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### Unemployment, graft and penury top preoccupations of Urban Indians in November: Ipsos What Worries the World global monthly survey

**New Delhi, November 26, 2021:** According to the November wave of the Ipsos What Worries the World, global, 28 market survey, Urban Indians are most concerned about Unemployment, graft and poverty/ social inequality. Worry around COVID19 has further receded and it is now 4th biggest worry in the pecking order, from earlier of most overriding worry.

For global citizens too economic and financial worries take centre stage.

So, what worries **Urban Indians & Global Citizens?**

	Local Worries (of Urban Indians)	Global Worries (Global country average)
1	Unemployment (44%)	Poverty & social inequality (32%)
2	Financial/ political corruption (29%)	Unemployment (30%)
3	Poverty & social inequality (29%)	Coronavirus (28%)
4	Coronavirus (28%)	Financial/ political corruption (28%)
5	Crime & violence (25%)	Crime & violence (27%)

*“Unemployment, graft and penury are the biggest worries of urban Indians in November. While the job market is opening up and there are job opportunities emerging, there is still a large number of workforce jobless due to the collateral impact of the 2-year old pandemic and lockdowns. Corruption and poverty are two glaring issues that urban Indians feel need attention. Poverty and social inequality, more so among the masses. Normalcy is returning, but recovery seems to be more long drawn than anticipated,” says **Amit Adarkar, CEO, Ipsos India.***

#### India 2nd most optimistic market



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India (63%) is the second most optimistic market, after Saudi Arabia (86%), with tech savvy, connected citizens firmly believing the country is moving in the right direction – though it has slipped by 5% age points over October.

The most pessimistic markets feeling their country is on the wrong track included Colombia (87%), Peru (84%) and South Africa (83%). The global country average had only 35% citizens believing their country is on right track.

### Coronavirus woes

The markets most perturbed about the coronavirus included: Malaysia (51%), South Korea (49%) and Japan (43%). India was placed 15th in the pecking order (28%). And the markets least worried about COVID19 were Sweden (8%), Argentina (9%) and Colombia (10%).

*“Increased inoculation and the infections bottoming-out have resulted in positively impacting the psyche of urban Indians. Anxiety has paved way for much sobering,” added Adarkar.*

### 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.

19,021 online interviews were conducted between October 22nd 2021 and November 5th 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.





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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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