



Presents

State Vibe

West Bengal Elections 2026: Round 2 - Thematic

Mamata Leads, But Cracks Emerge

13 March, 2026

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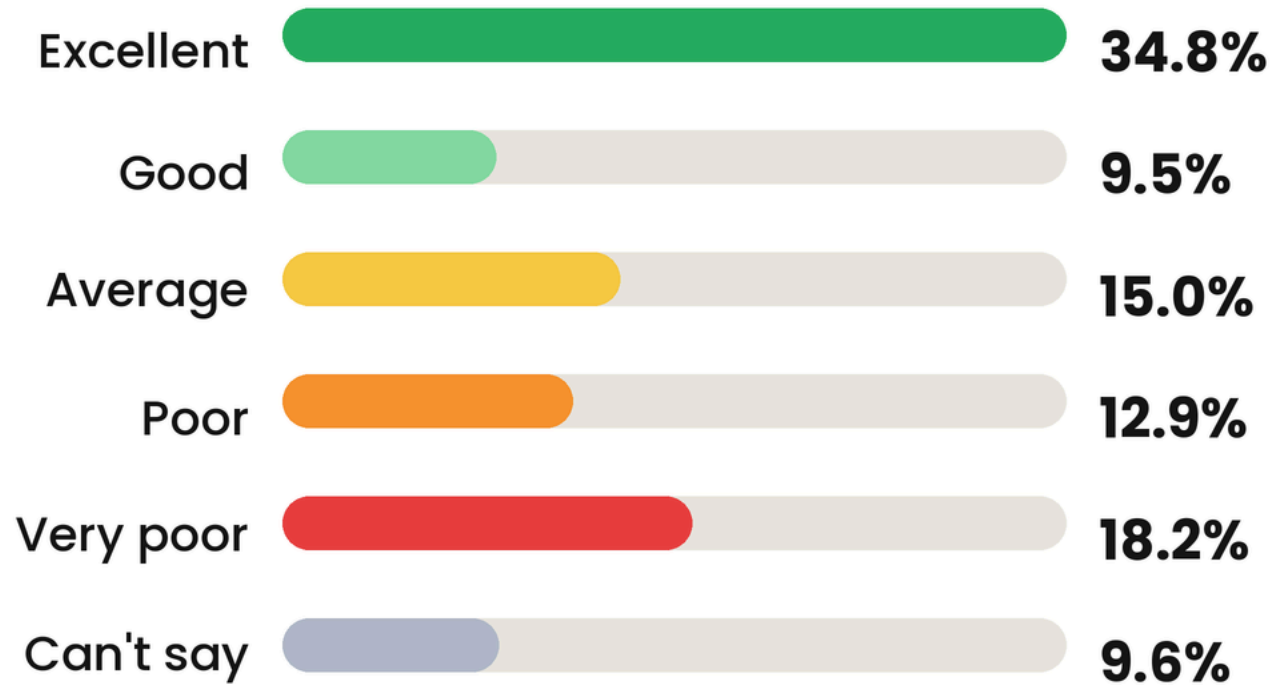
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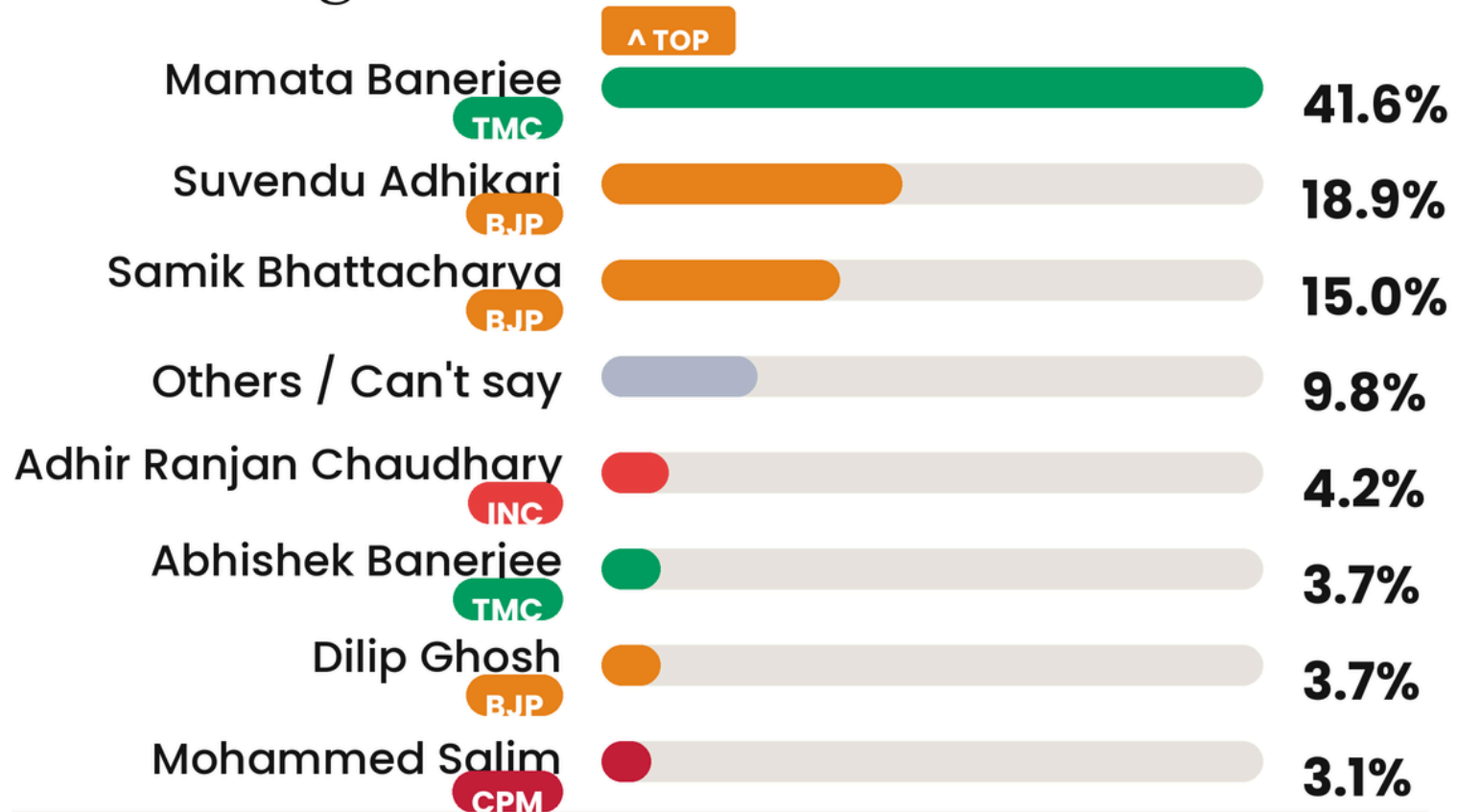
Q1 How would you rate the overall performance of the current state government in the past five years?



POSITIVE	NEUTRAL	NEGATIVE
44.3% EXCELLENT + GOOD	15% AVERAGE	31.1% POOR + VERY POOR

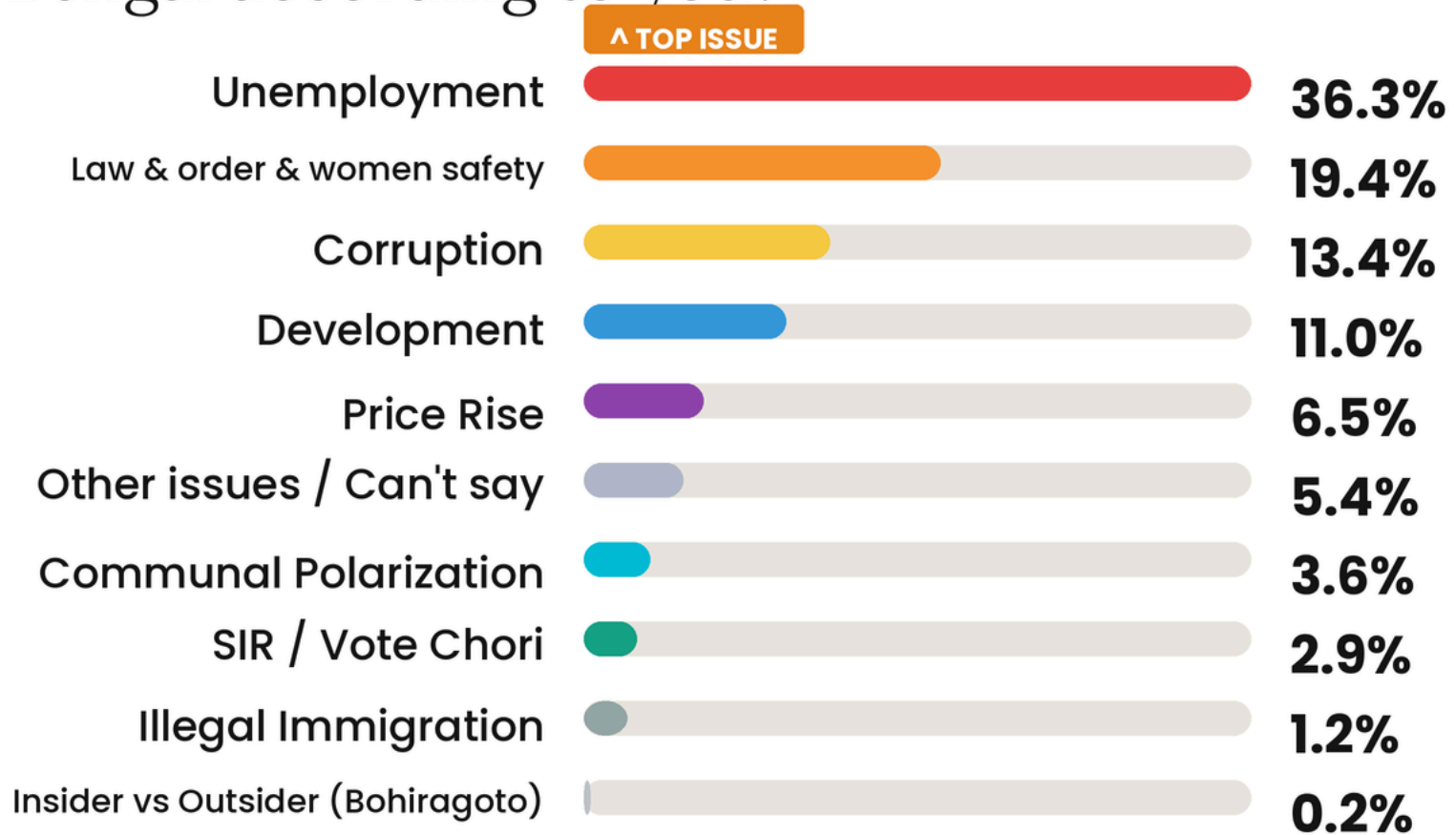
Q2

Who do you wish to see as the next CM of West Bengal?



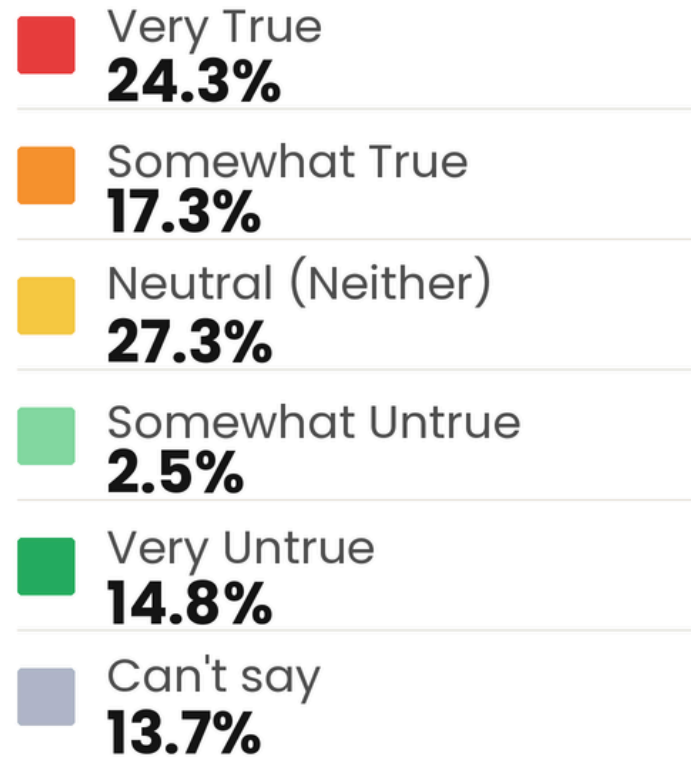
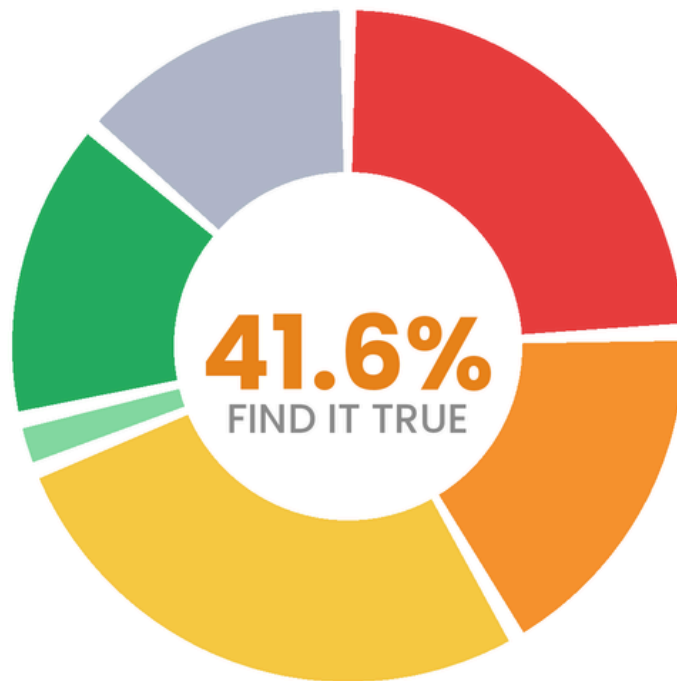
TMC CANDIDATES	BJP CANDIDATES	TMC LEAD
45.3% MAMATA+ABHISHEK	37.6% SUVENDU+SAINIK +GHOSH	7.7% OVER BJP

Q3 What is the most important issue in West Bengal according to you?



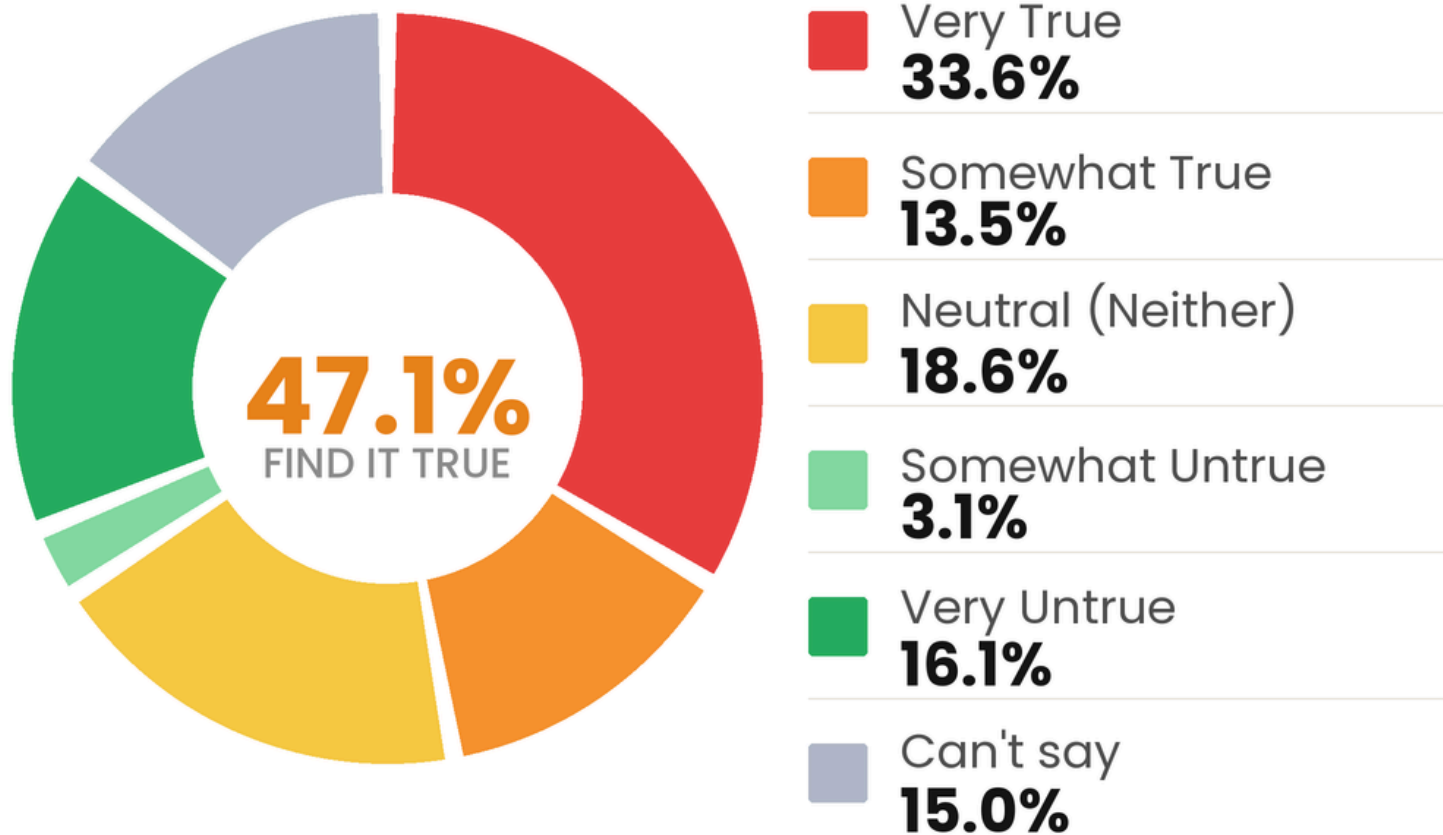
TOP ISSUE	2ND ISSUE	TOP 3 TOTAL
36.3% UNEMPLOYMENT	19.4% LAW & ORDER / WOMEN SAFETY	69.1% UNEMPLOYMENT+LA W+CORRUPTION

Q4 How do you rate the narrative on the grounds that there is a setting / understanding between Modi and Mamata?



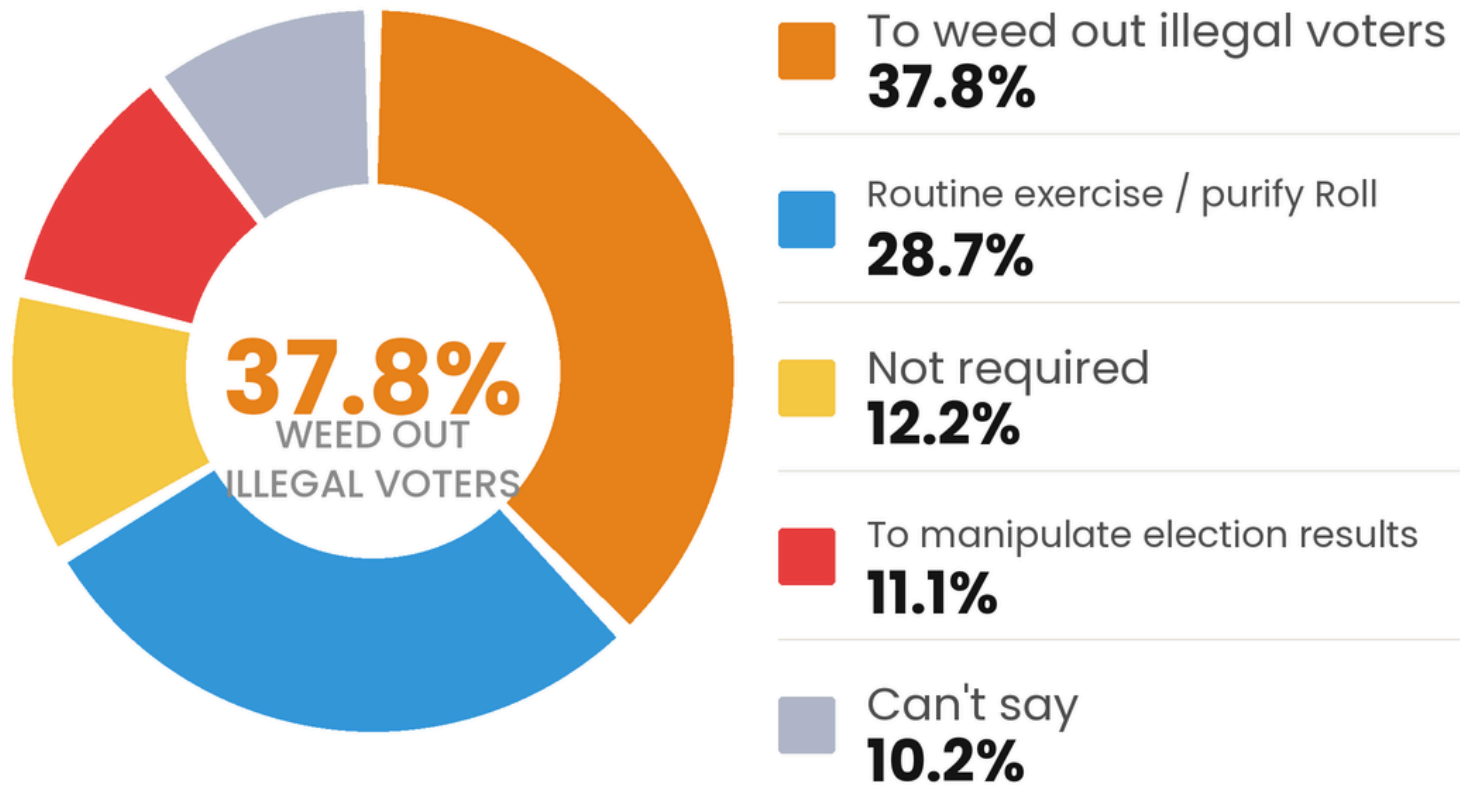
FIND IT TRUE	FIND IT UNTRUE	NEUTRAL
<p>41.6% VERY + SOMEWHAT TRUE</p>	<p>17.3% VERY + SOMEWHAT UNTRUE</p>	<p>41% NEUTRAL + CAN'T SAY</p>

Q5 How do you rate the allegations made by BJP that TMC is facilitating illegal immigration?



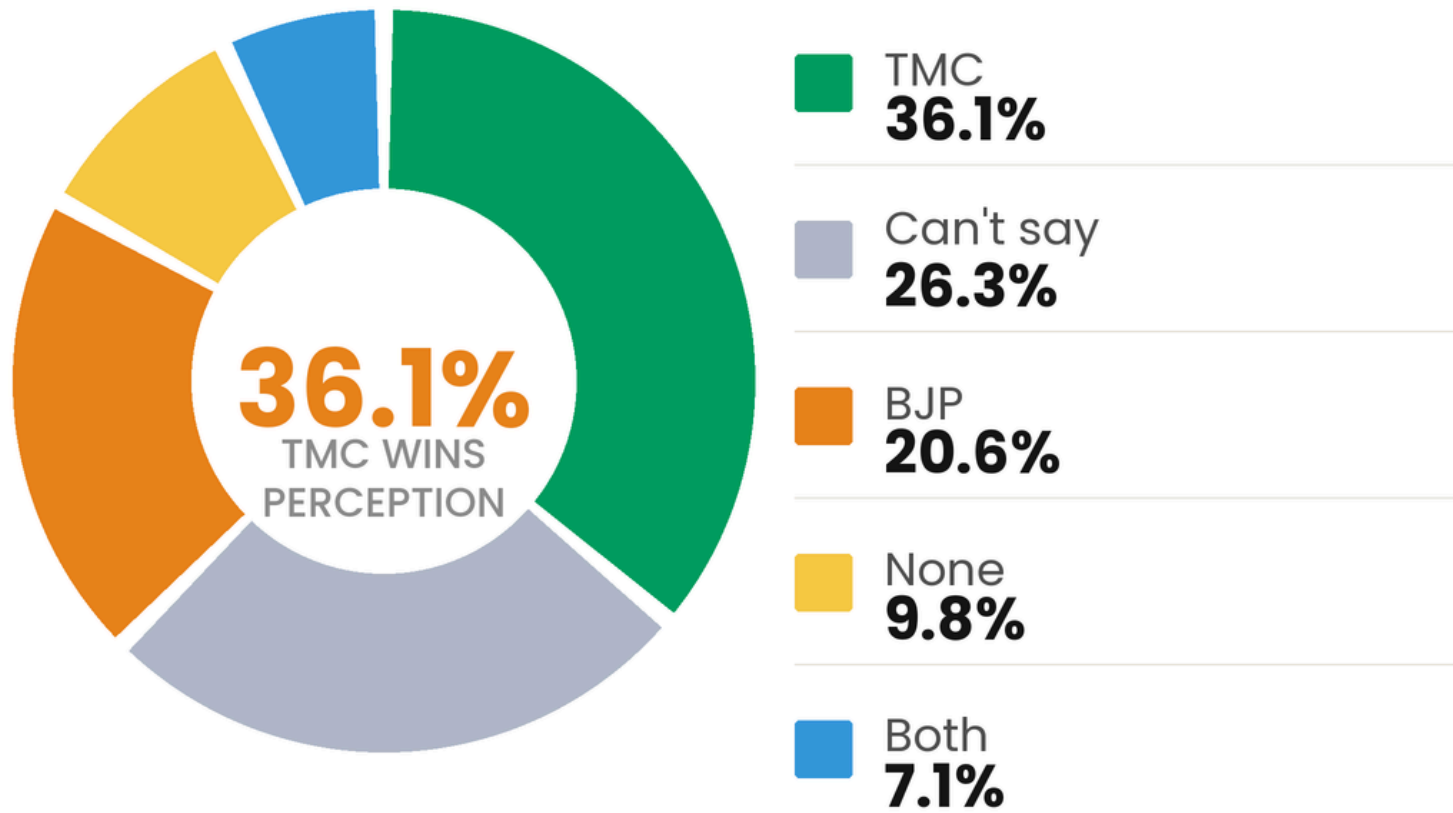
FIND IT TRUE	FIND IT UNTRUE	NEUTRAL
<p>47.1% VERY + SOMEWHAT TRUE</p>	<p>19.2% VERY + SOMEWHAT UNTRUE</p>	<p>33.6% NEUTRAL + CAN'T SAY</p>

Q6 How do you see the SIR (Special Intensive Revision) exercise in Bengal?



REMOVE	ROUTINE	MANIPULATE
<p>37.8% ILLEGAL VOTERS</p>	<p>28.7% REVISION EXERCISE</p>	<p>11.1% ELECTION RESULTS</p>

Q7 Who won the perception battle in ED raids on IPAC?



TMC	BJP	UNDECIDED
36.1%	20.6%	26.3%



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Demographics





Q1: How would you rate the overall performance of the current state government in the past five years?

GENDER WISE	Excellent	Good	Average	Poor	Very poor	Can't say
Male	35%	10%	15%	13%	20%	7%
Female	34%	9%	15%	13%	16%	12%
AGE WISE	Excellent	Good	Average	Poor	Very poor	Can't say
18 - 24 years	27%	8%	14%	13%	20%	18%
25 - 34 years	35%	11%	11%	15%	18%	9%
35 - 44 years	35%	11%	14%	12%	20%	9%
45 - 54 years	42%	13%	12%	13%	14%	5%
55+ years	38%	6%	24%	11%	17%	4%
SOCIAL GROUP WISE	Excellent	Good	Average	Poor	Very poor	Can't say
SC	22%	9%	17%	21%	21%	10%
ST	25%	13%	17%	8%	13%	25%
OBC	30%	10%	11%	16%	23%	10%
GENERAL	33%	8%	18%	13%	22%	7%
Muslim	49%	11%	12%	7%	12%	9%

Q2: Who do you wish to see as the next CM of West Bengal?

GENDER WISE	Mamata Banerjee (TMC)	Samik Bhatta -charya (BJP)	Abhishek Banerjee (TMC)	Suwendu Adhikari (BJP)	Dilip Ghosh (BJP)	Adhir Ranjan Chaudhary (INC)	Mohd. Salim (CPM)	Others / Can't Say
Male	42%	14%	5%	23%	2%	3%	3%	8%
Female	41%	16%	3%	15%	5%	5%	4%	12%
AGE WISE	Mamata Banerjee (TMC)	Samik Bhatta -charya (BJP)	Abhishek Banerjee (TMC)	Suwendu Adhikari (BJP)	Dilip Ghosh (BJP)	Adhir Ranjan Chaudhary (INC)	Mohd. Salim (CPM)	Others / Can't Say
18 - 24 years	34%	19%	2%	18%	4%	4%	5%	14%
25 - 34 years	43%	16%	4%	19%	2%	3%	3%	10%
35 - 44 years	43%	13%	7%	18%	5%	5%	3%	8%
45 - 54 years	46%	12%	3%	18%	5%	6%	1%	8%
55+ years	44%	15%	2%	22%	4%	5%	2%	7%
SOCIAL GROUP WISE	Mamata Banerjee (TMC)	Samik Bhatta -charya (BJP)	Abhishek Banerjee (TMC)	Suwendu Adhikari (BJP)	Dilip Ghosh (BJP)	Adhir Ranjan Chaudhary (INC)	Mohd. Salim (CPM)	Others / Can't Say
SC	27%	23%	3%	29%	6%	1%	2%	10%
ST	32%	8%	1%	39%	0%	0%	0%	20%
OBC	33%	15%	2%	24%	8%	5%	3%	11%
GENERAL	39%	19%	3%	22%	4%	3%	2%	9%
Muslim	62%	4%	7%	2%	2%	10%	6%	8%

Q3: What is the most important issue according to you?

GENDER WISE	Unemploy-ment	Law & order & women safety	Price Rise	Corruption	Developm-ent	Communal Polarizatio-n	SIR/ Vote Chori	Illegal Immigrat-ion	Insider vs Outsider (Bohira-g-oto)	Other issues/Can't say
Male	35%	18%	7%	15%	11%	5%	4%	1%	0%	5%
Female	38%	21%	6%	12%	11%	3%	2%	1%	0%	6%
AGE WISE	Unemploy-ment	Law & order & women safety	Price Rise	Corruption	Developm-ent	Communal Polarizatio-n	SIR/ Vote Chori	Illegal Immigrat-ion	Insider vs Outsider (Bohira-g-oto)	Other issues/Can't say
18 - 24 years	30%	27%	7%	15%	9%	3%	1%	0%	0%	8%
25 - 34 years	45%	14%	6%	11%	9%	3%	3%	1%	1%	7%
35 - 44 years	33%	18%	6%	16%	10%	7%	3%	3%	0%	3%
45 - 54 years	38%	23%	8%	12%	11%	2%	2%	1%	0%	2%
55+ years	35%	16%	5%	12%	17%	3%	5%	1%	0%	5%
SOCIAL GROUP WISE	Unemploy-ment	Law & order & women safety	Price Rise	Corruption	Developm-ent	Communal Polarizatio-n	SIR/ Vote Chori	Illegal Immigrat-ion	Insider vs Outsider (Bohira-g-oto)	Other issues/Can't say
SC	36%	24%	7%	17%	7%	1%	2%	1%	0%	4%
ST	32%	22%	0%	8%	17%	6%	8%	0%	0%	8%
OBC	40%	24%	5%	10%	10%	4%	1%	3%	0%	3%
GENERAL	36%	20%	5%	14%	12%	5%	3%	1%	0%	3%
Muslim	36%	13%	10%	10%	13%	4%	3%	1%	1%	10%

Q4: How do you rate the narrative on the grounds that there is a setting / understanding between Modi and Mamata?

GENDER WISE	Very True	Somewhat True	Neutral (Neither True Nor False)	Somewhat Untrue	Very Untrue	Can't say
Male	23%	16%	29%	3%	16%	14%
Female	26%	19%	26%	2%	13%	14%
AGE WISE	Very True	Somewhat True	Neutral (Neither True Nor False)	Somewhat Untrue	Very Untrue	Can't say
18 - 24 years	24%	19%	28%	2%	9%	18%
25 - 34 years	24%	15%	26%	3%	15%	16%
35 - 44 years	19%	19%	26%	3%	22%	11%
45 - 54 years	27%	18%	30%	3%	12%	11%
55+ years	28%	17%	26%	2%	16%	12%
SOCIAL GROUP WISE	Very True	Somewhat True	Neutral (Neither True Nor False)	Somewhat Untrue	Very Untrue	Can't say
SC	22%	20%	29%	3%	15%	11%
ST	30%	0%	26%	1%	11%	31%
OBC	14%	11%	30%	2%	29%	15%
GENERAL	20%	24%	27%	3%	16%	10%
Muslim	35%	13%	25%	2%	11%	14%

Q5: How do you rate the allegations made by BJP that TMC is facilitating illegal migration, to alter the demography of West Bengal?

GENDER WISE	Very True	Somewhat True	Neutral (Neither True Nor False)	Somewhat Untrue	Very Untrue	Can't say
Male	34%	14%	19%	4%	16%	13%
Female	33%	14%	18%	2%	16%	17%
AGE WISE	Very True	Somewhat True	Neutral	Somewhat Untrue	Very Untrue	Can't say
18 - 24 years	26%	16%	21%	3%	11%	22%
25 - 34 years	40%	13%	13%	3%	17%	14%
35 - 44 years	30%	15%	17%	3%	19%	16%
45 - 54 years	33%	15%	24%	4%	15%	9%
55+ years	37%	8%	21%	2%	19%	13%
SOCIAL GROUP WISE	Very True	Somewhat True	Neutral	Somewhat Untrue	Very Untrue	Can't say
SC	42%	14%	13%	6%	11%	13%
ST	40%	15%	12%	0%	1%	32%
OBC	42%	13%	18%	3%	14%	10%
GENERAL	38%	14%	18%	1%	16%	12%
Muslim	18%	10%	25%	3%	24%	19%

Q6: How do you see the SIR exercise in Bengal?

GENDER WISE	To weed out illegal voters	Routine exercise to purify Voter Roll	Not required	To manipulate election results	Can't say
Male	39%	28%	14%	10%	9%
Female	36%	29%	11%	12%	12%
AGE WISE	To weed out illegal voters	Routine exercise to purify Voter Roll	Not required	To manipulate election results	Can't say
18 - 24 years	30%	26%	15%	9%	19%
25 - 34 years	38%	29%	9%	14%	9%
35 - 44 years	39%	29%	10%	13%	9%
45 - 54 years	42%	28%	12%	8%	9%
55+ years	42%	32%	15%	9%	3%
SOCIAL GROUP WISE	To weed out illegal voters	Routine exercise to purify Voter Roll	Not required	To manipulate election results	Can't say
SC	50%	29%	6%	6%	9%
ST	36%	26%	15%	3%	21%
OBC	43%	28%	11%	11%	8%
GENERAL	42%	34%	10%	9%	5%
Muslim	21%	24%	19%	20%	16%

Q7: Who won the perception war in the ED raids on the IPAC incident?

GENDER WISE	TMC	BJP+	Both	None	Can't say
Male	35%	22%	9%	10%	24%
Female	37%	20%	5%	10%	28%
AGE WISE	TMC	BJP+	Both	None	Can't say
18 - 24 years	29%	24%	4%	10%	33%
25 - 34 years	37%	22%	6%	10%	26%
35 - 44 years	37%	21%	8%	10%	24%
45 - 54 years	43%	16%	8%	14%	20%
55+ years	37%	18%	11%	6%	27%
SOCIAL GROUP WISE	TMC	BJP+	Both	None	Can't say
SC	22%	33%	6%	10%	28%
ST	32%	10%	11%	9%	38%
OBC	37%	29%	4%	12%	17%
GENERAL	40%	23%	9%	8%	20%
Muslim	46%	4%	5%	12%	33%



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Key Findings





Q1 – Government Performance

- 44.3% rate TMC government positively, 31.1% negatively
- Muslims are most satisfied (49% Excellent), SC is most critical (43% negative)
- Older voters (45–54) are most satisfied at 55% positive
- Youth (18–24) are most skeptical – only 35% positive
- TMC's base is aging and heavily Muslim-dependent

Q2 – Preferred Next CM

- Mamata leads at 41.6% but BJP combined (Suvendu + Samik + Dilip) = 37.6%
- Suvendu actually beats Mamata among ST voters (39% vs 32%)
- SC voters nearly split — Suvendu 29% vs Mamata 27%
- Muslims overwhelmingly back Mamata at 62%
- BJP's vote is fragmented across three candidates

Q3 – Most Important Issue

- Unemployment dominates at 36.3% – cuts across all groups
- Law & order/women's safety second at 19.4% (likely RG Kar effect)
- BJP's pet issues rank last – Illegal Immigration 1.2%, SIR 2.9%, Communal Polarization 3.6%
- TMC vulnerable on unemployment and crime
- BJP's campaign agenda seems disconnected from voter priorities



Q4 – Modi–Mamata "Setting" Narrative

- 41.6% believe some understanding exists between Modi and Mamata
- Surprisingly, Muslims believe it most (48%) – signals quiet disillusionment
- OBC voters most skeptical at 43% rejecting it
- High neutral response (27.3%) – many undecided
- If this narrative grows, TMC's Muslim base could face pressure

Q5 – BJP's Illegal Migration Allegation

- 47.1% find it credible – BJP's strongest performing narrative
- SC (56%), ST (55%), OBC (55%), General (52%) all find it believable
- Even 28% of Muslims find it somewhat/very true
- Only 19.2% reject it outright
- Strong cross-community reach despite low issue priority ranking

Q6 – SIR Exercise Perception

- 66.5% see SIR as legitimate – a clear BJP narrative win
- SC voters are the most supportive at 79%
- Only 11.1% believe it's meant to manipulate elections – TMC's framing has failed
- Muslims most skeptical – 20% call it manipulative
- Older voters back SIR most strongly at 74%



Q7 – ED Raids / IPAC Perception War

- TMC wins 36.1% vs BJP's 20.6%
- But 26.3% "Can't say" — issue has low public salience
- BJP leads among SC voters (33% vs 22%) — another SC warning for TMC
- Youth most disengaged — 33% can't say
- Primarily an elite/media story, hasn't penetrated the grassroots

Overall Verdict

- *TMC strengths: Mamata is still dominant, Muslim vote is firm, wins IPAC Raids perception battle*
- *TMC risks: SC/ST erosion, youth alienation, unemployment vulnerability, Modi–Mamata narrative*
- *BJP strengths: Illegal Immigration narrative resonates, SIR seen as legitimate, combined CM vote competitive*
- *BJP risks: Fragmented CM choices, core issues don't match voter priorities*
- *Battleground: SC and youth voters will likely decide the outcome*



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13 March 2026

THANK YOU

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Methodology: CATI

Sample size: 2,712 (From All West Bengal)

Gender split: Male 52% · Female 48%

Geography: Rural 70% · Urban 30%

Social groups: SC 24% · ST 6% · OBC 19% · General

23% · Muslim 27% · Others 1%

Age profile: Youth (18-24) – 22% · Senior citizens

(55+) – 17%

Margin of error: ±3%