

**CHAPTER-IV**  
**PROFILE OF THE RESPONDENTS**

**4.1 SOCIO-ECONOMIC BACKGROUNDS OF THE YOUTH IN  
NEW DELHI**

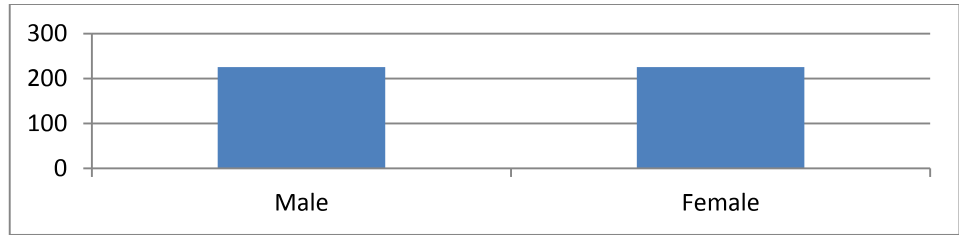
The present chapter is being analyzed to study the social background of the respondents in terms of the following variables: sex, age group, marital status, religion, cast, family income, mother tongue, language known, respondent's education level and occupation along with father and mother, size of family, family structure, native place, neighborhood, length of residence in New Delhi, frequency of shopping, preference of hospitals, bank and post office saving accounts, pocket money and household consumption patterns. The study is conducted on the youth in New Delhi from 225 male and 225 female respondents to get response from heterogeneous youth of varied culture, caste, creed, class, religion, language and state.

**4.1 SEX RATIO**

Sex Ratio is considered as an important variable in analysis. On the basis of the sex ratio respondents has been classified into three categories as shown in the table 4.1.

**Table 4.1 Distribution of the respondents according to the Sex.**

<b>Sl. No.</b>	<b>Sex</b>	<b>Frequency</b>	<b>%</b>
1.	Male	225	50
2.	Female	225	50
3.	Trans Gender	0	0
Total		450	100



**Chart-4.1**

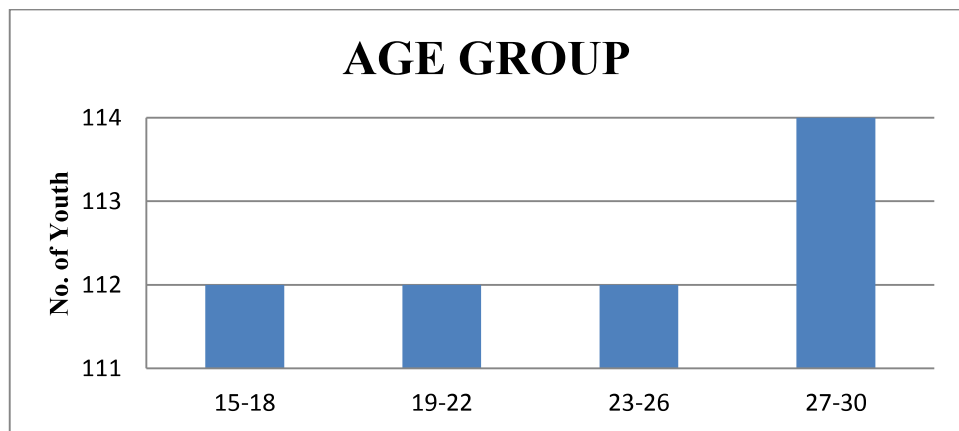
The study has given equal emphasis in the distribution of the gender. Therefore the data from the above table and chart reveal that there are 50% male and 50% female respondents.

#### **4.2 AGE GROUP**

On the basis of the age group of the respondents they are classified into four categories and category wise distribution is shown in the table 4.2 for respondents.

**Table 4.2 Distribution of the respondents with their Age Group.**

Sl. No.	Age Group	Frequency	%
1.	15-18	112	24.89
2.	19-22	112	24.89
3.	23-26	112	24.89
4.	27-30	114	25.33
Total		450	100



**Chart-4.2**

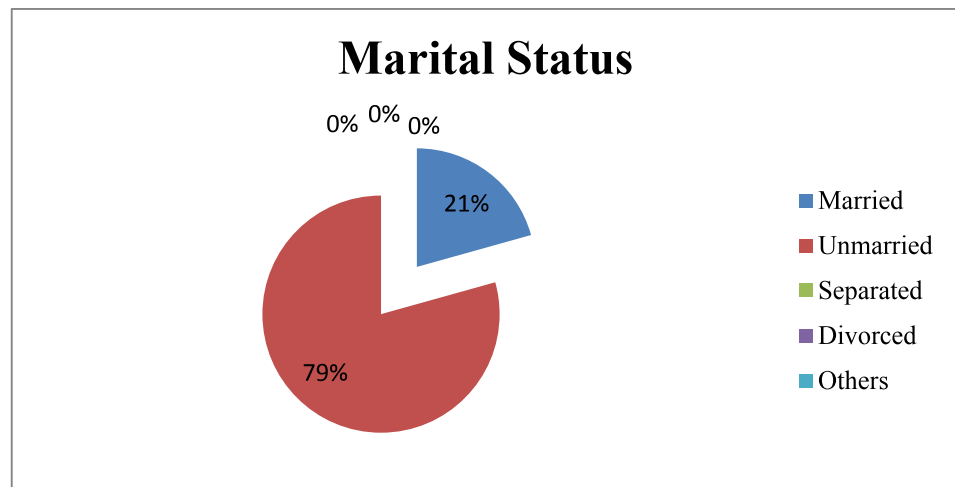
The respondents are age wise divided into four groups and in each group consists 50% female. According to that 24.89% of the respondents belong to the category of 15-18 age groups, 24.89% of the respondents belong to the category of 19-22 age groups, 24.89% of the respondents belong to the category of 23-26 age groups, while 25.33% of respondents belong to 27-30 age groups.

### 4.3 MARITAL STATUS

Marital Status of the respondents is categorized on the basis of five categories. Distribution of the respondents on the basis of Marital Status is shown in table 4.3.

**Table 4.3 Distribution of the respondents according to their Marital Status**

Sl. No.	Marital Status	Frequency	%
1.	Married	93	20.67
2.	Unmarried	357	79.33
3.	Separated	0	0
4.	Divorced	0	0
5.	Others	0	0
Total		450	100



**Chart-4.3**

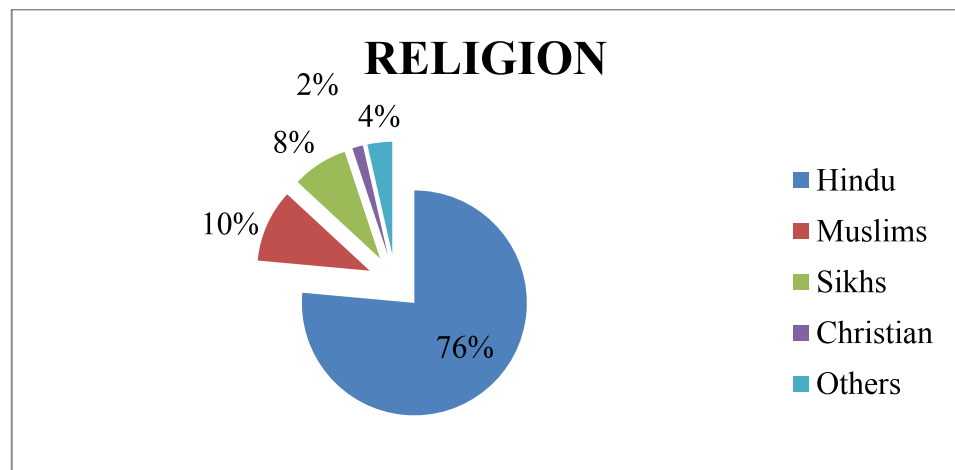
The data shows that 79.33% of the respondents are unmarried and 20.67% are married. No were reported in other category.

#### 4.4 RELIGION

On the basis of the religion professed by the respondents they are classified into five categories. Category wise distribution of the respondents is shown in table 4.4.

**Table 4.4 Distribution of the respondents according to their religions.**

Sl. No.	Religion	Frequency	%
1.	Hindu	344	76.44
2.	Muslims	47	10.44
3.	Sikhs	36	8
4.	Christian	7	1.56
5.	Others	16	3.56
Total		450	100



**Chart-4.4**

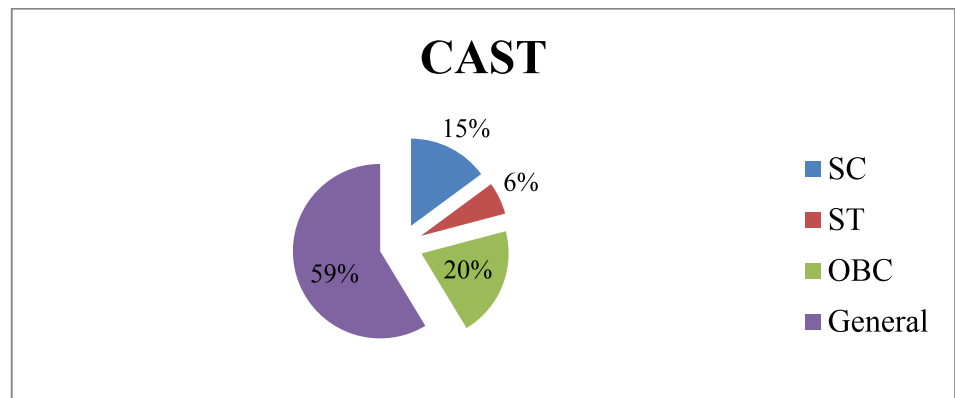
It is observed from the above table and chart that the majority 76.44% of the respondents profess Hinduism, followed by 10.44% profess Islam, 8% profess Sikhism, 1.56% Christianity and 3.56% profess others.

#### 4.5 SOCIAL CATEGORISATION (CAST)

In India there is another way to analyze caste line on the basis of the classification used by the government offices and agencies as shown in table 4.5.

**Table 4.5 Distribution of the respondents according to their caste categories.**

Sl. No.	Cast	Frequency	%
1.	SC	67	14.89
2.	ST	27	6
3.	OBC	92	20.44
4.	General	264	58.67
Total		450	100



**Chart-4.5**

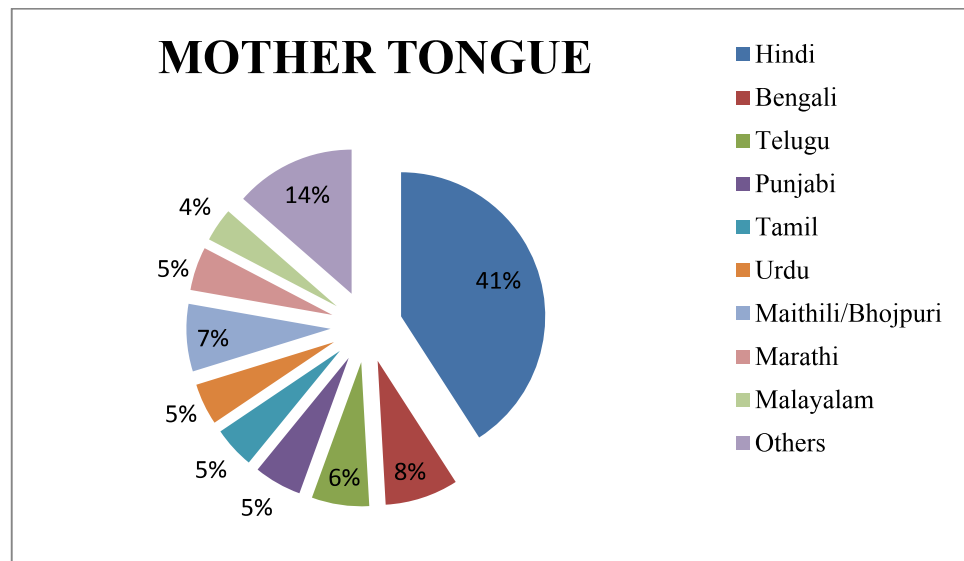
The above table and chart show that more than half, 58.67% respondents belong to the General Category, followed by Other Backward Classes 20.44%, Schedule Castes 14.89% and Schedule Tribe 6%.

#### 4.6 MOTHER TONGUE

Mother tongue plays an important role in communication and constitutes the core of culture of the society. On the basis of the respondent's mother tongue they are classified into ten categories as shown in table 4.6.

**Table 4.6 Distribution of the respondents according to their mother tongue.**

Sl. No.	Mother Tongue	Frequency	%
1.	Hindi	184	40.89
2.	Bengali	37	8.22
3.	Telugu	29	6.44
4.	Punjabi	24	5.33
5.	Tamil	21	4.67
6.	Urdu	21	4.67
7.	Maithili/Bhojpuri	34	7.55
8.	Marathi	22	4.89
9.	Malayalam	17	3.78
10.	Others	61	13.56
Total		450	100



**Chart-4.6**

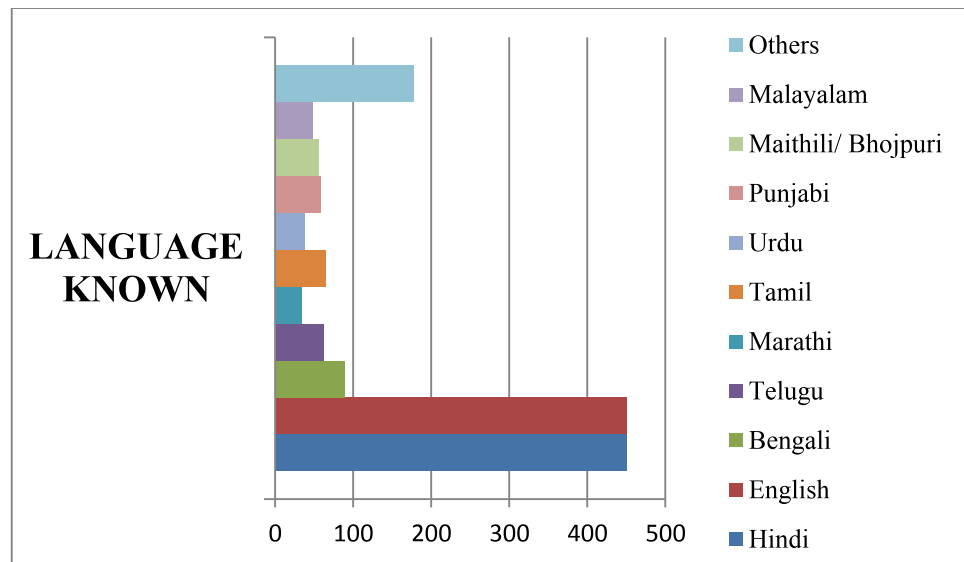
According to the dictionary.cambridge.org, the first language that you learn when you are a baby, rather than a language learned at school or as an adult. The above figures reveal, Hindi is the mother tongue of 40.89% respondents, Bengali 8.22%, Maithili 7.55%, Telugu 6.44%, Punjabi 5.33%, Tamil 4.67%, Urdu 4.67%, Marathi 4.89%, Malayalam 3.78%, and others 13.56%.

#### 4.7 LANGUAGE KNOWN

Language is an important medium for communication amongst the different communities in the society. According to the language known by the respondents they are distributed into eleven categories in table 4.7.

**Table 4.7 Distribution of the respondents according to language known by them.**

Sl. No.	Language Known	Frequency	%
1.	Hindi	450	100
2.	English	450	100
3.	Bengali	89	19.78
4.	Telugu	62	13.78
5.	Marathi	34	7.55
6.	Tamil	65	14.44
7.	Urdu	38	8.44
8.	Punjabi	58	12.89
9.	Maithili/ Bhojpuri	56	12.44
10.	Malayalam	48	10.67
11.	Others	178	39.55



**Chart-4.7**

Note: Total need not be equal to 100% as respondents may know more than one language.

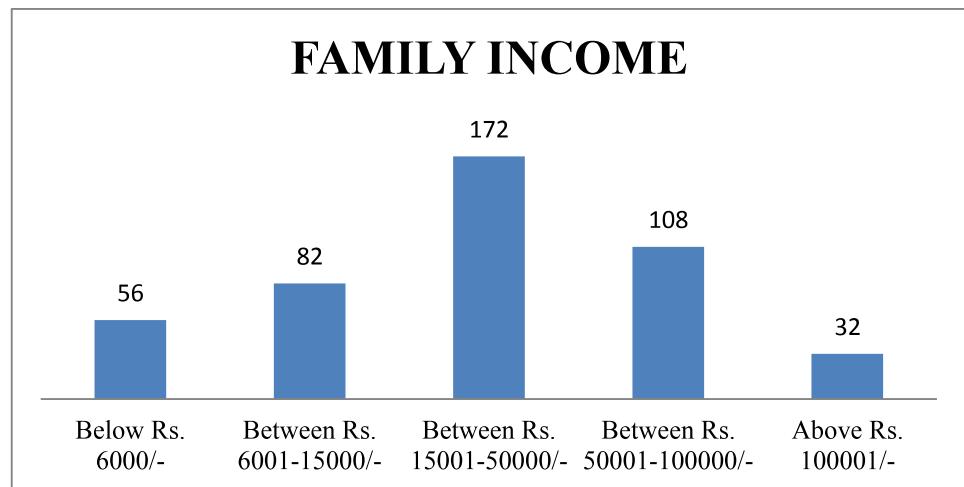
Language known by the respondents is another determinant how often today youth uses new media. In the above figure, Hindi and English are the languages known by all the respondents, Bengali 19.78%, Telugu 13.78%, Marathi 7.55%, Tamil 14.44%, Urdu 8.44%, Malayalam 10.67%, Punjabi 12.44%, Maithili 12.44% and others 39.55%.

#### 4.8 FAMILY INCOME

The family income is an important factor in determining the status of the family. Family income is determined the class status of the respondents. It is categorized into five categories as shown in the table 4.8.

**Table 4.8 Distribution of the respondents on the basis of family income.**

Sl. No.	Class	Frequency	%
1.	Below Rs. 6000/-	56	12.45
2.	Between Rs. 6001-15000/-	82	18.22
3.	Between Rs. 15001-50000/-	172	38.22
4.	Between Rs. 50001-100000/-	108	24
5.	Above Rs. 100001/-	32	7.11
Total		450	100



**Chart-4.8**



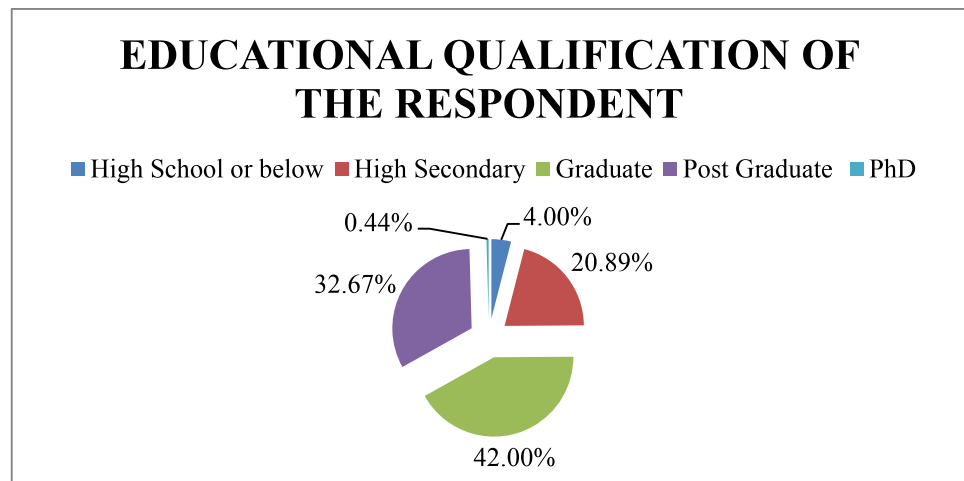
The above table and chart indicate 38.22% respondent's family earn between Rs. 15001-50000/- followed by 24% earn between Rs. 50001-100000/-, 18.22% earns between Rs. 6001-15000/-, 12.45% earn below Rs. 6000/- and 7.11 % earn above Rs. 100001/-.

#### 4.9 EDUCATIONAL QUALIFICATION OF RESPONDANT

Educational qualification of respondent is an important variable in determining the status of an offspring. According to educational qualification respondents are classified into five categories as shown in table 4.9.

**Table 4.9 Distribution of the respondents according to educational Qualification.**

Sl. No.	Education Qualification	Frequency	%
1.	High School or below	18	4.00
2.	High Secondary	94	20.89
3.	Graduate	189	42.00
4.	Post Graduate	147	32.67
5.	PhD	2	0.44
Total		450	100



**Chart-4.9**

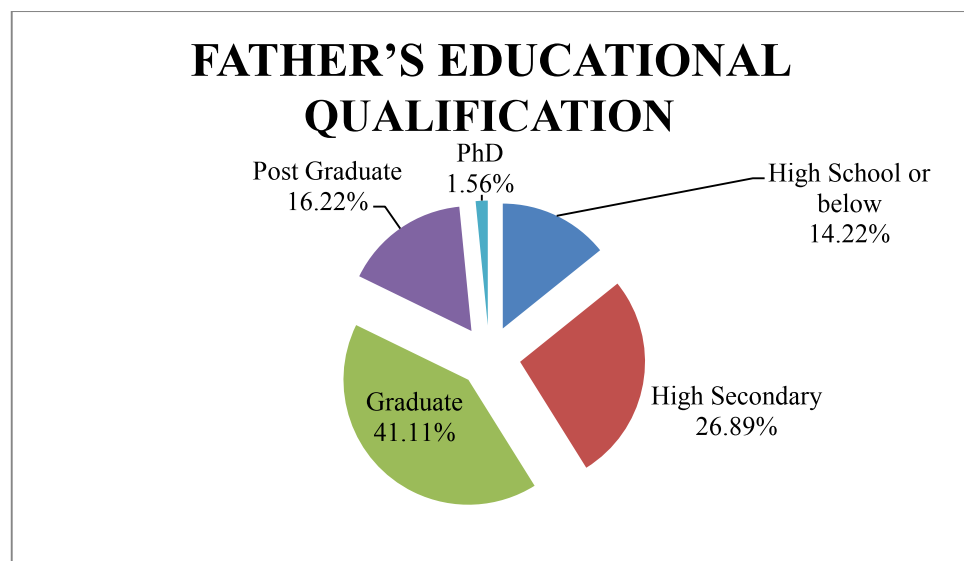
The above table reveals that larger section with 42% of the respondent are graduate, 32.67% are post graduate, 20.89% higher secondary, 4% are high school and below and 0.44% are PhD.

#### 4.10 FATHER’S EDUCATIONAL QUALIFICATION

Educational qualification of father is also an important variable in determining the status of an offspring. According to father’s educational qualification the respondents are classified into five categories as shown in table 4.10.

**Table 4.10 Distribution of the respondents with their Father’s educational Qualification.**

Sl. No.	Education Qualification	Frequency	%
1.	High School or below	64	14.22
2.	High Secondary	121	26.89
3.	Graduate	185	41.11
4.	Post Graduate	73	16.22
5.	PhD	7	1.56
Total		450	100



**Chart-4.10**

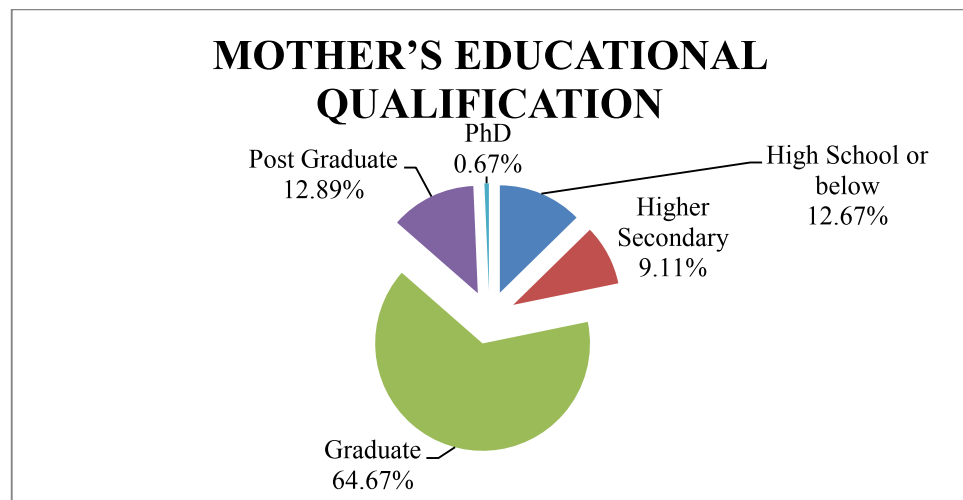
From the above table it have been revealed that larger section with 41.11%, of the respondent’s father is graduate, 26.89% are higher secondary, 16.22% are post graduate, 14.22% are high school and below, and 1.56% are PhD.

#### 4.11 MOTHER’S EDUCATIONAL QUALIFICATION

According to mother’s educational qualifications the respondents are classified into five categories as shown in Table 4.11.

**Table 4.11 Distribution of the respondents with their Mother’s educational qualification.**

Sl. No.	Education Qualification	Frequency	%
1.	High School or below	57	12.67
2.	Higher Secondary	41	9.11
3.	Graduate	291	64.67
4.	Post Graduate	58	12.89
5.	PhD	3	0.66
Total		450	100



**Chart-4.11**

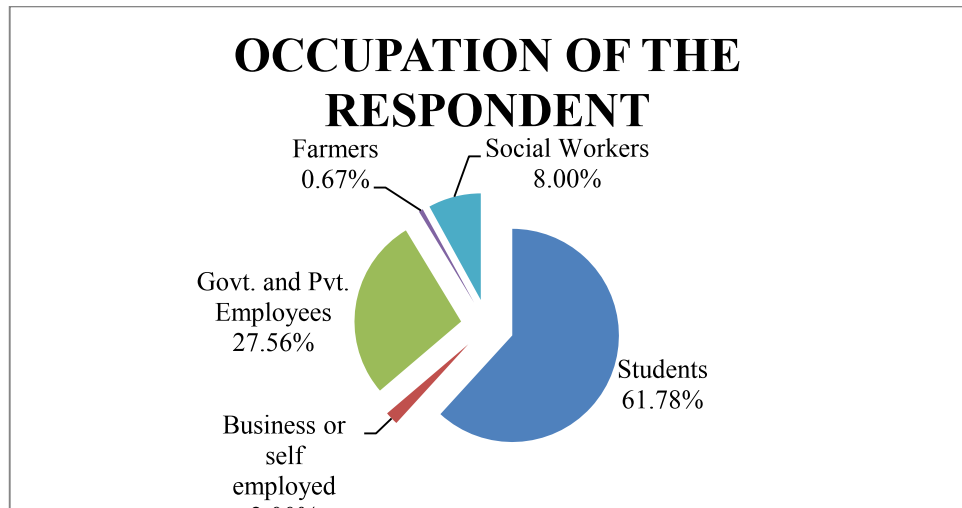
The above table and chart reveal that majority, 64.67% of the respondent’s mother are education, 12.89% are post graduate, 12.67% are high school and below, 9.11% are higher secondary and 0.66% are PhD.

#### 4.12 OCCUPATION OF THE RESPONDENT'S

The professional occupations counts a lot in determining the status of respondent and considered to be an important variable in analyzing the social background of the off springs. According to the occupation, respondents are classified into five categories. Distribution of category wise is shown in Table 4.12 below: -

**Table 4.12 Distribution of the respondents with their Occupation.**

Sl. No.	Occupation	Frequency	%
1.	Students	278	61.78
2.	Business or self employed	9	2
3.	Govt. and Pvt. Employees	124	27.55
4.	Farmers	3	0.67
5.	Social Workers	36	8
Total		450	100



**Chart-4.12**

From the above table and chart, it is clear that 61.78% respondents are students, 27.55% employed in government or private sector, 8% are social worker, 2% are in business or self employed and 0.67% are farmer.

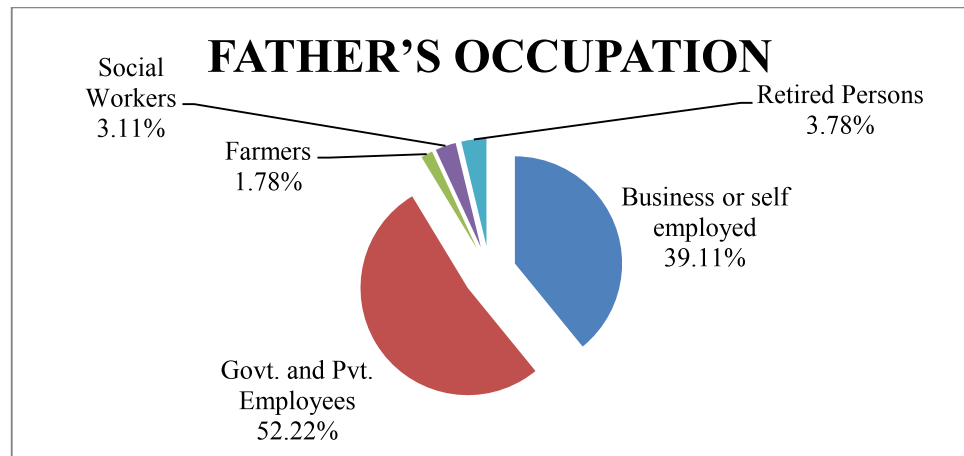
## OCCUPATION OF THE RESPONDENT'S PARENTS

The profession or occupation of parents count a lot in determining the status of the sons/ daughters and considered to be an important variable in analyzing the social background of the off springs. According to the father's occupation the respondents are classified into five categories. Distribution of category wise is shown in Table 4.13 below: -

### 4.13 FATHER'S OCCUPATION

**Table 4.13 Distribution of the respondents with their Father's Occupation**

Sl. No.	Occupation	Frequency	%
1.	Business or self employed	176	39.11
2.	Govt. and Pvt. Employees	235	52.22
3.	Farmers	8	1.78
4.	Social Workers	14	3.11
5.	Retired Persons	17	3.78
Total		450	100



**Chart-4.13**

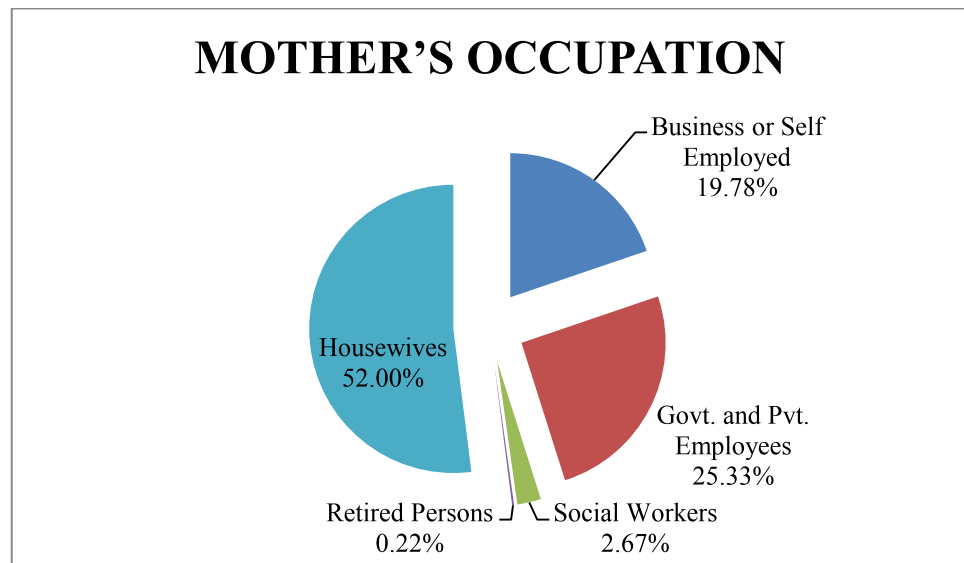
From the above table and chart, it is clear that 52.22% employed in government and private sector, 39.11% are business men or self employed, 1.78% are farmer, 3.11% social worker and 3.78% are retired.

#### 4.14 MOTHER'S OCCUPATION

According to the mother's occupation the respondents are classified into five categories. Distribution of category wise is shown in Table 4.14.

**Table 4.14 Distribution of the respondents according to their Mother's Occupation.**

Sl. No.	Occupation	Frequency	%
1.	Business or Self Employed	89	19.78
2.	Govt. and Pvt. Employees	114	25.33
3.	Social Workers	12	2.67
4.	Retired Persons	1	0.22
5.	Housewives	234	52.0
Total		450	100



**Chart-4.14**

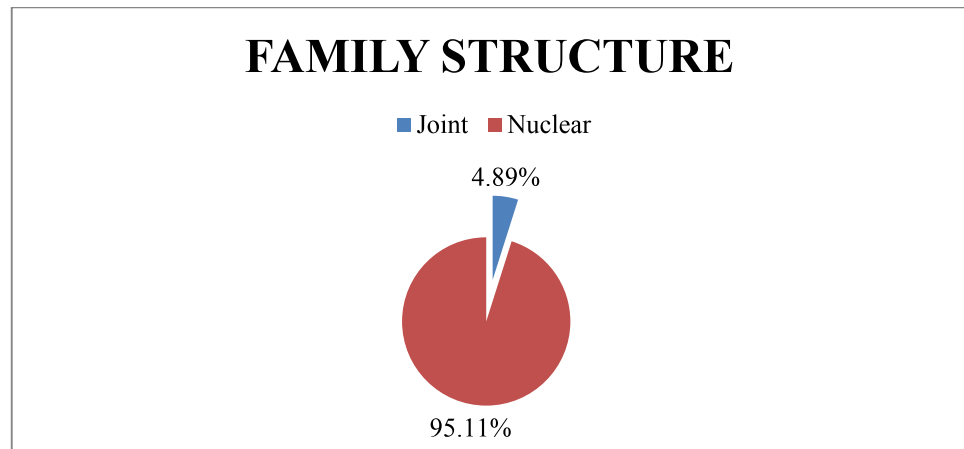
From the above table and chart, it is clear that most the respondents mother 52% are housewives, followed by government or private employee with 25.33%, business women or self employed with 19.78%, 2.67% are involved in social work and 0.22% are retired.

#### 4.15 FAMILY STRUCTURE

Family is the primary institution where the parents, children, uncle, aunts, grandparents stay together and the socialization process of the younger generations take place generation after generation. It is a form of cultural institutions to reinforce values to the young and provide guidelines in terms of norms and value (D.V.R. Murthy and G. Anita). Distribution of the respondents on the basis of family structure can be divided into two categories as shown in table 4.15.

**Table 4.15 Distribution of the respondents according to their family Structure.**

Sl. No.	Family Structure	Frequency	%
1.	Joint	22	4.89
2.	Nuclear	428	95.11
Total		450	100



**Chart-4.15**

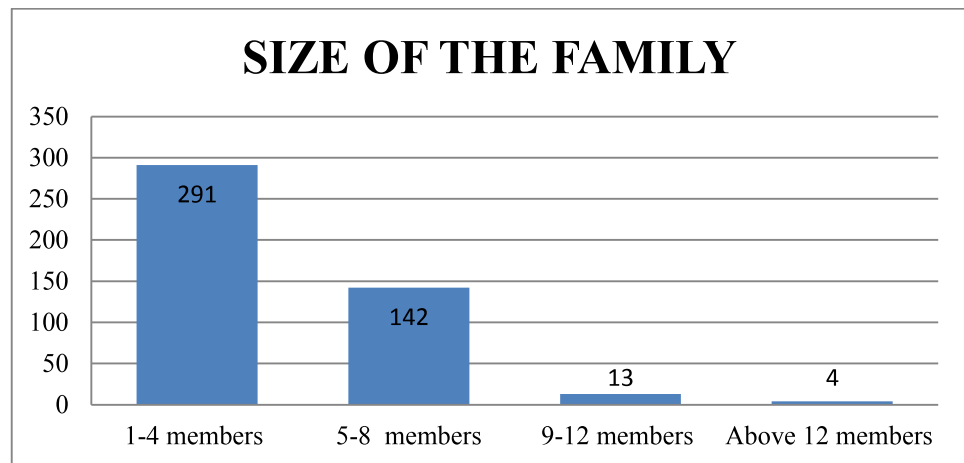
It is clear from the above table and chart that majority, 95.11% families are nuclear and only 4.89% are living in the joint family structure.

#### 4.16 SIZE OF THE FAMILY

The size of the family is considered as an important variable in basic sociological analysis. Based on the sizes of the respondent's families, they are classified into three categories as shown in table 4.16.

**Table 4.16 Distribution of the respondents according to their size of the Family**

Sl. No.	Size of family	Frequency	%
1.	1-4 members	291	64.67
2.	5-8 members	142	31.55
3.	9-12 members	13	2.89
4.	Above 12 members	4	0.89
Total		450	100



**Chart-4.16**

From the above table and chart, it is clear that majority, 64.67% families are small (1-4 members) in size followed by medium family of 5-8 members with 31.55%, 2.89% large (9-12) family and 0.89% has more than 12 members.

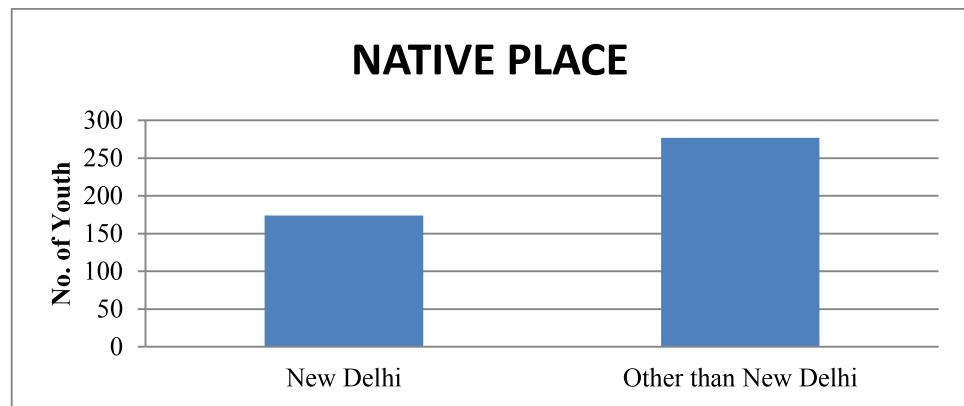
#### 4.17 NATIVE PLACE

Native place of a youth is one of the important variables in analyzing his/her social background. Based on the native place of the respondents, they are classified into two categories as shown in table 4.17.



**Table 4.17 Distribution of the respondents according to their native place.**

Sl. No.	Native place	Frequency	%
1.	New Delhi	174	38.67
2.	Other than New Delhi	276	61.33
Total		450	100



**Chart-4.17**

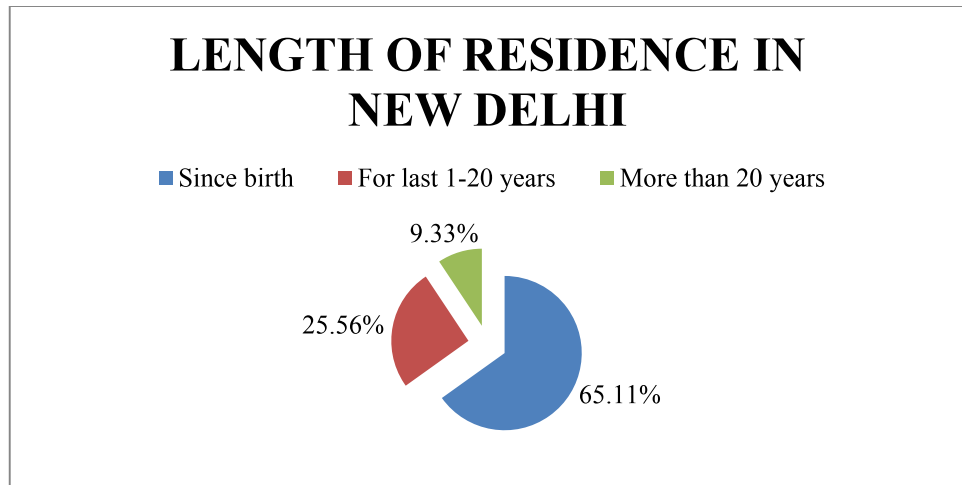
In analyzing the native place of the respondents, it is found that majority 61.33% of the respondents belongs to other than New Delhi whereas remaining 38.67% belong to New Delhi.

#### **4.18 LENGTH OF RESIDENCE IN NEW DELHI**

Length of residence in a state is an important factor in determining the social background, culture and habit of the individual. Based on the length of residence, respondents are classified into three categories as shown in table 4.18.

**Table 4.18 Distribution of the respondents according to their length of residence in New Delhi.**

Sl. No.	Length of residence	Frequency	%
1.	Since birth	293	65.11
2.	For last 1-20 years	115	25.56
3.	More than 20 years	42	9.33
Total		450	100



**Chart-4.18**

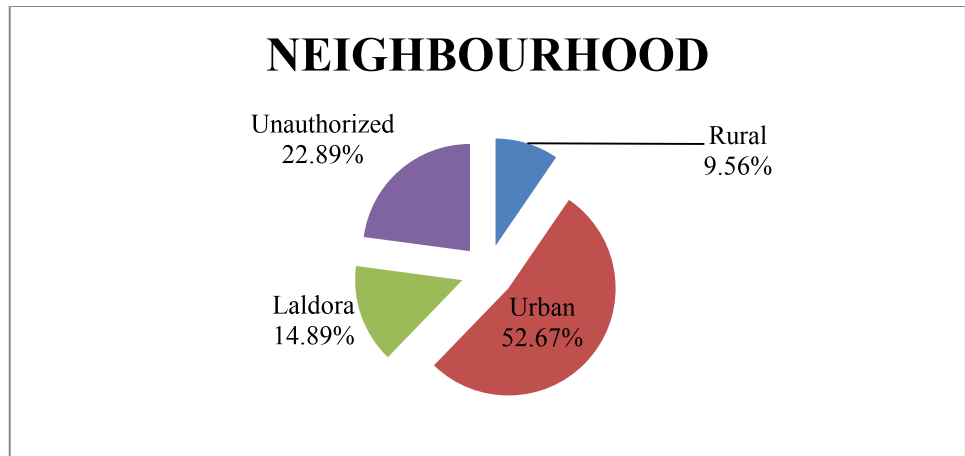
From the above table and chart it clear that 65.11% respondents reside in New Delhi since birth, followed by 25.56% for last 1 to 20 years and 9.33% for more than 20 years.,

#### **4.19 NEIGHBOURHOOD**

Neighbourhood of respondent is one of the most important aspects which determines how an individual get influenced with the surroundings. Based on the neighbourhood, respondents are classified into four categories as shown in table 4.19

**Table 4.19 Distribution of the respondents according to their neighbourhood in New Delhi.**

Sl. No.	Locality	Frequency	%
1.	Rural	43	9.55
2.	Urban	237	52.67
3.	Laldora	67	14.89
4.	Unauthorized	103	22.89
Total		450	100



**Chart-4.19**

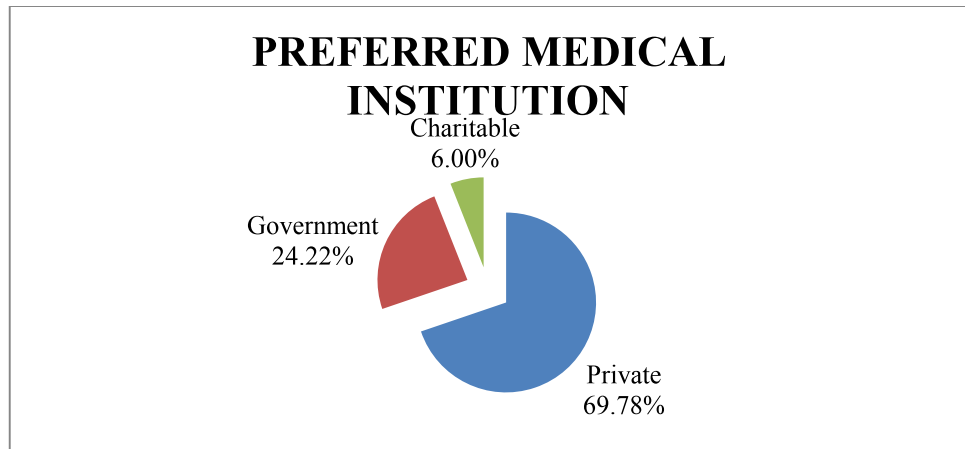
From the above table and chart, it clear that 52.67% respondents reside in urban New Delhi, followed by 22.89% in unauthorized, 14.89% in laldora and 9.55% in rural New Delhi.

#### **4.20 PREFERRED MEDICAL INSTITUTION FOR MEDICAL TREATMENT**

Preference for medical institution for medical treatment in a state is an important factor in determining the social background, culture and habit of the individual. Based on the preference for medical institution, respondents are classified into three categories as shown in table 4.20.

**Table 4.20 Distribution of the respondents according to their preferred Institution for medical treatment in New Delhi.**

Sl. No.	Preference	Frequency	%
1.	Private	314	69.78
2.	Government	109	24.22
3.	Charitable	27	6.00
Total		450	100



**Chart-4.20**

The data shown in the above table and chart highlights that majority of the respondents, 69.78% prefer to private hospitals for medical treatment, 24.22% respondents prefer government hospitals and 6% prefer to charitable hospitable.

#### **4.21 FREQUENCY OF MARKETING (SHOPPING)**

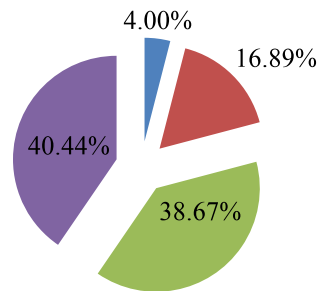
Shopping and marketing are called the preferred hobby of the youth. Whenever youth get time they move to market to purchase or hangout or even for window shopping where they get exposure to the life style of others and new trends and arrivals in the market. Based on the frequency of marketing by the respondents, they are divided into four categories as shown in table 4.22.

**Table 4.21 Distribution of the respondents according to frequency of Marketing in New Delhi.**

Sl. No.	Frequency of marketing	Frequency	%
1.	Daily	18	4
2.	Alternate	76	16.89
3.	Once in a week	174	38.67
4.	More than once in a week	182	40.44
Total		450	100

## FREQUENCY OF MARKETING (SHOPPING)

■ Daily   
 ■ Alternate   
 ■ Once in a week   
 ■ More than once in a week



**Chart-4.21**

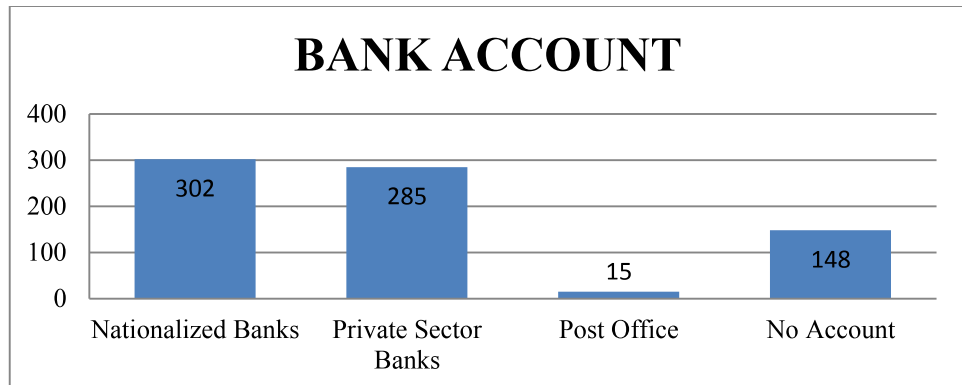
The table shows that 40.44% youth respondents go for marketing more than once a week. 38.67% go once in a week. 16.89% go for marketing in alternate days. Only 4% go for marketing daily.

### 4.22 BANK ACCOUNT

In order to assess the banking habits of the youth, they were asked whether they have bank accounts and their responses it has been found that 32.89% respondents do not have bank account. While the remaining have account as shown in table 4.22

**Table 4.22 Distribution of the respondents according to Bank Account in New Delhi.**

Sl. No.	Institution	Frequency	%
1.	Nationalized Banks	302	67.11
2.	Private Sector Banks	285	63.33
3.	Post Office	15	3.33
4.	No Account	148	32.89



**Chart-4.22**

Note: Total need not be equal to 100% as youth may have Bank accounts in more than one bank.

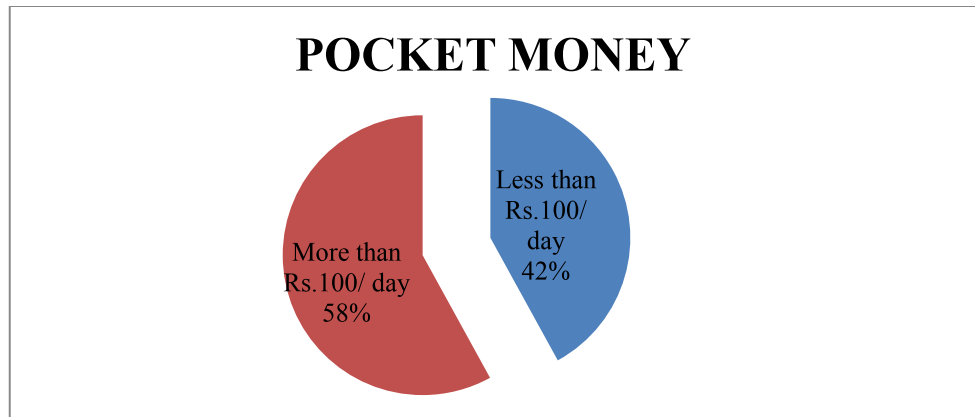
It is clearly established from the above data that nationalized banks are the most preferred banks among youth in New Delhi as 67.11% respondent has his savings account there. 63.33% has account in private banks. The considerable numbers of the respondents don't have accounts anywhere (32.89%). Few respondents (3.33%) do have accounts in post office also.

#### **4.23 POCKET MONEY**

On the basis of the daily pocket money, respondents are distributed into two categories as shown in table 4.23.

**Table 4.23 Distribution of the respondents according to pocket money in New Delhi.**

<b>Sl. No.</b>	<b>Pocket money</b>	<b>Frequency</b>	<b>%</b>
1.	Less than Rs.100/ day	189	42
2.	More than Rs.100/ day	261	58
Total		450	100



**Chart- 4.23**

Pocket Money is another determinant how often today youth uses new media. However, most of the New Delhi respondents got their pocket money. In the above figure, 42% respondents got pocket money less than 100Rs/ day while 58% respondents receive more than 100Rs/day.

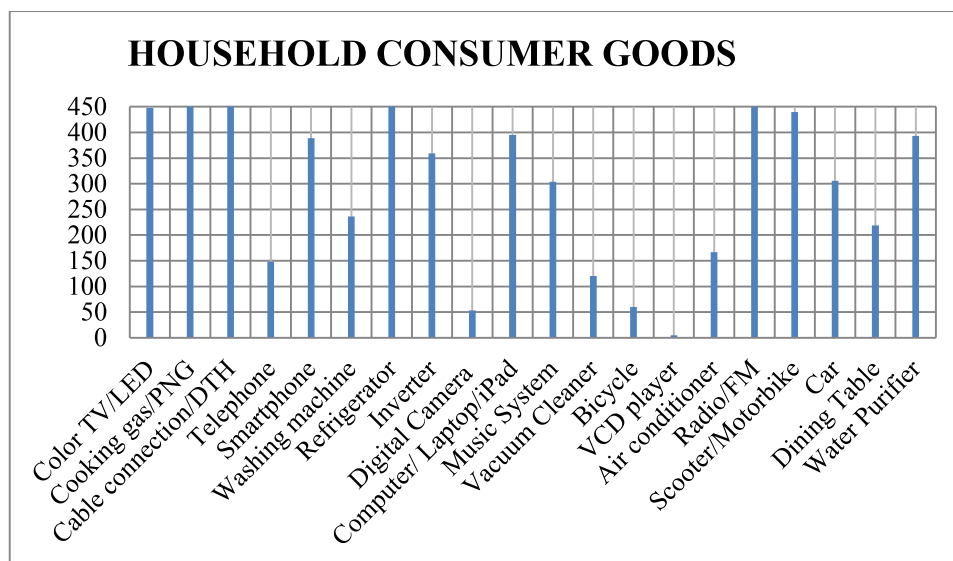
#### **4.24 HOUSEHOLD CONSUMER GOODS**

Having household consumer goods is also an important factor in determining the social status of a person.

**Table 4.24 Distribution of the respondents according to household consumer goods in New Delhi.**

Sl. No.	Consumer Goods	Frequency	%
1.	Color TV/LED	448	99.56
2.	Cooking gas/PNG	450	100
3.	Cable connection/DTH	450	100
4.	Telephone/Basic Mobile	148	32.89
5.	Smartphone	389	86.44
6.	Washing machine	236	52.44
7.	Refrigerator	450	100
8.	Inverter	359	79.78
9.	Digital Camera	53	11.78
10.	Computer/ Laptop/iPad	395	87.78
11.	Music System	304	67.55
12.	Vacuum Cleaner	120	26.67
13.	Bicycle	60	13.33
14.	VCD player	5	1.11

15.	Air conditioner	167	37.11
16.	Radio/FM	450	100
17.	Scooter/Motorbike	440	97.78
18.	Car	306	68
19.	Dining Table	219	28.67
20.	Water Purifier	393	87.33



**Chart-4.24**

Note: Total need not be equal to 100% as household may have more than one commodity.

The table no. 4.24 establishes that 100% respondents have cooking gas, cable connection/DTH, Radio/FM and refrigerator at home. Majority of the respondents, 99.57% own a colour television set followed by 87.78% have computer or laptop or iPad. 86.44% have smartphone when 32.89% have basic telephone or mobile. 98.78% have scooter or mobike when 68% are having car. 87.33% have water purifier, 79.78% have Inverter, 52.44% have washing machine, 28.67% have dining table, 67.55% have music system, 11.78% have digital camera, 37.11% have air conditioner. The other household consumption pattern of the respondents shows that have everyday household appliances.



## **4.2 DISTRIBUTION OF THE RESPONDENTS**

**Social Background of the respondents may now be summarized as follows:**

1. Regarding sex representation there are 50% male and 50% female respondents.
2. The respondents are age wise divided into four groups and in each group consists half male and half female. According to that 24.89% of the respondents belong to the category of 15-18 age groups, 24.89% of the respondents belong to the category of 19-22 age groups, 24.89% of the respondents belong to the category of 23-26 age groups, while 25.33% of respondents belong to 27-30 age groups.
3. In respect to the age group majority, 79.33% of the respondents are unmarried and 20.67% are married. No were reported in other category.
4. Majority 76.44% of the respondents profess Hinduism, followed by 10.44% profess Islam, 8% profess Sikhism, 1.56% Christianity and 3.56% profess others.
5. More than half, 58.67% respondents belong to the General Category, followed by Other Backward Classes 20.44%, Schedule Castes 14.89% and Schedule Tribe 6%.
6. Hindi is the mother tongue of 40.89% respondents, Bengali 8.22%, Maithili 7.55%, Telugu 6.44%, Punjabi 5.33%, Tamil 4.67%, Urdu 4.67%, Marathi 4.89%, Malayalam 3.78%, and others 13.56%.

7. Hindi and English are the languages known by all the respondents,, followed by Bengali 19.78%, Tamil 14.44%, Telugu 13.78%, Punjabi 12.44%, Maithili 12.44%, Malayalam 10.67%, Urdu 8.44%, Marathi 7.55%, and others 39.55%.
8. Larger section, 38.22% respondent's family earn between Rs. 15001-50000/- followed by 24% earn between Rs. 50001-100000/-, 18.22% earns between Rs. 6001-15000/-, 12.45% earn below Rs. 6000/- and 7.11 % earn above Rs. 100001/-.
9. Larger section, with 42% of the respondent are graduate, 32.67% are post graduate, 20.89% higher secondary, 4% are high school and below and 0.44% are PhD.
10. Larger section, with 41.11%, of the respondent's father is graduate, 26.89% are higher secondary, 16.22% are post graduate, 14.22% are high school and below, and 1.56% are PhD.
11. Majority, 64.67% of the respondent's mother is education, 12.89% are post graduate, 12.67% are high school and below, 9.11% are higher secondary and 0.66% is PhD.
12. Majority, 61.78% respondents are students, 27.55% employed in government or private sector, 8% are social worker, 2% are in business or self employed and 0.67% is farmer.

13. Majority of respondent's father 52.22% are employed in government and private sector, 39.11% are business men or self employed, 1.78% is farmer, 3.11% social worker and 3.78% are retired.
14. Most the respondent's mother 52% are housewives, followed by government or private employee with 25.33%, business women or self employed with 19.78%, 2.67% are involved in social work and 0.22% are retired.
15. Majority, 95.11% families are nuclear and only 4.89% are living in the joint family structure.
16. Majority, 64.67% families are small (1-4 members) in size followed by medium family of 5-8 members with 31.55%, 2.89% large (9-12) family and 0.89% has more than 12 members.
17. Majority, 61.33% respondents belongs to places other than New Delhi whereas remaining 38.67% belong to New Delhi.
18. Majority, 65.11% respondents reside in New Delhi since birth, followed by 25.56% for last 1 to 20 years and 9.33% for more than 20 years.
19. Majority, 52.67% respondents reside in urban New Delhi, followed by 22.89% in unauthorized, 14.89% in Lal Dora and 9.55% in rural New Delhi.

20. Majority of the respondents, 73.78% prefer to go to private hospitals for medical treatment. 26.22% respondents prefer government hospitals.
21. Larger section of the respondents 40.44% go for shopping more than once a week. 38.67% go once in a week. 16.89% go for shopping in alternate days. Only 4% go for shopping daily.
22. Nationalized banks are the most preferred banks among youth in New Delhi as 67.11% respondent has his savings account there. 63.33% has accounts in private banks. 32.89% respondents don't have accounts anywhere. Few respondents (3.33%) do have accounts in post office also.
23. Majority, 58% respondents got pocket money more than 100Rs/ day while 42% respondents receive less than 100Rs/day.
24. All the respondents have cooking gas, cable connection, Radio/FM and refrigerator at home. Majority of the respondents own a colour television set (99.57%) followed by 87.78% have computer or laptop or iPad. 86.44% have smartphone when 32.89% have basic telephone or mobile. 98.78% have scooter or mobike when 68% are having car. 87.33% have water purifier, 79.78% have Inverter, 52.44% have washing machine, 28.67% have dining table, 67.55% have music system, 11.78% have digital camera, 37.11% have air conditioner. The other household consumption pattern of the respondents shows that have everyday household appliances.

### **4.3 SUMMARY**

This chapter deliberates on the profile of the respondents. As Delhi is a central premise for the study, its denizens can be hailed as a microcosm of India. In the present chapter, youth of Delhi have been stratified on the basis of gender, language, religion and profession. The demography of Delhi has been studied in terms of economic and educational status too as it is one of the deciding factor in using the new media tools. People of New Delhi and the surroundings have been meticulously categorized on various grounds for better and precise results.