



# Press Release

## Most Indians won't shop online if no discounts on offer: Study

### Inshorts releases findings of India's largest opinion poll that received 16 lac responses

- 74% respondents said they have used a dating app but only 6% have met someone through it
  - More users use Instagram than Twitter or Snapchat
- Only 11% have conducted a transaction using a chatbot or a personal assistant app
  - 80% respondents watch more videos on YouTube than Facebook
  - 42% respondents regularly watch a web series

**Delhi, August 30, 2016** - Majority (54%) Indian won't shop online if no discount were offered and if the product cost the same in the retail market, according to a study by Inshorts and Ipsos.

Out of the 52081 users who responded to the question, 54% respondents said NO, 42% said YES and 4% said they don't buy products online.

India's highest rated news app Inshorts in association with global research firm Ipsos, has released the findings of the second edition of a large opinion poll – Youth of the Nation Poll.

The poll was conducted between July 25th and August 7th and received participation from about 1.5 lakh users who were asked questions on a range of issues which dominated headlines in 2016. About 80% of the respondents were aged below 35 and hailed from India's top 10 cities including New Delhi, Mumbai, Bengaluru, Chennai, Kolkata, Pune, Hyderabad, Ahmedabad, Chandigarh and Lucknow.

Commenting on the poll, **CEO & Co-Founder, Inshorts - Azhar Iqbal** said, "With the Youth of the Nation Poll, we aim to provide the country an insight into what is young India thinking about the most burning issues of the country and their outlook on governance, politics, business, career and technology. And to be able to do this objectively in line with the best practices of polling worldwide, this time around we are delighted to have brought premier research firm Ipsos on board to oversee and validate the survey methodology and execution."

**Amit Adarkar, CEO of Ipsos India** said – "Ipsos partnered Inshorts in one of the largest Youth Polls in India. In the partnership Inshorts provided access to their tech savvy app users for taking the survey while Ipsos provided research expertise and knowledge in content, questionnaire design, data analysis, insights and validation of processes".

"Since majority of Indians are aged below 35 years, how the Youth perceives national issues across different domains is quite insightful in terms of how they are rating different initiatives. After all, these are all educated, tech savvy youngsters with a point of view. And their voice counts", added Adarkar.

When asked if they have ever met someone through a dating app, out of the 56550 users who responded to the question, only little more than 6% users said YES, 67% said NO and 26% said they have never used a dating app. Relatively, employed professionals in the age group of 25-35 were more likely to meet someone through a dating app than students below the age of 25.



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When asked if they have ever conducted a transaction using a chat bot or personal assistant app, out of the 49392 users who responded to the question, only 11% said YES, 74% said NO and about 15% said they did not know what a chat bot or a personal assistant app was. Students below the age of 25 were more likely to use a chat-bot or personal assistant app than their older and employed counterparts.

In order to find out which is India's most popular social network after Facebook, users were asked that out of Instagram, Twitter and Snapchat, which social network do they use the most: out of the 35736 users who responded to the question, 54% said Instagram, 39% said Twitter and little less than 7% respondents said Snapchat.

Amongst respondents who are less than 25 years old Instagram has close to 65% share as against Twitter which only has 27% share. Similarly, amongst females of all age groups, Instagram has close to 64% share against Twitter's 26% share. However, amongst users between the age group of 25-35 and more than 35, Twitter trumps Instagram with a share of 53% and 70% respectively.

With Facebook's aggressive onslaught in the video space, respondents were asked that where do they find themselves watching more videos these days: out of the 52226 users who responded to the question, a whopping 80% said YouTube, about 11% said Facebook and about 10% said Whatsapp. Among the female respondents, Facebook has a marginally higher share of about 14%. However, in the more than 35 years' age group, Whatsapp has a dramatically higher share of more than 32% as against Youtube's 56% and Facebook's 13%.

Users were also asked if they regularly watch a web-series: out of the 52546 users who responded to the question, 42% said YES, 51% said NO and 7% said they did not know what a web series was. Web-series seem to be relatively more popular amongst millennials as in the less than 25 years' age group, close to 49% respondents said YES and about 45% respondents said NO for the same question.

All findings of Consumer Technology questions of the Inshorts Youth of the Nation Poll along with the sample size and profile-wise split of responses, can be accessed on this [Interactive Infographic](#).

Any further questions about the poll, can be addressed to [poll@inshorts.com](mailto:poll@inshorts.com) or [madhurima.bhatia@ipsos.com](mailto:madhurima.bhatia@ipsos.com)



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### About Inshorts

Inshorts is India's highest-rated news app with more than 5 million downloads on Android and iOS. The application was founded in 2013 by a team of 3 IITians - Azhar Iqbal and Anunay Arunav of IIT Delhi, and Deepit Purkayastha of IIT Kharagpur, two of whom dropped out of college to build it. Currently, the app serves more than a billion page views every month. Formerly called News in Shorts, the company rebranded itself as "Inshorts" and recently raised a Series B round of \$20 million dollars from Tiger Global Management." In its new avatar, the application is transitioning from being a news aggregator to a content discovery marketplace for short form content. The app was also featured in Google's top 50 apps for 2015.

### About Ipsos

Ipsos ranks third in the global research industry. With a strong presence in 87 countries, Ipsos employs more than 16,000 people and has the ability to conduct research programs in more than 100 countries. Founded in France in 1975, Ipsos is controlled and managed by research professionals. They have built a solid Group around a multi-specialist positioning – Media and advertising research; Marketing research; Client and employee relationship management; Opinion & social research; Mobile, Online, Offline data collection and delivery -. Ipsos has been listed on the Paris Stock Exchange since 1999.

## GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.  
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.  
We deliver with security, speed, simplicity and substance. We are Game Changers.

Ipsos is listed on Eurolist - NYSE-Euronext.  
The company is part of the SBF 120 and the Mid-60 index  
and is eligible for the Deferred Settlement Service (SRD).

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