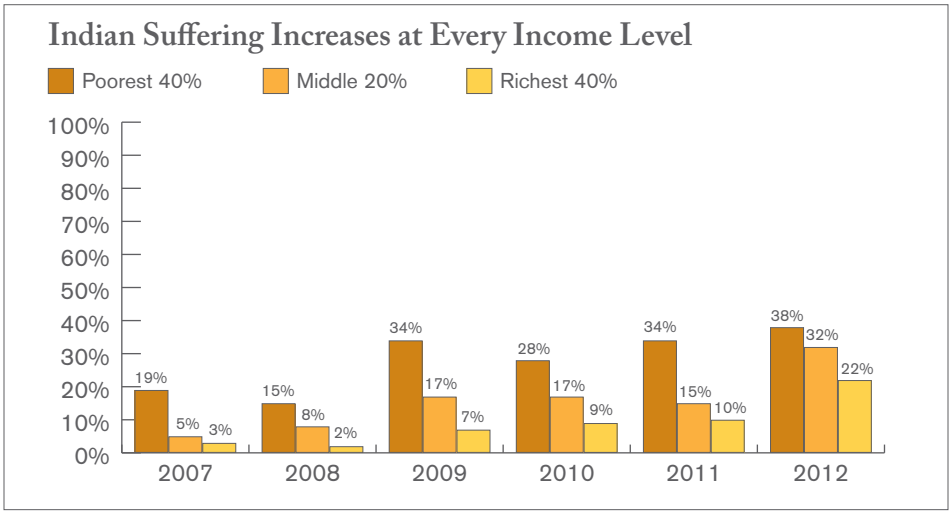


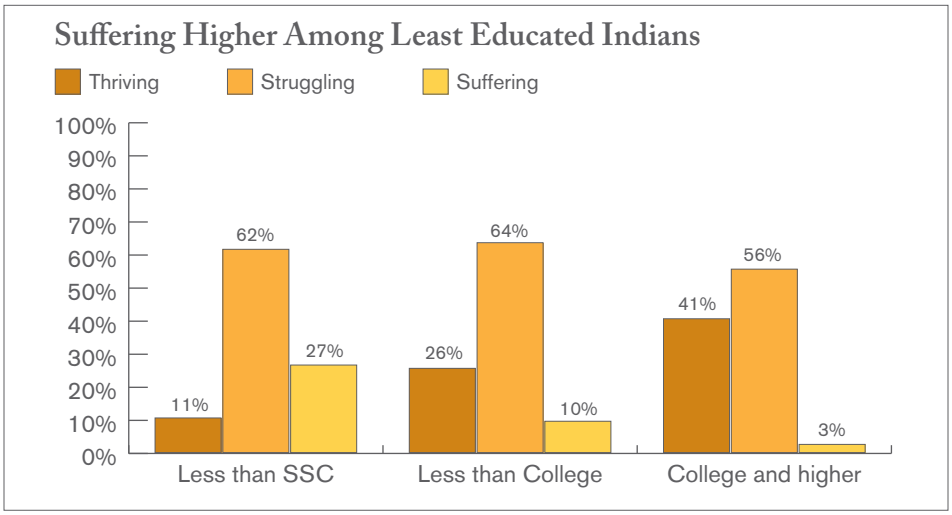
Key Findings

Gallup India Behavioral Economics Forum

Thirty-One Percent of Indian Adults Are "Suffering"

- 31% of adults (or an estimated 240 million adults) in India currently rate their present and future lives poorly enough to be classified as suffering.
- Suffering in India increased from 24% in 2011.
- About one in eight Indians (13%) in 2012 are optimistic enough to be classified as thriving, down from 21% in 2006.
- Gaps between urban and rural Indians have widened, with more than one in three (36%) of those living in rural India classified as suffering versus one in five (21%) in urban India.
- Suffering has increased at every income level, with rates reaching 38% among the poorest 40% in 2012.
- Education also affects Indians' life evaluations. The least educated are the most likely to be suffering and the least likely to be thriving.
- 13% of Indians in early 2012 report they did not have enough money for food versus 35% in 2006.
- 10% in 2012 report not having enough money for shelter versus 24% in 2006.
- A slim majority of Indians (51%) are satisfied with their standard of living, down substantially from previous years.
- 73% perceive corruption as widespread in government.





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Forty-Three Percent in India Are Employed Full Time for an Employer

- More than four in 10 Indians in the workforce have a "good job" – which Gallup characterizes as a full-time job with an employer.
- 8% of Indians employed by an employer are currently engaged in their jobs and close to one-third (32%) are actively disengaged.

Sixteen Percent of Indian Adults Own a Business

- 5% of adults say they plan to start a business in the next 12 months.
- 71% of business owners report having high levels of determination and 75% report profit orientation.
- More than six in 10 current business owners in India say they would rather be on their own than work for someone else.
- Fewer than four in 10 (39%) business owners say the government makes it easy to start a business, while 37% have access to a mentor and 29% have a trusted business partner outside of their immediate family.
- 54% of current business owners themselves feel that entrepreneurs are good role models for youth in India.
- 52% of aspiring entrepreneurs agree that they would rather be running their own busineses than working for someone else.
- More than one in three (37%) aspiring entrepreneurs feel government makes it easy to start a business, while 29% say they have access to a mentor who can advise them on how to start a business or access to a trusted business partner (26%) outside of their family.
- 22% of aspiring entrepreneurs have access to training on how to start a business, while 29% have access to funds.

Employment Key Factor for Improving Wellbeing

- Gallup research indicates good jobs are important for improving individual wellbeing.
- Great workplaces have the ability to engage their employees by doing three things:
    a. leveraging individual talent
    b. encouraging development
    c. providing a voice to each individual
- The positive effect of engagement in the workplace or career wellbeing extends well beyond the workplace into social, financial, and community wellbeing.

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