

91% support a plastic waste reduction strategy

9 out of 10 believe that Canada should stop exporting plastics

92% support regulations for companies that import seafood products

ABACUS DATA

DETAILED RESULTS

**OMNIBUS SURVEY
MAY 2022
CONDUCTED FOR OCEANA**

RESEARCH AND ANALYSIS FROM CANADA'S LEADING PUBLIC AFFAIRS
AND MARKET RESEARCH EXPERTS

METHODOLOGY

The survey was conducted with 1,500 Canadians aged 18 and over from May 27 to 29, 2022. A random sample of panelists were invited to complete the survey from a set of partner panels 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 +/- 2.53%, 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, and region. Totals may not add up to 100 due to rounding.

An underwater scene showing marine life, including several striped fish and a crab, swimming around a large piece of white plastic trash. The water is a deep blue-green color. The text 'EXECUTIVE SUMMARY' is overlaid in large white letters across the center of the image.

EXECUTIVE SUMMARY

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A decorative horizontal line with two vertical bars on the left and two vertical bars on the right, positioned below the 'ABACUS DATA' text.

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EXECUTIVE SUMMARY

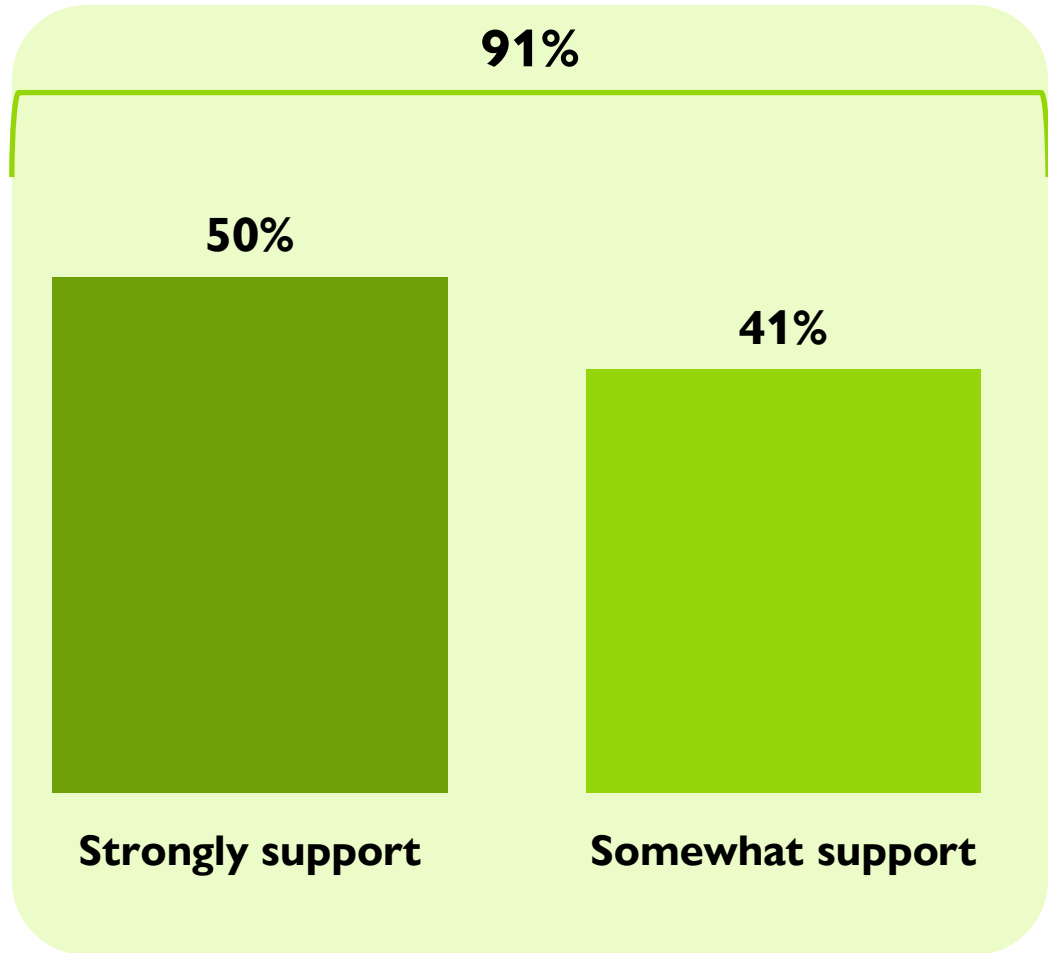
- Nearly all Canadians (91%) support a plastic waste reduction strategy that works to eliminate single-use products as much as possible.
- And after learning the realities of recycling a strong majority of Canadians (92%) feel it is important for a plastic reduction strategy to include methods other than recycling such as reusable alternative.
- When given the choice at no extra cost, 86% of Canadians would choose a refillable/reusable drink bottle over a single-use option.
- 91% of Canadians oppose burning plastic as a method of recycling.
- 85% feel that Canada should cease exporting plastics that we have deemed toxic for use in Canada.
- 74% of Canadians support rules and regulations that prevent the sale of seafood in Canada that was caught or processed by people working in forced labour conditions.
- Two thirds (66%) would be less likely to purchase a seafood product if they learned it was linked to forced labour, unpaid labour, child labour, or forced relocation for work.
- 88% of Canadians support the federal government taking action to prevent products of forced, unpair labour, child labour or forced relocation of work being sold in Canada.
- 90% believe the original point of catch should be required on seafood labels.
- 92% also support regulations that would require imported seafood to provide information on where, when and how the product was caught.

SINGLE-USE PLASTICS

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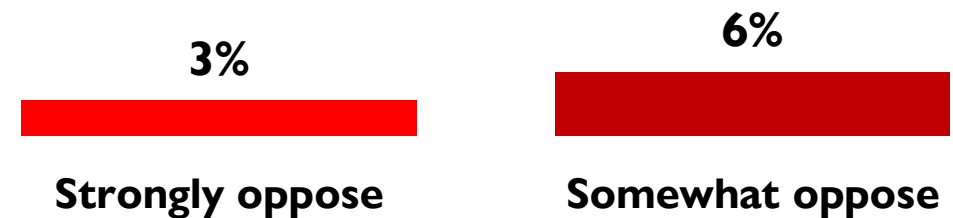


CANADIANS SUPPORT A PLASTIC WASTE REDUCTION STRATEGY FOCUSED ON ELIMINATING SINGLE-USE PRODUCTS



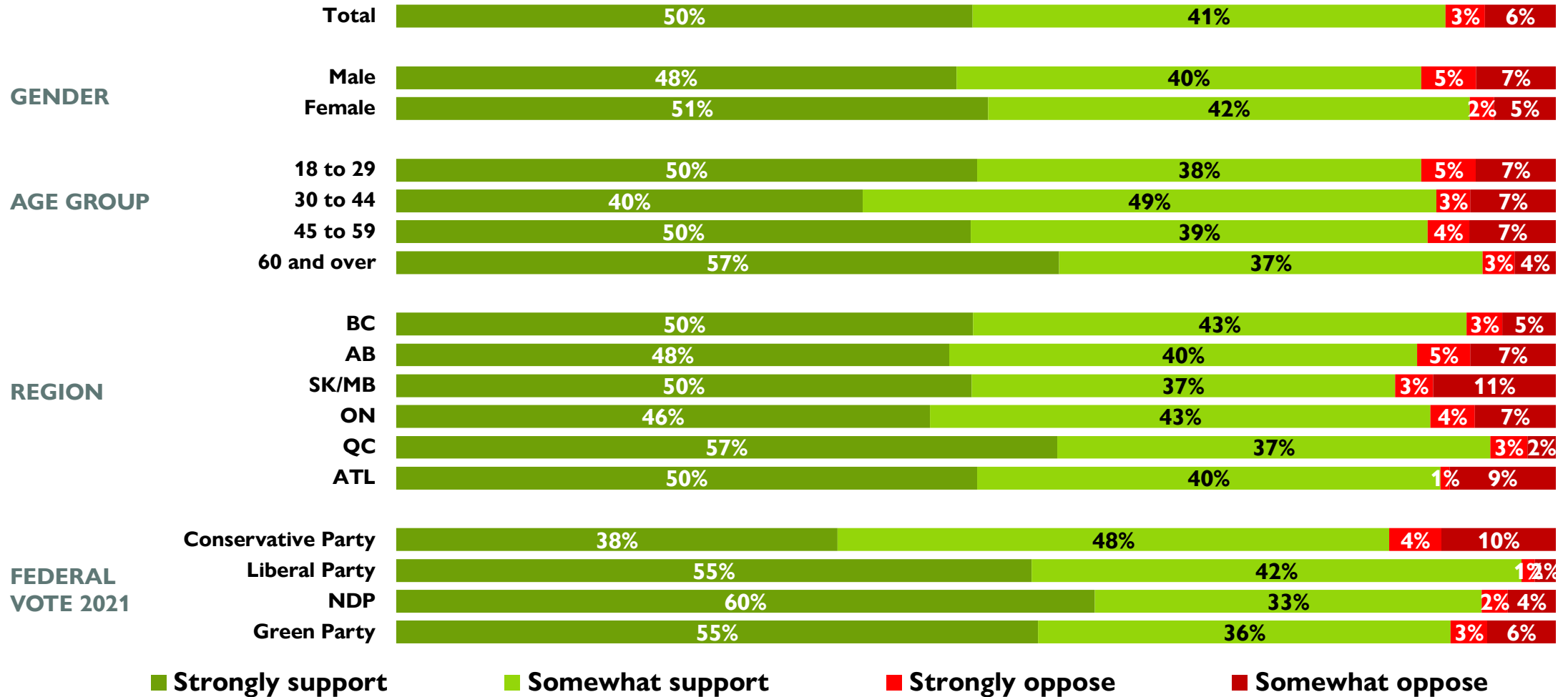
A strong majority of Canadians support a plastic waste reduction strategy that works to eliminate single-use products as much as possible.

Support is strongest among those 60+, those living in Quebec, and Liberal and NDP supporters.



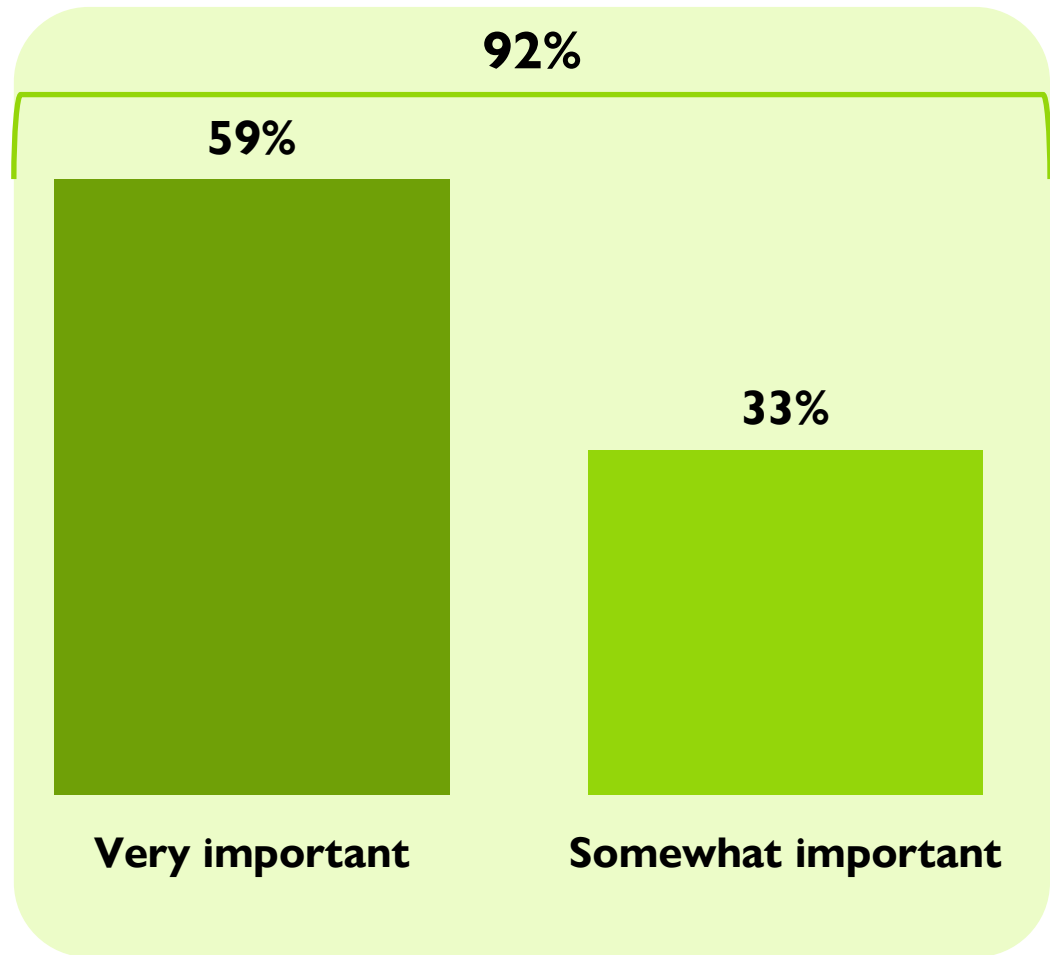
Do you support or oppose the following statement: "Canada should adopt a plastic waste reduction strategy that focuses on eliminating as much as possible products designed only to be used once and discarded"

SUPPORT FOR A PLASTIC WASTE REDUCTION STRATEGY



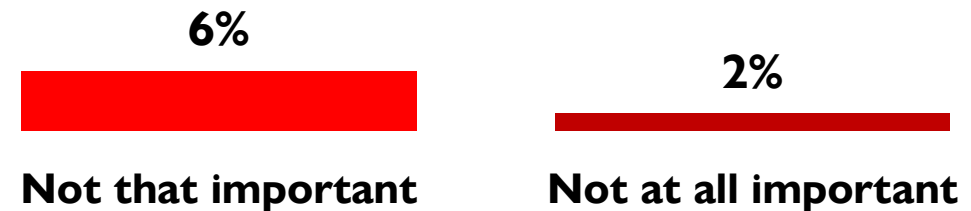
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FINDING ALTERNATIVES WAYS TO REDUCE POLLUTION IS IMPORTANT



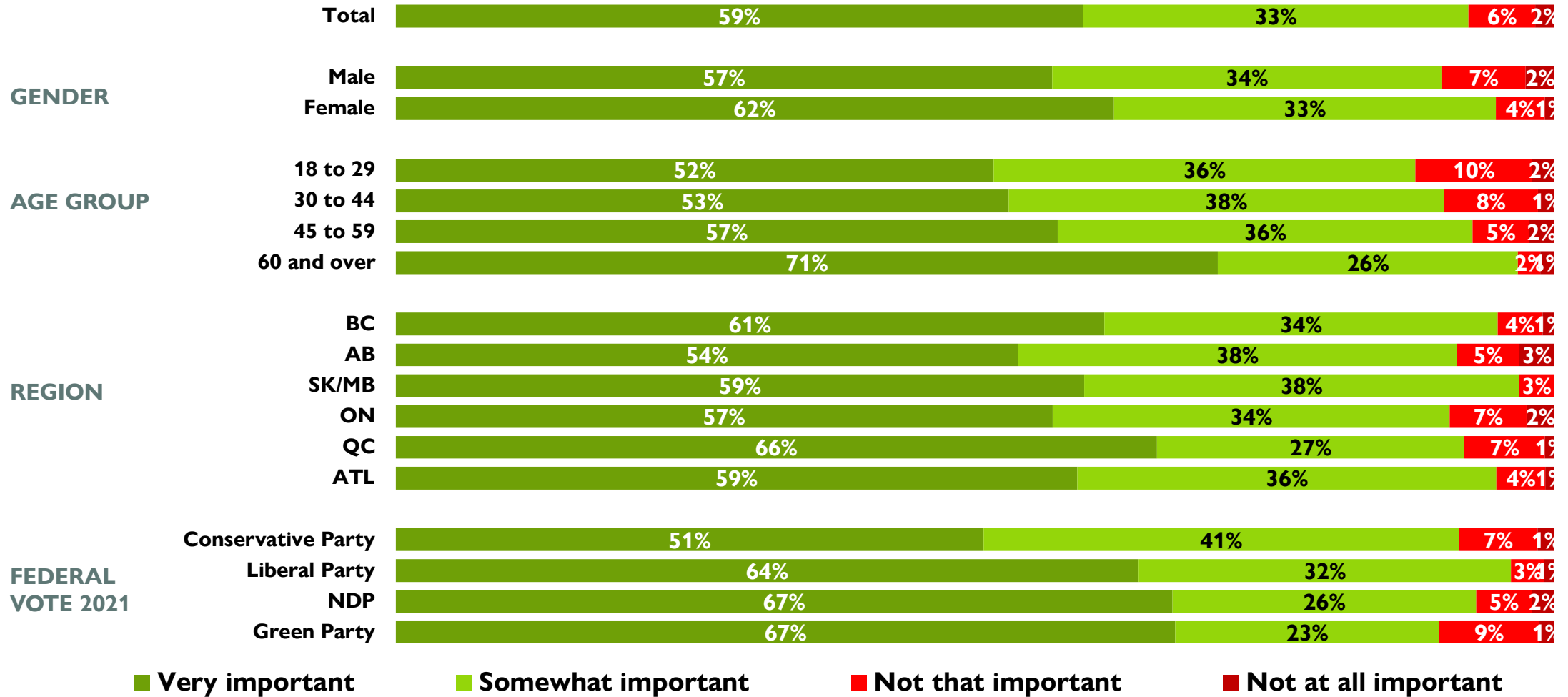
After learning the realities of recycling a strong majority of Canadians feel it is important for a plastic reduction strategy to include methods other than recycling such as reusable alternative.

Again, the highest importance levels are given by those 60+, those living in Quebec, and Liberal and NDP supporters.



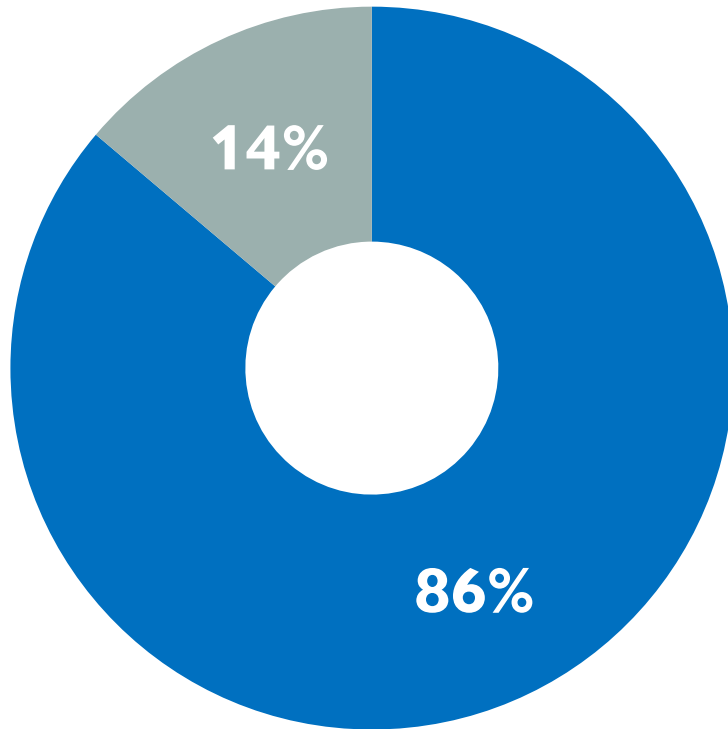
Only nine percent of plastic in Canada is recycled. How important, if at all, is it that Canada find other ways to reduce plastic pollution including increasing reusable alternatives in its plastic pollution strategy?

IMPORTANCE OF REUSABLE ALTERNATIVES IN PLASTIC POLLUTION STRATEGY



Only nine percent of plastic in Canada is recycled. How important, if at all, is it that Canada find other ways to reduce plastic pollution including increasing reusable alternatives in its plastic pollution strategy?

4 OUT OF 5 PREFER TO USE A REUSABLE DRINK BOTTLE, ASSUMING NO COST DIFFERENCE



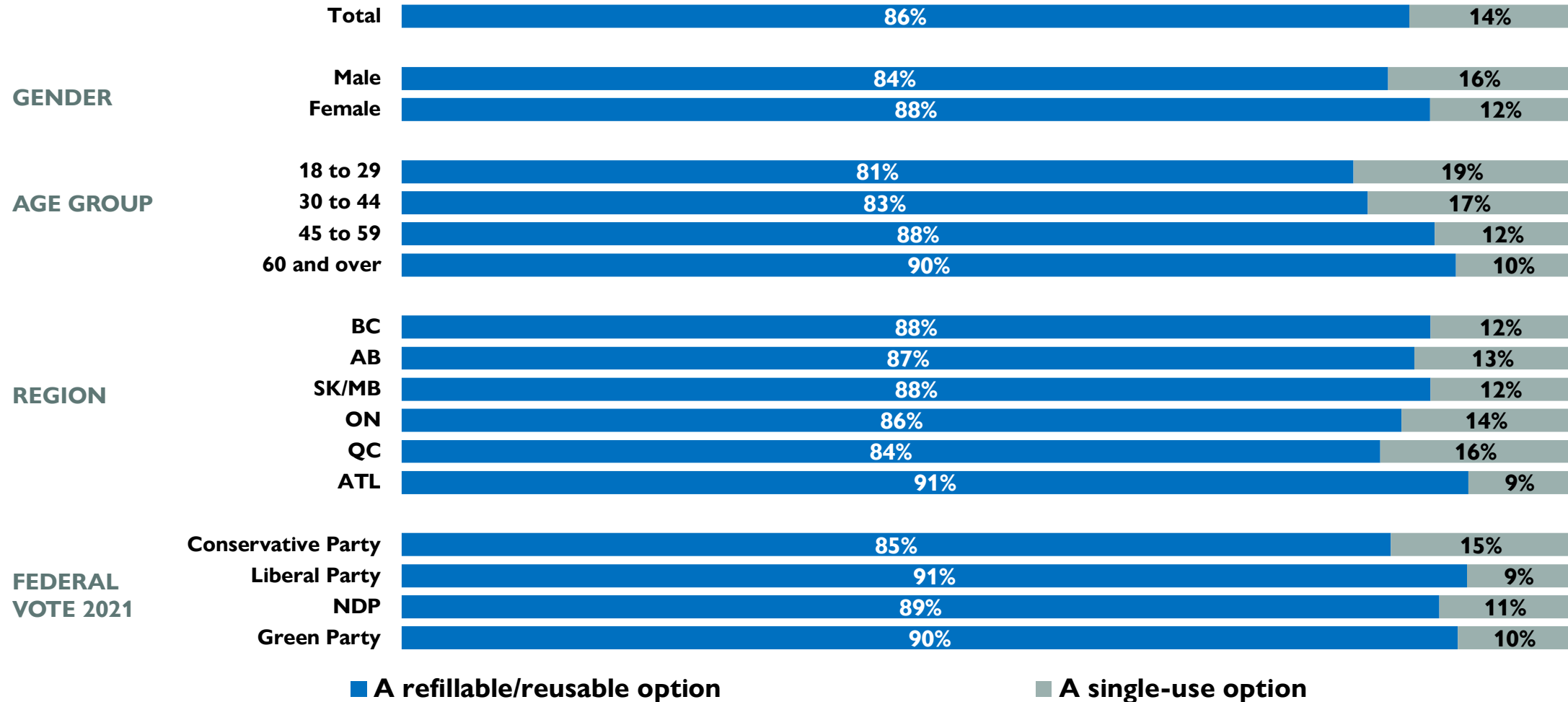
■ A refillable/reusable option

■ A single-use option

Once made aware of the environmental impacts of increased refillable/reusable options, over 4 in 5 Canadians would prefer this option over a single-use alternative (assuming no extra cost to them).

A 50 per cent increase in refillable drink bottle use in Canada could reduce Canada's contribution to marine plastic pollution by up to 83 per cent. If there was no additional cost to you, and both options were available, would you prefer to use...

PREFERENCE FOR REUSABLE/REFILLABLE VS. SINGLE USE BOTTLE

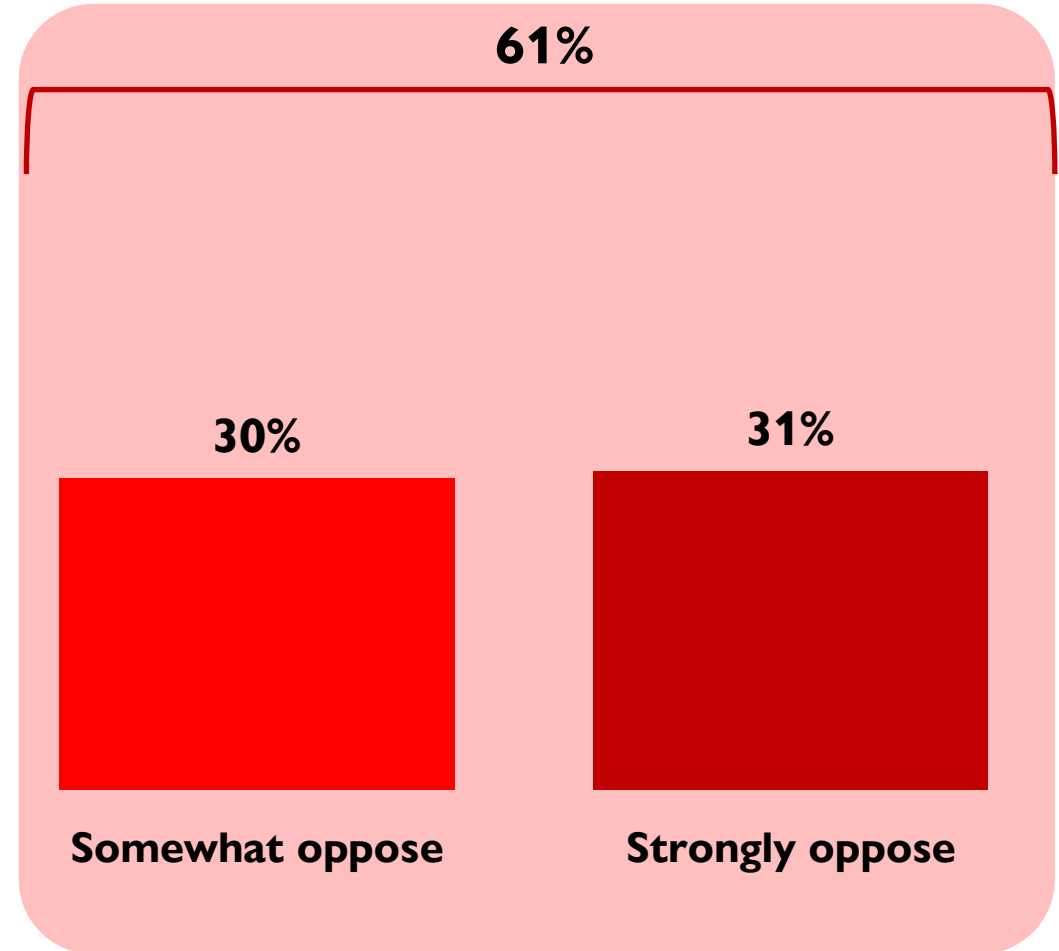
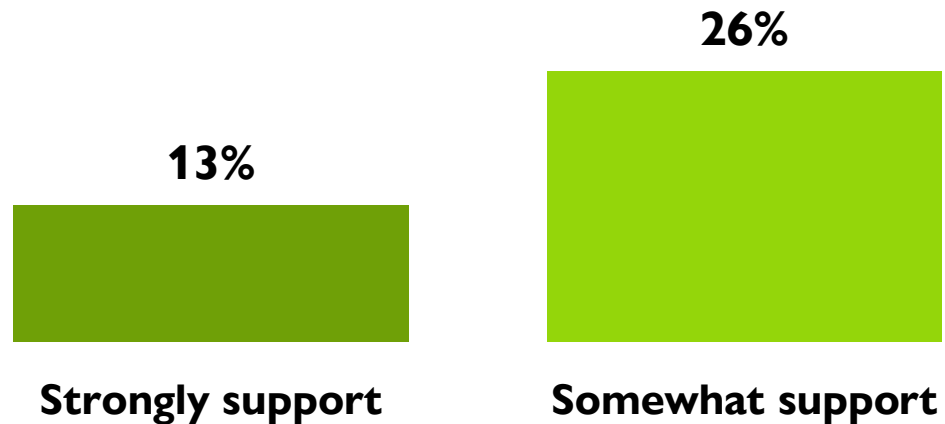


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JUST UNDER TWO THIRDS OPPOSE BURNING PLASTIC AS A METHOD OF RECYCLING

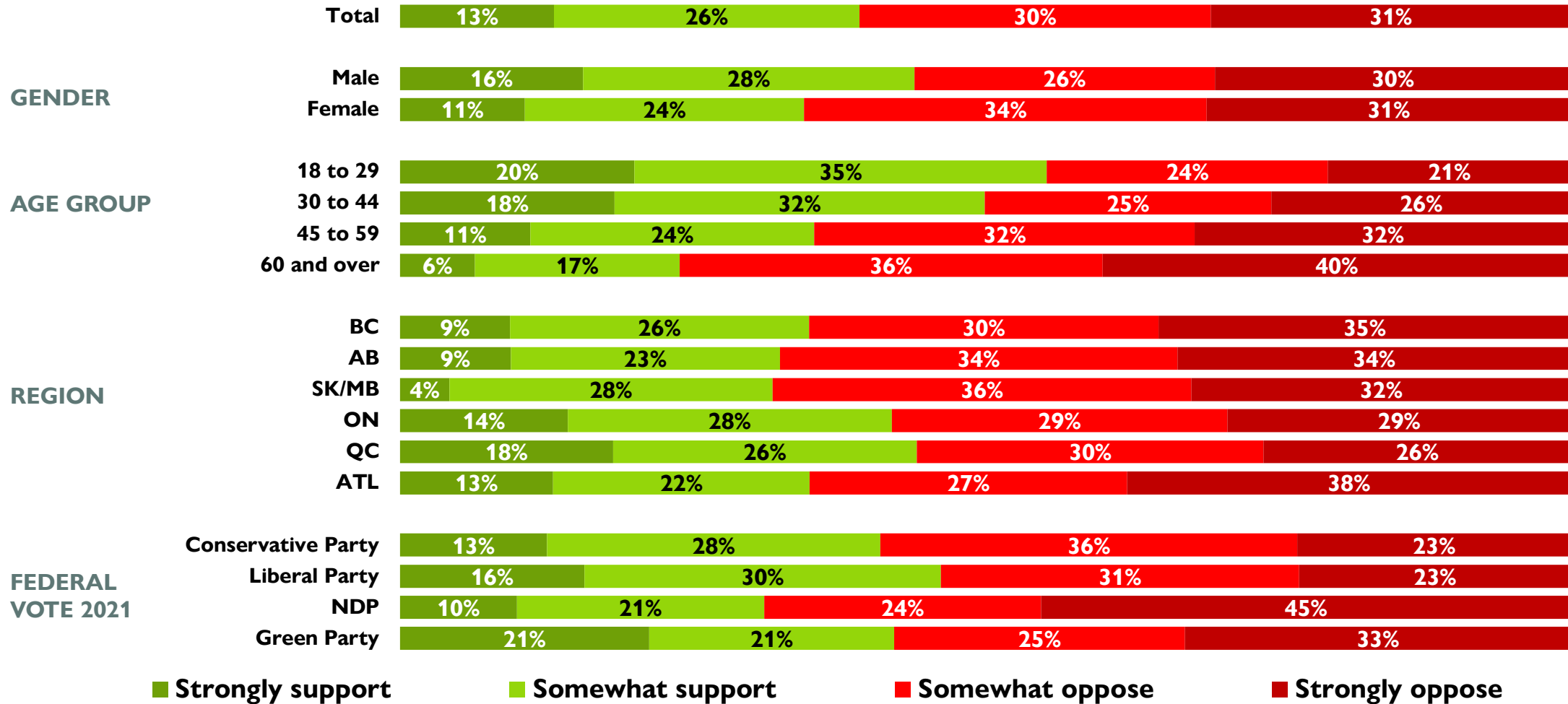
Just under two thirds of Canadians oppose burning plastic as a method of recycling.

Older Canadians (60+) and NDP voters have the highest levels of opposition.



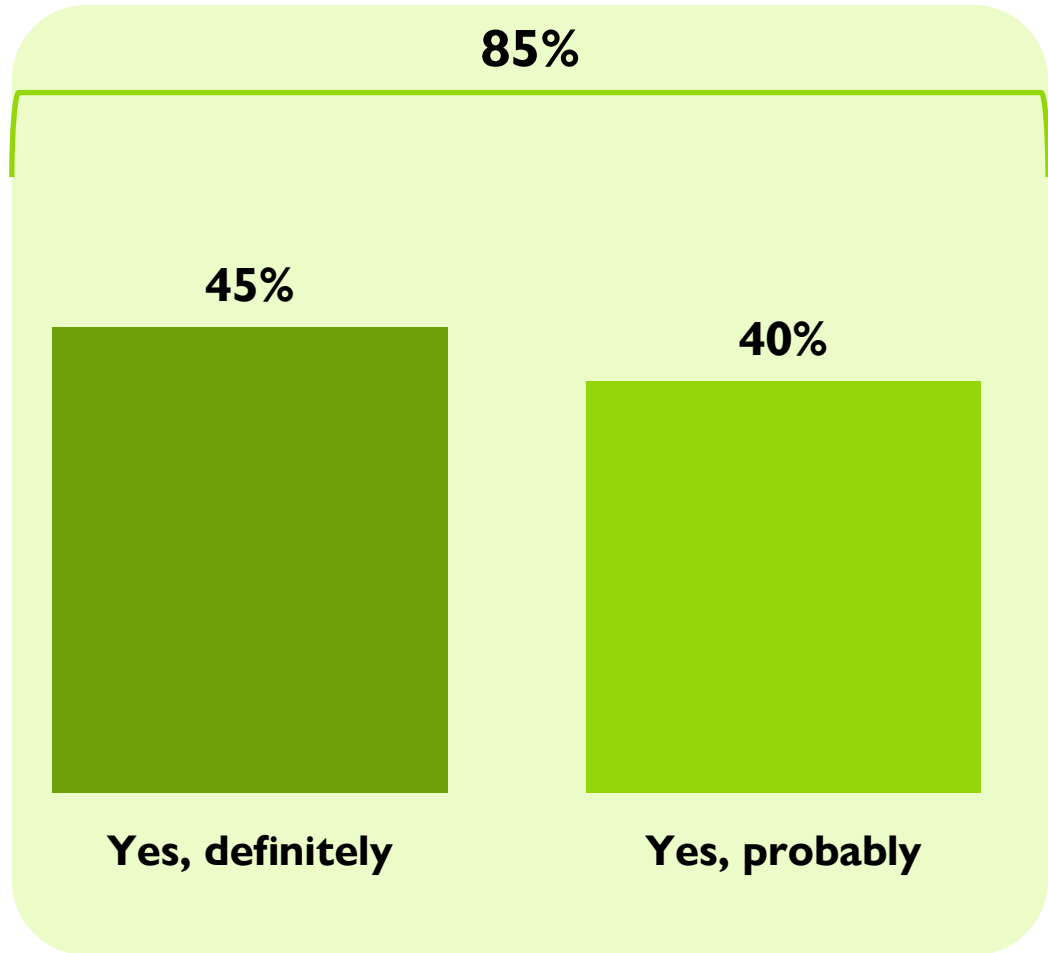
Right now, Canada burns four per cent of its plastic waste, releasing dangerous chemicals into the air, water and soil. Burning plastic is commonly counted as “recycling” in waste management, and is expected to increase to 22 per cent by 2030. Do you support or oppose the federal government allowing the burning of plastic as a method of recycling?

OPPOSITION OF BURNING PLASTIC AS A METHOD OF RECYCLING



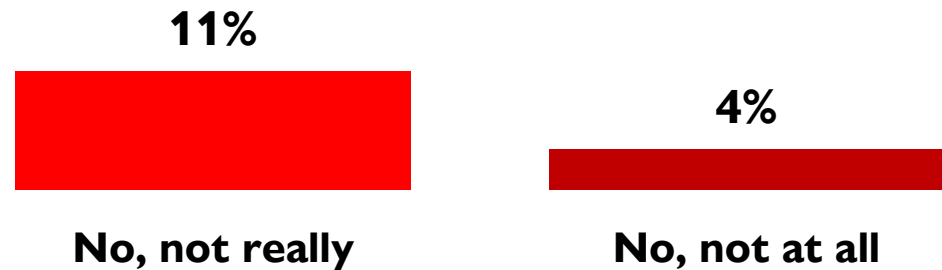
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STRONG MAJORITY BELIEVE THAT CANADA SHOULD STOP EXPORTING PLASTICS



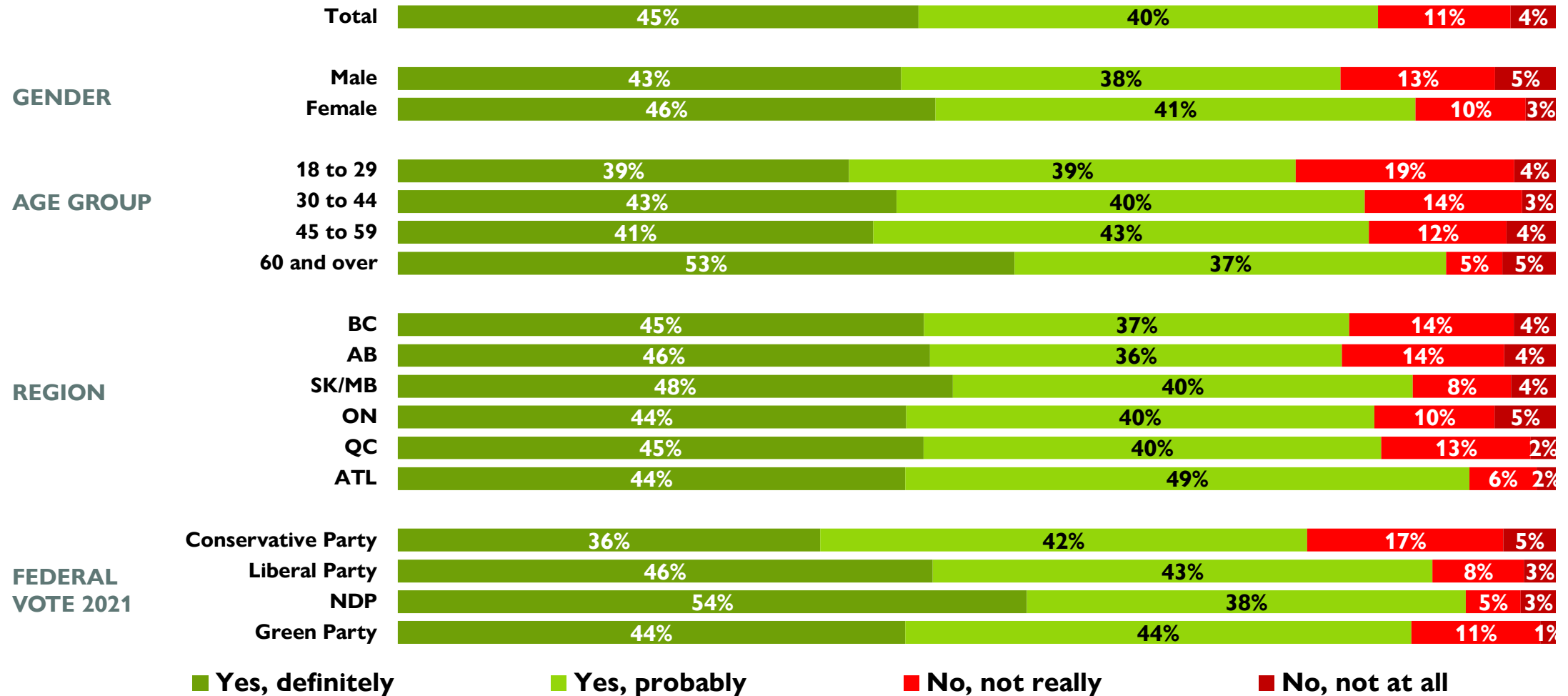
There is a strong belief among Canadians that Canada should cease export of plastics that we have deemed toxic for use in Canada.

Beliefs are strongest among older Canadians (60+), NDP voters and those living in Atlantic Canada.



In 2021, Canada declared some plastic items as toxic, but continues to export these plastics for use in other countries. Do you believe Canada should stop exporting these plastics to other countries?

9 OUT OF 10 BELIEVE THAT CANADA SHOULD STOP EXPORTING PLASTICS



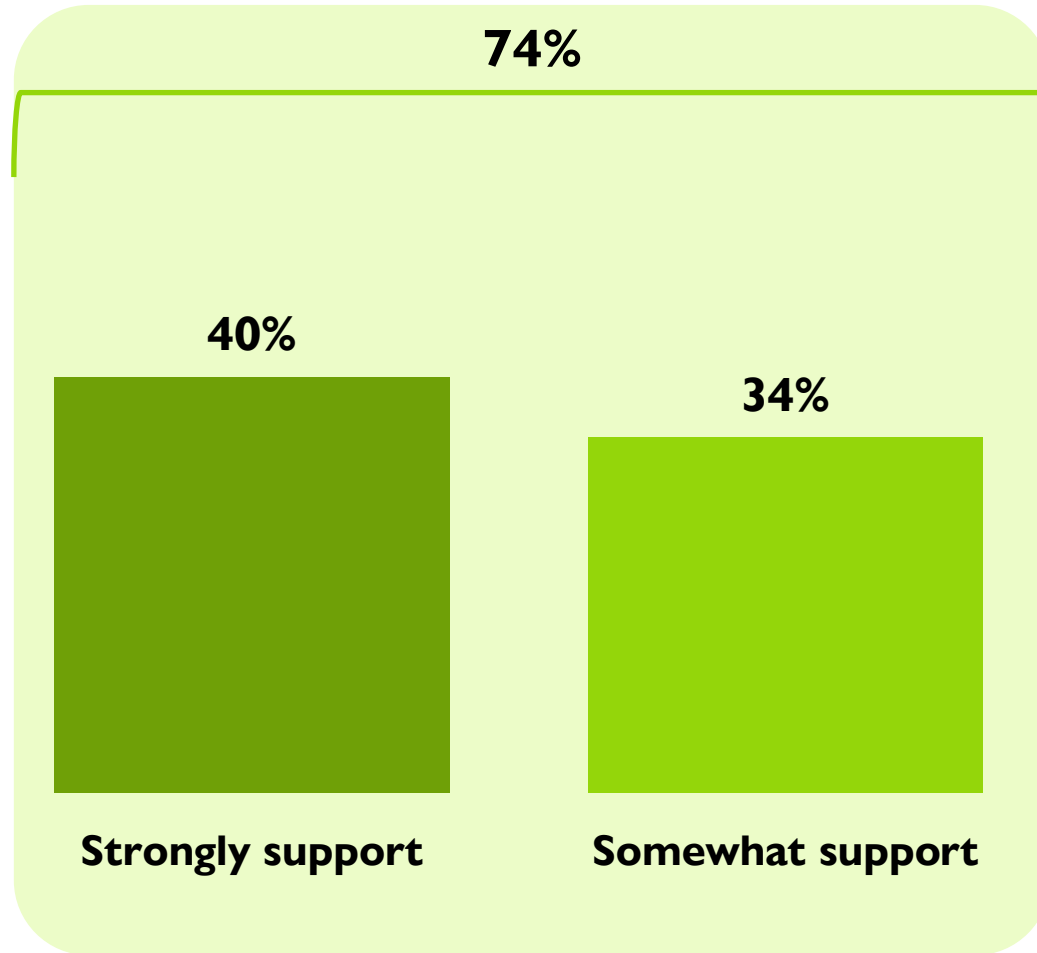
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SEAFOOD FRAUD

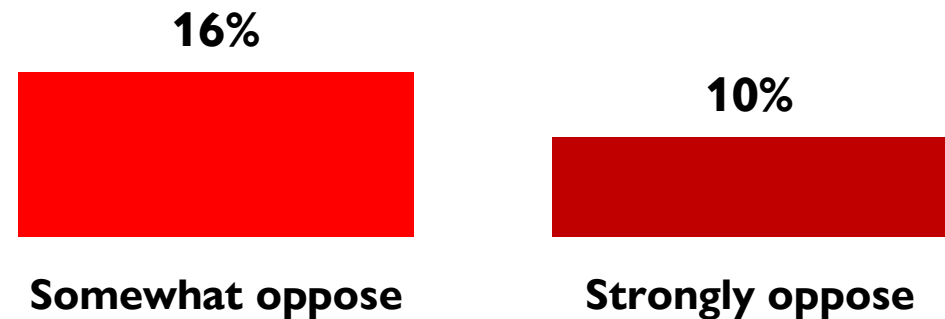
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THREE QUARTERS SUPPORT SEAFOOD REGULATIONS TO ELIMINATE PRODUCTS LINKED TO FORCED LABOUR

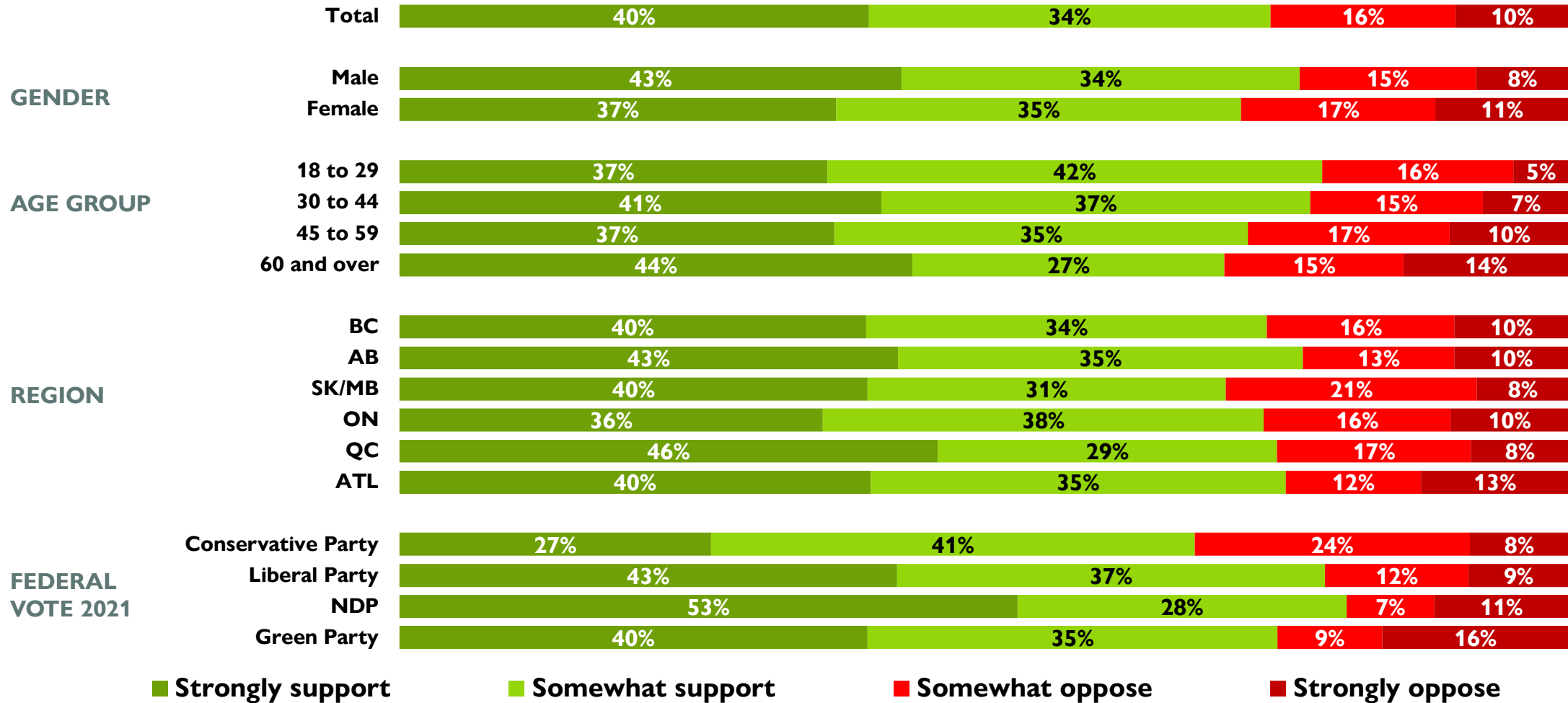


Three quarters of Canadians support rules and regulations that prevent the sale of seafood in Canada that was caught or processed by people working in forced labour conditions.



Forced labour practices and human rights abuses are still common in the supply chains of many products that are globally traded, including fish and seafood. Do you support or oppose rules and regulations that prevent seafood that was caught or processed by people working in conditions of forced labour being sold in Canada?

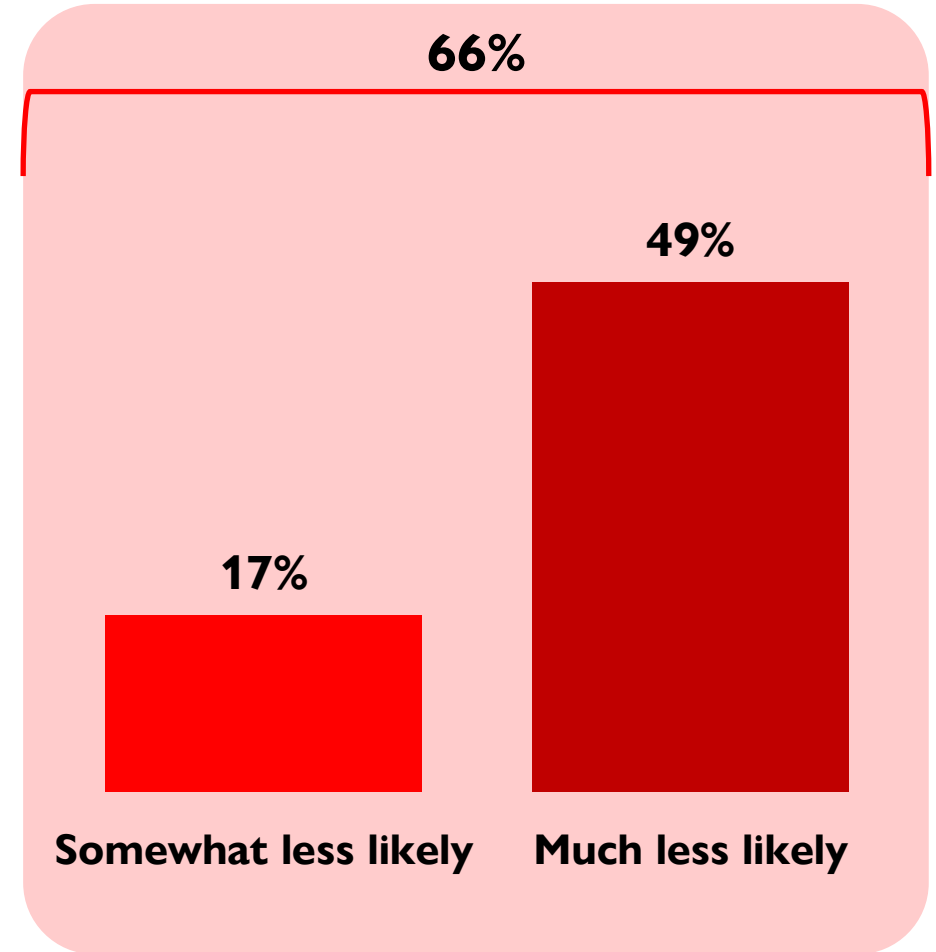
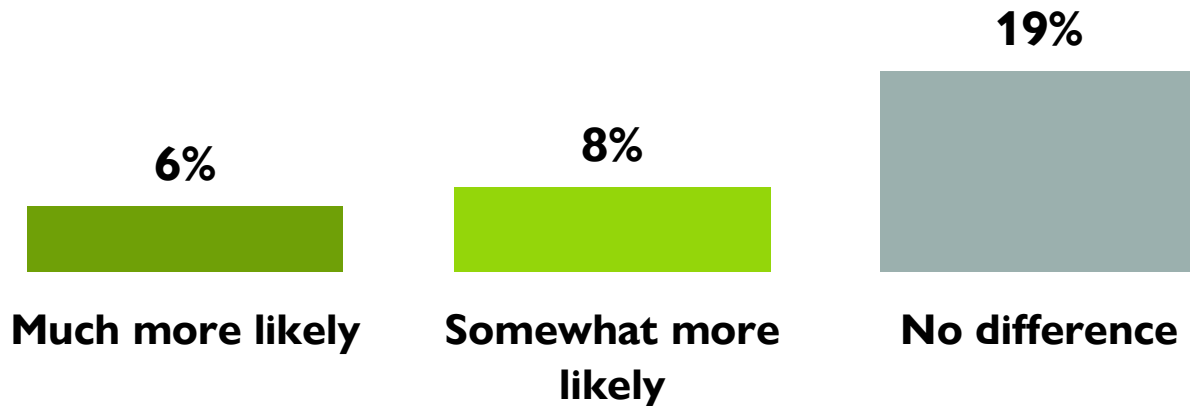
SUPPORT FOR SEAFOOD REGULATIONS



Forced labour practices and human rights abuses are still common in the supply chains of many products that are globally traded, including fish and seafood. Do you support or oppose rules and regulations that prevent seafood that was caught or processed by people working in conditions of forced labour being sold in Canada?

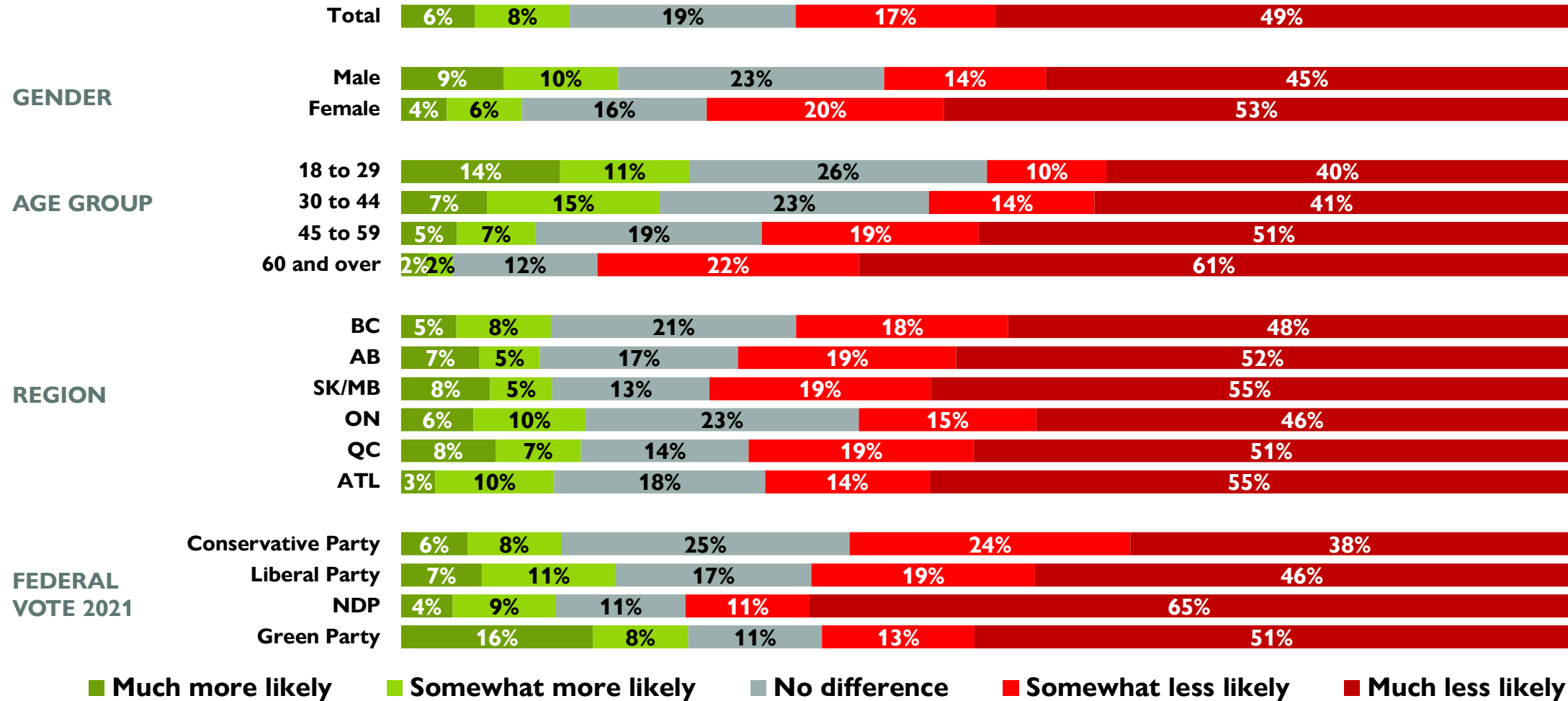
TWO THIRDS OF CANADIANS WOULD NOT PURCHASE SEAFOOD LINKED TO FORCED, UNPAID LABOUR

Two thirds of Canadians would be less likely to purchase a seafood product if they knew it was produced using forced labour, unpaid labour, child labour or forced relocation for work.



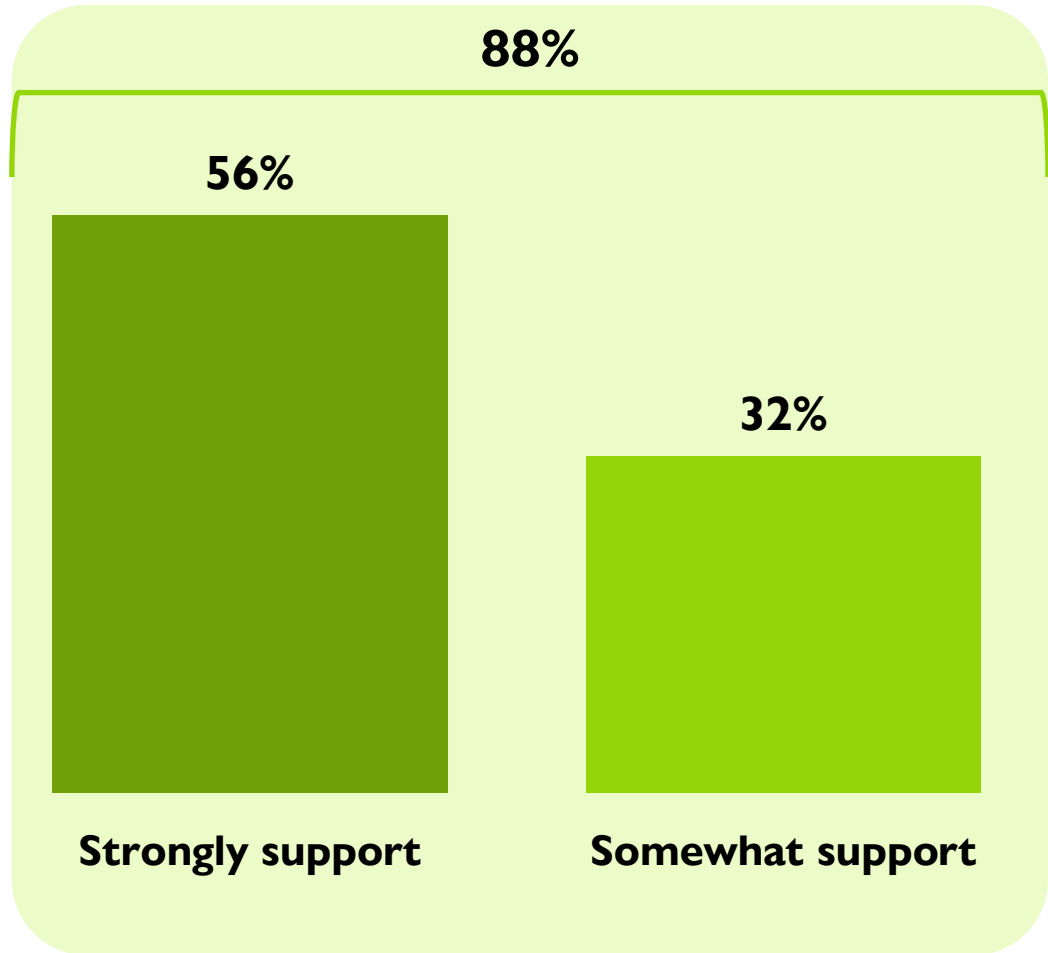
If you learned a seafood product you were interested in purchasing was produced using forced labour, unpaid labour, child labour, or forced relocation for work, would you be more or less likely to purchase the product?

IMPACT OF USE OF FORCED, UNPAID LABOUR ON PURCHASE DECISION OF SEAFOOD



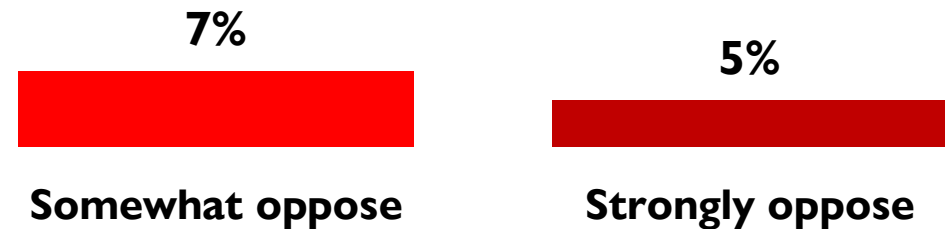
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CANADIANS SUPPORT ACTIONS TO PREVENT SALE OF PRODUCTS OF FORCED LABOUR



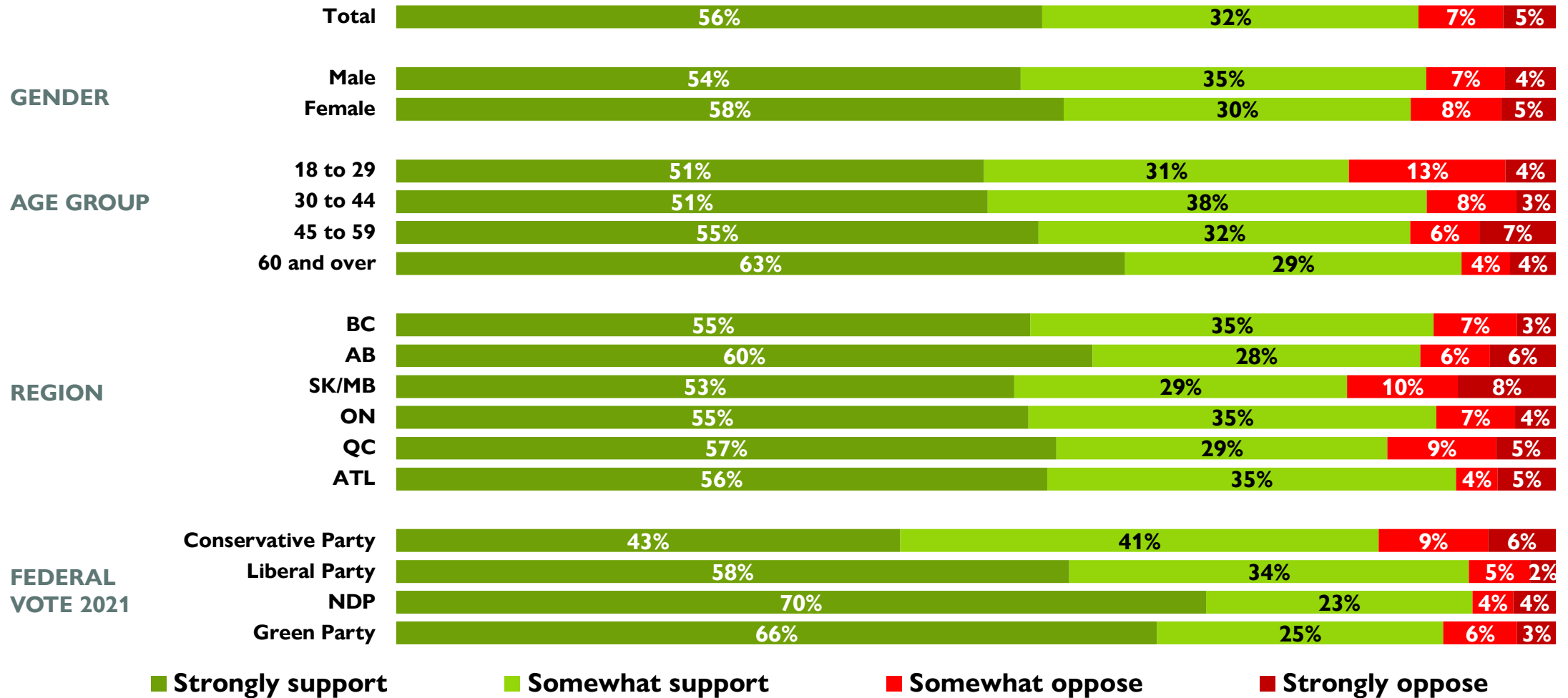
Nearly 90% of Canadians support the federal government taking action to prevent products of forced, unpair labour, child labour or forced relocation of work being sold in Canada.

Support is strongest among older Canadians and NDP/Green voters.



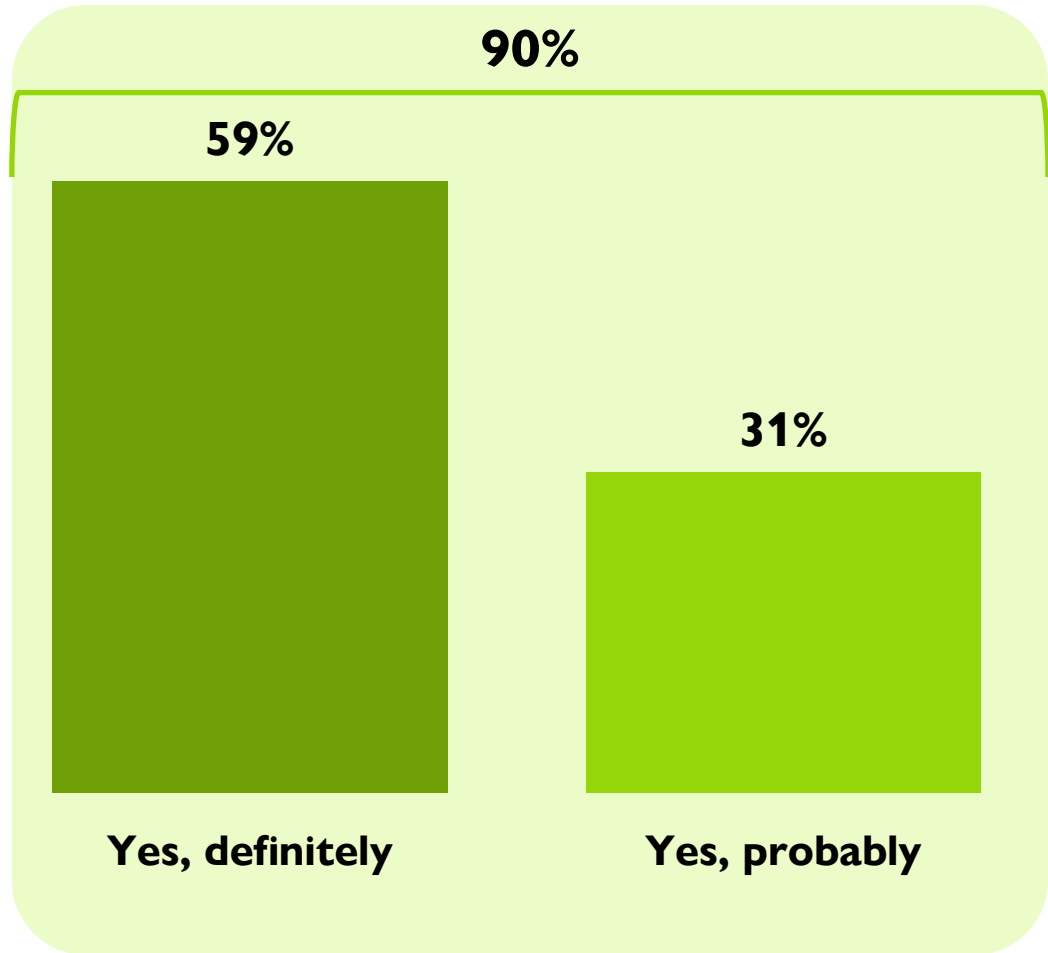
In 2021 the federal government committed to introducing laws to keep these kinds of products out of Canadian supply chains, but hasn't yet introduced this legislation. Do you support or oppose the Canadian government taking action to prevent products of forced, unpaid labour, child labour or forced relocation of work being sold in Canada?

SUPPORT FOR ELIMINATING PRODUCTS OF FORCED, UNPAID LABOUR



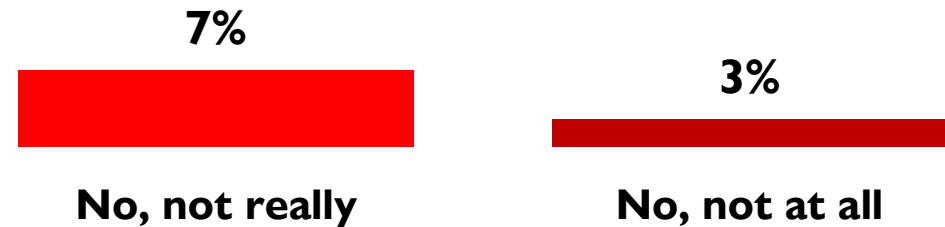
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9 IN 10 BELIEVE POINT OF ORIGIN SHOULD BE REQUIRED ON SEAFOOD LABELS



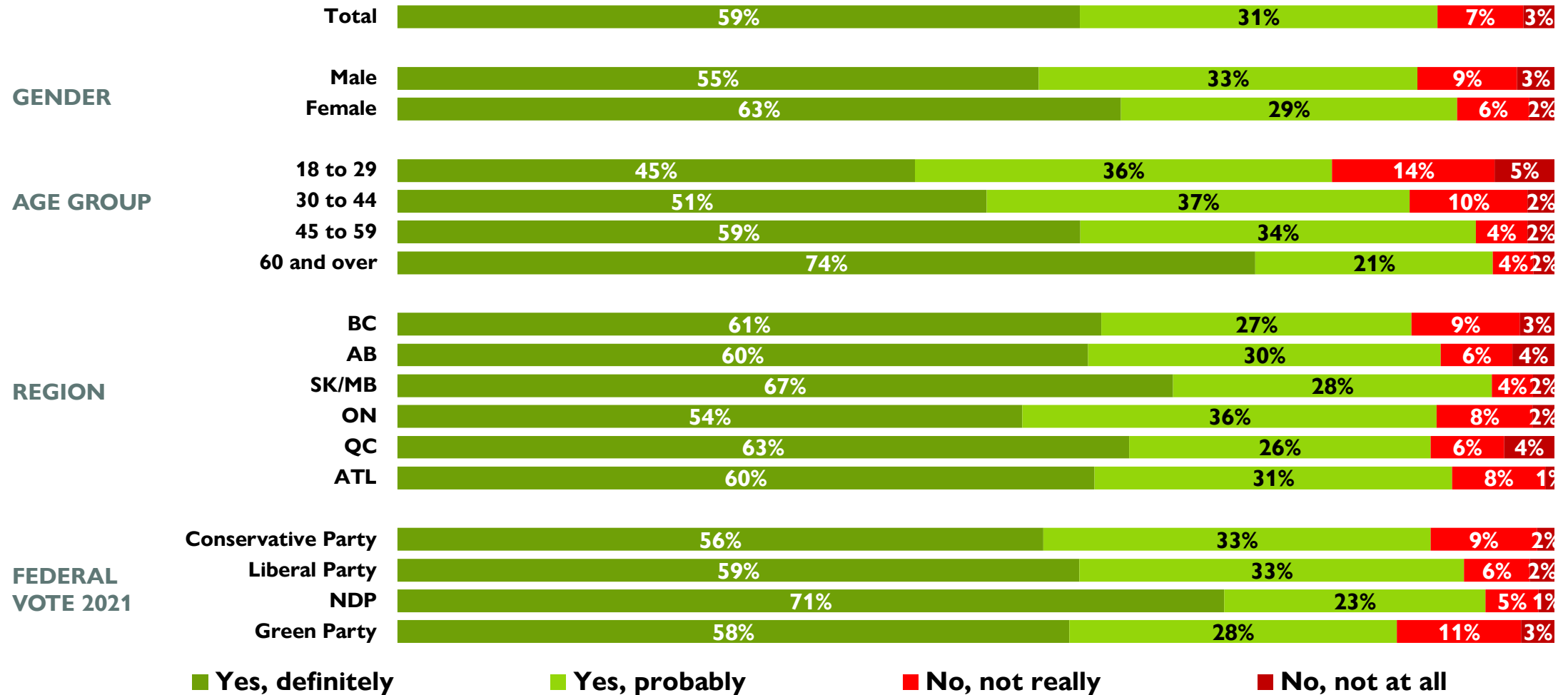
A strong majority of Canadians support point of origin being required on seafood labels.

Belief in this sentiment grows with age, and is strongest among NDP voters.



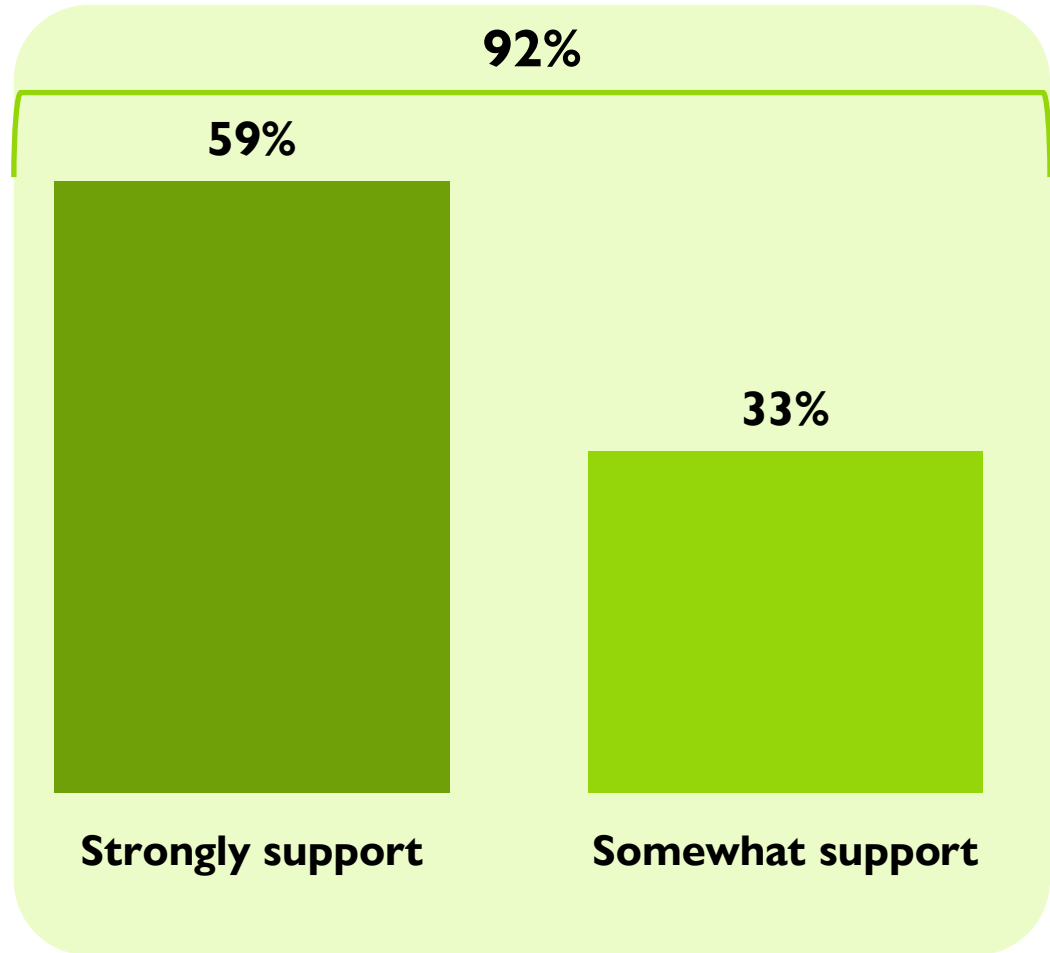
Right now, in Canada, seafood products are not required to include a label that indicates the country in which the seafood was caught. Do you believe that the original point of catch should be required on seafood labels?

SUPPORT FOR COUNTRY OF ORIGINAL POINT OF CATCH REQUIRED ON SEAFOOD LABELS



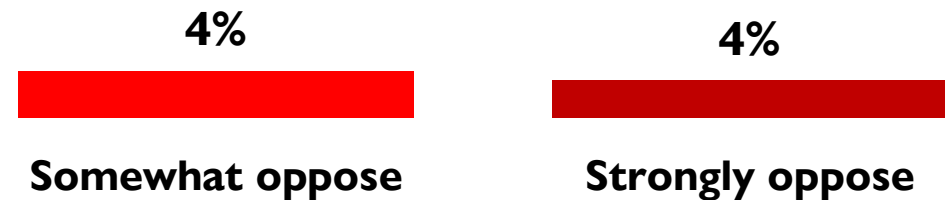
Right now, in Canada, seafood products are not required to include a label that indicates the country in which the seafood was caught. Do you believe that the original point of catch should be required on seafood labels?

CANADIANS SUPPORT REGULATIONS TO INCLUDE WHERE, WHEN, HOW ON SEAFOOD LABELS



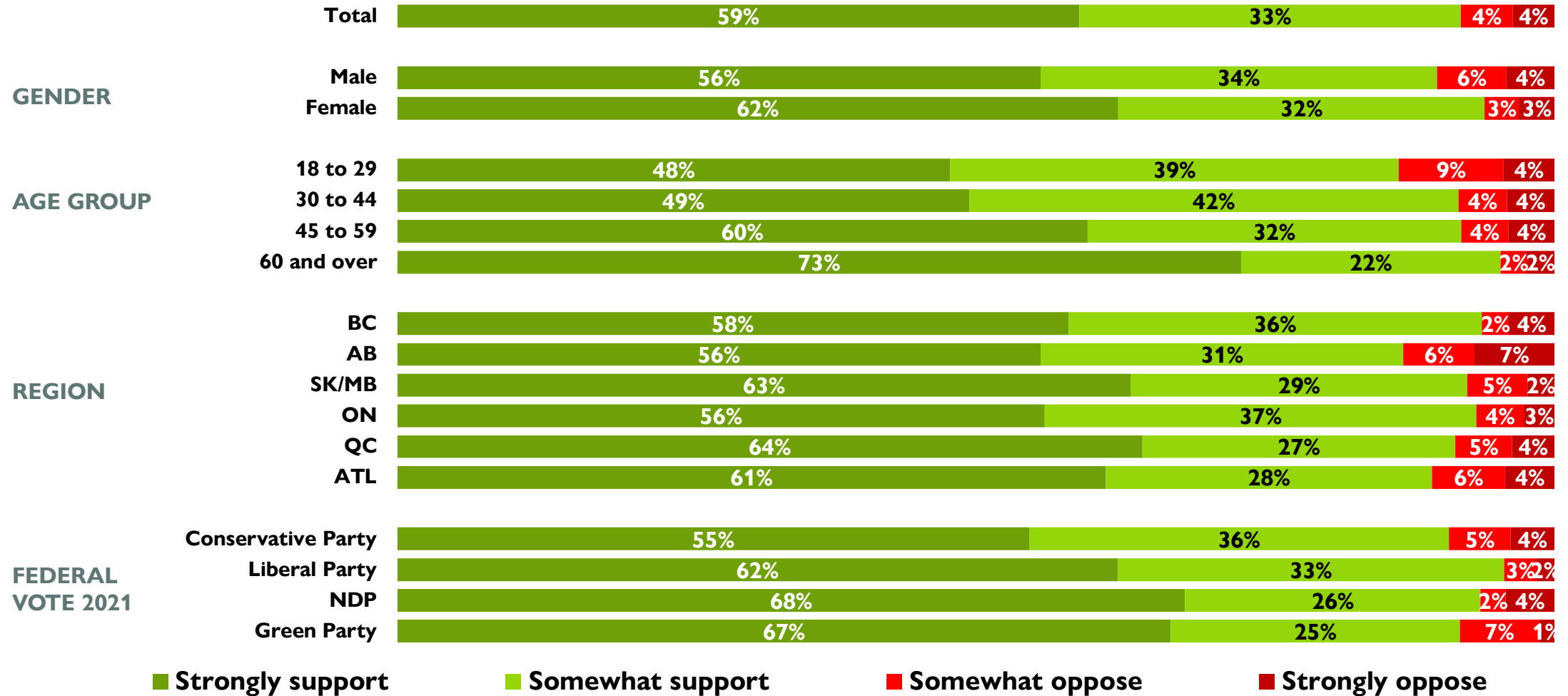
Canadians also want to see information about where, when and how seafood products were caught on seafood labels.

Again, support is highest among older Canadians.



Right now, companies that import seafood into Canada are not required to provide information about where, when and how seafood products were caught. Do you support or oppose regulations that would require imported seafood to provide this information on product labels?

SUPPORT FOR WHERE, WHEN, HOW SEAFOOD PRODUCT CAUGHT ON LABELS



Right now, companies that import seafood into Canada are not required to provide information about where, when and how seafood products were caught. Do you support or oppose regulations that would require imported seafood to provide this information on product labels?