

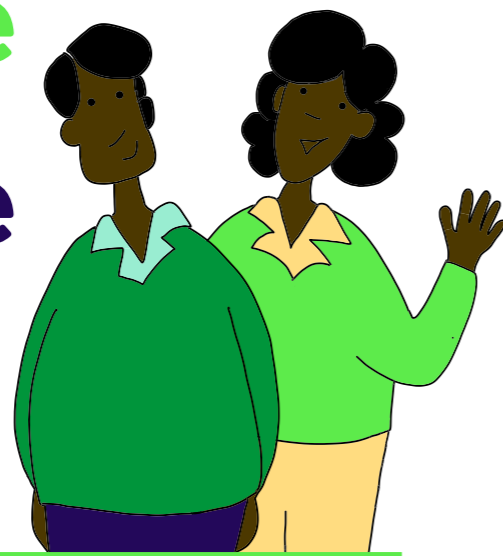
# Trust and role models

Young Nigerians rank what they consider important as

Family	98.2%
Religion	93.8%
Work	84.9%
Leisure time	67.8%
Friends	61.1%
Politics	33.6%

These formative influences encourage and inspire different values.

**Male role models are more common than female.**



Of the 183 role models identified by young Nigerians, **only 29% were female.**



**Family members 35% and friends 25%**

are among the most common role models for young Nigerians within their personal networks.

**59%** of young Nigerians chose celebrities working in the creative industries, particularly the music industry, as their role models

**13%** sports stars

**7%** media and social media personalities

**7%** business leaders

**6%** politicians and activists

**6%** traditional and religious leaders

**3%** others

