



## PRESS RELEASE

**Urban Indians worry about unemployment, corruption, crime, poverty, and climate change in October 2022: Ipsos What Worries the World Survey**  
2 in 10 Indians worry about inflation, but India placed last among 29 markets in Inflation worry

India overtakes Indonesia to emerge 2nd most positive market

**New Delhi/ Mumbai, October 28, 2022:** The October wave of the monthly Ipsos *What Worries the World* survey shows urban Indians are most worried about **unemployment (39%), financial and political corruption (27%), crime and violence (25%), poverty, and social inequality (22%) and climate change (22%)**. Interestingly, while **2 in 10** of urban Indians were worried about **inflation (21%)**, India was placed last among 29 markets in its worry around inflation.

Global citizens on the contrary named inflation their no.1 issue (42%) with a 2% increase over the previous month. The other issues being poverty and social inequality (32%), unemployment (27%), crime and violence (26%) and financial and political corruption (26%).

Elaborating on the findings of the Ipsos *What Worries the World* survey that tracks public opinion on the most important social and political issues across 29 countries today, drawing on over ten years of data to place the latest scores in context, **Amit Adarkar, CEO, Ipsos in India** said, *"India is still reeling under the collateral impact of the prolonged coronavirus and global slowdown of the economy due to the war in Ukraine, which are impacting jobs, leading to rise in corruption, crime and social inequality. Even the inflation impact is manifesting itself though India is better placed than its global counterparts due to the govt's steps to keep the fuel prices in check. Floods and adverse climate impact is making urban Indians worry about climate change. These issues need to be addressed by the govt first."*

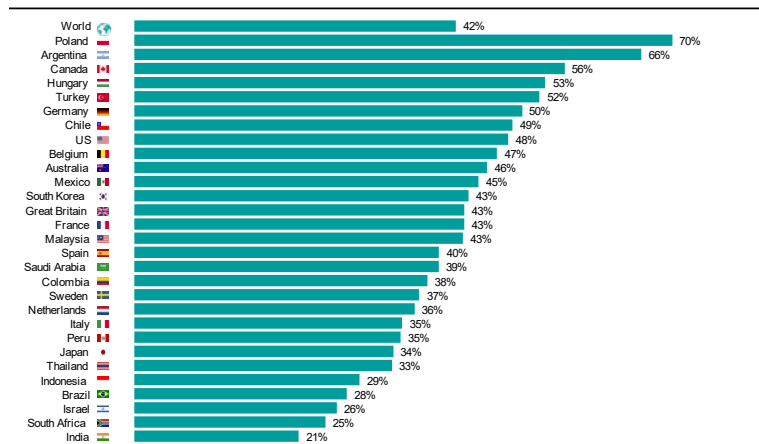
*"India has pipped Indonesia to emerge the 2nd most positive market, with majority of urban Indians believing India is on the right track, showing overall the mood is quite optimistic unlike that of global citizens. Diwali, the festival of lights, would have further boosted the optimism," added Adarkar.*



# PRESS RELEASE

## 1 | INFLATION

### Country Comparison



Inflation is the number one concern globally with over four in ten (42%) choosing it as one of the biggest worries affecting their country. With a 2pp increase since September, the figure for inflation has now risen for the 15<sup>th</sup> consecutive month.

Worry about rising prices has more than doubled since the beginning of the year, when 20% considered it a problem. (This time last year only 16% picked inflation as a worry). Six countries have more than one in two people choosing inflation and this rises to two-thirds in Argentina. Poland's concern for inflation (70%) is now higher than its worry for Covid was at its peak in 2020.

This October, 13 countries have inflation as their number one worry: Argentina, Australia, Belgium, Canada, France, Germany, GB, Hungary, Poland, Saudi Arabia, South Korea, the US, and Turkey.

12 - © Ipsos | What Worries the World Base: Representative sample of 30,506 adults aged 16 in 29 participating countries, September 23rd 2022 to October 7th 2022. Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Filter: Country: World | Current Wave: Oct 22

The survey also captures optimism and pessimism level of citizens vis-à-vis their countries. **India overtakes Indonesia to emerge 2nd most positive market; majority of global citizens feel negative about their market**

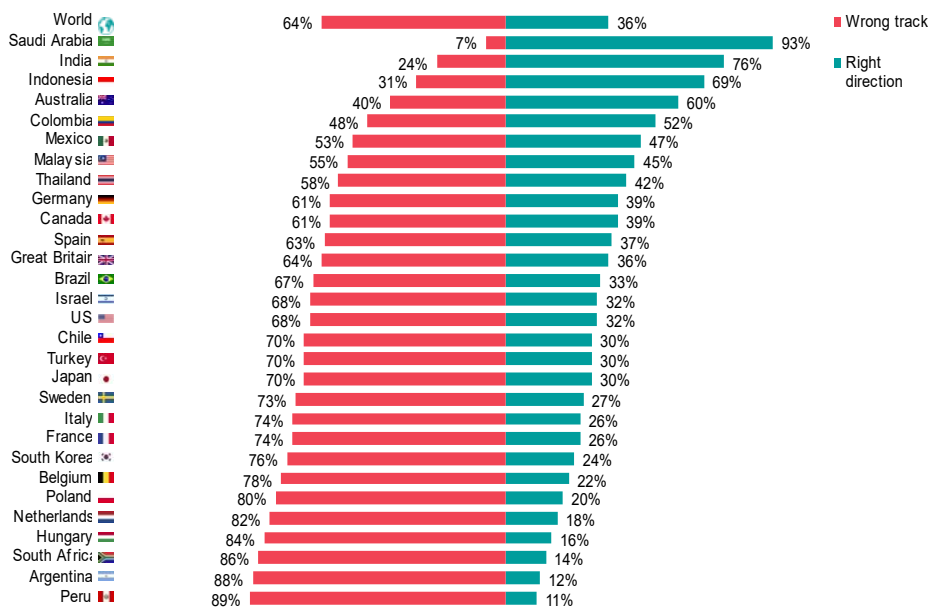
The survey further shows **India** has displaced Indonesia from the 2nd spot to emerge the 2nd most positive country with **76%** urban Indians believing their country is moving in the right direction. **Saudi Arabia** held on to its pole position to remain the world's most positive market with **93%** of its citizens believing their country is on the right track.

While **64% of global citizens** polled felt their country was on the wrong track.

## PRESS RELEASE

### 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? (October 2022)



The global average of those who think their country is headed in the right direction is unchanged this month. More than one in three (36%) say their country is headed in the right direction, and 64% say things are on the wrong track.

Saudi Arabia remains most positive (93%), with India (76%) overtaking Indonesia on 69% (-12pp on September).

Peru (where 11% say things are moving in the right direction) and Argentina (12%) are the least optimistic with little change from last month.

Turkey has seen steady increases in the right direction since August, seeing +6pp for three months in a row.

**Base:** Representative sample of 30,506 adults aged 18-74 in 29 participating countries, September 23rd 2022 to October 7th 2022.  
**Source:** Ipsos Global Advisor Global score is a Global Country Average. See methodology for details.  
**Filter:** Country: World | Current Wave: Oct 22

This 29-country Global Advisor survey was conducted between September 23rd, 2022, and October 7th 2022 via the Ipsos Online Panel system among 30,506 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 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



## PRESS RELEASE

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 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)

