



Youth Survey 2014



Survey Findings Social Networking



Social Networking : FB is young India's playground.

Do you have a Facebook Account?



Facebook reigns supreme as the most preferred Social Networking platform at a staggering 75.73% National Average.



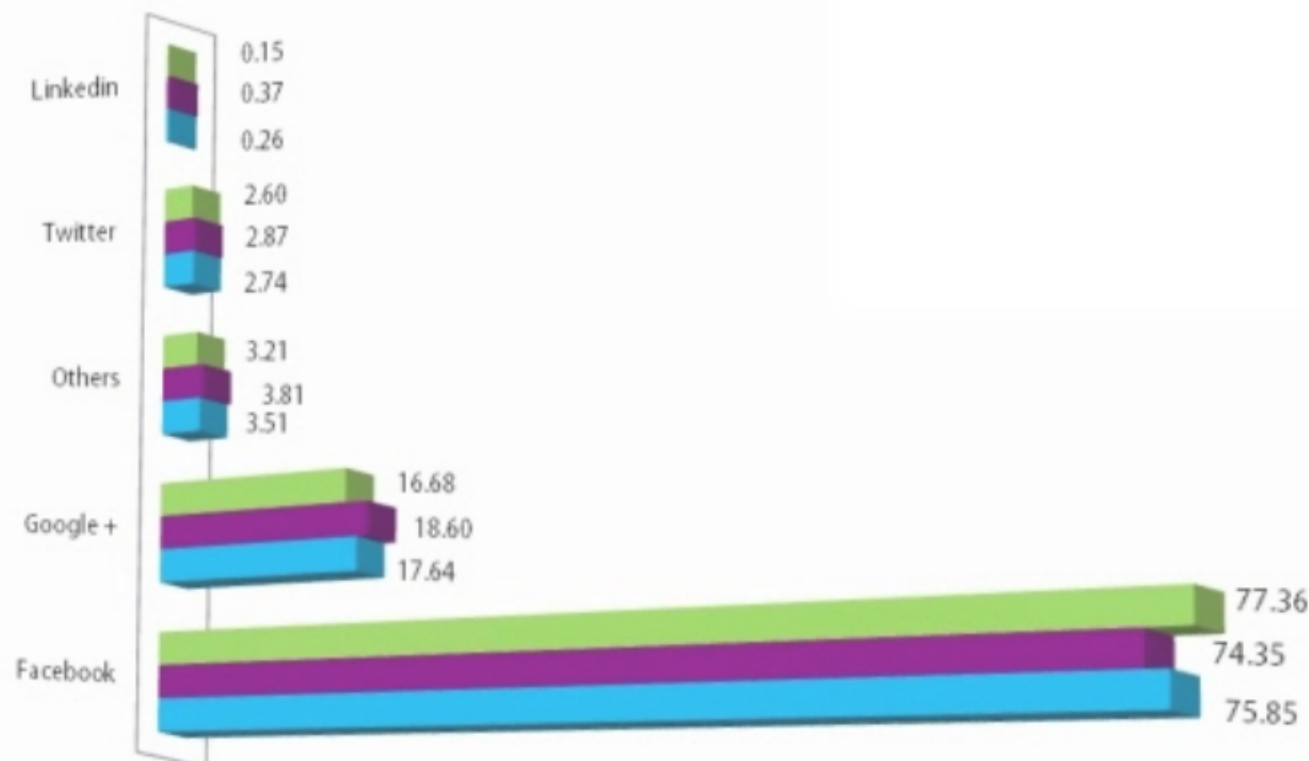
- All India
- Metro
- Mini Metro

Social Networking : FB is young India's playground

Which is your most preferred site?



Facebook rules but Google+ has made some inroads



All India
Metro
Mini Metro

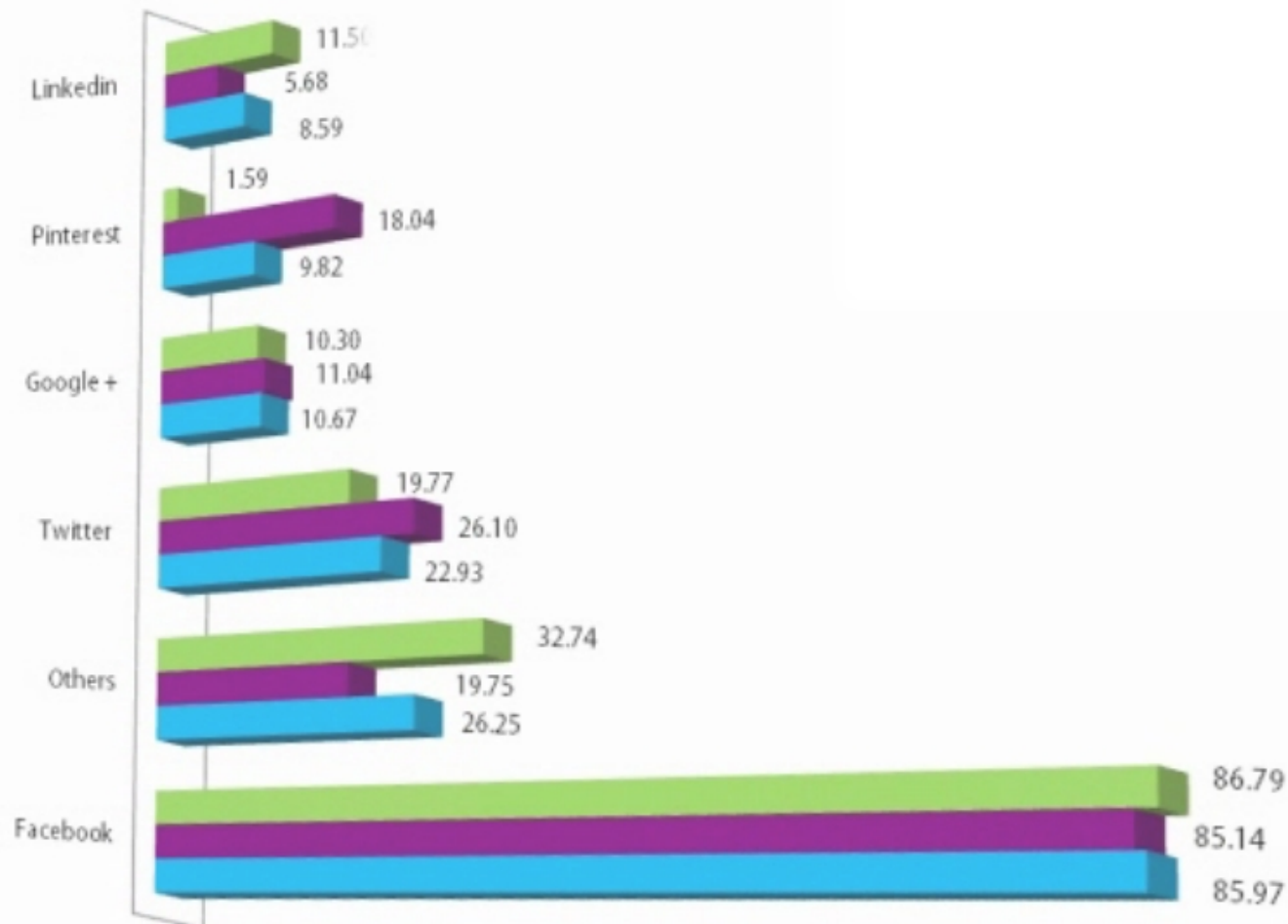
Social Networking : Pinterest and LinkedIn rising

Which of the following Social Networking Sites have you registered with ?



There is **HARDLY ANY DIFFERENCE** between the Metro and Mini metro cities on the top preferences

Interesting to see the rise of sites like Pinterest and LinkedIn, especially in the METROs.

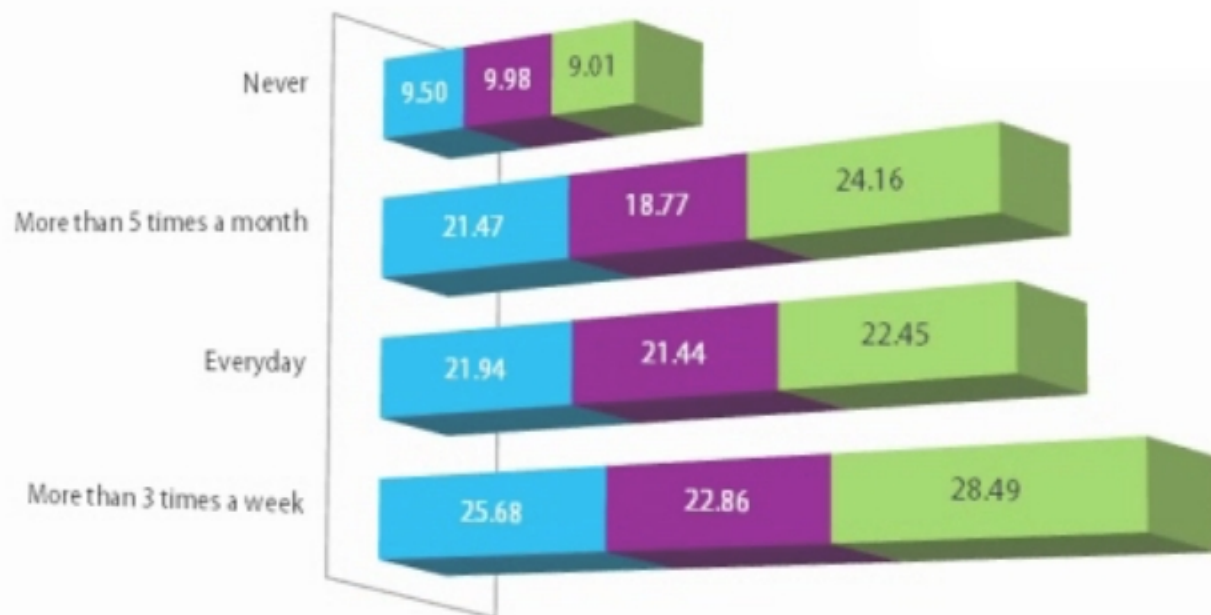


Social Networking : FB is like an addiction

How Often do you post on Facebook?



Though there is a promising number of respondents who claim to post content daily on Facebook, 25.68 % of students post more than 3 times in a week .



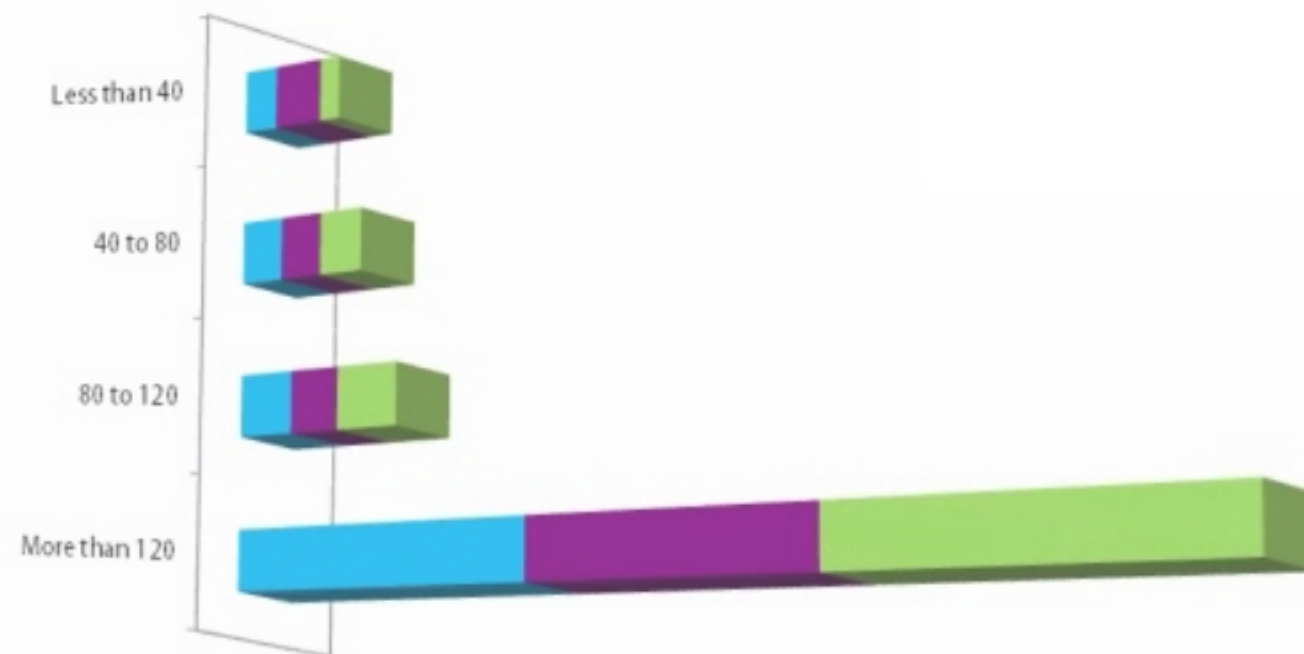
■ All India
■ Metro
■ Mini Metro

Social Networking : FB is a BIG playground

How Many friends do you have on Facebook ?



On an Average more than 53.09% of Facebook users have upwards of 120 Friends /connections in Facebook.



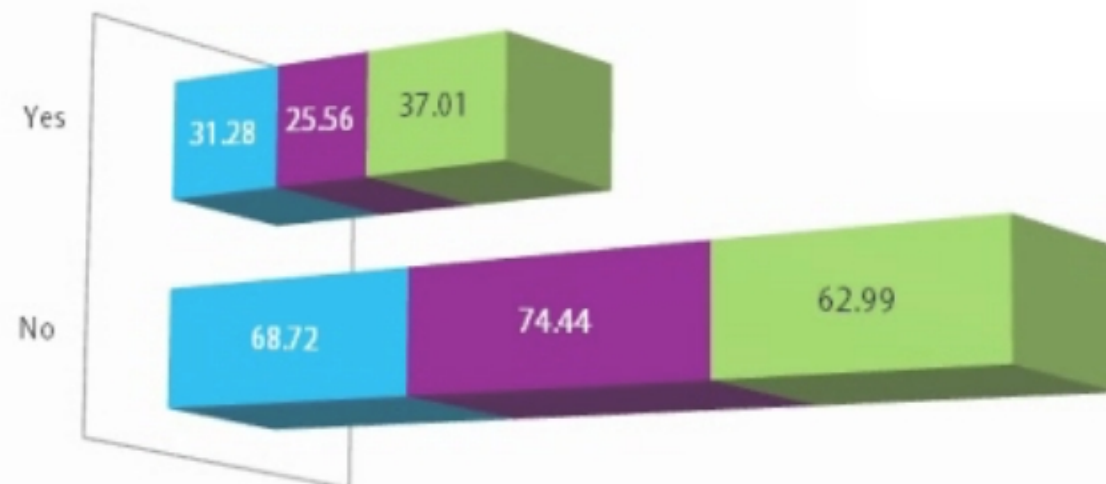
All India
Metro
Mini Metro

Social Networking : TWITTER could be the FUTURE !

Do you have TWITTER Account?



TWITTER is one the rise with the youth in India. Though 31.28% seems less as compared to FACEBOOK , this is a trend that could change very soon.



- All India
- Metro
- Mini Metro

Social Networking : TWITTER follows Facebook.

How many people do you follow?



TWITTER seems less favorable than Facebook. More than 18% of respondents claim they have less than 40 People they are following in their TWITTER Account.



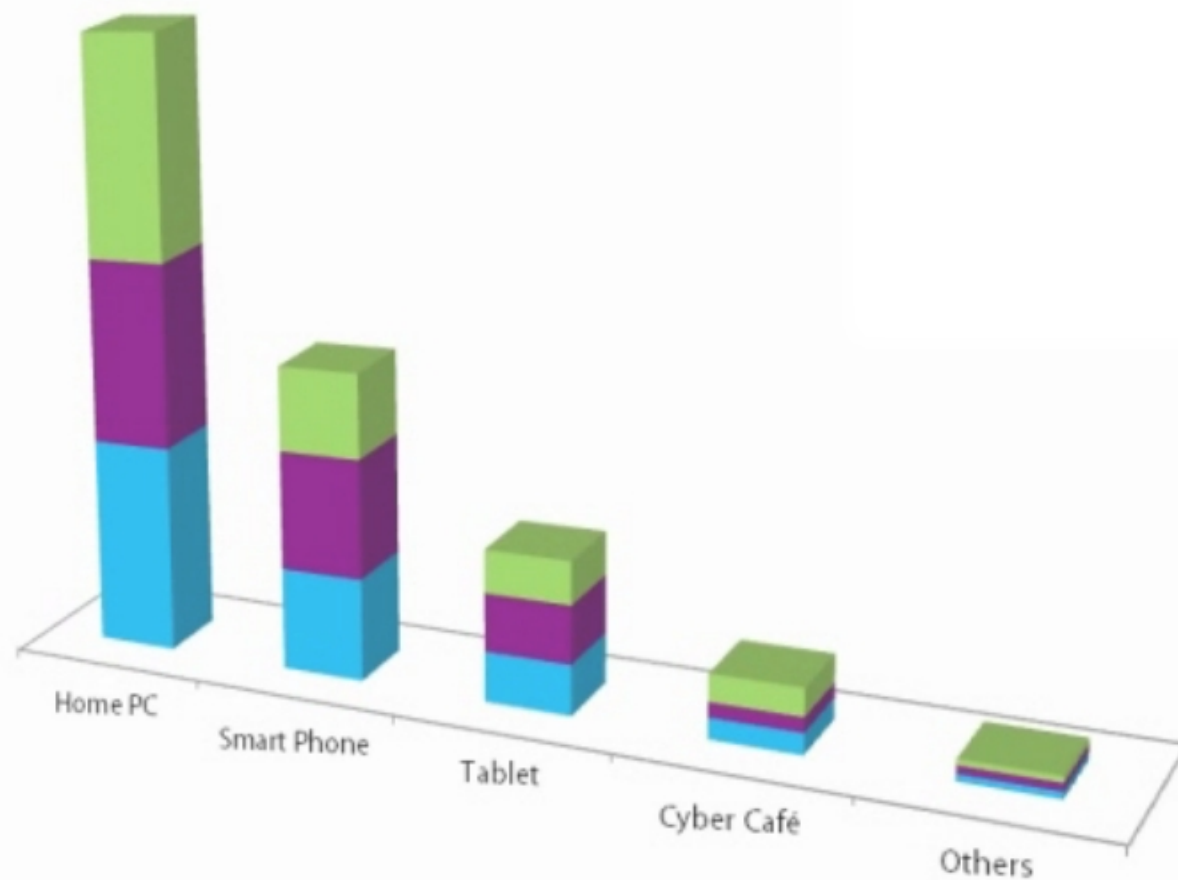
All India
Metro
Mini Metro

Social Networking : Smart Phone - the next big thing

What is your Favourite way to access Social Media Networking Sites?



Though Home Computers are the suitable way to access the Internet, Smart Phones are becoming the preferred option.



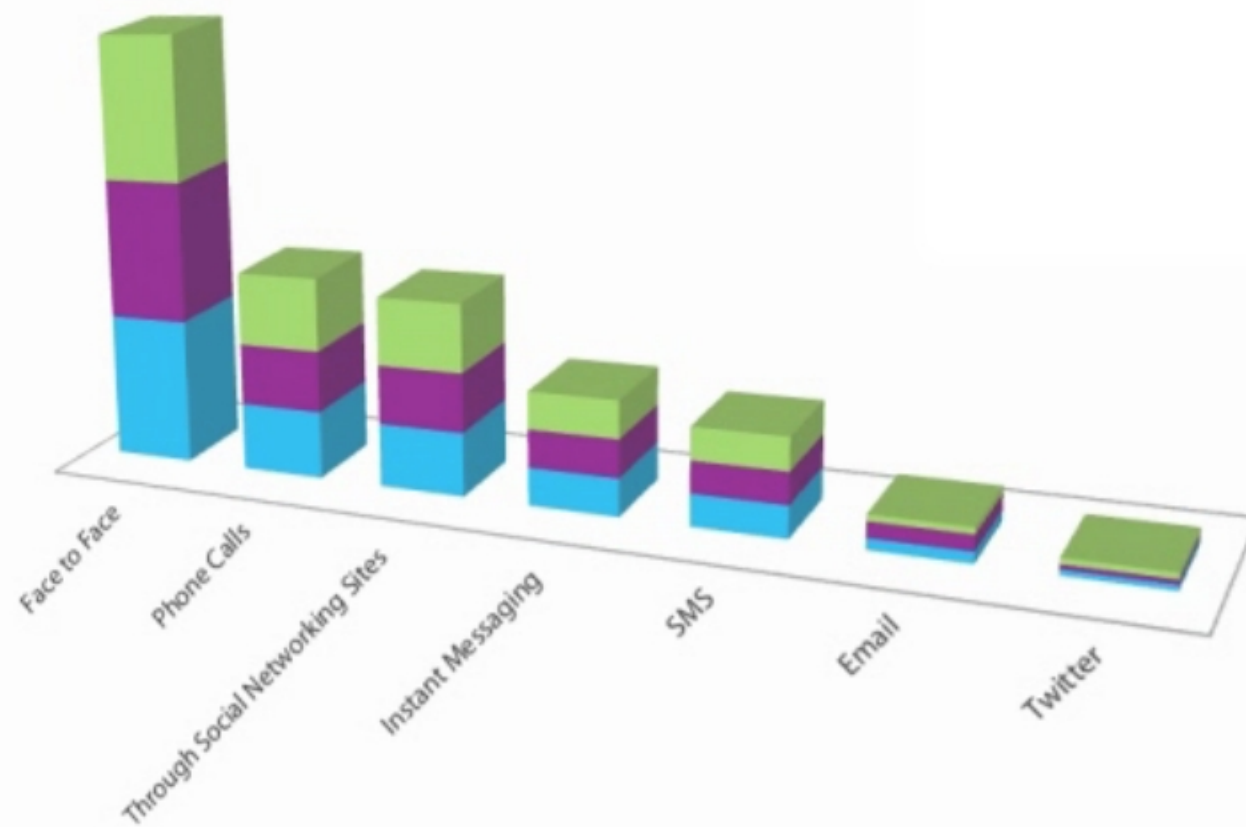
All India
Metro
Mini Metro

Social Networking : Face to Face is FUN !!

Which is your favourite way to communicate with friends?



Young India still values the “old School” style of communicating. FACE TO FACE is still the preferred way .



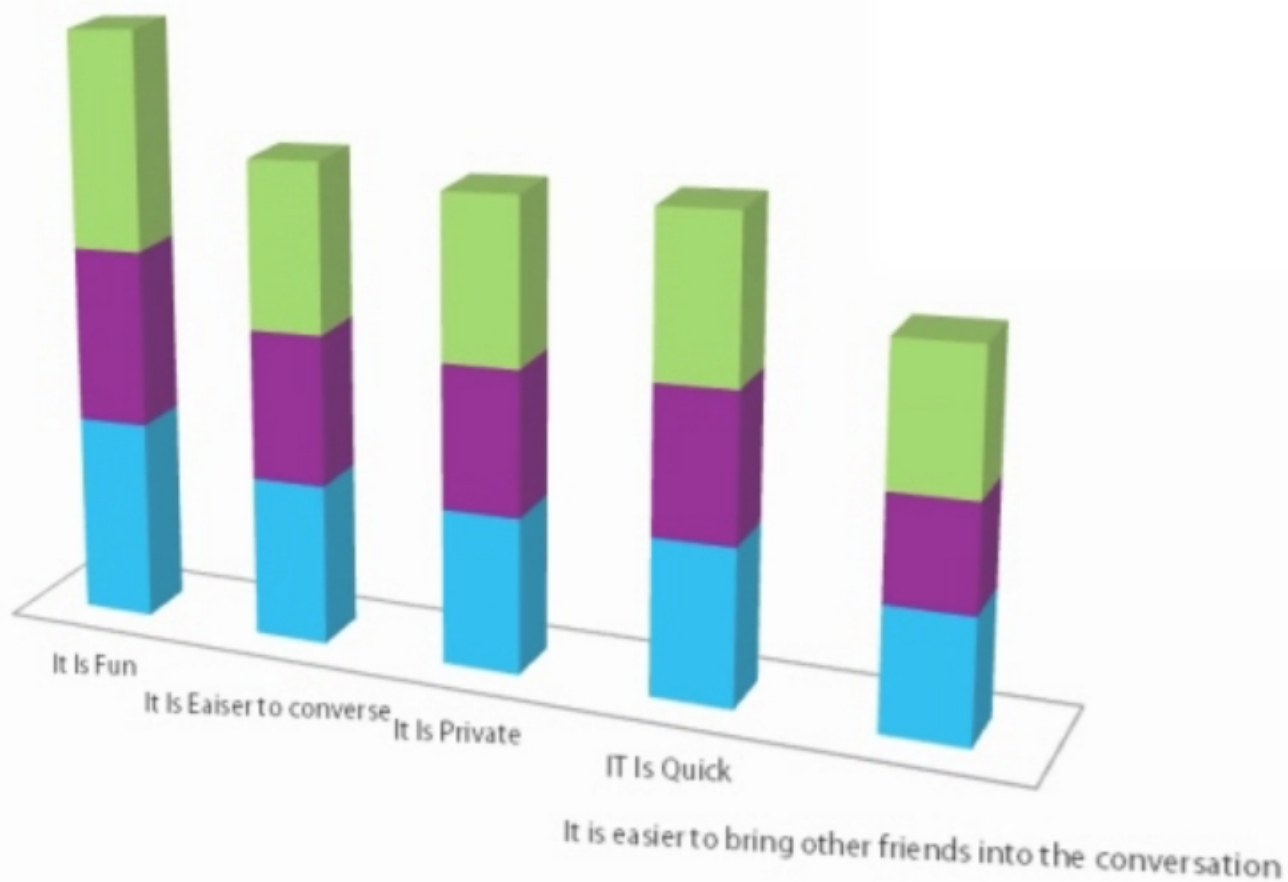
All India
Metro
Mini Metro

Social Networking : Face to Face is still top preference of Communication

WHY is it your favourite way to communicate with friends?



Young India believes its fun to communicate directly ,Face to Face.

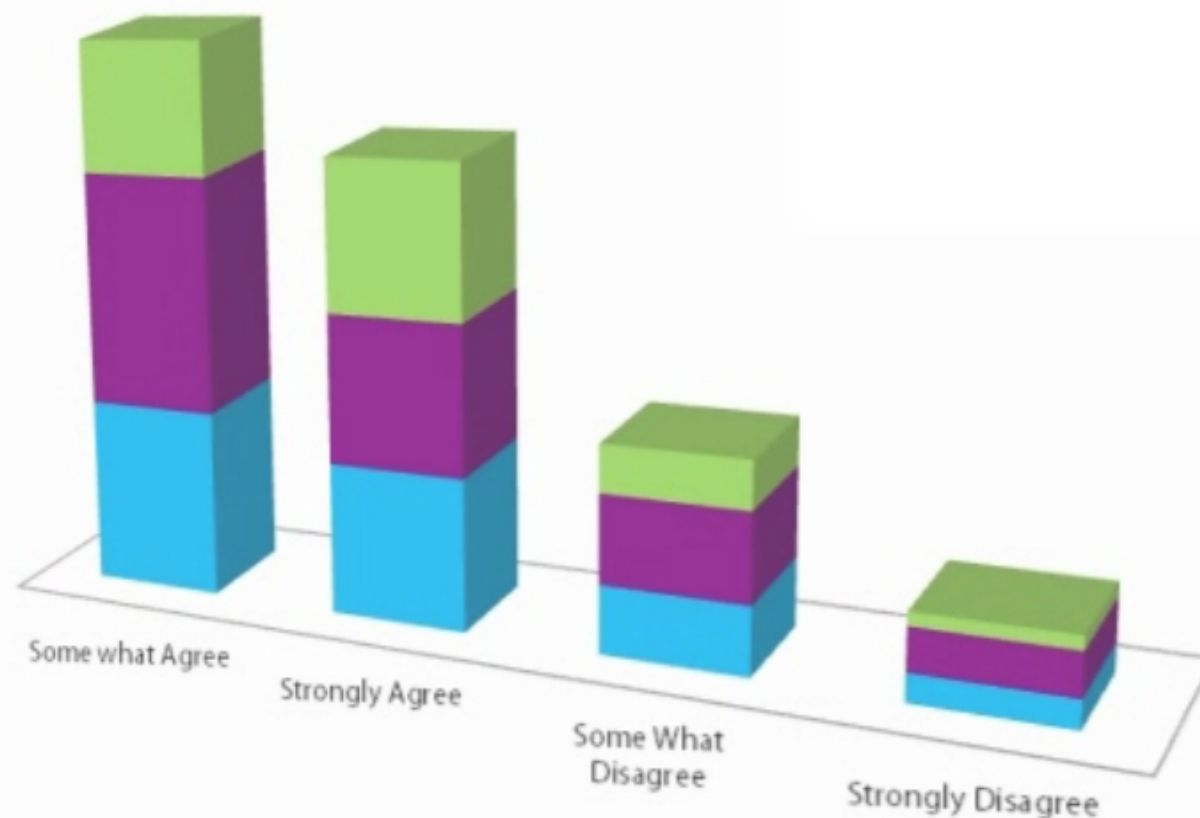


Social Networking : Social Networking is the new Social Structure

Using Social Media helped me make more friends.
Do you Agree or Disagree?



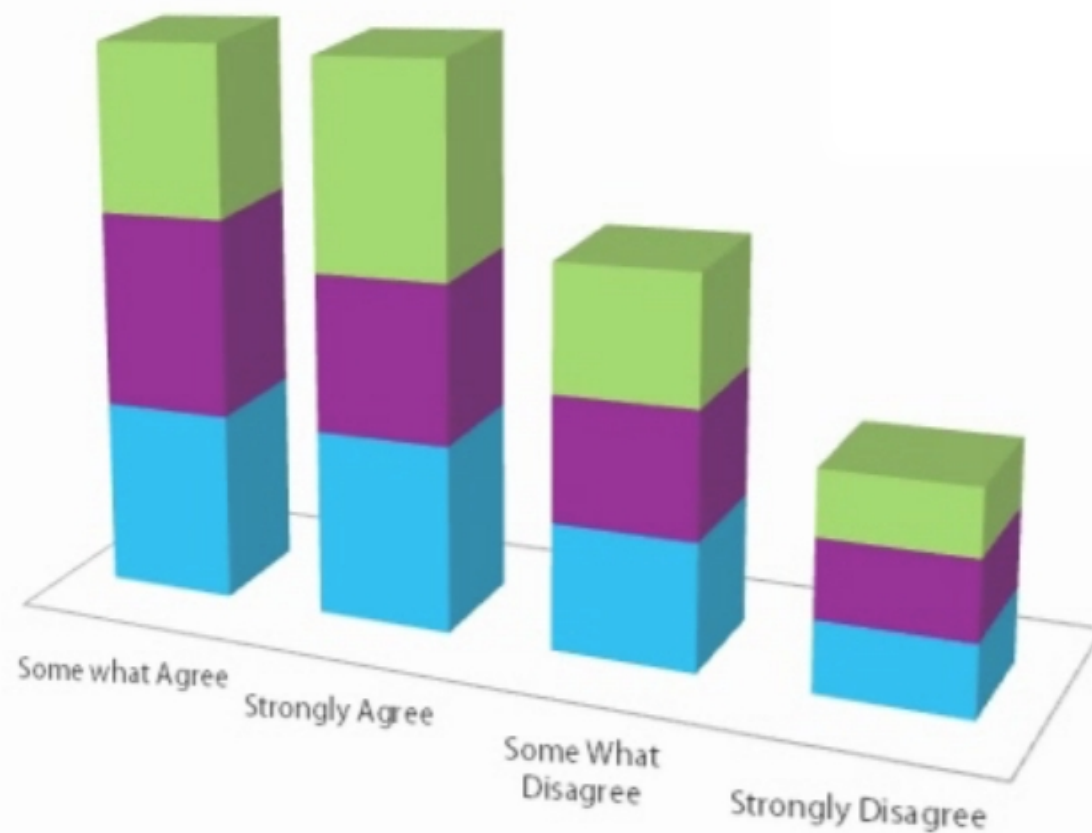
Friendship and Socializing has a new platform for Young India – the world wide web!



All India
Metro
Mini Metro

Social Networking : Social networking may be making you ANTI – SOCIAL

Using Social Media helped me make more friends.
Do you Agree or Disagree?

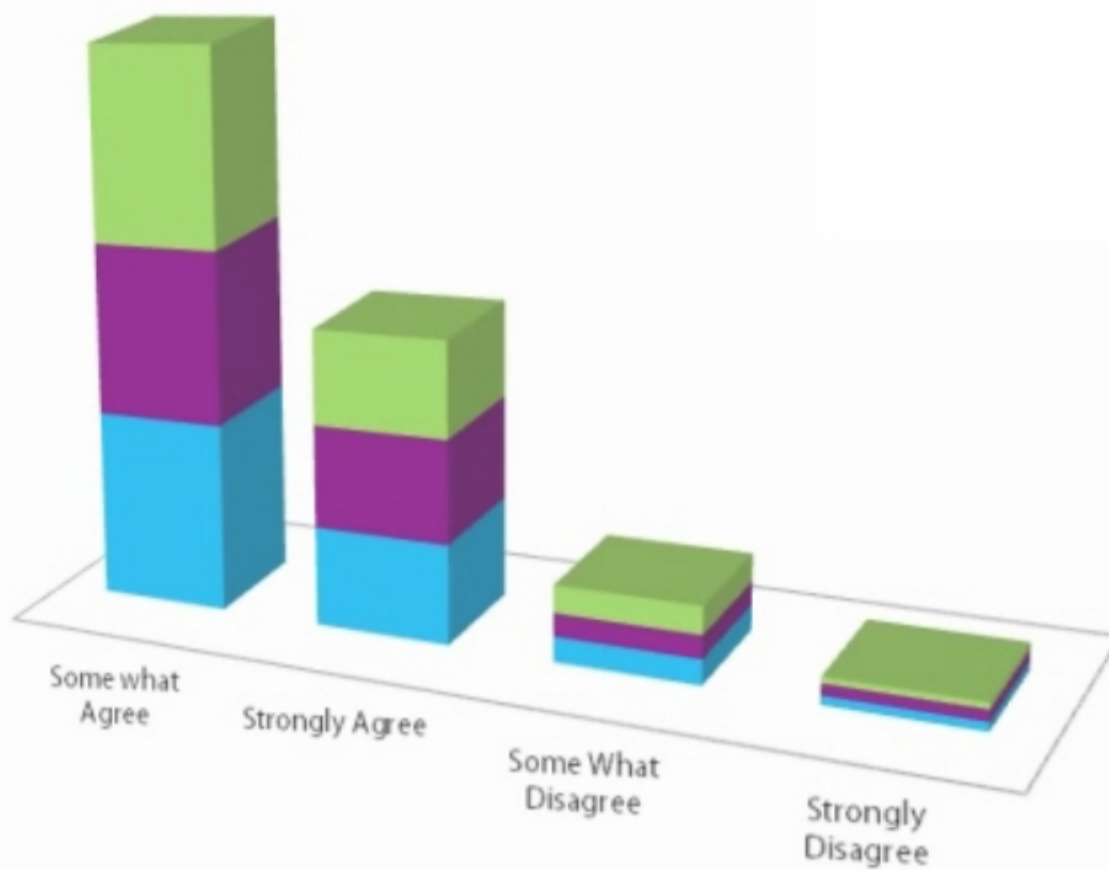


30% of respondents claim that real time (Human) interaction and socializing has come down with the advent of social and virtual networking .

- All India
- Metro
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Social Networking : Digital Media and Social Networks usher in the new Information age

**Social media has made be aware of current events.
Do you Agree or Disagree?**



Current Affairs and Knowledge
Dissemination rate has gone higher
with Social Media Interactions - claim
56% of Youth India

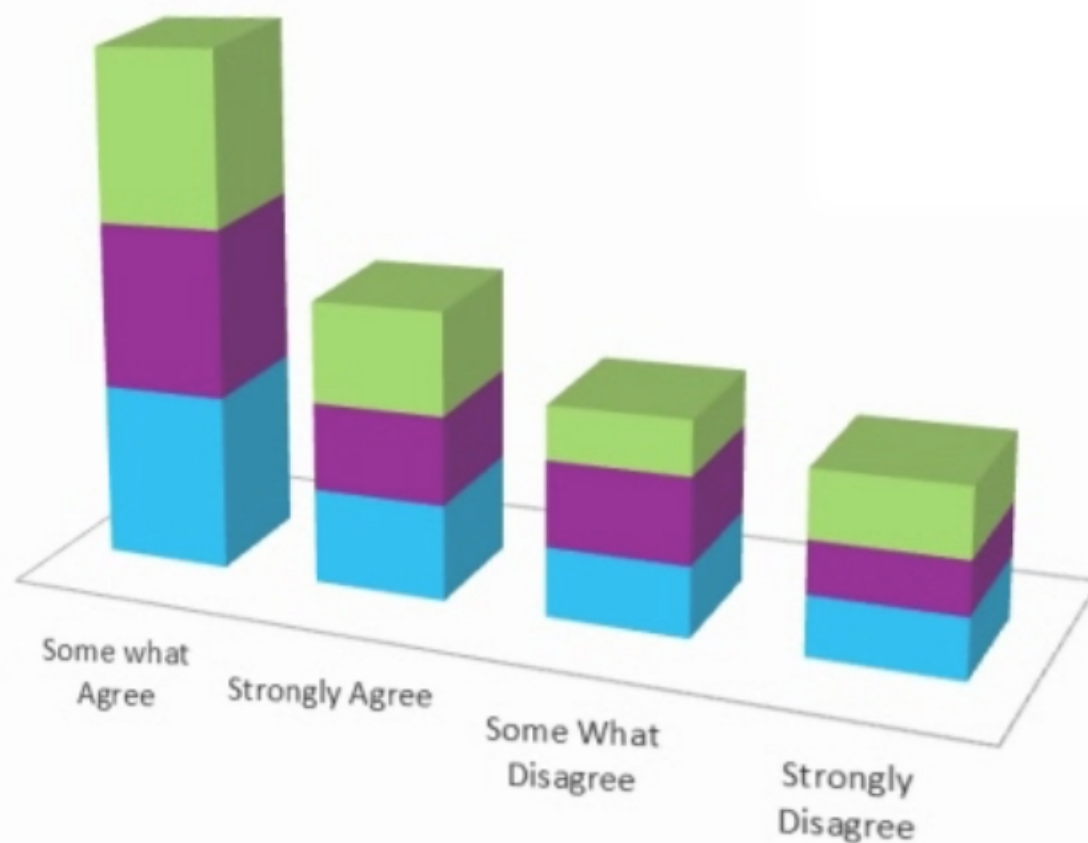
All India
Metro
Mini Metro

Social Networking : Connectivity with Family and Friends higher

Social media helps me keep in touch with family and relatives. Do you Agree or Disagree?



Social Networking allows Young India to keep more in touch with their social circle and Family.



All India
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Mini Metro

Survey Findings Gadgets



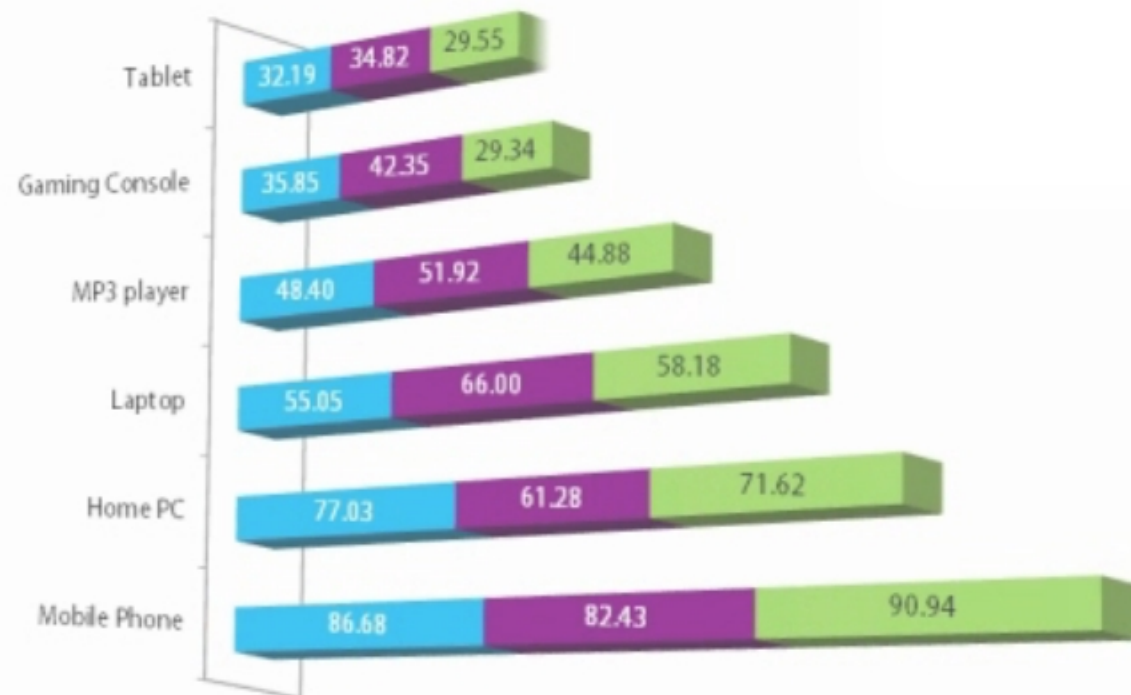
Gadgets : Mobiles and Laptops emerge as the principal device

Which of the following GADGETS do you own?



Laptops and Mobiles rule India.
6 out of 10 students own Laptops

Tablets growing rapidly, especially in Metro's.



All India
Metro
Mini Metro

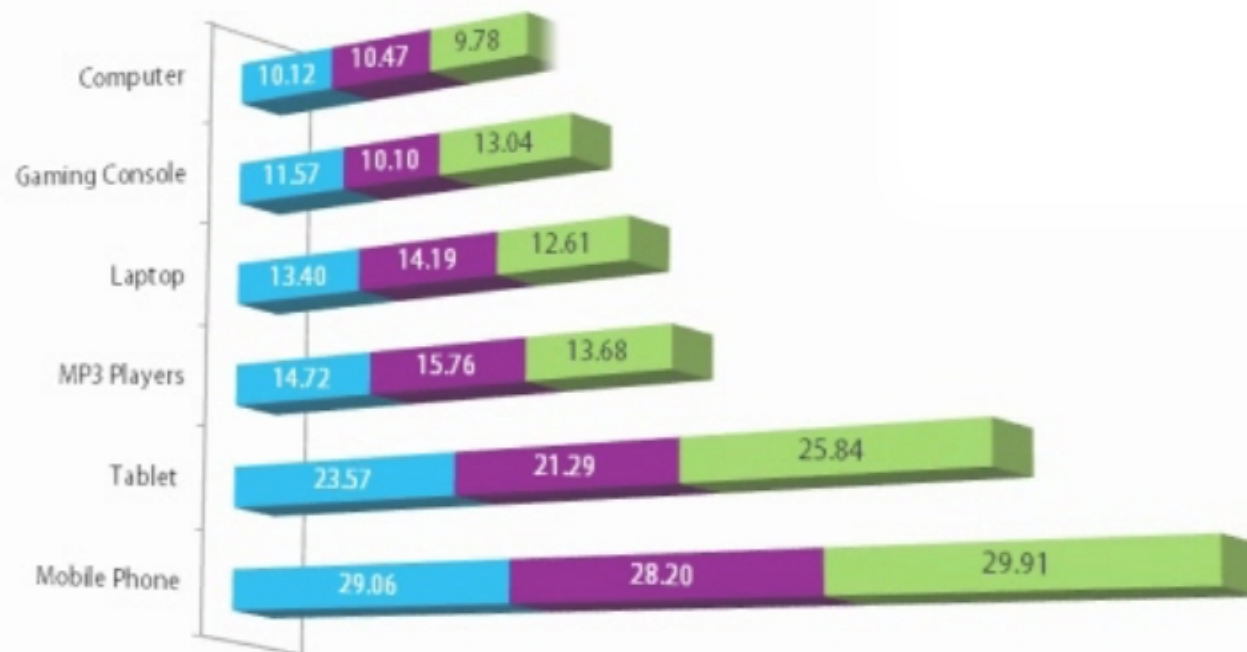
Gadgets : TAB to the future

Which is your Favorite GADGET?



The TAB is emerging as popular as a mobile phone both in Metro's and Mini Metro's.

The Good old HOME PC is now the least favorite gadget across India.



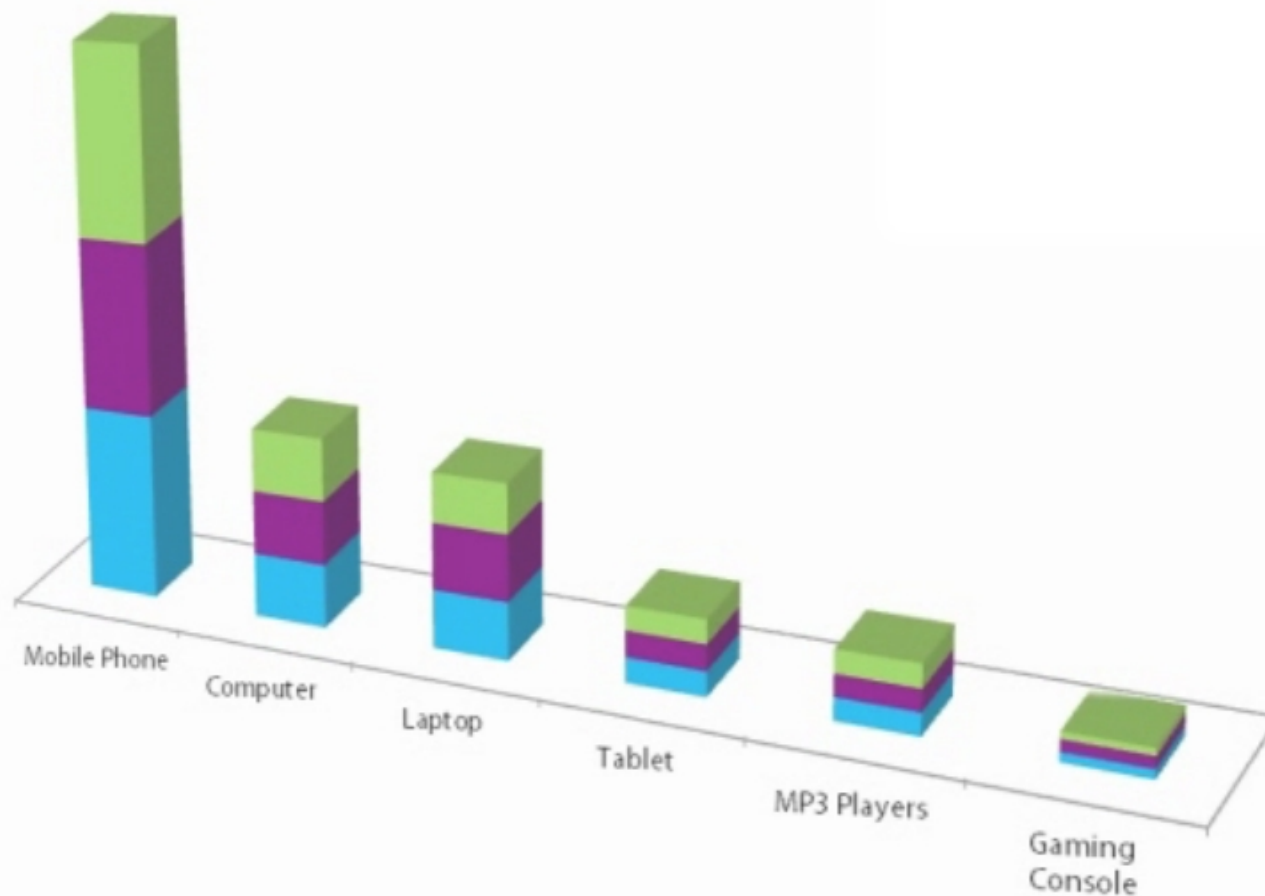
All India
Metro
Mini Metro

Gadgets : Phones are like friends you can't do without

What gadget do you use the most ?



The mobile Phone clearly emerges as the most used Gadget across all cities



All India
Metro
Mini Metro

Gadgets : Samsung leads. Apple rises in Metros

Which of these brands of electronic items do you use?

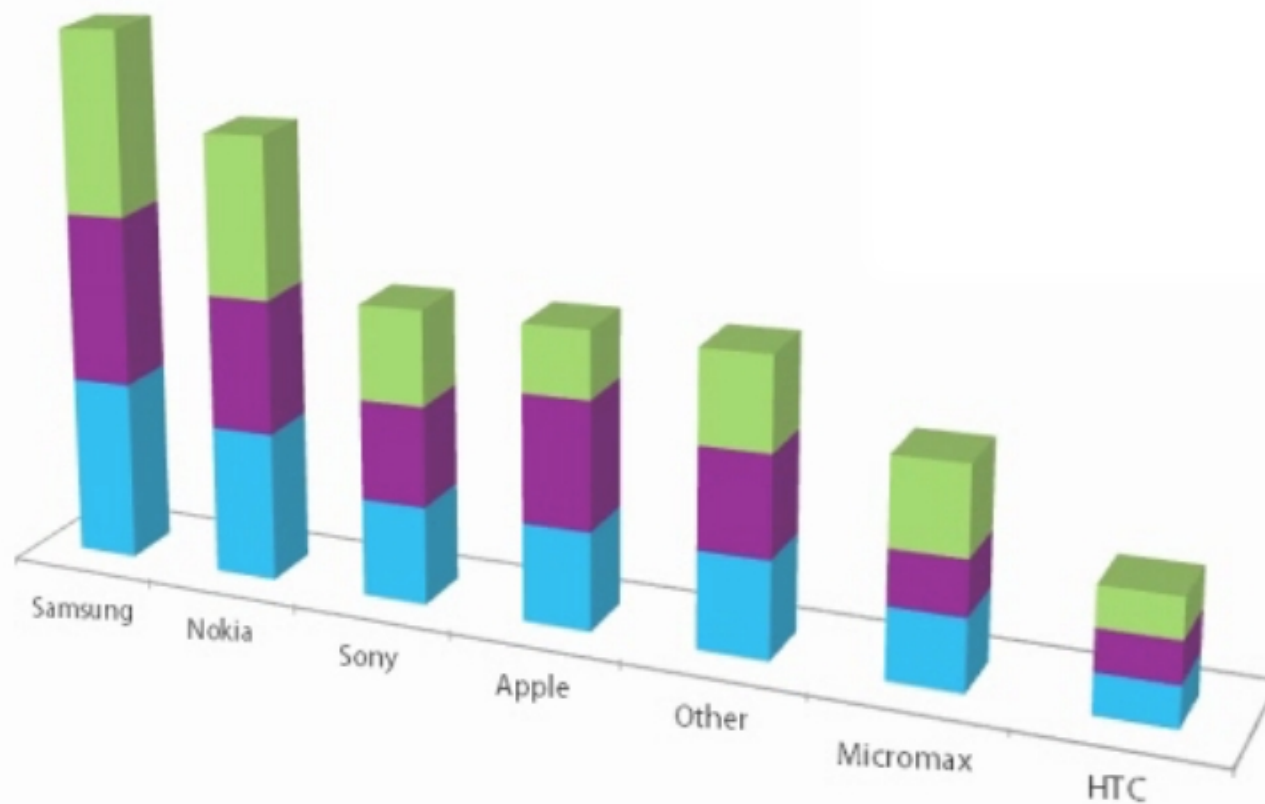


Samsung is clearly the market leader.

Apple clearly on the rise in the METRO's

Sony is reclaiming Market Presence

Micromax is a new entrant in the with 22% share.



All India
Metro
Mini Metro

Survey Findings Information Access



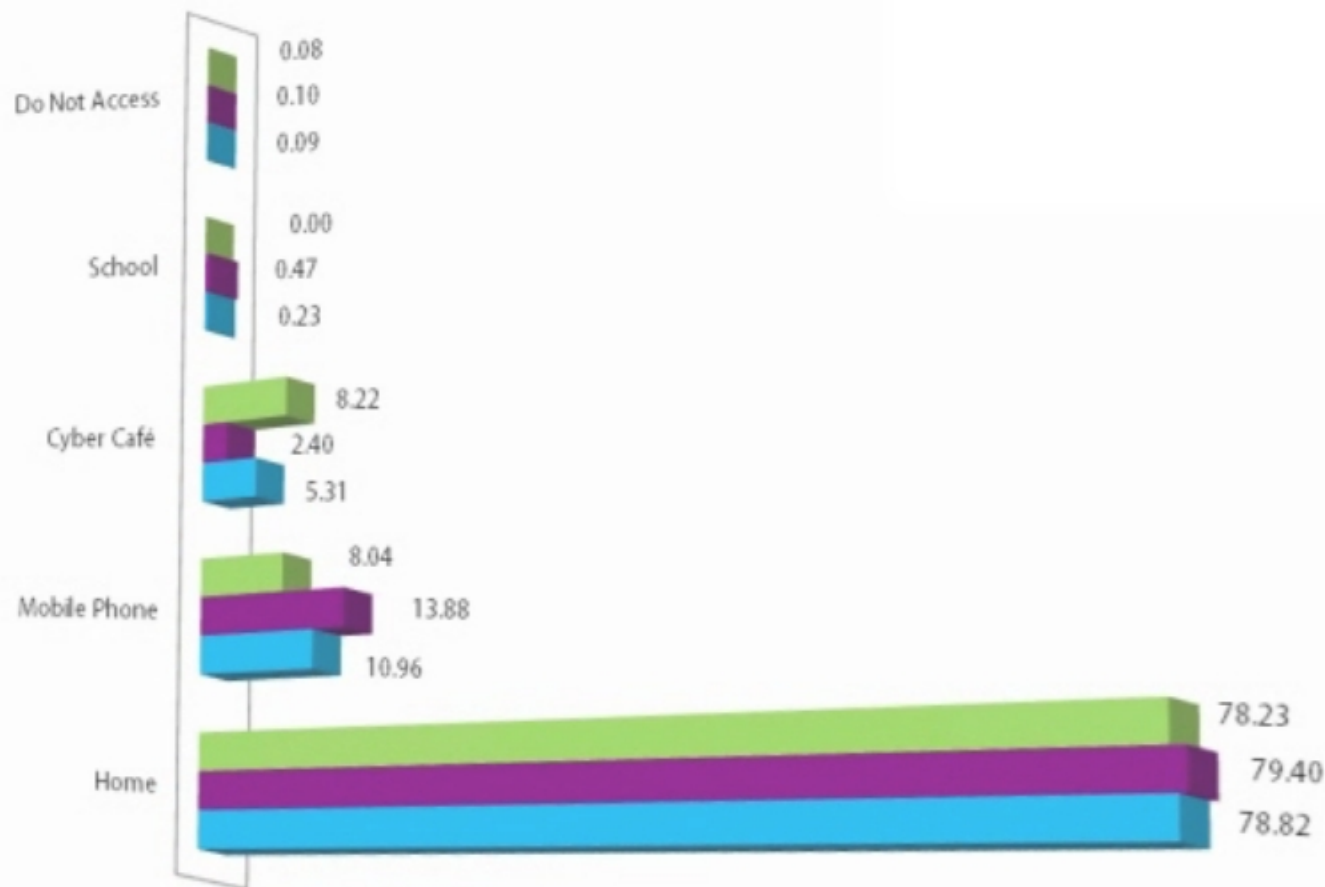
Information Access : Home rules. Phones rising.

Where do you access Internet ?



Social Networking allows Young India to keep more in touch with their social circle and Family.

Home Access is still Higher than the others.
The Cyber Café's are close to dead in the METRO's



All India
Metro
Mini Metro

Information Access : Internet Need is equal across India

How much time do you spend on the Internet in a day ?



Time spent is more or less same across the country.

The need for the internet is the same across cities.
One in Two students spend more than an Hour each day on the Internet



All India
Metro
Mini Metro

Information Access : Internet is the new Marketplace

Do you shop Online ?



6 out of every 10 high school students are shopping online today.



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Information Access : E-com is a way of Life

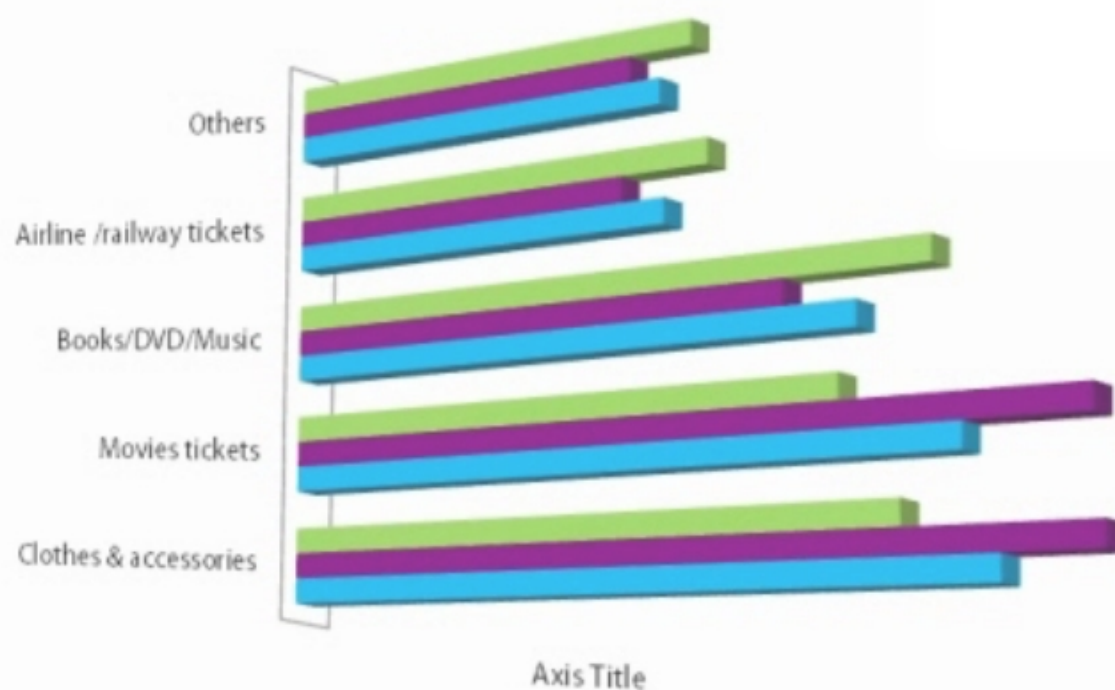
What do you buy online?



Clothes and Accessories dominate online purchase followed closely by Movie Tickets

Interesting to note that 4 in every 10 students buy clothes and accessories online

E-commerce and E-retail has finally got a strong foothold in Young India's preference to Shop



All India
Metro
Mini Metro

Survey Findings Career Interests



Career Interests : IT and Engineering still top the charts

What are your top 3 Career Options ?

Stream	All India	Metro	Mini Metro
IT	36.58	32.73	40.42
Engineering	20.24	20.98	19.50
Media/ Entertainment	9.85	12.43	7.28
Medicine	9.38	7.35	11.40
Others/Not Sure	6.59	1.43	11.74
Banking / Financial	5.22	5.30	5.14
Government	5.03	3.84	6.22
Tourism / Hospitality	3.30	3.15	3.46
Retail	1.26	0.75	1.77

What are your top 3 career options ?



New areas like Media, Banking & Financial are gaining currency.

IT and Engineering are still clear preferences as Career Choices

A fair percentage of Mini Metro students seem to prefer Government Jobs.

Survey Findings Communication (Preferences)



Communication : Email is passé . Its a *VIBER* world.

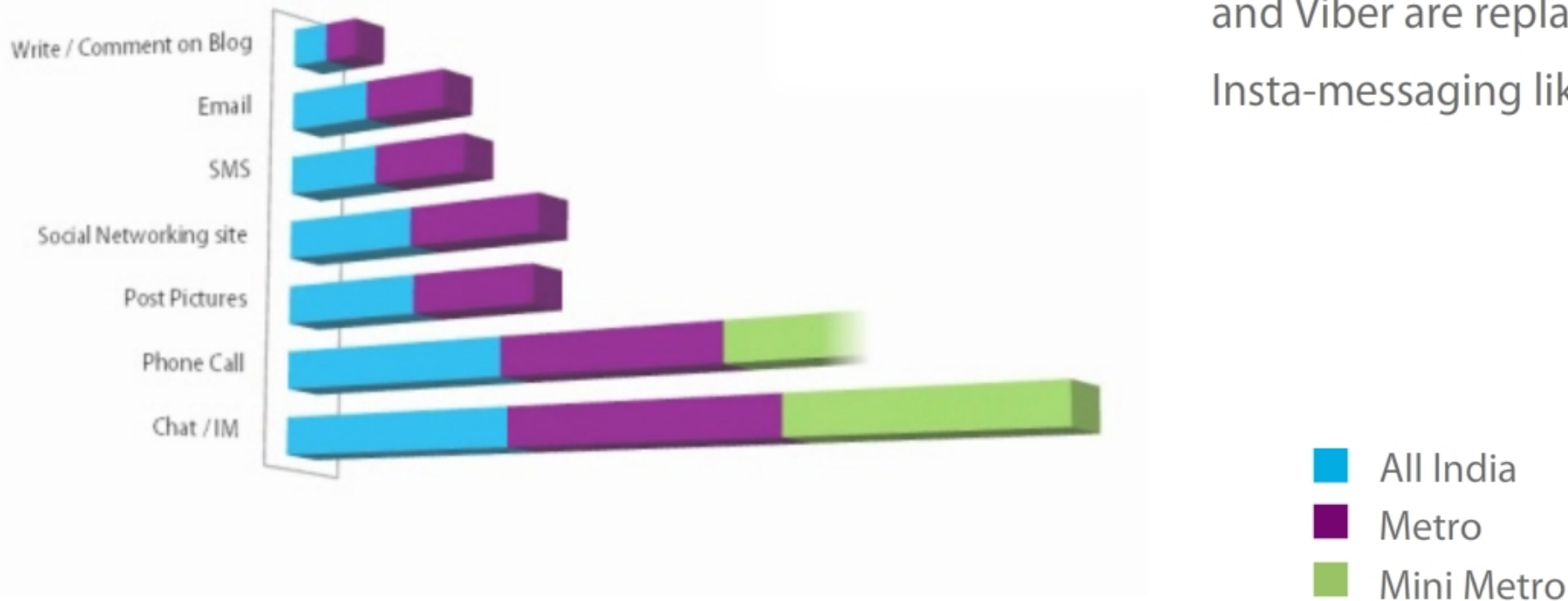
How do you communicate the most ?



Email - a thing of the Past.
It's a *VIBER* world .

SOCIAL MEDIA PLATFORMS are the principal medium of Communication.

Facebook grows while mediums like Whatsapp and Viber are replacing conventional Chats and Insta-messaging like SMS



Thank You

