



PRESS RELEASE

Urban Indians in better emotional and mental health in 2021 Versus 2020 when the pandemic broke out – Net scores have improved – WEF-Ipsos 1-year of COVID19 global survey

New Delhi, April 14, 2021: According to a new global survey by the World Economic Forum and Ipsos, to mark one year of COVID19, urban Indians are in better emotional and mental health in 2021 vis-à-vis 2020, when the pandemic broke out.

The Net scores which are the barometer for measuring the mental wellbeing of ‘% Worse’ from ‘% Improved’ has more markets showing positive mental health when compared to beginning of 2021 as opposed to when compared to one year ago, where only 3 markets of China, India, Saudi Arabia have displayed positive Net scores.

When you compare the Change in emotional and mental health vs. Beginning 2021, the Top Net Scorers of 2021 included the markets of **China (51%), Saudi Arabia (29%), India (41%), Australia (9%), Colombia (16%), Russia (3%), US (3%) and Argentina (10%) while the global net score was -4%.**

India is one of just three countries (mainland China and Saudi Arabia being the other two) where more adult netizens report an improvement in their emotional and mental health than a decline as compared to a year ago. And the Net scores (‘% Worse’ from ‘% Improved’) for these three countries are India (21%), China -mainland (28%) and Saudi Arabia (3%).





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CHANGE IN EMOTIONAL AND MENTAL HEALTH VS. BEGINNING 2021

Q. How has your emotional and mental health changed since the beginning of 2021?

On average across the 30 countries and markets surveyed, adults are only slightly more likely to say their emotional and mental health has gotten worse since the beginning of 2021 (27%) than to say it has improved (23%).

Adults who say their emotional and mental health has improved outnumber those who say it has worsened by at least 40 percentage points in China (51 points) and India (41 points).

Those who say their mental and emotional health has improved since the start of 2021 are most outnumbered by those who say it has worsened in Hungary (by 30 points), France (29 points), and Italy (26 points).

Base: 21,011 online adults aged 18+ across 30 markets

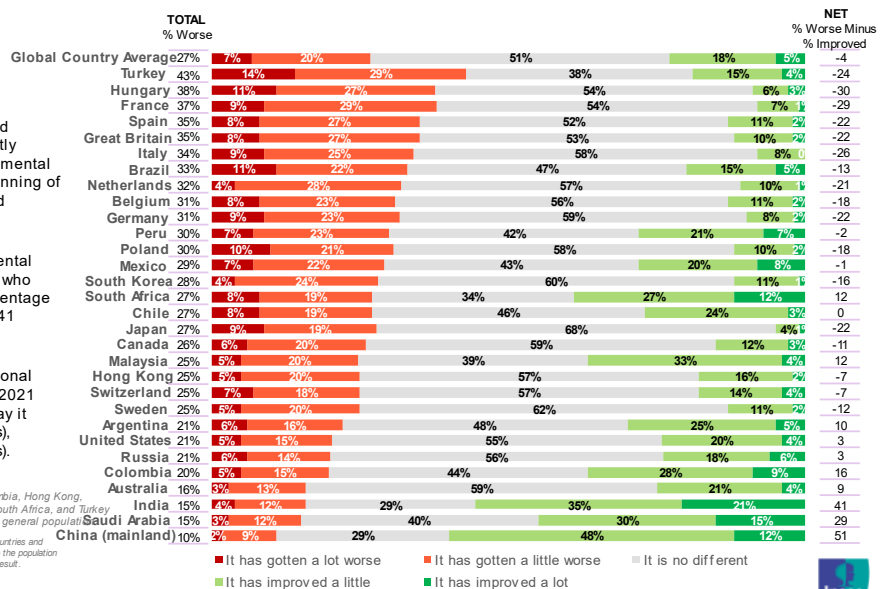
* Online samples in Brazil, Chile, mainland China, Columbia, Hong Kong.

India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa, and Turkey

tend to be more urban, educated, and/or affluent than the general population.

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.

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CHANGE IN EMOTIONAL AND MENTAL HEALTH VS. ONE YEAR AGO

Q. How has your emotional and mental health changed since the beginning of the pandemic about a year ago?

On average across the 30 countries and markets surveyed, 45% of adults say their emotional and mental health has gotten worse since the beginning of the pandemic about a year ago, three times the proportion of adults who say it has improved (16%)

In 11 countries, at least half report a decline in their emotional and mental health with Turkey, Chile and Hungary showing the largest proportions.

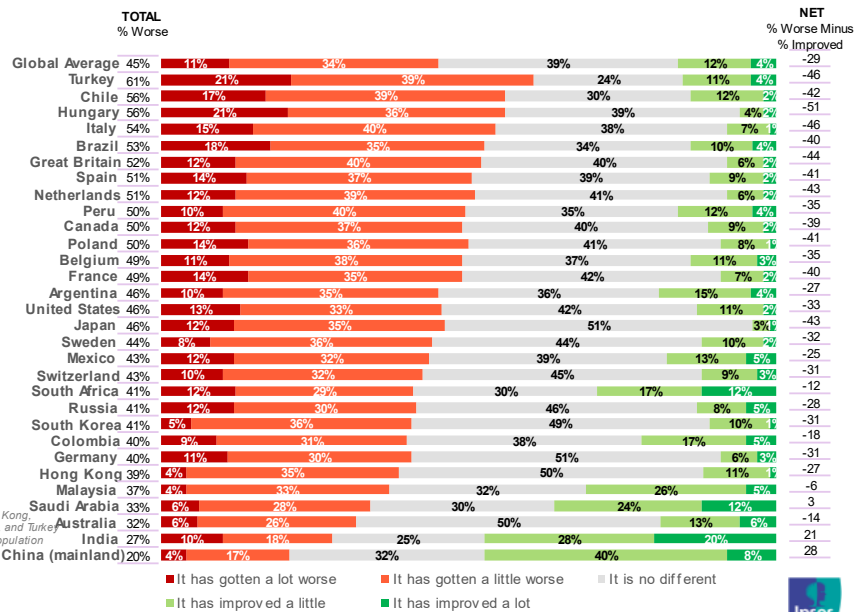
Only in mainland China, India, and Saudi Arabia do more adults report an improvement in their emotional and mental health than a decline.

Base: 21,011 online adults aged 18+ across 30 markets

* Online samples in Brazil, Chile, mainland China, Colombia, Hong Kong, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population

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 trend.

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“When COVID 19 struck in the beginning of 2020, its impact was unprecedented, and it led to widespread gloom, with no ray of hope and people were not sure of how to control the spread except for being very cautious of wearing mask, maintaining social distancing and washing of hands. For a short period of time in the beginning of 2021 the situation in India seemed to be in control (going by the number of daily active cases except in a few states). Added to the ray of hope and optimism of the Indian netizens, along with the security of the vaccine that is being rolled out, we are also seeing a fair proportion of people recover from the deadly virus and people are learning to live amid the nagging corona virus,” says **Amit Adarkar, CEO, Ipsos India**.

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Return to pre-COVID normal life?

Saudi Arabia, India, Russia and mainland China are most optimistic and believe, life could normalize within the next 12 months. While Japan on the contrary is most pessimistic with at least 80% of its citizens believing the pandemic could drag on beyond 12 months, disrupting normalcy. More than half the adults surveyed in France, Italy, South Korea, and Spain expect it will take longer and it could stretch beyond 12 months for life to return to normalcy. Views of global citizens were polarized.

How much longer for COVID 19 pandemic to be contained?

Indians are most optimistic globally with 81% believing the virus will be contained within the next 12 months. The Chinese too are optimistic and expect the virus to be contained in the next 12 months. Global citizens were seen to be divided in their views. And the markets most pessimistic, were found to be Japan and Sweden, who felt it could take longer to contain the corona virus, beyond 12 months.

“While the virus is back with a vengeance and we are in the midst of the second wave of COVID 19, with more daily active cases than any other country, the economic impact has been quite bad but Indians have shown resilience and they probably are hoping life would be normal sooner than later. With the enormous population, the vaccination drive itself could stretch for many months before there could be effective control. For urban Indians, their current preoccupation is with earning their livelihood and of holding onto their jobs. So, the optimism could be somewhat misplaced and what could help all of us, along with the vaccination drive is complying with appropriate COVID 19 behaviour and protocols,” added Adarkar.

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 United States, Canada, Hong Kong, 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, China (mainland), France, Germany, Great Britain, Italy, Japan, Spain, and



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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 these countries' general adult population under the age of 75.

The samples in Brazil, Chile, China (mainland), 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 countries 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.

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 knows 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 +/- 4.8 percentage points. For more information on the 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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