



Presents

# State Vibe

## Kerala Elections 2026

**KERALA WANTS CHANGE  
ANTI-INCUMBENCY RISING,  
LEADERSHIP MISSING**

**07 July, 2025**

 [connect@votevibe.in](mailto:connect@votevibe.in)

 [votevibe.in](http://votevibe.in)

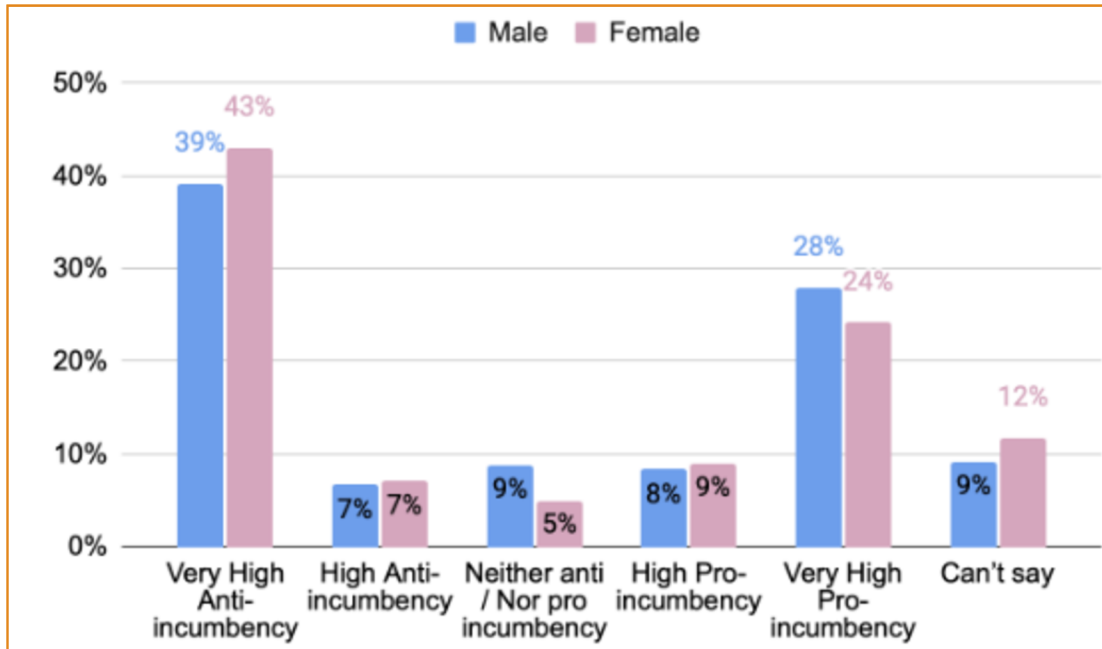
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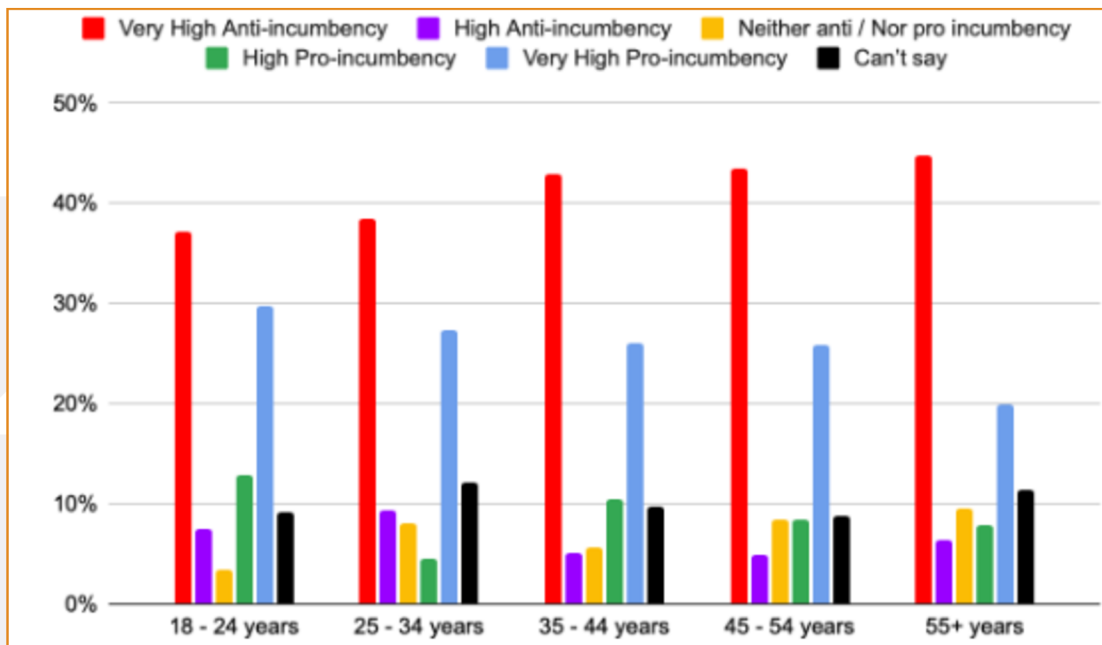
## Q1: How do you see the level of anti/pro-incumbency with regards to CM Pinarayi Vijayan-led CPM Govt.?

Very High Anti-incumbency	High Anti-incumbency	Neither anti / Nor pro incumbency	High Pro-incumbency	Very High Pro-incumbency	Can't say
41.0%	6.9%	6.9%	8.7%	26.1%	10.4%

### Gender Wise Results



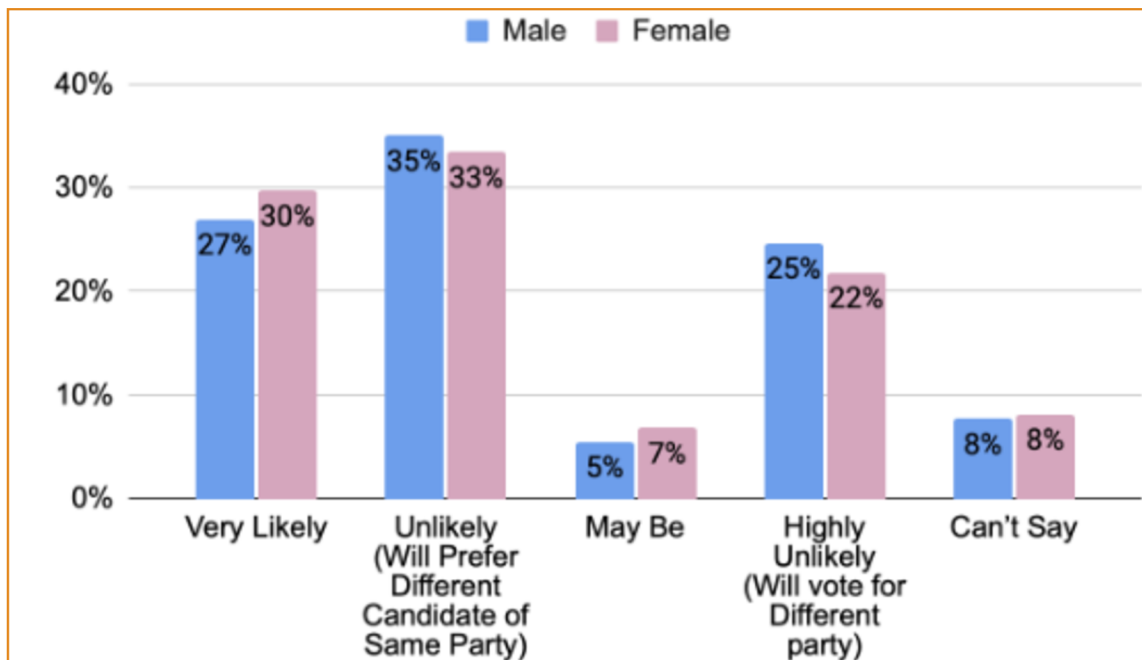
### Age Wise Results



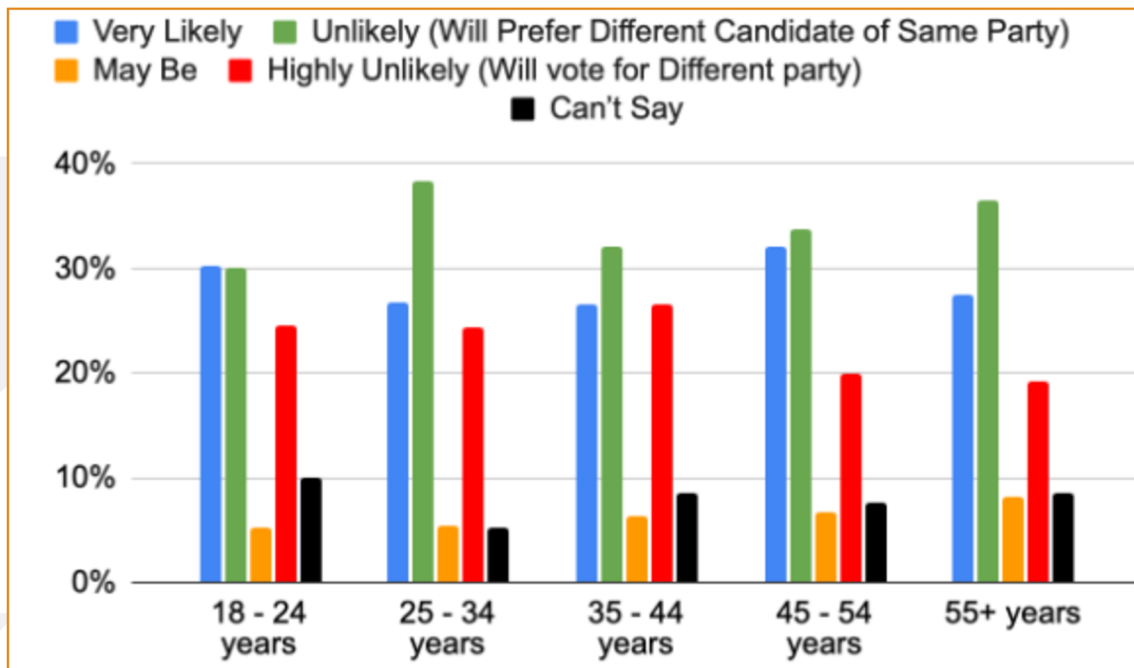
## Q2: How likely are you to vote for the incumbent MLA if they run again?

Very Likely	Unlikely (Will Prefer Different Candidate of Same Party)	May Be	Highly Unlikely (Will vote for Different party)	Can't Say
23.3%	28.3%	6.2%	34.3%	7.9%

### Gender Wise Results



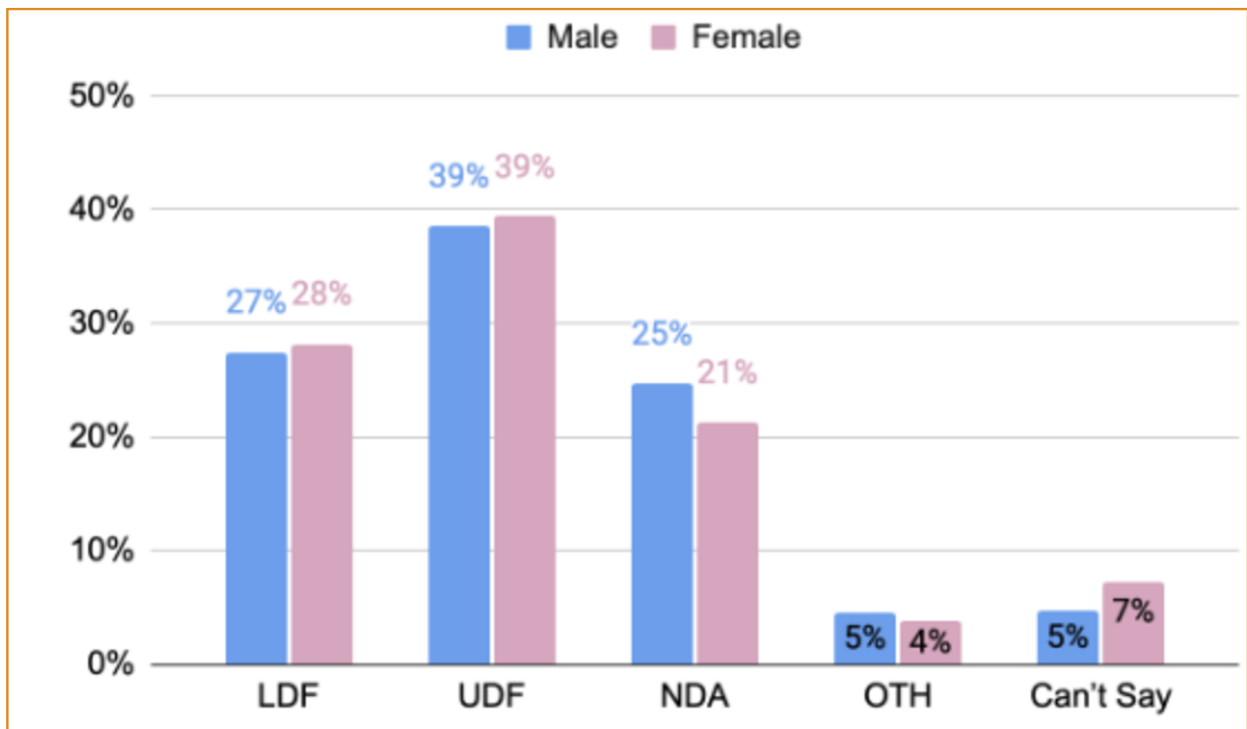
### Age Wise Results



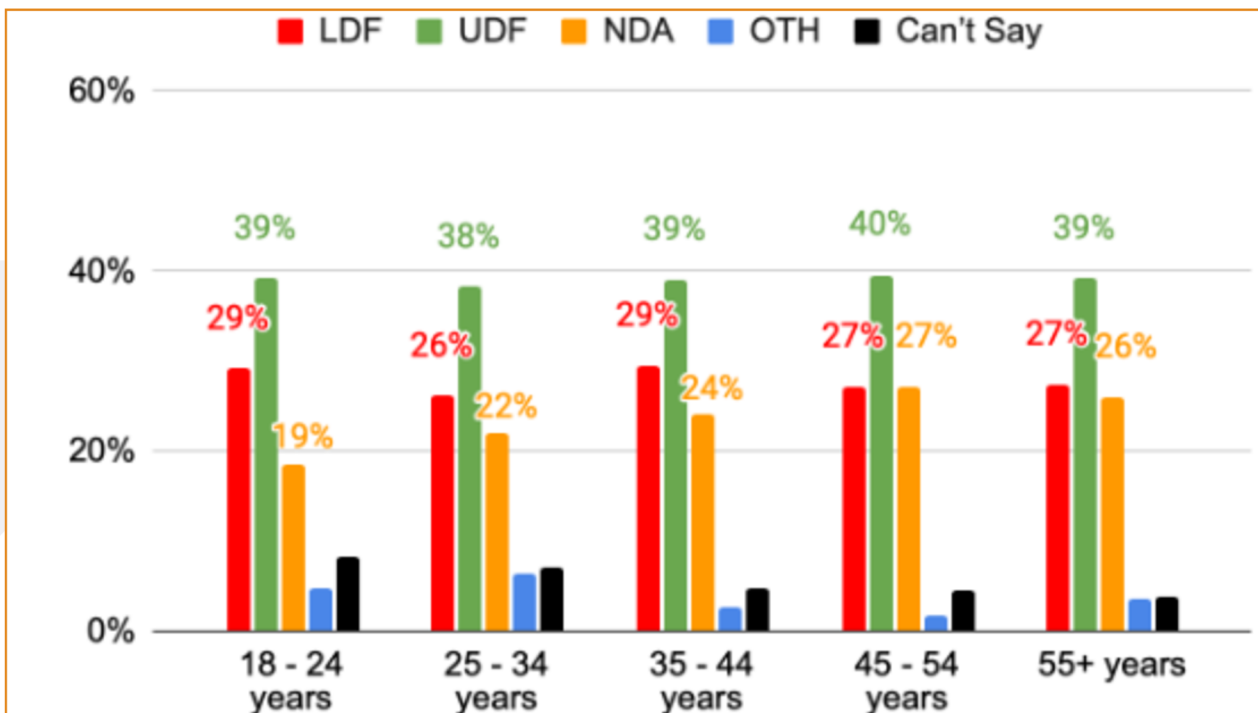
### Q3: Which party do you trust for the development of Kerala & well-being of the populace?

LDF	UDF	NDA	OTHERS	Can't say
27.8%	38.9%	23.1%	4.2%	6.0%

#### Gender Wise Results



#### Age Wise Results



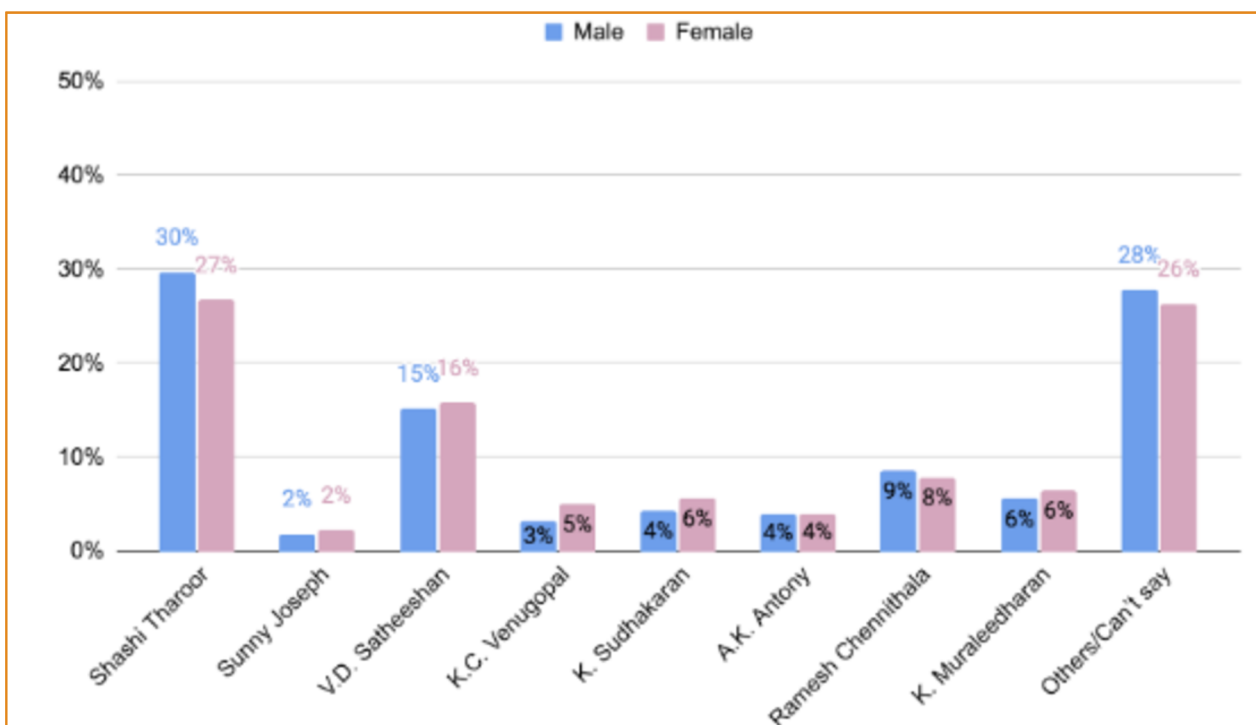
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## Q4: According to you, who should be the CM face of UDF from Kerala?

Shashi Tharoor	Sunny Joseph	V.D. Satheeshan	K.C. Venugopal	K. Sudhakaran	A.K. Antony	Ramesh Chennithala	K. Muraleedharan	Others /Can't say
28.3%	2.0%	15.4%	4.2%	5.0%	4.0%	8.2%	6.0%	27.1%

### Gender Wise Results

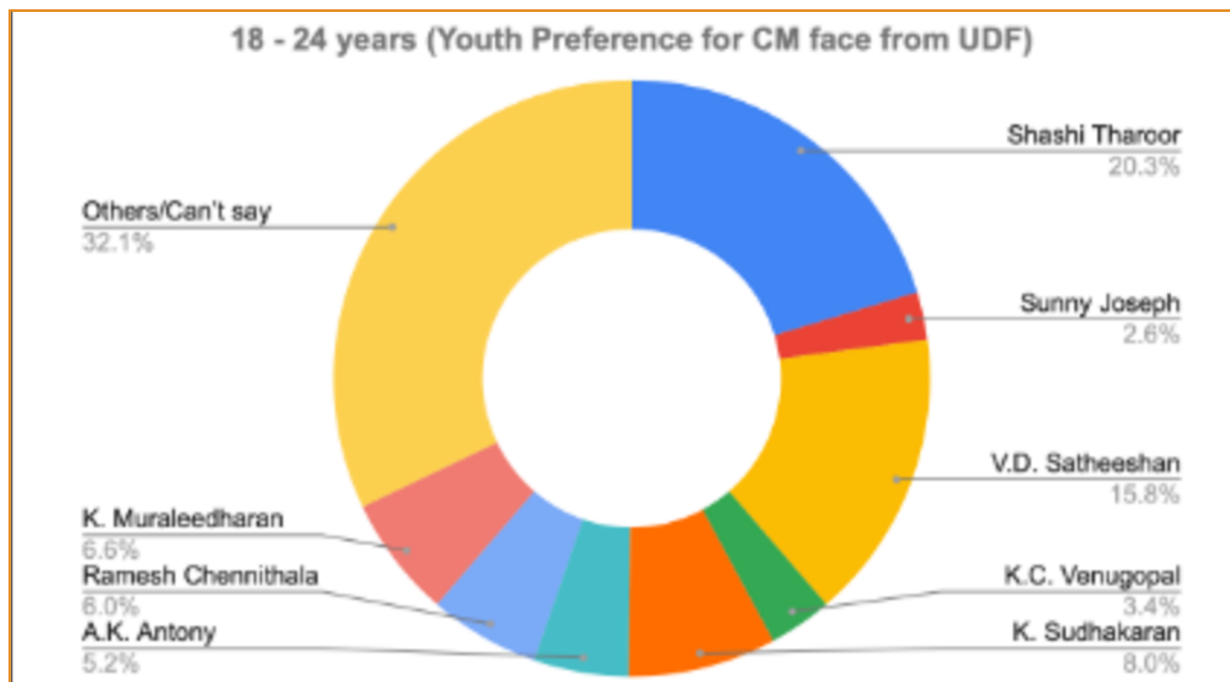


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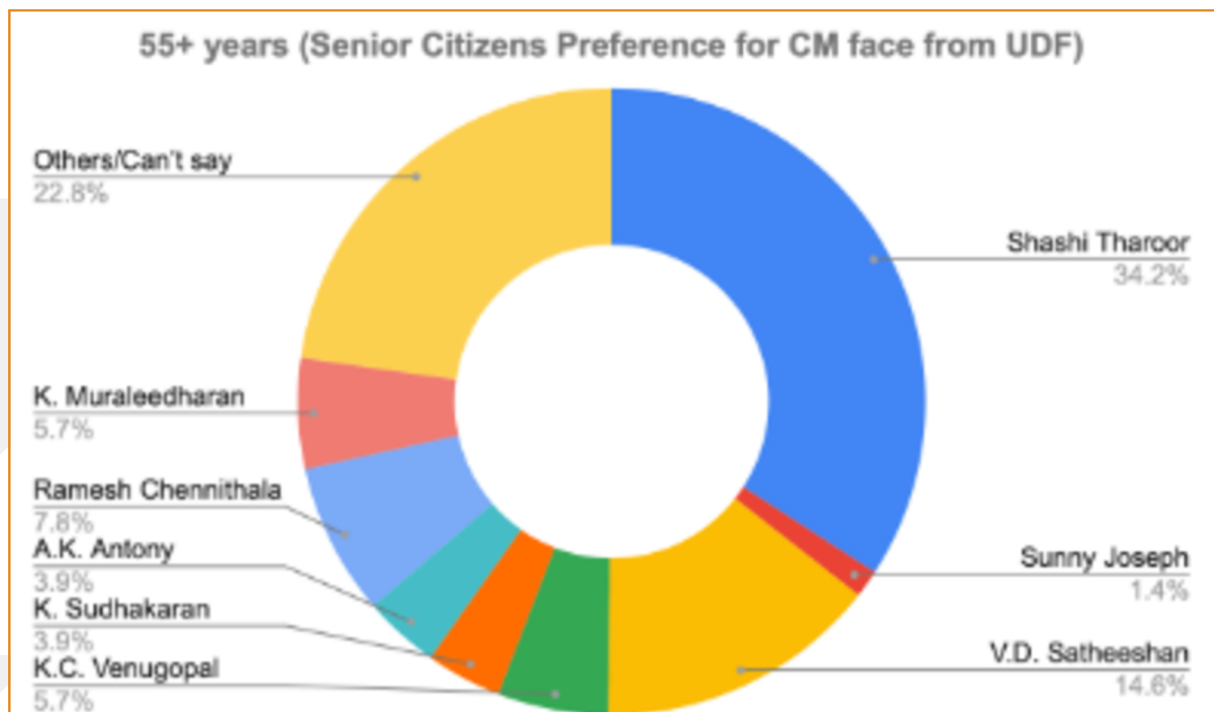
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28.3%	2.0%	15.4%	4.2%	5.0%	4.0%	8.2%	6.0%	27.1%

### Age Wise Results - 18-24 Age (Youth Preference for CM Face for UDF)



### Age Wise Results - 55+ Age (Senior Citizen Preference for CM Face for UDF)

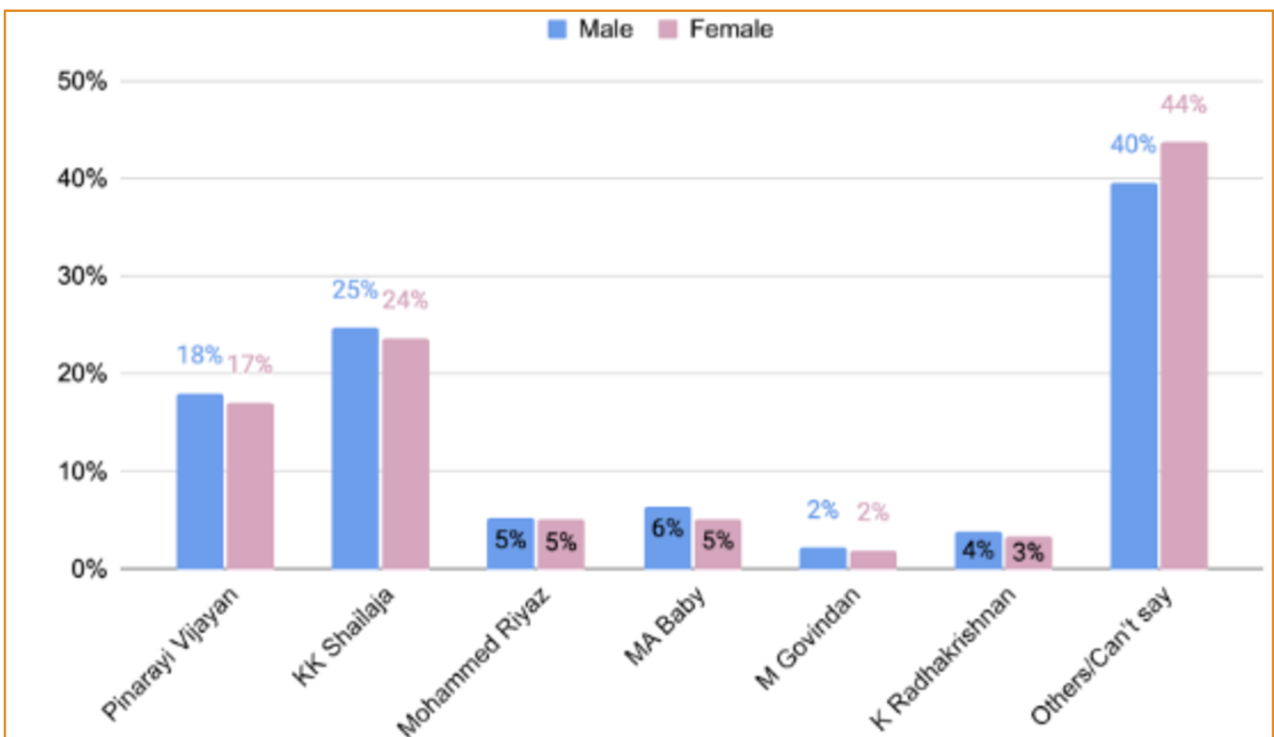




## Q5: According to you, who should be the CM face of UDF from Kerala?

Pinarayi Vijayan	KK Shailaja	Mohammed Riyaz	MA Baby	M Govindan	K Radhakrishnan	Others/Can't say
17.5%	24.2%	5.3%	5.8%	2.0%	3.6%	41.5%

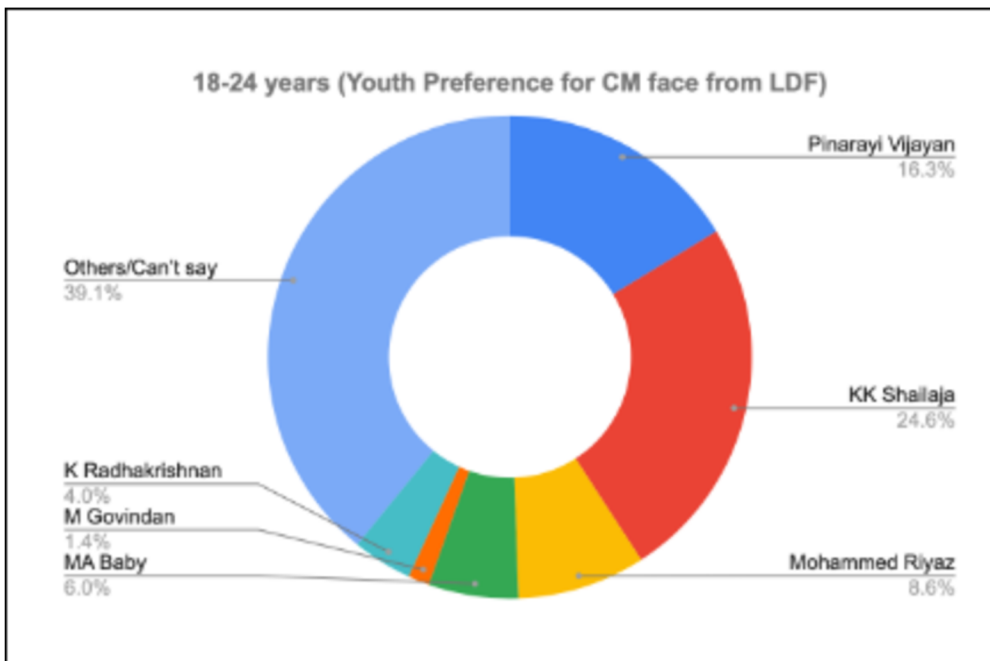
### Gender Wise Results



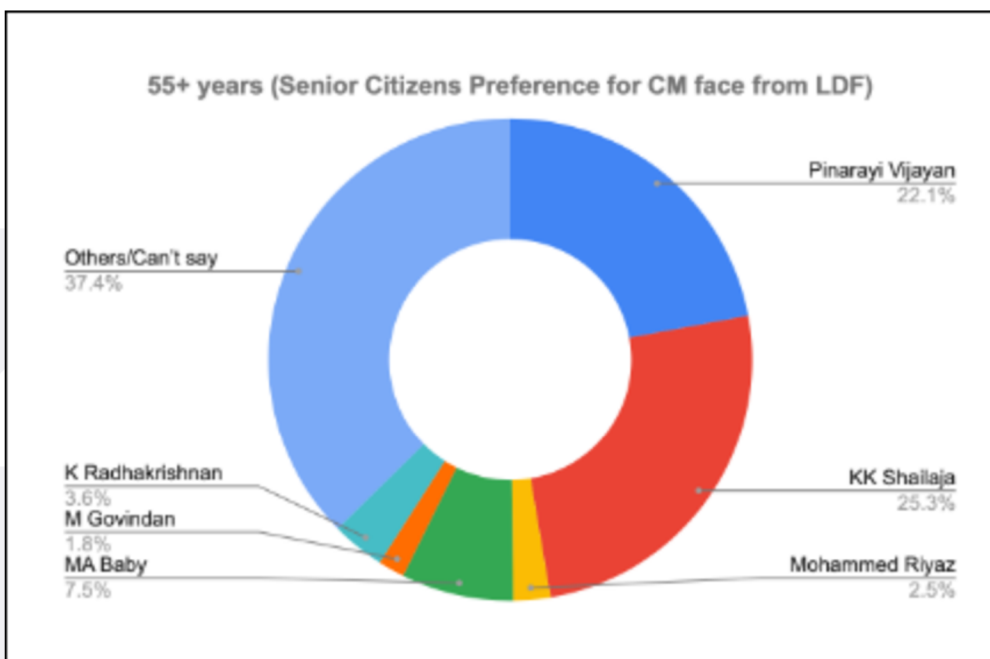
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17.5%	24.2%	5.3%	5.8%	2.0%	3.6%	41.5%

### Age Wise Results - 18-24 Age (Youth Preference for CM Face for LDF)



### Age Wise Results - 55+ Age (Senior Citizen Preference for CM Face for LDF)



## Key Findings:

### 1. Strong Anti-Incumbency Wave

- 47.9% show high anti-incumbency sentiment against CM Pinarayi Vijayan
- Anti-incumbency increases with age (37% among 18-24 vs 45% among 55+)
- Women show slightly higher anti-incumbency (43%) than men (39%)

### 2. Strong Desire for Change

- 62% want to replace their current MLA
  - (28% same party, 34% different party)
- Only 23% want to keep the status quo
- This aligns strongly with the anti-incumbency sentiment

### 3. Party Trust Dynamics

- UDF leads with 38.9% trust for development
- LDF (ruling party) at 27.8% - an 11-point deficit
- NDA shows a significant presence at 23.1%

### 4. Leadership Crisis in Both Camps

- UDF: Shashi Tharoor leads (28.3%), but 27.1% are uncertain
- LDF: KK Shailaja tops (24.2%), current CM Pinarayi only 17.5%, with a massive 41.5% uncertainty

### 5. Electoral Implications

- Clear anti-establishment wave (62% want change)
- UDF positioned as a change alternative
- Both coalitions face leadership clarity issues
- NDA gaining ground as third option

*The Kerala 2026 edition of State Vibe captures a state at a political crossroads marked by a rising anti-incumbency wave, a clear desire for change, and a leadership vacuum in both major alliances. While the UDF holds a narrow trust edge, the LDF faces credibility fatigue, and the NDA continues to gain ground. With shifting sentiments across age and gender, the stage is set for a high-stakes electoral battle.*



# THANK YOU

**Prepared by: AT VoteVibe LLP**

**[www.votevibe.in](http://www.votevibe.in)**

**[connect@votevibe.in](mailto:connect@votevibe.in)**

**X: [@VoteVibeIndia](https://twitter.com/VoteVibeIndia)**

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