

No baaja, baraat over big brands

ACTING WITH RESTRAINT Young people today don't want to make a statement with their shopping preferences, so if they're spending money on big brands they're doing it because they want quality, not to show off



TOMORROW: ANXIETY



Indian brands are preferred. Fashion falls flat if it does not have an ethnic touch for a majority of young Indians.

DEEP SAMLOK, Student



I will buy expensive products because of the satisfaction I get knowing I have something durable and authentic

RHYTHEM VATSA, Journalism student



Touch and feel are very important when I shop, so I prefer retail stores to online shopping.

AMRITA SOKHI, Journalism student

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Let the brands beware. Shopaholic and brand-conscious young Indians are looking at more than the label to throw their money at, reveals the Hindustan Times-MaRS Monitoring and Research Systems Youth Survey 2017.

Young people are showing surprising self-control during shopping expeditions. Expensive brands don't tempt them. Price, quality and style dominate their choice, say for a pair of jeans or shoes, as well as the latest fad: Made in India.

The sample size for this survey is 5,700 with equal number of men and women in two age groups: 18 to 21 and 22 to 25.

About 61.4% of the respondents trust brands for better quality, a belief that leads 29.3% to say they won't mind splurging on a good label. The style quotient lures 27.6% of them to buy expensive products.

"The pricing point is important and the choice of brand depends on the value of the product that I am getting for the money I am paying. So, I don't blindly buy international brands just because they are international," says 24-year-old media professional Chahat Jain.

The vanity factor is almost discarded as 99% respondents say they don't use top-of-the-line labels to show off. Just a miniscule 0.9% respondents actually aspire to buy luxury products. The trend is consistent among men and women.

The majority of those surveyed say buying expensive branded stuff is not connected with their self-esteem.

According to retail experts, the trend shows authenticity and quality is valued more by the youth today than the brand name.

"Brand value differs between the youth and older generations. For the young it is more about quality and authenticity that are at the same time hip and fashionable, rather than just the values attached to traditional expensive brands," said Pinakiranjan Mishra, partner and national leader of retail and consumer products, EY.

The survey highlights prudent shopping habits among the youth as 65.9% say they're not influenced by pushy salespersons to make an impulsive buy.

When asked to make a choice between Indian and international brands, 72% of the respondents, both men and women, tend to lean towards the former.

Youngsters prefer a wide choice as well. Multi-brand stores are preferred by 40.6% to shop for shoes and by 52.7% to buy denims. One-stop shops with a wide variety of brands and styles are important.

In a recent report, Megatrend Analysis, Euromonitor says technology will drive trends and projected a 400% growth in shopping through the internet by 2020. Purchases on mobile phones are set to grow to about 2,000% at the same time.

"Shifting values and access to the internet have created a great deal of new competition for customers," the report adds.

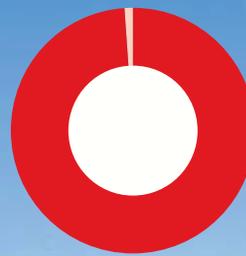
At a time when online shopping is the buzzword, the HT-MaRS survey shows 54.9% prefer retail stores. Importantly, 57.2% of these respondents are women.

Amrita Sokhi, a 20-year-old second-year journalism student, agrees with the findings.

"Touch and feel are very important when I shop, so I prefer retail stores to online shopping. If the pricing advantage is taken away from online shopping I will always choose a brick-and-mortar store," she says.

SHOPPING HABITS – NO ONE'S READY TO SPLURGE ON LUXURY

Showing off is passe. Young people today will buy luxury products only for quality and most won't be making an impulse buy



DON'T LIKE TO SHOW OFF

99%

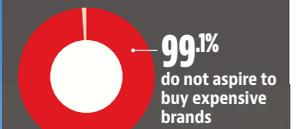
Don't feel the need to show off by buying expensive brands

'I don't like to show people that I am different by using expensive brands'

99.5%
18-21 years old

98.5%
22-25 years old

SENSIBLE/NOT BIG SPENDERS



'Expensive brands do not represent my aspirations in life'

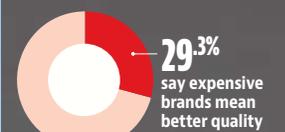
99.3%

18-21 years old

98.9%

22-25 years old

PREFER QUALITY OVER STYLE



'More expensive brands are of much better quality'

29.7%

18-21 years old

28.8%

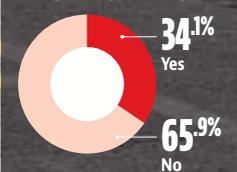
22-25 years old

PREFER CONVENTIONAL METHODS OF SHOPPING



CAUTIOUS – CAN'T BE TAKEN FOR A RIDE

Made an impulse buy because the salesperson pitched a product?



METHODOLOGY The Hindustan Times-MaRS Monitoring and Research Systems India Youth Survey 2017 was carried out in 16 state capitals and major towns in India, including Delhi, Lucknow, Jaipur, and Chandigarh in the north; Kolkata, Patna, Bhubaneswar and Ranchi in the east; Mumbai, Ahmedabad, Pune and Indore in the West, and Chennai, Bengaluru, Hyderabad and Kochi in the south. Target respondents were both male and female aged between 18 to 25. The total sample size was 5,700 and respondents were undergraduate/postgraduate students or employed. They were regular users of mobile phones and the internet and were active on social networking sites.

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For more data, interactive graphics, videos and opinion polls, log on to: www.hindustantimes.com/youthsurvey/

RAJ K RAJ / HT PHOTO

CHOICES

Hearts beat for desi brands

Young hearts beat strongly for Bharat and its products, despite the high visibility of international brands in Indian retail as well as online stores, the survey reveals.

Deep Samlok, a 19-year-old student of Lady Shri Ram College, is not surprised when told that 72% youngsters, when choosing between Indian and international brands, opted for the former.

Fashion falls flat if it doesn't have an ethnic touch for the majority of young Indians. A teenager out shopping today is more likely to pick a pair of hot pants with ethnic prints and a tie-and-dye shrug instead of plain denims, she says.

The survey reveals both men and women make a strong pitch for Indian brands. But men, 73.6%, are more likely to go for a desi product than women, 70.4%. More women, 57.2%, prefer retail



outlets for shopping than men, 52.6%.

Indian prints, fabrics, embroidery, colours... it's a celebration. Everything's pleasing to the eye and most importantly it's the cut and style that suits the Indian shape.

"We are built differently and Western brands don't quite get the fit right," says

Samlok, who sources her clothes from the popular Janpath and Khan Market in New Delhi.

A bit of idealism works as well. She says it does not make sense sometimes to buy expensive international brands when "you hear about how some of them get their clothes made in Nepal or Myanmar".

Younger buyers, 74%, are more likely to choose Indian compared to peers in the 22-25 age-group.

Older buyers seek the comfort of shopping online. Respondents aged between 18-22 keep their options open, with 29.7% saying they have no problems buying goods from e-commerce sites as well as retail outlets.

Youngsters aged between 22 to 25 are more likely to reward themselves with an expensive buy.

GENDER PICK

Quality, style stitched together

More women, 30.1%, than men, 28.5%, are likely to splurge on an expensive brand because they feel it promises better quality. However, more men will select a premium brand because of its style.

About 28.5% buyers in the 18-21 age-group say style will be one reason why they'll buy luxury products compared to 26.6% respondents aged between 22 and 25.

There are more chances of women buying an expensive product because it makes them feel good.

Buyers in the 18-22 age-group say if they pick up a luxury brand they'll do it because of quality.

The feel-good factor will compel the older ones to buy premium products.

Though a majority of the respondents say they do not like to show off,



many women admit they like it when their friends appreciate their branded products.

Women also want good service as customers with 37% — as against 32.2% men — saying they will walk out of a store if they don't get the desired attention from salespersons.

Respondents in the 22-25 age-group are also likely to be fussy about attentive salespersons and complain if they're not cared for. They are also more open to giving feedback to the seller after a purchase.

The survey said 38.1% women could fall for a sales pitch by a pushy salesperson than men, 30.2%, and pick something they haven't planned to buy.

Younger customers, 35.5%, are more likely than those in the 22-25 age-group to buy products impulsively if they are talked into it.

When it comes to buying shoes and denims, 56.1% of older buyers say they prefer multi-brand stores compared to 49.4% survey respondents in the 18-22 group.

Surprisingly, there weren't many takers for online shopping.

Exams, jobs, no end to worries

FEAR OF FAILURE Hung up on success, Indian youth are spending the best years of their lives worrying about examinations and employment. Their looks or relationships with their peers are not as important



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They may act like a fairly chilled-out lot, but the youth of India are mortally afraid of examinations, anxious about getting a job, and generally wary of going wrong with crucial life decisions.

As many as 80% of the respondents covered in the Hindustan Times-MaRS Youth Survey-2017 confessed to harbouring worries that take a toll on their sleep. Over 64% said fear of examinations was the main cause of their insomnia while 45% attributed it to matters of the heart.

"This is the pattern we see in our clinics. Examinations—especially competitive tests—are a major cause of stress and anxiety for people in this age bracket," says Dr Sameer Malhotra, director of mental health and behavioural sciences at Delhi's Max Hospitals.

While maintaining good looks accounted for anxiety among 41% of the respondents, keeping up with peers was found to be stressing out around 40.7%.

"When I first joined college, there was obviously some pressure to fit in. In school, everyone wears the same uniform and has the same hairstyle. However, as soon as we go to college, people start judging us by what we wear, how we dress, or even which bag we carry. This is where the problem lies," says Saubia Arshi, a second-year post-graduate student of social work.

Dr Malhotra believes focusing on their hobbies will help the youth tide over such worries upon joining a new college or workplace.

Half of the respondents also felt anxious about their employment prospects. "We have been told that my department in college has a 100% placement record, but I am still anxious about the kind of job I will get after my course is done. Guess I will come to know once the placements start," says Arshi.

Fear of failure gives as many as 30% youngsters the blues. A significantly higher number of respondents from tier II cities such as Kochi (80%), Bhubaneswar (77%) and Jaipur (68.3%) seem to worry about not achieving success. "Right now, my biggest fear is that I will fail in my career. As I am employed with a start-up, it is very important to me that the company succeeds," says Chitra Surana, whose firm sets up B2B platforms.

Nearly one-fourth of the respondents were scared of making mistakes in a relationship. "I am currently in a long-distance relationship, and the biggest challenge we face is communication. Our work timings are different. As I live with my family, I cannot stay up late at night to talk to him. I fear this may create an emotional distance between us, not to mention misunderstandings," says Surana.

A little over 10% of the respondents confessed to worrying about being alone.

The survey, which examined the various ways in which the youth cope with stress, said music helped 69.5% people de-stress and unwind. Others chilled out by watching movies (53.5%), talking to others (47.5%), and partying with friends (47.4%).

Around 37% said smartphones helped keep their minds off worries. This, however, is a chill pill that Dr Malhotra doesn't particularly care for. "The rise in cellphone usage among people has resulted in undesired consequences such as texting while driving and taking their mobiles to bed. Using cellphones in bed causes sleep deprivation," he says.



Right now, my biggest fear is that I will fail in my career. I am employed with a start-up and its success is important to me

CHITRA SURANA, Start-up employee



As soon as we go to college, people start judging us by what we wear, how we dress, or even which bag we carry

SAUBIA ARSHI, Student, social work



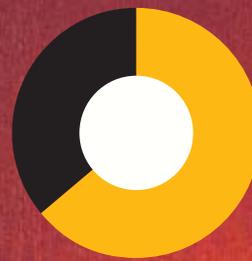
I worry when I find my hair on the floor and not on my scalp. I am particular about how I look, healthy hair boosts confidence

AHMAR ZAMAN, Communication professional

ANXIETY TRIGGERS: GIVING THAT TEST, HUNTING FOR JOBS

Youngsters worry a lot about examinations and employment. Many of them are also afraid of not being able to 'do the right thing' in life and not being successful. The biggest fallout of worrying is insomnia – about 80% are unable to sleep at night

AFRAID OF EXAMS



64.1% anxious about examinations

90.2% from Ranchi most worried; 60% people from Bhubaneswar take life a little easy

65.7% 18-21 years old

61.6% 22-25 years old

WANT A SECURE FUTURE



50% anxious about getting a good job after education

73.5% from Delhi and 68% from Hyderabad most worried about getting a good job

52% 18-21 years old

47% 22-25 years old

TIES WITH PARENTS



73.4% not anxious about relationship with parents

53.1% from Delhi most worried; 85% from Bhubaneswar not worried at all

73% 18-21 years old

73.9% 22-25 years old

NOT OVERWHELMED BY PEER PRESSURE



59.3% not anxious about keeping up with their peer group

76.8% from Patna worry about it; 84.7% from Kolkata don't

60% 18-21 years old

58.2% 22-25 years old

WORRIES LEAD TO INSOMNIA



80% not able to sleep at night in the last one year

95.1% stay awake in Ranchi; 68.9% sleep soundly in Bhubaneswar

78.6% 18-21 years old

81.4% 22-25 years old



Photo: SONU MEHTA

METHODOLOGY

The Hindustan Times-MaRS Monitoring and Research Systems India Youth Survey 2017 was carried out in 16 state capitals and major towns in India, including Delhi, Lucknow, Jaipur, and Chandigarh in the north; Kolkata, Patna, Bhubaneswar and Ranchi in the east; Mumbai, Ahmedabad, Pune and Indore in the west, and Chennai, Bengaluru, Hyderabad and Kochi in the south.

Target respondents were both male and female aged between 18 to 25. The total sample size was 5,700 and respondents were undergraduate/postgraduate students or employed. They were regular users of mobile phones and the internet and were active on social networking sites.



For more data, interactive graphics, videos and opinion polls, log on to: www.hindustantimes.com/youthsurvey/

CITY SCAPES

Why is Ranchi unable to sleep?

They toss and turn in bed, examination and employment worries plaguing their minds. That's Ranchi for you, where 91.5% survey respondents say they have trouble sleeping at night. Bhubaneswar, around 400 kilometres away, virtually doubles as the land of nod for 68.9% youngsters. In fact, youngsters from the Odisha capital don't let anything—not even examinations—faze them.

Respondents at four cities – Delhi (73.5%), Hyderabad (68%), Ranchi (57.4%) and Ahmedabad (57.1%) – were the most worried about being gainfully employed after college or university. In this age of selfies, more than 70% respondents from Delhi and 67.7% from Chennai were found to be worried about their looks.

Although it's widely believed that



youngsters don't care about their parents, almost half the respondents from Delhi seemed bothered by it. The national capital was closely followed by Chennai in this regard.

Amorous relationships also make the youth restless, especially in Ahmedabad, where 62.9% respondents termed it

as a cause of anxiety. As many as 92.9% youngsters in Bengaluru and 91.8% in Kochi confessed to being in bitter fights with their partners.

So, how are these problems handled? Over 90% respondents in Kochi said their version of "chilling out" constituted everything from watching movies, listening to music and partying with friends to exercising and fiddling with smartphones. Youngsters in Pune and Bhubaneswar didn't binge on movies, but certainly turned to music (94.5% and 93.4% respectively) during times of stress.

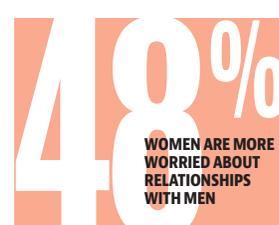
Among the 64.1% people who suffered exam-related anxiety, Ranchi clocked 90.2% followed by Pune at 83.6%, and Delhi and Mumbai at over 80%. Bhubaneswar again came up trumps, with 60% saying they rarely worry about tests.

GENDER PICK

Women care more about ties

As compared to men, women were found to be more concerned about their relationships with loved ones. While examinations remained their biggest worry, women – at 62% – did not seem to care as much for it as men (66%). Oddly enough, getting a good job after completing their education seemed to be a bigger worry for women (at 50.8%) than their male counterparts.

When it came to relationships, around 28% female respondents said they were anxious about ties with their parents as compared to 25.5% men. About 47.5% of the female respondents also expressed concerns over bonding with the opposite sex. It's not surprising, therefore, to find more women fearful about "making mistakes" in their relationships than men.



At 58.8%, men seem to be more likely to have stormy relationships than women.

When it comes to looks, women (43.8%) are more anxious about appearing presentable than men (38.2%).

Health and fitness worries also keep the fairer sex (51.6%) more on their toes

than their male counterparts (48.5%). But stress affects more men (82.4%), with many of them saying they have trouble falling asleep – when compared to 78% women.

About 30.9% women said they were afraid of failure, as opposed to 28.7% men. They also worry less than men about "not being able to do the right thing".

As many as 55.5% women respondents say they unwind by watching movies, 48% by talking to friends, 39.8% through reading, and 37.7% by checking out their smartphones. Men are more likely to relax by listening to music, partying with friends and exercising.

Inner strength – the key to good living – found reflection in responses to queries on the fear of "being alone". More men than women said they fear loneliness.

No one's going gaga over yoga

HEALTH WORRIES Are young Indians headed for trouble? A majority of people interviewed in the Youth Survey say they don't exercise, watch their diet or understand the importance of organic or gluten-free food



TOMORROW: MINDSET



I usually exercise and follow a schedule maybe for a month and then I am not able to follow through with it.

MEENAKSHI RUHELHA, Social work student



I make it a point to walk as much as I can between college, workplace and home and climb as many stairs as I can

VIPUL TIWARI, Law student



Between college, debate society and volunteering at an NGO, I hardly get time to exercise. Health is not a priority

AMISHA VERMA, History student

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Most youngsters in India do not exercise regularly or monitor their diet. India's ancient tradition of yoga also does not have many takers, the India Youth Survey 2017 reveals. Statistics point to a health crisis in the making. About 70% people do not exercise regularly and 62.5% say that they do not monitor their diet.

"The impact of this will be huge. We already have a huge burden of diabetes, hypertension and heart diseases. Obesity and stressful lifestyles mean that more and more people will get these diseases. Exercise and diet are two important variables that can be modified by individuals to lead a healthy lifestyle," says Sandhya Pandey, chief clinical nutritionist at Fortis Memorial Research Institute in Gurgaon.

The survey says 80% respondents do not give much importance to yoga.

Packed schedules, say youngsters from New Delhi, don't give them time for physical activities. "Between college, debate society and volunteering at an NGO, I hardly get the time to exercise every day. Health does not remain a priority," says Amisha Verma, a 19-year-old history student from the national capital. "I used to go to the gym till last year. However, now I can't take out time for it even though I think it is important for everyone to take one hour out each day for some sort of physical activity, whether it is going to the gym, doing home exercises or yoga. But, I make it a point to walk as much as I can between college, workplace and home and climb as many stairs I can," says Vipul Tiwari, a New Delhi-based law student.

He feels people automatically become conscious of their diet when they exercise regularly.

"I usually exercise and follow a schedule maybe for a month and then I am not able to follow through with it. However, I realised that whenever I start working out I am conscious about what I am eating and I try to avoid junk food as much as possible," says Meenakshi Ruhela, a second-year postgraduate student in social work.

When it comes to awareness about the benefits of particular food groups, nearly half of the respondents say checking fibre content is not important: 70.3% do not check for gluten, 64.2% don't bother about the foods high on unsaturated fats. About 60.9% say it makes no difference to them whether their food is organic or not, and 63% don't take probiotic preparations.

"When I am working out, I just concentrate on keeping the protein content high and avoid junk food," Tiwari says.

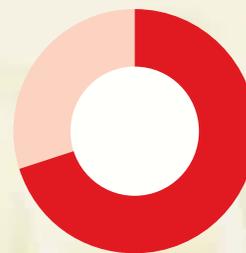
For Ruhela, checking food labels isn't important. "It's only when I'm dieting that I avoid fried food and burgers," she says.

Ishi Khosla, clinical nutritionist and founder of theweightmonitor.com and Whole Foods, has similar views. "Checking food labels won't help. The food labels indicate if toxic substances, allergens are present and for checking the calorie count. Many people will not even understand it and it is not necessary," she says.

Analyse the food intake - check the portion sizes and ensure that six to eight servings of fruits and vegetables are consumed, the nutritionist advises.

DIGEST THIS: EXERCISE, RIGHT DIET, NOT ON PRIORITY LISTS

A majority of India's youth are not aware of healthy eating, living



OFF THE FITNESS TRACK

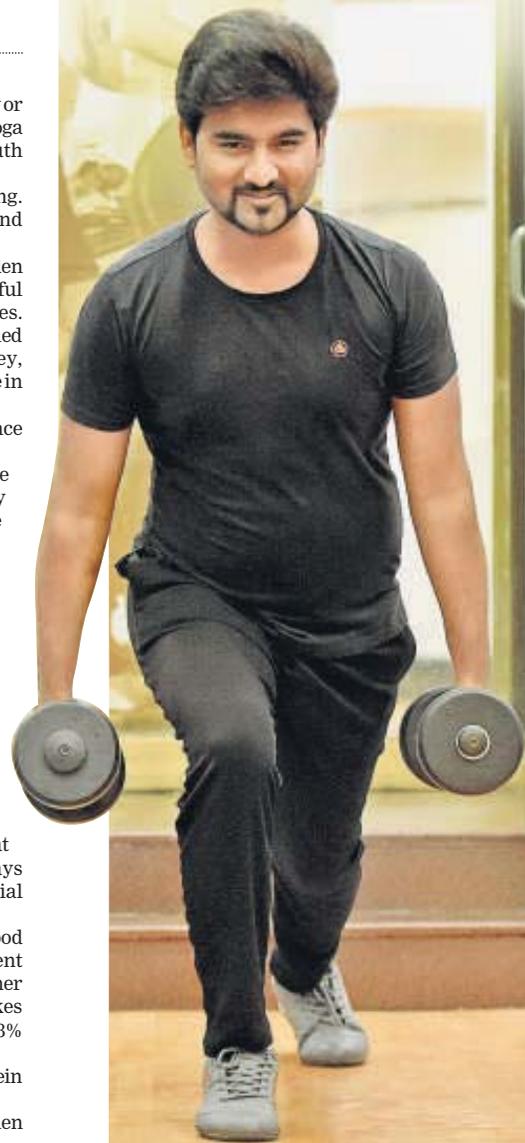
70%

survey respondents say they are not following any fitness regime

96.7% in Patna don't exercise at all, 44% in Ahmedabad say they work out

68.8% 18-21 years old

71.3% 22-25 years old

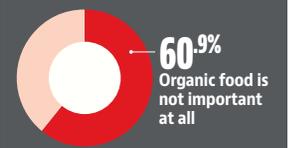


ARUN SHARMA/HT

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NOT MANY ARE AWARE OF THE BENEFITS OF CERTAIN FOODS

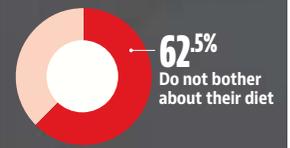


93.3% respondents from Bhubaneswar say it's important

63% 18-21 years old

58.9% 22-25 years old

NO FIGHTING OVER DIETING

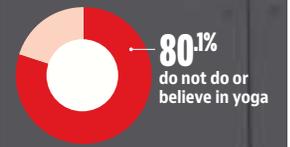


93.3% respondents from Patna think dieting is not important at all

63.2% 18-21 years old

61.8% 22-25 years old

YOGA? NO THANKS, THEY WOULD RATHER DO SOMETHING ELSE

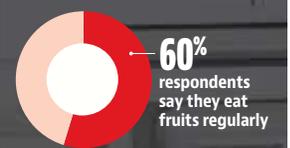


33.3% youth in Bengaluru do yoga; 93.3% in Patna don't

80.2% 18-21 years old

78.9% 22-25 years old

EATING FRUITS IS THE ONLY WAY TO GOOD HEALTH



75% in Jaipur eat fruits regularly, 68.4% in Kolkata do not

55.1% 18-21 years old

54.7% 22-25 years old

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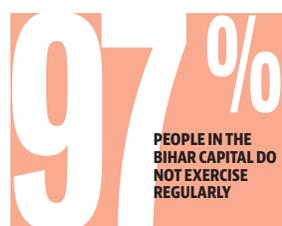
CITY SCAPES

Fit in Hyderabad, plain lazy in Patna

Hold on to your joggers and dumbbells. Hyderabad is the fittest city in India, reveals the India Youth Survey, with 49% of respondents saying they exercise regularly. Ahmedabad, 44.6%, and Mumbai, 37.5%, are second and third.

Kochi citizens are well informed about the benefits of food varieties. Patna seems to be the least active city, with only 3.3% doing some sort of physical activity. The benefits of healthy food habits seem lost on youngsters from Bhubaneswar, with just 6.7% and 15.7% saying they eat salads and fruits.

When asked if they are aware of the benefits of a fibre-rich and gluten-free diet, a large percentage of respondents from Kochi says yes. Awareness of foods with fibre, gluten and unsaturated fat content is the lowest in the Odisha capi-



tal compared to other cities.

A fibre-rich diet can help normalise bowel movements and unsaturated fat can keep bad cholesterol at bay.

Probiotic preparations are important too, say 80% of youth from the Kerala city. Bengaluru has 56.3% respondents giving the thumbs up to organic food.

"I have heard of a probiotic drink brand, that's all. I don't really know what it is. I just know it helps in digestion," says Meenakshi Ruhela, a student in New Delhi.

Probiotics (yoghurt is one of the best examples) have live microorganisms thought to be good for the gut.

Food consumption patterns vary too across cities, with 79.6% respondents from Chennai saying they consume fruits regularly and 77.9% from Indore making sure they include salads in their diet.

"When I am in college, I usually cannot keep a track of what I am eating. And no matter how much I try to avoid junk food, I end up eating some with friends. However, one good habit that my paying guest facility has inculcated is having salads every day," says Amisha Verma,

a student of history based in New Delhi.

When it comes to monitoring their diet, Mumbai takes the lead, with 50% keeping an eye on what they eat, followed by Kolkata at 43.4% and Hyderabad at 43.3%.

Patna lags behind again, with only 6.7% of the people watching what they eat. Hyderabad has the sweetest tooth with 60% respondents in the city saying they love to eat chocolates. Youngsters from Ahmedabad, 48.9%, and Lucknow, 38.3%, find chocolate irresistible too.

Despite India's recent push for yoga, it does not have many takers with 80% saying they do not follow the ancient exercise and meditation discipline.

Bengaluru had the maximum number of yoga practitioners at 33%, followed by Kolkata and Lucknow at 30.9% and 26.7%.

GENDER PICK

Women prefer dieting, men are exercise buffs

Indians aren't concerned about their health—or at least that's what the survey reveals. Just 30% of the respondents follow some kind of exercise routine and 37.5% watch their diet. However, what's clear is that women prefer dieting and men like to exercise.

Across cities, 39.6% women monitor their diets regularly as compared to 35.2% of men. And, 33.2% men exercise regularly as compared to 26.8% women.

Both sexes are not informed about the benefits of fibre and gluten-free food. More than 50% of men and women say it is not important for them to choose food items with high fibre content. They don't know that it is an important part of a healthy balanced

diet and can prevent heart disease, diabetes, weight problems and improve digestion. Men, 35.7%, and women, 35.9%, also don't see the importance of unsaturated fat.

Probiotic preparations do not find many takers among women, with just 35.1% of them saying it's important compared to 38.9% men.

Though enough information is available on organic food, just 36.1% women compared to 42.1% men say it is important to choose food grown without the use of pesticides.

At 50.7%, more men consume greens than women. These numbers are reversed when it comes to chocolates, which 31.2% women like, as compared to 29.5% men.

No toying with sex or religion

NARROW OUTLOOK Live-in relationships and sex toys are frowned upon by a majority of young Indians. Many of them do not have friends from other religious communities and others look askance at inter-caste marriages

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YOUTH SURVEY 2017
TOMORROW: BEHAVIOUR

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Surbhi Badhauria, a 25-year Delhi-based digital marketer, speaks her mind. She has no qualms about holding forth on the availability of sex toys in India. Or rather, lack of them. "Sex is absolutely healthy and important for the well-being of a human body (unless you are a yogi)," she quips. "Sex toys will help singles live a less stressful life. I don't think it is fair to get married or get into a relationship just for sexual satisfaction. These (toys) will stop people from treating others as sexual objects," she adds.

Badhauria's views, however, don't reflect that of the majority. The Hindustan Times-MaRS Monitoring and Research Systems Youth Survey 2017 reveals that only 15% of the country's youth, aged between 18 and 25, agree to the idea of making adult pleasure tools easily accessible in India.

Indian youth seem to be conservative when it comes to marriage and sex, according to the survey. Only 27% approve of premarital sex while 85% frown upon watching porn. And only 23% are comfortable with the idea of a live-in relationship without being married.

Prateek Sarpal, a 26-year-old entrepreneur from Delhi is ambiguous in his response when asked for his take on watching porn. "The answer to this question cannot be a simple yes or no. Watching porn can be a two-edged sword that could be good and bad at the same time," he observes.

The important thing, Sarpal explains, "is to understand the kind of education one has about the topic. If one has the appropriate sex education, pornography can be a positive thing, but without sex education it can have a very negative effect."

Mrinalini Arora, a 24-year-old company secretary based in Delhi does not mind being in a live-in relationship. "Cohabitation prior to marriage should be permitted. There is no pretence or false emotions in a live-in relationship. In India, if you talk about live-in, you're presumed to be talking about plain sex and nothing more," she claims.

About 52% of the respondents also say that they do not have friends outside their own religious community.

While tying the knot, almost 68% prefer religious rituals over court marriage. About 45.1% respondents say they will have no problems if their parents choose a bride or groom for them.

Around 60% people said they do not want inter-caste marriages. Such ties "become an issue when families get involved because they take into consideration kundli, (horoscopes) caste, status and related issues," says Sarpal.

Author Natasha Badhwar says she is not surprised by the survey findings, particularly on the young generation's thoughts on marriage. "Somehow, people's education, exposure, lifestyle has not affected their idea of a dream marriage. They still want a filmy wedding with multiple events such as sangeet and mehendi. Part of it has to do with how films have portrayed the big fat Indian weddings," she says.

"Moreover, marriage is considered not only about the alliance of two people. It is also about reunions, networking, and the aspirations of parents and grandparents in both the families," she points out.



Sex is absolutely healthy and important for the well-being of the human body (unless you are a yogi)

SURBHI BADHAURIA, Digital marketer



If one has the appropriate sex education, pornography can be a positive thing, but without education it's negative

PRATEEK SARPAL, Entrepreneur

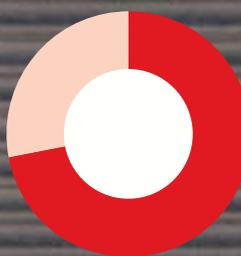


Cohabitation prior to marriage should be permitted. There is no pretence in a live-in relationship

MRINALINI ARORA, Company secretary

CONSERVATIVE AND CONVENTIONAL

Wanted: Religious rituals at weddings and absolutely no porn please



Bound by rules

77%

Don't approve of couples in live-in relationships before marriage

95% respondents in Bhubaneswar and 91.7% in Kochi don't approve of live-in relationships

84.7%

Don't think sex toys should be easily available in markets

85.7%

Think watching any kind of pornographic content is wrong

DON'T LOOK BEYOND RELIGION, CASTE



Are against inter-caste marriages

52.0% Don't believe in having good friends from a religion apart from theirs

67.4% Want to get married with religious rituals

Orthodox beliefs



Don't believe a boy and girl, even if they are in love, can have sex before marriage

78.6% Don't think drinking age should be the same as voting age

45.1% Will marry a person selected by parents if they have no objections to the person

Any discrimination?



Don't think husband should help in the kitchen if wife works

69% Are ok with not having a male child when they have children

56.9% Have good friends of the opposite sex

Non-judgemental



Will not jump to any conclusions about a boy and girl alone in a restaurant

74% In Indore and Jaipur most likely to see a girl and boy together as "just friends"

63.5% Women likely to be more easy with couples dating openly

METHODOLOGY

The Hindustan Times-MaRS Monitoring and Research Systems India Youth Survey 2017 was carried out in 16 state capitals and major towns in India, including Delhi, Lucknow, Jaipur, and Chandigarh in the north; Kolkata, Patna, Bhubaneswar and Ranchi in the east; Mumbai, Ahmedabad, Pune and Indore in the West, and Chennai, Bengaluru, Hyderabad and Kochi in the south. Target respondents were both male and female aged between 18 to 25. The total sample size was 5,700 and respondents were undergraduate/postgraduate students or employed. They were regular users of mobile phones and the internet and were active on social networking sites.

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For more data, interactive graphics, videos and opinion polls, log on to: www.hindustantimes.com/youthsurvey/

PHOTOS: RAVI CHOUDHARY/HT

CITY SCAPES

Broad-minded Bengaluru

Bengaluru has no problem with religion and sex toys. But it doesn't want men in kitchens.

In India's IT capital, 40.8% youth want sex toys to be easily available in markets. Just 26.3% from Mumbai agree to this and the rest, with just 1.7% from Bhubaneswar, think sex aids have no place in people's homes.

On a positive note, 92.2% from the Karnataka capital say they have good friends cutting across religious lines as against the all-India figure of 52%. About 81.5% in Ahmedabad, however, say they don't have such friends.

And while 63.1% Indians say they won't go in for inter-caste marriage, youngsters from Chandigarh (56.7%), Hyderabad (50%) and Bengaluru (47.2%) have no such issues.

About 50.5% people from the Karnata



41% PEOPLE IN BENGALURU WANT SEX TOYS TO BE EASILY AVAILABLE

taka capital also say they won't mind being in a live-in relationship. Bhubaneswar (95%) and Indore (94.2%) give the idea a thumbs down.

Despite having reservations over live-in relationships, 45% people in Kochi say there is nothing wrong in premarital sex if both the partners are in love. Youngsters from Lucknow (41.7%)

too are okay with premarital sex but 95% respondents from Jaipur are against it.

Delhiites at 96.7% are strongly against the drinking age being the same as voting age. About 43.3% from Kochi, 31.7% from Lucknow and 31.6% from Kolkata are for it.

Gender bias is strongly prevalent in Pune, Ranchi and Patna, where 83.7%, 81.7% and 80%, respectively, don't like the idea of husbands helping working wives in the kitchen. In Bengaluru, 68% youth vote against it but others in Bhubaneswar (61.7%) rule in favour of wives.

Bengaluru again reflects a bias when 59.2% youth say they want at least a boy child. In Indore too 43.3% people are in favour of the male child. About 88.2% Mumbaikars have no problems with it.

GENDERWISE

Women bank on parents' choice

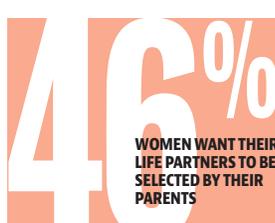
More women (46%) than men (44.1%) want their life partner to be chosen by their parents.

Women (68.4%) are also more keen to have religious rituals at their weddings than men (66.4%).

Interestingly, more women (14.9%) seem to think there is nothing wrong in watching pornography than men (13.9%). They are at 14.5%, however, not as eager to use sex toys as against 16.1% men.

Most women (73.5%) are against premarital sex as against 70.6% men. Sixty three per cent are, however, likely to be less judgemental than 58.1% men when they see a boy and girl together at a restaurant and see them as "just friends".

As for children, even though 69% Indian youth disagree that a couple



46% WOMEN WANT THEIR LIFE PARTNERS TO BE SELECTED BY THEIR PARENTS

women. About 60.9% women also don't like the idea of men assisting them in the kitchen.

Women also appear to be more conservative with only 21.6% saying they don't mind being in a live-in relationship as compared to 24.5% men.

Even when it comes to affairs of the heart, 73.5% women, as against 70.6% men, disapprove of premarital sex even if the couples in question profess to be in love.

Women are also, at 56.1%, less likely than 58.1% men to have good friends from the opposite sex.

Both men and women seem to be on the same page, however, when it comes to drinking age, with more than 78% of the opinion that should be the same as the voting age.

should have at least one male child, more men (31%) than women (30%) want boys.

Then there's religious bias, with 53% women saying they do not have good friends belonging to other communities as compared to 50.5% men.

Men at 37.3% are, however, more open to inter-caste marriage than 36.5%

Let's break the speed barriers

RARING TO GO In this age of instant coffee, noodles and gratification, Indian youth are not willing to wait patiently for anything. They're determined to get what their hearts are set on, even if it means lying to their parents or violating rules



TOMORROW: GOING GREEN



The younger lot are adopting a more modern outlook due to the advent of technology and don't understand that their parents have more experience

SHUBHAM SARAN, Entrepreneur



It is time we realised that pretending will not get us anywhere. We need to learn to accept and love ourselves for who we are

TANYA JAIN, Copywriter



You lie only when you know you have made a mistake and don't want to hurt your parents

HARSHITA SRIVASTAVA, Content writer

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Today's youth are self-centred, and will do almost anything as long as it benefits them. To top it all, impatience seems to have been woven into their DNA.

"I will beg, borrow or steal to buy something I really want," the Hindustan Times-MaRs Youth Survey recorded as many as 81.5% respondents as saying. While 68.3% youngsters confessed to doing things their parents would not approve of, as many as 66% confessed to lying to their folks.

Harshita Srivastava, a 22-year-old content writer with InstaOffice, has an explanation for the occasional untruth. "One's sense of right and wrong should come from within. You lie only when you know you have made a mistake, and don't want to hurt your parents. What matters is if there is sincere effort on your part to not make the mistake again," she says.

Nearly 80% of the respondents polled by the Hindustan Times-MaRs Youth Survey said they would do anything to win the approval of their friends. Srivastava, however, was surprised by such an attitude. "If you have to go out of your way to gain the approval of your friends by changing who you are, then it is high time you asked yourself if it's worth being friends with such people. Seeking anyone's approval shows lack of self-confidence," she asserted.

Tanya Jain, a copywriter with Webenza, also could not fathom why people would act fake to fit in a particular group. "It is time we realised that such pretence won't get us anywhere. We need to learn to accept and love ourselves for who we are," she said.

Delhi-based psychoanalyst Nilofer Kaul put this trend in perspective. "The desire for peer approval seems to pervade our adolescence and youth. Acting cool and keeping up with the latest fashion improves acceptance in the community. Often, we find ourselves lacking in confidence and not measuring up to societal standards," she said.

The survey also highlighted the widening generation gap between youngsters and older folk. As many as 75% of the respondents said they wouldn't care what their parents thought as long as they did what they believed was right.

However, Shubham Saran – the 31-year-old founder of Zorted Solutions Private Limited – said while it was okay to be influenced by Western values, the youth should try to strike a balance between their views and that of their parents. "While the younger lot are adopting a more 'modern' outlook due to the advent of technology, they also refuse to consider the fact that their parents have more experience than them," explained Saran. "I have travelled to more places at my age than they did in their youth, but they will always have an edge in understanding human emotions and situations."

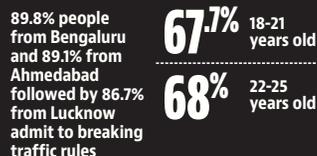
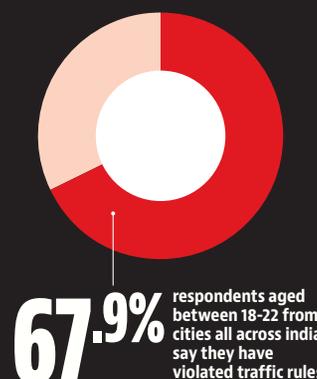
India's younger generation is also anything but patient. Over 82% respondents of the survey said they wanted everything – and fast. "This attitude resonates well with the fact that resources are much easier to access now. The advertisements being aired these days stress on this very fact. One thing that can be highlighted here is Royal Stag's 'It's your life' commercial, which goes to say that nothing is unachievable. If you have the will, you can etch out huge goals for yourself and push hard to achieve them," said Saran.



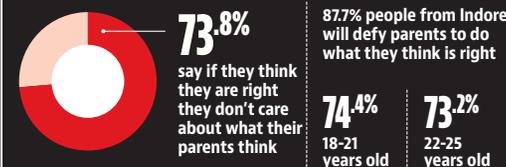
FAST LANE: BROKEN RULES, DEFIED PARENTS

They're chafing at the bit to go after what they want and they're not listening to anyone

HAVE SOME DISCIPLINE ISSUES



NOT INTIMIDATED BY PARENTS



IMPETUOUS



IMPATIENT



METHODOLOGY The Hindustan Times-MaRS Monitoring and Research Systems India Youth Survey 2017 was carried out in 16 state capitals and major towns in India, including Delhi, Lucknow, Jaipur, and Chandigarh in the north; Kolkata, Patna, Bhubaneswar and Ranchi in the east; Mumbai, Ahmedabad, Pune and Indore in the west, and Chennai, Bengaluru, Hyderabad and Kochi in the south. Target respondents were both male and female aged between 18 to 25. The total sample size was 5,700 and respondents were undergraduate/postgraduate students or employed. They were regular users of mobile phones and the internet and were active on social networking sites.

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PHOTOS: SANJEEV VERMA/HT

CITY SCAPES

Jumping lights in Bengaluru, Ahmedabad

How well does the Indian youth fare when it comes to three factors: Cheating, lying to parents, and breaking rules?

To start with, around 67.9% respondents of the youth survey admitted to violating traffic laws. Now, this is not exactly an offence that can be shrugged off. Any act that endangers lives indicates lack of concern for the safety of oneself as well as others.

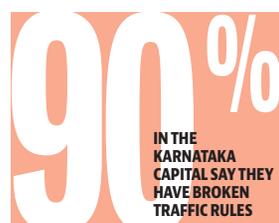
The states that fare the worst in terms of traffic violations are Bengaluru and Ahmedabad, at 89.8% and 89.1% respectively. Bhubaneswar, at 62%, seems better behaved.

Parents are no longer intimidating figures for youngsters. This is particularly true in the case of Kochi and Bengaluru, where 86.9% and 86.7% respondents, respectively, confessed to spouting lies at home.

Most of those incapable of uttering untruths to their parents hail from Indore (71.7%) and Jaipur (53.3%).

Two south Indian cities topped the list again on a related matter, with 98% of the respondents from Bengaluru and 95.1% from Kochi admitting to having done things their parents wouldn't like. Youngsters treading the straight and narrow – 71.7% from Indore and 81.7% from Jaipur – swear they have neither lied nor done anything to anger their parents.

Relationships are more complicated in urban Karnataka and Bihar, with as many as 74.5% respondents from Bengaluru and 63.3% from Patna admitting to having cheated on their partners. Bhubaneswar takes interpersonal morality to near-unrealistic levels, with as many as 95.1% claiming that they only have eyes for their sweethearts.



Single-minded in their pursuits, 92.5% youngsters from Indore and 91.2% from Pune say they wouldn't hesitate to beg or borrow to buy something they really want.

In fact, a majority of the youth from Indian cities, except for Indore with 66% respondents, say they will not let anything get between them and the object of

their desire. Gaining the approval of friends is also very important for the young, although respondents of the October 11 Youth Survey on anxiety said they did not get too anxious or worked up about relationships with peers.

As many as 91.7% youngsters in Lucknow, followed by 88.7% in Indore and 88.3% in Patna, said they would do "anything" for their friends. Around 40.8% respondents from Kolkata and 38.3% from Jaipur said they were not overly bothered about keeping their friends ones happy.

When it comes to following one's own interests, 88.2% respondents from both Delhi and Kolkata said they would pull out all stops to attain something that "benefits them". However, about 34% from Indore said they would rather exercise prudence.

GENDER WISE

Do women cheat?

While the previous Anxiety Survey indicated that it would kill most women to sever ties with their parents, the numbers here indicate that more women (44.3%) are likely to cheat on their romantic partners when compared to men (39.7%).

More women (70.2%) may also lie to their parents, as opposed to 63.1% men. At 70.1%, however, more men indulge in activities likely to be "disliked" by their parents than women (66.5%).

Nevertheless, men (82%) appeared to be more determined than women (81.1%) when it comes to "begging, borrowing and stealing" to get what they "really want".

Even when it comes to doggedly pursuing something "that benefits them", more men (83.1%) are likely to go for it than women (81%). Both sexes are equally intent on fast-tracking their



desires, stating that they want "everything, and fast".

Men are more likely to treat friends well, with as many as 79.8% saying they'll do anything to gain their approval – as opposed to 78.7% women. At 73.6%, males are also more likely to overlook rules and violate traffic regulations than women (62.2%).

Is anyone left to save the world?

MATTER OF CONCERN A majority of young people between the ages of 18 and 25 are neither aware of the negative effect of greenhouse gases nor understand how sustainable options such as renewable energy use can save the planet



TOMORROW: HEROES & ICONS



I have been on Yamuna yatras starting from its source, the Yamunotri. Seeing how we have exploited the river has affected me deeply

ASHIM BERRY, NGO worker



Children should be taught how waste is segregated, they should understand why the waste problem exists. Our society is consuming more and more

ANSHIKA SRIVASTAVA, NGO worker



My mission is to engage as many children as possible with issues related to environment

SARTHAK ANAND, NGO worker

Ayesha Banerjee
letters@hindustantimes.com

In 2015, 4.2 million people are estimated to have died due to air pollution, according to environmental research organisation Health Effects Institute. India accounts for one in four of these deaths — 1.09 million — where research shows the youth are largely ignorant about environmental issues.

The Hindustan Times-MaRS Monitoring and Research Systems Youth Survey 2017, reveals that more than 74% of people between the ages of 18 and 25 are not aware of how greenhouse gases cause global warming. Renewable energy is a mystery to 70.9% of the respondents and 63.4% cannot explain why bio-degradable waste is important.

Sustainable practices are limited to switching off lights at home and avoiding use of “plastic bags as far as possible.”

About 68.4% of youngsters cannot identify eco-friendly products. They will be forced to act soon, says Mihir Mathur, a former fellow with the Earth Science and Climate Change Division at The Energy and Resources Institute (TERI). The youth will most likely be left with no choice since the next few decades will see a more pronounced impact of environmental inaction.

“The pollution, the landfills, and the food that shall become more synthetic will force the youth to take steps in order to adapt to the future world that we are creating,” says Mathur, a visiting faculty at Tata Institute of Social Sciences, Hyderabad and the Indian School of Development Management, Noida.

Ashim Berry, 22, and Sarthak Anand, 25, who work with the NGO Swechha, are surprised at the Youth Survey findings that 80.2% youngsters have not participated in cleanliness drives. Both are dedicated to the greening cause, participating in river cleanliness campaigns and in literacy drives in slums.

As the environmental education programme coordinator with the NGO, 23-year-old Anshika Srivastava wants studies related to sustainable development and climate change to be built “into the education curriculum.” Children should be taught how waste is segregated, they should understand why the waste problem exists. This has to be done, she says, because our society is consuming more and more.

Mathur feels the youth should build consensus on a future they deeply desire. “What is it that they wish to have, say, in 2040? Do they see a world that is more crowded than today, more polluted than today, more expensive, more poor, more polarised, more synthetic? If they can create a shared vision for themselves, the youth can achieve a lot,” he adds.

Anand, who has a master’s in development from Bengaluru’s Azim Premji University, says his mission is to engage as many children as possible with issues related to environment, hoping they become environment-oriented and consider the effects of their actions on day-to-day life.

As NGOs don’t pay much, campaigners like Anand and Berry say they aim to live a simple life. However, “sustaining oneself and an organisation is tough,” says Anand.

Berry, a musician who supports himself with the money he makes from gigs, says he won’t have it any other way. A green campaigner since his school days, he has been on Yamuna Yatras, tracing the river from its source in Yamunotri to the plains in Brindavan. Seeing how “we exploit the river,” has affected him deeply and motivated him to be a change maker to save the planet.



Greening drive: (From right) Sarthak Anand, Anshika Srivastava and Ashim Berry helping children plant a ‘mini forest’ in a Delhi school

THEY NEED TO GIVE PLANET EARTH A CHANCE

The world needs educated and aware young people who can create a sustainable future

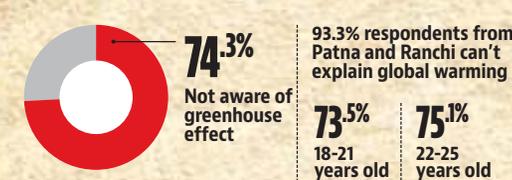
DON'T KNOW HOW EARTH CAN BE CLEANER, GREENER



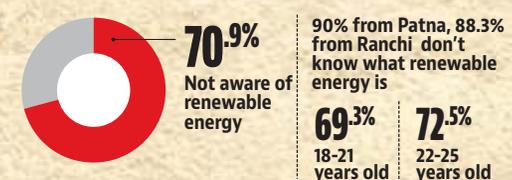
76.7% and 75% respondents from Patna and Ranchi, respectively, do not know anything about biodegradable waste

62.7% 18-21 years old
64% 22-25 years old

DON'T KNOW WHY EARTH IS HEATING UP



DON'T KNOW HOW EARTH CAN BE SAVED



GREEN PRACTICES FOLLOWED NOW?

GRADING: <3 Disagree, 3.1-4 Agree, 4.1-5 Strongly agree

Switching off lights at home	Segregation of dry, wet waste	Avoiding use of plastic bags
4.7	4.4	4.3
Delhi believes strongly in this practice	Bengaluru most keen to recycle waste	Ahmedabad avoids use of plastic bags

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Photos: RAVI CHOUDHARY/HT

CITY SCAPES

Global warming does not bother Patna

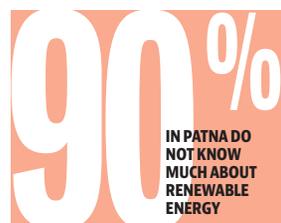
A sizeable population of youngsters between 18 and 25 in Patna and Ranchi don't know what biodegradable waste is — at a time when recycling of garbage had become synonymous with the Swachh Bharat or Clean India Campaign. Is wielding a broom enough when swathes across the country cannot define renewable energy or greenhouse effect?

Jaipur (63.3%), Indore (51%) and Ahmedabad (44.6%) are among cities where youngsters have some awareness of environment-friendly concepts.

In Chandigarh and Indore, 41.7% and 41.3% youngsters can accurately identify renewable energy as energy from sources such as the sun, wind, rain and geothermal heat. In Patna and Ranchi, 90% and 88% respondents say they do not understand such concepts. About the greenhouse effect - the

warming of earth by radiation from the atmosphere, only 41% respondents from Chandigarh and 39.1% from Ahmedabad define it correctly. Again, 93.3% respondents from both Patna and Ranchi do not know what it means.

Mihir Mathur, former fellow, Earth Science and Climate Change Division at The Energy and Resources Institute (TERI), says students interested in environmental issues rely heavily on information and data available on the internet. They are also very well travelled and networked which helps them stay connected with ground reality. “But their ability to truly think out of the box and develop real innovative solutions remains limited. This is because most of their thinking and solution development is shaped based on the readings from text books, literature and the science of climate change,” he says.



Interestingly, just 20% of the survey respondents — 47.1% of them from Hyderabad, 43.3% from Chandigarh and 40.2% from Ahmedabad — are familiar with eco-friendly products.

Mathur, who is visiting faculty at the Tata Institute of Social Sciences, Hyderabad, and the Indian School of Development Management, Noida, finds that his students have “an air of activism about

them. They want to change things. They are optimistic and enthusiastic. Key traits required in youth in order to show promise. They are much more aware than the previous generations and very curious.”

As for the survey, taking the mean from responses (below 3: Disagree; 3.1 to 4: Agree and 4.1 to 5: Strongly agree) the responses reveal that the only thing people do to save energy is switch off lights when they leave home (3.9). Most of them are from Delhi (4.7), Kochi (4.3) and Ahmedabad (4.2).

Avoiding plastic bags is prioritised by youngsters in Ahmedabad (4.3) followed by Kochi (4.1) and Bengaluru (4).

When it comes to separating dry and wet waste in their households, Bengaluru responds with a 4.4. People in Delhi at 2.7 are not very enthusiastic about recycling waste.

GENDER WISE

Women soft hearted

Who would be more likely to do charity? Among women, 23.6% say they make it a point to donate books and clothes regularly as compared to 19.5% men.

While more men (19.3%) than women (17.3) say they have donated blood, 20.2% women again are at the forefront in cleanliness drives. The number of men who said they participated in such initiatives was 19.4%.

There's not much of a difference between women and men when it comes to awareness of environmental concepts. More than 33% women have knowledge of eco-friendly products, compared to 30.2% men. More women (26.8%) than men (24.6%) are concerned about the greenhouse effect.

Taking the mean from responses, (below 3: Disagree; 3.1 to 4: Agree and 4.1 to 5: Strongly agree) the survey says



more women (3.8) use plastic bags than men (3.7). They are also more likely to encourage segregation of dry and wet waste at home.

An equal number of men and women say they know about eco-friendly products and not hesitate to buy them even if they are more expensive than other products.

Modi is the man of the moment

hindustantimes
YOUTH SURVEY 2017

HOT SHOTS A chaiwala who became PM, Narendra Modi continues to inspire India's youth. Their love affair with Salman Khan endures, even as their hearts skip beats for Deepika, Ranbir and Virat

Monika Rawal Kukreja
letters@hindustantimes.com

The stardom Narendra Modi and Salman Khan enjoy refuses to fade away as they top the charts as the living role model of the young and Bollywood's biggest icon, respectively in the Hindustan Times Youth Survey 2017. Modi has also been chosen the biggest political icon.

BOLLYWOOD ICON

In a country where stars are almost worshipped like gods, it's no surprise when Salman Khan, Shah Rukh Khan, Akshay Kumar and Amitabh Bachchan take the top four spots in the survey with 18.3%, 15.3%, 13.3% and 13.2%, respectively. Clearly, people like to stick to conventional choices, even if all of them happen to be plus-50 actors.

Surprisingly, though, Kangana Ranaut and Vidya Balan — who featured in the list some years ago — now seem to have dropped out.

In what indicates that youth prefer the 'star' value over acting, Nawazuddin Siddiqui or Irrfan are the other surprise omissions. "Nawaz is someone who is an icon in his own rights. He has done some hatke films and I'm so impressed that despite not being the conventional good looking hero, he can give any leading actor a run for his money," says 23-year-old Shagufta Ali, a master's student.

LIVING ROLE MODEL FOR THE YOUNG

Prime Minister Narendra Modi retains the highest-rated living role model position for the fifth year in a row, indicating preference among the youth for influence, power, money and mass appeal. No longer looking for a short cut to make it big, youngsters are keen to explore success stories that are gripping. In comparison, former US president Barack Obama, who also featured in the survey results for three consecutive years, is no longer in the picture. Replacing him are Bill Gates (25.6%), Sundar Pichai (11.10%) and Malala Yousafzai (6.8%) who take up the three spots after Modi.

SEXIEST MAN ALIVE

Sex appeal is a heady mix of appearance and popularity. While Salman Khan defines the term sexy for most of the youth — he has topped four surveys — the last two years have put Ranbir Kapoor as the sexiest man alive, going strong with 32.7% this year. Ranveer follows with 21.6% and Justin Bieber with 9.2%. Surprised by Hrithik Roshan, John Abraham, Ryan Gosling or Tom Cruise not making it to the list, Mrinal Madan, 24, an MA second year student, says, "I think Hrithik Roshan is hot and sexy. He's got a great body, sex appeal plus he's so good looking despite being a father to two sons." Even Prabhas's name is in the running. "I loved him in the film [Baahubali]," says Tripti Babbar, 22, a postgraduate student.

SEXIEST WOMAN ALIVE

Her Hollywood stint might have worked wonders for Deepika Padukone, who outpaced five-time favourite Katrina Kaif second year in a row as the sexiest woman alive. With nearly one-third of the youth voting for Padukone this year — same as last year — she successfully left behind international actors. "Deepika is just so hot. The way she acts on screen and carries herself is perfect," says Ali. While Priyanka Chopra takes the second position at 22.9%, Alia Bhatt hits the third spot with 22.1%.

SPORTS ICON

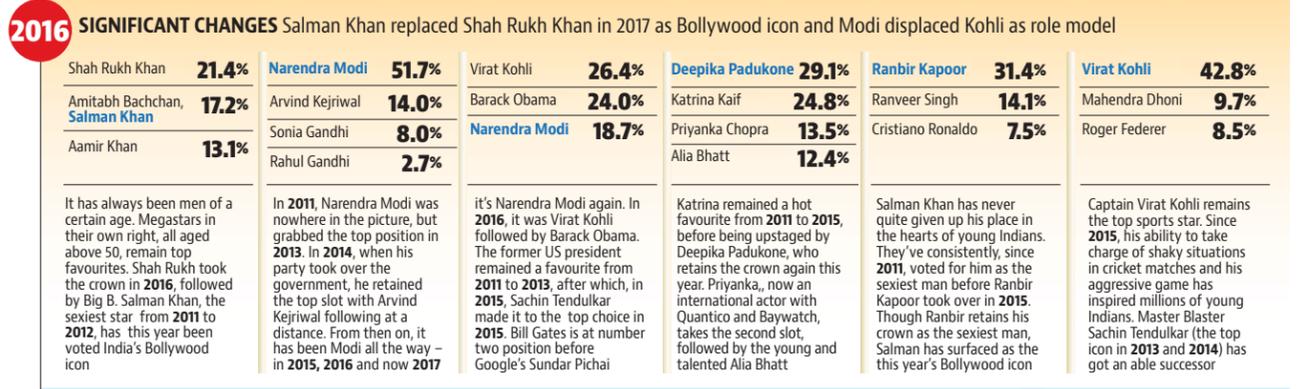
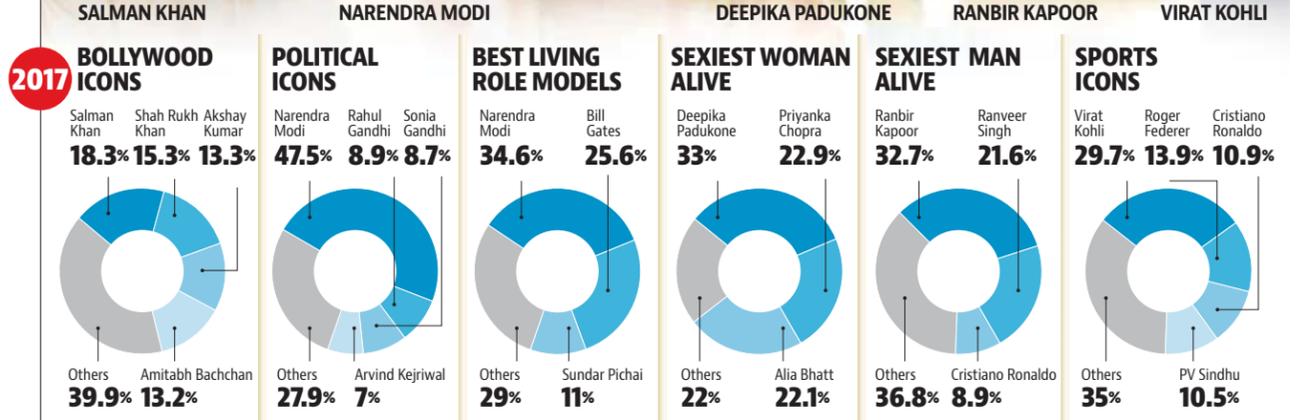
Virat Kohli emerged as the top sports icon, dethroning MS Dhoni and Sachin Tendulkar who held the spot for three years in a row each. About 29.7% of the youth felt Kohli was the biggest icon when it came to sports, followed by Roger Federer (13.9%) and PV Sindhu (10.5%). "After Dhoni, it is only Kohli, who has that quality to lead a team and keep everyone united. He is young, full of ideas and someone, who knows how to balance things," says Madan.

BIGGEST ICON IN INDIAN POLITICS

Overlooking the flaws that Indian political system broadly suffers from, India's youth unanimously chose prime minister Narendra Modi again as their political icon with a dominating percentage of 47.5%. Rahul Gandhi and Sonia Gandhi feature in the results with 8.9% and 8.7%.

IDOLS, ROLE MODELS AND SEXIEST CELEBS

In 2011, when Hindustan Times launched its annual Youth Survey, Narendra Modi was nowhere in the picture. In 2013, he was voted the top political icon and has not looked back since. Salman Khan, chosen India's sexiest man from 2011 to 2014, is Bollywood's top icon in 2017



METHODOLOGY

The Hindustan Times-MaRS Monitoring and Research Systems India Youth Survey 2017 was carried out in 16 state capitals and major towns in India, including Delhi, Lucknow, Jaipur, and Chandigarh in the north; Kolkata, Patna, Bhubaneswar and Ranchi in the east; Mumbai, Ahmedabad, Pune and Indore in the west, and Chennai, Bengaluru, Hyderabad and Kochi in the south. Target respondents were both male and female aged between 18 to 25. The total sample size was 5700 and respondents were undergraduate/postgraduate students or employed. They were regular users of mobile phones and the internet and were active on social networking sites.

moreonweb
For more data, interactive graphics, videos and opinion polls, log on to:
www.hindustantimes.com/youthsurvey/

MAIN CONCERNS

Corruption, terrorism biggest challenges

What's young India worried about? What are the biggest challenges faced by India and the world? The Youth Survey makes some interesting revelations.

BIGGEST CHALLENGES FACED BY INDIA

Corruption continues to be deep rooted in the Indian system and maybe that's why, for the seventh year in a row, it has been ranked as the top most challenge for the country.

The percentage of youth that considers corruption as the worst evil has dropped to 26% in this year's survey, down from 42.6% in 2013 and 34% in 2016.

Unemployment has been voted as the second biggest challenge in India. Interestingly, it was only in 2013 that unemployment was listed as a concern and then for three subsequent years, it did not



feature in the list. But this year again, it has surfaced with 19.3%.

Terrorism is the next consistent element in this list of challenges, but the percentage of people worried about the issue has dropped from 24% in 2016, to 16.8% this year.

Surprisingly, women's safety, which is a prime concern for most young girls in

the country, is at the bottom of the list of challenges. From 23.6% and 16% in the last two years, it has come down to 13.6% this year.

Religious intolerance is another problem that 9.3% Indians are worried about. And despite the farmers' protests in several parts of India for higher prices of agricultural produce and waiving of

loans, only 5% Indians think the farmers' crisis is a matter of concern. Important issues such as lack of quality education (3.7%), social inequality (2.4%), pollution and environmental degradation (2%) were not thought to be important issues.

BIGGEST GLOBAL CHALLENGES

Terrorism across borders remains the top most concern worldwide and the startling survey figures only prove that things have been taking a turn for the worse over the last six years. From 26% in 2011, 29.9% in 2012 to 37% in 2016 and finally 42% this year, terrorism is something that world seems to be finding hard to battle.

Unemployment at 17.2%, religious fundamentalism at 7.5% and hunger and malnutrition at 7% are among the other global challenges listed by the respondents.



WHAT'S ON YOUNG INDIA'S MIND?

Find out what India's youth thinks about various burning issues like anxiety, mental well-being, going green, and more.

