

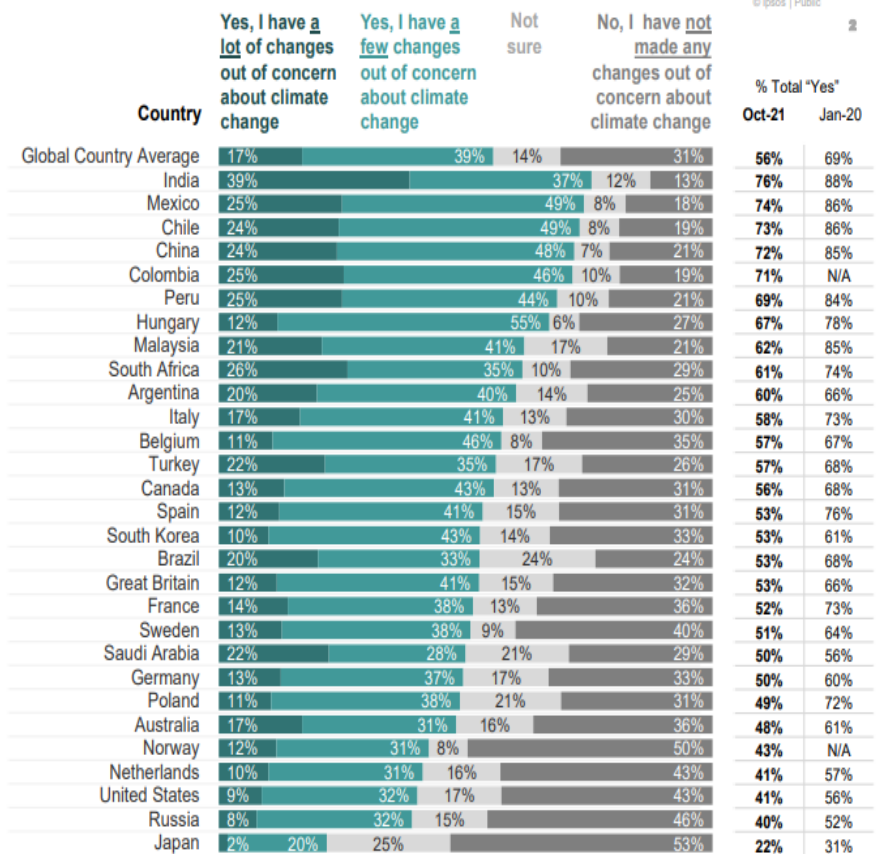
PRESS RELEASE

Concern for Climate Change makes Urban Indians buy and consume responsibly, but there is a decline in adoption over previous year: WEF-Ipsos Climate Change & Consumer Behavior Survey

New Delhi, Nov 08, 2021: The COP 26 Summit is being held in Glasgow between Nov 1-12, 2021, to take stock of Climate Change and with a renewed pledge by nations to reduce their carbon emissions. Ipsos conducted a survey in partnership with the World Economic Forum for COP26 and the survey shows that while global citizens and urban Indians say they have made changes around the products and services they buy and use, specifically out of concern for climate change, notably, the seriousness around them has receded over the previous year and we see a decline across markets, in their environment friendly choices. In fact, for India there is a 12% decline over the previous year.

Q.

Over the past few years, have you made any changes regarding the products and services you buy or use, specifically out of concern about climate change?





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*“Urban Indians display their sense of responsibility by adopting behaviors and consumption which are more environment friendly, at the same time the prolonged pandemic may have led to some bit of inadvertent laxity in being more conscious and that is why we see a drop of 12% in 2021,” says **Amit Adarkar, CEO, Ipsos India.***

Personal actions for Climate Change

Urban Indians have taken some personal actions out of sheer concern for climate change and some of the key actions include, **saving energy at home (37%), saving water at home (36%), avoiding throwing away of food (35%), buying more sustainable food (30%), buying fewer things (28%), recycling, sorting waste or composting (27%), avoiding products that have a lot of packaging (26%),** among others.

*“Some of these resources are constantly depleting and choosing minimalism and avoiding wastage are responsible actions, though urban centric. We have a burgeoning population and there is a strain on resources. So, recycling, responsible consumption become extremely imperative, though a monumental task,” added **Adarkar.***

About the Study

These are the results of a 29-country survey conducted by Ipsos on its Global Advisor online platform. Ipsos interviewed a total of 23,055 adults aged 18-74 in the United States, Canada, Malaysia, South Africa, and Turkey, 16+ in Norway, and 16-74 in 23 other markets between 24 September – 8 October 2021.

The sample consists of approximately 1,000 individuals in each of Australia, Belgium, Brazil, Canada, mainland China, France, Germany, Great Britain, Italy, Japan, Norway, Spain, and the U.S., and 500 individuals in each of Argentina, Chile, Hungary, India, Malaysia, Mexico, the Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden, and Turkey. The 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 taken as representative of their general adult population under the age of 75. The sample in Norway is representative of those 16+.

The samples in Brazil, Chile, mainland China, 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.

Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country Census data.





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

Where results do not sum to 100 or the difference appears to be plus or minus one point more or 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 plus or minus 3.5 percentage points and of 500 accurate to plus or minus 5.0 percentage points. For more information on the use of credibility intervals, please visit the Ipsos website.

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

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

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