

WHY DID WE CONDUCT THIS SURVEY?



- The youth is constantly getting influenced by various factors and are not scared to try different habits which define today's generation
- We really wanted to understand and gauge today's landscape and allow you to tell us what direction we are headed in.
- The results of the survey have given us a vital insight into the current mindset and prevailing trends among the youth and enriched LMAD as a whole.

This survey was taken by

320 participants

out of which there were

163 Females.

And a majority of the participants were of

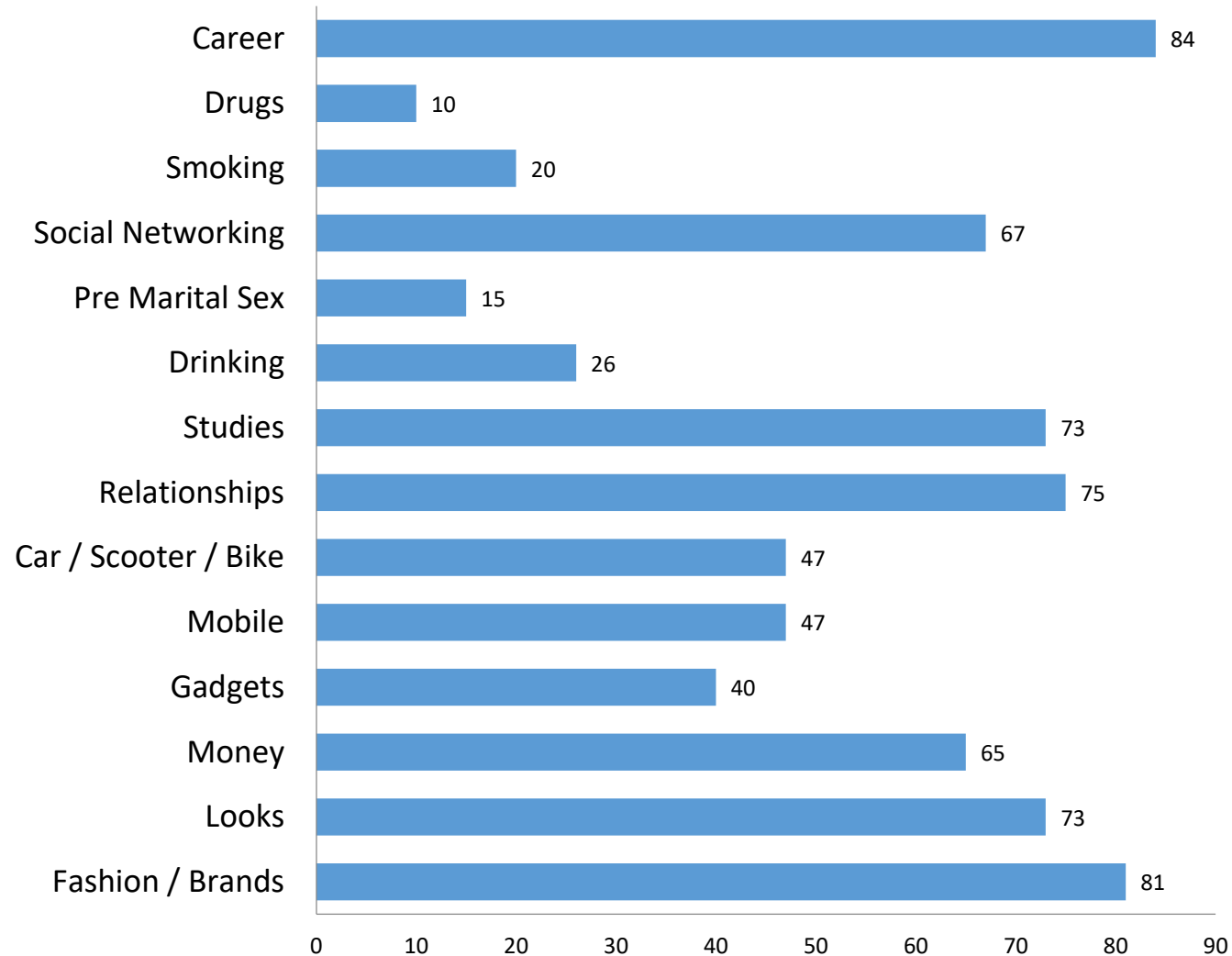
age 19-25 yrs.



51% of the youth are NOT affected by peer pressure



However **30%** are influenced to try smoking, drinking, pre marital sex



Who are your Role Models?



Sport stars
31%



Film stars
22%



Family Members
59%



Historical Leaders
18%



Political Leaders
17%



Spiritual Leaders
24%



Corporate Leaders
15%



Artists
29%

What do you get influenced by?



Entertainment
(Movies + TV)
65%



Media (newspaper
+ magazines)
43%



Books
42%

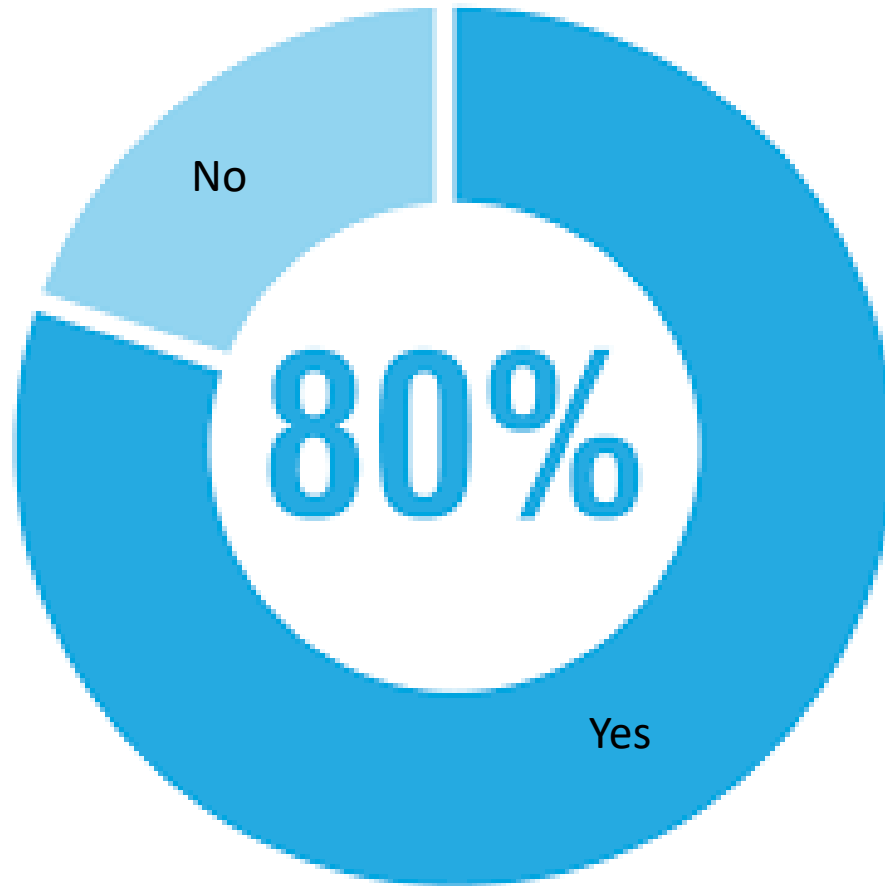


Social Media
52%

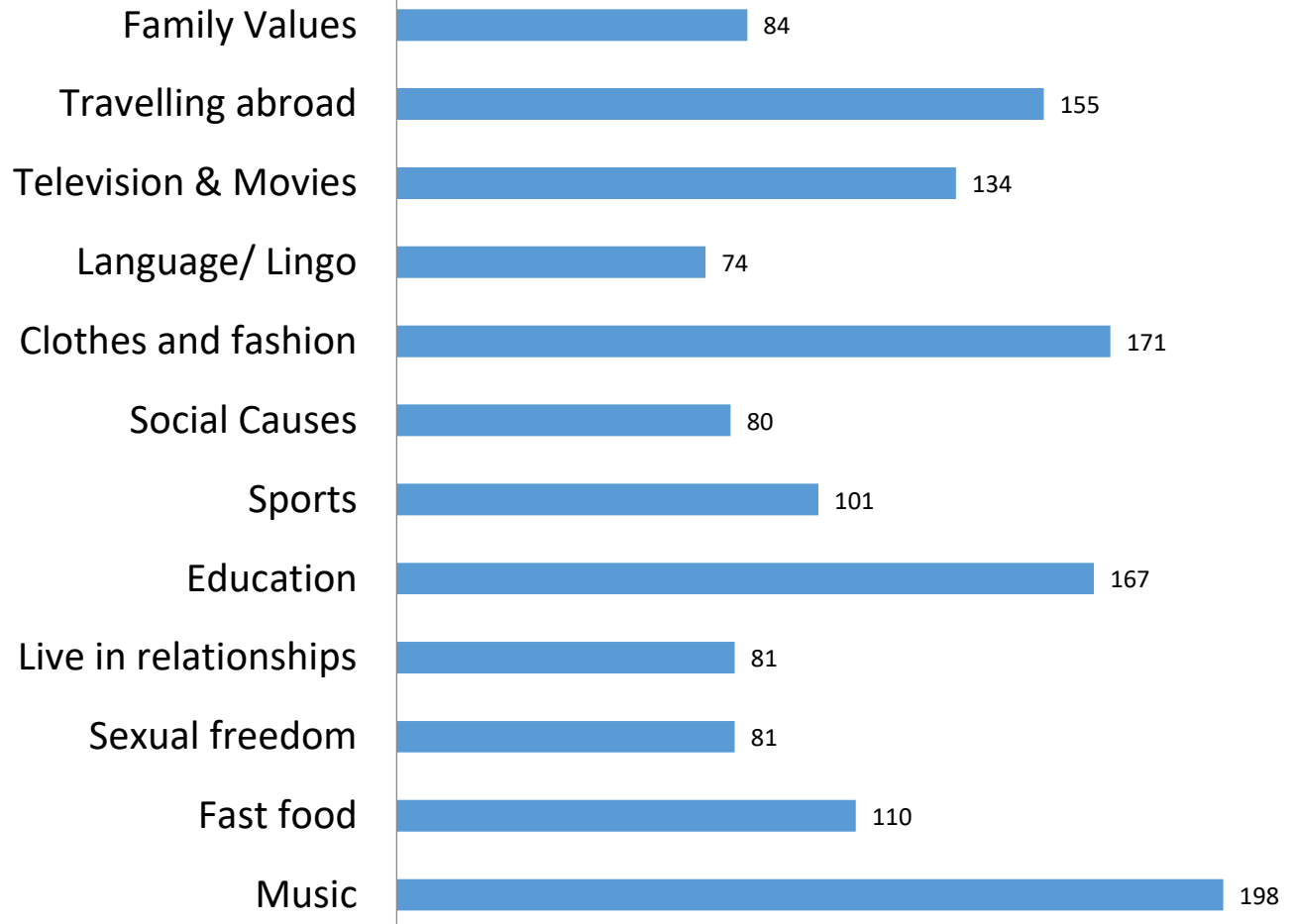


Personal Experience
& Others
25%

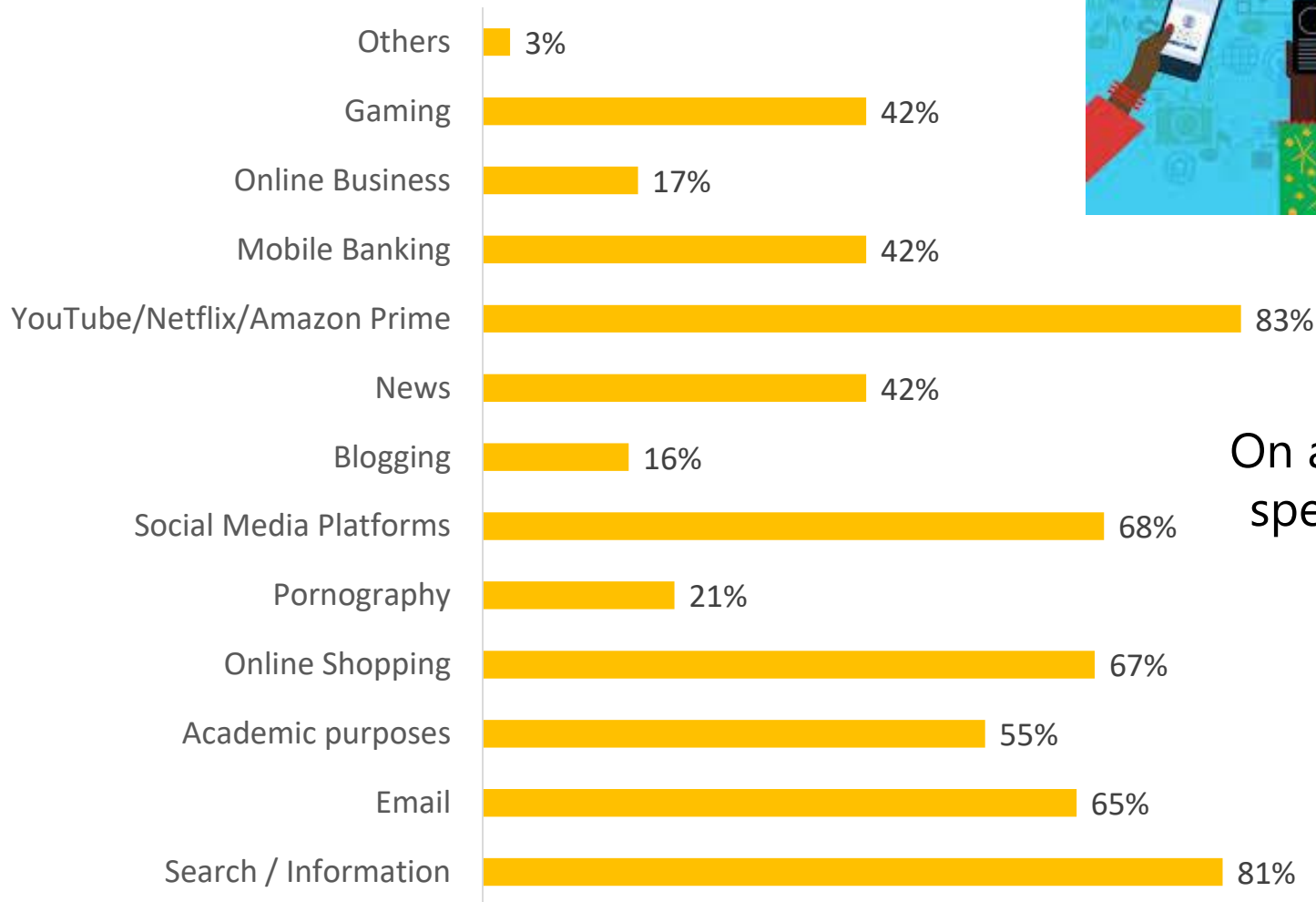
Are You Influenced Western Culture?



Western Culture Influencers



What Do You Use Internet For?

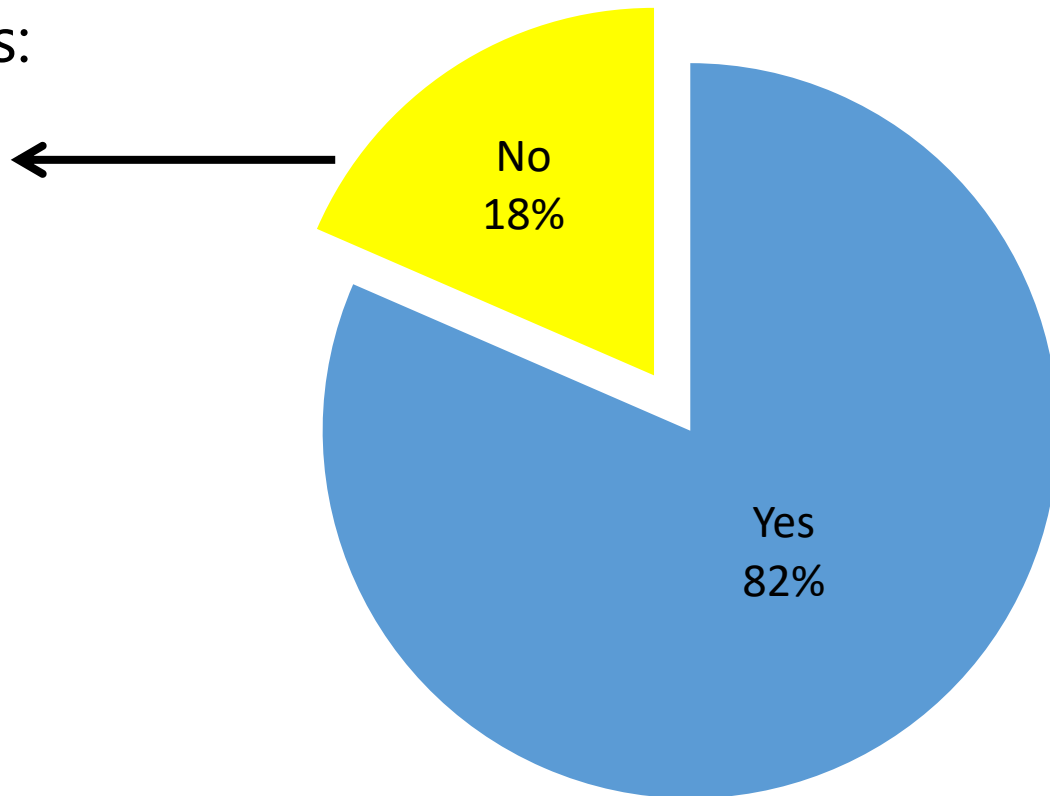


On an average people spend 3- 5 hours on social media

Are You Self-Governed?

Influential factors:

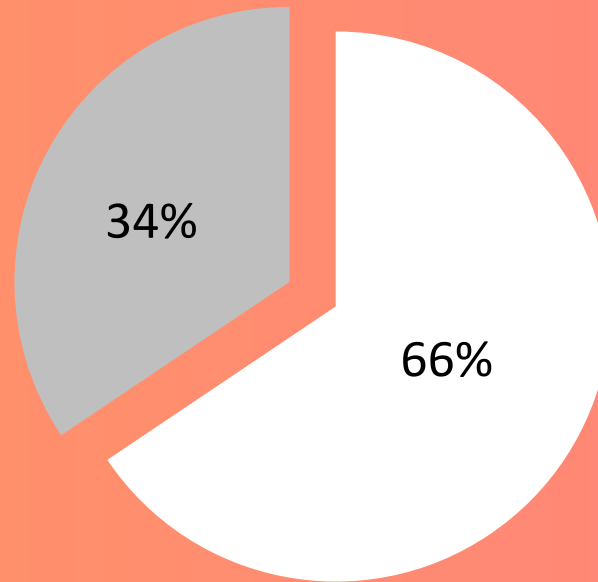
- Family
- Friends
- Relatives
- Society
- Peer Group



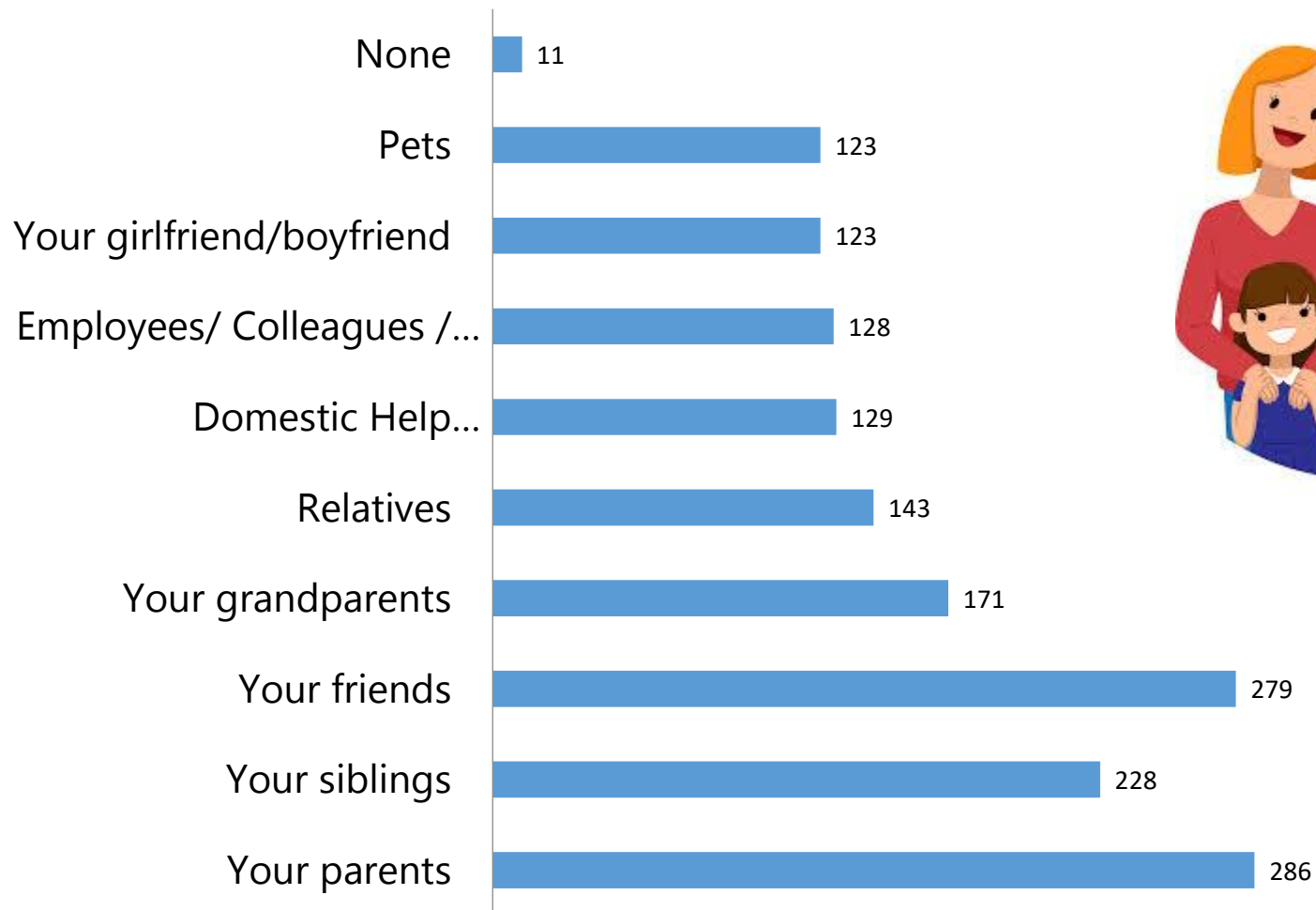
Do You Find It Difficult To Make Decisions?



■ Yes ■ No



Majority express their care, concern and love to friends & parents



70% keep themselves updated about current affairs



Reading Newspapers
13%



Social Media
25%



Conversations with people
21%



Reading Books
10%

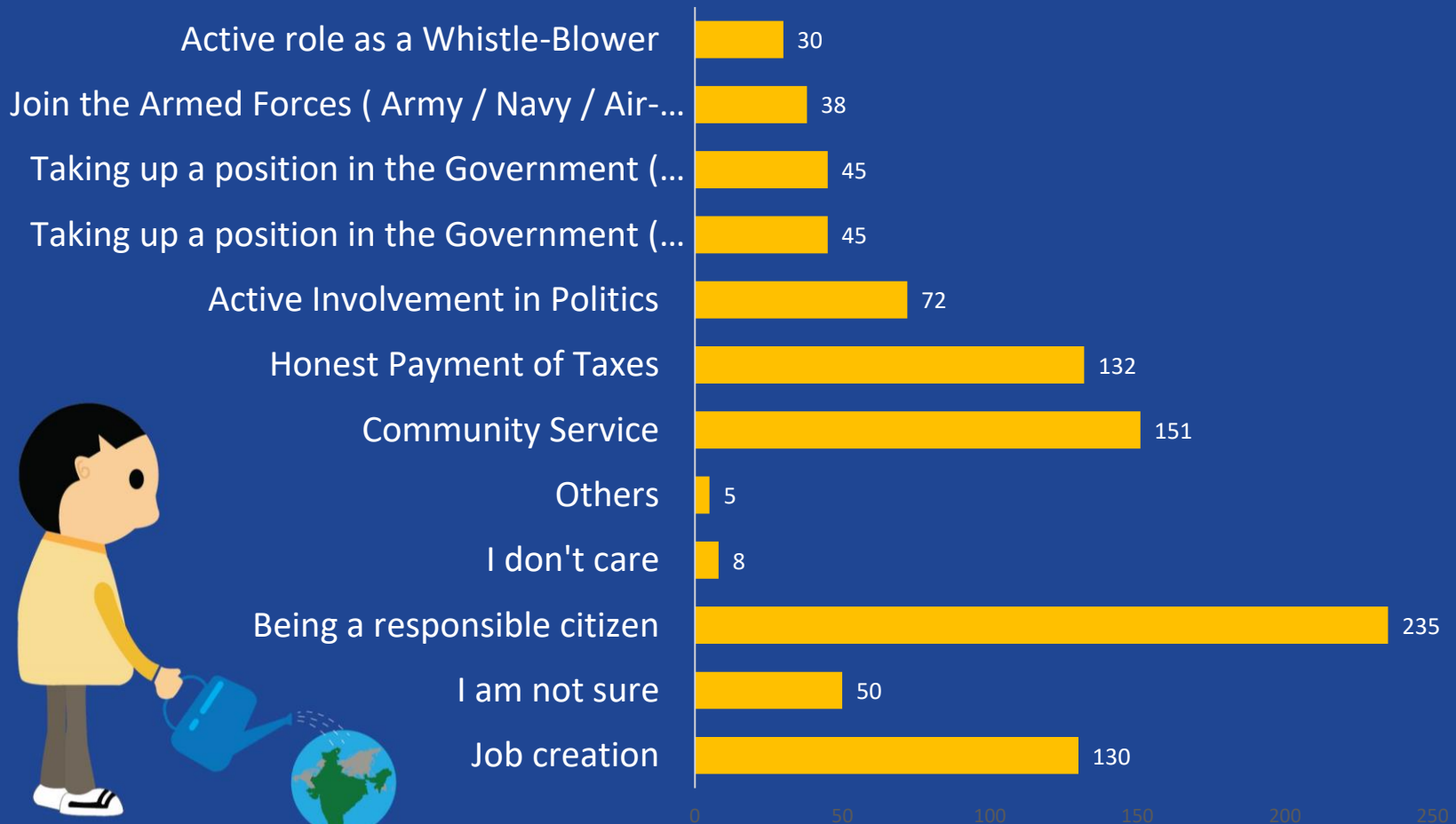


News on TV
16%



News Apps
15%

Most believe they can build India of their dreams by being a responsible citizen



Family is the most important priority for **37%**
while for **31.8%** their career is



Education
8%



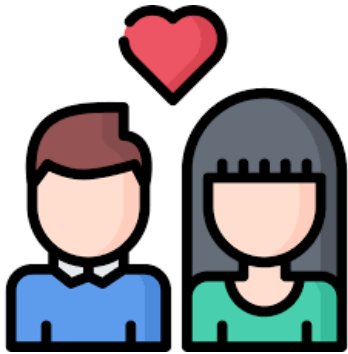
Family
37%



Country
5%



Health & Fitness
6%



Relationship and Marriage
1%

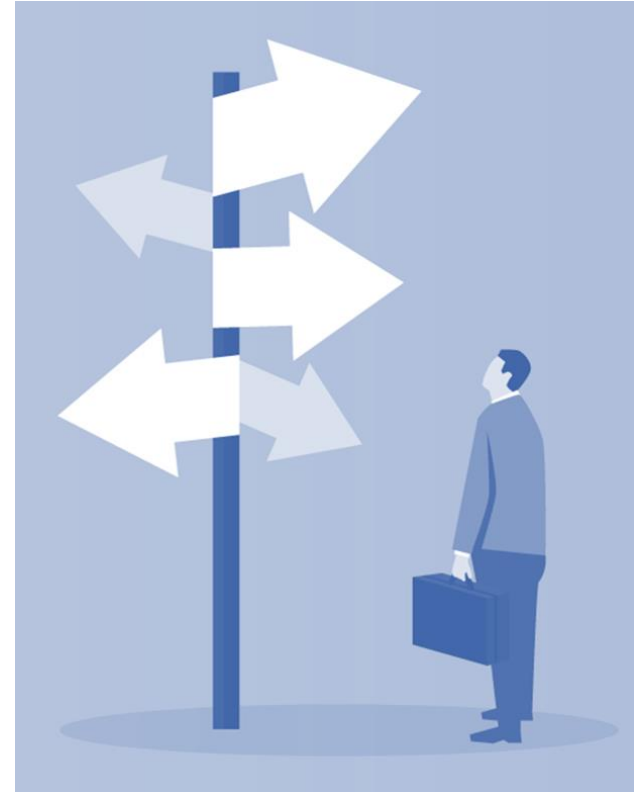
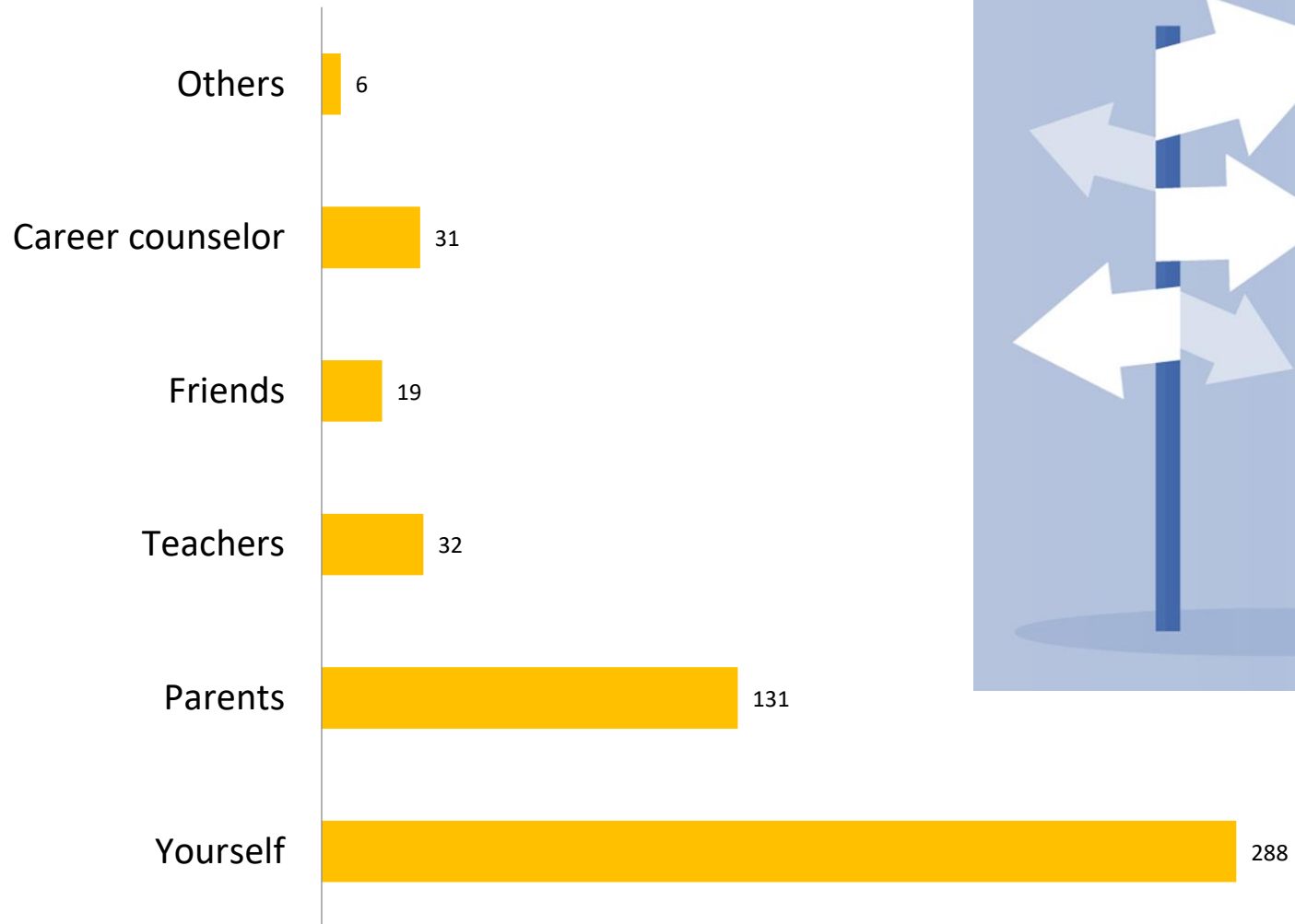


Career
32%



Friends
5%

Who decides your career?



56% identify themselves with their families



Family
56%



Nation
12%



Community &
Religion
6%

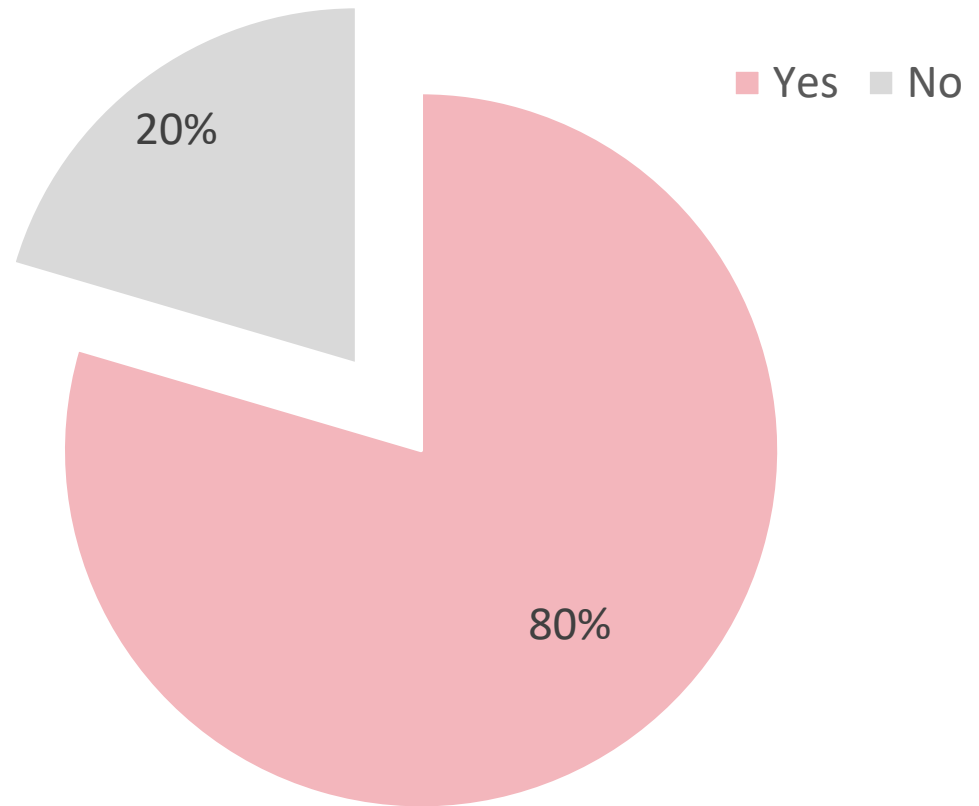


Friends
19%

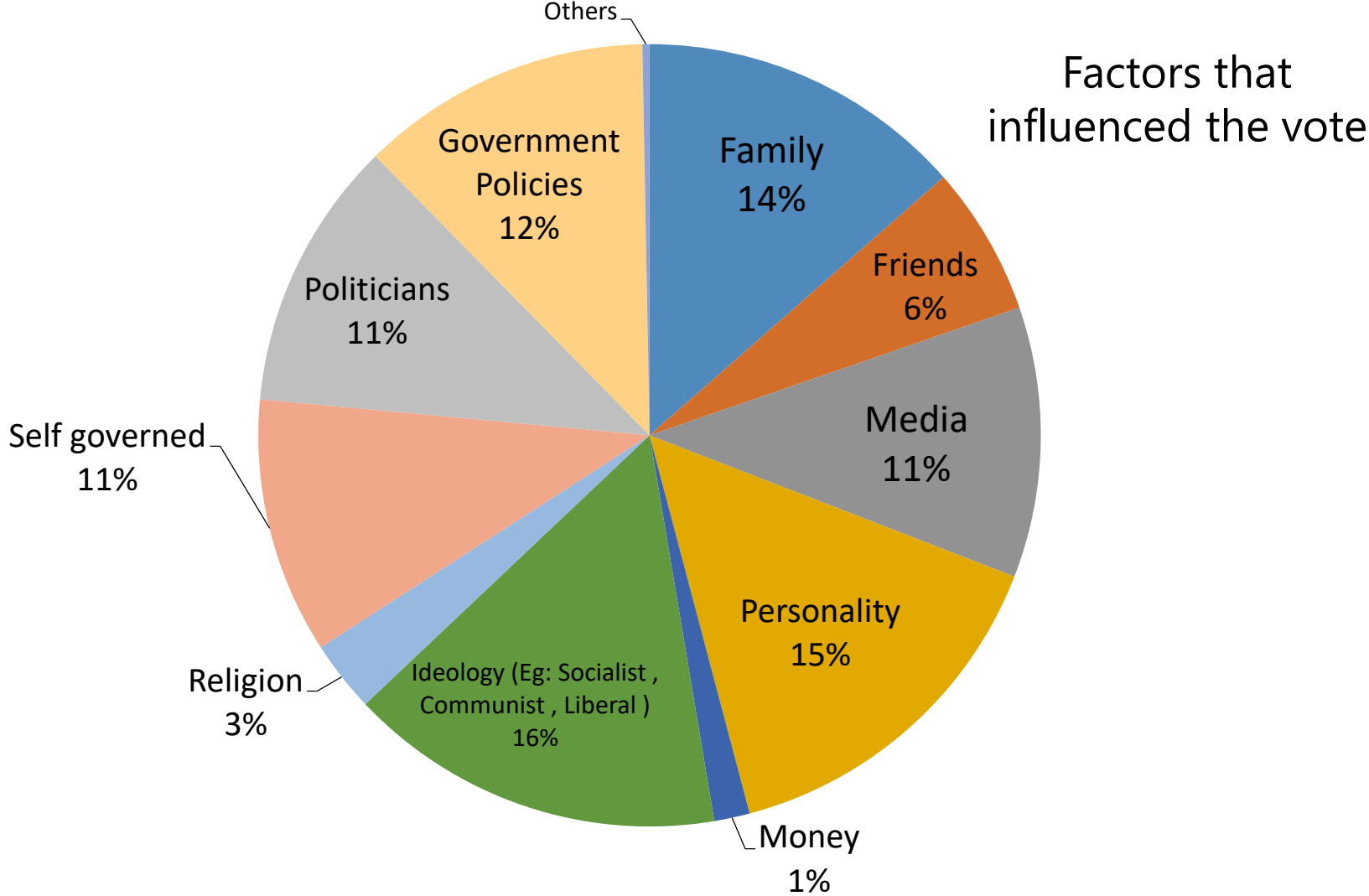


Region & Others
8%

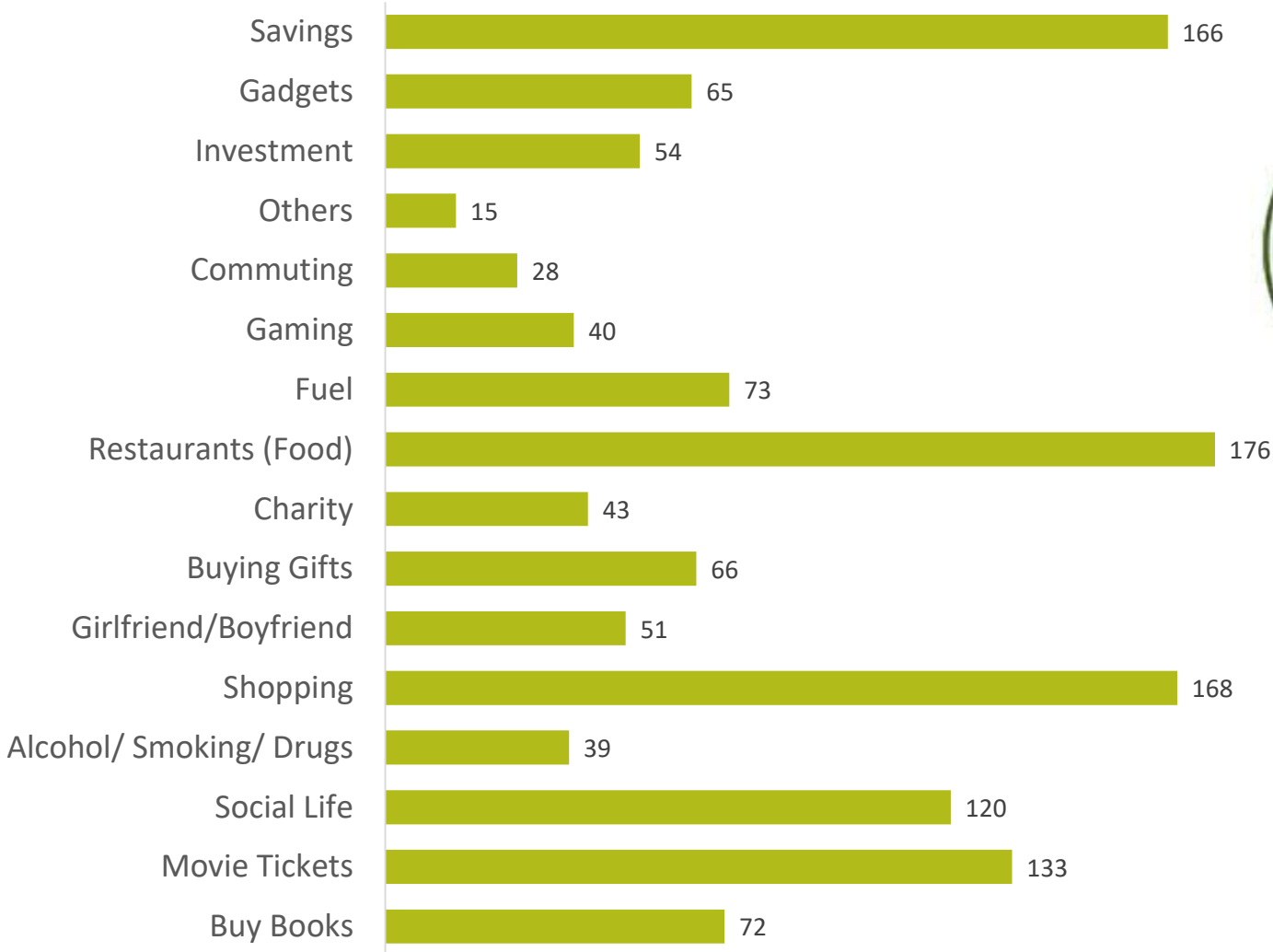
Do you love yourself the way you are?



213 people are 18 or above **but only 130** have voted this election



Most spend their pocket money on food, shopping and savings



Only **9%** do not like their own company.



91% enjoy their own company.

What causes you stress?



Studies
33%



Peer Pressure
18%



Work
23%

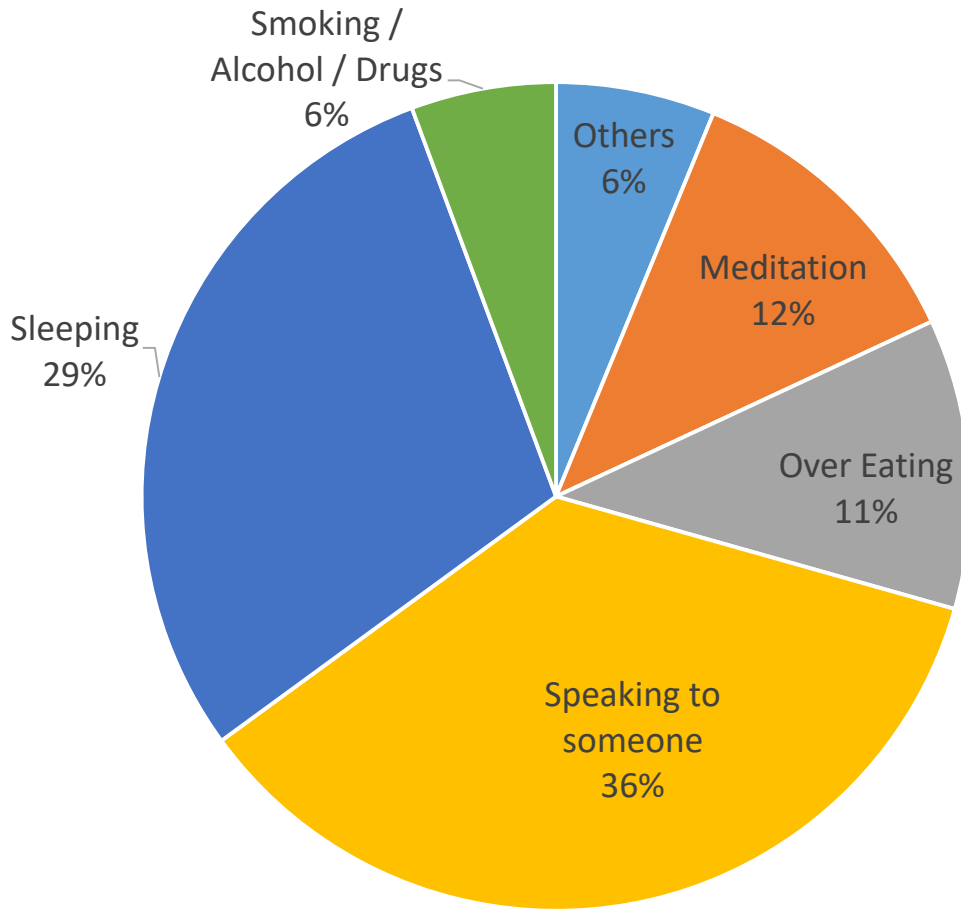


Relationship
19%

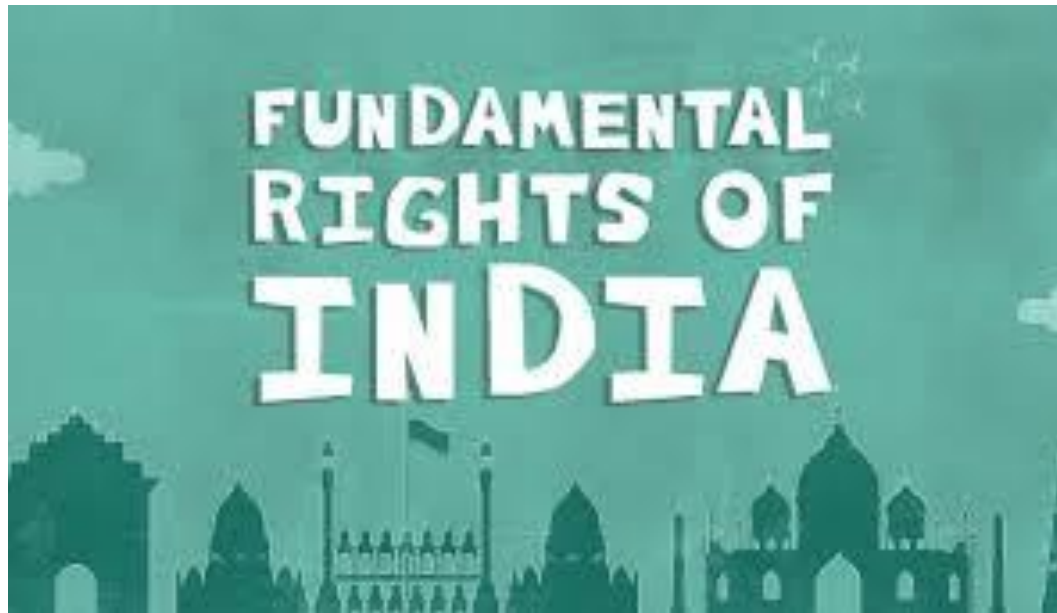


Others
7%

Majority deal with stress by talking to someone or sleeping



78% think that they're aware of their constitution rights...



But, **85%** believe that 'right to vote' is a fundamental right...

Which is incorrect!



Thank You!

