

TCS GenY Survey 2014-15

Citywise Report

KOCHI

Key Highlights

- Very high affinity to social networking sites. Among top three cities in terms of usage of these sites by students (88%) [Table 7.1A]
- Facebook followed by Google plus and Twitter are the most popular social networking sites among students (90%; 65%; 46%) [Ref: Table 7.2A]
- Being part of a community (e.g. football, photography, etc.) is the most prominent purpose of using social networking websites (61%)- highest across states [Ref: Table 11A]
- 6 among every 10 students reported that their online activities are monitored by their parents- highest across cities (along with Indore) [Ref: Table 15A]
- More girls reported this parental monitoring than boys (diff. 9 percentage points) [Ref: Table 15A1]
- E-commerce is quite popular, 71% of the students shop online [Ref: Table 18A]
- Online shopping is more popular among the boys than the girls by whooping 16 percentage points [Ref: Table 18A1]
- Electronic gadgets are popular for shopping online, 2/3rd of the respondents reported the same; 50% also ordered books [Ref: Table 18.1A]
- Majority use FaceTime/ Skype/ Google Hangout/video chat (56%) [Ref: Table 2.14.1]
- WhatsApp is the most popular IM platform- majority reported usage (56%). Usage among boys much higher than that among girls (by 45%) [Ref: Table 21A; Table 21A1]
- Usage of online sources is popular for studies among students in Kochi, especially online resources like Wikipedia (65%). PDFs are also used by close to half of them (48%) [Ref: Table 23]
- Over 3/4th of the students use television or newspapers to keep abreast with current affairs/ news (77%); 5 in 10 utilized online sources while 4 in every 10 also depended on links from friends and family [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)

	Hyderab ad	Ahmeda bad	Bangalo re	Pune	Chennai	Kolkata	Coimbat ore	Indore	Bhubnes hwar	Nagpur	Luckno w	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)

	Hyderab ad	Ahmedab ad	Bangalo re	Pun e	Chenn ai	Kolkat a	Coimbat ore	Indor e	Bhubneshw ar	Nagp ur	Luckno w	Koc hi	Del hi	Mumb ai	Tot al
Television/newspap ers	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	Bhubaneswar	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