

AMAZON CUSTOMERS WANT A PLASTIC-FREE PACKAGING CHOICE

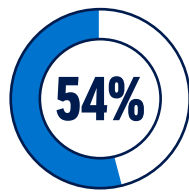
Concern about ocean plastic pollution and the impact of increased online shopping during COVID-19

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

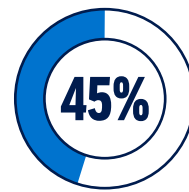
Following are the combined key findings from the May and June polls.

Note: Oceana analyzed the combined results from YouGov surveys in the U.S. and UK and Abacus Data's survey in Canada. Survey questions were the same in each country. Oceana's analysis weighted the results according to population for each country. The surveys, in total, polled approximately 5,300 respondents of which 4,253, 80%, reported being Amazon customers. Additionally, 2,158, 40%, reported being Amazon Prime customers.

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

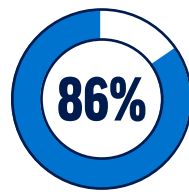


say the Coronavirus (COVID-19) outbreak has forced them to shop online more than they did before the pandemic.



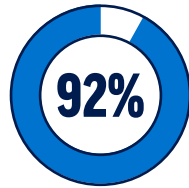
are bothered by all the extra plastic packaging they are now receiving.

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



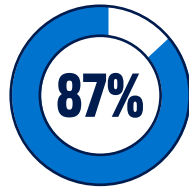
are concerned about plastic pollution and its impact on the oceans and the environment.

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



are upset, disappointed, angry, and/or surprised that only 9% of plastic ever produced has been recycled.

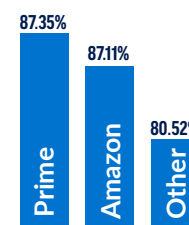
Amazon customers think major online retailers should do something about plastic packaging in their online shipments.



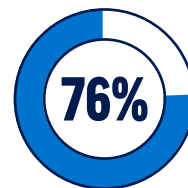
say that major online retailers like Amazon need to take at least one of the following actions:

- 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 almost all Prime shoppers want plastic-free choices.

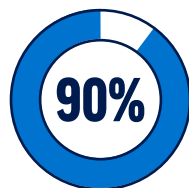


Amazon Prime members are even more concerned about plastic pollution and its impact on the oceans and the environment than Amazon customers in general.

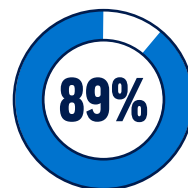


of Prime members would use a plastic-free choice of packaging at checkout if offered.

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

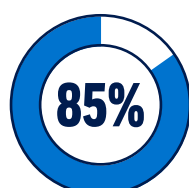


of Amazon customers who shop online more than once a week are concerned about plastic pollution and its impact on the oceans.

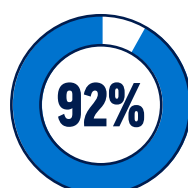


of Amazon customers with the highest reported income were concerned about plastic pollution of those surveyed.

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



of the youngest Amazon customers surveyed were concerned about plastic pollution (the highest out of three age groups). This includes respondents between 18 to 34 in the U.S. and UK and between 18 and 29 in Canada.



of the youngest Amazon customers surveyed and with the highest income levels (more than \$80k USD/£70k GBP/\$100k CAD) were concerned about plastic pollution. This includes respondents between 18 to 34 in the U.S. and UK and between 18 and 29 in Canada.