

PRESS RELEASE

Coronavirus and Unemployment top local & global worries: Ipsos What Worries the World global monthly survey, August 2021

New Delhi, August 26, 2021: According to the latest edition of the Ipsos What Worries the World global monthly survey, among 28 countries and 19,010 adults, **Coronavirus** and **Unemployment** continue to sit at the top as the two biggest worries, both for Urban Indians and Global Citizens. And while the worry levels are higher among Urban Indians versus Global Citizens, the overall sentiment of urban Indians is optimistic vis-à-vis global citizens with at least **63%** of the urban Indians polled believing India is moving in the right direction, while global citizens are pessimistic with **64%** believing their country is on wrong track.

Elaborating on the findings of the study, **Amit Adarkar, Ipsos India, CEO**, said, *“Urban Indians are a resilient bunch. While they too get baffled by these macro issues of the coronavirus and joblessness, but they do not let their spirits deflate in the process but adapt and trudge forward. At the local level, India has seen stern measures being taken to contain the virus via lockdowns and curfews. And the poor have been supported with free rations to overcome the difficult period of the pandemic. In May when the panic situation happened and there was an unusually high demand for O2, then Urban Indians too were in a precarious, unhappy situation and it reflected as a downbeat sentiment in this survey.”*

The markets most optimistic were of **Saudi Arabia (88%), India (63%) and Australia (55%)**. And the most pessimistic were **Columbia** and **Turkey** with **88%** and **87%** saying their country is on wrong track, respectively.

Top worries of Urban Indians & Global Citizens

Urban Indians and global citizens are beset with the coronavirus and unemployment the most and the other issues are further getting enhanced due to the impact of the long-term pandemic. The poor have been subsisting somehow, deeply impacted due to the pandemic. Even education continues to be impacted as children are not yet vaccinated.

Top worries of Urban Indians		% age	Top Worries of Global Citizens		%age
1	Coronavirus	47%	Coronavirus		37%
2	Unemployment	40%	Unemployment		31%
3	Financial & Political corruption	32%	Poverty & Social inequality		31%
4	Poverty & Social inequality	25%	Financial & Political corruption		29%
5	Education	21%	Crime & violence		25%



PRESS RELEASE

"Vaccination, social distancing protocols continue to be the buzzwords, till we complete mass immunization. Until then, it is status quo and no immediate reprieve from these worries," added Adarkar.

Technical note

The sample consists of approximately 1000+ individuals in each of Australia, Belgium, Brazil, Canada, France, Germany, Great Britain, Italy, Israel, Japan, Mexico, Spain, Sweden, and the US, and approximately 500+ individuals in each of Argentina, Chile, Colombia, Hungary, India, Malaysia, the Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, and Turkey. This 28-country Global Advisor survey was conducted between July 23rd and August 6th 2021 via the Ipsos Online Panel system among 19,010 adults aged 18-74 in Canada, Israel, Malaysia, South Africa, Turkey and the United States, and 16-74 in all 21 other countries. The "Global Country Average" reflects the average result for all the countries 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. The sample consists of approximately 1000+ individuals in each of Australia, Belgium, Brazil, Canada, France, Germany, Great Britain, Italy, Israel, Japan, Mexico, Spain, Sweden, and the US, and approximately 500+ individuals in each of Argentina, Chile, Colombia, Hungary, India, Malaysia, the Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, 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 US can be taken as representative of these countries' general adult population under the age of 75.

The precision of Ipsos online polls are 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 the Ipsos use of credibility intervals, please visit the Ipsos website. 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 publication of these findings abides by local rules and regulations.

About Ipsos

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

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000





PRESS RELEASE

clients across the world with 75 business solutions.

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

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

GAME CHANGERS

