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### Urban Indians fear high threat perception of macro events; have highest confidence in preparedness (across 28 markets) to offset them: Halifax-Ipsos 28 Nation Global Threats & Preparedness Survey

World became more dangerous over last year, but is getting better than worse is the majority view among Urban Indians

**New Delhi, November 24, 2021:** The Halifax-Ipsos 28 Nation Global Threats & Preparedness Survey identifies some of the top Global Threats feared by Urban Indians and Global Citizens in the next 12 months. Interestingly, Urban Indians are most confident of the preparedness to offset the threats in case they were to happen.

Urban Indians fear a host of global threats in the next 12 months: **Hacking for fraudulent or espionage purposes (81%), terrorist attack taking place (79%), a major health epidemic breaking out (78%), a major natural disaster occurring (76%), a violent conflict breaking out between ethnic or minority groups in the country (75%), a nuclear, biological or chemical attack taking place somewhere in the world (75%), country being involved in an armed conflict with another nation (72%), personal safety & security of oneself and family members being violated (72%).**

Notably, India emerged the most confident market in preparedness (across all 28 markets) reposing faith in the govt and the security agencies in their ability to tackle the threats in case they were to take place.

|   | List of Threats  | Threat Perception | Preparedness | Gap  |
|---|--|-------------------|--------------|------|
| 1 | Hacking for fraudulent or espionage purposes as the biggest threat | 81%               | 71%          | -10% |
| 2 | Terrorist attack taking place                                      | 79%               | 72%          | -7%  |
| 3 | A major health epidemic breaking out                               | 78%               | 72%          | -6%  |

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|   |   |     |     |     |
|---|---|-----|-----|-----|
| 4 | A major natural disaster occurring  | 76% | 71% | -5% |
| 5 | A violent conflict breaking out between ethnic or minority groups in your country | 75% | 69% | -6% |
| 6 | A nuclear, biological or chemical attack taking place somewhere in the world      | 75% | 68% | -7% |
| 7 | Country being involved in an armed conflict with another nation                   | 72% | 70% | -2% |
| 8 | Personal safety & security of oneself and family members being violated           | 72% | 68% | -4% |

Global figures were much stark in comparison.

|   | List of Threats  | Threat Perception<br>(Global country average) | Preparedness<br>(Global country average) | Gap<br>(Global country average) |
|---|--|---|--|---------------------------------|
| 1 | Hacking for fraudulent or espionage purposes as the biggest threat | 75%   | 45%                                      | -30%                            |
| 2 | Terrorist attack taking place                                      | 62%   | 47%                                      | -15%                            |

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|   |   |     |     |      |
|---|---|-----|-----|------|
| 3 | A major health epidemic breaking out  | 70% | 51% | -19% |
| 4 | A major natural disaster occurring  | 69% | 53% | -16% |
| 5 | A violent conflict breaking out between ethnic or minority groups in your country | 60% | 46% | -14% |
| 6 | A nuclear, biological or chemical attack taking place somewhere in the world      | 66% | 44% | -22% |
| 7 | Country being involved in an armed conflict with another nation                   | 46% | 46% | 0    |
| 8 | Personal safety & security of oneself and family members being violated           | 60% | 46% | -14% |

The world has become more dangerous over last year say 79% Urban Indians and 82% global citizens. But things are getting better than worse feel 79% Urban Indians. Global citizens show polarized views.

Commenting on the findings, **Amit Adarkar, CEO, Ipsos India** said, *“These dreadful global events are a threat not only to India, but to many nations and we have learnt to live with them, riding on caution and preparedness. This vigilance has come with a lot of experience of the past – of terror strikes, epidemics and natural calamities. Now we are better placed to cope with them.”*

### Methodology



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These are the results of a 28-market survey conducted by Ipsos on its Global Advisor online platform. Ipsos interviewed a total of 22,016 adults aged 18-74 in the United States, Canada, Malaysia, South Africa, and Turkey, and 16-74 in 23 other markets between Friday, September 24 and Friday, October 8, 2021. The sample consists of approximately 1,000 individuals in each of Australia, Belgium, Brazil, Canada, mainland China, France, Germany, Great Britain, Italy, Japan, Spain, and the U.S., and 500 individuals in each of Argentina, Chile, Colombia, 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 samples in Brazil, Chile, mainland China, 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 countries 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, 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 regulation.

### About Ipsos Public Affairs

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ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

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