



PRESS RELEASE

Personal actions on World Earth Day - 2 in 3 Urban Indians will avoid products with excess packaging: Ipsos Global Earth Day 2022 Survey

New Delhi/ Mumbai, April 22, 2022: Urban Indians have identified top personal actions that they plan to adopt to lower the impact on climate change, on World Earth Day 2022, according to a global survey by Ipsos. The top actions include avoiding products with a lot of packaging (67%); recycling materials such as glass, paper and plastic (67%); walking, cycling or using public transport instead of driving a car or a mobike (65%); avoid buying new goods, mending and buying used products instead (65%) and saving water at home by taking shorter showers and avoiding watering garden and yard (64%).

"Consumers are actually consciously making informed choices of brands that use sustainable packaging. Further, single use plastics is more or less being rejected and recycling is the new mantra of the responsible urban Indian citizen," says Amit Adarkar, CEO, Ipsos India.

Global citizens too resolved to avoid products with excess packaging (58%), avoid buying new products (54%) and preserving water by taking shorter showers (52%).

Further, urban Indians said, in the next one year, they plan to adopt these significant changes in their lifestyle – first, recycling; second, fuel efficient driving practices (using the right gear and driving slowly) and third, more energy efficient cooling equipment using cleaner fuel or renewable energy.

Views split for Urban Indians on how much the Earth has warmed up since 1850 – 17% felt by 3-4 Celsius, while another 17% said by 1-1.75 Celsius. 12% felt by 2-2.75 Celsius.

Note to Editors:

- Ipsos interviewed a representative sample of 23,577 adults aged 16-74 in 30 different countries globally and 16-99 in Norway. Interviews were conducted using the Ipsos online panel system between 18 February – 4 March 2022. Data are weighted to match the profile of the population of this audience. All polls are subject to a wide range of potential sources of error.
- The countries reporting here in are Argentina, Australia, Belgium, Brazil, Canada, mainland China, Chile, Colombia, France, Great Britain, Germany, Hungary, India, Ireland, Italy, Japan, Malaysia, Mexico, the Netherlands, Norway, Peru, Poland, Russia, Saudi





PRESS RELEASE

Arabia, South Africa, South Korea, Spain, Sweden, Switzerland, Turkey and the United States of America.

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