



Presents

State Vibe

Tamilnadu Elections 2026

**HIGH ANTI-INCUMBENCY,
THREE-WAY FIGHT,
ALLIANCE DYNAMICS CRUCIAL**

14 July, 2025

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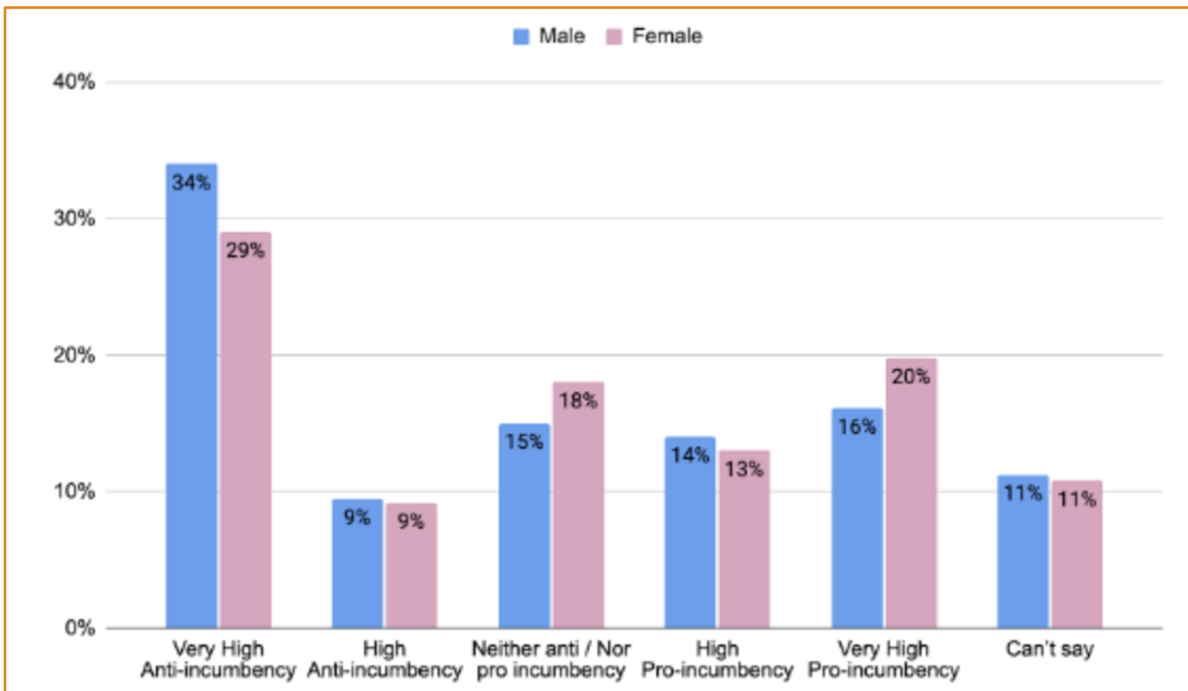
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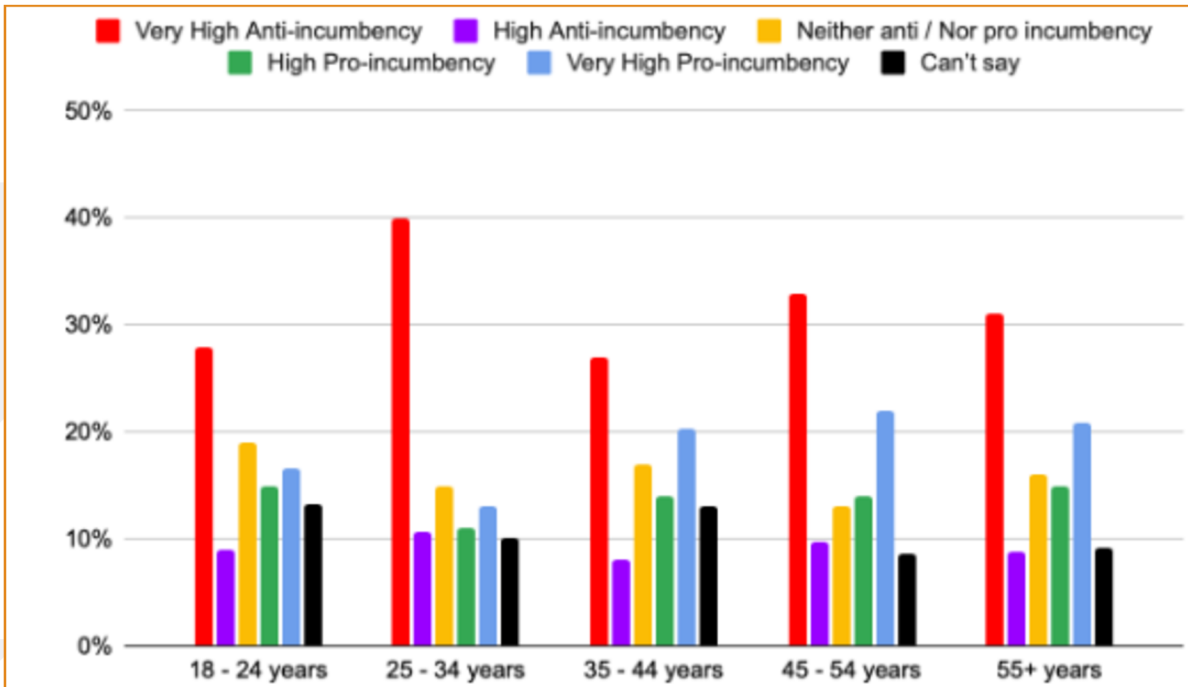
Q1: How do you see the level of anti/pro incumbency wrt CM M.K. Stalin-led DMK govt.?

Very High Anti-incumbency	High Anti-incumbency	Neither anti- / nor pro-incumbency	High Pro-incumbency	Very High Pro-incumbency	Can't say
32.0%	9.3%	16.3%	13.5%	17.9%	11.0%

Gender Wise Results



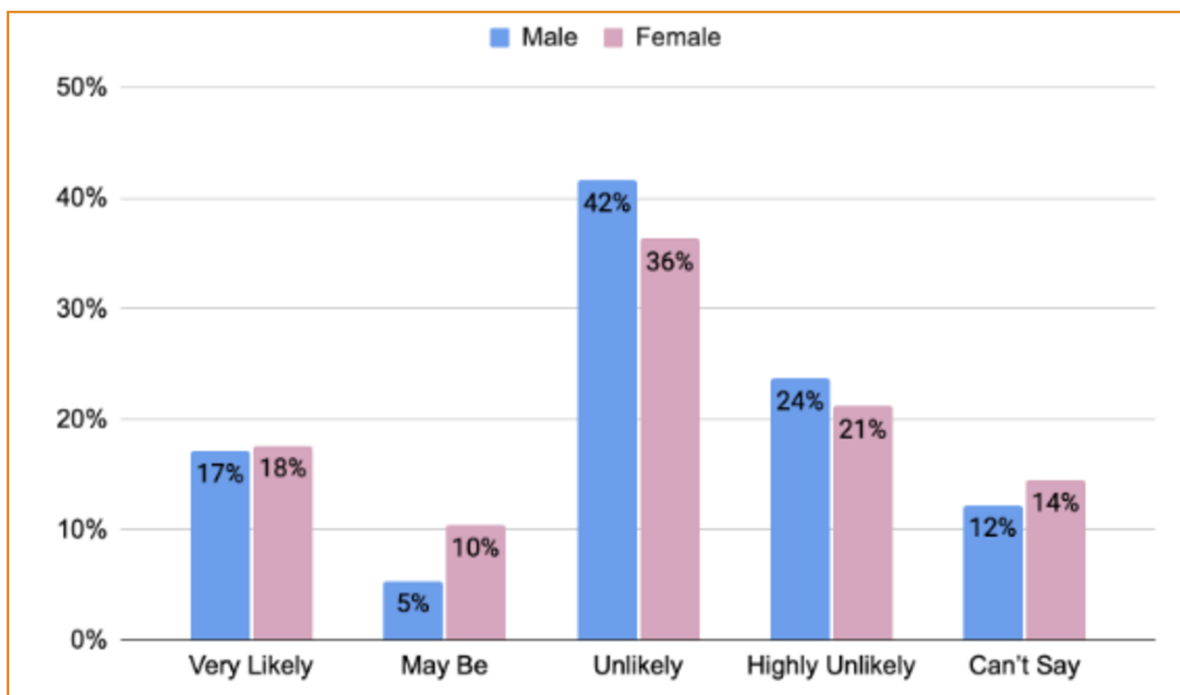
Age Wise Results



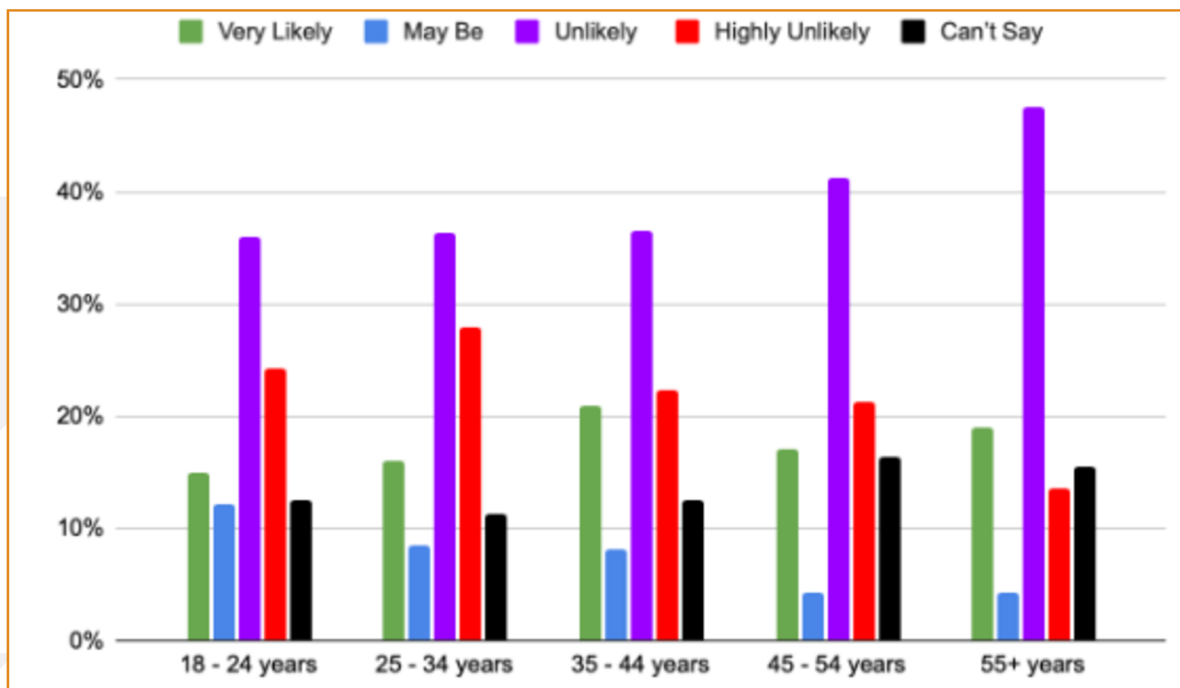
Q2: How likely are you to vote for the incumbent MLA if they run again?

Very Likely	May Be	Unlikely	Highly Unlikely	Can't Say
17.4%	7.9%	38.9%	22.5%	13.3%

Gender Wise Results



Age Wise Results

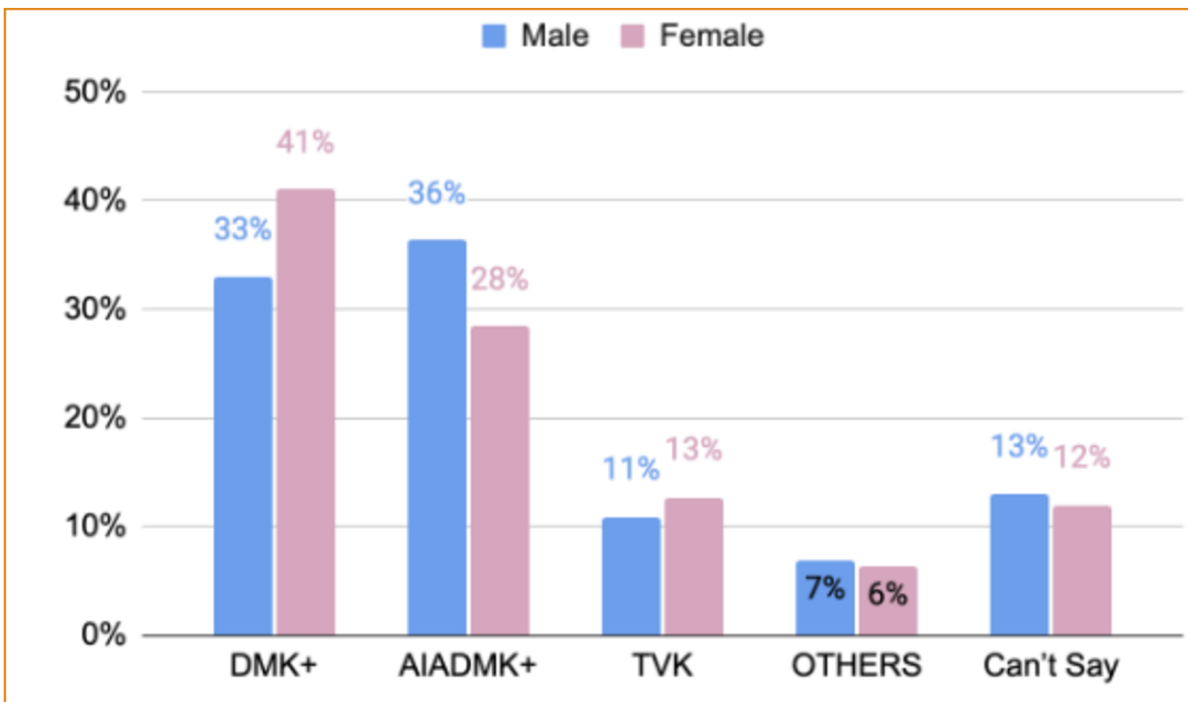




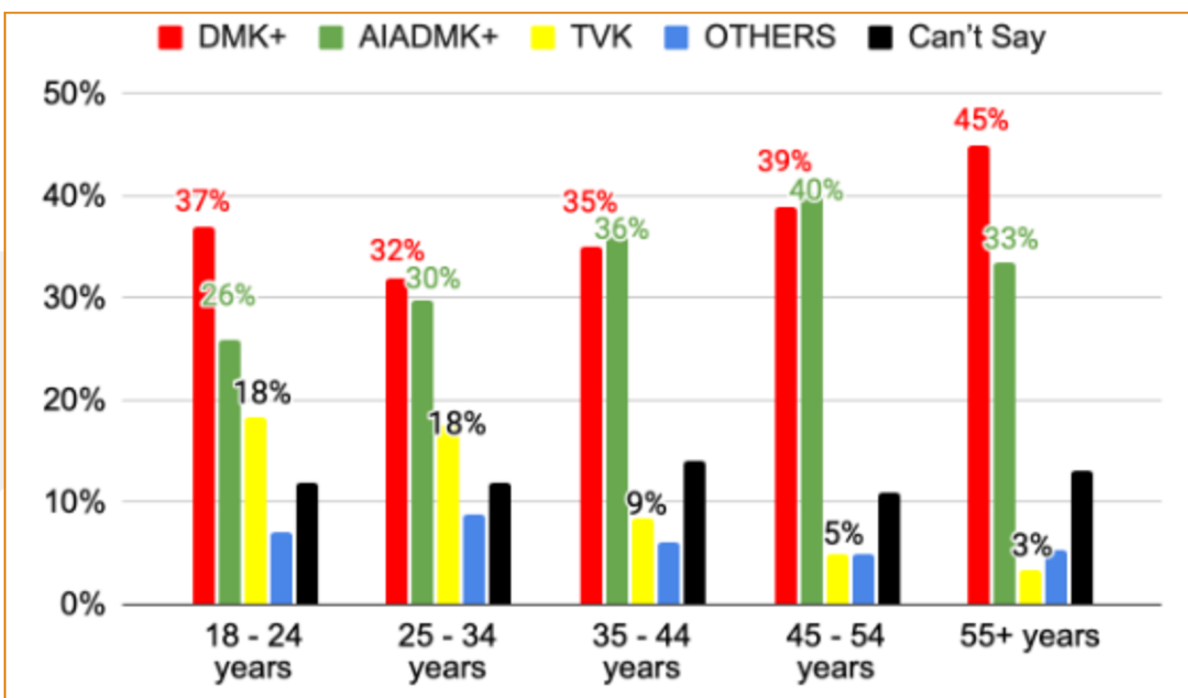
Q3: Which party/alliance do you trust for the development of Tamil Nadu & well-being of the populace?

DMK+	AIADMK+	TVK	OTHERS	Can't Say
36.9%	32.5%	11.6%	6.7%	12.3%

Gender Wise Results



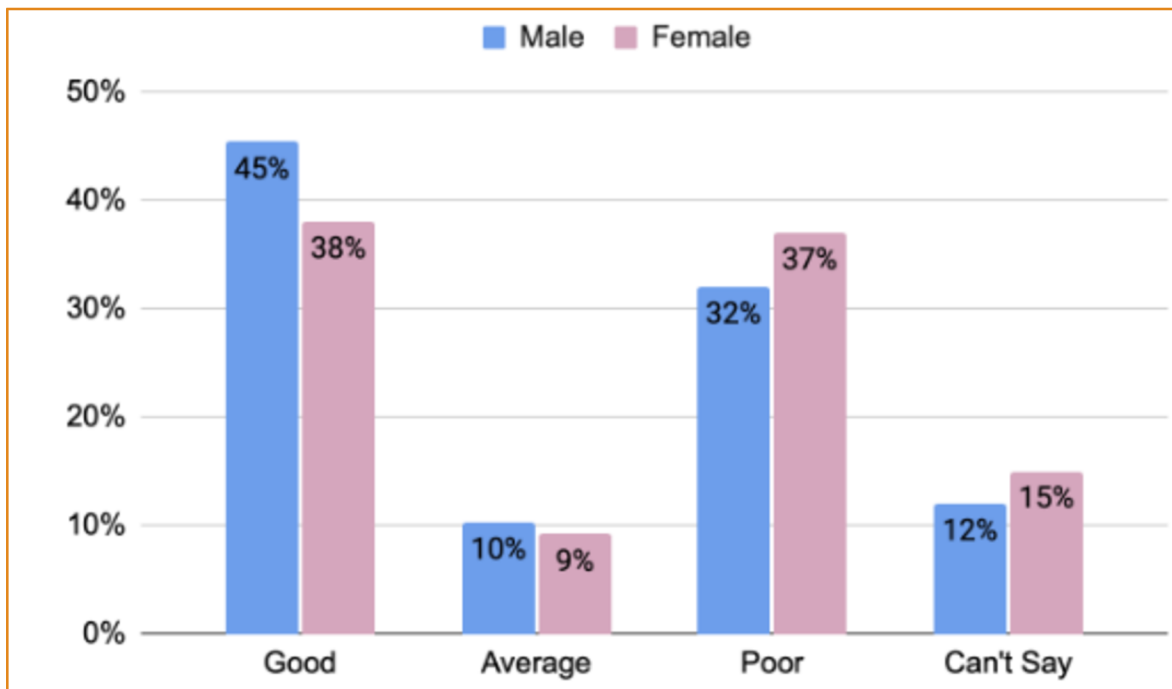
Age Wise Results



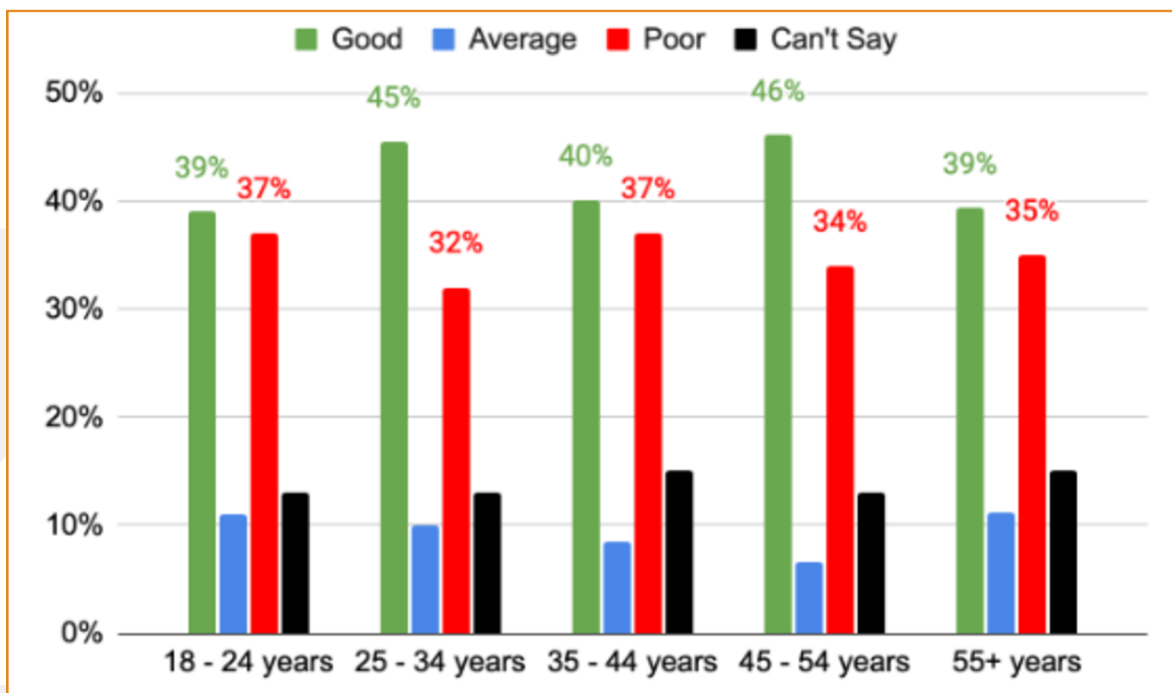
Q4: How do you rate the AIADMK-BJP alliance's potential in the state elections?

Good	Average	Poor	Can't Say
41.9%	9.6%	34.8%	13.7%

Gender Wise Results

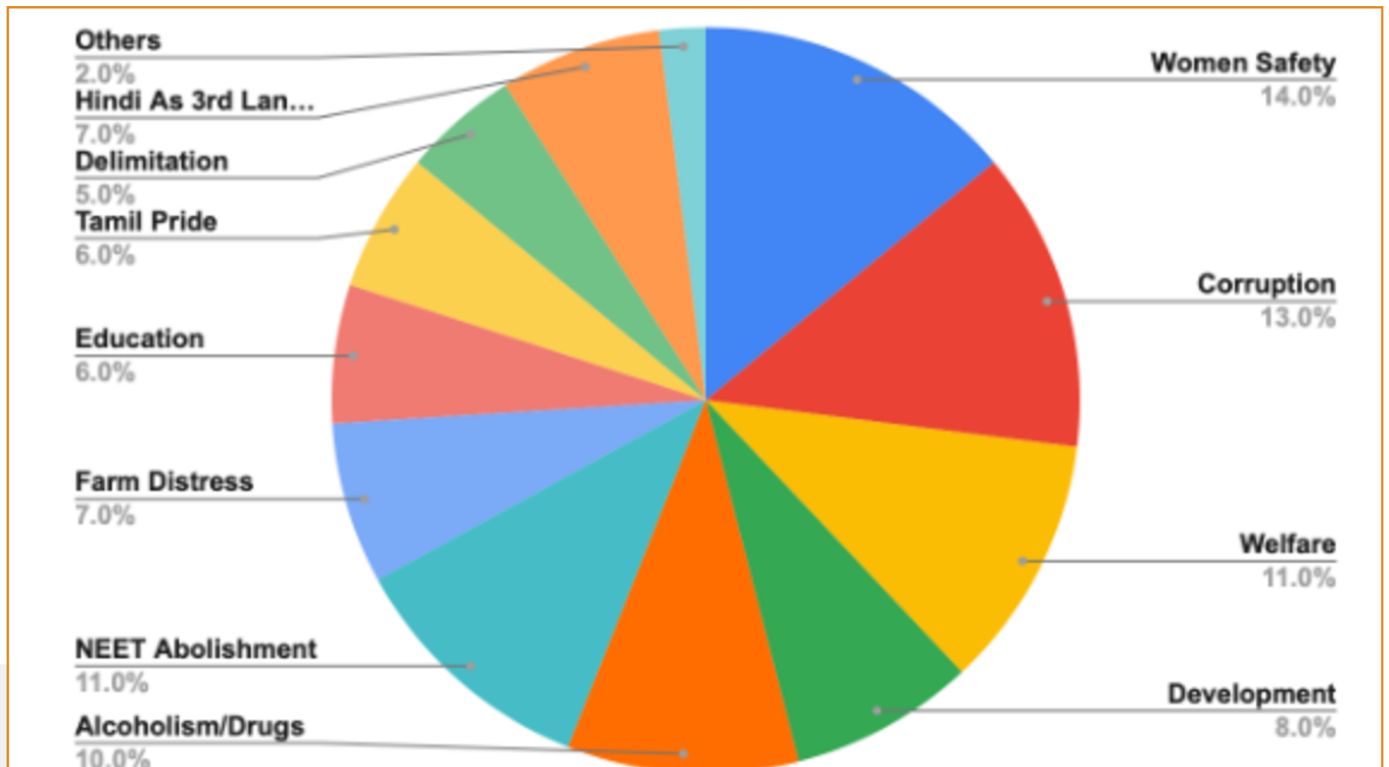


Gender Wise Results



Q5. What are the key issues in these elections?

Women Safety	14%	Farm Distress	7%
Corruption	13%	Education	6%
Welfare	11%	Tamil Pride	6%
Development	8%	Delimitation	5%
Alcoholism/Drugs	10%	Hindi As 3rd Language	7%
NEET Abolishment	11%	Others	2%





Major Findings:

1. High Anti-Incumbency

41% of respondents show high to very high anti-incumbency against the DMK government, with 31% expressing high to very high pro-incumbency.

2. Desire for Change

61% are considering replacing their current MLA. This indicates a high level of local anti-incumbency, as well as a potential for a high number of ticket denials to incumbent MLAs across parties.

3. Party Trust

DMK+ leads with 37% trust, followed by AIADMK+ at 32%, while TVK emerges as a significant third force with 12%.

4. Alliance Dynamics

The AIADMK-BJP alliance potential is rated as "Good" by 42% and "Poor" by 35%, showing a polarized view.

5. Emotional Issues

Hindi as a third language, Delimitation, Tamil pride, NEET abolishment, etc., find resonance with around 30% of respondents.

Demographic Insights

- Age Factor: The 25-34 age group shows the highest anti-incumbency (51%)
- Gender Divide: Women show stronger DMK support (41% vs 33% male), while men express higher anti-incumbency (34% vs 29% female)

The analysis suggests a competitive electoral landscape with significant anti-incumbency, though DMK maintains a lead. The emergence of TVK and the effectiveness of the AIADMK-BJP alliance will be crucial factors in the upcoming elections.



THANK YOU

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Methodology Details:

Sample size: n=1000+

Random Digit Dialing (RDD) All Tamilnadu
Results have been weighted for gender and
population proportion.