



Presents

State Vibe

West Bengal Elections 2026

23 June, 2025

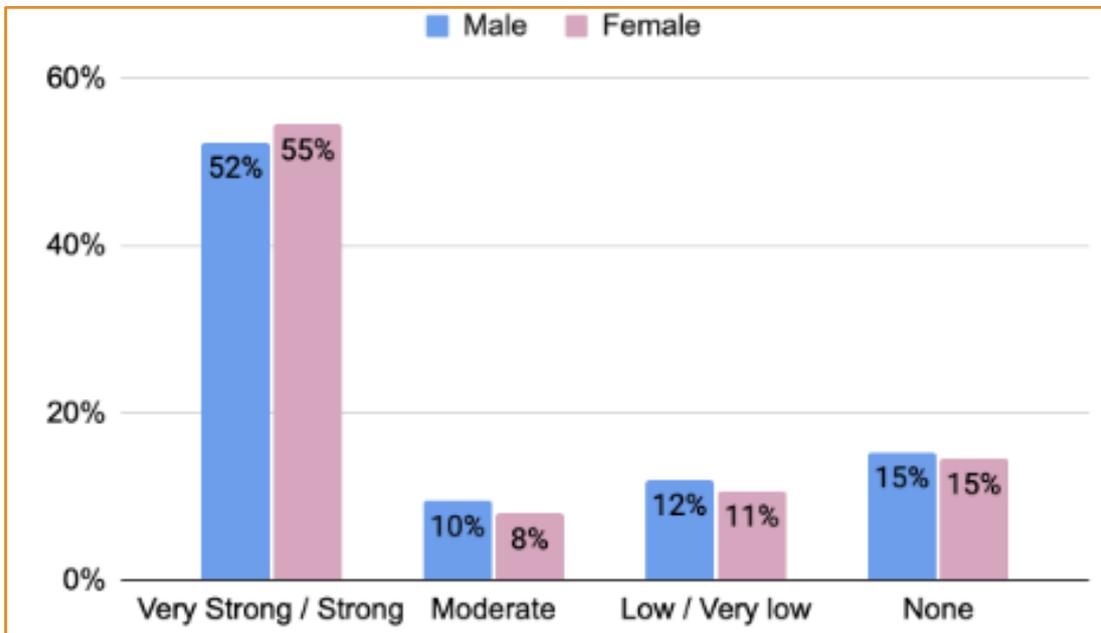
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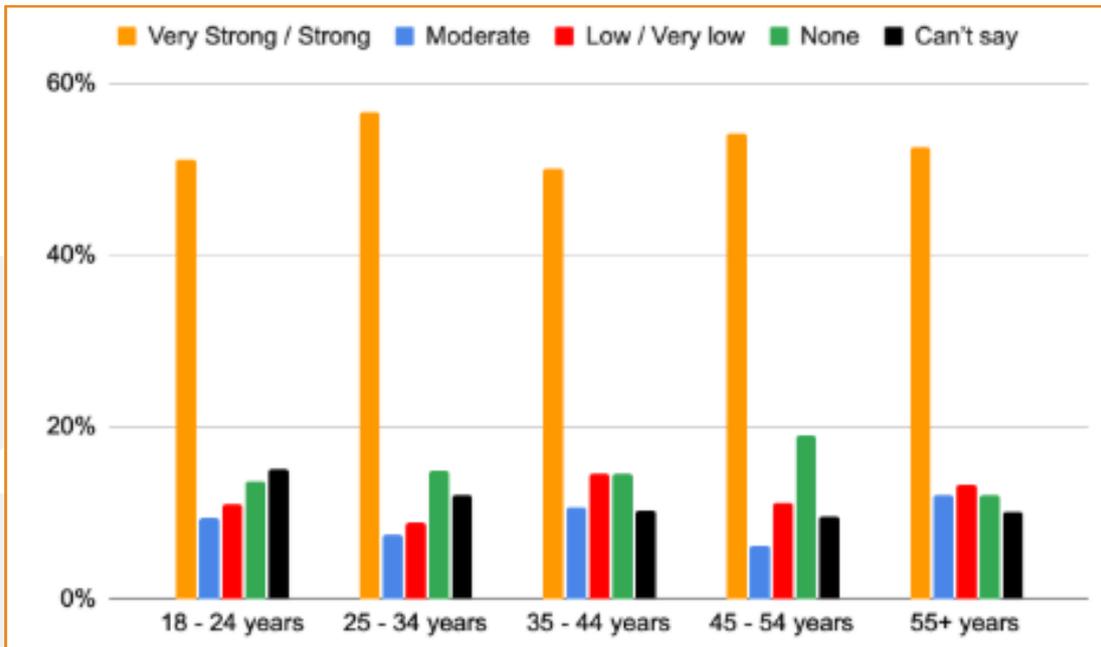
Q1: Do you think there is anti-incumbency sentiment against the Mamta Banerjee government in West Bengal?

Yes, Very Strong	Yes, Strong	Yes, Moderate	No, Low	No, Very Low	None at All	Can't Say
34.4%	18.8%	8.8%	6.2%	5.3%	15.0%	11.5%

Gender Wise Results



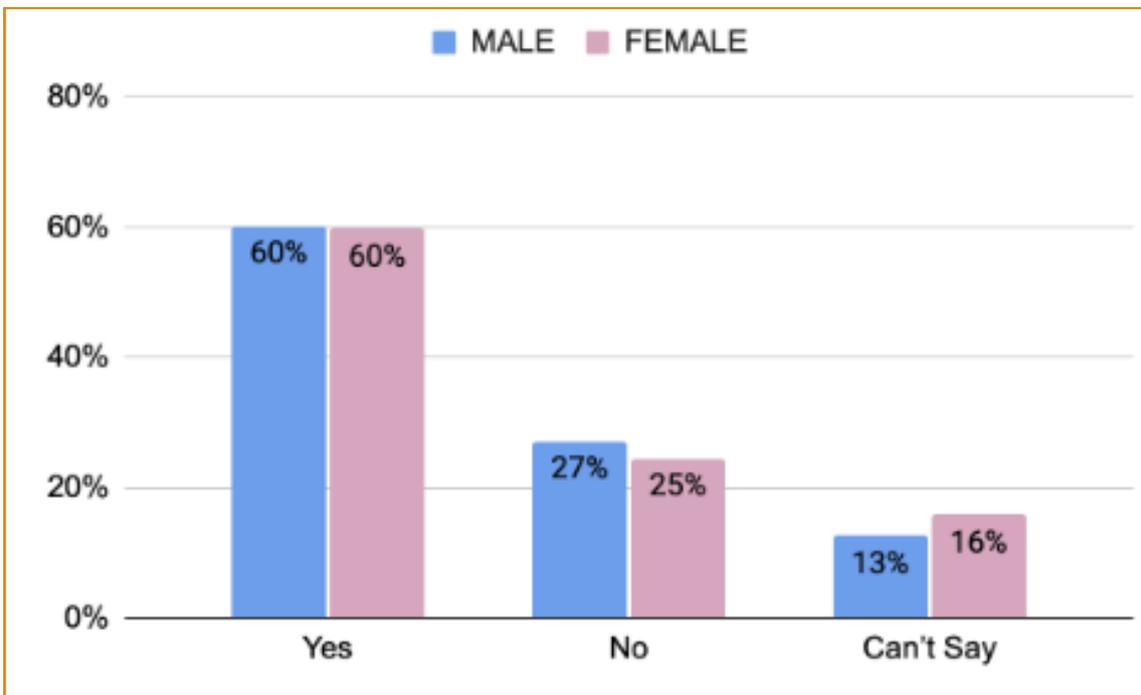
Age Wise Results



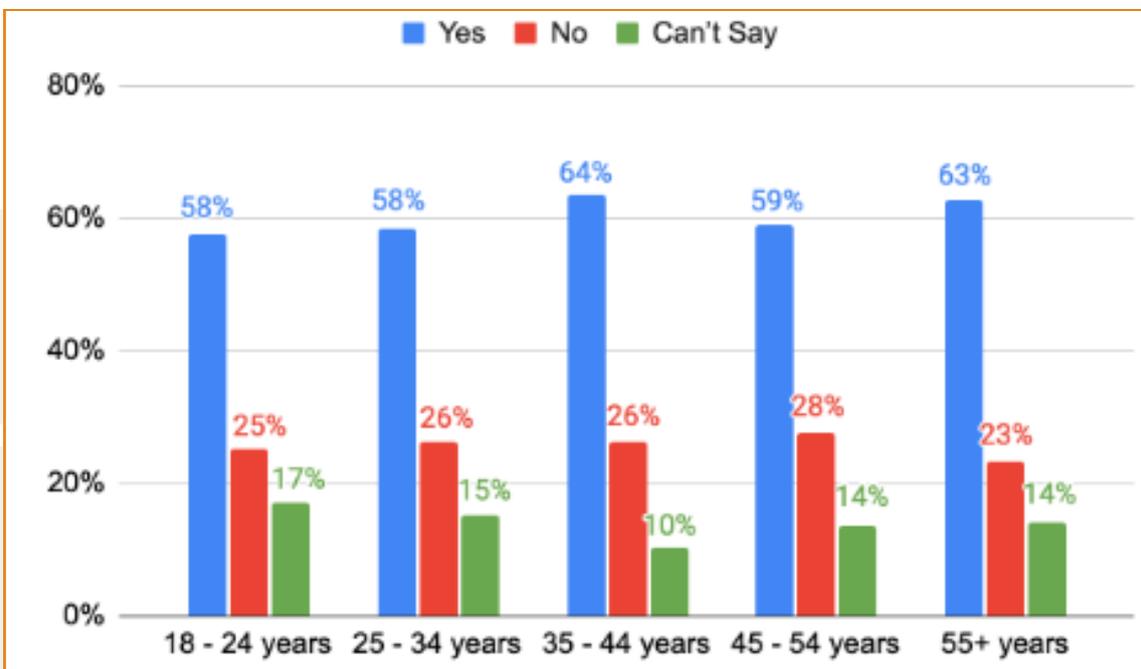
Q2: Do you think that the teacher recruitment scam highlights the massive corruption in the TMC government?

Yes	No	Don't know/ Can't say
60.1%	25.9%	14.0%

Gender Wise Results



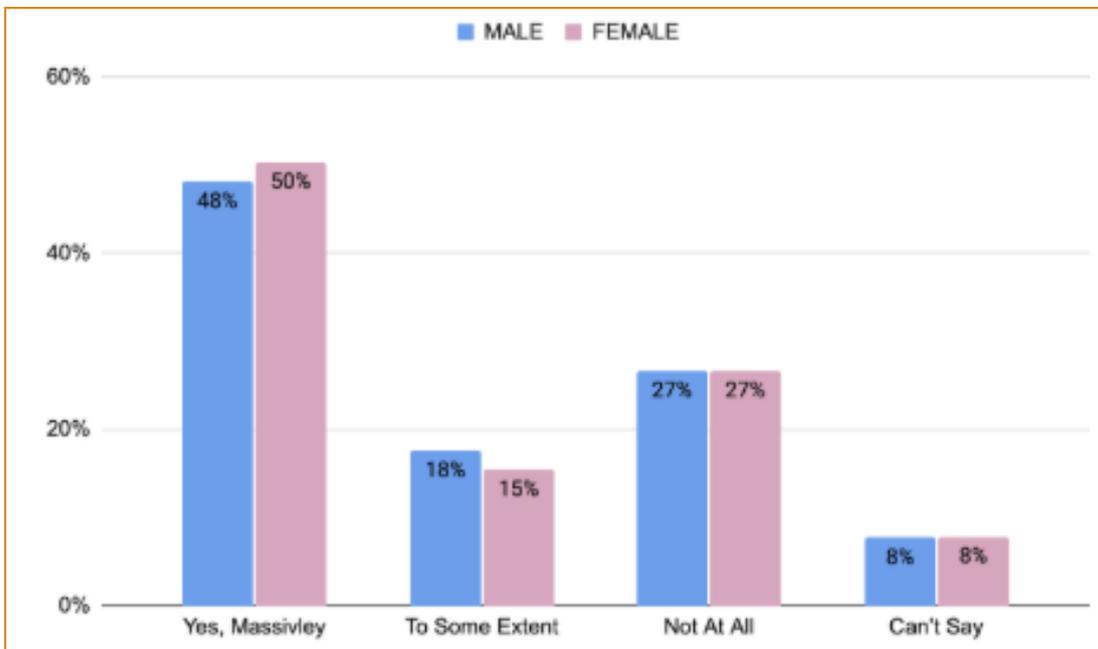
Age Wise Results



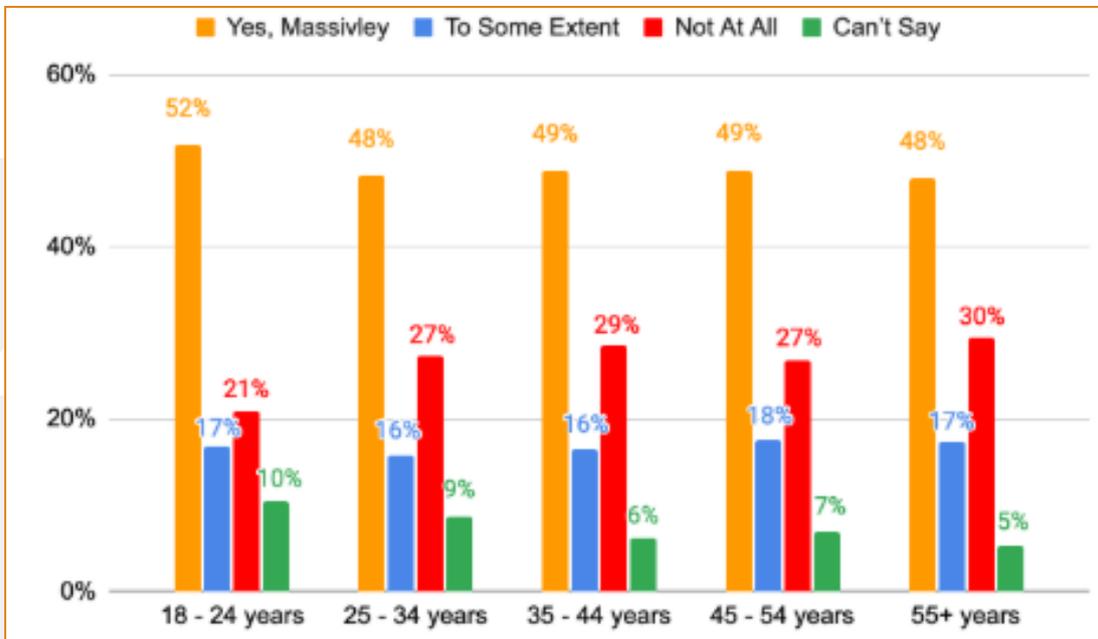
Q3: Do you think that the incidents of violence (Murshidabad) & rise of crimes against women (Sandeshkhali / RG Kar) have dented the credibility of Mamata Banerjee?

Yes, Massively	To Some Extent	Not At All	Can't Say
49.1%	16.6%	26.6%	7.7%

Gender Wise Results



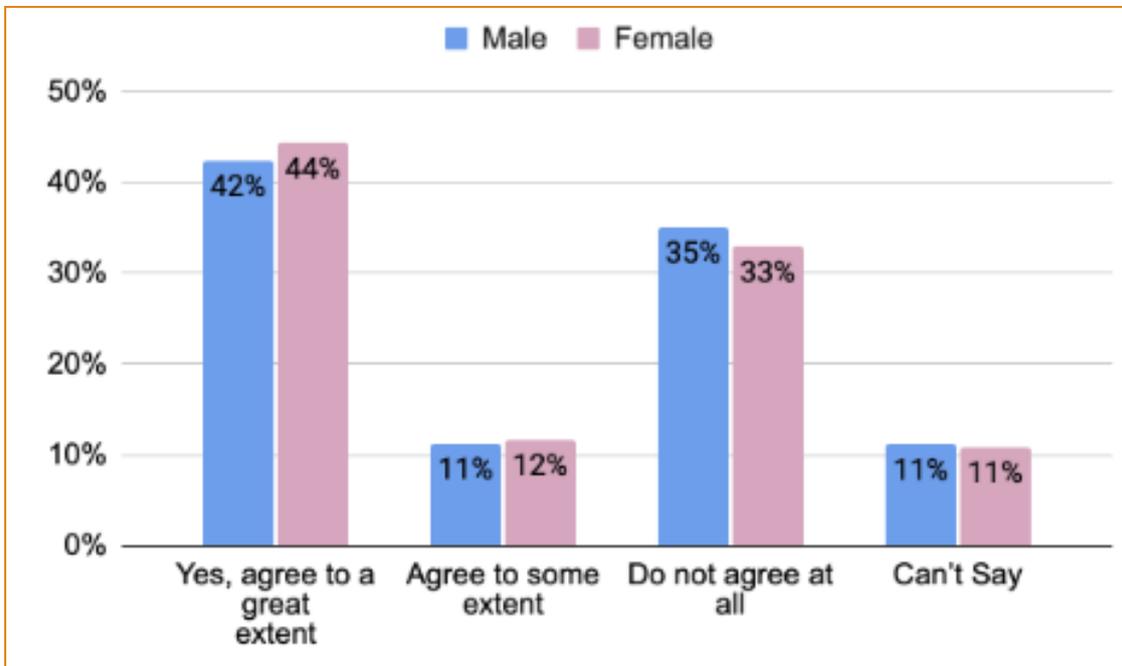
Age Wise Results



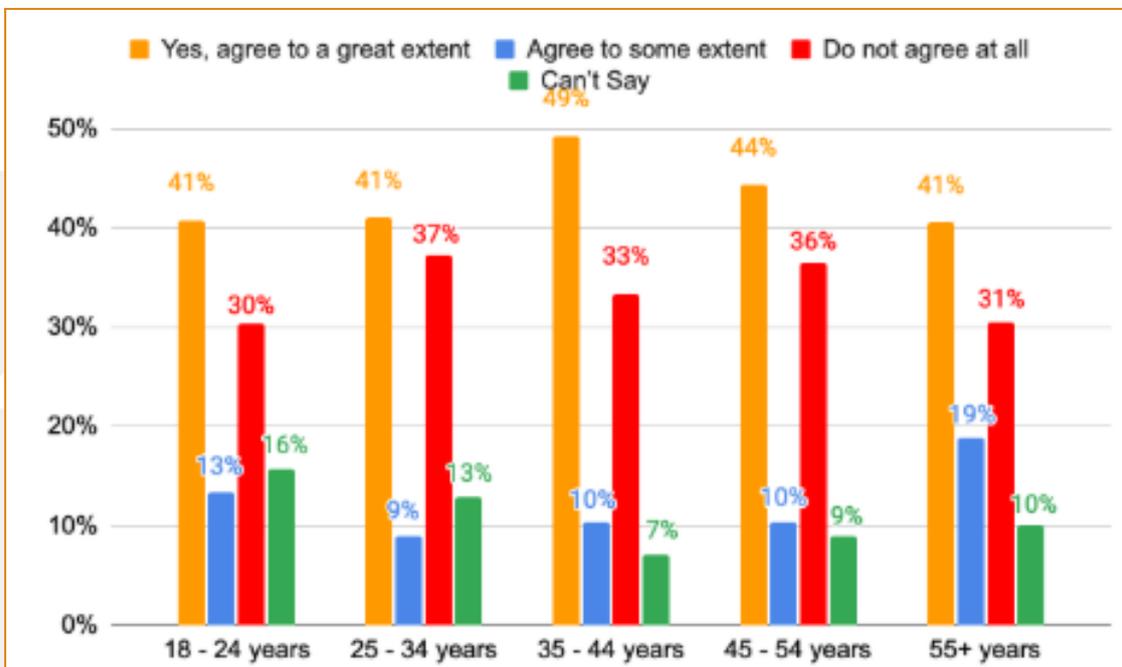
Q4: Do you agree with the BJP's accusation that Mamata indulges in minority appeasement politics?

Yes, agree to a great extents	Agree to some extent	Do not agree at all	Can't Say
43.4%	11.5%	34.1%	11.0%

Gender Wise Results



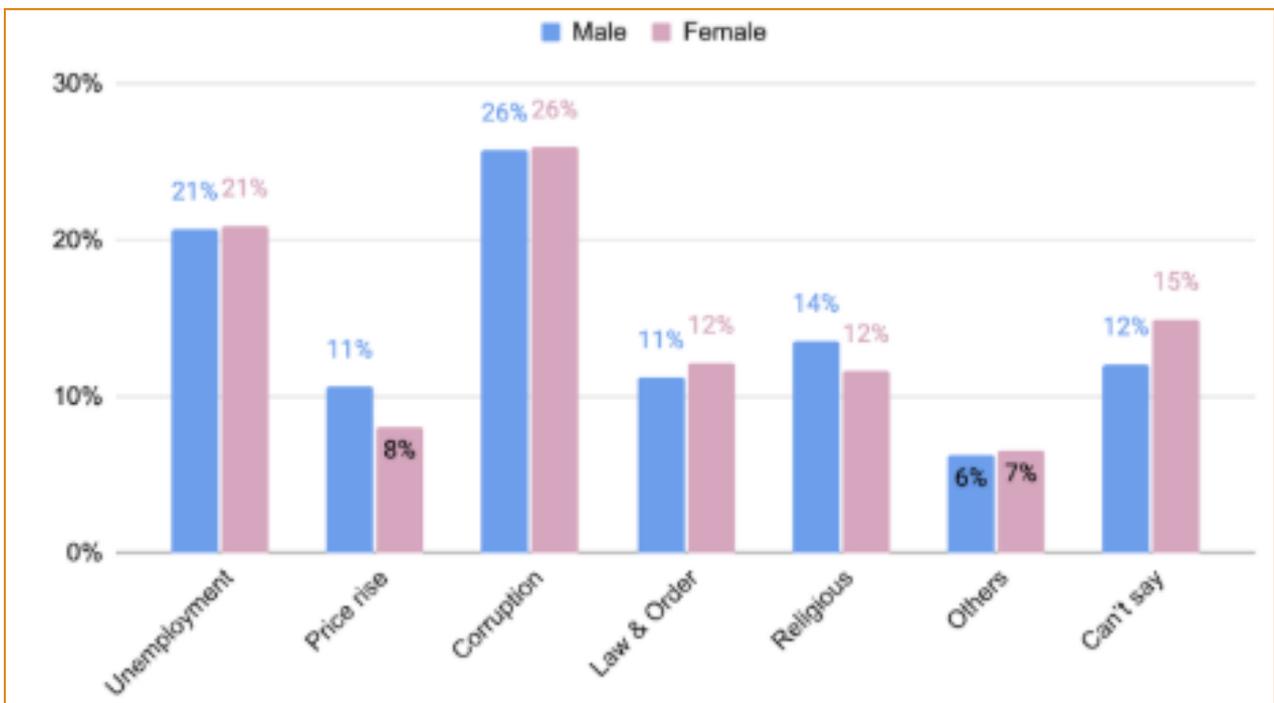
Age Wise Results



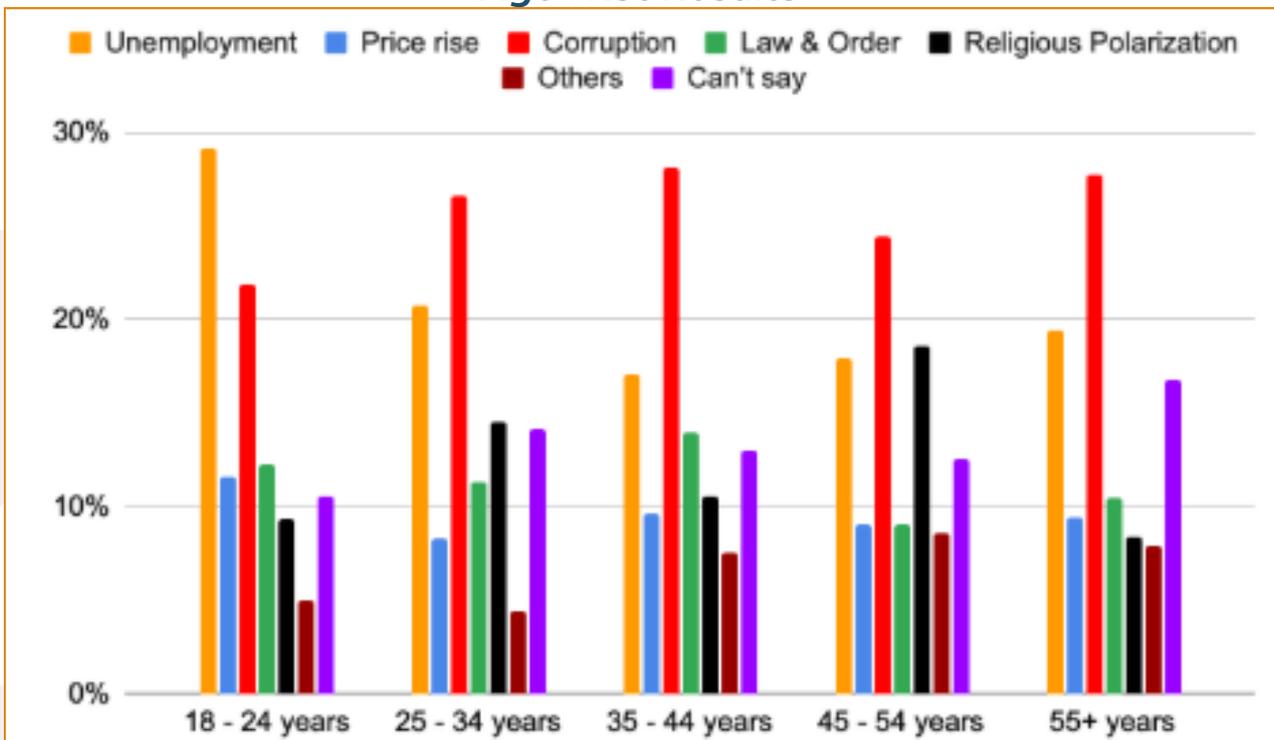
Q5: What do you think will be the key issues in the West Bengal election?

Unemployment	Price rise	Corruption	Law & Order	Religious Polarization	Others	Can't say
20.8%	9.4%	25.8%	11.6%	12.7%	6.4%	13.3%

Gender Wise Results



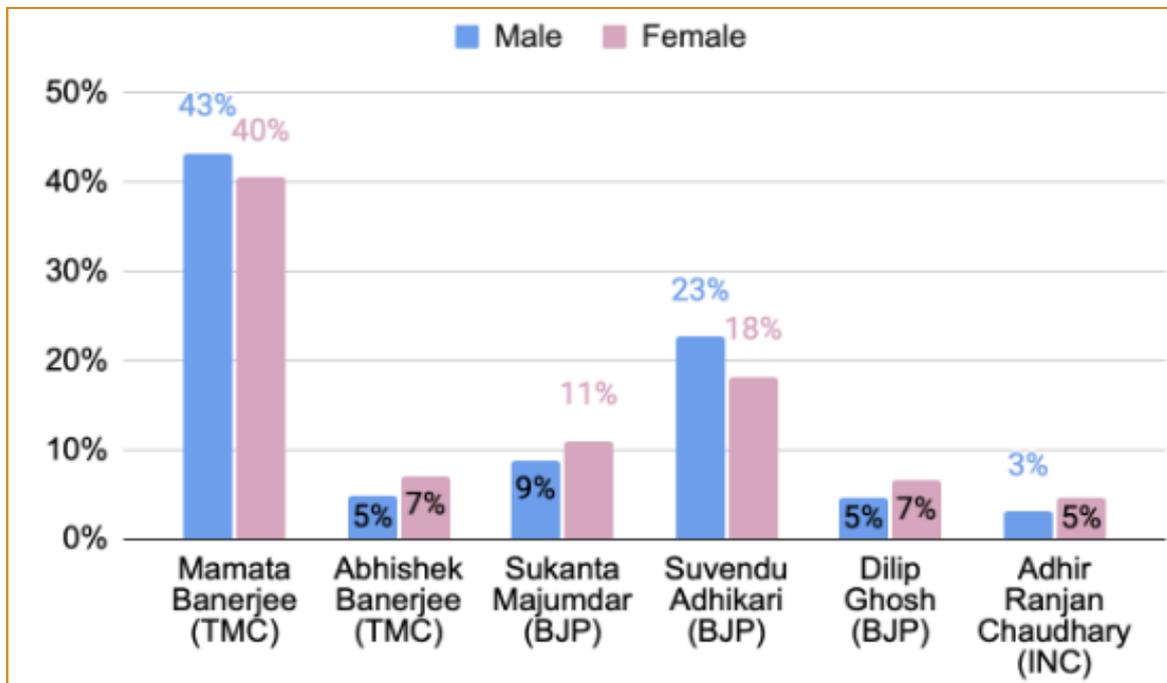
Age Wise Results



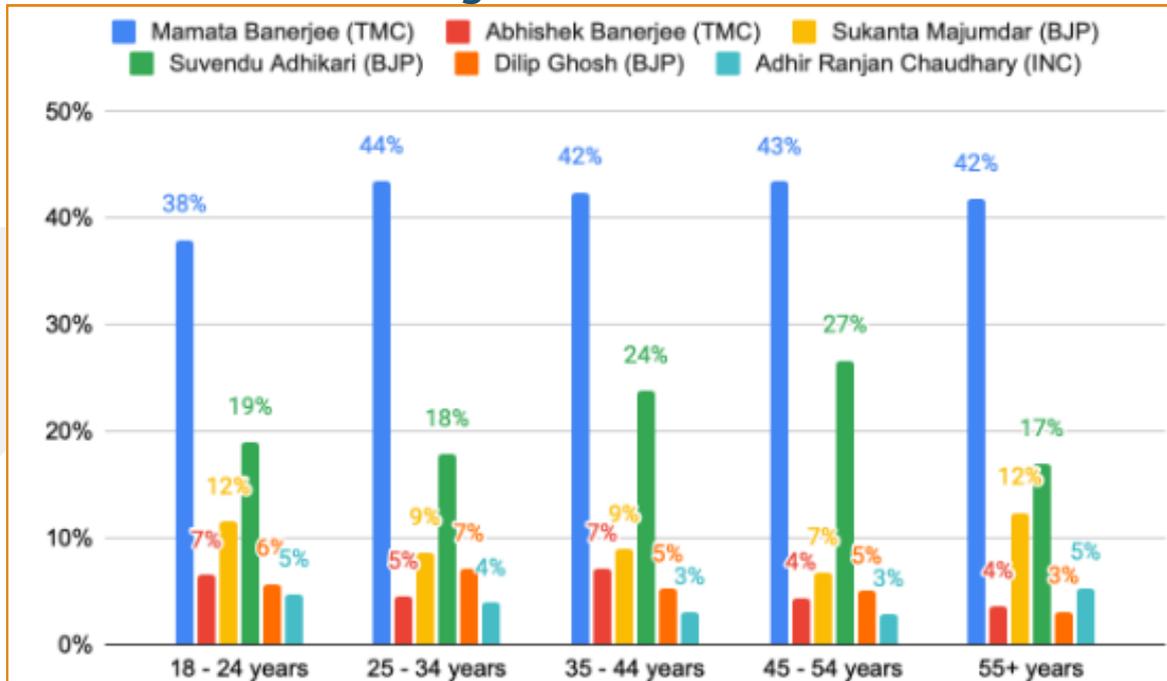
Q6: Who do you wish to see as CM of Bengal?

Mamata Banerjee (TMC)	Abhishek Banerjee (TMC)	Sukanta Majumdar (BJP)	Suvendu Adhikari (BJP)	Dilip Ghosh (BJP)	Adhir Ranjan Chaudhary (INC)	Others	Can't Say
41.7%	5.3%	9.7%	20.4%	5.4%	4.0%	7.1%	6.4%

Gender Wise Results



Age Wise Results

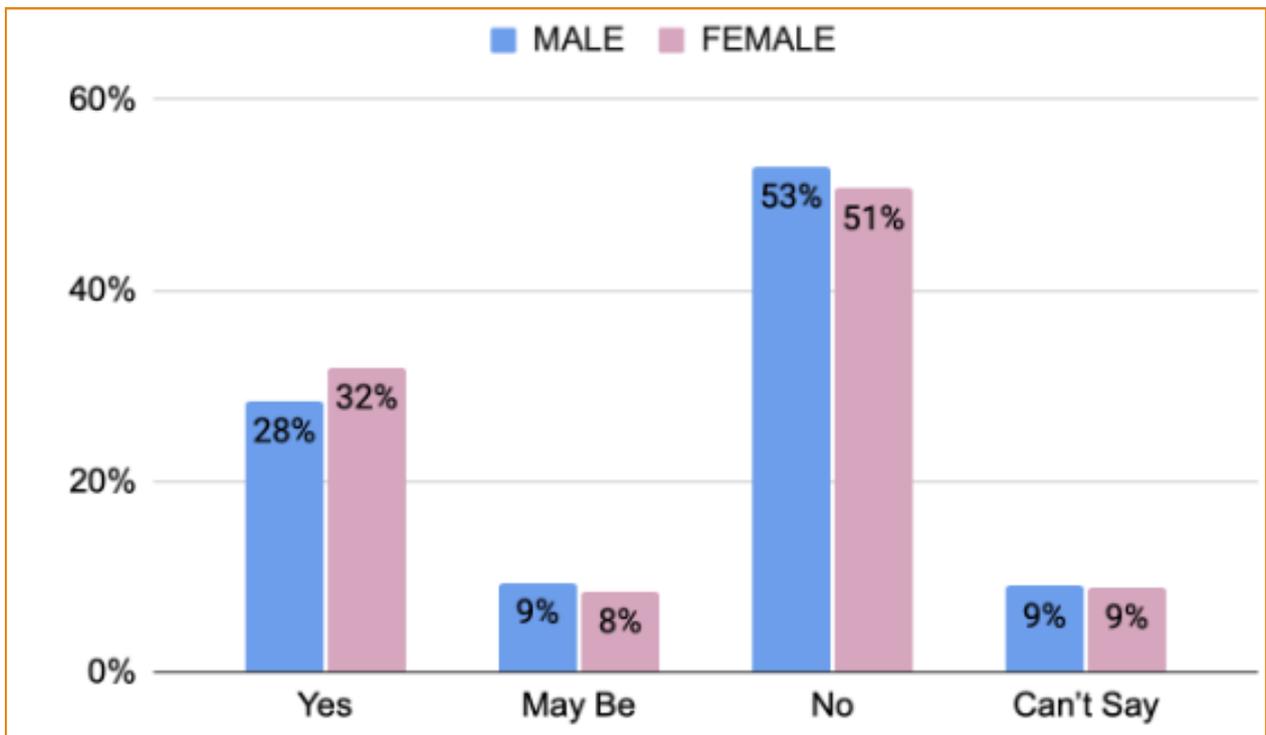




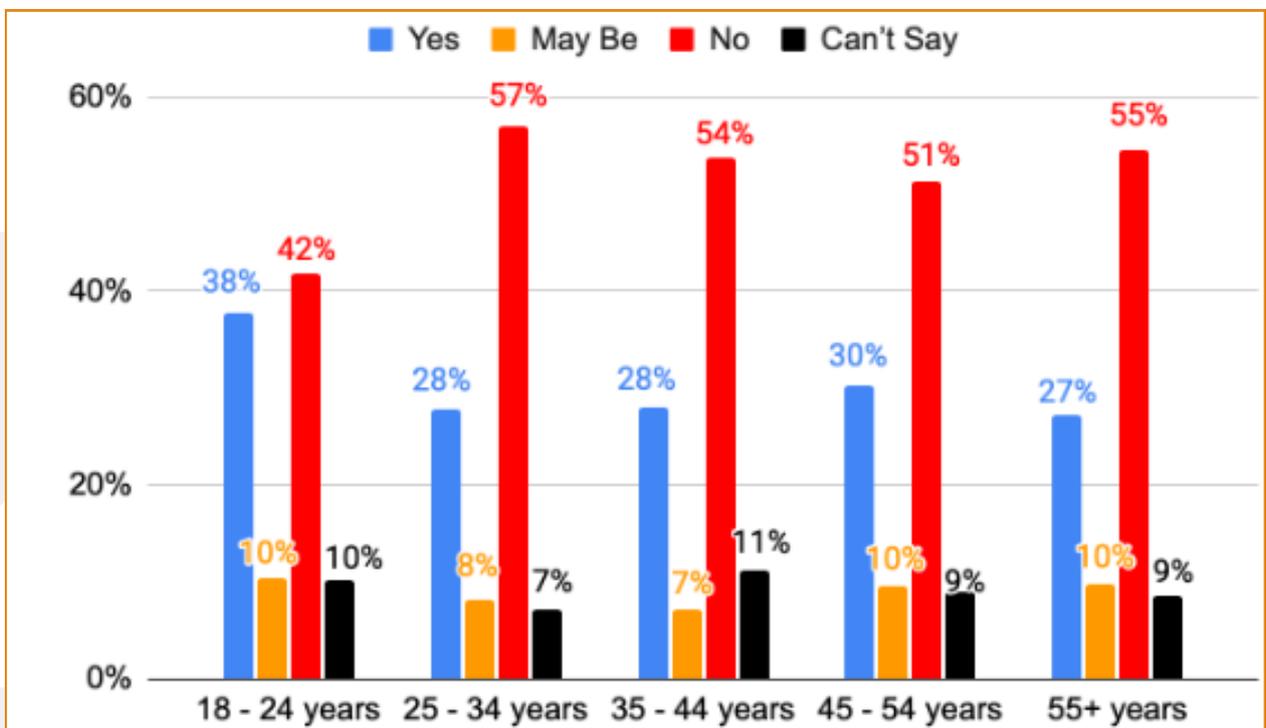
Q7: Do you think the BJP state leadership is strong enough to defeat Mamata Banerjee in this election?

Yes	Maybe	No	Can't Say
30.2%	8.9%	51.8%	9.1%

Gender Wise Results



Age Wise Results

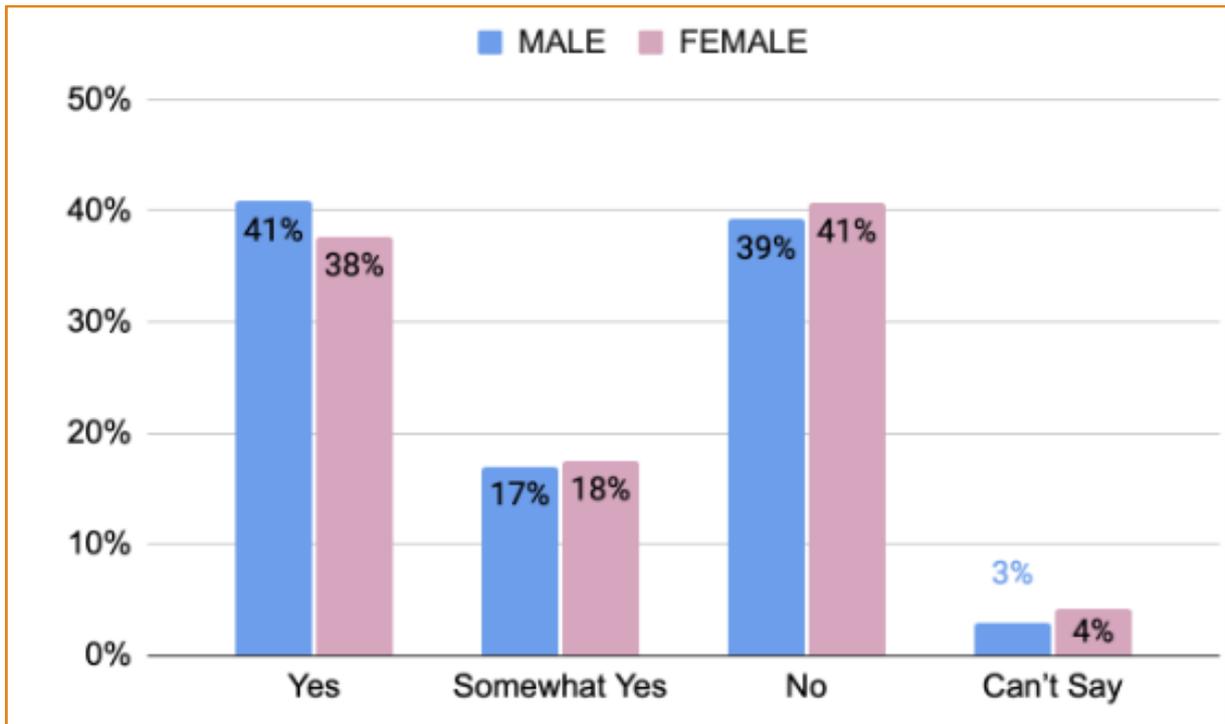




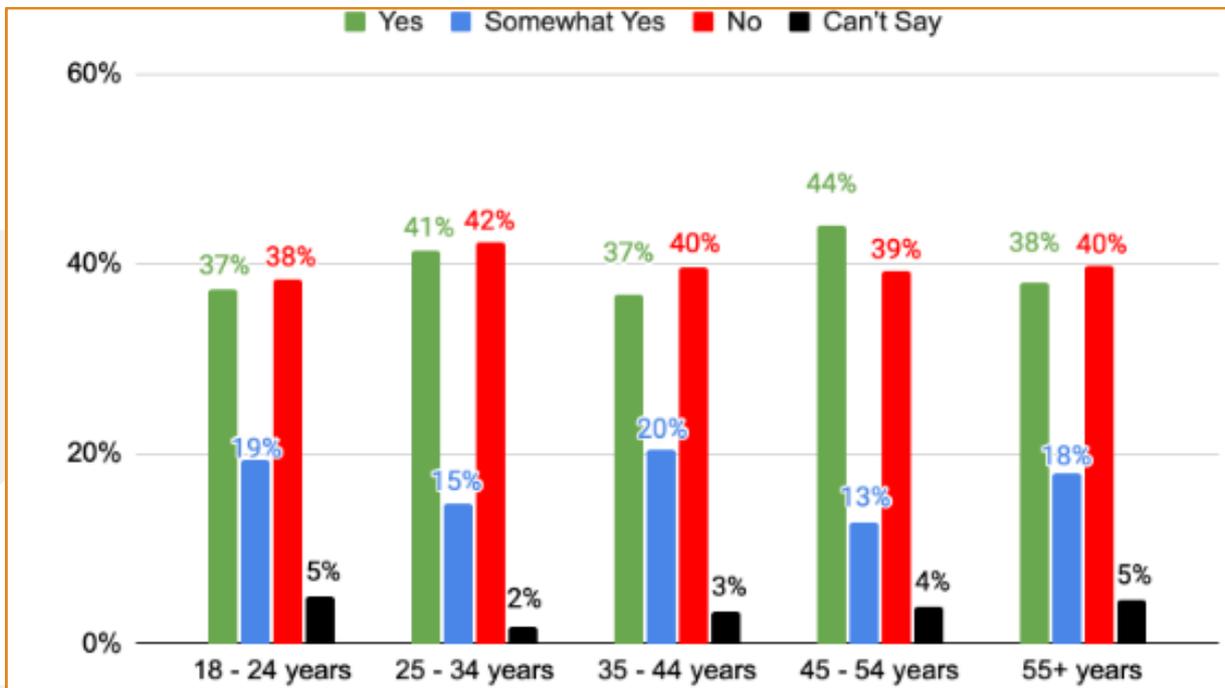
Q8: Are you happy with the performance of Mamata Banerjee as CM of West Bengal?

Yes	Somewhat Yes	No	Can't Say
39.3%	17.2%	39.9%	3.6%

Gender Wise Results



Age Wise Results

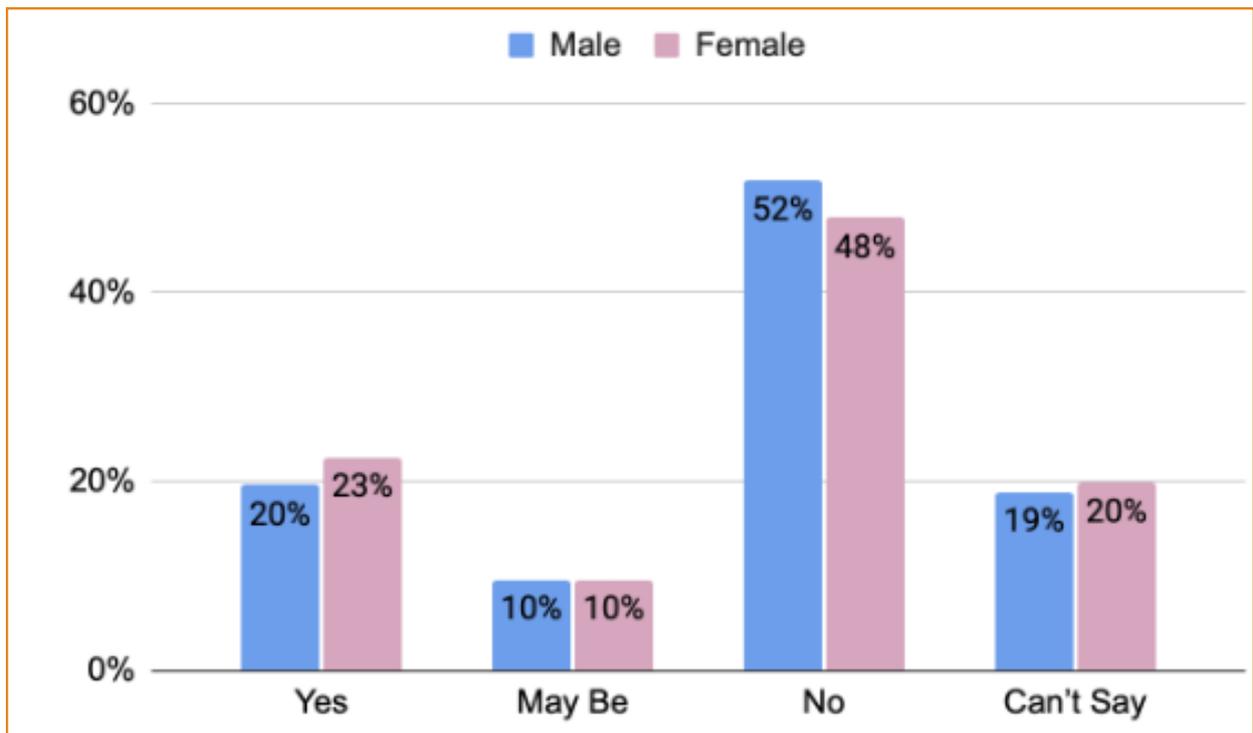




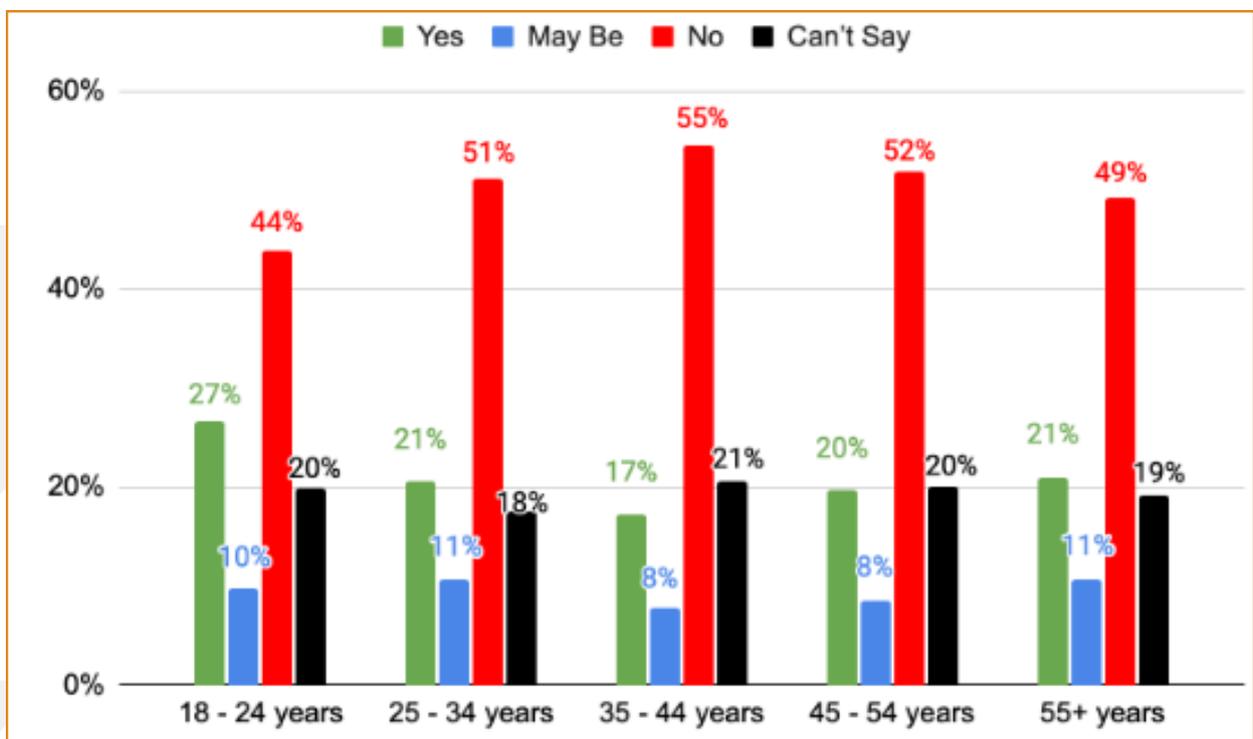
Q9: Should TMC form an alliance with Congress to take on the BJP in the state?

Yes	May Be	No	Can't Say
21.1%	9.6%	50.0%	19.3%

Gender Wise Results



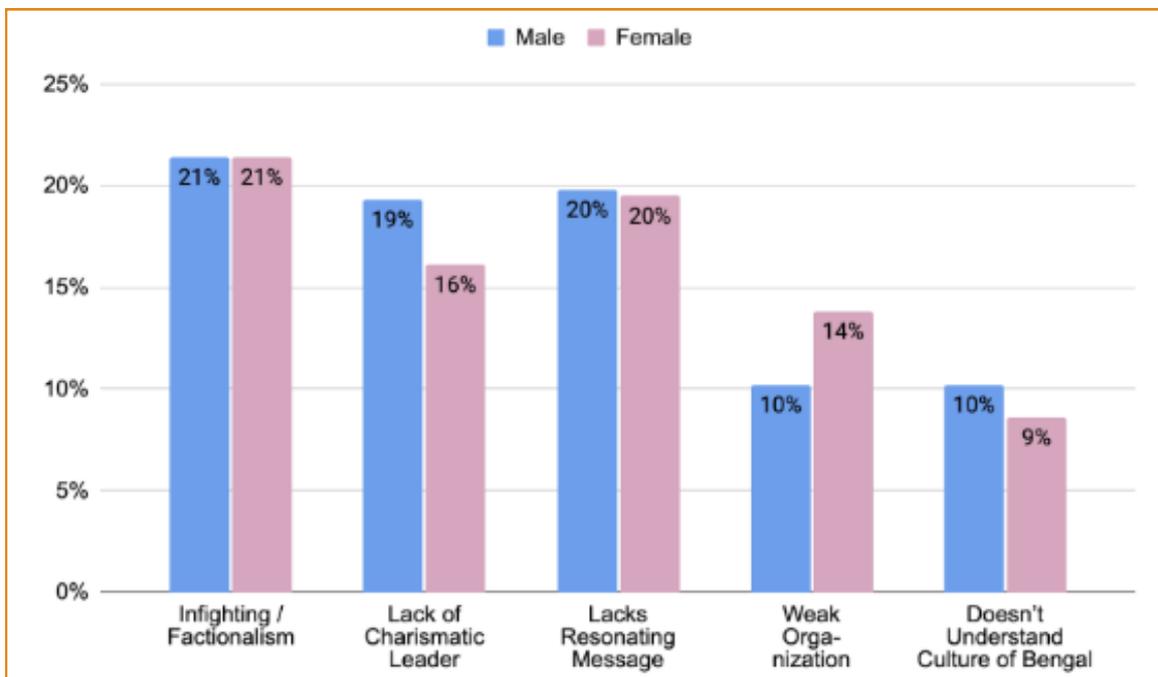
Age Wise Results



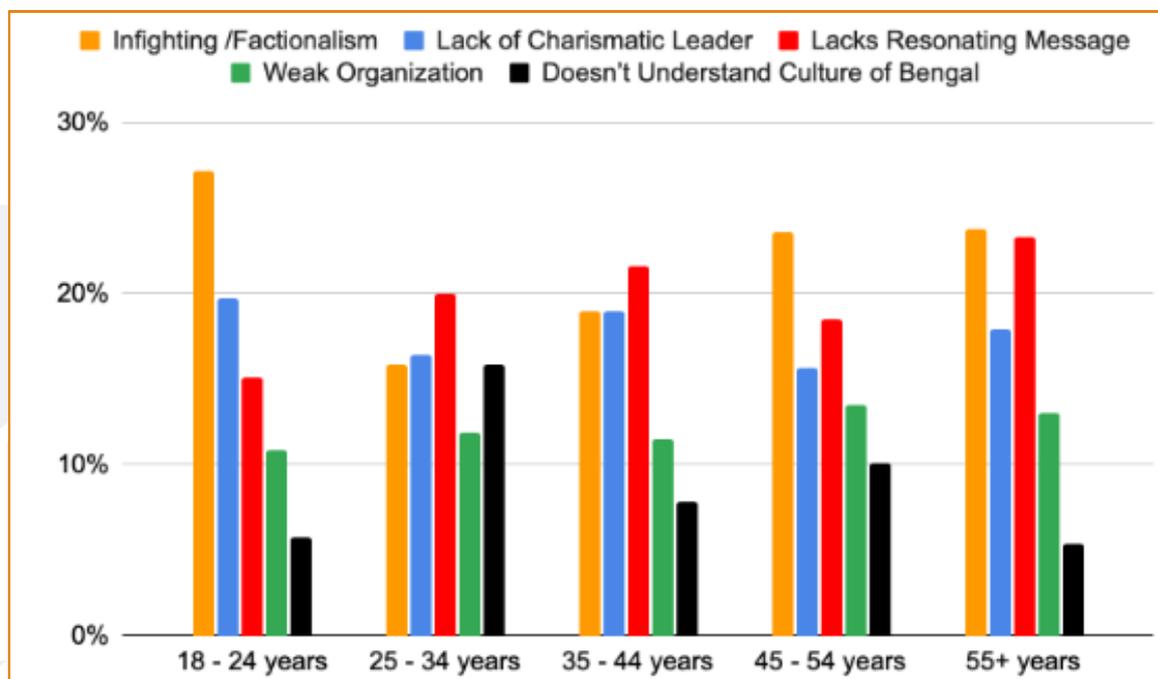
Q10: What is the biggest challenge the BJP faces in West Bengal in its bid to defeat Mamata Banerjee?

Infighting /Factionalism	Lack of Charismatic Leader	Lacks Resonating Message	Weak Organization	Doesn't Understand Bengal Culture	Others	Can't Say
21.4%	17.8%	19.6%	12.0%	9.3%	6.5%	13.3%

Gender Wise Results



Age Wise Results





Summary of Findings:

The data reveals interesting demographic patterns in public sentiment about the upcoming West Bengal elections in 2026.

Critical Insights:

1. Strong Anti-Incumbency Sentiment (53.2%)

- 34.4% show "very strong" sentiment
- 18.8% show "strong" sentiment
- Consistent across all age groups and genders

2. Corruption Concerns Dominate

- 60.1% believe the teacher recruitment scam indicates massive corruption in the TMC government
- Ties in with the fact that Corruption is the top election issue (25.8%)
- Higher corruption perception among the 35-44 age group (64%)

3. Credibility Impact

- 49.1% say violence incidents (Sandeshkhali, RG Kar) massively dented Mamata's credibility; 27% disagree entirely
- Highest impact amongst youth, Highest disagreement amongst seniors
- Consistent impact across gender demographics

4. Minority Appeasement Debate

- 54.9% agree with BJP's accusations (43.4% greatly + 11.5% somewhat); 34.1% disagree entirely
- Indicates a polarized election, ties in with Religious polarization as 3rd most Important Issue
- Lowest agreement at 41% amongst youth 18-34 and senior citizens

5. Top Election Issues:

- Top 3 - Corruption (25.8%), Unemployment (20.8%), Religious Polarization (12.7%)
- Unemployment topmost issue for young people (18-24) at 29%



6. Chief Ministerial Preference

- Mamata Banerjee dominates with 41.7% preference across all demographics, showing a strong incumbency advantage
- Suwendu Adhikari (20.4%) emerges as the strongest BJP challenger, but BJP fragmentation is evident - votes split between Sukanta Majumdar (9.7%) and Dilip Ghosh (5.4%) as well
- Gender divide minimal - both male (43%) and female (40%) voters show similar preference for Mamata
- Age factor shows consistency - Mamata maintains 38-44% support across all age groups, with the strongest support (44%) among 25-34 years

7. BJP's Electoral Prospects

- Majority skeptical of BJP's chances - 51.8% believe BJP state leadership cannot defeat Mamata
- Only 30.2% confident in the BJP's ability to challenge the incumbent effectively
- Younger voters are more optimistic about the BJP - 38% of the 18-24 age group believe the BJP can win, vs 27% of 55+ voters
- Gender neutrality in assessment - both male and female voters show similar skepticism toward the BJP's chances

8. Mamata's Performance Rating

- Mixed but positive overall assessment - 39.3% satisfied, 17.2% somewhat satisfied (total 56.5% positive)
- Strong disapproval at 39.9% indicates high polarization in sentiment
- Age-based performance variation - highest approval (44%) among 45-54 years, lowest (37%) among younger demographics
- Gender parity in evaluation - minimal difference between male and female satisfaction levels



9. TMC-INC Alliance Dynamics

- Clear rejection of alliance strategy - 50% oppose TMC-INC partnership
- Limited enthusiasm for cooperation - only 21.1% support alliance
- Younger voters are more open to alliances - 27% of 18-24 year olds support vs 17% of 35-44 year olds
- High uncertainty factor - 19.3% undecided suggests potential for strategic shifts

10. BJP's Strategic Challenges

- Internal discord as primary weakness (21.4%); Leadership deficit significant (17.8%); 19.6% believe BJP lacks connecting narrative for Bengal; Cultural disconnect apparent (9.3%)
- Age-specific challenge perceptions - younger voters (27%) are more concerned about infighting, older voters focus on messaging issues;
- Gender-neutral assessment



VOTE VIBE

INSIGHTS FOR SMARTER DECISIONS

Key Takeaways

1. TMC Challenge:

- Over half the electorate shows strong anti-incumbency sentiment

2. Corruption Impact:

- The teacher recruitment scam has significantly damaged TMC's image

3. Women's Safety:

- Incidents like Sandeshkhali and RG Kar have a broad impact across demographics

4. Economic Issues:

- Unemployment & price rise are significant concerns

5. Religious Dynamics:

- Minority appeasement accusations resonate with majority voters

6. Cross-demographic:

- Most sentiments are consistent across gender & age

7. TMC's electoral position:

- Remains strong despite mixed performance ratings, entirely due to Mamata

8. The BJP faces internal factionalism challenges before effective external competition from Mamata

9. Regional & cultural factors continue influencing political preferences

10. Alliance politics shows limited appeal, suggesting preference for direct competition between the BJP and the TMC

This data suggests that the upcoming West Bengal elections will be highly competitive, despite high anti-incumbency, as Mamata remains decently popular.



THANK YOU

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Methodology Details:
Sample size: n=1000+
Random Digit Dialing (RDD) All West Bengal
Results have been weighted for gender and
population proportion.