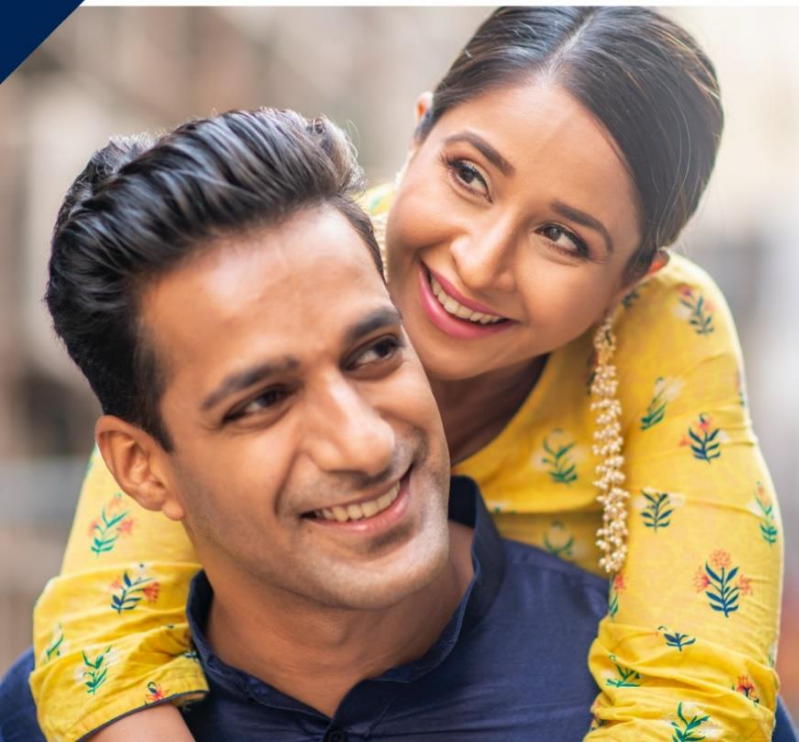


IPSOS INDIA HAPPINESS MONITOR

August/2024



Survey Riding on Ipsos IndiaBus





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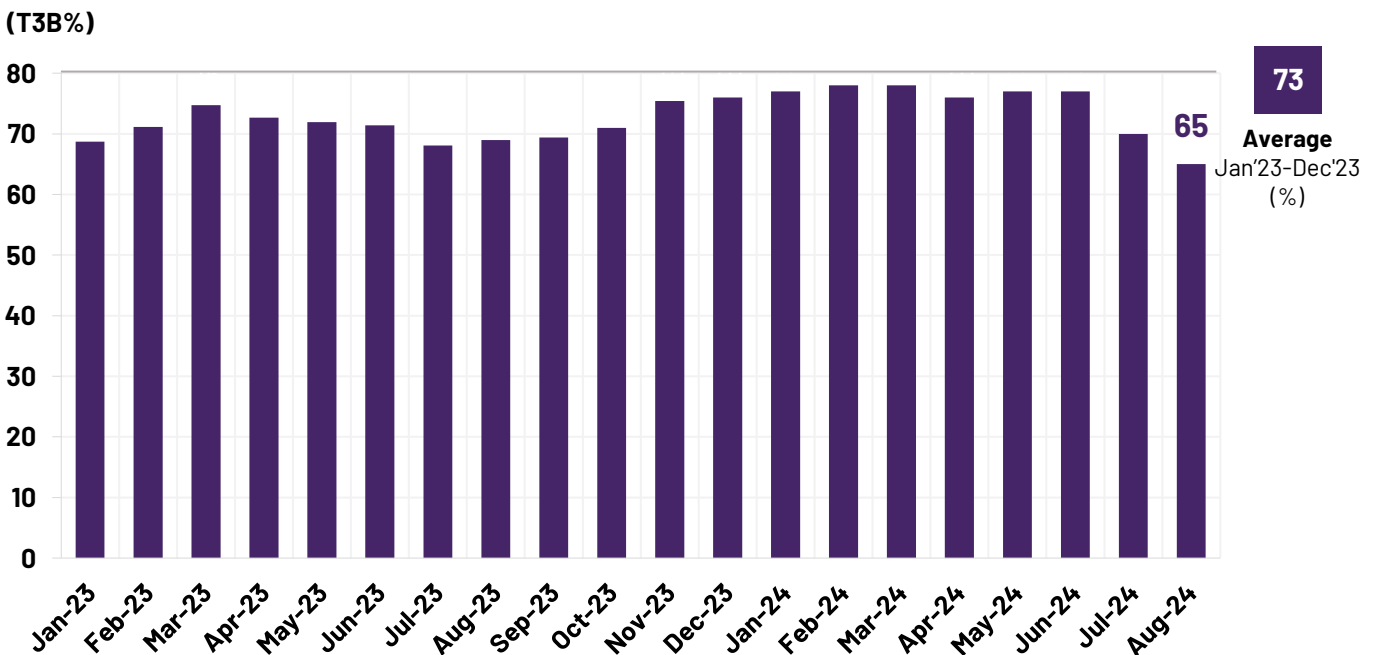
4 Survey design & methodology



How happy are Indians today?

As seen in the same period last year, we once again see a fall in trend this year. The proportion of superlative responses (70% in Jul'24 & 65% in Aug'24) is below the previous year's average level (73%).

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.



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

Total base: ~4369, 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-August 2024

OVERALL HAPPINESS BY DIFFERENT COHORTS

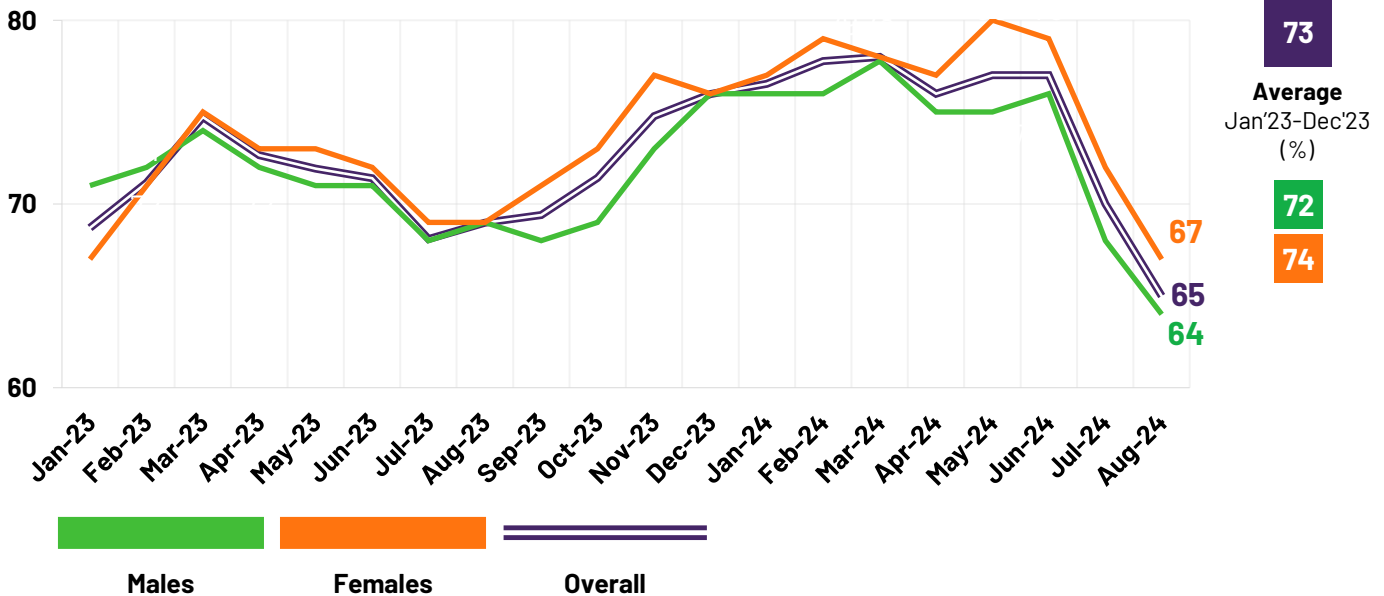




Overall Happiness by GENDER

As witnessed at an overall level, the upbeat mood that was consistently observed towards the end of last year until recently, has fallen sharply within both gender groups too in the last two waves.

(T3B%)



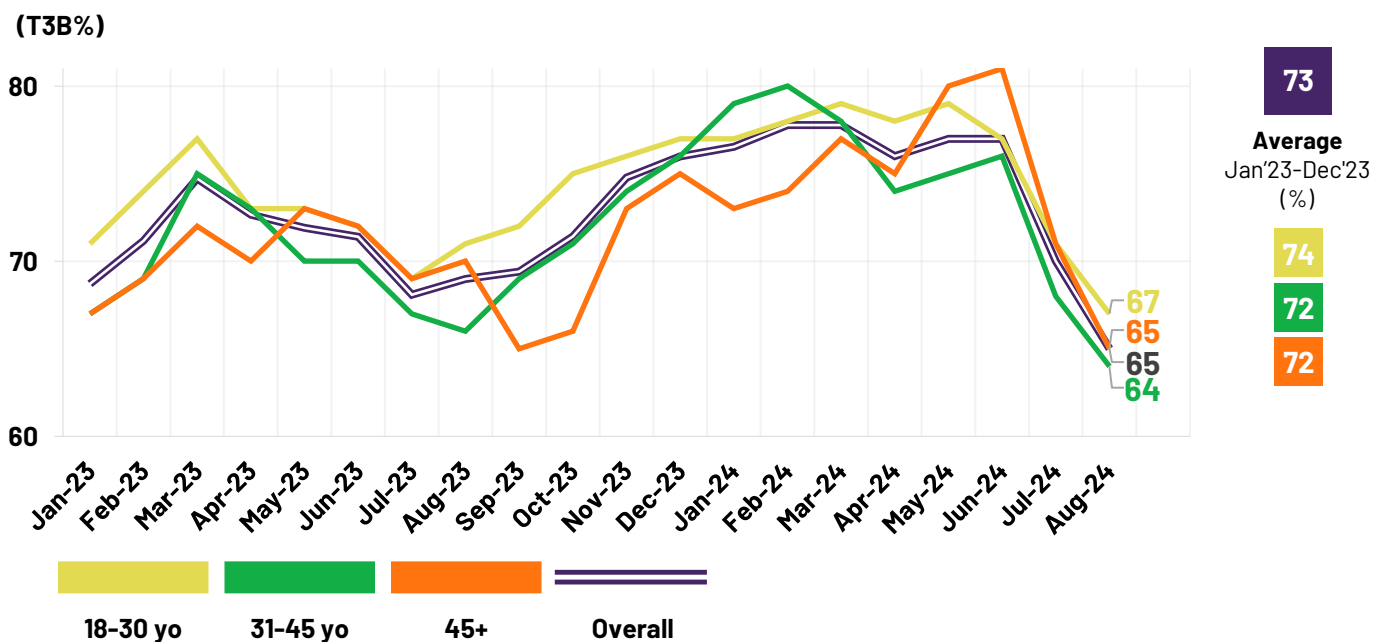
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Source: Ipsos India Omnibus Survey, 2023 | Jan-August 2024



Overall Happiness by AGE

The same dip is reflected in all age cohorts too, including the 18–30-year-olds and 45+ year olds, which had been showing consistent improvement for a long time.



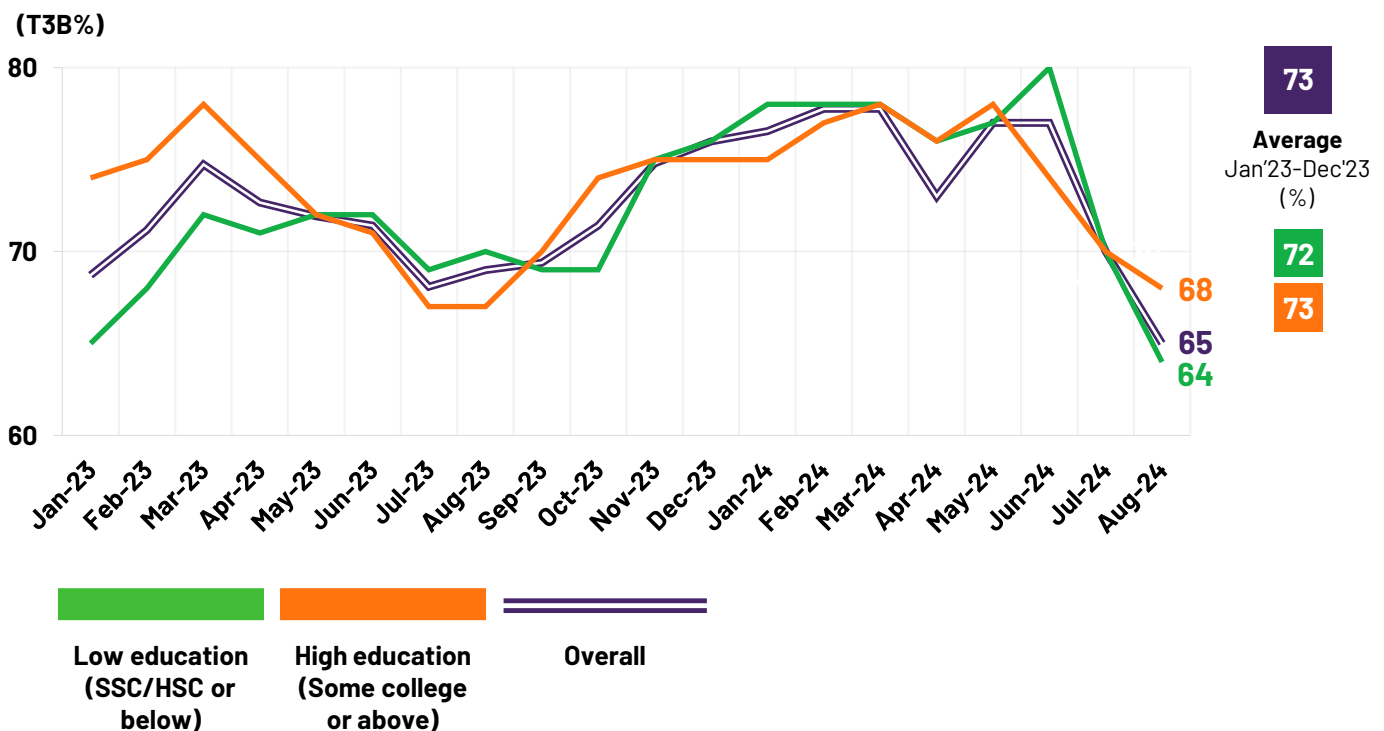
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Source: Ipsos India Omnibus Survey, 2023 | Jan-August 2024



Overall Happiness by EDUCATIONAL LEVEL

The decline is visible in both education classes too.



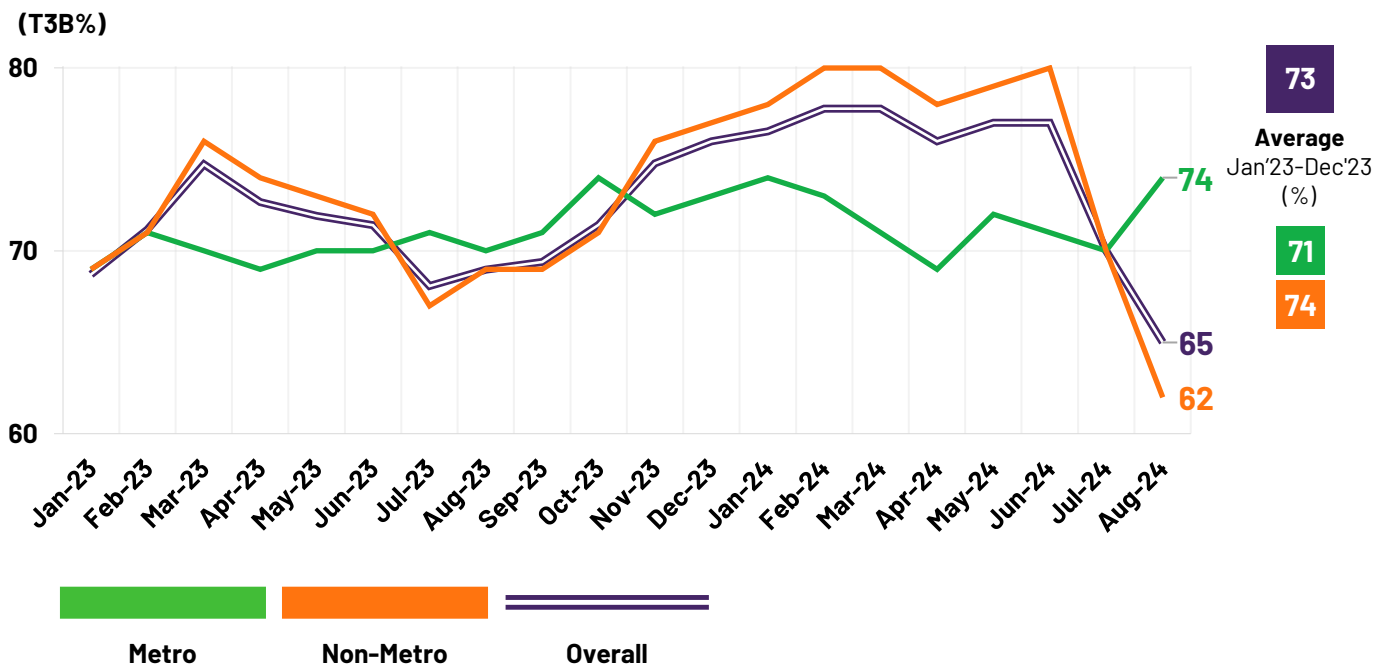
(SCALE USED: 10 pt scale; 10: Very happy 1: Very unhappy | T3B% reported)

Total base:- 4369, 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-August 2024



Overall Happiness by TOWN CLASS

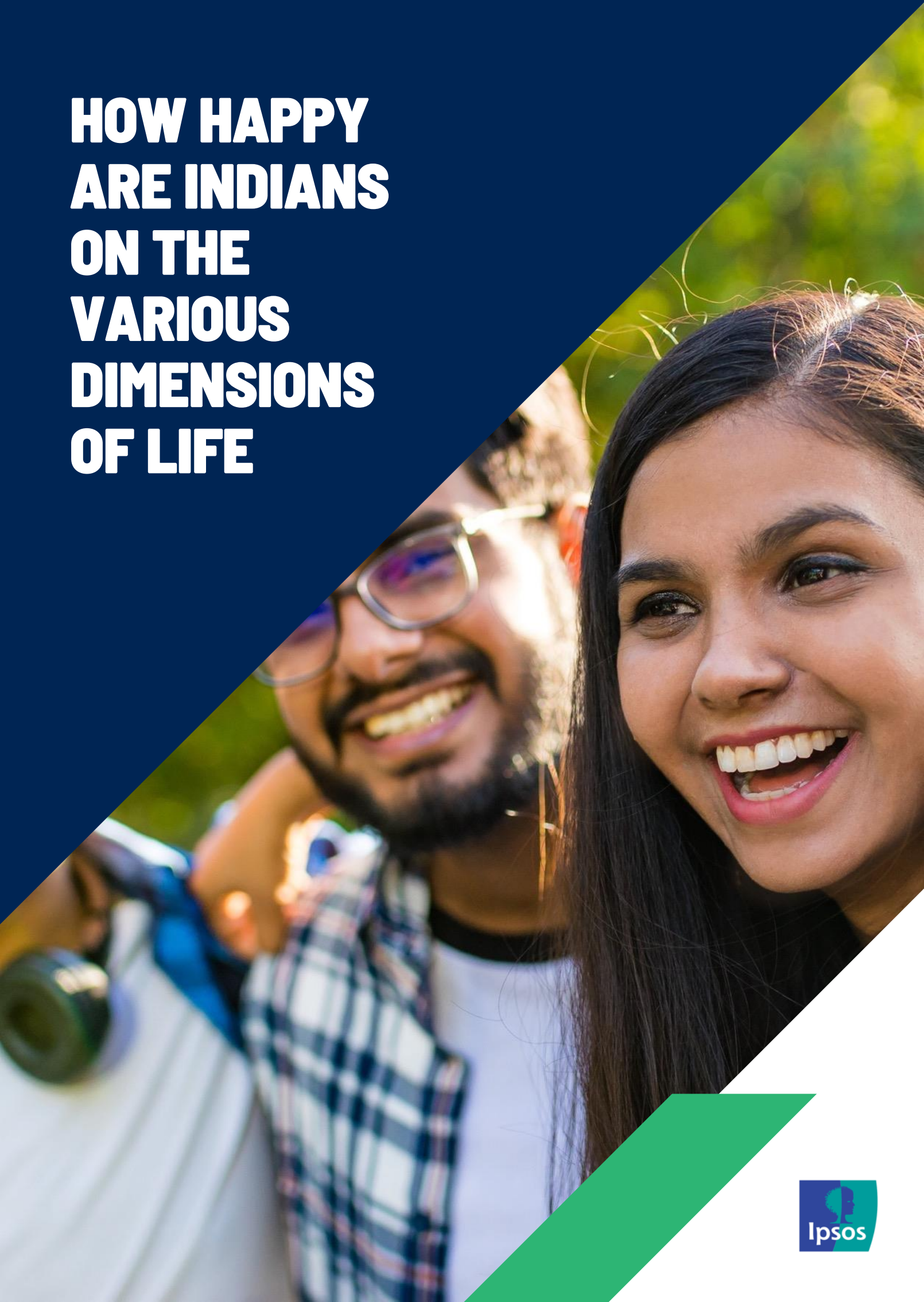
As seen in the previous wave, **the Non-metros are driving the decreasing trend** while Metros have been showing a reasonably steady trend for a long time.



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

Total base: ~ 4369, 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-August 2024

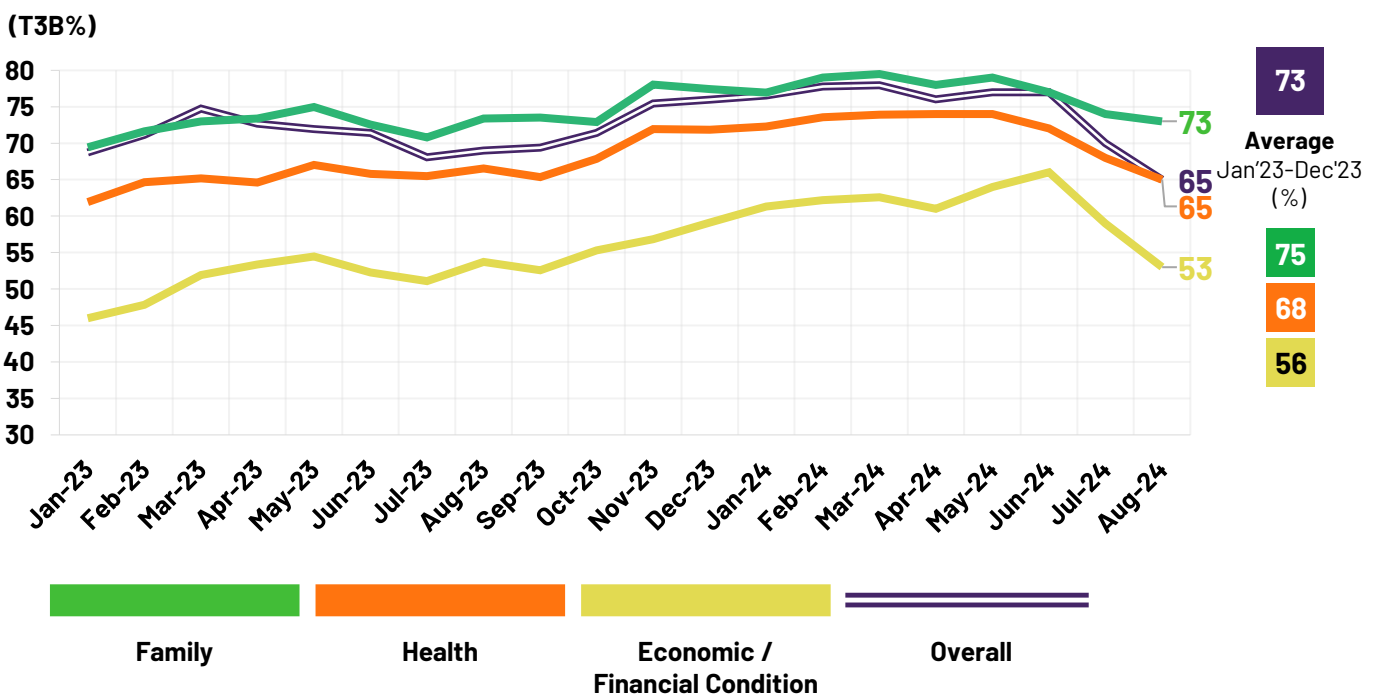
HOW HAPPY ARE INDIANS ON THE VARIOUS DIMENSIONS OF LIFE





How happy are Indians on PERSONAL dimensions of life?

Personal aspects & Health, which have been displaying a positive outlook throughout the year seem affected but **the one most adversely affected is the Economic stability/Financial condition aspect.**



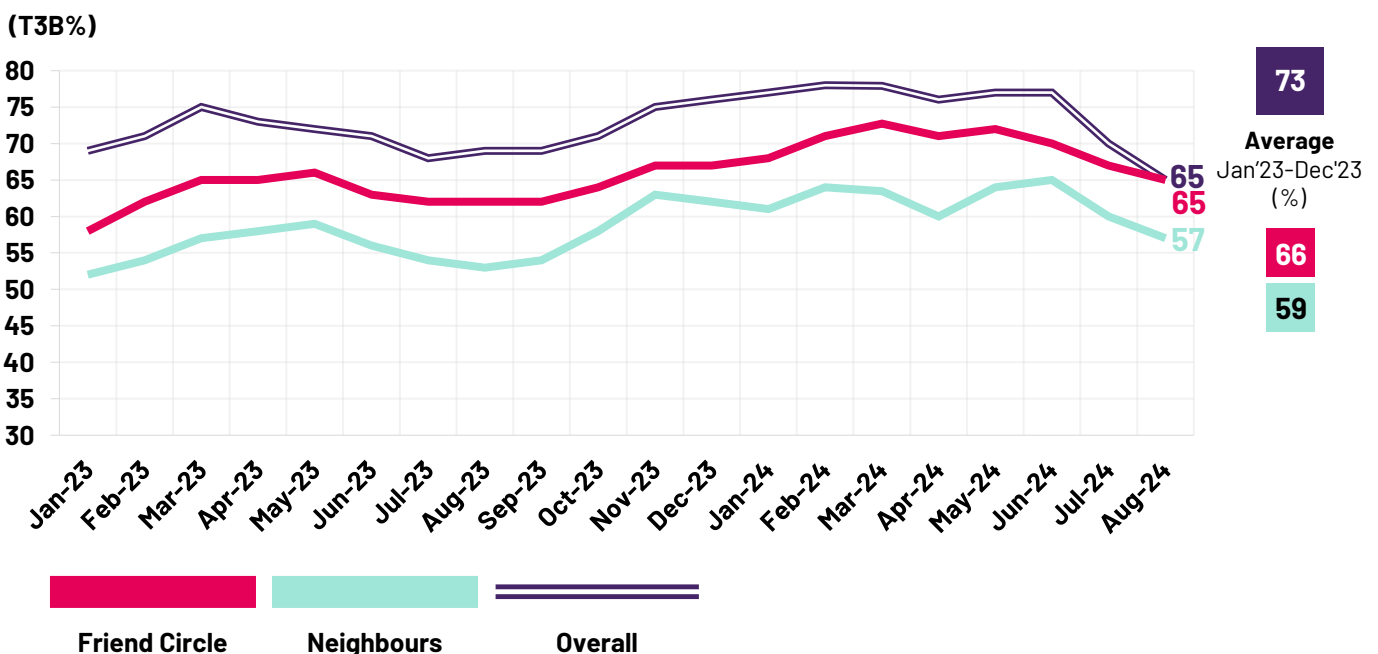
(SCALE USED: 10 pt scale; 10: Very happy 1: Very unhappy | T3B% reported)

Total base: ~ 4369, 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-August 2024



How happy are Indians on SOCIAL dimensions of life?

Social aspects showing improvement have seen a slight dip in the recent wave, especially when judging **Neighbours**.



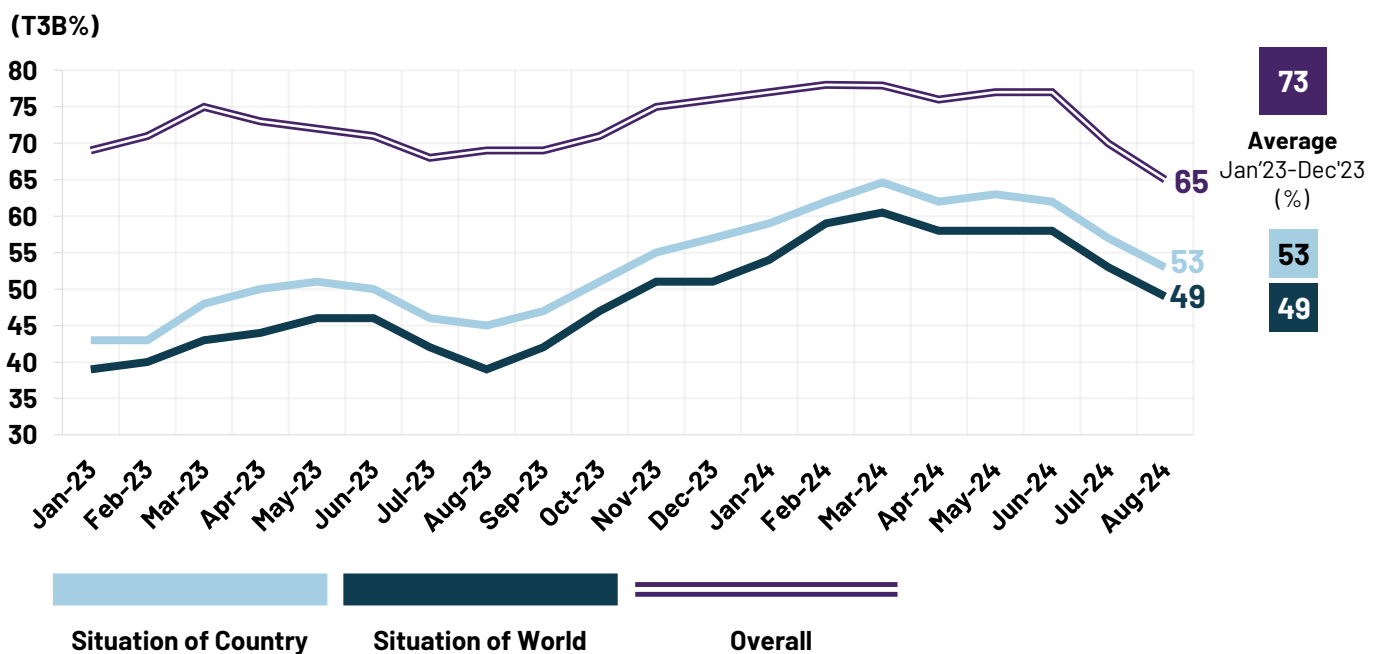
(SCALE USED: 10 pt scale; 10: Very happy 1: Very unhappy | T3B% reported)

Total base:- 4369, 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-August 2024



How happy are Indians on POLITICAL dimensions of life?

Happiness with the political dimensions which were also showing a nice improvement has seen a dip in the recent waves and the scores have now reached the levels of previous year.



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

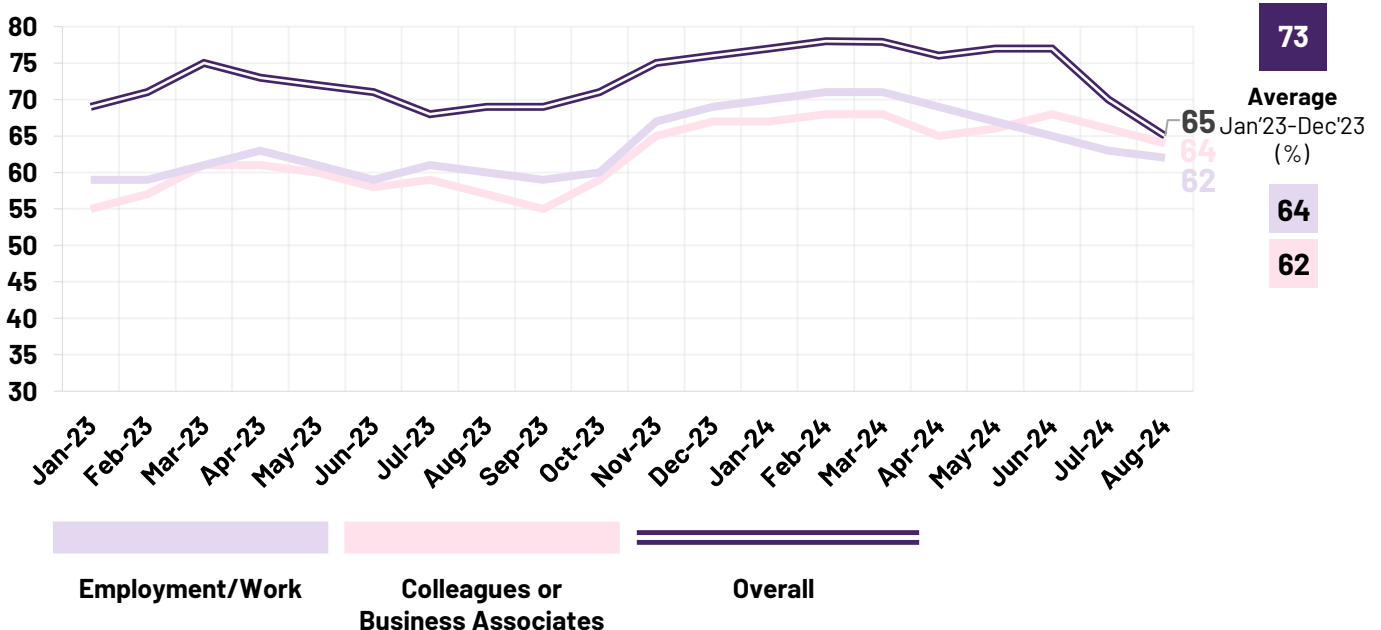
Total base:- 4369, Monthly ; Males and females from SEC A, B and C households in Tier 1, 2 & 3 towns across India.
Source: Ipsos India Omnibus Survey, 2023 | Jan-August 2024



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

According to recent responses, Indians have expressed greater satisfaction with their colleagues or business associates compared to their jobs or work and the trend is not that different as seen earlier. Presently, they are previous year levels.

(T3B%)



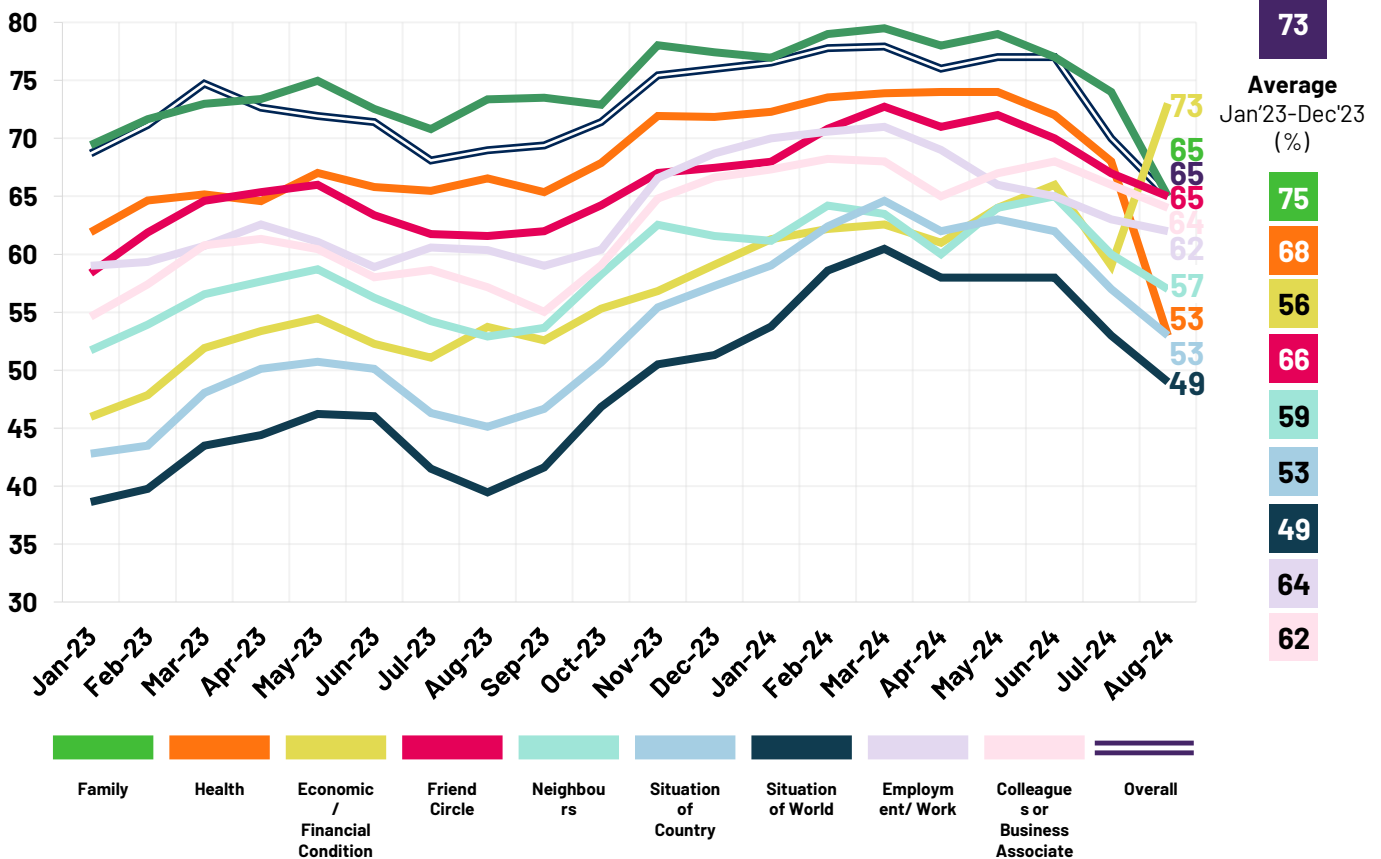
(SCALE USED: 10 pt scale; 10: Very happy 1: Very unhappy | T3B% reported)

Total base: ~ 4369 (employed), 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-August 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:~ 4369, 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-August 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:

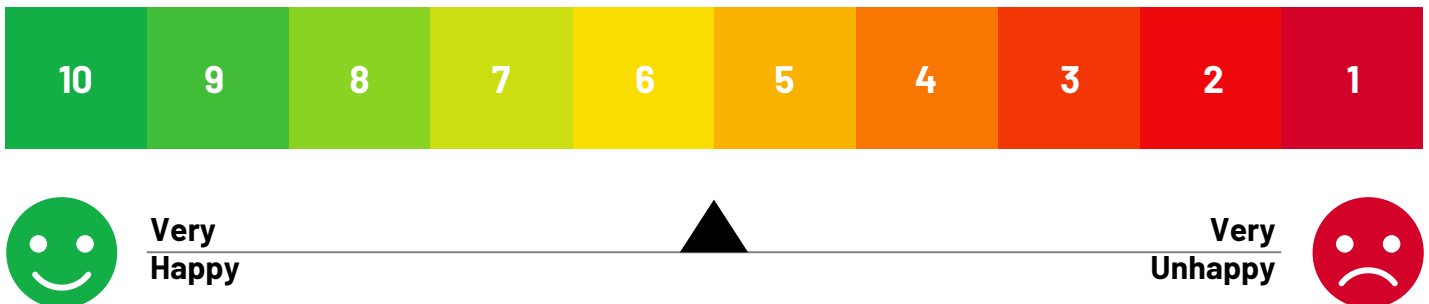
The data collection is done in every month and the results are calculated on two-months rolling sample.

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)

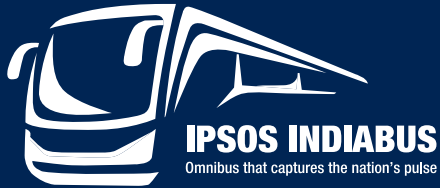
Question administered:

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

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parijat.chakraborty@ipsos.com

