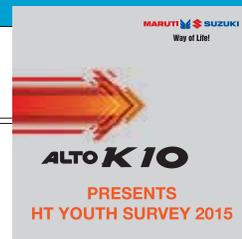


htspecial

# YOUTH SURVEY 2015

PART 1

YOUTH AND POLITICS



48%

said they will vote for NDA/BJP if elections were held today. Pune (82.5%) youngsters were the party's biggest supporters while only 13% in Bengaluru voted in favour of the ruling party

80.4%

respondents said they are not interested in politics. Indian youth's disinterest in politics cut across genders, with both women (85.6%) and men (75.3%) giving it a thumbs down

7.4

the highest rating for Modi government's Swachh Bharat Abhiyaan on a scale of 10. Jaipur gave the scheme the highest rating of 8.8 and Bengaluru's youngsters gave it the least of 4.8

## A thumbs down to the 'neta' game

**AN EXCLUSIVE HT-MARS POLL** India's young have the right to change the course of politics, but who'll get them interested in it?

Rezaul H Laskar

rezaul.laskar@hindustantimes.com

Nearly half of India's young voters, who played a key role in fashioning a sea change in the political landscape during last year's general elections, would again back the BJP-led National Democratic Alliance (NDA) if polls were held today.

The findings of the fifth HT-MaRS Youth Survey, which covered more than 5,200 respondents in the 18-25 age group in 15 state capitals and major towns, indicated the Bharatiya Janata Party's (BJP) supporters were not bothered by emerging signs of disenchantment with the NDA government and the slower-than-expected economic growth.

A total of 48% of the respondents said they would back the BJP and its allies. The backing for the ruling party was the greatest in Pune (82.5%), Jaipur (78.3%) and Ahmedabad (71.3%) — all three from BJP-ruled states. Among the key metros, 66% of respondents in Mumbai and 41.4% in Delhi said they'd vote for the NDA again. Among youngsters who backed the BJP and the NDA in the 2014 polls, 84.8% said they would vote again for the alliance if polls were held today, as against 64.7% who said they would back the Congress and its allies. It showed almost 94% of youngsters would vote if polls were held today, but an overwhelming 80.4% said they weren't interested in politics.

Sociologist Shiv Visvanathan felt the findings weren't entirely surprising because they reflected the desires of India's aspirational youngsters. "For the youths,

their career is their politics. They voted last year for the great political transition from the Congress to the BJP and they agree with the framework that is in place. There are no great issues of politics for them," he said. Youngsters want "speeded up politics" because of their desire to break away from a past they consider slow, contaminated and corrupt, he said.

The survey's findings that most youngsters think the RSS doesn't influence the government's functioning (58.2%) or that power doesn't rest with a few within the NDA (68.3%) didn't surprise Visvanathan.

"There could be influence on soft and hard governance. The RSS may not be interested in the economy but it could have an influence on matters of soft governance like culture, but who cares?" he said.

Antara Dev Sen, a social commentator and editor of Little Magazine, said findings about youngsters' apathy towards politics were a reflection on those who create awareness on key issues, including the media. "This is a reason to be concerned because they (youngsters) are part of the voting public who influence politics. Without an interest in politics, they have the right to change the course of politics."

"The media and other sections of society need to do more by targeting the youth. We need to focus on these very issues in a more sustained fashion and give the youth the right information about the world they live in." Those who want to fashion an attitudinal change among "youngsters hooked to their mobiles and social media will have to go to their space" and speak to them in a language they understand, Sen said.

## Policies matter, but happy being controlled remotely

Abhishek Saha

abhishek.saha@hindustantimes.com

A little more than 40% of India's youngsters believe the RSS enjoys a strong hold over the Narendra Modi government, according to the HT-MaRS Youth Survey. Prime Minister Modi is close to the RSS and the ruling BJP's ideological mentor is believed to have a role in shaping the government's policies on key issues.

According to the survey, 41.8% of the youth think the "RSS influences the functioning of the government". Divided among cities, youngsters in Chandigarh top the list, with around 67% agreeing to the statement, closely followed by Chennai (65%) and Kolkata (62%). On the other hand, nearly 72% of youngsters in both Jaipur and Indore disagree with the statement. Ranchi (68%) and Bengaluru (67%) closely follow these two cities.

Commentators say the RSS's grip on the government is evident because several top leaders were earlier RSS members and many ministers frequently consult RSS veterans.

"The RSS control over the Modi government is obvious from the fact that the government openly holds consultations with the RSS on the country's education system and other important policy matters," said Kavita Krishnan, secretary of the All India Progressive Women's Association (AIPWA). She said there have been reports of the government deciding the appointment of top officials in consultation with the RSS.

According to a media report, the RSS opened 6,000 new 'shakhas' since April 2014, taking the total number across the country from 44,982 to 51,330. Last year, state-run broadcaster Doordarshan beamed the annual Vijaydashmi speech of RSS chief Mohan Bhagwat live from Nagpur, the Sangh headquarters.

### they said



**POLITICS IS INCREASINGLY FINDING PLACE IN CONVERSATIONS OF TECHIES. HETEROGENOUS WORKPLACES WHERE PEOPLE BELONG TO DIFFERENT REGIONS CONTRIBUTE TOWARDS POLITICAL DISCUSSIONS.**

RAHUL SHARMA, software engineer



**I COME ACROSS MANY BJP SUPPORTERS WHO DEFEND ANY CRITICISM OF THE MODI GOVERNMENT. THEY ARE HAPPY ABOUT THE INCREASING FOOTHOLD OF HINDUTVA POLITICS IN TAMIL NADU.**

ABUL KALAM AZAD, student



For full data, videos, and last year's results, log on to: [www.hindustantimes.com/youthsurvey2015](http://www.hindustantimes.com/youthsurvey2015) Follow #HTYouthSurvey on Twitter @httweets

### TOMORROW YOUTH AND CONSUMERISM

Indian youth's desperation to acquire things is driven by peer pressure



INDIA'S YOUNG WANT 'SPEEDED UP POLITICS' TO BREAK AWAY FROM A PAST THEY CONSIDER SLOW, CONTAMINATED AND CORRUPT

RAJ K RAJ/HT PHOTO

## A wake-up call from Chennai: Disillusioned already with 'achhe din'

Abhishek Saha

abhishek.saha@hindustantimes.com

54.7% IN CHENNAI SAY MODI'S GOVT TALKS MORE, WORKS LESS

The National Democratic Alliance (NDA) government has completed 14 months in office and more than 31% of the country's youngsters feel its performance has been "below expectation", with Chennai topping the list.

The survey showed almost 50% of Chennai's youngsters are critical of the Central government's performance and think it "talks more and works less".

Students and young people from Chennai, who are associated with the city's politics, told Hindustan Times that many who were enchanted by Prime Minister Narendra Modi's promise of "achhe din" (good days) seem to be disillusioned now.

"There are, however, BJP supporters who defend any criticism of the Modi government and they are happy about the increasing foothold of Hindutva politics in Tamil Nadu," said Abul Kalam Azad, a student at the Indian Institute of Technology, Madras.

Azad, a member of the institute's prominent Ambedkar-Periyar Study

Circle (APSC), explained a large chunk of Chennai's youth politics comprises people opposed to the Hindu right-wing political ideology and who "are working to reclaim the declining democratic spaces in the country".

On the contrary, in Jaipur, the capital of BJP-ruled Rajasthan, only 13% of respondents were unsatisfied with the Central government's performance.

N Bhaskara Rao, founder-chairman of the Centre for Media Studies (CMS), told HT the data show a considerable section of the youth feels there is a wide gap between what the NDA government says and what is executed. "There is a huge vacuum between what's promised and what's happening. And that's where the youth feels dejected," Rao said.

Another interesting fact from the survey is that nearly 62% of Chennai's youngsters would vote for "other political parties" if the Lok Sabha elections were to be held today, ditching both major national alliances NDA and UPA.

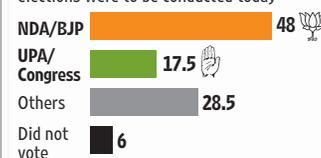
The survey found nearly 65% of youngsters in the metro think the NDA government is influenced by the RSS.

## TRIED, TESTED AND NOW BEST

They are not interested in politics, but the young give a big thumbs up to PM Modi

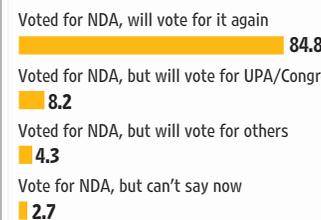
### THE RIGHT CHOICE

Say will vote for the party if Lok Sabha elections were to be conducted today (in %)



### STICKING TO THE WINNER

The preferred party if elections were held today for those who voted for BJP in 2014 (in %)



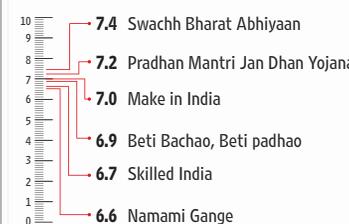
### REMOTE CONTROLLED

Does the RSS influence the functioning of the current government? (in %)



### TOTAL RECALL, REALLY?

Rating for NDA schemes in terms of implementation and performance on a scale of 1-10



70% the highest recall value for NDA's Swachh Bharat Abhiyaan

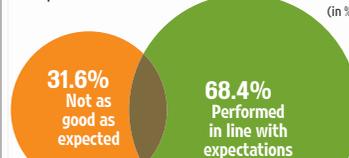
### POWERPUFF PEOPLE

In the NDA government, does power rest with only a few people? (in %)



### ACHIEVERS' INC.

How do you think the NDA government has performed so far? (in %)



70.8% women say the government performed according to expectations

### WALK THE TALK

Do you agree with the criticism that the government talks more and works less? (in %)



**Methodology:** The survey was carried out among 5,202 urban youth in the 18-25 age group in 15 cities across India — New Delhi, Lucknow, Jaipur and Chandigarh in the north; Kolkata, Patna and Ranchi in the east; Mumbai, Ahmedabad, Pune and Indore in the west; and Chennai, Bengaluru, Hyderabad and Kochi in the south.

# htspecial YOUTH SURVEY 2015

PART 2

YOUTH AND CONSUMERISM



**72.3%** | **43.5%** | **54.5%**

said they make their online purchases through mobile devices. Though more men (80.4%) said they depend on their phones, it is significantly lower among women (64.3%)

the number of respondents who claimed they haven't booked a movie ticket online in the last three months. In Patna, 59.2% youngsters said they've not bought a movie ticket online

said they eagerly wait for flash sales on e-commerce sites. However, 61.1% youngsters in Delhi claimed they never wait for sales and buy whenever they have a need

## Practical needs or just peer pressure?

**AN EXCLUSIVE HT-MARS POLL** India's young tend towards consumption, and find gratification in acquiring material goods

Paramita Ghosh  
paramitaghosh@hindustantimes.com

The life of an Indian youth is filled with things. By the age of 20, his monthly allowance is likely to be between ₹5,000 and ₹10,000. He would have selected and shopped for his own electronic gadgets. The son or daughter of an upper middle-income family is likely to have argued his or her case to his/her parents for owning a private vehicle and by 30, the chances are she/he would be driving one. So does this make the Indian youth a compulsive consumer? The answer is yes and no.

The reason why no clear verdict can yet be given is that Indian youth, by and large, are motivated to shop due to two factors — practical needs and peer pressure. They also have in-built checks and balances — the ability to save. For instance, Ayoush Mukherjee, a Delhi boy who now studies in Jaipur, says that though he owns two mobile phones and a gaming console, he saved some money from his ₹10,000-monthly allowance to buy his Kindle. "That too, because I couldn't carry all my books to Jaipur where I stay in a hostel. I'm now saving to buy a tablet," says the 21-year-old whose days of impulsive buying are over.

"Once, on nostalgia, I bought a ₹1,000 toy gun on Flipkart," says Mukherjee whose shopping strategy is usually to check websites like Flipkart and Amazon and then shop at the site with the better deal. "I don't get scammed anymore, I research... Flipkart is a bet-

ter organised site, but Amazon is more purse-friendly", he says.

According to the fifth HT-MaRS Youth Survey, 58.6% men interviewed say they would rather wait for flash or e-commerce sales rather than buy on impulse; the percentage of women sharing this sentiment was less — at 50.2%. Delhi's youth tops the list of need-of-the-moment buys at 61%, followed by Hyderabad (58.6%). Kolkata and Kochi come third in this category (50%)

Peer pressure, "rather acceptability among the peer group," has a huge impact on today's youth, says Suhrita Basak, the mother of an 18-year-old in Delhi. "Friends may not drop off your list because of what you have and they don't — after all it's not quite America yet — but it's quite possible," says Shreyashee Mukherjee, a student. Brand consciousness is high among youngsters too. This is the generation of triers, ones willing to try out new products available on the market. Of brands they use regularly, among young men, Samsung comes first, followed by McDonalds, Nokia, Adidas and Nike. Young women prefer — in this order — Samsung, Lakme, McDonalds, Café Coffee Day and Garnier.

"The Indian youth, as the rest of us, is certainly tending towards consumption. There is a sense of gratification in acquiring things, which then links those who buy them to a set they consider to be significant in their scheme of things," says sociologist Dipankar Gupta. It's all about belonging to a club.



**they said**  
A good personality is a must because it makes dealing with people very easy. It is all about making some smart choices in what you acquire for yourself. But remember, smart need not always mean stingy.  
BASIL KURIAKOSE, student



Online shopping has its pitfalls, but its biggest advantage is that you don't need to come out of your comfort zone to buy things you want. You also get to choose from a wide range of products.  
MAYUR BISWAS, student

**moreonweb**  
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[www.hindustantimes.com/youthsurvey2015](http://www.hindustantimes.com/youthsurvey2015)  
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**TOMORROW YOUTH AND LIFE**  
The young enjoy challenges at work, and say 'enjoying life' is their biggest goal.



BRAND CONSCIOUSNESS IS HIGH AMONG INDIA'S YOUNG. THIS IS A GENERATION OF TRIERS, WHO'LL TRY ANY NEW PRODUCT AVAILABLE

RAJ K RAJ / HT PHOTO

## Forever signed-in to the biggest mall of them all

Saudamini Jain  
saudamini.jain@hindustantimes.com

The internet, among other things, is also the biggest mall in the universe. And so it's hardly surprising that the youth — who are the champions of the digital age — are shopping online. A whopping 74.9% (that's 73.6% men and 76.2% women), when asked about their e-shopping choices, said they had bought clothes on the web in the last year alone.

"Of course, I buy everything online," says 25-year-old banker Arash Arethna. "Nobody looks expectantly at you or follows you around. You click on what you want. Shirts, which are a size 42 will be a size 42 no matter who makes them. Shoes have exact dimensions." And you can always return them. "It's very convenient! You click on 'Return', type in a reason and some guy will come pick it up. Nobody asks you any

questions." And even if they do, says 24-year-old blogger Nikita Duggal, "even if you go buy something from a vendor on impulse and need to return it, there will be some 'chik-chik' — which is just as stressful as holding on the customer care executives."

The other big item to be spent on is the mobile phone: 43.1% people surveyed said they had bought one in the last year. The other numbers are smaller: 21.5% had bought personal care products, 19% had spent money on shoes and only 8.7% had bought lingerie. But the little things matter too. "I buy everything online — clothes, linen, shoe laces..." says 25-year-old consultant Udit Rastogi. "Why would I go looking for a shop that sells shoe laces? I don't even know what kind of store stocks shoe laces!" And that puts an end to the conundrum.

**18%**  
IN AHMEDABAD SAY THEY'VE SHOPPED ONLINE FOR LINGERIE

## Best bargain: Small towns pip metros in app-based e-shopping

Satarupa Paul  
satarupa.paul@hindustantimes.com

Call, text, tweet, click a photo, share, listen to music. And shop! With most e-commerce portals launching a mobile app version of their desktop sites, shopping has joined the list of tasks you can perform on your phones. And a big majority of the 18 to 25-year-olds we surveyed in this edition of the fifth HT-MaRS Youth Survey — 72.3% to be precise — are already shopping on the go.

Bangalore-based hotelier Sampann Narang does most of his shopping online through mobile apps. "With a hectic work schedule, I hardly have any time to sit down with my computer and browse for stuff I need to buy," says the 23-year-old. "So I just quickly use the shopping apps on my phone and order things while I'm travelling to work or having my lunch."

It isn't surprising then that busy young people across cities are using their phones to make purchases. Interestingly though, it isn't the big metropolis like Delhi or Mumbai that shop most on their phones, but the smaller cities such as

Lucknow (92.9%), followed by Patna (84.6%) and Indore (82%). But while 81.7% men overall shop on their phones, only 64.3% women do the same.

"It's easier to browse stuff on the computer than on your phones," says 24-year-old Sakshi Batra. For this Delhi-based entrepreneur, shopping online means spending a good couple of hours going through the many e-commerce sites simultaneously, so that she can compare the prices, vendors and reviews, and make an informed decision. "You can't do that conveniently on a phone, can you? Moreover, I also like to see the things I want to buy on a bigger screen, especially if I'm buying dresses or shoes!"

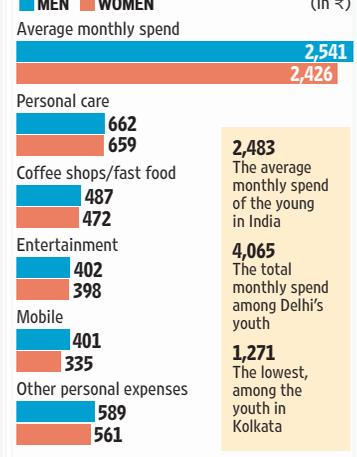
That you have the option of returning a product just in case you are not happy with it, or if it doesn't fit is another reason why e-commerce sites have become such a hit among the youngsters. Say Aakriti Chaddha, a student in Chandigarh: "I do all my apparel shopping online. It is much easier and comfortable, and gives me access to multiple brands at the same time."

**70%**  
IN PUNE SAY THEY EAGERLY WAIT FOR ONLINE SALES

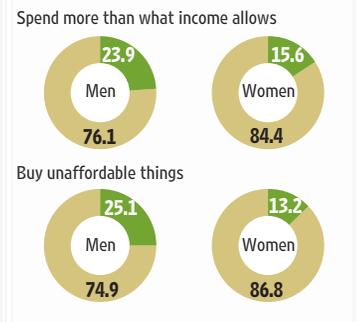
## OF CHEQUES AND BALANCES

Money, or the lack of it, is a problem. But India's youth know how to work around it

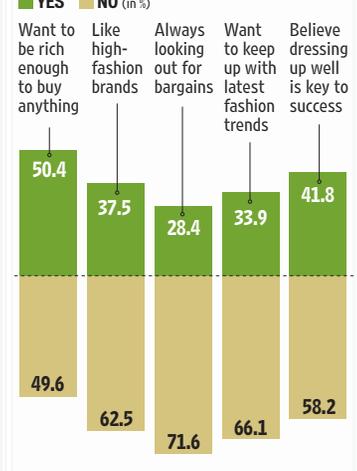
### SHOPPERS, DON'T STOP



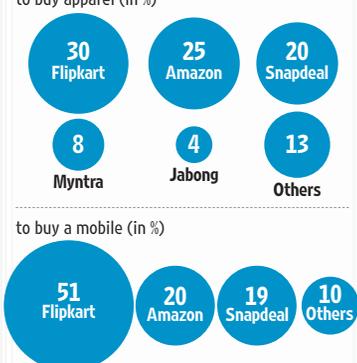
## WHEN MONEY MATTERS



## OF TRENDS AND TRICKS



## E-COMMERCE PLATFORMS



**Methodology:** The survey was carried out among 5,202 urban youth in the 18-25 age group in 15 cities across India — Delhi, Lucknow, Jaipur, and Chandigarh in the north, Kolkata, Patna, Ranchi in the East, Mumbai, Ahmedabad, Pune and Indore in the West, and Chennai, Bengaluru, Hyderabad and Kochi in the South.

# htspecial YOUTH SURVEY 2015



**41.2%** | **26.6%** | **31.9%**

said they are willing to take a lot of risks to ensure they succeed in life. This number is the highest among Chennai youngsters (57.8%) and lowest among those in Chandigarh (26.7%)

said the biggest reason for unhappiness in their life is their inability to spend as much money as they want. Patna's youth are unhappy because of their family relations

said their life's biggest aim is to enjoy it fully. It is more important to them than living a healthy life (21.5%), financial freedom (9.7%), and pursuing passions (9.3%)

## A generation of hungry go-getters

**AN EXCLUSIVE HT-MARS POLL** India's ambitious young love workplace challenges, but consider enjoying life their top goal

**Jyoti Sharma Bawa**  
jyoti.bawa@hindustantimes.com

When Hollywood actor Tom Hardy talked some rocket science to define success, he was speaking for the millennials. "They say a rocket trajectory to the moon is 90% correction. Life is a bit like that. You aim for something and then you steer your way there because something gets in the way," he famously said.

Indian youth will concur. A highly ambitious generation comprising go-getters, it is stymied by the ways of the Indian workplace. So, does it give up or make compromises? No, my friend. The youth know that a Herculean effort is needed to overcome the odds, but, hell, what is life without a challenge. Take Chitra Singh, for instance. This engineer gave up a job in a high-recall MNC for a smaller firm. "Because it is challenging. It made me get out of my comfort zone, test my abilities and, ergo, more satisfying," the 26-year-old says.

The HT-MaRS Youth Survey proves her right. Of those polled, 56.3% say this generation is more ambitious than the previous one but only 38.9% believe there is a greater opportunity to move up quickly if you are talented. A disheartening statistic: 61.6% of those polled believe we are not doing things differently and better than in the past.

But such is the faith of the youth in their abilities that they stay positive about their future and that of our country. "More opportunities are available to us as compared to people in the past.

Yes, the competition is fierce; yes, you have to think out of the box to make a mark but we are heading in the right direction," says 25-year-old engineer Hrishabh Kashyap.

It is this attitude of taking a tough situation head-on that makes them more satisfied with their work life. While 47.5% say there is a higher job satisfaction than the previous generation, 33.1% say it is as good.

However, there are two important commodities this generation believes it is not getting enough of: money and time. In fact, their chief reasons for unhappiness are their inability to spend less money than they want (26.6%) and lack of time to do what they want (23.4%). Relationship with the opposite gender is a distant third, at 9.8%. Money is also the most important aspect in job selection (22.7%).

And their number one goal in life is to enjoy (31.9%). Interestingly, more women (33.5%) than men (30.4%) give it precedence over leading a healthy life or being a good family member.

Anjali Monteiro, professor, School of Media and Culture Studies - TISS, puts the blame on the celebration of consumption that we see all around us. "Earlier, family ties were strong. India was also led by Gandhian principles of frugality where conspicuous consumption was frowned upon. Today it is all about the individual without any larger concept of social responsibility."

For a generation of money spenders, money spenders, whither responsibility? That's a question only time will answer.



### they said



**I like to break away from the pack. My goal in life is simple: I want to do things I want to do, and not things that are expected of me. Life is short. I want my life to be happy and healthy, not long and boring.**

RAGINI BOSE, student



**Worrying is worrisome: It's stressful, and stress will kill you. Instead of fretting about getting everything done, why not simply accept that being alive means having things to do?**

PRADEEP KUMAR, entrepreneur



For full data, videos, and last year's results, log on to: [www.hindustantimes.com/youthsurvey2015](http://www.hindustantimes.com/youthsurvey2015). Follow #HTYouthSurvey on Twitter @httweets

### TOMORROW YOUTH AND SOCIAL MEDIA

From making friends to finding love, the youth is living in a virtual world



THERE ARE TWO IMPORTANT COMMODITIES THIS GENERATION BELIEVES IT IS NOT GETTING ENOUGH OF: MONEY AND TIME!

RAJ K RAJ / HT PHOTO

## Today's plan of action: Live for the moment, not for tomorrow

**Sanya Panwar**  
sanya.panwar@hindustantimes.com

Happiness has become more than just a concept. It's a goal. And there are tons of sources (thank you internet for "5 things happy people know that you don't" and "10 keys to happier living") telling us how to be happy, all the time.

So it's no surprise that today's youth are all about living in the moment. And they're actually framing goals that let them "live their happiest lives". With interest rate and petrol price hikes, it can be a struggle to make it through the month, let alone do the things you love. But not so much for today's youth, at least according to the findings of the HT-MaRS Youth Survey. Only 9.7% of our respondents see financial independence as their life's biggest goal. Instead, most of them want to enjoy life (31.9%) and not necessarily mint money with that high-powered job.

Kolkata girl Ragini Bose is one of them. The Loreto College student wants to flex and define her purpose by trying a little bit of everything to see what sticks and enjoy the process. That's surprising, considering

only 18.6% of youngsters from the City of Joy see happiness as a goal. With 48.9%, Mumbai youth form the biggest bunch of happiness-seekers in the country.

"I like to break away from the pack. My goal in life is to do things I want to do, not things that are expected of me," says 19-year-old Bose. And is she doing that? "Well, I do make an effort. Life is short, and I want it to be happy and healthy, not long and boring," she says.

That brings us to the second most important and common goal for the youth: Leading a healthy life. Almost every fifth youngster (21.5%), has his/her health and fitness goals sorted, with Ranchi (31.7%) emerging on top.

"Health really is wealth. Living healthy is about eating right and keeping a positive outlook," says 24-year-old Neha Pandey, an engineering student from Ranchi.

Want to know what the other common goals are? Here: Pursuing passions (9.3%), being a good family member (7%), occupational success (7%), exploring new places (5.2%), achieving intellectual growth (5.2%) and stability and safety (3.5%).

## Nobody's losing any sleep fretting about the future

**Sanya Panwar**  
sanya.panwar@hindustantimes.com

"Worry does not empty tomorrow of its sorrow, it empties today of its strength."  
Leo Buscaglia

Worry. It starts with a nagging thought. That creates a few more thoughts. And before you know it, there is a storm brewing in your mind.

Today, studies keep warning that many of our youngsters are plagued by dread and worry. And there's even a name for them: Generation Anxiety.

But you can't blame them. Everywhere you turn these days, people are urging the young to worry and feel panicky about everything, starting with getting a job when they leave university.

But, attention, worrywarts, worrying may come easily to a certain sub-population of humans: the youth. However, the

findings of the HT Youth Survey show that despite the popular notion, young people are not fretting, agonising, panicking and otherwise losing sleep over their future and things they can't control. In fact, a majority (64.7%) of young people are not worried about the future.

"Worrying is worrisome: It's stressful, and as we all know, stress will kill you. I worry about that a lot. So, instead of fretting about getting everything done, why not simply accept that being alive means having things to do? And not all of them will work out the way you'd expect. So why worry?" says Pradeep Kumar, a Delhi-based entrepreneur in his late 20s. The good news: Kumar is not a minority.

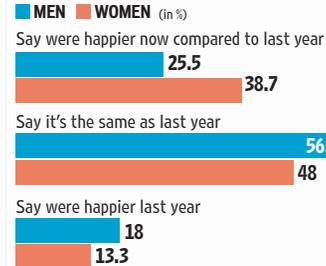
Interestingly, youth from Ranchi (81.7%) and Ahmedabad (75%) are the least worried about their future. In contrast, worrying about the future is keeping 58% of young people from Lucknow up at night.

**82%**  
IN RANCHI SAY THEY DON'T WORRY ABOUT THEIR FUTURE

## LIVING IT UP IN LIFE'S FAST LANE

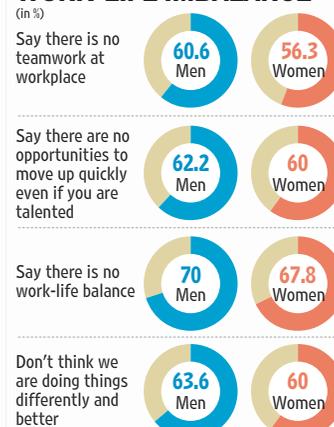
Opportunities are fewer, but India's young is confident of rising on its own steam

### HAPPINESS IS A STATE OF MIND

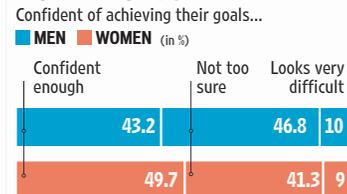


**8.6** from 10 was Patna youth's score when asked to rate their level of happiness

### WORK-LIFE IMBALANCE

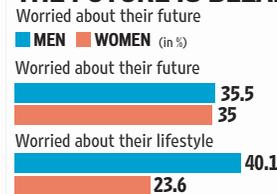


### HOPE FLOATS

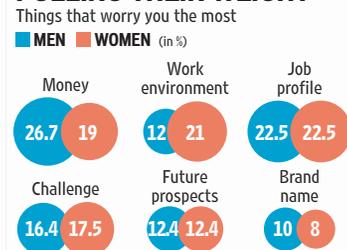


**60.8%** Chennai youth said they are confident of achieving their goals

### THE FUTURE IS BLEAK?



### PULLING THEIR WEIGHT



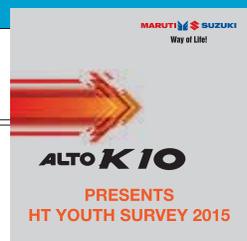
**47.9%** Delhi youth said they won't mind taking risks to grow in life

**Methodology:** The survey was carried out among 5,202 urban youth in the 18-25 age group in 15 cities across India — Delhi, Lucknow, Jaipur and Chandigarh in the north; Kolkata, Patna and Ranchi in the east; Mumbai, Ahmedabad, Pune and Indore in the west; and Chennai, Bengaluru, Hyderabad and Kochi in the south.

# htspecial YOUTH SURVEY 2015

PART 4

YOUTH AND SOCIAL MEDIA



**98.2%** | **41.9%** | **38.7%**

respondents said they have a profile on Facebook to network and keep in touch with friends. In contrast, only 13.4% respondents said they have a profile on Twitter

said they never post any comment on discussion boards they visit, and are happy simply reading them. Another 21.4% said they never visit any discussion boards

of those surveyed said social media helped them improve their love life. This number is the highest in Chandigarh, where 69.5% said social media helped their love life

## Facing the virtual world with caution

**AN EXCLUSIVE HT-MARS POLL** From making friends to finding love, young Indians are letting social media rule their personal lives

**Aniruddha Dhar**  
aniruddha.dhar@hindustantimes.com

One in seven people across the world used Facebook on August 24, said the social networking site's founder, Mark Zuckerberg, recently. According to him, it was still "just the beginning of connecting the whole world".

He was right on the mark. The HT-MaRs Youth Survey 2015 finds 98.2% Indians in the 18-25 age group have been bitten by the social media bug.

Young people tapping away at four-inch phone screens have become an irreplaceable reality in most metropolitan cities, including Delhi, Kolkata and Chennai, where 100% of young adults are on Facebook. Other social networking sites lag far behind, with Google+ (28.4%) and Twitter (13.4%) a distant second and third.

But the survey, conducted among 5,202 people in 15 cities, finds more young people are willing to look away from their phone screens and log out, than last year—while 57% of the youth last year said they used social media every day, the figure fell by almost 10% this year.

"Despite being on Facebook, my packed work schedule leaves me with little time to socialise online. I keep getting updates from my friends, but hardly manage time," says Aritra Ghosh, a 27-year-old from Gurgaon.

In contrast, India's Hindi heartland reveals young people there preferred skimming through Facebook profiles over having a chat over tea.

Armed with affordable bandwidth and

smart devices, youth in Lucknow, Patna and Hyderabad spend 1-2 hours daily on social media, with the Uttar Pradesh capital at the top with 41.5% and the city of Charminar at 40.7%.

"I am always online and connected to my friends. It helps me connect to the world and vent my emotions" says Ankit Singh, a research scholar at Banaras Hindu University.

But if you think the youth of this cricket-crazy nation is talking about Virat Kohli, you can't be more wrong. The survey shows 21.1% youths are talking about personal lives and only 14.3% join sport discussion forums. A paltry 12.3% discuss politics.

But Ankit Lal, Aam Aadmi Party's social media head, differs. "We get an average of two million hits per month on the AAP page... Content is key. If the content appeals to the youth, they will be active," he says.

More and more young people are also falling in love on social media, or use it to gain more friends.

"I was very active on Facebook, until recently. Sometime back I broke up with my boyfriend, whom I met on the social networking site. I never met him personally and fell out because of some family issues," says Priyadarshini Rakshit, a student at Kolkata's Scottish Church College.

However, social media has helped Chandigarh improve its love life with a whopping 69% youths in the city saying Facebook, Instagram and Twitter boosted their love life. But across metros, the percentage is well below 50%.



### they said



Social media sites are great for networking for a student, and keeping in touch. They are good tools of advertising as well. If you are organising an event, all you need is to create a page and you can reach thousands.

SANYAM JAIN, 23, Actuary



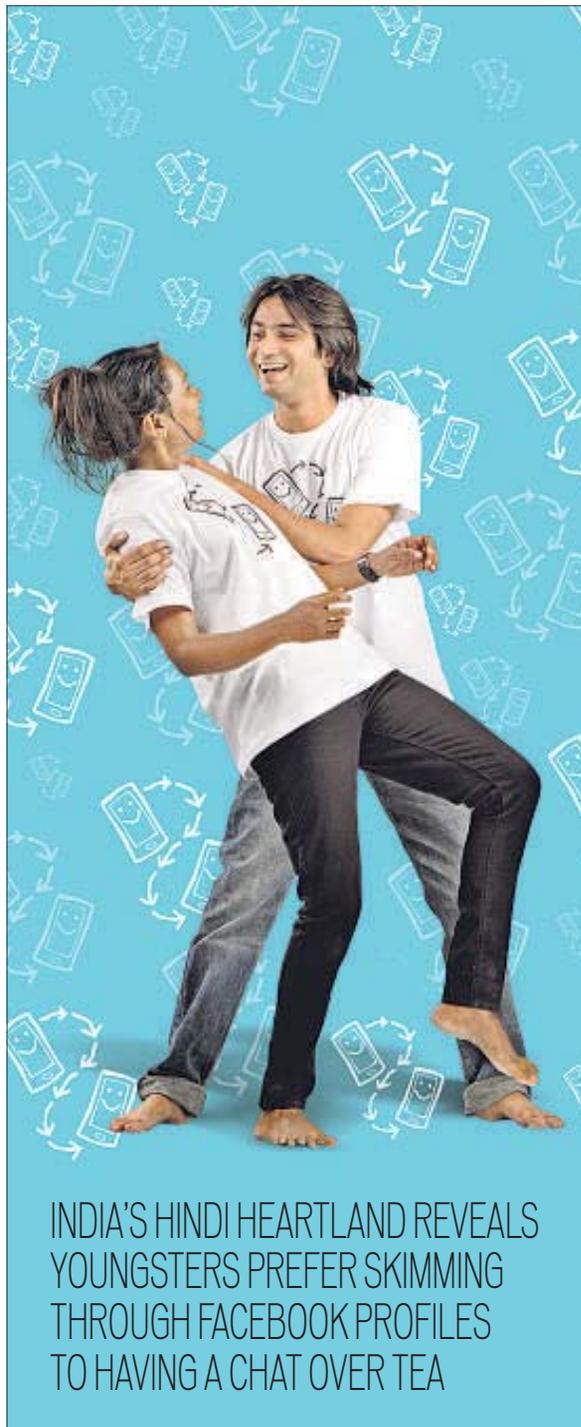
Social media tech has grown from mere 'like-comment-subscribe' tools to ones that help you keep in touch with friends. The fact is, if you want to promote 'Brand You', there is no better option available.

ALANKRIT SHARMA, 23, Mariner



For full data, videos, and last year's results, log on to: [www.hindustantimes.com/youthsurvey2015](http://www.hindustantimes.com/youthsurvey2015)  
Follow #HTYouthSurvey on Twitter @httweets

**NEXT**  
**YOUTH AND ICONS**  
India's young stands by those who walk the talk of change, and not those who just talk about it



INDIA'S HINDI HEARTLAND REVEALS YOUNGSTERS PREFER SKIMMING THROUGH FACEBOOK PROFILES TO HAVING A CHAT OVER TEA

RAJ K RAJ/HT PHOTO

## Curse of social media: Making more friends, but keeping just a few

**Joyeeta Biswas**  
joyeeta.biswas@hindustantimes.com

**86**  
NEW FRIENDS DELHI YOUNGSTERS MADE IN LAST 1 YEAR (AVG)

Looking to form fresh connections and make new friends?

Turns out there's no place better for that than social media, and no time better than now.

Results of the HT-MaRs Youth Survey 2015 show that, in the past year, India's youth forged an average of 56 new connections on social media — over seven every month — a big jump from the 33 connections reported the year before.

The spike shows the growing ease with which youngsters find connections at the click of a button and the assurance with which they seek each other out this way.

Rashmi Daryanani, 24, a Bollywood blogger, says it's because social media gives people a clearer view of who they're talking to. "People share a lot of themselves on social media, so you see a lot of facets of someone's personality — which help you decide if you can get along with them," she says.

And then there's the exposure to a wider world. "Social media also transcends distances and time zones, so it's a great way to con-

nect with someone you probably wouldn't have "run into" in real life," Daryanani points out.

Namrata Tripathi, a 24-year-old journalist, says social media allows her to talk to people without the anxiety or pressure of real-time interactions.

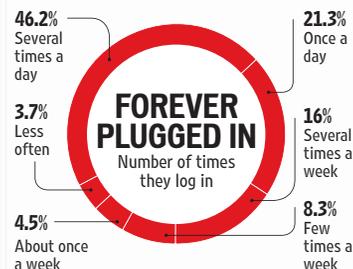
"It's a good medium for introverts to have conversations which they dread having in person," she says.

But there's a catch. The wider array of choices isn't necessarily leading to longer or deeper relationships. In fact, they're making it harder to form lasting connections. Those polled say they've met or spoken to only 19% of the 56 connections they made. They would call only eight of them as their friend — down from 10 last year.

Mallika Khara, 24, a finance management trainee, says any online connection is unsubstantial. "There is something lacking in friendships made on social media because you never get to know the "real" person unless you meet or talk to them. Many people hide behind the facade of social profiles and build fake bonds which don't last," she says.

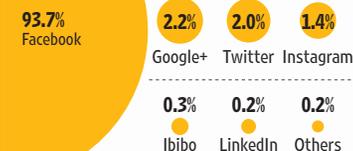
### FINGER ON THE PULSE

India's young is addicted to social media but nobody's talking of the price they are paying

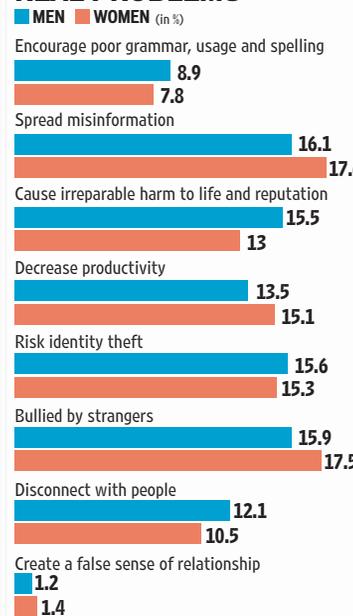


### PROVEN PLATFORMS

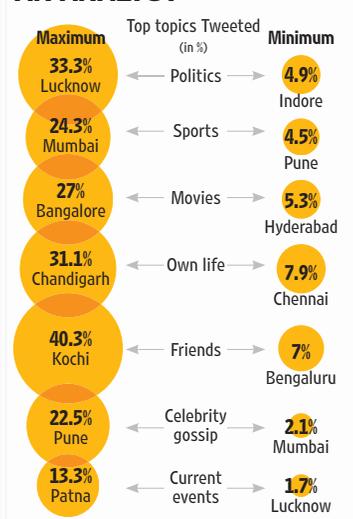
Most used social media site



### VIRTUAL WORLD, REAL PROBLEMS



### EVERYBODY'S AN ANALYST



**Methodology:** The survey was carried out among 5,202 urban youth in the 18-25 age group in 15 cities across India — Delhi, Lucknow, Jaipur and Chandigarh in the north; Kolkata, Patna and Ranchi in the east; Mumbai, Ahmedabad, Pune and Indore in the west; and Chennai, Bengaluru, Hyderabad and Kochi in the south.

## Metro or small town, it's all one, big, happy FB family

**Joyeeta Biswas**  
joyeeta.biswas@hindustantimes.com

Move over, cricket. India has a new great unifier: Facebook.

Across the country, it's the one social media platform that is ubiquitous — whether in metropolitan cities such as Mumbai, or in smaller cities such as Indore or Ranchi or Kochi.

In fact, Facebook is so universally popular that it has nearly 100% membership among the youth — everywhere. Almost every youngster polled said he or she was on it, and more than seven of every ten said they visited it and other social media sites at least once a day.

The youth in say, Indore and Delhi, may have widely different experiences of political engagement, educational opportunities or infrastructure, but the one thing they have in common, according to the survey, is that they take to Facebook to talk about their lives — or, more likely, post

pictures of their friends.

These numbers reflect a global trend. Just last month, Facebook chief executive Mark Zuckerberg declared in a post that the social network had hit a new high: a billion people used it in a single day.

Facebook's popularity even bridges one of the great divides in India — that of gender. Both men and women recorded an exactly equal rate of membership — 98.2%, a reflection of the greater power women are now wielding on social media, where they are finding a safer place to assert themselves and express their viewpoints.

Other social networks, however, have a long way to go in catching up with Facebook's pervasiveness. Only 13.4% of the youth said they were members of the micro-blogging site Twitter, despite its popularity worldwide and its increasing influence in the Indian political sphere.

**93.7%**  
RATE FACEBOOK AS THE MOST PREFERRED SOCIAL MEDIA SITE

htspecial

# YOUTH SURVEY 2015

PART 5

YOUTH AND ICONS



31%

of women respondents voted for cricketer Virat Kohli as the biggest sports icon in the world. He beat the likes of Djokovic, Ronaldo, and even MS Dhoni

32%

women across India said women's security and safety is the biggest problem facing India. For them, corruption and terrorism comes only after this

17%

voted for US President Barack Obama as the living role model the young in India can look up to. He was followed by Bill Gates (13%) and Angelina Jolie (12%)

# Modi reigns as the biggest youth icon

**AN EXCLUSIVE HT-MARS POLL** India's young stand by those who walk the talk of change, and not those who just talk about it

**Shashank Kumar**  
shashank.kumar@hindustantimes.com

They reflect people's aspirations, have charismatic personalities and display an unparalleled work ethic. And, as revealed in the fifth edition of the HT-MaRS Youth Survey conducted among over 5,000 respondents aged 18 to 25, youth icons are often seasoned veterans in their respective fields with a fair bit of grey in their hair. It is, therefore, no wonder that Narendra Modi, Amitabh Bachchan and Sachin Tendulkar have once again clinched the top spots in our annual survey.

As far as icons go, people who have built themselves up to be time-honoured and respected institutions appear to have captured the collective imagination of a country where half the population is under the age of 25. "People want someone to look up to. Not someone who makes promises and then disappears behind the curtain, but someone who makes a road map that leads them to their desired goal. In Modi, they see that," says Delhi-based market research executive Shirram Srinath, 27. "He is viewed as the bringer of change."

And for good reason. With more than 14.7 million followers on Twitter, our sexagenarian prime minister has conquered the world of social media, and with 52% of the votes, Narendra Modi has also become the biggest icon in Indian politics.

The likes of Rahul Gandhi and Akhilesh Yadav, who are relatively youthful among India's grandfatherly

politicians, will perhaps have to wait a few more years for their turn at inspiring the Indian youth.

"Youth is all about action and Modi's party being in power gives him an edge over someone younger, like Rahul Gandhi. All schemes are implemented without a hitch and the youth see an action-oriented and experienced politician at the forefront," says Esha Jainiti, deputy director at the Amity School of Communication. "He has been a chief minister and like it or not, people continue to talk about the Gujarat Model."

While change has taken one man to the top, Big B's consistently captivating performances have earned him the title of the biggest Bollywood icon.

Here's what Deepika Padukone had to say about the legendary actor: "He's been acting for decades now, and he could have easily developed an 'I know it all' attitude, but there's so much enthusiasm in him at every level. The younger generation can really learn from his zeal."

Among living role models of the world, the 'Little Master' clinched the top spot with 33.3% of the votes, leaving the likes of Barack Obama (17%) and Bill Gates (13.5%) in his trail.

While experience trumped everything else in politics, cinema and role model criteria, young blood shone through in sports and, of course, sex appeal. Ranbir Kapoor (25.4%) was voted the sexiest man alive, while Katrina Kaif (27.2%) and Deepika Padukone (24.9%) were neck and neck in the women's category.



they said



One should look up to personalities for inspiration. More than looking at things they did right, one gets to learn from their mistakes. When you get inspired from someone's success, it motivates you to do bigger things

VIBHU GAUBA, 23, student

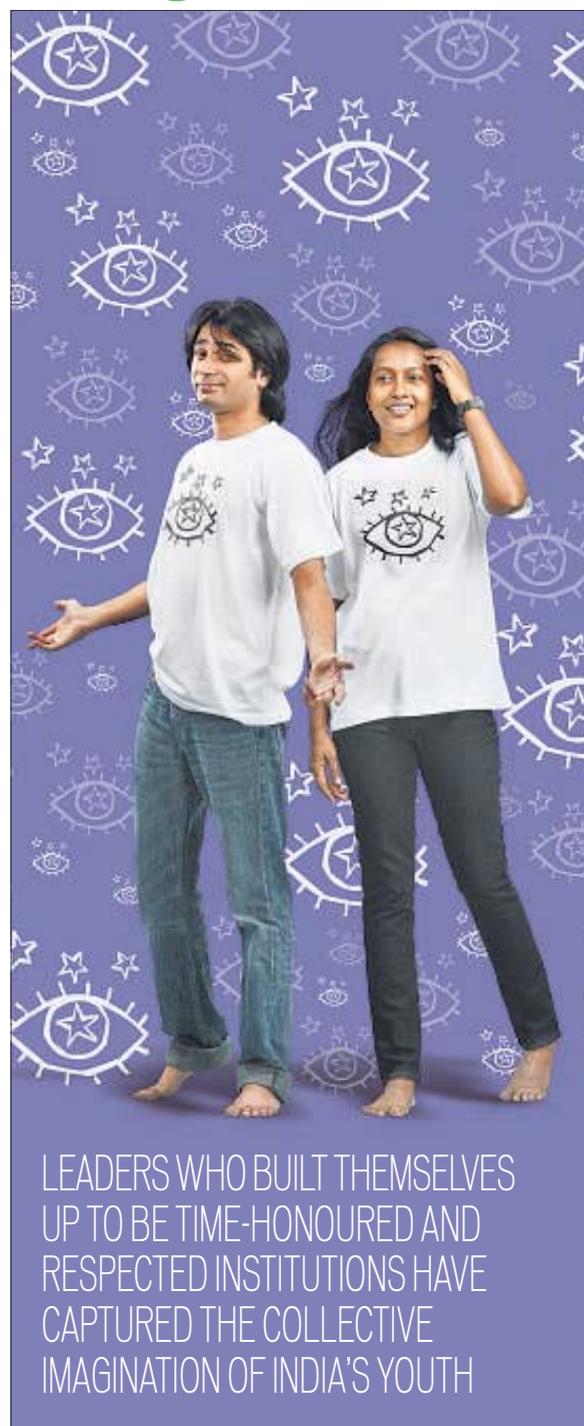


Youngsters want someone to look up to, not someone who makes promises and then disappears behind the curtain. They want someone who makes a road map that leads them to their desired goals.

SHRIRAM SRINATH, 27, research executive



For full data, videos, and last year's results, log on to: [www.hindustantimes.com/youthsurvey2015](http://www.hindustantimes.com/youthsurvey2015) Follow #HTYouthSurvey on Twitter @httweets



LEADERS WHO BUILT THEMSELVES UP TO BE TIME-HONOURED AND RESPECTED INSTITUTIONS HAVE CAPTURED THE COLLECTIVE IMAGINATION OF INDIA'S YOUTH

RAJ K RAJ / HT PHOTO

## The sexiest of them all: Katrina Kaif and Ranbir Kapoor

**Rohan Naahar**  
rohan.naahar@hindustantimes.com

Bollywood's golden couple, Ranbir Kapoor and Katrina Kaif, have been voted the sexiest man and woman in the 2015 edition of the HT Youth Survey with 25.4% and 27.2% of votes, respectively. Ranbir's closest competition came from cricket hero Virat Kohli (17.2%). But Katrina Kaif, on the other hand, won only by the slightest of margins. Deepika Padukone almost edged her out with 24.9% of the votes.

In fact, Ranbir Kapoor's ex-girlfriend beat Katrina amongst students who are either employed part-time (29.1% to 25.4%) or full-time (25.9% to 22.6%) and came really close among those aged between 18 and 21 years (26% to Katrina's 27.9%). Even women voters seemed conflicted, narrowly siding with Katrina (26.7) over Deepika (25.2%).

"Although Ranbir's last few films haven't done well, he makes really sensible choices," says Priyanka Sahoo, 24, from Mumbai.

Newcomer Alia Bhatt came in at third position with 15.8% of the votes, proving popular amongst part-time working

students (23.1%).

The men's side was far less competitive. Virat Kohli's immense popularity with women (18.3%) and part-time employed students (26.9%) guaranteed him the number two spot. "Many girls are watching cricket for the first time ever because of Virat," says Madhavi Marasini, 24.

It was slightly tighter for the number three spot, however. Alia Bhatt's co-debutants from Student of the Year Varun Dhawan (10.5%) and Siddharth Malhotra (8%) came in at numbers three and four, respectively.

Curiously there was disparity amongst male and female voters with regard to these two. Men significantly preferred Dhawan (10.6%) to Malhotra (5.7%), whereas it was much closer among women (Dhawan edged out Malhotra by just a margin of 0.1%: 10.4% to 10.3%). Perhaps the question has answered itself.

The inclusion of Emilia Clarke and Kit Harrington comes as little surprise especially with Game of Thrones being the most pirated show on the planet. Their share of the votes, though, is remarkably low (0.5% and 1.9%, respectively).

## FOLLOWING THE RIGHT EXAMPLE

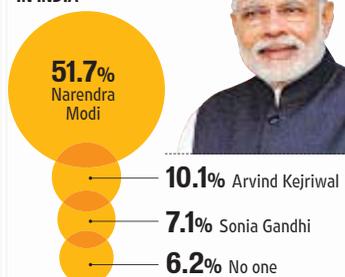
Charisma and dedication are the qualities India's young look for in their icons

### BIGGEST SPORTS ICON IN THE WORLD\*

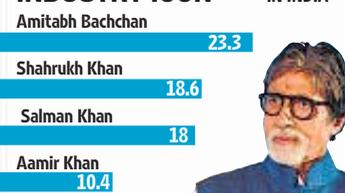


More women (31.2%) than men (23.5%) think Virat Kohli is the top global sports icon

### BIGGEST POLITICS ICON IN INDIA

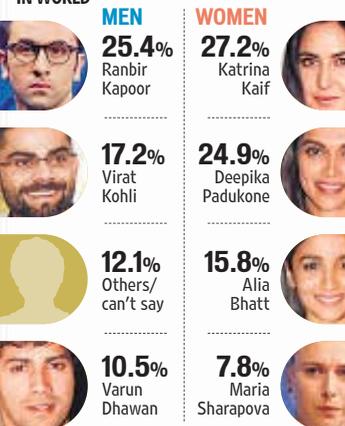


### BIGGEST INDIAN FILM INDUSTRY ICON IN INDIA



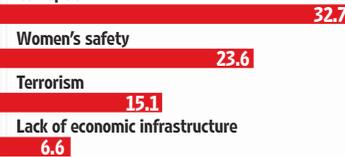
More women (25.2%) than men (21.4%) think Amitabh Bachchan is the leading Bollywood icon.

### WHO IS THE SEXIEST ONE? IN WORLD



Virat Kohli (26.9%) gives a tough contest to Ranbir Kapoor (29.9%) for the 'sexiest man alive' tag among students employed part-time.

### BIGGEST CHALLENGE FACING INDIA (IN %)



**Methodology:** The survey was carried out among 5,202 urban youth in the 18-25 age group in 15 cities across India — Delhi, Lucknow, Jaipur, and Chandigarh in the north, Kolkata, Patna, Ranchi in the East, Mumbai, Ahmedabad, Pune and Indore in the West, and Chennai, Bangalore, Hyderabad and Kochi in the South.

## Corruption is the biggest worry and so is terrorism

**Rohan Naahar**  
rohan.naahar@hindustantimes.com

Corruption appears to be the biggest problem facing India while for the rest of the world it's terrorism. According to the 2015 HT-MaRS Youth Survey, 32.7% of the voters feel corruption is India's biggest hurdle and 30% believe terrorism poses a major threat to national security.

Unsurprisingly, women's security is high on the minds of the youth with 23.6% voting for it.

The number increases substantially among women (31.8%) and takes a nose-dive among men (15.4%).

As many as 13.7% of the respondents feel that unemployment is a huge problem facing the world. Ironically, the section of the youth that believes this the most is the one that is fully employed (15.8%). Climate change should be pretty high up on this list if data are

36% SAID CORRUPTION IS CURRENTLY INDIA'S BIGGEST PROBLEM

to be believed. Much has been made of the changing climate but not many voted for it. Only 2.4% feel India needs to be worried while the number increases only slightly to 5.7% when it comes to the world.

Issues such as depleting natural resources (5.5%), hunger and malnutrition (7.1%) and access to healthcare (2.1%) received very little attention.

"Poverty is the biggest problem in our country," says Delhi's Saloni Sinha, 22. "It stems from corruption."

And related issues such as a lack of economic infrastructure, a much publicised concern during last year's Lok Sabha elections, and a lack of quality education seem to remain low on people's minds (6.6% and 5.3% respectively).

For Indians, pollution and environmental degradation are remarkably even lower on the scale of the most pressing concerns of this age (2.4%).