

Ukraine top concern for Indians now: Kantar

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IT'S NOT THE pandemic anymore that's a reason for worry for the Indians. According to Kantar's Global Issues Barometer, the invasion of Ukraine is the top most concern for Indians, followed by economic worries.

The report states that 37% of people listed Ukraine as

their top concern, followed by 29% for whom economic issues are a worry. Climate and environmental issues have emerged among the top 3 concerns in India even as people seem to have learnt to live with the Covid virus. Globally, 64% people rate Ukraine as their top concern.

Soaring prices of fuel, food and drink that have driven up bills has been a big bother for Indian households. While 35%

of the population reported their household financial situation was deteriorating, 46% said the general economic outlook of the country was negative. People are struggling to meet their living costs, with 32% of households experiencing difficulties meeting their monthly outgoings and 11% unable to meet their commitments. A further 71% of the people believed inflation will continue to rise.