

# TCS GenY Survey 2014-15

Citywise Report

## **BHUBANESWAR**

# BHUBANESWAR

## Key Highlights

- Topmost city in terms of usage of social networking websites (92%) [Ref: Table 7.1A]
- Facebook is the most popular social networking site (93%) [Ref: Table 7.2A]
- Twitter usage found highest across cities in Bhubaneshwar (and Lucknow) with about half of the students reporting usage [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 rule Twitter, followed by celebrities and film stars who are the most followed people on Twitter in Bhubaneshwar (69%; 60%; 57% respectively) [Ref: Table 19.2A]
- Almost half reported parental monitoring of their online activities. Out of those parents who monitored, more than half also had access to their ward's account on social networking sites [Ref: Table 15A; Table 15.1A]
- E-commerce quite popular, about 3/4th of the students shop online [Ref: Table 18A]
- Online shopping is relatively more popular among the girls (diff. 5 percentage points) [Ref: Table 18A1]
- Books are by far the most sought after item of online purchase (64%) [Ref: Table 18.1A]
- About 6 in 10 respondents use FaceTime/ Skype/ Google Hangout/video chat [Ref: Table 2.14.1]
- WhatsApp is the most popular IM platform- used over half of the students (52%). Usage among boys much higher than that among girls (by 40 percentage points) [Ref: Table 21A; Table 21A1]
- Online sources are fairly popular for studies among students in Bhubaneshwar. "Online resources like Wikipedia" and PDFs are used by majority of them (59%; 54% respectively) [Ref: Table 23A]
- 7 among every 10 students use television or newspapers to keep abreast with current affairs/ news; 56% utilized online sources [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
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**TABLE 11A PERCENTAGE OF STUDENTS BY PURPOSE OF USING SOCIAL NETWORKING SITES -% (Q. 2.8)**

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