Churn in India’s internet economy

Instagram has new users from the older generation even as it retains younger users, the latest round of the Yougov-Mint-CPR Millennial Survey shows

The data shows that older generations (five millennials) have started spending more time on social networking sites, whereas younger millennials continue to remain the major users of these platforms.

ас across Indian cities, those with professional degrees and those who have been employed for more than 10 years are the major users of these platforms.

Among social media sites, Instagram is the highest user in active users. The platform is gaining traction among older generations (55 per cent) more than younger millennials (30 per cent) and post-millennials, who remain the dominant users on the site.

There is a significant increase in active users on Instagram in the last two years, from 45 per cent to 65 per cent. The proportion of active users is the highest among older millennials (60 per cent) and those aged above 39 years, followed by post-millennials (52 per cent) and millennials (43 per cent), who remain the dominant users on the site.

Responses of only those who indulge in the above activities included.

Some categories have been clubbed together for the purpose of calculations.

Responses of only those who are ‘active’ on these social media websites included.

Instagram has a decline in the share of active users across all cities. The decline over the past two years was starker among tier 3 respondents, data from the respective survey rounds show in chart 5.

The Yougov-Mint-CPR Millennial Survey was conducted jointly by the Indian Institute of Public Opinion, which is a part of the Centre for Public Policy at the University of Oxford, and Mint. The survey was conducted in October-November 2020. It covered 7,624 respondents, of which 2,874 were from the pre-millennial generation, 3,404 from the millennial generation, and 1,346 from the post-millennial generation. The sample was drawn from households in tier 1, tier 2, and tier 3 cities in India.

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