People's Election Pulse

A Survey of Innovision Consulting

Report 2

March 15, 2025

A social research initiative of Innovision

In Partnership with:

Innovision

Innovision Consulting is an international advisory and management consulting company. Our research, technical assistance, project management, and capacity development services support international development partners, multinationals and start-ups, national private sector, not-for-profit organizations, and government agencies to facilitate sustainable and inclusive growth.

Over the last 16 years, we have undertaken more than 480+ projects in 22 countries in Asia and the Pacific, the Middle East, and North Africa (MENA), West Africa, and Southern Africa. Our works primarily focus on SDG 17 - Strengthen the means of implementation and revitalize the global partnership for sustainable development.

22	160+	480+	1.5mn~
Countries	Clients	Projects	beneficiary households

Survey on 'People's Election Pulse'

People's Election Pulse is an opinion poll survey designed to capture voting age population's perceptions and choices on indicators related to politics, economics and social development.

It is a periodic survey with some questions that are repeated while other questions are revised or added to capture the status of quo of 'time.'

On August 5, 2024, following the fall of the previous government, INNOVISION launched BangladeshSpeaks, a micro-polling site for rapidly collecting and disseminating public opinion.

On September 10, 2024, INNOVISION released the results of its first online and field research.

Subsequently, INNOVISION's second field research was conducted from February 19 to March 3, 2025.

The results were published on March 8, 2025.

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Pulse Points

Expectation and performance of the Interim Government

Expectation from future government

Decision to vote and voting preferences

Media usage behavior for gathering information

Methodology Brief

A nationwide survey conducted on 550 wards, villages and Mahallas from 8 divisions and 64 districts

Stratified simple random sampling with further purposive sampling among students and occupational groups

16 strata (8 divisions and Urban and Rural from each division)

2011 Population Census taken as the base as the enumeration area for 2022 is still not available

Data collected by field enumerators under supervisors between February 19- March 03, 2025

Data collected digitally using CAPI method; results were scrutinized by a panel of advisors

Sampling

Sample Size: 10,696 Voters

Survey Period: **February 19**, 2025 – **March 3**, 2025

Sample Distribution

Geographical Scope of Sample : **8** Divisions, **64** Districts

Area-wise Sample   : **71%** Rural, **29%** Urban

Gender-wise Sample   : **55%** Male, **45%** Female

Age-wise Sample Representation

Gen Z (18-28 years):	**36%**
Millennials (29-44 years):	**34%**
Gen X (45-60 years):	**18%**
60+ years:	**12%**

Division-wise Sample	
Dhaka Division	**26%**
Chattogram Division	**19%**
Rajshahi Division	**13%**
Khulna Division	**12%**
Rangpur Division	**11%**
Mymensingh Division	**7%**
Barishal Division	**6%**
Sylhet Division	**6%**

Sampling

Sampling by Ethnicity

Ethnic group	2%
Bangali	98%

Male and Female Composition

Male	55%
Female	45%

Type of Dwelling

Kancha	43%
Semi-pucca	31%
Pucca	23%
Jhupri	2%

Sampling by Ethnicity

Slum	5%
Non Slum	95%

Religions

|	
Muslim	89%
Hindu	10%
Christian	0%
Buddhism	1%
Others	0%

Occupational Representation

Homemaker	35%
Student	15%
Business	15%
Farmer	10%
Labour	8%
Private Job and NGOs	5%
Unemployed	4%
Others	3%
Retailer	2%
Government Job	1%
Teachers and Educators	1%
Healthcare Professionals	0%
Creative and Performing Artists	0%

Findings

# About one-third of the voters are undecided

I cannot comment
8.6%

No
29.4%

Yes
62%
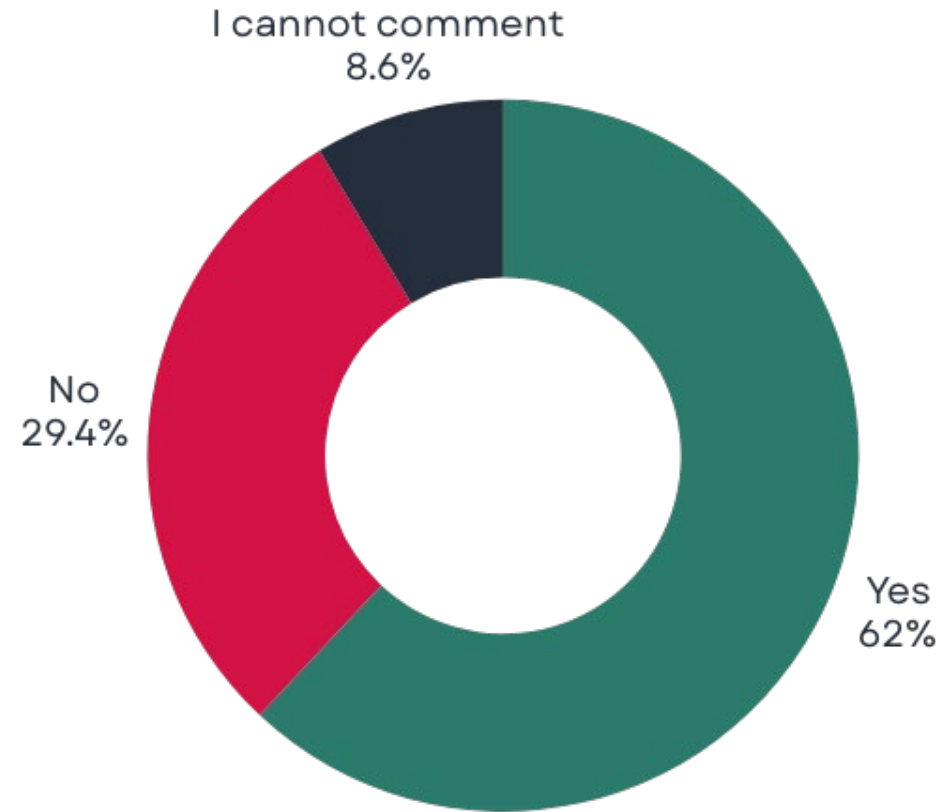
Of the 10,696 respondents, 29.4% reported that they are undecided. Who are these respondents? Why are they still undecided?

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Who are the undecided and unrevealed voters?
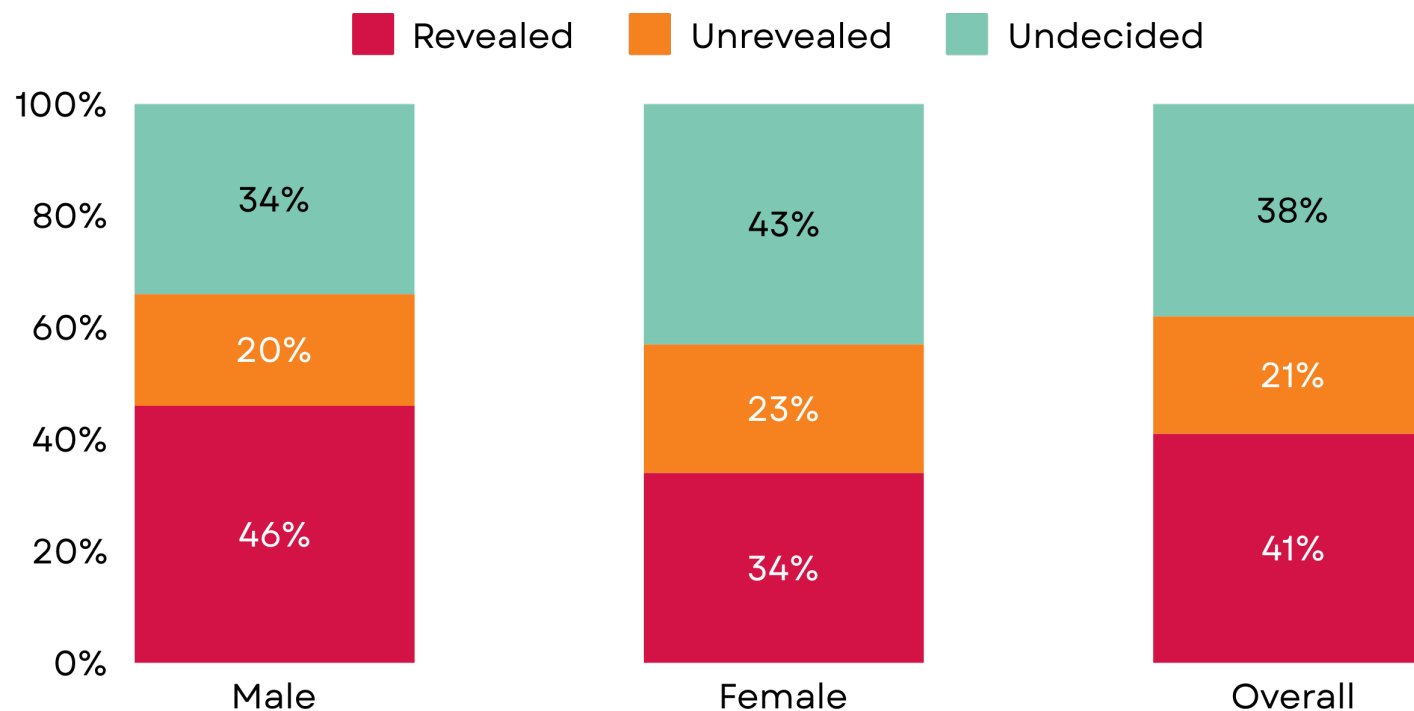
Who are the undecided and unrevealed voters?
Analysis by age groups
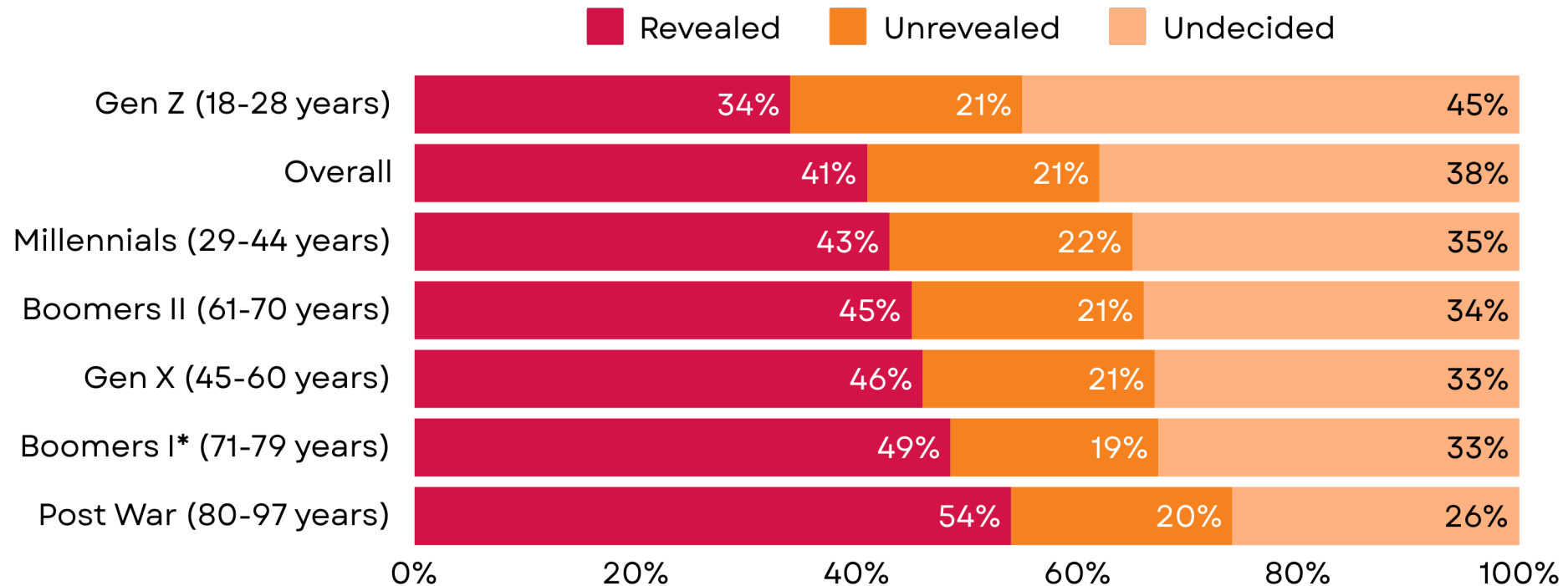
Almost half (45%) of the Gen Z voters reported that the are undecided. Proportion of unrevealed voter is same across age groups.

Who are the undecided and unrevealed voters?
Male vs Female

Revealed   **Unrevealed**   **Undecided**

Male:
- Undecided: 34%
- Unrevealed: 20%
- Revealed: 46%

Female:
- Undecided: 43%
- Unrevealed: 23%
- Revealed: 34%

Overall:
- Undecided: 38%
- Unrevealed: 21%
- Revealed: 41%

43% of the female voters remain undecided; much less proportion of male voters are undecided (34%)
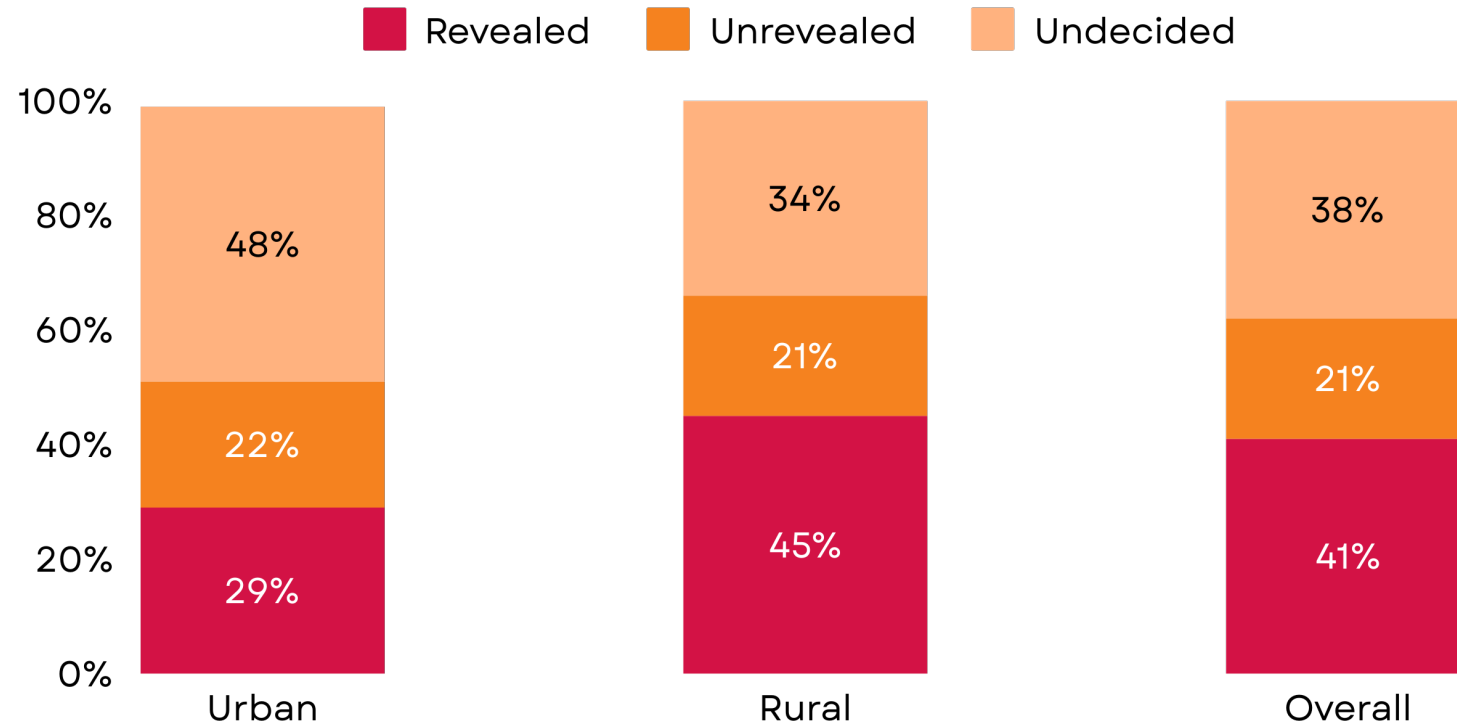
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Who are the undecided and unrevealed voters?
Analysis by Religion

Legend: ■ Revealed ■ Unrevealed ■ Undecided

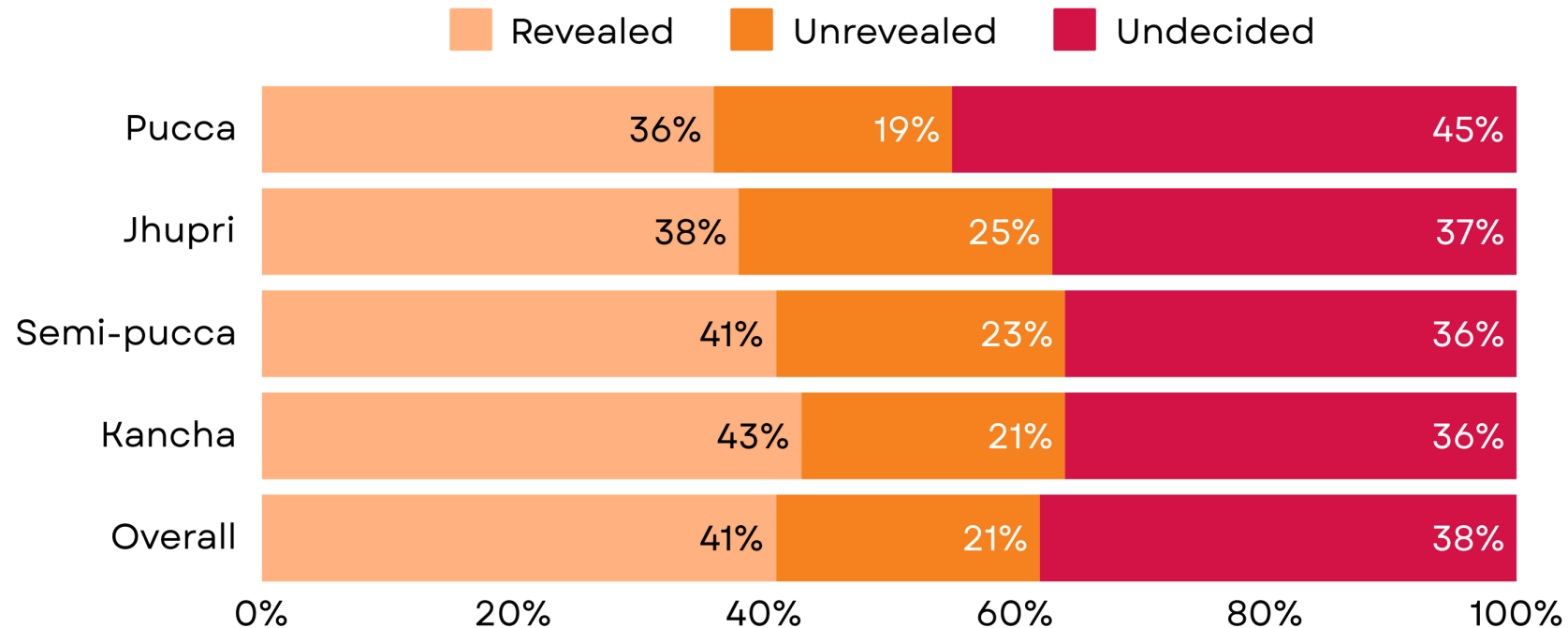| Religion	Revealed	Unrevealed	Undecided
Others	13%	25%	62%
Hindu	23%	25%	52%
Christian	46%	11%	43%
Muslim	43%	21%	37%
Budhhist	46%	20%	34%
Overall	41%	21%	38%
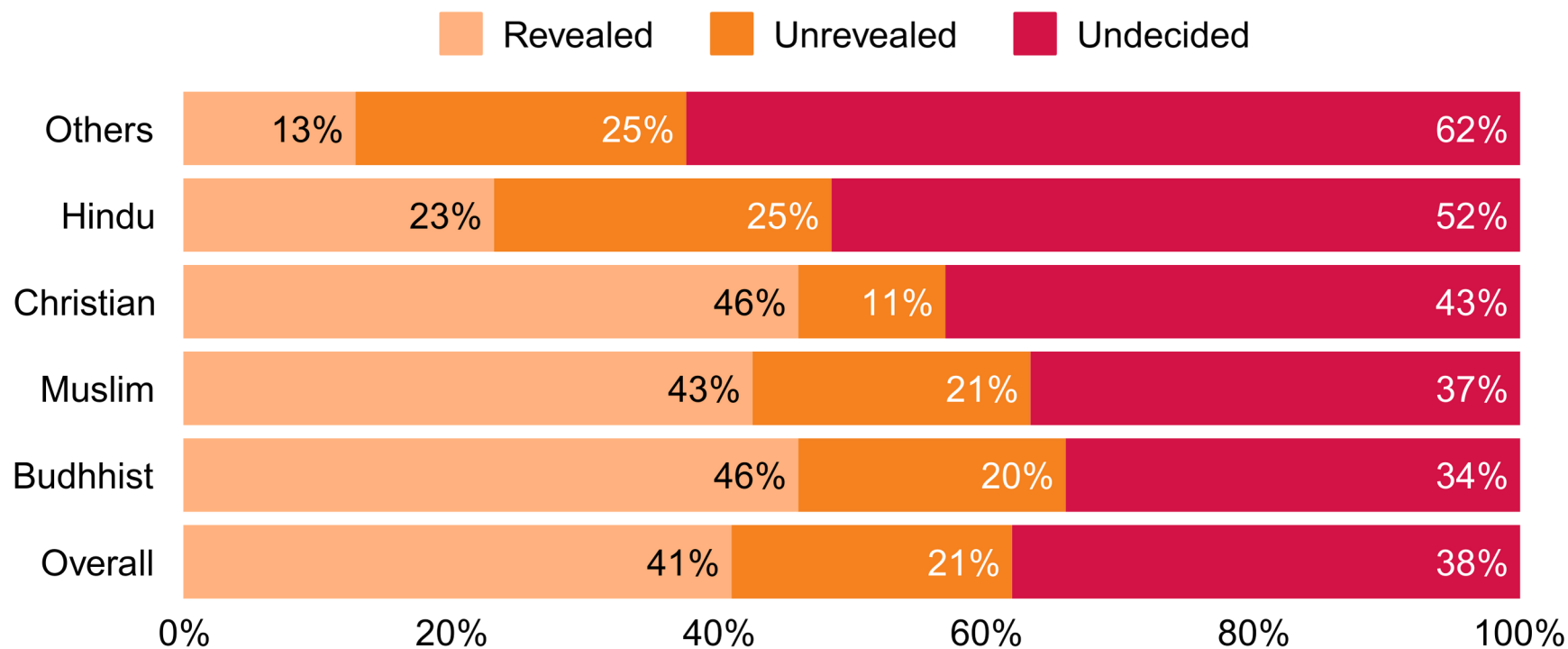
More than half of the Hindu voters remain undecided. Generally, minority religious groups remain mostly undecided. Statistic power is weak for Budhdhism and Christians.

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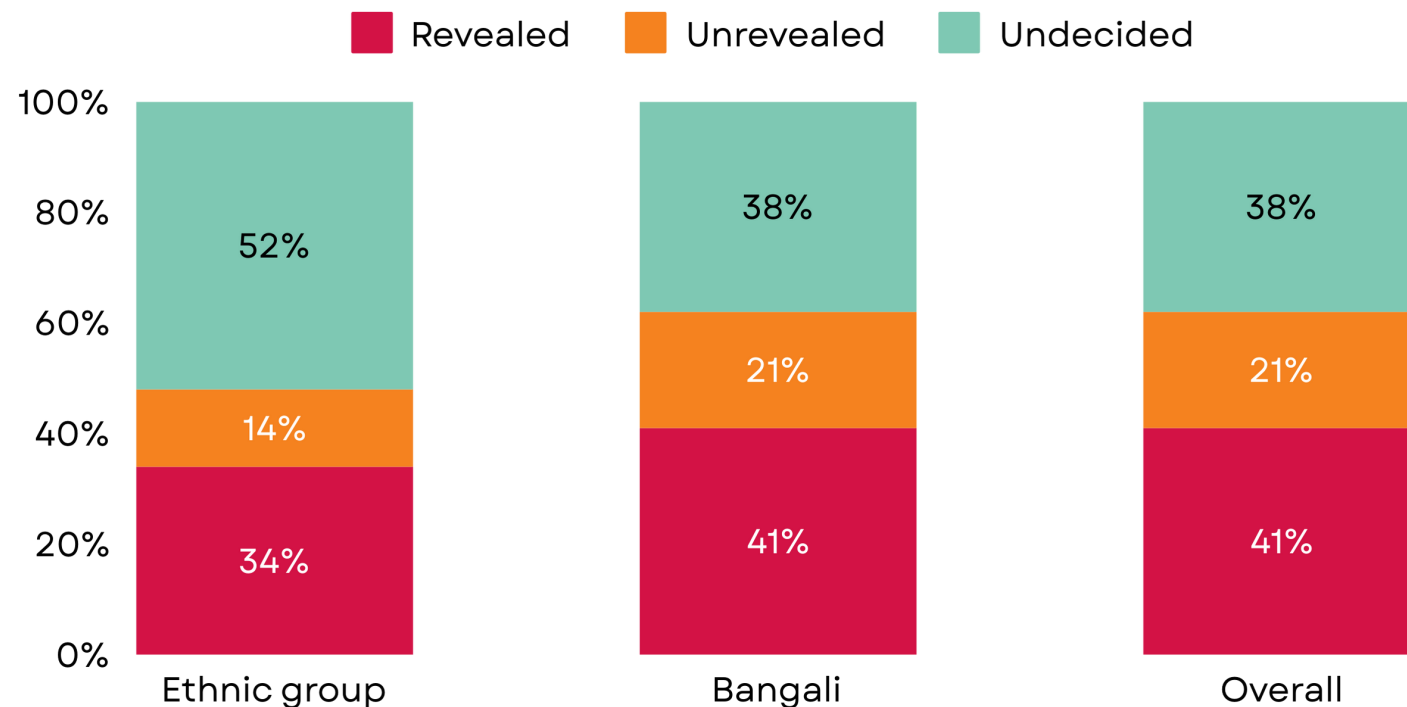
Who are the undecided voters?
By Occupational Groups

Legend: Yes | No | I cannot comment

Occupational Group	Yes	No	I cannot comment
Farmer	73.0%	22.4%	
Business	70.4%	22.5%	7.1%
Creative and Performing Artists	70.4%	25.9%	
Labourer	66.8%	27.2%	
Private Job and NGOs	66.3%	23.7%	10.0%
Unemployed	65.6%	27.9%	
Healthcare Professionals	62.7%	32.6%	
Overall	62.0%	29.4%	8.6%
Homemaker	60.2%	32.0%	7.8%
Others	59.9%	33.5%	
Retailer	58.6%	37.1%	
Teachers and Educators	58.6%	25.7%	15.7%
Government Job	54.9%	29.4%	15.7%
Student	46.6%	36.6%	16.8%

Higher proportion of students are undecided (36.6%). Other major undecided occupation groups include retailers (37.7%), Health care professionals (32.6%), Homemakers (32.0%), Government Job holders (29.4%)The data provides a directional message as statistical power is weak by occupation.

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Why are the voters undecided?

Why are the voters undecided?
Analysis by age groups

	Age group					
	Gen Z (18-28 years)	Millennials (29-44 years)	Gen X (45-60 years)	Boomers II (61-70 years)	Boomers I* (70-79 years)	Post War (80-97 years)
Not sure who the candidate will be	36.5%	41.6%	42.7%	41.9%	39.3%	31.6%
I generally make my decision based on the political situation before the election	26.3%	27.7%	27.4%	26.1%	35.9%	26.3%
I am not thinking about the election	13.0%	12.1%	10.3%	9.6%	7.7%	21.1%
I do not trust mainstream political parties	10.3%	6.9%	3.9%	5.9%	6.8%	0.0%
I cannot comment	6.3%	3.5%	5.9%	5.5%	2.6%	10.5%
I do not see any alternative political parties	4.2%	1.8%	2.4%	2.6%	1.7%	5.3%
I don't know if my favorite party will participate in the election	2.8%	5.8%	7.2%	8.1%	5.1%	5.3%
Others	0.6%	0.6%	0.2%	0.4%	0.9%	0.0%

Lack of knowledge on the candidate appears to be the major reason across all groups. However, a larger proportion of Gen Z voters, if compared to other age group voters are apathetic towards next election (13.0%). A higher proportion of Gen Z also have lost trust on mainstream political parties (10.3%) and they do not see any alternative political parties (4.2%). Awami League's participation (taken with proxy of favorite party) is more important with Gen X and Boomers II.

Why are the voters undecided?
Analysis by Urban and Rural

	Urban	Rural
Not sure who the candidate will be	37.4%	40.8%
I generally make my decision based on the political situation before the election	25.8%	25.8%
I do not trust mainstream political parties	12.1%	5.3%
I am not thinking about the election	11.6%	12.1%
I do not see any alternative political parties	4.0%	2.4%
I don't know if my favorite party will participate in the election	2.6%	6.2%
I cannot comment	6.1%	4.7%
Others	0%	1%

There is higher mistrust of mainstream political parties among voters in urban areas (12.1%) if compared to rural (5.3%); potentially higher percentage of rural population are undecided because they are not sure whether Awami League will participate in the next election

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Why are the voters undecided?
Analysis by occupational groups

	Occupation												
	Government Job	Private Job and NGOs	Homemaker	Student	Unemployed	Retailer	Farmer	Labourer	Creative and Performing Artists	Others	Teachers and Educators	Healthcare Professionals	Business
Not sure who the candidate will be	37.1%	40.9%	41.3%	31.6%	50.3%	31.3%	40.7%	46.3%	50.0%	42.8%	27.8%	22.7%	39.7%
I generally make my decision based on the political situation before the election	22.9%	25.0%	26.3%	26.0%	22.4%	31.3%	27.6%	28.2%	37.5%	28.9%	33.3%	40.9%	31.3%
I am not thinking about the election	14.3%	9.8%	15.2%	11.9%	6.8%	10.8%	9.0%	8.7%	12.5%	15.1%	5.6%	4.5%	7.6%
I cannot comment	8.6%	6.7%	5.7%	5.8%	8.2%	3.6%	2.2%	2.7%	0.0%	2.6%	5.6%	0.0%	6.3%
I do not trust mainstream political parties	5.7%	7.9%	4.4%	16.0%	4.8%	10.8%	7.8%	5.4%	0.0%	6.6%	22.2%	13.6%	6.3%
I don't know if my favorite party will participate in the election	5.7%	5.5%	4.8%	2.0%	4.8%	9.6%	8.4%	7.0%	0.0%	1.3%	5.6%	9.1%	6.3%
I do not see any alternative political parties	2.9%	3.7%	1.6%	6.2%	2.7%	2.4%	3.7%	1.3%	0.0%	2.0%	0.0%	9.1%	2.5%
Others	2.9%	0.6%	0.6%	0.5%	0.0%	0.0%	0.6%	0.3%	0.0%	0.7%	0.0%	0.0%	0.2%

High proportion of teachers and educators (22.2%), health care professionals (13.6%), students (16.0%) mistrust mainstream political parties; higher proportion of government employees (14.3%) are potentially apathetic about next election; Awami League's participation might be a key reason for undecided retailers (9.6%), farmers (8.4%)

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Why are the voters undecided?
Analysis by religion

	Muslim	Hindu	Christian	Buddhism	Others
Not sure who the candidate will be	39.2%	42.1%	44.4%	39.1%	14.3%
I generally make my decision based on the political situation before the election	27.1%	27.3%	11.1%	34.8%	42.9%
I am not thinking about the election	12.6%	8.6%	0.0%	0.0%	0.0%
I do not trust mainstream political parties	8.0%	5.8%	11.1%	8.7%	0.0%
I don't know if my favorite party will participate in the election	4.3%	8.6%	0.0%	0.0%	28.6%
I cannot comment	5.3%	4.5%	22.2%	8.7%	0.0%
I do not see any alternative political parties	2.9%	2.6%	11.1%	8.7%	14.3%
Others	0.5%	0.4%	0.0%	0.0%	0.0%

Higher proportion of Muslim voters are apathetic towards the next election (12.6%). Potentially, uncertainty about Awami League's participation is affecting the Hindu voters (8.6%) to make their decisions to vote.

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How are voters gathering information?

How are voters gathering information?- Overall

	Politics	Economics	Government's Performance	Law and Order	Who to Vote
Family members	35.0%	40.60%	32.60%	32.20%	47.20%
Television news	29.4%	28.50%	28.70%	30.10%	15.20%
Social Media*	28.1%	27.10%	28.10%	30.00%	18.30%
Neighbours	24.9%	24.50%	24.00%	24.70%	19.90%
I can't comment	12.8%	11.70%	14.50%	13.20%	15.20%
Friends	11.8%	10.60%	10.90%	10.40%	9.10%
Newspaper/ online news paper	7.5%	8.00%	7.90%	8.30%	4.30%
Central leaders of the political parties	6.2%	3.70%	4.30%	3.80%	7.10%
Colleagues	4.1%	4.80%	4.40%	4.30%	3.50%
Local leaders of the political parties	4.8%	3.20%	3.90%	3.70%	7.70%
Talk show	4.5%	4.50%	4.30%	3.90%	2.10%
Religious leader	2.4%	1.70%	1.80%	1.60%	2.70%
Community leader	1.1%	0.70%	1.00%	1.10%	1.30%
Others	1.7%	1.60%	1.60%	1.40%	6.10%

*News on social media (Facebook, WhatsApp, YouTube, TikTok etc.) and Videos of influencers on YouTube or Facebook or TikTok or other social media

Social media is one of the lead channels for gathering information on politics, economics, government's performance and law and order situation; but much lesser proportion of voters identified social media as a channel to collect information on whom to vote.

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How are voters gathering information?
By age group on whom to vote

	Gen Z	Millennials	Gen X	Boomers II	Boomers I*	Post War
Friends	12.1%	7.5%	7.5%	6.6%	5.7%	11.2%
Neighbours	13.9%	20.9%	24.9%	28.3%	27.4%	31.2%
Colleagues	2.8%	3.8%	4.1%	4.3%	2.3%	6.2%
Family members	47.9%	48.2%	46.1%	44.4%	41.4%	52.5%
Social Media	24.4%	18.1%	13.6%	8.2%	6.6%	1.2%
Newspaper/ online news paper	5.7%	3.1%	4.3%	3.0%	3.7%	3.8%
Television news	12.2%	15.4%	19.3%	17.3%	20.0%	15.0%
Central leaders of the political parties	6.3%	7.0%	8.3%	7.3%	9.1%	6.2%
Local leaders of the political parties	5.0%	8.6%	9.7%	10.8%	8.9%	6.2%
Talk show	2.3%	1.9%	1.9%	2.7%	3.4%	2.5%
Religious leader	2.5%	2.6%	3.0%	2.7%	2.9%	3.8%
Community leader	0.8%	1.4%	1.9%	1.7%	1.1%	1.2%
I can't comment	16.6%	13.6%	14.3%	16.7%	18.6%	17.5%
Others	5.7%	6.5%	6.4%	6.2%	6.9%	5.0%

* News on social media (Facebook, WhatsApp, YouTube, TikTok etc.) and Videos of influencers on YouTube or Facebook or TikTok or other social media

Gen Z's and Millennials are predominantly consuming information from social media on whom to vote. Family members are the most important channel for gathering information on whom to vote. This shows that voters probably make decisions as a family rather than as individuals.
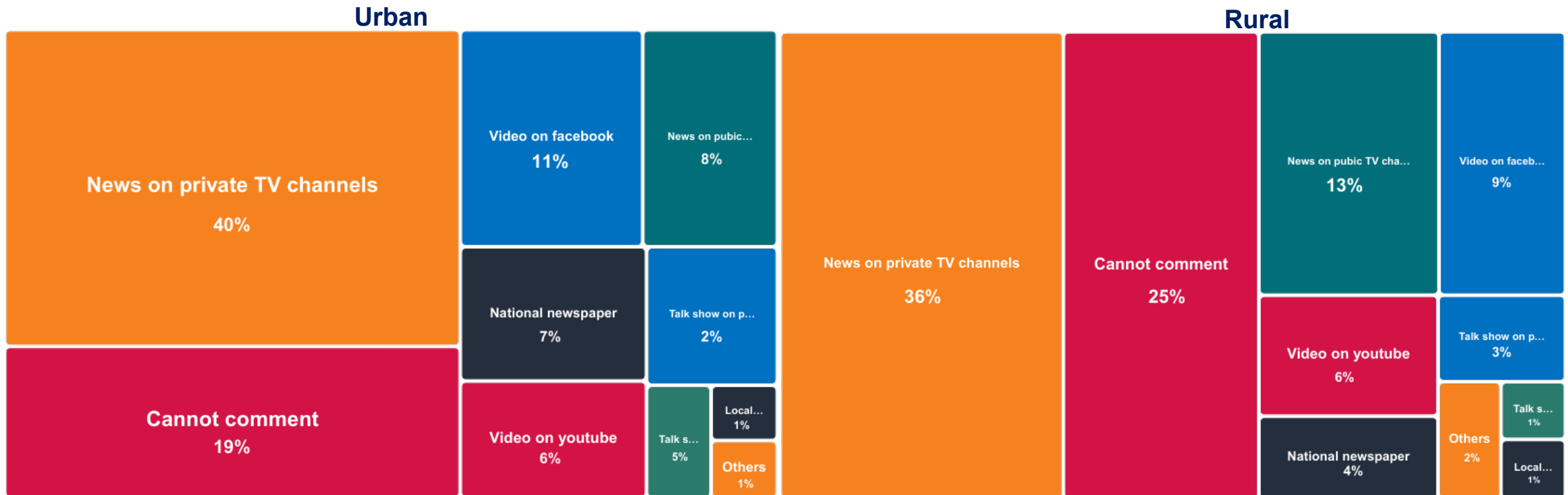
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How are voters gathering information?
Urban vs rural on whom to vote

	Politics		Economics		Government's Performance		Law and Order Situation		Whom to Vote	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
Friends	18.4%	9.0%	16.0%	8.4%	16.4%	8.6%	16.0%	8.1%	12.9%	7.5%
Neighbours	17.3%	28.0%	18.3%	27.1%	16.8%	27.0%	18.1%	27.5%	14.1%	22.4%
Colleagues	5.6%	3.5%	5.8%	4.3%	5.2%	4.1%	5.5%	3.8%	4.5%	3.1%
Family members	30.3%	37.0%	36.0%	42.5%	28.9%	34.2%	28.2%	33.8%	40.6%	50.0%
Social Media	34.6%	25.3%	33.5%	24.4%	33.8%	25.7%	36.9%	27.1%	22.0%	16.8%
Newspaper/ online news paper	13.5%	5.1%	14.3%	5.3%	13.4%	5.5%	14.4%	5.8%	7.0%	3.1%
Television news	30.1%	29.2%	29.6%	28.1%	28.0%	29.0%	30.9%	29.8%	16.2%	14.8%
Central leaders of the political parties	6.5%	6.1%	3.9%	3.7%	4.1%	4.4%	3.8%	3.8%	7.6%	6.8%
Local leaders of the political parties	3.4%	5.4%	2.3%	3.6%	2.9%	4.3%	2.5%	4.2%	7.6%	7.7%
Talk show	6.9%	3.5%	6.7%	3.6%	6.9%	3.2%	6.0%	3.0%	3.7%	1.5%
Religious leader	1.9%	2.6%	1.3%	1.9%	1.3%	2.0%	1.2%	1.8%	1.9%	3.0%
Community leader	0.9%	1.2%	0.8%	0.7%	0.8%	1.0%	1.0%	1.2%	0.9%	1.5%
I can't comment	12.6%	12.8%	11.2%	11.9%	14.2%	14.6%	12.4%	13.6%	20.3%	13.1%
Others	1.1%	1.9%	1.1%	1.8%	1.2%	1.8%	0.7%	1.7%	4.6%	6.8%

Social media has a more dominating role in urban areas (22.0%) if compared to rural (16.8%) in terms of source of information on whom to vote.

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Trusted channels - Urban vs Rural

Urban

News on private TV channels
40%

Cannot comment
19%

Video on facebook
11%

National newspaper
7%

Video on youtube
6%

Talk s...
5%

News on pubic...
8%

Talk show on p...
2%

Local...
1%

Others
1%

Rural

News on private TV channels
36%

Cannot comment
25%

News on pubic TV cha...
13%

Video on youtube
6%

National newspaper
4%

Video on faceb...
9%

Talk show on p...
3%

Others
2%

Talk s...
1%

Local...
1%

Even though social media is identified as strong channel for gathering information, it is not regarded as trustworthy as news on private TV channels (40%).

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Trusted channels – By Age Group

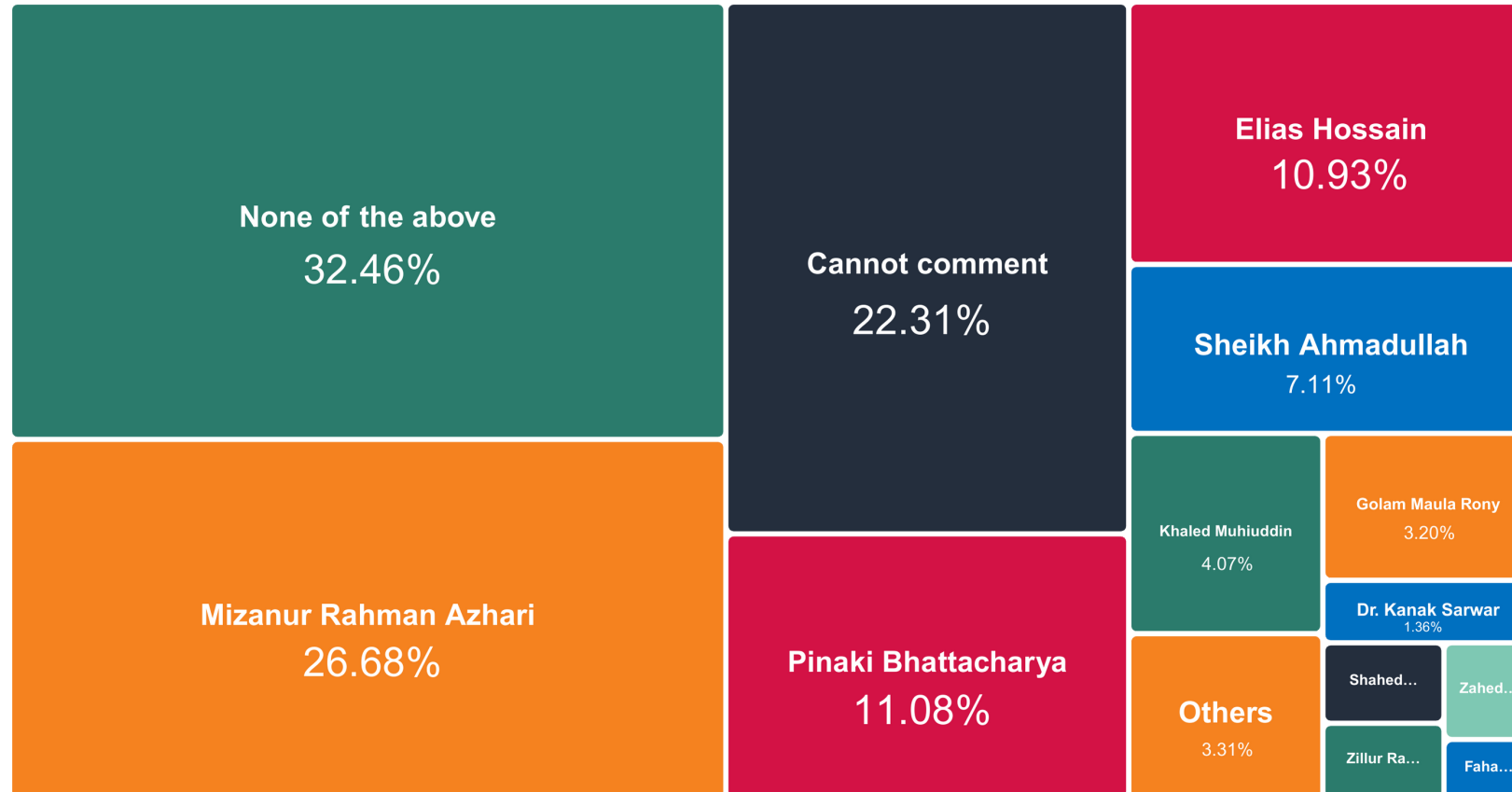|	Millennial	Gen X	Boomers II	Boomers I*	Post War
News on private TV channels	38%	40%	40%	33%	24%
News on pubic TV channels	12%	12%	13%	15%	9%
Video on Facebook	8%	4%	2%	1%	0%
Video on YouTube	7%	4%	2%	2%	1%
Talk show on private TV channels	4%	4%	4%	4%	0%
Talk show on public TV channels	1%	2%	1%	1%	1%
Video on WhatsApp	0%	0%	0%	0%	0%
National newspaper	4%	5%	3%	1%	11%
Local newspaper	1%	1%	1%	1%	1%
Cannot comment	24%	28%	32%	38%	49%
Others	2%	2%	2%	3%	4%

Social media is more trusted by Gen Z's; but generally even for the age groups, news on private TV channels is identified as most trustworthy. Traditional newspapers have lost their appeal.

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Trusted channels - By Occupational Groups

	Private Job and NGOs	Homemaker	Student	Unemployed	Retailer	Farmer	Labour	Creative and Performing Artists	Others	Teachers and Educators	Healthcare Professionals	Business
News on private TV channel's	40%	33%	35%	33%	40%	42%	39%	44%	39%	41%	40%	44%
Talk show on private TV channels	7%	2%	6%	4%	4%	5%	3%	0%	3%	6%	7%	4%
News on pubic TV channels	9%	13%	7%	12%	14%	14%	13%	7%	10%	9%	7%	10%
Talk show on public TV channels	2%	1%	2%	0%	2%	2%	2%	4%	1%	1%	5%	1%
Video on Facebook	14%	8%	17%	12%	5%	5%	9%	15%	10%	6%	12%	8%
Video on YouTube	7%	6%	9%	7%	5%	4%	5%	7%	7%	6%	16%	6%
Video on Whatsapp	0%	0%	0%	0%	1%	0%	0%	0%	0%	3%	0%	0%
National newspaper	8%	2%	10%	4%	6%	3%	3%	11%	6%	9%	7%	6%
Local newspaper	1%	0%	1%	1%	1%	1%	1%	4%	1%	3%	2%	1%
Cannot comment	11%	32%	11%	25%	22%	23%	26%	7%	21%	17%	5%	19%
Others	0%	3%	1%	2%	0%	2%	1%	0%	3%	0%	0%	1%

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Higher proportion of students trust Facebook (12%) and Youtube (5%) videos. Private TV channels is more trusted across all age groups. (results show direction; results are not statistically significant)

Which social media influencers people are discussing about?

Which influencers people are discussing about?

None of the above
32.46%

Mizanur Rahman Azhari
26.68%

Cannot comment
22.31%

Pinaki Bhattacharya
11.08%

Elias Hossain
10.93%

Sheikh Ahmadullah
7.11%

Khaled Muhiuddin
4.07%

Golam Maula Rony
3.20%

Dr. Kanak Sarwar
1.36%

Others
3.31%

Shahed...

Zahed...

Zillur Ra...

Faha...

One third of the voters are not following the major social media influencers; among the rest, Mizanur Rahman Azhari has a strong lead with 22.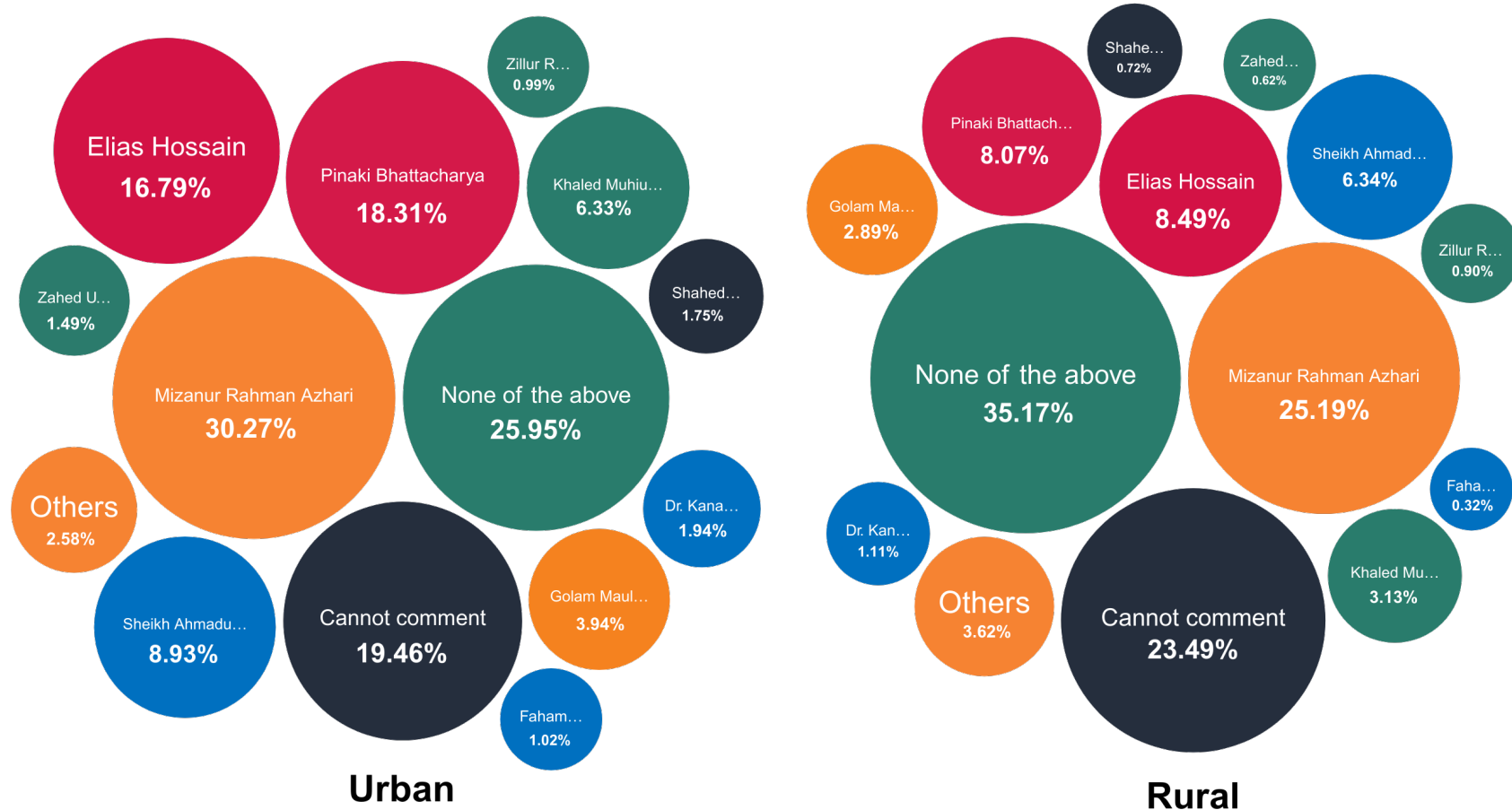31%. Pinaki Bhattacharya (11.08%) and Elias Hossain (10.93%) are the two other social media influencers that the voters are discussing about.

Which influencers people are discussing about?

Male

- Elias Hossain 15.41%
- Pinaki Bhattacharya 15.60%
- Zillur R… 1.05%
- Sheikh Ahmad… 8.46%
- Dr. Kana… 1.71%
- Zahed… 1.15%
- Mizanur Rahman Azhari 28.05%
- None of the above 28.00%
- Others 3.05%
- Shahed… 1.27%
- Khaled Muhiu… 5.85%
- Cannot comment 20.08%
- Golam Maul… 4.68%
- Faham… 0.66%

Female

- Golam… 1.38%
- Sheikh Ahma… 5.46%
- Dr. Kan… 0.92%
- Shahe… 0.71%
- Pinaki Bhatta… 5.52%
- Elias Hossain 5.42%
- Zillur R… 0.77%
- None of the above 37.95%
- Cannot comment 25.09%
- Zahed… 0.54%
- Others 3.64%
- Mizanur Rahman Azhari 24.93%
- Faha… 0.36%
- Khaled M… 1.8%

Social media influencers have higher outreach among the male if compared to female voters; Pinaki Bhattacharya and Elias Hossain have much higher engagement among male voters if compared to female voters; in contrast Mizanur Rahman Azhari have comparatively smaller difference in engagement among male and female voters

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Which influencers people are discussing about?

Urban

- Elias Hossain 16.79%
- Pinaki Bhattacharya 18.31%
- Zillur R... 0.99%
- Khaled Muhiu... 6.33%
- Zahed U... 1.49%
- Mizanur Rahman Azhari 30.27%
- None of the above 25.95%
- Shahed... 1.75%
- Others 2.58%
- Sheikh Ahmadu... 8.93%
- Cannot comment 19.46%
- Golam Maul... 3.94%
- Dr. Kana... 1.94%
- Faham... 1.02%

Rural

- Shahe... 0.72%
- Zahed... 0.62%
- Pinaki Bhattach... 8.07%
- Elias Hossain 8.49%
- Sheikh Ahmad... 6.34%
- Golam Ma... 2.89%
- Zillur R... 0.90%
- None of the above 35.17%
- Mizanur Rahman Azhari 25.19%
- Faha... 0.32%
- Dr. Kan... 1.11%
- Others 3.62%
- Cannot comment 23.49%
- Khaled Mu... 3.13%

Mizanur Rahman Azhari has high engagement in both urban and rural areas; Pinaki Bhattacharya and Elias Hossain have predominantly urban engagement

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Which influencers people are discussing about?
By Age Groups

	Gen Z	Millennials	Gen X	Boomers II	Boomers I*	Post War	Total
None of the above	27.92%	32.97%	35.55%	38.99%	44.00%	40.00%	32.46%
Mizanur Rahman Azhari	33.41%	26.52%	20.13%	17.20%	12.86%	20.00%	26.68%
Cannot comment	16.15%	23.11%	26.47%	32.05%	35.14%	31.25%	22.31%
Pinaki Bhattacharya	15.79%	9.61%	8.72%	5.07%	2.86%	1.25%	11.08%
Elias Hossain	15.90%	10.00%	6.95%	4.95%	3.14%	1.25%	10.93%
Sheikh Ahmadullah	9.67%	6.89%	4.26%	5.07%	2.29%	2.50%	7.11%
Khaled Muhiuddin	5.49%	3.66%	3.11%	2.35%	2.00%	2.50%	4.07%
Others	2.95%	3.44%	4.10%	2.85%	2.29%	5.00%	3.31%
Golam Maula Rony	3.33%	3.14%	3.58%	2.60%	1.71%	2.50%	3.20%
Dr. Kanak Sarwar	1.92%	1.05%	1.04%	0.99%	0.57%	2.50%	1.36%
Shahed Alam	1.56%	0.91%	0.57%	0.50%	0.00%	0.00%	1.02%
Zillur Rahman	1.00%	0.77%	1.45%	0.50%	0.00%	0.00%	0.93%
Zahed Ur Rahman	1.18%	0.85%	0.78%	0.25%	0.00%	0.00%	0.88%
Faham Abdus Salam	0.87%	0.44%	0.21%	0.25%	0.00%	0.00%	0.52%

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Pinaki Bhattacharya and Elias Hossain have much higher engagement with Gen Z's than other generations. Mizanur Rahman Azhari has engagement across all age groups.

Recommendations

The survey shows that younger generation voters, religious and ethnic minority voters, female voters, government officials, students make the majority of the undecided voters.

Nearly one third of the undecided voters among the younger generations have reported that they do not have interest on election or on the mainstream political parties. Nearly one out of five urban voters have reported the same. **The political parties will have to find deeper connections to the younger generation voters and the urban voters to win their confidence.**

Awami League's fall may have left a large number of voters as floating. These voters are more concentrated in rural areas and among the older generation voters. **It will be imperative to assess the needs and concerns of these voters** to make them interested to vote.

In the current political scenario, a good percentage of voters may not eventually vote.

Findings suggest that the voters vote as families. As such, the female voters revealed preference may mirror the male members revealed preference and vice versa. Nevertheless, female voters appear to be more apathetic towards politics and election and may not vote. **Winning the confidence of the female voters may make a strong difference in the outcome of the election results.**

Social media has emerged as a major source of information. However, private TV channels are more trusted. The election campaign and news on social media and the TV channels might play a critical role in the next general election. Specially, **social media engagement will be more important to get closer to the younger generation voters. The news mix in social media and private TV channels might swing the party preference specially among young voters.**

At least half of the voters are actively talking about the social media influencers. **Social media influencers might play a decisive role in the next general election ESPECIALLY AMONG young and new voters.**

Contact

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