

2026 Public Opinion Research on Plastic Waste and Pollution in Canada

Prepared for Environment and Climate Change Canada

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Table of Contents

List of Tables	4
List of Figures	5
Executive summary.....	6
A. Research background and objectives	6
B. Brief methodology	6
C. Segmentation	7
D. Summary of key findings	7
E. Note to readers	11
F. Political neutrality certificate	12
Detailed findings.....	13
1. Awareness and concern with plastic waste and plastic pollution.....	14
2. Consumer behaviour	20
3. Government action and support.....	41
Segment profiles.....	48
Appendix	55
Appendix A: Quantitative research methodology.....	55
Appendix B: Survey questionnaire	57

List of Tables

Table 1: Plastic Waste and Plastic Pollution being a Serious Problem

Table 2: Concern About Plastic Waste and Plastic Pollution

Table 3: Importance of Preventing Plastic Waste and Plastic Pollution

Table 4: Reasons for Reducing Plastic Waste and Plastic Pollution

Table 5: Perceived Level of Responsibility for Reducing Plastic Waste and Plastic Pollution

Table 6: Awareness of Plastic Content in Products

Table 7: Perceptions of Excessive or Unnecessary Plastic Packaging

Table 8: Products Most Often Seen as Using Excessive Plastic Packaging and Concern Regarding its Excessive Use

Table 9: Plastic Reduction Behaviours in the Past and Likelihood of Actions in the Future

Table 10: Participation in Reuse/Refill Systems

Table 11: Products Currently Reused/Refilled and Products Likely to Reuse/Refill

Table 12: Current and Preferred Locations to Participate in Reuse/Refill Systems

Table 13: Reasons for Purchasing New Items Instead of Repairing Them

Table 14: Actions to Reduce Plastic Waste from Synthetic Clothing

Table 15: Awareness of Access to Municipal Plastic Recycling programs

Table 16: Actions Taken When Unsure if a Plastic Item Is Recyclable

Table 17: Sources of Information to Verify Recyclability of Plastic Items

Table 18: Agreement with Willingness to Change Lifestyle and Purchasing Behaviour

Table 19: Importance of Actions to Reduce Plastic Waste and Plastic Pollution in Canada

Table 20: Priorities for Policymakers in Reducing Plastic Waste and Plastic Pollution

Table 21: Importance of Government of Canada Action on Preventing Plastic Waste and Pollution

Table 22: Awareness and Familiarity with Government of Canada Actions to Reduce Plastic Waste and Pollution

Table 23: Sources of Awareness of Government of Canada Actions to Reduce Plastic Waste and Pollution

Table 24: Age and Gender distribution of Segments

Table 25: Sources of Awareness of Government of Canada Action to Reduce Plastic Waste and Pollution by Segments

List of Figures

Figure 1: Plastic Waste and Plastic Pollution being a Serious Problem

Figure 2: Concern About Plastic Waste and Plastic Pollution

Figure 3: Importance of Preventing Plastic Waste and Plastic Pollution

Figure 4: Reasons for Reducing Plastic Waste and Plastic Pollution

Figure 5: Perceived Level of Responsibility for Reducing Plastic Waste and Plastic Pollution

Figure 6: Awareness of Plastic Content in Products

Figure 7: Perceptions of Excessive or Unnecessary Plastic Packaging

Figure 8: Purchasing Used/Second-Hand Items versus Purchasing New

Figure 9: Purchasing Refurbished Items versus Purchasing New

Figure 10: Participation in Reuse/Refill Systems

Figure 11: Repairing Broken/Damaged Items Instead of Replacing Them

Figure 12: Repairing Clothes Instead of Replacing Them

Figure 13: Confidence in Identifying Recyclable Plastic Items

Figure 14: Actions Taken When Unsure if a Plastic Item Is Recyclable

Figure 15: Sources of Information to Verify Recyclability of Plastic Items

Figure 16: Donating or Reselling Items Instead of Disposing Them

Figure 17: Agreement with Willingness to Change Lifestyle and Purchasing Behaviour

Figure 18: Importance of Actions to Reduce Plastic Waste and Plastic Pollution in Canada

Figure 19: Priorities for Policymakers in Reducing Plastic Waste and Plastic Pollution

Figure 20: Importance of Government of Canada Action on Preventing Plastic Waste and Pollution

Figure 21: Familiarity with Government of Canada Actions to Reduce Plastic Waste and Pollution

Executive summary

A. Research background and objectives

Plastic waste and plastic pollution remain a significant environmental challenge in Canada, with almost five million tonnes of plastic waste generated in 2021^[1], much of which ends up in landfills or incinerated (83%), is exported (9%) or enters the environment (1%) as pollution. Only 7% gets recycled for use in the production of new products. Plastic pollution harms wildlife, damages habitats, burdens communities (e.g., for clean-up and waste management), and plastic waste represents a significant lost economic opportunity estimated to be worth nearly \$8 billion in 2016, a value that could reach \$11 billion by 2030. Canadians are concerned about the health and environmental impacts of plastics and expect governments to take action to address plastic pollution.

In response to this, Environment and Climate Change Canada (ECCC) commissioned Pollara Strategic Insights to conduct public opinion research to better understand Canadians' perspectives on plastic waste and pollution. Key areas of focus included Canadians' knowledge of terms and practices related to plastic waste and pollution and the circular plastics economy, their understanding of the impact of their personal actions, their consumption and disposal habits, and their level of concern about plastic waste and pollution. Additionally, ECCC sought to gauge awareness and identify the level of support for action by the Government of Canada to reduce plastic waste and pollution and transition to a circular plastics economy in Canada. Insights were also sought into how Canadians find and receive information to encourage positive changes in attitudes and behaviours.

To meet these objectives, this research provides a comprehensive understanding of Canadians' concerns about plastic waste and pollution, the actions they are already taking, and the actions they are open to taking in the future.

B. Brief methodology

Pollara conducted an online survey, among 2,052 adults across Canada. To be eligible, respondents had to be at least 18 years old and live in Canada. The survey was conducted between January 23, 2026, and February 6, 2026, in English and French.

Online surveys cannot be assigned a margin of error. As a guideline, a probability sample of this size carries a margin of error of $\pm 2.2\%$, 19 times out of 20. The margin of error is larger for sub-segments.

The dataset was weighted to Census proportions of Canadians by age and gender within each region.

Where possible, the results have been tracked against the 2025 survey of 2,000 Canadians.

A complete methodological description is provided in Appendix A, and the questionnaire is presented in Appendix B.

C. Segmentation

In order to gain deeper insights from the data, additional analysis was conducted by categorizing respondents in segments as per their level of engagement with environmental action. This follows the segmentation used in previous research conducted by the Government of Canada's Program of Applied Research on Climate Action (PARCA). This program also included questions in previous years' research related to the public's behaviour towards plastics reuse, repair and recycle of plastics.

To this end, five segments were identified to evaluate whether Canadians seen as more engaged with the environment may also have behaviours favouring reuse, repair and recycle of plastics, compared to those who are less committed to take action for the environment. The segments identified are: Committed, Supportive, Ambivalent, Indifferent, and Resistant. Details are provided in the following sections of this report.

D. Summary of key findings

Awareness and concern with plastic waste and plastic pollution

Plastic waste and plastic pollution is an important issue recognized both globally and in Canada. 86% of Canadians believe it is a serious global problem that requires immediate action, with 79% also agreeing that it is a serious issue in Canada. Plastic pollution and waste globally (71%) and in Canada (59%) is a cause of concern for the majority.

Consequently, three quarters (76%) of Canadians place high importance on preventing and reducing plastic waste and pollution with primary reasons pertaining to protecting the environment. Specifically, the strongest motivators are keeping lands, oceans, rivers, and lakes clean (75%), protecting wildlife (67%), and reducing the amount of waste in landfills (65%). Economic arguments are less motivating.

While a majority (58%) believe plastic producers and manufacturers bear the greatest responsibility to reduce and prevent plastic waste and pollution in Canada, they also assign some of this responsibility to the federal government (42%), followed by their provincial or territorial government (36%), while municipal and local governments are least likely to bear this responsibility (27%).

There are common demographic trends that resonate throughout the research. Seniors (65 years and older) tend to be more aware and concerned about plastic waste and pollution in Canada than young Canadians (18 to 34 years old). Women are much more likely than men to feel plastic waste and pollution is an issue and express concern over it. Regionally, Quebec and British Columbia residents show the greatest concern, with those in Alberta and the Prairies expressing lower levels of concern. These trends are consistent with the 2025 research.

Canadians' level of concern about plastic waste and plastic pollution in Canada is similar to 2025, but there is a 5-point increase in concern about it globally (from 66% to 71% concerned). As was the case last year, Canadians continue to place the largest responsibility on manufacturers, but there is growing responsibility also being placed on the federal government, provincial governments, and retailers.

Consumer behaviour

Awareness of plastic in products and packaging

In general, there is high awareness among the public that items that are typically for single-use consumption like beverage containers (74%), disposable vaping devices (69%), laundry pods (67%), and disposable coffee or tea cups (66%) contain plastic. Many are aware that items like clothes, tires, beauty products, and fabric grocery store bags also often contain plastic.

Moreover, an overwhelmingly large majority (86%) of Canadians agree that the use of plastic packaging for products is excessive or unnecessary at times. Most believe that products like toys, capsules and coffee pods, food containers (take out, perishable items, deli products, etc.), as well as personal care and cleaning products tend to overuse plastic packaging, and this is a notable cause of concern for many.

Purchase, usage, and disposal behaviour

Canadians actively try to do their part in reducing plastic waste and addressing plastic pollution. 74% report recycling plastic items in the last two months. This is made possible by municipal recycling programs being widely available; 82% of Canadians say they can access such a program.

Looking at other preventative actions, over half say they have made a conscious effort to purchase products using their own reusable/refillable packaging (56%) and have tried to avoid single-use plastics, such as plastic bottles or produce bags (54%). Actions such as repairing broken plastic products (25%) and avoiding purchasing products that contain plastic (24%) are far less common. That said, when thinking of the future, a higher proportion of Canadians are likely to say they will take all these steps to reduce plastic waste and pollution; that is, the intent to take these steps in the future is about 30% to 36% higher than having taken this action in the past.

Use of reuse and refill systems has grown from 15% in 2025 to 20% in 2026. There is potential for this trend to continue as, once again, intent outpaces action, with another 45% likely to participate

in these systems in the future. Interest in using these programs is highest when it comes to non-perishable products like cleaning supplies, personal care items, beverage containers, and dry goods. Grocery stores, coffee shops, and specialty stores are the preferred locations for practicing and implementing such a system. Notably, low participation in these programs is primarily due to the lack of access to such a service; inconvenience is a secondary factor.

Diving deeper into purchase, usage and disposal behaviour, there are common trends that are relative to the value of the product, durability of the product, and the lack of ability to repair it. High ticket items like large appliances and furniture are more likely to be purchased as new than second-hand or refurbished. However, when damaged, these are more likely to be repaired than replaced, and when discarding them, people will often try to donate or resell than dispose them. On the other hand, electronic items like laptops, cellphones, other devices, and small appliances are often purchased new as well, but are less likely to be repaired if damaged due to the impact on its durability, lack of repair skills, and the cost of repair not being worth it. That said, despite their own hesitancy to purchase second-hand or refurbished electronics, many do attempt to resell or donate these products instead of discarding them. Overall, while preferences are more strongly inclined towards new purchases, Canadians also believe in giving items a second life by donating or reselling most of their products.

Clothing follows the same trend, as it is far easier and cost efficient to purchase new clothes than mend them, with many simply not knowing how to repair them. That said, many Canadians regularly take actions that reduce plastic waste and pollution generated from clothing (from synthetic or semi-synthetic materials like polyester or nylon). The most common actions include donating used clothes, washing them in cold water, repairing them, and buying durable clothing.

These behaviours suggest people are willing to make small, individual efforts to reduce plastic consumption, but larger barriers exist for actions that require more effort. Seven in ten Canadians are willing to change how they purchase (72%) and make substantial changes to their lifestyle (67%) to help reduce and prevent plastic waste and pollution – of note though, only two in ten (22% to 23%) are strongly likely to make these changes with the plurality somewhat likely to (45% to 49%). Thus, improving public access to such products and systems, and making these actions easier for consumers has potential to shift behaviours significantly.

Awareness of recyclability of products and recycling programs

A majority of Canadians are aware of plastics items that can be recycled in their home curbside pickup programs (74%), with awareness reducing for public recycling bins (66%) or those at commercial organizations (62%). They are also environmentally conscious when in doubt, as many will first try to determine if the product is recyclable by looking for logos, signages, or searching for information about the product before throwing it into the garbage. If doubt persists, then out of caution, they are likely to place it in the recycle bin likely under the general assumption that most plastic items can be recycled.

Along with relying on product labels, signages, or logos on the product, and verifying recyclability of products via the internet, Canadians are also likely to look up information on government websites (37%) or dedicated recycling apps provided by the government (30%).

Older Canadians are more inclined towards taking these sustainable practices such as recycling, purchasing products using reusable or refillable packaging, looking up information to ensure recyclability of product, as well as donate or resell items to help prevent and reduce plastic waste. Meanwhile, 18 to 34 year olds are less likely to take these steps but are more likely to purchase almost all items second hand or refurbished than buy them new. Women also show a greater level of commitment to taking steps to reduce plastic waste and pollution. Regionally, recycling behaviour is more prevalent in Quebec, Ontario, and British Columbia, while the Prairies' and Atlantic provinces' residents are less likely to recycle.

Overall, the purchase, usage and disposal behaviours of Canadians is similar to 2025, but there is a notable jump in willingness to purchase more sustainably to help reduce plastic waste and pollution and a slight increase when it comes to making substantial lifestyle changes.

Government action and support

Canadians feel the most important actions to prevent and reduce plastic waste and pollution in Canada are addressing harmful chemicals in plastic products (74%), improving product design to reduce environmental impact (71%), and reducing problematic plastic products, including single use plastics (71%). This is closely followed by making investments in infrastructure and innovation along with scientific advancements as well as improving public knowledge and developing standards and guidelines. All these actions are deemed important by at least six in ten implying that Canadians need a multi-step approach that produces durable, science-based, long-term solutions to help reduce plastic waste and plastic pollution.

Canadians believe that policymakers should prioritize solutions that focus on protecting human health (80%) and the environment (75%), while also considering affordability (66%), development of a circular economy (64%), and access to viable alternatives (64%). There is widespread support for the Government of Canada to take actions to prevent and reduce plastic waste and pollution: 73% say it is extremely to very important to take these steps.

Importance of the various actions as well as support for the federal government taking these actions is similar to levels seen in 2025. That said, while prioritizing human health and the environment continue to be the top solutions, priority assigned to some other economic related solutions appears to have reduced this year. This is likely a reflection of the public being cautious about government spending rather than related to these actions being of lesser importance this year.

Public awareness of government actions to reduce plastic waste and pollution is moderate, with 51% of Canadians aware of these efforts, and a third (32%) saying they are familiar with them. Awareness and familiarity levels are slightly lower compared to 2025.

Television (40%) and social media (36%) are the primary sources of information about government actions among those familiar. Federal government websites (32%) and internet searches (29%) are also commonly used by some. Younger Canadians are more likely to rely on social media and internet searches, while older individuals turn to television. To effectively communicate plastic waste and pollution prevention and reduction policies, the federal government should circulate informational and educational messages on social media and television, while ensuring the information is also accessible on their website (Canada.ca) as it would be considered as a reliable source of information.

E. Note to readers

Detailed findings are presented in the sections that follow. Overall results for the 2026 survey are presented in the main portion of the narrative and are typically supported by graphic or tabular presentation of results and labelled as “2026”. Results are compared, where applicable, with previous 2025 survey findings, and are presented in tables under the heading “2025”. Where there are significant differences between the regional or demographic groups, these differences are described in the report as part of the main paragraph or as bulleted text.

Only substantively significant differences between sub-groups are noted. If differences are not noted in the report, it can be assumed they are either not statistically significant* in a comparable probability sample in their variation from the overall or that the difference was deemed to be substantively too small to be noteworthy. (**Chi-square and standard t-tests were applied as applicable. Differences noted were significant at the 95% level.*)

Results may not total to 100% due to rounding.

In this report, there are several terms that may be used throughout the analysis based on the significant differences among regions or demographic subgroups. For clarity and ease of understanding, they are defined as:

- Canadians: All respondents residing in Canada, regardless of citizenship status
- Young people/Canadians: Individuals aged 18 to 34
- Seniors: Individuals aged 65 or older
- Low-income earners: Annual pre-tax household income under \$50,000
- Middle income: Annual pre-tax household income between \$50,000 and \$100,000
- High income: Annual pre-tax household income over \$100,000

F. Political neutrality certificate

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I hereby certify as a representative of Pollara Strategic Insights Inc. that the final deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate or ratings of the performance of a political party or its leaders.

Signed:

Date: March 31, 2026

A handwritten signature in dark ink, appearing to read "D. Arnold".

Dan Arnold, Chief Strategy Officer
Pollara Strategic Insights

Detailed findings

The detailed findings of this research project are divided into three sub-sections:

1. Awareness and concern with plastic waste and plastic pollution
 - Concerns regarding plastic waste and plastic pollution
 - Importance of preventing and reducing plastic waste and plastic pollution
 - Responsibility of various stakeholders in preventing and reducing plastic waste and plastic pollution
2. Consumer behaviour
 - Awareness of products containing plastic
 - Views on excessive usage of plastic packaging
 - Overarching behaviours regarding recycling, reusing, and preventing pollution
 - Purchasing behaviours – used versus new
 - Purchasing behaviours – refurbished versus new
 - Usage behaviours – reuse, refill, and repair
 - End of life behaviours
 - Likelihood to change lifestyle and purchase behaviour
3. Government action and support
 - Key actions to prevent and reduce plastic waste and plastic pollution
 - Priorities for policymakers in designing solutions
 - Importance and awareness of government actions

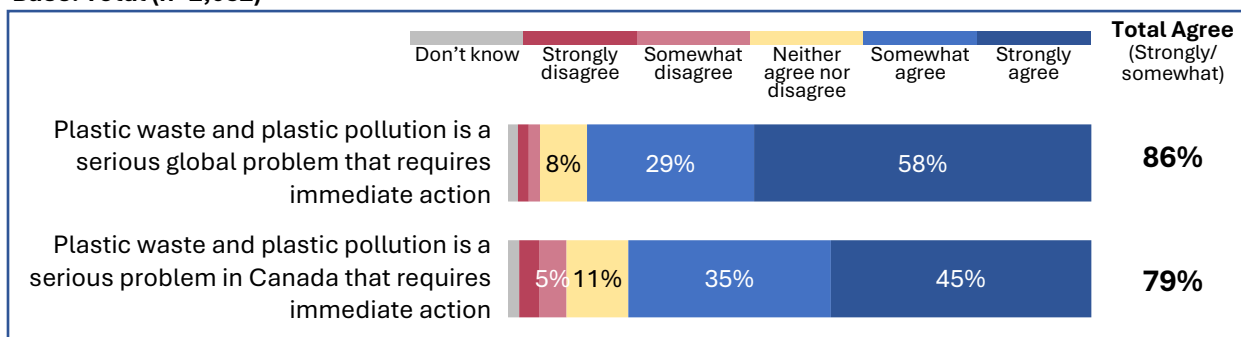
1. Awareness and concern with plastic waste and plastic pollution

Concerns regarding plastic waste and plastic pollution

Most Canadians (86%) agree plastic waste and plastic pollution is a serious global problem that requires immediate action, including 58% who strongly agree. Fewer, though still a large majority, also see plastic waste and plastic pollution as a serious problem in Canada (79%).

FIGURE 1 – E2. To what extent do you agree or disagree with the following statements:

Base: Total (n=2,052)



Note: Percentage values less than 5% are not shown in the figure.

- Quebec residents (90%; 83% respectively) and British Columbians (88%; 82% respectively) are more likely to agree that plastic waste and plastic pollution is a serious issue globally and in Canada, while Albertans also largely agree but to a lesser extent agree in comparison (83%; 71% respectively).
- Extent of agreement on plastic waste and plastic pollution being a serious issue both globally and in Canada increases with age, with younger Canadians aged 18 to 34 years (82%; 72% respectively) less likely to agree compared to 91% and 86% of those 65+ years old who are most likely to agree.
- Women are more likely than men to agree that this is a serious global problem (90% vs. 83%) as well as a problem in Canada (85% vs. 74%).

The share of Canadians who believe plastic waste and plastic pollution is a serious global problem is similar to 2025, with the underlying demographic trends also similar.

TABLE 1 – E2. To what extent do you agree or disagree with the following statements:

Base: Total (n=2,052)

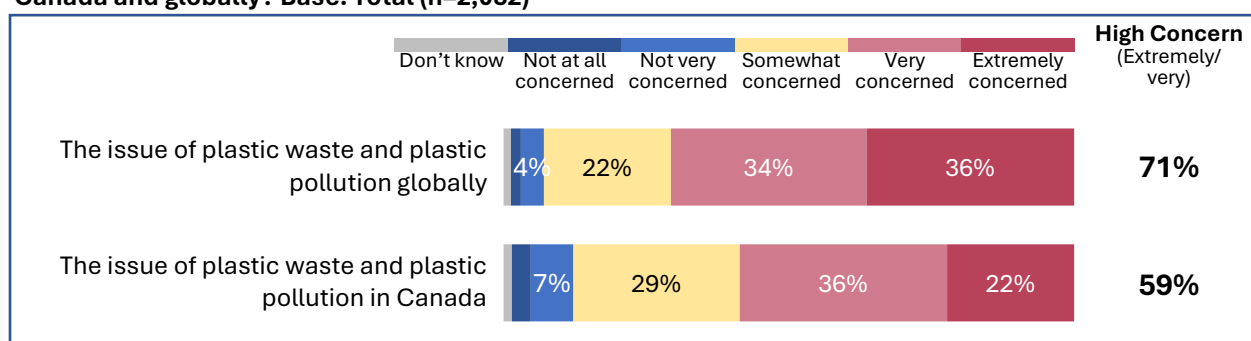
Total Agree (strongly / somewhat)	Total 2025	Total 2026	ATL	QC	ON	MB/SK	AB	BC
Plastic waste and plastic pollution is a serious global problem that requires immediate action	87%	86%	85%	90%	86%	86%	83%	88%

*Plastic waste and plastic pollution is a serious problem in Canada that requires immediate action	-	79%	81%	83%	79%	77%	71%	82%
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*Note: This statement was not asked in 2025; tracking data is not available.

Close to six in ten Canadians (59%) express high concern (extremely or very) about plastic waste and plastic pollution in Canada, including 22% who are extremely concerned. When considering plastic waste and plastic pollution on a global scale, concern levels are much higher, with seven in ten (71%) expressing high concern, including 36% who are extremely concerned.

FIGURE 2 – E1. How concerned, if at all, are you about the issue of plastic waste and plastic pollution in Canada and globally? Base: Total (n=2,052)



Note: Percentage values less than 4% are not shown in the figure.

- Across both issues, Quebec residents (65% in Canada; 75% globally) and British Columbia residents (63%; 76% respectively) are more likely to express high levels of concerns, while those residing in Alberta (48%; 67% respectively) are less likely to be as concerned.
- Concern for plastic waste and pollution increases with age, with younger Canadians less likely to be concerned than older Canadians. Concern for this being a global issue ranges from 67% among 18 to 34 year olds to 77% among 65+ year olds. Likewise, concern about it in Canada ranges from 51% among 18 to 34 year olds to 66% among 65+ year olds.
- Women are notably more concerned about the issue of plastic pollution and waste in Canada (64% vs. 53%) and globally (75% vs. 66%) than men.

While concern for the issue of plastic waste and plastic pollution in Canada is nearly the same as in 2025 (57%), concern for it being a global issue is up 5 points from 2025 (from 66% to 71%).

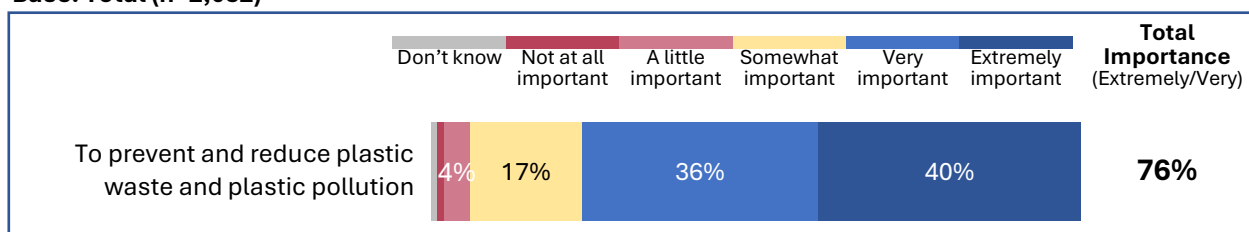
TABLE 2 – E1. How concerned, if at all, are you about the issue of plastic waste and pollution in Canada and globally? Base: Total (n=2,052)

High Concern (extremely / very)	Total 2025	Total 2026	ATL	QC	ON	MB/SK	AB	BC
The issue of plastic waste and plastic pollution globally	66%	71%	71%	75%	67%	71%	67%	76%
The issue of plastic waste and plastic pollution in Canada	57%	59%	60%	65%	58%	51%	48%	63%

Importance of preventing and reducing plastic waste and plastic pollution

Over three quarters (76%) of Canadians emphasize the high importance of preventing and reducing plastic waste and plastic pollution, including 44% who find it extremely important. This outlook is similar to 2025.

FIGURE 3 – E3. How important, if at all, is it to prevent and reduce plastic waste and plastic pollution?
Base: Total (n=2,052)



Note: Percentage values less than 2% are not shown in the figure.

- Majorities in all regions believe it is highly important to prevent and reduce plastic waste and plastic pollution – Quebec (80%) and British Columbia (80%) residents assign slightly higher importance while those in Alberta (67%) are relatively less likely to feel it is important.
- Across age groups, importance of preventing plastic waste and plastic pollution ranges from 75% among 18 to 34 year olds to 81% among seniors. That said, seniors (48%) are much more likely to say it is extremely important compared 18 to 34 year olds (33%).

TABLE 3 – E3. How important, if at all, is it to prevent and reduce plastic waste and plastic pollution?
Base: Total (n=2,052)

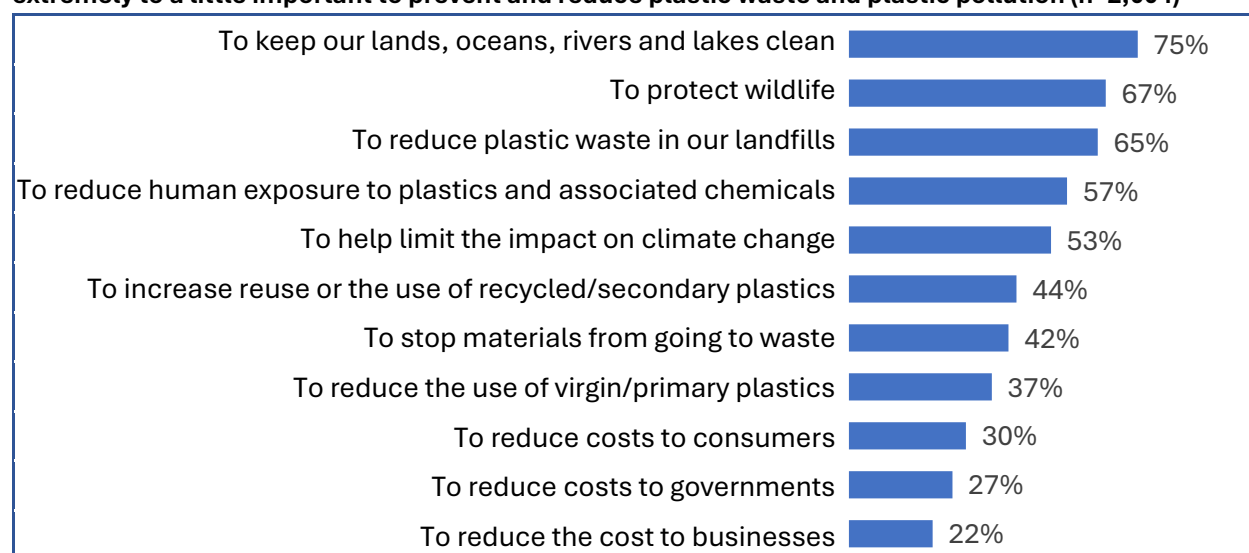
Importance	Total 2025	Total 2026	ATL	QC	ON	MB/SK	AB	BC
Total High Importance (extremely / very)	77%	76%	78%	80%	76%	76%	67%	80%
Extremely important	44%	40%	39%	47%	36%	36%	35%	46%
Very important	33%	36%	39%	33%	39%	39%	33%	34%
Somewhat important	16%	17%	16%	16%	18%	17%	21%	14%
A little important	5%	4%	3%	3%	4%	4%	9%	4%
Not at all important	1%	1%	1%	1%	1%	2%	1%	0%
Don't know	1%	1%	1%	1%	1%	1%	1%	1%

The motivation for this flows largely from environmental concerns. The most common resonant reasons for preventing and reducing plastic waste and plastic pollution are wanting to keep our lands, oceans, rivers, and lakes clean (75%), protecting wildlife (67%), and reducing plastic waste

in landfills (65%). The majority also feel it is important to reduce human exposure to plastics and chemicals (57%) and to limit the impact on climate change (53%).

Fewer feel that increasing the reuse or use of recycled/secondary plastics is an important reason this year (44%), compared to 2025 (51%). Reducing costs to businesses, consumers and government are considered as tertiary reasons to prevent plastic pollution (22% to 30%).

FIGURE 4 – E4. Why is it important to prevent and reduce plastic waste and plastic pollution? Base: If extremely to a little important to prevent and reduce plastic waste and plastic pollution (n=2,004)



Note: Percentage values for Others (1%) and Don't know (1%) are not shown in the figure.

- While motivations for reducing plastic waste and pollution are similar coast to coast, Albertans and Atlantic Canadians are more likely to say reducing waste going to landfills is a primary reason, and reducing costs to consumers is more important to Atlantic Canada and Manitoba/Saskatchewan residents.

TABLE 4 – E4. Why is it important to prevent and reduce plastic waste and plastic pollution? Base: If extremely to a little important to prevent and reduce plastic waste and plastic pollution (n=2,004)

Reasons	Total 2025	Total 2026	ATL	QC	ON	MB/SK	AB	BC
To keep our lands, oceans, rivers and lakes clean	79%	75%	79%	75%	74%	77%	75%	76%
To protect wildlife	66%	67%	71%	66%	65%	71%	65%	70%
To reduce plastic waste in our landfills	72%	65%	71%	57%	65%	71%	72%	65%
To reduce human exposure to plastics and associated chemicals	55%	57%	62%	55%	58%	59%	54%	55%
*To help limit the impact on climate change	54%	53%	54%	56%	54%	47%	44%	51%
To increase reuse or the use of recycled/secondary plastics	51%	44%	50%	32%	45%	53%	47%	49%

To stop materials from going to waste	47%	42%	47%	28%	45%	51%	47%	44%
To reduce the use of virgin/primary plastics (e.g., microbeads, microfibers)	35%	37%	38%	34%	36%	36%	40%	45%
To reduce costs to consumers (e.g., access to durable goods to reduce costs long term)	-	30%	38%	26%	29%	39%	31%	33%
To reduce costs to governments (e.g., reduced costs to manage plastic waste and plastic pollution)	-	27%	34%	30%	26%	25%	24%	26%
*To reduce the cost to businesses (e.g., reduced need for raw materials and increased value for recycled/secondary materials)	36%	22%	27%	21%	22%	26%	15%	24%

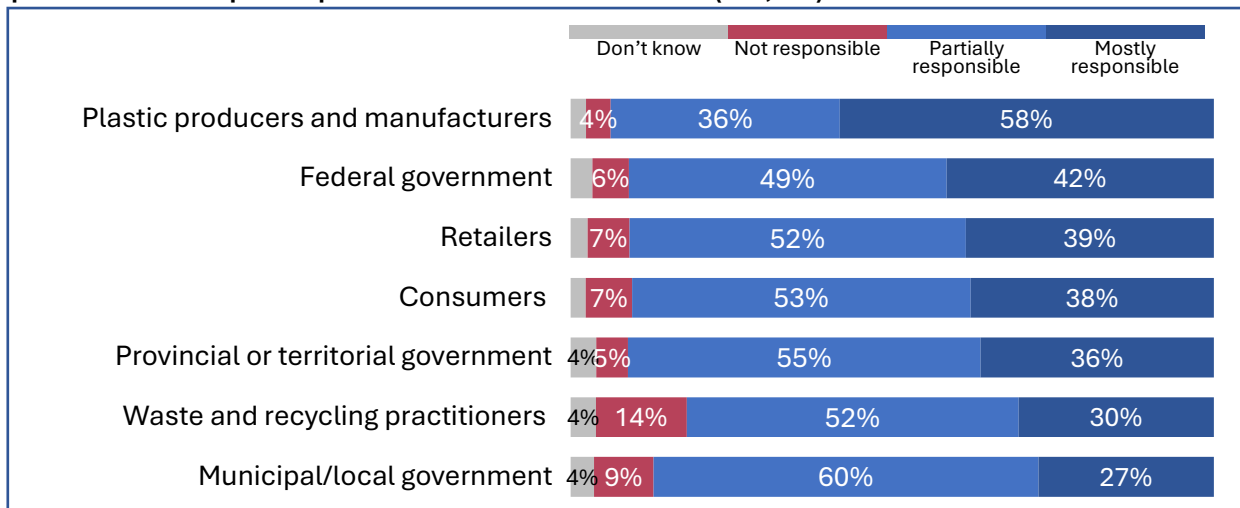
**Note: Text for these statements is slightly modified from 2025; however, the meaning of the statement remains the same, and therefore tracking is shown for these statements.*

Responsibility of various stakeholders in preventing and reducing plastic waste and plastic pollution

When asked about the level of responsibility various entities should bear in addressing plastic waste and pollution in Canada, plastic producers and manufacturers are seen to hold the greatest responsibility, with 58% rating them as mostly responsible.

About four in ten believe the federal government (42%) and provincial or territorial governments (36%) are mostly responsible, with much lower responsibility given to municipal and local governments (27%). Retailers (39%) and consumers (38%) are seen to hold nearly as much responsibility as the federal government.

FIGURE 5 – E5. What level of responsibility do the following entities have in preventing and reducing plastic waste and plastic pollution in Canada? Base: Total (n=2,052)



Note: Percentage values less than 4% are not shown in the figure.

- Across all regions, people see the federal government as more responsible than the provincial governments, with the exception of Quebec where equal responsibility is assigned to the two levels (41% both). In Ontario as well, the provincial government (39%) is seen as almost as responsible as the federal government (43%).

While plastic producers continue to be held most accountable for preventing and reducing plastic waste as seen in 2025, greater responsibility is now being placed on the federal government (+6), provincial governments (+5), and retailers (+6).

TABLE 5 – E5. What level of responsibility do the following entities have in preventing and reducing plastic waste and pollution in Canada? Base: Total (n=2,052)

Mostly Responsible	Total 2025	Total 2026	ATL	QC	ON	MB/SK	AB	BC
Plastic producers and manufacturers (e.g., those that make resins and plastic products)	56%	58%	55%	60%	61%	60%	50%	55%
Federal government	36%	42%	43%	41%	43%	36%	38%	42%
Retailers (e.g., those that sell plastic products or use plastic products to sell items such as groceries, clothing, goods, etc.)	33%	39%	35%	43%	40%	33%	32%	38%
Consumers (e.g., those that buy or use plastic products or items with plastic packaging)	35%	38%	37%	46%	34%	38%	35%	38%
Provincial or territorial government	31%	36%	33%	41%	39%	30%	29%	32%
Waste and recycling practitioners (e.g., those that collect, sort, recycle or dispose of plastic waste)	29%	30%	29%	27%	33%	30%	30%	28%
Municipal/local government	26%	27%	30%	22%	32%	27%	22%	27%

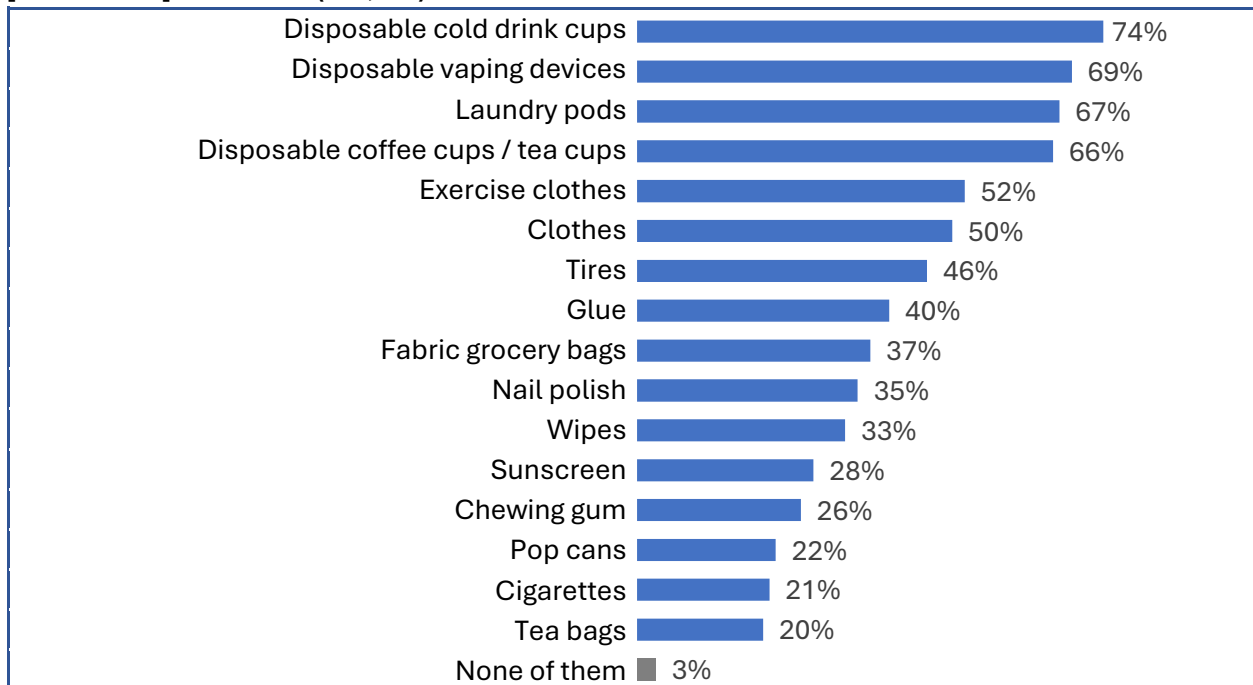
2. Consumer Behaviour

Awareness of products containing plastic

In general, Canadians are aware that many day-to-day items contain plastic; only 3% believe that none of the items tested contain plastic. Items that are typically considered as single-use consumption are more likely to be recognized as containing plastic, including disposable cold drink cups (74%), disposable vaping devices (69%), laundry pods (67%) and disposable coffee or tea cups (66%).

Close to half are aware that exercise clothes (52%), clothing in general (50%), and tires (46%) contain plastic. Fewer people believe there is plastic in beauty products like nail polish (35%) and sunscreen (28%).

FIGURE 6 – E6. Which of the following items (excluding their packaging) do you think contain plastic?
[Multi-select] Base: Total (n=2,052)



- Older Canadians (50 years and over) are more likely to recognize that disposable or single-use beverage cups contain plastic, while younger Canadians are more aware there's plastic in chewing gum, pop cans, and cigarettes. For all other items, awareness levels are similar across age groups.
- Women are slightly more familiar with most items containing plastics than men.

Awareness levels are similar to 2025, with a 6-point uptick in awareness that exercise clothes contain plastic.

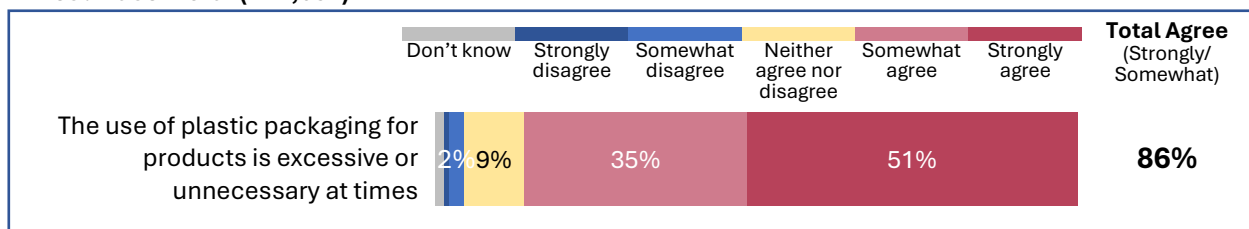
TABLE 6 – E6. Which of the following items (excluding their packaging) do you think contain plastic?
[Multi-select] Base: Total (n=2,052)

Products Containing Plastic	Total 2025	Total 2026	ATL	QC	ON	MB/SK	AB	BC
Disposable cold drink cups	72%	74%	77%	75%	72%	75%	84%	71%
Disposable vaping devices	71%	69%	73%	69%	67%	69%	74%	69%
Laundry pods	66%	67%	63%	68%	65%	69%	72%	67%
Disposable coffee cups / tea cups	63%	66%	71%	58%	67%	65%	76%	65%
Exercise clothes	46%	52%	44%	53%	50%	49%	58%	53%
Clothes	47%	50%	46%	53%	49%	45%	54%	53%
Tires	47%	46%	44%	42%	46%	45%	46%	50%
Glue	38%	40%	42%	35%	42%	39%	44%	40%
Fabric grocery bags	35%	37%	38%	27%	40%	40%	40%	41%
Nail polish	35%	35%	34%	33%	37%	36%	31%	38%
Wipes	32%	33%	33%	23%	34%	38%	34%	42%
Sunscreen	28%	28%	29%	28%	28%	31%	24%	28%
Chewing gum	24%	26%	26%	27%	26%	25%	27%	27%
Pop cans	22%	22%	23%	17%	23%	18%	24%	24%
Cigarettes	20%	21%	24%	16%	21%	22%	19%	27%
Tea bags	20%	20%	16%	12%	21%	17%	23%	29%
None of them	5%	3%	3%	2%	4%	4%	3%	3%

Views on excessive usage of plastic packaging

The overwhelmingly large majority (86%, strongly or somewhat) of Canadians agree that the use of plastic packaging for products is excessive or unnecessary at times, including half (51%) who strongly agree. One in ten (11%) neither agree nor disagree or don't have an opinion, while only 3% disagree.

FIGURE 7 – C3A. In your view, is the use of plastic packaging for products excessive or unnecessary at times? Base: Total (n=2,052)



Note: Percentage values less than 2% are not shown in the figure.

- These views are shared almost equally across provinces. Quebecers are slightly more likely to agree overall (89%), with two thirds strongly agreeing (67%). While those in Atlantic Canada (81%) are somewhat less likely to agree overall, they do not disagree but are more likely to be neutral towards this; indeed, half (51%) of Atlantic Canadians still express strong agreement.
- As seen with earlier perceptions on plastic pollution, 18 to 34 year old Canadians (80%) are less likely to believe that plastic packaging is excessive or unnecessary compared to 87% of 35 to 64 year olds and 91% of 65+ year olds. Younger Canadians, however, do not disagree, but are instead more likely to be neutral or not have an opinion.

TABLE 7 – C3A. In your view, is the use of plastic packaging for products excessive or unnecessary at times? Base: Total (n=2,052)

Agreement	Total 2026	ATL	QC	ON	MB/SK	AB	BC
Total Agree <i>(strongly / somewhat)</i>	86%	81%	89%	86%	84%	85%	85%
Strongly agree	51%	51%	67%	46%	46%	44%	50%
Somewhat agree	35%	30%	22%	40%	38%	41%	35%
Neither agree nor disagree	9%	15%	7%	10%	12%	9%	10%
Somewhat disagree	2%	2%	2%	2%	3%	4%	2%
Strongly disagree	1%	1%	1%	1%	1%	0%	1%
Don't know	1%	2%	1%	1%	0%	2%	2%

Among those who agree the use of plastic in packaging is excessive, over half believe that plastic is used excessively in the packaging of toys (56%) and capsules and pods (55%), and these products are also the most likely to cause concern (37%; 38% respectively).

Over four in ten feel that the food industry – such as, dine in or take out restaurants (45%), snacks (45%), fresh perishable food packaging (44%), food delivery services (39%), as well as deli products (39%) and to smaller extent dairy products (30%) – tend to overuse plastic packaging. Perishable food, fast food and quick service food packaging are of concern to about a third (30% to 31%), while packaging used for processed foods (25%) or dairy products (17%) is less of a concern.

Similar proportions (42% to 45%) feel the packaging for personal care, cleaning, and e-commerce products also use excessive and unnecessary plastic packaging. However, concern for excessive use of these products is much lower, between 25% to 28%.

- Perceptions of products over-using plastic packaging as well as concerns for over-usage is similar across all provinces.

- Across ages, seniors are more likely to identify products that use excessive plastic packaging and are also much more likely to express concern over the excessive usage of plastic for packaging.

TABLE 8 – C3B. Which products do you feel tend to use plastic packaging excessively or unnecessarily the most? [Multi-select]. C3C. Which of the following products cause you concern about their excessive or unnecessary use of plastic packaging? [Multi-select] Base: Those who agree that plastic packaging for products is excessive or unnecessary at times (n=1,752)

Products	That use excessive plastic packaging	That cause concern due to use of excessive plastic packaging
Toys	56%	37%
Capsule and pods (e.g., coffee pods)	55%	38%
Quick service restaurants (Dine-in and Take-out)	45%	30%
Snack foods (e.g., chips, bars, candies)	45%	30%
Personal care products (e.g., shampoo, soap, etc.)	45%	28%
Makeup and cosmetic products	45%	26%
Fresh, perishable foods (e.g., fruit & vegetables, meats, baked goods)	44%	31%
Cleaning products	43%	25%
E-commerce packaging	42%	28%
Food delivery services	39%	25%
Other processed foods (e.g., deli products)	39%	25%
Dairy products (e.g., milk, yogurt)	30%	17%
Tobacco, vaping and cannabis products	27%	17%

Overarching behaviours regarding recycling, reusing, and preventing pollution

Canadians actively try to do their part in reducing plastic waste and addressing plastic pollution. Three out of four (74%) Canadians have actively – that is, always or frequently – recycled plastic items (products or packaging) in the last two months. Over half have made a conscious effort to purchase products using their own reusable/refillable packaging (56%) and have tried to avoid single-use plastics, such as plastic bottles or produce bags (54%).

One in three have purchased products made from recycled plastics (35%), sold in reusable or refillable packaging (33%), or without plastic packaging (32%) always or frequently in the past two

months. Meanwhile, some have actively participated in the reuse culture – 42% have sold or donated items like toys, furniture, clothing, etc., and 32% have purchased or traded second-hand items.

Repairing broken plastic products (25%), avoiding purchasing products that contain plastic (24%), and participating in community clean-ups (11%) are far less common. This suggests that while people are willing to make small, individual efforts to reduce plastic consumption, larger barriers exist for actions that require more effort.

The intent of doing all of these activities in the next six months is significantly higher than the share of people who report actively doing it so far. The activities where this gap between intent and action is largest are for purchasing products sold in reusable or refillable packaging (36-point gap), products without packaging or plastic-free packaging (36 points), and products made from recycled plastic (34 points). Furthermore, there is a 30-point gap when it comes to repairing broken products and avoiding buying items that contain plastic, and a 27-point gap when it comes to either purchasing or trading second-hand items and selling or donating plastic items. Thus, a reminder to take these actions and efforts to make these actions easier could shift behaviours significantly.

- Recycling plastic packaging is more common in Quebec (78% always or frequently), and Ontario (76%), moderately high in British Columbia (72%) and Alberta (68%), while being lower in Atlantic Canada (65%) and Manitoba/ Saskatchewan (64%).
- Likelihood to continue recycling over the next 6 months follows a similar trend as current action taken, where Quebecers (90%) are most likely to and Atlantic Canadians (79%) are least likely to recycle.
- Women overall are much more likely to take these actions than men, and are more likely to say they will continue doing so over the next 6 months.
- Seniors in particular, and to some extent 50 to 64 year olds, are more likely to recycle plastic products, purchase items using their own reusable products, purchase products without plastic packaging, or have made efforts to avoid using single-use plastics compared to those under 50 years. On the other hand, younger Canadians, aged 18 to 34 years, are more likely to reuse – that is, purchase second-hand items, buy products made with recycled plastic and repair broken items, and are more likely to participate in clean-up drives in their community. When it comes to the intent of doing these actions in the future, a similar trend follows where older Canadians are more likely to say they will avoid single-use plastic and use reusable packaging, while younger Canadians are more likely to plan to reuse.

Sustainability actions and reuse behaviours are similar to 2025. Only minor variations are that people are slightly less likely to purchase items in their own reusable or refillable packaging compared to 2025 (down from 62% to 56%) but are more intent on purchasing products made from recyclable plastic (up from 64% to 69%) and repair broken items (up from 48% to 56%). There is also a decline in Atlantic Canada in the share of people engaging in these behaviours and intending to do these actions in the future.

TABLE 9 – C1. In the last two months, how frequently or infrequently have you done each of the following? C2. In the next six months, how likely or unlikely are you to take each of the following actions? Base: Total (n=2,052)

Consumer Behaviour	Frequently done in the last 2 months (always/frequently)	Likely do in the next 6 months (definitely/probably)	Gap (likely-frequently)
Recycled plastic items (products or packaging)	74%	85%	+12
Purchased products using my own reusable/ refillable packaging or item, such as a travel mug or reusable bag	56%	78%	+23
Tried to avoid using single-use plastics (e.g., plastic bottles, produce bags)	54%	72%	+18
Sold or donated plastic items, like toys, furniture, electronics, or clothing, instead of discarding	42%	69%	+27
Purchased products made from recycled plastics	35%	69%	+34
Purchased products sold in reusable or refillable packaging	33%	69%	+36
Purchased products without packaging or in plastic-free packaging	32%	68%	+36
Purchased and/or traded second-hand items (e.g., toys, furniture, electronics, clothing)	32%	59%	+27
Repaired broken products containing plastic instead of throwing them out	25%	56%	+30
Avoided buying items that contain plastics	24%	54%	+30
Participated in a litter clean-up in your community	11%	30%	+20

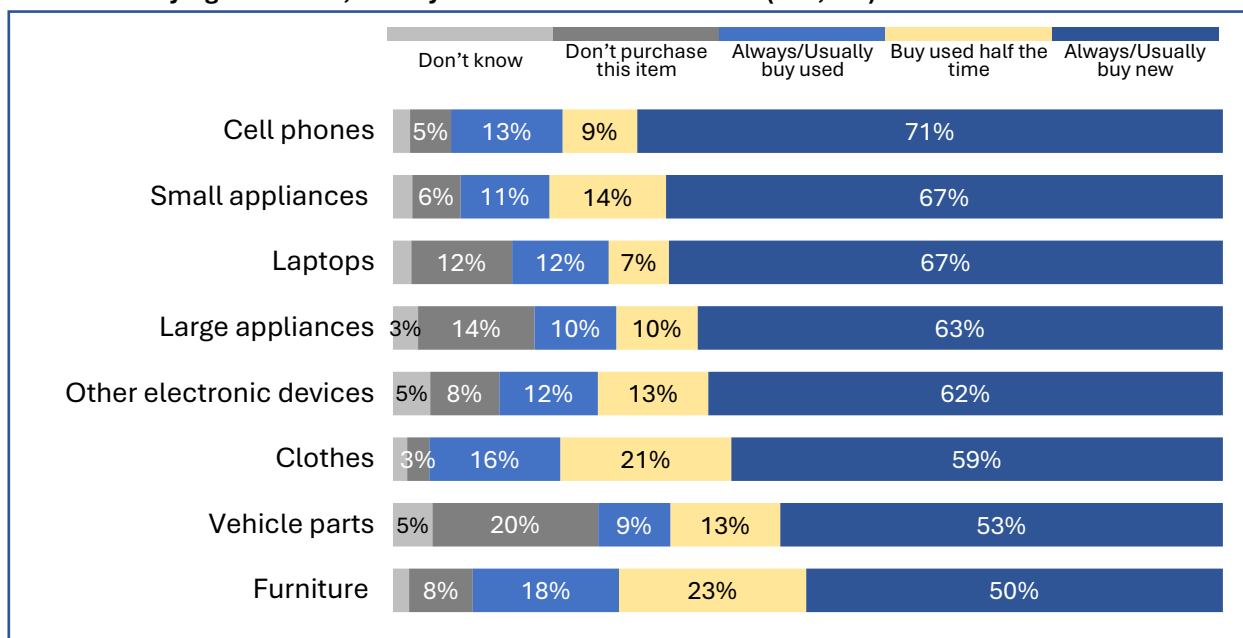
Seven in ten (69%) say they are likely to purchase products sold in reusable or refillable packaging in the next 6 months, and 24% say they may do this; only 7% say they are unlikely to. Among this 7% who are unlikely to, the primary reasons for not wanting to do so are limited availability or selection of such products (38%), the inconvenience (36%), and assuming it would be too costly (35%). Relatively fewer cite quality (19%) or health (19%) reasons for not doing this.

Purchasing behaviours – used vs. new

Second-hand purchases or purchasing used items is not the first choice for most people. The majority of Canadians opt for purchasing new products when buying items like cellphones (71%), laptops (67%), small appliances (67%), large appliances (63%), and other electronic devices not

including cellphones and laptops (62%). Meanwhile, half or more prefer purchasing new clothes (59%), vehicle parts (53%) and furniture (50%). These findings are similar to 2025.

FIGURE 8 – C4. How often do you purchase each of the following types of items used or second-hand, instead of buying them new, when you need them? Base: Total (n=2,052)



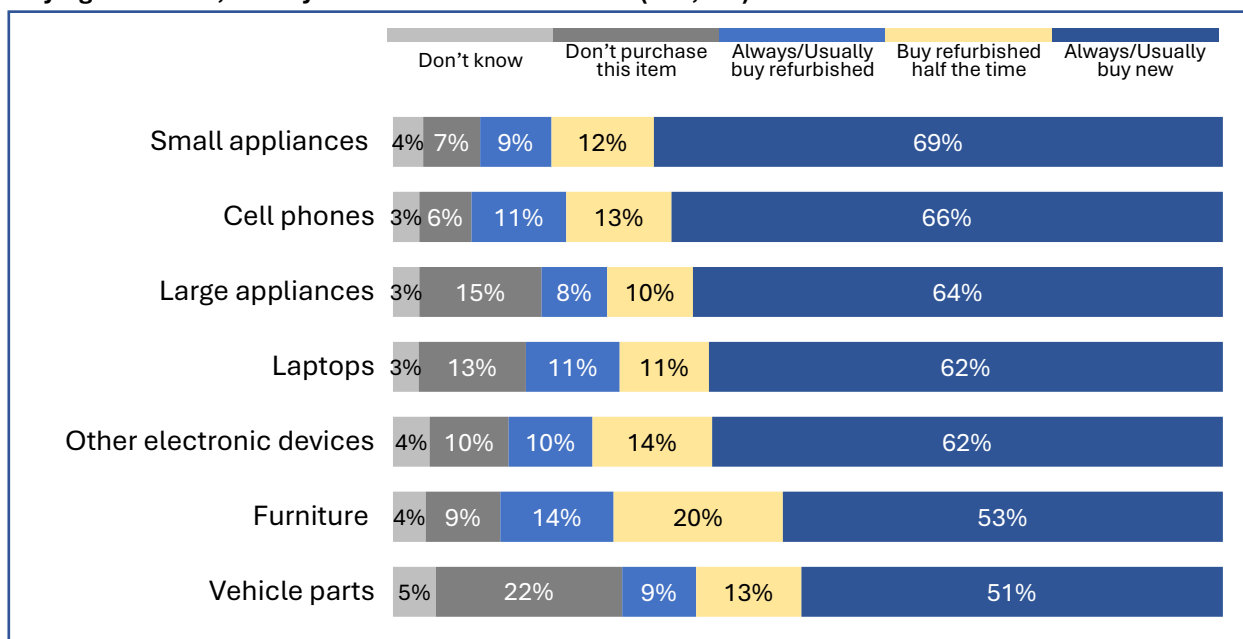
Note: Percentage values less than 3% are not shown in the figure.

- 65+ year olds are least inclined towards purchasing all products second-hand or used. 18 to 49 year olds are somewhat more likely to purchase these products, in particular, second-hand furniture (21% to 23%), compared to 16% of 50 to 64 year olds and 10% of 65+ year olds, and large appliances (13% vs. 8% and 5% respectively).
- While women are more likely to purchase second-hand clothes than men (19% vs. 13%), men are more likely than women to buy used laptops (14% vs. 9%) and large appliances (12% vs. 8%).
- Low-income earners are more likely to purchase second hand furniture, clothes, other electronics, and large appliances.

Purchasing behaviours – refurbished vs. new

As seen with new versus second-hand or used items, when it comes to **purchasing new versus refurbished items**, most prefer new purchases. Six to seven in ten (62% to 69%) usually purchase new electronics including cell phones and laptops and appliances, with only one in ten (8% to 11%) usually purchasing refurbished items. More purchase refurbished furniture, but the majority (53%) still usually buy it new.

FIGURE 9 – C4B. How often do you purchase each of the following types of refurbished items, instead of buying them new, when you need them? Base: Total (n=2,052)



- Quebec residents are notably more likely to consider purchasing refurbished cellphones (16%), laptops (16%) and other electronic devices (13%) than residents in other provinces.
- Here as well, Canadians under 50 years, are more likely to purchase refurbished furniture, other electronic items and small appliances than those 50 years and over.
- Men are more likely than women to purchase refurbished electronic devices including laptops and cell phones.
- Low-income earners are more likely to purchase refurbished large and small appliances.

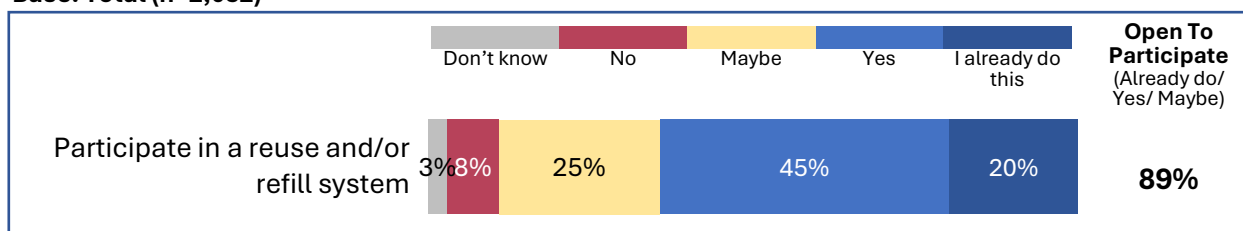
Usage behaviours – reuse, refill, and repair

The share of Canadians using a reuse and refill systems has risen from 15% to 20% since 2025. There is potential for this figure to keep growing, with another 45% saying they would participate and another 25% open to it. Altogether, nine out of ten (89%) Canadians currently participate or are open to participating in a reuse or refill system.

Less than one in ten (8%) are firmly against participating in a reuse or refill system, primarily due to the perception that there is a lack of access to such a service (47%). Other common reasons are that it would be inconvenient or too much of a hassle (35%), concerns about health and safety (32%), including contamination of the products (32%). Unlike many measures connected to environmentally friendly behaviour, cost is a relatively low barrier (25%).

FIGURE 10 – C6. In a reuse or refill system, people return packaging or containers after purchasing a product so that it can be reused or refilled. Would you participate in a reuse and/or refill system?

Base: Total (n=2,052)



- While uptake in reuse and refill systems is slightly above the national average in Quebec (22%), interest among those not participating lags well back of the national average in Quebec (19%).
- Current usage levels and likelihood of participation in these systems are similar across gender and age groups.

TABLE 10 – C6. In a reuse or refill system, people return packaging or containers after purchasing a product so that it can be reused or refilled. Would you participate in a reuse and/or refill system?

Base: Total (n=2,052)

Participation	Total 2025	Total 2026	ATL	QC	ON	MB/SK	AB	BC
Open to participate in a reuse or refill system (Already do this / Yes / Maybe)	88%	89%	91%	78%	93%	93%	91%	92%
Most likely to participate in a reuse or refill system (Already do this / Yes)	60%	64%	70%	55%	68%	64%	60%	71%
I already do this	15%	20%	20%	22%	16%	13%	23%	24%
Yes	45%	45%	49%	32%	51%	51%	37%	47%
Maybe	27%	25%	22%	24%	25%	29%	31%	22%
No	9%	8%	4%	19%	5%	2%	6%	5%
Don't know	4%	3%	4%	3%	3%	5%	3%	3%

Types of products to reuse or refill

Everyday consumables like beverage containers (12%) and household products for cleaning or personal use (10%) top the list of products that people are already reusing or refilling, followed by dry goods like coffee, spices, or cereal (8%). These products – cleaning (44%), personal care (39%), beverage containers (39%), and dry goods (37%) – are also ones that Canadians say they are most likely to reuse or refill. Additionally, there is some interest in reusing or refilling take out food containers (27%) or perishable food containers (22%). Ultimately, it is a convenience-based choice

as these products are easier to refill or carry around, and there is a negligible risk of contamination or to their health.

TABLE 11 – C7A. For what types of products do you currently reuse or refill? [Multi-select]

C7C. What types of products would you be willing to reuse or refill? [Multi-select]

Base: Total (n=2,052)

Type of Products	Already Reusing or Refilling	Willing to Reuse or Refill
Combined total – Beverage containers	12%	39%
Cold beverage containers	8%	31%
Hot beverage containers	7%	30%
Combined total – Household products	10%	51%
Cleaning products	7%	44%
Personal care products (e.g., shampoo, soap, etc.)	6%	39%
Dry goods (e.g., coffee, spices, cereals)	8%	37%
Combined total – Food containers	6%	27%
Take-out foods	4%	19%
Dine-in foods	2%	11%
Food delivery services	2%	13%
Combined total – Perishable food containers/ packaging	6%	22%
Dairy products (e.g. milk, yogurt)	3%	16%
Deli products/food	2%	11%
Meat products	2%	8%
E-commerce packaging	2%	18%

Note: Percentage values are re-calculated on the total sample base.

Locations for reuse and refill system participation

The most common locations where Canadians currently engage in a reuse and refill system are grocery stores (10%), coffee shops (7%), specialty stores (6%), and farmers markets (5%). These are also the areas where those who do not participate are most likely to express interest in participating (43%, 29%, 24% and 24% respectively).

Both existing usage (3% to 4%) and interest to participate (12% to 19%) are lower for food-related areas like food courts, cafeterias, or restaurants. Usage and interest are also low for schools or campuses, hotels, stadiums or arenas, and hospitals.

- 18 to 34 year olds (7%) are less likely to refill at grocery stores. As 18 to 34 year olds are more likely to be in school, they are able to participate in these programs at school. Indeed, over half of the students indicate that they would participate in a reuse or refill program at their school or campuses.
- There are no remarkable regional or gender differences.

TABLE 12 – C8A. Where do you participate in a reuse and refill system? [Multi-select]

C8C. Where would you participate in a reuse and refill system? [Multi-select]

Base: Total (n=2,052)

Location	Currently Participate At	Likelihood to Participate At
Grocery stores	10%	43%
Coffee shops	7%	29%
Specialty stores	6%	24%
Farmers markets	5%	24%
Food courts	4%	15%
Cafeterias	3%	12%
Restaurants	3%	19%
Home delivery program	3%	16%
Schools/campuses	3%	14%
Hotels	2%	12%
Stadiums, arenas and events	2%	9%
Hospitals	2%	8%

Note: Percentage values are re-calculated on the total sample base.

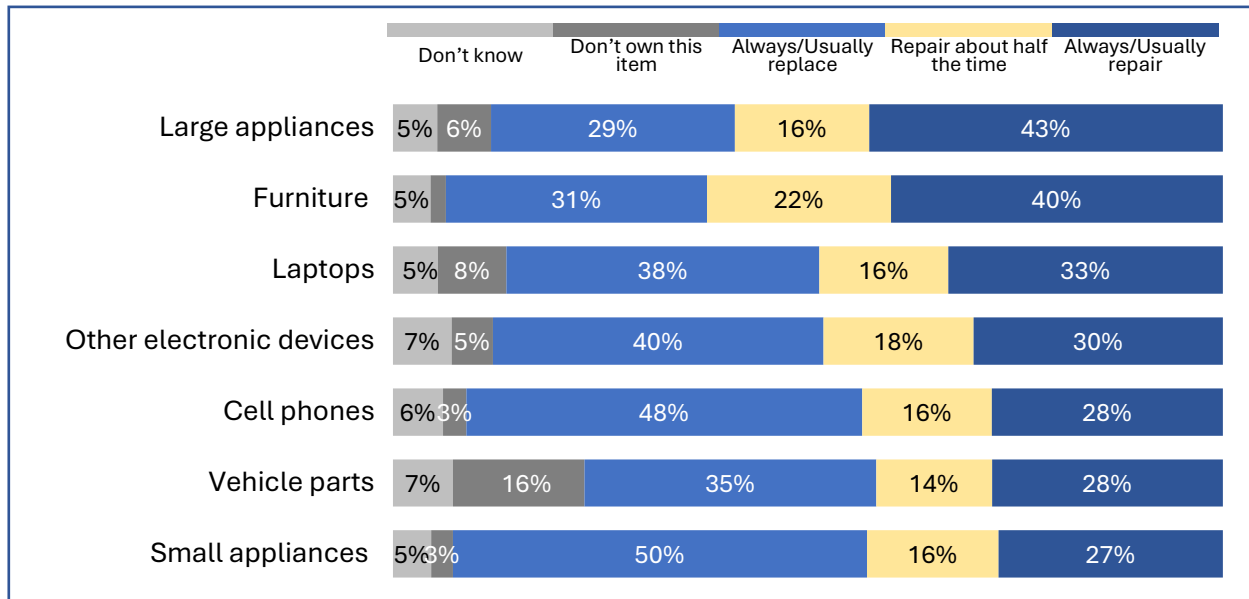
Repair vs. replacement for electronics, appliances and vehicle parts

When asked about their likelihood to repair items instead of replacing them, Canadians demonstrate a clear preference for repairing durable, higher-cost items. Four in ten always or usually repair large appliances (43%) and furniture (40%) when these break. Those who tend to purchase these as new products mainly cite cost and inability to repair these products as the main reasons.

In contrast, small appliances (50%), cell phones (48%), and other electronic devices (40%) are more likely to be replaced by consumers. For laptops (38% replace vs. 33% repair) and vehicle parts (35% vs. 28%) the preference is somewhat inclined towards replacing than repairing. That said, for these items, between 14% to 18% would consider repairing them at least half of the time.

- Similar behaviour trend is seen across all demographics.

FIGURE 11 – C10. How often do you repair the following products if they break, instead of buying a new item to replace it? Base: Total (n=2,052)



Note: Percentage values less than 3% are not shown in the figure.

The preference to replace electronic items and small appliances rather than repair them likely stems from the relatively lower replacement costs for these items, as well as the rapid pace of technological advancements, which often makes replacing them more appealing than repairing. Additionally, for cell phones (45%), laptops (50%), and vehicle parts (51%) concerns about quality and lack of durability are primary reasons to opt for new purchases than repairing the damaged product. For small appliances, the perception that this product is not designed to be repaired or refurbished (62%) and the cost to repair it (57%) are the main reasons to purchase them new.

For all product categories, the inclination towards purchasing new items versus repairing them is largely driven by concerns about durability after repair, a lack of skill or ability to repair, perceptions that these products are not meant to be repaired, and the cost being too high or not worth it, rather than inconvenience.

The same trend from 2025 follows into 2026. Large appliances and furniture items continue to be the most repairable, while the others are more often replaced. Reasons to purchase these products new also remain the same, with concerns about durability being somewhat more pronounced this year.

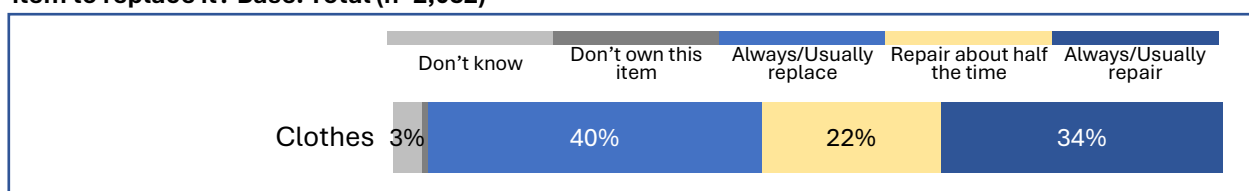
TABLE 13 – C11. Why do you sometimes buy new [ITEM] rather than repairing, remanufacturing or refurbishing a damaged or broken product? Base: Large Appliance (n=109); Small Appliance (n=113); Furniture (n=109); Cellphone (n=684); Laptop (n=122); Other electronic device (n=108); Vehicle Part (n=247)

Reasons for buying new	Large appliance	Small appliance	Furniture	Cell phone	Laptop	Other Electronic Device	Vehicle Part
Concern about quality/durability	39%	26%	29%	45%	50%	43%	51%
Lack of skills or technology	38%	30%	39%	35%	32%	43%	28%
Not handy/don't know how to repair it	34%	42%	43%	33%	35%	35%	47%
The product is not designed to be repaired	33%	62%	38%	29%	39%	44%	41%
Cost	51%	57%	46%	34%	39%	47%	19%
Lack of access to services	33%	31%	32%	17%	21%	30%	16%
Feel it would be an extra hassle/hinders convenience	16%	13%	31%	16%	19%	18%	12%
Concern about health/safety	15%	8%	21%	10%	12%	10%	25%

Replace vs. repair and reducing plastic waste and pollution associated with clothing

When it comes to clothing, Canadians are more likely to buy new clothes (40%) rather than mend them (34%), with 22% saying they mend them half the time. Those who prefer purchasing new clothes than repairing damaged ones are more likely to do so because they don't know how to repair it (49%) or lack the skills to (44%), and at times feel the clothes are not meant to be repaired (39%). Women in this case are more likely to repair clothes (41%) while men would replace them with new clothes (51%).

FIGURE 12 – C10. How often do you repair the following products if they break, instead of buying a new item to replace it? Base: Total (n=2,052)



Note: Percentage values less than 3% are not shown in the figure.

Almost all Canadians are taking at least some actions that reduce plastic waste and pollution from synthetic clothes (made from polyester or nylon) – especially, donating gently used clothing (67%) and washing the clothes in cold water (59%). Many mend damaged clothes instead of throwing

them out (47%) or buy durable clothing (46%). These actions are more common among women and older people.

Over a third buy second-hand clothing (36%) – this is more often practised by 18 to 34 year olds (43%) and women (45%) than older people (31% to 36%) and men (25%). Less common activities include buying clothes made from natural fibers (32%), using a front-load washer (31%), washing clothes less frequently (29%), and using a washing machine filter (24%).

Compared to 2025, people’s preferences on repairing damaged clothes versus replacing them are unchanged. Most of the activities tested are up slightly, including a 5-point increase in the share of people donating gently used clothes.

TABLE 14 – C12. What, if any, of the following actions that reduce plastic waste and plastic pollution from synthetic clothes (e.g., those made from polyester or nylon) do you take? Base: Total (n=2,052)

Actions	Total 2025	Total 2026	Men	Women	18-34	35-49	50-64	65+
Donate my gently used clothes	62%	67%	54%	79%	55%	65%	71%	79%
Wash my clothes in cold water	56%	59%	51%	67%	47%	59%	65%	66%
Repair the clothes instead of throwing them out	-	47%	36%	56%	39%	46%	48%	54%
Buy durable clothing that will last longer	43%	46%	41%	50%	44%	44%	46%	49%
Buy second-hand clothing	33%	36%	25%	45%	43%	36%	32%	31%
Buy clothes made from natural fibers	29%	32%	29%	35%	27%	30%	34%	38%
Use a front-load washer	29%	31%	29%	33%	26%	31%	34%	34%
Wash my clothes less frequently	30%	29%	25%	33%	30%	30%	29%	27%
Use a filter in my washing machine or dryer to collect microfibers	21%	24%	23%	26%	23%	25%	22%	28%

End of life behaviours

Awareness of recycling programs and recycling guidelines

Over eight-in-ten (82%) Canadians have access to a municipal recycling program for plastic products and plastic packaging. Awareness of access to a municipal recycling program is at par with 2025.

- Reported access to a municipal recycling program is notably higher in Manitoba/ Saskatchewan (89%), British Columbia (87%), and Ontario (85%).

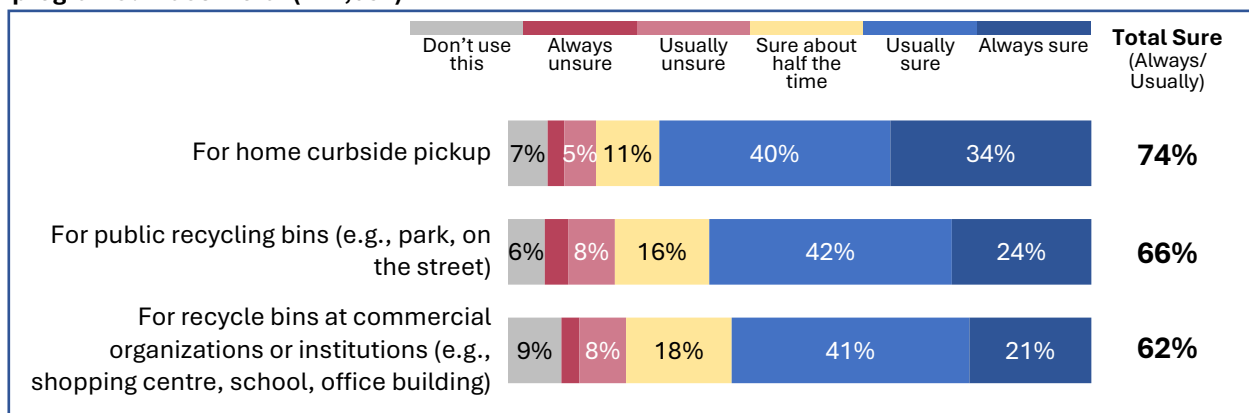
- 18 to 34 year olds (68%) are less likely to have access to these programs compared to 84% to 90% among those 35 years and over.

TABLE 15 – C13. Do you have access to a municipal recycling program for plastic items? This could include curbside “blue bin” plastic recycling or public bins/buildings where you can drop off plastic items (including products and/or packaging). Base: Total (n=2,052)

Access to Municipal Recycling Program	Total 2025	Total 2026	ATL	QC	ON	MB/SK	AB	BC
Yes	83%	82%	80%	77%	85%	89%	76%	87%
No	11%	11%	11%	14%	10%	9%	16%	9%
Don't know	5%	9%	9%	8%	5%	2%	8%	5%

There is fairly high confidence in the clarity of recycling guidelines at home, with three in four (74%) being always or usually sure about whether a plastic item is recyclable for curbside pickup programs. Confidence drops somewhat with regards to knowing whether a plastic item is recyclable in public recycling bins (66%) and in commercial or institutional recycling bins like at shopping centres, schools or office buildings (62%). This indicates a need for more communication around recycling guidelines in communities.

FIGURE 13 – C14. How often are you sure or unsure about whether a plastic item is recyclable for these programs? Base: Total (n=2,052)



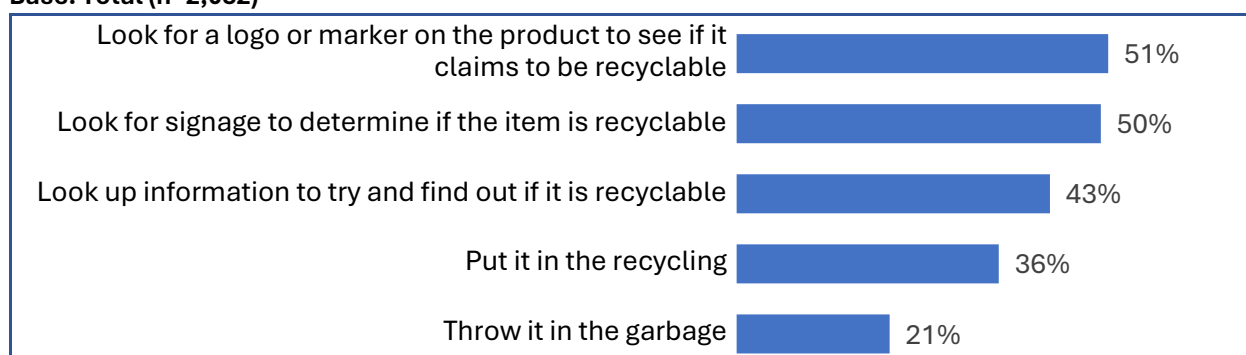
Note: Percentage values less than 5% are not shown in the figure.

- Ontario residents (79%) are much more likely to report being sure of items being recyclable for home curbside pickup, while Albertans are much less likely to be as sure (65%). Confidence with knowledge of recyclable plastic items at public spaces and commercial spaces is slightly lower among Atlantic Canadians, while being at the same level across other provinces.
- While 18 to 34 year old Canadians are least sure about plastic items being recyclable for home curbside pick up (65% vs. 75% to 80% among 35+ years), seniors are less sure about recycling in commercial organizations (53% vs. 62% to 66% among those under 65).

When doubt exists about whether a plastic item is recyclable or not, Canadians are most likely to first try to determine if the product is recyclable by either looking for a logo or marker on the product (51%) or for signage (50%), and many are likely to search for information about the product to verify if it can be recycled (43%).

That said, over a third (36%) would still place the item in the recycling bin despite being unsure, likely driven by a general assumption that most plastic items can be recycled or due to a sense of environmental responsibility. On the other hand, 21% say they would throw the item in the garbage if they were unsure about the proper disposal method.

FIGURE 14 – C15. If you were unsure whether or not a plastic item was recyclable, what would you do?
Base: Total (n=2,052)



Note: Percentage values for Don't know (3%) are not shown in the figure.

- Quebecers are most likely to look for signage to determine the recyclability of a plastic item (57%) and are much more likely to place it in the recycling bin (41%) than throw it in the garbage (17%). British Columbians too are more likely to place the plastic item in the recycle bin when in doubt (41%). In comparison Manitoba / Saskatchewan residents are more likely to throw the item in the garbage (32%).
- As seen earlier, 18 to 34 year old Canadians are relatively less concerned about plastic waste and pollution in Canada and are less likely to take steps to recycle items. They are almost equally likely to throw the item in the garbage when in doubt (29%) or place it in recycling (26%). In comparison, 39% to 41% of those 35 and over would place it in recycling. As young people already adopt a reuse or second-hand culture, an increase in knowledge of recycling and its advantages may increase receptiveness for recycling as well.
- Women are more likely than men to look at signage, logos, and search for information to ascertain if the item is recyclable. Men are more likely to throw the item in the garbage.

To this end, Canadians strongly indicate the desire for having clear labelling on plastic items and plastic packaging to indicate whether these items are recyclable or compostable – 94% feel clear labelling would be helpful, with 72% saying it would be very helpful. This sentiment is unchanged since 2025.

TABLE 16 – C15. If you were unsure whether or not a plastic item was recyclable, what would you do?
Base: Total (n=2,052)

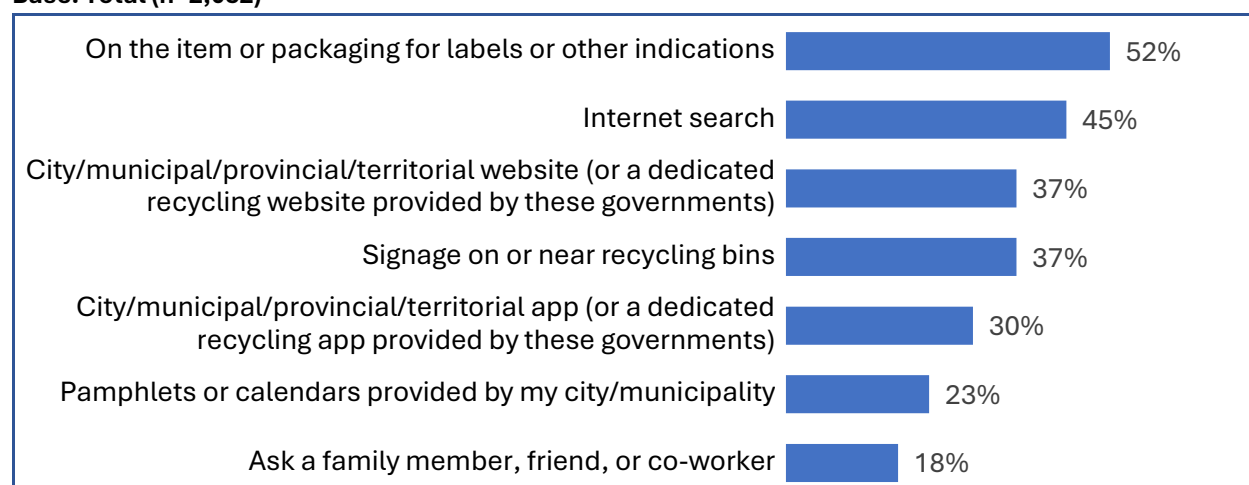
Action	Total 2025	Total 2026	ATL	QC	ON	MB/SK	AB	BC
Look for a logo or marker on the product to see if it claims to be recyclable	49%	51%	50%	53%	49%	58%	53%	50%
Look for signage to determine if the item is recyclable	43%	50%	48%	57%	48%	49%	44%	50%
Look up information to try and find out if it is recyclable	40%	43%	51%	38%	44%	39%	44%	48%
Put it in the recycling	30%	36%	34%	41%	36%	23%	29%	41%
Throw it in the garbage	18%	21%	19%	17%	23%	32%	23%	19%

Recycling information sources

When unsure about the recyclability of a plastic item, half of Canadians will look for labels and other indicators about recyclability on the item or packaging (52%) or will search the internet to verify the recyclability of the item (45%), showcasing the growing reliance on online resources for quick answers.

Some opt to search on their city/municipal/provincial/territorial websites (37%) or check the dedicated recycling apps by these governments (30%) for more information, and will look for signages on or near recycling bins (37%). Paper sources like pamphlets or calendars provided by the city (23%) and personal networks (18%) are less common information sources.

FIGURE 15 – C16. If you were unsure, where would you look to find out if a plastic item was recyclable?
Base: Total (n=2,052)



Note: Percentage values for Others (1%) and Don't know (5%) are not shown in the figure.

- British Columbia (47%), Atlantic Canada (45%), and Alberta (41%) are more likely to search on government websites to verify recyclability of the plastic items, compared to other provinces. Government apps are also popular across most provinces, except in Manitoba/Saskatchewan (24%) and Quebec (25%).
- 50+ year olds (43%) are more likely to search for information on the government websites than those under 50 years (30% to 33%). Indeed, all actions are more likely to be taken by 50+ year olds than those younger, with the exception of internet searches.
- Women are more likely to look at the packaging for indicators (56% vs. 48%) or search the internet (51% vs. 39%) compared to men. Other sources are accessed equally by both.

This is similar to 2025, though there is a growing share of Canadians who look at signage on or near recycling bins (+5 points).

TABLE 17 – C16. If you were unsure, where would you look to find out if a plastic item was recyclable?
Base: Total (n=2,052)

Action	Total 2025	Total 2026	ATL	QC	ON	MB/SK	AB	BC
On the item or packaging for labels or other indications	53%	52%	55%	55%	50%	54%	52%	53%
Internet search	43%	45%	48%	48%	42%	54%	46%	42%
City/ municipal/ provincial/ territorial website (or a dedicated recycling website provided by these governments)	39%	37%	45%	30%	36%	33%	41%	47%
Signage on or near recycling bins	32%	37%	32%	23%	41%	38%	45%	42%
City/ municipal/ provincial/ territorial app (or a dedicated recycling app provided by these governments)	-	30%	39%	25%	30%	24%	32%	33%
Pamphlets or calendars provided by my city/municipality	25%	23%	27%	25%	26%	17%	17%	21%
Ask a family member, friend, or co-worker	18%	18%	25%	17%	16%	16%	18%	24%

Donation or resale vs. disposal habits for discarded items

In general, Canadians are inclined to give their products a second life – almost all products are more likely to be donated or resold when it's time to discard them. Clothes are the most frequently (always or usually) donated or resold item (66%), followed by furniture (52%). About four in ten also prefer donating or reselling cell phones (42%), laptops (36%), and other electronic devices (40%), as well as small (42%) and large (38%) appliances. Vehicle parts are more likely to be disposed off than resold or donated (34% vs. 18%).

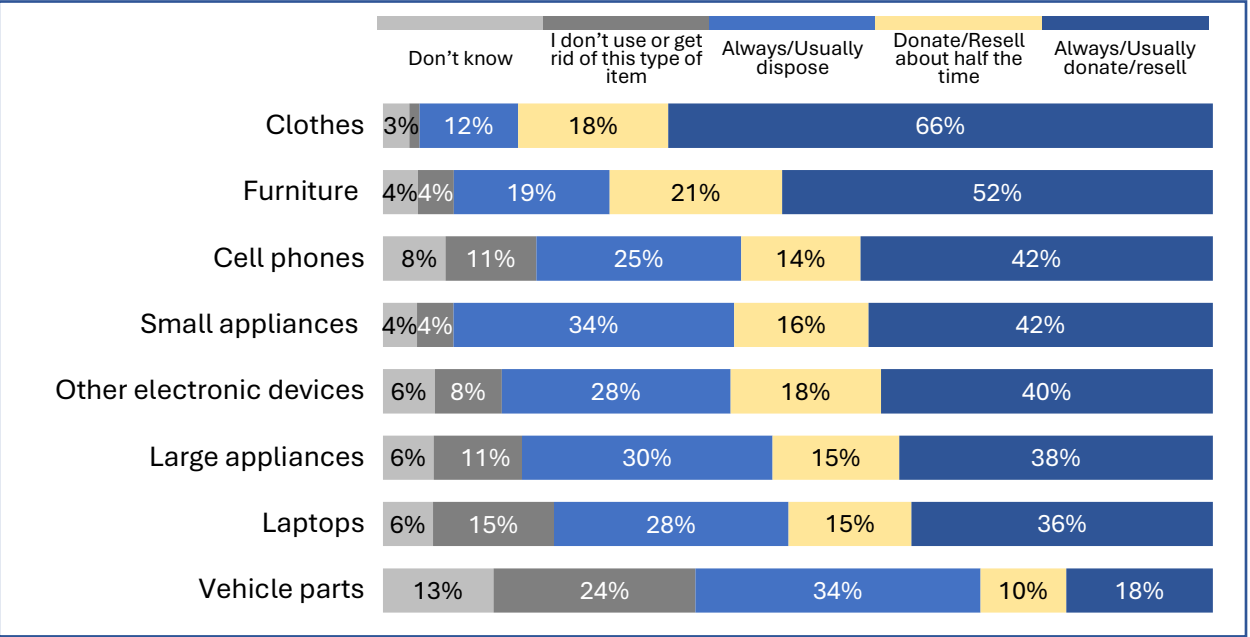
It is worth noting that while four in ten (36% to 42%) are inclined towards always or usually donating or reselling their electronic devices and appliances, only 8% to 13% mentioned that they would

indeed purchase these products second hand (see Figure 5) or refurbished (see Figure 6). There is a significant gap in intent and eventual outcome, in that Canadians want to sell their items for reuse but are not as keen on purchasing said items for reuse themselves.

- There are no remarkable differences in likelihood to donate or resell versus disposal among age groups, with the exception of 50+ year olds who are more likely to donate or resell clothes and furniture than younger people.
- Women are more likely to donate or resell the most of their items rather than dispose them.

Compared to 2025, proportions of Canadians who were likely to donate or resell products is only slightly lower now. However, clothes and furniture are still more popular as donation or resalable items followed by electronics and appliances.

FIGURE 16 – C18. When you get rid of each of the following types of items, how often do you donate or resell them, instead of disposing of them? Base: Total (n=2,052)



Likelihood to change lifestyle and purchase behaviour

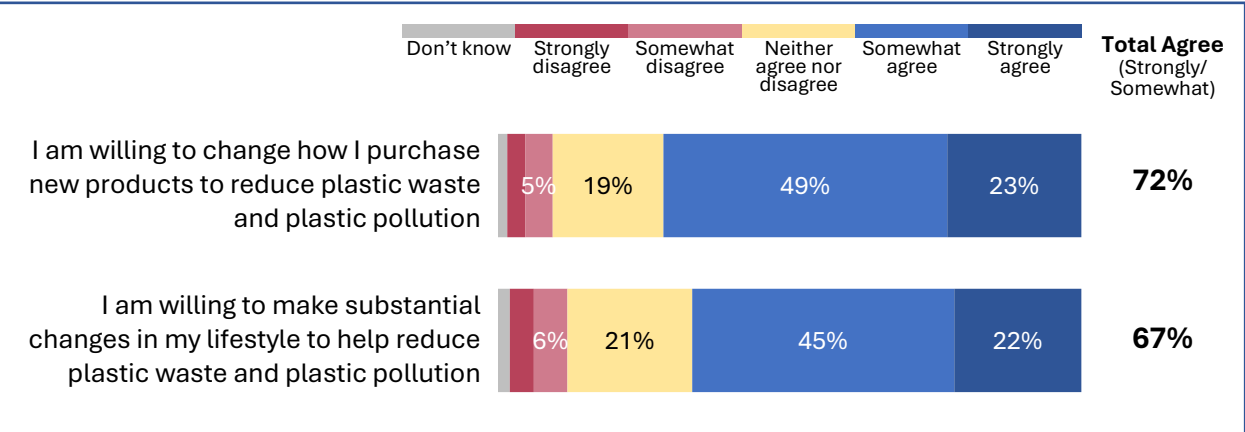
As seen with purchase, usage and disposal behaviour, Canadians follow a similar trend – there is a stronger inclination towards purchasing most items new than opting to buy them second-hand or refurbished. However, when it comes to discarding the same items there is a higher likelihood to donate or resell them than simply dispose them. The repair mindset is more prominent when dealing with high value or expensive items like large appliances and furniture. For many of these products the primary barriers to repairing them is not knowing how to or lacking the skills.

However, despite the low likelihood to purchase used or refurbished products for the items tested, when Canadians are asked about their willingness to change purchasing habits for sustainability,

seven in ten (72%) agree they are open to modifying how they buy new products to reduce plastic waste and plastic pollution. Furthermore, two in three (67%) are open to making substantial changes in their lifestyle for the same purpose.

That said, though majorities express their openness to making these changes, only two in ten strongly agree to make changes in their lifestyle (22%) and purchasing behaviour (23%), with the plurality somewhat likely to agree (45%; 49% respectively). This reflects that Canadians overall have a positive attitude toward sustainability but exhibit only a moderately strong willingness to adopt more environmentally friendly practices. This hesitancy is mostly related to the lack of access to such programs or services and the inconvenience associated with it.

FIGURE 17 – C5, C19. To what extent do you agree or disagree with the following statements:
Base: Total (n=2,052)



Note: Percentage values less than 5% are not shown in this figure.

Those who already participate in a reuse and refill system are much more likely to agree to making further changes to their lifestyle (81%) and purchase behaviours (84%). On similar lines, those who are most concerned about plastic waste and pollution in Canada are most receptive to a substantial lifestyle change (79%) and changing their purchase behavior to be more sustainable (84%).

- Willingness to consider a lifestyle change and to change how they purchase new items is nearly equal across provinces and age groups.
- Women are more willing than men to change their lifestyle (71% vs. 62%) and purchasing habits (75% vs. 68%).

Compared to 2025, there is a notable jump in willingness to purchase more sustainably to help reduce plastic waste and pollution (from 63% to 72%), and a slight increase when it comes to making substantial lifestyle changes (from 63% to 67%).

TABLE 18 – C5, C19. To what extent do you agree or disagree with the following statements:

Base: Total (n=2,052)

Total Agree <i>(strongly / somewhat)</i>	Total 2025	Total 2026	ATL	QC	ON	MB/SK	AB	BC
I am willing to change how I purchase new products to reduce plastic waste and plastic pollution	63%	72%	72%	75%	71%	65%	71%	72%
I am willing to make substantial changes in my lifestyle (e.g., change the products I buy and use, pay more, etc.) to help reduce plastic waste and plastic pollution	63%	67%	69%	67%	66%	61%	65%	70%

3. Government action and support

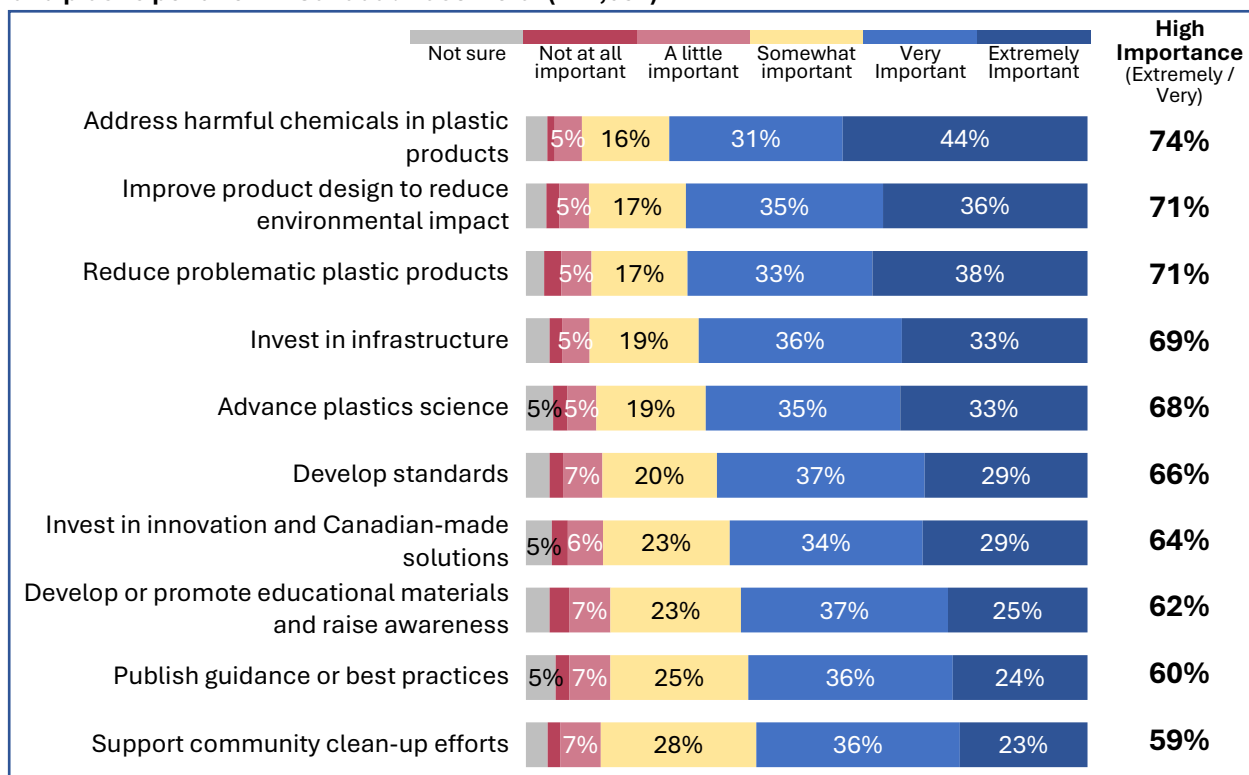
Key actions to prevent and reduce plastic waste and plastic pollution

Canadians feel the most important (extremely or very) actions to prevent and reduce plastic waste and pollution are to address harmful chemicals in plastics (74% high importance), improve product design to reduce environmental impact (71%), and reduce problematic plastic products, including single use plastics (71%). This is closely followed by investing in infrastructure (69%), advancing the scientific understanding of plastics (68%), and introducing innovative Canadian-made solutions (64%). These aspects imply that people are looking for durable, science-based, long-term solutions to help reduce plastic waste and plastic pollution.

Second tier of important solutions are related to improving public knowledge such as developing standards for design and labelling (66%), developing and promoting education materials to raise awareness (62%), and publishing guidelines for best practices for governments, businesses, and consumers (60%).

All actions tested are deemed to be highly important by at least six in ten Canadians. Thus, there is a strong desire for action on multiple fronts while recognizing that any one solution is likely not enough to prevent and reduced plastic waste and pollution.

FIGURE 18 – G1. How important, if at all, are the following actions to prevent and reduce plastic waste and plastic pollution in Canada? Base: Total (n=2,052)



Note: Percentage values less than 5% are not shown in this figure.

- Over half of residents across provinces believe that all actions are highly important. Overall, British Columbians give higher importance to most aspects, especially advancements in scientific research and investments in infrastructure and innovation. Whereas Albertans and to some extent residents of Manitoba/Saskatchewan give somewhat lower importance to these aspects.
- For nearly all aspects, the importance assigned to them increases with age.
- Women consider all actions to be much more important (7% to 10% more important) than men.

While Canadians give high importance to all aspects in 2026, there are small declines across several items compared to 2025. One exception is improved product design which has risen in terms of relative importance.

TABLE 19 – G1. How important, if at all, are the following actions to prevent and reduce plastic waste and plastic pollution in Canada? Base: Total (n=2,052)

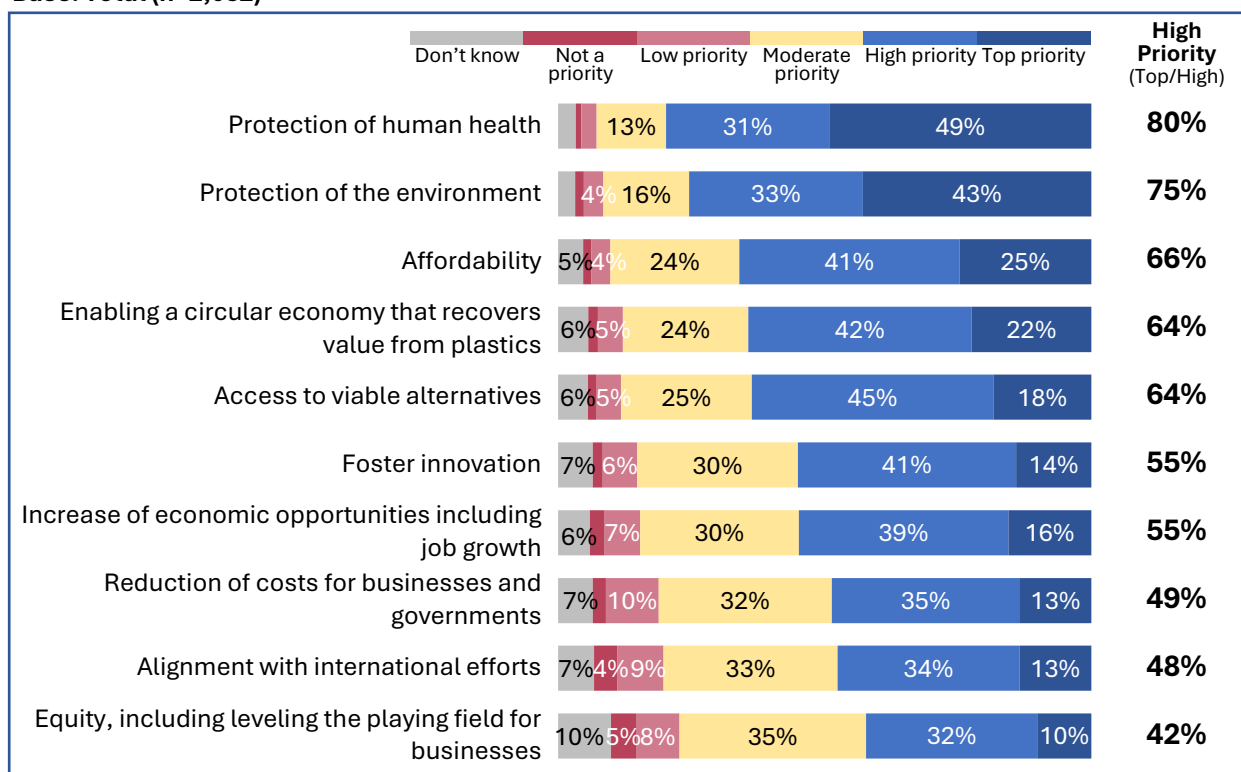
High Importance <i>(extremely / very)</i>	Total 2025	Total 2026	ATL	QC	ON	MB/SK	AB	BC
Address harmful chemicals in plastic products	78%	74%	78%	71%	75%	73%	74%	77%
Improve product design to reduce environmental impact	68%	71%	70%	70%	74%	62%	68%	74%
Reduce problematic plastic products, including single-use and disposable plastics	71%	71%	73%	74%	70%	71%	62%	75%
Invest in infrastructure (e.g., collection, sorting, recycling, disposal, reuse/refill systems, and repair, remanufacture or refurbishment hubs)	73%	69%	68%	64%	72%	68%	64%	75%
Advance plastics science (e.g., amounts and types made, used, and disposed; types entering the environment; impacts of plastic pollution; assessment of alternatives)	73%	68%	66%	70%	67%	61%	64%	74%
Develop standards (e.g., for design, labels, research)	71%	66%	67%	65%	68%	60%	58%	70%
Invest in innovation and Canadian-made solutions	68%	64%	63%	63%	67%	53%	55%	69%
Develop or promote educational materials and raise awareness	68%	62%	61%	61%	63%	56%	60%	64%
Publish guidance or best practices for governments, businesses, or consumers	66%	60%	61%	60%	63%	51%	54%	62%
Support community clean-up efforts	61%	59%	63%	56%	60%	59%	58%	61%

Priorities for policymakers in designing solutions

For policies related to prevention and reduction of plastic waste and plastic pollution, Canadians prioritize (top or high priority) solutions that focus on protection of human health (80%) and the environment (75%), while also considering affordability (66%), the development of a circular economy (64%), and access to viable alternatives (64%). While other factors are lower on the list of priorities, all measures tested are seen to be high priorities by at least four in ten Canadians.

FIGURE 19 – G2. How big of a priority should each of the following factors be when policy makers are designing solutions to prevent and reduce plastic waste and plastic pollution in Canada?

Base: Total (n=2,052)



Note: Percentage values less than 4% are not shown in the figure.

- Quebecers are more likely than others to place a high priority on fostering innovation (63%), aligning with international efforts (59%), and equity (52%).
- Seniors and to some extent 50 to 64 year olds give higher priority to almost all aspects compared to 18 to 34 year olds.

Across the board there is a decline in the share of Canadians who rank each of these factors a high priority, but the relative ranking of these factors is basically unchanged from 2025.

TABLE 20 – G2. How big of a priority should each of the following factors be when policy makers are designing solutions to prevent and reduce plastic waste and plastic pollution in Canada?

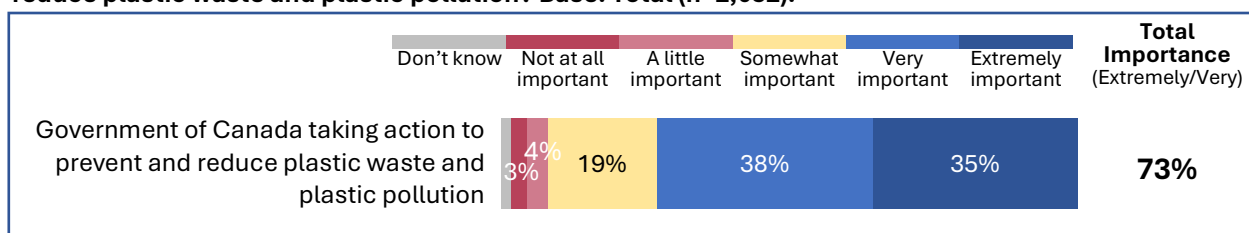
Base: Total (n=2,052)

High Priority (top / high)	Total 2025	Total 2026	ATL	QC	ON	MB/SK	AB	BC
Protection of human health	85%	80%	82%	83%	78%	82%	79%	78%
Protection of the environment	79%	75%	76%	80%	74%	71%	74%	74%
Affordability (e.g., ability to buy or pay for a product or service)	76%	66%	71%	63%	68%	66%	66%	62%
Enabling a circular economy that recovers value from plastics through reuse, repair, refurbishing, remanufacturing, repurposing, or recycling	70%	64%	61%	68%	62%	62%	66%	66%
Access to viable alternatives	69%	64%	66%	67%	61%	65%	62%	66%
Foster innovation	60%	55%	54%	63%	52%	43%	49%	60%
Increase economic opportunities including job growth	65%	55%	56%	59%	53%	52%	53%	55%
Reduction of costs for businesses and governments (e.g., to manage plastic waste and plastic pollution)	60%	49%	49%	55%	44%	44%	49%	52%
Alignment with international efforts	56%	48%	45%	59%	45%	38%	47%	43%
Equity, including leveling the playing field for businesses	53%	42%	45%	52%	39%	37%	40%	38%

Importance and awareness of government actions

Three in four (73%) Canadians believe it is highly important (extremely or very) that the Government of Canada take action to prevent plastic waste and pollution. Only 3% say it is not at all important.

FIGURE 20 – G3. How important is it to you that the Government of Canada take action to prevent and reduce plastic waste and plastic pollution? Base: Total (n=2,052).



Note: Percentage values less than 3% are not shown in the figure.

- Support of the Government of Canada taking action to prevent and reduce plastic waste and pollution is highest among Quebecers (78%), British Columbians (75%) and Atlantic Canadians (74%), and lower among Albertans (65%) and Manitoba/Saskatchewan residents (66%).

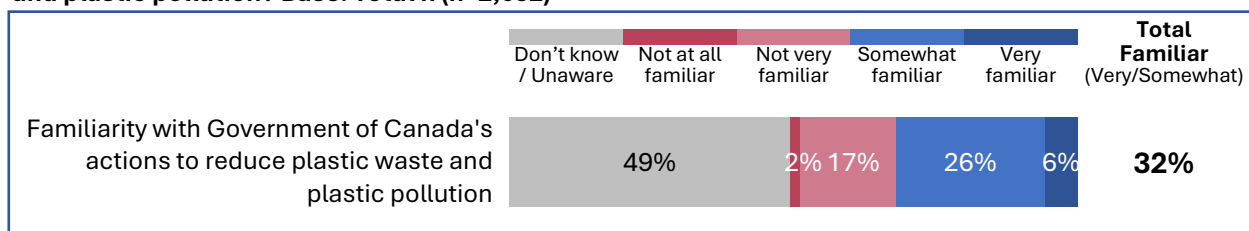
- Importance levels are the same across age groups.
- Women are more likely to feel this is highly important than men (77% vs. 68%).

TABLE 21 – G3. How important is it to you that the Government of Canada take action to prevent and reduce plastic waste and plastic pollution? Base: Total (n=2,052)

Importance of GoC Action	Total 2025	Total 2026	ATL	QC	ON	MB/SK	AB	BC
Total Importance (extremely / very/ somewhat)	88%	92%	92%	94%	92%	92%	87%	93%
High Importance (extremely / very)	70%	73%	74%	78%	72%	66%	65%	75%
Extremely important	37%	35%	40%	41%	33%	30%	33%	35%
Very important	33%	38%	34%	37%	39%	36%	32%	40%
Somewhat important	18%	19%	18%	16%	19%	26%	22%	18%
A little important	5%	4%	5%	3%	4%	5%	4%	3%
Not at all important	4%	3%	1%	1%	3%	3%	7%	2%
Don't know	3%	2%	2%	1%	2%	1%	1%	2%

Half (51%) of Canadians are aware the Government of Canada is taking action to reduce plastic waste and pollution. However, familiarity with these actions is relatively moderate – about one third (32%) say they are familiar with these initiatives, including only 6% who are very familiar. Thus, Canadians may have a general assumption that the federal government is taking some action but are unlikely to know details of specific initiatives.

FIGURE 21 – G5. How familiar are you with the Government of Canada's actions to reduce plastic waste and plastic pollution? Base: Total n (n=2,052)



- Atlantic provinces (38%) and Ontario (35%) are most likely to be familiar with the actions taken by the Government of Canada, while Quebec has the lowest familiarity at 23%.
- Familiarity levels across age and gender are similar.

Compared to 2025, general awareness as well as familiarity with the actions taken by the federal government are down 4 points this year.

TABLE 22 – G4. Did you know that the Government of Canada is taking action to reduce plastic waste and plastic pollution? | G5. How familiar are you with the Government of Canada’s actions to reduce plastic waste and pollution? Base: Total (n=2,052)

Awareness of Goc Action	Total 2025	Total 2026	ATL	QC	ON	MB/SK	AB	BC
Aware (yes to GoC taking action)	55%	51%	57%	48%	53%	47%	52%	47%
Total Familiar (very / somewhat)	36%	32%	38%	23%	35%	33%	33%	34%
Very familiar	7%	6%	6%	4%	8%	3%	5%	5%
Somewhat familiar	29%	26%	32%	20%	27%	30%	28%	29%
Not very familiar	17%	17%	17%	24%	17%	12%	12%	11%
Not at all familiar	2%	2%	2%	1%	1%	2%	5%	2%
Don’t know / Not aware	45%	49%	43%	52%	47%	53%	49%	53%

Those who are familiar with government actions are most likely to find out about these initiatives via online sources (70%), followed by traditional media sources (46%). Social media platforms (36%) and the federal government website (32%) are most popular online sources, while television is the most accessed source (40%) overall.

- While online sources are accessed almost equally across all provinces, Atlantic provinces are notably more likely to also access television and radio as news sources.
- Information sources vary across age groups. 18 to 34 year olds were most likely to have used online sources (80%), of which social media platforms were most accessed (48%). In comparison those over 50 are more likely to have heard about these initiatives via traditional media.

For policy makers and communicators, focusing on social media, internet search optimization, and television would be key strategies to engage with the public across different age groups. Moreover, ensuring that the federal government’s website is visible and accessible can help Canadians get reliable information directly from the source.

TABLE 23 – G6. Where did you find out that the Government of Canada is taking action to reduce plastic waste and pollution? Base: Those familiar with the government actions (n=659)

Information Source	Total 2025	Total 2026	Men	Women	18-34	35-49	50-64	65+
Combined total – Online	72%	70%	77%	63%	80%	71%	66%	62%
Social media (e.g., X, Facebook, Instagram, LinkedIn, etc.)	38%	36%	37%	34%	48%	35%	32%	22%
Federal government website (Canada.ca)	29%	32%	40%	23%	33%	32%	32%	31%
Internet search	33%	29%	35%	23%	32%	36%	24%	24%

Another website	14%	12%	14%	9%	13%	13%	13%	8%
Combined total – Traditional	56%	46%	45%	47%	32%	37%	56%	65%
Television	47%	40%	39%	40%	24%	30%	49%	61%
Radio	22%	18%	18%	19%	14%	20%	20%	20%
Newspapers	2%	1%	1%	2%	1%	2%	0%	3%
A family member, friend, or co-worker	18%	17%	17%	17%	27%	19%	12%	7%
A workshop or event	5%	9%	13%	5%	18%	8%	6%	2%

Segment profiles

In order to gain deeper insights from the data, additional analysis was conducted by categorizing respondents in segments as per their level of engagement with environmental action. This follows the segmentation used in previous research conducted by the Government of Canada's Program of Applied Research on Climate Action (PARCA). This program also included questions in previous years' research related to the public's behaviour towards plastics reuse, repair and recycle of plastics.

Segmenting the sample allows the ability to analyze and present results tailored to distinct subgroups within the population, rather than using a one-size-fits-all approach. This method makes it possible to identify unique patterns, behaviors, and trends that might be hidden in an overall, aggregated analysis.

To this end, five segments were identified to evaluate whether Canadians seen as more engaged with the environment may also have behaviours favouring reuse, repair and recycle of plastics, compared to those who are less committed to take action for the environment. The segments identified are: Committed, Supportive, Ambivalent, Indifferent, and Resistant.

Using the PARCA's self-identifying segment question that summarized attitudes and behaviours towards climate change and climate action, the segments description and distribution is as follows:

1. Committed (24% of Canadians)

I strongly believe in climate change and think it is caused by humans. I am extremely worried about it. I am committed to taking climate action and think my actions would have an effect, but I am not particularly hopeful about progress overall.

2. Supportive (35% of Canadians)

I strongly believe in climate change and think it is mostly caused by humans. I am very worried about it. I am willing to take climate action, and think my actions would have some effect.

3. Ambivalent (25% of Canadians)

I mostly believe in climate change and think it is probably caused by humans, but sometimes I feel a bit confused about the issue and am only moderately worried about it. I am somewhat willing to take climate action.

4. Indifferent (11% of Canadians)

I do not have strong feelings about climate change and am a bit uncertain about what causes it. I am not too worried about it. I am not particularly willing to take climate action and am unsure that my actions would have an effect.

5. Resistant (5% of Canadians)

I do not believe in climate change or that it is caused by humans. I feel no confusion about the issue, and am not at all worried about it. I am very unwilling to take climate action and do not think my actions would have any effect.

Despite differences in engagement across segments, baseline support for plastic waste reduction remains strong. Majorities in most segments report recycling plastic items and express openness to reuse or refill systems, indicating that plastic waste reduction is already a broadly accepted norm in Canada. The Resistant segment is the primary exception, with consistently lower levels of concern and engagement, though this segment makes up only 5% of the general population.

TABLE 24 – AGE and GENDER. Base: Total (n=2,052)

Segments	Committed	Supportive	Ambivalent	Indifferent	Resistant
Age					
18 to 34 years	38%	26%	19%	21%	18%
35 to 49 years	27%	23%	24%	28%	30%
50 to 64 years	18%	27%	31%	19%	31%
65+ years	17%	24%	26%	32%	21%
Gender					
Male	48%	46%	44%	54%	64%
Female	50%	53%	56%	46%	36%

1. Committed segment | 24% of Canadians

The Committed segment skews younger, with 38% aged 18 to 34 years. This segment is well-educated with more than eight in ten (83%) holding a college or university degree, including 26% with a graduate degree. Their income levels are similar to the general population distribution. Geographically, this segment is broadly in line with the national profile, with a marginally higher representation in Quebec.

The Committed segment stands out for its high level of concern about plastic waste and pollution, with 79% expressing high concern (vs. 59% nationally) – the highest level across all segments. Nearly all members (96%) of this segment express at least some level of concern. By the same token, members of the Committed segment are also the most willing to make personal changes to reduce plastic waste, with 85% willing to make substantial lifestyle changes (vs. 67% nationally) and 91% willing to change how they purchase products (vs. 72%). They are also the most likely segment to already participate in reuse or refill systems (28%). Like most Canadians, the importance of preventing and reducing plastic waste and pollution is most often linked to keeping lands, oceans, rivers and lakes clean (75%), protecting wildlife (67%), and reducing plastic waste in landfills (65%).

Consistent with these attitudes, the Committed segment is the most engaged segment, reporting higher than average participation across a wide range of plastic waste-reduction behaviours. Compared to Canadians overall, they are more likely to partake in all plastic waste-reduction behaviours, and significantly more likely to:

- Avoid buying plastic products altogether (36% vs. 24%)

- Avoid single-use plastics (65% vs. 54%)
- Buy products sold in reusable or refillable packaging (43% vs. 33%)
- Purchase products made from recycled plastics (43% vs. 35%)
- Purchase plastic-free or minimally packaged products (40% vs. 32%)
- Purchase or trade second-hand items (40% vs. 32%)
- Repair broken products instead of discarding them (33% vs. 25%)
- Donate or resell items instead of discarding them (51% vs. 42%)

They are also more likely than other segments to seek out information on recyclability. They can be best communicated to online, and significantly more likely to visit government websites.

2. Supportive segment | 35% of Canadians

The Supported segment closely reflects the Canadian population overall in its demographic profile. Age and income levels align with the general population, though this is the segment most likely to hold a university degree (54%). Geographically, this segment follows the national profile, though there is marginally higher representation of the Supported segment in Ontario, and marginally lower representation in Alberta and the Prairies.

The Supported segment demonstrates strong concern about plastic waste and pollution, though not at the same intensity as the Committed segment. Seven in ten (70% vs. 59% nationally) express high concern, and nearly all (97%) express at least some level of concern. Members of this segment are generally receptive to behavioural change, with 80% willing to make substantial lifestyle changes and 81% willing to change how they purchase products to reduce plastic waste; both readings are lower than among the Committed segment. That said, 18% already participate and 52% would be likely to participate in reuse or refill systems.

Supported segment members most often cite keeping lands, oceans, rivers and lakes clean (78%), protecting wildlife (71%), and reducing plastic waste in landfills (70%) as key reasons for preventing and reducing plastic waste and pollution. Reducing plastic waste in landfills (70%) is a particularly defining motivation for this group, as they over-index on it compared to all other segments.

Consistent with these attitudes, recycling rates are the highest in this segment, with 80% reporting that they recycle plastic items (vs. 74% nationally). The Supported segment reports above-average participation in many other plastic waste-reduction behaviours as well. Compared to Canadians overall, this segment is more likely to:

- Avoid single-use plastics such as bottles or produce bags (62% vs. 54%)
- Purchase products made from recycled plastics (41% vs. 35%)
- Purchase plastic-free or minimally packaged products (38% vs. 32%)

Members of the Supported segment are on par with the Committed segment in seeking out information about recyclability and are more likely than those in other segments to look for signage or recycling logos. At the same time, they are also the most likely segment to place plastic items in the recycling even when they are unsure whether it is recyclable (40% vs. 32% to 36% for other segments).

Overall, the Supported segment represents a group that is broadly concerned and engaged, with generally positive attitudes and behaviours toward reducing plastic waste, though with less consistency than the Committed segment.

Their media consumption patterns mirror the general population, so a mix of TV and digital is needed to reach them.

3. Ambivalent segment | 25% of Canadians

The Ambivalent segment skews somewhat older than the population overall, with 31% aged 50–64 (vs. 25% nationally). Workforce participation is directionally lower than national levels, with 55% currently working (vs. 59% nationally) and a higher share retired (31% vs. 27% nationally). Educational attainment in this segment is middling, with 40% holding a university degree (vs. 46% nationally).

Concern about plastic waste and pollution among the Ambivalent segment is more moderate and less intense than among the Committed or Supported segments. While a majority express at least some concern (87% vs. 88% nationally), under half express high concern (44% vs. 79% and 70% for the Committed and Supported segments, respectively). Willingness to make behavioural changes follows a similar pattern: 54% are willing to make substantial lifestyle changes and 62% are willing to change how they purchase products, both below the national average and well below the Committed and Supported segments. Participation in reuse or refill systems is also more tentative, with 53% saying they already participate (13%) or would participate (39%).

Similar to other segments and to Canadians overall, Ambivalent respondents most often cite keeping lands, oceans, rivers and lakes clean (77%), protecting wildlife (63%), and reducing plastic waste in landfills (66%) as key reasons for preventing and reducing plastic waste and pollution. Environmental and health motivations are present but less pronounced than among the more engaged segments.

Seven in ten (71%) recycle plastic items, but this segment lags behind in many other waste-reduction practices when compared to national levels, which are driven higher by the Committed and Supported segments. Particularly, the Ambivalent segment purchases products and adopts reuse behaviours significantly less frequently than Canadians overall, with the largest differences seen in:

- Purchasing plastic-free or minimally packaged products (25% vs. 32%)

- Purchasing or trading second-hand items (24% vs. 32%)
- Purchasing products made from recycled plastics (27% vs. 35%)

Members of the Ambivalent segment are on par with the Committed and Supported segments in seeking clarity about recyclability – they will look for logos and signage (47% to 53%) – but less proactive in looking up information online (40%). They are likely to throw plastics in recycling even when unsure if an item is recyclable (34%).

Overall, the Ambivalent segment represents a group that is moderately engaged in both attitudes and behaviours related to reducing plastic waste, though many remain open to acting.

They lean heavily on traditional media for their information.

4. Indifferent segment | 11% of Canadians

The Indifferent segment skews older than the population overall, with 32% aged 65+ (vs. 24% nationally). This segment also skews more towards men over the age of 50. In terms of education, a comparatively large share hold college or trade credentials (48% vs. 33% nationally). Household income distribution is broadly similar to the national profile, and regionally this segment is somewhat more represented in the Prairie provinces and less represented in Quebec.

The Indifferent segment expresses lower levels of concern about plastic waste and pollution than Canadians overall. Still, 25% report high concern (vs. 59% nationally) and a slight majority (64%) express at least some level of concern. Willingness to make behavioural changes is also limited, with 35% willing to make substantial lifestyle changes and 39% willing to change how they purchase products, far below the national averages, and the Committed and Supported segments.

Participation in reuse or refill systems among the Indifferent segment shows mixed results. Despite lower engagement, those in the Indifferent segment (21%) are significantly more likely than the Ambivalent segment (13%) – and slightly more likely than even the Supported segment (18%) – to say they already participate in reuse or refill systems. Overall, 54% of the Indifferent segment say they either already participate or would participate, in line with the Ambivalent segment (53%).

Like Canadians overall, Indifferent respondents most often cite environmental protection as reasons for preventing and reducing plastic waste and pollution, but to a lesser extent, particularly limiting the impact on climate change (20% vs. 53% nationally).

Consistent with these attitudes, this segment reports lower participation across nearly all plastic waste-reduction behaviours. Compared to Canadians overall, they are significantly less likely to:

- Recycle plastic items (60% vs. 74%)
- Avoid single-use plastics (36% vs. 54%)

- Selling or donating items instead of discarding them (26% vs. 42%)
- Purchasing products made from recycled plastics (21% vs. 35%)
- Repair broken products containing plastic instead of throwing them out (15% vs. 25%)
- Avoiding buying items that contain plastics (11% vs. 24%)

Members of the Indifferent segment are less likely than other segments to actively seek information about recyclability (35% vs 43%) and to look for signage (41% vs 50%), although they are on par with most other segments and the general Canadian population when it comes to looking for logos or markers on the product (51% vs 51% nationally)

They can be reached via both traditional media and social media, though they are less likely to go to government websites.

5. Resistant segment | 5% of Canadians

The Resistant segment skews somewhat older and more male than the population overall (64% male vs. 48% nationally). Educational attainment tends to be lower, with a higher share reporting high school or less (27% vs 19% nationally).

Concern about plastic waste and pollution is lowest among this segment, with 20% expressing high concern (vs. 59% nationally) and 48% indicating they are not concerned (vs. 11% nationally). Willingness to change behaviour is notably limited. This is the only segment where more members disagree (43%) than agree (17%) with making substantial lifestyle changes. Willingness to change purchasing behaviour is also low (34%) – the lowest across all segments – while one third (31%) say they are not willing. Openness to reuse or refill systems is similarly limited, however, 19% say they already do this (close to national average, 20%), but only 23% would consider participating (vs. 45% nationally).

Compared to Canadians overall, the Resistant segment is significantly less likely to:

- Recycle plastic items (59% vs. 74%).
- Purchase products made from recycled plastics (22% vs. 35%)
- Avoid single-use plastics (17% vs. 54%)
- Purchase products in reusable or refillable packaging (16% vs. 33%)
- Purchase plastic-free packaging (8% vs. 32%)
- Avoid buying plastic items (6% vs. 24%)
- Sell or donate plastic items instead of disposing them (22% vs. 42%)

This segment relies less on traditional media and is best reached via social media.

Communication methods with segments

The table below shows the best ways to communicate with these segments. While television can reach most segments, it is less effective for budget-conscious consumers. Therefore, messaging that signals the cost benefits of reducing plastic waste and pollution should be pushed more online.

In general, online channels are the most effective way of reaching Canadians across segments, with roughly seven in ten reporting that they learned about government actions online, particularly through social media.

Traditional media – especially television and radio – remains important for reaching middle segments, while official sources such as the federal government website are more commonly used by the most engaged audiences.

Environmental messages – particularly those focused on protecting wildlife and keeping lands, rivers, and oceans clean – resonate strongly across all segments, alongside messages that emphasize reducing costs to consumers. These themes have broad appeal and are likely to be effective with most Canadians. Environmental and health-focused messages resonate especially strongly with the Committed and Supported segments, while the Supported segment – the largest segment of Canadians – responds particularly well to messages about reducing plastic waste in landfills.

TABLE 25 – G6. Where did you find out that the Government of Canada is taking action to reduce plastic waste and plastic pollution? Base: Those familiar with the government actions (n=659)

	Committed	Supported	Ambivalent	Indifferent	Resistant
Combined total - Online	74%	68%	71%	68%	69%
Social media (e.g., X, Facebook, Instagram, LinkedIn, etc.)	34%	33%	35%	48%	51%
Federal government website (Canada.ca)	38%	34%	28%	23%	19%
Internet search	28%	30%	33%	25%	26%
Another website	11%	10%	14%	14%	13%
Combined total - Traditional	34%	51%	57%	53%	29%
Television	30%	44%	48%	42%	28%
Radio	10%	20%	26%	28%	11%
Newspapers	1%	3%	0%	2%	0%
A family member, friend, or co-worker	19%	18%	16%	9%	16%
A workshop or event	16%	8%	5%	4%	5%

Appendix

Appendix A: Quantitative research methodology

Pollara conducted a national online survey, among 2,052 adult Canadians across Canada. A detailed discussion of the approach used to complete this research is presented below.

Sample design

The sampling plan for the study was designed by Pollara in collaboration with Environment and Climate Change Canada (ECCC). The research requirement entailed collecting samples from the following:

- General population sample of n=2,052 Canadian residents 18 years of age and older
- The following regional totals were collected:
 - Atlantic Canada n=351
 - Quebec n=402
 - Ontario n=494
 - Manitoba n=101
 - Saskatchewan n=98
 - Alberta n=254
 - British Columbia & Territories n=352

Data collection

The survey was fielded in English and in French, based on the respondent's preference, from January 26, 2026, to February 6, 2026. The survey was conducted using an online methodology. The average length of the survey was 12 minutes.

The landing page for the online survey stressed that participation in the survey was voluntary, and that information provided would remain private and confidential, in compliance with the Privacy Act and the Personal Information Protection and Electronic Documents Act (PIPEDA). Participants were provided assurance that none of their identifiable information would be shared with Environment and Climate Change Canada.

Demographic information of respondents was collected, and the final data was weighted to census proportions of Canadians by age and gender within each region.

Online surveys cannot be assigned a margin of error. As a guideline, a probability sample of this size carries a margin of error of $\pm 2.2\%$, 19 times out of 20. The margin of error is larger for sub-segments.

The table below presents the geographic and demographic distribution of respondents, before and after weighting.

Respondents Total Distribution		
Region	Unweighted total	Weighted total
Atlantic Canada	351	139
Quebec	402	476
Ontario	494	799
Manitoba / Saskatchewan	199	128
Alberta	254	223
British Columbia	352	287
Language	Unweighted total	Weighted total
English	1,592	1,660
French	466	392
Income	Unweighted total	Weighted total
Under \$50,000	486	456
\$50,000 to just under \$100,000	727	743
\$100,000 or above	665	686
Age	Unweighted total	Weighted total
18 to 34	580	539
35 to 49	532	511
50 to 64	538	515
65+	402	487
Respondent	Unweighted total	Weighted total
Men	1,001	979
Women	1,035	1,057

Quality controls

Prior to launching the survey, Pollara tested survey links to ensure programming matched the questionnaire in both languages and included the correct use of skips and randomizations. A “soft launch” of the survey was conducted first to validate the programming and to ensure respondents did not have any issues with the question wording. Pollara reviewed soft launch data before proceeding to full launch.

Non-response bias

Non-response bias is a risk for all surveys. As this survey was conducted online, Canadians who do not have internet access would be missed from the sampling frame. However this is expected to be a relatively minor source of non-response bias, as Statistics Canada reports Internet use among Canadians 15 years and older was 95% in 2022. The response rate for this survey was 5%. Efforts to minimize non-response bias within the research panel were taken, specifically keeping the survey in field for 12 days so that panelists who were busy or travelling had the time to complete it. Panelists were sent up to 5 reminders to complete the survey.

Appendix B: Survey questionnaire

Public Opinion research on Canada's Zero Plastic Waste Agenda (2026)

Introduction

Thank you for taking the time to complete this survey dealing with current issues.

Si vous préférez répondre au sondage en français, veuillez cliquer sur « Français » dans le coin supérieur droit.

Your participation is voluntary, and your responses will be kept entirely confidential. The survey takes approximately 12 minutes to complete and is registered with the Canadian Research Insights Council's (CRIC) Research Verification Service. The registration number is: 20260116-LE001.

This survey is being conducted by Pollara Strategic Insights on behalf of Environment and Climate Change Canada (ECCC).

All survey responses collected are anonymous. Any personal information you provide is collected in accordance with the *Privacy Act* in accordance with the Treasury Board Directive on Privacy Practices. In addition to protecting your personal information, the *Privacy Act* gives you the right to request access to and correction of your personal information.

For more information about these rights, or about our privacy practices, please contact Environment and Climate Change Canada (ECCC) at (800) 668-6767. You also have the right to file a complaint with the Privacy Commissioner of Canada at www.priv.gc.ca if you think your personal information has been handled improperly.

SCREENERS

Questions to collect demographic information to inform the types of participants.

S1. Language: [RECORDED AUTOMATICALLY IN LANGUAGE SELECTION– Question not asked in survey]

- English
- French

S2. What province or territory do you live in?

- Newfoundland and Labrador
- Nova Scotia
- Prince Edward Island
- New Brunswick
- Quebec
- Ontario
- Manitoba
- Saskatchewan
- Alberta
- British Columbia
- Nunavut
- Northwest Territories
- Yukon
- Prefer not to say [TERMINATE]
- I live outside Canada [TERMINATE]

S3. Please enter the year you were born:

Year you were born Specify [TERMINATE IF BORN AFTER 2007]
Prefer not to say

[IF “PREFER NOT TO SAY in S3”]

S4. Would you be willing to indicate in which of the following age categories you belong?

- Under 18 [TERMINATE]
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 or older
- Prefer not to answer [TERMINATE]

S5. Which gender do you identify as?

- Male
- Female
- Other
- Prefer not to say

S6. Please enter the first three digits of your postal code, to verify your location.
[ACCEPT VALID FSA THAT MATCHES PROVINCE/TERRITORY FROM S2 ONLY]

S6B. Urban/Rural [RECORDED AUTOMATICALLY – Question not asked in survey]

Rural	[Second character of postal code is “0”]
Urban	[All others]

SEGMENTATION

S7. Now to begin...

Below are five descriptions summarizing different ways in which Canadians may think about the environment and climate change. Please read all five descriptions, and then select the description that you think most closely resembles your own thinking [SINGLE RESPONSE. DO NOT RANDOMIZE]

1. I strongly believe in climate change and think it is caused by humans. I am extremely worried about it. I am committed to taking climate action and think my actions would have an effect, but I am not particularly hopeful about progress overall.
2. I strongly believe in climate change and think it is mostly caused by humans. I am very worried about it. I am willing to take climate action, and think my actions would have some effect.
3. I mostly believe in climate change and think it is probably caused by humans, but sometimes I feel a bit confused about the issue and am only moderately worried about it. I am somewhat willing to take climate action.
4. I do not have strong feelings about climate change and am a bit uncertain about what causes it. I am not too worried about it. I am not particularly willing to take climate action and am unsure that my actions would have an effect.
5. I do not believe in climate change or that it is caused by humans. I feel no confusion about the issue, and am not at all worried about it. I am very unwilling to take climate action and do not think my actions would have any effect.

[AUTOCODE TO SEGMENTS LABELS AT THE BACK END]

Segment 1 = Committed

Segment 2 = Supportive

Segment 3 = Ambivalent

Segment 4 = Indifferent

Segment 5 = Resistant

ENVIRONMENTAL CONCERNS AND PLASTIC AWARENESS

This section is intended to identify the level of awareness and value associated with the issue of plastic waste and pollution.

E1. How concerned, if at all, are you about the issue of plastic waste and plastic pollution in Canada and globally?

GRID COLUMNS OPTIONS

1. Extremely concerned
2. Very concerned
3. Somewhat concerned
4. Not very concerned
5. Not at all concerned
6. Don't know

GRID ROWS:

1. The issue of plastic waste and pollution **in Canada**
2. The issue of plastic waste and pollution **globally**

E2. To what extent do you agree or disagree with the following statement:

GRID ROWS:

1. Plastic waste and plastic pollution is a serious problem in Canada that requires immediate action
2. Plastic waste and plastic pollution is a serious global problem that requires immediate action

GRID COLUMNS OPTIONS

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
6. Don't know

E3. How important, if at all, is it to prevent and reduce plastic waste and plastic pollution?

1. Extremely important
2. Very important
3. Somewhat important
4. A little important
5. Not at all important
6. Don't know

[SKIP IF "NOT AT ALL IMPORTANT" OR "DON'T KNOW" IN E3]

E4. Why is it important to prevent and reduce plastic waste and plastic pollution? *[Select all that apply]* [RANDOMIZE – keep don't know and other last]

1. To keep our lands, oceans, rivers and lakes clean
2. To protect wildlife
3. To reduce plastic waste in our landfills
4. To reduce human exposure to plastics and associated chemicals
5. To reduce the cost to businesses (e.g., reduced need for raw materials and increased value for recycled/secondary materials)
6. To reduce costs to governments (e.g., reduced costs to manage plastic waste and plastic pollution)
7. To reduce costs to consumers (e.g., access to durable goods to reduce costs long term)
8. To help limit the impact on climate change
9. To reduce the use of virgin/primary plastics (e.g., microbeads, microfibers)
10. To increase reuse or the use of recycled/secondary plastics
11. To stop materials from going to waste
12. Other [SPECIFY]
13. Don't know

E5. What level of responsibility do the following entities have in preventing and reducing plastic waste and plastic pollution in Canada?

GRID COLUMNS:

1. Mostly responsible
2. Partly responsible
3. Not responsible
4. Don't know

GRID ROWS: [RANDOMIZE]

1. Federal government
2. Provincial or territorial government
3. Municipal/local government
4. Plastic producers and manufacturers (e.g., those that make resins and plastic products)
5. Retailers (e.g., those that sell plastic products or use plastic products to sell items such as groceries, clothing, goods, etc.)

6. Waste and recycling practitioners (e.g., those that collect, sort, recycle or dispose of plastic waste)
7. Consumers (e.g., those that buy or use plastic products or items with plastic packaging)

E6. Which of the following items (excluding their packaging) do you think contain plastic? [*Select all that apply.*] [RANDOMIZE, WITH “NONE OF THEM” LAST]

1. Sunscreen
2. Pop cans
3. Tea bags
4. Disposable coffee cups / tea cups
5. Disposable cold drink cups
6. Tires
7. Glue
8. Chewing gum
9. Laundry pods
10. Wipes
11. Nail polish
12. Clothes
13. Disposable vaping devices
14. Cigarettes
15. Fabric grocery bags
16. Exercise clothes
17. None of them

CONSUMER BEHAVIOUR

This section is intended to gain insight on Canadians behaviours around buying, using and managing plastics at their end-of-life.

OVERARCHING BEHAVIOURS

C1. In the **last two months**, how frequently or infrequently have you done each of the following?

GRID COLUMNS:

1. Always
2. Frequently
3. Occasionally
4. Rarely
5. Never
6. Prefer not to say
7. Don't know

GRID ROWS: [RANDOMIZE]

1. Purchased products without packaging or in plastic-free packaging
2. Purchased products sold in reusable or refillable packaging

3. Purchased products using my own reusable/refillable packaging or item, such as a travel mug or reusable bag
4. Tried to avoid using single-use plastics (e.g., plastic bottles, produce bags)
5. Repaired broken products containing plastic instead of throwing them out
6. Purchased and/or traded second-hand items (e.g., toys, furniture, electronics, clothing)
7. Recycled plastic items (products or packaging)
8. Purchased products made from recycled plastics
9. Sold or donated plastic items, like toys, furniture, electronics, or clothing, instead of discarding them
10. Participated in a litter clean-up in your community
11. Avoided buying items that contain plastics

C2. In the **next six months**, how likely or unlikely are you to take each of the following actions?

GRID COLUMNS:

1. Definitely
2. Probably
3. Maybe
4. Probably not
5. Definitely not

GRID ROWS: [SAME ORDER AS C1]

1. Purchase products without packaging or in plastic-free packaging
2. Purchase products sold in reusable or refillable packaging
3. Purchase products using my own reusable/refillable packaging or item, such as a travel mug or reusable bag
4. Reduce or avoid using single-use plastics (e.g., plastic bottles, produce bags)
5. Repair broken products containing plastic instead of throwing them out (e.g., toys, furniture, electronics, clothing)
6. Purchase and/or trade second-hand items (e.g., toys, furniture, electronics, clothing)
7. Recycle plastic items (products or packaging)
8. Purchase products made from recycled plastics
9. Sell or donate plastic items, like toys, furniture, electronics, or clothing, instead of discarding them
10. Participate in a litter clean-up in your community
11. Avoid buying items that contain plastics

[IF “PROBABLY NOT” OR “DEFINITELY NOT” IN C2 – “PRODUCTS SOLD IN A REUSABLE OR REFILLABLE PACKAGING” (#2)]

C3. Why are you unlikely to purchase products sold in reusable or refillable packaging over one that is not? [*Select all that apply.*] [RANDOMIZE, WITH “OTHER” AND “DON’T KNOW” ALWAYS LAST]

1. Too costly
2. Too inconvenient
3. Lower quality
4. Lack of availability or selection

5. Perceived health concerns
6. Other [SPECIFY]
7. Don't know

C3A. In your view, is the use of plastic packaging for products excessive or unnecessary at times?

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
6. Don't know

[IF STRONGLY/SOMEWHAT AGREE AT C3A, ASK C3B]

C3B. Which products do you feel tend to use plastic packaging excessively or unnecessarily the most? *[Select all that apply.] [RANDOMIZE, WITH "NONE OF THEM" LAST]*

1. Toys
2. Tobacco, vaping and cannabis products
3. Capsule and pods (e.g., coffee pods)
4. Dairy products (e.g., milk, yogurt)
5. Fresh, perishable foods (e.g., fruit & vegetables, meats, baked goods)
6. Snack foods (e.g., chips, bars, candies)
7. Other processed foods (e.g., deli products)
8. Quick service restaurants (Dine-in and Take-out)
9. Food delivery services
10. Makeup and cosmetic products
11. Personal care products (e.g., shampoo, soap, etc.)
12. Cleaning products
13. E-commerce packaging
14. Other [SPECIFY]
15. Don't know

[ASK C3C IF AT LEAST ONE ITEM IS SELECTED IN AT C3B]

C3C. Which of the following products cause you concern about their excessive or unnecessary use of plastic packaging? *[Select all that apply.] [ONLY SHOW ITEMS SELECTED AT C3B AND IN THE SAME ORDER]*

1. Toys
2. Tobacco, vaping and cannabis products
3. Capsule and pods (e.g., coffee pods)
4. Dairy products (e.g., milk, yogurt)

5. Fresh, perishable foods (e.g., fruit & vegetables, meats, baked goods)
6. Snack foods (e.g., chips, bars, candies)
7. Other processed foods (e.g., deli products)
8. Quick service restaurants (Dine-in and Take-out)
9. Food delivery services
10. Makeup and cosmetic products
11. Personal care products (e.g., shampoo, soap, etc.)
12. Cleaning products
13. E-commerce packaging
14. Other [SPECIFY]
15. None of the above [ANCHOR. EXCLUSIVE]
16. Don't know

PURCHASING BEHAVIOURS

C4. How often do you purchase each of the following types of items **used or second-hand**, instead of buying them new, when you need them?

GRID COLUMNS:

1. Always buy **used**
2. Usually buy **used**
3. Buy used about half the time
4. Usually buy **new**
5. Always buy **new**
6. I don't purchase this type of item
7. Don't know

GRID ROWS: [RANDOMIZE]

1. Clothes
2. Furniture
3. Other electronic devices (excluding cell phones and laptops)
4. Small appliances (e.g., coffee maker, blender)
5. Large appliances (e.g., refrigerator, washing machine)
6. Cell phones
7. Laptops
8. Vehicle parts

C4B. How often do you purchase each of the following types of **refurbished** items, instead of buying them new, when you need them?

A refurbished item is a used item that has been professionally restored in order to extend its useful life. This can include products that have undergone a functional, technological or aesthetic update.

GRID COLUMNS:

1. Always buy **refurbished**

2. Usually buy **refurbished**
3. Buy **refurbished** about half the time
4. Usually buy **new**
5. Always buy **new**
6. I don't purchase this type of item
7. Don't know

GRID ROWS: [RANDOMIZE]

1. Furniture
2. Cell phones
3. Laptops
4. Other Electronics devices (excluding cell phones and laptops)
5. Vehicle parts
6. Small appliances (e.g., coffee maker, blender)
7. Large appliances (e.g., refrigerator, washing machine)

C5. Please indicate to what extent you agree or disagree with the following: "I am willing to change how I purchase new products to reduce plastic waste and plastic pollution"

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
6. Don't know

USE BEHAVIOURS

C6. In a reuse or refill system, people return packaging or containers after purchasing a product so that it can be reused or refilled.

Would you participate in a reuse and/or refill system? [Select one.]

1. I already do this
2. Yes
3. Maybe
4. No
5. Don't know

[IF "I ALREADY DO THIS" IN C6]

C7A. For what types of products do you currently reuse or refill? [*Select all that apply.*]

[RANDOMIZE WITH "OTHER" AND "DON'T KNOW" LAST]

1. Dry goods (e.g., coffee, spices, cereals)

2. Dairy products (e.g. milk, yogurt)
3. Meat products
4. Take-out foods
5. Dine-in foods
6. Food delivery services
7. Personal care products (e.g., shampoo, soap, etc.)
8. Cleaning products
9. Cold beverage containers
10. Hot beverage containers
11. E-commerce packaging
12. Deli products/food
13. Other [SPECIFY]
14. Don't know

[IF "I ALREADY DO THIS" IN C6]

C7B. What additional types of products would you be willing to reuse or refill? [*Select all that apply.*] [SAME ORDER AS C7A] [REMOVE ANY ITEMS SELECTED IN C7A. IF THEY SELECTED "OTHER" OR "DON'T KNOW" IN C7A, THESE CAN STILL APPEAR HERE.]

1. Dry goods (e.g., coffee, spices, cereals)
2. Dairy products (e.g. milk, yogurt)
3. Meat products
4. Take-out foods
5. Dine-in foods
6. Food delivery services
7. Personal care products (e.g., shampoo, soap, etc.)
8. Cleaning products
9. Cold beverage containers
10. Hot beverage containers
11. E-commerce packaging
12. Deli products/food
13. Other [SPECIFY]
14. Don't know

[IF YES/MAYBE IN C6]

C7C. What types of products would you be willing to reuse or refill? [*Select all that apply.*] [RANDOMIZE WITH "OTHER" AND "DON'T KNOW" LAST]

1. Dry goods (e.g., coffee, spices, cereals)
2. Dairy products (e.g. milk, yogurt)
3. Meat products
4. Take-out foods
5. Dine-in foods
6. Food delivery services
7. Personal care products (e.g., shampoo, soap, etc.)
8. Cleaning products

9. Cold beverage containers
10. Hot beverage containers
11. E-commerce packaging
12. Deli products
13. Other [SPECIFY]
14. Don't know

[IF "I ALREADY DO THIS" IN C6]

C8A. Where do you participate in a reuse and refill system? *[Select all that apply.]*

[RANDOMIZE WITH "OTHER" AND "DON'T KNOW" LAST]

1. Home delivery program
2. Grocery stores
3. Specialty stores
4. Food courts
5. Restaurants
6. Stadiums, arenas and events
7. Schools/campuses
8. Cafeterias
9. Farmers markets
10. Hotels
11. Hospitals
12. Coffee shops
13. Other [SPECIFY]
14. Don't know

[IF "I ALREADY DO THIS" IN C6]

C8B. Where else would you participate in a reuse and refill system? *[Select all that apply.]*

[SAME ORDER AS C8A] [REMOVE ANY ITEMS SELECTED IN C8A. IF THEY SELECTED "OTHER" OR "DON'T KNOW" IN C8A, THESE CAN STILL APPEAR HERE.]

1. Home delivery program
2. Grocery stores
3. Specialty stores
4. Food courts
5. Restaurants
6. Stadiums, arenas and events
7. Schools/campuses
8. Cafeterias
9. Farmers markets
10. Hotels
11. Hospitals
12. Coffee shops
13. Other [SPECIFY]
14. Don't know

[IF YES/MAYBE IN C6]

C8C. Where would you participate in a reuse and refill system? [*Select all that apply.*]

[RANDOMIZE WITH “OTHER” AND “DON’T KNOW” LAST]

1. Home delivery program
2. Grocery stores
3. Specialty stores
4. Food courts
5. Restaurants
6. Stadiums, arenas and events
7. Schools/campuses
8. Cafeterias
9. Farmers markets
10. Hotels
11. Hospitals
12. Coffee shops
13. Other [SPECIFY]
14. Don’t know

[IF “NO” IN C6]

C9. Why are you unlikely to participate in a reuse or refill system? [*Select all that apply.*]

[MULTIPLE MENTION WITH “DON’T KNOW” EXCLUSIVE] [RANDOMIZE WITH “OTHER” AND “DON’T KNOW” ANCHORED]

1. Feel it would be extra hassle/hinders convenience
2. Concern about health/safety
3. Concern about contaminating products
4. Concern about quality/durability
5. Lack of access to this service
6. Higher cost
7. Other [SPECIFY]
8. Don’t know

C10. How often do you repair the following products if they break, instead of buying a new item to replace it?

GRID COLUMNS:

1. Always **repair**
2. Usually **repair**
3. Repair about half the time
4. Usually **replace with new item**
5. Always **replace with new item**
6. I don’t own this type of item
7. Don’t know

GRID ROWS: [RANDOMIZE]

1. Clothes
2. Furniture
3. Other electronic devices (excluding cell phones and laptops)
4. Small appliances (e.g., coffee maker, blender)
5. Large appliances (e.g., refrigerator, washing machine)
6. Cell phones
7. Laptops
8. Vehicle parts

[IF “USUALLY REPLACE” OR “ALWAYS REPLACE” FOR AT LEAST ONE ITEM IN C10 – RANDOMLY SPLIT SAMPLE SO THAT IT ASKS ABOUT ONE OF THOSE ITEMS]

C11. Why do you sometimes buy new [INSERT ITEM] rather than repairing, remanufacturing or refurbishing a damaged or broken product? [*Select all that apply.*] [MULTIPLE MENTION WITH “DON’T KNOW” EXCLUSIVE] [RANDOMIZE WITH “OTHER” AND “DON’T KNOW” ALWAYS LAST]

1. Feel it would be an extra hassle/hinders convenience
2. Concern about health/safety
3. Concern about quality/durability
4. Lack of access to services
5. Lack of skills or technology
6. Cost
7. The product is not designed to be repaired, remanufactured or refurbished
8. Not handy/don’t know how to repair it
9. Other [SPECIFY]
10. Don’t know

C12. What - if any - of the following actions that reduce plastic waste and plastic pollution from synthetic clothes (e.g., those made from polyester or nylon) do you take? [*Select all that apply.*] [RANDOMIZE – ALWAYS KEEP “OTHER” AND “NONE” LAST]

1. Buy durable clothing that will last longer
2. Donate my gently used clothes
3. Buy second hand clothing
4. Buy clothes made from natural fibers
5. Use a filter in my washing machine or dryer to collect microfibers
6. Wash my clothes in cold water
7. Wash my clothes less frequently
8. Use a front load washer
9. Repair the clothes instead of throwing them out
10. Other [SPECIFY]
11. None

END-OF-LIFE BEHAVIOURS

C13. Do you have access to a municipal recycling program for plastic items? This could include curbside “blue bin” plastic recycling or public bins/buildings where you can drop off plastic items (including products and/or packaging).

1. Yes
2. No
3. Don’t know

C14. How often are you sure or unsure about whether a plastic item is recyclable for these programs?

GRID COLUMNS:

1. Always **sure**
2. Usually **sure**
3. Sure about half the time
4. Usually **unsure**
5. Always **unsure**
6. Don’t use this

GRID ROWS:

1. For home curbside pickup
2. For public recycling bins (e.g., park, on the street)
3. For recycle bins at commercial organizations or institutions (e.g., shopping centre, school, office building)

C15. If you were unsure whether or not a plastic item was recyclable, what would you do? [*Select all that apply.*] [RANDOMIZE FIRST FIVE]

1. Throw it in the garbage
2. Put it in the recycling
3. Look up information to try and find out if it is recyclable
4. Look for signage to determine if the item is recyclable
5. Look for a logo or marker on the product to see if it claims to be recyclable
6. Other [SPECIFY]
7. Don’t know

C16. If you were unsure, where would you look to find out if a plastic item was recyclable? [*Select all that apply.*] [MULTIPLE MENTION, WITH “DON’T KNOW” EXCLUSIVE] [RANDOMIZE WITH “OTHER” AND “DON’T KNOW” ALWAYS ASKED LAST]

1. On the item or packaging for labels or other indications
2. Internet search
3. Pamphlets or calendars provided by my city/municipality

4. City/municipal/provincial/territorial website (or a dedicated recycling website provided by these governments)
5. Signage on or near recycling bins
6. Ask a family member, friend, or co-worker
7. City/municipal/provincial/territorial app (or a dedicated recycling app provided by these governments)
8. Other [SPECIFY]
9. Don't know

C17. How helpful would it be to have clear labelling on a plastic item or packaging to indicate whether it is actually recyclable, compostable or reusable?

1. Very helpful
2. Somewhat helpful
3. Not very helpful
4. Not at all helpful
5. Don't know

C18. When you get rid of each of the following types of items, how often do you donate or resell them, instead of disposing of them?

GRID COLUMNS:

1. Always **donate/resell**
2. Usually **donate/resell**
3. Donate/resell about half the time
4. Usually **dispose**
5. Always **dispose**
6. I don't use or get rid of this type of item
7. Don't know

GRID ROWS: [RANDOMIZE]

1. Clothes
2. Furniture
3. Other electronic devices (excluding cell phones and laptops)
4. Small appliances (e.g., coffee maker, blender)
5. Large appliances (e.g., refrigerator, washing machine)
6. Cell phones
7. Laptops
8. Vehicle parts

C19. To what extent do you agree or disagree with the following statement: "I am willing to make substantial changes in my lifestyle (e.g., change the products I buy and use, pay more, etc.) to help reduce plastic waste and plastic pollution"?

1. Strongly agree

2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
6. Don't know

GOVERNMENT ACTION AND SUPPORT

To assess the level of support and awareness of federal actions to reduce plastic waste and pollution.

G1. How important, if at all, are the following actions to prevent and reduce plastic waste and plastic pollution in Canada?

GRID COLUMNS:

1. Extremely important
2. Very important
3. Somewhat important
4. A little important
5. Not at all important
6. I'm not sure

GRID ROWS: [RANDOMIZE]

1. Reduce problematic plastic products, including single-use and disposable plastics
2. Address harmful chemicals in plastic products
3. Improve product design to reduce environmental impact
4. Develop standards (e.g., for design, labels, research)
5. Advance plastics science (e.g., the amounts and types made, used, and disposed; amount and types that enter the environment; impacts of plastic pollution; assessment of alternatives)
6. Invest in innovation and Canadian-made solutions
7. Invest in infrastructure (e.g., collection, sorting, recycling, disposal, or reuse and refill systems, and repair, remanufacture or refurbishment hubs))
8. Support community clean-up efforts
9. Publish guidance or best practices for governments, businesses or general consumers
10. Develop or promote educational materials and raise awareness

G2. How big of a priority should each of the following factors be when policy makers are designing solutions to prevent and reduce plastic waste and plastic pollution in Canada?

GRID COLUMNS:

1. Top priority
2. High priority
3. Moderate priority
4. Low priority

5. Not a priority
6. Don't know

GRID ROWS: [RANDOMIZE]

1. Affordability (e.g., ability to buy or pay for a product or service)
2. Access to viable alternatives
3. Protection of the environment
4. Protection of human health
5. Enabling a circular economy that recovers value from plastics through reuse, repair, refurbishing, remanufacturing, repurposing, or recycling
6. Equity, including leveling the playing field for businesses
7. Increase of economic opportunities including job growth
8. Reduction of costs for businesses and governments (e.g., to manage plastic waste and pollution)
9. Foster innovation
10. Alignment with international efforts

G3. How important is it to you that the Government of Canada take action to prevent and reduce plastic waste and pollution?

1. Extremely important
2. Very important
3. Somewhat important
4. A little important
5. Not at all important
6. Don't know

G4. Did you know that the Government of Canada is taking action to reduce plastic waste and plastic pollution?

1. Yes
2. No
3. Don't know

[IF YES IN G4]

G5. How familiar are you with the Government of Canada's actions to reduce plastic waste and plastic pollution?

1. Very familiar
2. Somewhat familiar
3. Not very familiar
4. Not at all familiar
5. Don't know

[IF VERY/SOMEWHAT FAMILIAR IN G5]

G6. Where did you find out that the Government of Canada is taking action to reduce plastic waste and plastic pollution? [*Select all that apply.*] [RANDOMIZE – “OTHER” AND “DON’T KNOW” AT END]

1. Federal government website (Canada.ca)
2. Internet search
3. Another website
4. Social media (e.g., X, Facebook, Instagram, LinkedIn, etc.)
5. Radio
6. Television
7. A workshop or event
8. A family member, friend, or co-worker
9. Other [SPECIFY]
10. Don’t know

DEMOGRAPHICS

This section provides data on the survey participants and will allow the GoC to see trends or variances between different respondent types (e.g., employment and income to inform socio-economic variances, etc.). These demographic questions are required as per the GC POR Standards: Standards for the Conduct of Government of Canada Public Opinion Research—Online Surveys - Canada.ca

Finally, a few questions for demographic purposes. These questions are being collected so that the research sample is representative of the Canadian population. All your answers will remain anonymous and confidential and will only be analyzed in groups.

X1. Which of the following best describes your current employment status? Select one.

1. Working full-time
2. Working part-time
3. Self-employed
4. A student attending school full-time
5. Unemployed, looking for work
6. Unemployed and not looking for work
7. A full-time homemaker
8. Retired
9. Other
10. Prefer not to say

X2. What is the highest level of education you have completed?

1. High school or less
2. College or CEGEP diploma
3. Trade school or apprenticeship

4. Undergraduate degree
5. Graduate or professional degree
6. Prefer not to say

X3. What is your annual household income before taxes?

1. Under \$20,000
2. \$20,000 to \$50,000
3. \$50,000 to \$75,000
4. \$75,000 to \$100,000
5. \$100,000 to \$150,000
6. \$150,000 or over
7. Prefer not to say

X4. Which of the following best represents your current marital status? Select one.

1. Single
2. Married
3. Common-law
4. Widowed
5. Divorced
6. Separated
7. Other
8. Prefer not to say

X5. What language do you speak most often at home? Multiple choices

1. English
2. French
3. Other [PROVIDE OPTION TO SPECIFY, BUT DO NOT REQUIRE IT]
4. Prefer not to answer

Thank you very much for your time and participation. The results of the research will be available to the general public, on the Library and Archives website, in the coming months.