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### 7 in 10 Urban Indians believe India is moving in right direction: Ipsos What Worries the World global monthly survey (December)

2 in 3 global citizens believe their country is on wrong track

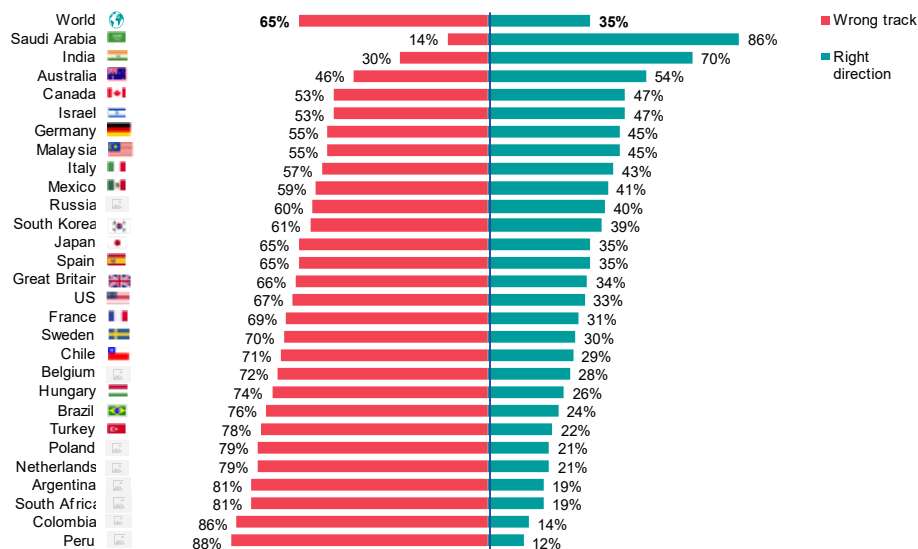
UNEMPLOYMENT REMAINS INDIA'S TOPMOST WORRY

Coronavirus becomes No.1 global worry once again in December, after being unsaddled last month

**New Delhi, December 24, 2021:** According to the latest report of the Ipsos What Worries the World global survey, in December, we have at least 7 in 10 (70%) Urban Indians believing that India is moving in the right direction. India is placed 2nd in the pecking order in optimism, Saudi Arabia comes up tops with at least 86% of its citizens polled believing their country is moving in the right direction. At least 65% of the global citizens were downbeat about the prospects of the country and Peru (88%) and Colombia (86%) were most pessimistic believing their respective countries were on wrong track.

## RIGHT DIRECTION VS. WRONG TRACK MONITOR

**Q Would you say things in this country are heading in the right direction, or are they off on the wrong track?** (December 2021)



Across the 28 nations surveyed, 65% on average say that things in their country are on the wrong track while 35% think they are heading in the right direction, unchanged from November.

Peru has the largest proportion of respondents saying that their country is heading in the wrong direction (88%), replacing Colombia (now 86%) as the most pessimistic country.

Israel sees the largest increase in optimism this month (12 points), becoming the fifth most positive country surveyed. Meanwhile, Italy sees a 4-point rise in those saying things are heading in the right direction.

Elsewhere, those in the Netherlands saying things are on the "wrong track" increases by 12 points, making it the fifth most pessimistic country surveyed.

**Base:** Representative sample of 19,003 adults aged 18+ in 28 participating countries, November 19th 2020 to December 3rd 2021.  
**Source:** Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.



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**Amit Adarkar, CEO, Ipsos India,** *elaborating on the positive sentiment among Indians attributed it to the bounce back and the reopening and a resurgence in consumer spending and moving towards normalcy. “The survey is about governance and our cautious approach in the last few months has led to increased vaccination and mass reductions in community transmissions and this is reflected in high optimism among urban Indians. But Omicron has hit our market and the numbers are going up. Stringent Covid protocols will need to be the order of the day to tackle the virus in the initial stages.”*

### World Worries Vs India Worries

Coronavirus has once again emerged as the no.1 global worry due to the spread of Omicron and the number of cases of infections going up, esp. in Europe. Even for India Coronavirus is among the top 3 worries and has climbed by a notch in worry levels as compared to last month.

	WORLD WORRIES	OVER LAST MONTH	INDIA WORRIES	OVER LAST MONTH
1	Coronavirus (32%)	+4%	Unemployment (41%)	-3%
2	Poverty & Social Inequality (31%)	-1%	Financial/ political corruption (29%)	-
3	Financial & political corruption (28%)	-	Coronavirus (29%)	+1
4	Unemployment (28%)	-2%	Crime & violence (25%)	-
5	Crime & violence (27%)	-	Poverty & social inequality (25%)	-4%

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*“These top issues emerging for India - unemployment, financial & political corruption and coronavirus will need maximum focus to mitigate their impact,” added **Adarkar**.*

### Coronavirus worries these markets most

The Coronavirus worries Malaysia most (53%) (+2) and has climbed up by 2% over the previous month. The figures for some markets are very stark where worry levels in December as compared to Nov have drastically shot up: Netherlands (52%) +19%; Germany (51%) +23%; South Korea (47%) -2%; and Belgium (44%) +16%.

India is placed 18th in the pecking order among 27 markets.

### 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.*

*19,003 online interviews were conducted between November 19<sup>th</sup> and December 3<sup>rd</sup> 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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