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9 in 10 urban Indians polled expect India to ditch fossil fuels for more climate friendly and sustainable energy sources over next 5 years: WEF-Ipsos Sustainable Energy Survey

More number of urban Indians believe increasing energy prices will affect spending power

New Delhi, March 31, 2021: A new WEF-Ipsos 30-country Sustainable Energy survey shows at least 9 in 10 urban Indians (89%) expect India to shift from fossil fuels to more climate friendly and sustainable energy sources over the next five years. About 84% of the global citizens polled too endorsed similar views. The markets agreeing most were of South Africa (93%) and Peru (93%), respectively.

"The conventional sources of fuel are constantly depleting on one hand and on the other increasing our carbon footprint and global warming. Adoption of and conversion to more environment friendly and sustainable fuels is the quest for choosing alternate fuels for mobility," said Amit Adarkar, CEO, Ipsos India.

Soaring Fuel, electricity, energy prices impacting spending power?

At least 2 in 3 urban Indians polled (63%) agree increasing energy prices could affect spending power, as energy was being used for multifarious daily activities like transportation, heating or cooling our home, cooking, powering our appliances etc. 1 in 2 global citizens (55%) polled too believe soaring energy prices would affect their spending power. Markets that felt they would be most impacted included South Africa (79%), Japan (69%) and Turkey (69%).

Triggers for hike in energy prices?

Urban Indians pin it down to these factors triggering hike in fuel prices. 27% blame it on insufficient supply to meet increased demand; 24% believe it is due to the volatility in the oil and gas market; 24% feel it is because of the climate change policies; 16% attributed it to the geopolitical tensions, while 9% were undecided.

Global citizens believe the energy prices are increasing for various reasons: volatility in the oil and gas markets (28%); geopolitical tensions (25%); insufficient supply to meet increased demand





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(18%); and climate change policies (13%). 16% were undecided.

*"India is a highly populous market and most urban households prefer personal transport over public transport for mobility triggering a huge demand for fuel supplies and our dependence for crude supplies is on imports. Geopolitical tensions and factors affect our supplies and we end up paying higher prices per barrel. Alternate, cheaper fuels options are fewer and come with their own risks," added **Adarkar**.*

About the Study

These are the findings of a 30-country Ipsos survey conducted February 18 – March 4, 2022, among 22,534 adults aged 18-74 in the United States, Canada, Ireland (Republic), Malaysia, South Africa, and Turkey, and 16-74 in 24 other countries, via Ipsos's Global Advisor online survey platform.

Each country's sample consists of ca. 2000 individuals in Japan and the United States, ca. 1000 individuals in Australia, Brazil, Canada, China (mainland), France, Germany, Great Britain, Italy, and Spain, and ca. 500 individuals in Argentina, Belgium, Chile, Colombia, Hungary, India, Ireland, 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, Ireland, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, Switzerland, and the United States can be taken as representative of these countries' general adult population under the age of 75.

The samples in Brazil, Chile, China (mainland), Colombia, 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 country's sample composition best reflects the demographic profile of the adult population according to the most recent census data.

"The Global Country Average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country 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,





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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.





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

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

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