



VOTE VIBE
INSIGHTS FOR SMARTER DECISIONS

**ASSAM
OPINION POLL
TRACKER 1
23 MARCH 2026**

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**METHODOLOGY
CATI + QUALITATIVE INPUTS
SAMPLE SIZE: 5,453
MARGIN OF ERROR +/- 3%**

Q1: HOW WOULD YOU RATE THE OVERALL PERFORMANCE OF THE CURRENT STATE GOVERNMENT IN THE PAST FIVE YEARS?

VERY GOOD	GOOD	AVERAGE	POOR	VERY POOR	CAN'T SAY
32.1%	15.3%	15.6%	15.8%	13.1%	8.0%

Q2: WHO DO YOU WISH TO SEE AS THE NEXT CM OF ASSAM?

HIMANTA SARMA (BJP)	GAURAV GOGOI (INC)	BADRUDDIN AJMAL (AIUDF)
48.0%	37.7%	2.0%
AKHIL GOGOI (RAIJOR DAL)	OTHERS	CAN'T SAY
2.0%	4.5%	5.8%

Q3: WHAT IS THE MOST IMPORTANT ISSUE ACCORDING TO YOU?

UNEMPLOYMENT	25.7%	FAIR INVESTIGATION OF ZUBEEN'S DEATH	13.2%
FLOODS & REHABILITATION	15.2%	RISING PRICES	4.5%
ENVIRONMENTAL DEGRADATION	4.9%	ALCOHOLISM & DRUGS	9.3%
CORRUPTION	10.1%	ILLEGAL IMMIGRATION	5.1%
LACK OF DEVELOPMENT	6.6%	OTHERS/CAN'T SAY	5.4%

**Q4: 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
43.4%	25.8%	4.8%	12.0%	14.0%

Q5: HOW DO YOU SEE THE RS. 9,000 DBT TO WOMEN BY THE NDA GOVT. IMPACTING POLL OUTCOMES?

WILL CONSOLIDATE WOMEN VOTE FOR NDA	WILL HELP NDA POACH WOMEN VOTERS OF OPPOSITION	WILL PUT STRAIN ON STATE'S FINANCES	NO IMPACT, ELECTION PLOY / JUMLA	CAN'T SAY
42.8%	15.1%	16.9%	10.8%	14.4%

Q6: HOW DO YOU RATE THE PERFORMANCE OF HIMANTA BISWA SARMA LED GOVT. IN EVICTING ILLEGAL IMMIGRANTS FROM BANGLADESH?

VERY GOOD	GOOD	AVERAGE	POOR	VERY POOR	CAN'T SAY
38.8%	11.8%	19.2%	12.3%	12.6%	10.4%

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VOTE SHARE

INC+	BJP+	AIUDF	OTHERS	NOT YET DECIDED	CAN'T SAY
36.1%	42.7%	2.3%	5.2%	9.3%	4.4%

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SEAT TALLY

NDA	INDI ALLIANCE	UPPL	AIUDF
80 - 90	29 - 39	1 - 3	3 - 7

SEAT TALLY

	NDA	INDI ALLIANCE	UPPL	AIUDF
BARAK VALLEY (SOUTH) (13)	4 - 6	5 - 7	0	1 - 3
CENTRAL (19)	13 - 15	4 - 6	0	0
LOWER (44)	28 - 30	10 - 12	1 - 3	2 - 4
NORTH (15)	12 - 14	1 - 3	0	0
UPPER (35)	23 - 25	9 - 11	0	0
TOTAL	80 - 90	29 - 39	1 - 3	3 - 7

ASSAM — KEY FINDINGS

Q1: Government Performance Rating

- **47% positive overall (32.1% very good + 15.3% good)**
- **29% negative (15.8% poor + 13.1% very poor)**
- **Urban voters are more satisfied (44.7% very good) vs rural (33.9%)**
- **SC voters most satisfied (57.7% very good); Muslims most dissatisfied (34.2% poor/very poor combined)**
- **Youngest voters (18–24) are the most critical among all age groups; 45–54 age group most satisfied (42.2% very good)**

ASSAM — KEY FINDINGS

Q2: Preferred Next CM

- Himanta Sarma leads decisively — 48% overall vs Gaurav Gogoi's 37.7%
- Sarma is stronger in urban (58.4%) than rural (43.5%)
- 18–24 age group is the outlier — Gogoi leads (42.7.7%) over Sarma (38%)
- SC (72.7%), UCH (70.2%), OBC (64.8%) overwhelmingly back Sarma
- Muslims back Gogoi (65%) vs Sarma (18%) — sharpest communal divide

ASSAM — KEY FINDINGS

Q3: Most Important Issues

- **Unemployment #1 at 25.7% — dominant across almost all groups**
- **Floods & rehabilitation #2 at 15.2%; Rising prices #3 at 13.2%**
- **Corruption #4 at 10.1%; Illegal immigration surprisingly low at only 5.1% despite being politically charged**
- **SCs are most concerned about unemployment (41.5%); ST voters are most worried about floods (23.5%); Muslims flag Zubeen investigation (17.2%), and lack of development (10.3%) most**
- **Zubeen Garg's death investigation registers 13.2% — a politically mobilised issue**

ASSAM — KEY FINDINGS

Q4: Incumbent MLA Re-vote Likelihood

- **43.4% very likely to re-vote for sitting MLA**
- **25.8% prefer a different candidate from the same party**
- **12% will switch to a different party entirely**
- **SC voters most loyal to incumbents (64.5% very likely); Muslims least loyal (32.9% very likely; 15.9% will switch party)**
- **The 25–34 age group shows the highest party-switching tendency (14.2%)**

ASSAM — KEY FINDINGS

Q5: Rs. 9,000 DBT to Women — Electoral Impact

- 42.8% believe it will consolidate women's votes for NDA; 15.1% think it will help poach opposition women voters
- 16.9% see it as a strain on state finances; 10.8% dismiss it as an election ploy/jumla
- Interestingly, women (39.3%) are less convinced than men (46.1%) of the NDA's impact
- SC voters most positive (59.3% say it consolidates NDA vote); Muslims most sceptical - only 29% see NDA benefit; 14.6% call it a jumla
- Younger voters are more uncertain than older age groups

ASSAM — KEY FINDINGS

Q6: Evicting Illegal Immigrants — Performance Rating

- 45.6% positive (33.8% very good + 11.8% good)
- 24.9% negative (12.3% poor + 12.6% very poor); 19.2% average
- SC (61%) and UCH (47.6%) most appreciative; Muslims most critical - only 12.4% very good; 38% rate poor/very poor
- Youngest voters (18–24) least impressed (27.3% very good)
- The 45–54 age group is most appreciative (39.1% very good)

ASSAM — KEY FINDINGS

Voting Intention

- **BJP+ leads at 42.7% vs INC+ at 36.1%**
- **13.7% undecided & can't say - a potentially decisive bloc**
- **Urban strongly BJP+ (51.4%) vs rural more competitive (INC+ 38%, BJP+ 39%)**
- **18-24 voters back INC+ (39.2%) over BJP+ (34.1%) - a significant reversal; From age 35 onwards, BJP+ dominates consistently**
- **SC (63.2%), OBC (58%), UCH (61.9%) all back BJP+ heavily; Muslims back INC+ at 59.9% vs only 16.1% for BJP+**

ASSAM — KEY FINDINGS

OVERALL SUMMARY

- **BJP+ holds a clear but not unassailable lead in votes, CM preference, and winnability perception**
- **Communal polarisation is the defining fault line — Hindus lean BJP+, Muslims lean INC+**
- **Unemployment is the #1 vulnerability for the incumbent government**
- **Young voters (18–24) are the most volatile and opposition-leaning segment**
- **Rural and undecided voters could swing results in close constituencies**
- **The DBT scheme has positive optics, but hasn't fully convinced women or minorities**
- **INC+ is competitive but heavily dependent on Muslim consolidation + rural + youth votes**

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THANK YOU

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