

## PRESS RELEASE

# India emerges most optimistic market in March 2024 across 29 markets polled, with 3 in 4 urban Indians believing India is moving in the right direction: Ipsos Global Advisor What Worries the World

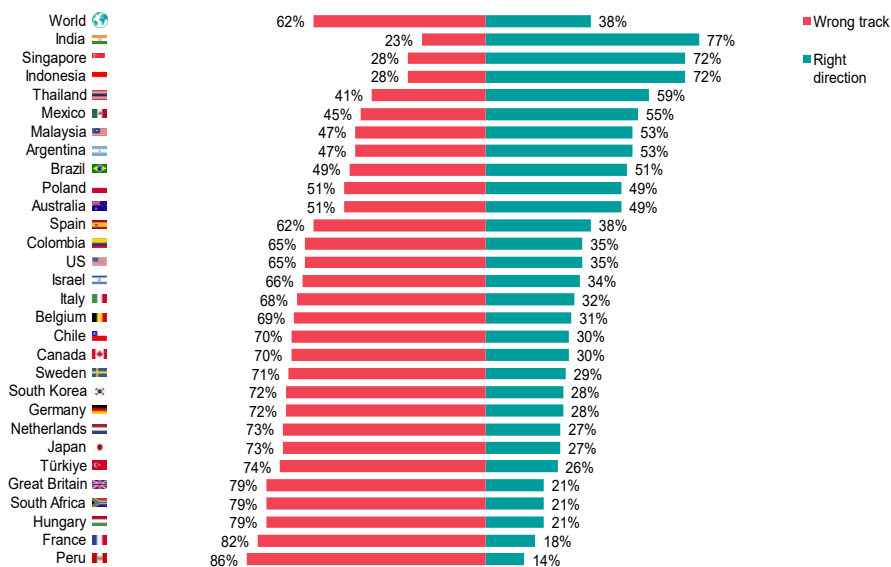
Worry around inflation, unemployment & education diminishes significantly in March 2024

**New Delhi/ Mumbai, March 27, 2024:** India has emerged the most optimistic market in March 2024, across all the 29 markets covered in the survey with over 3 in 4 urban Indians polled (77%) believing India is moving in the right direction, according to the Ipsos Global Advisor monthly survey that tracks public opinion on the most important social and political issues across 29 countries, alongside whether people think things in their country are heading in the right or wrong direction.

The other top markets on optimism were Singapore (72%) and Indonesia (72%), tied at the 2nd spot, followed by Thailand (59%) and Mexico (55%). The markets at the bottom of the heap were Peru (14%) and France (18%) with lowest optimism levels about the future. Only 38% global citizens were optimistic 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? (March 2024)



Across 29 countries, 38% say their country is headed in the right direction, a slight decrease from last month.

Great Britain this month has experienced the biggest fall in optimism, dropping 14pp. Twenty-one percent of Brits mention their nation is heading in the right direction. This is GB's lowest score since November 2022, when it was 16%.

France is now second to bottom after decreasing 5pp to 18%. This is a historic low for the French – April 2019 saw a level of 16% for its "right direction" score.

Elsewhere in Europe, though, Spain (38%) and Italy (32%) have both seen increases of 5pp and 4pp, respectively.

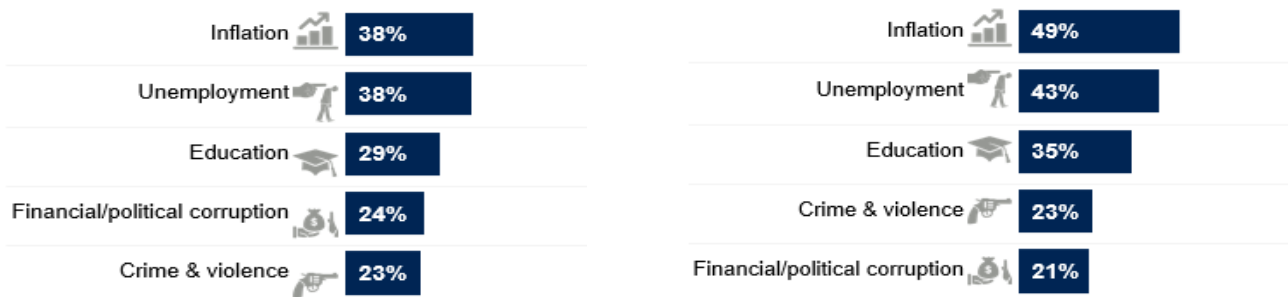
Base: Representative sample of 23,761 adults aged 16 -74 in 29 participating countries, February 23rd 2024 - March 8th 2024.  
 Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.  
 Filter: Country: World | Current Wave: Mar 24

# PRESS RELEASE

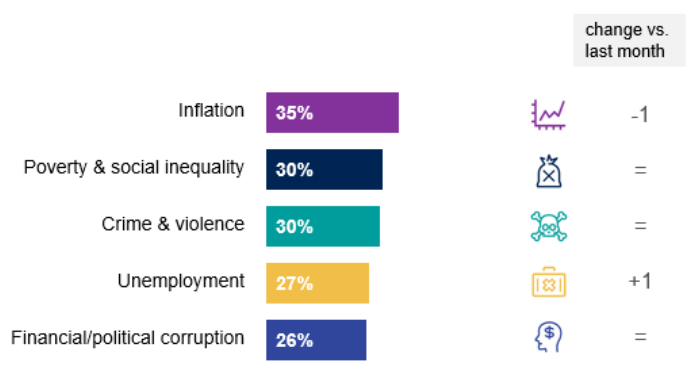
## Worry levels diminish around key issues for Urban Indians in March 2024

Further, the survey reveals a significant drop in worry around the key issues of inflation (38%) (-11%), unemployment (38%) (-5%) and education (29%) (-6%) over the previous month. Though worry around financial/ political corruption (24%) (+3%) has increased, but unchanged for crime and violence (23%).

March 2024 Worries	Vs	Feb 2024 Worries
--------------------	----	------------------



Global worries – Global citizens have got a slight reprieve in March 2024 around inflation.



Base: Representative sample of 23,761 adults aged 16-74 in 29 participating countries, February 23rd 2024 - March 8th 2024.  
 Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.

3 – © Ipsos | What Worries the World



## PRESS RELEASE

*Summarizing on the findings of the survey, **Amit Adarkar, CEO, Ipsos India** said, "India has bucked the global trend of pessimism and emerged the No.1 market in optimism across the 29 markets, where the Ipsos Advisor survey is held every month. If we look back, India has always been among the top markets in optimism, through months and years. India has not crumbled under global adversities and citizens have believed in the system, unlike many global markets that have been downbeat. What could have worked for India? Its resilience, its course correction in the face of severe hardships on citizens. Govt cut fuel prices by Rs. 2, in March, across India, which provided some relief around inflation and cost of living. Worry around unemployment has also reduced with the job market in the hiring mode in some sectors like retail, automotive, f&b, IT & technology etc. Worry around inflation and unemployment has seen a significant drop in March 2024 and likewise for education. With general elections coming up in mid April, corruption charges are already flying thick and fast, which is a matter of concern. Also crime and violence are of deep concern to citizens."*

### Methodology

This 29-country Global Advisor survey was conducted between February 23rd 2024 and March 8th 2024 via the Ipsos Online Panel system among 23,761 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 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. 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.





## PRESS RELEASE

### 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).

