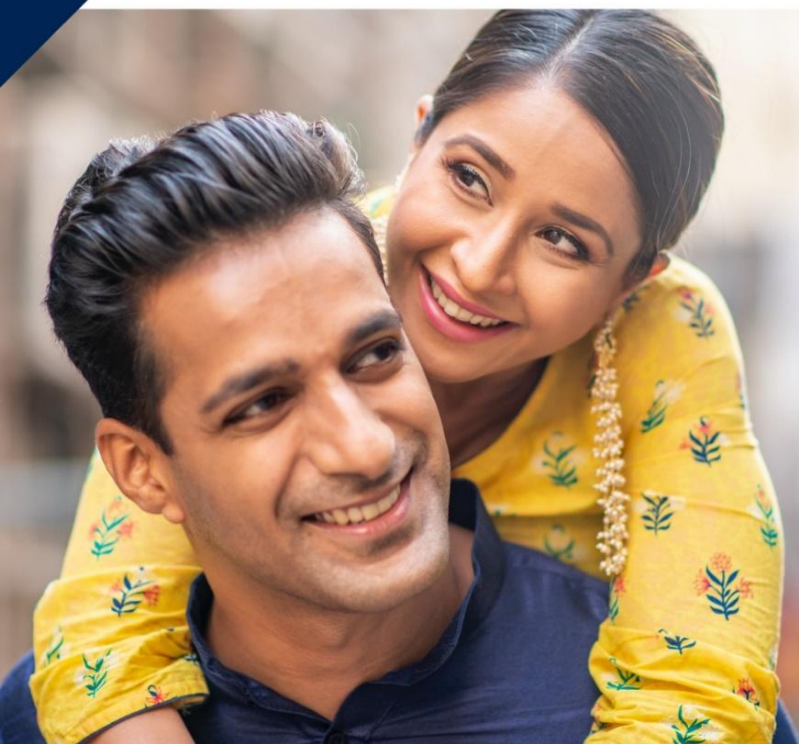


IPSOS INDIA HAPPINESS MONITOR

November/2024



Survey Riding on Ipsos IndiaBus





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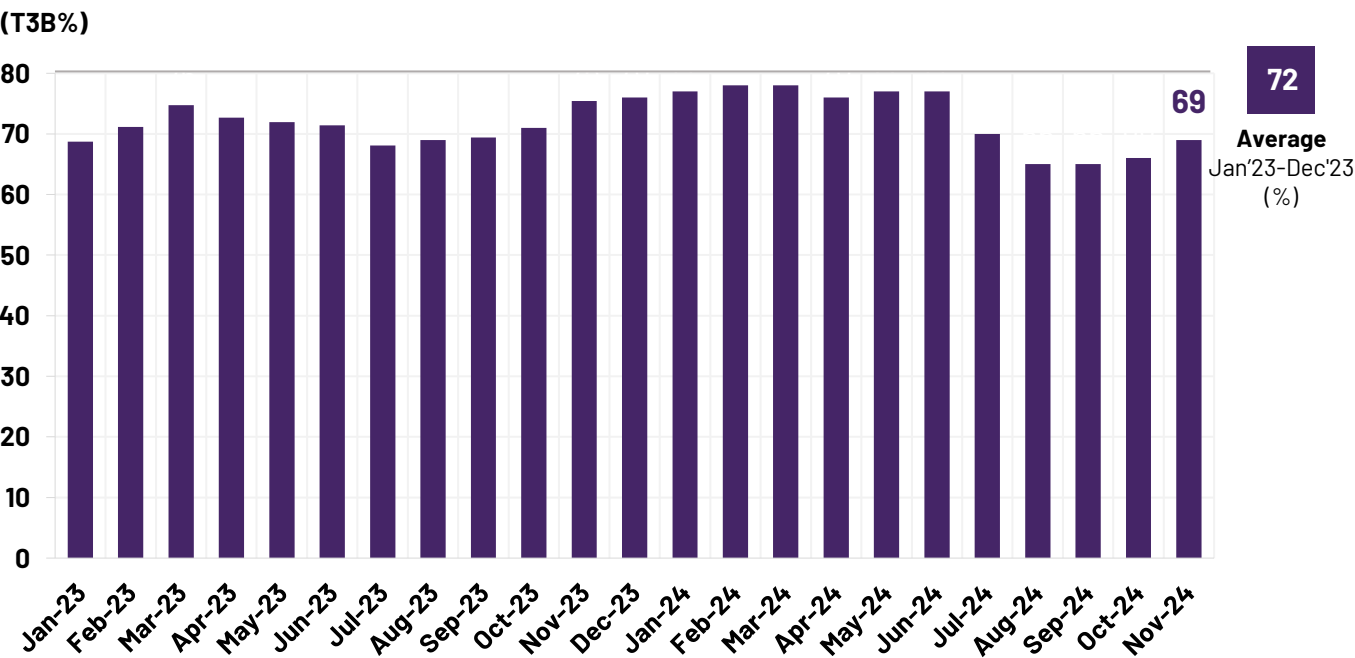
4 Survey design & methodology



How happy are Indians today?

There continues to be an improvement in the trend in this quarter, though at 69%, it is still below the mark seen in the same month last year (75%).

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: ~4159, 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-November 2024

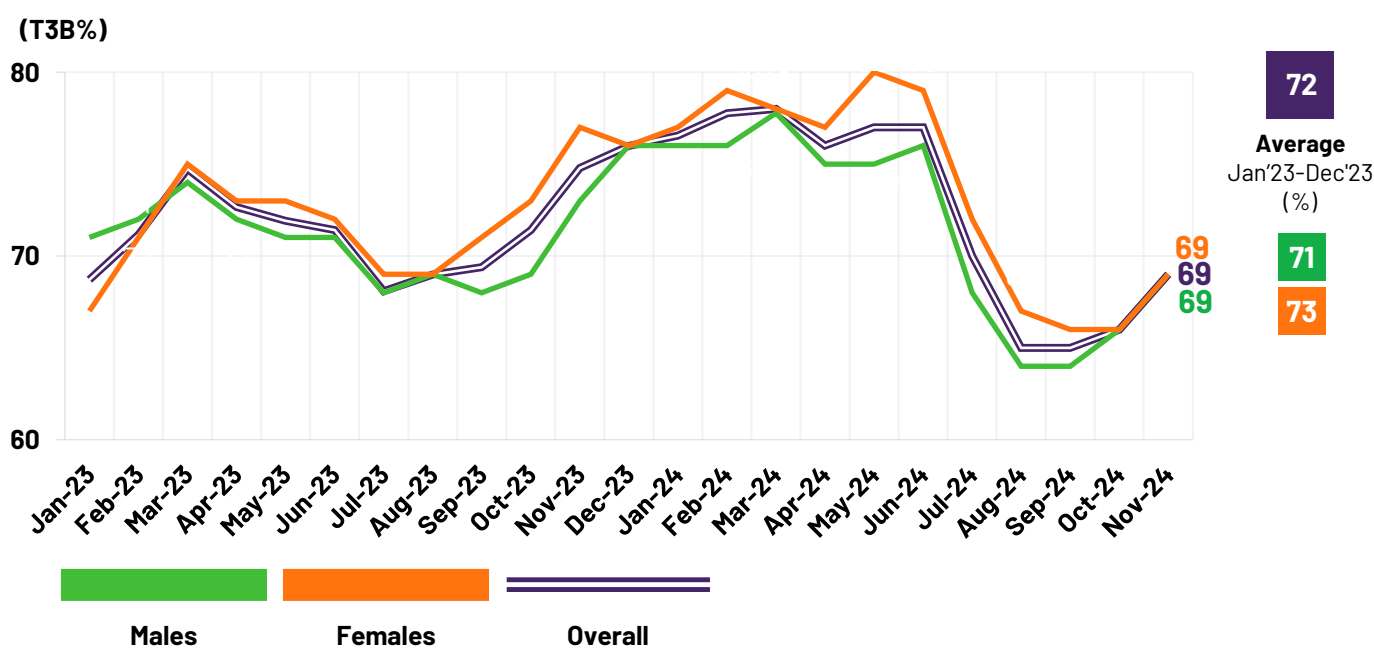
OVERALL HAPPINESS BY DIFFERENT COHORTS





Overall Happiness by GENDER

As witnessed at an overall level, the reversal in trend, now upwards is seen amongst Females and Males both.



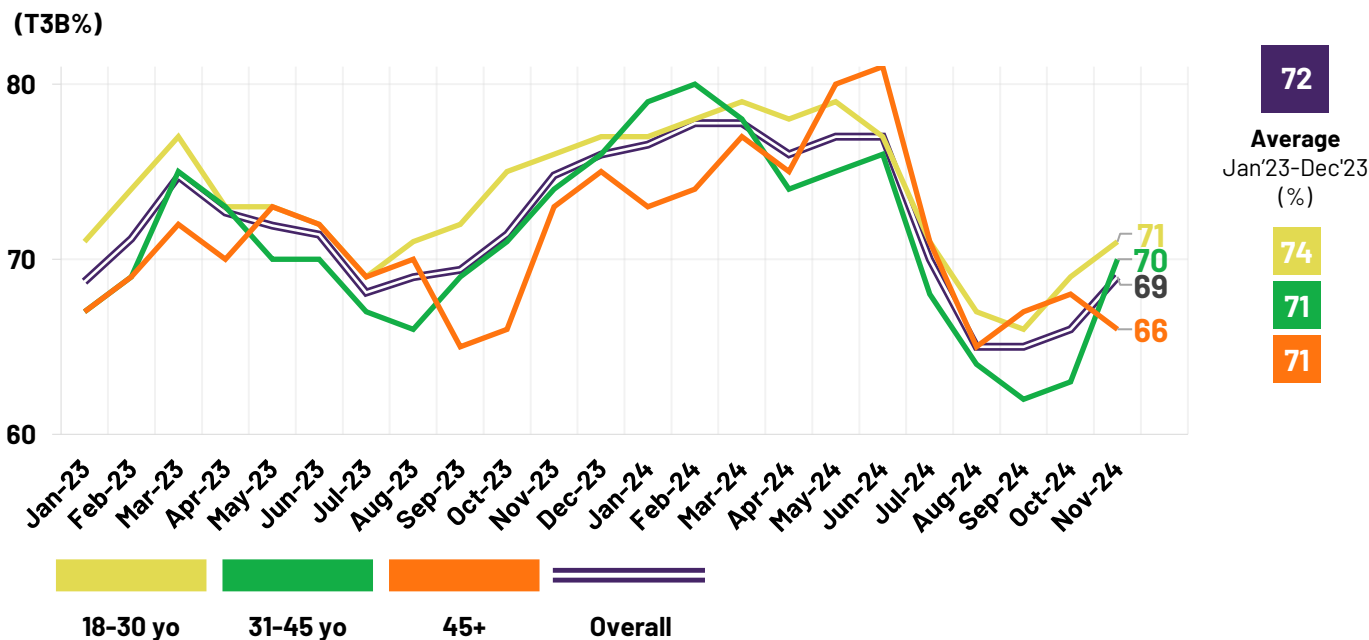
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Overall Happiness by AGE

Both younger age groups (18-30 y.o & 31-45y.o) show good while the older age group declines once again.



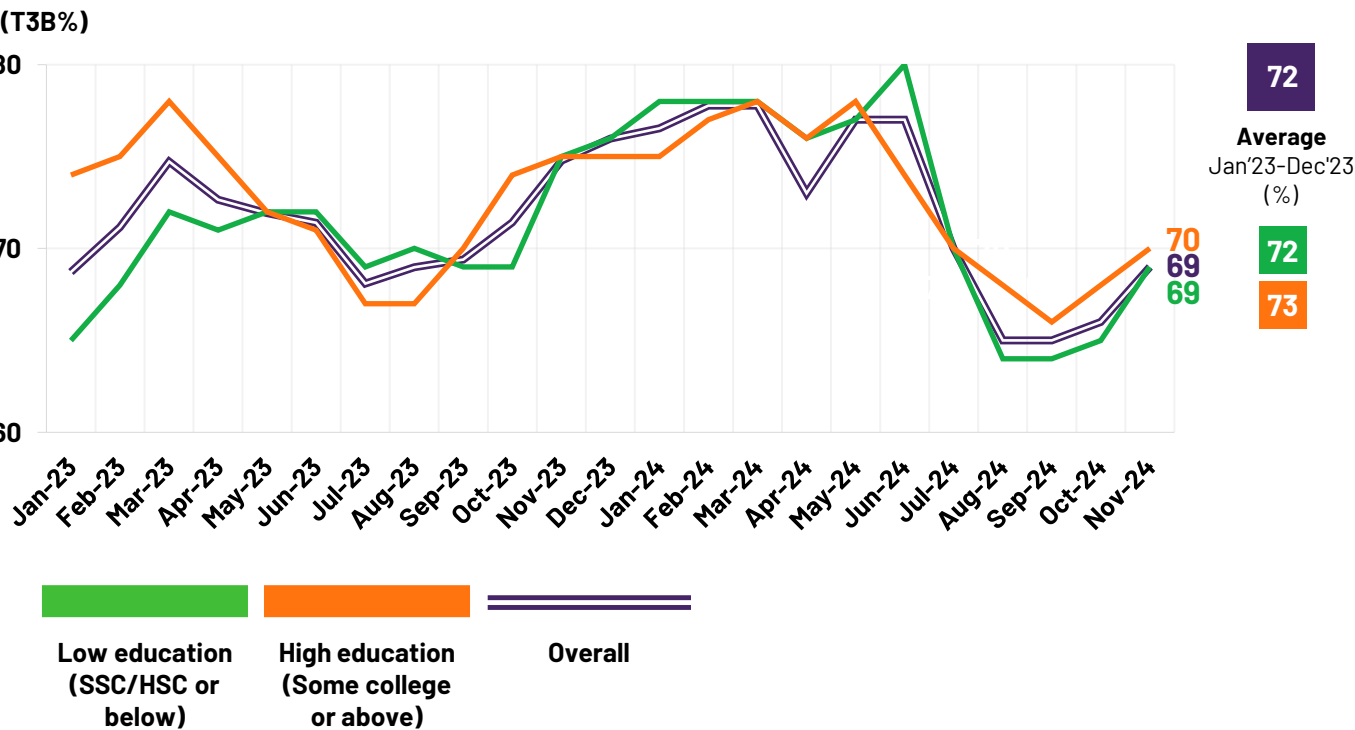
(SCALE USED: 10 pt scale; 10: Very happy 1: Very unhappy | T3B% reported)

Total base:~ 4159, 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-November 2024



Overall Happiness by EDUCATIONAL LEVEL

Both the groups show correction and the higher education group though recovered, is still lower than last year levels.



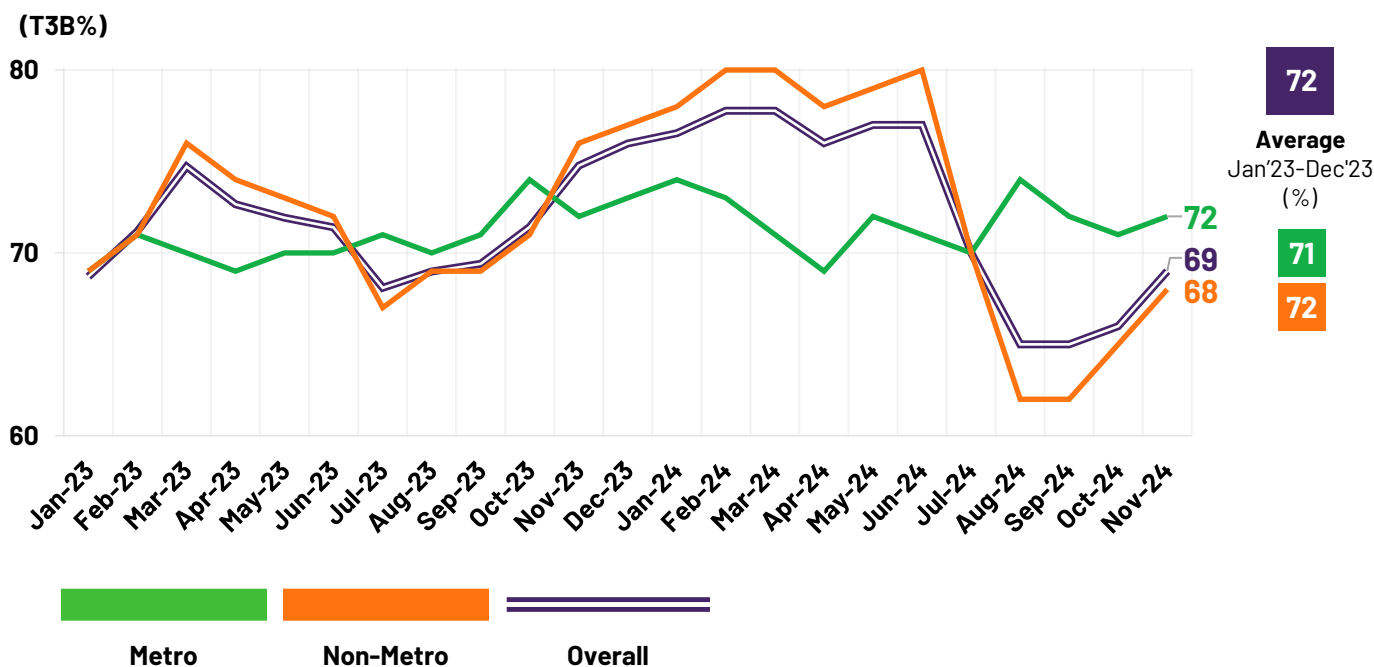
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Source: Ipsos India Omnibus Survey, 2023 | Jan-November 2024



Overall Happiness by TOWN CLASS

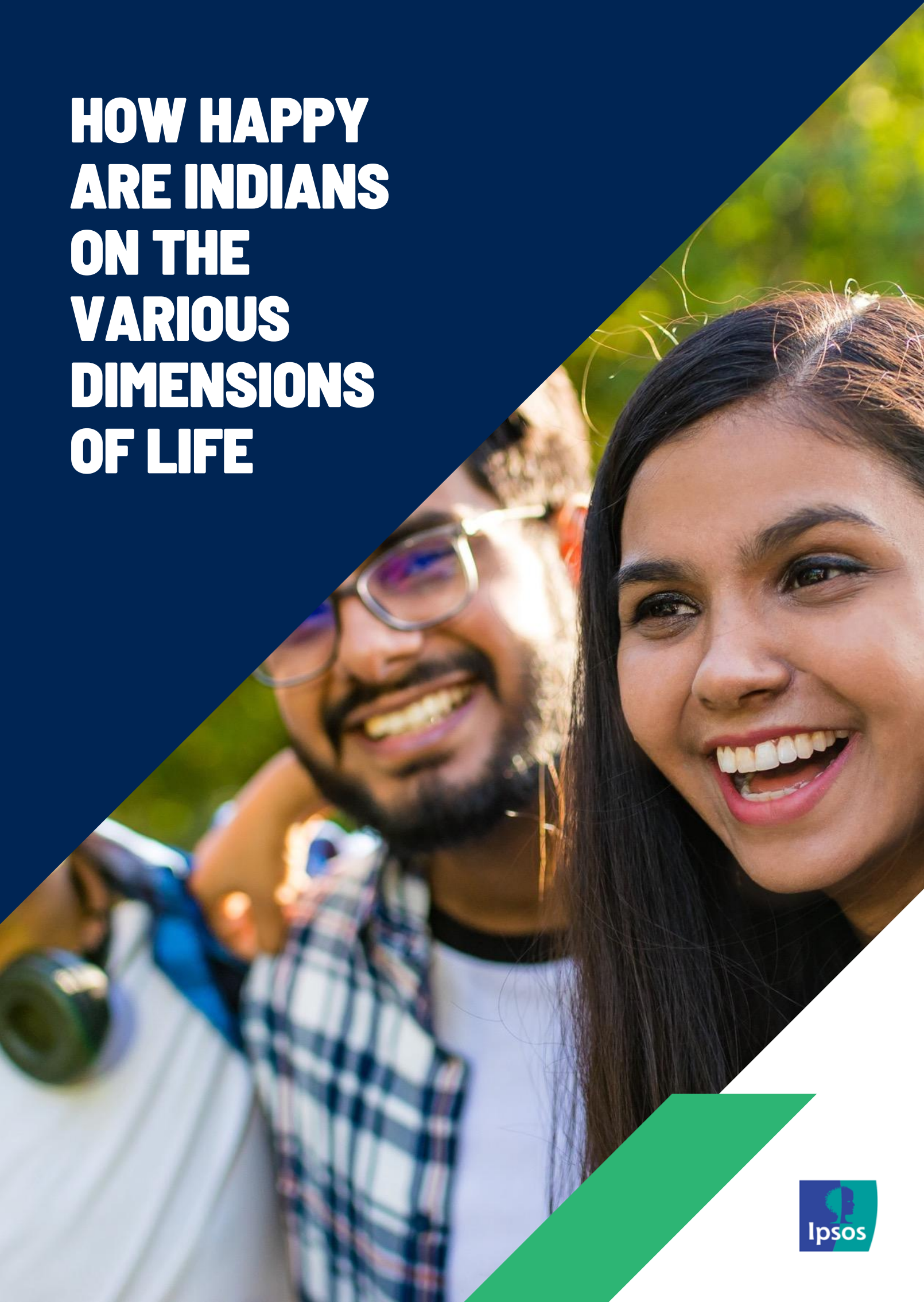
Non-metros that were consistently driving the decline continue to show a correction in this wave.



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

Total base:~ 4159, 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-November 2024

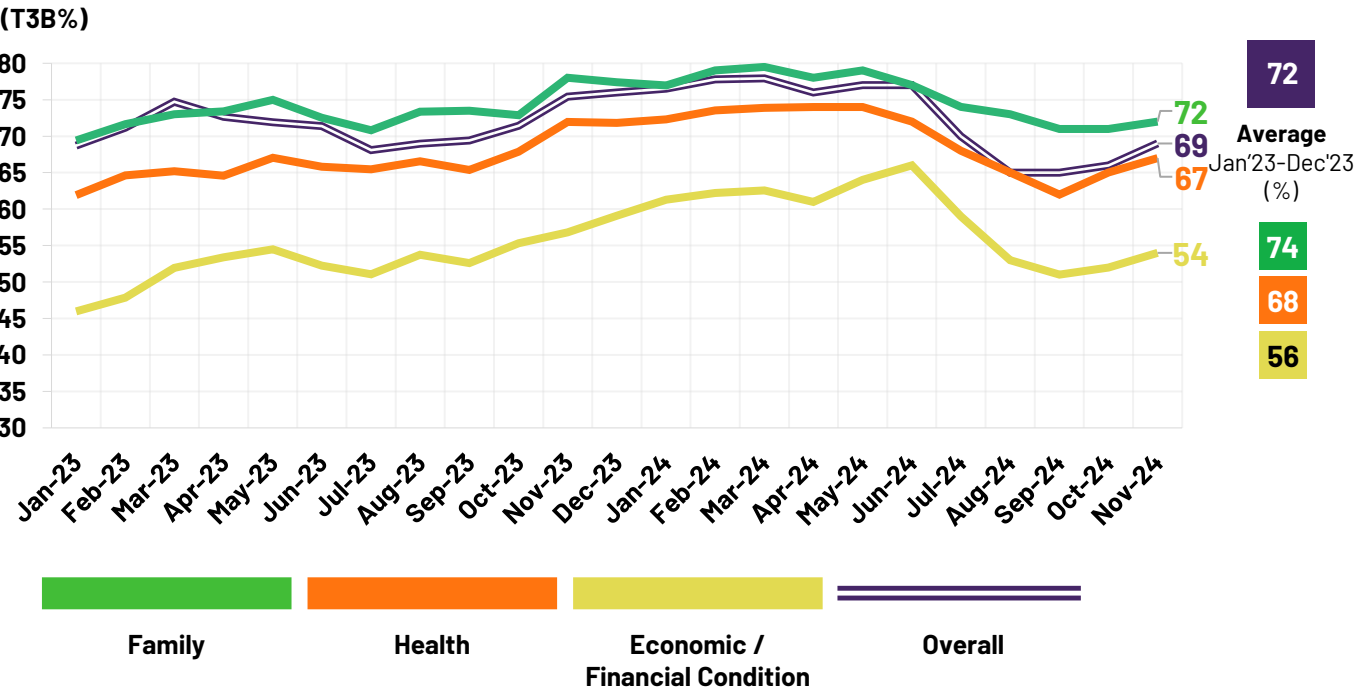
HOW HAPPY ARE INDIANS ON THE VARIOUS DIMENSIONS OF LIFE





How happy are Indians on PERSONAL dimensions of life?

In the recent waves, *Personal aspects & Health* mostly displayed a steadily positive outlook throughout the one aspect that was **most adversely affected was the Economic stability/Financial condition** aspect. This aspect finally continues to show recovery in the recent wave and so does health.



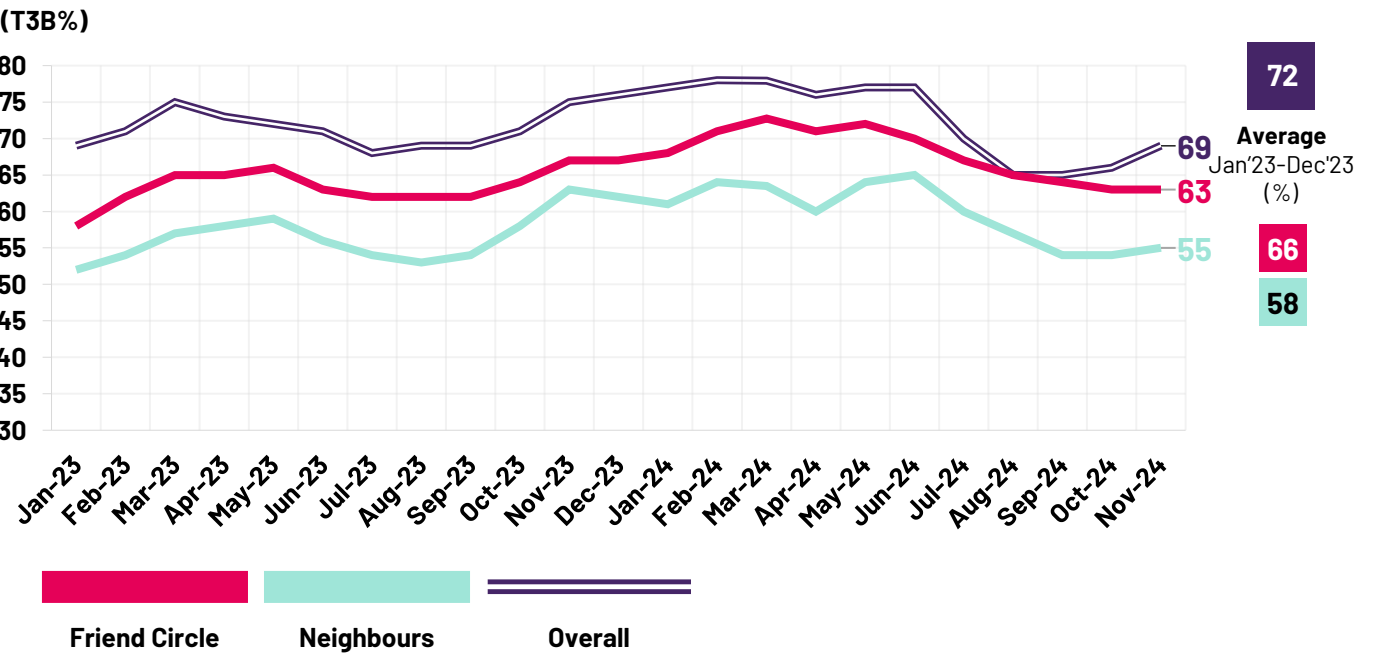
(SCALE USED: 10 pt scale; 10: Very happy 1: Very unhappy | T3B% reported)

Total base:~ 4159, 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-November 2024



How happy are Indians on SOCIAL dimensions of life?

Social aspects show some correction , especially on the Neighbours aspect, though levels are still lower than previous year.



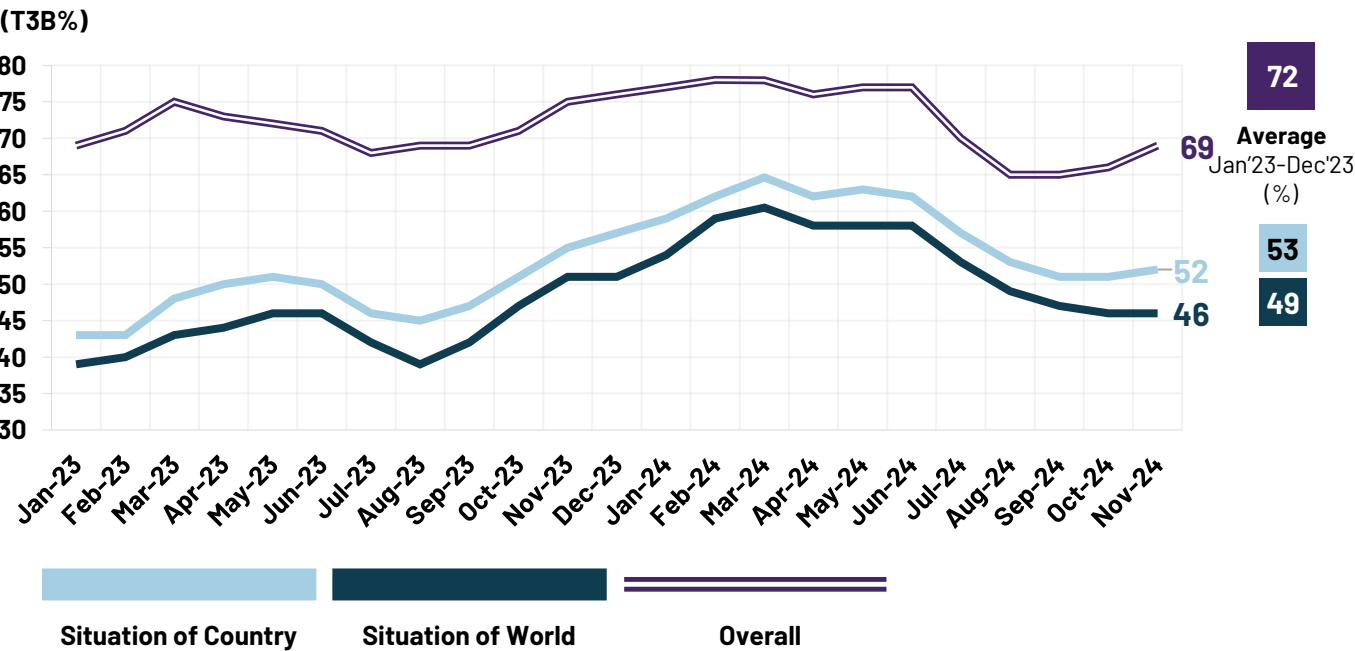
(SCALE USED: 10 pt scale; 10: Very happy 1: Very unhappy | T3B% reported)

Total base:~ 4159, 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-November 2024



How happy are Indians on POLITICAL dimensions of life?

Happiness with the political dimensions continue to hold steady in the present wave.



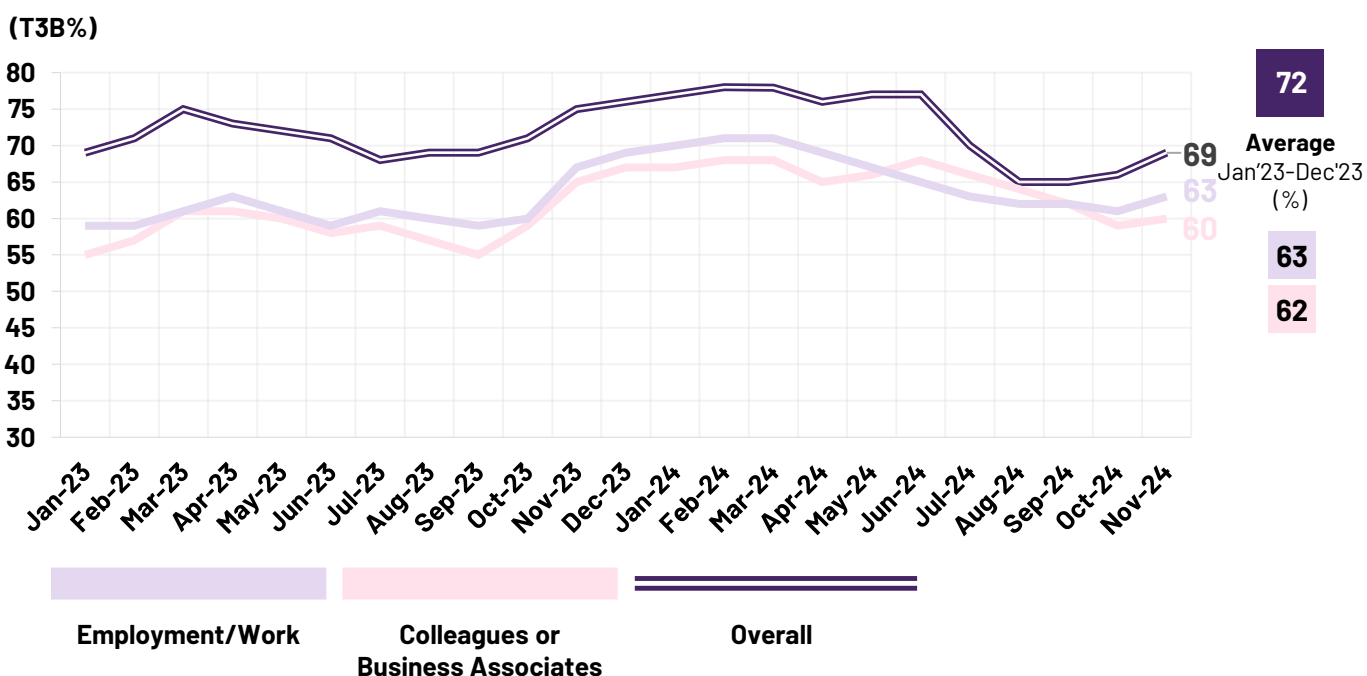
(SCALE USED: 10 pt scale; 10: Very happy 1: Very unhappy | T3B% reported)

Total base: ~ 4159, 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-November 2024



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

And work and job related dimensions also show an uptick in the present wave.



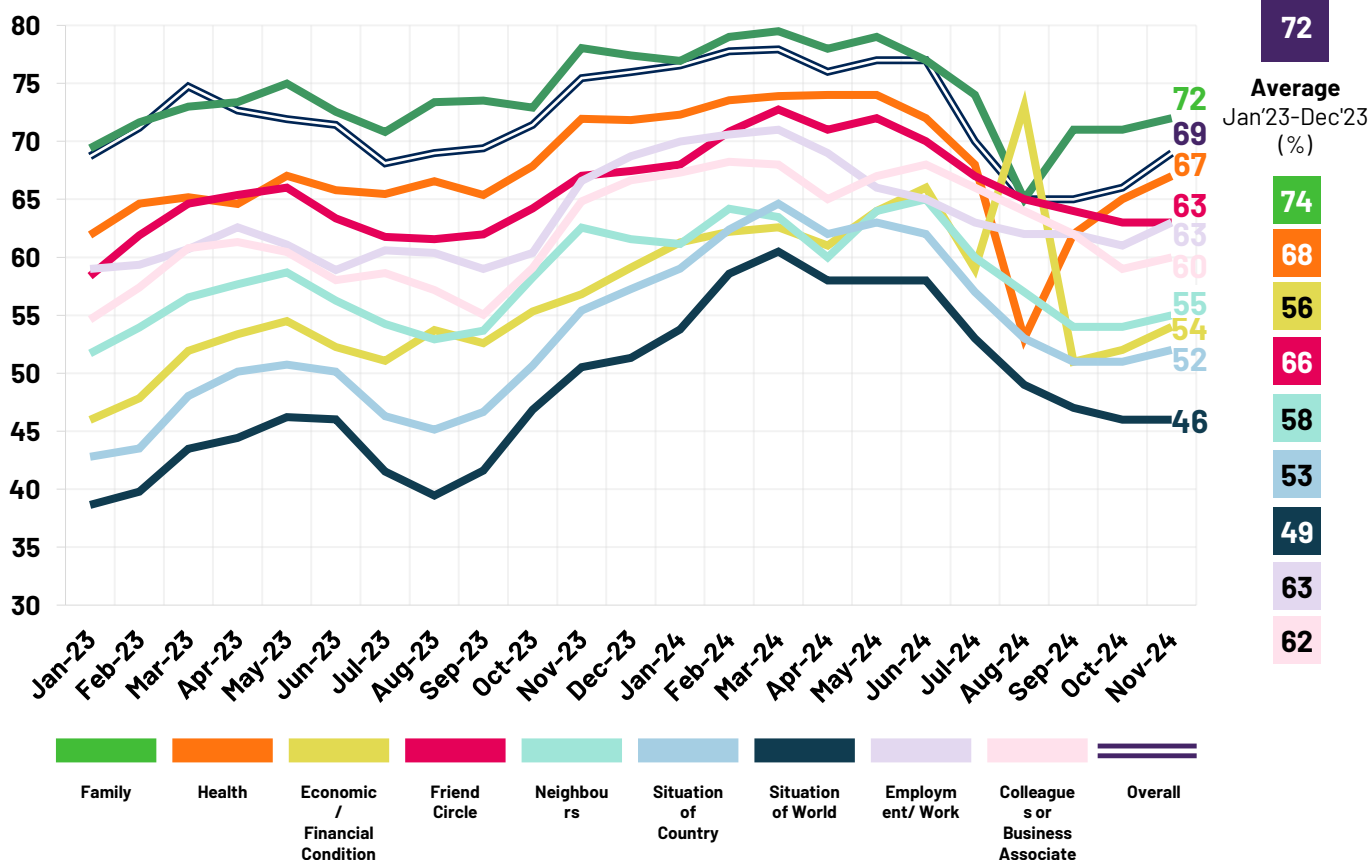
(SCALE USED: 10 pt scale; 10: Very happy 1: Very unhappy | T3B% reported)

Total base: ~ 4159 (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-November 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: ~ 4159, 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-November 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)



Very
Happy

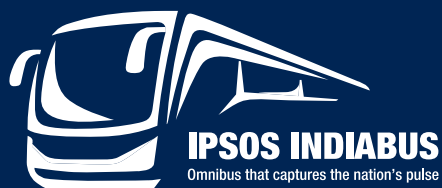


Very
Unhappy



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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