



PRESS RELEASE

Coronavirus No.1 worry of urban Indians & global citizens in February 2022: Ipsos What Worries the World global monthly survey

Optimism levels boost by 4% over Jan – India remains 2nd most optimistic market among 28 markets

New Delhi, February 25, 2022: The Coronavirus (COVID19) has emerged the No.1 worry of urban Indians and global citizens in February 2022 as per the Ipsos What Worries the World global monthly survey, conducted in 28 markets, among 19,022 netizens. Last month, Unemployment was the top worry of Urban Indians and worry levels for COVID19 have increased by 6% in February. Even for unemployment, we are seeing a 2% surge in worry levels in Feb, over January 2022.

Commenting on the top worry, **Amit Adarkar, CEO, Ipsos India** said, *“Restrictions are easing, the common man is learning to live with the virus and job opportunities are also increasing. But let’s face it, the coronavirus has not gone away completely and so worry levels continue to stay. While elections are major events and it is important for commercial places to function, crowds still should follow all safety measures of social distancing and masking up, to avoid infections from going up. Also, the job market needs to keep pace with the demand.”*

Global Worries Vs Local Worries

The survey shows that global citizens worry most about **covid19 (33%), poverty and social inequality (31%) and unemployment (29%)**; while urban Indians worry about the **coronavirus (43%), unemployment (40%) and financial and political corruption (28%)** the most.

“Our survey highlights the macro issues by markets, of what perturbs the citizens to enable govts to prioritize them over others,” adds Adarkar.

Optimism levels boost by 4% in February 2022

India continues to be the 2nd most optimistic market **(75%)** after **Saudi Arabia (84%)**. Interestingly, we are seeing a 4% surge in optimism levels in February over the previous month.

“India is opening up and life is limping back to normal. This is increasing the positive outlook for the future,” said Adarkar.





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Some markets continue to be downbeat. Esp. **Peru (14%)** and **Colombia (16%)**.

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Full results are available at: <https://www.ipsos.com/en/what-worries-world-february-2022> from Friday 25th February at 11am GMT.

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.

19,022 online interviews were conducted between January 21st 2022 - February 4th 2022 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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