

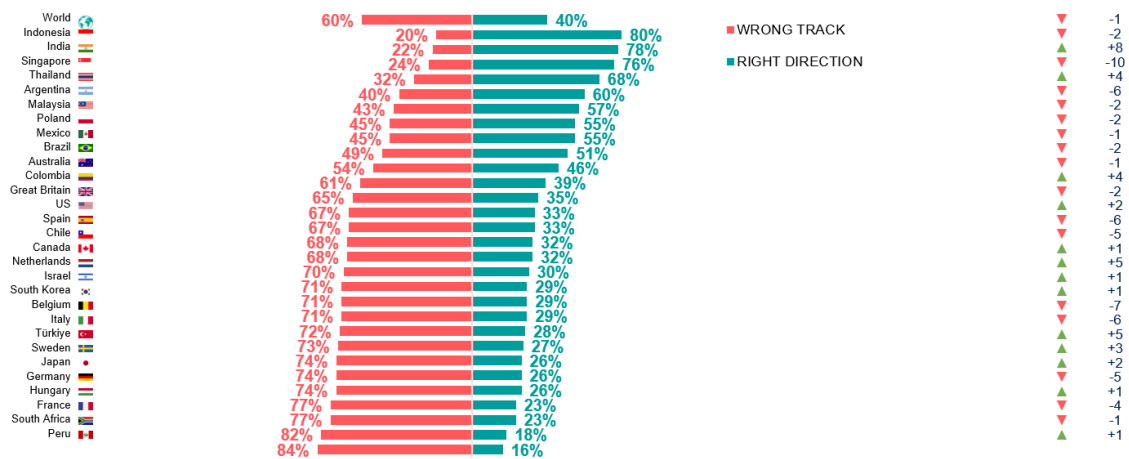
## PRESS RELEASE

### 78% Urban Indians perceive India to be on right track; 8% surge in Feb wave over Jan 2024: Ipsos Global Advisor What Worries the World

**New Delhi/ Mumbai, March 18, 2024:** The Feb 2024 wave of the Ipsos What Worries the World shows that at least 78% of the urban Indians polled believe India is moving in the right direction. Interestingly, there was an 8% surge seen over Jan 2024. On the contrary, 6 in 10 global citizens said their country is on wrong track.

#### COUNTRY COMPARISON RIGHT DIRECTION/WRONG TRACK

% change compared  
with previous month:  
Jan 2024



Base: Representative sample of c.25,292 adults aged 16-74 in 29 participating countries, January 26th 2024 - February 9th 2024.  
Source: Global Advisor. Global score is a Global Country Average. See methodology for details.

5 - World Worries | February 2024 | Version 1 | Public | © Ipsos 2024

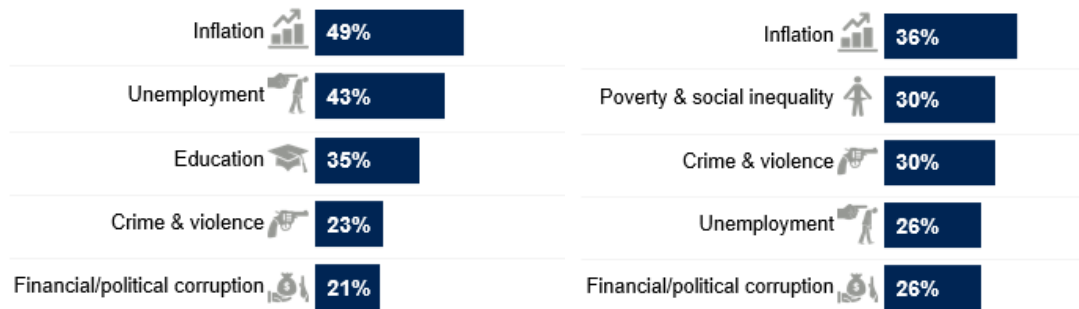
Countries belonging to the global south were at the top of the heap. Signalling the new shift in growth and optimism. The markets being Indonesia (80%), India (78%), Singapore (76%), Thailand (68%), Argentina (60%), Malaysia (57%) etc. Countries most downbeat about the future and believing their country is on wrong track and at the bottom of the heap were – Peru (16%), South Africa (18%), France (23%) and Hungary (23%).

#### What worries urban Indians and global citizens

Ipsos What Worries the World global survey also covers views on the top issues citizens believe their countries are facing. In Feb top issues enlisted by Indians included – Inflation (49%), unemployment (43%), education (35%), crime and violence (23%) and

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financial and political corruption (21%). For global citizens their top worries included inflation (36%), poverty and social inequality (30%), crime and violence (30%), unemployment (26%) and financial and political corruption (26%).



### Local worries Vs Global worries

*"In Feb we witness more Indians being confident about the future and about how we are doing as a country. India has always been resilient during torrid times. Even with the 2 wars (Ukraine & Gaza) impacting global economies including India, increasing inflationary conditions and leading to massive job cuts. We have shown stability and consistency in growth. As a country we are defining our own set of priorities for trudging forward . A confident nation has a positive impact on its citizens. Indians worry about inflation, unemployment, education, crime and corruption the most. The survey highlights issues to flag it to the govt that some of these areas need attention. Though inflation continues to be the No.1 global worry as well," stated **Amit Adarkar, CEO, Ipsos India**.*

*"It's a double whammy of issues Indians are dealing with - high cost of living and unemployment. And these issues continue to sit on the top, for 2 years in a row now. Global polycrisis has accentuated it for India as we live in an interconnected world and no country is insulated from it," added **Adarkar**.*

### Methodology

This 29-country Global Advisor survey was conducted between January 26th 2024 and February 9th 2024 via the Ipsos Online Panel system among 25,292 adults aged 18-74 in Canada, Israel, Malaysia, South Africa, Türkiye 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



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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, Japan, Spain, Sweden, and the US, and approximately 500+ individuals in each of Argentina, Chile, Colombia, Hungary, India, Indonesia, Israel, Malaysia, Mexico, the Netherlands, Peru, Poland, Singapore, South Africa, South Korea, Thailand and Türkiye. 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 Türkiye 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. 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 20,000 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).

