



Presents

# State Vibe

## Assam Elections 2026: Round 2 - Thematic

*High Approval Ratings of NDA;  
BJP's Pro-Incumbency Test vs INC's Comeback Test*

**10 March, 2026**

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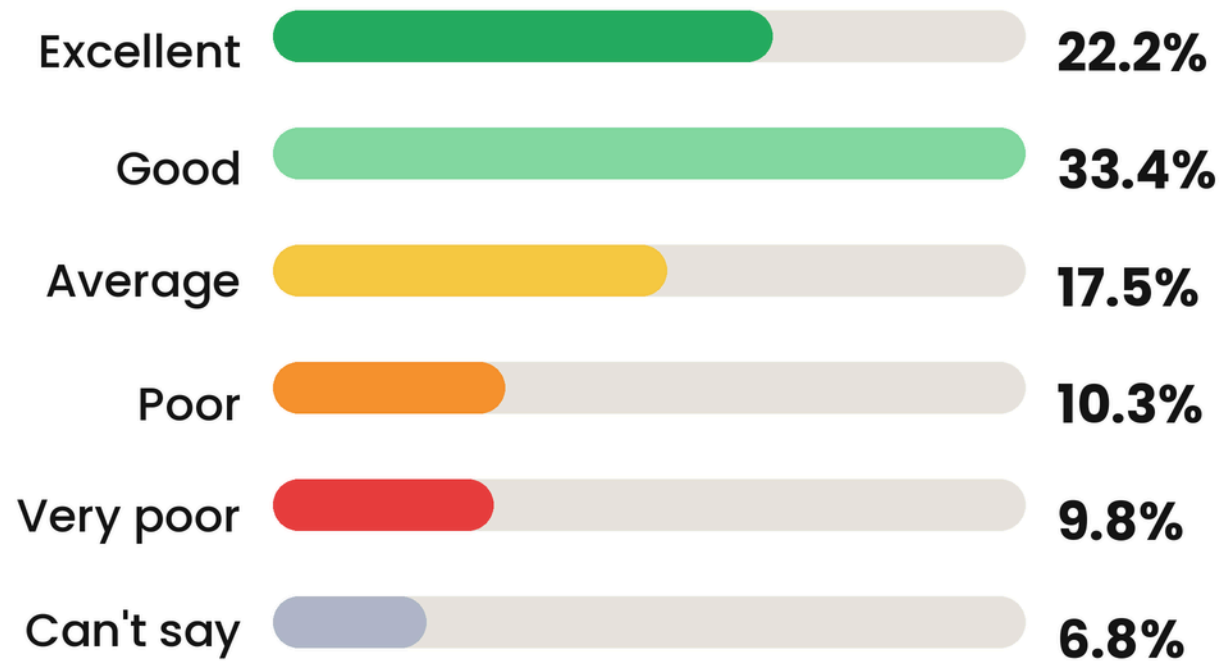
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Q1

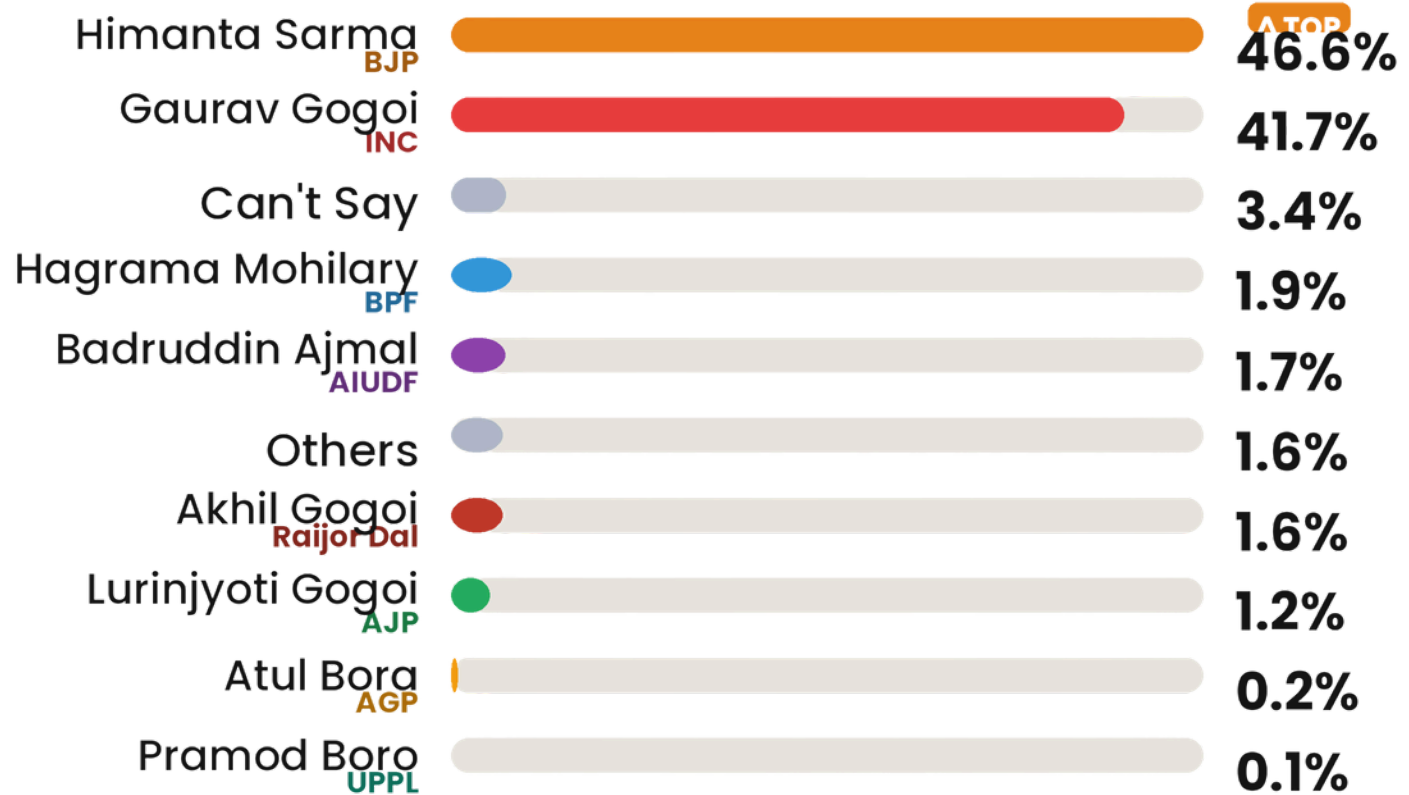
How would you rate the overall performance of the current state government in the past five years?



POSITIVE	NEUTRAL	NEGATIVE
<b>55.6%</b> EXCELLENT+GOOD	<b>17.5%</b> AVERAGE	<b>20.1%</b> POOR+VERY POOR

Q2

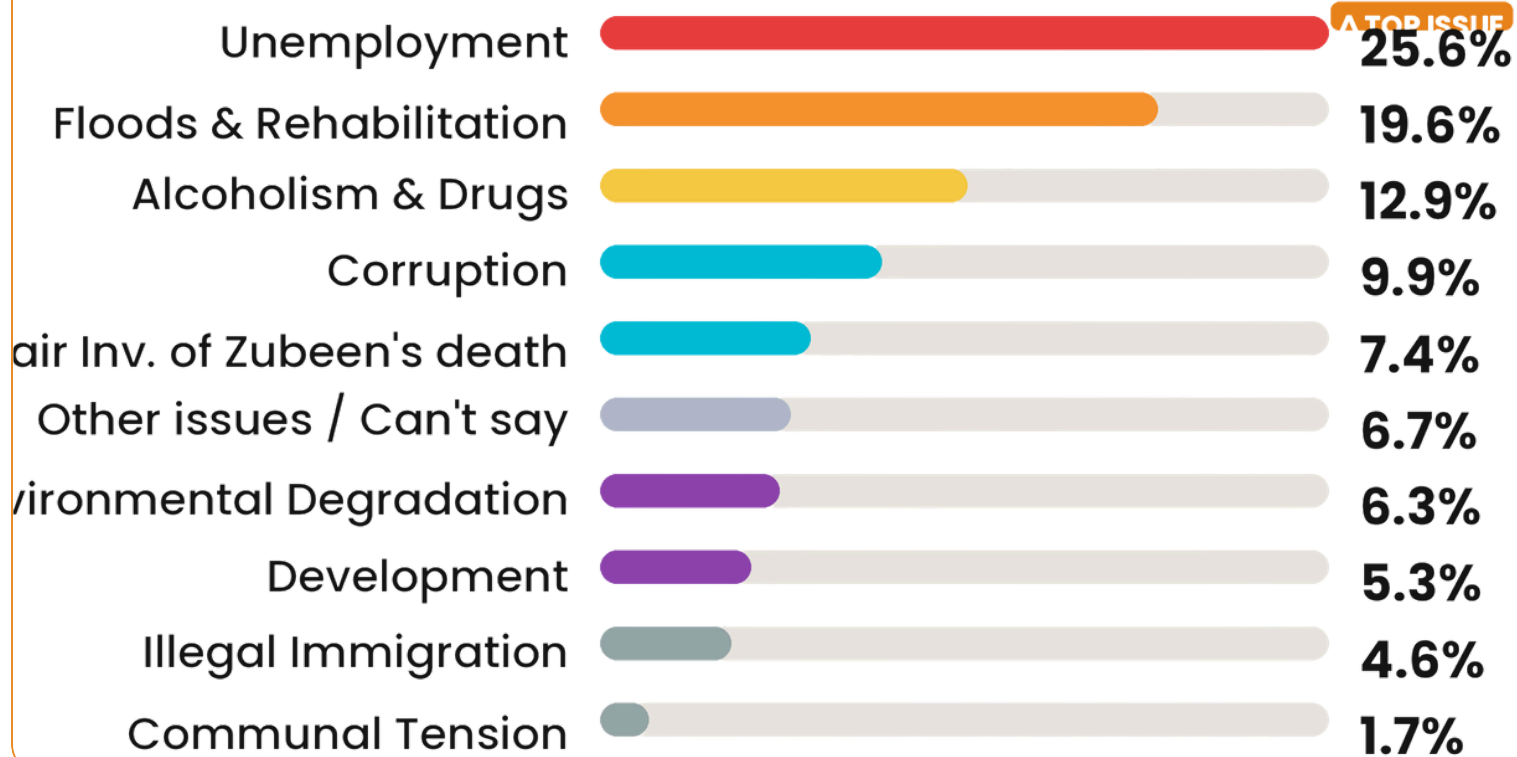
## Who do you wish to see as the next CM of Assam?



BJP CANDIDATE	INC CANDIDATE	BJP LEAD
<b>46.6%</b> HIMANTA BISWA SARMA	<b>41.7%</b> GAURAV GOGOI	<b>4.9%</b> OVER INC

Q3

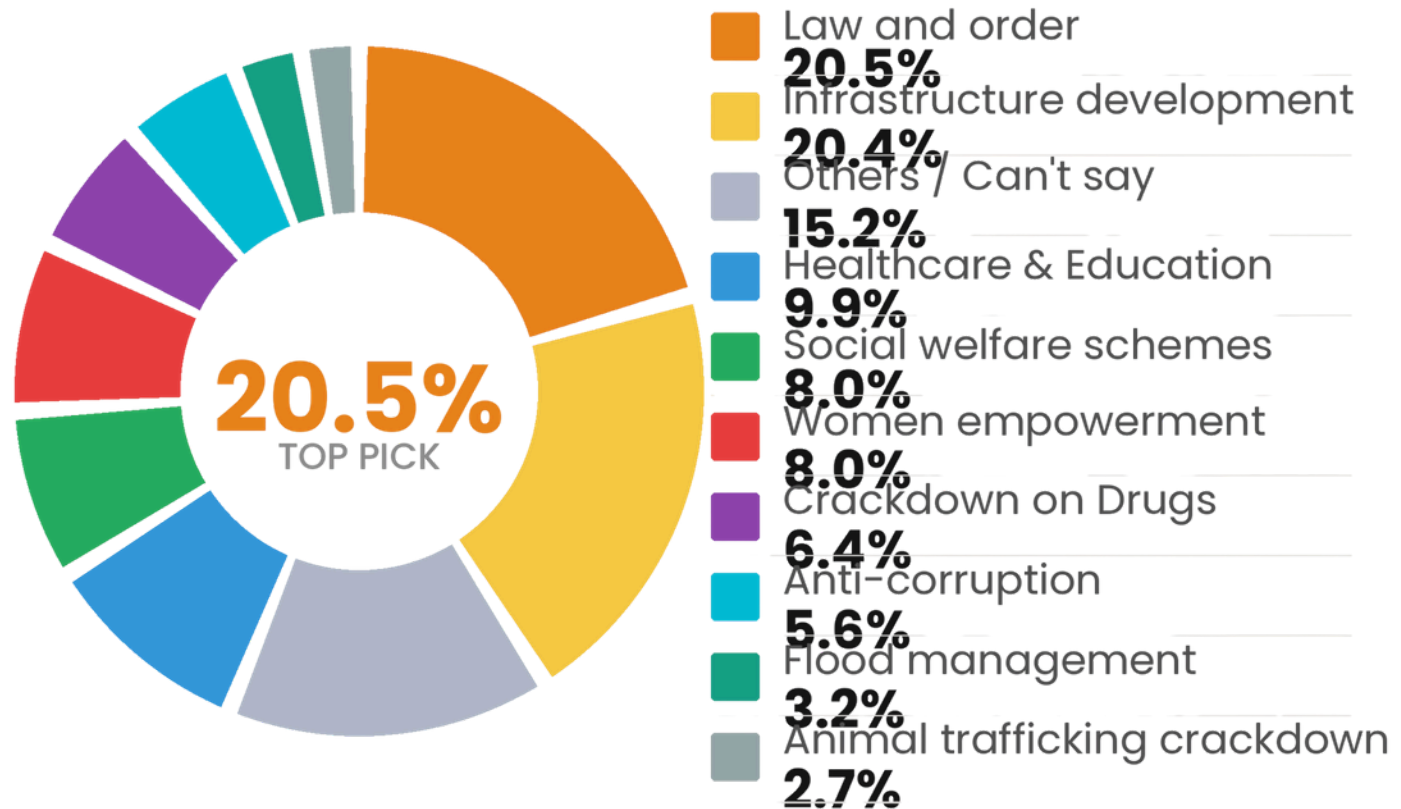
What is the most important issue according to you?



TOP ISSUE	2ND ISSUE	TOP 3 TOTAL
<b>25.6%</b> UNEMPLOYMENT	<b>19.6%</b> FLOODS & REHABILITATION	<b>58.1%</b> UNEMPLOYMENT, FLOODS + DRUGS

Q4

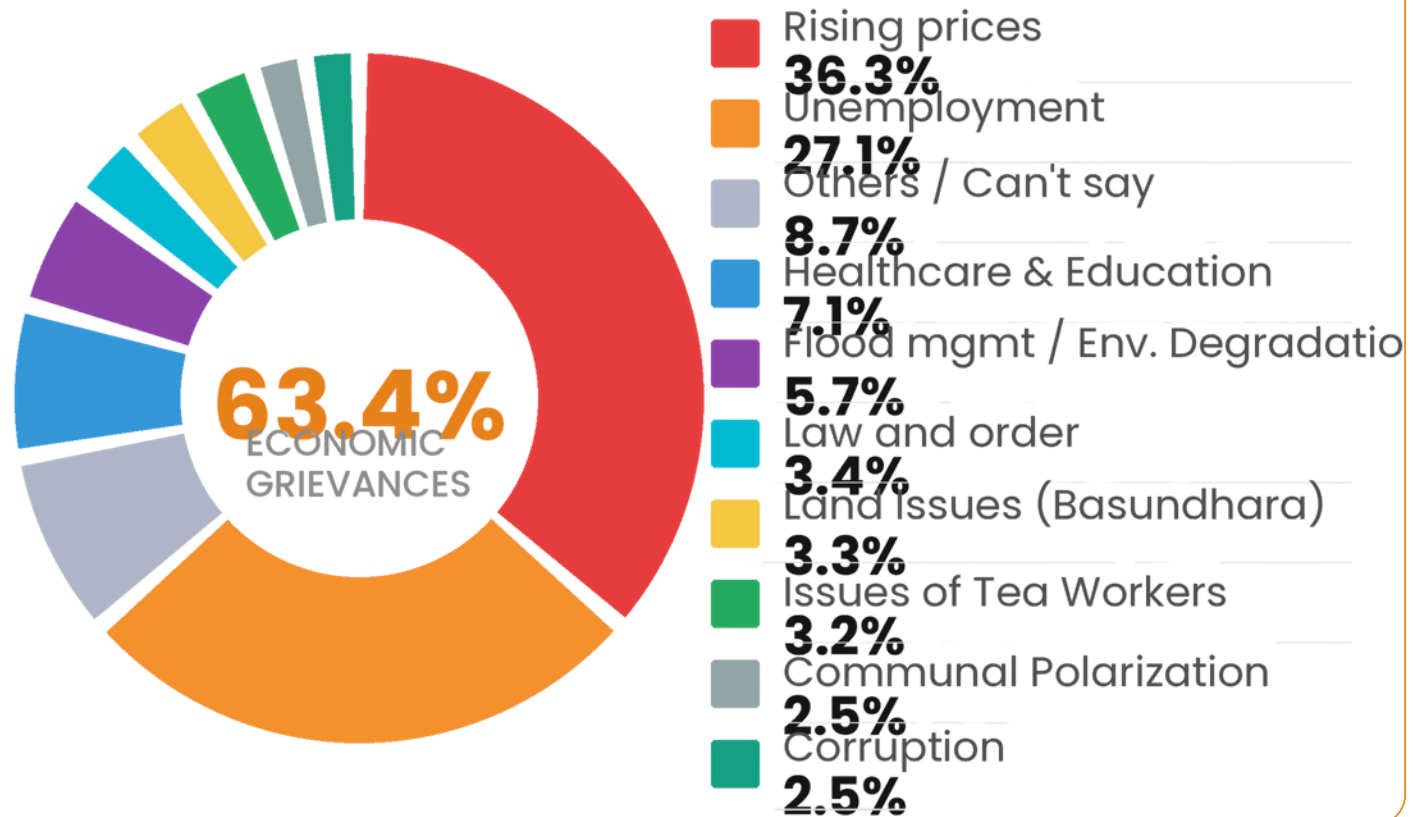
Which aspect of governance are you MOST satisfied with?



LAW & ORDER	INFRASTRUCTURE	COMBINED TOP 2
<p><b>20.5%</b> MOST SITED SATISFACTION</p>	<p><b>20.4%</b> CLOSE SECOND</p>	<p><b>40.9%</b> LAW &amp; ORDER + INFRA</p>

Q5

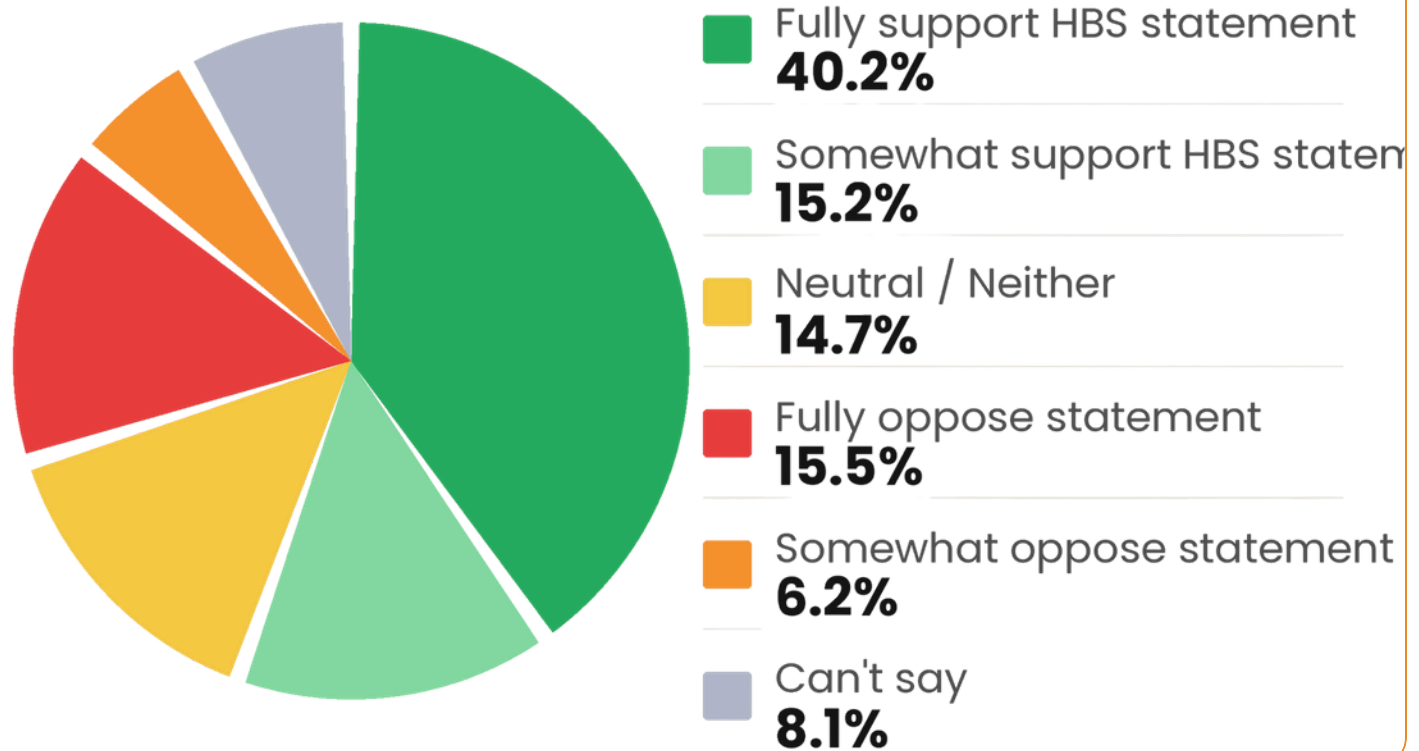
Which aspect of governance are you MOST dissatisfied with?



TOP GRIEVANCE	2ND GRIEVANCE	COMBINED
<b>36.3%</b> RISING PRICES	<b>27.1%</b> UNEMPLOYMENT	<b>63.4%</b> PRICES + UNEMPLOYMENT

Q6

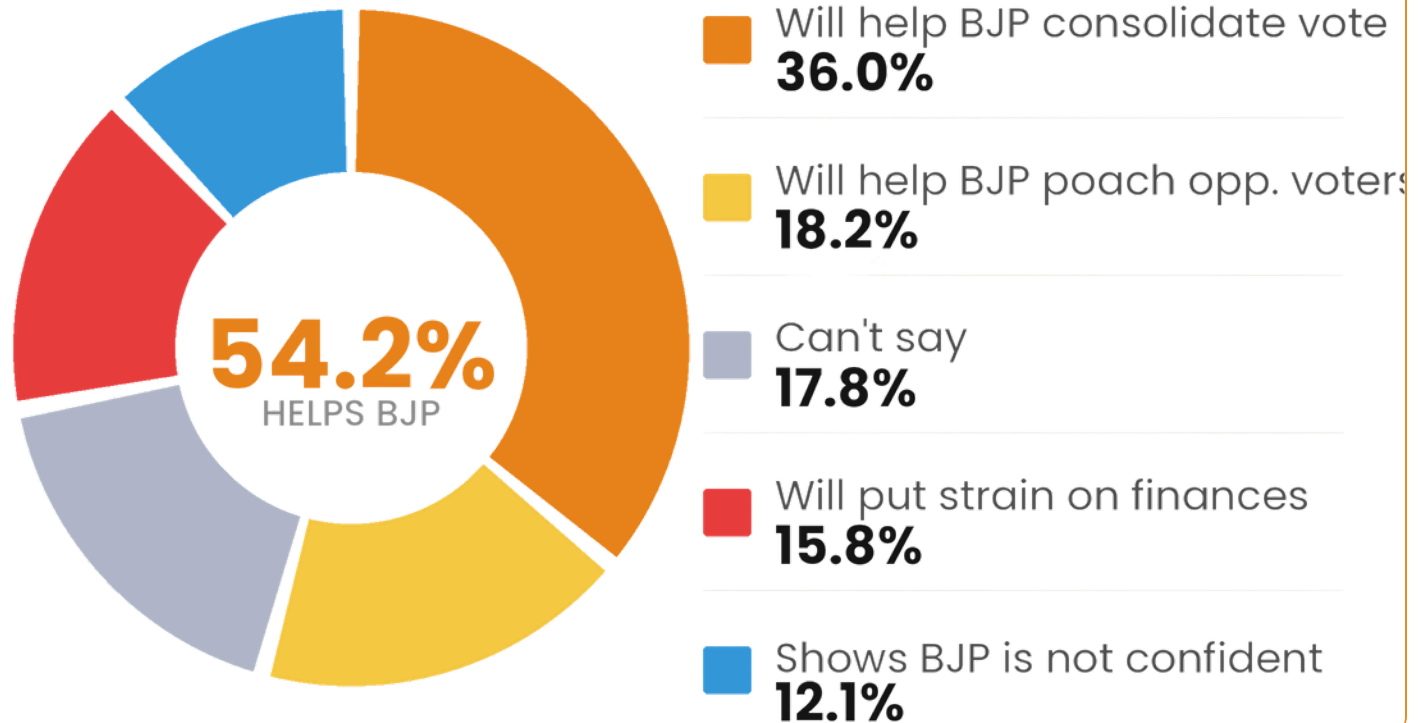
How do you rate the Miya comment controversy of Himanta Biswa Sarma?



SUPPORT HBS	OPPOSE HBS	NEUTRAL
<p><b>55.4%</b> FULLY + SOMEWHAT SUPPORT</p>	<p><b>21.7%</b> FULLY + SOMEWHAT OPPOSE</p>	<p><b>22.8%</b> NEUTRAL + CAN'T SAY</p>

Q7

How do you rate the cash transfer schemes for women, students and tea garden workers?



HELPS BJP	NEGATIVE VIEW	UNDECIDED
<p><b>54.2%</b> CONSOLIDATE + POACH VOTES</p>	<p><b>27.9%</b> STRAIN + NOT CONFIDENT</p>	<p><b>17.8%</b> CAN'T SAY</p>



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**10 March 2026**

# Demographics



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

<b>OVERALL</b>	<b>Excellent</b>	<b>Good</b>	<b>Average</b>	<b>Poor</b>	<b>Very poor</b>	<b>Can't say</b>
Overall	22.2%	33.4%	17.5%	10.3%	9.8%	6.8%
<b>GENDER WISE</b>	<b>Excellent</b>	<b>Good</b>	<b>Average</b>	<b>Poor</b>	<b>Very poor</b>	<b>Can't say</b>
Male	21%	31%	19%	10%	12%	7%
Female	23%	36%	16%	11%	8%	7%
<b>AGE WISE</b>	<b>Excellent</b>	<b>Good</b>	<b>Average</b>	<b>Poor</b>	<b>Very poor</b>	<b>Can't say</b>
18 - 24 years	30%	26%	4%	12%	17%	11%
25 - 34 years	19%	33%	15%	10%	13%	10%
35 - 44 years	18%	35%	23%	12%	8%	5%
45 - 54 years	15%	37%	24%	13%	7%	4%
55+ years	28%	38%	26%	3%	2%	2%
<b>SOCIAL GROUP WISE</b>	<b>Excellent</b>	<b>Good</b>	<b>Average</b>	<b>Poor</b>	<b>Very poor</b>	<b>Can't say</b>
SC	17%	54%	17%	2%	7%	3%
ST	13%	41%	16%	6%	7%	17%

## 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 (Raijor Dal)	Hagrama Mohilary (BPF)	Pramod Boro (UPPL)	Atul Bora (AGP)	Lurinjyoti Gogoi (AJP)	Others	Can't Say
Overall	46.6%	41.7%	1.7%	1.6%	1.9%	0.1%	0.2%	1.2%	1.6%	3.4%
GENDER WISE	Himanta Sarma	Gaurav Gogoi	Badruddin Ajmal	Akhil Gogoi	Hagrama Mohilary	Pramod Boro	Atul Bora	Lurinjyoti Gogoi	Others	Can't Say
Male	43%	47%	2%	1%	2%	0%	0%	1%	1%	4%
Female	51%	36%	2%	2%	2%	0%	0%	2%	3%	3%
AGE WISE	Himanta Sarma	Gaurav Gogoi	Badruddin Ajmal	Akhil Gogoi	Hagrama Mohilary	Pramod Boro	Atul Bora	Lurinjyoti Gogoi	Others	Can't Say
18 - 24 years	25%	61%	1%	3%	2%	0%	0%	2%	0%	6%
25 - 34 years	48%	37%	2%	1%	3%	0%	0%	1%	3%	5%
35 - 44 years	54%	37%	2%	1%	1%	0%	0%	1%	2%	3%
45 - 54 years	51%	38%	3%	3%	2%	0%	1%	0%	1%	2%
55+ years	60%	33%	1%	1%	3%	0%	0%	1%	1%	0%
SOCIAL GROUP WISE	Himanta Sarma	Gaurav Gogoi	Badruddin Ajmal	Akhil Gogoi	Hagrama Mohilary	Pramod Boro	Atul Bora	Lurinjyoti Gogoi	Others	Can't Say
SC	72%	13%	0%	0%	7%	0%	0%	2%	2%	3%
ST	49%	28%	0%	0%	1%	0%	0%	2%	2%	18%
OBC	69%	18%	1%	4%	2%	0%	0%	1%	3%	2%
GENERAL	79%	10%	0%	1%	1%	0%	0%	0%	7%	1%
Muslim	18%	65%	4%	2%	2%	0%	0%	2%	1%	6%

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

OVERALL	Unemploy-ment	Floods & Reha-bilitation	Environ-mental Degrada-tion	Alcoholism & Drugs	Corrup-tion	Develop-ment	Fair Investi-gation Zubeen's death	Commu-nal Tension	Illegal Immi-gration	Other issues/ Can't say
Overall	25.6%	19.6%	6.3%	12.9%	9.9%	5.3%	7.4%	1.7%	4.6%	6.7%
<b>GENDER WISE</b>										
Male	21%	16%	8%	15%	12%	5%	9%	1%	5%	6%
Female	30%	23%	4%	11%	7%	6%	6%	2%	4%	7%
<b>AGE WISE</b>										
18 - 24 years	34%	25%	2%	17%	4%	3%	8%	1%	2%	4%
25 - 34 years	26%	22%	5%	12%	9%	5%	7%	2%	5%	7%
35 - 44 years	22%	19%	3%	13%	12%	6%	8%	3%	6%	8%
45 - 54 years	24%	14%	8%	11%	20%	5%	9%	3%	5%	2%
55+ years	21%	15%	16%	10%	8%	8%	4%	0%	5%	12%
<b>SOCIAL GROUP WISE</b>										
SC	24%	18%	4%	11%	14%	11%	7%	0%	4%	5%
ST	22%	23%	4%	11%	10%	8%	13%	1%	3%	4%
OBC	22%	15%	9%	20%	5%	7%	11%	1%	6%	3%
GENERAL	24%	18%	8%	13%	8%	5%	6%	2%	9%	6%
Muslim	31%	23%	6%	10%	13%	1%	5%	3%	1%	6%

## Q4: Which aspect of governance are you MOST satisfied with?

OVERALL	Law and order	Infrastructure development	Social welfare schemes	Healthcare & Education	Women empowerment	Flood management	Anti-corruption	Crackdown on Drugs	Crackdown on animal trafficking	Others/ can't say
Overall	20.5%	20.4%	8.0%	9.9%	8.0%	3.2%	5.6%	6.4%	2.7%	15.2%
<b>GENDER WISE</b>										
Male	17%	21%	7%	8%	8%	3%	7%	6%	3%	20%
Female	24%	20%	9%	12%	8%	3%	4%	7%	2%	10%
<b>AGE WISE</b>										
18 - 24 years	22%	17%	6%	12%	7%	4%	4%	12%	1%	16%
25 - 34 years	17%	20%	8%	11%	7%	5%	7%	4%	2%	19%
35 - 44 years	17%	14%	12%	13%	10%	3%	8%	7%	2%	14%
45 - 54 years	21%	22%	8%	8%	9%	3%	6%	7%	5%	10%
55+ years	28%	31%	6%	3%	8%	0%	2%	2%	6%	14%
<b>SOCIAL GROUP WISE</b>										
SC	31%	28%	10%	6%	6%	1%	3%	2%	3%	11%
ST	26%	19%	9%	10%	6%	1%	1%	2%	1%	26%
OBC	19%	17%	14%	8%	12%	7%	7%	3%	2%	11%
GENERAL	21%	35%	8%	9%	11%	1%	4%	3%	2%	6%
Muslim	14%	13%	6%	13%	6%	4%	9%	14%	4%	17%

## Q5: Which aspect of governance are you MOST dissatisfied with?

OVERALL	Unemployment	Rising prices	Flood management	Healthcare & Education	Law and order	Land Issues (Basundhara)	Corruption	Solving Issues of Tea Workers	Communal Polarization	Others/ can't say
Overall	27.1%	36.3%	5.7%	7.1%	3.4%	3.3%	2.5%	3.2%	2.5%	8.7%
<b>GENDER WISE</b>										
Male	24%	41%	4%	6%	3%	3%	3%	1%	2%	12%
Female	30%	31%	7%	8%	4%	4%	2%	5%	3%	6%
<b>AGE WISE</b>										
18 - 24 years	34%	16%	9%	13%	2%	5%	2%	12%	1%	7%
25 - 34 years	27%	39%	3%	7%	5%	3%	4%	1%	2%	9%
35 - 44 years	26%	49%	5%	5%	2%	2%	1%	1%	3%	7%
45 - 54 years	15%	45%	5%	4%	6%	4%	4%	1%	9%	6%
55+ years	31%	36%	7%	4%	3%	3%	1%	0%	0%	15%
<b>SOCIAL GROUP WISE</b>										
SC	19%	46%	6%	6%	2%	5%	2%	1%	2%	10%
ST	39%	20%	2%	4%	4%	1%	2%	2%	3%	23%
OBC	33%	32%	5%	10%	2%	4%	3%	5%	1%	7%
GENERAL	24%	43%	5%	6%	6%	3%	1%	1%	3%	9%
Muslim	23%	41%	8%	8%	3%	4%	4%	4%	3%	1%

## Q6: How do you rate the Miya comment controversy of Himanta Biswa Sarma?

OVERALL	Fully support HBS statement	Somewhat support HBS statement	Neutral or neither support nor oppose	Somewhat oppose statement	Fully oppose statement	Can't say
Overall	40.2%	15.2%	14.7%	6.2%	15.5%	8.1%
<b>GENDER WISE</b>						
Male	36%	15%	14%	8%	19%	9%
Female	45%	16%	16%	5%	12%	7%
<b>AGE WISE</b>						
18 - 24 years	28%	16%	17%	6%	19%	13%
25 - 34 years	42%	17%	12%	6%	17%	5%
35 - 44 years	43%	12%	19%	5%	14%	6%
45 - 54 years	35%	13%	19%	8%	23%	2%
55+ years	52%	16%	7%	8%	5%	12%
<b>SOCIAL GROUP WISE</b>						
SC	68%	9%	10%	2%	2%	9%
ST	41%	15%	18%	7%	4%	15%
OBC	54%	16%	10%	7%	8%	5%
GENERAL	62%	21%	4%	1%	7%	5%
Muslim	12%	14%	24%	10%	34%	6%

## Q7: How do you rate the cash transfer schemes for women, students and tea garden workers announced by the HBS govt?

OVERALL	Will help BJP consolidate vote	Will help BJP poach opposition voters	Will put strain on state finances	Shows BJP is not confident	Can't say
Overall	36.0%	18.2%	15.8%	12.1%	17.8%
<b>GENDER WISE</b>					
Male	34%	15%	18%	14%	19%
Female	38%	21%	13%	10%	17%
<b>AGE WISE</b>					
18 - 24 years	34%	26%	8%	18%	14%
25 - 34 years	33%	19%	10%	15%	24%
35 - 44 years	35%	15%	19%	9%	22%
45 - 54 years	41%	15%	19%	14%	12%
55+ years	40%	14%	29%	3%	15%
<b>SOCIAL GROUP WISE</b>					
SC	59%	10%	2%	1%	28%
ST	43%	27%	10%	6%	13%
OBC	40%	17%	21%	5%	16%
GENERAL	50%	15%	19%	4%	13%
Muslim	17%	20%	18%	26%	19%



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**10 March 2026**

# **Key Findings**





## Q1: Government Performance

- Overall, 55.6% rate the government positively (Excellent + Good), which is a majority but not a landslide
- SC community is the most satisfied (71% positive), while Muslims are the most critical – only 44% positive, with 35% rating it Poor or Very Poor
- Older voters (55+) are the most approving age group at 66% positive
- While young voters (18–24) are the most critical at 56% positive, but 29% Poor/Very Poor

## Q2: Next CM Preference

- Himanta Biswa Sarma leads at 46.6% vs Gaurav Gogoi's 41.7% – a narrow but real gap.
- The most striking finding is the youth reversal: among 18–24 year olds, Gaurav leads decisively 61% vs 25%
- Himanta dominates among General (79%), OBC (69%), and SC (72%) communities
- Gaurav leads among Muslims (65%) and males overall (47% vs 43%). Women favour Himanta more strongly (51% vs 36%)



## Q3: Key Issues

- Unemployment (25.6%) is the single biggest concern, especially among youth (34%) and Muslims (31%).
- Floods & Rehabilitation (19.6%) is a perennial Assam concern, ranking 2nd
- Alcoholism & Drugs ranks 3rd at 12.9%, peaking among OBCs at 20%.
- Corruption ranks 4th at 9.9%; 45–54 year old most concerned (20%).
- Notably, the Zubeen Garg death investigation features as a distinct public concern at 7.4%.

## Q4 & Q5: What's Working What's Not

- The government's strongest satisfaction drivers are Law & Order (20.5%) and Infrastructure (20.4%) – its two main governance claims.
- On the other side, Rising Prices (36.3%) is the single largest grievance, dwarfing all others.
- Unemployment (27.1%) is second. Together, these two account for nearly two-thirds of all dissatisfaction.
- Among 35–44 year olds, rising prices spike to 49%.



## Q6: Miya Comment Controversy

- A majority — 55.4% — support HBS's statement (fully + somewhat), making it a net political positive for him overall.
- However, the community split is the sharpest in the entire survey: General community supports it 83%, OBC 70%, SC 77% — while Muslims oppose it 44% and only 26% support it.
- Women support the statement more than men (61% vs 51%).
- Among 55+ voters, support reaches 68%.

## Q7: Cash Transfer Schemes

- 54.2% see the schemes as either consolidating BJP's base (36%) or helping poach opposition voters (18.2%) — suggesting most view them as electorally effective
- Only 15.8% think it will strain state finances.
- Muslims are the most sceptical, with 26% saying it shows the BJP is "not confident."
- Among older voters (55+), concern about fiscal strain is greatest at 29%.



## Overall Electoral Picture

- Satisfaction rating with NDA govt. performance is high, resulting in Himanta Biswa Sarma leading the CM race
- Gaurav is popular amongst youth and minority communities
- The cash transfer schemes for youth, women, and tea garden workers are helping the BJP consolidate support
- Its a battle of pro-incumbency test for BJP and comeback test for Congress





# #StateVibe

10 March 2026

# THANK YOU

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**Methodology: CATI**

**Sample size: 2,616 (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%**