

## **Plastic Free July worldwide uptake- Ipsos GA survey 2024**

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### **Executive Summary**

In 2024 the Plastic Free Foundation commissioned global research company Ipsos to include questions about Plastic Free July in its Global Advisor Survey. The 2024 survey was conducted between 23 August and 6 September (primarily online), with 23,718 respondents across 30 countries (compared to 26 countries in 2018 and 28 in 2021). The results were stunning:

- 29% (30% in 2018<sup>1</sup>) of the global sample were aware of Plastic Free July and
- Of those aware, 57% (39% in 2018) took part in the challenge
- Resulting in a global reach of 16%\*

\* The global survey samples are effectively of developed nations and the 'connected consumers' of developing nations. This represents 16% of middle-class consumers (as defined by the World Bank) and is translated into an estimate for participant numbers based only on the middle-class consumer populations.

### **Methodology**

These are the results of a 30-country survey conducted by Ipsos on its [Global Advisor](#) online platform and, in India, on its IndiaBus platform, between Friday, August 12 and Friday, September 6, 2024. For this survey, Ipsos interviews a total of 23,718 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, South Africa, Türkiye, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries.

Surveys included the following questions:

Q1: Before today, had you heard about a challenge called Plastic Free July, which encourages people to refuse and reduce single-use plastics? (Yes/ No)

Q2a: [If Q1= Yes]: Did you take part in Plastic Free July in 2024? (Yes/No) and

Q2b: Did you take part in Plastic Free July prior to 2024? (Yes/No)

The sample consists of approximately 1,000 individuals each in Argentina, Australia, Brazil, mainland China, Colombia, France, Germany, Great Britain, Italy, Japan, Mexico, Spain and the U.S., and 500 individuals each in Belgium, Chile, Hungary, Indonesia, Ireland, Malaysia, the Netherlands, Peru, Poland, Singapore, South Africa, South Korea, Sweden, Thailand

and Türkiye. The sample in India consists of approximately 2,200 individuals, of whom approximately 1,800 were interviewed face-to-face and 400 were interviewed online.

Samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and the U.S. can be considered representative of their general adult populations under the age of 75. Samples in Brazil, Chile, China, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand and Türkiye are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more “connected” segment of their population.

India’s sample represents a large subset of its urban population – social economic classes A, B and C in metros and tier 1-3 town classes across all four zones.

The data is weighted so that the composition of each country’s sample best reflects the demographic profile of the adult population according to the most recent census data. “The Global Country Average” reflects the average result for all the countries and markets in which the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

When percentages do not sum up to 100 or the ‘difference’ appears to be +/- 1 percentage point more/less than the actual result, this may be due to rounding, multiple responses, or the exclusion of “don’t know” or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll where N=1,000 being accurate to +/- 3.5 percentage points and of where N=500 being accurate to +/- 5.0 percentage points. For more information on Ipsos’ use of credibility intervals, please visit the Ipsos website.

The publication of these findings abides by local rules and regulations.

## Data sources

1. [Plastic Free July Worldwide uptake 2021](#)

**TABLE 1 - Plastic Free July 2024 Participation results (derived from the Global Advisor Survey)**

LABELS	Global survey 2024 **			World Bank Data 2023/24			NOTES on IPSOS sample coverage			Best estimate of PFJ Reach	
	a	b	c	d	e	f	g	h	i	k	l
Country *	Q1 % of adult pop aware of PFJ	Q2 % of aware who participated in 2024	Estimated % of adult pop participating (a x b)	Total popn count all ages	% popn adult age (16 to 74 yrs)	adult popn count (d x e)	23,718 adults across 30 countries, but some country samples are only from educated urban ('connected') populations	Estimated % of adult population sampled by IPSOS (i.e. % middle class as estimated by PFJ from World Bank Regions data)	Relevant estimated popn count (i.e. 'connected') (f x h)	Realistic estimated PFJ Participation count (c x i)	Realistic estimated PFJ Awareness count (a x i)
Argentina	14%	34%	4.9%	46,654,580	71%	33,031,443		80%	26,425,154	1,299,906	3,778,797
Australia	24%	55%	13.0%	26,638,540	74%	19,605,965		90%	17,645,369	2,297,251	4,146,662
Belgium	15%	47%	7.0%	11,822,590	74%	8,748,717		90%	7,873,845	554,925	1,173,203
Brazil	22%	37%	8.2%	216,422,450	76%	163,831,795	Connected' sample	40%	65,532,718	5,377,877	14,613,796
Canada	13%	44%	5.7%	40,097,760	77%	30,714,884		90%	27,643,396	1,587,284	3,648,928
China	45%	58%	26.4%	1,410,710,000	79%	1,108,818,060	Connected' sample	20%	221,763,612	58,538,497	100,237,153
Chile	25%	44%	10.8%	19,629,590	76%	14,879,229	Connected' sample	30%	4,463,769	482,060	1,098,087
Colombia	38%	69%	26.0%	52,085,170	74%	38,751,366	Connected' sample	30%	11,625,410	3,022,537	4,406,030
France	13%	43%	5.6%	68,170,230	73%	49,627,927		90%	44,665,135	2,508,394	5,806,468
United Kingdom	22%	62%	13.8%	68,350,000	74%	50,305,600	IPSOS sampled GB	90%	45,275,040	6,237,090	10,141,609
Germany	29%	66%	19.1%	84,482,270	75%	63,108,256		90%	56,797,430	10,863,076	16,584,850
Hungary	36%	37%	13.4%	9,589,870	77%	7,412,970		80%	5,930,376	792,203	2,152,726
India	35%	43%	15.1%	1,428,627,660	72%	1,025,754,660	Connected' sample	5%	51,287,733	7,736,755	17,950,707
Indonesia	72%	74%	53.6%	277,534,120	74%	205,375,249	Connected' sample	20%	41,075,050	22,004,027	29,615,111
Republic of Ireland	25%	55%	13.5%	5,262,380	74%	3,894,161		80%	3,115,329	419,971	766,371
Italy	29%	32%	9.0%	58,761,150	75%	44,188,385		80%	35,350,708	3,183,685	10,074,952
Japan	13%	17%	2.2%	124,516,650	73%	90,897,155		90%	81,807,439	1,783,239	10,307,737
Malaysia	64%	70%	44.4%	34,308,530	74%	25,491,238	Connected' sample	20%	5,098,248	2,263,566	3,247,584
Mexico	24%	59%	14.2%	128,455,570	76%	97,240,866	Connected' sample	20%	19,448,173	2,760,979	4,648,113
Netherlands	13%	32%	4.3%	17,879,490	76%	13,534,774		90%	12,181,297	521,676	1,620,112
Peru	20%	55%	11.1%	34,352,720	72%	24,699,606	Connected' sample	10%	2,469,961	273,178	493,992
Poland	23%	52%	11.8%	36,685,850	77%	28,394,848		80%	22,715,878	2,689,401	5,201,936
Singapore	43%	65%	27.5%	5,917,650	74%	4,379,061		80%	3,503,249	961,817	1,488,881
South Africa	38%	63%	23.7%	60,414,500	70%	41,988,078	Connected' sample	20%	8,397,616	1,993,460	3,174,299
South Korea	34%	39%	13.5%	51,712,620	81%	41,783,797		80%	33,427,038	4,519,068	11,498,901
Spain	19%	47%	9.2%	48,373,340	76%	36,521,872		80%	29,217,497	2,686,724	5,668,194
Sweden	21%	52%	10.8%	10,536,630	73%	7,670,667		90%	6,903,600	743,069	1,442,852
Thailand	56%	87%	49.0%	71,801,280	74%	53,132,947		20%	10,626,589	5,207,709	5,972,143
Turkiye	30%	56%	16.7%	85,326,000	73%	62,032,002	Connected' sample	30%	18,609,601	3,104,081	5,582,880
United States of America	15%	60%	8.6%	334,914,900	75%	250,181,430		80%	200,145,144	17,267,522	29,021,046
<b>TOTALS Weighted for Middle class population</b>	<b>29.0%</b>	<b>56.6%</b>	<b>15.5%</b>					<b>30.7%</b>	<b>1,121,021,401</b>	<b>173,681,027</b>	<b>315,564,120</b>
<b>TOTALS Unweighted</b>	<b>26%</b>	<b>44%</b>	<b>11.4%</b>	<b>4,870,034,090</b>	<b>75%</b>	<b>3,645,997,006</b>					
<b>Globally (weighted) ***</b>			<b>15.5%</b>	<b>8,179,497,000</b>		<b>6,123,657,663</b>		<b>30.75%</b>	<b>1,882,818,686</b>	<b>291,707,083</b>	
* Countries marked in orange indicate respondents who are more urban and middle class ("Connected Consumer Citizens") who are not nationally representative of their country										<b>Best PFJ participation estimate in number of adult persons</b>	<b>Best PFJ awareness estimate in number of adult persons</b>
** Ipsos was commissioned by Plastic Free July to undertake the survey											
*** The measures of PFJ reach, and the demographics of the global sample of 30 countries, are taken to be representative of the middle class segment of the whole global population of 8.18 billion people (ref: <a href="https://www.worldometers.info/world-population/">https://www.worldometers.info/world-population/</a> ).											