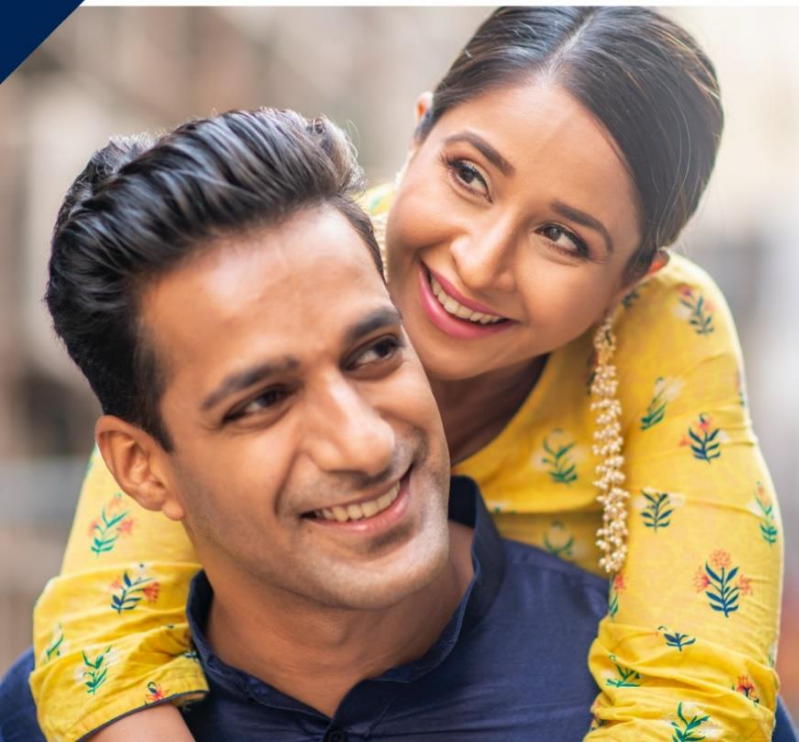
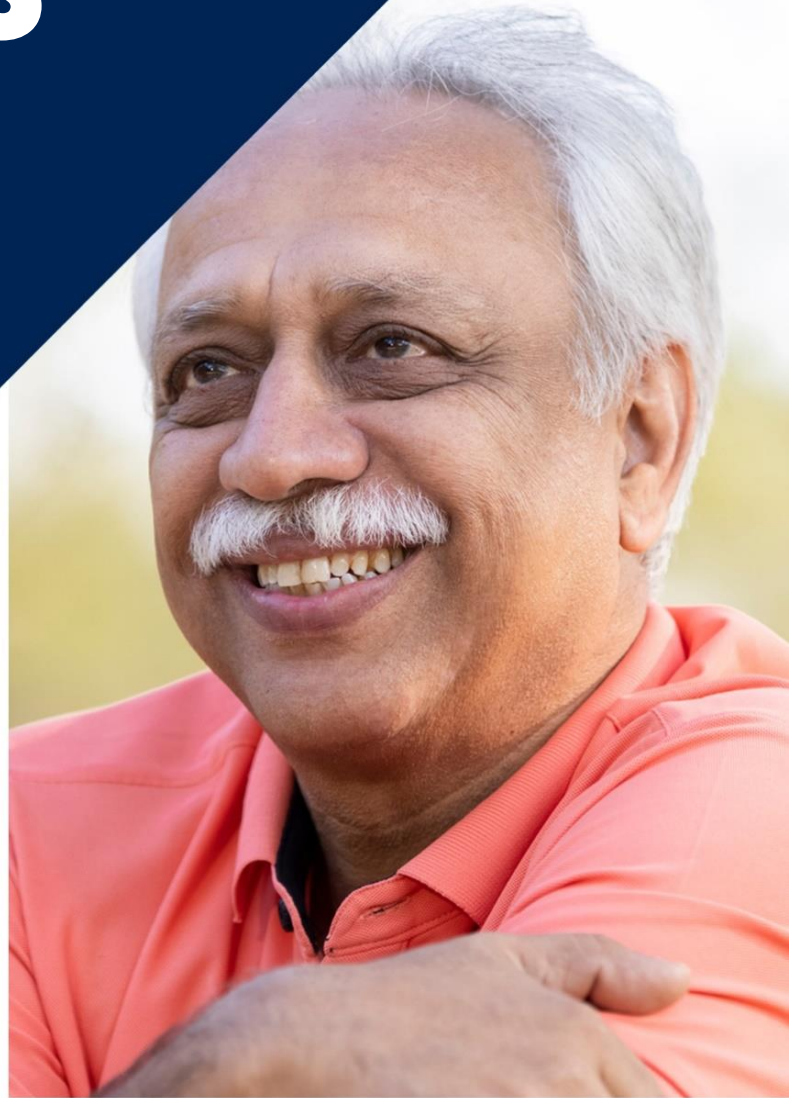


# IPSOS INDIA HAPPINESS MONITOR

May/2024



Survey Riding on Ipsos IndiaBus





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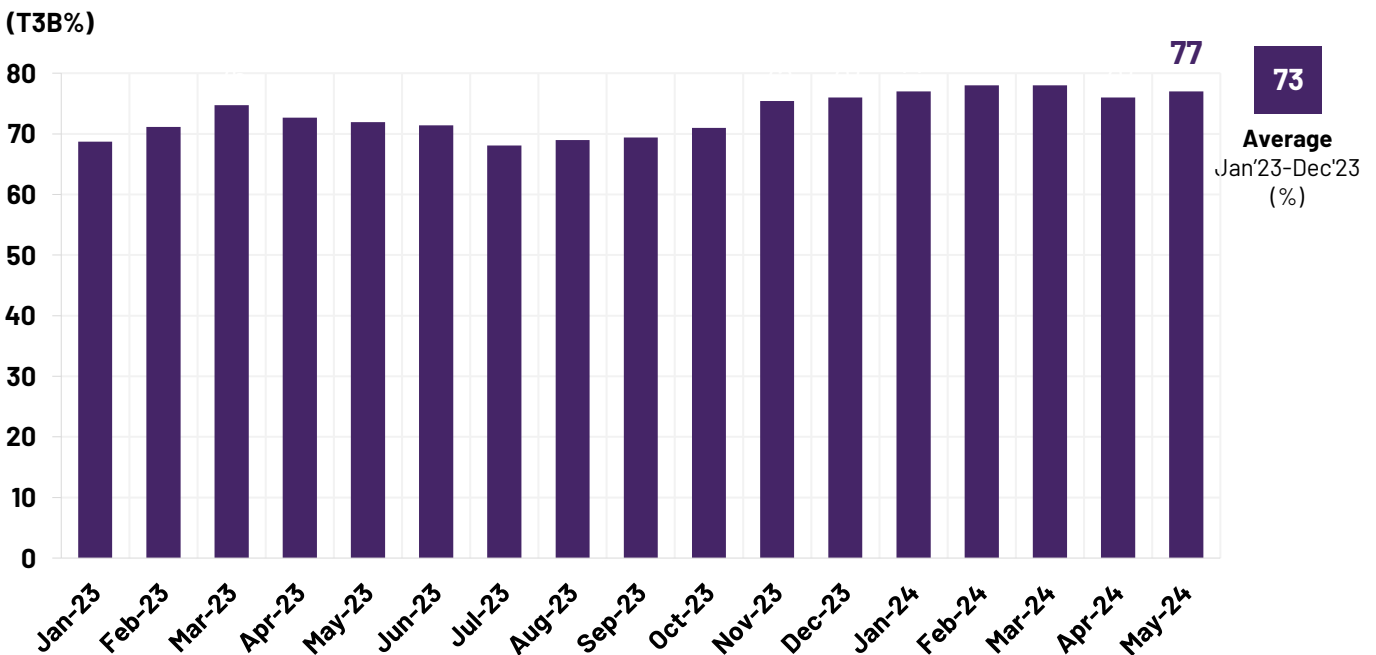
**4** Survey design & methodology



# How happy are Indians today?

An improved mood is noted in the new year and the first quarter, up from the average level of 72% seen over the past year to a present day **77% of Indians giving very enthused response to their feeling of overall happiness.**

**0.** Considering all aspects of your life, how happy do you feel today? Please reply with this 10-point scale where 10 means very happy and 1 means very unhappy.



(SCALE USED: 10 pt scale; 10: Very happy 1: Very unhappy | T3B% reported)

Total base: ~4435, Monthly ; Males and females from SEC A, B and C households in Tier 1, 2 & 3 towns across India.  
 Source: Ipsos India Omnibus Survey, 2023 | Jan-March 2024

# OVERALL HAPPINESS BY DIFFERENT COHORTS

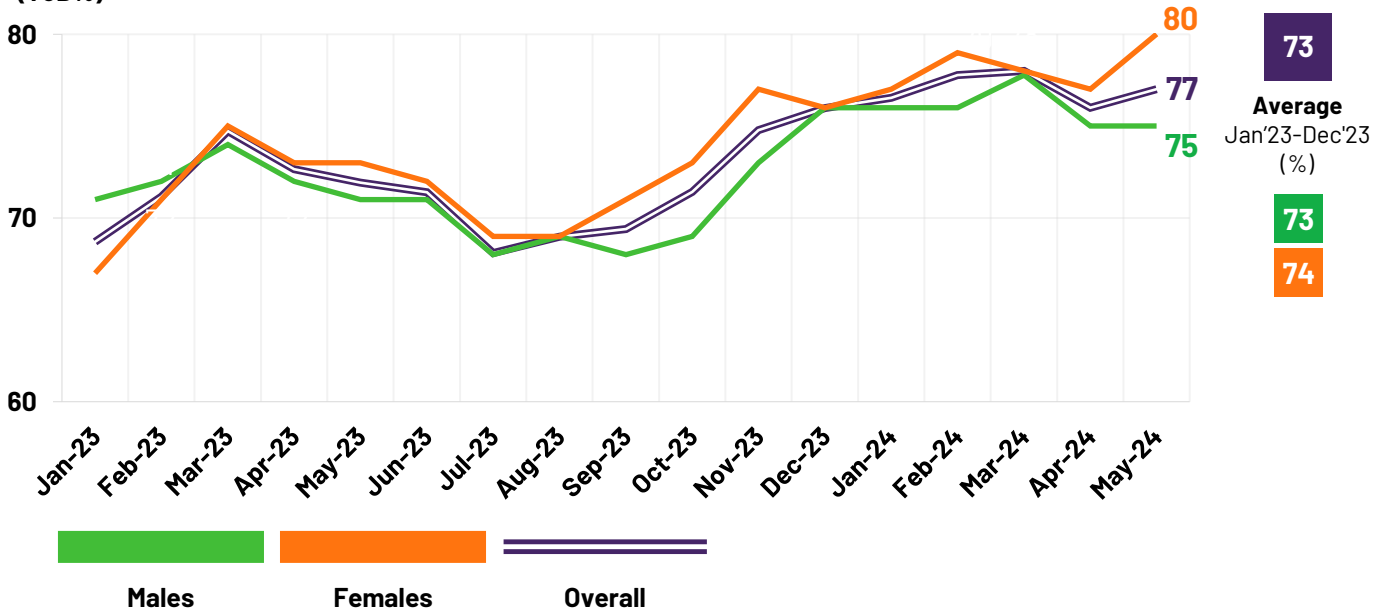




# Overall Happiness by GENDER

The positive trend appears to be consistently driven by Females right from the start of the year and reaches a new high of 80% in the recent wave. The trend amongst Males sees some flattening some flattening in the recent waves.

(T3B%)



(SCALE USED: 10 pt scale; 10: Very happy 1: Very unhappy | T3B% reported)

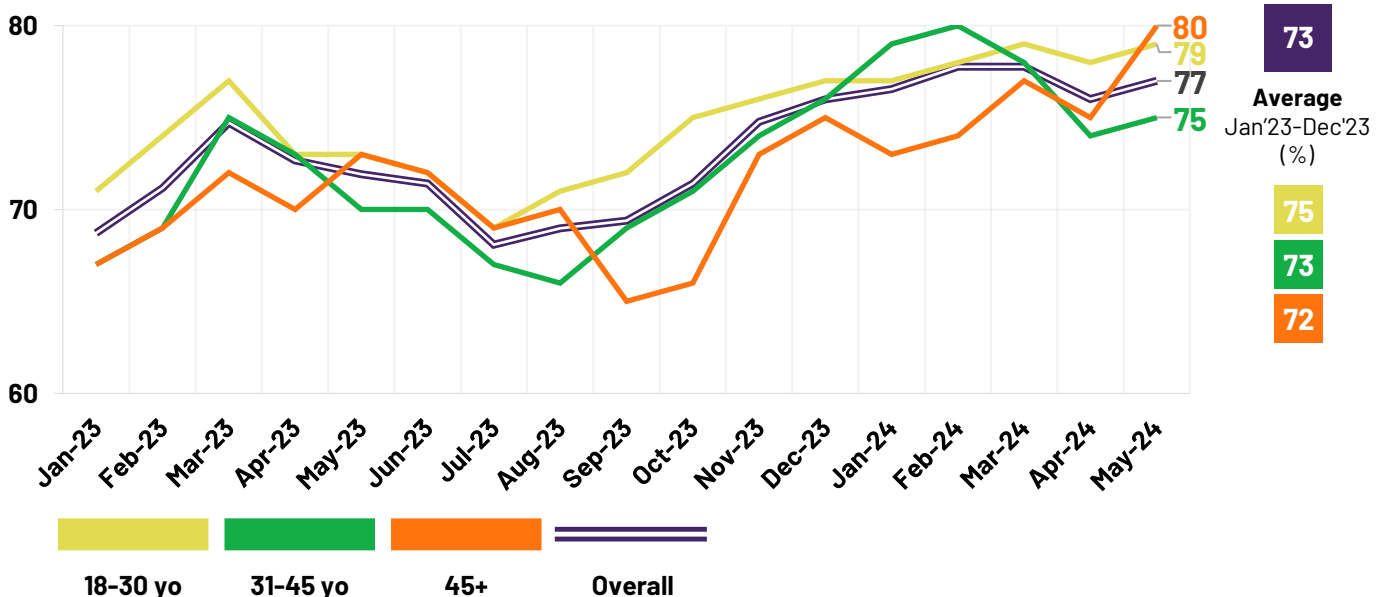
Total base: ~4435, Monthly ; Males and females from SEC A, B and C households in Tier 1, 2 & 3 towns across India. Source: Ipsos India Omnibus Survey, 2023 | Jan-March 2024



## Overall Happiness by AGE

The **youngest group (18 to 30 yo) & the older (45+ y.o)** were showing a **consistent improvement** over the previous year and continue to hold up to a very high level even in the recent wave. The trend for the band in the middle (31-45 y.o), had been showing a steady decline which now seems to have steadied to almost last year levels.

(T3B%)



(SCALE USED: 10 pt scale; 10: Very happy 1: Very unhappy | T3B% reported)

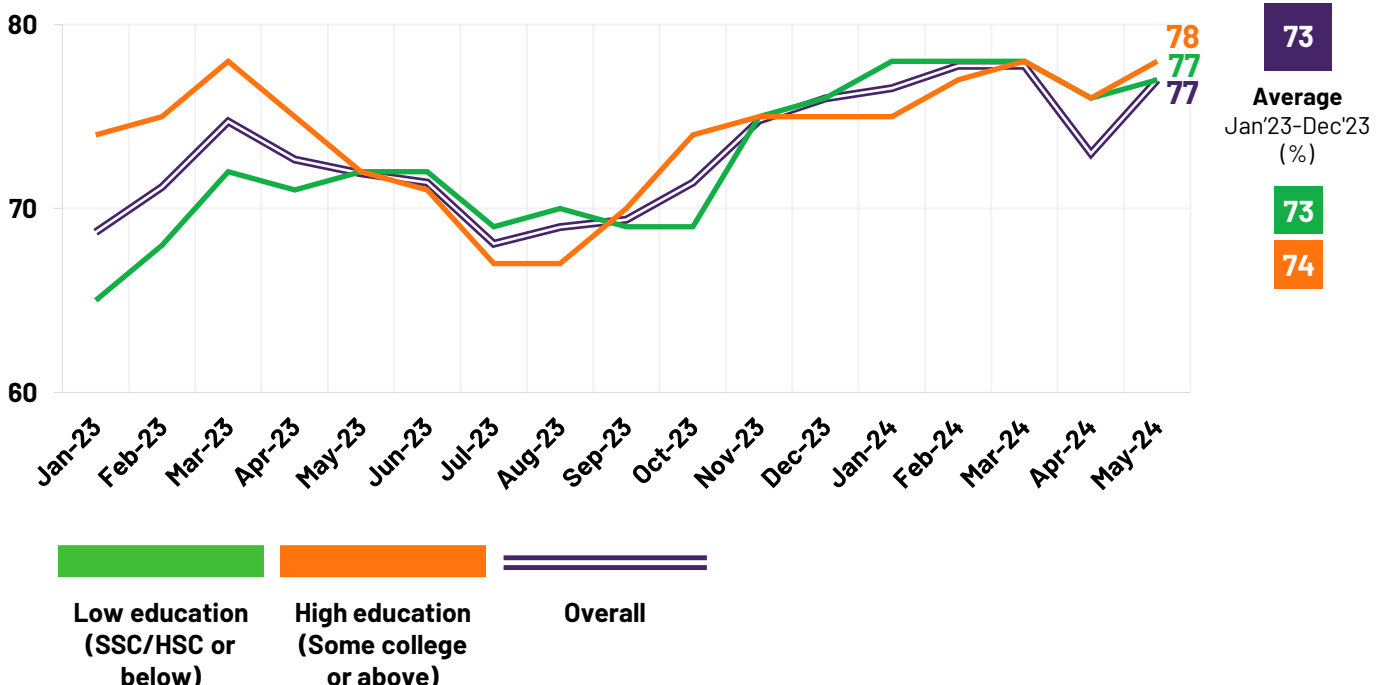
Total base: ~4435, Monthly ; Males and females from SEC A, B and C households in Tier 1, 2 & 3 towns across India.  
Source: Ipsos India Omnibus Survey, 2023 | Jan-March 2024



# Overall Happiness by EDUCATIONAL LEVEL

Very flat trend which shows a slight improvement over last year is seen across both education levels. Both the income groups move in tandem, hardly any difference.

(T3B%)



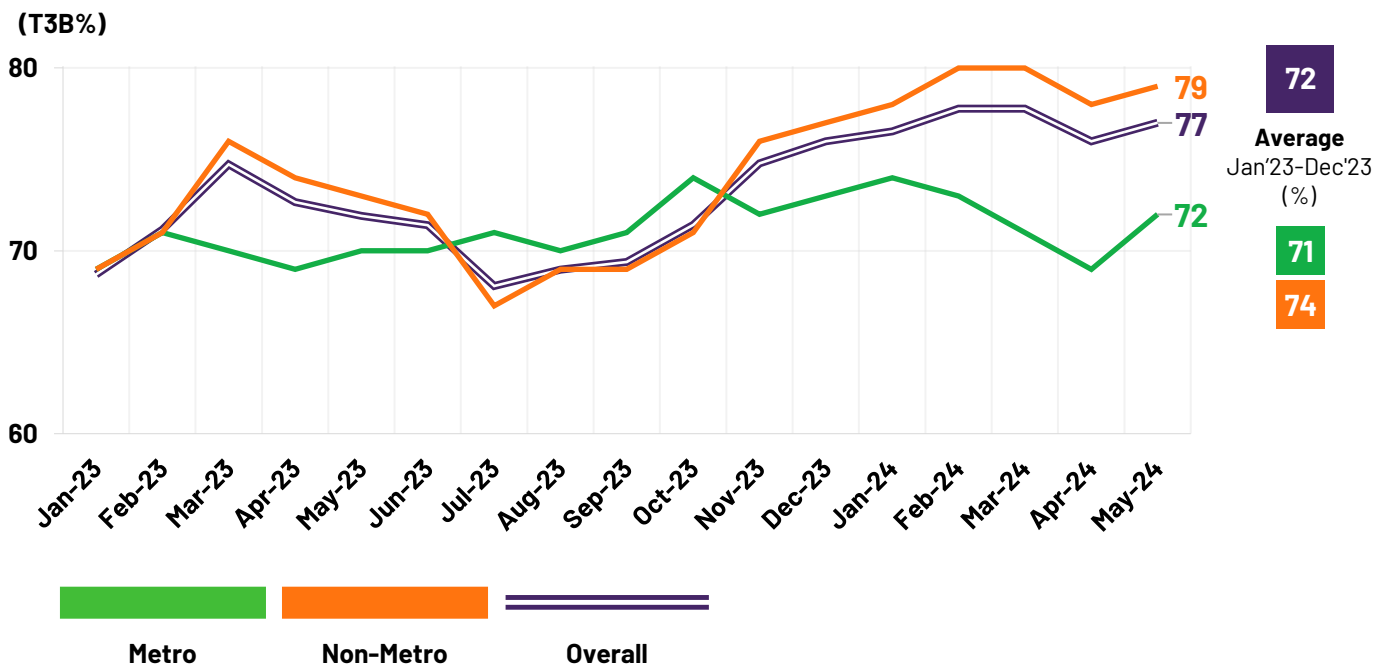
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Total base: ~4435, Monthly ; Males and females from SEC A, B and C households in Tier 1, 2 & 3 towns across India.  
Source: Ipsos India Omnibus Survey, 2023 | Jan-March 2024



## Overall Happiness by TOWN CLASS

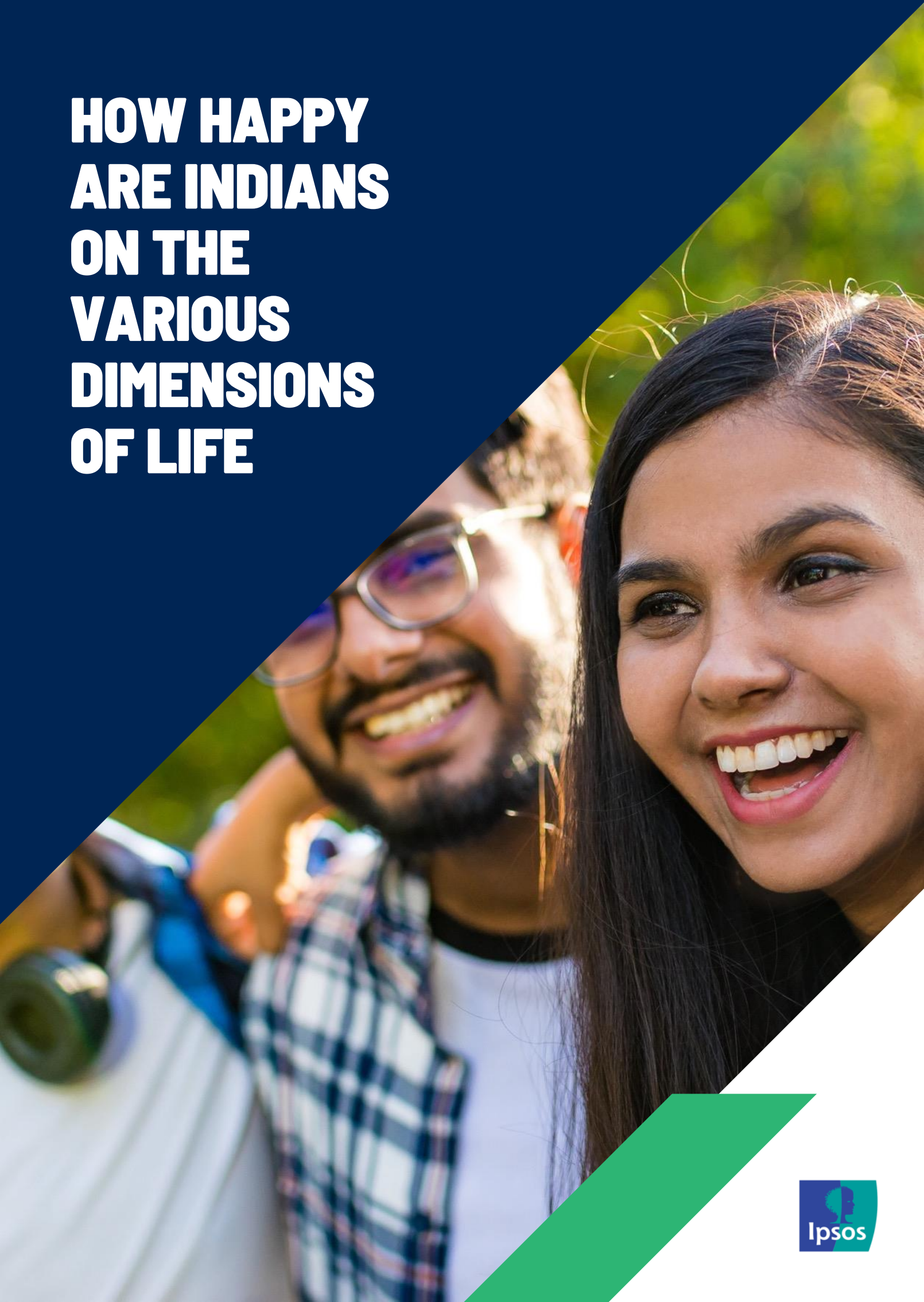
Very clearly, **non-metros have been showing a consistent improvement** in the last few waves, way above previous year levels. **Metros** that were holding steady at the start of the year **show some recovery this time, in an otherwise declining trend.**



(SCALE USED: 10 pt scale; 10: Very happy 1: Very unhappy | T3B% reported)

Total base: ~4435, Monthly ; Males and females from SEC A, B and C households in Tier 1, 2 & 3 towns across India.  
 Source: Ipsos India Omnibus Survey, 2023 | Jan-March 2024

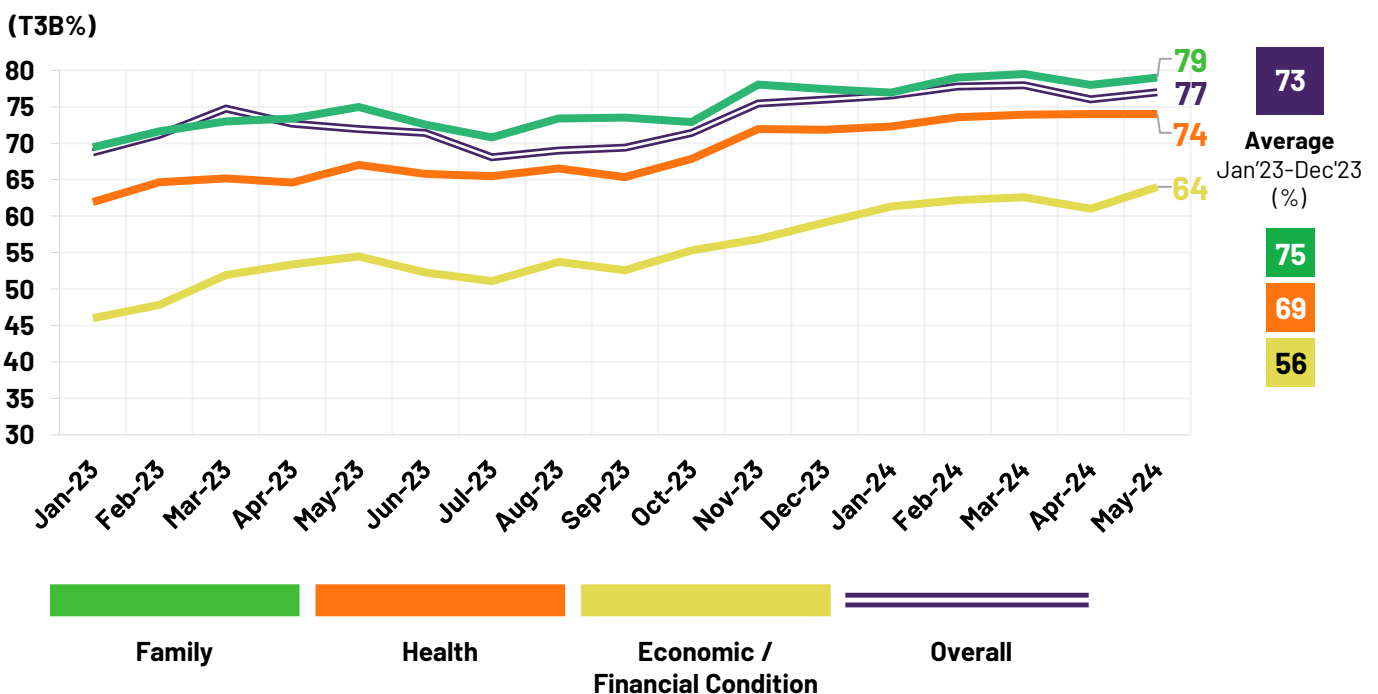
# HOW HAPPY ARE INDIANS ON THE VARIOUS DIMENSIONS OF LIFE





## How happy are Indians on PERSONAL dimensions of life?

'Personal' aspects mostly display a steadily improving positive outlook from the beginning of the year. 'Family' stays at the top with 79% of Indians awarding a high rating to this aspect. 'Health' aspect stays at No.2 with nearly three-fourths giving superlative scores while 'Financial stability' comes in last with 64% awarding a good score to this aspect.



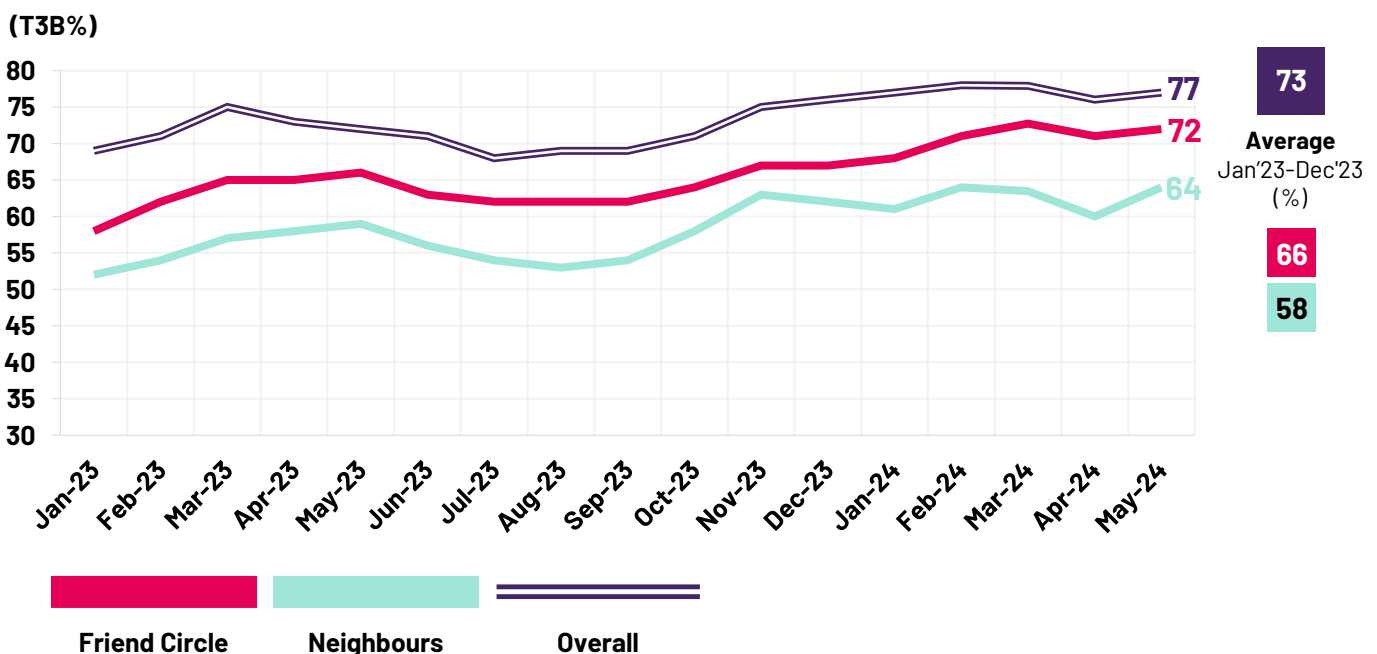
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Source: Ipsos India Omnibus Survey, 2023 | Jan-March 2024



# How happy are Indians on SOCIAL dimensions of life?

Social aspects that were anyway showing improvement pick up a little more in the recent wave.



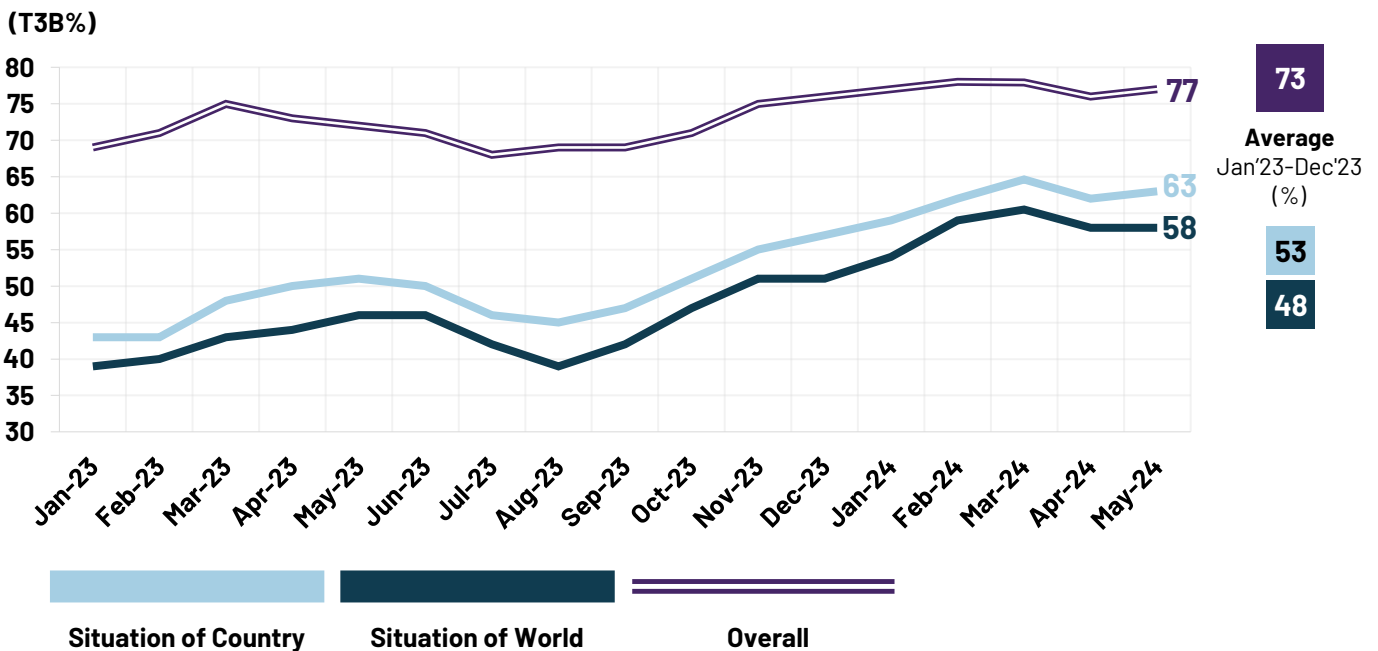
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Total base: ~4435, Monthly ; Males and females from SEC A, B and C households in Tier 1, 2 & 3 towns across India.  
Source: Ipsos India Omnibus Survey, 2023 | Jan-March 2024



# How happy are Indians on POLITICAL dimensions of life?

Happiness with the political dimensions which were also showing improvement in the previous quarter seem to flatten out in the recent waves. They are yet at considerably higher levels as compared to previous year.



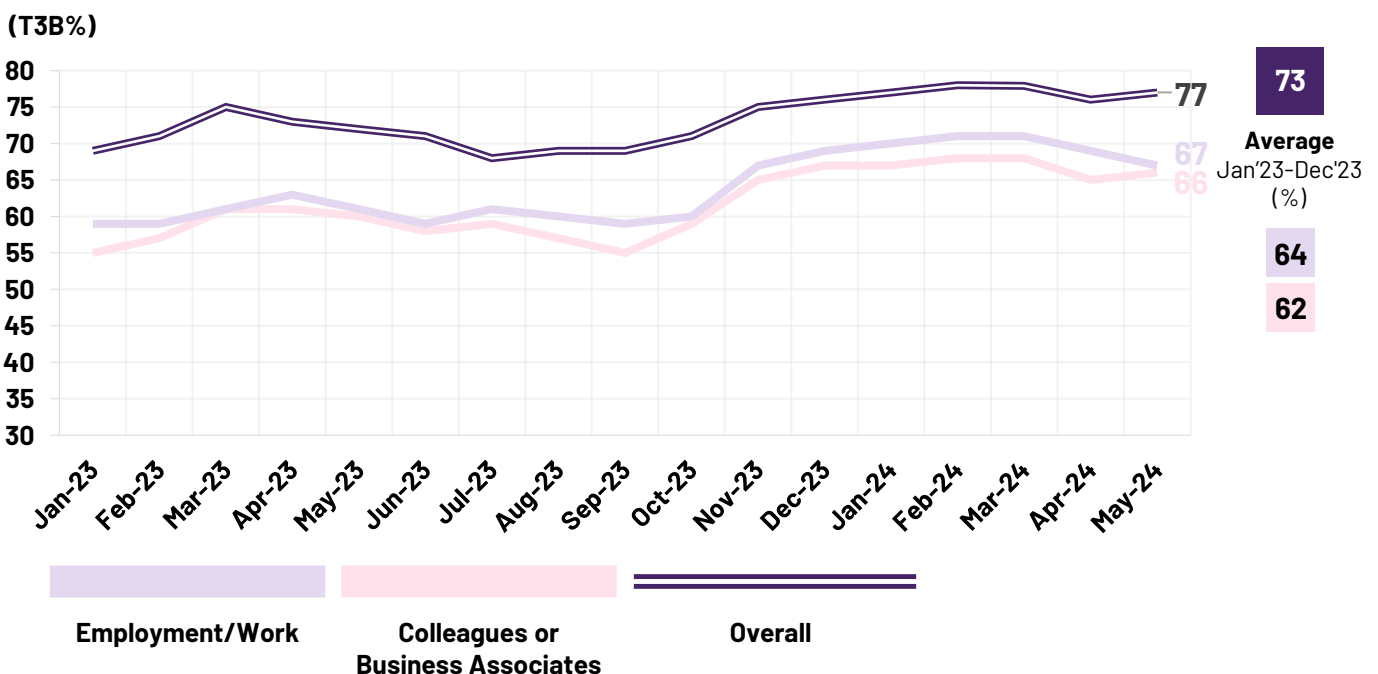
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 Source: Ipsos India Omnibus Survey, 2023 | Jan-March 2024



# How happy are Indians on WORK/JOB RELATED dimensions of life?

Amongst the employed, the mood picked up in the new year and mostly stayed stable until the recent waves where a slight flattening is observed.



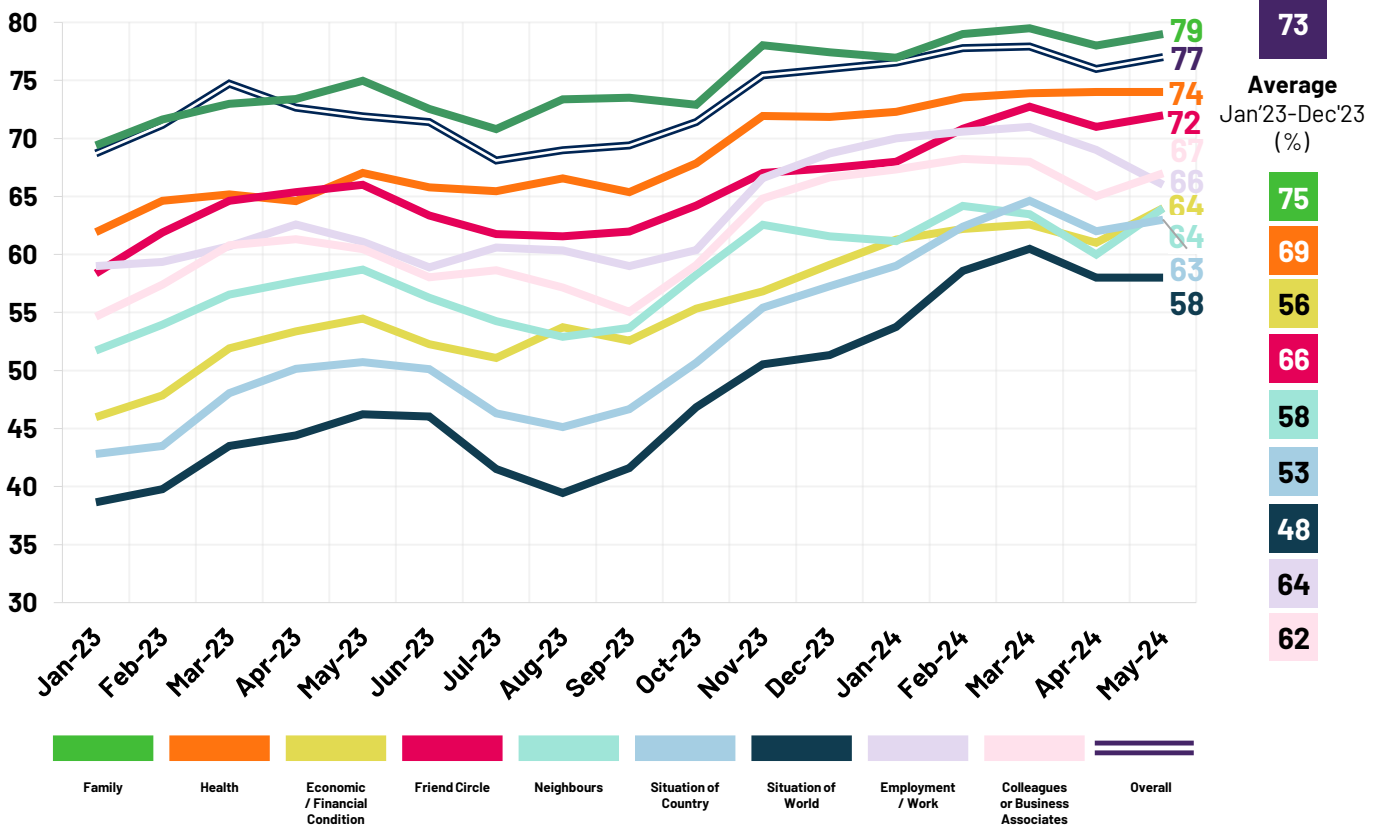
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Source: Ipsos India Omnibus Survey, 2023 | Jan-March 2024



# How happy are Indians today on these dimensions?

(T3B%)



(SCALE USED: 10 pt scale; 10: Very happy 1: Very unhappy | T3B% reported)

Total base: ~4435, Monthly ; Males and females from SEC A, B and C households in Tier 1, 2 & 3 towns across India. Source: Ipsos India Omnibus Survey, 2023 | Jan-March 2024

# ABOUT IPSOS INDIA HAPPINESS MONITOR



# About Ipsos India happiness monitor

The Ipsos India Happiness monitor is a monthly survey that runs on **Ipsos IndiaBus**.

It captures how happy Indians are on a **10-point Happiness scale**, on the following parameters:

- Overall Happiness
- Personal parameters – *Family, Health & Personal Finances*
- Social parameters – *Friend Circle, Neighbours*
- Employment related – *Work & Colleagues* (among those employed)
- Political parameters – *Situation of the country and Situation of the World*



## About Ipsos IndiaBus

**Ipsos IndiaBus**, conducted by **Ipsos India**, is a monthly pan India omnibus that carries multiple client surveys. It uses a structured questionnaire on diverse topics administered among 2200+ adult individuals of both genders

from SEC A, B and C households across all four zones. The survey is conducted in metros, Tier 1, Tier 2 and Tier 3 towns, providing a more robust and representative view of urban Indians.

# **SURVEY DESIGN & METHODOLOGY**



# Survey design & methodology

## Methodology:

The respondents were polled face to face and online. A city-level quota is maintained for each demographic segments to ensure the waves are identical and free of additional sampling error. The data is weighted by demographics and city-class population to arrive at national average.

## Frequency:

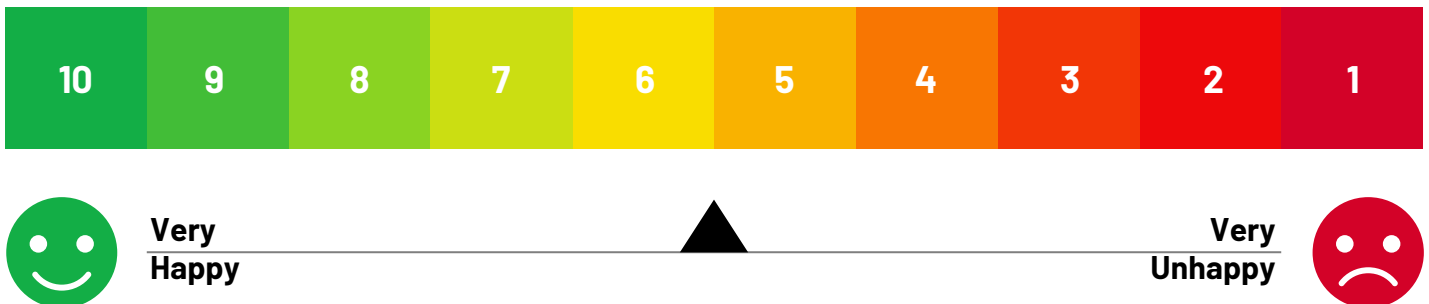
The data collection is done in every month and the results are calculated on two-months rolling sample.

## Instrument used:

A structured questionnaire to gauge overall happiness and happiness with respect to other diverse aspects listed earlier, captured on a 10-point scale ranging from very unhappy (1) to very happy (10)

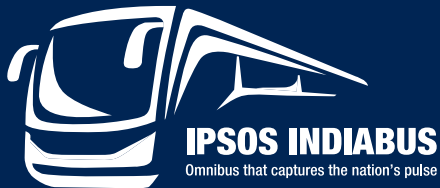
## Question administered:

**Q.** Considering all aspects of your life, how happy do you feel today? Please reply with this 10-point scale where 10 means very happy and 1 means very unhappy. How happy are you with your \_\_\_\_\_? (10 pt scale; 10: Very happy 1: Very unhappy)



# THANK YOU!

Our researches conducted through IndiaBus:



- Global happiness survey
- What worries the world
- Inflation monitor
- Crime monitor
- Ai monitor
- Ipsos trustworthiness index
- Global education monitor
- Global infrastructure monitor

**For further information, contact:**

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