



Presents

State Vibe

Kerala Elections 2026: Round 1

*Strong anti-incumbency, UDF leading,
youth driving change, and economy
dominating voter priorities.*

20 January, 2026

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Key Insights

Anti-Incumbency

51.9% rated government performance as poor or very poor, indicating strong anti-incumbency sentiment.

UDF Lead

UDF leads with 32.7% vote share, ahead of LDF's 29.3%, suggesting a possible regime change.

Youth Movement

18-24 age group shows strongest UDF preference (42%), indicating youth are driving change.

Economic Concerns

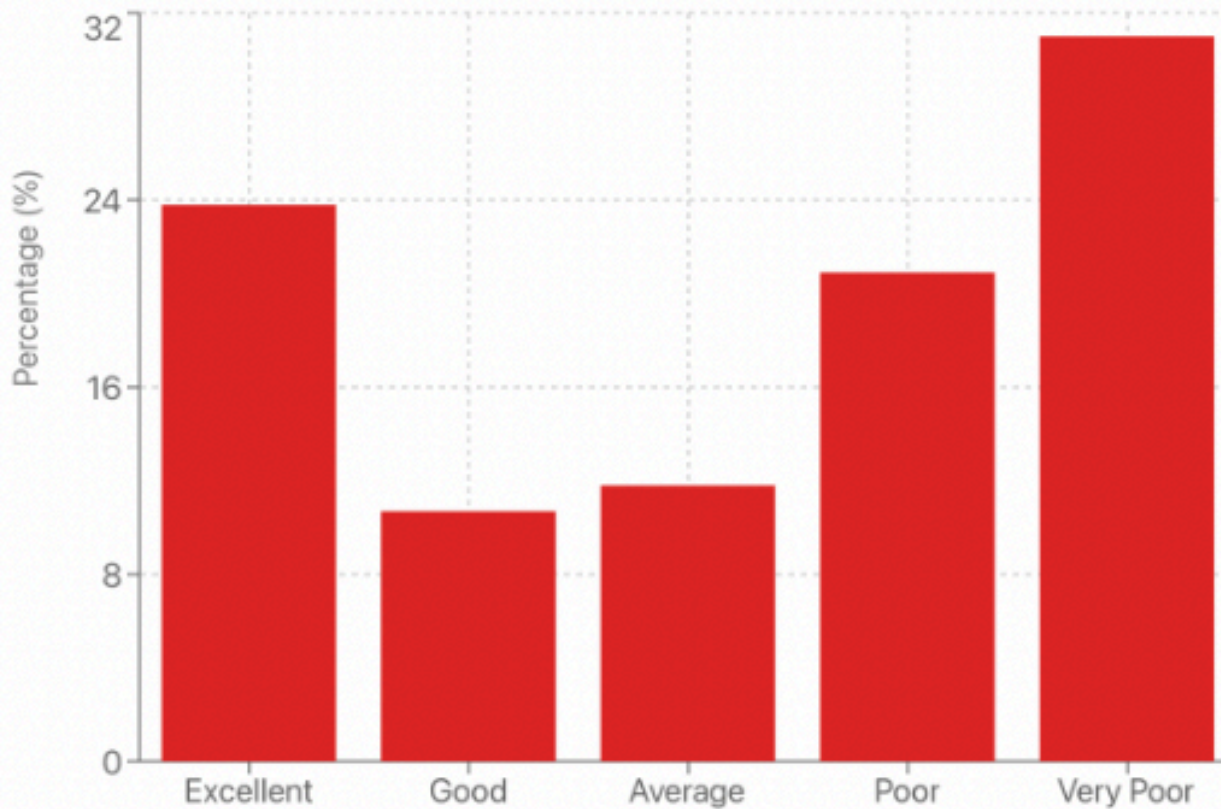
Top issues are economic: Price rise (22.7%), Corruption (18.4%), and Unemployment (18.2%).

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

	Excellent	Good	Average	Poor	Very poor	Can't say
Overall	23.8%	10.7%	11.8%	20.9%	31.0%	1.8%

Government Performance Rating

51.9% rated performance as Poor or Very Poor
Only 34.5% rated it positively (Excellent/Good/Average)



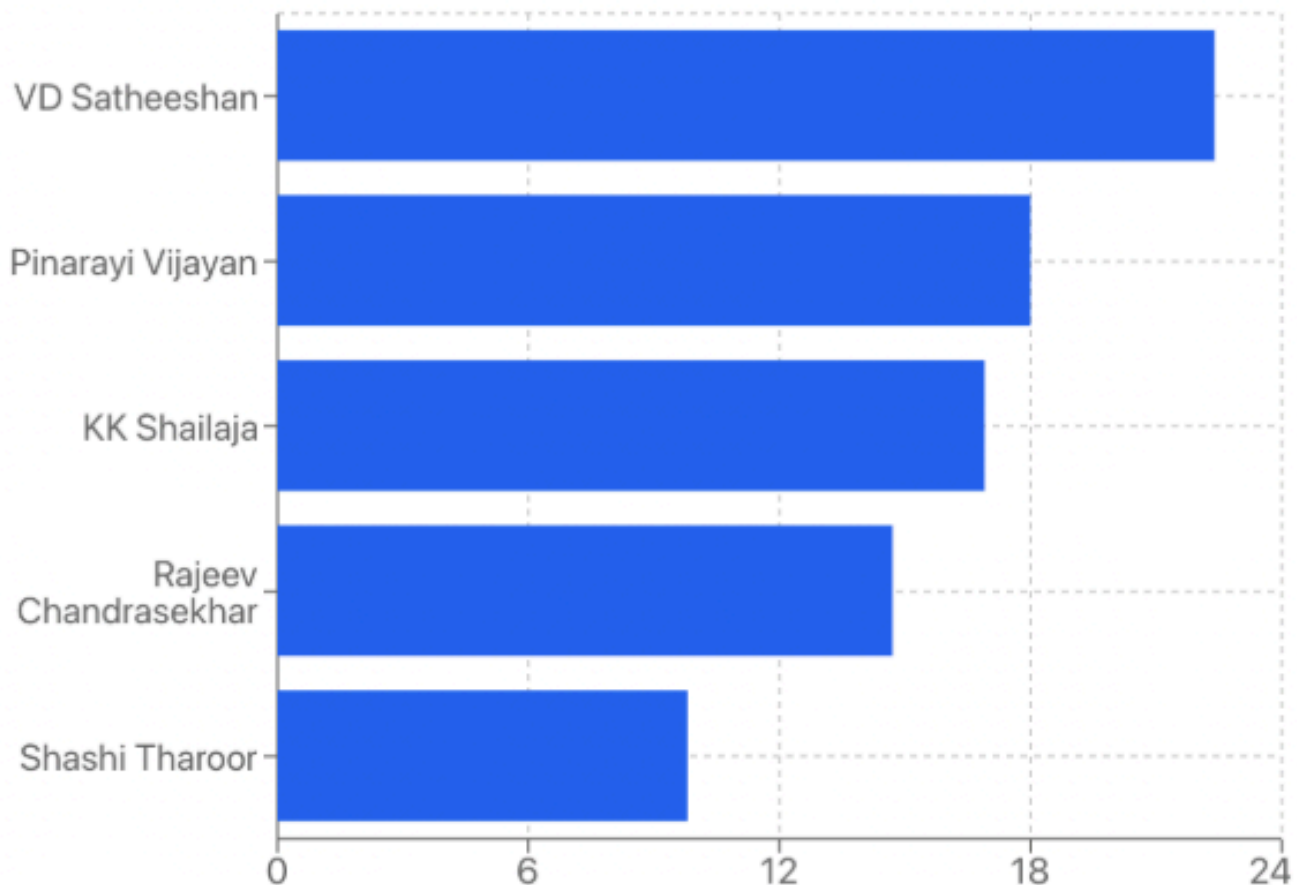
Q2: Who do you wish to see as the next CM of Kerala?

	Pinayari Vijayan (CPM)	KK Shailja (CPM)	MA Baby (CPM)	Shashi Tharoor (INC)	KC Venugopal (INC)	Rajeev Chandrasekhar (BJP)	VD Satheeshan (INC)	K Surendran (BJP)	Others	Can't say
Overall	18.0%	16.9%	1.4%	9.8%	6.4%	14.7%	22.4%	2.6%	3.9%	3.9%

Next CM Preference

VD Satheeshan (INC) leads with 22.4%

UDF candidates collectively have strong support

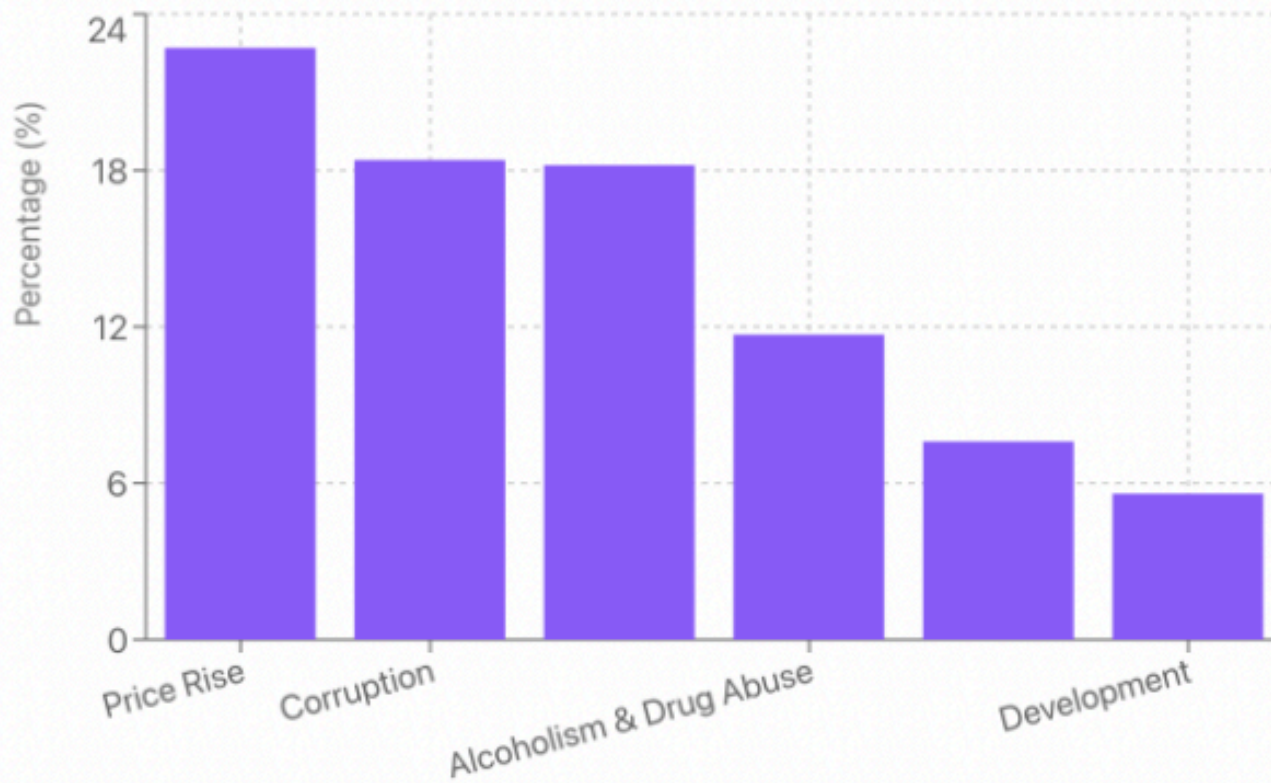


Q3: What is the most important issue according to you?

	Unemployment	Law & order	Price Rise	Alcoholism & drug abuse	Corruption	Development	SIR/ Vote Chori	Pace of infrastructure	Others	Can't say
Overall	18.2%	7.6%	22.7%	11.7%	18.4%	5.6%	3.8%	1.8%	6.1%	4.0%

Most Important Issues

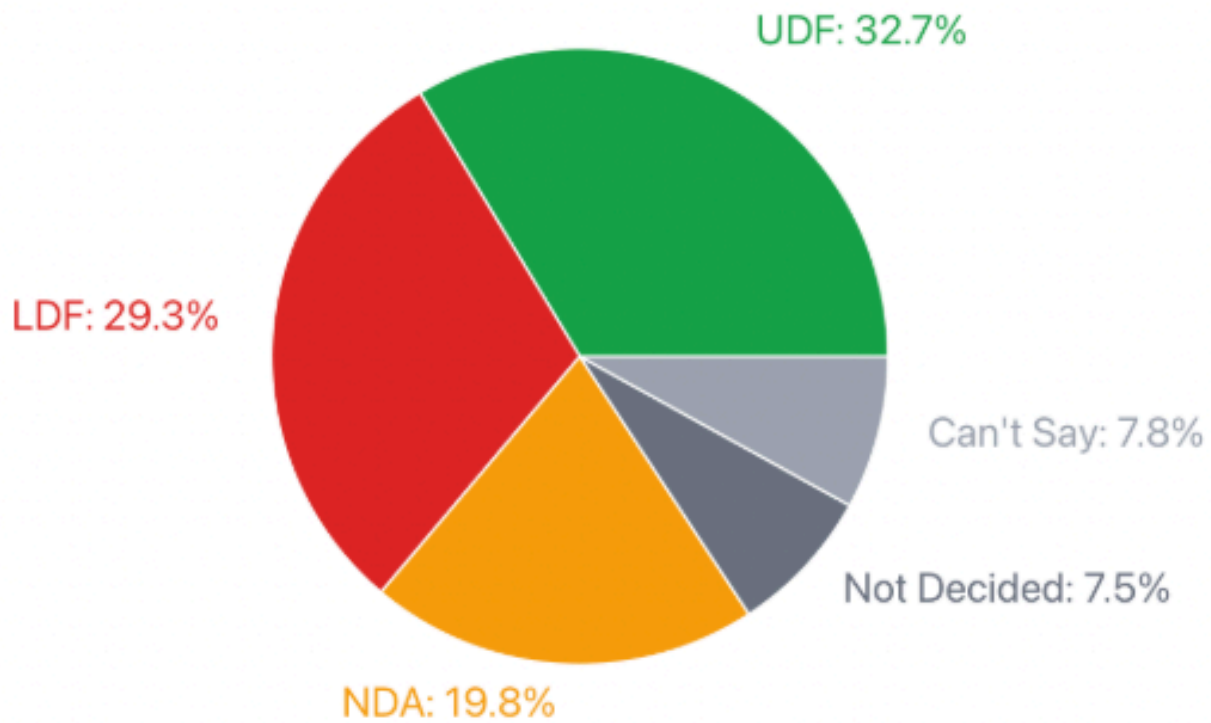
Top 3: Price Rise (22.7%), Corruption (18.4%), Unemployment (18.2%)





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

	UDF	LDF	NDA	Others	Not yet decided	Can't say
Overall	32.7%	29.3%	19.8%	3.0%	7.5%	7.8%



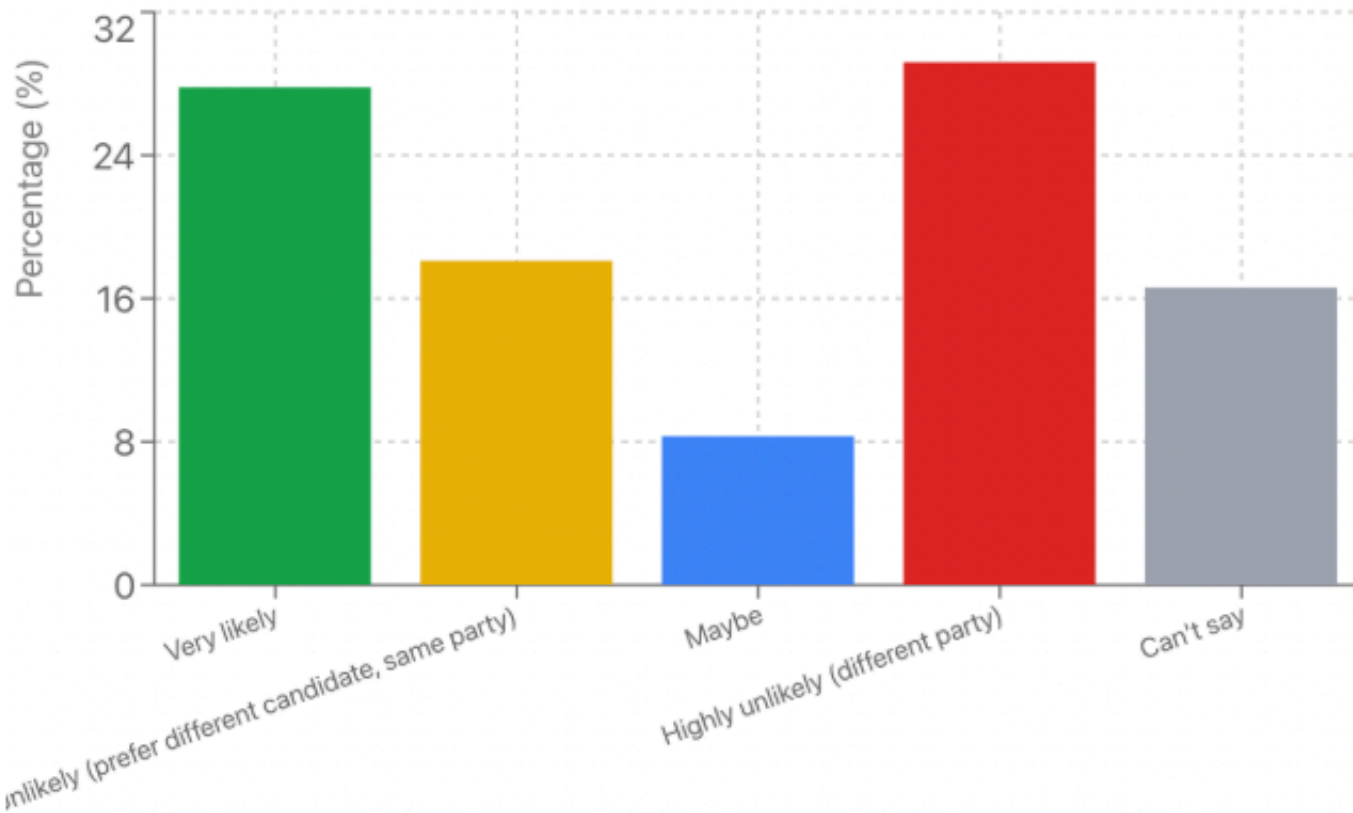
Q5: How likely are you to vote for the incumbent MLA if they run again?

	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
Overall	27.8%	18.1%	8.3%	29.2%	16.6%

Likelihood to Vote for Incumbent MLA

29.2% are highly unlikely to vote for incumbent MLA (will vote for different party)

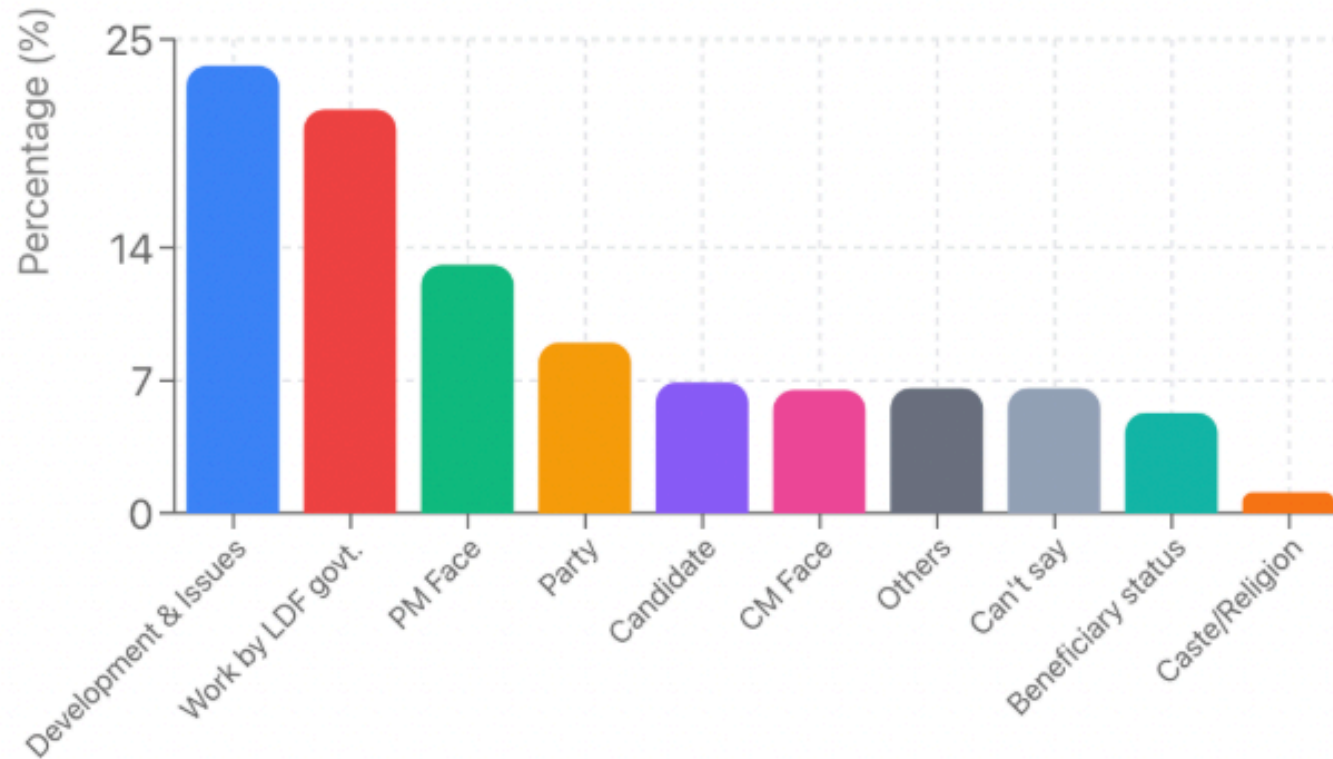
Only 27.8% are very likely to vote for the incumbent MLA



Q6: What will be your main voting consideration?

	Work done by LDF govt.	Candidate	CM Face	PM Face	Party	Development & Issues	Caste/Religion	Beneficiary status	Others	Can't say
Overall	21.3%	6.9%	6.5%	13.1%	9.0%	23.6%	1.1%	5.3%	6.6%	6.6%

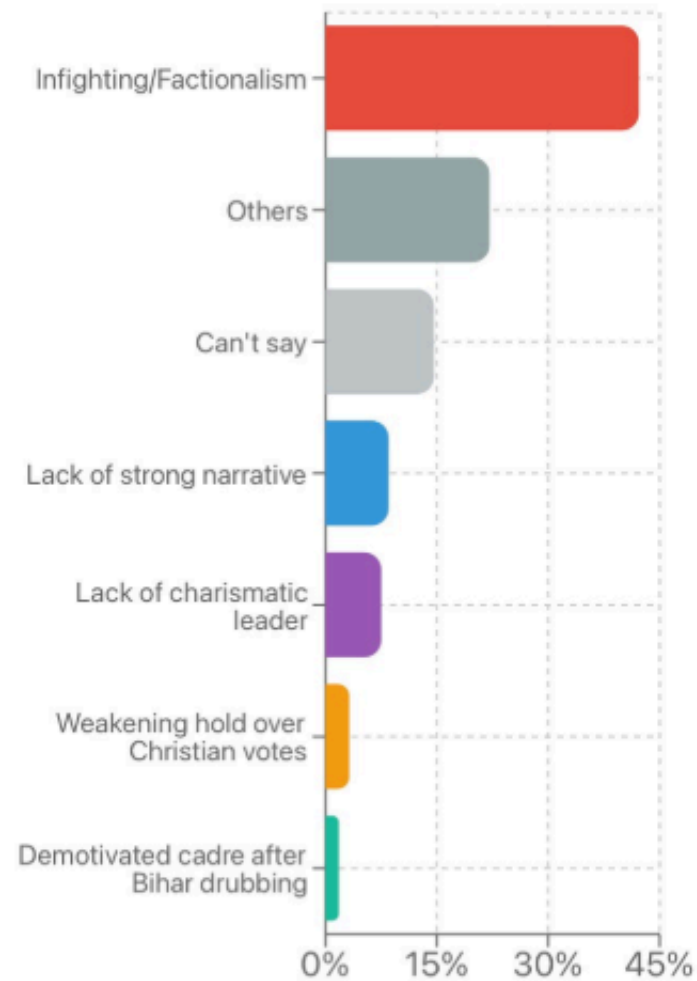
Voting Consideration



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

OVERALL	Infighting/ Factionalism	Lack of strong narrative	Demotivated cadre after Bihar drubbing	Weakening hold over Christian votes	Lack of charismatic leader	Others	Can't say
Overall	42.2%	8.5%	1.8%	3.2%	7.5%	22.1%	14.6%

Biggest Challenges Facing Congress in Kerala

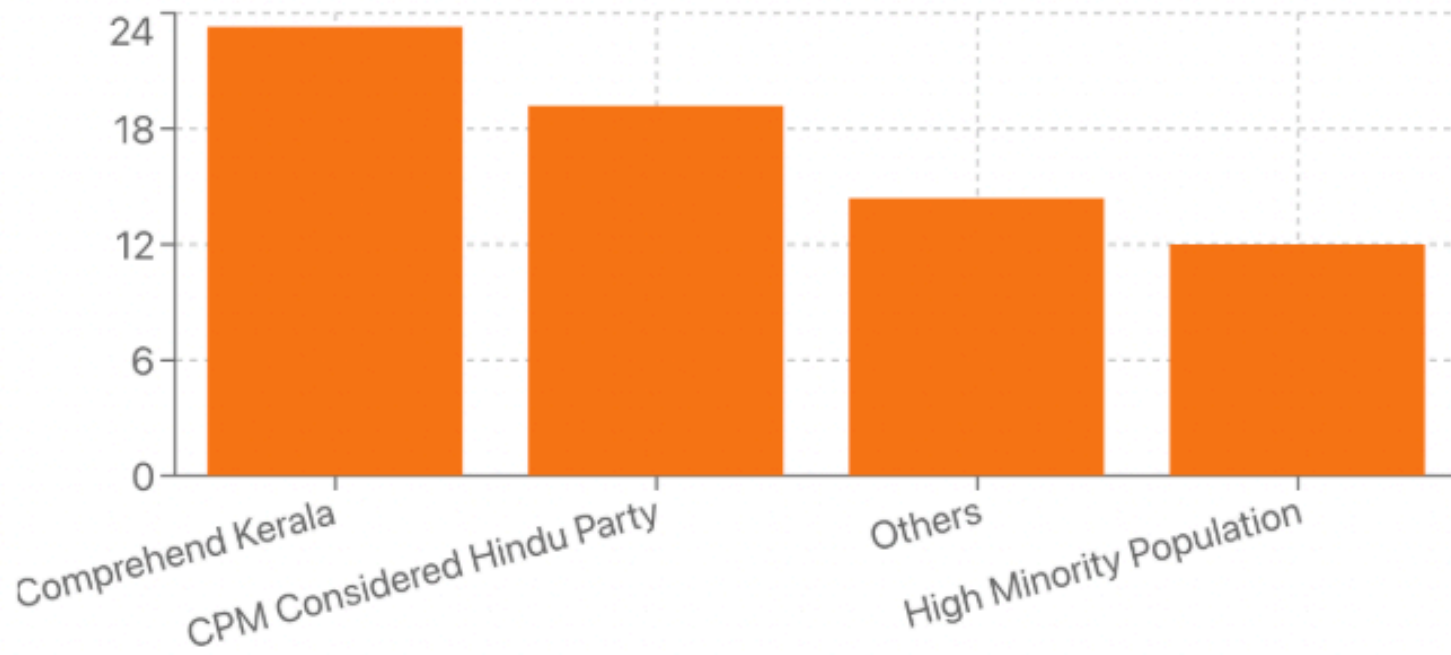


Q8: What is preventing BJP expansion in Kerala?

OVERALL	CPM considered Hindu party	Lack of strong narrative	High minority population	Failure to comprehend Kerala	Lack of charismatic leader	Others	Can't say
Overall	19.2%	5.4%	12.0%	23.3%	6.3%	14.4%	19.5%

BJP Expansion Barriers

Top barrier: Failure to comprehend Kerala (23.3%), followed by CPM being considered Hindu party (19.2%)





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Demographics



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

GENDER WISE	Excellent	Good	Average	Poor	Very poor	Can't say
Male	25%	6%	8%	23%	36%	1%
Female	23%	16%	16%	18%	25%	2%
AGE WISE	Excellent	Good	Average	Poor	Very poor	Can't say
18 - 24 years	12%	17%	12%	21%	37%	1%
25 - 34 years	26%	5%	12%	20%	36%	1%
35 - 44 years	25%	15%	11%	21%	24%	3%
45 - 54 years	33%	8%	10%	17%	30%	2%
55+ years	27%	7%	14%	25%	24%	4%
SOCIAL GROUP WISE	Excellent	Good	Average	Poor	Very poor	Can't say
SC	31%	11%	8%	20%	29%	1%
OBC	24%	12%	13%	20%	29%	2%
GENERAL	12%	8%	10%	22%	44%	3%
Muslim	28%	7%	15%	20%	29%	1%
Christian	18%	16%	9%	24%	31%	2%

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

GENDER WISE	Pinayari Vijayan	KK Shailja	MA Baby	Shashi Tharoor	KC Venugopal	Rajeev Chandrasekhar	VD Satheeshan	K Surendran	Others	Can't say
Male	15%	14%	2%	11%	5%	16%	29%	1%	3%	4%
Female	21%	20%	1%	9%	8%	13%	15%	5%	4%	4%
AGE WISE	Pinayari Vijayan	KK Shailja	MA Baby	Shashi Tharoor	KC Venugopal	Rajeev Chandrasekhar	VD Satheeshan	K Surendran	Others	Can't say
18 - 24 years	14%	21%	0%	2%	6%	10%	38%	8%	1%	1%
25 - 34 years	16%	15%	1%	14%	4%	17%	21%	1%	7%	5%
35 - 44 years	18%	19%	2%	11%	6%	14%	17%	2%	3%	7%
45 - 54 years	26%	14%	1%	7%	8%	18%	18%	1%	4%	4%
55+ years	20%	15%	3%	13%	11%	15%	15%	0%	4%	3%
SOCIAL GROUP WISE	Pinayari Vijayan	KK Shailja	MA Baby	Shashi Tharoor	KC Venugopal	Rajeev Chandrasekhar	VD Satheeshan	K Surendran	Others	Can't say
SC	19%	23%	2%	11%	3%	23%	11%	2%	3%	4%
OBC	14%	29%	1%	8%	4%	18%	14%	7%	2%	3%
GENERAL	11%	11%	1%	15%	6%	34%	9%	0%	7%	6%
Muslim	28%	8%	1%	6%	12%	2%	32%	1%	7%	3%
Christian	13%	8%	3%	15%	6%	12%	37%	0%	2%	5%

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

GENDER WISE	Unemployment	Law & order	Price Rise	Alcoholism & drug abuse	Corruption	Development	SIR/ Vote Chori	Pace of infrastructure	Others	Can't say
Male	17%	7%	22%	12%	20%	7%	3%	2%	5%	4%
Female	19%	9%	24%	11%	16%	4%	4%	2%	7%	4%
AGE WISE	Unemployment	Law & order	Price Rise	Alcoholism & drug abuse	Corruption	Development	SIR/ Vote Chori	Pace of infrastructure	Others	Can't say
18 - 24 years	22%	6%	32%	1%	20%	2%	6%	0%	8%	1%
25 - 34 years	22%	9%	19%	11%	17%	6%	2%	2%	5%	8%
35 - 44 years	12%	6%	26%	18%	16%	6%	2%	1%	9%	5%
45 - 54 years	16%	8%	18%	16%	18%	7%	7%	4%	4%	3%
55+ years	16%	9%	17%	16%	20%	8%	4%	4%	4%	2%
SOCIAL GROUP WISE	Unemployment	Law & order	Price Rise	Alcoholism & drug abuse	Corruption	Development	SIR/ Vote Chori	Pace of infrastructure	Others	Can't say
SC	15%	8%	25%	11%	15%	13%	1%	2%	7%	3%
OBC	21%	8%	15%	12%	25%	3%	3%	2%	4%	6%
GENERAL	14%	8%	16%	14%	29%	8%	0%	5%	3%	1%
Muslim	18%	9%	25%	11%	14%	4%	7%	0%	11%	3%
Christian	19%	4%	37%	12%	8%	7%	3%	2%	5%	2%

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

GENDER WISE	UDF	LDF	NDA	Others	Not yet decided	Can't say
Male	39%	26%	22%	1%	8%	4%
Female	26%	32%	17%	5%	7%	12%
AGE WISE	UDF	LDF	NDA	Others	Not yet decided	Can't say
18 - 24 years	42%	20%	11%	8%	1%	19%
25 - 34 years	33%	32%	19%	1%	7%	9%
35 - 44 years	25%	34%	26%	2%	9%	4%
45 - 54 years	32%	33%	23%	2%	9%	2%
55+ years	31%	30%	21%	3%	13%	2%
SOCIAL GROUP WISE	UDF	LDF	NDA	Others	Not yet decided	Can't say
SC	21%	33%	32%	7%	5%	3%
OBC	20%	34%	31%	5%	7%	3%
GENERAL	15%	26%	46%	1%	8%	4%
Muslim	50%	28%	2%	1%	7%	12%
Christian	46%	21%	6%	2%	10%	15%

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

GENDER WISE	Very likely	Unlikely	Maybe	Highly unlikely	Can't say
Male	28%	17%	8%	32%	15%
Female	28%	19%	9%	26%	18%
AGE WISE	Very likely	Unlikely	Maybe	Highly unlikely	Can't say
18 - 24 years	19%	16%	7%	32%	25%
25 - 34 years	28%	19%	8%	31%	14%
35 - 44 years	27%	20%	9%	31%	13%
45 - 54 years	35%	17%	8%	25%	15%
55+ years	33%	19%	9%	23%	16%
SOCIAL GROUP WISE	Very likely	Unlikely	Maybe	Highly unlikely	Can't say
SC	37%	12%	7%	27%	17%
OBC	24%	21%	7%	32%	16%
GENERAL	27%	9%	8%	41%	15%
Muslim	31%	22%	12%	25%	10%
Christian	23%	16%	7%	26%	28%

Q6: What will be your main voting consideration?

GENDER WISE	Work done by LDF govt.	Candidate	CM Face	PM Face	Party	Development & Issues	Caste/Religion	Beneficiary status	Others	Can't say
Male	20%	8%	8%	14%	8%	22%	1%	4%	10%	5%
Female	22%	5%	5%	12%	10%	25%	1%	7%	3%	8%
AGE WISE	Work done by LDF govt.	Candidate	CM Face	PM Face	Party	Development & Issues	Caste/Religion	Beneficiary status	Others	Can't say
18 - 24 years	9%	11%	0%	7%	10%	41%	0%	6%	8%	6%
25 - 34 years	20%	4%	9%	9%	12%	21%	1%	7%	8%	9%
35 - 44 years	25%	8%	7%	19%	6%	19%	2%	5%	4%	5%
45 - 54 years	27%	8%	9%	20%	6%	16%	1%	5%	4%	5%
55+ years	30%	5%	6%	14%	9%	18%	2%	3%	6%	7%
SOCIAL GROUP WISE	Work done by LDF govt.	Candidate	CM Face	PM Face	Party	Development & Issues	Caste/Religion	Beneficiary status	Others	Can't say
SC	21%	13%	6%	19%	5%	21%	1%	5%	3%	5%
OBC	21%	9%	6%	16%	9%	19%	1%	6%	5%	7%
GENERAL	19%	3%	8%	28%	9%	22%	1%	0%	6%	3%
Muslim	25%	5%	6%	7%	12%	24%	1%	8%	4%	8%
Christian	16%	5%	8%	5%	7%	33%	1%	3%	15%	6%

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

GENDER WISE	Infighting/ Factionalism	Lack of strong narrative	Demotivated cadre after Bihar drubbing	Weakening hold over Christian votes	Lack of charismatic leader	Others	Can't say
Male	41%	6%	2%	3%	10%	20%	19%
Female	43%	11%	2%	4%	5%	21%	14%
AGE WISE	Infighting/ Factionalism	Lack of strong narrative	Demotivated cadre after Bihar drubbing	Weakening hold over Christian votes	Lack of charismatic leader	Others	Can't say
18 - 24 years	38%	12%	0%	1%	8%	35%	6%
25 - 34 years	31%	3%	4%	1%	11%	24%	26%
35 - 44 years	44%	9%	2%	5%	7%	14%	19%
45 - 54 years	52%	10%	1%	6%	6%	11%	14%
55+ years	53%	11%	2%	5%	4%	10%	14%
SOCIAL GROUP WISE	Infighting/ Factionalism	Lack of strong narrative	Demotivated cadre after Bihar drubbing	Weakening hold over Christian votes	Lack of charismatic leader	Others	Can't say
SC	44%	11%	2%	4%	5%	14%	19%
OBC	46%	9%	2%	2%	7%	19%	14%
GENERAL	35%	11%	1%	6%	6%	22%	19%
Muslim	46%	8%	2%	2%	3%	20%	19%
Christian	33%	6%	2%	5%	17%	24%	13%

Q8: What is preventing BJP expansion in Kerala?

GENDER WISE	CPM considered Hindu party	Lack of strong narrative	High minority population	Failure to comprehend Kerala	Lack of charismatic leader	Others	Can't say
Male	20%	3%	14%	25%	8%	10%	20%
Female	18%	8%	10%	22%	4%	19%	19%
AGE WISE	CPM considered Hindu party	Lack of strong narrative	High minority population	Failure to comprehend Kerala	Lack of charismatic leader	Others	Can't say
18 - 24 years	14%	10%	7%	18%	12%	18%	20%
25 - 34 years	18%	3%	9%	25%	4%	17%	23%
35 - 44 years	22%	4%	14%	21%	5%	12%	21%
45 - 54 years	22%	5%	19%	24%	5%	11%	15%
55+ years	21%	6%	14%	29%	4%	11%	15%
SOCIAL GROUP WISE	CPM considered Hindu party	Lack of strong narrative	High minority population	Failure to comprehend Kerala	Lack of charismatic leader	Others	Can't say
SC	17%	12%	14%	21%	5%	10%	21%
OBC	25%	4%	14%	14%	7%	19%	17%
GENERAL	19%	3%	14%	20%	6%	18%	19%
Muslim	17%	7%	11%	32%	2%	15%	17%
Christian	14%	3%	7%	28%	13%	7%	28%



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Key Findings





Executive Summary

The poll reveals a closely contested electoral landscape with UDF holding a marginal lead over LDF, while voter dissatisfaction with the incumbent government remains high. The electorate is divided on leadership preferences, with development issues dominating voter concerns.

Key Findings

1. Government Performance Assessment

Overall Verdict: Majority negative with 51.9% rating performance as poor/very poor versus 34.5% positive (excellent/good/average).

Critical Insights:

- Gender gap: Males more critical (36% very poor) than females (25% very poor)
- Age dynamics: Youth (18-24) most critical with 37% "very poor"; middle-aged voters (45-54) show highest "excellent" rating at 33%
- Social divisions: General category voters most dissatisfied (44% very poor), while SC voters show strongest support (31% excellent)

2. Chief Ministerial Preference

Leadership Race: Highly fragmented with no clear frontrunner.

Top Contenders:

- VD Satheeshan (INC): 22.4% - Leading but without majority support
- Pinarayi Vijayan (CPM): 18.0% - Incumbent with modest backing
- KK Shailaja (CPM): 16.9% - Strong alternative within Left
- Rajeev Chandrasekhar (BJP): 14.7% - Significant NDA presence

Strategic Observations:

- Youth (18-24) strongly favor Satheeshan (38%), signaling generational shift
- Gender divide: Women prefer CPM candidates (41% combined for Vijayan + Shailaja) vs. men favoring Satheeshan (29%)
- Muslim voters split between Satheeshan (32%) and Vijayan (28%)
- Christian voters overwhelmingly back Satheeshan (37%)
- General category shows strongest NDA preference with Chandrasekhar at 34%



3. Priority Issues

Top Three Concerns:

1. Price Rise: 22.7% - Leading economic concern
2. Corruption: 18.4% - Governance credibility issue
3. Unemployment: 18.2% - Youth and economic anxiety

Demographic Variations:

- Youth (18-24) prioritize unemployment (22%) and price rise (32%)
- Christians emphasize price rise dramatically (37%)
- General category voters focus heavily on corruption (29%)
- SIR/Vote Chori concerns relatively low (3.8%), suggesting electoral integrity not a major issue

4. Voting Intentions (Q4 - Critical)

Current Standing:

- UDF: 32.7% (Leading)
- LDF: 29.3% (Close second)
- NDA: 19.8% (Significant presence)
- Undecided/Can't Say: 15.3% (Swing voters)

Critical Factors:

- Gender gap: Males favor UDF (39%) while females lean LDF (32%)
- Youth surge for UDF: 42% among 18-24 year-olds
- LDF strength in 35-54 age group (33-34%)
- Religious polarization evident: Muslims 50% UDF vs. 28% LDF; Christians 46% UDF vs. 21% LDF
- NDA's base: Strong among General category (46%) and OBC (31%), minimal among minorities



5. Incumbent MLA Loyalty

Anti-incumbency Factor: 47.3% unlikely to support incumbent (combining "highly unlikely" 29.2% + "unlikely" 18.1%)

Loyalty Indicators:

- Only 27.8% "very likely" to vote for incumbent MLA
- Youth show highest anti-incumbency (32% highly unlikely)
- SC voters most loyal (37% very likely), General category most volatile (41% highly unlikely)

6. Voting Considerations

Primary Drivers:

- Development & Issues: 23.6% - Policy-oriented electorate
- Work done by LDF govt: 21.3% - Performance accountability
- PM Face: 13.1% - National politics influence
- Party: 9.0% - Party loyalty secondary

Strategic Implications:

- Youth heavily development-focused (41% for 18-24 age group)
- Older voters weigh government performance more heavily
- Caste/religion factor minimal (1.1%), suggesting issue-based voting
- Christians uniquely prioritize development (33%)



7. Congress Challenges

Primary Weakness:

- Infighting/Factionalism: 42.2% - Overwhelming concern
- Lack of charismatic leader: 7.5%
- Narrative weakness: 8.5%

Age Pattern: Older voters (45+) more concerned about infighting (52-53%), suggesting institutional memory of past conflicts.

8. BJP Expansion Barriers

Key Obstacles:

- Failure to comprehend Kerala: 23.3% - Strategic misalignment
- CPM considered Hindu party: 19.2% - Ideological confusion
- High minority population: 12.0% - Demographic challenge
- Lack of charismatic leader: 6.3% - Leadership deficit

Perception Gaps:

- Muslim and Christian voters emphasize BJP's failure to understand Kerala (32% and 28% respectively)
- High "Can't say" (19.5%) suggests ambiguity about BJP's strategy



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THANK YOU

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Methodology: CATI

Sample size: 1,419 respondents

Gender split: Male 52% · Female 48%

Geography: Rural 52% · Urban 48%

**Social groups: SC 9% · ST 1% · OBC 33% · General
10% · Muslim 27% · Christian 18%**

**Age profile: Youth (18–24) – 22% · Senior citizens
(55+) – 17%**

Margin of error: ±3%