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### 2 in 3 urban Indians believe India is moving in right direction in August 2023 (improvement seen over last month): Ipsos What Worries the World

India 3<sup>rd</sup> most optimistic market, after Singapore & Indonesia

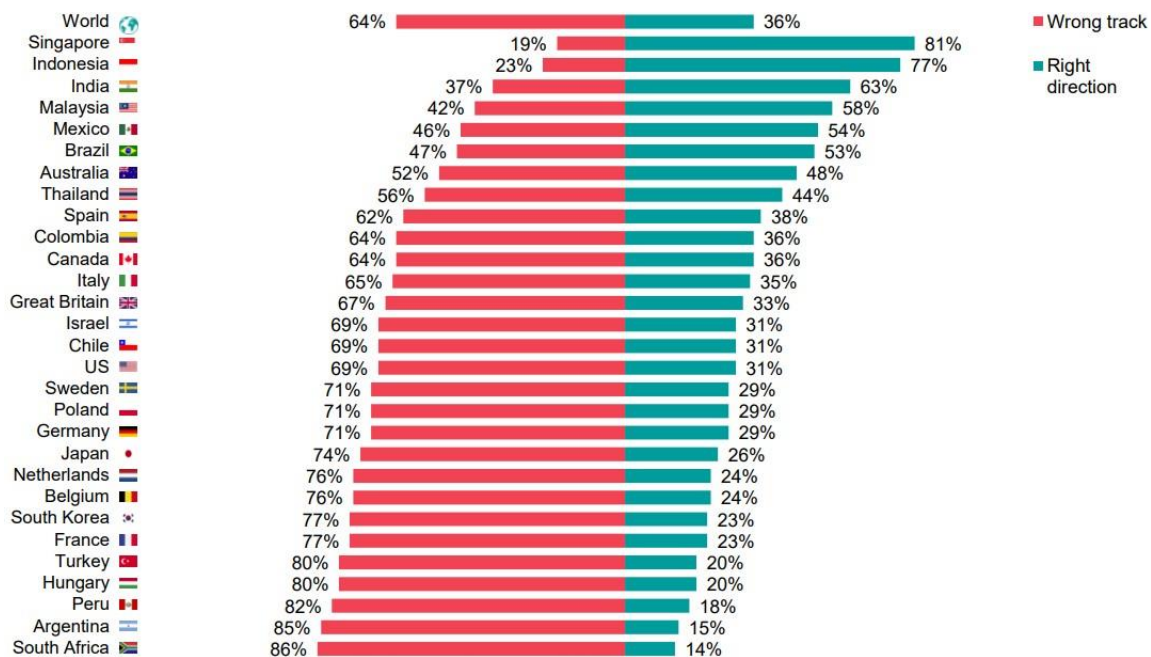
Only 1 in 3 global citizens believe their country is on right track

Worry around inflation and unemployment increases in August 2023

Across all 29 countries (including India), inflation remains top worry

**New Delhi/ Mumbai, August 30, 2023:** According to the August wave of the Ipsos *What Worries the World* global monthly survey, at least 2 in 3 urban Indians (63%) believe India is moving in the right direction.

Global citizens on the contrary continue to be pessimistic, with only 1 in 3 (36%) believing their country is on the right track.



**Base:** Representative sample of 25,275 adults aged 16-74 in 29 participating countries, July 21st 2023 - August 4th 2023.  
**Source:** Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.

Interestingly, India has moved to the 3<sup>rd</sup> spot from last month's 6<sup>th</sup> spot. Also, optimism levels have gone up in August to 63% from 57% in July.

The most optimistic markets in the pecking order in August - Singapore (81%), Indonesia (77%), India (63%) and Malaysia (58%) – Asians leading the way; and the most pessimistic markets were

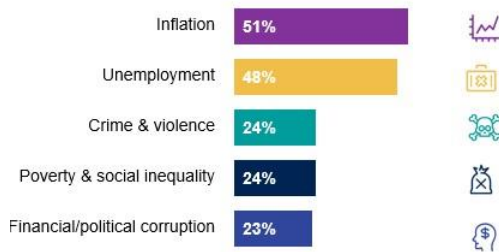
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South Africa (14%), Argentina (15%) and Peru (18%).

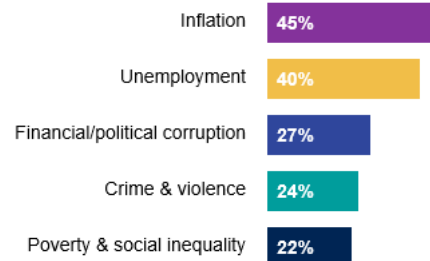
### What worries urban Indians in August 2023

Urban Indians worry about inflation (51%) and unemployment (48%) most in August 2023 and worry levels around these two key issues have gone up in August over the previous month.

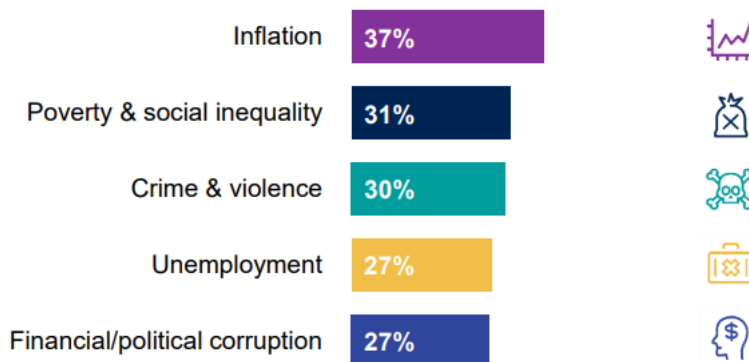
Top worries of urban Indians in August 2023



Top worries of urban Indians in July 2023



Though global citizens were seen to worry about inflation (37%), poverty and social inequality (31%) and crime and violence (30%), the most.



Ipsos *What Worries the World* tracks public opinion on the most important social and political issues across 29 countries and among 25,750 adults globally and shows interesting findings for India.



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Summarizing on the findings, **Amit Adarkar, CEO, Ipsos India** said, *"India has weathered the storms of the pandemic, global upheavals and stayed resilient. And Indians continue to feel resilient and positive, because as a country per se, we have fought the odds to stay buoyant, with the govt taking corrective steps to keep the economy healthy, whether it is the RBI not increasing interest rates and minimizing impact on consumers. Though worry around inflation and unemployment has seen an uptick. Vagaries of the weather have jacked up food prices and prices of essential daily commodities. And while our another survey showed that the consumer sentiment was up for jobs, in India demand continues to far outstrip supply of jobs, hence worry around joblessness has continued to be among India's top worries for many years now. And job cuts by companies further add to the woes."*

### Methodology

This 29-country Global Advisor survey was conducted between July 21st 2023 and August 4th 2023 via the Ipsos Online Panel system among 20,570 adults aged 18-74 in Canada, Israel, Malaysia, South Africa, Turkey and the United States, 20-74 in Indonesia and Thailand, 21-74 in Singapore, and 16-74 in all other nations.

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, Singapore, 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, Singapore, 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 are 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.

### About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and





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employing over 19,000 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).

Ipsos  
303, 3rd Floor, Vipul Square  
B Block, Sushant Lok, Part 1  
Gurugram - 122003, Haryana  
India  
+91 01244692400

Madhurima Bhatia  
Media Engagement & Partnerships, Ipsos India & APEC  
[madhurima.bhatia@ipsos.com](mailto:madhurima.bhatia@ipsos.com)  
+91 9999318885

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