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1 in 2 Urban Indians urge govt. to prioritize economic recovery from COVID19 over combating climate change: Ipsos World Earth Day 2021 global survey

Combating climate change a shared responsibility – of govt, businesses & citizens

New Delhi, April 22, 2021: April 22nd is World Earth Day. A new global survey by Ipsos shows at least 1 in 2 (52%) urban Indians believe, govt should be focusing on the economic recovery from COVID19, over combating climate change.

*“Right now, combating the second wave of COVID19 itself is overwhelming and not to forget the collateral impact on the economy, of both the 1st and the 2nd wave – urban Indians display discretion by urging govt to focus on the gargantuan pandemic and its economic damage over climate change challenges,” says **Amit Adarkar, CEO, Ipsos India.***

Combating Climate Change, Shared Responsibility

Urban Indians expect each stakeholder (govt, businesses and citizens) to step up – 65% urban Indians believe govt should play a responsible role in tackling climate change in order to avoid failing in the eyes of citizens; 68% urban Indians want businesses to combat climate change for the sake of their employees and customers; 69% urban Indians want individuals to combat climate change for the sake of future generations.

*“2021 is a super year for international environmental policy with major deals in progress on climate, biodiversity, food and oceans. There is consensus across stakeholders that only collective effort can provide the outcomes,” says **Amit Adarkar, CEO, Ipsos India.***

Top 3 behavioral changes urban Indians plan to adopt once COVID19 restrictions are lifted!

Top three behavioural changes urban Indians plan to make a way of life included: **49%** urban Indians say they will be doing what they can, to **avoid throwing away food (e.g. making a list before shopping, keeping track of what needs eating, using up leftovers)**; **46%** will be doing errands and journeys on foot or by bike rather than by car, e.g. their commute, school run, trips to the shops; and **46%** will be buying only what they really





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need, rather than shopping for clothes, shoes and other things for fun (online or in person).

*“Adoption of behavioral changes (on food, spending and commuting) could be the best decisions on combating climate change on World Earth Day,” added **Amit Adarkar, CEO, Ipsos India.***

Personal actions on Climate Change 2021

Urban Indians plan to do the following at an individual level: **Recycling materials such as glass, paper, and plastic (62%), avoiding products which have a lot of packaging (61%), walking, cycling or using public transport instead of driving a car or motorbike (60%); Avoiding buying new goods, for example mending what you have or buying used products instead (59%), Not flying, or replacing some flights with train or bus journeys (57%), Eating fewer dairy products or replacing dairy products with alternatives such as soya milk (56%), Saving water at home, for example by having shorter showers or not watering your garden/yard (54%), Eating less meat, or replacing the meat in some meals with alternatives such as beans (53%) and Saving energy at home, for example by installing insulation or switching off lights (52%).**

Methodology

The survey instrument is conducted monthly in 30 markets around the world via the Ipsos Online Panel system.

The markets reporting herein are Argentina, Australia, Belgium, Brazil, Canada, China, Chile, Colombia, France, Great Britain, Germany, Hungary, Hong Kong, India, Italy, Japan, Malaysia, Mexico, the Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Switzerland, Turkey, and the United States of America.

For the results of the survey presented herein, an international sample of 21,011 adults aged 18-74 in the US, Canada, Hong Kong, Malaysia, South Africa, and Turkey, and age 16-74 in all other markets, were interviewed. Approximately 1000+ individuals participated on a market-by-market basis via the Ipsos Online Panel with the exception of Argentina, Chile, Colombia, Hong Kong, Hungary, India, Malaysia, Mexico, the Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden, Switzerland and Turkey, where each have a sample approximately 500+. The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.





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17 of the 29 markets surveyed online generate nationally representative samples in their markets (Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, Switzerland and United States).

The samples in Brazil, Chile, mainland China, Colombia, Hong Kong, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa and Turkey are more urban & educated, and/or more affluent than the general population. We refer to these respondents as “Upper Deck Consumer Citizens”. They are not nationally representative of their market.

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