



VOTE VIBE
INSIGHTS FOR SMARTER DECISIONS

**ASSAM
OPINION POLL
TRACKER 2
30 MARCH 2026**

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**METHODOLOGY
CATI + QUALITATIVE INPUTS
SAMPLE SIZE: 10,809
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
31.5%	14.8%	17.5%	15.9%	14.0%	6.4%

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

HIMANTA SARMA (BJP)	GAURAV GOGOI (INC)	BADRUDDIN AJMAL (AIUDF)
47.4%	34.7%	2.9%
AKHIL GOGOI (RAIJOR DAL)	OTHERS	CAN'T SAY
2.6%	4.7%	7.7%

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

UNEMPLOYMENT	25.8%	LACK OF DEVELOPMENT	5.3%
FLOODS & REHABILITATION	16.7%	FAIR INVESTIGATION OF ZUBEEN'S DEATH	10.6%
ENVIRONMENTAL DEGRADATION	5.0%	RISING PRICES	4.8%
ALCOHOLISM & DRUGS	8.7%	ILLEGAL IMMIGRATION	4.8%
CORRUPTION	12.9%	OTHERS/CAN'T SAY	5.5%

**Q4: WHICH PARTY OR ALLIANCE WOULD YOU
VOTE FOR WHEN ELECTIONS ARE HELD IN APRIL-
MAY THIS YEAR?**

INC+	BJP+	AIUDF	OTHERS	NOT YET DECIDED	CAN'T SAY
36.7%	44.0%	2.0%	3.6%	8.2%	5.5%

Q5: HOW HAS INDIA PERFORMED IN SECURING ITS ENERGY SECURITY DURING THE IRAN-U.S. WAR?

VERY GOOD	GOOD	AVERAGE	POOR	VERY POOR	CAN'T SAY
30.8%	19.5%	17.2%	11.7%	7.4%	13.4%

**Q6: HOW DO YOU RATE INDIA'S DIPLOMACY
DURING THE IRAN-U.S. WAR?**

VERY GOOD	GOOD	AVERAGE	POOR	VERY POOR	CAN'T SAY
29.5%	18.1%	16.8%	11.4%	8.6%	15.7%

Q7: WHAT WILL BE YOUR MAIN VOTING CONSIDERATION?

WORK DONE BY THE STATE GOVERNMENT	33.1%	DEVELOPMENT & ISSUES	10.8%
CANDIDATE	11.0%	CASTE/RELIGION	4.2%
CM FACE	12.5%	BENEFICIARY STATUS	6.3%
PM FACE	5.4%	OTHERS	2.2%
PARTY SYMBOL	4.1%	CAN'T SAY	10.5%

**Q8: IS ZUBEEN GARG'S DEATH CONTROVERSY A
FACTOR IN ASSAM ELECTIONS?**

YES	NO	MAYBE	CAN'T SAY
42.6%	34.6%	5.9%	17.0%

Q9: HOW DO YOU SEE THE DEMAND OF 6 COMMUNITIES FOR INCLUSION IN ST CATEGORY?

THE DEMAND IS FAIR	THE DEMAND IS UNFAIR	CAN'T SAY
48.5%	18.4%	33.1%

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VOTE SHARE

INC+	BJP+	AIUDF	OTHERS	NOT YET DECIDED	CAN'T SAY
36.7%	44.0%	2.0%	3.6%	8.2%	5.5%

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SEAT TALLY

NDA	INDIA	UPPL	AIUDF
87 - 97	26 - 36	0 - 2	0 - 4

SEAT TALLY

ZONE WISE	NDA	INDIA	UPPL	AIUDF
BARAK VALLEY (SOUTH) (13)	7-9	3-5	0	0-2
CENTRAL (19)	12-14	5-7	0	0
LOWER (44)	29-31	11-13	0-2	0-2
NORTH (15)	12-14	1-3	0	0
UPPER (35)	27-29	6-8	0	0
ROUND 2	87-97	26-36	0-2	0-4
ROUND 1	80-90	29-39	1-3	3-7

ASSAM — KEY FINDINGS

Q1 - Government Performance Rating

- Overall, 46.2% rate the current state government positively (very good + good), while 29.8% rate it negatively (poor + very poor). However, the picture is sharply divided by community:
- SC/Dalit respondents are the most satisfied - 65.4% give a positive rating
- UCH and OBC groups also lean positive (59.3% and 55.8%, respectively)
- Muslims are the most dissatisfied - 43.9% rate performance as poor or very poor, and only 28% rate it positively
- Younger voters (18–24) are notably more critical, with 37.3% giving negative ratings; Older voters (55+) are most satisfied, with 52.8% rating performance positively

ASSAM — KEY FINDINGS

Q2 - Preferred Next CM of Assam

- Himanta Sarma (BJP) leads overall at 47.4%, followed by Gaurav Gogoi (INC) at 34.7%.
- Sarma dominates across SC (69.8%), UCH (66.1%), OBC (63%), and ST (53.3%) communities
- Gogoi leads decisively among Muslims at 58.8%, while Sarma gets only 22.4% from that group
- Younger voters (18–24) favour Gogoi more (41.8%) than older voters (55+) who prefer Sarma (50.8%)
- Badruddin Ajmal (AIUDF) polls a distant third at just 2.9% overall, even among Muslims (4.6%)

ASSAM — KEY FINDINGS

Q3 - Most Important Issue

- **Unemployment tops the list at 25.8%, followed by Floods & Rehabilitation (16.7%) and Corruption (12.9%).**
- **Unemployment is the #1 concern across all social groups, zones, and age groups - a consistent cross-cutting issue**
- **The Zubeen Garg death controversy ranks 4th overall (10.6%) - strikingly high for what is ostensibly a celebrity issue, and even higher among 18–24 year olds (14.1%) and Muslims (11.9%)**
- **Alcoholism & Drugs scores 8.7%, particularly among OBC respondents (13.3%)**
- **Illegal Immigration, while politically salient in Assam, ranks last at just 4.8% - highest among UCH (8.7%) and 55+ age group (8.5%)**

ASSAM — KEY FINDINGS

Q4 - Voting Intention

- **BJP+ leads at 44% vs INC+ at 36.7%, with 8.2% undecided.**
- **BJP+ dominates heavily among SC (64.1%), OBC (59%), UCH (58.7%), and ST (53.7%) voters**
- **INC+ commands Muslim voters at 59.1%, while BJP+ gets only 21.3% from them**
- **The youngest cohort (18–24) is most competitive - INC+ at 42% vs BJP+ at 36.6% - suggesting a generational tilt toward the opposition**
- **AIUDF trails with just 2% overall, indicating limited state-level traction for Ajmal's party**

ASSAM — KEY FINDINGS

Q5 & Q6 - India's Performance During the Iran-U.S. War

- Both energy security (Q5) and diplomacy (Q6) get broadly positive marks overall.
- On energy security: 50.3% rate India's performance as very good or good; 19.1% rate it poor or very poor
- On diplomacy: 47.6% rate it positively; 20% negatively
- Muslims are the most critical on both counts - only 31.1% rate energy security positively and 27.8% rate diplomacy positively, while ~30% rate both negatively
- SC respondents are the most approving - 74.1% give positive energy security ratings, and 71.8% give positive diplomacy ratings
- Older respondents (55+) are more positive on both questions; younger voters (18-24) are considerably more sceptical

ASSAM — KEY FINDINGS

Q7 - Main Voting Consideration

- "Work done by the state government" is by far the biggest driver at 33.1%, followed by "CM face" (12.5%) and "Candidate" (11%).
- State government performance dominates as the voting driver across all age groups, zones, and communities - except Muslims, where it falls to just 21% (replaced by higher "CM face" consideration at 14.3%)
- SC voters are the most government-performance-driven (53.8%), consistent with their high satisfaction ratings
- The PM face matters for 5.4% overall - relatively modest, suggesting this is predominantly a state-level contest
- Caste/religion as a stated factor is just 4.2%, though actual behaviour (as seen in Q4 breakdowns) likely reflects far more community-based voting

ASSAM — KEY FINDINGS

Q8 - Zubeen Garg Death Controversy as an Election Factor

- 42.6% say yes, it is a factor, 34.6% say no, and 5.9% say maybe.
- Muslims are the most likely to see it as a factor (53.4%), possibly reflecting broader anti-establishment sentiment
- Youth (18–24) also strongly view it as a factor (52.1%) - aligning with Q3, where Zubeen ranked highest as an issue for this cohort
- Upper Caste Hindus are the most dismissive (45.1% say no), and the 55+ age group is divided (39.4% yes; 41.8% no)
- The controversy appears to cut across zones fairly evenly, with Upper Assam (44.5%) and Central Assam (44.3%) slightly more sensitised to it

ASSAM — KEY FINDINGS

Q9 - ST Category Demand for 6 Communities

- 48.5% consider the demand fair, 18.4% call it unfair, and 33.1% can't say
- Existing ST respondents themselves are the most opposed - 33.9% say the demand is unfair (against resource dilution), compared to just 42.6% who call it fair
- OBC and SC respondents are more supportive (58.1% and 59% fair, respectively), possibly seeing it as consistent with reservation politics
- UCH respondents are more sceptical (39.6% fair, 23.8% unfair)
- Muslims show relatively high "can't say" (36%), suggesting lower salience of this issue for that community
- Regional variation is modest, but Upper Assam has the highest "can't say" rate (36.5%), hinting at complexity on the ground

ASSAM — KEY FINDINGS

SEAT SHARE

- Both the BJP and the INC are facing rebellion after ticket distribution, the BJP in 7 and the INC-led alliance in 6 seats, including 2 friendly fights
- However, the opposition, due to a lack of organizational strength, is not able to take advantage of this situation yet
- AIUDF in Barak Valley, as well as Lower Assam, is also splitting the minority community votes in a few seats, helping the BJP, whose ally AGP has fielded 8 Muslim candidates
- The NDA is seen gaining 7 seats, 3 in Barak Valley, 1 in Lower and 4 in Upper Assam, while losing 1 seat in Central Assam

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THANK YOU

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