

The **YouGov-Mint-CPR Millennial Surveys**, as they are currently known, are a series of bi-annual surveys that aim to examine the aspirations, anxieties, and attitudes of India's digital natives. The survey was started by *YouGov* in partnership with *Mint* in mid-2018, and the Centre for Policy Research (CPR) joined the partnership in 2019, just before the fourth wave.

These surveys have been conducted through mobile app or email among members of the YouGov India panel of nearly 200,000 individuals spread across the country. Apart from the YouGov-Mint-CPR Millennial Surveys, YouGov conducts other surveys at regular intervals by drawing samples from this panel of respondents, who have agreed to take part in surveys. Panelists earn 50-100 points upon completing a survey. Once they collect 5000 points, they can be redeemed for cash or a donation to charity.

While the panel represents adult urban internet users belonging primarily to the NCCS A* socio-economic category, YouGov uses the quota sampling approach, maintaining certain quotas by age, gender, city tiers and regions to have a representative reporting sample for the YouGov-Mint-CPR Millennial Survey. These quotas are derived on the basis of census 2011 data. A higher weightage is assigned to people under the age of 40 to boost representation of millennials in the data. Quotas by city tiers were adjusted in Wave 4 to increase the representation of Tier 2 and Tier 3 cities, to match it with population numbers of urban India. As the surveys are conducted in English, the respondents are expected to have a functional understanding of English but they need not be English-speakers.

On average, 70% respondents use their smartphone for these surveys, and the rest use their laptop or desktop. Participants are allowed to complete the surveys in multiple sessions. The average duration of interview is different for each wave, depending upon the number and nature of questions. The median interview duration was 16 minutes during the latest wave (Wave 6).

YouGov makes every effort to provide representative information. However, all results are based on a sample survey, and are therefore subject to statistical errors normally associated with sampling. Given the size of the sample, the margin of error for these surveys should be between 1-2% at a 95% confidence interval.

Further, care is taken while designing the survey instrument to minimize respondent bias. The questions are designed to avoid a leading tone, and respondents are given options like "Don't know/can't say" and "Prefer not to answer" wherever necessary. Additionally, randomization and rotation is applied to options in majority of the questions. However, errors generally associated with self-administered survey methodology may apply.

So far, six waves of the **YouGov-Mint-CPR Millennial Survey** have been conducted. The demographic summary pertaining to the weighted sample** of each wave is presented below.

	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6
<i>FW Time</i>	<i>Aug-18</i>	<i>Feb-19</i>	<i>Oct-19</i>	<i>Apr-20</i>	<i>Oct-20</i>	<i>Jul-21</i>
Total Sample	5009	5038	9324	10005	9839	10285
Male	61%	51%	51%	54%	52%	51%
Female	39%	49%	49%	46%	48%	49%
18-39	79%	80%	80%	80%	80%	81%
40+	21%	20%	20%	20%	20%	19%
Tier 1	50%	56%	51%	36%	36%	36%
Tier 2	29%	26%	20%	24%	24%	24%
Tier 3	21%	18%	29%	40%	40%	40%
North+ Central India	33%	34%	33%	31%	28%	34%
South India	34%	33%	35%	35%	40%	30%
East India	9%	9%	11%	14%	13%	15%
West India	25%	24%	21%	19%	19%	21%

Note:

1) *NCCS is used to classify households in India on the basis of two variables - education of the chief wage earner and the number of consumer durables owned by the household from a **predefined** list. As per a Nov 2019 report of the Internet and Mobile Association of India (IAMAI), 43% of the internet users in urban India (in the 12+ age group) belonged to the NCCS-A category, 28% belonged to the NCCS-B category, and the rest belonged to lower socio-economic classes. 86% of respondents in the latest YouGov-Mint-CPR wave (18+ age group) belonged to the NCCS-A category, 10% to the NCCS-B category, and the remaining were in the other categories.

2) **Only Wave 1 and Wave 2 figures are unweighted numbers.

3) In case of any queries on the data or methodology, please write to clientservicing@yougov.com