



Presents

State Vibe

Assam Elections 2026: Round 1

*High Approval Ratings Put NDA Ahead,
Undecided Voters Hold Key*

13 January, 2026

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

Overall

Excellent	Good	Average	Poor	Very poor	Can't say
38.1%	19.9%	12.6%	11.1%	12.3%	6.0%

Gender Wise

	Excellent	Good	Average	Poor	Very poor	Can't say
Male	38%	18%	11%	12%	15%	6%
Female	38%	22%	14%	10%	10%	6%

Age Wise

	Excellent	Good	Average	Poor	Very poor	Can't say
18 - 24 years	24%	19%	10%	15%	25%	7%
25 - 34 years	41%	15%	15%	13%	9%	6%
35 - 44 years	42%	18%	12%	11%	12%	4%
45 - 54 years	36%	18%	18%	9%	10%	8%
55+ years	48%	32%	7%	5%	3%	5%

Social Group Wise

	Excellent	Good	Average	Poor	Very poor	Can't say
SC	54%	16%	17%	2%	2%	9%
ST	54%	18%	10%	5%	7%	6%
OBC	44%	25%	12%	5%	6%	8%
GENERAL	41%	31%	13%	5%	7%	4%
Muslim	21%	11%	14%	23%	25%	5%

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

Overall

Himanta Sarma (BJP)	Gaurav Gogoi (INC)	Badruddin Ajmal (AIUDF)	Akhil Gogoi (Rajor Dal)	Hagrama Mohilary (BOPF)	Others	Can't say
48.2%	42.0%	1.2%	1.2%	1.5%	3.2%	2.7%

Gender Wise

	Himanta Sarma (BJP)	Gaurav Gogoi (INC)	Badruddin Ajmal (AIUDF)	Akhil Gogoi (Rajor Dal)	Hagrama Mohilary (BOPF)	Others	Can't say
Male	42%	48%	1%	0%	1%	4%	3%
Female	55%	35%	1%	2%	2%	3%	3%

Age Wise

	Himanta Sarma (BJP)	Gaurav Gogoi (INC)	Badruddin Ajmal (AIUDF)	Akhil Gogoi (Rajor Dal)	Hagrama Mohilary (BOPF)	Others	Can't say
18 - 24 years	35%	55%	2%	2%	1%	4%	2%
25 - 34 years	45%	44%	2%	1%	1%	3%	3%
35 - 44 years	54%	39%	0%	1%	1%	3%	2%
45 - 54 years	49%	45%	1%	2%	2%	0%	2%
55+ years	62%	23%	1%	0%	3%	6%	4%

Social Group Wise

	Himanta Sarma (BJP)	Gaurav Gogoi (INC)	Badruddin Ajmal (AIUDF)	Akhil Gogoi (Rajor Dal)	Hagrama Mohilary (BOPF)	Others	Can't say
SC	63%	30%	1%	1%	2%	2%	1%
ST	59%	33%	0%	1%	4%	2%	2%
OBC	71%	18%	0%	2%	0%	6%	3%
GENERAL	74%	19%	0%	1%	2%	3%	3%
Muslim	10%	79%	3%	2%	0%	4%	3%

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

Overall

Unemployment	Floods & Rehabilitation	Environmental Degradation	Alcoholism & Drugs	Corruption	Development	Fair Investigation of Zubeen's death	Communal Tension	Illegal Immigration	Other issues/Can't say
24.7%	12.8%	5.7%	9.9%	11.7%	6.5%	11.2%	5.8%	9.7%	2.2%

Gender Wise

	Unemployment	Floods & Rehabilitation	Environmental Degradation	Alcoholism & Drugs	Corruption	Development	Fair Investigation of Zubeen's death	Communal Tension	Illegal Immigration	Other issues/Can't say
Male	26%	12%	3%	10%	14%	6%	9%	8%	9%	3%
Female	23%	13%	9%	10%	9%	7%	13%	4%	10%	2%

Age Wise

	Unemployment	Floods & Rehabilitation	Environmental Degradation	Alcoholism & Drugs	Corruption	Development	Fair Investigation of Zubeen's death	Communal Tension	Illegal Immigration	Other issues/Can't say
18 - 24 years	15%	13%	12%	7%	15%	7%	13%	6%	9%	2%
25 - 34 years	22%	14%	3%	9%	9%	7%	15%	8%	9%	3%
35 - 44 years	23%	10%	5%	13%	11%	6%	14%	5%	10%	3%
45 - 54 years	27%	15%	3%	10%	14%	5%	7%	7%	9%	2%
55+ years	40%	12%	6%	10%	10%	7%	3%	1%	11%	0%

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

Social Group Wise

SOCIAL GROUP WISE	Unemployment	Floods & Rehabilitation	Environmental Degradation	Alcoholism & Drugs	Corruption	Development	Fair Investigation of Zubeen's death	Communal Tension	Illegal Immigration	Other issues/C an't say
SC	22%	13%	3%	16%	7%	8%	9%	2%	14%	4%
ST	19%	8%	4%	12%	10%	11%	18%	2%	14%	1%
OBC	18%	17%	9%	14%	10%	6%	10%	3%	11%	3%
GENERAL	23%	10%	7%	10%	12%	6%	9%	3%	19%	2%
Muslim	30%	15%	5%	5%	15%	6%	11%	11%	1%	2%

Q4: Which party/ alliance would you vote for when elections are held in April-May next year?

Overall

INDIA Bloc	NDA	AIUDF	Others	Not yet decided	Can't say
30.9%	33.4%	4.0%	8.3%	19.1%	4.3%

Gender Wise

	INDIA Bloc	NDA	AIUDF	Others	Not yet decided	Can't say
Male	33%	35%	4%	9%	16%	3%
Female	29%	32%	3%	7%	22%	6%

Age Wise

	INDIA Bloc	NDA	AIUDF	Others	Not yet decided	Can't say
18 - 24 years	28%	22%	10%	11%	19%	10%
25 - 34 years	29%	30%	3%	11%	21%	5%
35 - 44 years	31%	32%	2%	7%	23%	5%
45 - 54 years	37%	33%	4%	6%	16%	3%
55+ years	32%	54%	0%	5%	13%	5%

Social Group Wise

	INDIA Bloc	NDA	AIUDF	Others	Not yet decided	Can't say
SC	23%	47%	3%	6%	15%	6%
ST	26%	45%	8%	6%	14%	1%
OBC	25%	43%	1%	8%	17%	5%
GENERAL	24%	47%	0%	6%	19%	4%
Muslim	40%	13%	8%	11%	22%	6%
Christian	45%	30%	2%	2%	11%	10%

Q5: How likely are you to vote for the incumbent MLA if they run again?

Overall

Very likely to vote for the incumbent MLA	Unlikely to vote the incumbent MLA; but will prefer a different candidate of the same party	Maybe will vote for the incumbent MLA	Highly unlikely; will vote for candidate of some different party	Can't say
38.3%	22.4%	4.1%	22.3%	12.9%

Gender Wise

	Very likely	Unlikely	Maybe	Highly unlikely	Can't say
Male	35%	26%	4%	25%	11%
Female	43%	19%	4%	20%	15%

Age Wise

	Very likely	Unlikely	Maybe	Highly unlikely	Can't say
18 - 24 years	35%	15%	6%	30%	14%
25 - 34 years	41%	23%	3%	20%	14%
35 - 44 years	42%	24%	5%	22%	8%
45 - 54 years	34%	25%	6%	22%	14%
55+ years	38%	27%	2%	18%	14%

Social Group Wise

	Very likely	Unlikely	Maybe	Highly unlikely	Can't say
SC	38%	28%	10%	11%	12%
ST	46%	15%	8%	20%	11%
OBC	44%	26%	5%	14%	12%
GENERAL	47%	22%	3%	15%	13%
Muslim	23%	23%	3%	37%	14%

Q6: What will be your main voting consideration?

Overall

Work done by HBS govt.	Candidate	CM Face	PM Face	Party	Development & Issues	Caste/Religion	Beneficiary status	Others	Can't say
40.5%	8.6%	7.1%	4.7%	5.5%	11.2%	5.7%	5.7%	2.3%	8.7%

Gender Wise

	Work done by HBS govt.	Candidate	CM Face	PM Face	Party	Development & Issues	Caste/Religion	Beneficiary status	Others	Can't say
Male	42%	11%	9%	5%	6%	9%	4%	3%	2%	9%
Female	39%	5%	5%	5%	5%	14%	7%	8%	3%	9%

Age Wise

	Work done by HBS govt.	Candidate	CM Face	PM Face	Party	Development & Issues	Caste/Religion	Beneficiary status	Others	Can't say
18 - 24 years	21%	8%	8%	8%	9%	13%	8%	9%	2%	13%
25 - 34 years	39%	10%	7%	3%	5%	11%	7%	7%	5%	5%
35 - 44 years	44%	9%	6%	4%	5%	12%	5%	4%	1%	10%
45 - 54 years	48%	8%	8%	3%	7%	6%	6%	4%	2%	8%
55+ years	57%	6%	5%	5%	1%	12%	2%	3%	1%	6%

Social Group Wise

SOCIAL GROUP WISE	Work done by HBS govt.	Candidate	CM Face	PM Face	Party	Development & Issues	Caste/Religion	Beneficiary status	Others	Can't say
SC	52%	5%	6%	5%	4%	6%	2%	8%	1%	10%
ST	55%	8%	5%	4%	5%	4%	4%	8%	4%	5%
OBC	44%	10%	8%	8%	3%	7%	4%	5%	3%	8%
GENERAL	54%	6%	7%	6%	3%	9%	9%	3%	1%	4%
Muslim	21%	11%	9%	3%	9%	19%	7%	7%	3%	12%

Q7: What is the biggest challenge the Congress is facing in Assam?

Overall

Infighting/Factionalism	Return of BOPF to NDA	Lacks resonating message	Weak organization	Delimitation has reduced minority community influenced seats	Others	Can't say
25.5%	10.4%	11.3%	13.1%	7.6%	9.4%	22.7%

Gender Wise

	Infighting/Factionalism	Return of BOPF to NDA	Lacks resonating message	Weak organization	Delimitation	Others	Can't say
Male	25%	12%	11%	13%	5%	11%	22%
Female	26%	8%	11%	13%	11%	7%	24%

Age Wise

	Infighting/Factionalism	Return of BOPF to NDA	Lacks resonating message	Weak organization	Delimitation	Others	Can't say
18 - 24 years	17%	17%	4%	14%	9%	14%	26%
25 - 34 years	22%	10%	11%	14%	5%	9%	29%
35 - 44 years	29%	7%	13%	12%	7%	10%	22%
45 - 54 years	26%	13%	11%	17%	6%	9%	18%
55+ years	36%	7%	20%	7%	13%	4%	13%

Social Group Wise

SOCIAL GROUP WISE	Infighting/Factionalism	Return of BOPF to NDA	Lacks resonating message	Weak organization	Delimitation	Others	Can't say
SC	23%	9%	11%	13%	9%	8%	26%
ST	24%	9%	16%	9%	8%	6%	27%
OBC	29%	9%	16%	15%	4%	10%	17%
GENERAL	26%	7%	10%	18%	11%	9%	18%
Muslim	24%	13%	9%	10%	8%	11%	25%

Q8: Should SIR exercise have been carried out in Assam?

Overall

Yes	Neutral	No	Can't say
44.8%	22.2%	11.3%	21.8%

Gender Wise

	Yes	Neutral	No	Can't say
Male	45%	23%	13%	18%
Female	44%	21%	9%	26%

Age Wise

	Yes	Neutral	No	Can't say
18 - 24 years	39%	17%	12%	32%
25 - 34 years	39%	21%	15%	25%
35 - 44 years	46%	26%	7%	22%
45 - 54 years	51%	21%	16%	11%
55+ years	54%	26%	7%	13%

Social Group Wise

	Yes	Neutral	No	Can't say
SC	63%	11%	4%	21%
ST	47%	21%	4%	28%
OBC	52%	19%	4%	24%
GENERAL	61%	15%	10%	14%
Muslim	24%	31%	21%	24%

Key Findings

1. Government Performance Assessment

Overall Rating: 58% Positive (Excellent + Good)

The current state government receives good reviews:

- 38.1% rate performance as "Excellent"; 19.9% rate it as "Good"
- 23.4% express dissatisfaction (Poor/Very Poor combined); 12.6% Average
- Young voters (18-24) show the highest dissatisfaction: only 42% positive vs 40% negative; Senior voters (55+) are the most supportive: around 80% positive ratings
- SC/ST/OBC/General communities show 70%+ positive ratings
- Muslim voters show stark contrast: only 32% positive, 48% negative

2. Chief Minister Preference

Race Status: Tight Contest

- Himanta Sarma (BJP): 48.2%; Gaurav Gogoi (INC): 42.0%
- Male voters prefer Gogoi (48% vs 42% for Sarma)
- Female & Youth (18-24) voters strongly prefer Sarma (55% vs 35% for Gogoi)
- Seniors (55+) favor Sarma by 39 points (62% vs 23%)
- General/OBC voters overwhelmingly back Sarma (71-74%)
- Muslim voters overwhelmingly back Gogoi (79% vs 10%)

3. Most Important Issues

Top 5 Priorities:

1. Unemployment (24.7%) - Dominant concern, especially among seniors (40%) and Muslims (30%)
2. Floods & Rehabilitation (12.8%) - Perennial Assam issue
3. Corruption (11.7%) - Higher concern among youth (15%) and males (14%)
4. Fair Investigation of Zubeen's death (11.2%) - Significant emotional/political issue
5. Development (6.5%) and Illegal Immigration (9.7%) - Traditional BJP talking points

Notable Patterns:

- Young voters prioritize corruption (15%) and the Zubeen investigation (13%)
- Muslims are highly concerned about communal tension (11% vs 5.8% overall)
- SC voters prioritize alcoholism/drugs (16%) and illegal immigration (14%)

Key Findings

4. Voting Intentions

Current Standing:

- NDA: 33.4%; INDIA Bloc: 30.9%; AIUDF: 4.0%; Others: 8.3%; Undecided: 19.1%; Can't say: 4.3%
- Youth (18-24): NDA weakest at 22%, INDIA Bloc at 28%
- Seniors (55+): NDA strongest at 54%, INDIA Bloc at 32%
- SC/ST/OBC/General voters: NDA leads 43-47%
- Minority voters: INDIA Bloc leads 40-45%

Gender Factor:

- Males slightly favor the INDIA Bloc (33% vs 35% NDA)
- Females slightly favor NDA (32% vs 29% INDIA Bloc)

5. Incumbent MLA Support

Anti-incumbency Alert:

- Only 38.3% very likely to vote for incumbent MLA
- 22.3% implausible, will switch parties
- 22.4% want a different candidate from the same party; this indicates higher ticket denials

6. Main Voting Consideration

Government Track Record Dominates:

- 40.5% cite overall work done by HBS government (highest factor); 11.2% focus on development & issues; 8.6% on candidate quality
- Youth (18-24) least influenced by government work (20.6%); Seniors (55+) most influenced (56.8%)
- Muslim voters split: only 20.5% cite government work, 19% cite development, 9.1% cite party

7. Congress Challenges

Top Obstacles Identified:

1. Infighting/Factionalism (25.5%) - Most cited weakness
2. Weak organization (13.1%)
3. Lacks resonating message (11.3%)
4. Return of BOPF to NDA (10.4%) - Alliance dynamics hurt
5. Delimitation impact (7.6%) - Technical electoral disadvantage

Key Findings

8. SIR Exercise Support

Majority Support with Communal Divide:

- Yes: 44.8%; Neutral: 22.2%; No: 11.3%; Can't say: 21.8%
- SC (63%), OBC (52%), General (61%) strongly support
- Muslim voters: only 24% support, 21% oppose, 31% neutral

Conclusion

While NDA holds advantages in government performance ratings and CM popularity, the narrow 2.5-point lead in voting intention, combined with nearly 20% undecided voters and significant youth alienation, means the elections could go down to the wire.



#StateVibe

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THANK YOU

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Methodology: CATI

Sample size: 1000+ respondents (From All Assam)

Gender split: Male 52% · Female 48%

Geography: Rural 80% · Urban 20%

Social groups: SC 7% · ST 12% · OBC 19% · General 22% ·

Muslim 35% · Christian 4% Others 1%

Age profile: Youth (18-24) – 22% · Senior citizens (55+) – 18%

Margin of error: ±3%