

# THE YUVA- MaRS EIGHT-CITY POLL

## INDIAN YOUTH AND MATERIALISM

### MATERIALISM IS IN

While the future beckons for the youth, an overwhelming majority of them rate money over personal fulfilment, or rather they may equate acquiring money as the most important dimension of personal fulfilment. A small 15% of the youth claim exception to this. The towns differ from each other on this account, as do the men and women but the differentials don't vary too much.

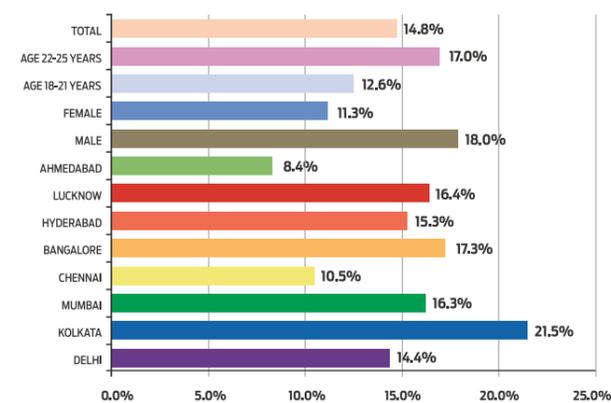
- Kolkata emerges as the least materialistic, with only about

22% claiming that personal fulfilment is more important than money and the rest claiming otherwise is not really a significant departure from an all-town proportion of 15%.

- Interestingly, the survey shows that materialism maybe more incidental among young women (only 11% say that personal fulfilment is more important than money) compared to 18% of the same among young men.

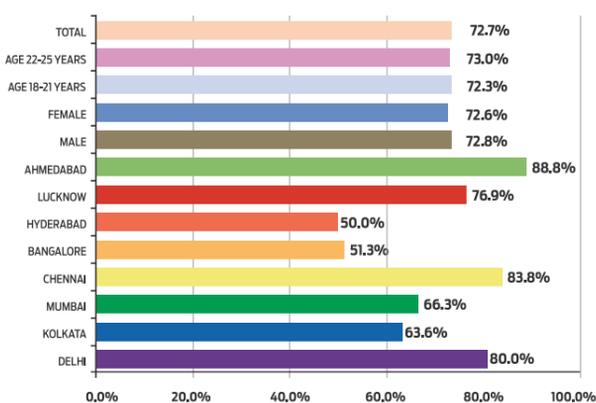
Kolkata emerges as the least materialistic, with only about 22% claiming that personal fulfilment is more important than money and the rest claiming otherwise is not really a significant departure from an all-town proportion of 15%

### YOUTH WHO DISAGREE THAT MONEY IS MORE IMPORTANT THAN PERSONAL FULFILLMENT



This materialistic attitude remains consistent and when asked to select the most important expectation from life, two-thirds of youngsters chose 'being rich and financially secure' over all other expectations. To find 'the right partner' or to have 'a happy married life' clearly are much lower priorities (7%) among the youth of today or perhaps they feel that these will follow naturally once they have attained financial wealth and consequent

### I WOULD LIKE TO BE RICH ENOUGH TO BUY ANYTHING I WANT

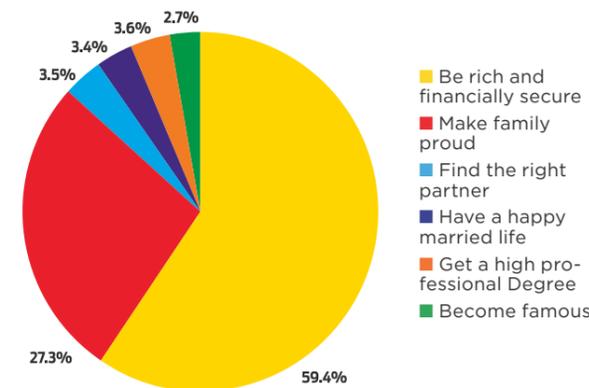


security. This pattern remains almost invariant across gender and age categories.

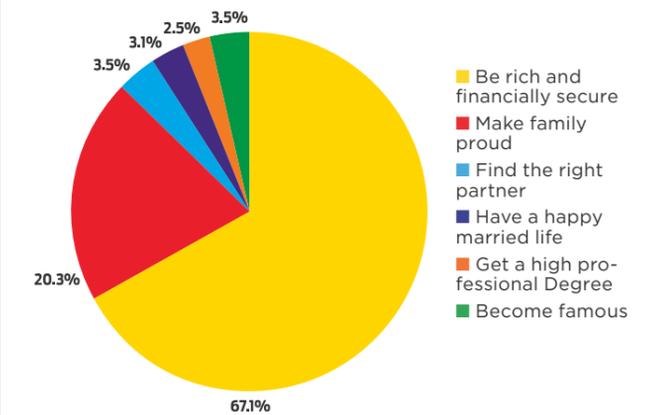
It is therefore no wonder that about three quarters of them would like to be rich enough to buy anything they want. The youth in Ahmedabad lead when it comes to wanting to accrue riches, with about 89% expressing the same wish. Not far behind are the youth from Chennai (84%) and Delhi (80%).

## INDIAN YOUTH AND MATERIALISM

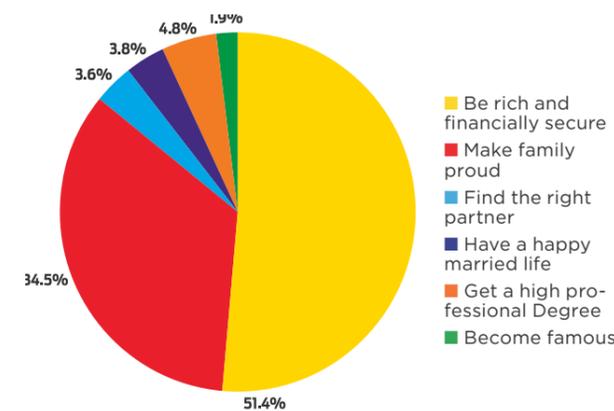
### MOST IMPORTANT EXPECTATION FROM LIFE - TOTAL



### MOST IMPORTANT EXPECTATION FROM LIFE - MALE

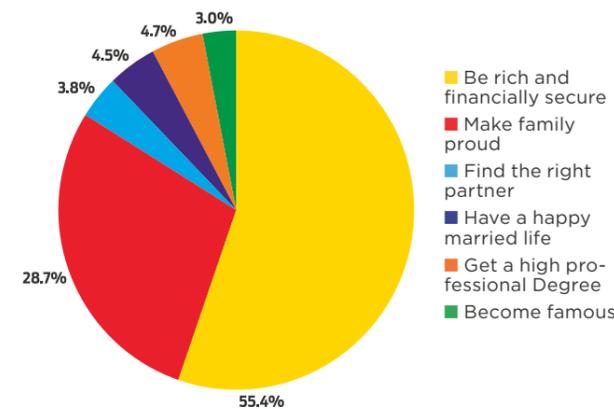


### MOST IMPORTANT EXPECTATION FROM LIFE - FEMALE

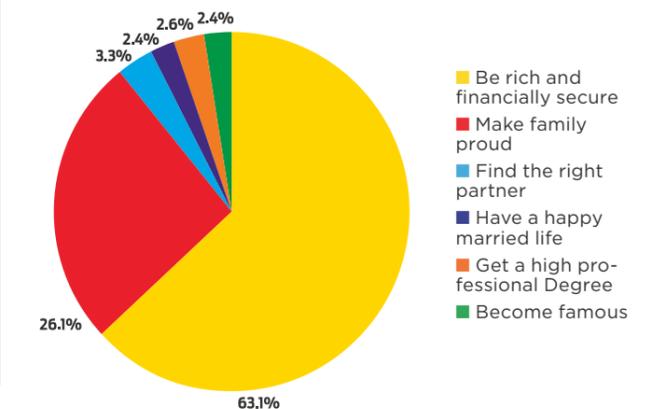


To find 'the right partner' or to have 'a happy married life' clearly are much lower priorities (7%) among the youth of today

### MOST IMPORTANT EXPECTATION FROM LIFE - AGE 18-21 YEARS



### MOST IMPORTANT EXPECTATION FROM LIFE - AGE - 22-25 YEARS



# THE YUVA- MaRS EIGHT-CITY POLL

## YOUTH AND TRADITIONAL CAREER OPTIONS

### GOVERNMENT SERVICES

Less than a third of the youth of today would consider IAS as a career option – clearly governance is not what excites today's generation. It is an option that is somewhat favoured more by women and older age youth than men or the younger group.

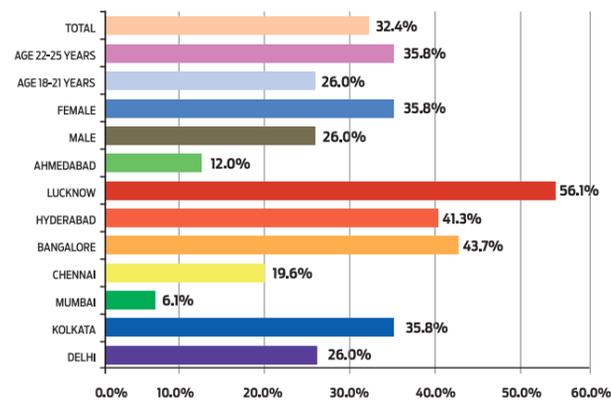
A striking feature of the findings is the wide differentials that towns exhibit. In Mumbai, the proportion is a measly 6%, clearly signifying that youth in the largest commercial metropolis in India

do not want to play any role in India's governance. Ahmedabad (12%) is the other city that expresses a similar opinion.

Lucknow emerges as the city with most preference for the IAS, with over half (56%) of the youth indicating that they would consider this as an option. Among the three south Indian cities, Chennai breaks the pattern, showing a markedly low preference (about 20%) compared to over 40% among the others.

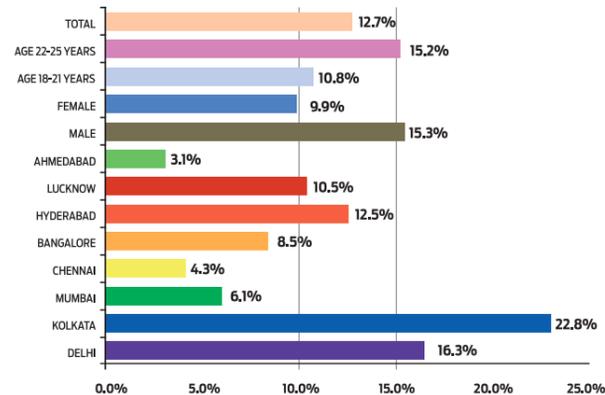
### IAS

#### YOUTH DEFINITELY CONSIDER IAS AS CAREER



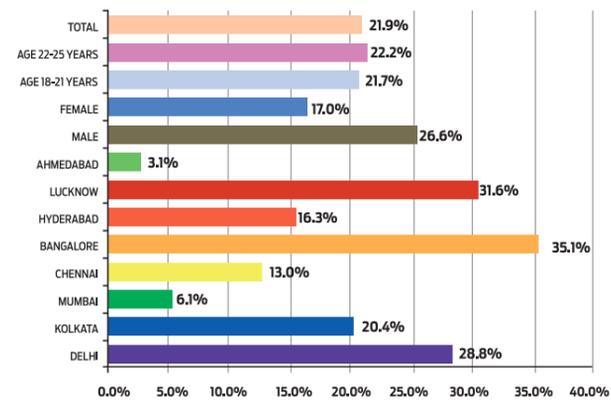
### POLITICS

#### YOUTH DEFINITELY CONSIDER POLITICS AS CAREER



### DEFENCE SERVICES

#### YOUTH DEFINITELY CONSIDER DEFENCE SERVICES AS CAREER



Just about a fifth of the nation's youth would consider defence services. Ahmedabad and Mumbai buck the trend again, as in the case of Indian Administrative Services. Three towns with over a quarter of the youth saying they would consider defence as their career are Bangalore (35%), Lucknow (32%) and Delhi (29%).



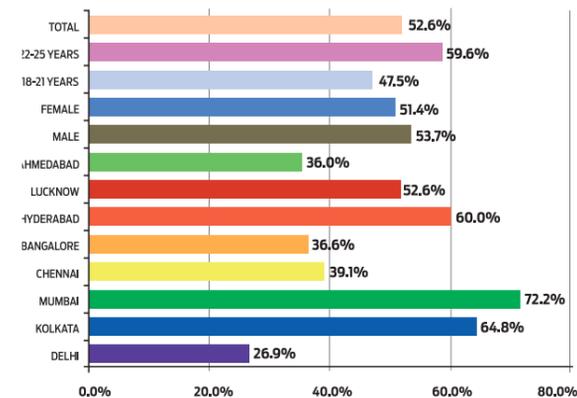
The one career that youth across cities do give a resounding 'no' to is politics. Only about 13% of youth indicate that they would consider it as career option. Kolkata (23%) and Delhi (16%) emerge as the two most politically-inclined towns.

## YOUTH AND TRADITIONAL CAREER OPTIONS



### PRIVATE SECTOR

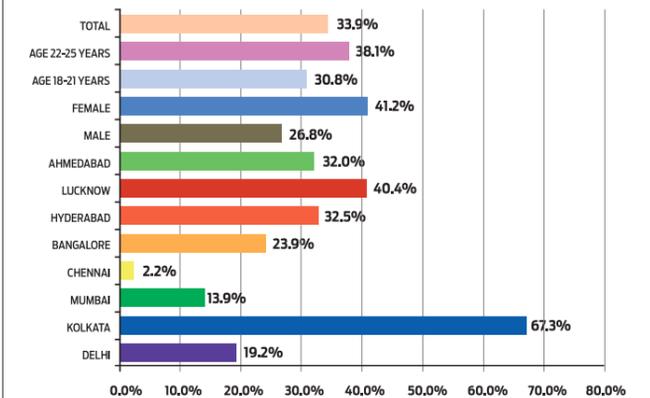
#### YOUTH DEFINITELY CONSIDER PRIVATE SECTOR AS CAREER



Of all the options, private sector draws the most 'ayes', being a considered option for about 53% of the youth. Mumbai (72%) leads followed by, surprisingly, Kolkata (65%). Lucknow and Hyderabad are two towns with over half of the youth definitely considering private sector as a career option.

### TEACHING

#### YOUTH DEFINITELY CONSIDER TEACHING AS CAREER



Teaching is still an attractive option to about one third of urban youth. Towns that virtually negate the trend are Chennai at 2.2% virtually ruling it out as a career option and Mumbai at 14%. Kolkata emerges as the odd man out where about two thirds of youth indicate that they would definitely consider teaching as a career option.

# THE YUVA- MaRS EIGHT-CITY POLL

## YOUTH AND THE EMERGING CAREER OPTIONS

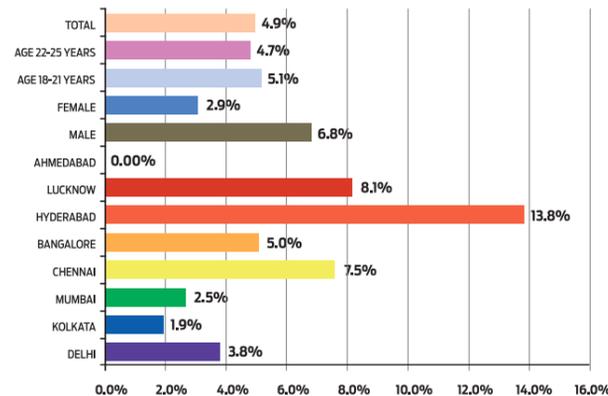
Today, there are many more career options available to the youth as compared to a couple of decades ago. Some of the available options that were not so respectable earlier, such as acting, are not so acceptable today. Although, these emerging options do not offer a lot of potential, usually demand special skills and a natural aptitude from aspirants, glamour and fame are a major pull for most youngsters.

- About 5% stated that they would consider acting as an option. This was the case mostly in Hyderabad at 14%. No youth in Ahmedabad thought acting was a possible career option while only about 2% of Kolkata youth and surprisingly, Mumbai indicated that they would want to be actors.

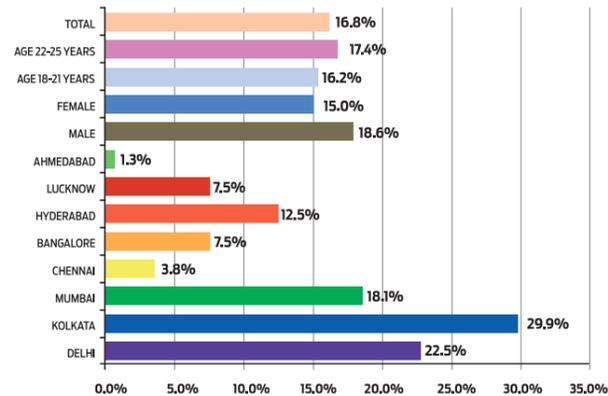
- Being an artist got a higher response, from about 17%. Perhaps there is the latent wish in many of us, the young being no exception, to be an artist. This finding only supports this theory. However, this is quite absent in Ahmedabad and Chennai and most expressed in Kolkata.

- A significant 11% would consider being a fashion designer. This proportion is much lower in Ahmedabad, Chennai and Mumbai.
- Film-making and becoming Radio or Video Jockeys do not appear of great interest to the youth.
- Journalism, however, does hold interest, with about 5% of the youth showing an interest for both print and TV journalism.

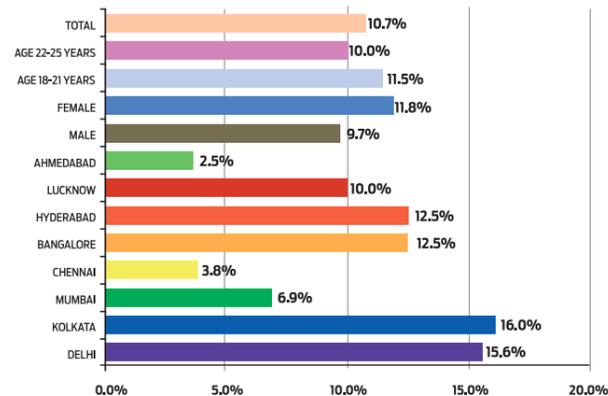
CAREER OPTION WILL CONSIDER ACTING



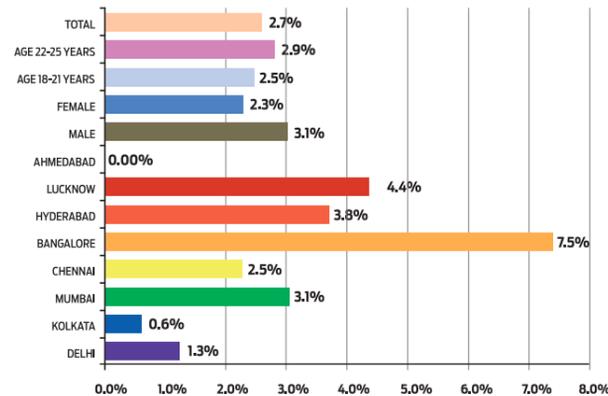
CAREER OPTION WILL CONSIDER ART



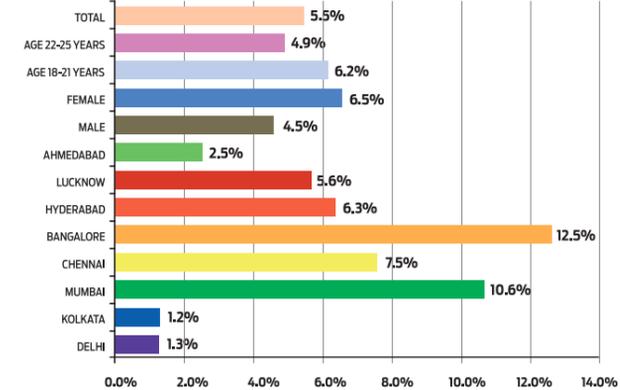
CAREER OPTION WILL CONSIDER FASHION DESIGNING



CAREER OPTION WILL CONSIDER FILM-MAKING

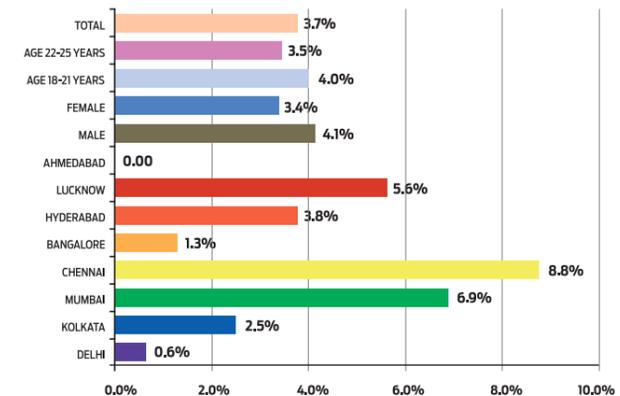


CAREER OPTION WILL CONSIDER PRINT JOURNALISM

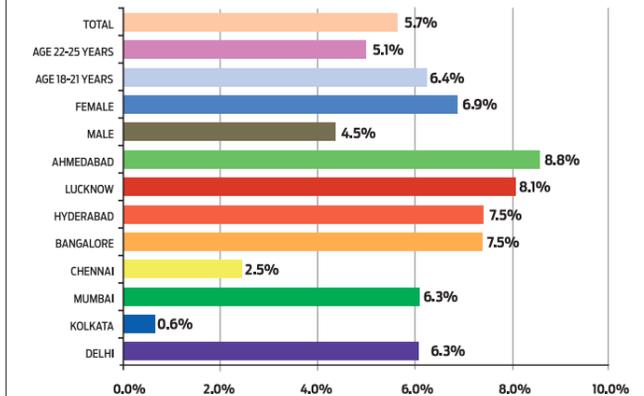


Although, these emerging careers do not offer a lot of potential, usually demand special skills and a natural aptitude from aspirants, glamour and fame are a major pull for most youngsters

CAREER OPTION WILL CONSIDER RJ/DJ/VJ



CAREER OPTION WILL CONSIDER TV JOURNALISM



# THE YUVA- MaRS EIGHT-CITY POLL

## SPENDING PATTERN

The youth appear extremely balanced in their spending habits. Of hundred rupees that they spend on themselves, food is a large part of that expenditure, but not overwhelmingly so. At 23 rupees, entertainment is next as a major expenditure. In addition, they spend a significant amount on personal grooming, as much as one-fifth of their total spending amount.

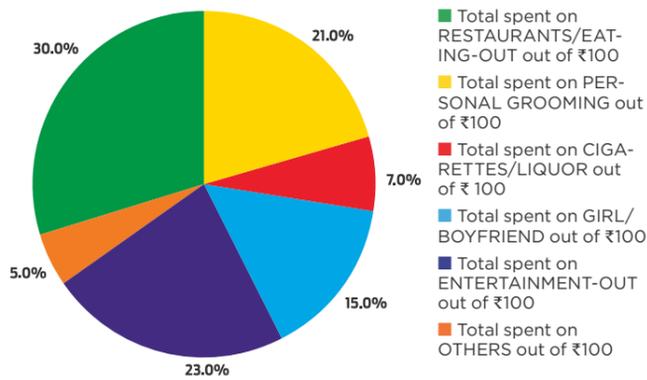
It may come as a surprise but the survey reveals that men spend almost as much on their personal grooming (₹19 out of

₹100) as young women – (₹23). Clearly, young men are as concerned about how they look as the women are.

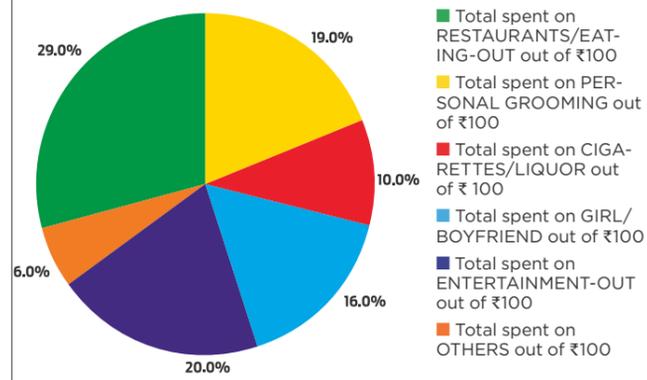
Urban young women are perhaps also breaking a myth – that they depend on the men to be indulged. If the young man spends ₹16 out of ₹100 on his girlfriend, the young woman spends ₹14 on her boyfriend.

Overall, the young man and the young woman match each other on the different items of expenditure.

### SPENDING PATTERN - TOTAL

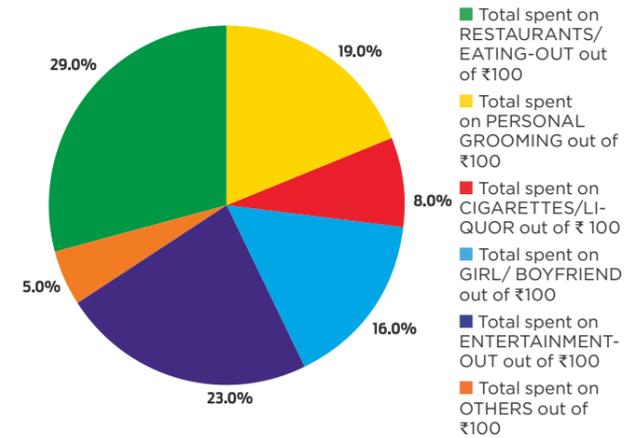


### SPENDING PATTERN - MALE

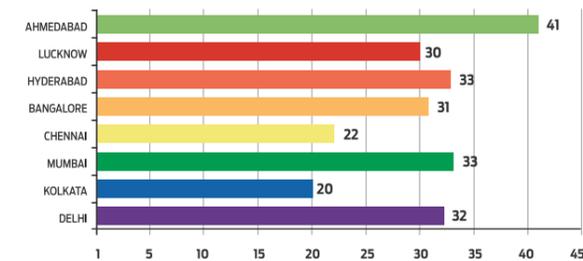


## SPENDING PATTERN

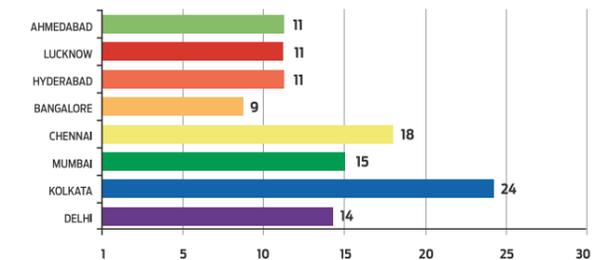
### SPENDING PATTERN - AGE 22-25 YEARS



### TOTAL SPEND ON RESTAURANTS/EATING-OUT OUT OF ₹100

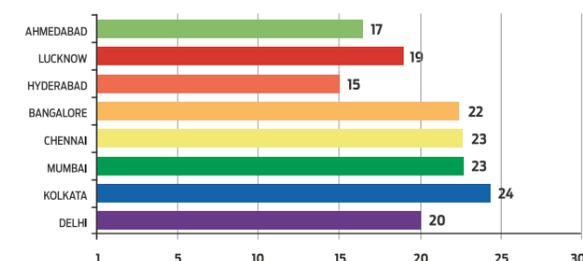


### TOTAL SPEND ON GIRL-BOY FRIEND OUT OF ₹100

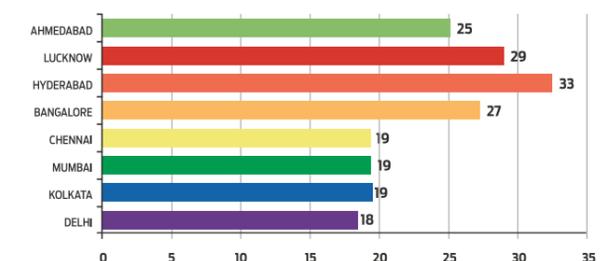


Food is a large part of the expenditure for most youth

### TOTAL SPEND ON PERSONAL GROOMING OUT OF ₹100

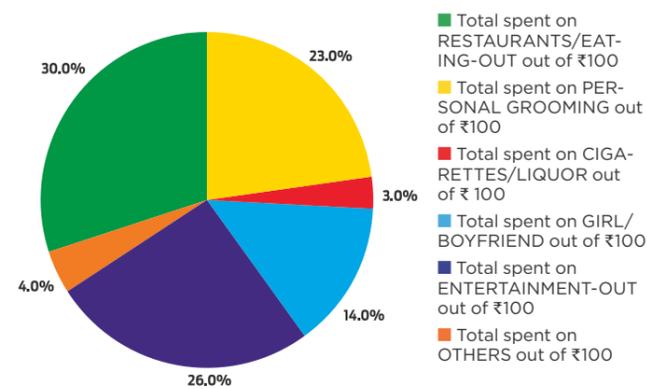


### TOTAL SPEND ON ENTERTAINMENT OUT OF ₹100

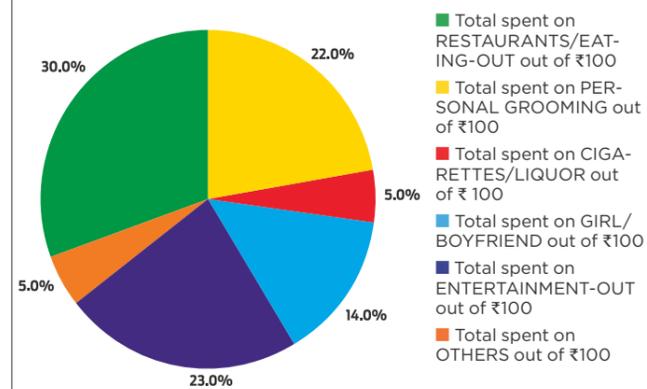


It may come as a surprise but the survey reveals that men spend almost as much on their personal grooming (₹19 out of ₹100) as young women (₹23)

### SPENDING PATTERN - FEMALE



### SPENDING PATTERN - AGE 18-21 YEARS



# THE YUVA- MaRS EIGHT-CITY POLL

## TIME DISPOSITION

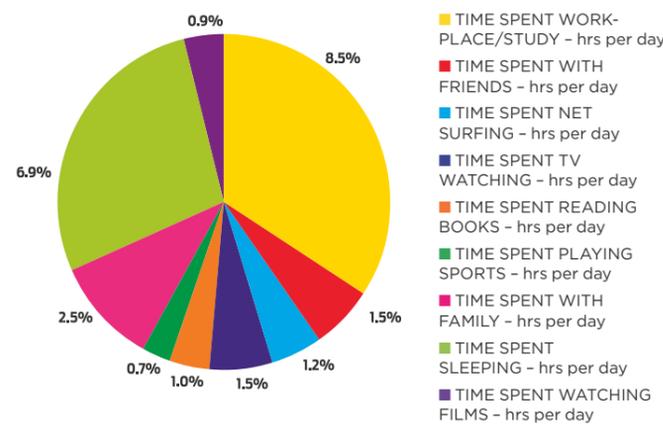
Overall, Indian urban youth appear quite balanced in their time use and disposition. They spend about 7 hours on sleep and this appears to be on par across cities. Eight-and half-hours is time given for work and commute to work, if working, or college, study and commute to college, if a student. Having disposed of about fifteen-and half hours a day on the two necessary and important activities, they spread their time evenly across other activities. However a major critique maybe that, a measley 40

minutes, the time spend on sports, may be somewhat low.

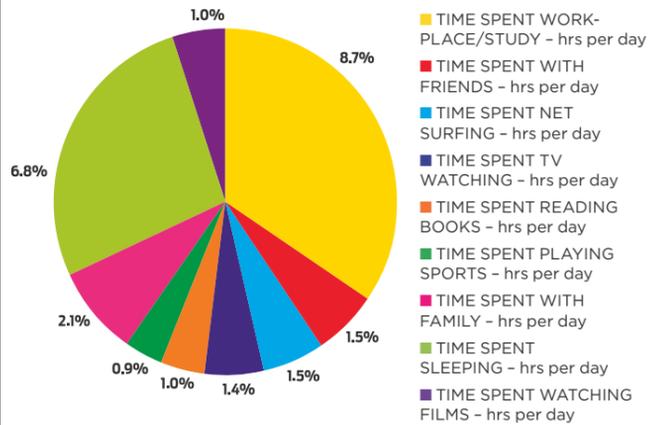
But they are spending, on an average, as much as 70 minutes per day surfing the net - clear indication that the Indian urban youth keeps pace with the times. Young women lag behind men on this count, spending about 53 minutes a day on surfing as compared to 90 minutes spent by young men.

The young woman compensates by spending more time with the family than the young man does.

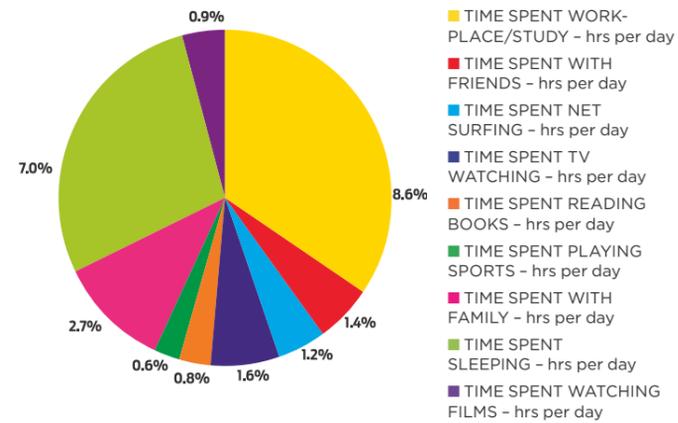
TIME DISPOSITION - TOTAL



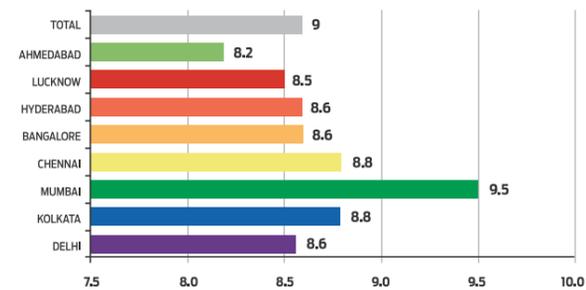
TIME DISPOSITION - MALE



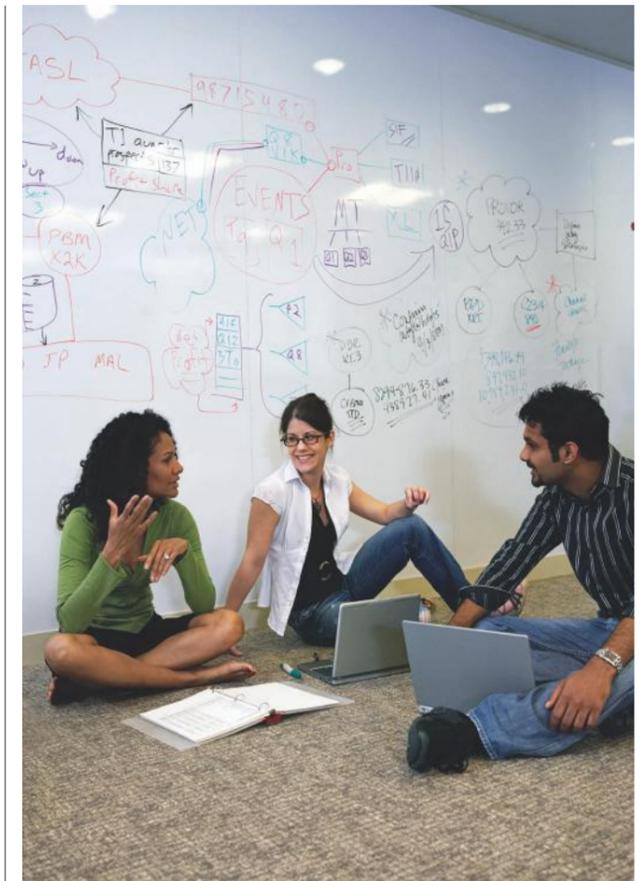
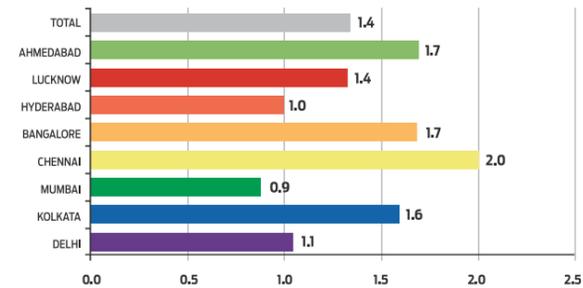
TIME DISPOSITION - AGE 22-25 YEARS



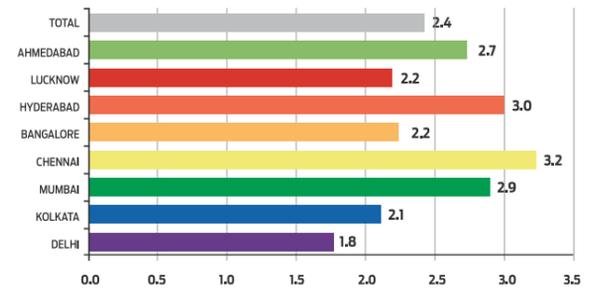
TIME SPENT WORKPLACE/STUDY - HRS PER DAY



TIME SPENT WITH FRIENDS - HRS PER DAY

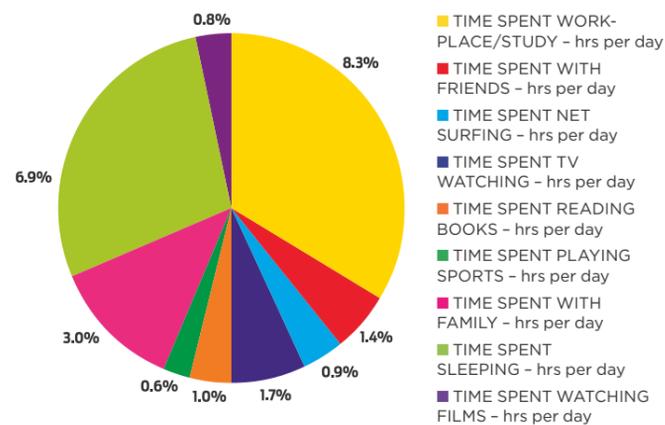


TIME SPENT WITH FAMILY - HRS PER DAY

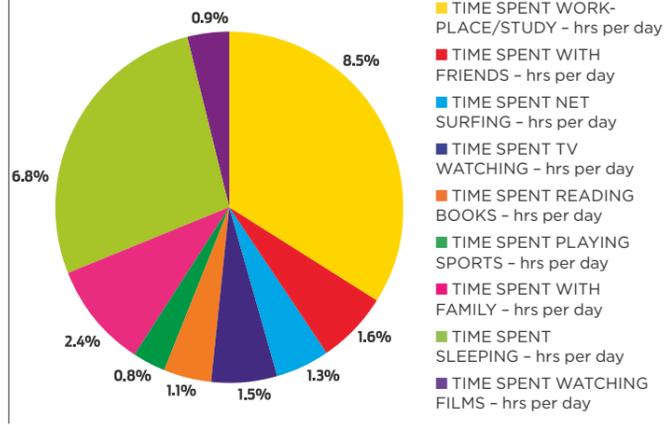


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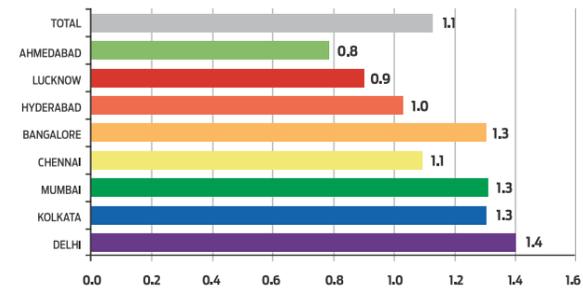
TIME DISPOSITION - FEMALE



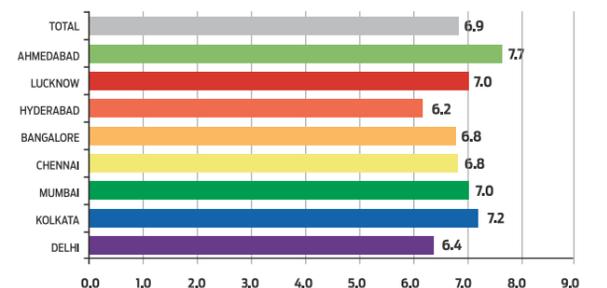
TIME DISPOSITION - AGE 18-21 YEARS



TIME SPENT NET SURFING - HRS PER DAY



TIME SPENT SLEEPING - HRS PER DAY



# THE YUVA- MaRS EIGHT-CITY POLL

## THE HYPOCRITICAL YOUTH

It can be safely said that it is the age of aspirations, whether for the young or the old. However while all can aspire equally, in real life they will be different from each other - in their lifestyles, consumption patterns and behaviours. And to compete, we will exaggerate, maybe tell small lies to prove that one has been there, one has done that.

A little over 40% of the youth confessed that they have, at some time or other lied about the brand of products owned or used by them. And while the percentage among women is somewhat less, the difference is not really much.

The eight towns fall into two clear clusters on this issue. Chennai, Kolkata and Delhi are the three towns where about 60% of youth take liberties with the truth, in Chennai the proportion being as high as 70%. In the rest of the five towns, Ahmedabad, Lucknow, Hyderabad, Bangalore and Mumbai, the proportions remain much less, varying from 22% to 28%.

Other than the brands, a significant aspiratory status symbol is the company that you keep - the friends you make, people

you know and the parties you attend. As in the case of brand ownership, significant proportions of youngsters boast or tell lies.

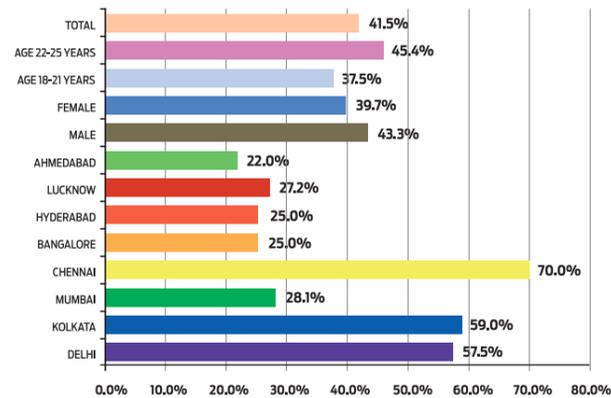
About 40% lie about the friends they have, about 45% make false claims about people they know and 35% lie about parties they attend. Once again, the differentials in percentages observed among young men and women is not much.

Delhi, the city of networking in India ranks highest. 67% of the youth in Delhi lie about their friends, 78% about people they know and 56% about the parties they attend.

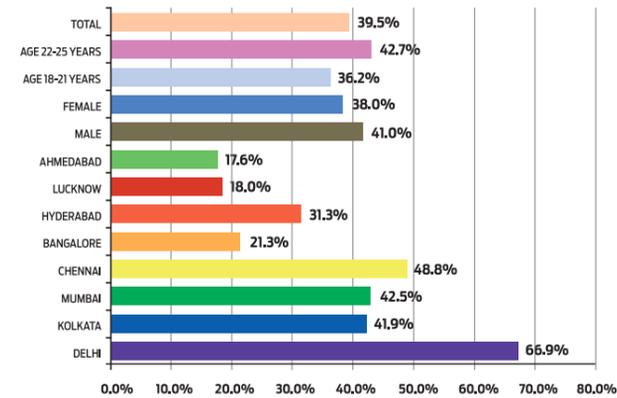
The other cities cluster differently. On lying about who the friends are, the incidences are low in Ahmedabad, Lucknow and Bangalore, the level remaining about 20%. The proportions remain consistently high in Chennai, followed by Kolkata.

Overall Chennai and Delhi emerge as the two most hypocritical cities with Ahmedabad, Lucknow and Bangalore ranking low on this trait. Mumbai and Hyderabad are cities that take the middle path when it comes to embellishing their reality.

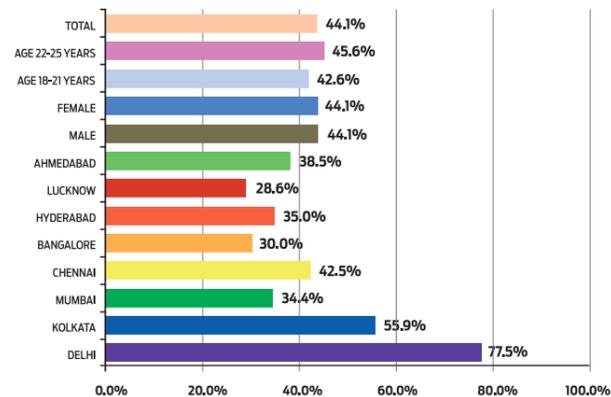
### YOUTH WHO LIED ABOUT BRANDS OWNED



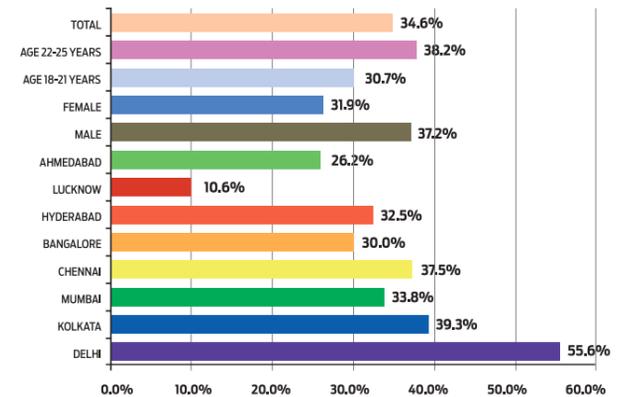
### YOUTH WHO LIED ABOUT WHO THEIR FRIENDS ARE



### YOUTH WHO LIED ABOUT PEOPLE THEY KNOW



### YOUTH WHO LIED ABOUT PARTIES ATTENDED



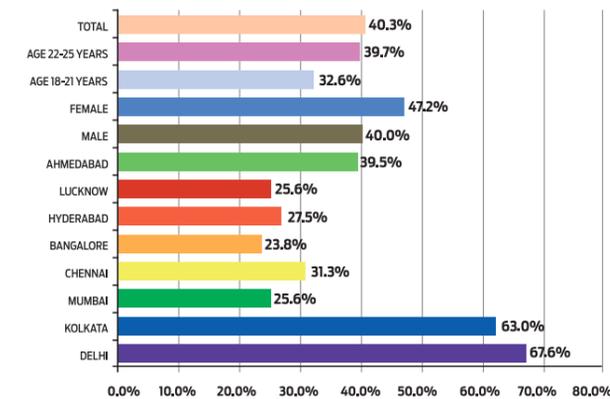
## YOUTH AND THEIR PASSIONS

### POLITICS AND CORRUPTION

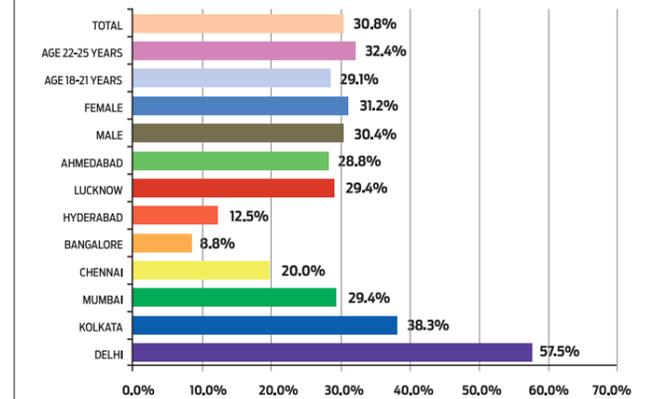
Politics raises the passion levels of about 40% of the youth, leaving the rest not so concerned about the polity of the country. This percentage is even lower among women at about 33% compared to the 47% of men. Delhi and Kolkata emerge as the two most politically conscious towns, with close to two-thirds of the youth expressing a passion for politics. Ahmedabad, at 40%, exhibits an all-urban average level whereas the cluster of the remaining five towns of Lucknow, Hyderabad, Bangalore, Chennai and Mumbai

show a very low concern for politics in India. This maybe a matter of serious concern about the future of politics in India. Given the overall lack of passion about politics, it is not surprising that only about 30% of the youth show passion for the issue of corruption in India. Does this lack of passion on corruption indicate indifference or cynicism? The exception is Delhi where about 60% of the youth appear passionate about corruption issues whereas the three south Indian towns exhibit the lowest passion levels on this issue.

### YOUTH WHO ARE VERY PASSIONATE ABOUT POLITICS

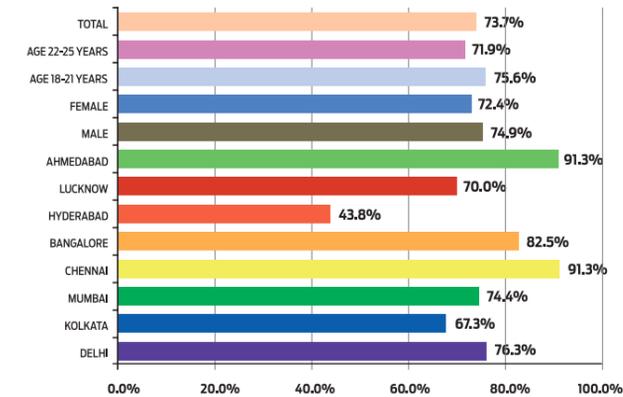


### YOUTH WHO ARE VERY PASSIONATE ABOUT CORRUPTION



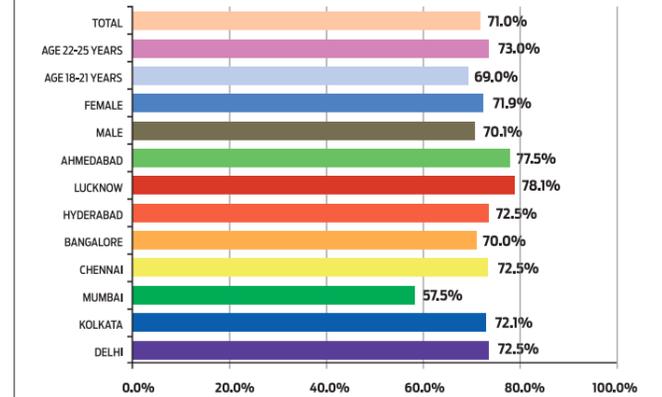
### LOOKING GOOD

### YOUTH WHO ARE VERY PASSIONATE ABOUT LOOKING GOOD



### FILMS

### YOUTH WHO ARE VERY PASSIONATE ABOUT FILMS



An overwhelming majority of the youth, about three quarters of them, are passionate about looking good. This is true for both genders and the different age segments. On a relative scale, this is most apparent in Ahmedabad and Chennai where over 90% are keen about looking good and the least in Hyderabad at about 44%.

Youth are also passionate about films, with about 70% of the youth indicating a passion for movies. The levels remain high across all age segments and towns, the lowest being in Mumbai at 58% and highest in Lucknow at 78%.

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## YOUTH AND THEIR PASSIONS

### SPORTS

We know that after films, cricket rules this country. About 69% are passionate about cricket in one form or the other and 24% about football, while 10% are interested in tennis. Those who bemoan the state of hockey in India may find that this is reflected in the 8% of youth passionate about hockey. Is it because of our poor performance in the international arena and can this passion be nurtured with a consistent, good performance?

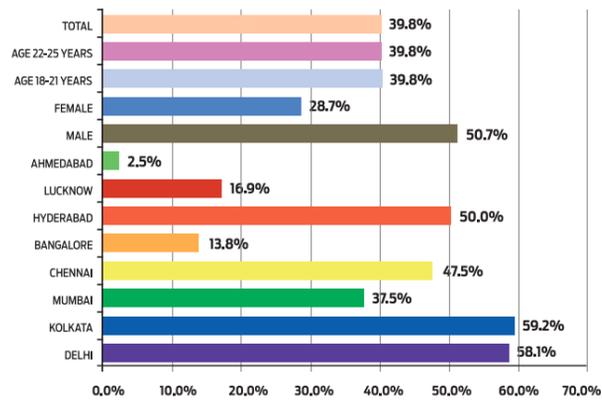
Lately there has been a lot of debate about the future of test cricket. About 40% of the youth stated that they are passionate about test cricket. The proportion may be less than majority but a high proportion nevertheless. Test cricket has a lot of life left, as

yet, in the country. ODI and T20 appear to rouse the passions of the youth equally. At 69%, T20 is only slightly higher than the passion level generated by ODI at 64%. There is no doubt that this country has enough room for all the three forms of cricket.

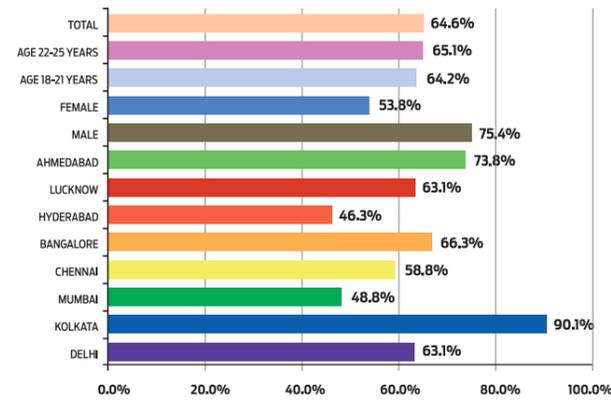
Significantly, a higher proportion of men display a passion for sports than women. This finding was perhaps expected and not really a surprise. There are significant town-wise differentials.

Ahmedabad is very low on passion levels for test cricket but is very high on T20. Lucknow is generally not so into sports as compared to other towns. Hyderabad youth show more passion for test cricket than on ODI or T20.

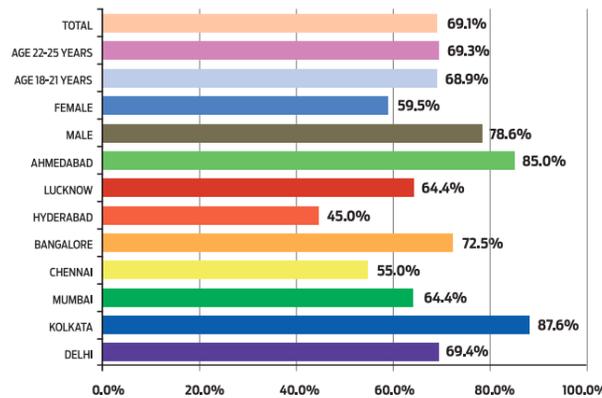
#### YOUTH WHO ARE VERY PASSIONATE ABOUT TEST CRICKET



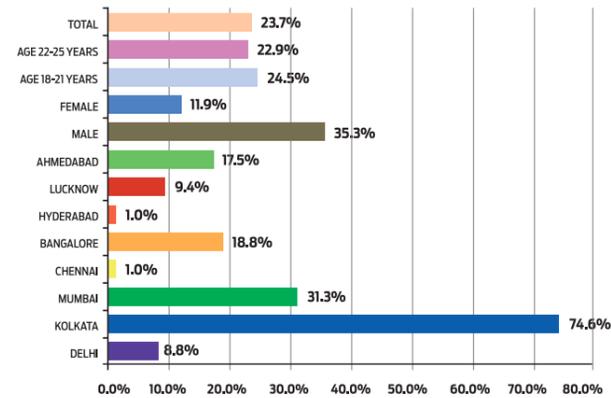
#### YOUTH WHO ARE VERY PASSIONATE ABOUT ODI



#### YOUTH WHO ARE VERY PASSIONATE ABOUT T20

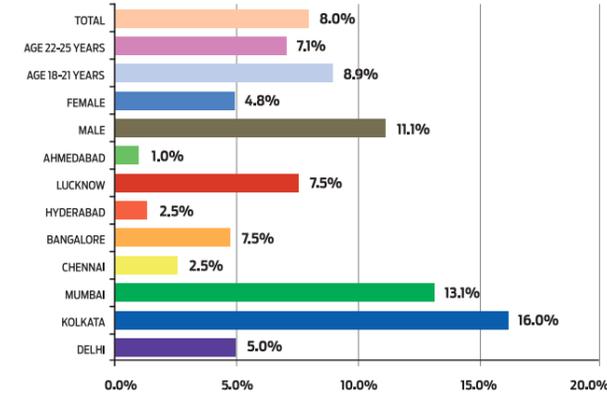


#### YOUTH WHO ARE VERY PASSIONATE ABOUT FOOTBALL

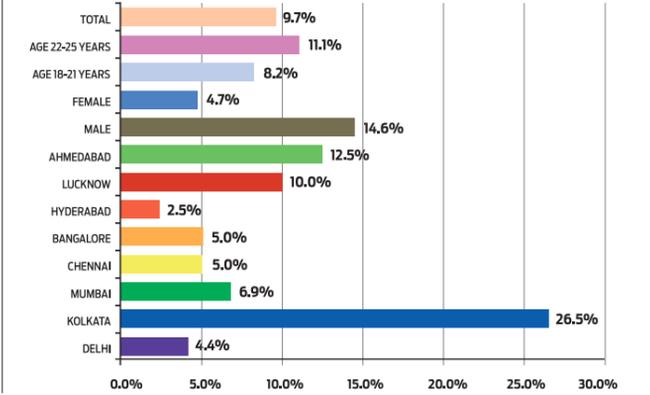


## YOUTH AND THEIR PASSIONS

#### YOUTH WHO ARE VERY PASSIONATE ABOUT HOCKEY



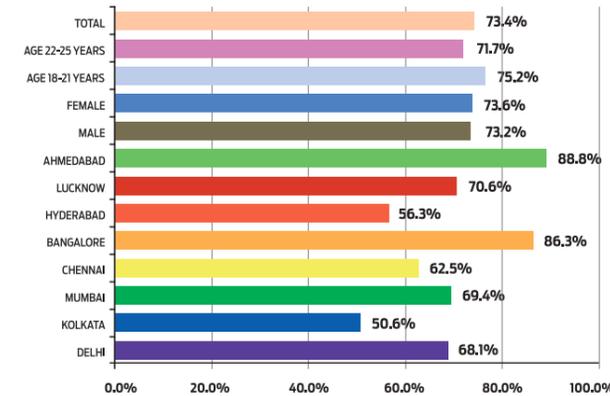
#### YOUTH WHO ARE VERY PASSIONATE ABOUT TENNIS



## YOUTH: ATTITUDES AND OPINIONS

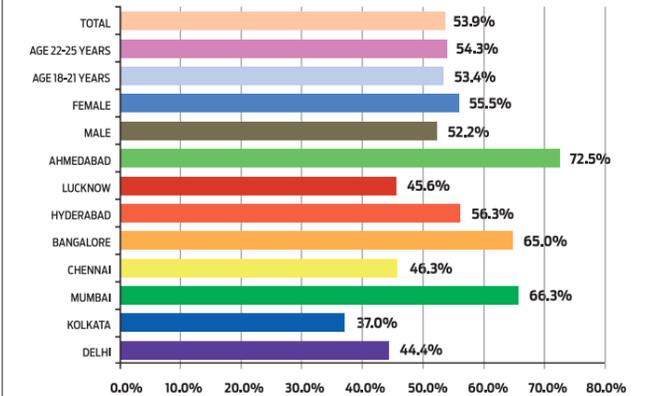
### DRESSING SMARTLY

#### AN IMPORTANT PART OF MY LIFE IS DRESSING SMARTLY



### BRAND LOYALTY

#### BRAND LOYALTY IS A VERY IMPORTANT PART OF MY PURCHASE BEHAVIOUR



Youth is a time when preening and looking good is of great importance. Youngsters obviously care about looking good and dressing smartly is a step towards achieving that. Hence, it comes as no surprise that for three quarters of youngsters, an important part of life is dressing smartly. That holds true for both men and women across different age segments.

The levels remain high all over, most in Ahmedabad (89%) and Bangalore (86%) and least in Kolkata (51%) and Hyderabad (56%).

The finding is polarised on this score - about half (54%) remain brand loyal and the other half not so.

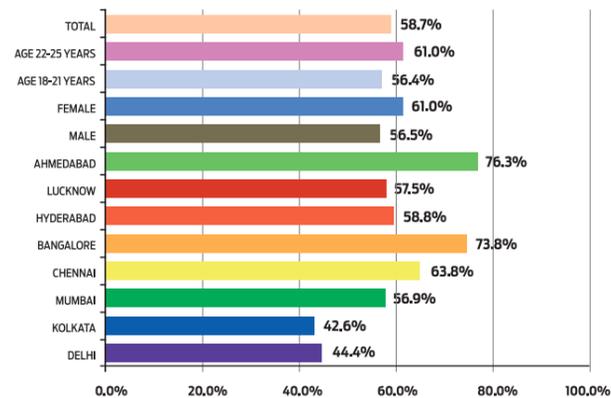
These proportions remain more or less the same across gender and age segments, however town wise differentials, though not very high, can be observed. Ahmedabad, Mumbai and Bangalore emerge as towns with the highest brand loyalty, with levels of about 65% or more. Kolkata shows the least brand loyalty with only 37% of youth being brand loyal.

# THE YUVA- MaRS EIGHT-CITY POLL

## LEADERSHIP OF YOUNGER POLITICIANS

They are young but not all of them endorse that young politicians make for better leaders. While 58% think so, a significantly high 42% do not think so. This lack of faith in young leaders able to provide leadership in politics is most marked in Delhi and Kolkata, with endorsement on young leaders coming only from Ahmedabad, Bangalore and Chennai in that order.

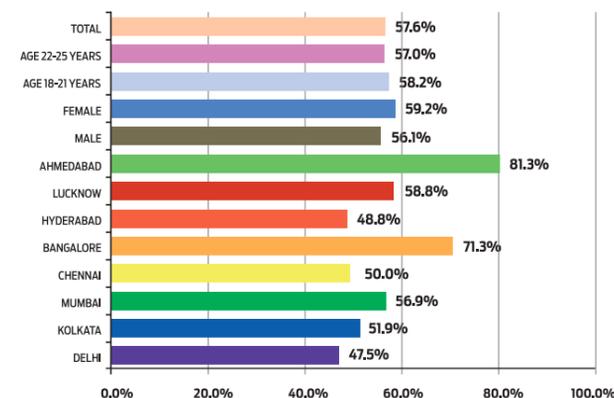
### I THINK YOUNGER POLITICIANS MAKE FOR BETTER LEADERS



## THE FUTURE

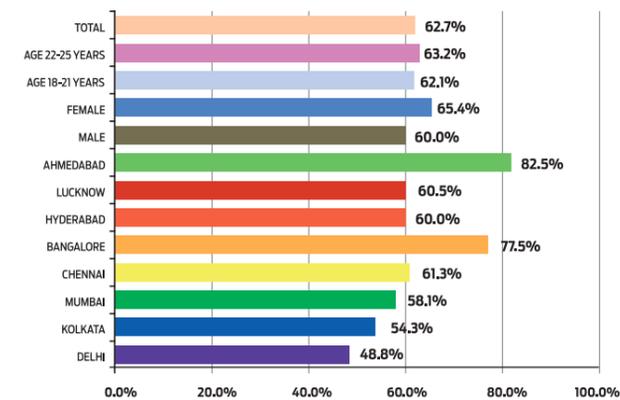
It is generally regarded that India has a great future and we are moving steadily towards it. But do we all believe that? It almost never happens that everyone unanimously believes in a trend, but if a large majority does, that bodes a possible truth. Among the youth, we find that there is great deal of cynicism about the growth theory. No doubt, the majority, 58% believe so, but that a majority 42% do not, is a fact that cannot be discounted. Ahmedabad and Bangalore are the two towns that exhibit exceptions where close to three quarters or more of the youth believe that India has a great future ahead and they will carve out a better future than the generations before.

### I BELIEVE INDIA HAS A GREAT FUTURE



## THE FUTURE

### IN INDIA TODAY, YOUTH HAVE A BETTER FUTURE THAN BEFORE



## SEX AND RELATIONSHIPS

Indian urban youth reject sex before marriage, with only about 29% stating that it is OK. This proportion is even lower among young women at 22% compared to men at 35%. Mumbai, Kolkata and Ahmedabad youth are more open to the idea than the youth in other towns.

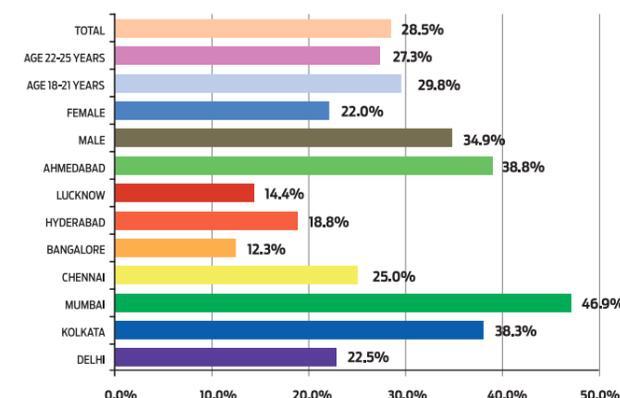
Consistent with this attitude, both extra-marital affairs and live-in relationships get a big 'no' from the youth.

On the other hand, they are polarised on the issue of an arranged versus love marriage. About half of them believe that arranged marriages work better and the other half disagrees.

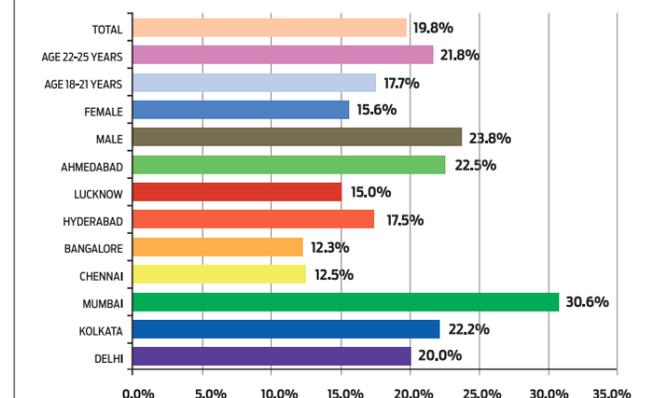
So a significant proportion has no problem with friendship and love before marriage but they would not like to have sex before they tie the knot.

There is lack of acceptance of homosexuality among a very large majority, with only 20% of youth stating that it was acceptable. This acceptance level is even lesser among women at 17% whereas it was about 23% among men. Mumbai with over 40% acceptance and Kolkata with over 30% acceptance were cities with notable views in this respect.

### SEX WITH GIRLFRIENDS BEFORE MARRIAGE IS OK



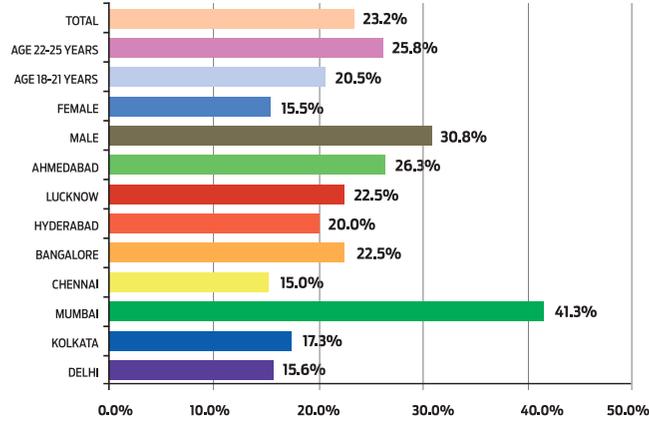
### THERE IS NOTHING WRONG WITH EXTRA-MARITAL AFFAIRS



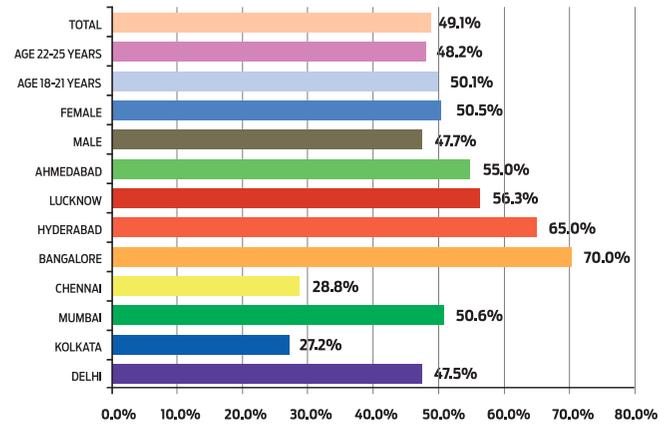
# THE YUVA- MaRS EIGHT-CITY POLL

## SEX AND RELATIONSHIPS

### LIVE-IN RELATIONSHIPS, WITHOUT MARRIAGE, IS FINE



### I THINK ARRANGED MARRIAGES WORK BETTER



### HOMOSEXUALITY IS PERFECTLY ACCEPTABLE

