



First Time Voter Research

August 2025

OBJECTIVE

The objective of this primary research is to understand what influences first-time voter youth in their selection of political parties and candidates.

This report can help political parties and candidates identify the real issues and choice drivers that matter to the youth, and, at the same time, allow potential young voters to compare their views with those of their peers. This report also helps identify the medium through which they can reach and impact the youth with their messaging.

Approach: This is a quantitative study with face-to-face interviews conducted at cafes and meeting points outside key colleges in South and Central Mumbai. The interview responses were recorded using a survey form on electronic tablets.

Survey Respondents: Adults (male and female), aged 19-23 years, who have voted in the 2024 elections

Centre: Island city of Mumbai (students of Ruia, Sydenham, Hinduja, Ruparel, HR, KC, Wilson and other colleges)

Sample Size: 133 interviews were successfully completed

Random proportions achieved:

- Gender: males 54%, females 46%
- Residence at: Western Mumbai 41%, Central Mumbai 33%, South Mumbai 14%, North & East Mumbai 12%

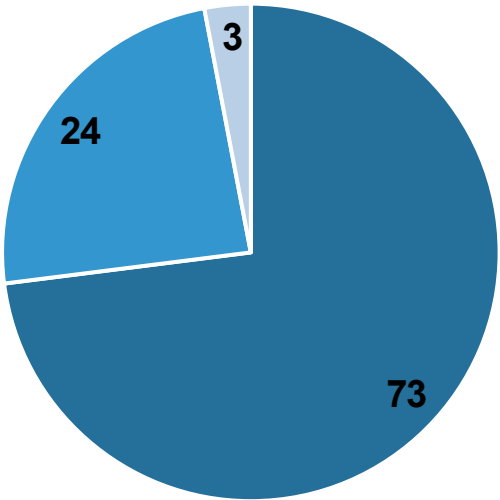
Statistical analysis has been performed to check for significant difference between numbers. [quirks.com/tools/calculator](https://www.quirks.com/tools/calculator) was used for the significance testing calculations

Sample Profile & Lifestyle

The sample is a broad spectrum of the youth population’s socio economics in Mumbai

Travel Profile

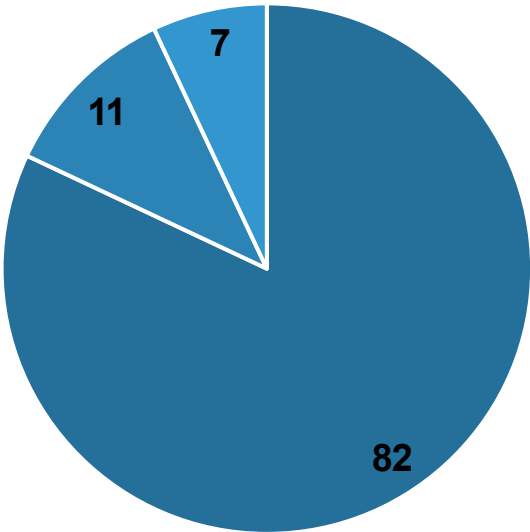
% Stated



■ Within Maharashtra ■ Outside Maharashtra, within India ■ Outside India

Mode of Travel

% Stated



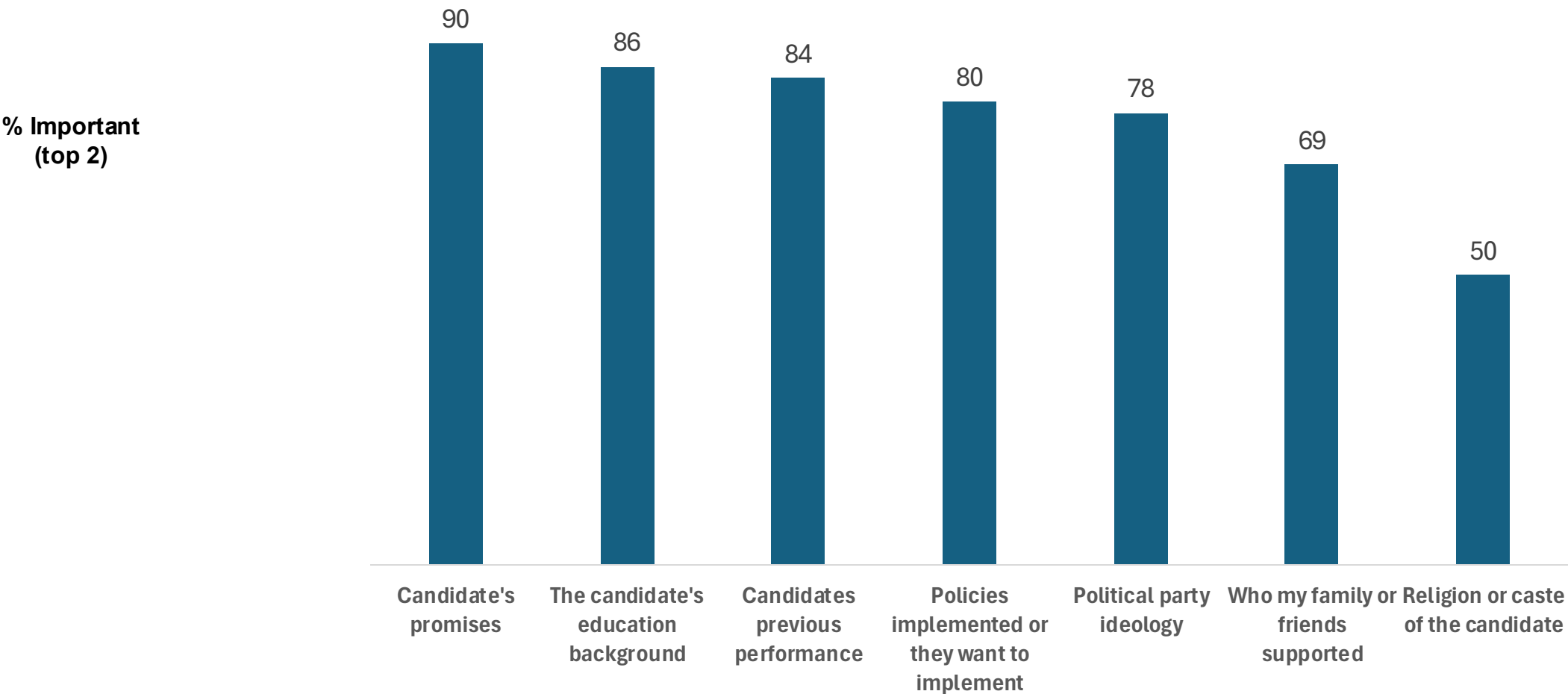
■ Public Transport / Regular Taxi ■ App-based commute (e.g. Ola and Uber) ■ Private Car

All data in %
Sample 133

Qn: Where did you travel within last 1 year on a holiday? Select all that apply.
Qn: How do you travel normally within city of Mumbai? Select the mode of transport you use the most.

Choice Drivers for getting the Youth votes

Candidate’s promises, educational background and previous performance play a big role in getting the youth votes.

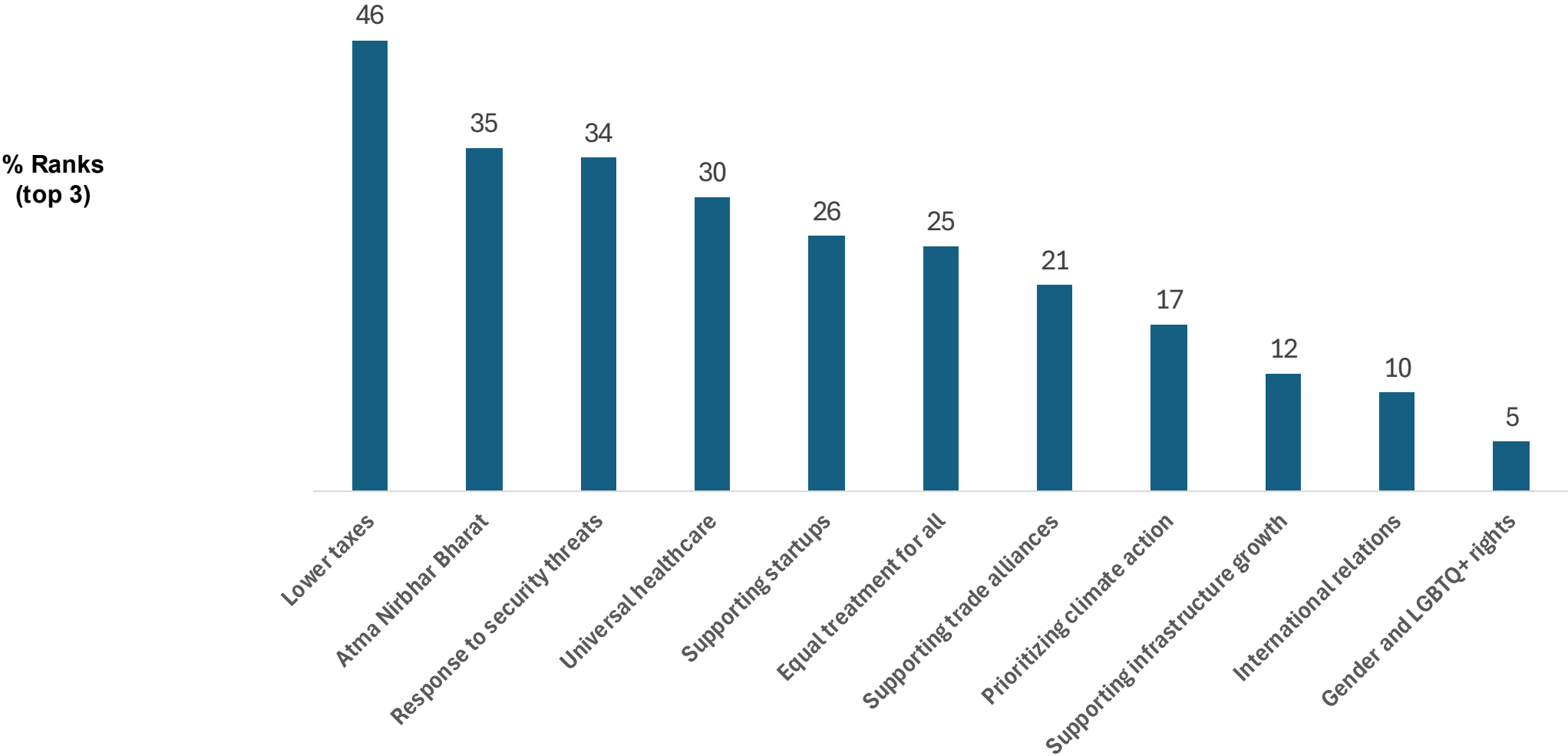


All data in %
Sample 133

Qn: How important was the following when you voted in the 2024 elections? (1 = Not important at All, 5 = Extremely important)

Political Party Ideologies that Matter

Providing lower taxes, promoting self reliance and response to national security threats matter a lot to the youth.

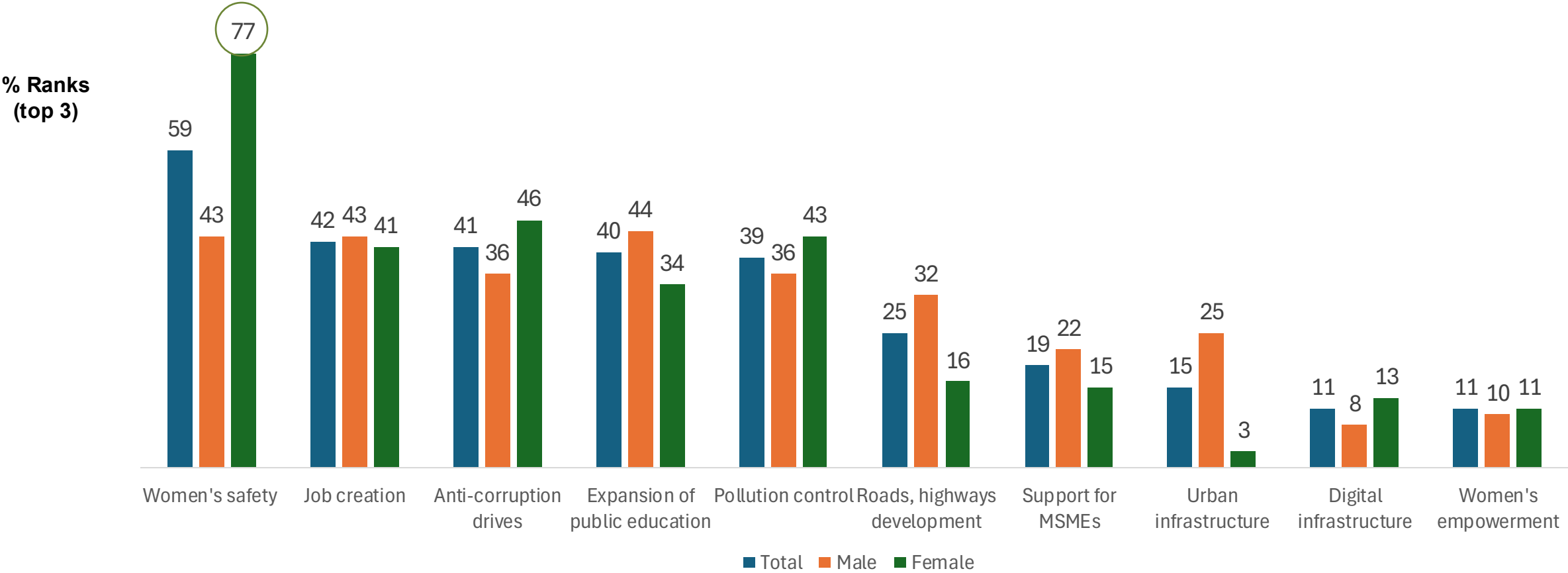


All data in %
Sample 133

Qn: Which of the following political party ideologies was the most important for you when you considered voting for the candidate? And next? And next? 3 RANKS

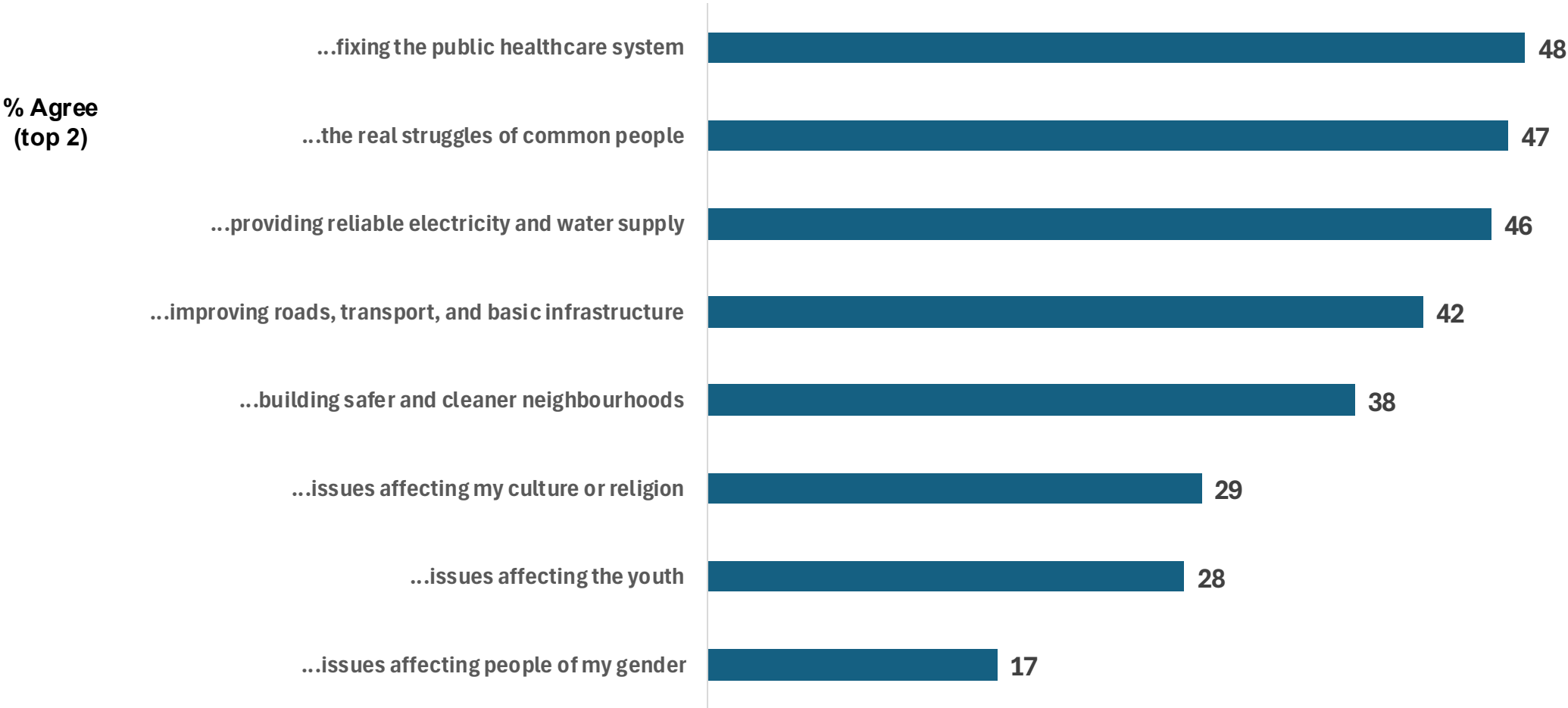
Importance of Policies Implemented

Women’s safety as a policy is considered to be the most important for the youth. This is followed by job creation, anti-corruption, public education and pollution control.



Politicians should pay more attention to...

Youth’s mature message to politicians – fix the public healthcare system, focus on the real struggles of common people, and provide basic utilities and infrastructure

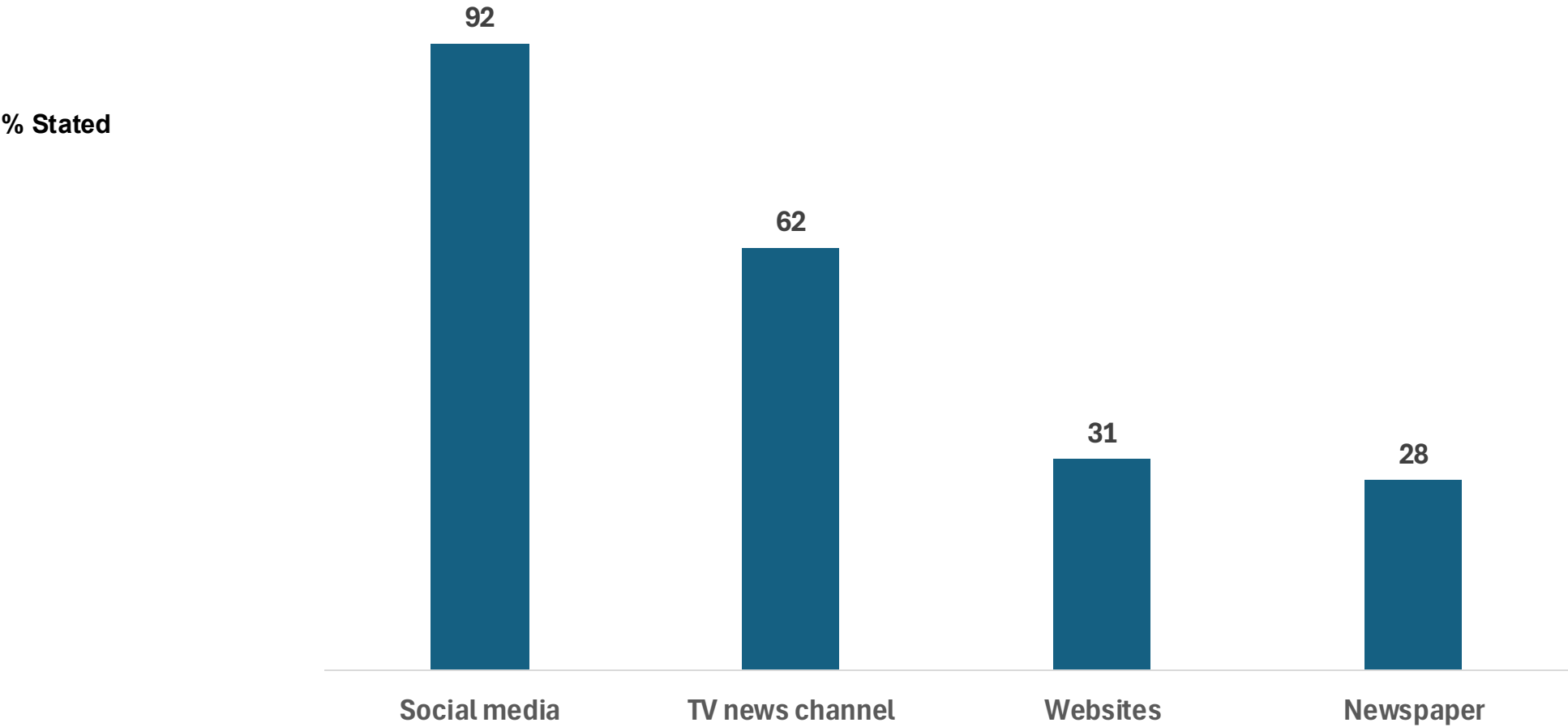


All data in %
Sample 133

Qn: To what extent do you agree with these statements on attention given by politicians to various segments in the population? (1= Strongly Disagree, 5 = Strongly Agree)

Source of News regarding Politics

Social media like Instagram, X, Youtube along with TV News channels are the best mediums to connect with the Youth.

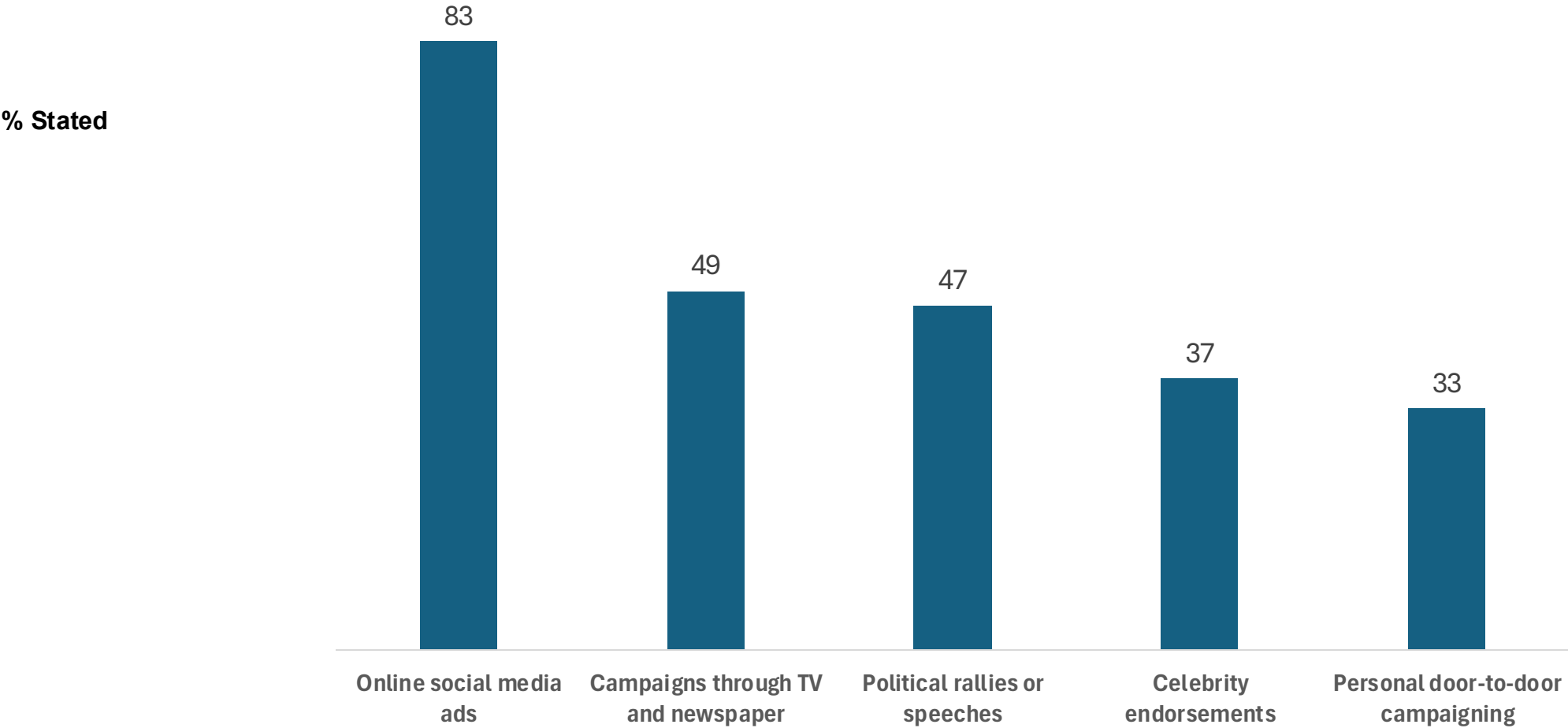


All data in %
Sample 133

Qn: How do you get news about politics? Select all that apply.

Attention Grabbing Campaign Strategies

Online social media campaigns by far catch the highest eyeballs with the youth.
Personal door-to-door campaigning has a low presence.



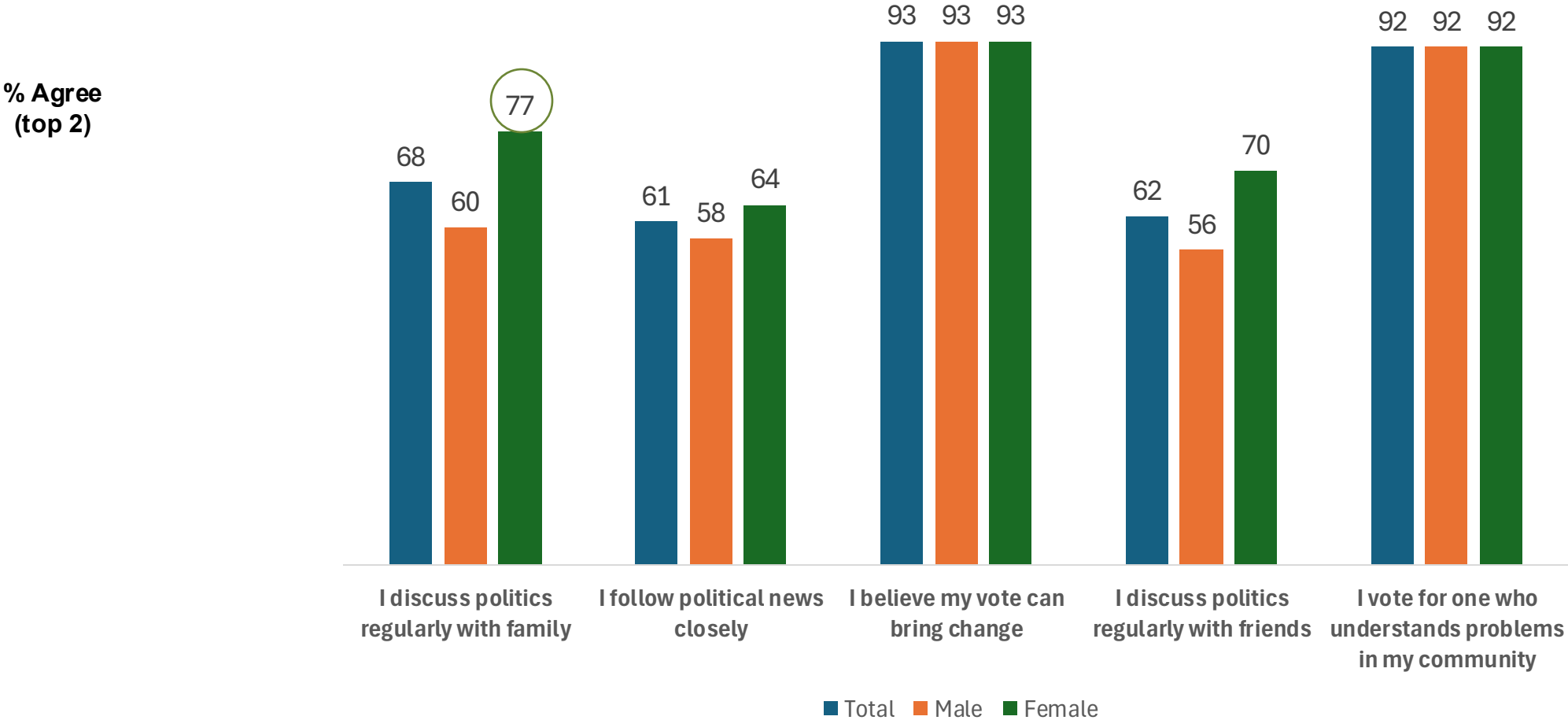
All data in %
Sample 133

Qn: Which of these campaign strategies catches your attention the most? Select all that apply.

Attitudes towards Politics and Voting

The youth strongly believe that their vote can bring change; and their vote goes to the one who understands the problems in their community.

Females exhibit a higher level of involvement in discussing politics with family and friends.



All data in %
Sample 133

Qn: To what extent do you agree with the following statements on politics and voting? (1= Strongly Disagree, 5= Strongly Agree)

EXECUTIVE SUMMARY

- Candidate's promises, educational background and previous performance play a big role in getting the youth votes.
- Providing lower taxes, promoting self reliance and response to national security threats matter a lot to the youth.
- Women's safety as a policy is considered to be the most important for the youth. This is followed by job creation, anti-corruption, public education and pollution control.
- Youth's mature message to politicians – fix the public healthcare system, focus on the real struggles of common people, and provide basic utilities and infrastructure.
- Social media like Instagram, X, and YouTube, along with TV News channels, are the best mediums to connect with the Youth.
- Online social media campaigns capture the highest attention from the youth by far. Personal door-to-door campaigning has a low presence.
- The youth strongly believe that their vote can bring change; and their vote goes to the one who understands the problems in their community. Females exhibit a higher level of involvement in discussing politics with family and friends.

ACKNOWLEDGEMENT

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Thank You !