



**Presents**

# State Vibe

## Kerala Elections 2026: Round 2 – Thematic

*Kerala at a Crossroads  
Welfare Strength vs Governance Fatigue  
– A Tight Electoral Battle*

**07 March, 2026**

 [connect@votevibe.in](mailto:connect@votevibe.in)

 [votevibe.in](http://votevibe.in)

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

Q1 · Overall Respondents · Pre-e Claude content



POSITIVE

**35.8%**

Excellent + Good

NEUTRAL

**13.2%**

Average

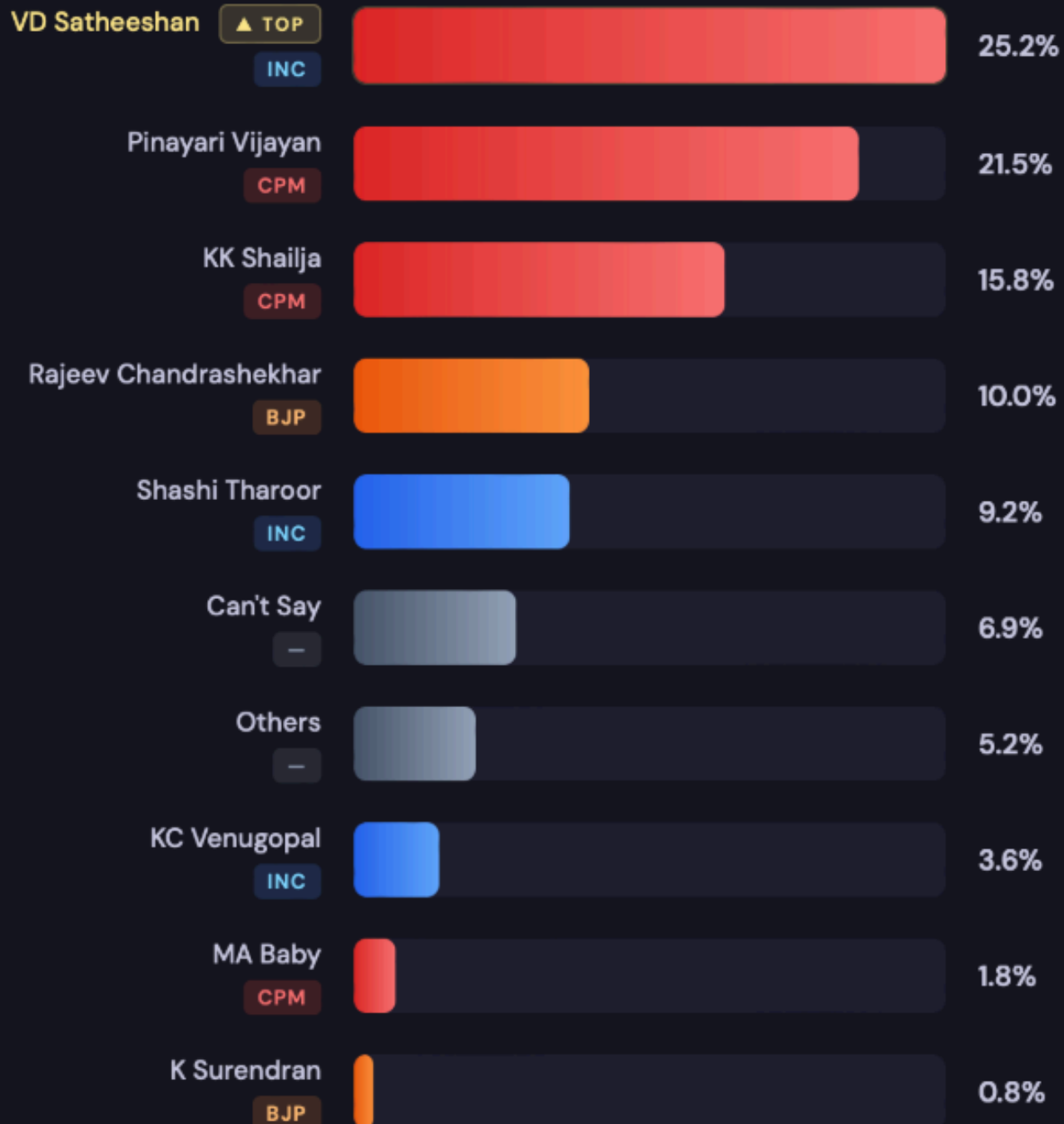
NEGATIVE

**44.3%**

Poor + Very Poor

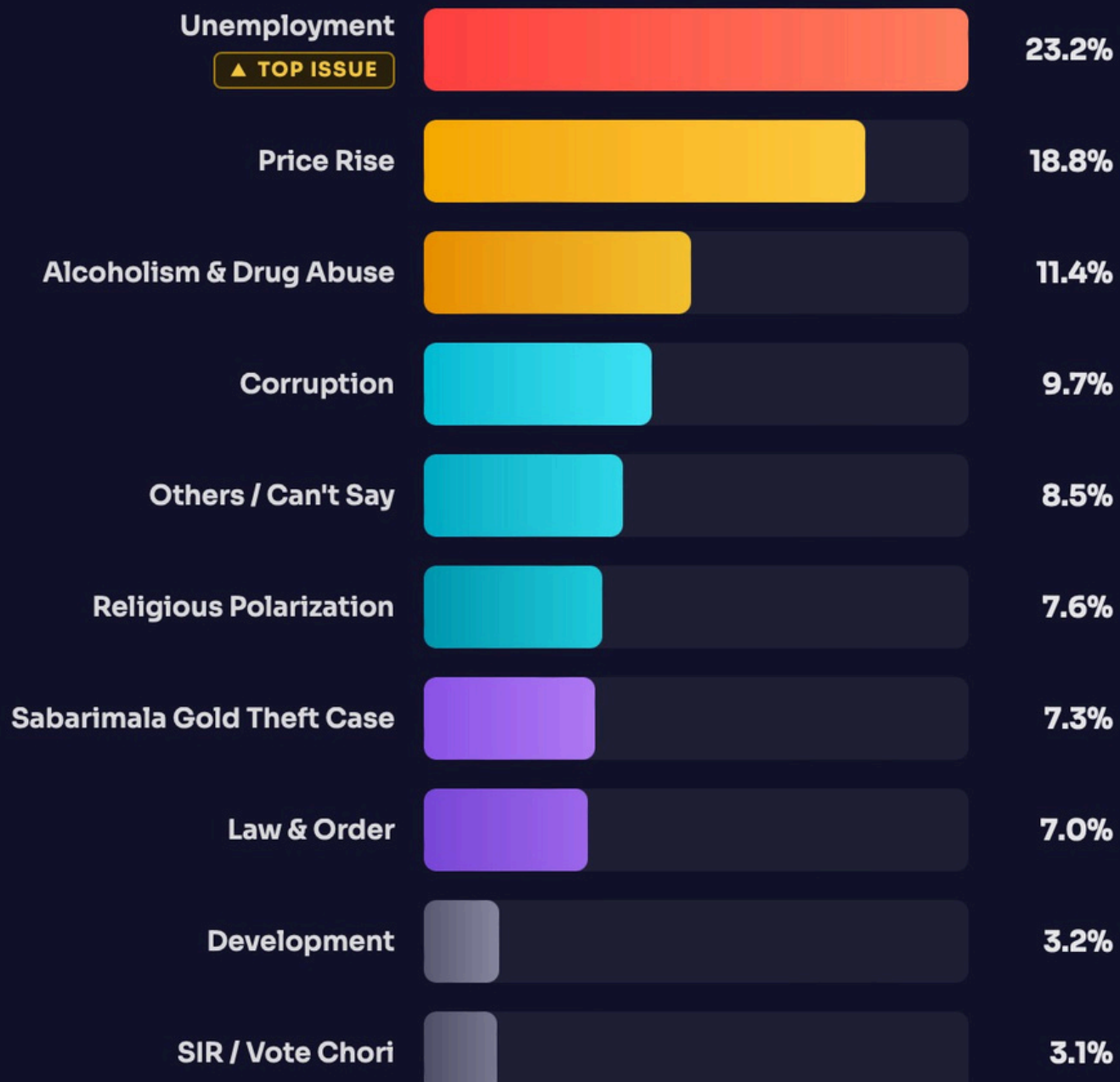
## Who do you wish to see as the next CM of Kerala?

Q2 · Overall Respondents · Pre-election Survey



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

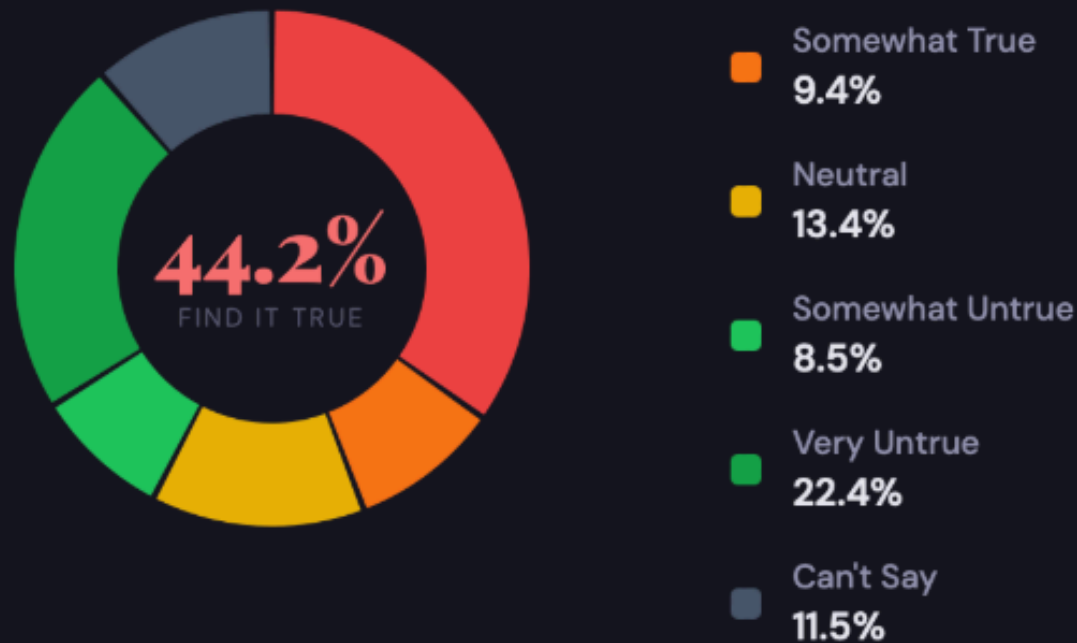
Q3 · Overall Respondents · Pre-election Survey





## How do you rate the allegations of corruption, misgovernance, and financial extravagance against the LDF government?

Q4 · Overall Respondents · Pre-election Survey



BELIEVE IT'S TRUE

**44.2%**

DENY ALLEGATIONS

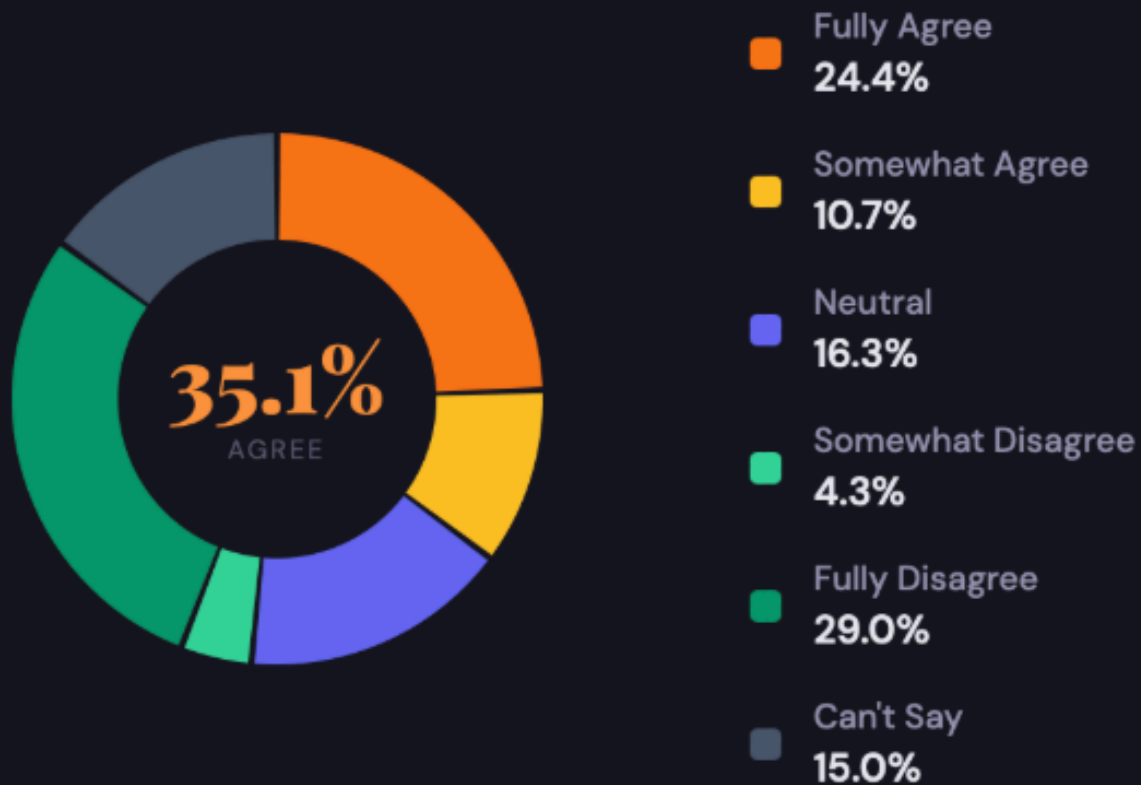
**30.9%**

UNDECIDED

**24.9%**

## Do you agree with the LDF-BJP view that IUML will be the back seat driver of the next UDF govt.?

Q5 · Overall Respondents · Pre-election Survey



AGREE

**35.1%**

Fully + Somewhat Agree

DISAGREE

**33.3%**

Somewhat + Fully Disagree

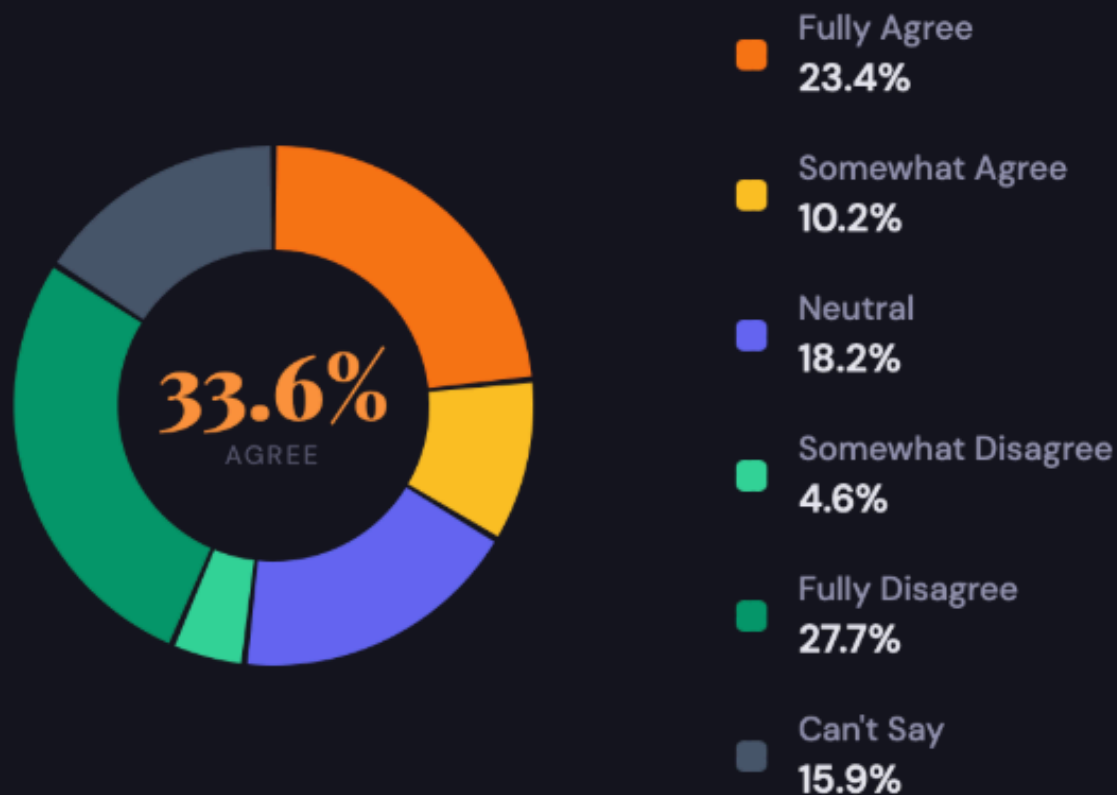
UNDECIDED

**31.3%**

Neutral + Can't Say

## Do you agree with the UDF's allegation that CPM-BJP have a tacit alliance?

Q6 · Overall Respondents · Pre-election Survey



AGREE

**33.6%**

Fully + Somewhat Agree

DISAGREE

**32.3%**

Somewhat + Fully Disagree

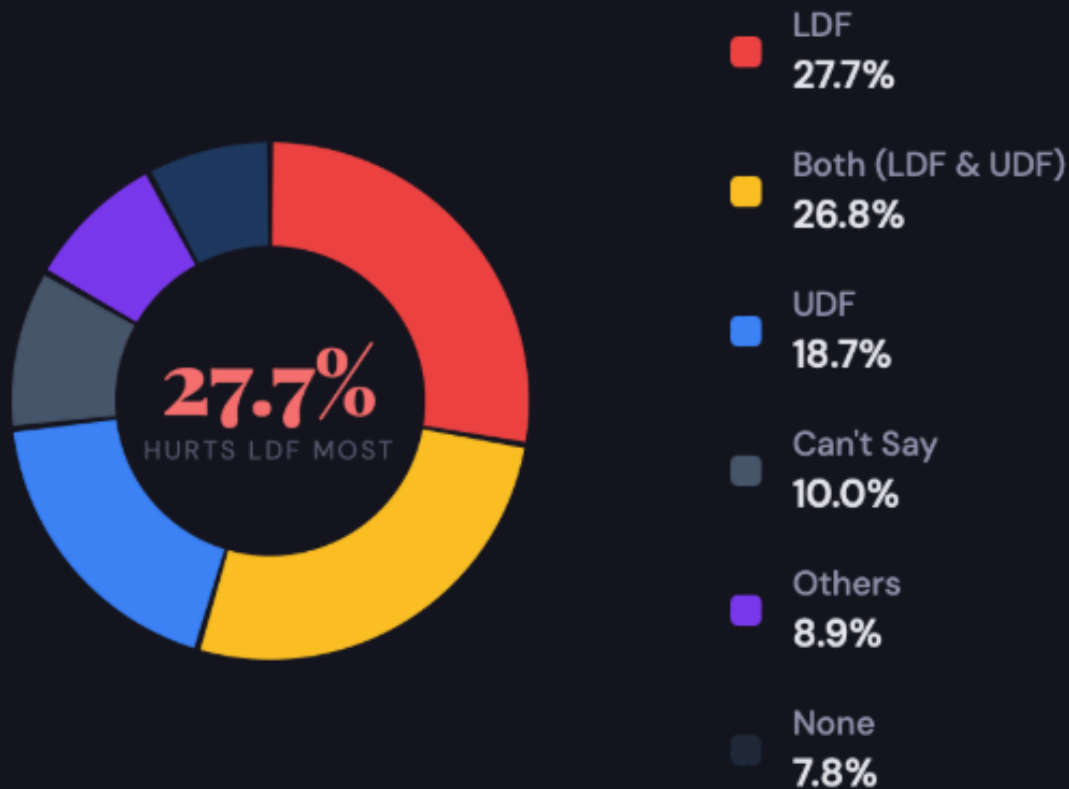
UNDECIDED

**34.1%**

Neutral + Can't Say

## Who does BJP growth in the state damage the most?

Q7 · Overall Respondents · Pre-election Survey



HURTS LDF

**54.5%**

LDF only + Both

HURTS UDF

**45.5%**

UDF only + Both

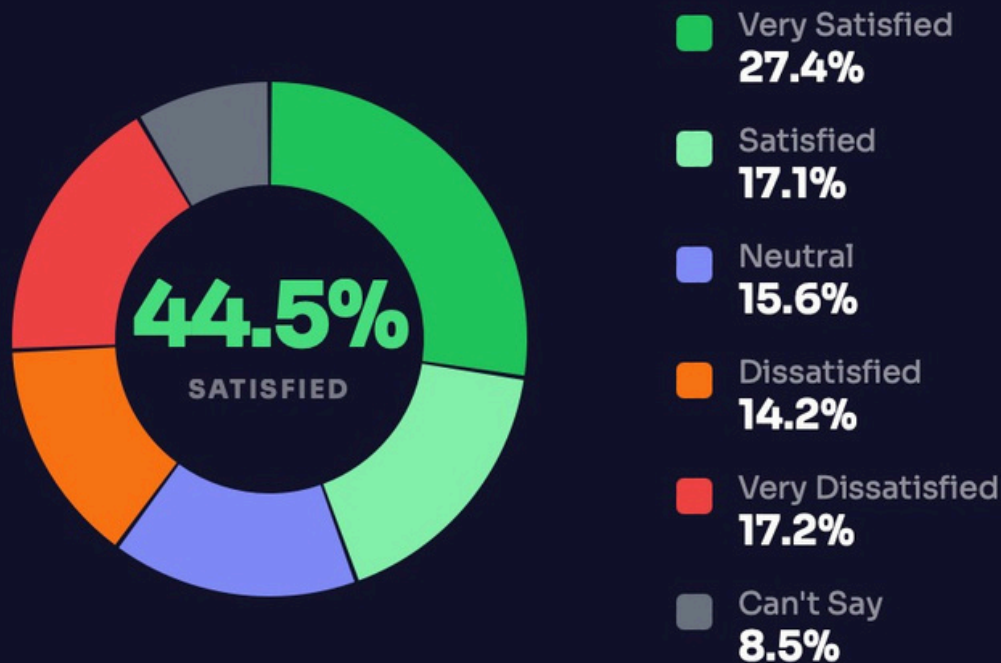
NO CLEAR VIEW

**26.7%**

None + Others + Can't Say

## How satisfied are you with the state government's welfare schemes like LIFE Mission, KASP, Kudumbashree Mission and other social security programs?

Q8 · Overall Respondents · Pre-election Survey



SATISFIED

**44.5%**

DISSATISFIED

**31.4%**

UNDECIDED

**24.1%**



**#StateVibe**

**07 March 2026**

# Demographics



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

<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	26%	9%	9%	22%	28%	6%
Female	24%	13%	17%	17%	21%	8%
<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	22%	15%	15%	18%	20%	10%
25 - 34 years	20%	13%	12%	21%	28%	6%
35 - 44 years	26%	9%	14%	16%	30%	6%
45 - 54 years	28%	8%	17%	21%	21%	5%
55+ years	30%	9%	10%	22%	22%	6%
<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	21%	24%	16%	20%	12%	7%
OBC	24%	6%	19%	16%	26%	10%
GENERAL	31%	3%	7%	26%	29%	4%
Muslim	29%	11%	8%	22%	22%	8%
Christian	17%	19%	13%	18%	32%	1%

## 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	23%	11%	2%	7%	4%	14%	28%	1%	4%	8%
Female	21%	21%	1%	12%	4%	6%	23%	1%	7%	6%
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	25%	32%	0%	9%	1%	7%	9%	0%	9%	7%
25 - 34 years	17%	12%	4%	10%	1%	9%	31%	1%	6%	10%
35 - 44 years	20%	9%	1%	8%	3%	13%	34%	3%	4%	6%
45 - 54 years	24%	16%	1%	10%	8%	10%	23%	1%	3%	6%
55+ years	26%	9%	2%	10%	8%	11%	29%	0%	3%	4%
SOCIAL GROUP WISE	Pinayari Vijayan	KK Shailja	MA Baby	Shashi Tharoor	KC Venugopal	Rajeev Chandrasekhar	VD Satheeshan	K Surendran	Others	Can't say
SC	33%	11%	2%	7%	4%	13%	16%	2%	6%	7%
OBC	24%	20%	1%	11%	3%	15%	13%	2%	5%	7%
GENERAL	19%	19%	1%	11%	1%	26%	15%	1%	3%	6%
Muslim	23%	9%	3%	7%	5%	3%	39%	0%	3%	9%
Christian	11%	18%	3%	9%	3%	1%	40%	0%	10%	5%

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

<b>GENDER WISE</b>	<b>Unemployment</b>	<b>Law &amp; order</b>	<b>Price Rise</b>	<b>Alcoholism &amp; drug abuse</b>	<b>Corruption</b>	<b>Development</b>	<b>SIR/ Vote Chori</b>	<b>Sabarimala Gold Theft Case</b>	<b>Religious Polarization</b>	<b>Can't say</b>
Male	21%	5%	15%	11%	9%	3%	4%	10%	10%	11%
Female	25%	9%	23%	12%	10%	3%	2%	4%	5%	6%
<b>AGE WISE</b>	<b>Unemployment</b>	<b>Law &amp; order</b>	<b>Price Rise</b>	<b>Alcoholism &amp; drug abuse</b>	<b>Corruption</b>	<b>Development</b>	<b>SIR/ Vote Chori</b>	<b>Sabarimala Gold Theft Case</b>	<b>Religious Polarization</b>	<b>Can't say</b>
18 - 24 years	34%	11%	5%	0%	7%	0%	4%	16%	6%	17%
25 - 34 years	24%	7%	26%	15%	8%	2%	4%	5%	5%	5%
35 - 44 years	17%	5%	24%	14%	8%	3%	5%	5%	13%	7%
45 - 54 years	14%	5%	25%	17%	15%	4%	0%	4%	11%	5%
55+ years	25%	7%	14%	12%	14%	8%	2%	6%	4%	8%
<b>SOCIAL GROUP WISE</b>	<b>Unemployment</b>	<b>Law &amp; order</b>	<b>Price Rise</b>	<b>Alcoholism &amp; drug abuse</b>	<b>Corruption</b>	<b>Development</b>	<b>SIR/ Vote Chori</b>	<b>Sabarimala Gold Theft Case</b>	<b>Religious Polarization</b>	<b>Can't say</b>
SC	38%	8%	15%	14%	11%	4%	3%	2%	2%	3%
OBC	21%	10%	22%	12%	14%	3%	1%	5%	5%	7%
GENERAL	16%	6%	12%	9%	10%	5%	7%	20%	10%	5%
Muslim	16%	5%	19%	12%	5%	4%	4%	10%	16%	9%
Christian	33%	3%	16%	9%	9%	1%	3%	5%	2%	17%

## Q4: How do you rate the allegations of corruption, misgovernance, and financial extravagance against the LDF government?

GENDER WISE	Very True	Somewhat True	Neutral	Somewhat Untrue	Very Untrue	Can't say
Male	37%	8%	11%	11%	25%	8%
Female	33%	11%	16%	6%	19%	15%
AGE WISE	Very True	Somewhat True	Neutral	Somewhat Untrue	Very Untrue	Can't say
18 - 24 years	30%	2%	18%	12%	23%	16%
25 - 34 years	45%	11%	13%	3%	22%	7%
35 - 44 years	31%	13%	11%	7%	26%	12%
45 - 54 years	32%	11%	8%	14%	24%	12%
55+ years	33%	11%	16%	11%	18%	11%
SOCIAL GROUP WISE	Very True	Somewhat True	Neutral	Somewhat Untrue	Very Untrue	Can't say
SC	25%	7%	27%	6%	22%	13%
OBC	38%	10%	12%	8%	20%	12%
GENERAL	41%	6%	7%	6%	27%	13%
Muslim	31%	10%	17%	13%	20%	8%
Christian	37%	12%	7%	5%	25%	14%

**Q5: Do you agree with the LDF-BJP view that IUML will be the back seat driver of the next UDF govt.?**

<b>GENDER WISE</b>	<b>Fully Agree</b>	<b>Somewhat Agree</b>	<b>Neutral</b>	<b>Somewhat Disagree</b>	<b>Fully Disagree</b>
Male	28%	11%	13%	2%	34%
Female	21%	11%	20%	6%	23%
<b>AGE WISE</b>	<b>Fully Agree</b>	<b>Somewhat Agree</b>	<b>Neutral</b>	<b>Somewhat Disagree</b>	<b>Fully Disagree</b>
18 - 24 years	25%	16%	16%	7%	31%
25 - 34 years	23%	10%	20%	1%	26%
35 - 44 years	24%	11%	12%	4%	32%
45 - 54 years	24%	12%	13%	7%	27%
55+ years	27%	4%	20%	4%	30%
<b>SOCIAL GROUP WISE</b>	<b>Fully Agree</b>	<b>Somewhat Agree</b>	<b>Neutral</b>	<b>Somewhat Disagree</b>	<b>Fully Disagree</b>
SC	23%	9%	33%	4%	14%
OBC	26%	15%	13%	4%	25%
GENERAL	29%	14%	8%	6%	31%
Muslim	30%	7%	14%	4%	31%
Christian	10%	7%	23%	4%	42%

## Q6: Do you agree with the UDF's allegation that CPM-BJP have a tacit alliance?

<b>GENDER WISE</b>	<b>Fully Agree</b>	<b>Somewhat Agree</b>	<b>Neutral</b>	<b>Somewhat Disagree</b>	<b>Fully Disagree</b>
Male	28%	7%	17%	5%	30%
Female	18%	13%	19%	4%	25%
<b>AGE WISE</b>	<b>Fully Agree</b>	<b>Somewhat Agree</b>	<b>Neutral</b>	<b>Somewhat Disagree</b>	<b>Fully Disagree</b>
18 - 24 years	5%	10%	21%	12%	42%
25 - 34 years	30%	8%	21%	0%	22%
35 - 44 years	25%	14%	12%	2%	28%
45 - 54 years	29%	11%	12%	4%	27%
55+ years	31%	8%	23%	7%	18%
<b>SOCIAL GROUP WISE</b>	<b>Fully Agree</b>	<b>Somewhat Agree</b>	<b>Neutral</b>	<b>Somewhat Disagree</b>	<b>Fully Disagree</b>
SC	20%	22%	14%	0%	25%
OBC	16%	8%	23%	6%	27%
GENERAL	23%	11%	10%	2%	42%
Muslim	32%	9%	13%	7%	24%
Christian	26%	10%	21%	3%	29%

## Q7: Who does BJP growth in the state damage the most?

<b>GENDER WISE</b>	<b>LDF</b>	<b>UDF</b>	<b>Both</b>	<b>None</b>	<b>Others</b>
Male	29%	24%	25%	5%	11%
Female	27%	13%	29%	10%	7%
<b>AGE WISE</b>	<b>LDF</b>	<b>UDF</b>	<b>Both</b>	<b>None</b>	<b>Others</b>
18 - 24 years	21%	22%	23%	8%	16%
25 - 34 years	32%	14%	25%	10%	8%
35 - 44 years	31%	15%	31%	6%	7%
45 - 54 years	25%	24%	27%	10%	6%
55+ years	29%	22%	28%	5%	5%
<b>SOCIAL GROUP WISE</b>	<b>LDF</b>	<b>UDF</b>	<b>Both</b>	<b>None</b>	<b>Others</b>
SC	34%	16%	22%	19%	4%
OBC	28%	14%	33%	5%	9%
GENERAL	25%	21%	36%	4%	7%
Muslim	31%	27%	22%	4%	5%
Christian	21%	13%	21%	15%	17%

**Q8: How satisfied are you with the state government's welfare schemes like LIFE Mission, KASP, Kudumbashree Mission and other social security programs?**

<b>GENDER WISE</b>	<b>Very satisfied</b>	<b>Satisfied</b>	<b>Neutral</b>	<b>Dissatisfied</b>	<b>Very dissatisfied</b>
Male	31%	11%	12%	19%	22%
Female	23%	24%	19%	9%	12%
<b>AGE WISE</b>	<b>Very satisfied</b>	<b>Satisfied</b>	<b>Neutral</b>	<b>Dissatisfied</b>	<b>Very dissatisfied</b>
18 - 24 years	29%	33%	9%	5%	19%
25 - 34 years	25%	14%	22%	13%	14%
35 - 44 years	28%	12%	13%	18%	21%
45 - 54 years	29%	12%	18%	17%	17%
55+ years	27%	12%	15%	21%	16%
<b>SOCIAL GROUP WISE</b>	<b>Very satisfied</b>	<b>Satisfied</b>	<b>Neutral</b>	<b>Dissatisfied</b>	<b>Very dissatisfied</b>
SC	22%	24%	15%	16%	12%
OBC	25%	19%	13%	13%	18%
GENERAL	27%	9%	12%	25%	21%
Muslim	40%	9%	20%	12%	12%
Christian	15%	27%	16%	14%	25%



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**07 March 2026**

# Key Findings



## Kerala 2026: What the Survey Data Tells Us

### ● **LDF's Paradox — Strong Welfare, Weak Trust**

- 44% satisfied with LIFE Mission, KASP & Kudumbashree
- 44.2% believe corruption allegations are true
- 23.2% cite price unemployment as the top issue
- Voters credit welfare but penalise on corruption & cost of living
- Welfare schemes alone won't be enough to win

### ● **VD Satheeshan's (LOP) Quiet Rise**

- Satheeshan tops CM preference at 25.2%, edging out Vijayan at 21.5%
- Opposition leader outpolling an incumbent signals voter fatigue
- Yet UDF combined (38%) vs LDF combined (39.1%) — a near-dead heat at leadership level

### ● **The "Both" Problem for BJP**

- BJP growth hurts LDF more — 27.7% vs 18.7% for UDF
- But 26.8% say it damages "Both" — the real story
- BJP's rise bleeds both fronts, making seat arithmetic unpredictable
- A wild card, not a kingmaker



## **The Narrative Wars Are Inconclusive**

- Both attack narratives have failed to land decisively
- CPM-BJP tacit alliance: Agree 33.6% / Disagree 32.3% / Undecided 34.1%
- IUML backseat driver of UDF govt.: Agree 35.1% / Disagree 33.3% / Undecided 31.3%
- Perfect ~33% three-way split on both — neither narrative has broken through
- Voters are sceptical of mud-slinging from all sides



## **The Issues Hierarchy Hurts the Incumbent**

- Top 3 issues are all anti-incumbency — Unemployment (23.2%)
- Price Rise (18.8%), Corruption (11.4%)
- Combined, they account for 53.4% of voter concern
- Development at just 3.2% — LDF cannot run a purely positive campaign
- Opposition has more issue tailwind than the ruling front

## **The Decisive Variable: The Undecided**

- Undecided/Neutral/Can't Say bloc is 30%+ across every question
- Neither committed LDF nor firm UDF — fully persuadable
- Issue-sensitive voters who will decide margins in close constituencies
- The election's true battleground, undecided voters
- LDF enters with welfare incumbency but faces headwinds on unemployment, corruption, prices & leadership fatigue
- UDF has momentum and Satheeshan — but must consolidate fragmented support
- The ~30% undecided bloc will write the final verdict
- A close, competitive election — too tight to call

### **Bottom Line**

Factor	Favours
Welfare satisfaction	LDF
Corruption perception	UDF
Price rise / Cost of living	UDF
CM preference (top pick)	UDF (Satheeshan)
BJP vote damage	Marginal LDF edge
Narrative wars	Neither
Undecided voters	Open contest

## Kerala 2026: Deep Crosstab Analysis

### THE GENDER DIVIDE

- Men harsher on performance — 28% rate "Very Poor" vs 21% women
- Women more satisfied on welfare — 24% Satisfied vs 11% men
- Male "Very Dissatisfied" on welfare: 22% vs only 12% women
- Welfare schemes are working as a female voter retention tool
- Chandrashekar skews male (14% vs 6% women) — a gender-limited proposition
- Shailja gets 21% female support vs 11% male — most gender-asymmetric candidate in the race

### THE AGE FAULT LINES

#### Youth (18–24)

- Unemployment dominates at 34% — nearly double the overall average
- Only group where Shailja beats Vijayan (32% vs 25%) — generational LDF loyalty transfer
- Strongest rejection of CPM-BJP alliance narrative — 42% Fully Disagree
- Chandrashekar weakest among youth at just 7%

#### 25–34 — Most Anti-LDF cohort

- Corruption "Very True" peaks at 45% — highest of any age group
- Strongest for Satheeshan at 31% · Price rise concern at 26%

#### 35–44 — Satheeshan's fortress

- 34% want him as CM — his highest across all age groups
- High corruption (31%) and religious polarisation (13%) concern

#### 45+ — LDF's base defence

- More positive on performance · Lower unemployment concern
- Most receptive to IUML backseat driver narrative

## COMMUNITY ARITHMETIC

### SC — LDF's Anchor

- Unemployment at 38% — highest of any community
- 33% back Vijayan (his peak) · Only 16% want Satheeshan (his lowest)
- Welfare satisfaction high at 46% · Corruption belief low at 25%
- BJP damages LDF most among SC (34%) — a real vulnerability

### OBC — Most Fractured

- No clear CM pref: Vijayan 24%, Shailja 20%, Chandrashekhar 15%, Satheeshan 13%
- Corruption "Very True" at 38% — BJP's opening

### General — Most BJP-Friendly

- Chandrashekhar peaks at 26% · Corruption "Very True" highest at 41%
- Most impacted by price rise and Sabarimala Gold Theft

### Muslim — Decisively UDF

- Satheeshan peaks at 39% — his highest community score
- Internally divided on IUML narrative — 30% Agree vs 31% Disagree
- Twin concerns: Price rise (19%) · Religious polarisation (16%)

### Christian — Firmly UDF, Non-Negotiable

- Satheeshan at 40% — joint highest with Muslims
- Vijayan at just 11% — his lowest community score
- Welfare dissatisfaction highest at 25% · Unemployment top concern at 33%
- 42% reject IUML backseat narrative outright



## THE NARRATIVE WAR

### IUML Backseat Driver (Q5)

- Lands best among Muslims (30%) — the community most likely to vote UDF anyway
- Rejected by Christians at 42% · SC voters 33% Neutral — hasn't penetrated

### CPM-BJP Tacit Alliance (Q6)

- Worst among youth — only 5% Fully Agree, 42% Fully Disagree
- Best among 55+ (31%) and Muslims (32%) — older, already-engaged voters
- Fails completely with the key swing cohort

## THE BJP FACTOR

- Chandrashekhar concentrated in General category (26%) and male voters (14%)
- But vote damage is real — OBC 33% and General 36% say BJP hurts "Both" fronts
- BJP scrambles vote transfers in every direction
- A disruptor, not a winner — but dangerous for seat arithmetic

## OVERALL VERDICT: The Coalition of Competitive Disadvantages

- UDF leads on issues, leadership freshness and community coalition
- LDF retains strength in welfare, female voters, SC community and CPM organisational machinery
- Issue wind is blowing against the incumbent
- High 25–44 turnout → UDF wins
- High female + SC turnout → LDF stays competitive
- The election will be decided by who turns out, not who leads in polls

Segment	LDF Position	UDF Position
Women	Strong	Moderate
Youth 18–24	Moderate (Shailja asset)	Weak
25–34	Weak	Strong
35–44	Weak	Strong (Satheeshan)
SC	Strong	Moderate
OBC	Contested	Contested
General	Weak	Moderate
Muslim	Moderate	Strong
Christian	Weak	Very Strong



# #StateVibe

07 March 2026

# THANK YOU

Prepared by: AT VoteVibe LLP

[www.votevibe.in](http://www.votevibe.in)

[connect@votevibe.in](mailto:connect@votevibe.in)

X: @VoteVibeIndia

Instagram: @VoteVibeIndia

YouTube: @VoteVibeIndia

LinkedIn: ATVoteVibeLLP

Methodology: CATI

Sample size: 2,615 respondents

Gender split:

Male 52% · Female 48%

Social groups:

SC 9% · ST 2% · OBC 33% · General (UCH) 10% ·

Muslim 27% · Christian 18% · Others 1%

Age profile:

18-24 – 22% · 25-34 – 26% ·

35-44 – 21% · 45-54 – 14% · 55+ – 17%

Margin of error: ±3%