

IPSOS INDIA HAPPINESS REPORT

What Made Indians
Happy in 2023

Survey Riding on Ipsos IndiaBus





**Happiness is inward,
and not outward; and so,
it does not depend
on what we have,
but on **what we are.****

- Henry Van Dyke

This may be true from a spiritual context, but what Indians really want is what affects us personally, at this moment.



Ipsos Happiness Monitor runs on Ipsos IndiaBus as a monthly survey

The survey captures how happy Indians are on a 10-point Happiness scale, on the following parameters - Overall Happiness, Family, Health, Personal Finances, Friend Circle, Neighbours, Work and Colleagues (among those employed), and Overall situation of the country and the World.



Compiling twelve months data across 2023 and running further analytics has revealed some interesting insights on how happy Indians are, and what influences happiness for us.

Here is what we are covering in this **annual report** on **What Made Indians Happy in 2023**:

#1 WHAT INFLUENCES OUR HAPPINESS

#2 HOW HAPPY ARE WE

#3 HAPPINESS LEADS TO HIGHER CONSUMER CONFIDENCE

#1

WHAT INFLUENCES OUR HAPPINESS



Let's take a look at what really contributes to an individual's happiness. Based on a derived analysis from the survey results, Health and Personal Finances are the most significant contributing factors for Indians to be happy, followed by Family. Indicating that Indians are happy in their own 'personal bubble'. Their attention is more inward-driven, rather than external situation of the country and the world. More details on each aspect below:



Health

Health is the most important factor contributing to happiness at 34%. This could encompass both physical and mental well-being. This comes out quite strongly in the Ipsos Global Trends 2023 across the countries, as well in India, 'Conscientious Health' and 'Choices over Healthcare' emerged as the highest-ranking trends. 62% of urban masses agree that they need to do more to look after themselves physically, and 56% agree they need to look after their mental well being.



Finances

Close behind Health, 32% contribution comes from Personal Financial situation – this can include income, savings, financial security, and the ability to afford necessities and luxuries. This isn't surprising as financial security can greatly influence an individual's quality of life. 'Inflation' (48%) and 'Unemployment' (44%) also come out as the top concerns for Indians in Ipsos What Worries the World survey 2023 (India), underlying the emphasis Indians place on Personal Finances.



Family

Next comes the role of Family as a contributor to happiness at 16%. This could mean our relationships with family members, having a supportive family, or the joy we derive from family interactions.



Friends

Friendships as a source of happiness contributes 8%. This indicates the importance of social connections and interpersonal relationships outside of the family.



Work

Work accounts for 6%. This could include job satisfaction, a sense of fulfillment from career, or a positive work-life balance.



Situation of the country

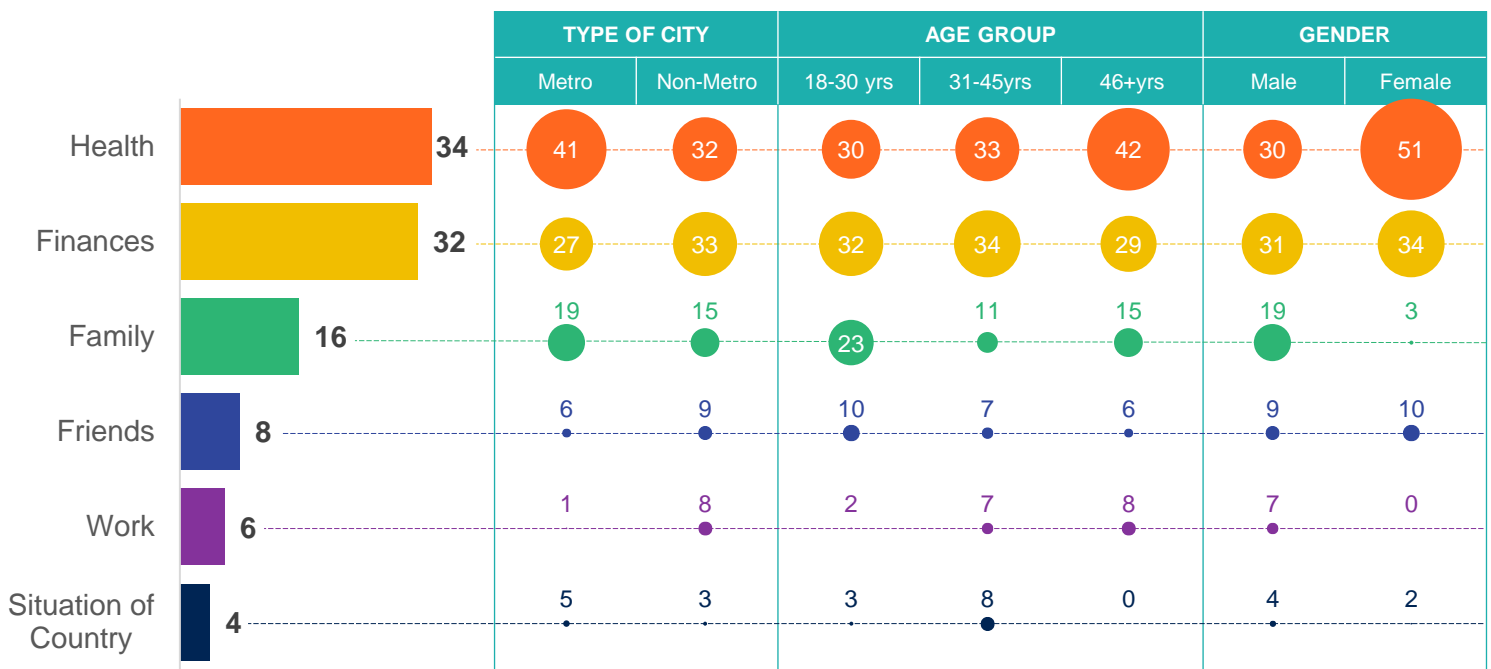
The lowest contributor is the situation of our country at 4%. This could be related to the political climate, economic stability, social issues, and general national sentiment.

The analysis also shows interesting insights on what is 'not important' in contributing to an individual's happiness. Neighbours, colleagues and situation of the world, do not have a significant impact in driving happiness.



Drivers to Happiness

% Contribution to Happiness



Source: Ipsos India Happiness Monitor 2023; Regression Analysis run on January – December 2023 data using Overall Happiness as dependent variable and other attributes as independent variable

De-averaging this data across cohorts, we see clearly that for those living in Metros, Health is a bigger influencer than for those in non-metros. While for non-metros, Health and Personal Finances get equal importance, the gap is significantly high in Metros – Health is a much bigger influencer than Personal Finances.

An age wise analysis also reveals the shift in influence of Health in comparison to Personal Finances, with advancing years. The gap between influence of Health and Personal Finances increases

for those older than 46 yrs. Interestingly, for men, Health and Personal Finances are equal influencers, but for women, health is clearly ahead as an influencer.

These differences reflect that while overall Health and Personal Finance are the key influencers to achieve Happiness, different parameters affect Happiness differently by lifestage, location and gender of the individual.

#2

HOW HAPPY ARE WE

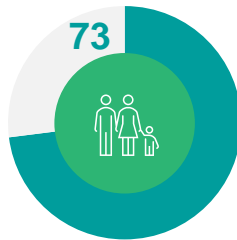
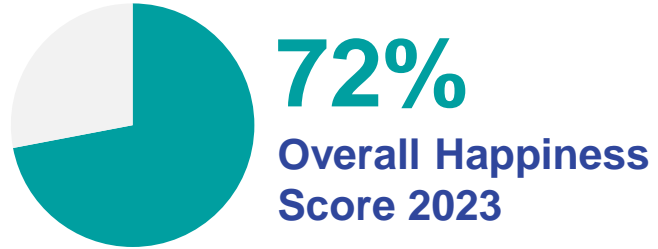




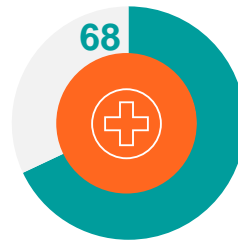
Across 2023, Indians were mostly happy - with 72% being happy in their current situation.

We are most happy about Family (at 73%), and Health (at 68%); While Personal Finances scores low at 55%. Friend circle (at 63%) and Work (at 62%), fare better than Personal Finances.

Happiness Scores



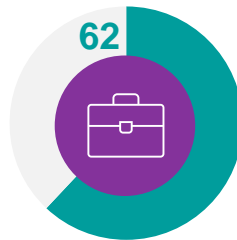
Family



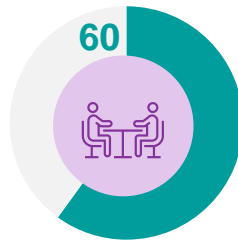
Health



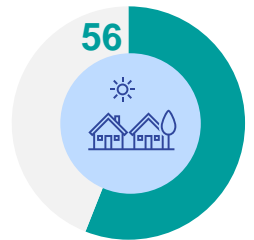
Friends



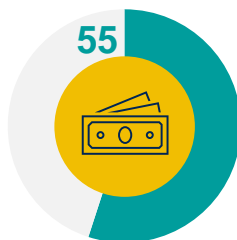
Work



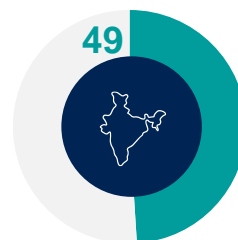
Colleagues



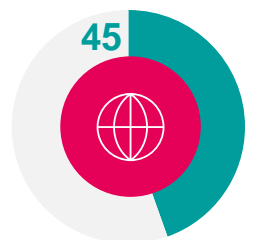
Neighbours



Finances



Situation of Country



Situation of World

Source: Ipsos India Happiness Monitor 2023

 % Happiness Score

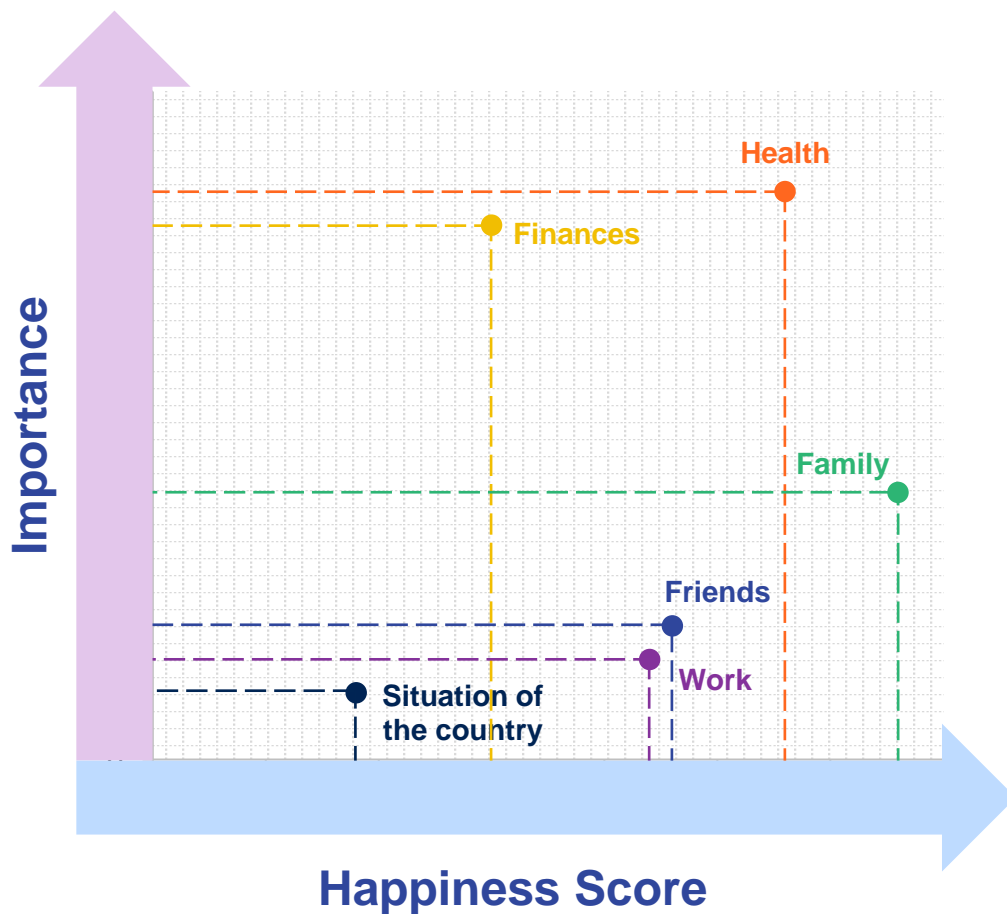


The Bigger Picture

When we look at the relationship between what influences happiness and 'true happiness', Family, which gets the highest happiness score, scores third in importance hierarchy (far lower in influence than Health and Personal Finances).

And Personal Finance, which is a key influencer to happiness, gets a much lower Happiness score, indicating individuals have higher expectations on the financial front.

Overall, Family and Friends get high Happiness scores, while in reality their influence on overall happiness is much lower than that of Health and Personal Finances.



Source: Ipsos India Happiness Monitor 2023

#3

HAPPINESS LEADS TO HIGHER CONSUMER CONFIDENCE





How does this Happiness Score tie up with Overall Consumer Confidence?

Ipsos also conducts a monthly survey to capture Consumer Confidence Index among Indians. Correlating this with the data for Happiness for the year 2023, the happier Indians are, the higher is the Consumer Confidence. Both move in tandem – showing how ‘happiness’ has a direct impact on consumption behaviour.



*Note: Consumer Confidence Index available from February 2023 onwards
 Source: Ipsos India Happiness Monitor 2023; Ipsos Global Consumer Confidence Index, 2023*

To conclude, Indians are living in good times, and upbeat about their situation. Though better Health and Finances can help us achieve a better Happiness state.



Methodology



The Happiness Monitor is run monthly on Ipsos IndiaBus, which is a monthly pan India omnibus conducted by Ipsos India on diverse topics, among 2200+ respondents per month from NCCS A, B and C households, covering adult male/ females across all four zones in the country. The survey is conducted across 16 cities - mix of Metros, Tier 1, Tier 2 and Tier 3 towns, providing a robust and representative view of urban Indians.

The respondents are polled both face to face and online. The data collection is done monthly. City-level quota for each demographic segment ensures consistency in tracking. The data is weighted by demographics and city-class population to arrive at national average.

Other Sources

Ipsos Global Trends Survey, 2023; Read [here](#)

Ipsos What Worries The World, 2023; Read [here](#)

Ipsos Global Consumer Confidence Index, 2023; Read [here](#)

For further details about this report, please contact:

Parijat Chakraborty

Country Lead PBA, CPR, ESG and CSR, India
parijat.chakraborty@ipsos.com

Pallavi Mathur Lal

Senior Director – Marketing and Knowledge, India
pallavi.mathurlal@ipsos.com

Shruti Patodia

Research Director, India
shruti.patodia@ipsos.com

