youth survey
AN EXCLUSIVE HT-MARS POLL

MARUTI SUZUKI
Way of Life!
ALTO K10

PRESENTS
HT YOUTH SURVEY
2013

YOUTH & POLITICS
VOTING FOR CHANGE?

VERDICT Belief in caste and creed is anti-modern but young voters know that these factors still hold the key to getting ahead

hindustantimes YOUTH SURVEY 2013

Paramita Ghosh
✉ paramitaghosh@hindustantimes.com

For Indian youth, politics is no longer the one-way street to be travelled only to vote. They are even ready to be politicians. According to the HT-MaRS Youth Survey 2013, 21.7% youth in Lucknow and 21.3% in Patna see their future with a party, while only 10% in Ahmedabad think so. In Mumbai, only 9.5% youth are keen on being politically active.

The varying interest levels are linked to the diverse ways in which the youth across the country connect to politics. "In the hierarchy of development, places such as Delhi, Mumbai and Ahmedabad have done better. Its youth know whether they vote or not, support a party or not, their agenda will be served and in any competition for material advancement, they will dominate. They can afford to be lukewarm about politics," said sociologist Shiv Visvanathan.

In Uttar Pradesh and Bihar, politics is both a diversion and a necessity on account of the socio-economic inequalities. Moreover, caste is a big political factor and its youth admit that freely. Anup, a Dalit researcher in Noida, said, "UP and Bihar do identity politics because unlike states such as Tamil Nadu or Maharashtra, where industrialisation has taken off and a middle-class youth has access to education and infrastructure to get ahead, we've to assert through caste."

The uneven nature of development has created differential levels of access, across regions, to its fruits. This explains the persistence of caste as an idiom of intense politicisation in some states as opposed to a studied detachment from and indifference to politics in others.

In our survey, 23.1% youth said they would vote according to caste or religion. "Dalits see their future with the BSP; OBCs see their interests served by siding with the SP," said professor Badri Narayan of GB Pant Social Science Institute, Allahabad. "Assertion of marginal groups, however, could also be interpreted as a process of deepening democracy."

Educated youth, however, wrap the caste factor in the language of development. Anil Yadav, a Lucknow-based student who belongs to a dominant caste-group among the OBCs, points to Samajwadi Party's achievements — laptops, educational waivers for SC/STs — to show why he supports its government. "Ultimately, I need education, health facilities, electricity."

The youth are also looking for solutions in personalities without ignoring which party is fielding them. According to the survey, 27.8% respondents will consider candidates' merits and 24.6% the party when they vote.
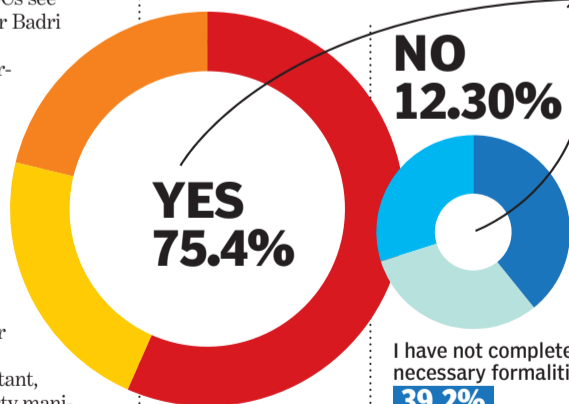
Priyanka Prakash, a Bangalore-based chartered accountant, said she would decide whom to vote for after checking party manifestos. Mumbai's Siddhesh Shetty, a business development manager, said the "local guy" would be important for him. "I will vote for a party depending on what it is doing in my state," he said. Iram Khan, a Delhi lawyer, said she will decide between "Congress or SP closer to the elections. The Third Front could also be an option."

For the youth, the only real consensus is about mobility at all costs, said Visvanathan.

"Most are not interested in the relationship between corruption and democracy or the lack of it," he said. "They want to be in a democracy, but they like fast cars much more."

THE NETWORK GENERATION
For a special video on the role of social media in making youth more politically aware, access to last year's results and more, log on to:
www.hindustantimes.com/youthsurvey2013

METHODOLOGY: The survey was carried out among 5,012 urban youth in the 18-25 age group in 14 cities across India – Delhi, Lucknow, Jaipur, Chandigarh, Kolkata, Patna, Ranchi, Mumbai, Ahmedabad, Pune, Indore, Chennai, Bangalore and Hyderabad.

YOUTH ON POLITICS

IRON HAND? WE WOULD BE BETTER OFF IN A DICTATORSHIP
52.1%

CORRUPTION ALMOST ALL POLITICIANS ARE CORRUPT
67.8%

HOPEFUL I BELIEVE THERE WILL BE A CHANGE FOR THE BETTER IN THE FUTURE
76.6%

SCANDALS WITH THE AMOUNT OF CORRUPTION I AM SURPRISED THIS GOVERNMENT DID NOT FALL
65.6%

CRIMINALS ANY PERSON WITH A CRIMINAL RECORD SHOULD NOT BE ALLOWED TO CONTEST
76.6%

MUST-HAVE: There should be a minimum educational qualification to become a politician
79.5%

RETIREMENT AGE: There should be a maximum age limit for ministers and party office-bearers
70.6%

CRITERION FOR VOTING
27.8% Only the merits of the candidate
24.6% Only the party he/she represents
33.6% Both
14% Can't Say
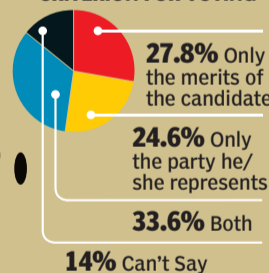
WOULD CASTE/RELIGION OF THE CANDIDATE AFFECT YOUR CHOICE?
Yes 23.1%

TRACK POLITICS REGULARLY
14.9%

WANT TO JOIN A POLITICAL PARTY
Yes 16.1%

2014 IS AN ELECTION YEAR.
Are you planning to vote?

YES 75.4%

NO 12.30%

I have not completed the necessary formalities
39.2%

I have no interest in politics
29.9%

It is my duty to vote
56.6%

It's time the youth take an interest in politics
22.2%

I am fed up with the current government and want a change
21.2%

It is a complete waste of time and won't make a difference
30.9%

CITY-WISE COMPARISON
WILL YOU VOTE?
LUCKNOW **87.7%**
PUNE **59%**

CASTE/ RELIGION MATTERS
HYDERABAD **38.2%**
KOLKATA **10.9%**
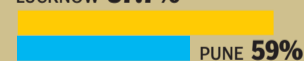
WILL YOU ENCOURAGE OTHERS TO VOTE?
KOLKATA **74.8%**
AHMEDABAD **40%**
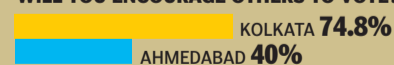
DO YOU TRACK POLITICS?
HYDERABAD **28%**
MUMBAI **9.5 %**
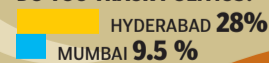
CRIMINALS IN POLITICS:
A complete no-no. Politicians should be penalised strictly under our laws. Right now, they are roaming freely.
ADITI MAHAJAN, 23, MBA student, Delhi

THE PM INDIA NEEDS:
Somebody who can actually take a stand. Aam Admi Party is an upcoming party, but it's a long way from being in the centre. As of now, I don't see any one deserving candidate"
VIDHU AGGARWAL, 23, graduate, IP University, Delhi

youth survey
AN EXCLUSIVE HT-MARS POLL

YOUTH & RELATIONSHIPS
OLD WINE IN A NEW BOTTLE

DOUBLESPEAK Urban youth may have the outward veneer of modernity, but scratch beneath the surface and you find conservative, patriarchal attitudes

hindustantimes YOUTH SURVEY 2013

Zehra Kazmi
✉ zehra.kazmi@hindustantimes.com

The December 16 gang rape of a 23-year-old student in Delhi not only sparked protests across the country, but also began many a drawing room conversation on gender politics and attitudes towards women. Yet, results of the HT-MaRS Youth Survey show that when it comes to mindsets, even the young think the same old way.

More than half of the youth surveyed, women included, feel that the right age for a woman to get married is between 21 and 24 years. Less than 2% think that it is acceptable to marry after 30, but for 12.3%, the right age for a girl to settle down is below 21 years. More bad news? Almost 42% males surveyed still think that whistling or catcalling women is harmless fun, though a significant 58.1% view it as harassment. Needless to say, a higher 66.7% women find such behaviour problematic.

While only 26% of those polled thought that girls who smoke or drink are no different from boys who indulge in similar habits, half of them believed that such girls had a bad character. "I recently heard someone say that while boys may hang out or flirt with girls who smoke or drink, those aren't the kind of girls they marry. What hypocrisy!" said marketing professional Ankita Biswas.

These double standards — held by both young men and women — can prove to be dangerous. Whether it was the Park Street rape in Kolkata last February or a teenaged girl being molested by a mob in Guwahati on camera, victims of sexual violence have been subject to character assassination because they visited a nightclub or were drinking. According to Kavita Krishnan, secretary of the All India Progressive Women's Association, it is a myth that patriarchal attitudes stem from lack of education. "Our families, schools, communities are the factories for such ideas. You cannot have the factories running and be surprised that these ideas exist," she said.

Increasing awareness and education is, however, sowing the seeds for some change. 52.7% women professed themselves to be feminists. Rising cases of sexual violence have also made women more careful. More than 40% say they call to let family or friends know their whereabouts while travelling alone, while 17.8% carry pepper sprays or maces to protect themselves.

When it comes to their attitudes to sex and relationships, India's youth appear to be a bundle of contradictions, walking the tightrope between the traditional and the liberal. According to 37.3%, homosexuality is an acceptable sexual preference. The majority think that pre-marital sex is no longer a big deal in India and 44.3% are okay with live-in relationships, but 64.4% would still want their spouse to be a virgin.

The vast majority of youth are unwilling to marry inter-religion or someone from a lower caste, according to the survey. Most still think that marriages are meant to last forever, with 54.8% saying no to divorce. Yet, 24.5% of those surveyed admitted to having cheated on their girlfriend or boyfriend, with Delhi leading the unfaithful at 36.5%.

The contradictions are a reflection of the transition we are going through as a society, says lifestyle expert Rachna K Singh. "Indian youth is juggling two value systems. We are still holding on to the old value system we inherited, but exposure to Western culture has changed many perceptions. It's a tough period of change," she said.
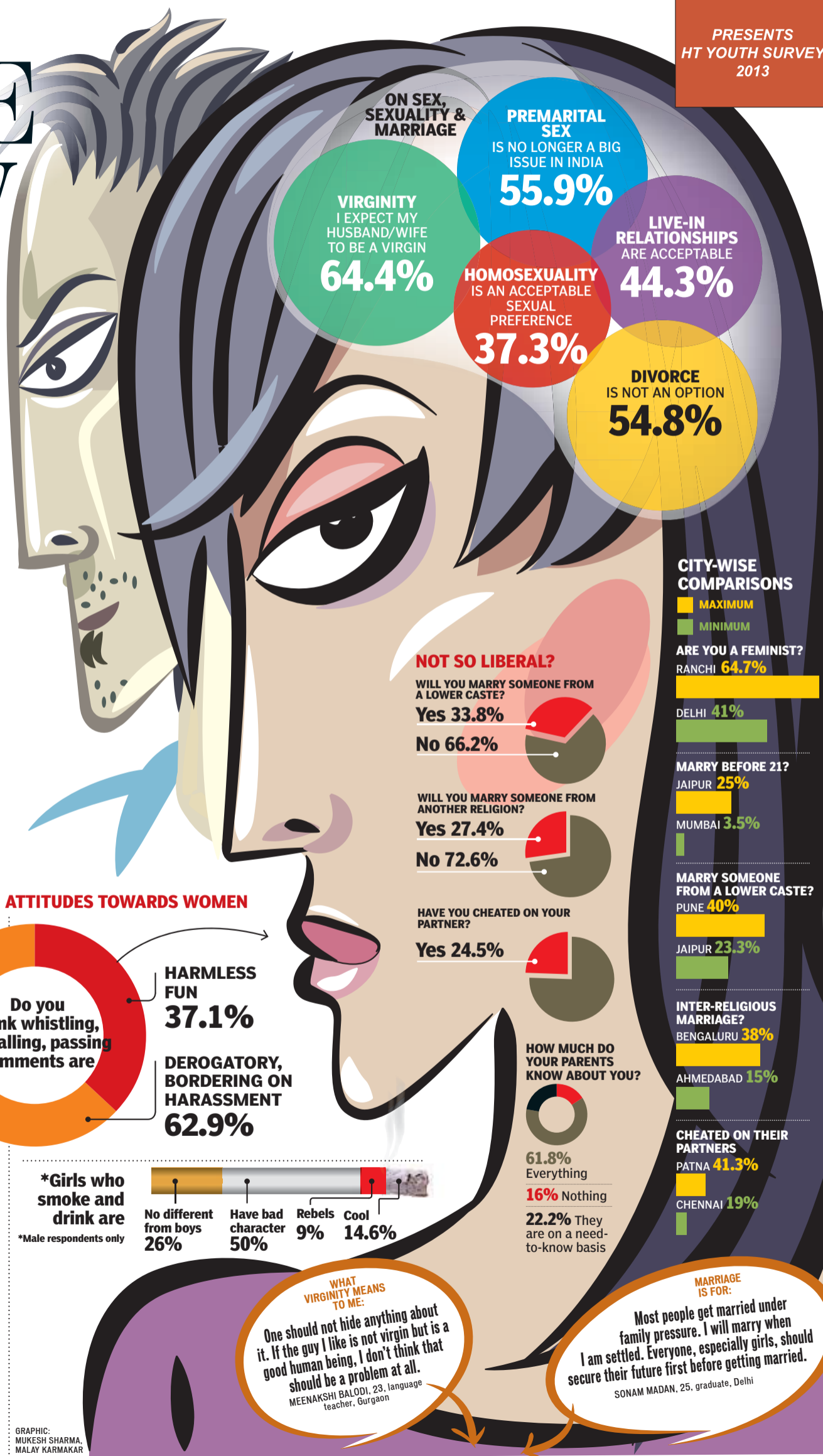
👆 **LOVE, SEX AND DHOKA:**
For access to videos, voices of the youth, additional statistics, last year's results and to take our opinion poll, log on to:
www.hindustantimes.com/youthsurvey2013

PART II OF VII

METHODOLOGY: The survey was carried out among 5,012 urban youth in the 18-25 age group in 14 cities across India – Delhi, Lucknow, Jaipur, Chandigarh, Kolkata, Patna, Ranchi, Mumbai, Ahmedabad, Pune, Indore, Chennai, Bangalore and Hyderabad.

ON SEX, SEXUALITY & MARRIAGE

PREMARITAL SEX IS NO LONGER A BIG ISSUE IN INDIA
55.9%

VIRGINITY I EXPECT MY HUSBAND/WIFE TO BE A VIRGIN
64.4%

HOMOSEXUALITY IS AN ACCEPTABLE SEXUAL PREFERENCE
37.3%

LIVE-IN RELATIONSHIPS ARE ACCEPTABLE
44.3%

DIVORCE IS NOT AN OPTION
54.8%

NOT SO LIBERAL?

WILL YOU MARRY SOMEONE FROM A LOWER CASTE?
Yes 33.8%
No 66.2%

WILL YOU MARRY SOMEONE FROM ANOTHER RELIGION?
Yes 27.4%
No 72.6%

HAVE YOU CHEATED ON YOUR PARTNER?
Yes 24.5%

CITY-WISE COMPARISONS
■ MAXIMUM ■ MINIMUM

ARE YOU A FEMINIST?
RANCHI **64.7%**
DELHI **41%**

MARRY BEFORE 21?
JAIPUR **25%**
MUMBAI **3.5%**

MARRY SOMEONE FROM A LOWER CASTE?
PUNE **40%**
JAIPUR **23.3%**

INTER-RELIGIOUS MARRIAGE?
BENGALURU **38%**
AHMEDABAD **15%**

CHEATED ON THEIR PARTNERS?
PATNA **41.3%**
CHENNAI **19%**

ATTITUDES TOWARDS WOMEN

Do you think whistling, catcalling, passing comments are

HARMLESS FUN
37.1%

DEROGATORY, BORDERING ON HARASSMENT
62.9%

Girls who smoke and drink are
*Male respondents only

No different from boys **26%**
Have bad character **50%**
Rebels **9%**
Cool **14.6%**

HOW MUCH DO YOUR PARENTS KNOW ABOUT YOU?

61.8% Everything
16% Nothing
22.2% They are on a need-to-know basis

WHAT VIRGINITY MEANS TO ME:
One should not hide anything about it. If the guy I like is not virgin but is a good human being, I don't think that should be a problem at all.
MEENAKSHI BALODI, 23, language teacher, Gurgaon

MARRIAGE IS FOR:
Most people get married under family pressure. I will marry when I am settled. Everyone, especially girls, should secure their future first before getting married.
SONAM MADAN, 25, graduate, Delhi

GRAPHIC: MUKESH SHARMA, MALAY KARMAKAR

youth survey
AN EXCLUSIVE HT-MARS POLL   PART III OF VII

CAREER & MONEY

THE HAPPY TRIBE

WISHLIST As far as careers go, Indian youth are not looking for the impossible, but they are demanding the right to be happy

hindustantimes
YOUTH SURVEY
2013

Swati Kundra
✉ research@hindustantimes.com

What does the youth want? The short answer is everything. They want to be happy, they want to be thought well of, they want a job, and they want that job to be secure, well-paying and challenging. According to the HT-MaRS Youth Survey 2013, over two-fifths (41.5%) of those surveyed said the pursuit of happiness tops their wishlist.

Job prospects undeniably contribute to the feeling of happiness and well-being, and in this category Delhi has the highest percentage (48%) of salary-conscious youngsters followed by Pune (46%) and Mumbai (45.5%). Those who clearly say they "want to be rich" are to be found in Pune (42%), Ranchi (42.3%) and Bengaluru (38%).

Where careers are considered, while Indian youth now have a plethora of white-collar choices, entrepreneurship is still a no-go area; only 15.7% are interested in becoming entrepreneurs. Among the cities, the Gujarati entrepreneurship gene kicks in, with Ahmedabad topping (23.3%) while Bengalis are at the bottom of this list, with only 5.8% of youth in Kolkata wanting to be entrepreneurs.

Given that India is being touted as a rising Asian power, even the better figures might seem unimpressive. Farrhad Acidwalla, who at the age of nineteen is one of the India's youngest entrepreneurs and owns Rockstah Media, a web-development and marketing company, differs. "The entrepreneurship record of the US is somewhere around 13% and India's is higher than that, so it's a great sign. We cannot have the whole country thinking that entrepreneurship is the way," he says.

The culture of a place also contributes to its spirit. Acidwalla, a Mumbaikar, believes this goads people to innovate. "We're always reading or watching through cinema how Mumbai changes people's lives and that adds to the inspiration," he adds.

Entrepreneurship of course has its risks. This is why though 25% of those surveyed said aye to taking up a challenging job, a higher 35.5% seemed to want a secure government job. Is it the bad economy driving people into secure jobs, or is it something cultural? "Our education system does not encourage youth to be creative and innovative," said Prahlad Kakkar, ad director and pop-culture commentator. "Today, top entrepreneurs are not from business schools but from IITs...The colonial rule saw a majority of people serving as babus and it has stunted our entrepreneurial spirit."

What about giving back to society? Career choices in the field of social work are also an option many chose. Of those surveyed, 21.7% believe in making other people's lives better; 6.3% want to do so by joining a social welfare organisation. "Though not a very exciting figure, yet it is good to see these youngsters willing to act as agents of change. There is a need to encourage more people to do so. While some are genuinely interested in social work, it is equally true that for some it is a certificate to be attached to their resume," said Beni, an intern with Shiksha Rath, an initiative for underprivileged children in Delhi.

The survey reveals that the willingness to help is highest among the youth of the city of Nawabs, Lucknow, at 23.3% followed by Ahmedabad at 22%. City-wise comparisons throw up some interesting insights — the youth of Jaipur top the list of wanting to live a long life; Ranchi, for wanting to work overseas; Hyderabad, for the way they look and Bangaloreans for finding love. To each his own.
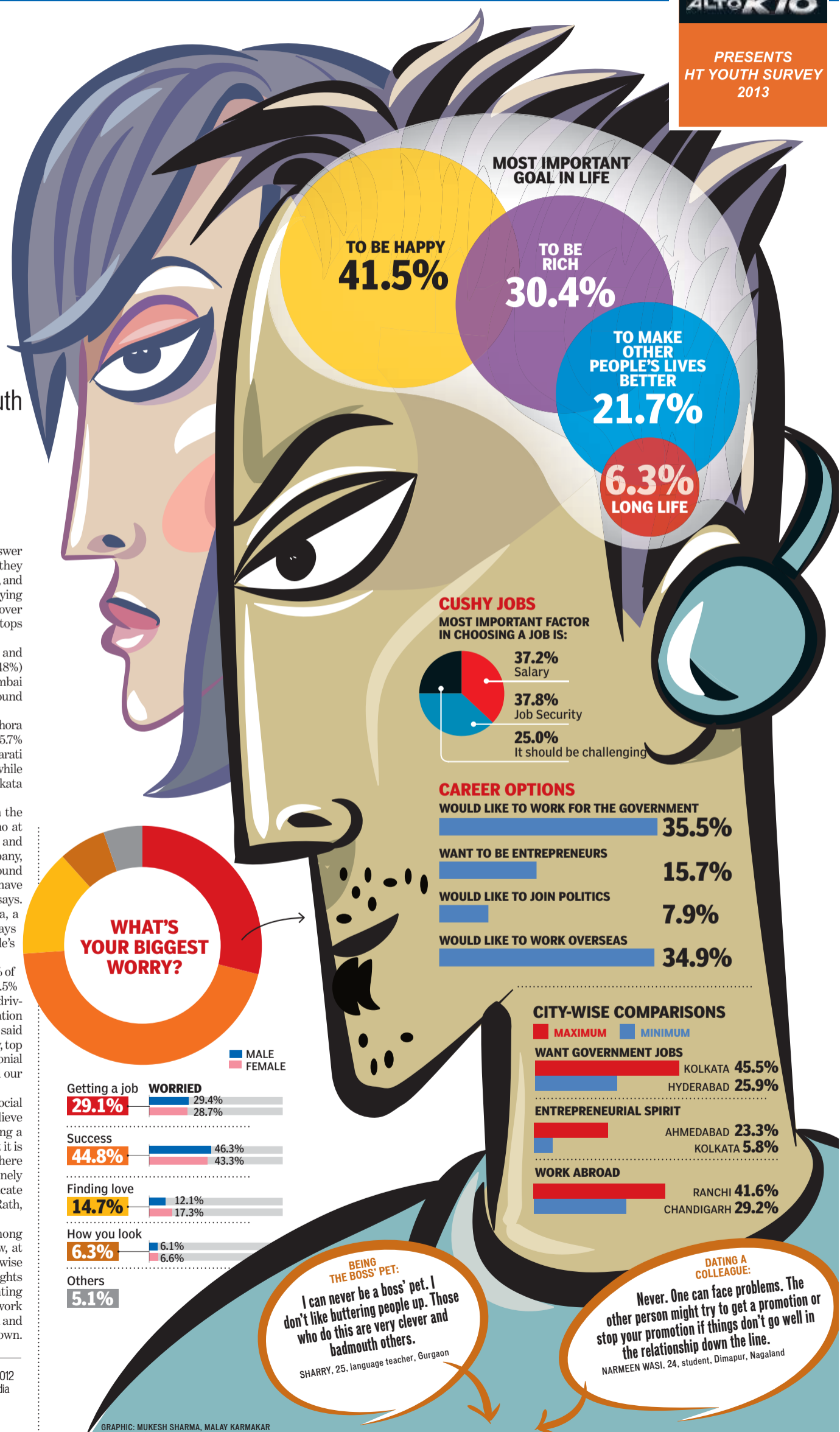
👆 **WISHING AND WORRYING**
For access to videos, voices of the youth, additional statistics, last year's results and to take our opinion poll, log on to:
www.hindustantimes.com/youthsurvey2013

TOMORROW: YOUTH AND CONSUMERISM

METHODOLOGY: The survey was carried out among 5,012 urban youth in the 18-25 age group in 14 cities across India – Delhi, Lucknow, Jaipur, Chandigarh, Kolkata, Patna, Ranchi, Mumbai, Ahmedabad, Pune, Indore, Chennai, Bangalore and Hyderabad.

MOST IMPORTANT GOAL IN LIFE

- TO BE HAPPY **41.5%**
- TO BE RICH **30.4%**
- TO MAKE OTHER PEOPLE'S LIVES BETTER **21.7%**
- **6.3%** LONG LIFE

CUSHY JOBS
MOST IMPORTANT FACTOR IN CHOOSING A JOB IS:

- **37.2%** Salary
- **37.8%** Job Security
- **25.0%** It should be challenging

CAREER OPTIONS

WOULD LIKE TO WORK FOR THE GOVERNMENT **35.5%**

WANT TO BE ENTREPRENEURS **15.7%**

WOULD LIKE TO JOIN POLITICS **7.9%**

WOULD LIKE TO WORK OVERSEAS **34.9%**

WHAT'S YOUR BIGGEST WORRY?

■ MALE
■ FEMALE

	WORRIED	Male	Female
Getting a job	**29.1%**	29.4%	28.7%
Success	**44.8%**	46.3%	43.3%
Finding love	**14.7%**	12.1%	17.3%
How you look	**6.3%**	6.1%	6.6%
Others	**5.1%**		

CITY-WISE COMPARISONS

■ MAXIMUM   ■ MINIMUM

WANT GOVERNMENT JOBS
KOLKATA **45.5%**
HYDERABAD **25.9%**

ENTREPRENEURIAL SPIRIT
AHMEDABAD **23.3%**
KOLKATA **5.8%**

WORK ABROAD
RANCHI **41.6%**
CHANDIGARH **29.2%**

BEING THE BOSS' PET:
I can never be a boss' pet. I don't like buttering people up. Those who do this are very clever and badmouth others.
SHARRY, 25, language teacher, Gurgaon

DATING A COLLEAGUE:
Never. One can face problems. The other person might try to get a promotion or stop your promotion if things don't go well in the relationship down the line.
NARMEEN WASI, 24, student, Dimapur, Nagaland

GRAPHIC: MUKESH SHARMA, MALAY KARMAKAR

youth survey
AN EXCLUSIVE HT-MARS POLL PART IV OF VII

YOUTH & CONSUMERISM

MORE THE MERRIER

EXCESS A gold rush this isn't. But urban youth are going ballistic on movies, cellphones, liquor – spending way more than what they earn

hindustantimes YOUTH SURVEY 2013

Himani Chandna Gurtoo and M Ramakrishnan
✉ letters@hindustantimes.com

Even with the dearth of jobs, urban youth have kept up their spending on essential and luxury items since last year. Their pockets are still as deep; they are still being wooed by lucrative gadgets, the internet and fashion accessories. According to the Hindustan Times-MaRS Youth Survey 2013, there is a significant increase in the number of youngsters who are spending more than what they earn, depicting a dichotomy between reality and aspirations.

There are surprises galore. Chennai youth spends the most on looking good. More than 22.8% of urban youth spend more than their monthly income. This overspend figure is up from 14.5% a year ago.

Watching a movie in a theatre, for instance, has become more frequent and expensive. Half the youth across 14 cities watch a movie on a personal computer or laptop. A substantial 61.2% who advocate piracy are male. Overall, males spent considerably more money than females on most consumer products.

Liquor seems to be a favourite consumer pick, with youth spending 14% more than last year. Phone bills are on the upside, with monthly expenses up from ₹318 to ₹348, a 9% hike.

Fast food and fitness costs have been comparatively steady. Boys are seen to have spent more money on fitness centres than girls.

A slide is witnessed in personal grooming (buying cosmetics and parlour visits included) and hanging out at coffee shops. Average monthly expenditure on grooming dipped by 12%, from ₹332 to ₹293. For coffee shops, the number dropped by nearly 14%, from ₹241 to ₹208.

"Grooming and cosmetics are a discretionary right. Coffee shops are more of a cultural trend. It's more important for youth to spend time together. So they may switch to lower-priced brands or even settle for a roadside tea stall," Pinakiranjan Mishra, national leader for retail and consumer products at Ernst and Young (EY), said.

On the context of personal grooming, Vaidehi Venkatraman, 26, sub-editor with a daily in Mumbai, said her monthly expenditure was about ₹1,500. But Mumbai does not top the list when it comes to splurging on looking good. It's Chennai. Its youth on an average spend ₹474 per month — 62% more than the average of all cities' costs put together. The plunge in this segment is due to expensive saloons, more than cosmetic products, which sell at a uniform MRP across most metros.

Mumbai, however, scored well above the rest when it came to most other categories. 69.5% Mumbaikars said they sometimes purchased unaffordable items (Bengaluru and New Delhi came a close second with about 66% in both cases).

Interestingly, full-time students — who actually have no source of income except pocket money — are the ones who buy unaffordable items the most. They are also the ones who are more interested in trying new products. Deepa Thomas, an e-commerce evangelist at eBay India, said, 80% of their subscriber base comprises youngsters. "No product, no company wants to miss the youth factor, as the segment is one which spends crazily on products by just clicking on them," she said. Ankur Bisen, vice-president, retail, Technopak, said, "Over the last decade, consumers have made a transition from utilitarian to aspiration-based consumption. Youth spending played a major role."
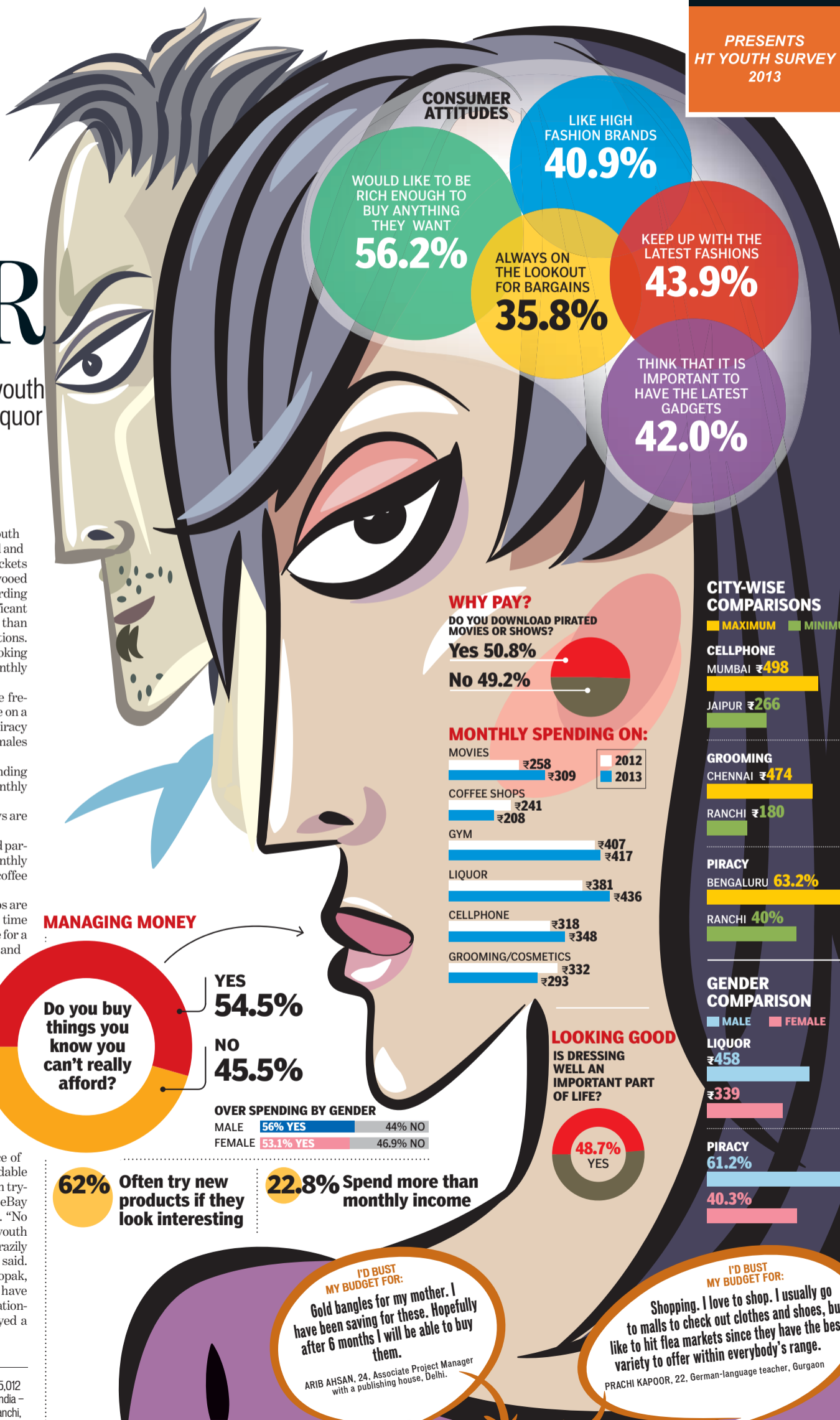
👆 **WHAT TO BUY: HIM VS HER**
Access our special videos, read additional stories, take our opinion poll, find additional data and last year's results on:
www.hindustantimes.com/youthsurvey2013

TOMORROW:
HABITS & SOCIAL NETWORKING

CONSUMER ATTITUDES

- LIKE HIGH FASHION BRANDS **40.9%**
- WOULD LIKE TO BE RICH ENOUGH TO BUY ANYTHING THEY WANT **56.2%**
- ALWAYS ON THE LOOKOUT FOR BARGAINS **35.8%**
- KEEP UP WITH THE LATEST FASHIONS **43.9%**
- THINK THAT IT IS IMPORTANT TO HAVE THE LATEST GADGETS **42.0%**

WHY PAY?
DO YOU DOWNLOAD PIRATED MOVIES OR SHOWS?
Yes 50.8%
No 49.2%

MONTHLY SPENDING ON:

	2012	2013
MOVIES	₹258	₹309
COFFEE SHOPS	₹241	₹208
GYM	₹407	₹417
LIQUOR	₹381	₹436
CELLPHONE	₹318	₹348
GROOMING/COSMETICS	₹332	₹293

MANAGING MONEY
Do you buy things you know you can't really afford?
YES **54.5%**
NO **45.5%**

OVER SPENDING BY GENDER

	YES	NO
MALE	56% YES	44% NO
FEMALE	53.1% YES	46.9% NO

62% Often try new products if they look interesting

22.8% Spend more than monthly income

LOOKING GOOD
IS DRESSING WELL AN IMPORTANT PART OF LIFE?
48.7% YES

CITY-WISE COMPARISONS
MAXIMUM | MINIMUM

CELLPHONE
MUMBAI ₹498
JAIPUR ₹266

GROOMING
CHENNAI ₹474
RANCHI ₹180

PIRACY
BENGALURU 63.2%
RANCHI 40%

GENDER COMPARISON
MALE | FEMALE

LIQUOR
₹458
₹339

PIRACY
61.2%
40.3%

I'D BUST MY BUDGET FOR:
Gold bangles for my mother. I have been saving for these. Hopefully after 6 months I will be able to buy them.
ARIB AHSAN, 24, Associate Project Manager with a publishing house, Delhi.

I'D BUST MY BUDGET FOR:
Shopping. I love to shop. I usually go to malls to check out clothes and shoes, but like to hit flea markets since they have the best variety to offer within everybody's range.
PRACHI KAPOOR, 22, German-language teacher, Gurgaon.

GRAPHIC: MUKESH SHARMA, MALAY KARMAKAR

youth survey
AN EXCLUSIVE HT-MARS POLL — PART V OF VII

HABITS & SOCIAL NETWORKING
TALKING TO THE SCREEN

WIRED UP Getting a job, keeping in touch, idea exchanges – life doesn't move for Young India without the Internet

hindustantimes
YOUTH SURVEY 2013

KumKum Dasgupta
✉ kumkum.dasgupta@hindustantimes.com

Twenty-year-old Abhinanda Lahiri has 2,000 friends on Facebook. She logs into the networking site more than once a day. She is not on Twitter yet, but 90% of her friends are. "Facebook is a great way to keep in touch with friends. But that's just one part of the story. I also use it to keep in touch with industry seniors and contact possible mentors," said the second-year student at the Indian Institute of Craft & Design, Jaipur.

According to the HT-MaRS Youth Survey 2013, 46% youth in India log onto social networking sites daily. In 2012, 35.1% of the respondents had said that they accessed the internet at least once a day. Interestingly, this year's survey shows that when it comes to accessing social networks, there is not much gap between the percentage of users in metros and non-metros. It's Pune (59%) — not Delhi (52%) or Bangalore (55%) — that tops the table in this segment. Even Indore and Ranchi are at a healthy 48.6% and 40% respectively.
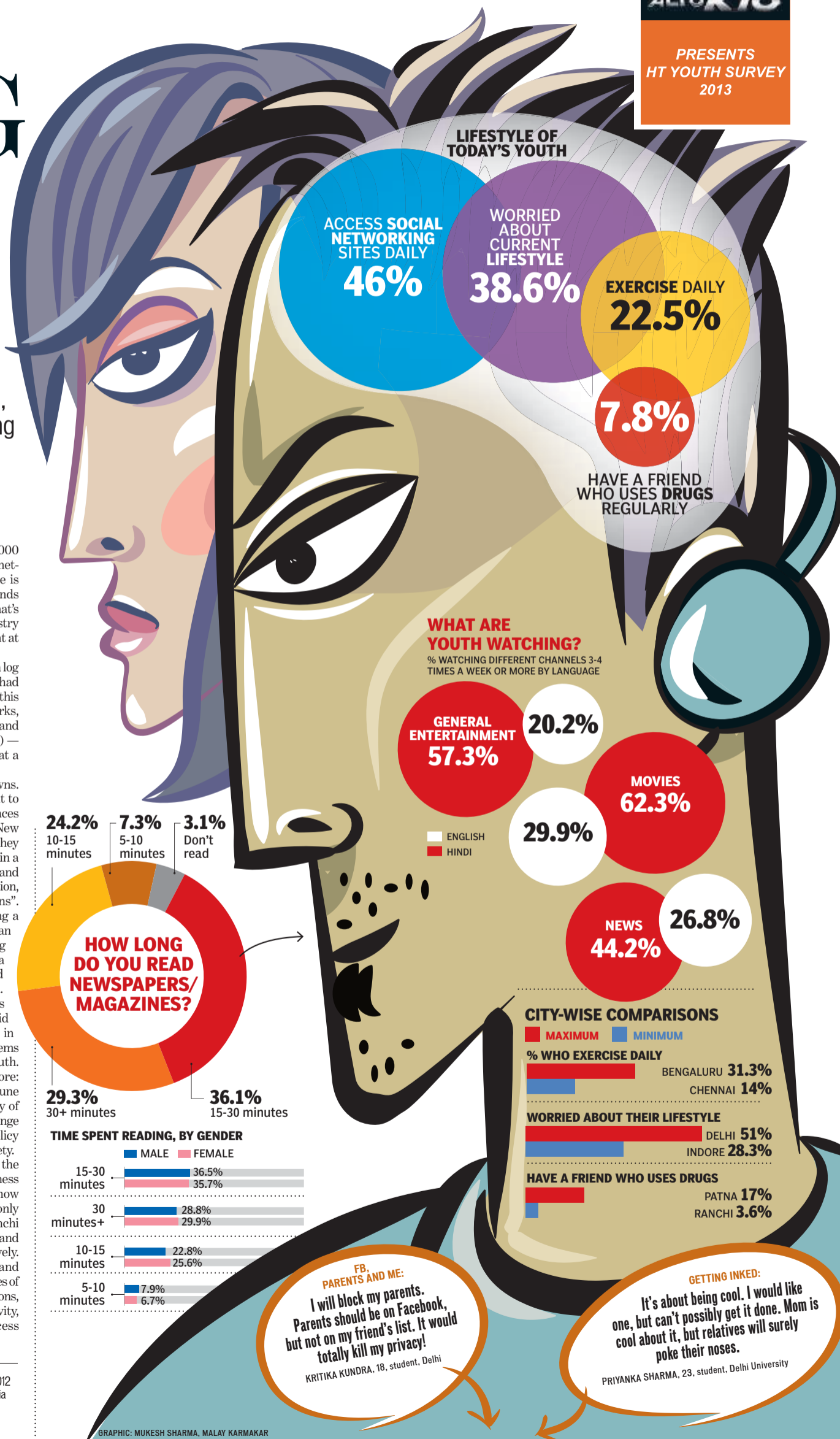
"It's a positive thing that Internet access is growing in small towns. For young people in these places, it has always been more difficult to access certain kinds of information, or to share their own experiences with the wider world," said Anja Kovacs, project director of the New Delhi-based Internet Democracy Project. "With growing access, they can express their opinions on matters that are important to them in a fast-changing world — whether they want to learn more about love and relationships, are looking to further their career prospects or education, or are fighting to improve government service delivery in their towns".

While parents feel that social networking has offered the young a unique pathway to connect with a larger world, they warn that an overdose is bound to lead to problems. "Billions of bytes are being exchanged every day in addictive youthful frenzy. It is easy to be a slave of technology and almost impossible to rule it wisely," said Abhinanda's mother Nilanjana Lahiri, a professor of English in Delhi.

Will the growth of social media make traditional media lose its Gen Y readers? In the 2012 survey, only 27.8% of the respondents said they read newspapers or magazines daily for 30 minutes or more; in 2013, the figure has inched up a bit to 29.3%. The traditional media seems to be alive and growing in the non-metro towns thanks to its youth. Look where youth are reading newspapers for thiry minutes or more: Jaipur and Patna (both 33.3%), both way above Mumbai (21%) and Pune (22%). "The traditional media is not two-way, hence the popularity of social media among the youth — they can express themselves, exchange opinions on an issue — all in real time," says Praneesh Prakash, policy director of the Bangalore-based The Centre for Internet and Society.

While the young are ready to invest time, effort and money on the web, they seem averse doing the same when it comes to physical fitness even though there are enough warnings, on the Internet itself, on how too much of technology can affect health. According to the survey, only 22.5% of young Indians exercise daily. While Bengaluru (31.3%), Ranchi (30%) and Lucknow (30.7%) are at the top-end of the list, Mumbai and Chennai are a dismal 16% and 14% respectively. A 2012 study by the Centre of Nutrition and Metabolic Research had warned that waistlines of young India have been widening and the reasons, no surprises here, are lack of physical activity, increasing socio-economic status and excess use of technology.

👆 **MORE ON THE WEB:**
Access our special videos, read additional stories, take our opinion poll, find additional data and last year's results on:
www.hindustantimes.com/youthsurvey2013

TOMORROW:
YOUTH ICONS

METHODOLOGY: The survey was carried out among 5,012 urban youth in the 18-25 age group in 14 cities across India – Delhi, Lucknow, Jaipur, Chandigarh, Kolkata, Patna, Ranchi, Mumbai, Ahmedabad, Pune, Indore, Chennai, Bengaluru and Hyderabad.

LIFESTYLE OF TODAY'S YOUTH

ACCESS **SOCIAL NETWORKING** SITES DAILY
46%

WORRIED ABOUT CURRENT **LIFESTYLE**
38.6%

EXERCISE DAILY
22.5%

7.8%
HAVE A FRIEND WHO USES **DRUGS** REGULARLY

WHAT ARE YOUTH WATCHING?
% WATCHING DIFFERENT CHANNELS 3-4 TIMES A WEEK OR MORE BY LANGUAGE

GENERAL ENTERTAINMENT
57.3%

20.2%

MOVIES
62.3%

29.9%

□ ENGLISH
■ HINDI

NEWS
44.2%

26.8%

HOW LONG DO YOU READ NEWSPAPERS/MAGAZINES?

24.2% 10-15 minutes

7.3% 5-10 minutes

3.1% Don't read

29.3% 30+ minutes

36.1% 15-30 minutes

TIME SPENT READING, BY GENDER
■ MALE ■ FEMALE

	Male	Female
15-30 minutes	36.5%	35.7%
30 minutes+	28.8%	29.9%
10-15 minutes	22.8%	25.6%
5-10 minutes	7.9%	6.7%

CITY-WISE COMPARISONS
■ MAXIMUM ■ MINIMUM

% WHO EXERCISE DAILY
BENGALURU **31.3%**
CHENNAI **14%**

WORRIED ABOUT THEIR LIFESTYLE
DELHI **51%**
INDORE **28.3%**

HAVE A FRIEND WHO USES DRUGS
PATNA **17%**
RANCHI **3.6%**

FB, PARENTS AND ME:
I will block my parents. Parents should be on Facebook, but not on my friend's list. It would totally kill my privacy!
KRITIKA KUNDRA, 18, student, Delhi

GETTING INKED:
It's about being cool. I would like one, but can't possibly get it done. Mom is cool about it, but relatives will surely poke their noses.
PRIYANKA SHARMA, 23, student, Delhi University

GRAPHIC: MUKESH SHARMA, MALAY KARMAKAR

youth survey
AN EXCLUSIVE HT-MARS POLL   PART VI OF VII

YOUTH ICONS

IT GETS BETTER WITH AGE

MATURITY Bachchan beats the Khans, Sachin bests other sporting heroes. Nawazuddin's the only surprise icon in a nation where experience trumps youth

hindustantimes YOUTH SURVEY 2013

Lena Saha
✉ lena.saha@hindustantimes.com

They believe in things instant — be it "making-out or breaking-up" — as Bollywood actor Anushka Sharma's character Akira sums up her generation in *Jab Tak Hai Jaan*. Yet, the generation admires those with staying power. Bachchan trumps the Khans. Forget Dhoni, Tendulkar still seems to be the man of the moment. Is that a paradox? Not really. For India's youth, age is just a number, or at least, that's the case where their icons are concerned.

Consider the HT-MaRS Youth Survey 2013. US President Barack Obama trumps the much younger brigade of Facebook creator Mark Zuckerberg and popstar Justin Beiber as global role model. Among Indian politicians, 62-year-old Gujarat chief minister Narendra Modi outshines Congress's Rahul Gandhi, almost 20 years Modi's junior.

"Obama has come up the hard way — from an ordinary household to the first African American President of the US. The youth identify with that," said sociologist Dipankar Gupta. Obama topped the category last year too, with 20.8% votes, but has doubled those numbers this year.

The choice of Modi as political icon is less distinctive, said Gupta. "What works for Modi is that he seems to be a person who is capable of delivering," he noted. "Whether he does, or not, is another matter." The BJP strongman, however, does not cut ice with Bengaluru's youth, where he is the least popular, with only 9% rooting for him.

Cricket legend Sachin Tendulkar may have retired from ODIs, but he is still the overriding youth favourite even though there is no dearth of sporting icons. "Sachin is the custodian of cricket," former Team India skipper Gautam Gambhir said. "He is loved for his work ethics, humility and what he presents to the youth as an example."
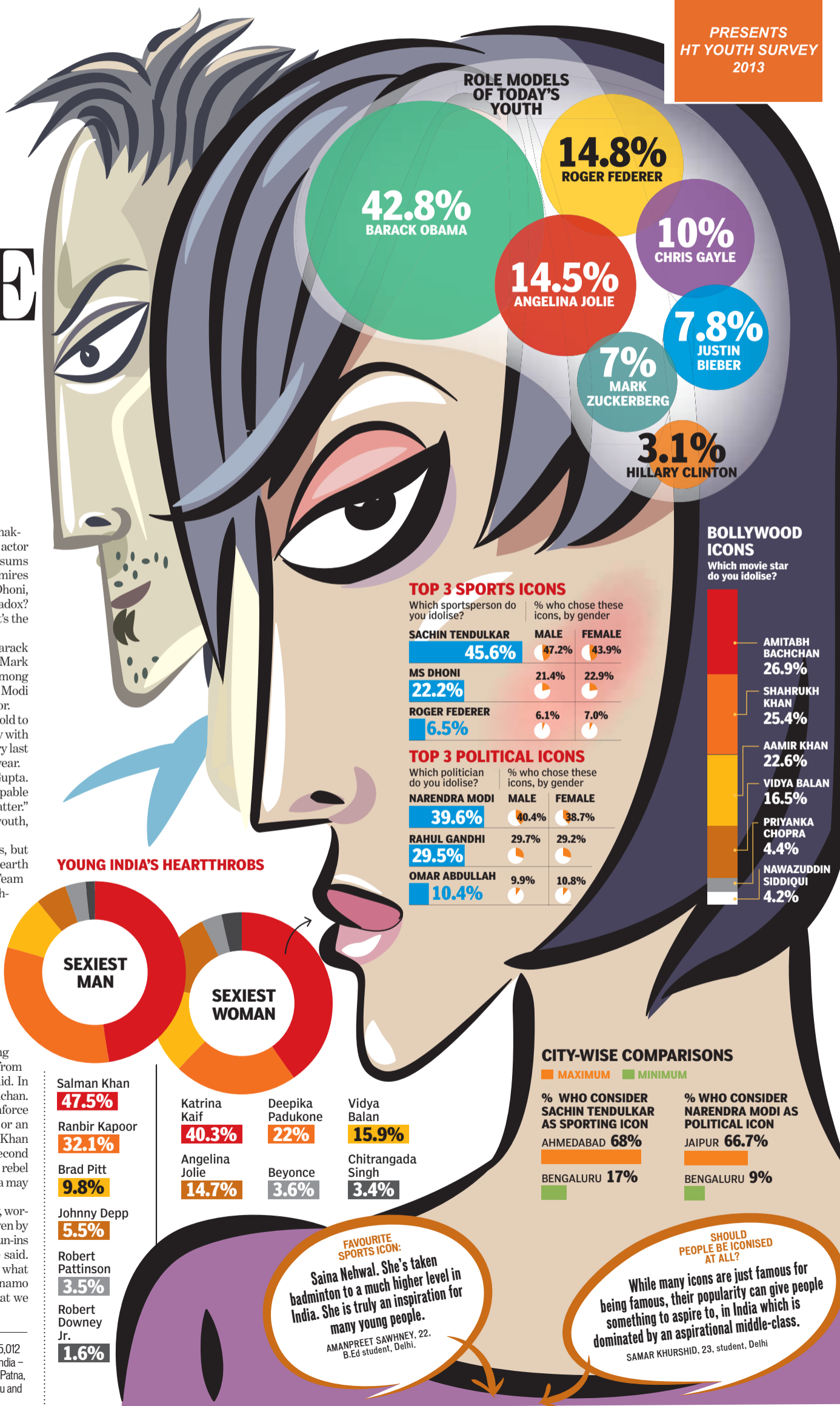
At the ripe old age of 70, actor Amitabh Bachchan gets the thumbs-up as film icon, edging out the Khan trio, all in their 40s. "Bachchan's popularity is a lesson for our older politicians," said Anna MM Vetticad, author of *The Adventures of an Intrepid Film Critic*. "The fact is, no one will consider you 'too old' if, like Bachchan, you are fitness conscious, maintain your relevance, stay in touch with changing technology and don't appear to be stealing jobs that should go to youngsters."

The surprise entrant in this category is Nawazuddin Siddiqui, said ad guru Prahlad Kakkar. "I find it remarkable and reassuring that someone who isn't conventionally glamorous and is a person from a small town is emerging as an icon in such a short time," he said. In Bengaluru, 19% picked Siddiqui as their icon; only 2% went for Bachchan.

But such are the caprices of the youth that they continue to reinforce stereotyped notions of physical beauty — fair skin, six-pack abs or an hourglass figure — which is apparent in their selection of Salman Khan and Katrina Kaif as the sexiest man and woman alive, for the second consecutive year. "Salman is like the Indian James Dean: macho, a rebel without a cause, a kid who hasn't grown up," Kakkar said. "Katrina may not have meaty roles, but is good-looking."

Rohan D'Souza, assistant professor, Jawaharlal Nehru University, worries that the choices for youth icon are driven by aspirations, not morality. "Salman has had run-ins with the law, but everyone loves him," he said. "Obama's record has not been flattering, what with drone strikes and torture of Guantanamo Bay detainees. Their popularity shows that we are a dysfunctional society."

GEN Y ROLE MODELS:
To read additional stories, access to videos, extra statistics, last year's results and to take our opinion poll, log on to:
www.hindustantimes.com/youthsurvey2013

TOMORROW:
YOUTH & SOCIETY

METHODOLOGY: The survey was carried out among 5,012 urban youth in the 18-25 age group in 14 cities across India — Mumbai, Delhi, Lucknow, Jaipur, Chandigarh, Kolkata, Patna, Ranchi, Ahmedabad, Pune, Indore, Chennai, Bengaluru and Hyderabad.

ROLE MODELS OF TODAY'S YOUTH

- **42.8%** BARACK OBAMA
- **14.8%** ROGER FEDERER
- **14.5%** ANGELINA JOLIE
- **10%** CHRIS GAYLE
- **7.8%** JUSTIN BIEBER
- **7%** MARK ZUCKERBERG
- **3.1%** HILLARY CLINTON

TOP 3 SPORTS ICONS

Which sportsperson do you idolise?

	%	% who chose these icons, by gender	
		MALE	FEMALE
SACHIN TENDULKAR	45.6%	47.2%	43.9%
MS DHONI	22.2%	21.4%	22.9%
ROGER FEDERER	6.5%	6.1%	7.0%

TOP 3 POLITICAL ICONS

Which politician do you idolise?

	%	% who chose these icons, by gender	
		MALE	FEMALE
NARENDRA MODI	39.6%	40.4%	38.7%
RAHUL GANDHI	29.5%	29.7%	29.2%
OMAR ABDULLAH	10.4%	9.9%	10.8%

BOLLYWOOD ICONS
Which movie star do you idolise?

- AMITABH BACHCHAN **26.9%**
- SHAHRUKH KHAN **25.4%**
- AAMIR KHAN **22.6%**
- VIDYA BALAN **16.5%**
- PRIYANKA CHOPRA **4.4%**
- NAWAZUDDIN SIDDIQUI **4.2%**

YOUNG INDIA'S HEARTTHROBS

SEXIEST MAN

- Salman Khan **47.5%**
- Ranbir Kapoor **32.1%**
- Brad Pitt **9.8%**
- Johnny Depp **5.5%**
- Robert Pattinson **3.5%**
- Robert Downey Jr. **1.6%**

SEXIEST WOMAN

- Katrina Kaif **40.3%**
- Deepika Padukone **22%**
- Vidya Balan **15.9%**
- Angelina Jolie **14.7%**
- Beyonce **3.6%**
- Chitrangada Singh **3.4%**

CITY-WISE COMPARISONS

MAXIMUM   MINIMUM

% WHO CONSIDER SACHIN TENDULKAR AS SPORTING ICON
- AHMEDABAD **68%**
- BENGALURU **17%**

% WHO CONSIDER NARENDRA MODI AS POLITICAL ICON
- JAIPUR **66.7%**
- BENGALURU **9%**

FAVOURITE SPORTS ICON:
Saina Nehwal. She's taken badminton to a much higher level in India. She is truly an inspiration for many young people.
AMANPREET SAWHNEY, 22, B.Ed student, Delhi.

SHOULD PEOPLE BE ICONISED AT ALL?
While many icons are just famous for being famous, their popularity can give people something to aspire to, in India which is dominated by an aspirational middle-class.
SAMAR KHURSHID, 23, student, Delhi

youth survey
AN EXCLUSIVE HT-MARS POLL   FINAL PART

YOUTH & SOCIETY
GIVING THEIR DUE?

ALTRUISM Contributing to society is not a priority for young Indians but they can be moved to lend a helping hand

YOUTH SURVEY 2013

Praneta Jha
✉ praneta.jha@hindustantimes.com

In the aftermath of the December 16 gang-rape, they gave India her biggest protest in recent memory, thus refuting generalisations about the middle-class youth being socially apathetic. But that sense of social responsibility seems to have waned. According to the HT-MaRS Youth Survey 2013, only 42.1% of the urban young from the upper and middle classes in the country believe they must give something back to society.

Youngsters in Chennai emerged as the most philanthropic, with 55% of the respondents saying they want to give back to society, while only 31% in Ahmedabad said so.

Sociologist Shiv Visvanathan cites a lack of trust in social systems as a barrier to service. 42.6% of young, urban Indians believe corruption is the biggest challenge facing the country. As a problem, it trumps terrorism (12.3%), unemployment (12.2%), poverty and hunger (10%), illiteracy (7.3%) and income inequality (5.1%). Clearly, the vociferous anti-corruption movements in the past couple of years have had their effect. "Corruption is the most advertised public problem. Most people assume the money is anyway going elsewhere, not being used for the purpose it's meant for," said Visvanathan.

But what keeps the young from attempting to serve society? Almost half (48.2%) said it was lack of money while 38.3% cited a lack of time. Ahmedabad had the maximum youngsters (73%) who said they did not have enough money to be socially responsible. "It's hard enough to meet daily expenses, thanks to inflation and little or no savings. Where is the money for social service?" said Aditya Jain, 24, a graphic designer in Ahmedabad.

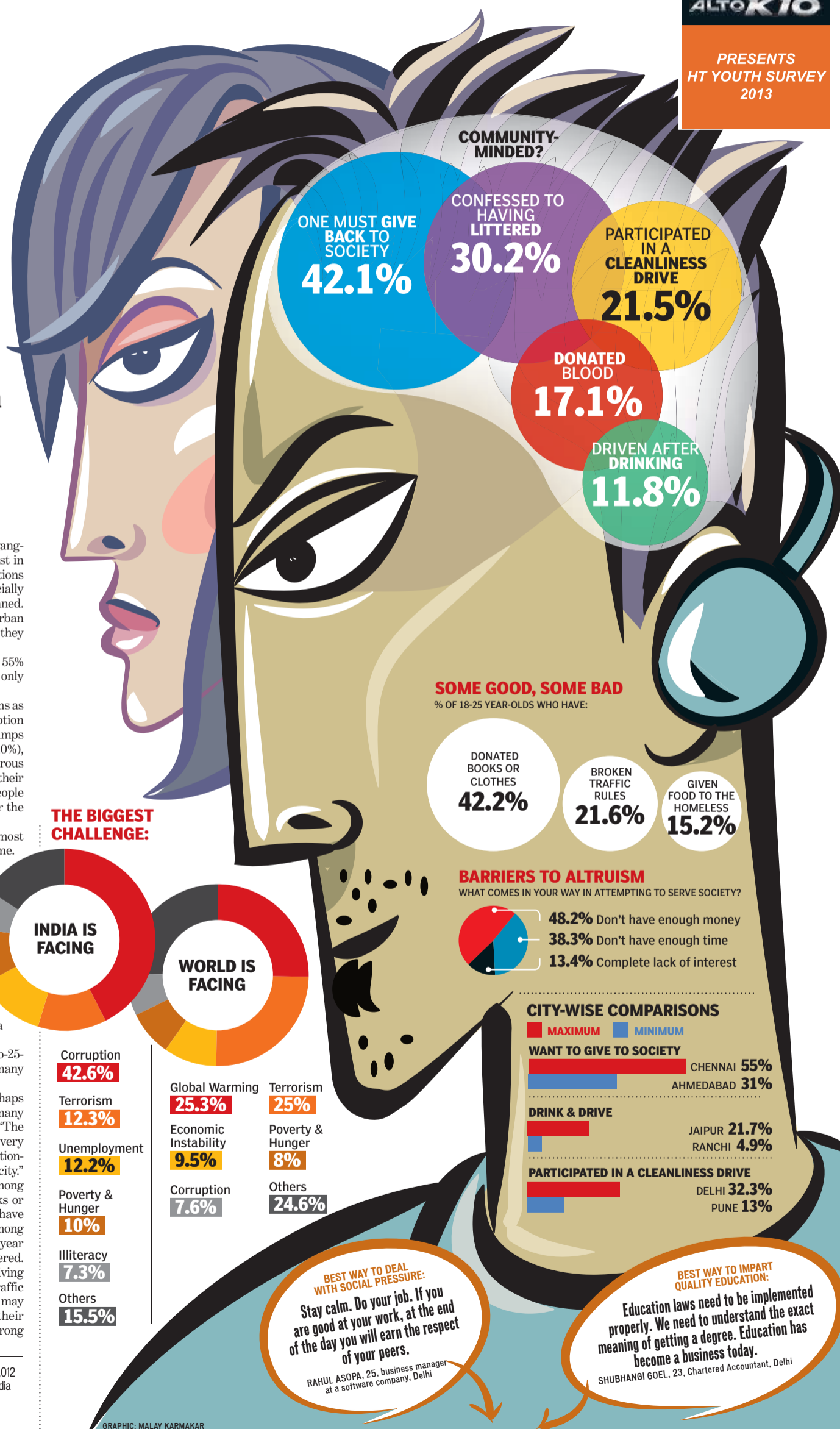In Jaipur, almost a quarter said they had no interest in serving society.

Writer and social activist Nityanand Jayaraman is not surprised. "Between our nuclear families and segregated education systems, children from upwardly mobile classes in cities grow up with no sense of community and no exposure to what life is like for most people," he said. "They grow up with a belief that their good life is a birthright."

Visvanathan said serving society may not be a priority for 18-to-25-year-olds, especially if they are upwardly mobile aspirants with many anxieties of their own.

"They have to focus on themselves, if they want a career. Perhaps when they reach 60, they may want to give something back. But many people at 60 give back to god instead of society," Visvanathan said. "The sense of reciprocity and responsibility to give something back are very high within the family and kinship networks. But an individual's relationship with society is more contractual, so there is not much reciprocity."

However, the spirit of community service is not completely lost among the youth; 42.2% of the respondents said they had donated books or clothes to the poor. One-third of the respondents from Kolkata have given food to the homeless. Delhi's youth came out on top (32.3%) among those who had participated in a cleanliness drive in the past one year even though almost 40% of Kolkata's youth confessed to having littered. Only 11.8% of the youth said they were guilty of drinking and driving while 21.6% confessed they had broken traffic rules in the past. So while serving society may not top the agenda of the urban youth, their acknowledgement of what they are doing wrong is a sign that there is hope for change.

METHODOLOGY: The survey was carried out among 5,012 urban youth in the 18-25 age group in 14 cities across India – Delhi, Lucknow, Jaipur, Chandigarh, Kolkata, Patna, Ranchi, Mumbai, Ahmedabad, Pune, Indore, Chennai, Bengaluru and Hyderabad.

MORE ON THE WEB:
Access our special videos, read additional stories, take our opinion poll, find additional data and last year's results on:
www.hindustantimes.com/youthsurvey2013

COMMUNITY-MINDED?

ONE MUST **GIVE BACK** TO SOCIETY
42.1%

CONFESSED TO HAVING **LITTERED**
30.2%

PARTICIPATED IN A **CLEANLINESS DRIVE**
21.5%

DONATED BLOOD
17.1%

DRIVEN AFTER **DRINKING**
11.8%

SOME GOOD, SOME BAD
% OF 18-25 YEAR-OLDS WHO HAVE:

DONATED BOOKS OR CLOTHES
42.2%

BROKEN TRAFFIC RULES
21.6%

GIVEN FOOD TO THE HOMELESS
15.2%

THE BIGGEST CHALLENGE:

INDIA IS FACING

Corruption
42.6%

Terrorism
12.3%

Unemployment
12.2%

Poverty & Hunger
10%

Illiteracy
7.3%

Others
15.5%

WORLD IS FACING

Global Warming
25.3%

Terrorism
25%

Economic Instability
9.5%

Poverty & Hunger
8%

Corruption
7.6%

Others
24.6%

BARRIERS TO ALTRUISM
WHAT COMES IN YOUR WAY IN ATTEMPTING TO SERVE SOCIETY?

48.2% Don't have enough money
38.3% Don't have enough time
13.4% Complete lack of interest

CITY-WISE COMPARISONS
■ MAXIMUM   ■ MINIMUM

WANT TO GIVE TO SOCIETY
CHENNAI **55%**
AHMEDABAD **31%**

DRINK & DRIVE
JAIPUR **21.7%**
RANCHI **4.9%**

PARTICIPATED IN A CLEANLINESS DRIVE
DELHI **32.3%**
PUNE **13%**

BEST WAY TO DEAL WITH SOCIAL PRESSURE:
Stay calm. Do your job. If you are good at your work, at the end of the day you will earn the respect of your peers.
RAHUL ASOPA, 25, business manager at a software company, Delhi

BEST WAY TO IMPART QUALITY EDUCATION:
Education laws need to be implemented properly. We need to understand the exact meaning of getting a degree. Education has become a business today.
SHUBHANGI GOEL, 23, Chartered Accountant, Delhi

GRAPHIC: MALAY KARMAKAR