

TCS GenY Survey 2014-15

Citywise Report

COIMBARTORE

COIMBATORE

Key Highlights

- Facebook is the most popular social networking site in terms of usage (91%) [Ref: Table 7.2A]
- Google Plus, though used by majority (58%) is the least popular across cities in Coimbatore [Ref: Table 7.2A]
- One in every 10 students use Twitter [Ref: Table 7.2A]
- Close to half reported parental monitoring of their online activities. Out of those parents who monitored, more than half even had access to their ward's account on social networking sites [Ref: Table 15A; Table 15.1A]
- E-commerce is catching on- 6 in 10 of the students shop online [Ref: Table 18A]
- Shopping online is more popular among the boys than the girls (diff. 18 percentage points) [Ref: Table 18A1]
- Books are the most ordered items over the internet. Distantly followed by electronics (67%; 53% respectively) [Ref: Table 18.1A]
- Usage of FaceTime/ Skype/ Google Hangout/ video chat among the lowest across cities (46%) [Ref: Table 2.14.1]
- WhatsApp followed by SMS are the most used IM platforms (48%; 29% respectively)- popularity of the app among the lowest across cities in Coimbatore. [Ref: Table 21A]
- Online resources like Wikipedia are used for studies by over half of the students (53%). Other online sources are not as popular with PDFs being used by 45% [Ref: Table 23A]
- 7 in 10 students use television or newspapers to keep abreast with current affairs/ news; less than half online sources (45%) [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 | Bhubaneswar | 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 | Bhubaneswar | 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 | 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 | Bhubneswar | 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 | Bhubneswar | 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)

| | Hyderab ad | Ahmeda bad | Bangalo re | Pune | Chennai | Kolkata | Coimbat ore | Indore | Bhubnes hwar | 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 |