



## PRESS RELEASE

### Joblessness top concern of Urban Indians in October 2021: Ipsos What Worries the World global monthly survey

**New Delhi, November 01, 2021:** Joblessness (Unemployment) is the top concern of Urban Indians in October 2021.

For global citizens their top worry is of **Poverty and Social Inequality**.

Interestingly, concern around COVID19 has receded both for global citizens and Urban Indians. It sat on top as the top worry of global citizens (28 markets including India) for 18 months!

So, what worries Urban Indians? And global citizens?

Top concerns of Urban Indians included, **unemployment (42%), coronavirus (35%), financial & political corruption (30%), poverty and social inequality (26%), crime and violence (24%), education (20%)**, among others.

For global citizens, the top concerns included, **poverty and social inequality (33%), unemployment (30%), coronavirus (29%), financial and political corruption (29%), crime and violence (27%)**, etc.

*"Our biggest issue is of joblessness and it remains a major area of concern for most Urban Indians. Job creation and job openings need to keep pace with expectations. Right now, there is a disconnect. But there is this happy tiding in the form of worry around the coronavirus receding which could lead to more return to normalcy and for the job market to look up. Graft and social inequality are other concerns for citizens," said Amit Adarkar, CEO, Ipsos India.*

#### Countries in right direction; on wrong track

The survey shows that majority of Urban Indians (68%) believe India is moving in the right direction. India is 2nd in pecking order in optimism, Saudi Arabia remains most optimistic (83%).

Global citizens stay circumspect with 64% believing their country is on wrong track. And the markets most downbeat were of Colombia (90%), Peru (83%) and Argentina (82%).

*"The biggest upside of Urban Indians is their never say die attitude. Despite the worries and hardships, they always believe the tide will turn, and it does. They do not give up mid way," added Adarkar.*





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### Technical note

Ipsos' What Worries the World survey is conducted in 28 countries around the world via the Ipsos Online Panel system. The countries included are Argentina, Australia, Belgium, Brazil, Canada, Chile, Colombia, France, Great Britain, Germany, Hungary, India, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States.

21,516 online interviews were conducted between September 24<sup>th</sup> to October 8th 2021 among adults aged 18-74 in the US, South Africa, Turkey, Israel and Canada and age 16-74 in all other countries. Data are weighted to match the profile of the population.

In 16 of the 28 countries surveyed internet penetration is sufficiently high to think of the samples as representative of the wider population within the age ranges covered: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Israel, Italy, Japan, Poland, South Korea, Spain, Sweden, Great Britain, and the United States. The remaining 11 countries surveyed: Brazil, Chile, Colombia, India, Malaysia, Mexico, Netherlands, Russia, Peru, Saudi Arabia, South Africa and Turkey have lower levels of internet penetration and so these samples should instead be considered to represent a more affluent, connected population. These are still a vital social group to understand in these countries, representing an important and emerging middle class.

The Global score reflects the "Global Country Average": 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.

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GAME CHANGERS





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“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

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