

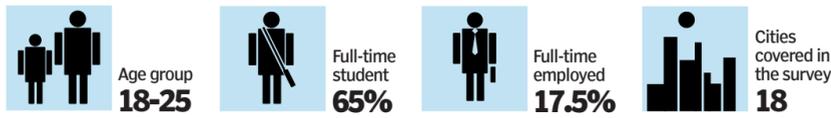
hindustantimes YOUTH SURVEY 2011

www.hindustantimes.com/youthspeak

IN PARTNERSHIP WITH CNN-IBN

State of mind

Survey conducted by MaRS
Sample size: 10,000



95%
OF INDIAN YOUTH
ARE HAPPY

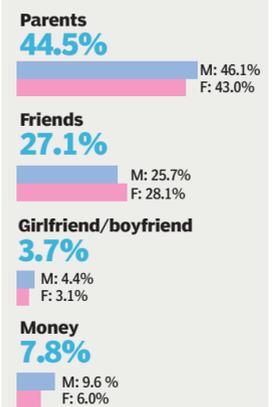
AJAY AGGARWAL/HT PHOTO

HOW HAPPY ARE YOU?



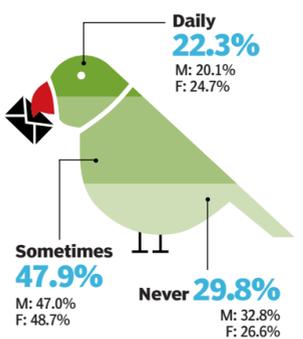
- About three quarters, 74.6%, are happy and 20.7% are neither happy nor unhappy
- Jaipur has the highest proportion of happy young people (91%)
- Mumbai comes second with 89.5%
- 79.5% of Delhi youth say they are happy
- Guwahati and Bhubaneswar are the only unhappy cities (43.5% and 47.3%, respectively). In every other city, more than 50% people are happy

WHAT MAKES YOU HAPPY?



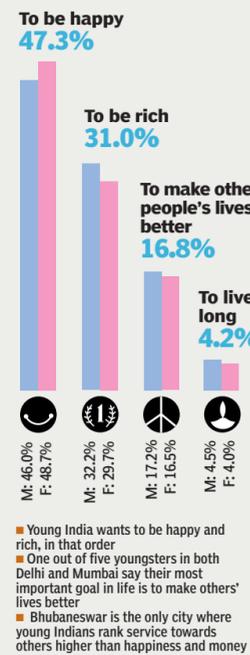
- Parents are the most important source of happiness for young urban Indians
- A slightly higher percentage of males (46.1%) than females (43%) say they derive maximum happiness from their parents
- Among the six big cities, Mumbai has the highest proportion (55.8%) of youth who derive maximum happiness from their parents

HOW OFTEN DO YOU READ YOUR HOROSCOPES?



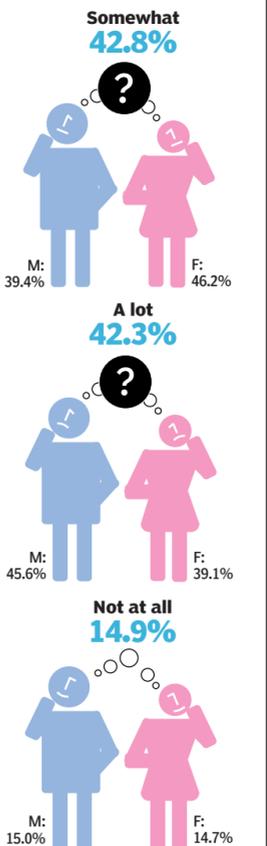
- More than one in five read horoscopes daily; no wonder we have daily columns.
- Kochi (61.2%) and Kolkata (58.1%) have the highest proportion of people who never read horoscopes, probably as a result of the communist influence.

WHAT IS MOST IMPORTANT?



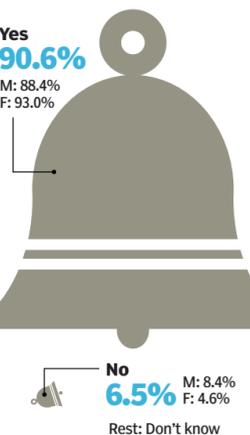
- Young India wants to be happy and rich, in that order
- One out of five youngsters in both Delhi and Mumbai say their most important goal in life is to make others' lives better
- Bhubaneswar is the only city where young Indians rank service towards others higher than happiness and money

HOW WORRIED ARE YOU ABOUT YOUR FUTURE?



- Kolkata has the highest proportion of people (30.8%) who are not worried about their future at all.
- The youth in Chandigarh are most worried about their future; 64.8% say they worry a lot.

DO YOU BELIEVE IN GOD?



- In Delhi, 88.4% of youngsters believe in God; in Mumbai, the figure is 93%
- Kolkata has the highest percentage of non-believers (11.5%)

Traditional values, modern outlook

GEN X GOALS: 80% want to be happy and rich; 84% are worried about their future

Praveen Donthi
praveen.donthi@hindustantimes.com

Mumbai with 89.5% happy youth. Our country, like any other, finds its vitality in its young. But where do they derive their happiness from? In the survey, almost half of the young – 44.5% – said parents are their source of happiness. Friends come a distant second, with a 27.1% vote share. Girl/boy friends had to be content with 3.7%. Young India says it's all about loving your parents. Does that mean the young are less independent now? "It means that individualism is still a far cry," says Vivek Kumar, professor of sociology, Jawaharlal Nehru University. "In this era of globalisation, when primordial sentiments are at risk, family remains the most reliable source of security and support," he adds. To the question, what would make them happier, 31.7% answered "more money" and 41% wished for "more successful parents". Finding romance was important only for a meagre 4.2%. Is it then all about loving your parents' money? "Today's generation are more friends with their parents unlike the previous generation that feared and had a formal relationship with them.

Today, family is a joy to come back to," says R Balakrishnan, chairman, Lowe Lintas Communication Group. Mumbai leads the pack of big metros with 55.6% of youth saying parents are the source of happiness while in Delhi, 45.4% think so. Confidence in the security cover provided by parents reflects in 42% of youngsters saying they are only "somewhat" worried about their future. A better college, most people said, wouldn't make them happier. "When you become a teenager, you understand the unfairness of the world – lack of a uniform playing field and the importance of family support," says Rajeev Gowda, professor, Indian Institute of Management, Bangalore. Then, what are the youth most troubled about – landing a job or becoming successful? Almost 80% of people said they are worried about achieving success or finding a job. "The previous generation went through times of scarcity. The youth today don't have to worry about survival, so they think about success," says Gowda. He thinks robust economic

growth is helping the youth to go beyond government jobs and pursue their dreams. "Indian cities today are globalised. People can stay here and engage globally. They have access to the best of both worlds and they can lead a truly global life," says Gowda. No wonder Indian urban youth are pursuing happiness – 80% of them want to be happy and rich".

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EVER 104 FM Tune into Fever 104 FM for further details on Hindustan Times' Youth Survey

ON FRIDAY...
Career and money

VOX POP: RANDOM VOICES OF THE YOUTH IN MUMBAI

AASHIKA SADH 21 YEARS
Law student

MY IDEA OF HAPPINESS: Complete independence and freedom to do what I want to do.
I ASK GOD FOR: My happiness and my family's health and wealth.
I CHECK MY HOROSCOPE BECAUSE: I find it interesting – not because I believe in it.
I WORRY MOST ABOUT: All my relationships that I have built over the years.



SAHIL VORA 21 YEARS
Computer engineering student

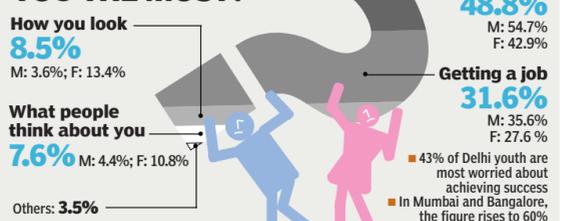
MY IDEA OF HAPPINESS: Chilling with friends and family, watching my favourite football team win.
I ASK GOD FOR: Everyone around me to be happy; that way I will be happy.
I CHECK MY HOROSCOPE BECAUSE: Sometimes when you are going through tough times, you seek extra help.
I WORRY MOST ABOUT: Not giving something my best shot and then regretting later.



Methodology: Hindustan Times commissioned market research agency MaRS to conduct the Youth Survey among 10,000 urban youth in 18 state capitals and major towns across India – Delhi, Lucknow, Jaipur, Chandigarh, Ludhiana in the north, Kolkata, Patna, Bhubaneswar, Guwahati and Ranchi in the east, Mumbai, Pune, Ahmedabad and Indore in the west, and Chennai, Bangalore, Hyderabad and Kochi in the south. The field work was conducted between November 10 and

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WHAT WORRIES YOU THE MOST?



GRAPHICS: MUKESH SAH

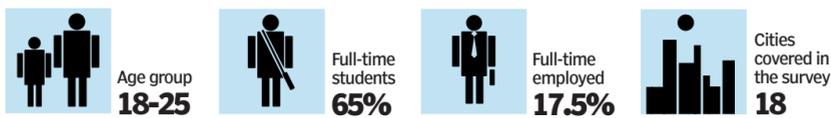
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Career & money

Survey conducted by MaRS
Sample size: 10,000



The responsible hedonists

GOLD RUSH Most say no to govt jobs

KumKum Dasgupta
kumkum.dasgupta@hindustantimes.com

His online avatar is Guitar George. Till a few years ago, his ambition was to become a professional guitarist. Now, five days a week, Guitar George aka Subhaya Mukherji, 24, is a Beatles-loving and Steve Jobs-worshipping "techie" at Cognizant Technologies in Kolkata. "It's all very dandy when you do gigs in college. But there's no money," Mukherji says about his first love.

Like Mukherji, about 42% of young Indians say salary is their main motivation while selecting a career. And surprise! The young in communist Kolkata (47%) and Kochi (67%) are more money-minded than their counterparts in Delhi (46%), Mumbai (31%), Bangalore (30%) Chennai (29.9%), Bangalore (30.2%) and Hyderabad (27.6%).

"Kolkata's traditional mindset is changing due to the boom in the retail and IT sectors. Youngsters who migrated from the city are also influencing attitudes back home," says Anirudha Dutta, executive director, CLSA, an equity broking and financial-services group. "In Kochi, it's the positive Gulf outlook and the tourism boom."

"When people are dependent on their salaries, when there is little social security and the job market is competitive, money, not creativity, will be the obvious career motivation," says Susmita Dasgupta, who teaches at Jawaharlal Nehru University's Academic Staff College. "Secure jobs are also seen as low-salary traps."

Money aside, Delhi youth want a good job title and security. "The Capital worships power; so a good designation matters," Dutta explains. Only Bangalore (33.7%) considers job security more important than salary — not surprising since Bangalore bore the brunt of the 2009 economic meltdown.

Mumbai-based Sreeram Narayan, 23, who works for Oracle Financial Services, however, is upbeat: "There's no dearth of opportunities. So why han-

ker after job security?"

If the young are ambitious, they're cautious too. While 74.1% don't aspire for a government job, it remains a popular option (25.9%). "In smaller cities with hardly any opportunity, a *sarkari* job ensures financial security," says Pritha Kumar, 19, a student from Ranchi.

The survey shows that the next two most sought-after positions are: being a CEO in a multinational corporation (18%) and a self-employed professional (17.8%). Unsurprisingly, very few (6.7%) want to join politics or the social sector (8.3%). And there's not much rush for foreign jobs.

Santanu Gupta, who teaches economics in XLRI, Jamshedpur, says, "Salaries and prices are equalising." Agrees Narayan: "Expensive foreign courses don't always translate into higher salaries."

However, when it comes to investing, the tech-savvy, post-reforms children depend on their parents (73%) and not professional financial advisers. Similarly, for career advice, 75% Indians depend most on their families. "But after Class 12, it's the peer group and online communities," adds Narayan.

Palash Krishna Mehrotra, whose forthcoming book, *Butterfly Generation*, is on young India, says it's surprising that despite a different mindset, the youth are still connected to their parents. "The Babri demolition was our first brush with radicalism. I remember a friend replaced his Springsteen poster with an 'Om'. I was shocked. But I think the reforms process put us back on the right track," says the author.

Despite economic growth, 52.3% remain financially unsatisfied. Kolkata again tops the list. Gupta calls this the "call centre" mindset — at least in the first two years of their jobs when they want to only spend on themselves. Yet, the good news is that 53.7% of youngsters save. Their biggest spend is on cell phones and food.

"This young India is highly motivated and confident. I would call them responsible hedonists," says Dutta.



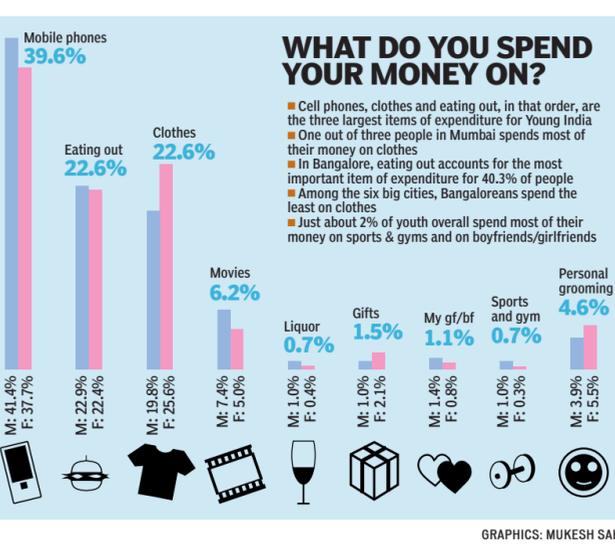
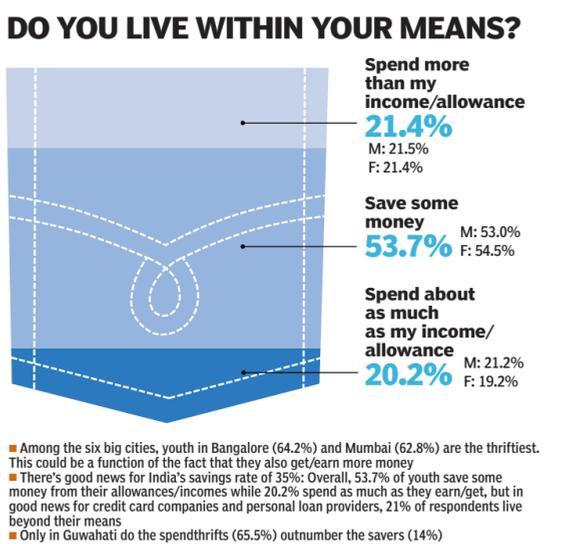
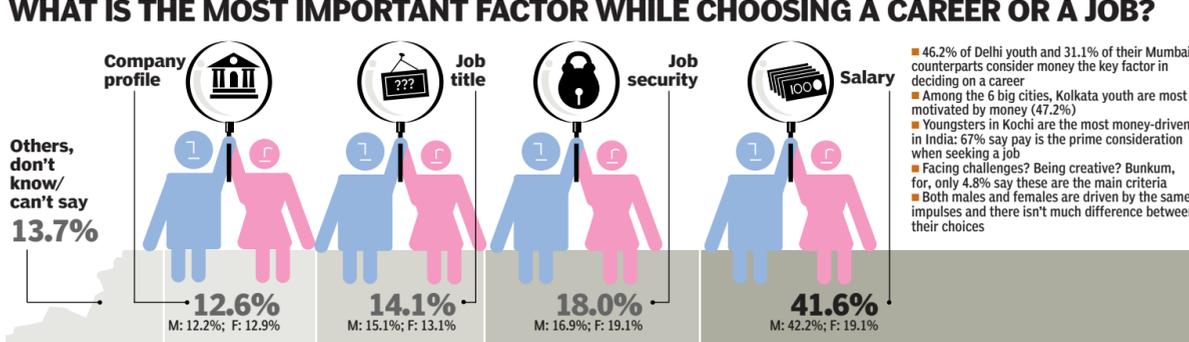
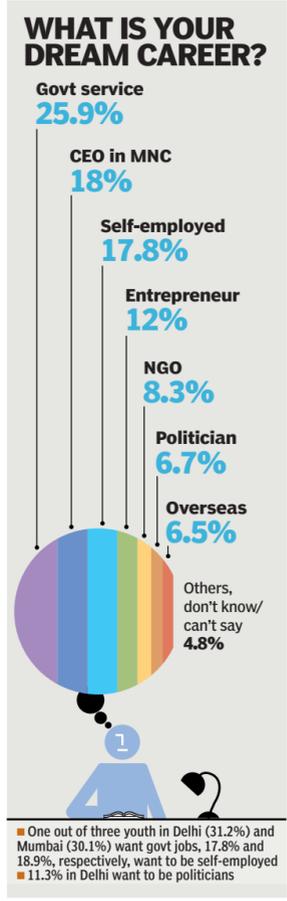
RAJ K RAJ/HT PHOTO

VOX POP: RANDOM VOICES OF THE YOUTH IN MUMBAI

TASHA KAPOOR 21 YEARS
Senior social media analyst
AT JOB INTERVIEWS: Apart from the money, the work environment is very important. I want to work around people I can learn from.
I WANT TO BE: A successful public relations executive.
MONEY IS IMPORTANT BECAUSE: I want to have an independent and lavish life. I want all the good things - brands, servants.
FOR FINANCIAL ADVICE: I turn to my father. He is the only one who can solve these problems and I trust him.

KARAN MHATRE 21 YEARS
Engineering student
AT JOB INTERVIEWS: Money is important but not as important as the experience and the opportunities I will be getting.
I WANT TO BE: A good managerial post in the company I will work for.
MONEY IS IMPORTANT BECAUSE: In a city like Mumbai you need to earn a substantial amount to be able to support a basic lifestyle.
FOR FINANCIAL ADVICE: I turn to my father. He will be able to guide me.

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TOMORROW
Sex & relationship

FEVER Tune into Fever 104 FM for further details on Hindustan Times' Youth Survey

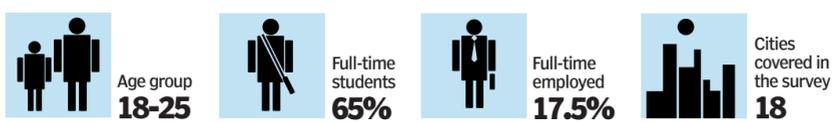
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Sex & relationships

Survey conducted by MaRS
Sample size: 10,000



64.8%
Young Indians are still virgin while

7.6%
had sex before 18



RONJOY GOGOI/HT PHOTO

Small-town Indians are rocking

ODE TO PERMISSIVENESS 50% have unsafe sex; women more sexually independent

Sanchita Sharma
sanchitasharma@hindustantimes.com

Just because I slept with you, doesn't mean I'll marry you," actor Gul Panag told her celluloid squeeze in the Prakash Jha-produced *Turning 30!!!* and predictably riled the Central Board of Film Certification, which demanded the promos be censored to protect young India from such slutty talk (harsher descriptors censored).

The censors got it very, very wrong. The Hindustan Times Youth Survey 2011 found that life in small towns is far more adventurous and active than in the big, bad metros.

With the exception of Delhi and Kolkata, smaller towns are rocking with premarital sexual activity - and women are more promiscuous than men in many cities. Indore is the pace-setter, with nine in 10 women (92.5%) surveyed saying they had premarital sex, compared to seven in 10 men.

In some cities, sexual encounters begin before youngsters turn 18, with one in five men (19.7%) and one in six women (16.6%) in Jaipur and one in seven (15.2%) men and one in eight (12.5%) women in Patna saying they

had sex before the age of 18. In Delhi, one in seven men and one in 10 women had sex for the first time before 18.

What is driving the sexual revolution in *mafassil* India? It's the media, says ad guru Prahlad Kakar, who describes himself as a man of many hats.

"Popular media, both films and television, impacts small towns far more than the metros. While sleeping around is no longer an issue in the city, scoring has become big in smaller towns. And with women becoming more independent and less stigmatised everywhere, every town has become Peyton Place," says Kakar, referring to Grace Metalious' 1956 novel of the same name that has become synonymous with deep, dark secrets - lust, adultery, incest and abortion - in a seemingly conservative society.

If the people surveyed had been married (they aren't), a more contemporary comparison would have been *Desperate Housewives*. The sexual independence is far more marked in women. One in four women respondents in Chennai say they don't plan to marry their boyfriends, compared to one in five men.

"Women everywhere are independ-

ent and know exactly what they want from life, both economically and sexually. They do what they want and don't give a damn about what people say," says Jha, who produced a film about a single woman in a city this year after last year's critically-acclaimed political drama, *Rajneeti*.

"It's difficult to say whether promiscuity has gone up or whether people are just talking more about having sex. But speaking from the urban bubble where I live, casual sex has gone up in Delhi and Mumbai," says Anuja Chauhan, author of *The Zoya Factor* and *Battle for Bittora*.

Not enough, however, are playing it safe. A startling finding of the HT Survey is that young India isn't big on latex. More than half of India's youth usually have unsafe sex, and only two in five (42.5%) always use protection.

But if you are one of those who has missed the starting gun and who now wants to be better positioned to beat the Durex Sexual Wellbeing Survey findings of women in India on average having two sexual partners and men, six - compared to nine for women and 13 for men in the United States - here's

a tip: More than your looks, money or sexual prowess, what is likely to get you a partner is family background, intelligence and - yes - kindness.

Looks, predictably, are more important for men (18.9%) than women (13.9%) but the other parameters are almost the same across genders.

And if you still find yourself only and lonely, you could consider moving to Indore or Jaipur.

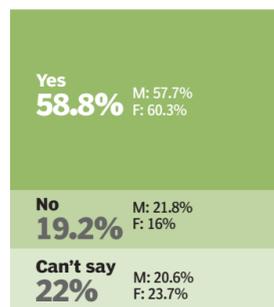
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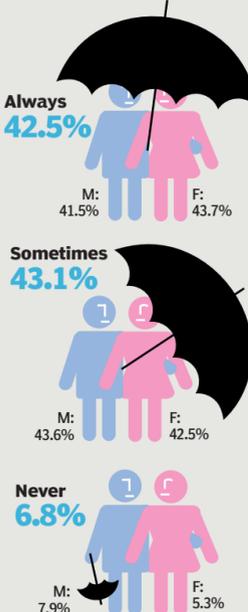
TOMORROW
Habits & consumption

DO YOU PLAN TO MARRY THE PERSON YOU LOVE?



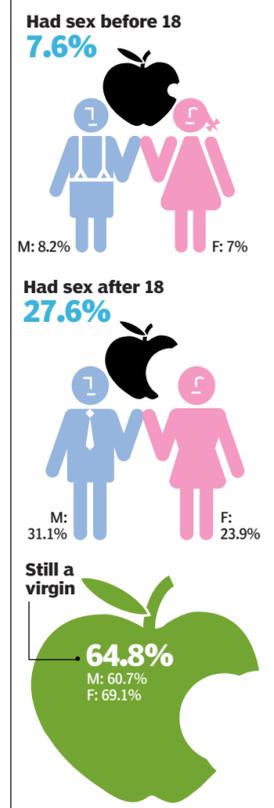
■ In Delhi, almost two out of three (63.6%) youngsters plan to marry their partners, while more than one out of five (22%) don't
■ Similarly in Mumbai, 64.3% say they will marry their partners, 16.6% say they won't
■ 71.3% of females in Ludhiana haven't yet decided. Given conservative societal values, is this a euphemism for "no marriage plans"?
■ Only 17.3% of youngsters in Chennai say they will marry their partners

DURING SEX, DO YOU USE PROTECTION?



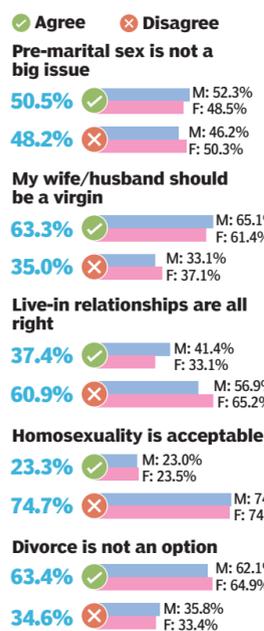
Figures indicate percentage of respondents saying "yes"
■ Among the big cities, Kolkata has the highest number of youth having unsafe sex (54.1% use protection sometimes)
■ In Delhi and Mumbai, 40.1% and 43.8%, respectively, always use protection

WHICH STATEMENT APPLIES TO YOU?



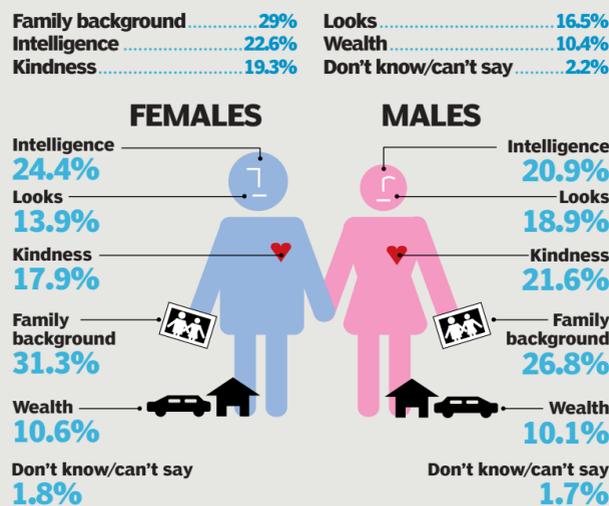
Figures indicate percentage of respondents saying "yes"
■ Premarital sex is most rampant in Indore: 92.5% of female respondents and 70.6% of men say they have had it
■ In Delhi, 14.4% of males and 9.9% of females had their first sexual encounter before the age of 18
■ 74.1% of Mumbai youngsters are virgins, reinforcing its image as a city where the youth aren't sexually very active

DO YOU AGREE/DISAGREE WITH THE FOLLOWING?



■ A fairly high degree of double standards emerges. Half of Indian youth say pre-marital sex is not an issue, yet two out of three want a virgin for a spouse
■ Half the youth are okay with pre-marital sex, but only a third approve of openly advertising it through a live-in relationship
■ Chennai and Mumbai emerge as the two most conservative cities among the Big Six

WHAT IS THE MOST IMPORTANT FACTOR WHILE CHOOSING A PARTNER?



Figures indicate percentage of respondents choosing each option
■ Delhi guys (24.5%) voted for kindness as the second-most important factor after family background (25%). The comparable figures for women are 19% and 31.5%, respectively
■ Only 9.2% of Delhi youth rate wealth as the most important factor while choosing a partner. It ranks last in the menu of preferences. The corresponding figure for Mumbai is 7.5%

VOX POP: RANDOM VOICES OF THE YOUTH IN THE NATIONAL CAPITAL

MAKEPEACE SITLHOU 23 YEARS
Media assistant, Breakthrough, a human rights organisation, Delhi

I DON'T HAVE A BOYFRIEND BECAUSE: I have not found anyone interesting lately
MY IDEA OF MARRIAGE: Is companionship
I DON'T CHEAT ON MY PARTNER BECAUSE: It would hurt him
IT IS MOST IMPORTANT FOR MY PARTNER TO BE: Wealthy, because I am otherwise going to be broke all my life



ANSHUM GROVER 25 YEARS
Director, Rise to Shine, an event management company, Delhi

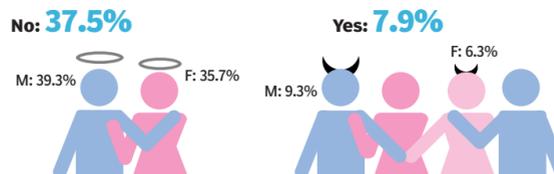
I DON'T HAVE A GIRLFRIEND BECAUSE: I have not found the right girl
MY IDEA OF MARRIAGE: It is essential because you need someone who will support you in life
I DON'T CHEAT ON MY PARTNER BECAUSE: She'll suffer and I know that if she did it to me, I would suffer
IT'S MOST IMPORTANT FOR MY PARTNER TO BE: Intelligent



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EVER CHEATED ON YOUR PARTNER?



More than half the respondents replied Don't know/can't say or declined to answer this question
■ Among the six big cities, Delhi-ites cheat the most (10.3%). Males (11.5%) cheat only slightly more than females (9.2%). In Mumbai, only 4.8% cheat and male cheaters (6.4%) outnumber their female counterparts (3.1%) by a factor of two
■ Talking of big cities, Bangaloreans are the most faithful while Jaipur youngsters (30.9%) are the most unfaithful. Only 3.7% Bangaloreans admitted to cheating

GRAPHICS: MUKESH SAH

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Not rebels, but Mama's boys and girls

DESI KIDS Tastes are very Indian

Isha Manchanda
isha.manchanda@hindustantimes.com

It's a generation that loves hanging out with friends, shopping and television, enjoys Bollywood films and filmy music, doesn't exercise too much, isn't at all enamoured of smoking or drinking and is either hostile or indifferent to drugs.

The Hindustan Times Youth Survey 2011 seems to suggest that India's Gen X is full of Mama's boys and Mama's girls and reinforces the image of the youth as a conservative group quite comfortable in its own skin.

In movies, Bollywood is the clear choice of this generation - two out of three prefer the fare dished out by Mumbai's Tinsel Town. Another one in five, say regional cinema is their preferred choice of entertainment. This trend is particularly strong in the south - in Hyderabad, almost nine out of 10 (88%) and in Chennai, seven out of 10 (72%) vote for local cinema.

"Many people in previous generations either thought Bollywood was low brow and, therefore, not worthy of their attention, or were shy of admitting their love for it. But this generation has no such inhibitions. It's a sign of our growing confidence as a nation," says Sukhdev Bhattacharya, retired professor of psychology of NBU.

Their choice of music is also Indian - 56% prefer Bollywood music, 13% Indian classical and 11% Indi-pop.

But western music (pop, rock, hip-hop and R&B) is also quite popular - 20% of youth list one of these genres as their favourite.

Sartorially, be Indian, wear Indian is the motto of 18-25 women. A majority (52.9%) wears salwar kameez, but a large minority (one in three) prefers jeans and Ts.

And how do young Indians spend their spare time? By watching TV (34.3% list this as their favourite spare time activity), spending time with friends (18.4%) and listening to music (16.9%). But reading (8.5%), surfing the internet (8.4%) and sports (4.2%) aren't very popular past times.

Today's youth is also very interested in current affairs. More than 50% of youth read newspapers for 15 minutes to an hour every day. Another 35% read papers for less than 15 minutes a day. But one out of eight don't read papers at all.

Disproving stereotypes, nine out of 10 young Indians don't smoke or drink. And drugs? It's not even a topic for debate. Only 12.3% of respondents say marijuana should be legalised, while another 15% believe it should be legalised for medical purposes only.

But youth in Bhubaneswar broke ranks with their peers across the country. A fairly high 37% of males and 32% of females want marijuana legalised. Guwahati (27.5%), Hyderabad (23.5%) and Kolkata (22.9%) are the three other cities where there is a reasonable degree of support for marijuana.

The numbers are not alarming, says Juju Basu, creative director of Contract Advertising. "India's always had a significant hemp culture. Our sadhus are always smoking it and the hippy movement of the 1960s was very prominent here," he adds.

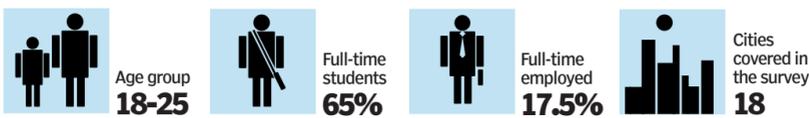
If anything, he's surprised the numbers aren't higher. The current generation of 18-25-year-olds are, after all, kids of the Hare-Rama-Hare-Krishna generation, and going against the norms of older generations is, perhaps, every youth group's one driving force.

But one thing that's clear is that this generation seems to be full of what our parents generally term "good kids".

Rebels with (or without) a cause seem like a thing of the past.

Habits & consumption

Survey conducted by MaRS
Sample size: 10,000



35.1%
of young Indians make big
announcement over phone

VOX POP: RANDOM VOICES OF THE YOUTH IN THE NATIONAL CAPITAL



AKSHAY BHASIN 23 YEARS
Consultant, Ernst & Young

I READ NEWSPAPERS: To be well informed; it helps me deal with my clients better
I LIKE: Action movies because I love adventure
I AM MOST COMFORTABLE WEARING: Jeans and T-shirts
I THINK SMOKING IS: Cool, if it is done in moderation

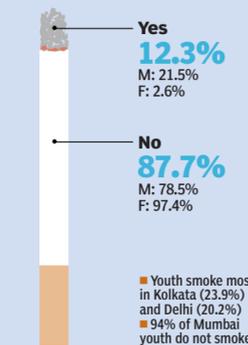
POOJA SHARMA 23 YEARS
Student, University of Delhi

I READ NEWSPAPERS FOR: political news, because the policies of the government affect us
I LIKE: romantic movies because I can relate to them better than other genres
I AM MOST COMFORTABLE WEARING: Jeans and T-shirts
I THINK SMOKING IS: Uncool, since it is against Indian culture

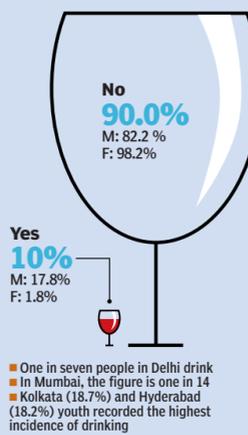


Methodology: Hindustan Times commissioned market research agency MaRS to conduct the Youth Survey among 10,000 urban youth in 18 state capitals and major towns across India - Delhi, Lucknow, Jaipur, Chandigarh, Ludhiana in the north, Kolkata, Patna, Bhubaneswar, Guwahati and Ranchi in the east, Mumbai, Pune, Ahmedabad and Indore in the west, and Chennai, Bangalore, Hyderabad and Kochi in the south. The field work was conducted between November 10 and December 14, 2010. Target respondents - unmarried men (51%) and women (49%) in the 18-21 years and 21-25 years age groups - were administered a structured questionnaire. About 65% of the respondents were full-time students. The rest were almost equally divided between students who were employed part-time and people employed full-time. Their answers were collated and analysed using appropriate statistical tools.

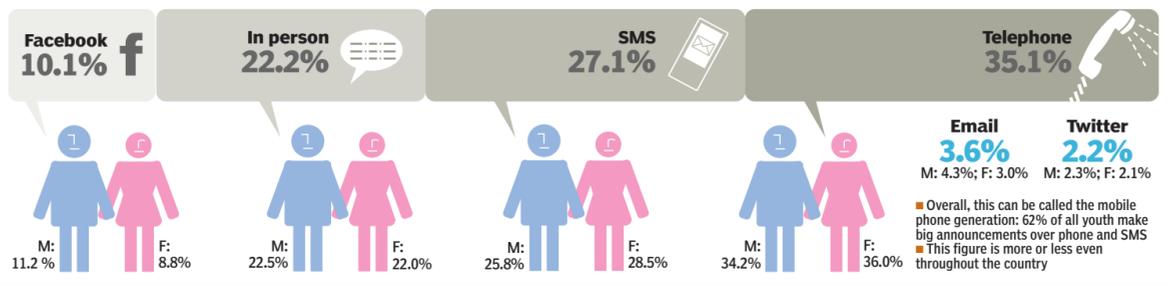
DO YOU SMOKE?



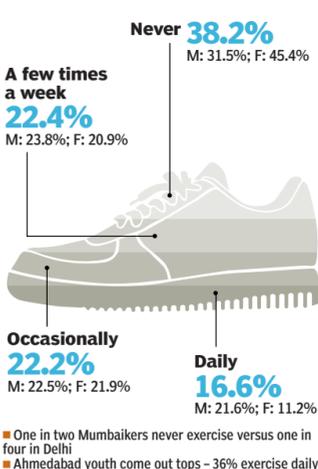
DO YOU DRINK?



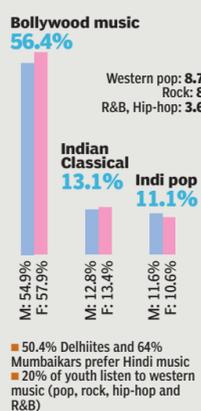
HOW DO YOU MAKE BIG ANNOUNCEMENTS?



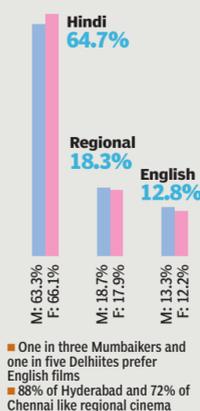
HOW OFTEN DO YOU EXERCISE?



WHAT MUSIC DO YOU LISTEN TO?



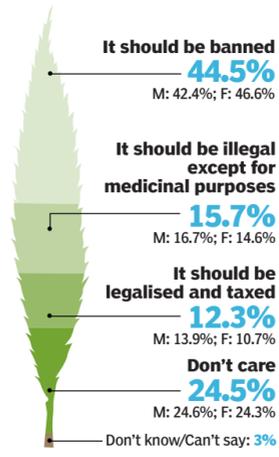
WHAT MOVIES DO YOU PREFER?



HOW DO YOU LIKE DRESSING? (female only)



YOUR TAKE ON MARIJUANA?



GRAPHICS: MUKESH SAH

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FEVER 104 FM Tune into Fever 104 FM for further details on Hindustan Times' Youth Survey

TOMORROW
Politics & society

hindustantimes YOUTH SURVEY 2011

www.hindustantimes.com/youthspeak

IN PARTNERSHIP WITH CNN-IBN

Politics & society

Survey conducted by MaRS
Sample size: 10,000



Moderate yes, Right fine, Left no way

APATHETIC Very few voted in LS polls

Sanchita Sharma
sanchitasharma@hindustantimes.com

It was history in the making, but young India didn't appear to care less — almost half of India's young voters did not cast their vote. The Hindustan Times Youth Survey 2011 found that only 55.1% of youth voted in the 2009 Lok Sabha elections against the national average of 59.7%. Voting was lower among younger people — only 42.4% of 18-21 year olds voted.

"India is a young country — two-thirds of its population is under 35 years. Youth participation in the democratic process is vital, but there is considerable apathy there. Enrollment in electoral rolls has been low — as low as 20% among 18-20 year olds," says SY Qureshi, India's chief election commissioner. "To make India a dynamic democracy, every citizen should enroll and vote."

"Young people have an opinion, but don't regard election day as the deciding day of their destiny because they feel their vote won't count — that nothing will change," says Prathap "Pat" Suthan, the man behind the Incredible India! and India Shining campaigns, and now 'chief explorer' of The Advisory.

"Leadership counts and the young feel elderly and old style leaders cannot understand their aspirations and needs. They want people who look like them and speak their language leading the country, and not octogenarians who are there just because they happened to be born before Independence," he adds.

The average age of the 78 ministers in Prime Minister Manmohan Singh's Cabinet is 59 years and 11 months. The oldest, Foreign Minister SM Krishna is 78, and the youngest, Minister of State for Rural Development Agatha Sangma 30.

The high bar set for age across party lines is a major factor why politics is not seen as a viable career for better governance. "There is disenchantment because of various factors, but things have begun to change. Young people are being offered opportunities — as is being done by the Congress — to ideate and participate to revive the political

process," says Minister of State for Communications Sachin Pilot, 33, MP from Ajmer in Rajasthan.

His views were echoed in the survey: More than three in four — 77% — young people in 15 of the 18 cities surveyed say they will vote in the next elections. Bhubaneswar was the only city to register a drop in prospective voters, from 55% in 2009 to 47% voters in the next elections.

Another of the big positives is that divisive politics appears to be dying. The largest chunk of youth surveyed — 40% — describe themselves as moderates. Right-wingers (29.2%) make up the second-largest group. Another 20% are apolitical.

Today's young obviously don't find the Left, the erstwhile magnet for change and radical thought, attractive any more. Only 8% call themselves Left wing. A big surprise was former red-bastion Kolkata, where 17.5% youth now call themselves right wing compared to 16.1% leftists!

"Young people have aspirations and now want their elected representatives to deliver on issues that affect their lives. The youth do not want negative and confrontational politics, or politics of extremism, religion or caste. They want jobs, development, good governance and the weeding out of corruption," says Pilot.

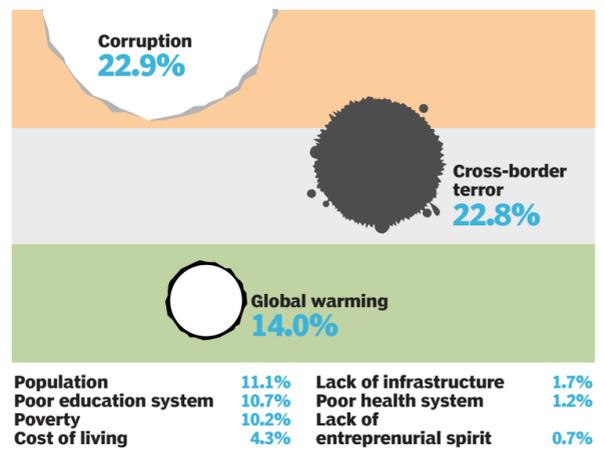


RAJ K RAJ/HT PHOTO

40% of young Indians are moderate, 29% right wing, 20% apolitical and only 8% left wing

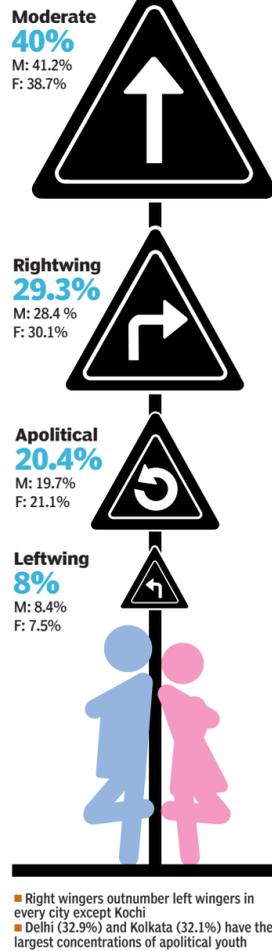


INDIA'S BIGGEST CHALLENGE IS...



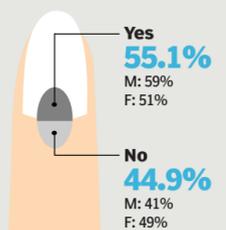
Figures indicate percentage of respondents who selected each option
Delhi (25.4%) considers cross-border terrorism to be biggest threat, followed by corruption (22.5%).

YOUR POLITICAL VIEWS ARE...



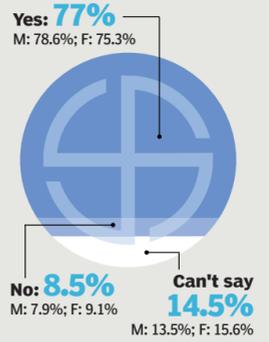
Right wingers outnumber left wingers in every city except Kochi
Delhi (32.9%) and Kolkata (32.1%) have the largest concentrations of apolitical youth

DID YOU VOTE IN THE 2009 LOK SABHA POLLS?



Students were least participative (46.7% voted); students who are employed part time were more so (67.2% voted) while those who were employed full time voted in large numbers (73.6%)

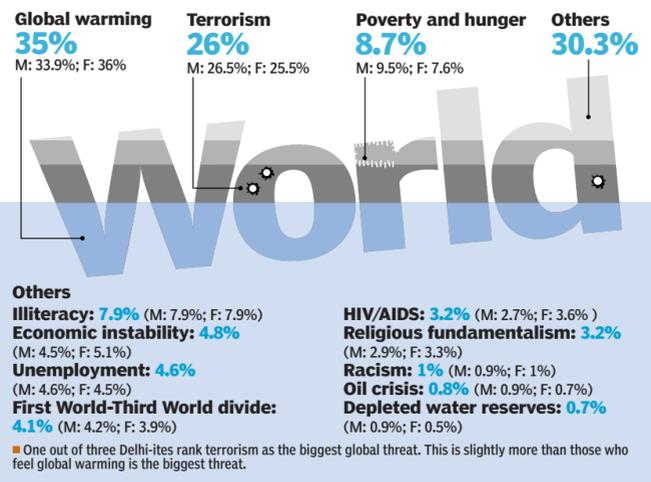
WILL YOU VOTE IN THE NEXT ELECTION?



Hope! 77% say they will vote in the next elections. And this trend is visible across 15 of the 18 cities surveyed.
Only in Bhubaneswar will a smaller percentage (55% vs 47%) vote in the next elections

GRAPHICS: MUKESH SAH

WORLD'S BIGGEST CHALLENGES ARE...



Methodology: Hindustan Times commissioned market research agency MaRS to conduct the Youth Survey among 10,000 urban youth in 18 state capitals and major towns across India — Delhi, Lucknow, Jaipur, Chandigarh, Ludhiana in the north, Kolkata, Patna, Bhubaneswar, Guwahati and Ranchi in the east, Mumbai, Pune, Ahmedabad and Indore in the west, and Chennai, Bangalore, Hyderabad and Kochi in the South. The field work was conducted between November 10 and December 14, 2010. Target respondents — unmarried males (51%) and females (49%) in the 18-21 years and 21-25 years age groups were administered a structured questionnaire. About 65% of the respondents were full time students. The rest were almost equally divided between students who were employed part time and people who were employed full time. Their answers were collated and analysed using appropriate statistical tools.

VOX POP: RANDOM VOICES OF THE YOUTH IN THE NATIONAL CAPITAL



SONAL GUPTA
21 YEARS,
Analyst, Ernst and Young, Delhi
I'M: Apolitical, since the policies of the government do not affect or benefit me directly
VOTING SHOULD: Be made compulsory since it is the responsibility of citizens to choose good leaders
THE BIGGEST THREAT TO INDIA COMES FROM: Terrorism
THE BIGGEST THREAT TO THE WORLD COMES FROM: Greed



SATYENDRA CHAUDHRY
23 YEARS,
Student, Delhi
I'M: Apolitical, since it really doesn't matter who comes to power, nothing changes
VOTING SHOULD: Not be made compulsory since there are hardly any good leaders to choose from
THE BIGGEST THREAT TO INDIA COMES FROM: Corruption
THE BIGGEST THREAT TO THE WORLD COMES FROM: Global warming

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hindustantimes YOUTH SURVEY 2011

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IN PARTNERSHIP WITH CNN-IBN

A generation that can be what they want to be

NEW DREAM Self-made men top icons

Aasheesh Sharma
aasheesh.Sharma@hindustantimes.com

What do a rum commercial and a national role model have in common?

The answer is painted across a billboard suspended from one of the many flyovers that connect north Delhi to the south. "Be what you want to be" goes the catch-line of a chain of schools that uses former President APJ Abdul Kalam's popularity and a jingle borrowed from Bacardi to peddle its version of "quality" education.

Becoming what they want to be sans lineage or godfathers, the outsider taming unfamiliar terrain, is an idea that appeals to the young. Sachin Tendulkar, APJ Abdul Kalam and Shah Rukh Khan — the top three Indian role models — all began from scratch and blazed a fresh trail.

Ogilvy & Mather Executive Chairman and Creative Director (South Asia) Piyush Pandey calls it the great Indian dream.

"I am relieved that pedigree hasn't managed to sway the young," says sociologist Dipankar Gupta, one of whose books centred on the nation's middle class. "All three are world-class performers who've shaped their own destiny and yet remained accessible to people."

Before Avul Pakir Jainulabdeen Abdul Kalam set up a website to interact with the aam aadmi, no other Indian president had attempted it. Last week, three years after he left Rashtrapati Bhavan, the People's Prez was still being mobbed by doctors and hounded for autographs by their kin at a south Delhi hospital.

What's the secret of his popularity? Kalam says: "I like people, they like me. The pleasure is mutual. I feel happy meeting young people and listening to their dreams."

"They should tell themselves 'I can do it.' Collectively it will build confidence in a nation and lead to the spirit of 'We can do it,'" he adds.

Confidence and composure make Sachin Ramesh Tendulkar the nation's biggest youth icon. Basketball player Siddharth Dalal, 22, a student of Delhi University's Deen Dayal Upadhyay College, looks up to him as a sportsman. "What is most impressive is Sachin's humility. Unlike many other athletes, he wears his success lightly."

The saying "form is temporary and class permanent" no longer sounds like a cliché when talking about Sachin, says Pandey. "You have to respect regional heroes. But a role model like him transcends geographies, languages and class."

Ask the celebrated creative director about Tendulkar's core values as an iconic brand and he says: Honesty, performance and sincerity. "For Kalam, the oldest of the top youth icons at 79, these would have to be dignity, openness and the belief in reaching out," he adds.

As far as reaching out to people is concerned, Katrina Kaif, voted sexiest woman with 27.9 per cent votes, doesn't have to try too hard. Prasenjit Joshi, executive chairperson, McCann Worldgroup India, calls it the here and now phenomenon. "Polls are almost always context-sensitive. The actor at the top of the youth's mind has to be backed by recent success, visibility and the controversies around them. Katrina's new item number offers instant gratification to fickle-minded youth."

But what would our youth be without their attitude and the right to not conform? Would Delhi boy SRK have been the rage he is had he conformed and not dreamt of becoming Bombay ka Badshah? Would Sachin have been a master blaster if he had continued to idolise technically orthodox Sunil Gavaskar? So, when Puneet Yadav, 25, a fashion consultant with Wipro, Bangalore, doesn't agree with our survey's findings and says that Katrina is too plastic, we understand.

"Sheela Ki Jawani was good, but with her hot looks, Bipasha should be the face of India," is Yadav's opinion.

I tend to agree, but let's let Kat be.

Role models

Survey conducted by MaRS
Sample size: 10,000



19.3%
of youth consider Sachin Tendulkar their top icon

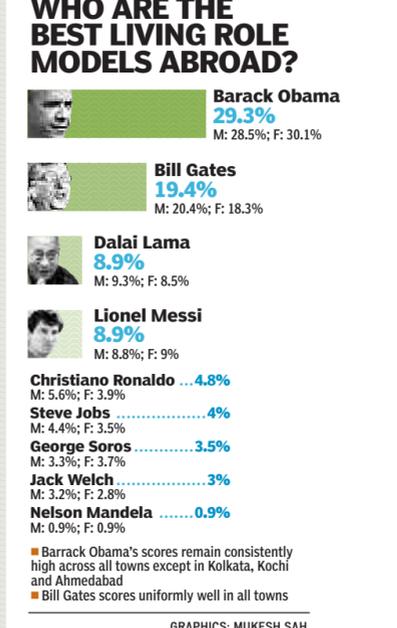
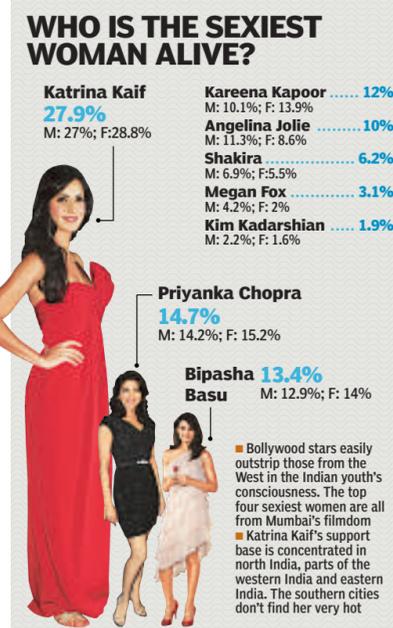
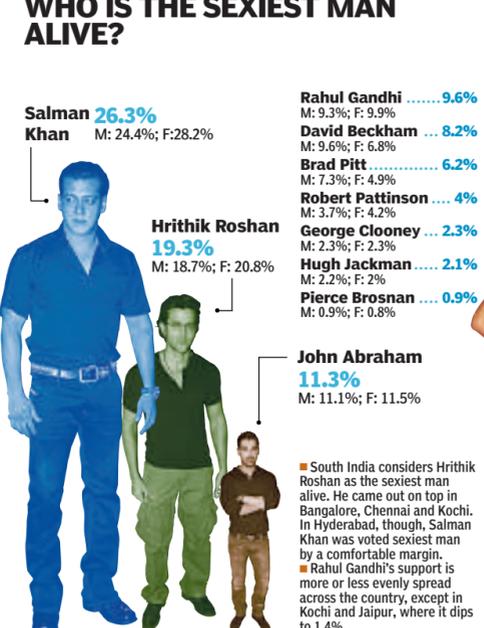
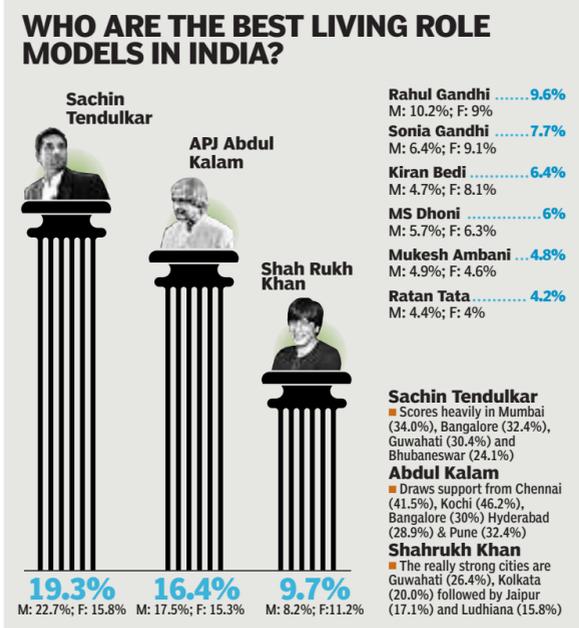
REUTERS

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GRAPHICS: SAH

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