



PRESS RELEASE

Unemployment No.1 worry of Urban Indians for 11 months consecutively: Ipsos What Worries the World Survey

Inflation top global worry for 5 months consistently

India slips to 3rd spot in optimism, overtaken by Indonesia in 2nd spot, though bucks global trend of pessimism

New Delhi/ Mumbai, August 23, 2022: Urban Indians are worrying about **unemployment (37%)** in August 2022, the most and unemployment has stayed well entrenched as the top worry for straight 11 months consistently (since Oct 2021; earlier it the Coronavirus). With **financial and political corruption (31%)** and **crime and violence (25%)** as the other two top worries in August 2022. Close on the heels were some of the other worries of **poverty and social inequality (23%)**, **inflation (20%)** and **coronavirus (19%)**. Global citizens on the the other hand, were more beset and concerned about **Inflation (39%)** the most, alongwith the other worries of **poverty and social inequality (31%)**, **unemployment (27%)**, **crime and violence (26%)** and **financial and political corruption (25%)**.

These are the findings of the **Ipsos What Worries the World**, global monthly survey that tracks public opinion on the most important social and political issues across 28 countries, highlighting top concerns and also captures the overall views of participants on whether they believe their country is headed in the right direction or not. The survey covers a sample size of 21,515 adults.

Amit Adarkar, CEO, Ipsos India, commenting on the findings said, *"In August 2022, urban Indians continue to be distressed about unemployment. With the corporate world still emerging and recovering from the prolonged impact of the pandemic, job creation is not keeping pace with the employment demand. With the global slowdown of the economy due to the Ukraine war, the pace of growth is subdued for most businesses. The pandemic has increased the divide between the haves and the have nots, and so corruption and crime rates are also increasing and so is social inequality. Ergo, those polled, are placing corruption and crime ahead of inflation and coronavirus. Which local administrations need to take serious note of. Maybe our priorities are warped, some of the more glaring issues are not getting the right attention."*

Inflation, global no.1 worry, is stark in pockets

Inflation remains the No1 global worry for 5 consecutive months. People have been concerned about rising prices and Argentina remains most concerned.

In August, 11 countries have inflation as their top worry. This includes Argentina, Australia, Canada, France, Germany, Great Britain, Poland, South Korea, Turkey, and the US. Saudi Arabia has now joined this list.

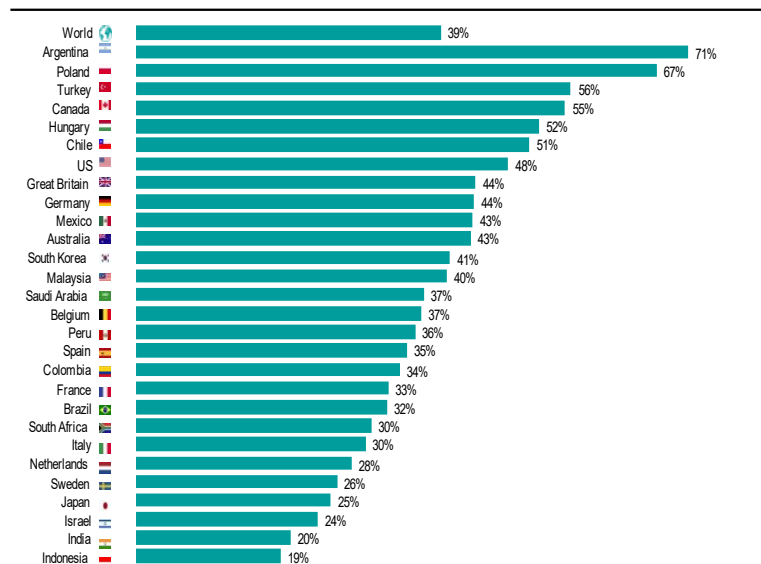
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Due to timely steps by the government, inflation is a lesser worry in India and among the 28 global markets covered, India is way below in the pecking order.

“Cost of living and inflation is also a worry in India, but right now it is manageable and has not reached alarming proportions,” stated Adarkar.

Country Comparison

1 | INFLATION



12 - © Ipsos | What Worries the World

Base: Representative sample of 19,508 adults aged 16 in 28 participating countries, July 22nd 2020 to August 5th 2022.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.

Filter: Country: World | Current Wave: Aug 22



India among top 3 optimistic markets. Cedes 2nd spot to Indonesia

Global citizens continue to remain gloomy about the prospects of their countries. 65% believe their country is on wrong track. While India continues to be optimistic with 72% of urban Indians polled believing, India is moving in the right direction. Though India has slipped to the 3rd spot in August, after months of being placed 2nd, being overtaken by Indonesia with 77% of their citizens believing, their country is on right track. Saudi Arabia continues to hold onto its pole position with 92% of the citizens being their country is on right track (inflation fears notwithstanding). The markets most pessimistic were, Argentina (91%), South Africa (90%) and Peru (90%). Majority of their citizens believing their country is on wrong track.



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Current Economic Situation

Across 28 countries, only a third of people say the current economic situation in their country is good (33%), while two-thirds say it's bad (67%). 97% of Saudi Arabians and 78% of urban Indian citizens believe the economic situation is good in their country. Argentina had only 5% showing confidence in their economy.

*"The Indian economy while has been impacted by the global slowdown, it continues to grow backed by strong domestic consumption," said **Adarkar**.*

How we did it.

This 28-country Global Advisor survey was conducted between July 22nd, 2022, and August 5th, 2022, via the Ipsos Online Panel system among 19,508 adults aged 18-74 in Canada, Israel, Malaysia, South Africa, Turkey and the US, aged 20-74 in Indonesia, and 16-74 in all 21 other countries. The "Global Country Average" reflects 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. The sample consists of approximately 1000+ individuals in each of Australia, Belgium, Brazil, Canada, France, Germany, Great Britain, Italy, Israel, Japan, Mexico, Spain, Sweden, and the US, and approximately 500+ individuals in each of Argentina, Chile, Colombia, Hungary, India, Indonesia, Malaysia, the Netherlands, Peru, Poland, Saudi Arabia, South Africa, South Korea, 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 US can be taken as representative of these countries' general adult population under the age of 75.

The samples in Brazil, Chile, Colombia, India, Indonesia, Malaysia, Mexico, Peru, Saudi Arabia, South Africa, and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these markets should be viewed as reflecting the views of the more "connected" segment of these populations. Weighting has been employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent census data.

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 the Ipsos use of credibility intervals, please visit the Ipsos website. 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 knows or not stated responses. The publication of these findings abides by local rules and regulations. The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and the US can be taken as representative of these countries' general adult population under the age of 75.





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About Ipsos Public Affairs

Ipsos Public Affairs is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

Ipsos has media partnerships with the most prestigious news organizations around the world. In Canada, the U.S., UK, and internationally, Ipsos Public Affairs is the media polling supplier to Reuters News, the world's leading source of intelligent information for businesses and professionals. Ipsos Public Affairs is a member of the Ipsos Group, a leading global survey-based market research company. We provide boutique-style customer service and work closely with our clients, while also undertaking global research.

ABOUT IPSOS

Ipsos is now the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers, or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

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

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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GAME CHANGERS

In our world of rapid change, the need of reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security,





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simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder.
Ultimately, success comes down to a simple truth:

You act better when you are sure.

