



PRESS RELEASE

Urban Indians and Global Citizens hold Conflict responsible for people displacement in Circa 2020, while the culprit was Climate Change: Ipsos Perils of Perception Survey on Environment Indians get it most right about environment friendly diets

New Delhi, May 18, 2021: Conflict or Climate Change? What caused more displacement of global citizens in Circa 2020?

The Ipsos Perils of Perception Survey on Environment, conducted in 30 global markets including India shows respondents wrongly perceived conflict as being the greater cause of internal displacement, while the actual cause was Climate Change. The US, France, China, and Japan were the markets that were exceptions and they got it right about climate change.

“Misperceptions are rife, and for most citizens they are the reality, which actually presents a distorted picture. The Perils of Perception highlights these misperceptions to make citizens access actual realities in shifting perceptions, so that real issues get the attention they deserve,” says Amit Adarkar, CEO, Ipsos India.

Environment friendly diets

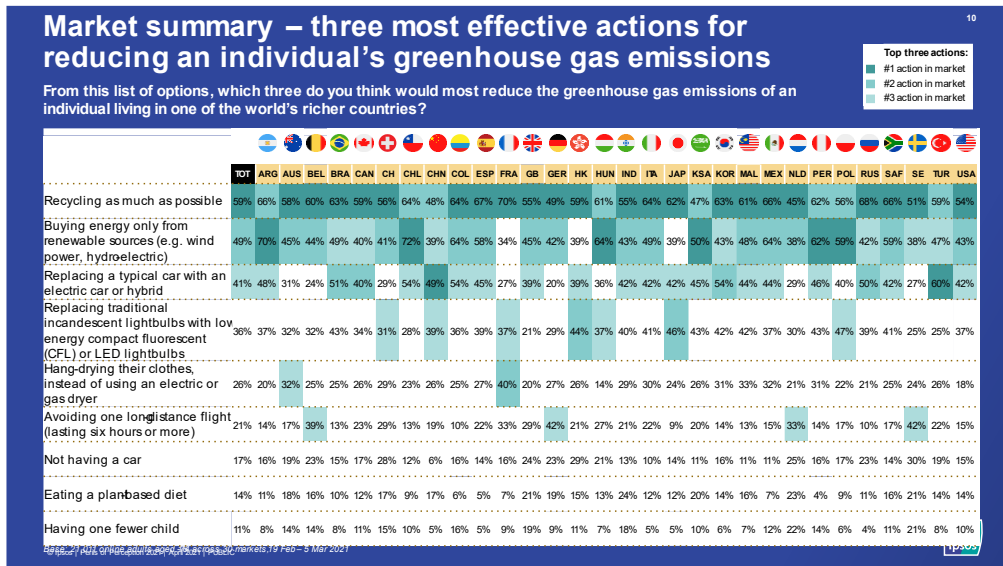
Indians got it most right about the most environment friendly diets. Almost 5 in 10 (47%) urban Indians believed a plant based diet (even if it included imported fruits) had lower green house emissions over a local diet (which included meats and dairy products). The global view was to the contrary and incorrect, with at least 6 in 10 (57%) believing locally produced foods including meats had lower green house emissions.

Actions that can reduce impact on environment?

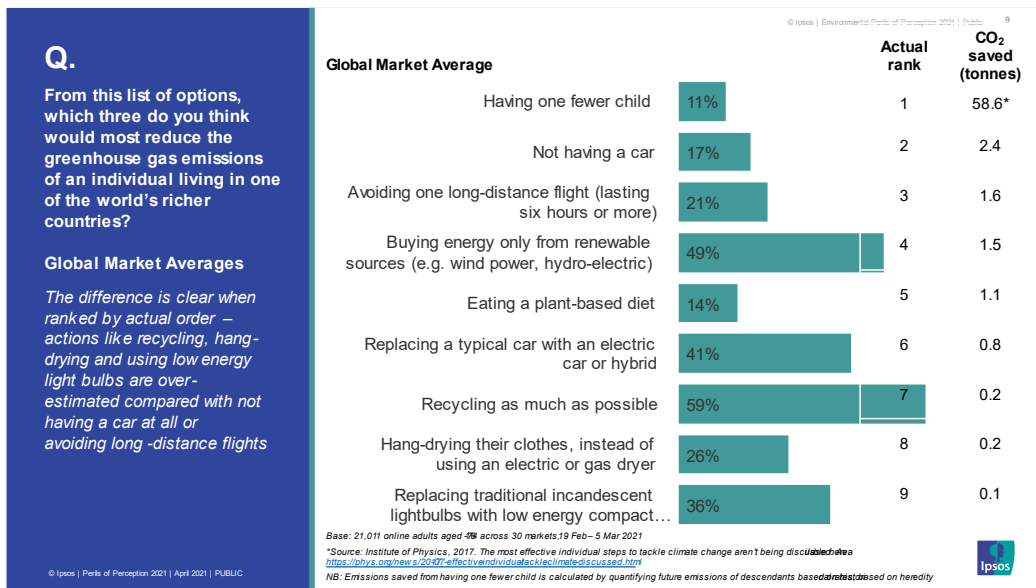
Both global citizens and Indians got it wrong, choosing - Recycling as much as possible, buying energy only from renewable sources (e.g. wind power, hydro-electric) and replacing a typical car with an electric car or hybrid.



PRESS RELEASE



Where as the right hierarchy was completely different





PRESS RELEASE

Methodology

These are the results of a 30-market survey conducted by Ipsos on its Global Advisor online platform. Ipsos interviewed a total of 21,011 adults aged 18-74 in the United States, Canada, Hong Kong, Israel, Malaysia, South Africa, and Turkey, and 16-74 in 24 other markets between Friday, February 19 and Friday, March 5, 2021.

The sample consists of approximately 1,000 individuals in each of Australia, Belgium, Brazil, Canada, mainland China, France, Germany, Great Britain, Italy, Japan, Spain, and the U.S., and 500 individuals in each 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.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, Switzerland, and the U.S. can be taken as representative of their general adult population under the age of 75.

The samples in Brazil, Chile, mainland China, Colombia, Hong Kong, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa, and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these markets should be viewed as reflecting the views of the more “connected” segment of their population.

The data is weighted so that each Market’s sample composition best reflects the demographic profile of the adult population according to the most recent census data.

“The Global Market Average” reflects the average result for all the markets and markets where the survey was conducted. It has not been adjusted to the population size of each Market or market and is not intended to suggest a total result.

Where results do not sum to 100 or the ‘difference’ appears to be +/-1 more/less than the actual, 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 of 1,000 accurate to +/- 3.5 percentage points and of 500 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.

About Ipsos Public Affairs

Ipsos Public Affairs is a non-partisan, objective, survey-based research practice made up of



PRESS RELEASE

seasoned professionals. We conduct strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

Ipsos has media partnerships with the most prestigious news organizations around the world. In Canada, the U.S., UK, and internationally, Ipsos Public Affairs is the media polling supplier to Reuters News, the world's leading source of intelligent information for businesses and professionals. Ipsos Public Affairs is a member of the Ipsos Group, a leading global survey-based market research company. We provide boutique-style customer service and work closely with our clients, while also undertaking global research.

ABOUT IPSOS

Ipsos is now the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers, or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

www.ipsos.com

GAME CHANGERS

In our world of rapid change, the need of reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder.
Ultimately, success comes down to a simple truth:

You act better when you are sure.

Ipsos
303, 3rd Floor, Vipul Square
B Block, Sushant Lok, Part 1
Gurgaon - 122003, Haryana
India
+91 01244692400

Madhurima Bhatia
Content & Media Relations Lead
madhurima.bhatia@ipsos.com
+91 9999318885

GAME CHANGERS

