

AMAZON CUSTOMERS WANT A PLASTIC-FREE PACKAGING CHOICE

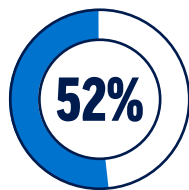
Concern about ocean plastic pollution and the impact of increased online shopping during COVID-19

Oceana, the world's largest international ocean conservation organization, commissioned polling companies **Abacus Data** to survey online shoppers in Canada and **YouGov** to survey those in the United States (U.S.) and the United Kingdom (UK) about their views on plastic pollution and their online shopping experience during the COVID-19 pandemic.

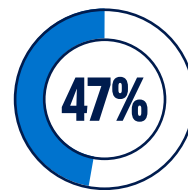
Following are key findings from the June 2020 Abacus Data poll of Amazon customers in Canada.

Note: Oceana Canada worked with Abacus Data to survey 1,800 Canadians, of which 78 per cent reported being Amazon customers (46 per cent) or Amazon Prime members (32 per cent).

Most Amazon customers are shopping online more since the COVID-19 pandemic.

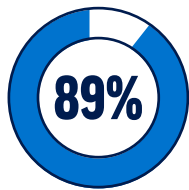


say the COVID-19 outbreak has forced them to shop online more than they did before the pandemic.



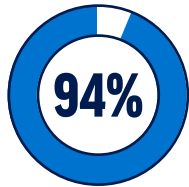
are bothered by all the extra plastic packaging they are now receiving.

Amazon customers are overwhelmingly concerned about plastic pollution's impact on the world's oceans.



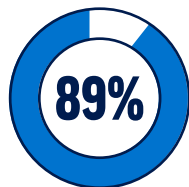
are concerned about plastic pollution and its impact on the oceans and the environment.

Nearly all Amazon customers are upset that plastic recycling does not work.



are upset, disappointed, angry, and/or surprised that only nine per cent of plastic ever produced has been recycled.

Amazon customers think major online retailers like Amazon should do something about plastic packaging in their online shipments.



say that major online retailers like Amazon need to take at least one of the following actions:

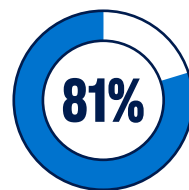
Offer plastic-free packaging choices

Reduce plastic packaging

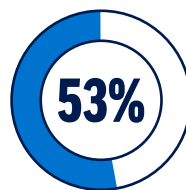
Innovate to create environmentally friendly plastic-free packaging

Reuse plastic packaging

Amazon Prime members are the most concerned about plastic pollution and want plastic-free choices.

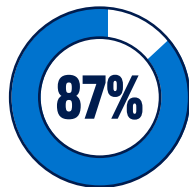


would use a plastic-free choice/alternative packaging if offered.

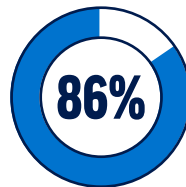


are bothered by the extra packaging they are now receiving due to increased online shopping because of COVID-19.

Amazon's most valuable customers are highly concerned about plastic pollution.

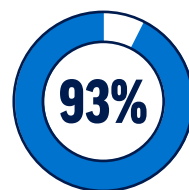


of respondents who shop more than once a week are concerned about plastic pollution and its impact on the oceans.

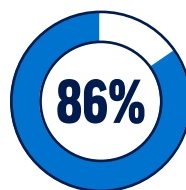


of respondents with the highest reported income (more than \$100k) are concerned about plastic pollution.

Younger (and wealthier) Amazon customers are very concerned about plastic pollution.



of respondents between 18 to 29 are concerned about plastic pollution.



of respondents with the highest income (more than \$100k) are concerned about plastic pollution.

Canadians produce about 3.3 million tonnes of plastic waste every year and almost half of all plastic discarded in Canada is single-use packaging.

Visit [OCEANA.ORG/PLASTICFREEAMAZON](https://oceana.org/plasticfreeamazon) for more survey findings and to tell Amazon to provide customers with a plastic-free packaging choice.