**Search Trend Analysis**

Single use plastics (SUPs) have been wreaking havoc all over the world. It has catastrophic effects on the environment, health of human beings and animals, and economies of countries. The awareness about these effects is increasing all around the world. The government of all the countries as well as non-profit organisations like the United Nations and other smaller non-governmental, non-profit organisations are playing their part to reduce the harm done and raise awareness among the people to reduce the use of plastic. Here, analyse the Google search trends for certain plastic related keywords in Canada, Ontario, and Sudbury.

Let us first have a look at the search trends for various words across the entire country. The graphs for different words are shown below:

**A screenshot of a cell phone

Description generated with very high confidence**

Figure 1: "Plastic Bags" - Canada

**A screenshot of a cell phone

Description generated with high confidence**

Figure 2: "Plastic Cups" - Canada

**A screenshot of a social media post

Description generated with very high confidence**

Figure 3: "Plastic Lids" - Canada

**A screenshot of a social media post

Description generated with very high confidence**

Figure 4: "Plastic Straws" - Canada

**A screenshot of a cell phone

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Figure 5 : "Plastic Utensils" - Canada

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Figure 6: "Recycle" – Canada

The above six figures show the search trend for the words “Plastic Bags”, “Plastic Cups”, “Plastic Lids”, “Plastic Straws”, “Plastic Utensils”, and “Recycle”, in Canada over the last five years. All the figures above show a steady but very slow increase in the search for these keywords over the last five years. It can be seen from figure 4 that the search for “Plastic straws” was not very prominent until earlier this year. The United Nations released a document this year detailing everything about single sue plastics starting from its manufacturing, the products used in manufacturing them, their environmental, social, and economical effects, and the steps that can be taken to reduce plastic pollution. This has resulted in an increase in the number of searches of almost all the keywords mentioned above, especially plastic straws.

Let us now take a look at the search trend for the above words across Ontario.

A picture containing screenshot

Description generated with high confidence

Figure 7: "Plastic Bags" - Ontario

A picture containing object

Description generated with very high confidence

Figure 8: "Plastic Cups" - Ontario

A screenshot of a social media post

Description generated with very high confidence

Figure 9: "Plastic Lids" - Ontario

A screenshot of a cell phone

Description generated with very high confidence

Figure 10: "Plastic Straws" - Ontario

A screenshot of a social media post

Description generated with very high confidence

Figure 11: "Recycle" - Ontario

The figures above show the search trend analysis for the words “Plastic Bags”, “Plastic Cups”, “Plastic Lids”, “Plastic Straws”, and “Recycle”, in Ontario over the past five years. As with the trend in Canada, there is a slow but steady increase in searching the above-mentioned keywords. Again, the awareness about plastic straws has been increasing since earlier this year which is reflected by the sudden surge in the increase in the number of searches of “plastic straws”. Overall, public interest in these terms seems to be increasing. However, there are certain terms like “take away containers” that do not have enough search results in either Canada or Ontario to form a search graph. Thus, awareness about the harmful effects of take away containers needs to be created.

Google trends does not have significant data about the trends of the above search terms for Sudbury region. Thus, the number of people searching for these terms in Sudbury is not significant. This indicates that there might be a need to raise more awareness about these issues and about the harmful effects of plastic in the city of Greater Sudbury.

Thus, Google keyword analysis helps us in getting a general idea about how informed the people are about the issues of plastic and various other important issues and can be used to device strategies to increase awareness and reach out to people.