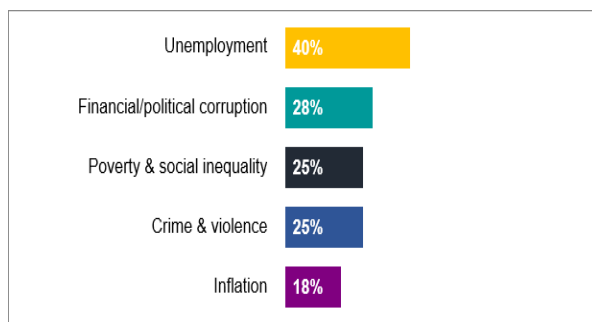


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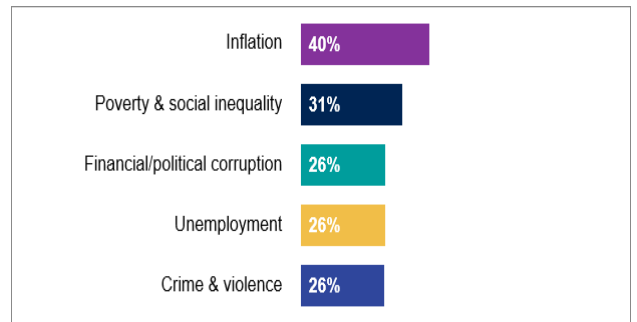
### Unemployment top worry for 4 in 10 Urban Indians in September; stays top issue for 12 months in a row: Ipsos What Worries the World Global Survey

**New Delhi/ Mumbai, September 29, 2022:** The September 2022 wave of the **Ipsos What Worries the World** global survey shows that at least **4 in 10 urban Indians (40%)** polled are most concerned about Unemployment, and this issue has remained their top worry for a year now. And in September, it has further surged by 3% (from the August figure of 37%). The other top worries bothering urban Indians included: Financial and Political Corruption (28%), Poverty and Social Inequality (25%), Crime and Violence (25%), Climate Change (18%) and Inflation (18%). The global citizens polled, on the contrary were distressed about Inflation the most, with at least 4 in 10 rating it as their top worry (40%); the other worries included, Poverty and Social Inequality (31%), Financial and Political Corruption (26%), Unemployment (26%) and Crime and Violence (26%).

#### India's Worries



#### World Worries



**Base:** Representative sample of 19,524 adults aged 16-74 in 29 participating countries

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

The Ipsos What Worries the World survey tracks public opinion on the most important social and political issues across 29 countries, today, drawing on over 10 years of data to place the latest scores in context.

**Amit Adarkar, CEO, Ipsos India**, elaborating on the findings said, *"The prolonged and stretched impact of the pandemic wiped out many jobs, rendering a large number of the workforce jobless. With the reopening, while the jobs are being added, they are nowhere close to the expectations. Job creation needs to be the prime focus to address the quantum demand. Further, all issues dominating the minds of urban Indians and perturbing them, unless mitigated, will only aggravate. Inflation too has landed among the top five list. And*

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*with War in Ukraine impacting global economies, India is not decoupled from the impact."*

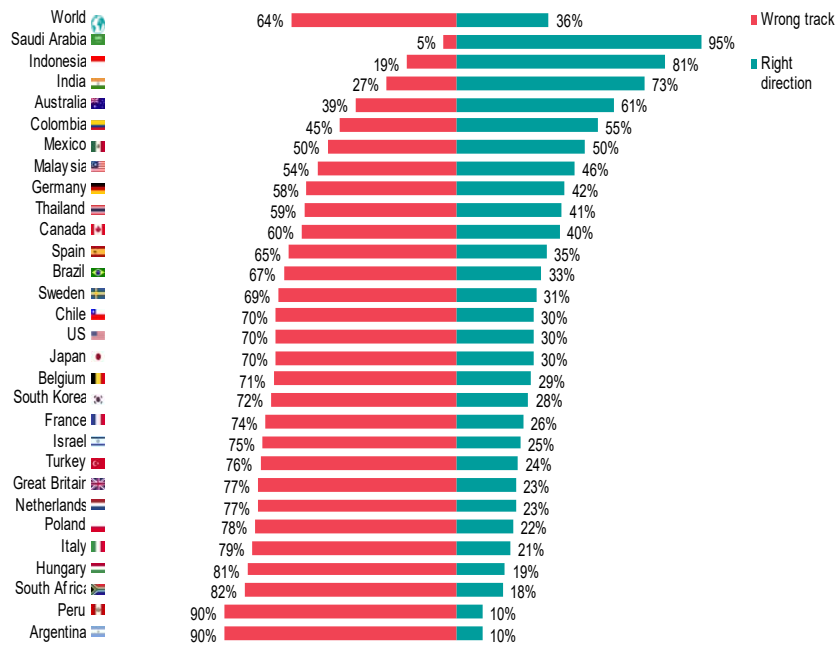
### India stays bouyant ; most global markets downbeat

Despite the niggling worries, Indians' optimism stays ship shape, with at least 73% of those polled believing, the country is moving in the right direction. Preceded by Indonesia (81%) and Saudi Arabia (95%), which continues to hold onto its pole position in optimism. The markets most downbeat were Argentina (90%), Peru (90%) and South Africa (82%), with most of their citizens pessimistic and saying their country is on wrong track.

Majority of the markets polled were seen to be downbeat about the future.

## 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? (September 2022)



**Base:** Representative sample of 19,524 adults aged 18+ in 29 participating countries.  
**Source:** Ipsos Global Advisor Global score is a Global Country Average. See methodology for details.  
 Filter: Country: World | Current Wave: Sep 22





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### How we did it

This 29-country Global Advisor survey was conducted between August 26<sup>th</sup>, 2022, and September 9<sup>th</sup>, 2022, via the Ipsos Online Panel system among 19,524 adults aged 18-74 in Canada, Israel, Malaysia, South Africa, Turkey, and the United States, 20-74 in Indonesia and Thailand, 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, Thailand, 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, Thailand, 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.

### About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the





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actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP [www.ipsos.com](http://www.ipsos.com)

