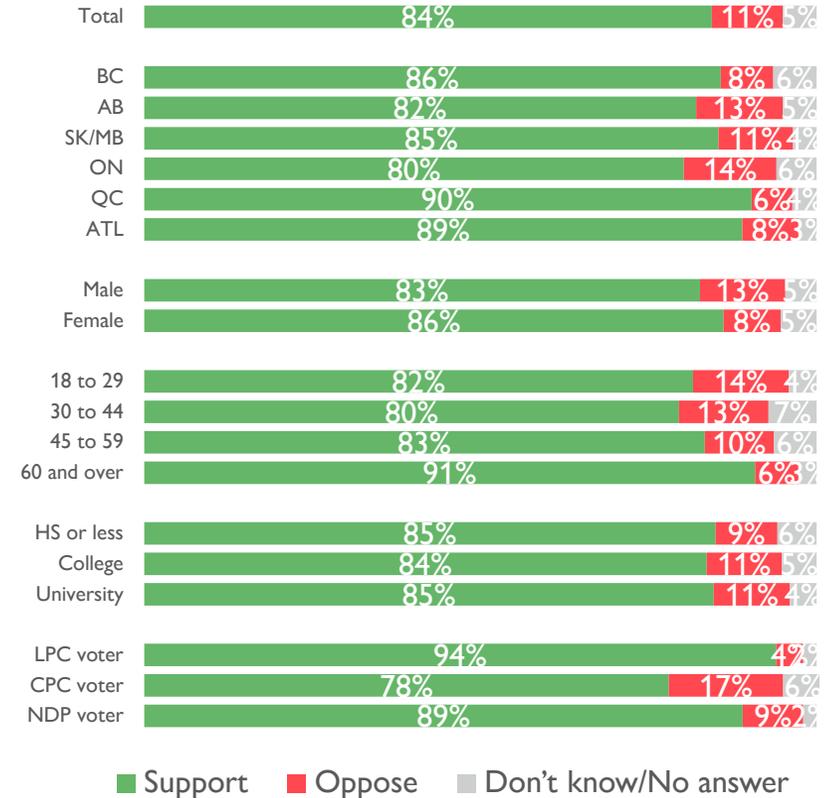
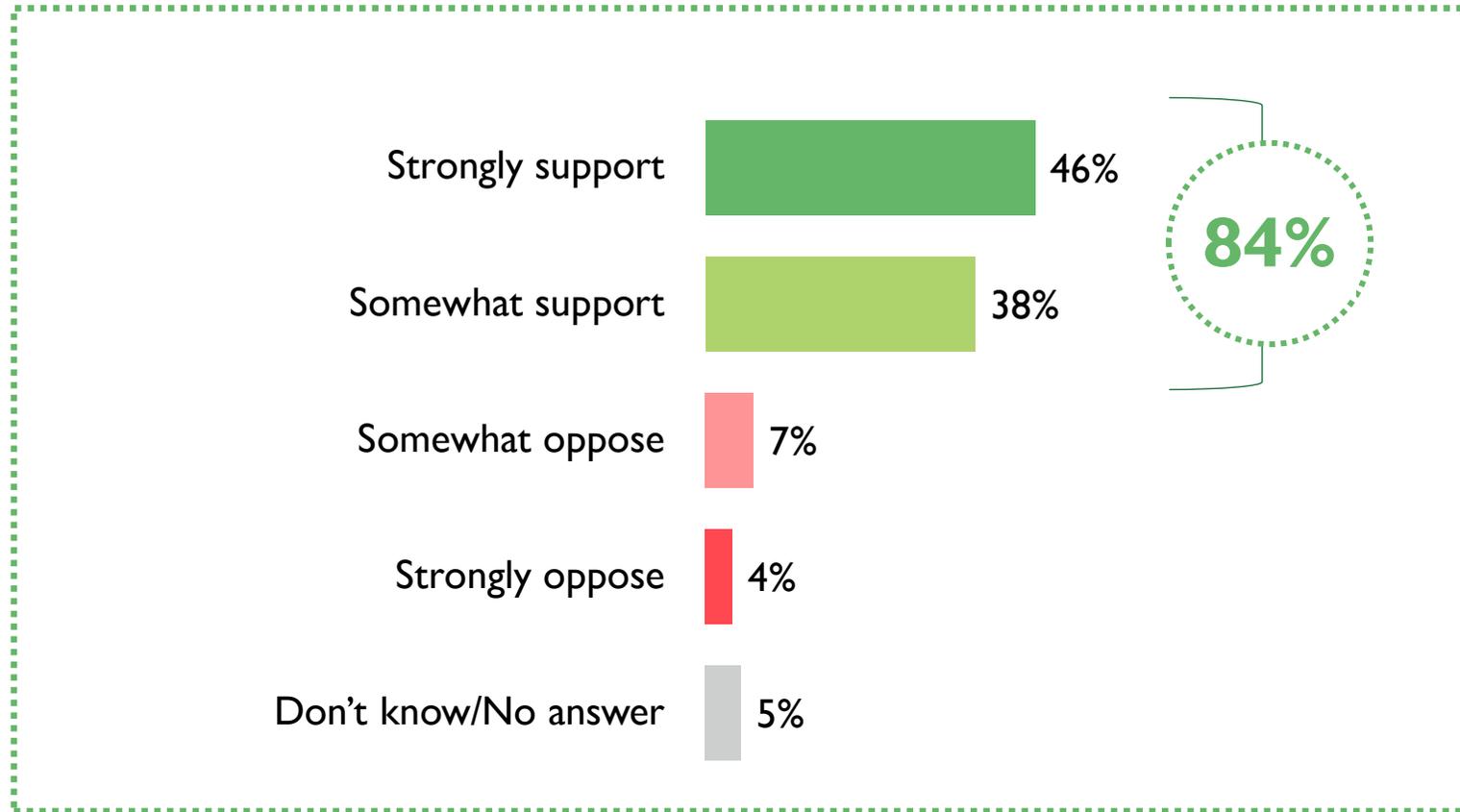


[All] Base n = 2,010



Grocery stores have been identified as a major driver of single-use plastic packaging waste. A 2023 audit of Canada's grocery store shelves found that more than 70 per cent of items in the produce section were packaged in plastic, even fresh fruit and vegetables that come in their own natural peels such as bananas, citrus fruits and potatoes. To what extent would you like to see grocery retailers eliminate unnecessary plastic packaging?

Over 8 in 10 Canadians support grocery retailers eliminating unnecessary plastic packaging.

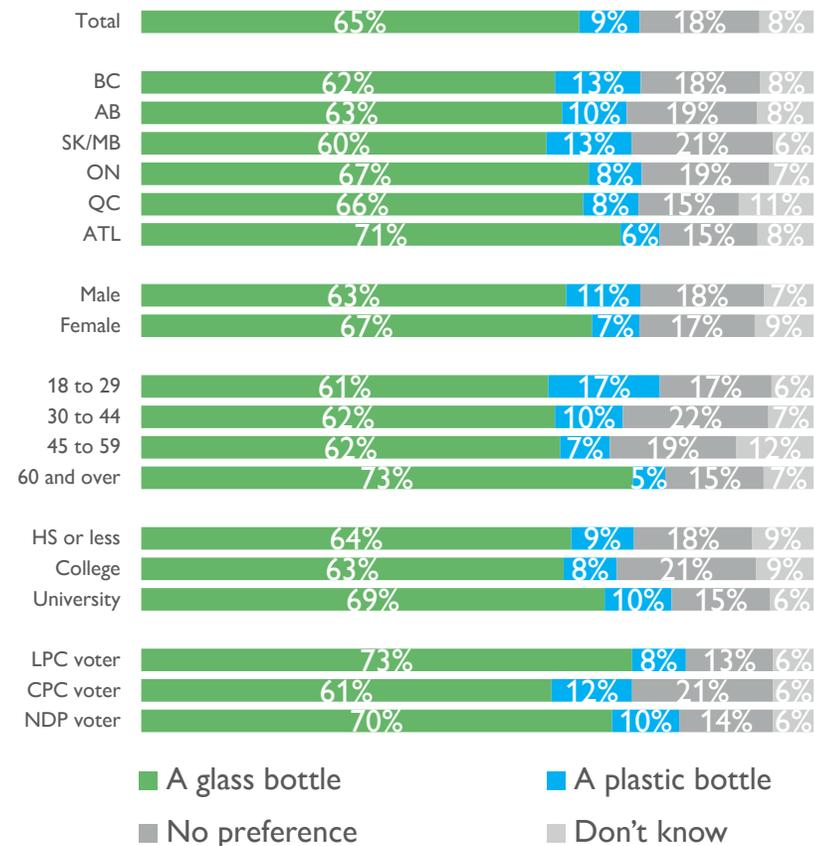
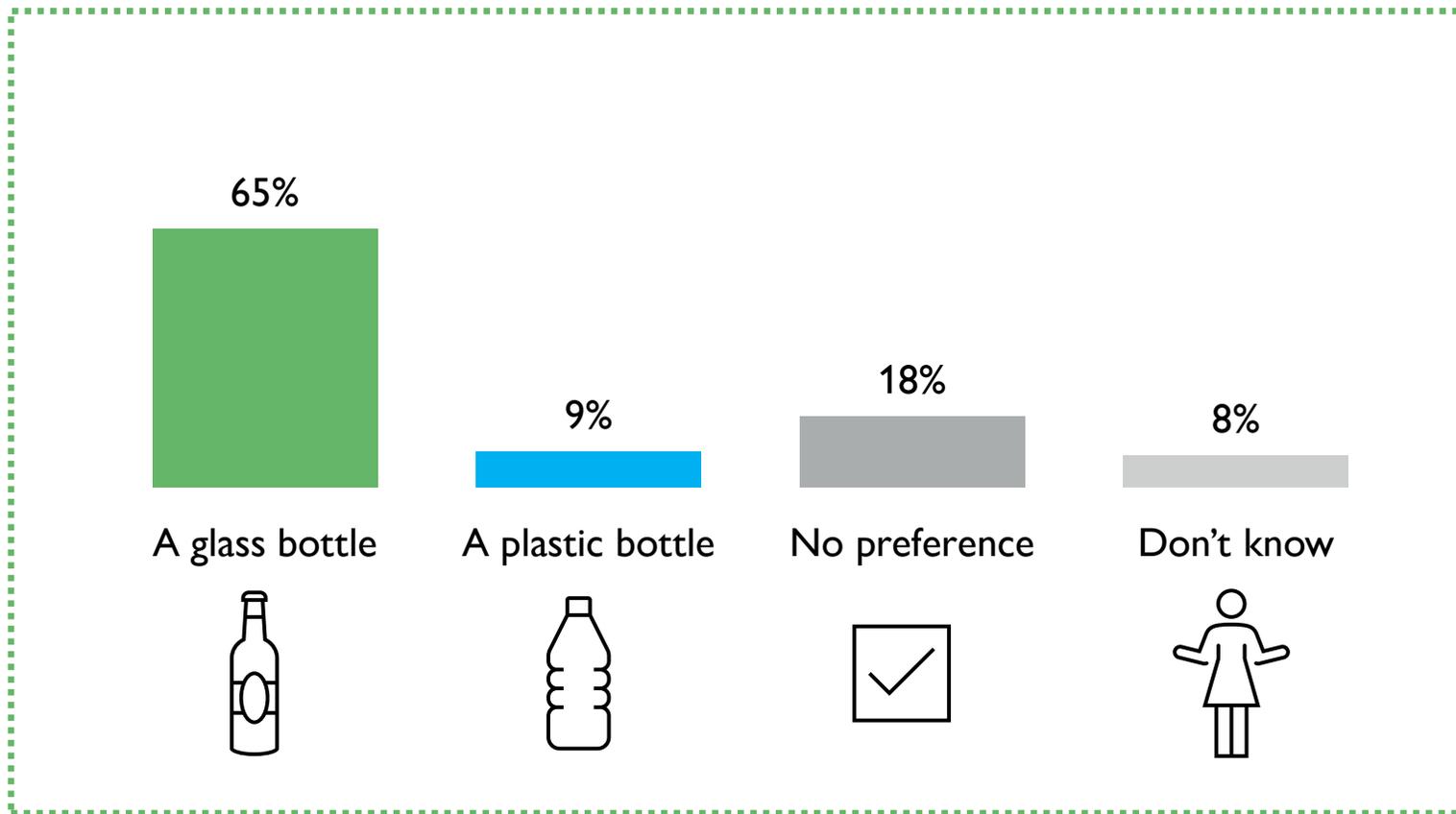


[All] Base n = 2,010



A growing body of research is finding microplastics and plastics-related chemicals in human organs, including lungs, brain, heart, testicles and placenta. These tiny plastics can enter human bodies through the air, skin contact, water and food and can pose health risks, including to development in young children. Knowing that food and beverage packaging can be a source of microplastics in our bodies, would you prefer to purchase and consume beverages in:

Knowing that food and beverage packaging can be a source of microplastics, over 6 in 10 Canadians would prefer to purchase and consume products in glass packaging.



[All] Base n = 2,010

Thank You

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