

NATIONAL BOOK TRUST-NATIONAL COUNCIL OF APPLIED ECONOMIC RESEARCH
NATIONAL YOUTH READERSHIP SURVEY 2009

Indian Youth: Demographics & Readership

Youth Demographics

	Census 2001	NYRS 2009	2009 Growth (%)
Total (All India)	1,029	1,213	2.08
Youth (13-35 years)	390	459	2.05
Literate youth (13-35 years)	273	333	2.49

Share of youth

Youth to total population	37.8%	37.9%
Literate youth to total population	26.6%	27.4%
Literate youth to total youth	70.0%	72.8%

Distribution of literate youth by location

	Population million		% distribution		Annual growth (%)
	Census 2001	NYRS 2009	Census 2001	NYRS 2009	
Rural	174.8	206.6	64.0	62.1	2.11
Urban	98.4	126.1	36.0	37.9	3.15
All India	273.2	332.7	100.0	100.0	2.49

Per cent distribution of literate youth by religion

	Census 2001 based on total population	NYRS, 2009 Literate youth population
Hindu	80.5	81.5
Muslim	13.4	13.2

Per cent distribution of literate youth (population) by social group

	NSS, 2004-05 based on total population	NYRS, 2009 Literate youth population
SC	19.7	22.7
ST	8.5	9.8
OBC	41.1	40.3
General	30.8	27.3



Distribution of literate youth by age group

	Population million		% distribution		Annual growth (%)
	Census 2001	NYRS 2009	Census 2001	NYRS 2009	
13-19 yrs	112.7	122.0	41.3	36.7	0.99
20-24 yrs	63.4	73.4	23.2	22.1	1.84
25-35 yrs	97.1	137.3	35.5	41.3	4.43
Total	273.2	332.7	100.0	100.0	2.49

Distribution of literate youth by Gender

	Population million		% distribution		Annual growth (%)
	Census 2001	NYRS 2009	Census 2001	NYRS 2009	
Male	159.8	186.5	58.5	56.1	1.95
Female	113.4	146.2	41.5	43.9	3.23
Total	273.2	332.7	100.0	100.0	2.49

Three fourths are religious, with highest proportion amongst Sikhs (93%), followed by Muslims (78%), Christians (77%) and Hindus (75%). One in three literate youth believes in astrology, and half of these say that it is based on scientific principles

Distribution of literate youth by level of education

	Population million		% distribution		Annual growth (%)
	Census 2001	NYRS 2009	Census 2001	NYRS 2009	
Primary	102.8	100.3	37.6	30.1	-0.31
Secondary	149.6	200.5	54.8	60.3	3.73
Graduate+	20.8	31.9	7.6	9.6	5.49
Total	273.2	332.7	100.0	100.0	2.49

Distribution of literate youth by activity status (in %)

	Rural	Urban	All India
Regular salary & wages	8.7	18.2	12.3
Self-employed in non-agriculture	7.3	8.3	7.7
Agriculture labour	8.0	1.6	5.6
Other (casual) labour	9.8	8.5	9.3
Self-employed in agri & allied activity	8.0	1.1	5.4
Unemployed	4.5	4.9	4.7
Student	31.8	32.6	32.1
Unpaid housework	19.8	20.4	20.1

Survey Sample Size and its Distribution

	Rural	Urban	All India
I. Districts/Towns	207	199	406
II. Villages/Urban wards	432	753	1,185
III. Individuals (Frame)	2,39,436	4,20,133	6,59,569
a. 10-12 years	17,006	26,998	44,004
b. 13-35 years (Illiterate)	32,622	26,503	59,125
c. 13-35 years (Literate)	1,02,021	2,09,410	3,11,431
d. Over 35 years	87,787	1,57,222	2,45,009
IV. Sample Youth (13-35 years, literate)	13,994	24,453	38,447

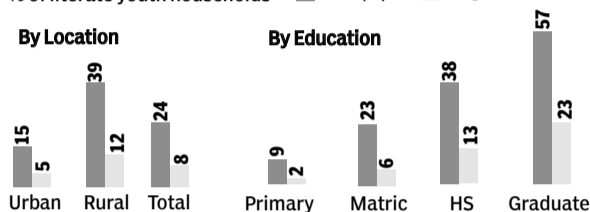
Three out of every four youth in the country is literate. Rural India accounts for around two-third of all 333-million literate youth. One in three literate youth in India is a student, around a fifth are doing unpaid housework, and just over one in ten have a regular salaried job or are wage earners.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

FE presents a peek into the first-ever readership survey of literate Indian youth commissioned by National Book Trust and conducted by National Council of Applied Economic Research team led by Senior Fellow Rajesh Shukla. The survey, conducted in November-December 2009, covered a sample of 659,569 individuals, including 311,431 literate youth (13-35 year olds), across 207 districts for rural and 199 towns for urban India..

Youth Media Consumption

Subscription of newspapers & magazines

% of literate youth households



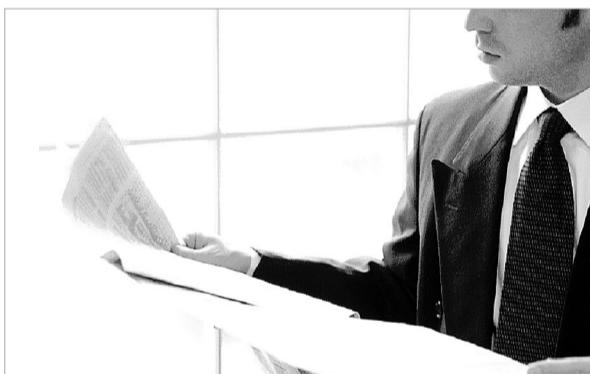
Major source of information (% of youth)

	Television	Newspaper	Radio	Magazine	Internet
Rural	69.9	45.9	20.6	12.0	1.3
Urban	90.8	65.3	22.5	21.5	7.7
Total	77.8	53.2	21.3	15.6	3.7

Nearly 24% households have newspaper subscription (15% rural, 39% urban) and 8% (5% rural, 12% urban) magazines. Four out of every 7 households of graduate plus and, three out of every 8 urban households with literate youth get a newspaper

Preference of information (% of reported youth)

	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	1.1	1.3	2.5
Politics	4.9	6.0	3.0	2.0	1.1
Others (Nature, market, matrimonial, etc)	8.4	11.3	5.9	6.7	11.2



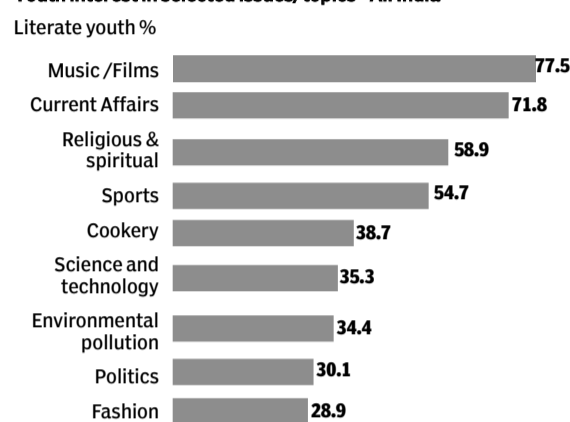
Place of exposure (% of reported youth)

	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/Collages	4.7	4.1	0.7	0.7	6.2
Library/Reading club	1.3	3.8	0.4	0.4	1.8
Neighbourhood	14.5	8.1	9.2	9.2	4.4
Friends	5.7	4.9	3.2	3.2	5.2
Shon/cafe/restaurants	16.8	3.4	3.7	3.7	46.1
While travelling	0.5	1.9	2.4	2.4	0.2

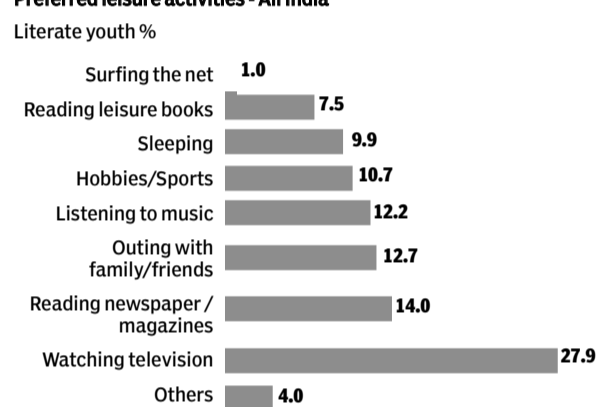
Average time spent on different media

(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
Average time spent (Minutes/day)	32.4	43.9	97.6	60.9	69.9
Esti youth (in mn)	177	52	259	71	12

Youth interest in selected issues/topics - All India



Preferred leisure activities - All India

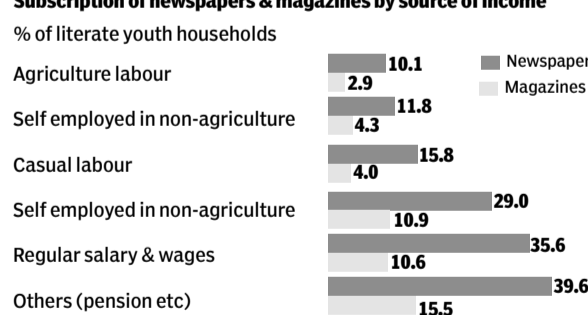


Television remains as the most popular source of information with 78% (91% urban, 70% rural) youth viewer-ship. Newspaper comes second with 53% (65.3% urban, 45.9% rural) readership, though it scores over television when it comes to being the primary source for news & current affairs

Preferred language to read print media (% of reported youth)

	Rural		Urban		All India	
	Preferred Language	% Share	Preferred Language	% Share	Preferred Language	% Share
1 Hindi	Hindi	39.5	Hindi	37.2	Hindi	38.5
2 Marathi	Marathi	9.4	Marathi	11.8	Marathi	10.5
3 Malayalam	Tamil	9.0	Tamil	10.9	Tamil	8.9
4 Tamil	Gujarati	7.2	Gujarati	7.0	Telugu	6.6
5 Telugu	Kannada	7.0	Kannada	6.6	Malayalam	6.6
6 Kannada	Telugu	6.3	Telugu	6.2	Kannada	6.4
7 Bengali	Bengali	5.8	Bengali	6.0	Bengali	5.9
8 Gujarati	English	4.5	English	4.1	Gujarati	5.6
9 Oriya	Malayalam	3.6	Malayalam	3.8	Oriya	2.9
10 Assamese	Oriya	3.0	Oriya	2.0	English	2.5
11 Punjabi	Assamese	1.3	Assamese	1.3	Assamese	2.2
12 English	Urdu	1.2	Urdu	1.2	Punjabi	1.1
13 Others	Others	2.2	Others	1.9	Others	2.2

Subscription of newspapers & magazines by source of income



Youth Book Reading

Youth readers and their distribution by location

	Total estimated literate youth million	Youth readers million	Share of readers (% of literate)	Distribution of readers %
Rural	206.6	44.1	21	53
Urban	126.1	39.4	31	47
All India	332.7	83.4	25	100

Youth readers and their distribution by region

	Total estimated literate youth million	Youth readers million	Share of readers (% of literate)	Distribution of readers %
North	50.0	10.5	21%	13%
South	77.8	20.1	26%	24%
East	62.7	18.5	30%	22%
West	57.9	18.3	32%	22%
Central	69.8	10.1	14%	12%
North-East	13.2	5.6	43%	7%
Others	1.3	0.3	25%	0.4%
Total	332.7	83.4	25%	100%

Youth readers and their distribution by gender

	Total estimated literate youth million	Youth readers million	Share of readers (% of literate)	Distribution of readers %
Male	186.5	44.3	24	53
Female	146.2	39.1	27	47
Total	332.7	83.4	25	100

There are 83-million leisure book (non-syllabus) readers, of which 39-million (47%) are urban and 44-million (53%) are rural. Hindi emerges as the most preferred language for leisure reading (33%) and English as the second preferred language (43%)

Perception and motivation

How did you start reading leisure books? (% of youth readers)	% of youth readers
Learned reading at school	59.0
Parents encouraged to read	18.8
Much later and it has nothing to do with school or family	12.5

Motivation of reading (% of youth in agreement)

	Readers	Non-readers	Total
Teacher encouraged to read in the school	49.5	19.4	26.9
Had specific period in school timetable for leisure reading	20.7	5.8	9.5
Reading period was interesting and useful	83.3	64.7	74.9

Reasons for decline in reading (% of youth in agreement)

	Readers	Non-readers	Total
Advent of TV, Internet, e-books etc	53.1	45.2	47.7
Poor reading culture	18.5	19.5	19.2
Lack of time	10.9	12.9	12.3
Cost factor	7.9	8.4	8.3
Lack of motivation	4.4	4.7	4.6
Lack of access to books	4.2	8.1	6.9
Other	0.9	1.2	1.1

Magazines are a useful source to 15.6% (21.5% urban, 12.0% rural) of the youth. And nearly 21% (22.5% urban, 20.6% rural) of youth listen to radio. Internet is accessed by 3.7% youth (7.7% urban, 1.3% rural)



* Youth = 13-35 years, Youth implies literate youth unless specified

Vital To Understand Youth Reading Culture

Prof Bipan Chandra
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