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Climate Change could burgeon into Covid-19 like crisis, warn most urban Indians: Ipsos Earth Day 2020 Global Survey

Urban Indians favor green economic recovery from Covid-19

New Delhi, April 22, 2020: April 22nd (today), is **World Earth Day**. Ipsos global survey on the theme shows majority of urban Indians (81%) being concerned about Climate Change and placing it at par with Covid-19 crisis, in seriousness and magnitude. Global citizens (71%) too echo the same view and are highly concerned. The survey was conducted online among more than 28,000 adults between April 16th and April 19th 2020.

Further, keeping in view the deepening concern, majority of urban Indians (81%) are endorsing a green economic recovery from Covid-19.

“Covid-19 pandemic has shaken the confidence of the arrogant human race and proved on its face how helpless it is against the nature. The fear of our relentless abuse of the environment resulting into mega-scale natural disasters, is all pervasive in our survey,” says **Parijat Chakraborty, Country Service Line Leader, Public Affairs & Corporate Reputation, Ipsos in India.**

In fact, India (77%) and China (74%) foresee increased environmental activism in the post Covid-19, era. Global citizens were though split in their views (51 per cent however agreed).

However, there was strong agreement about positive changes in the offing – of people consciously choosing products healthier for the environment – 79% agreed at the global level and China (91%), Mexico (91%) and India (91%) too showed support.

Environment issues bothering Indians most

No, global warming/ climate change is not the biggest worry of Indians (unlike their global counterparts).

Air Pollution (53%) is the top most worry; others in the pecking order being – **global warming/ climate change (38%); overpopulation (31%); water pollution (30%); deforestation (29%); dealing with the amount of waste we generate (22%); poor quality of drinking water (18%),** among others.





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Indians holding the government accountable & favouring parties displaying environment consciousness

Interestingly, majority of Indians (**81%**) expect the govt to step up in taking actions on combating climate change. And 3 in 4 Indians (**75%**) will not vote for politicians with poor environment consciousness credentials.

Personal actions by Indians to offset impact of climate change

There are a multitude of actions given by urban Indians to mitigate further damage to the environment: avoid products with a lot of packaging (**60%**); recycle materials such as glass, paper and plastic (**59%**); avoid buying new goods, mend what they have or buy used products (**54%**); walk, cycle or use public transport, instead of driving a car (**54%**); eat fewer dairy products or replace dairy products with alternatives like soya milk (**54%**); not fly or replace some flights with train or bus journeys (**53%**); save energy at home by installing insulation or switching off lights (**52%**); save water at home by taking shorter showers or not watering the garden (**51%**); eating less meat or replacing the meat in some meals with alternatives such as beans etc (**38%**).

Technical note

The findings come from two surveys conducted by Ipsos on the Global Advisor online platform. One is a 14-country survey conducted April 16-19, 2020 among 28,029 adults aged 18-74 in Canada and the United States and 16-74 in Australia, Brazil, China, France, Germany, Great Britain, Italy, India, Japan, Mexico, Russia and Spain. The sample consisted of approximately 2,000+ individuals in each of the 14 countries.

The other is a 29-country survey conducted February 21 - March 6, 2020 among 20,590 adults aged 18-74 in the United States, Canada, Malaysia, New Zealand, South Africa, and Turkey and aged 16-74 in 23 other markets. The sample for this survey included approximately 1000+ individuals in each of Australia, Brazil, Canada, China (mainland), France, Germany, Great Britain, Italy, Japan, Mexico, Spain, Sweden, and the U.S.; and approximately 500+ individuals in each of Argentina, Belgium, Chile, Colombia, Hungary, India, Malaysia, the Netherlands, New Zealand, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, and Turkey.

The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.1 percentage points and of 500 accurate to +/- 4.5 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.

17 of the 29 countries surveyed online generate nationally representative samples in their countries (Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy,





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Japan, Netherlands, New Zealand, Poland, South Korea, Spain, Sweden and United States). Brazil, China, Chile, Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa and Turkey produce a national sample that is more urban & educated, and with higher incomes than their fellow citizens. We refer to these respondents as “Upper Deck Consumer Citizens”. They are not nationally representative of their country.

Weighting was employed in both surveys to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country Census data, and to provide results intended to approximate the sample universe.

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