

Presents

STATE VIBE

TAMIL NADU ELECTIONS 2026

(Round 1)

State on Edge: 44% Expect Power Change as Anti-Incumbency Hits DMK as It Faces Formidable AIADMK with Vijay Acting As Spoiler

3 February, 2026

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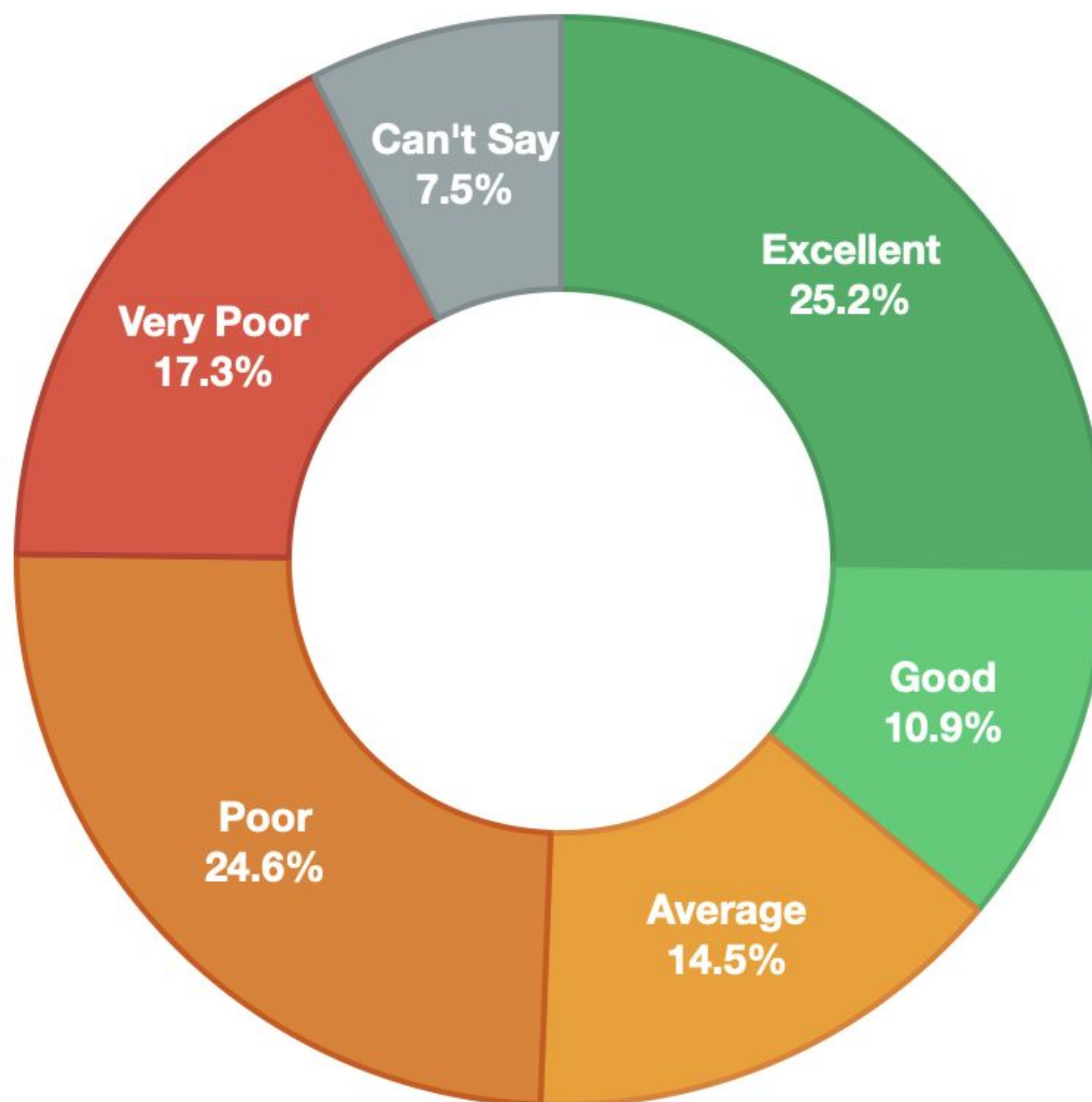
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Q1: How would you rate the overall performance of the current DMK government in the past five years?

	Excellent	Good	Average	Poor	Very poor	Can't say
Overall	25.2%	10.9%	14.5%	24.6%	17.3%	7.5%

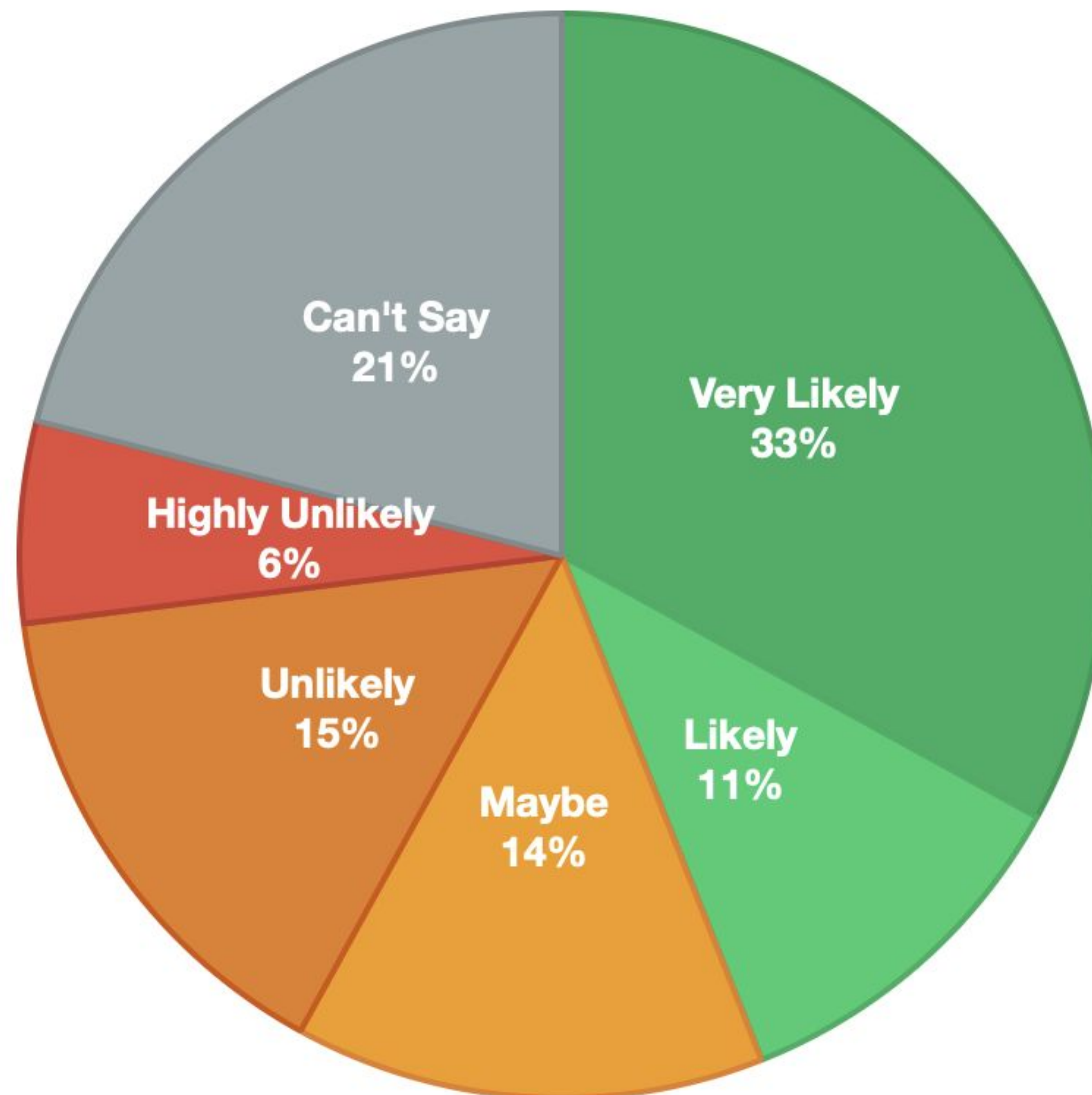
State Government Performance Rating



Q2. How do you see the trend of “incumbent governments being thrown out of power” repeating again in Tamil Nadu?

	Very likely	Likely	Maybe	Unlikely	Highly Unlikely	Can't say
Overall	33%	11%	14%	15%	6%	21%

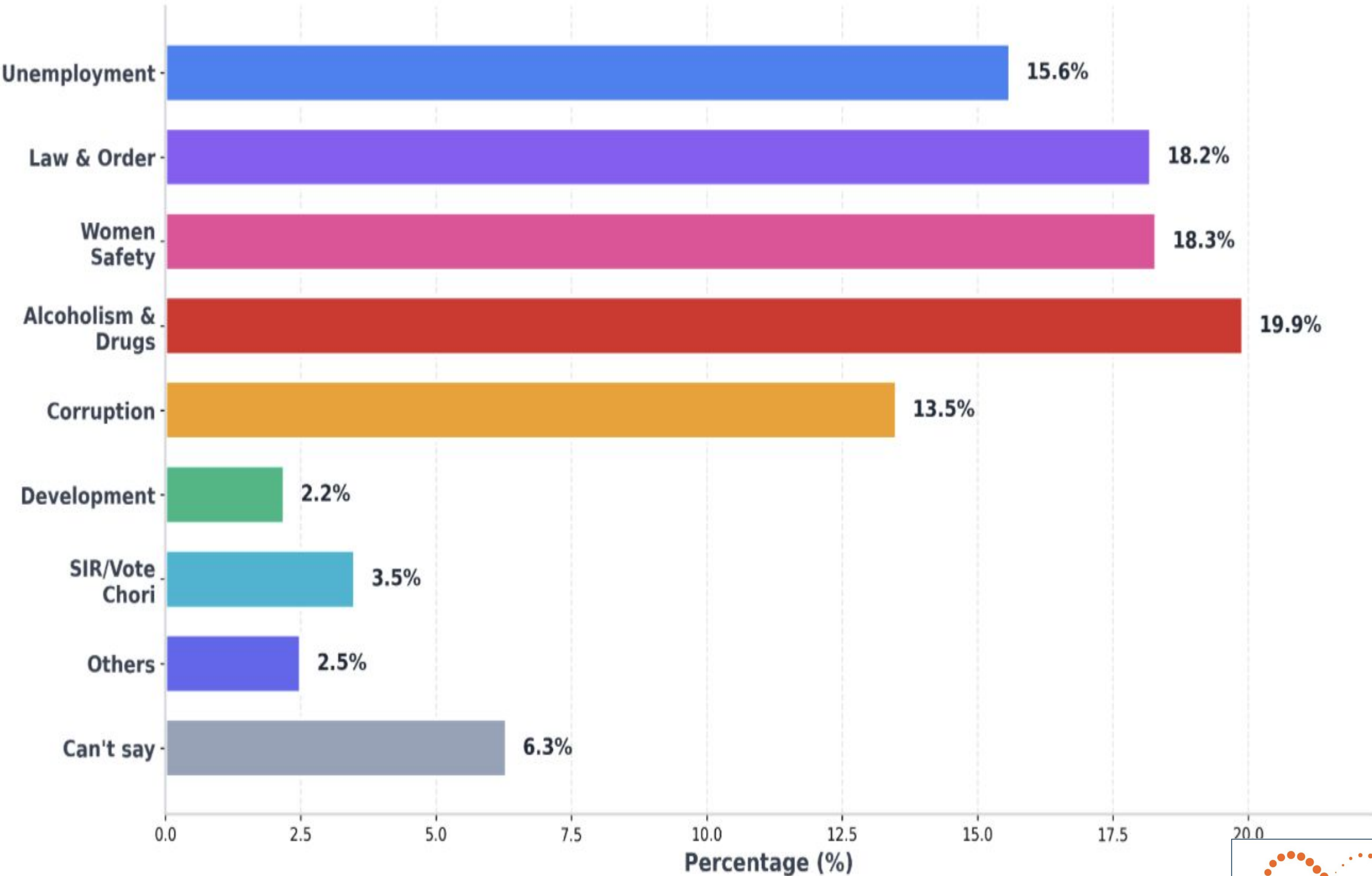
Incumbent Government Trend



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

	Unemploy-ment	Law & Order	Women Safety	Alcoholism & Drugs	Corruption	Development	SIR/ Vote Chori	Others	Can't say
Overall	15.6%	18.2%	18.3%	19.9%	13.5%	2.2%	3.5%	2.5%	6.3%

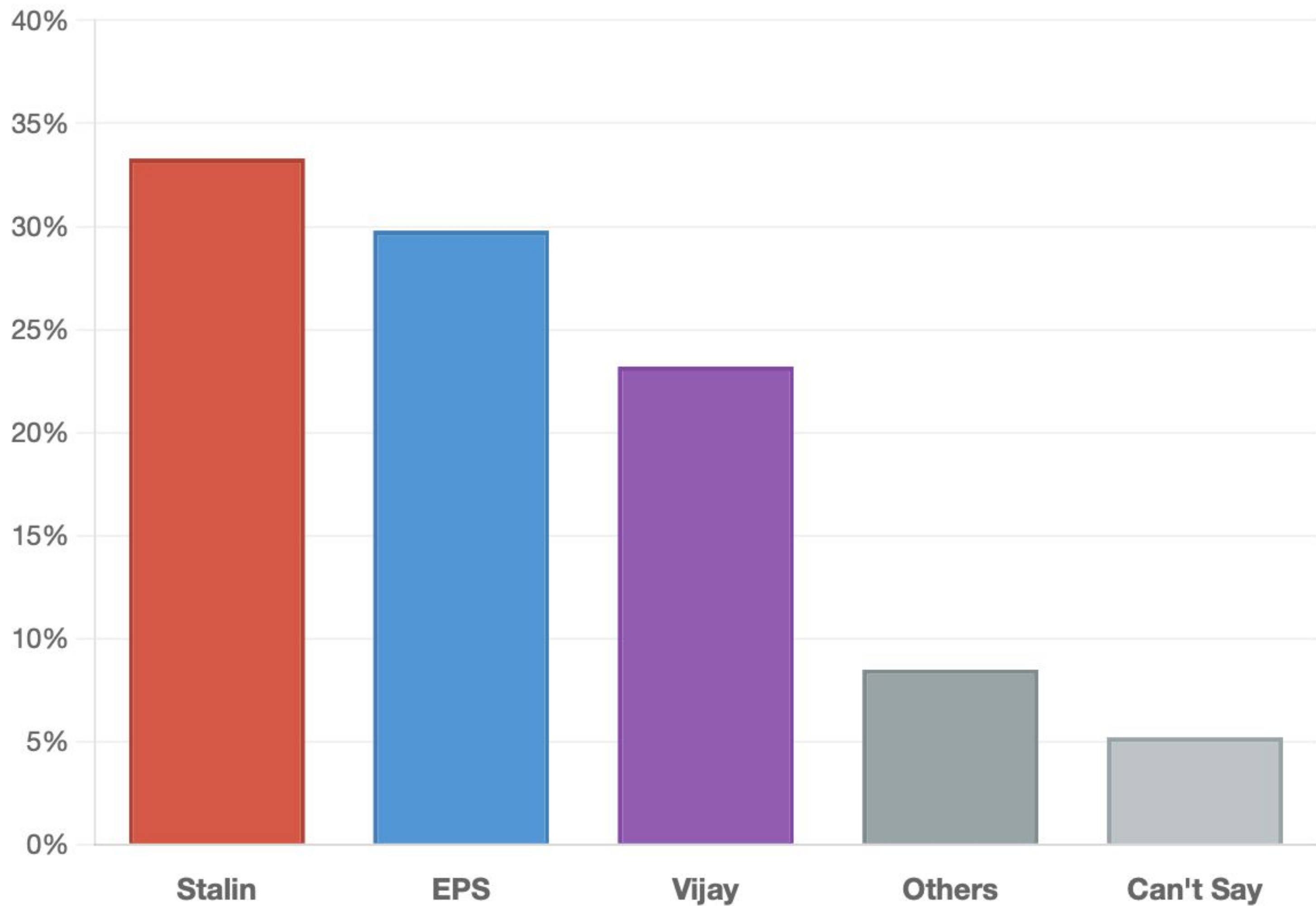
What is the most important issue according to you?



Q4: Who do you wish to see as CM of Tamil Nadu?

	STALIN	EPS	VIJAY	OTHERS	CAN'T SAY
Overall	33.3%	29.8%	23.2%	8.5%	5.2%

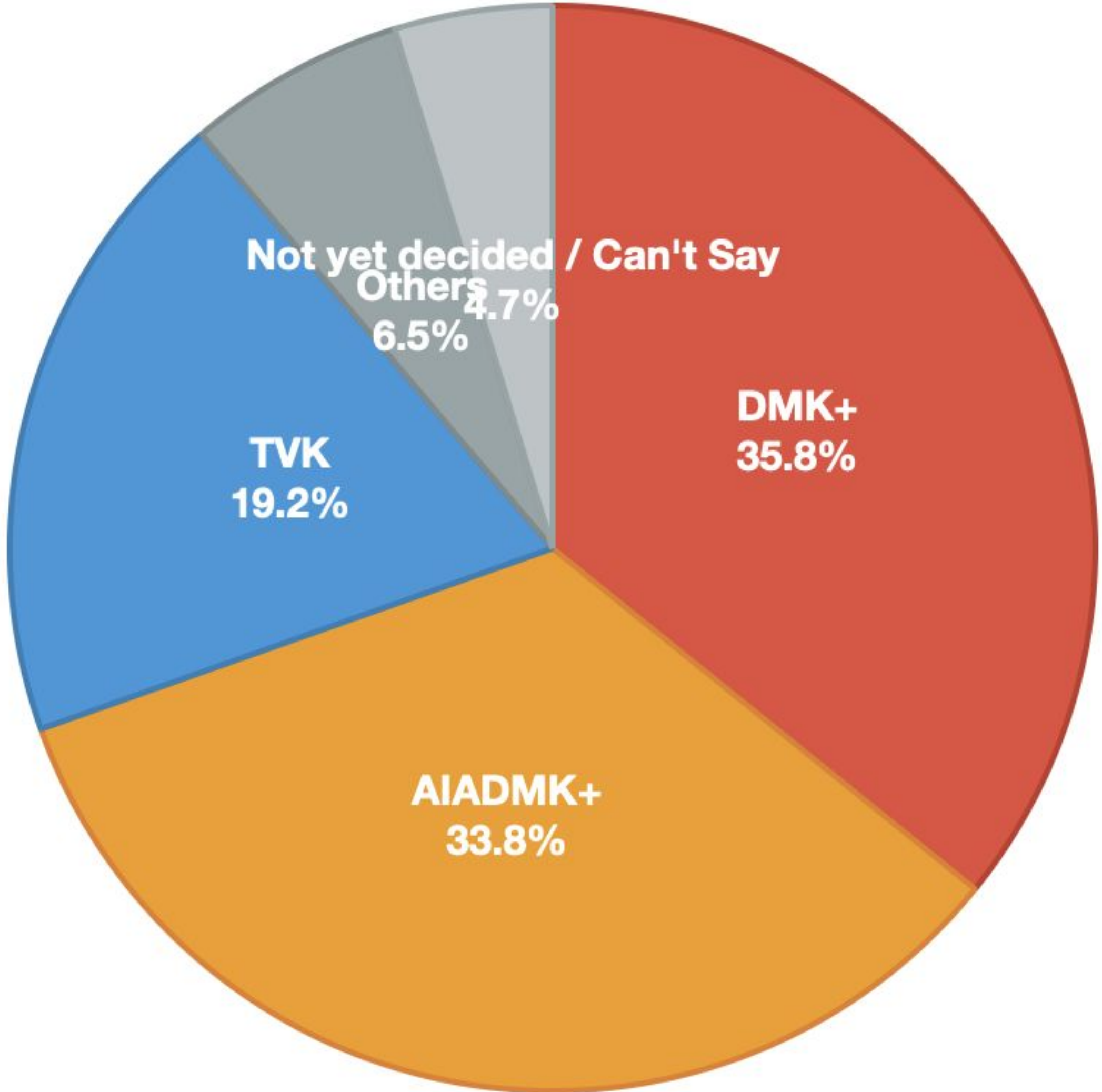
Tamil Nadu CM Preference Poll



Q5: Which party/alliance would you vote for when elections are held in April-May this year?

	DMK+	AIADMK+	TVK	Others	Not yet decided / Can't Say
Overall	35.8%	33.8%	19.2%	6.5%	4.7%

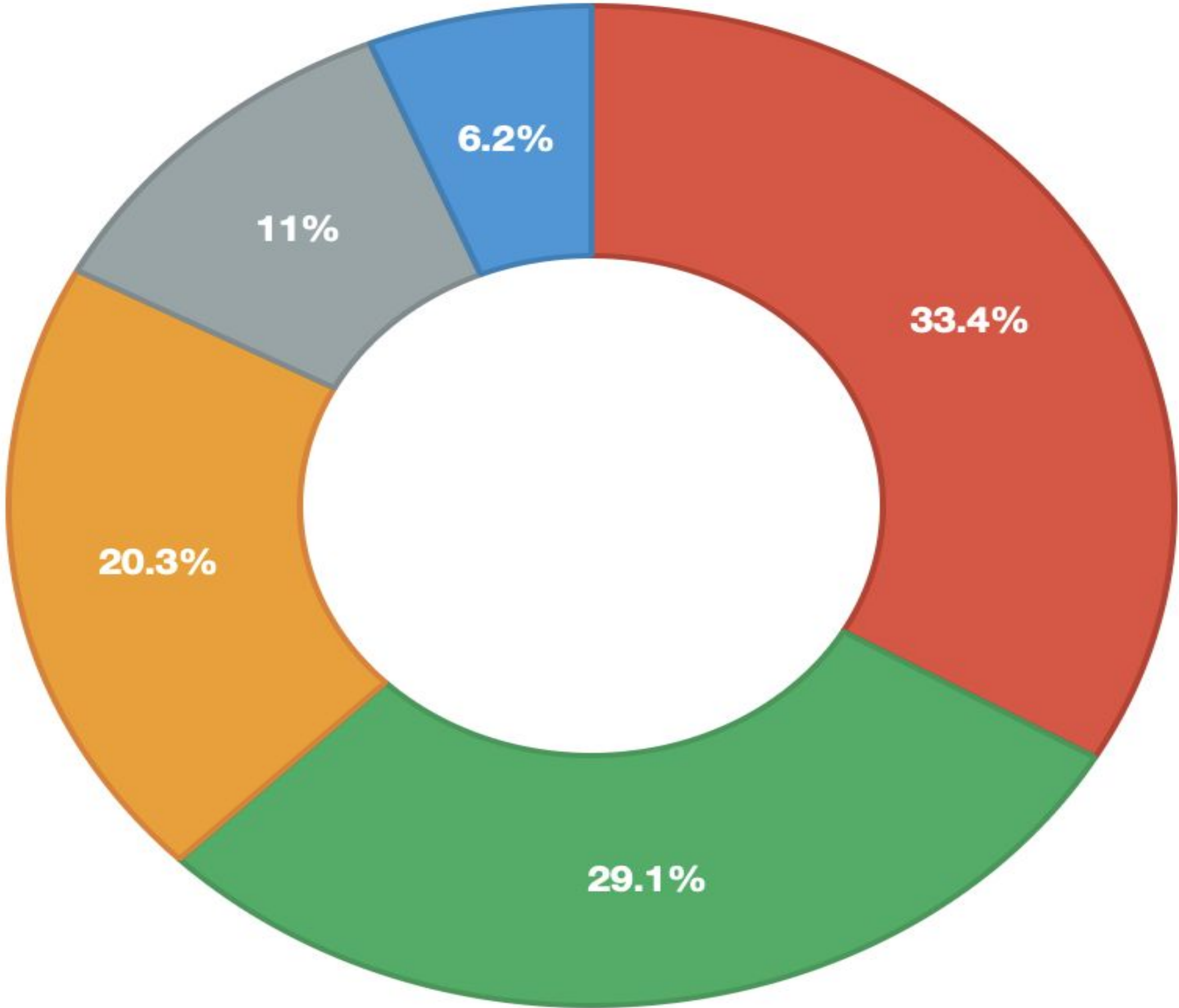
Tamil Nadu Election Voting Preference



Q6: How likely are you to vote for the incumbent MLA if they run again?

	Very likely	Unlikely; will prefer different candidate of same party	Maybe	Highly unlikely; will vote for candidate of different party	Can't say
Overall	29.1%	20.3%	6.2%	33.4%	11.0%

Likelihood of Voting for Incumbent MLA

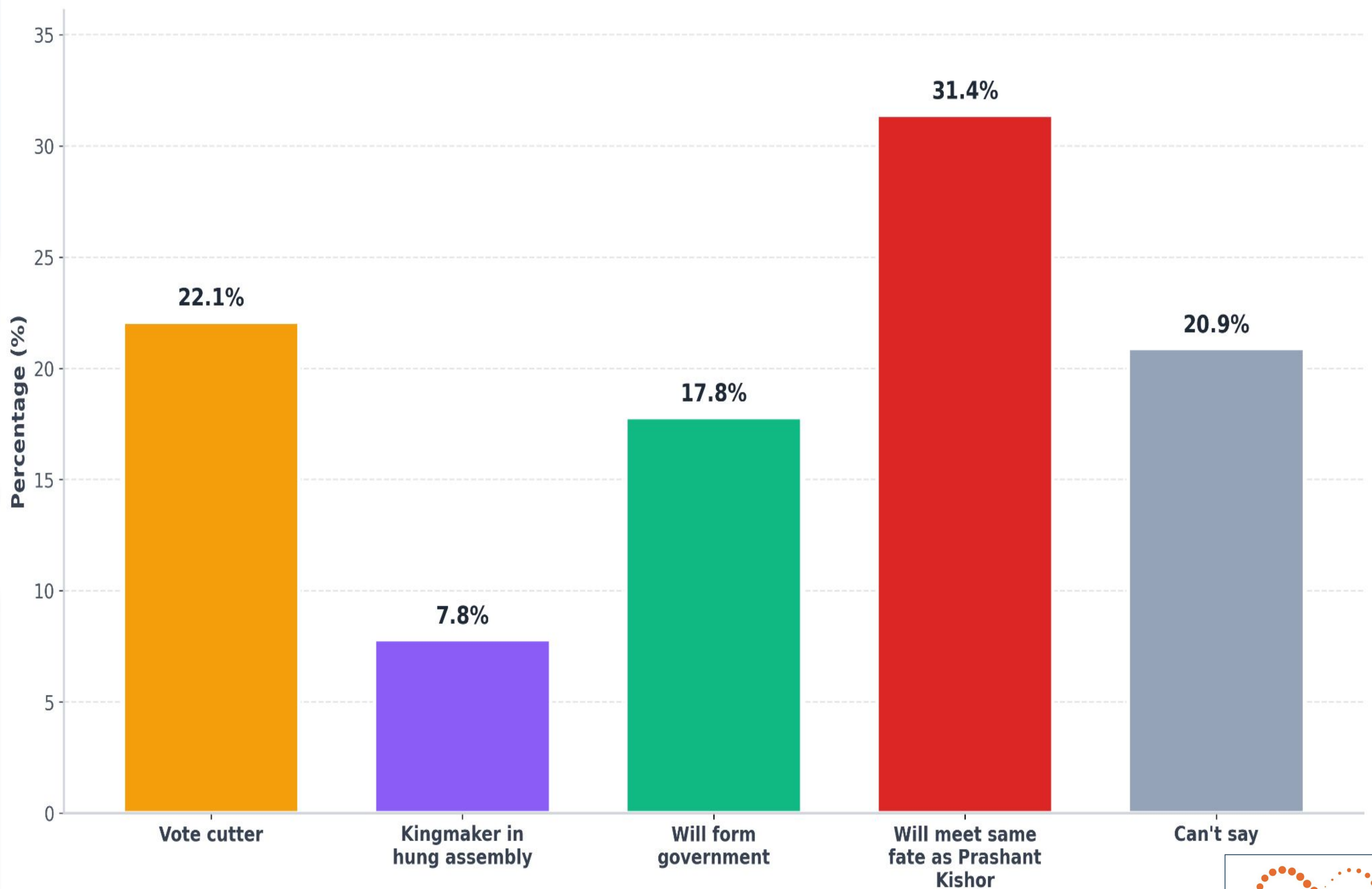


- Highly Unlikely (Different Party)
- Very Likely
- Unlikely (Same Party)
- Can't Say
- Maybe

Q7: How do you rate the prospects of Vijay in upcoming polls?

	Vote cutter	Kingmaker in hung assembly	Will form government	Will meet same fate as Prashant Kishor	Can't say
Overall	22.1%	7.8%	17.8%	31.4%	20.9%

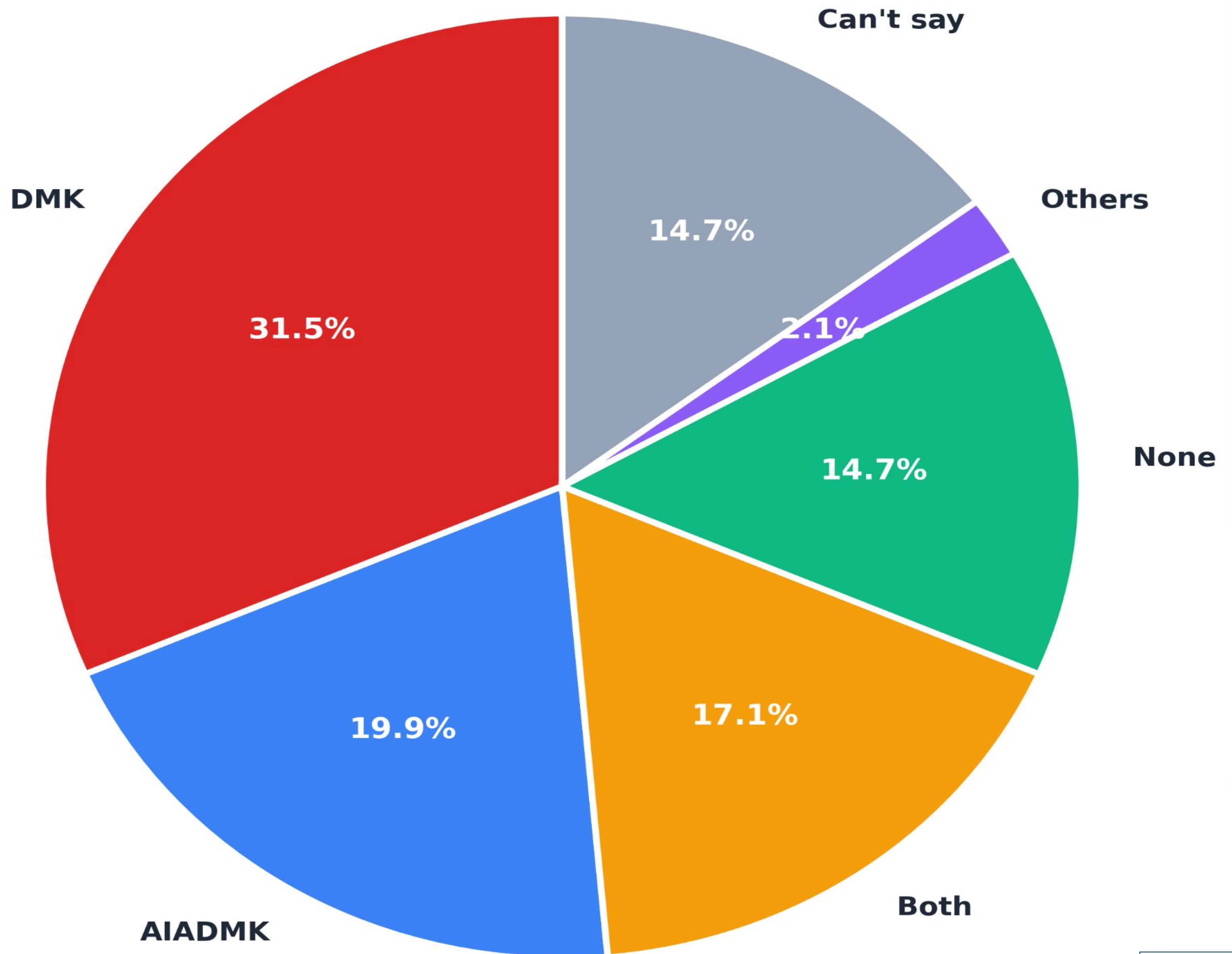
How do you rate the prospects of Vijay in upcoming polls?



Q8: Who will Vijay's TVK damage the most?

	DMK	AIADMK	Both	None	Others
Overall	31.5%	19.9%	17.1%	14.7%	2.1%

Who will Vijay's TVK damage the most?



DEMOGRAPHICS

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

GENDER WISE	Excellent	Good	Average	Poor	Very poor	Can't say
Male	32%	9%	13%	23%	20%	3%
Female	19%	13%	16%	26%	15%	12%
AGE WISE	Excellent	Good	Average	Poor	Very poor	Can't say
18 - 24 years	16%	15%	18%	27%	22%	3%
25 - 34 years	19%	10%	15%	24%	23%	10%
35 - 44 years	20%	9%	21%	27%	16%	8%
45 - 54 years	30%	11%	10%	22%	17%	9%
55+ years	36%	14%	9%	24%	15%	3%
MAJOR GROUP WISE	Excellent	Good	Average	Poor	Very poor	Can't say
SC	23%	9%	12%	28%	21%	7%
OBC	22%	10%	17%	25%	18%	9%
GENERAL	33%	9%	9%	26%	20%	3%
Muslim	50%	23%	8%	9%	8%	2%
Christian	44%	17%	6%	22%	9%	2%

Q2: How do you see the trend of “incumbent governments being thrown out of power” repeating again in Tamil Nadu?

GENDER WISE	Very likely	Likely	Maybe	Unlikely	Highly Unlikely	Can't say
Male	32%	13%	13%	15%	6%	21%
Female	34%	10%	15%	14%	5%	22%
AGE WISE	Very likely	Likely	Maybe	Unlikely	Highly Unlikely	Can't say
18 - 24 years	34%	5%	21%	20%	5%	16%
25 - 34 years	29%	11%	16%	15%	5%	23%
35 - 44 years	34%	14%	11%	11%	4%	25%
45 - 54 years	31%	12%	16%	15%	4%	24%
55+ years	39%	9%	11%	18%	11%	12%
MAJOR GROUP WISE	Very likely	Likely	Maybe	Unlikely	Highly Unlikely	Can't say
SC	32%	8%	15%	13%	9%	22%
OBC	33%	12%	13%	14%	5%	23%
GENERAL	37%	14%	12%	23%	0%	13%
Muslim	30%	17%	11%	12%	6%	25%
Christian	38%	6%	16%	20%	5%	13%

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

GENDER WISE	Unemploy-ment	Law & Order	Women Safety	Alcohol -ism & Drugs	Corrup -tion	Develop-ment	SIR/ Vote Chori	Others	Can't say
Male	18%	21%	13%	20%	14%	2%	4%	3%	5%
Female	13%	16%	24%	19%	13%	2%	2%	2%	8%
AGE WISE	Unemploy-ment	Law & Order	Women Safety	Alcohol -ism & Drugs	Corrup -tion	Develop-ment	SIR/ Vote Chori	Others	Can't say
18 - 24 years	19%	22%	14%	23%	5%	5%	0%	0%	13%
25 - 34 years	13%	14%	26%	15%	20%	1%	3%	2%	6%
35 - 44 years	16%	18%	21%	18%	13%	3%	2%	1%	8%
45 - 54 years	16%	21%	12%	24%	11%	1%	6%	4%	5%
55+ years	17%	18%	15%	22%	12%	4%	2%	5%	4%
MAJOR GROUP WISE	Unemploy-ment	Law & Order	Women Safety	Alcohol -ism & Drugs	Corrup -tion	Develop-ment	SIR/ Vote Chori	Others	Can't say
SC	15%	19%	16%	20%	11%	3%	5%	3%	7%
OBC	15%	18%	19%	21%	16%	2%	2%	2%	5%
GENERAL	16%	23%	23%	16%	6%	0%	0%	6%	9%
Muslim	22%	16%	24%	16%	4%	1%	9%	3%	5%
Christian	21%	19%	12%	14%	15%	1%	9%	1%	8%

Q4: Who do you wish to see as CM of Tamil Nadu?

GENDER WISE	STALIN	EPS	VIJAY	OTHERS	CAN'T SAY
Male	37%	33%	16%	9%	5%
Female	29%	27%	31%	8%	5%
AGE WISE	STALIN	EPS	VIJAY	OTHERS	CAN'T SAY
18 - 24 years	22%	17%	45%	9%	7%
25 - 34 years	23%	20%	37%	17%	3%
35 - 44 years	27%	30%	30%	6%	6%
45 - 54 years	37%	36%	13%	6%	7%
55+ years	52%	33%	6%	6%	3%
MAJOR GROUPS WISE	STALIN	EPS	VIJAY	OTHERS	CAN'T SAY
SC	25%	37%	21%	8%	8%
OBC	30%	31%	24%	11%	5%
GENERAL	32%	48%	16%	1%	3%
Muslim	78%	5%	13%	1%	3%
Christian	55%	8%	28%	4%	4%

Q5: Which party/ alliance would you vote for when elections are held in April-May this year?

GENDER WISE	DMK+	AIADMK+	TVK	Others	Not yet decided / Can't Say
Male	41%	37%	12%	7%	4%
Female	30%	31%	27%	6%	6%
AGE WISE	DMK+	AIADMK+	TVK	Others	Not yet decided / Can't Say
18 - 24 years	27%	21%	41%	8%	3%
25 - 34 years	24%	24%	33%	10%	9%
35 - 44 years	28%	34%	26%	6%	5%
45 - 54 years	44%	40%	9%	5%	2%
55+ years	53%	37%	2%	5%	3%
MAJOR GROUP WISE	DMK+	AIADMK+	TVK	Others	Not yet decided / Can't Say
SC	28%	41%	17%	8%	5%
OBC	33%	35%	20%	7%	5%
GENERAL	35%	52%	12%	3%	-2%
Muslim	76%	9%	9%	3%	3%
Christian	55%	12%	24%	4%	4%

Q6: 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	33%	20%	5%	35%	7%
Female	25%	21%	8%	31%	15%
AGE WISE	Very likely	Unlikely	Maybe	Highly unlikely	Can't say
18 - 24 years	28%	18%	8%	38%	8%
25 - 34 years	23%	18%	7%	34%	17%
35 - 44 years	28%	17%	7%	35%	13%
45 - 54 years	30%	19%	7%	36%	8%
55+ years	36%	29%	3%	25%	6%
MAJOR GROUPS WISE	Very likely	Unlikely	Maybe	Highly unlikely	Can't say
SC	31%	17%	6%	31%	14%
OBC	25%	22%	5%	38%	10%
GENERAL	38%	30%	4%	19%	9%
Muslim	48%	22%	9%	14%	7%
Christian	46%	8%	5%	31%	11%

Q7: How do you rate the prospects of Vijay in upcoming polls?

GENDER WISE	Vote cutter	Kingmaker in hung assembly	Will form government	Will meet same fate as Prashant Kishor	Can't say
Male	20%	9%	15%	41%	14%
Female	25%	7%	20%	21%	28%
AGE WISE	Vote cutter	Kingmaker in hung assembly	Will form government	Will meet same fate as Prashant Kishor	Can't say
18 - 24 years	24%	8%	26%	28%	13%
25 - 34 years	20%	10%	23%	27%	20%
35 - 44 years	20%	6%	25%	25%	24%
45 - 54 years	20%	8%	12%	41%	19%
55+ years	30%	9%	7%	34%	20%
MAJOR GROUPS WISE	Vote cutter	Kingmaker in hung assembly	Will form government	Will meet same fate as Prashant Kishor	Can't say
SC	20%	8%	18%	31%	24%
OBC	22%	8%	17%	34%	19%
GENERAL	34%	0%	16%	38%	12%
Muslim	30%	7%	15%	16%	31%
Christian	15%	7%	32%	25%	22%

Q8: Who will Vijay's TVK damage the most??

GENDER WISE	DMK	AIADMK	Both	None	Others	Can't say
Male	31%	22%	18%	16%	2%	11%
Female	32%	18%	16%	14%	2%	18%
AGE WISE	DMK	AIADMK	Both	None	Others	Can't say
18 - 24 years	41%	12%	18%	13%	7%	8%
25 - 34 years	35%	17%	17%	10%	2%	19%
35 - 44 years	38%	15%	17%	13%	2%	14%
45 - 54 years	24%	23%	20%	16%	1%	16%
55+ years	25%	28%	13%	21%	2%	11%
MAJOR GROUPS WISE	DMK	AIADMK	Both	None	Others	Can't say
SC	36%	14%	15%	17%	2%	17%
OBC	32%	21%	16%	13%	3%	15%
GENERAL	44%	23%	11%	16%	0%	6%
Muslim	9%	33%	16%	31%	1%	10%
Christian	17%	22%	32%	13%	0%	15%

KEY FINDINGS

Key Findings

1. Government Performance Assessment

Overall Verdict: High negative with 41.9% rating performance as poor/very poor versus 36.1% positive (excellent/good). 14.5% average rating.

Critical Insights:

- Gender gap: Males more supportive of DMK performance (41% excellent / good) than females (32%)
- Age dynamics: Youth (18-24) most critical with 49% "very poor"; senior voters (55+) show highest "excellent/good" rating at 50%
- Social divisions: General category & SC voters most dissatisfied (46% and 49% very poor/poor), while minorities show strongest support (Muslims 73%; Christians 61%)

2. Chief Ministerial Preference

Leadership Race: Highly fragmented with no clear frontrunner.

Top Contenders:

- MK Stalin (DMK): 33.3%; Edappadi K. Palaniswami (CPM): 29.8%; Vijay (TVK): 23.2%

Strategic Observations:

- Youth strongly favor Vijay, mid age EPS and senior citizens Stalin
- Gender divide: Women prefer Vijay, Men Stalin, EPS enjoys consistent support across both groups
- SC, General category, OBCs prefer EPS, Minorities Stalin

3. Priority Issues

1. Alcoholism & Drugs: 19.9%
2. Women Safety: 18.3%
3. Law & Order: 18.2%

Demographic Variations:

- Topmost concern for Males is law & order at 21%, for Females women safety at 24%
- Youth (18-24) and Senior voters (55%+) both prioritize Alcoholism & Drugs (23% and 22% respectively)
- Muslims prioritize women safety at 24% while Christians emphasize unemployment (21%)
- General category voters focus heavily on women safety (23%); SC/OBC voters prioritize alcoholism and drugs (20%-21%)

4. Voting Intentions

Current Standing:

- DMK+: 35.8%, AIADMK+: 33.8%, TVK: 19.2%
- DMK ahead by 2% but within margin of error range
- Undecided/Can't Say: 4.7% (Swing voters; may emerge kingmakers)

Critical Factors:

- Gender gap: Males favor DMK+ (41%) while females lean towards AIADMK+ (31%)
- Youth surge for TVK (41%), Mid age prefer AIADMK+, Senior Voters DMK+
- AIADMK+ leads amongst SC, OBC and General category voters, while DMK+ amongst minorities

5. Incumbent MLA Loyalty

Anti-incumbency Factor High: 53.7% unlikely to support incumbent (combining "highly unlikely" 33.4% + "unlikely" 20.3%)

Loyalty Indicators:

- Only 29.1% "very likely" to vote for incumbent MLA, highest among minorities at 46%-48%
- Youth show highest anti-incumbency (38% highly unlikely), Senior Voters (55+) highest loyalty at 36%
- OBC voters most volatile (38% highly unlikely)
- 20.3% don't like MLA but would still back party if it changes candidates, indicating high number of ticket denials to incumbents

6. Repeat of Trend

Revolving door mechanism of power between AIADMK and DMK for almost 3 decades with trend broken by AIADMK in 2016

- 44% believe trend of incumbent govt. being thrown out of power likely to be repeated again in 2024 (likely + highly likely)
- While only 21% believe it won't (unlikely + highly unlikely)

Demographic Considerations:

- Not much difference between males and female preferences
- Youth show lowest net likelihood of repeat of trend at 14% (Likely minus Unlikely); mid age voters (35-44) show highest net likelihood of repeat of trend at 33%
- General category voters show highest preference for repeat of trend at 51% vs lowest amongst SC voters at 40%

7. Impact of Vijay

Only 18% believe his party would form govt., 8% kingmaker in hung assembly; 22% believe party will act as vote cutter, 31% feel it will meet same fate as Prashant Kishor in Bihar

Demographic Considerations:

- More females than males believe TVK will form govt (20% vs 15%)
- Optimism that TVK will form govt decreases with age, highest amongst Youth (18-24) at 26%, lowest among Senior Voters at 7%
- Highest pessimism (Vijay will meet same fate as PK) amongst OBC / General category voters at 34%-38% , lowest amongst minorities

8. TVK Damage Potential (Most Damage)

Most Damage to DMK at 32%, AIADMK at 20%, Both 17%, None 15%

Demographic Considerations:

- Across gender and age categories more respondents believe TVK will damage DMK more than AIADMK, except for senior voters
- SC/OBC/GEN category voters believe TVK will damage DMK more, while minorities believe it will damage AIADMK more

THANK YOU

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Methodology: CATI

Period: 21 - 28 Jan. 2026

No. of Samples: 1,194

Male-Female: 51:49

Rural-Urban: 52:48

Social Group: SC: 21%, ST: 1%, OBC: 61%, GEN: 4%, MUSLIM: 6%, CHRISTIAN 6%, OTH: 1%

Margin of Error: +/-3%