

# AMAZON CUSTOMERS WANT A PLASTIC-FREE PACKAGING CHOICE

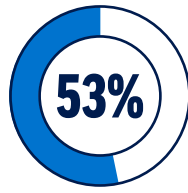
Concern about ocean plastic pollution and the impact of increased online shopping during COVID-19

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.

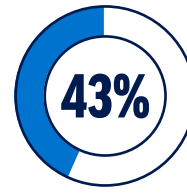
Following are key findings from the May 2020 YouGov poll in the United States.

*Note: Oceana worked with YouGov in the United States to survey 1,286 respondents – as part of the research company's omnibus survey. Of these respondents, 997, 78%, reported being Amazon customers. Additionally, 615, 48%, reported being Amazon Prime customers.*

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

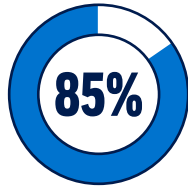


say the Coronavirus (COVID-19) outbreak has forced them to shop online more than they did before the pandemic.



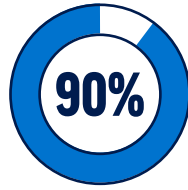
are bothered by all the extra plastic packaging they are now receiving.

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



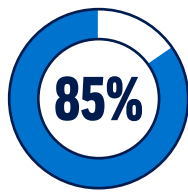
are concerned about plastic pollution and its impact on the oceans and the environment.

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:

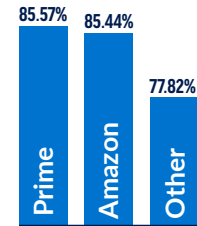
Offer plastic-free packaging choices

Reduce plastic packaging

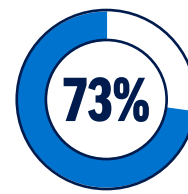
Innovate to create environmentally friendly plastic-free packaging

Reuse plastic packaging

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

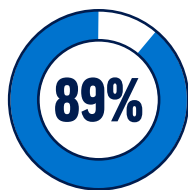


Amazon Prime members are even more concerned about plastics and their impact on the oceans than American Amazon customers in general.

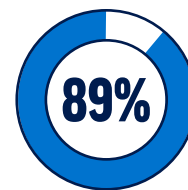


of Amazon Prime members want plastic-free packaging choices at checkout.

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

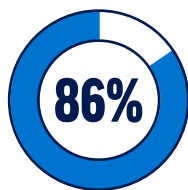


of Amazon customers who shop online more than once a week are concerned about plastic pollution and its impact on the oceans.

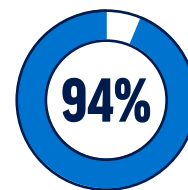


of Amazon customers with the highest reported income were concerned about plastic pollution of those surveyed.

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



of Amazon customers between the ages of 18 to 34 reported being concerned about plastic pollution (the second highest out of three age groups).



of Amazon customers between the ages 18 to 34 and with the highest income levels (over \$80k USD) were highly concerned.