

TCS GenY Survey 2014-15

Citywise Report

LUCKNOW

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Key Highlights

- Second highest percentage of students using social networking sites across cities (89%) (After Bhubaneswar- 92%) [Ref: Table 7.1A]
- Facebook and Google Plus are most popular social networking websites in terms of usage (92%; 59% respectively) [Ref: Table 7.2A]
- Twitter usage found highest in Lucknow (and Bhubaneswar) with around half of the students reporting the same [Ref: Table 7.2A; Table 2.17A]
- 'Staying connected with family' and 'being part of community (e.g. photography, football etc.)' came up as the most prominent reasons for using social networking sites- by over half of the respondents [Ref: Table 11A]
- Sports personalities ruled Twitter, followed by celebrities and film stars- who are the most followed people on Twitter (65%; 57%; 52% respectively) [Ref: Table 19.2A]
- Around 50% reported parental monitoring and out of those parents who monitored, half also had access to their ward's account on social networking sites [Ref: Table 15A; Table 15.1A]
- E-commerce is quite popular, 72% of the students shop online [Ref: Table 18A]
- Online shopping is more popular among the boys than the girls (diff. 16 percentage points) [Ref: Table 18A1]
- Electronic item purchases online are the most popular in Lucknow, 3/4th of the respondents reported buying the same- highest proportion across cities followed closely by Delhi and Mumbai. Apart from this, 6 in 10 also purchased books [Ref: Table 18.1A]
- Majority use FaceTime/ Skype/ Google Hangout/video chat (56%) [Ref: Table 2.14.1]
- WhatsApp is the most popular IM platform- 62% reported usage. Usage among boys much higher than that among girls (by 46%) [Ref: Table 21A; Table 21A1]
- Using online sources for studies is most popular across cities among students in Lucknow. Close to 3/4th of them use "Online resources like Wikipedia" and about 2/3rds use PDFs. Further, around half also use online videos and e-books [Ref: Table 23A]
- 78% of the students use television or newspapers to keep abreast with current affairs/ news; 60% utilized online sources (highest across cities) [Ref: Table 20A]

ANNEXURE

REFERENCE TABLES

TABLE 7.1A: STUDENTS USING SOCIAL NETWORKING SITES- % (Q. 2.4 A)

	Hyderabad	Ahmedabad	Bangalore	Pune	Chennai	Kolkata	Coimbatore	Indore	Bhubneswar	Nagpur	Lucknow	Kochi	Delhi	Mumbai	Total
Yes	86.6	85.3	82.7	80.6	83.5	80.1	80.3	84.2	92.3	76.7	88.6	88.4	87.1	86.1	84.5
No	11.4	12.4	14.8	17.2	14.5	17	13.7	12.3	6.2	18.6	9.5	9.9	10.6	12.2	12.8
No response	2.1	2.3	2.5	2.3	2.1	3	6	3.5	1.5	4.7	1.9	1.7	2.2	1.7	2.6

TABLE 7.2A: SOCIAL NETWORKING SITES USED BY STUDENTS-% (Q. 2.4 B)

	Hyderabad	Ahmedabad	Bangalore	Pune	Chennai	Kolkata	Coimbatore	Indore	Bhubneswar	Nagpur	Lucknow	Kochi	Delhi	Mumbai	Total
Facebook	90.9	91.9	84.7	87.4	88.8	87.3	90.9	90.8	93.2	85	92.1	90.4	91.4	87.9	89.6
Tumblr	12.4	9.8	12.1	10.3	8.2	8.2	6	6.4	7.2	4.7	12	5.5	9.3	9.5	8.6
Twitter	46.5	47.8	42.7	42.1	41.8	41.1	40.8	45.4	49.2	36.4	49.6	45.5	44.9	39.7	44.1
LinkedIn	11.5	11.6	9.5	7.8	8.2	9.2	6.3	6.7	9.8	4.3	10.5	5.8	9.8	6.8	8.4
Quora	12.6	10	10.5	5.6	7	7.1	7.4	5.2	7.5	5.6	9.5	4.1	10.1	5.4	7.6
Pinterest	11.5	11.3	8.4	7.2	6.1	7.3	5	6.4	7	5.6	8.3	7	8.7	8.5	7.6
Google+	71.8	67.8	68.9	69.3	70.4	63.6	57.5	61.9	64	59.7	59	64.8	65	66.7	65
Instagram	32.5	35.8	23.8	29.6	21.9	19.6	17.9	25.6	21.2	15.4	30.1	23.5	28.5	39.4	25.6

TABLE 11A PERCENTAGE OF STUDENTS BY PURPOSE OF USING SOCIAL NETWORKING SITES -% (Q. 2.8)

	Hyderabad	Ahmedabad	Bangalore	Pune	Chennai	Kolkata	Coimbatore	Indore	Bhubneswar	Nagpur	Lucknow	Kochi	Delhi	Mumbai	Total
School assignments	52	44.2	47.6	47.1	42.1	39.2	43.9	51.7	39	49.2	44.5	40.4	51.1	52.9	45.5
Staying connected with family	55.4	51.1	44.4	53.1	42.3	45.8	45.6	50.7	49.8	44.7	53.2	47.5	50.6	51.1	48.6
Being part of community (football, photography etc.)	50.4	47.2	54.3	58.4	56.1	46.7	47.8	44.7	52	39.1	55.5	61	54.8	55.8	52.2
Crowd sourcing ideas	25.3	21.7	29	24.7	23.2	17	20.1	19.5	28	18.9	25.1	22.9	24.7	24.1	23.2
Others	19.3	19.7	19.9	17.1	18.9	17.2	18.7	18	18	18.1	12.6	21.8	17.1	17.6	18.2
No response	1	2.1	2.1	3.5	1.6	2.3	3	3.1	2.7	2.7	0.7	2.2	1.9	2.3	2.2

TABLE 15A PERCENTAGE OF STUDENTS WHO MENTIONED PARENTS MONITOR ACTIVITIES ON SOCIAL NETWORKING SITES - % (Q. 2.12)

	Hyderabad	Ahmedabad	Bangalore	Pune	Chennai	Kolkata	Coimbatore	Indore	Bhubneswar	Nagpur	Lucknow	Kochi	Delhi	Mumbai	Total
Yes	53.9	54.1	47.7	49.4	48.8	53.7	47	58.9	46.7	51.3	54.2	58.2	49.6	50.5	51.8
No	44.2	43.1	48.1	45.1	47.1	42.8	43.4	34.7	47.7	41.8	41.7	37.9	45.1	46	43.4
No response	1.9	2.8	4.2	5.5	4.1	3.5	9.6	6.4	5.6	6.9	4.2	3.9	5.3	3.6	4.8

TABLE 15.1a PERCENTAGE OF STUDENTS WHO MENTIONED THAT THEIR PARENTS HAVE ACCESS TO THEIR CHILD'S ACCOUNTS ON SOCIAL NETWORKING SITES -% (Q. 2.13)

	Hyderabad	Ahmedabad	Bangalore	Pune	Chennai	Kolkata	Coimbatore	Indore	Bhubneswar	Nagpur	Lucknow	Kochi	Delhi	Mumbai	Total
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Yes	53.6	56.9	47.5	57.1	49.3	49.7	51.1	52.1	55.1	51.1	47	49.8	57.7	58	52.2
No	45.2	42.5	51.5	40.3	48.3	46.7	44.1	43.7	42.8	43.1	51.9	46.8	40.7	41.4	45.2
No response	1.1	0.7	1	2.6	2.4	3.5	4.8	4.2	2.1	5.8	1.1	3.4	1.6	0.6	2.6

TABLE 15A1 PERCENTAGE OF STUDENTS WHO MENTIONED PARENTS MONITOR ACTIVITIES ON SOCIAL NETWORKING SITES - % (Q. 2.12)

	Hyderabad		Ahmedabad		Bangalore		Pune		Chennai		Kolkata		Coimbatore		Indore		Bhubneshwar		Nagpur		Lucknow		Kochi		Delhi		Mumbai	
	B	G	B	G	B	G	B	G	B	G	B	G	B	G	B	G	B	G	B	G	B	G	B	G	B	G	B	G
Yes	53.6	55.6	55.1	48.4	48.0	46.4	47.8	55.2	49.1	47.3	54.4	51.5	45.9	50.2	58.3	60.4	46.3	49.6	51.9	49.0	54.0	55.5	57.0	65.8	49.3	51.3	50.9	48.9
No	44.9	40.7	42.1	48.4	48.9	44.0	46.9	38.8	47.5	45.2	42.5	43.8	45.5	37.4	36.4	30.8	48.2	44.4	41.5	42.8	42.3	37.8	39.8	25.5	46.1	40.0	45.8	46.7
No response	1.5	3.7	2.7	3.3	3.2	9.6	5.3	6.0	3.4	7.4	3.1	4.8	8.6	12.3	5.3	8.8	5.5	6.0	6.5	8.3	3.7	6.7	3.2	8.7	4.7	8.7	3.3	4.4

B: Boys, G: Girls

TABLE 18A PERCENTAGE OF STUDENTS WHO SHOP ONLINE - % (Q. 2.16 A)

	Hyderabad	Ahmedabad	Bangalore	Pune	Chennai	Kolkata	Coimbatore	Indore	Bhubneshwar	Nagpur	Lucknow	Kochi	Delhi	Mumbai	Total
Yes	66.5	61.2	66.9	65.9	64.5	62.3	59.5	58.9	74.2	53	72.1	71	79.4	74.3	66.6
No	31.2	36.3	29.1	28.3	32	33.8	33.2	34.5	20.6	40.9	23.9	25.5	16	23.1	28.9
No response	2.3	2.6	4	5.8	3.5	4	7.3	6.6	5.1	6.2	3.9	3.5	4.6	2.6	4.5

TABLE 18A1 PERCENTAGE OF STUDENTS WHO SHOP ONLINE - % (Q. 2.16 A)

	Hyderabad	Ahmedabad	Bangalore	Pune	Chennai	Kolkata	Coimbatore	Indore	Bhubneshwar	Nagpur	Lucknow	Kochi	Delhi	Mumbai
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	B	G	B	G	B	G	B	G	B	G	B	G	B	G	B	G	B	G	B	G	B	G	B	G	B	G	B	G
Yes	69.7	50.6	61.3	60.7	69.5	53.0	69.7	51.9	66.6	54.3	66.0	50.7	63.7	47.9	63.3	49.0	73.6	78.6	54.4	48.3	74.5	58.0	74.4	49.0	81.6	67.3	77.9	60.7
No	28.0	46.9	36.0	37.7	27.2	39.2	24.8	41.0	30.4	39.9	30.6	43.4	29.5	43.6	31.1	42.2	21.1	17.1	39.9	44.1	21.6	37.8	22.9	43.0	14.5	24.7	19.4	37.0
No response	2.2	2.5	2.7	1.6	3.3	7.8	5.4	7.1	3.1	5.9	3.3	5.9	6.8	8.5	5.6	8.8	5.3	4.3	5.7	7.6	3.9	4.2	2.8	8.1	3.9	8.0	2.7	2.2

B: Boys, G: Girls

TABLE 18.1A PRODUCTS PURCHASED IN ONLINE SHOPPING - (Q. 2.16 B)

	Hyderabad	Ahmedabad	Bangalore	Pune	Chennai	Kolkata	Coimbatore	Indore	Bhubaneswar	Nagpur	Lucknow	Kochi	Delhi	Mumbai	Total
Books	59.6	61.4	68.1	70.7	58.8	55.2	67.2	51.3	64.4	55.4	59.9	49.9	68.1	68.3	61.2
Musical items	14.9	9.3	13.1	14.9	11.8	7.7	11.2	11.5	15.6	10.4	13.9	12.4	14.9	19.4	12.9
Cloths	37.3	26.6	30.9	34	28.3	30.4	31.3	39.8	48.1	32.1	37.8	42.7	37	38.5	35.7
Travel tickets	46.9	37.8	46	45	44.7	36.7	33	42.3	32.9	37.8	39.3	28.2	39.7	44.2	39.2
Other tickets like movie, exhibition etc.	56.8	35.8	51.3	53.4	54.6	37.5	26.6	32.7	34.7	32.4	31.5	37.2	45	48.1	41.3
Toys	13.4	9.5	12.9	14	10.4	7.5	5.3	5.6	8.6	11.3	9.6	8.1	11.7	17.7	10.2
Electronic gadgets	57.1	61.6	68.9	63.3	62.8	55.9	53.3	59.9	65	53.9	75.7	66.8	73.9	73.1	64.5
No response		0.2	0.4	0.5	0.3	.3	1.7	0.2		0.6			0.1		.3
Others	17.4	12.7	15.7	14.4	15.1	13.3	12.7	16.4	13.7	16.1	14.7	21.1	16.3	14.8	15.4

TABLE 19A PERCENTAGE OF STUDENTS HAVING TWITTER ACCOUNT- % (Q. 2.17 A)

	Hyderabad	Ahmedabad	Bangalore	Pune	Chennai	Kolkata	Coimbatore	Indore	Bhubneshwar	Nagpur	Lucknow	Kochi	Delhi	Mumbai	Total
Yes	42.4	39.1	38.1	37.2	41.6	36.7	36.9	39.1	51	32.6	49.4	44.2	45.3	40.6	41.2
No	56.4	58.9	57.6	57.7	54.7	60	56.1	55.8	43.4	61.5	46.1	51.3	49.9	55.9	54.4
No response	1.2	2.1	4.2	5.1	3.7	3.2	7	5.1	5.6	5.8	4.5	4.6	4.8	3.6	4.4

TABLE 19.2A PEOPLE FOLLOWED BY STUDENTS ON TWITTER- % (Q. 2.18)

	Hyderabad	Ahmedabad	Bangalore	Pune	Chennai	Kolkata	Coimbatore	Indore	Bhubneshwar	Nagpur	Lucknow	Kochi	Delhi	Mumbai	Total
Sports personalities	75.1	61.4	68.7	67.5	69.1	64.4	62.5	60.5	68.6	59.4	64.8	68	62.6	66.4	65.7
Film stars	54.6	49.2	46.6	56.4	58.3	51.1	59.7	55.9	57.2	49.3	52	57	48.1	51.1	53.5
Celebrities	55.6	50.5	53.6	56.1	56.5	48.9	57	56.6	60	50.2	56.6	59.8	55.7	53.4	55.4
Politicians	41	32.1	30.6	29.9	25.2	28.3	21.8	41.3	31	36.7	39.5	21.7	37.6	37	31.8
Teachers	12.2	11.5	14.8	9.2	10.7	13.5	11.6	19.4	18.7	21.3	17.8	10.5	13	12.6	14
News and TV channels	49.3	39.6	47.1	37.6	38	40.3	34.8	32.9	45.1	42.5	45.1	42.4	40.5	41.2	41.1
None of the above	10.2	11.8	10.8	11.5	10.2	6.6	9.2	8.2	7.1	7.7	10.6	10.3	11.6	11.8	9.8
No response	1.5	2.5	2.3	3.2	1.3	2.7	0.7	2	1.5	2.9	0.2	3	0.9	3.1	1.9

TABLE 2.14.1 PERCENTAGE OF STUDENTS WHO USE FACE TIME/SKYPE/GOOGLE HANGOUT/ VIDEO CHAT- % (Q. 2.14/Q2.15A)

	Hyderabad	Ahmedabad	Bangalore	Pune	Chennai	Kolkata	Coimbatore	Indore	Bhubneshwar	Nagpur	Lucknow	Kochi	Delhi	Mumbai	Total

Yes, use FaceTime, skype/google hangout/video chat	68.0	57.5	58.2	56.4	59.0	49.1	46.4	54.7	57.0	44.5	55.8	56.2	60.5	58.5	55.7
No/ no response	32.0	42.5	41.8	43.6	41.0	50.9	53.6	45.3	43.0	55.5	44.2	43.8	39.5	41.5	44.3

TABLE 20A MEDIUM BY WHICH STUDENTS CONSUME NEWS - % (Q. 2.19)

	Hyderabad	Ahmedabad	Bangalore	Pune	Chennai	Kolkata	Coimbatore	Indore	Bhubneshwar	Nagpur	Lucknow	Kochi	Delhi	Mumbai	Total
Television/newspapers	78.3	77.9	78.9	79.9	79.3	74.8	70.6	77.9	71	71.6	78	76.7	74.2	78.3	76.3
Online sources	58.9	53.3	56.5	54.5	53.2	43.5	44.5	51.1	55.8	34.5	60.4	52.9	59.1	59.3	52.7
Subscribe to news feeds	25	18.1	26.6	19	21.3	15	15.2	16.7	24.1	12.5	26.5	18.2	30.9	23.7	20.9
Through shared links on IM	5.2	5.8	6.5	4.6	4.5	3.7	2.5	3.3	6.6	3.5	5.1	4.9	7.1	6.3	5
Links from friends or family on FB etc.	40.5	31.6	37.1	35	43	31.6	28.9	32.7	37	30.9	38	42.9	32.7	34.7	35.7
No response	4.3	5.5	6.2	7.8	5.1	7.9	12.5	8.6	9.3	11.8	5.7	9.3	8.1	5.3	7.7

TABLE 21A PERCENTAGE OF STUDENTS USING DIFFERENT INSTANT MESSAGING PLATFORMS- % (Q. 2.20)

	Hyderabad	Ahmedabad	Bangalore	Pune	Chennai	Kolkata	Coimbatore	Indore	Bhubneshwar	Nagpur	Lucknow	Kochi	Delhi	Mumbai	Total
WhatsApp	60.3	62.8	53.2	60.2	55.8	50	48.3	62.8	52.2	47.2	62.4	56.4	70.4	72.4	57.9

WeChat	2.1	0.9	2.1	0.2	1.1	1	1.6	0.6	4.2	2.2	1.3	0.8	0.9	1.2	1.4
Snap Chat	1	1	1	0.5	0.5	1.9	1.4	0.4	0.2	0.5	0.8	0.4	1.2	1.2	0.9
Hike Messenger	1.7	3.4	1.9	4.6	2.7	3.3	4.5	2.1	4.9	5	4.3	2.3	2	0.8	3.1
Google Hangouts	6.8	5.7	7.7	4.4	7	4.5	3.9	4.3	4.8	3	3.2	5.8	5.3	3.3	5.1
SMS	19.2	16.3	25.2	22	25	30.3	29.3	19.4	23	28.1	21.7	21.1	12.2	13.2	22.1
No response	8.9	10	8.9	8.1	8	8.9	10.9	10.4	10.7	14	6.3	13.1	8	7.9	9.6

TABLE 21A1 PERCENTAGE OF STUDENTS USING DIFFERENT INSTANT MESSAGING PLATFORMS- % (Q. 2.20)

	Hyderabad		Ahmedabad		Bangalore		Pune		Chennai		Kolkata		Coimbatore		Indore		Bhubneshwar		Nagpur		Lucknow		Kochi		Delhi		Mumbai	
	B	G	B	G	B	G	B	G	B	G	B	G	B	G	B	G	B	G	B	G	B	G	B	G	B	G	B	G
Whatsapp	51.9	8.5	52.9	9.9	46.8	6.3	48.7	11.5	48.6	7.1	40.4	9.6	37.2	11.1	44.7	18.1	46.2	6.0	39.3	7.9	54.3	8.1	50.8	5.6	60.1	10.2	57.0	15.5
WeChat	1.4	.6	.6	.2	1.8	.3	.2	-	.8	.3	.5	.5	1.4	.3	.5	.1	4.1	.1	.9	1.3	1.2	.1	.7	.1	.9	-	1.2	-
Snap Chat	.4	.6	.9	.1	1.0		.5	-	.4	.2	1.2	.7	.5	.9	.4	-	.2	-	.5		.6	.2	.3	.2	.9	.3	.6	.6
Hike Messenger	1.7		3.2	.2	1.6	.3	4.1	.5	1.8	.9	2.5	.8	4.2	.4	1.5	.6	4.6	.3	3.8	1.3	3.5	.8	2.2	.2	1.8	.2	.6	.2
Google Hangouts	4.8	2.1	5.5	.2	6.5	1.2	3.4	.9	5.7	1.3	3.2	1.3	2.1	1.8	3.4	.9	4.0	.9	2.4	.6	2.9	.4	4.6	1.3	4.9	.4	3.1	.2
SMS	15.5	3.7	13.1	3.2	19.4	5.8	15.0	7.0	19.7	5.2	20.5	9.8	20.1	9.2	12.3	7.2	19.6	3.4	19.2	8.8	17.9	3.8	17.5	3.7	9.7	2.4	9.3	3.9
No response	7.6	1.2	9.0	1.0	7.0	1.9	6.3	1.8	6.0	2.0	7.0	1.9	7.9	3.0	6.6	3.8	8.9	1.8	11.0	3.0	5.6	.7	10.7	2.4	6.4	1.6	7.3	.6

B: Boys, G: Girls

TABLE 23A PERCENTAGE OF STUDENTS WHO USE E-BOOKS/ ONLINE SOURCES TO STUDY - % (Q. 2.23 A)

	Hyderabad	Ahmedabad	Bangalore	Pune	Chennai	Kolkata	Coimbatore	Indore	Bhubneshwar	Nagpur	Lucknow	Kochi	Delhi	Mumbai	Total
E-books	45.5	41.7	39.5	38.4	38.5	31.2	34	34	40.9	28.1	48.6	29.6	44.1	39.3	37.8

PDFs	54.1	49.6	51.8	44.9	51.8	41.6	44.8	53.2	54.4	32.8	65.8	47.9	64.6	52.2	50.9
Online Videos	59.5	51.5	49.9	42.2	43.9	37.3	37.6	44.2	40.1	32	49.5	40.4	49.1	49.5	44.3
Online chats/discussion groups	32	25.3	21.2	17.8	19	19.7	20.4	21.4	24	19.7	26.9	20.1	20.9	22.8	21.8
Online tutorials	26.9	22.6	35	26.7	26.9	23.7	21.9	28.6	24.2	20.5	35.8	30.8	37.4	31.4	28.3
Online resources (eg Wikipedia)	69.6	58.9	64.6	63	67.5	58.2	53.8	65.3	57.8	49.7	73.9	65.3	66.4	68.4	63.1