

Twenty10 REWIND

DECEMBER 31, 2010

{The People's 2010}

Your vote

Medals and scams. Corruption and controversy. Violence and inflation. In a year when so much made the news, what will the people remember 2010 for? By Kanika Gahlaut

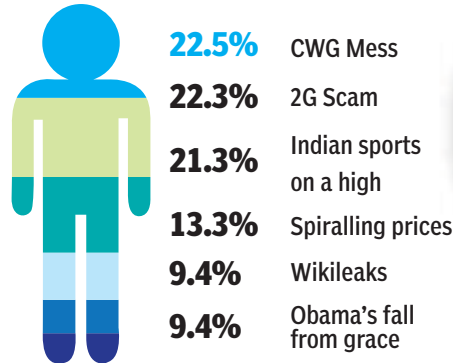


Illustration: ABHIMANYU SINHA
Graphics: PRASHANT CHAUDHARY

NEWSMAKERS 2010: A MaRS-HT SURVEY

Hostile neighbours matter least as a cause of national concern, spiralling prices score far higher. 'Development' man Nitish Kumar is this year's hero but shuttle queen Saina Nehwal comes a close second. Despite all the noise, the Niira Radia tapes didn't register too high on the scandal list in a year dominated by scandals. These are some of the findings of our year-end MaRS-HT survey.

We will remember 2010 for



India's crowning achievement



36.4% Record medal win at Asiad/CWG
29.4% Hosting Commonwealth Games

21.3% Economy recovers from slump
12.9% Nation calm after Babri verdict

India was most challenged by



33.6% Scams in government
21% Spiralling Prices

19.1% Increase in Maoist attacks
13.2% Widening rift within UPA
13% Hostile neighbours

Exposé that shocked most at home



35.8% CWG corruption
22.4% Adarsh Housing scam

18.1% IPL ownership scam
15% Niira Radia tapes
8.6% Karnataka land scam

Exposé that shocked most abroad



32.1% Spot fixing by Pakistani cricketers
26.4% Wikileaks
18.9% Irish Bank scam

13.8% Italian Prime Minister Berlusconi's sexcapades
8.7% Top US Gen Stanley McChrystal remarks about Obama

Indian of the year



32.5% Nitish Kumar
30.2% Saina Nehwal
18% Sreedharan

9.9% Jairam Ramesh
9.3% Rajnikanth

Anti-hero of the year



37.1% A Raja
28.3% Suresh Kalmadi

17.4% B S Yediyurappa
17.3% Lalit Modi

Issues that split the nation



32.2% Arundhati Roy / Freedom of speech
21.6% Radia Tapes / Privacy Rights
19% Kashmir / Integral to India

14.4% Tackling Maoists
12.7% Vedanta

Global person of the year



26.8% Julian Assange / Wikileaks
20.3% Lula de Silva / 3rd Straight Victory
19.4% Aung San Suu Kyi / Myanmar

19% Liu Xiaobo / Nobel Peace Prize
14.5% Sarah Palin / Party Comeback

What cheered us up



32.6% Sachin's 1st ODI double*
29.1% Opening Ceremony of CWG
16.2% Badnam Munnai

11.8% KBC Winner / Homemaker Rahat Tasneem
10.3% Indian Women Relay Team / Gold in Asiad

Biggest disappointment



31% The PM's inaction against corruption in government
27.5% AR Rahman's song for CWG opening ceremony

20.4% Media icons in Radia tapes
13.4% Pay hike at workplace
7.6% Sanjay Leela Bhansali's much-hyped Guzaarish

Gossip that hooked us



28.6% Salman, Katrina split
25.1% Sania, Shoab and 'woh'

19.8% Deepika, Ranbir part ways
14.2% Tharoor-Sunanda affair
12.3% Dhoni's hush-hush wedding

A reality show we want gone



38.4% Rakhi ka Insaaf
34.7% Bigg Boss
26.9% Emotional Atyachar

METHODOLOGY
The study was carried out by MaRS Monitoring and Research Systems among middle class Indians across eight major cities - Delhi, Lucknow, Kolkata, Mumbai, Ahmedabad, Chennai, Hyderabad and Bangalore. The target respondents - totaling 2,017 - were adult working men and women, from socio-economic classes A and B. They regularly read newspapers. About 55% of the respondents were readers of English newspapers, 30% regional language papers and 15% read newspapers in both languages. About a third of the respondents were women and the rest men.

CITY WISE: MUMBAI WATCHES OBAMA, RAHMAN UPSETS CHENNAI, DELHI PROUD OF GAMES

OBAMA FOR MUMBAI While the CWG mess was what most of those polled will remember the year by (22.5 per cent), a close second is the 2g scam (at 22.3 per cent). For Delhi (24.3 per cent) and Kolkata (33.9 per cent), however, it will be remembered more pleasantly as the year of Indian sports on a high. Interestingly, Mumbai, the city where Barack Obama took open questions from a college audience, will remember 2010 most (31.3 per cent) as the year of Obama's fall from grace.

RAHMAN DISAPPOINTS CHENNAI While inaction against corruption was the biggest disappointment overall, Chennai, the city of AR Rahman, voted that the CWG song was the biggest disappointment (42.5 per cent). For Mumbai (29.1 per cent), it

was the journalists named in the Radia tapes who topped the list of disappointments.

SACHIN FOR KOLKATA While the Sachin double gets top billing as a reason to smile, it is mainly due to high numbers in Kolkata (44 per cent) and Bangalore (48.5 per cent) voting for him. Delhi (34 per cent), Mumbai (33.3 per cent), Hyderabad (44 per cent) and Lucknow (41.5 per cent) voted CWG opening ceremony as most cheerful event this year.

BONE OF CONTENTION While majority of the cities polled identified the Freedom of Speech row sparked by Arundhati Roy's comments on Kashmir as the biggest issue that split the nation, Mumbai (29.3 per cent) and Lucknow (30.7 per cent)

differed, putting the Kashmir as an integral part of India debate right on top.

ANTI HERO While A Raja was the all-round anti-hero, in Lucknow (52 per cent) and Ahmedabad (35.1 per cent) it was Suresh Kalmadi who topped the list.

SAINA CHEER While Delhi (35.1 per cent), Hyderabad (42.5 per cent), Lucknow (45.5 per cent) and Ahmedabad (37.1 per cent) voted for Nitish Kumar as Indian of the year, it was Saina Nehwal who got the vote of Kolkata (42.5 per cent), Mumbai (29.9 per cent), Chennai (30.3 per cent) and Bangalore (40.5 per cent).

BERLUSCONI SHOCKS CHENNAI While the rest of the country voted

spot fixing by Pakistani cricketers as the international exposé that shocked most, Bangalore (36.5 per cent) and Hyderabad (69.5 per cent) voted for Wikileaks. Chennai was the only city (23.4 per cent) that voted Italian PM's Berlusconi's sexcapades as most shocking.

MUMBAI IGNORES 'HOME' For exposés that shocked most at home, Hyderabad was the only city (34 per cent) that voted the Adarsh Housing scandal highest. Interestingly, in the city that houses the building, Mumbai, only 28.8 per cent found it most shocking, putting the CWG scam ahead by a big margin (40.5 per cent). For Kolkata (42 per cent) and Chennai (26.9 per cent) it was the IPL ownership exposé that was most shocking.

TOP ISSUE While scams in government was deemed the issue that India was most challenging for India overall, Ahmedabad went against the popular vote by putting spiralling prices (26.7 per cent) ahead. And, perhaps predictability, for Kolkata (33.6 per cent) it was increase in Maoist attacks that was the top issue.

DELHI IS PROUD HOST Delhi, the city that hosted the CWG, thought the event was our crowning achievement (39.5 per cent) as did Chennai (31.3 per cent) even as the rest voted for Asiad/CWG medals as the year's most important achievement.

THE BUZZ For Mumbai and Chennai, the Shoab Sania Aysha saga was more gripping than the otherwise more popular Salman-Kat news

inside

quick laughs

In the spirit of the season, a tongue-in-cheek look at the year that *wasn't*. We're calling it 'QuickieLeaks'

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