

# YOUTH OF THE NATION POLL

Conducted by:



Inshorts MediaLabs Pvt. Ltd

Poll Duration:

25<sup>th</sup> July - 7<sup>th</sup> August 2016

Commissioned by:



Ipsos Research Pvt. Ltd.

Ipsos Public Affairs

GAME CHANGERS



## Objective of the Poll

The prime objective of the Poll was to understand the views of youth on various macro issues ranging from politics, career, economy and consumer technology, which dominated headlines in 2016

## Polling Methodology

- Polling was conducted on the Inshorts app from 25th July to 7th August
- More than 75% of Inshorts users are below the age of 35 and come from India's top 10 metros - New Delhi, Bengaluru, Mumbai, Pune, Kolkata ,Hyderabad, Chennai, Ahmedabad, Lucknow and Chandigarh
- To prevent astroturfing, all Inshorts users were provided an option to participate in the poll by responding to 3 profiling questions about they age, gender and occupation about 3 weeks before the poll went live. About 1,50,000 respondents responded to these questions and hence opted in for the poll.
- When the poll went live on the app from 25th July - 7th August, every user who had responded to the 3 profiling questions was showed 1 polling card after swiping 9 news cards. The user had 3 options for every question and had the option to swipe the polling card if they did not wish to answer that question.
- Overall, there were 24 questions in the poll and users could respond to whichever questions they were interested in responding.

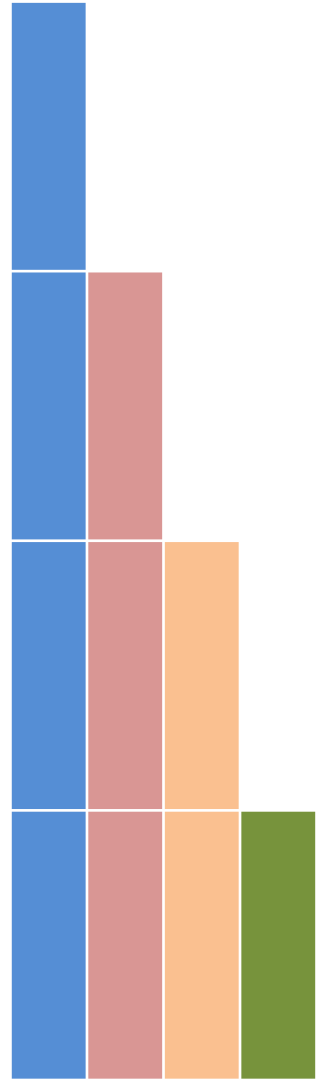
<b>Name</b>	<ul style="list-style-type: none"><li>• Youth of the Nation Poll</li></ul>
<b>Target Respondent</b>	<ul style="list-style-type: none"><li>• All (Males, Females &amp; Others)</li></ul>
<b>Age-Group (in Years)</b>	<ul style="list-style-type: none"><li>• Less than 25 Years</li><li>• 25-35 Years</li><li>• More than 35 Years</li></ul>
<b>Occupation</b>	<ul style="list-style-type: none"><li>• Students</li><li>• Employed</li><li>• Unemployed</li></ul>
<b>Geographical Location</b>	<ul style="list-style-type: none"><li>• All India, predominantly Urban</li></ul>

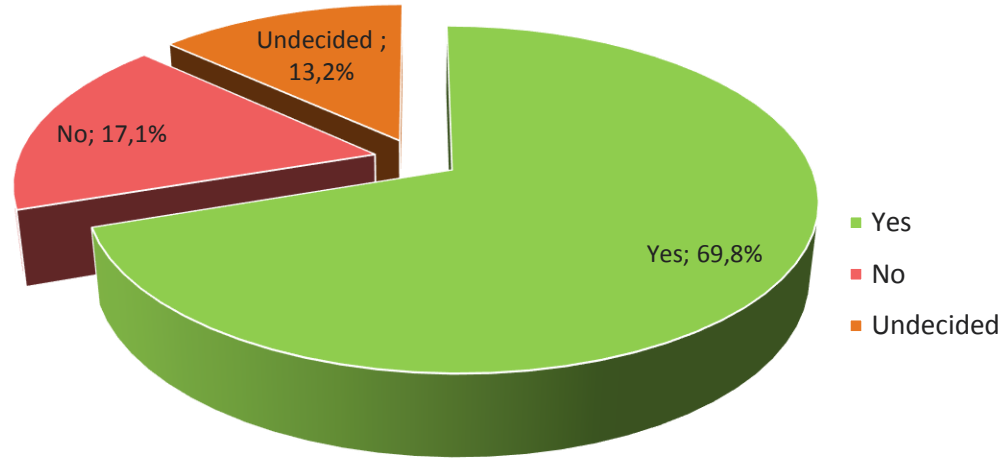
Polling was conducted on the Inshorts app from 25<sup>th</sup> July to 7<sup>th</sup> August

Ipsos Public Affairs

GAME CHANGERS

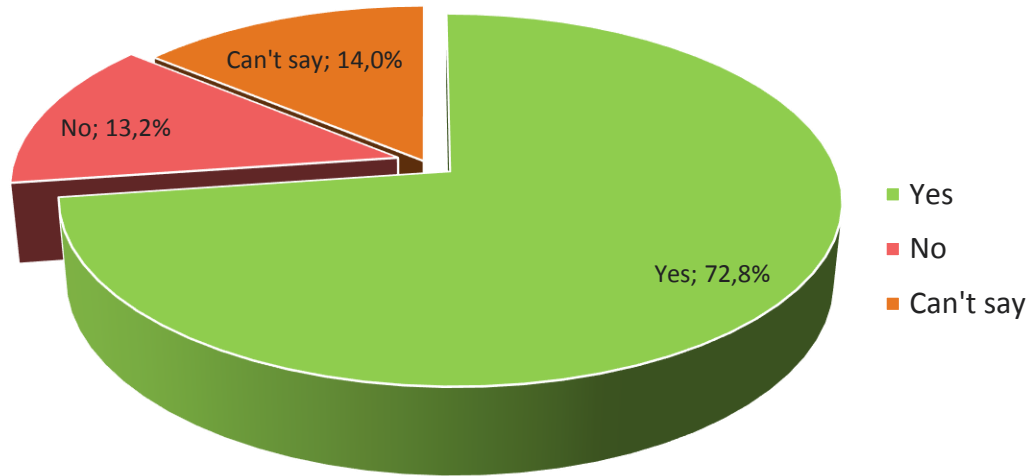






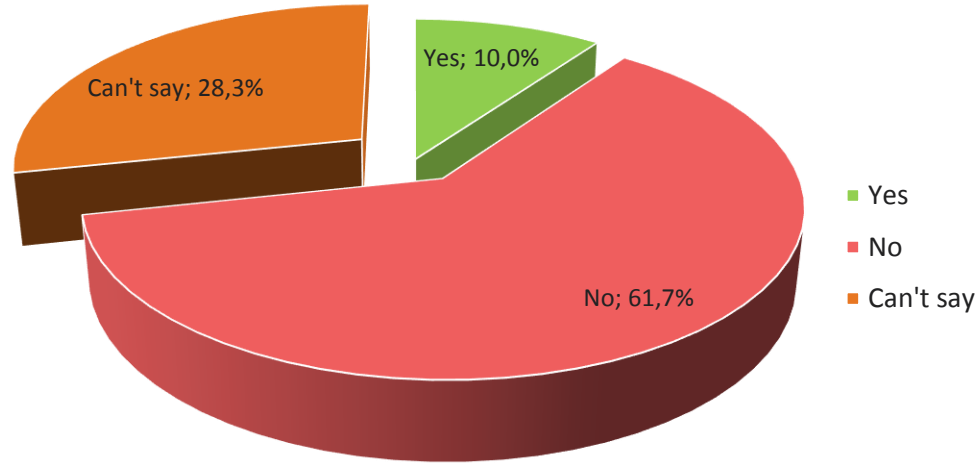
Base: 63141 respondents

Almost 70% respondents polled say they would vote for Modi for a 2nd Term in 2019 Lok Sabha Elections



Base: 54062 respondents

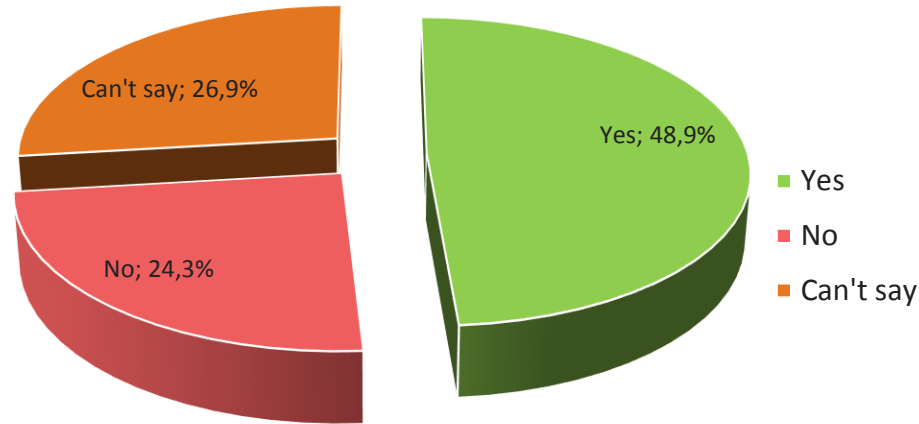
A whopping 72% respondents say that Govt. should have let Rajan take a 2nd term as the RBI Governor.



Base: 46938 respondents

62% respondents polled disapprove of the functioning of Pahlaj Nihalani led Censor Board

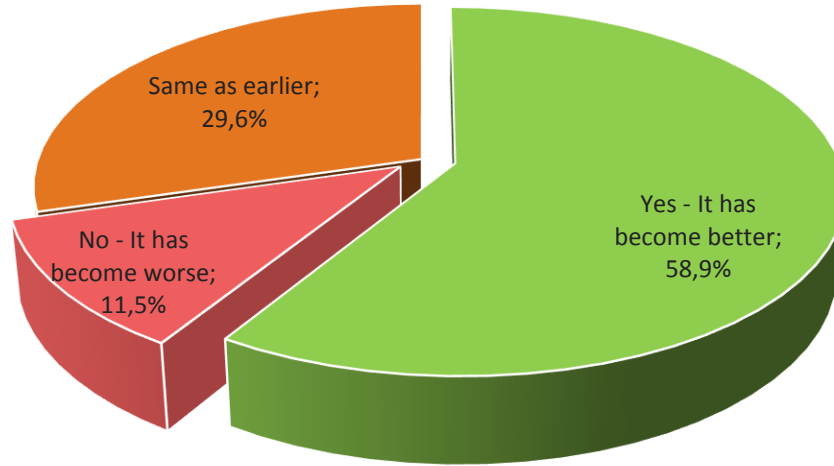
Base: 46047 respondents



Views split – while 49% approve of govt's action in handling protests, 24% condemn it, while 27% are undecided.



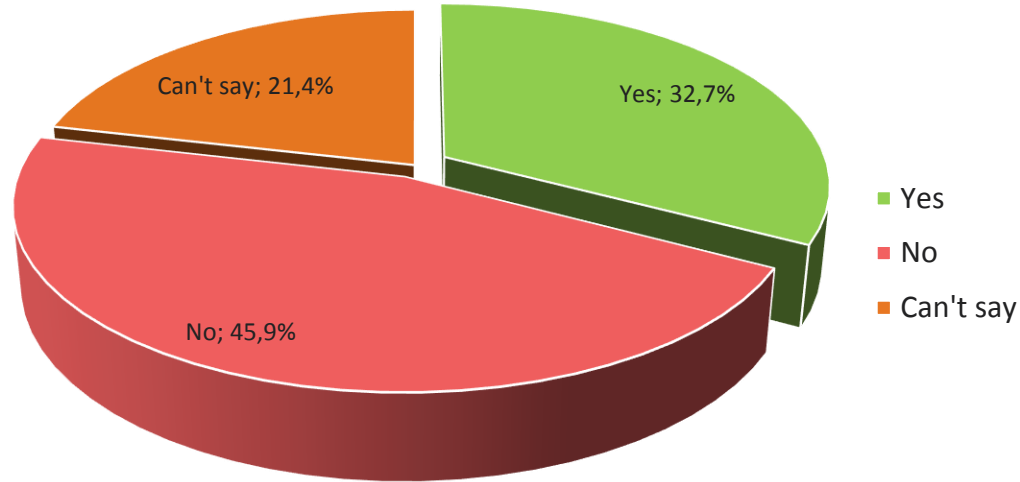
Base: 37876 respondents



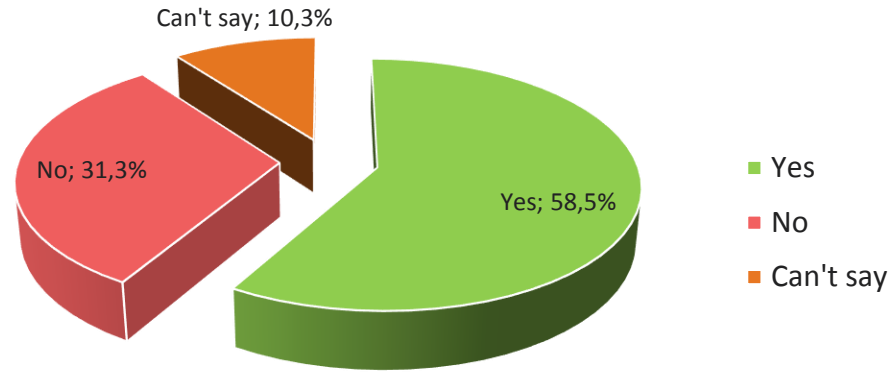
■ Yes - It has become better ■ No - It has become worse ■ Same as earlier

59% respondents polled say their experience as a railway passenger has improved in last 2 years.

Base: 49177  
respondents

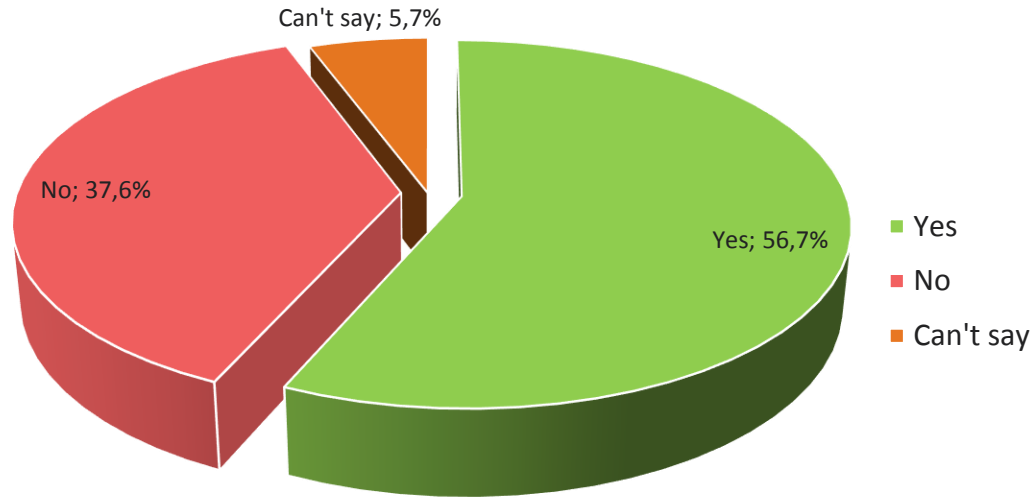


Split views. 46% respondents disagree that atrocities against Dalits have increased. 32% however agree and 33% are undecided.



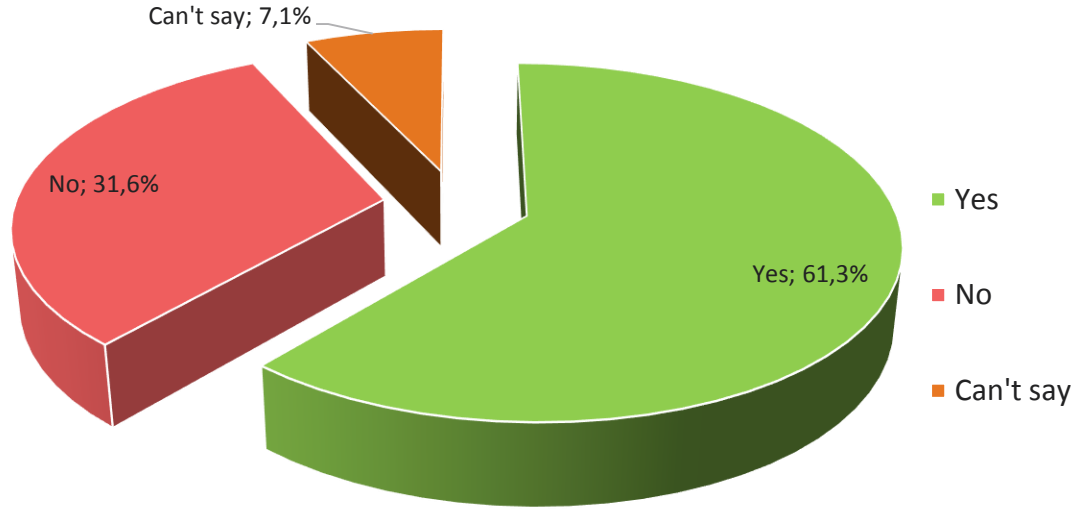
Base: 53717 respondents

58% respondents polled said they feel safe in public places. 31% however feel unsafe. 10% were undecided. CCTV cameras and proactive action and monitoring by the police has led to confidence in public. Also warnings for caution have made people alert.



Base: 54512 respondents

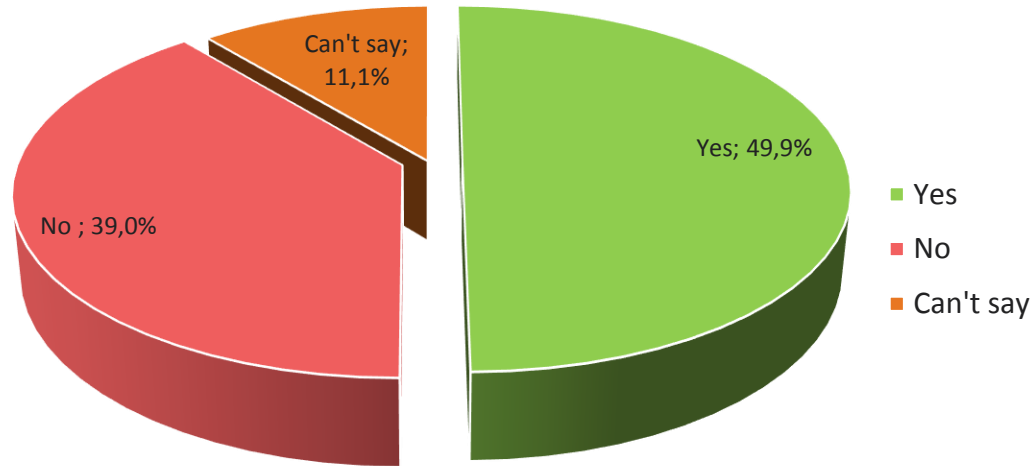
Almost 57% respondents polled support and approve of ban on liquor in certain states. 38% respondents however oppose it – they feel it curtails freedom..



Base: 32828 respondents

Majority view: Ban Student Politics in College Campuses!

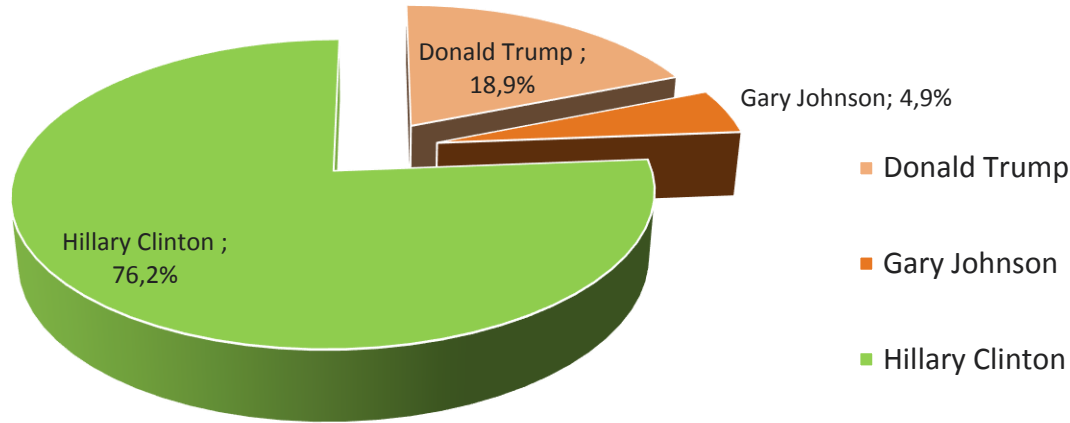
Base: 53758  
respondents



50% respondents polled seem to be OK with Comedians mocking eminent personalities. 39% respondents oppose it and 11% were undecided.

## Not so much Trump's right to mock Hillary Clinton though

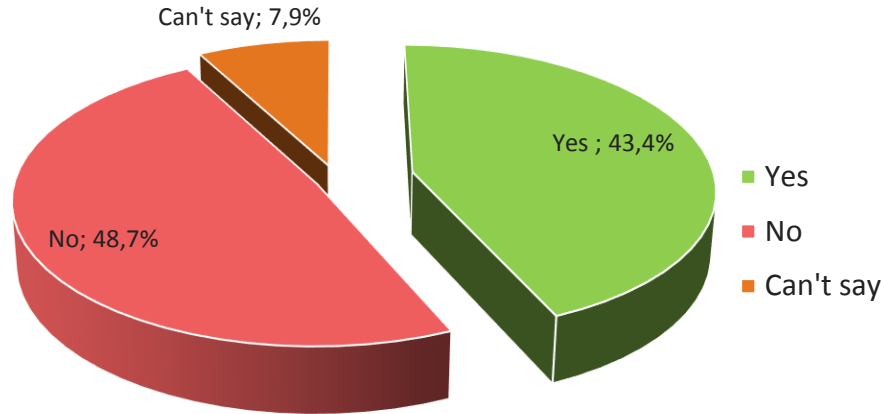
Base: 57189  
respondents



76% respondents root for Hilary Clinton and feel she would be a better US President for India!

**But Yoga seems to be becoming great again.**

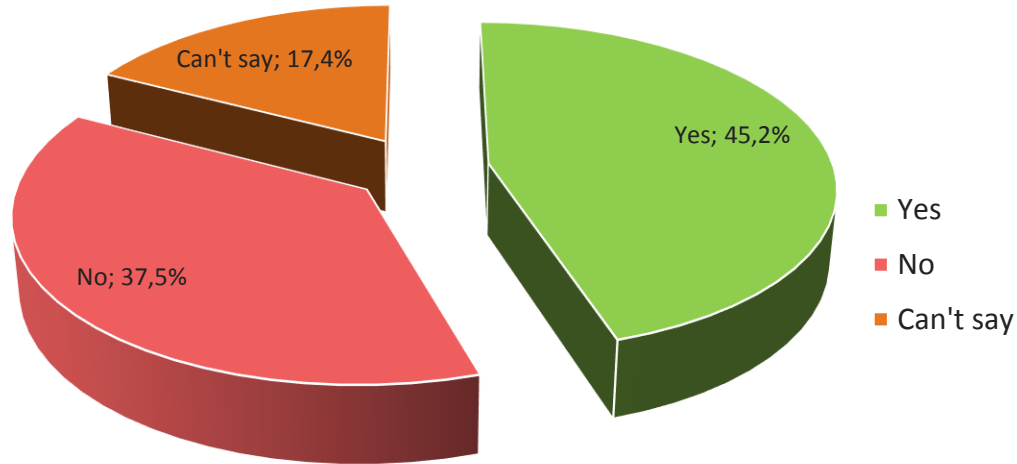
Base: 53442  
respondents



Polarized views seen for Yoga - among those who practice and those who don't.



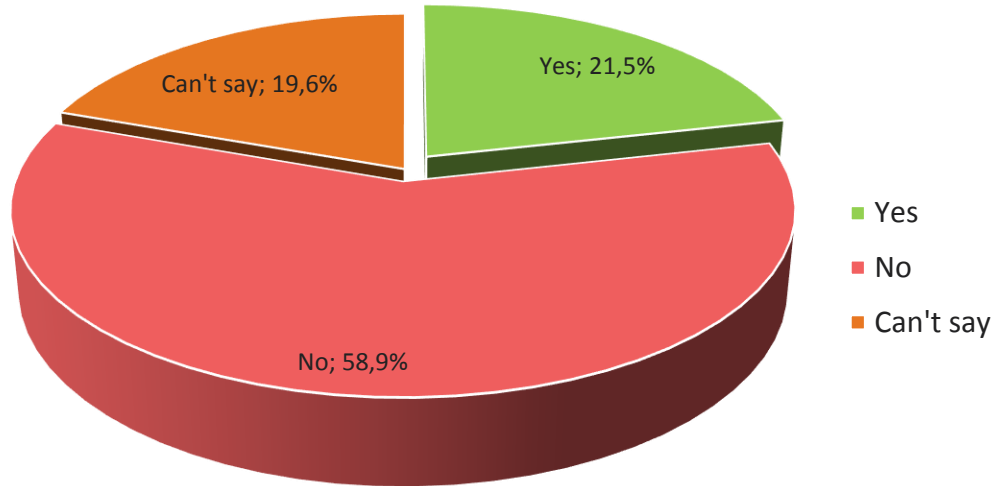
Base: 51576  
respondents



Mixed bag! 45% however say that their career prospects have improved in the last 2 years. 7th Pay Commission beneficiaries?

# However, expenses have exceeded income by a long shot

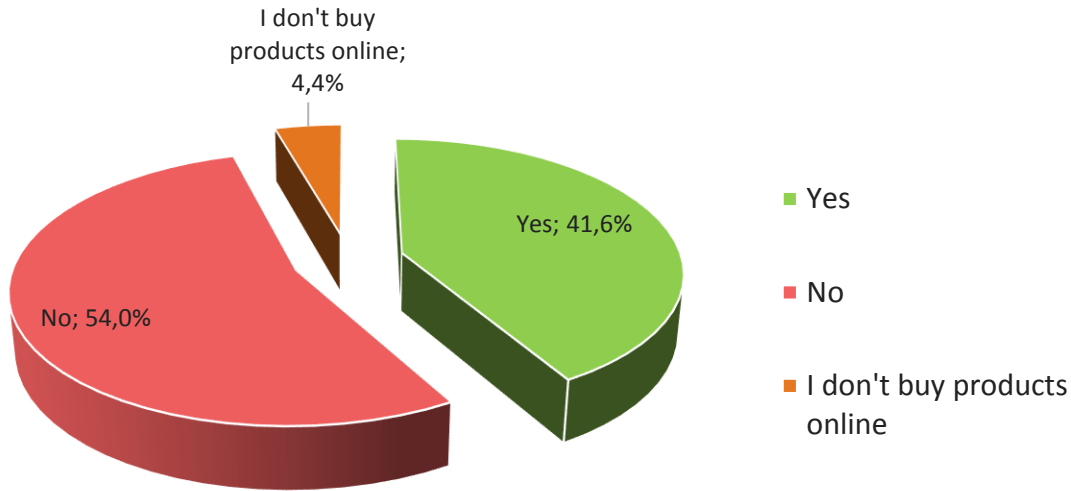
Base: 50970 respondents



59% respondents say their income has not surpassed their expenses. Inflation still bogs them down.

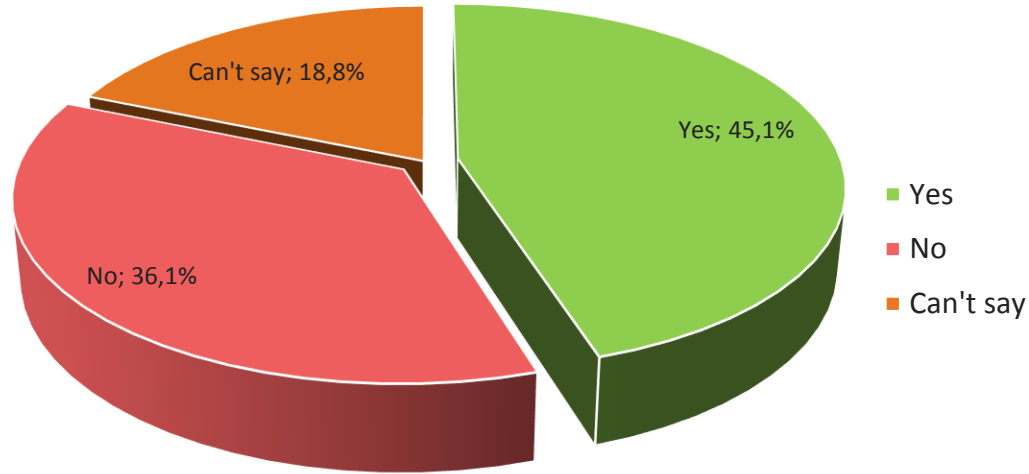
## Which explains why they don't want to give up their discounts

Base: 52081 respondents

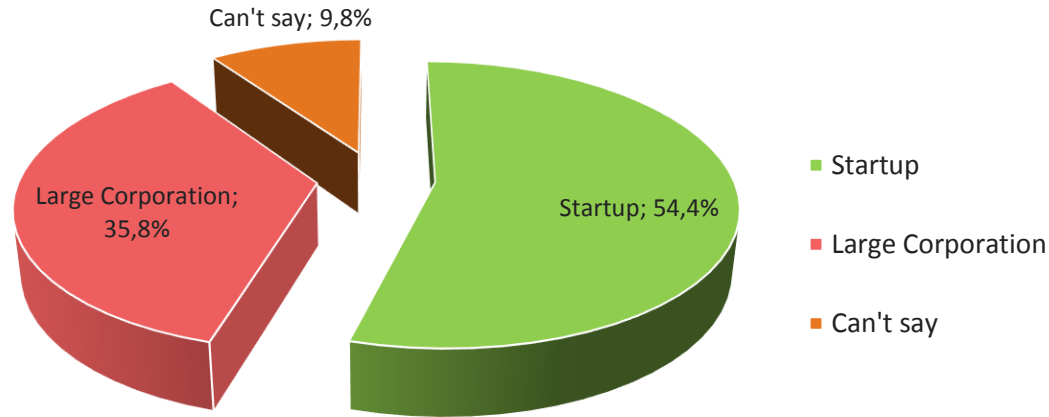


54% disagree that they would buy products online sans discounts – discount is the biggest trigger and motivation for Online Shopping. 42% respondents however would still shop with no discounts on offer – for them convenience is key.

Base: 53089  
respondents



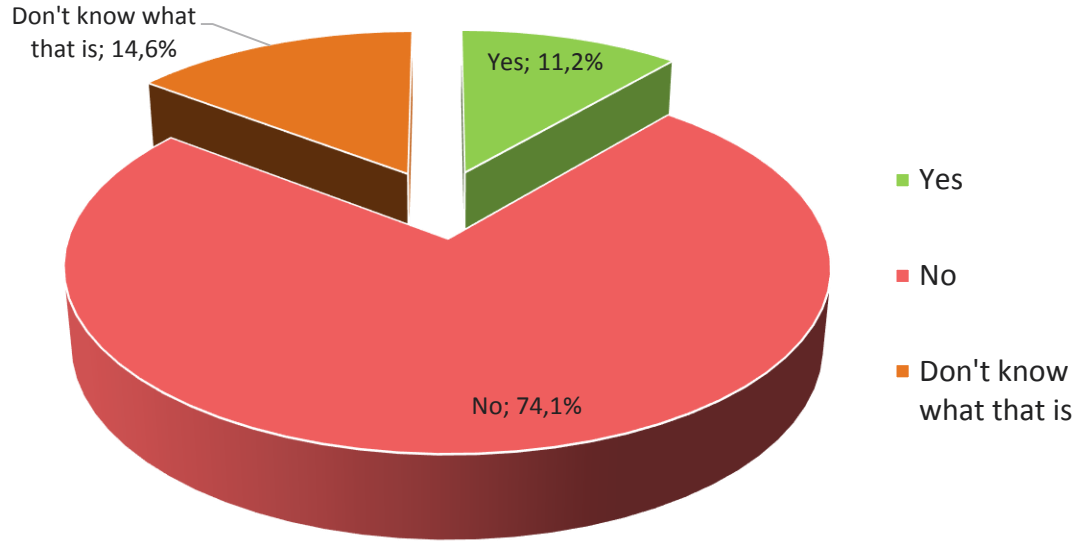
Split views, though 45% of respondents polled say they see themselves turning entrepreneurs and launching a start up!



Base: 51629 respondents

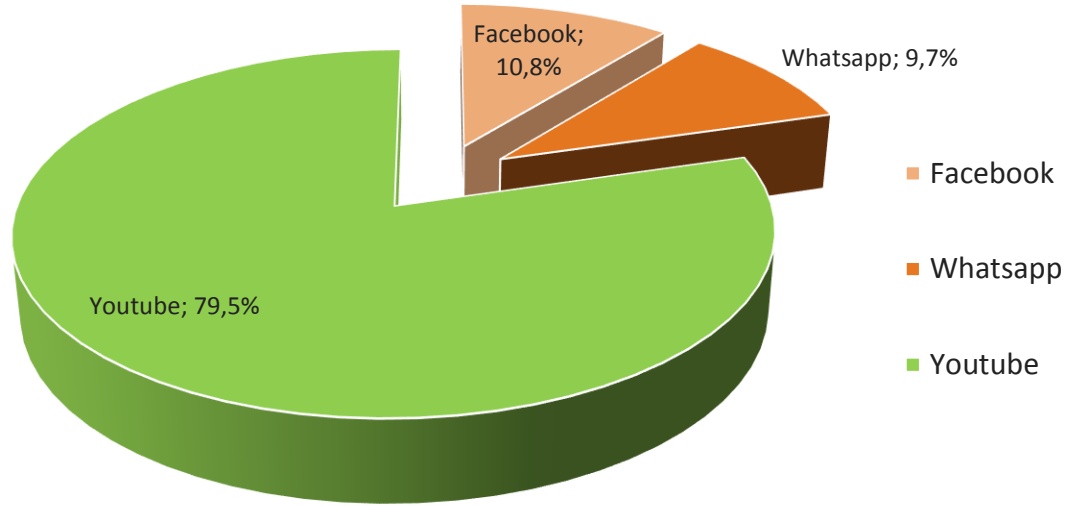
With perks and job offer being same, 54% respondents said they would prefer working with a Start Up; 36% said they would prefer a Large Corporation; while 10% respondents were undecided.

**But most are yet to try out a chat bot or a personal assistant app.**



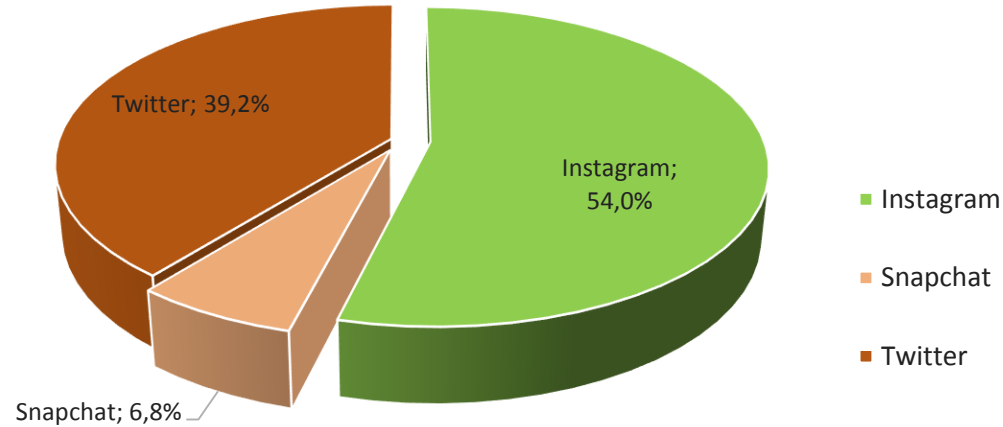
Base: 49392 respondents

74% respondents polled have never used Chat Bot or Personal Assistant App.



Base: 52226 respondents

79% respondents watch most videos on YouTube! 11% watch on Fb; While 10% watch on Whatsapp!

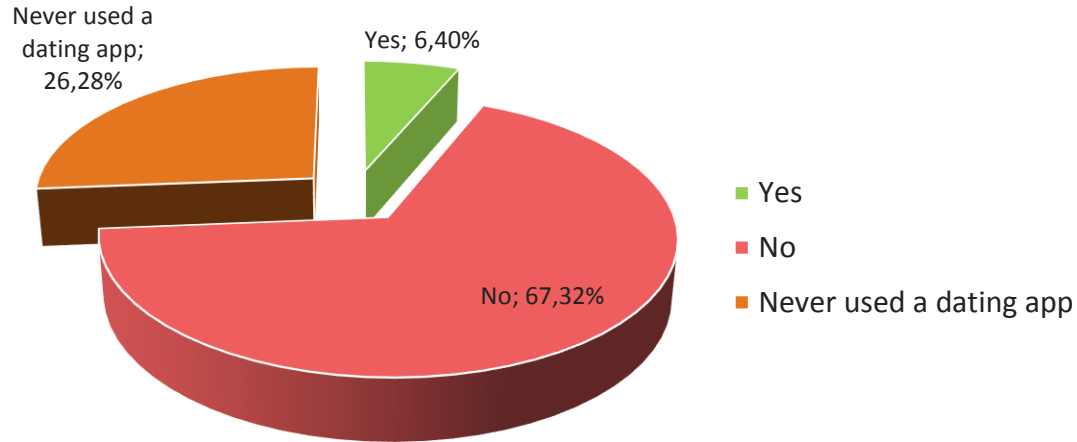


Base: 35736 respondents

Usage seen highest for Instagram (54%) followed by Twitter (39%) and then Snapchat (7%)

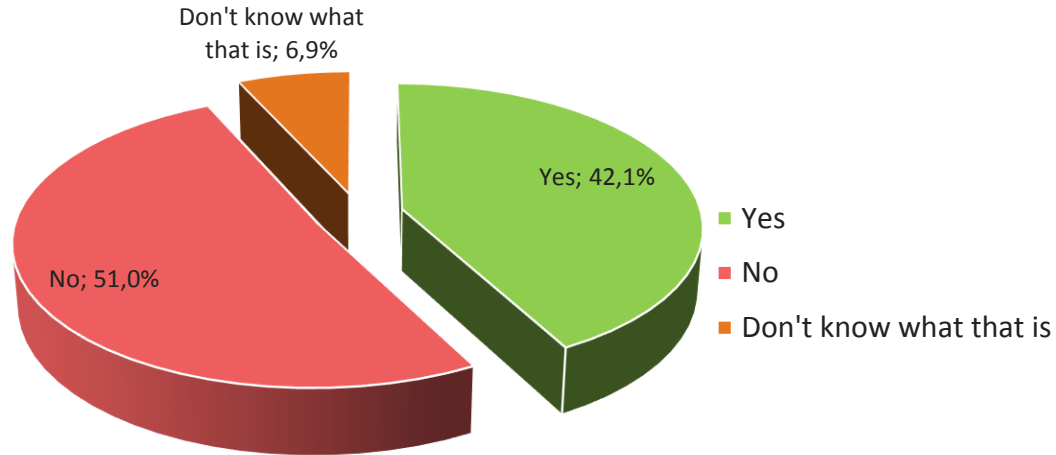


Base: 56550  
respondents



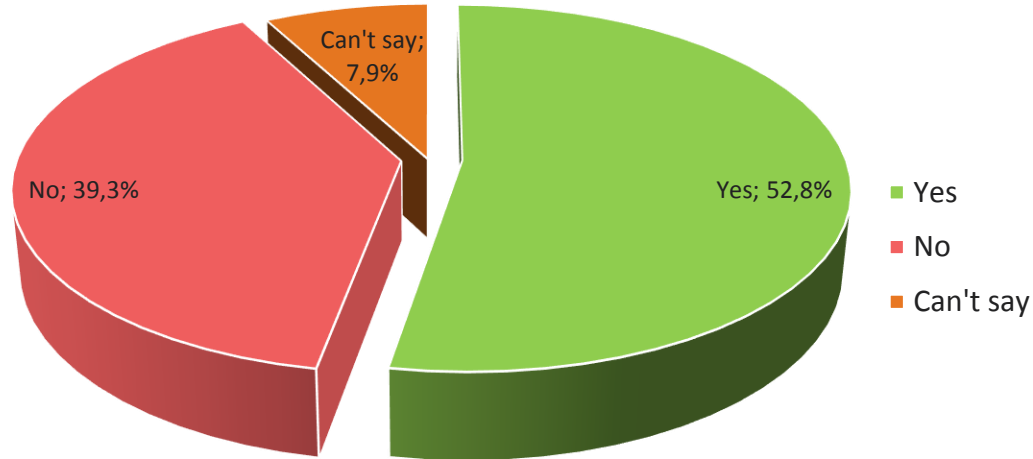
Majority of respondents polled claim to have not met anyone random through Dating App.

Base: 52546  
respondents



At least 42% of those polled claim to be watching a web series.

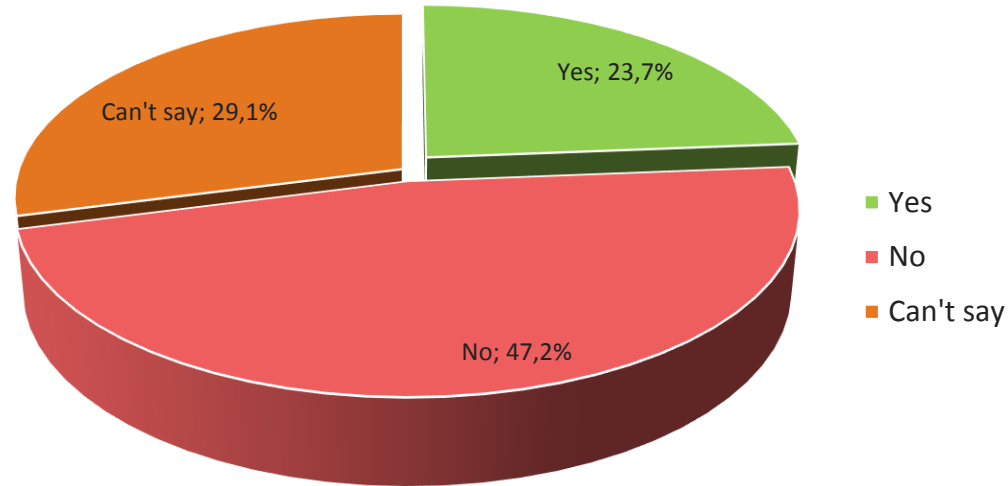
Base: 54373



52% respondents disapprove of divestment of BSNL and Air India – feel govt. should continue owning them.

39% respondents are in favour of govt. pulling out of BSNL and Air India.

Base: 50048  
respondents



47% respondents polled oppose Brexit.

# Next Steps

- Data has been captured by demographics – age, gender and profession
- Next step will be sharing the data by demographic breaks, age/gender/profession which will throw even more interesting insights on what these segments think about various macro issues ranging from politics, career, economy and consumer technology, which dominated headlines in 2016

# THANK YOU