



14
cities in India

1,739
schools

12,365
high school students

The **biggest annual survey** on
Digital Lifestyle of urban Indian teens

#TCSGenY2015

Default is Digital

TATA CONSULTANCY SERVICES



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Background & Objectives

- Survey conducted in 14 cities across India
 - Bangalore, Chennai, Delhi, Hyderabad, Kolkata and Mumbai, Cochin, Ahmedabad, Bhubaneshwar, Coimbatore, Indore, Lucknow, Nagpur and Pune
- Total respondents: 12,365 students between age group of 12- 18 years

To capture the Digital Lifestyle Trends of urban high school students across India

- What GADGETS they use?
- How they COMMUNICATE?
- How SOCIAL are they?
 - Usage of social sites
 - Online activities
 - Use of Instant Messaging Platforms
 - Using online resources
- What CAREERS they aspire to

Conclusion: Key Highlights

- 72% own Smartphones: The most popular owned gadget nationally
- 85% were on social networking sites
 - Social media considered useful for keeping in touch with friends; staying abreast with current affairs.
 - Boys are more active online and on social networking sites as compared to girls
 - Facebook leads (used by 89%) followed by Google+ (64%) and Twitter (44%)
 - 4 among every 10 respondents use Twitter - Sports personalities (66%), celebrities (55%), film stars (54%) are most followed
- Desktops/ home PC and laptops are the most popular mode of accessing the internet (55%) followed by smart phones (30%)

Conclusion: Wassup on Whatsapp & Skype

- WhatsApp is by far the most popular instant messaging platform (58%) followed distantly by SMS (20%)
- Two- thirds of the respondents shopped online (67%): More popular among boys (70%) than girls (54%)
- Top items bought online: Electronic gadgets (66%), Books (61%); Movie/Event tickets (41%); Travel (39%); Clothes (36%)
- TV and newspapers were the most used to consume news (76%) followed by online sources (53%) and shared links
- 46% used FaceTime/ Skype/ Google
- Online sources like Wikipedia used the most (63%), followed by PDFs (51%) and online videos (44%) for school studies
- Career Options: IT and Engineering were the most sought after especially among the boys (59% each; girls: 42% each)

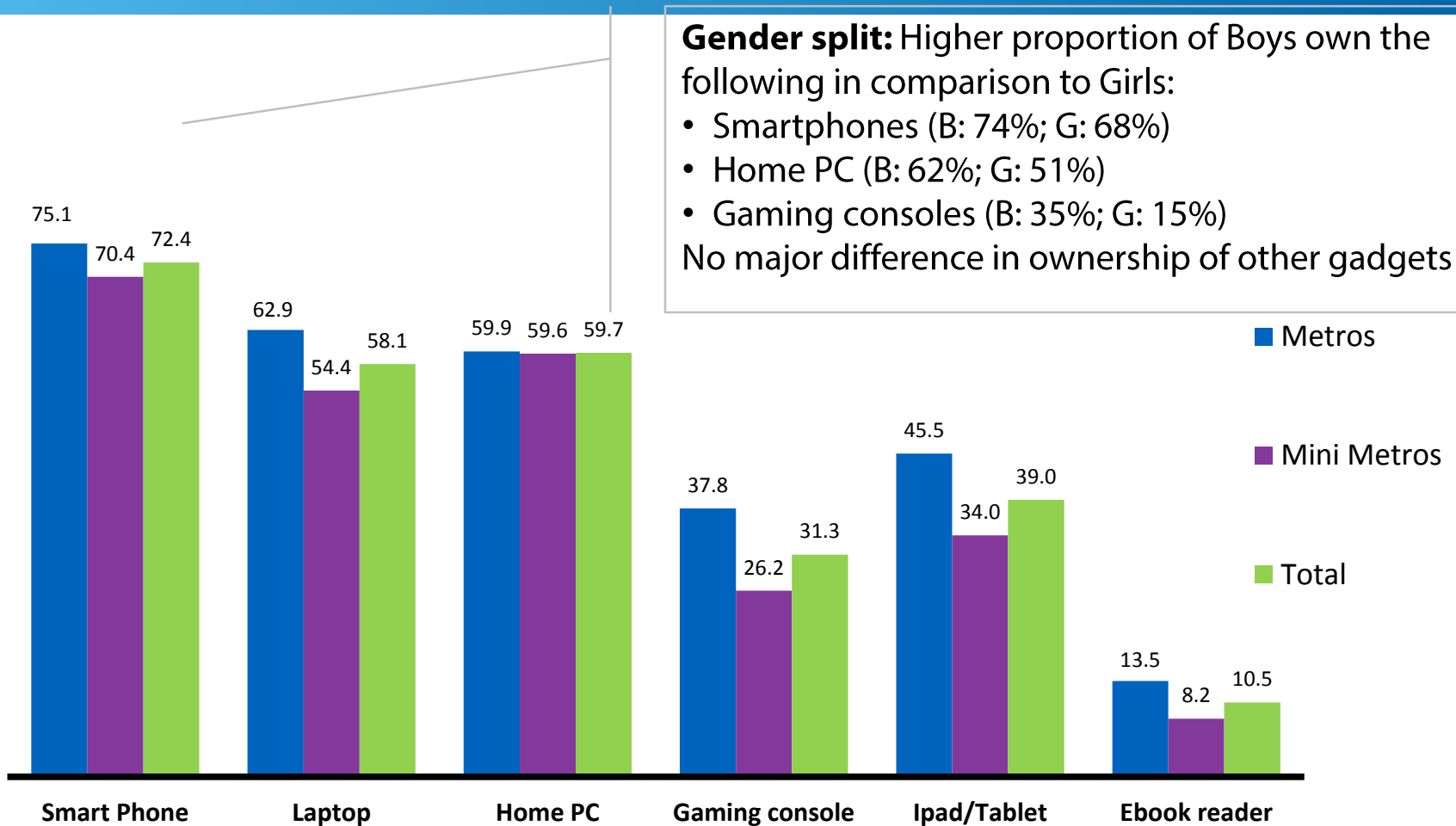


Findings



How GenY use GADGETS

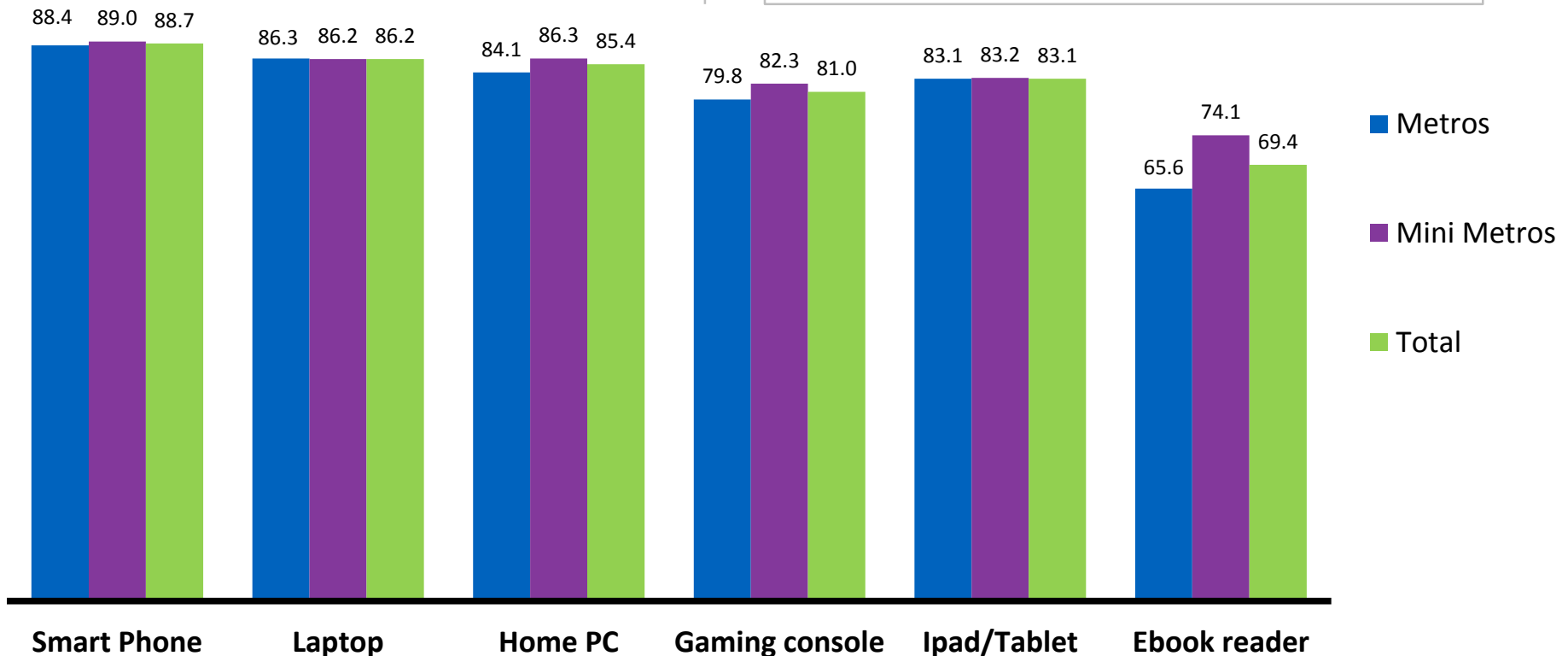
Gadgets Ownership (%)



- Overall, smart phones are by far the most widely owned gadget (72%)
- Smart phones were distantly followed by home PCs and laptops
- Most gadgets (except home PCs) were owned by higher proportion of respondents from metros

Gadgets Usage (%)

No major difference between genders in usage of all gadgets except gaming console (B:82%; G: 73%)



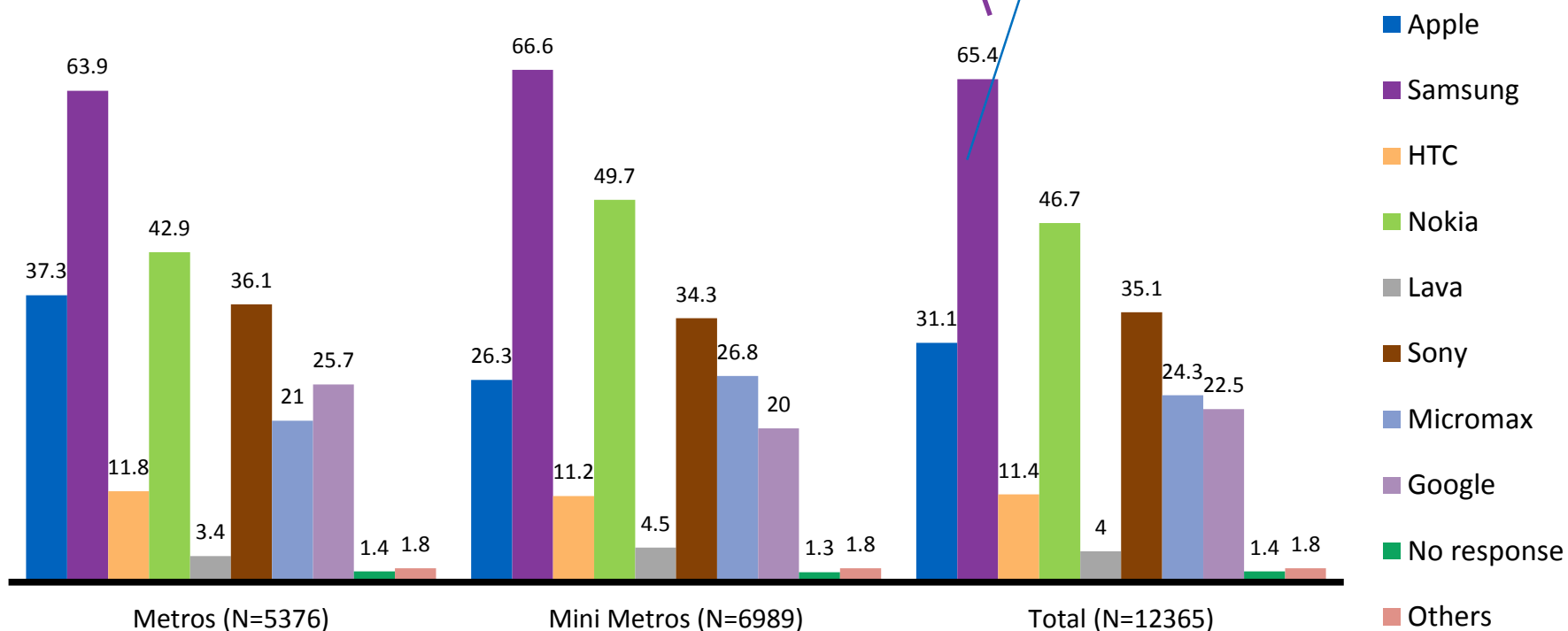
- No major difference among metros and mini metros in usage of any gadgets except e-book reader
- Kindle/ e-book readers were reported to be used more in mini metros (74%) as compared to the metros (66%)

Gadgets

Brands used (%)

- **Samsung** emerged as a clear market leader among brands used for gadgets
 - No major difference across metros and mini metros

Decision on purchase of gadgets is usually taken along with parents (78%)

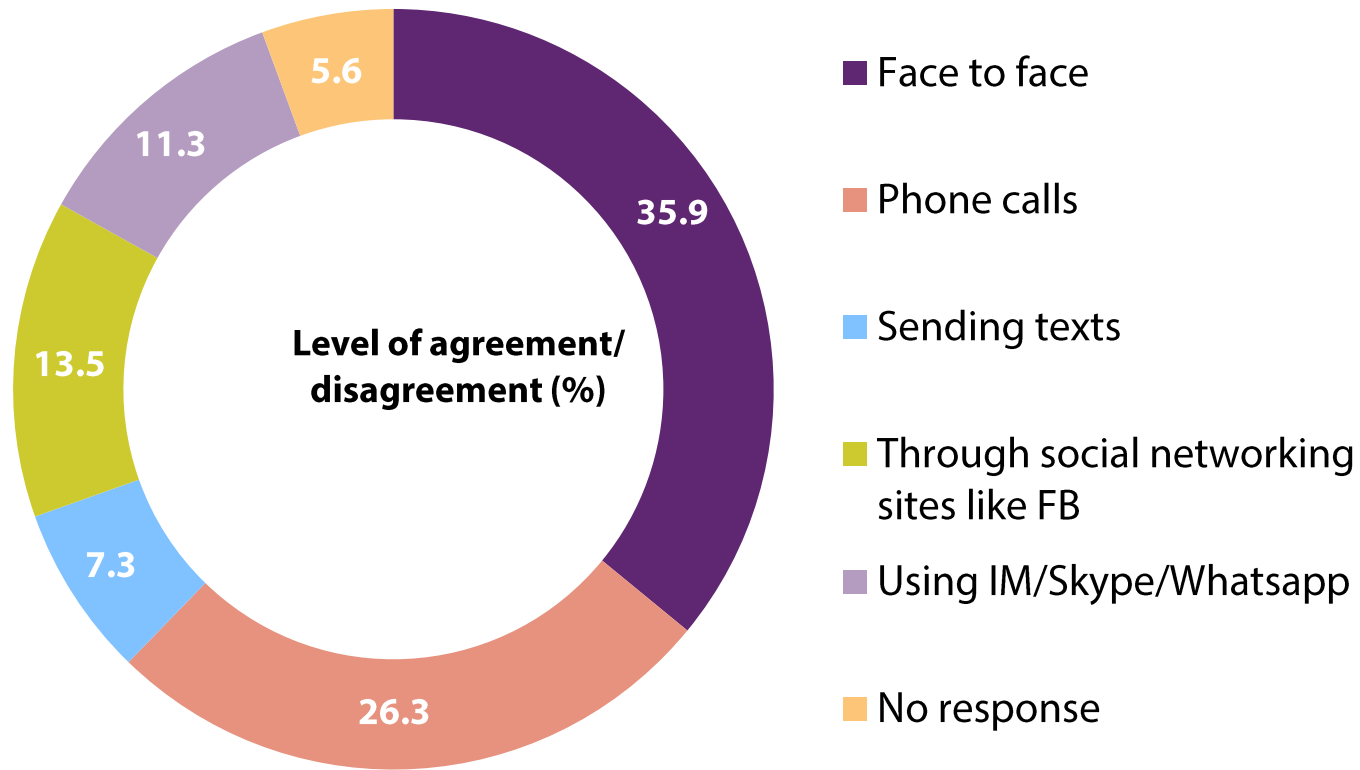


- After Samsung, Nokia and Sony on second and third slots
- Apple was more popular in the metros (37%) than mini metros (26%) and so was new player Google (M: 26%; MM: 20%).
- In mini metros, Micromax was relatively more popular (27%) than in metros (21%)

SOCIAL NETWORKING Choices

Communicating- with Friends

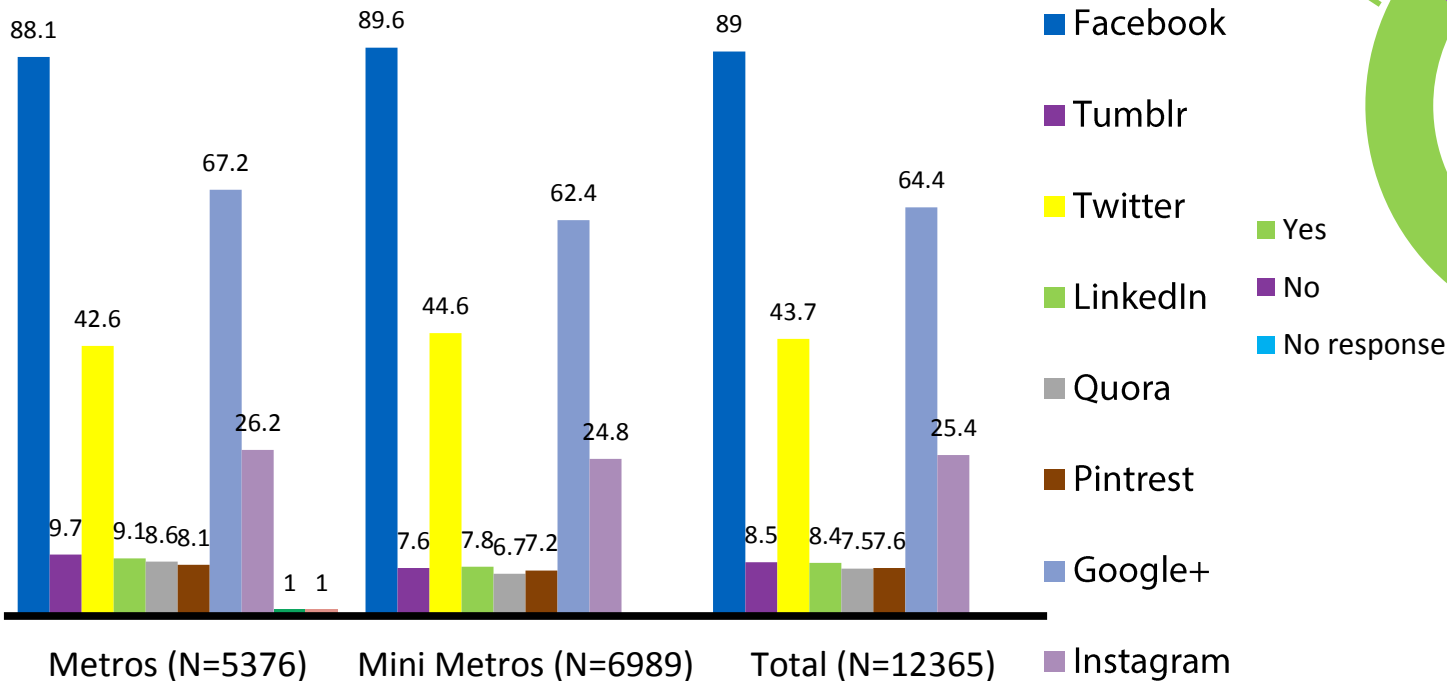
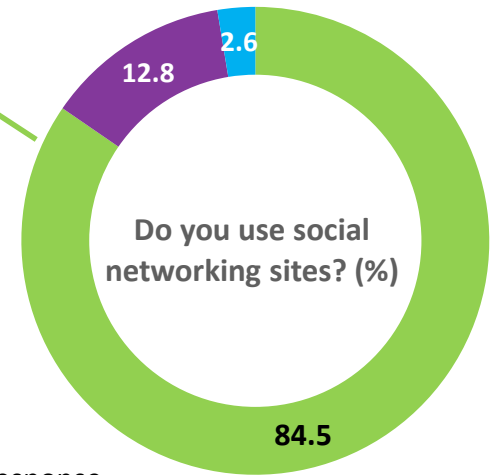
Preferred way (%)



- Overall, face to face communication was the most preferred way of communication with friends (36%).
- Phone calls were the next most popular (26%) followed by social networking sites (14%)
- No major difference emerged across type of cities or by gender

Social Networking Sites: Usage (%)

By gender:
Higher proportion of boys than girls use social networking websites
(B: 86%; G: 77%)



- Social networking sites were very popular among respondents (84%)
- Facebook led (used by 89%) followed by Google+ (64%) and Twitter (44%)

Usage Patterns on Social Networks

Purpose of using social networking sites:

- Being part of a community (52%)
- Staying connected with family (49%)
- School assignments (46%)

Average time spent online in a day:

- Upto 60 mins: 76%

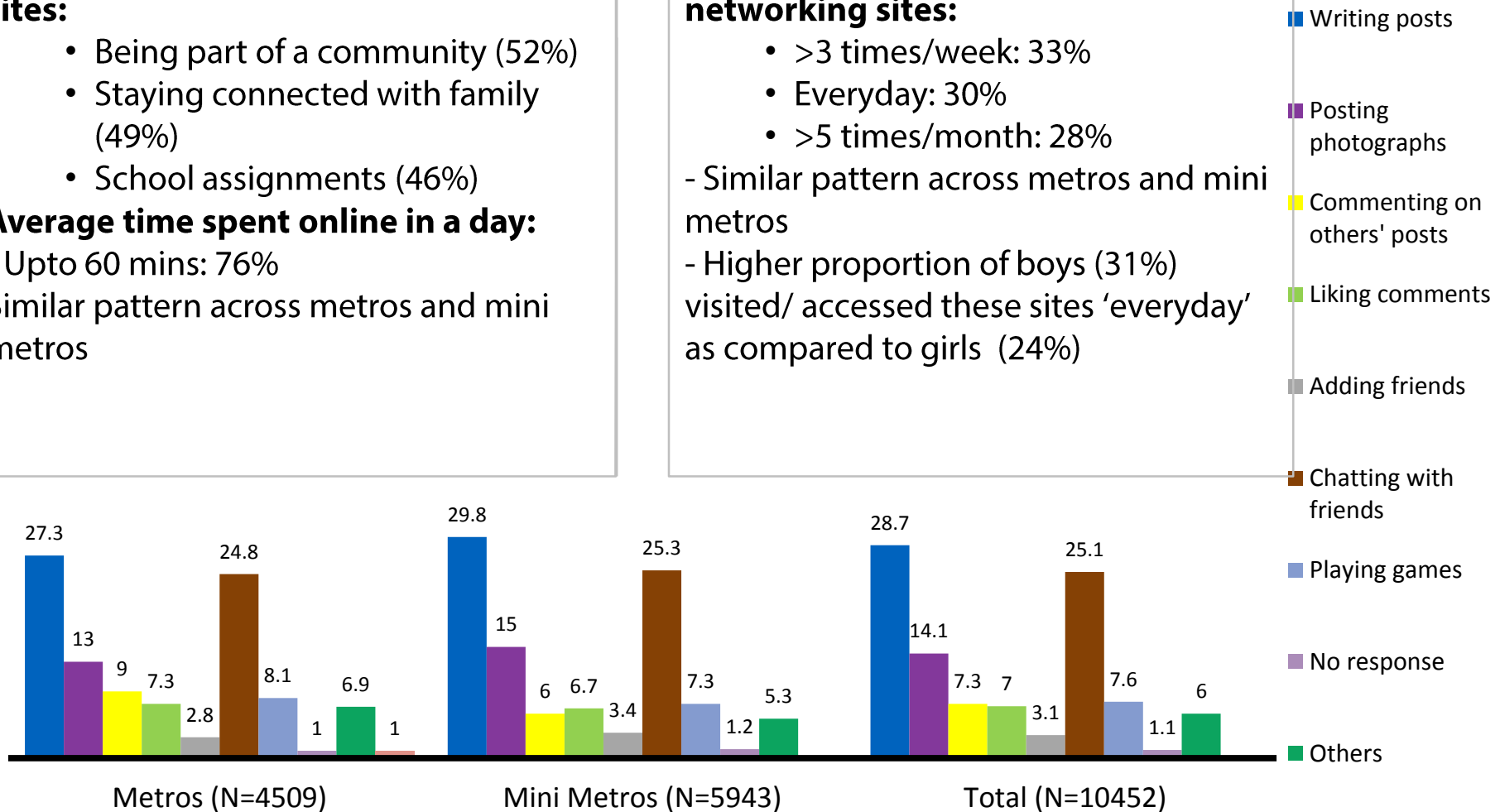
Similar pattern across metros and mini metros

Frequency of posting on social networking sites:

- >3 times/week: 33%
- Everyday: 30%
- >5 times/month: 28%

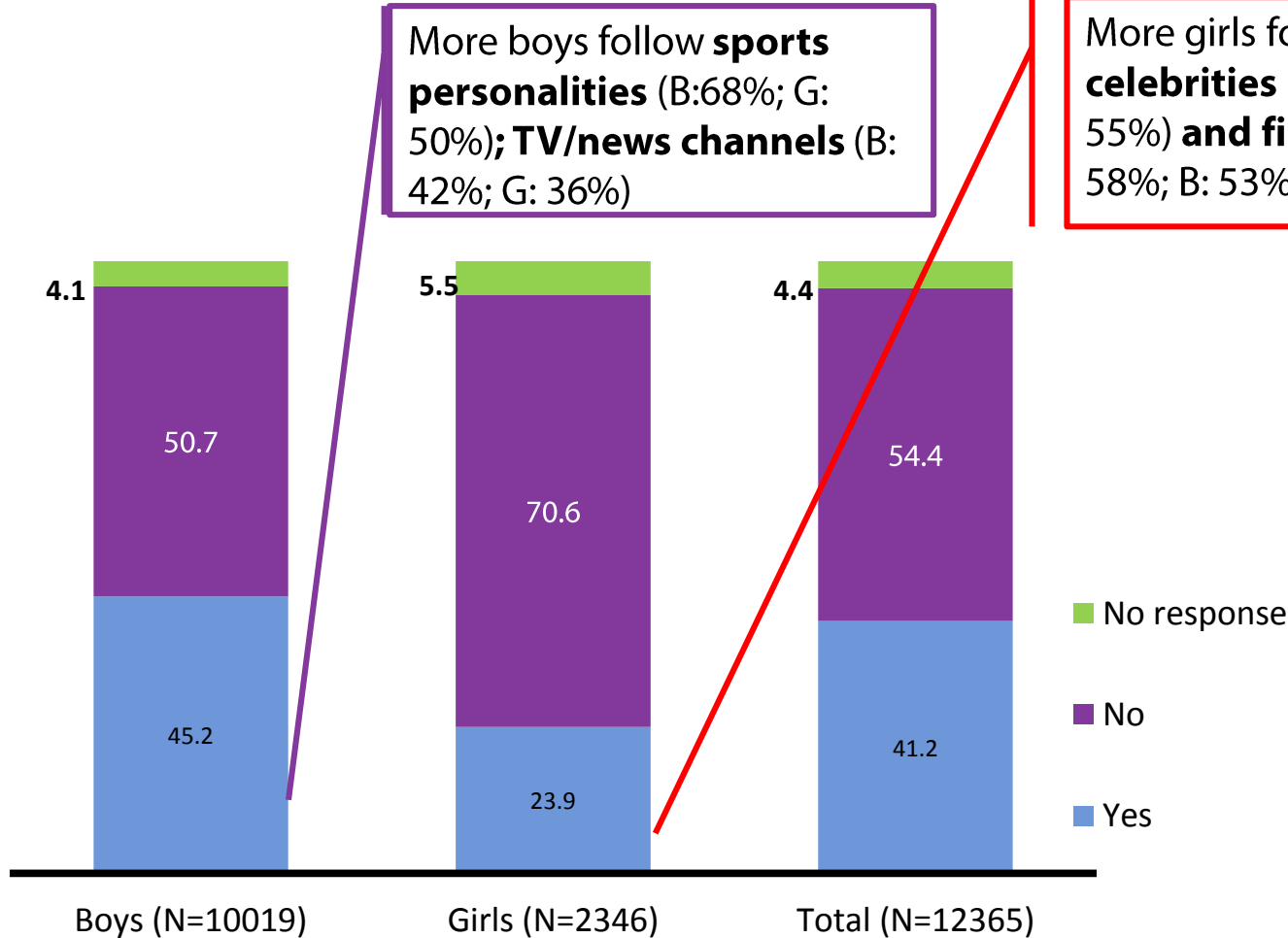
- Similar pattern across metros and mini metros

- Higher proportion of boys (31%) visited/ accessed these sites 'everyday' as compared to girls (24%)



- Overall, writing posts (29%), followed by chatting with friends (25%) and posting photographs (14%) were the topmost activities

Twitter Usage (% by gender)



More boys follow **sports personalities** (B:68%; G: 50%); **TV/news channels** (B: 42%; G: 36%)

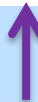




More girls followed **celebrities** (G: 60%; B: 55%) **and film stars** (G: 58%; B: 53%)

- About 7 in 10 using Twitter have up to 80 friends
- Sports (66%), celebrities (55%), film stars (54%) top follower lists

- Overall, 4 among every 10 respondents used Twitter (41%)
- Usage was more popular among the boys (45%) in comparison to the girls (24%)

Opinion on Social Media Usage

Agreement to statements (%)

Statements	Metros	Mini metros	Total
Using social media helps me make more friends	52.2	51.9	52 
Using social Media helps me perform better at studies	22.4	24.0	23.3 
Social media means I don't meet friends very often	17	12.7	14.6 
Social media has made me more aware of news and current events	73.8	70.5	71.9 
Social media helps me keep in touch with family and relatives	68.3	69.1	68.7 

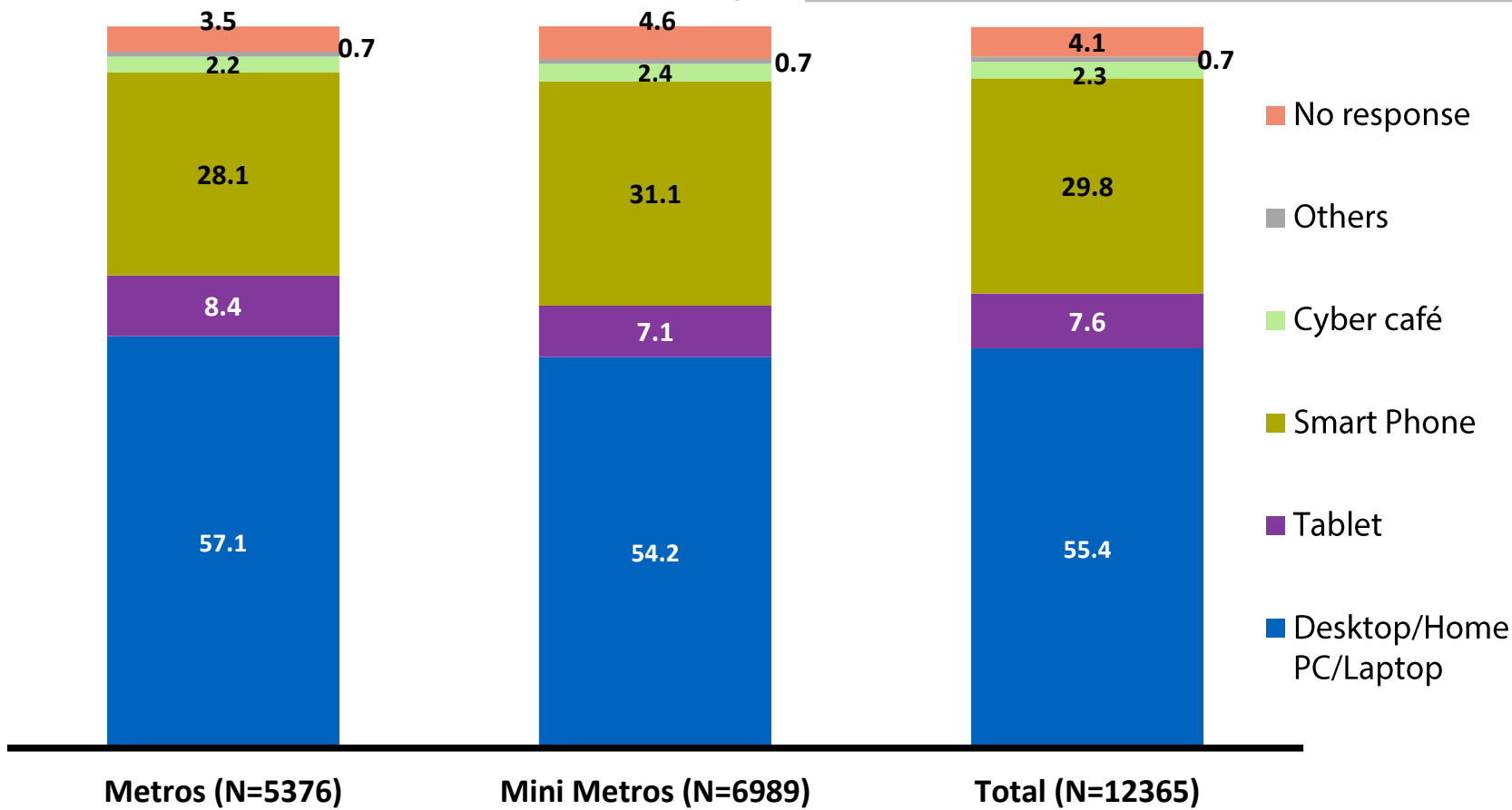
- A positive outlook; 7 in every 10 respondents agreed that social media has made them more aware of current events; keeps them in touch with family
- Only 15% felt that they don't meet friends often due to social media

How they access **INFORMATION**

Insta-ping generation

- 3 in every 10 respond to notifications within 5 minutes of receiving them!
 - About 4 in 10 respond once a day
- No major difference between metros- mini metros, boys- girls

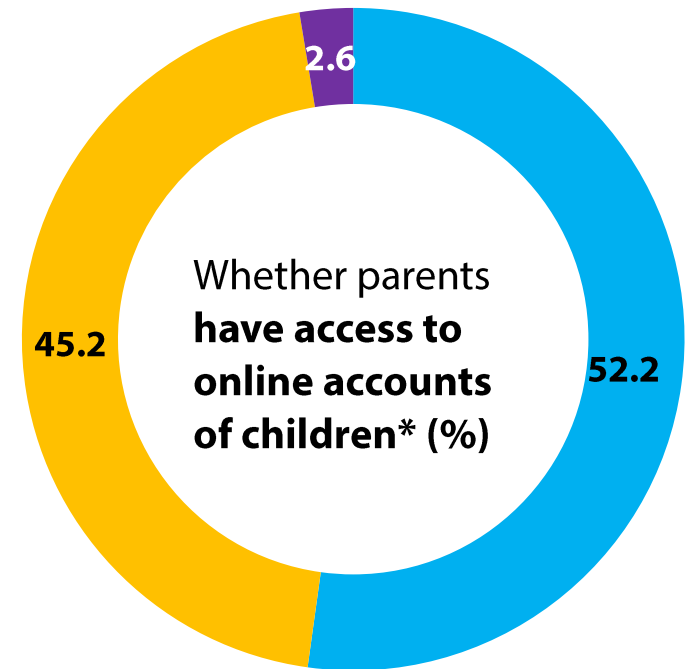
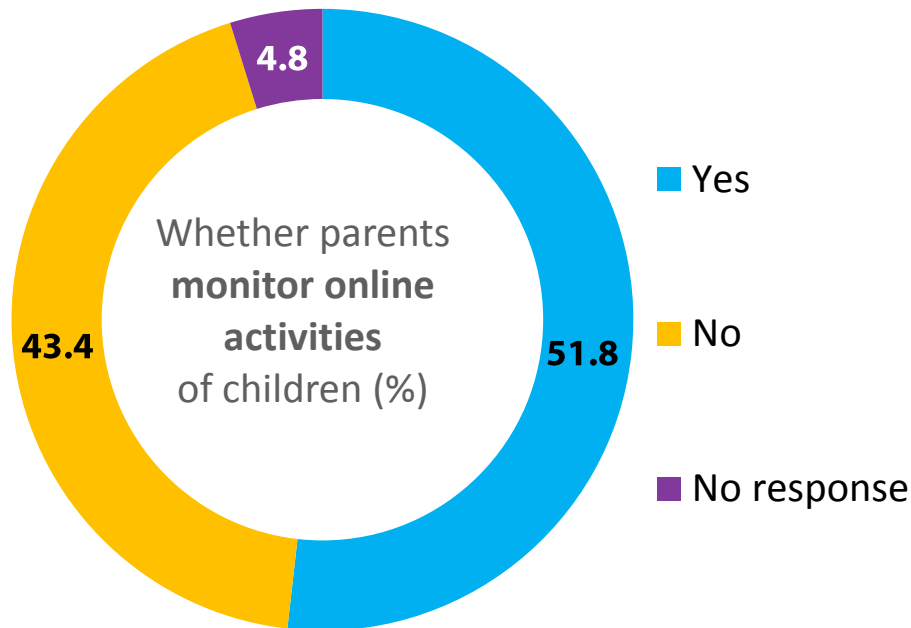
(%)



Overall, desktops/ home PC and laptops are the most popular mode of accessing the internet; followed by smart phones

Parental Guidance and Controls

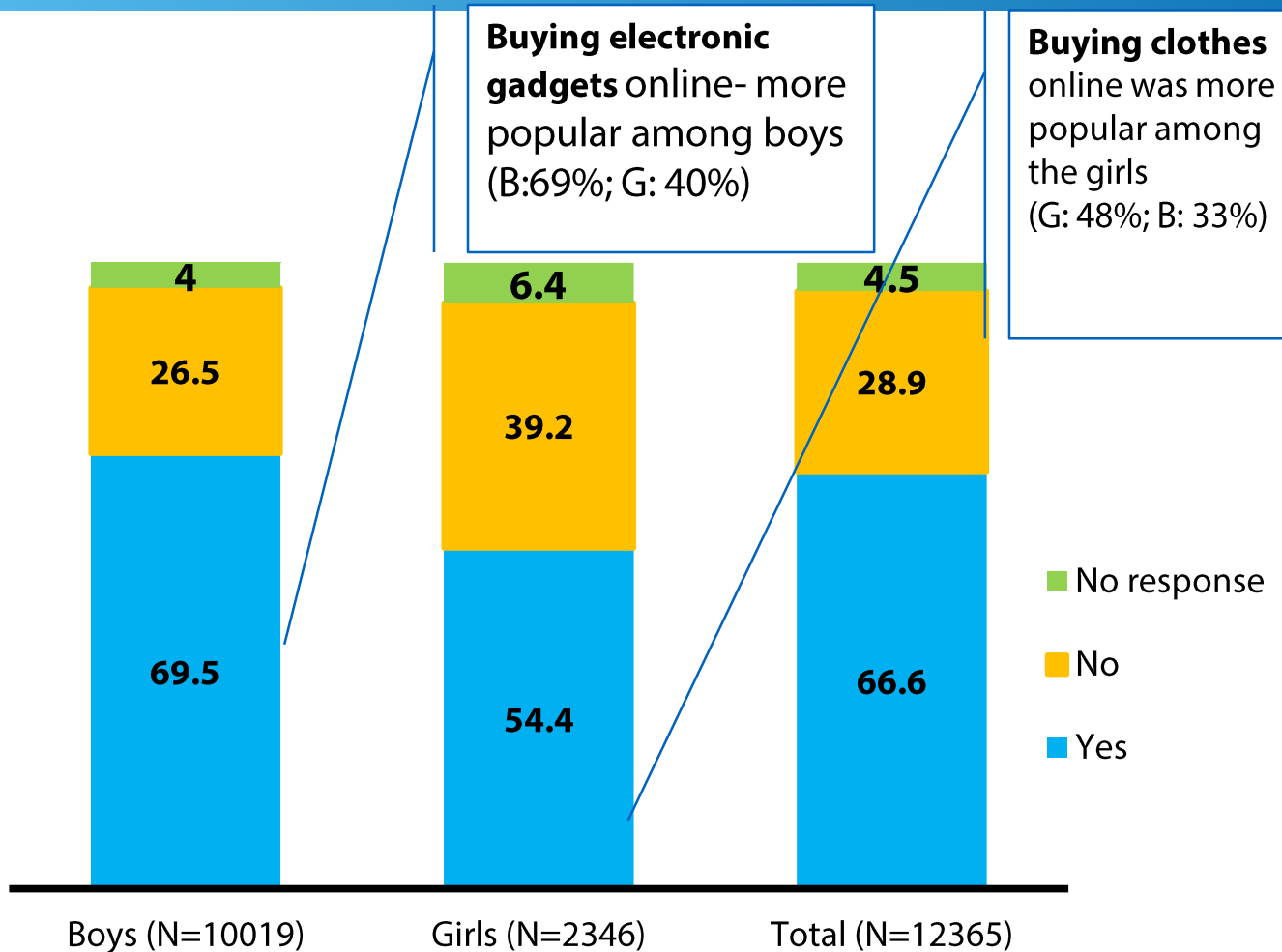
(%)



- Overall, more than half of the respondents reported that their online activities were monitored by their parents (52%)
 - Of those whose parents monitored their online activities, parents of more than half also had access to their online accounts
- No major differences emerged by gender or types of cities

*Base: Respondents whose parents monitored their online activities(6,403)

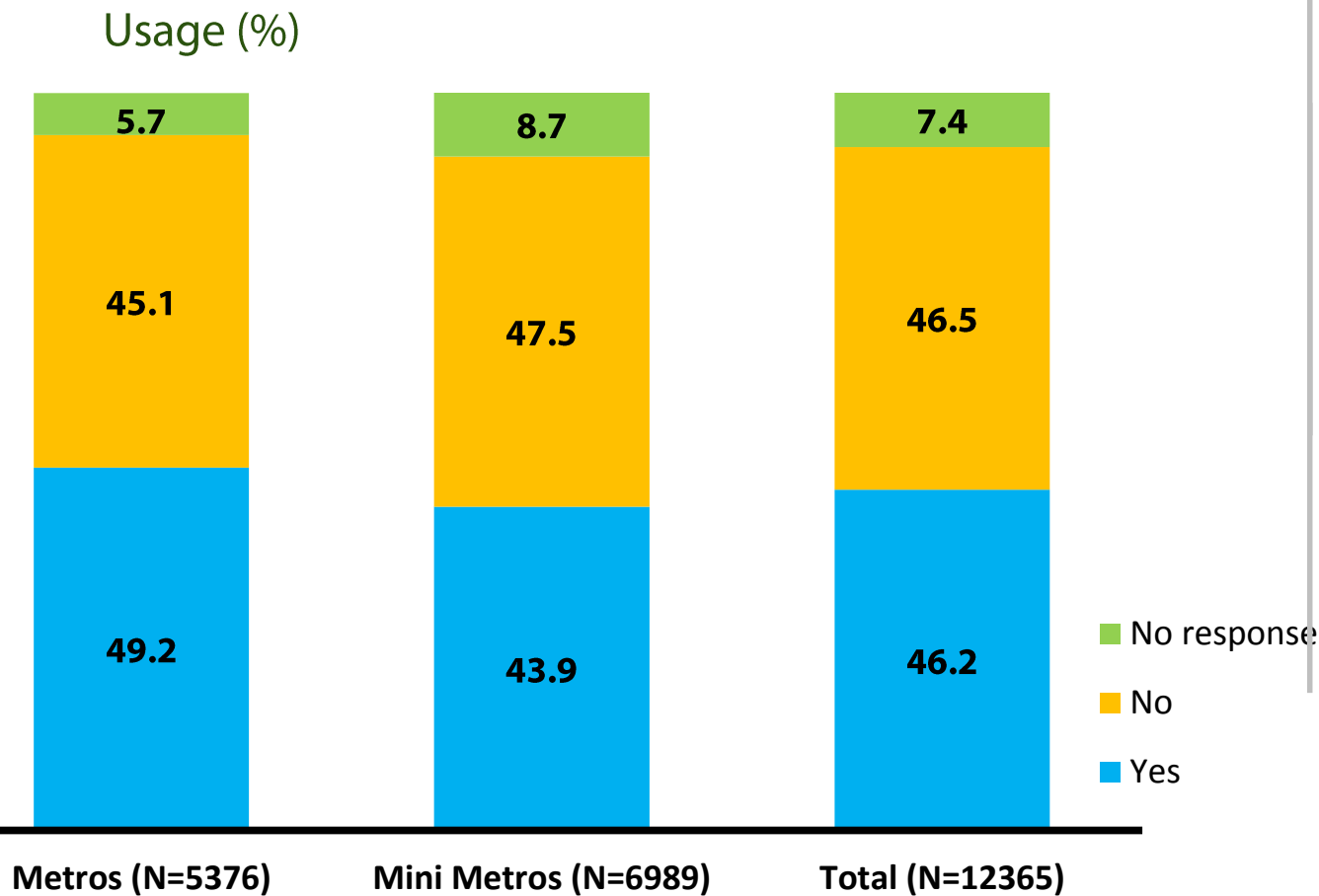
Online Shopping Patterns



- Overall, two-thirds of respondents shopped online (67%)
- Shopping online was more popular among boys (70%) than girls (54%)
- No major difference across metros and mini metros

- Top items bought online: Electronic gadgets (66%), Books (61%); Movie/exhibition/event tickets (41%); Travel tickets (39%); Clothes (36%)
- Buying tickets (movie; travel) more popular in metros (48%; 43%) than minimetros (36%; 37%)
- Buying clothes online was more popular in mini metros (38%) than metros (33%)

FaceTime /Skype /Google Hangout/Videochat



Overall, **42% used Video chat**

- **Purpose:**
 - Speaking to family (66%)
 - Learning something new- language/ subject (22%)
- **More of boys (44%) used it as compared to the girls (35%)**

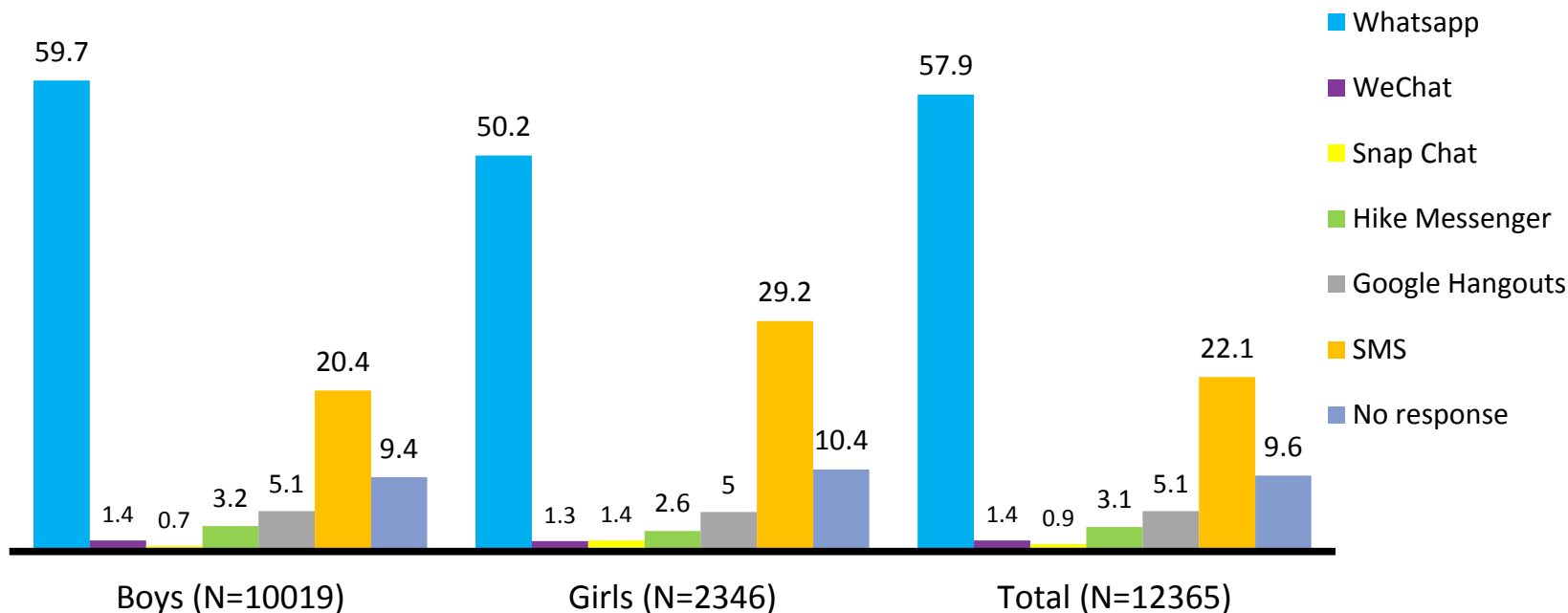
- Overall, 46% of the respondents used FaceTime/ Skype/ Google Hangout
- More popular in metros (49%) than mini metros (44%)
- Higher proportion of boys (48%) as compared to girls (38%) used it

Instant Messaging Platforms

Usage (% by gender)

NUMBER OF CONTACTS ON CHATTING APP

- 4 in every 10 respondents had up to 40 friends/ family on chatting app; another 2 in 10 had 41-80
- Higher proportion of respondents in metros had up to 40 contacts (44%) than in mini metros (39%)

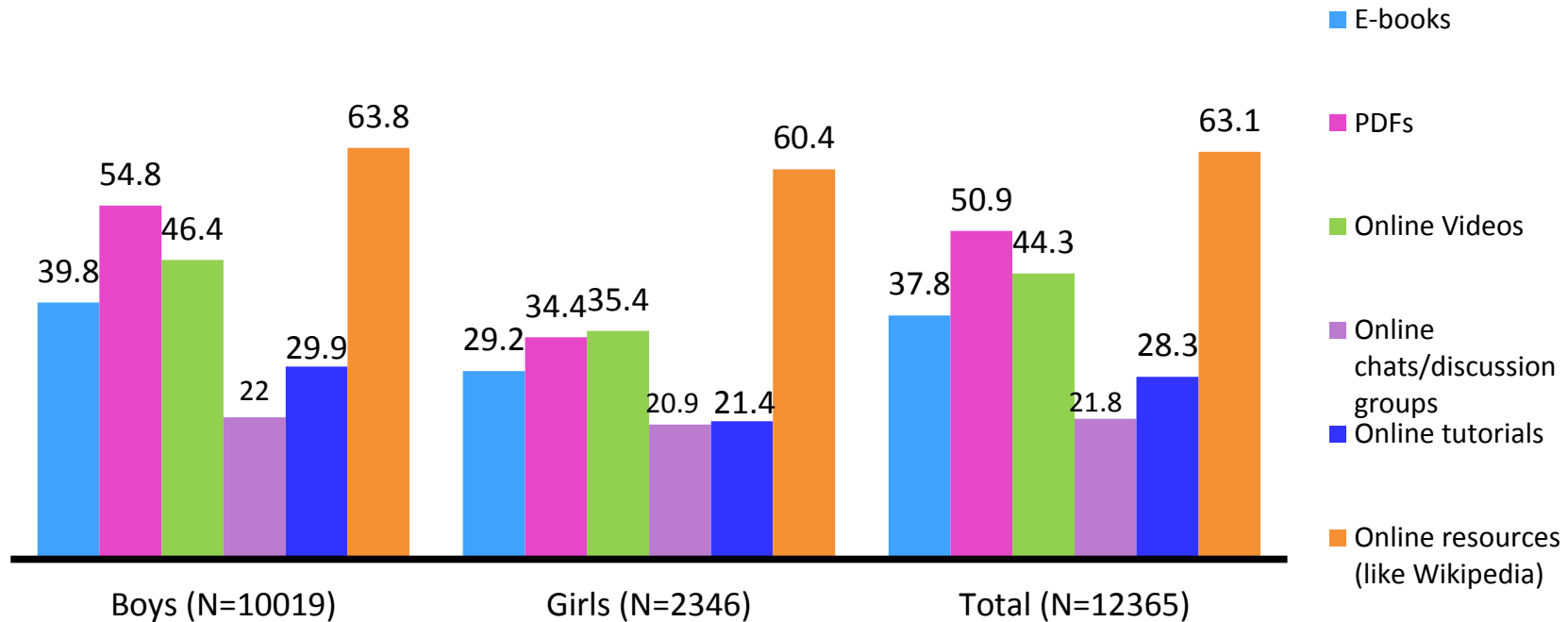


- Whatsapp is most popular IM platform (58%) followed by SMS (20%)
- SMS is relatively more popular among girls (G: 29%; B: 20%), Whatsapp is more popular among boys (60%) in comparison to the girls (50%)

E-Books / Online Sources

Usage for studying (% by gender)

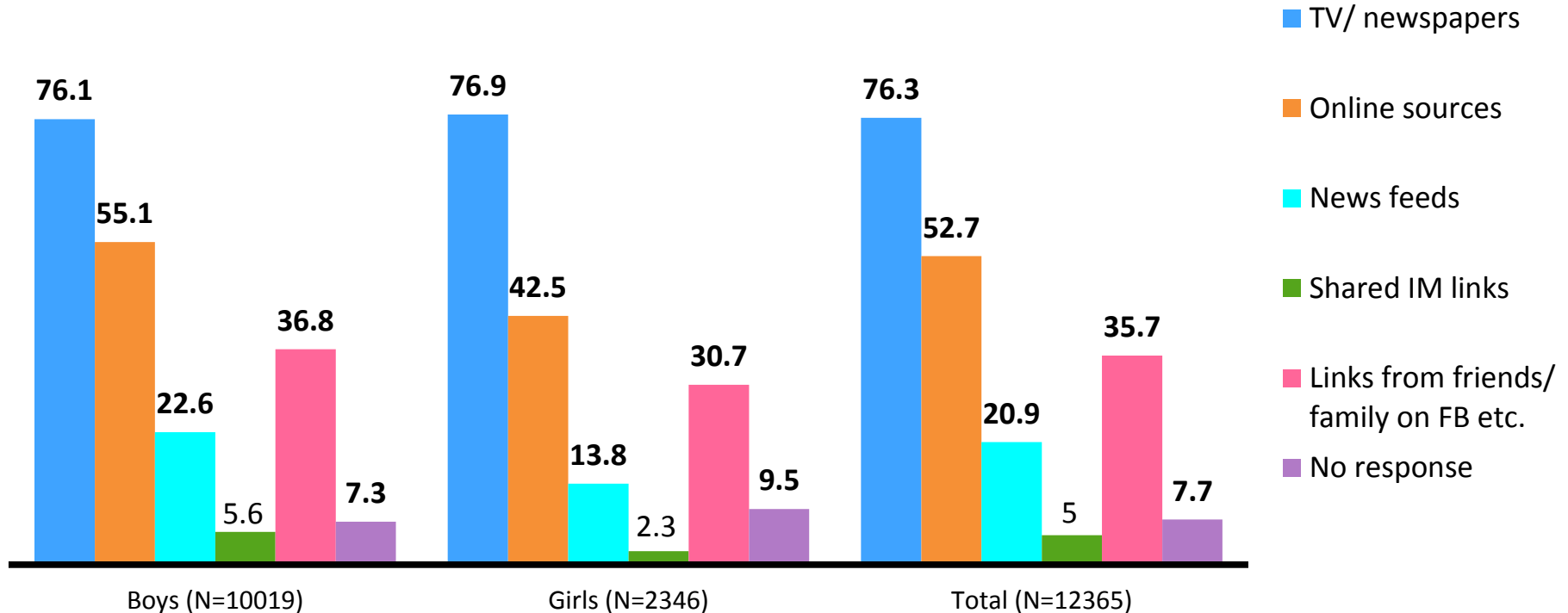
59% used videos to cover study topics



- Online sources like Wikipedia used the most (63%), followed by PDFs (51%) and online videos (44%)
- PDFs and online videos were used by relatively higher proportion of boys (55%; 46%) than girls (34%; 35%)
- Similarly, ebooks and online tutorials were also more popular among the boys (40%; 30%) than girls (29%; 21%)

Consumption of News

Means of keeping abreast with the happenings around (% by gender)



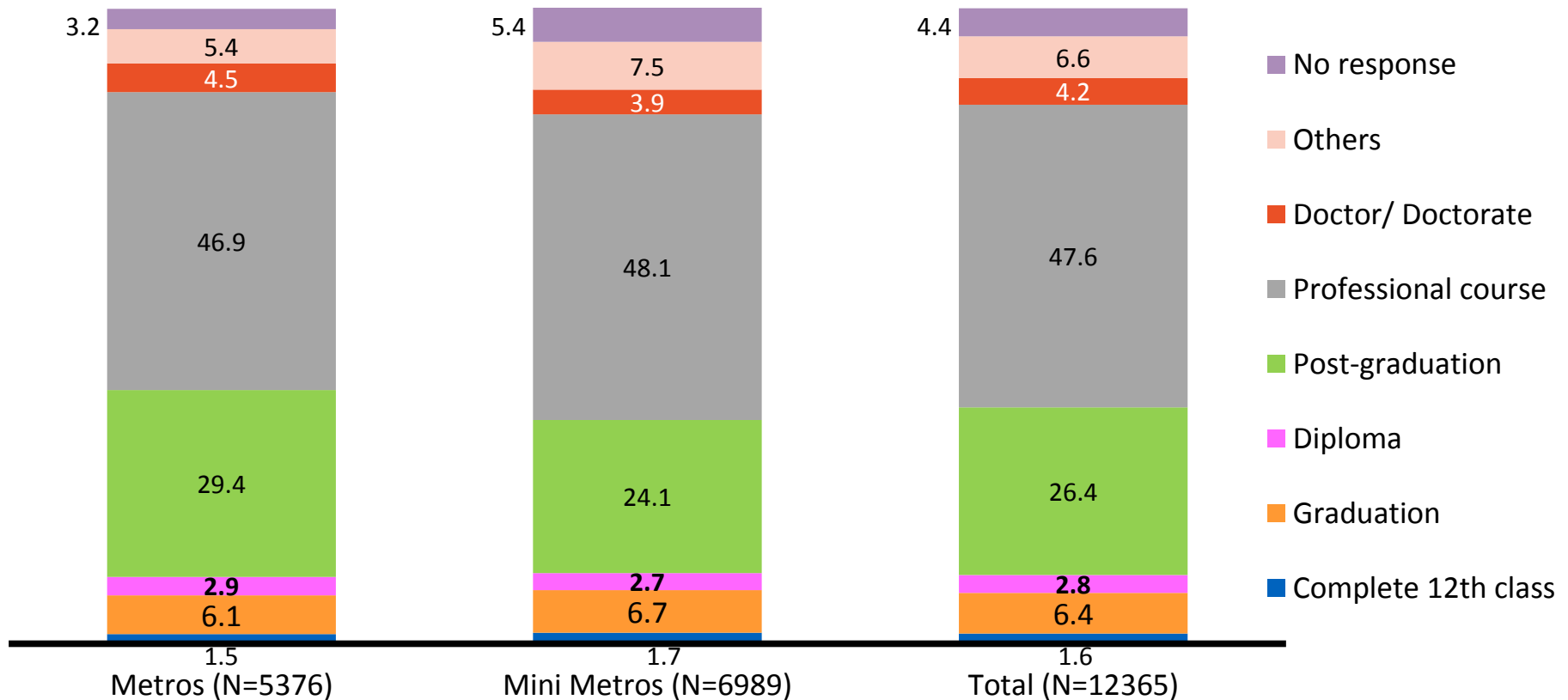
Overall, **TV and newspapers were the most used means of consuming news (76%)** followed by online sources (53%); links from friends/ family on FB (36%)
No major difference among respondents in metros vis-a-vis those in mini metros
Online sources, newsfeeds and links from friends/family were more popular among the boys (55%; 23%; 37%) in comparison to girls (43%; 14%; 31%)

Their EDUCATION & CAREER ASPIRATIONS



Education – Aspirations

Highest degree desired (%)



- Overall, **professional courses were most popular (48%)**
- **Post graduation was a distant second ranked as highest educational degree desired (26%).** Proportion relatively slightly higher in metros (29%) as compared to mini-metros (24%)

Career Aspirations

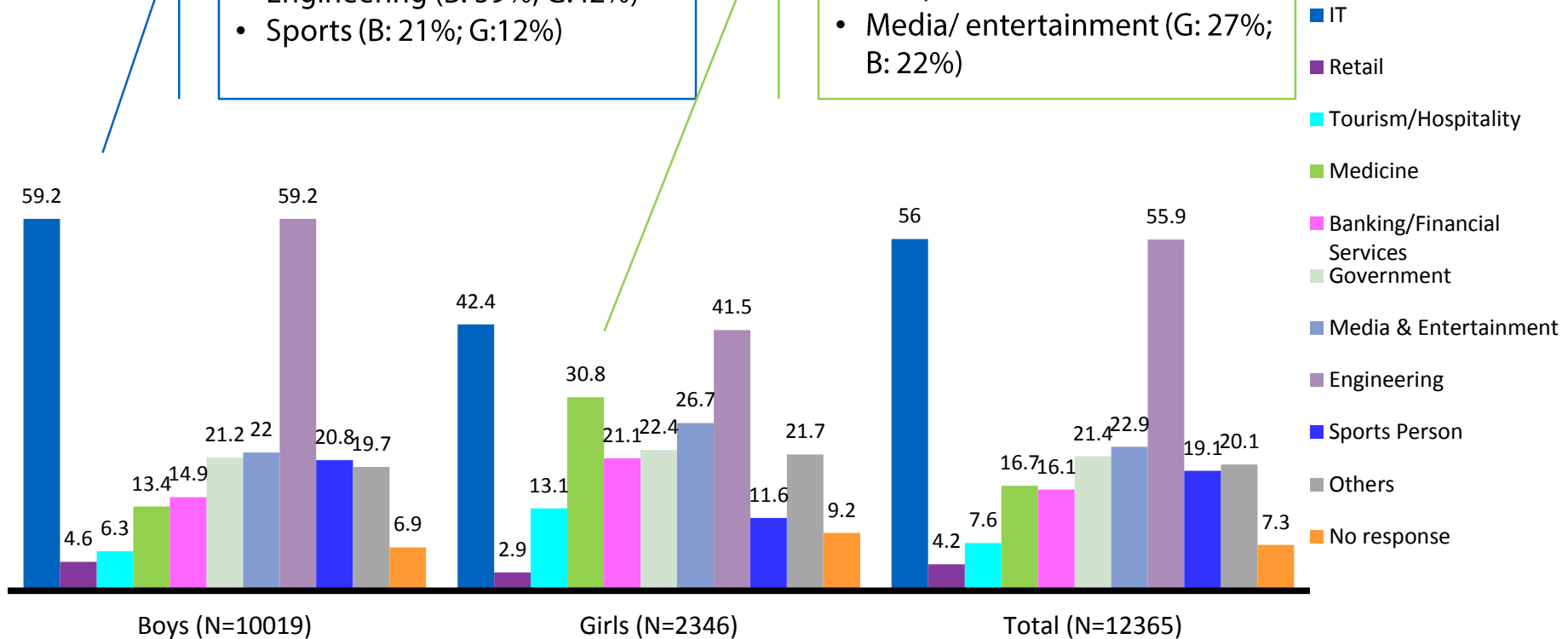
Top career options (% by gender)

More popular among boys:

- IT (B: 59%; G:42%)
- Engineering (B: 59%; G:42%)
- Sports (B: 21%; G:12%)

More popular among girls:

- Medicine (G: 31%; B: 13%)
- Banking/ finance (G: 21%; B: 15%)
- Media/ entertainment (G: 27%; B: 22%)



- Overall, **IT and Engineering were the most sought after career options (56% each)**. Both were more popular among the boys (59% each) than girls (42% each).
- No major difference among respondents in metros vis-a-vis those in mini metros, except in case of Engineering and government jobs.
- While engineering was relatively more popular in metros (59%) than mini metros (54%), the opposite was true for government jobs (Mini- metros: 24%; Metros: 19%)

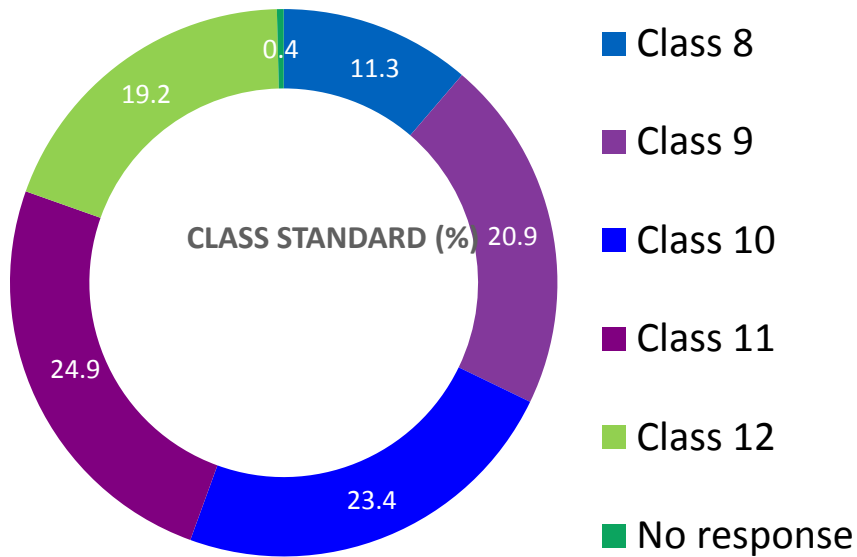
Methodology & Profile of Respondents



Methodology

- Printed questionnaires were administered to all participants prior to the preliminary round of the Quiz.
- The samples were collected immediately after the completion in each of the 14 locations.
- Most of the Students participating in TCS IT Wiz were from English medium schools.

Respondents Profile - CLASS /STANDARD, GENDER, CITIES (%)



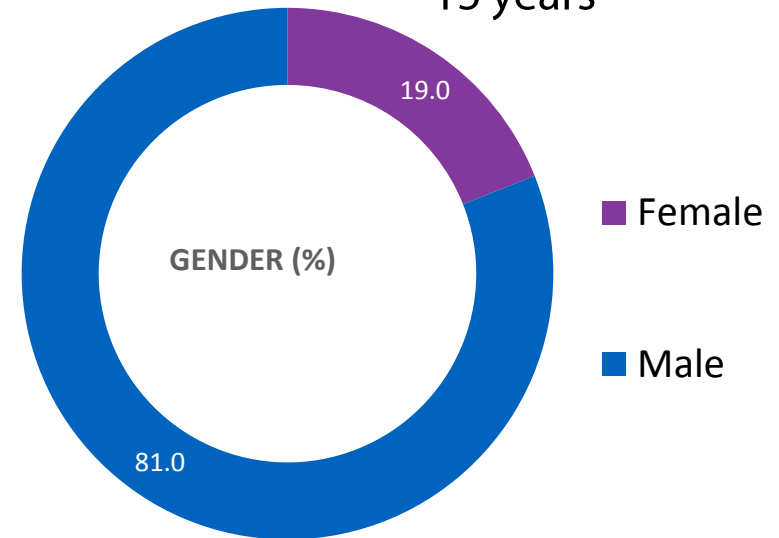
CITIES:

- Metros:
43.5%

- Mini metros:
56.5%

MEAN AGE:

15 years



- A fourth of the respondents were class 11 students and similar proportion belonged to class 10 (23%)
- Three-fourths of the respondents were male (81%)
- The pattern for class standard, gender and age was similar across metros and mini metros

Thank You

