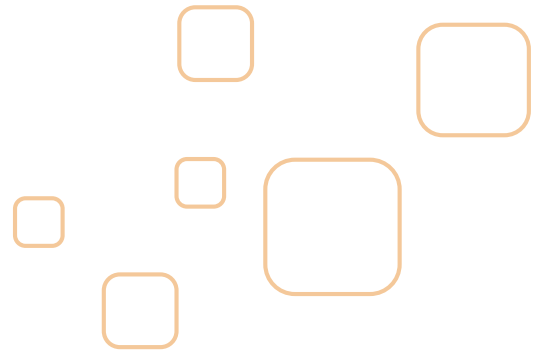




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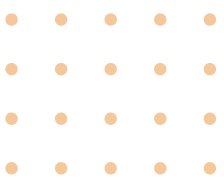
Weekly Vibe

PM Modi's "Kifayat" Speech

60% back small sacrifices and 55% feel positive, but 41% say the government must also walk the talk

23 May, 2026

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Q1: How familiar are you with PM Modi's recent "Kifayat" speech and the specific measures he suggested (e.g., work from home, reducing gold purchases, saving fuel)?

Response	Percentage
Very familiar	67.2%
Somewhat familiar	13.7%
Heard of it, but do not know the details	8.1%
Not aware at all	5.9%
Don't know / Can't say	5.2%

Q2: Did PM Modi clearly explain why Bharat needs to be careful with expenses at this time?

Response	Percentage
Yes, explained with full clarity	35.0%
Explained to some extent	24.5%
Could not explain clearly at all	30.8%
Don't know / Can't say	9.8%

Q3: Do you understand how the Gulf crisis could affect Bharat and your daily life?

Response	Percentage
Yes	67.8%
No	11.8%
Don't know / Can't say	20.3%



Q4: Do you think PM Modi and the Government of India should have explained the crisis better?

Response	Percentage
Yes	47.3%
Maybe	19.4%
No, the explanation given is sufficient	19.6%
Don't know / Can't say	13.7%

Q5: Overall, how do you feel about this appeal in the current economic situation?

Response	Percentage
Positive – Necessary and timely in the national interest	36.5%
Somewhat positive – but somewhat delayed	18.6%
Somewhat negative – feels like an added burden on citizens	21.3%
Negative – reflects poor economic management	16.8%
Don't know / Can't say	6.9%





Q6: To what extent do you agree with the Prime Minister's call for citizens to make "small sacrifices" such as working from home more often, reducing fuel consumption, and buying less imported gold?

Response	Percentage
Completely agree	44.9%
Somewhat agree	15.4%
Neither agree nor disagree	12.6%
Completely disagree	21.7%
Don't know / Can't say	5.3%

Q7: Following Prime Minister Modi's appeal for "savings," how likely are you to reduce your spending on petrol/diesel and gold purchases?

Response	Percentage
Very likely	33.0%
Somewhat likely	23.0%
Very unlikely	17.8%
Not at all likely	16.0%
Don't know / Can't say	10.1%

Q8: Following Prime Minister Modi's appeal for "savings," how likely are you to use more domestically made products and fewer imported goods/brands?

Response	Percentage
Very likely	34.1%
Somewhat likely	21.0%
Very unlikely	14.7%
Not at all likely	15.9%
Don't know / Can't say	14.3%



Q9: How much extra would you be willing to pay for petrol/diesel, if necessary?

Response	Percentage
Up to ₹5 per litre	23.2%
Up to ₹10 per litre	11.4%
Up to ₹15 per litre	9.8%
Not willing to pay more	38.5%
Don't know / Can't say	17.1%

Q10: Do you believe that, while asking citizens to control expenses, the Central Government is itself making adequate efforts to reduce its non-essential expenditure?

Response	Percentage
Yes, it is making full efforts	32.5%
Yes, it is making efforts to some extent	15.5%
No, only citizens are being asked to save; the government itself is not making any effort	41.3%
Don't know / Can't say	10.7%





Q11: In your view, which single action would have the most meaningful economic impact right now?

Response	Percentage
Citizens voluntarily reducing spending on gold, fuel, and non-essential travel	33.3%
Government increasing petrol/diesel prices to reflect crude oil costs	10.9%
Government reducing its own non-essential expenditure first	22.0%
RBI / Government directly managing the rupee and forex reserves directly	14.4%
Don't know / Can't say	19.3%





PM's "Kifayat" Speech

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Key Findings (Summary)

Q1 - Awareness

- Awareness is high across nearly all groups - over 80% have at least heard of the speech.
- The most notable gap: SC/Dalit respondents show the lowest "very familiar" rate (51%), nearly 27 points below UCH (78%).
- NDA voters (75% very familiar) are notably more plugged-in than Opposition voters (59%).

Q2 - Did Modi clearly explain why India needs to be careful?

- 35% said he explained with "full clarity" - another 24.5% said he explained to some extent (60% aggregate)
- Older respondents (55+: 45%, 45-54: 49%) found the explanation clearer than younger ones (18-24: just 21%).
- The political gap is stark: 46% of NDA voters say they have full clarity, vs. only 22% of Opposition voters.

Q3 - Understanding of the Gulf crisis impact

- 68% say they understand how the Gulf crisis affects India and their daily life.
- Understanding rises with education: 78% among the higher-educated vs 58% among the lower-educated.
- Muslim respondents show relatively high comprehension (71%), likely given the community's strong Gulf migration ties.

Q4 - Should the government have explained the crisis better?

- A majority lean toward wanting more explanation - 47% said "yes", 19% said "maybe."

Q5 - Overall sentiment

- 55% positive (36.5% positive + 18.6% somewhat positive) vs. 38% negative (21.3% somewhat negative + 16.8% negative).
- The Muslim community stands out sharply, 42% view it as a burden on citizens, and only 15% view it positively.
- UCH respondents are the most enthusiastic (51% positive).
- The appeal lands better with older (55+: 47% positive) than younger voters (18-24: only 26%).



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Key Findings (Summary)

Q6 - Agreement with "small sacrifices."

- 60% agree (completely/somewhat) - a solid overwhelming majority.
- Women are more supportive (50% completely agree) than men (40%).
- The NDA-Opposition chasm is enormous: 64% of NDA voters completely agree vs. 22% of Opposition voters. Opposition disagreement rate (40%) nearly matches the NDA agreement rate.

Q7 & Q8 - Behavioural intent

- Around 56% say they are likely (very/somewhat) to reduce fuel/gold spending; a similar 55% would shift to domestic products.
- Women are slightly more willing to change their behaviour than men across both questions.
- Urban respondents and older age groups show higher intent, somewhat counterintuitive given that these groups arguably have more discretionary spending.
- Muslim respondents show the lowest intent on both metrics.

Q9 - Fuel price tolerance

- 44.4% are willing to pay up to ₹5/litre to ₹15/litre more.
- 38.5% are not willing to pay more for petrol/diesel at all
- Opposition voters are the most resistant: 51% flatly refuse any increase.

Q10 - Government's own fiscal credibility

- 48% believe the government is making full efforts and/or efforts to some extent
- 41% believe only citizens are being asked to save, while the government itself makes no effort
- Among Opposition voters, this rises to 63%. Even among NDA voters, 24% feel the government isn't doing enough.
- Muslim respondents are the most sceptical: 69% say only citizens are being asked to sacrifice.

Q11 - What would actually make a difference?

- "Citizens voluntarily reducing spending" leads at 33%, consistent with the government's own framing.
- "Government reducing its own expenditure first" comes second at 22%, underscoring the credibility gap from Q10.
- Higher-educated respondents most often prefer government self-discipline (29%) over citizen action (26%).



THANK YOU

Prepared by: AT VoteVibe LLP