**Indian Youth: Demographics and Readership Stats – Trends 2009**

* Three out of every four youth in country is literate
* Rural India accounts for around two-third of all 333 million literate youth.
* One in three literate youth in India is a student, around a fifth are doing unpaid housework an just over one in ten have a regular salaried job or are wage earners.
* Television reaches 259 million and newspapers 177 million.

**Population Trends**

|  |  |  |
| --- | --- | --- |
|  | 2001 (in Millions) | 2009 (in millions) |
| Total Population | 1029 | 1213 |
| Youth(13-35 Years) | 390 | 459 |
| Literate Youth(13-35 Years) | 273 | 333 |

**Preferred Language by youth to print media**

|  |  |
| --- | --- |
| Language | Percent |
| Hindi | 38.5 |
| Marathi | 10.5 |
| Tamil | 8.9 |
| Telugu | 6.6 |
| Malayalam | 6.6 |
| Kannada | 6.4 |
| Bengali | 5.9 |
| Guajarati | 5.6 |
| Oriya | 2.9 |
| English | 2.5 |
| Assamese | 2.2 |
| Punjabi | 1.1 |
| Others | 2.2 |

**Major sources of Information**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Newspaper | Magazine | Television | Radio | Internet |
| Rural | 45.9 | 12.0 | 69.9 | 20.6 | 1.3 |
| Urban | 65.3 | 21.5 | 90.8 | 22.5 | 7.7 |

**Preference of Information**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Newspaper | Magazine | Television | Radio | Internet |
| Entertainment | 9.4 | 33.2 | 53.8 | 56.6 | 14.5 |
| News & Current Events | 63.4 | 16.9 | 22.2 | 22.8 | 5.6 |
| Health | 1.1 | 10.6 | 1.5 | 2.3 | 0.3 |
| Sports | 8.1 | 8.3 | 8.1 | 5.8 | 1.6 |
| Religion | 4.1 | 7.2 | 4.4 | 2.5 | 1.1 |
| Fashion/Personal Care | 0.6 | 6.5 | 6.5 | 1.3 | 2.5 |
| Politics | 4.9 | 6.0 | 6.0 | 2.0 | 1.1 |
| Others | 8.4 | 11.3 | 11.3 | 6.7 | 11.2 |

**Percentage of Distribution of Average Time spent on different media**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Minutes | Newspaper | Magazine | Television | Radio | Internet |
| <15 | 27.4 | 14.1 | 2.3 | 11.3 | 7.0 |
| 15-30 | 49.1 | 44.3 | 14.4 | 37.3 | 24.5 |
| 30-60 | 19.7 | 31.9 | 32.6 | 29.2 | 43.0 |
| 60-120 | 3.0 | 7.9 | 30.9 | 15.0 | 18.7 |
| >120 | 0.9 | 1.8 | 19.9 | 7.2 | 6.8 |

**Place of Exposure**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Newspaper | Magazine | Television | Radio | Internet |
| At home | 50.6 | 70.0 | 74.8 | 74.8 | 23.4 |
| At work | 5.9 | 3.9 | 6.0 | 6.0 | 12.7 |
| School/College | 4.7 | 4.1 | 0.7 | 0.7 | 6.2 |
| Library | 1.3 | 3.8 | 0.4 | 0.4 | 1.8 |
| Neighborhood | 14.5 | 8.1 | 9.2 | 9.2 | 4.4 |
| Friends | 5.7 | 4.9 | 3.2 | 3.2 | 5.2 |
| Shops/Cafes | 16.8 | 3.4 | 3.2 | 3.2 | 46.1 |
| Travelling | 0.5 | 1.9 | 2.4 | 2.4 | 0.2 |

Sources:

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