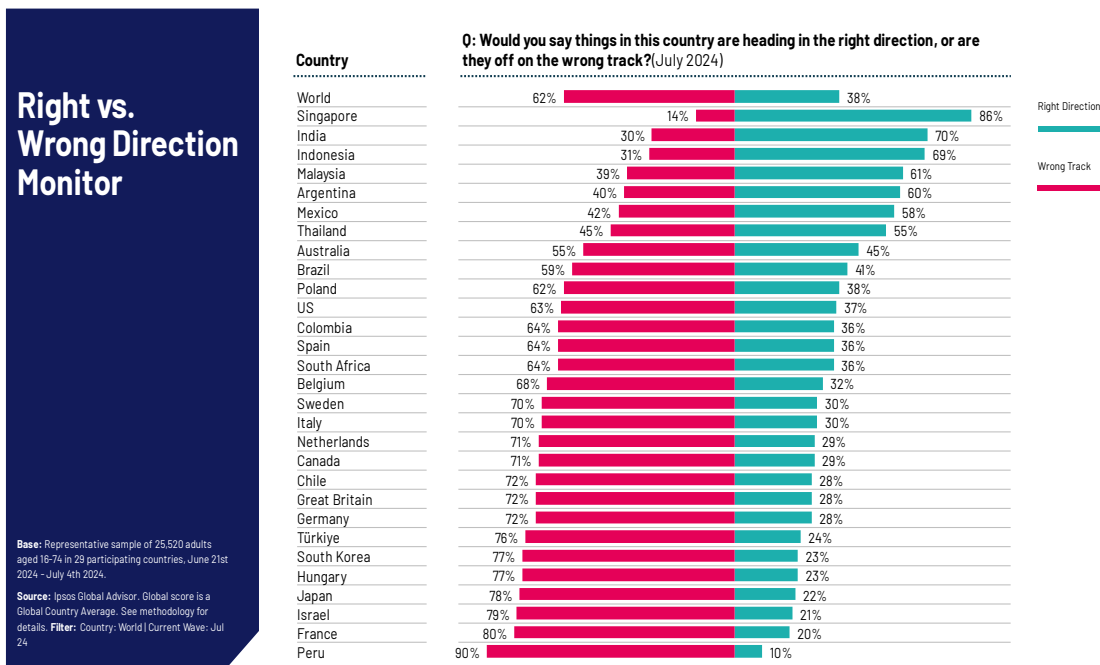


PRESS RELEASE

India improves one rank, pips Indonesia to emerge 2nd most optimistic market: Ipsos What Worries the World July 2024 Wave

New Delhi/ Mumbai, July 31, 2024: Happy tidings for India. In the July wave of the Ipsos Global Advisor What Worries the World, India has improved one rank and pipped Indonesia to emerge the 2nd most optimistic market, with at least 7 in 10 urban Indians (70%) believing that India is moving in the right direction; it was preceded by Singapore (86%).



Global citizens on the contrary were seen to be highly pessimistic about the future with only 38% believing their country is headed in the right direction. The markets least optimistic were Peru (10%), France (20%), Israel (21%) and Japan (22%).

Ipsos' *What Worries the World* survey 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.

The global report presents the top concerns around the world, alongside whether people think things in their country are heading in the right or wrong direction.

PRESS RELEASE

Local worries Vs Global worries

Indians continued to worry about unemployment (39%,+4%), inflation (38%, =), education (24%, -2%), financial/ political corruption (22%, -1%), and crime and violence (21%, -1%). Though 83% of Indians described our state of the economy as good.

INDIA SUMMARY: JULY 2024

Top five worries

Q: Which three of the following topics do you find the most worrying in your country?



State of the country

Q: Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?



State of the economy

Q: How would you describe the current economic situation in your country?



Base: Representative sample of Indian adults aged 16-74, c.500 per month
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Filter: Country: India | Current Wave: Jul 24

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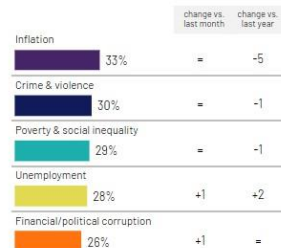


Global citizens on the contrary were worried about inflation (33%, =), crime and violence (30%, =), poverty and social inequality (29%, =), unemployment (28%, +1%) and financial/ political corruption (26%, +1%). Their confidence around their economy was also abysmally low at 37%.

WORLD SUMMARY: JULY 2024

Top five worries

Q: Which three of the following topics do you find the most worrying in your country?



State of the country

Q: Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?



State of the economy

Q: How would you describe the current economic situation in your country?



Base: Representative sample of 25,500 adults aged 16-74 in 30 participating countries, May 24th 2024 - June 7th 2024.
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Filter: Country: World | Current Wave: Jul 24

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Summarising on the findings of the survey, **Amit Adarkar, CEO, Ipsos India** said, *"With the new government in the Centre, India has further bolstered its ranking by emerging the 2nd most optimistic market in the world, with majority of the citizens confident of the future of India and the positive direction in which it is headed. Worries around some of the key issues remain, like around unemployment, inflation and education. With the Union Budget focusing majorly on providing jobs to millions of youth and linking jobs to CSR is a landmark step taken by the government because companies have the lumpsum mandatarily earmarked for CSR and it will address the biggest issue facing the nation right now, and that is to provide jobs and employment to the youth of India. Likewise the corpus earmarked for skilling will make the youth job ready, armed with desired skillsets for different sectors. Inflation is being tackled by the government by taking adequate measures to keep a check on food prices. Likewise for education, in the Budget there is emphasis on new institutes of professional courses being created. And taking measures to plug loopholes in paper leakages. Confidence around the domestic economy is also significantly high among Indians as compared to global markets."*

Methodology

The 29-country Global Advisor survey was conducted between May 24th 2024 and June 7th 2024 via the Ipsos Online Panel system among 25,520 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 "29 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, 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.



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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 sample in India consists of approximately 2,200 individuals, of whom 1,800 were interviewed face-to-face and 400 were interviewed online using the IndiaBus platform.

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.

