



VOTE VIBE
INSIGHTS FOR SMARTER DECISIONS

**ASSAM
OPINION POLL
TRACKER 3
06 APRIL 2026**

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**METHODOLOGY
CATI + QUALITATIVE INPUTS
SAMPLE SIZE: 14,247
MARGIN OF ERROR +/- 3%**

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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
31.0 %	13.7 %	16.7 %	17.0 %	13.8 %	7.8 %

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

HIMANTA SARMA (BJP)	GAURAV GOGOI (INC)	BADRUDDIN AJMAL (AIUDF)
47.1%	37.3%	2.8%
AKHIL GOGOI (RAIJOR DAL)	OTHERS	CAN'T SAY
2.8%	4.3%	5.7%

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

UNEMPLOYMENT	23.1%	LACK OF DEVELOPMENT	6.2%
FLOODS & REHABILITATION	17.1%	FAIR INVESTIGATION OF ZUBEEN'S DEATH	12.3%
ENVIRONMENTAL DEGRADATION	4.4%	RISING PRICES	4.3%
ALCOHOLISM & DRUGS	9.8%	ILLEGAL IMMIGRATION	4.7%
CORRUPTION	12.7%	OTHERS/CAN'T SAY	5.3%

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CORRUPTION	12.7%	OTHERS/CAN'T SAY	5.3%

Q4: THE BJP HAS SAID IT WILL USE THE IMMIGRANTS ACT, 1950 TO REGULARLY EXPEL ILLEGAL INFILTRATORS AS PART OF ITS IMMIGRATION POLICY. HOW MUCH DO YOU THINK THIS PROMISE CAN BE EFFECTIVELY IMPLEMENTED IN PRACTICE, IF IT COMES BACK TO POWER IN ASSAM?

DEFINITELY POSSIBLE	POSSIBLE TO SOME EXTENT	NOT POSSIBLE AT ALL	CAN'T SAY
35.1%	19.9%	23.0%	22.0%

Q5: THERE HAVE BEEN POLITICAL ALLEGATIONS BY THE BJP REGARDING CONGRESS LEADER GAURAV GOGOI'S WIFE AND HER ALLEGED FOREIGN LINKS. HOW DO YOU VIEW THESE ALLEGATIONS?

GENIUNE, NEEDS INVESTIGATION	GENIUNE, BUT EXAGGERATED	MOTIVATED	CAN'T SAY
34.2%	19.9%	24.9%	21.1%

**Q6: HOW MUCH DO YOU THINK THE TRIPLE
TALAQ LAW AND SCHEMES SUCH AS THE
ORUNODOI SCHEME WILL INFLUENCE VOTING
PREFERENCES AMONG WOMEN VOTERS?**

A LOT	SOMEWHAT	VERY LITTLE	NOT AT ALL	CAN'T SAY
35.9%	28.2%	13.4%	9.9%	12.6%

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VOTE SHARE

INC+	BJP+	AIUDF	OTHERS	NOT YET DECIDED	CAN'T SAY
37.7%	43.9%	2.8%	5.5%	5.7%	4.4%

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SEAT TALLY

NDA	INDIA	UPPL	AIUDF
82 - 92	30 - 40	0 - 2	2 - 4

SEAT TALLY

ZONE WISE	NDA	INDIA	UPPL	AIUDF
BARAK VALLEY (SOUTH) (13)	7 - 9	3 - 5	0	0 - 2
CENTRAL (19)	11 - 13	6 - 8	0	0
LOWER (44)	29 - 31	11 - 13	0 - 2	0 - 2
NORTH (15)	12 - 13	2 - 4	0	0
UPPER (35)	24 - 25	8 - 10	0	0
ROUND 3	82 - 92	30 - 40	0 - 2	2 - 4
ROUND 2	87 - 97	26 - 36	0 - 2	0 - 4
ROUND 1	80 - 90	29 - 39	1 - 3	3 - 7

ASSAM — KEY FINDINGS

Q1: Overall Government Performance Rating

- The ruling government gets a positive overall verdict:
- 31% rated it "Very Good", making it the single largest response category
- Combined positive ratings (Very Good + Good) = 44.7%
- Combined negative ratings (Poor + Very Poor) = 30.8%
- Muslims are the most critical - only 27% positive vs. 41.1% negative
- SC/Dalits are the most satisfied - 60% positive ratings
- Upper Caste Hindus also lean positive at 59.4%
- By zone, Central Assam has the highest "Very Good" rating (34.2%), while Upper Assam, from where Gaurav Gogoi hails, has the most "Poor" votes (21.1%)

ASSAM — KEY FINDINGS

Q2: Preferred Next CM

- Himanta Sarma (BJP) leads decisively at 47.1%
- Gaurav Gogoi (INC) is second at 37.3% - a credible but trailing challenger

Key community splits:

- > Muslims strongly back Gogoi (57.3%) over Sarma (25.9%)
- > SC/Dalits favour Sarma heavily (65.9%)
- > Upper Caste Hindus back Sarma overwhelmingly (67.6%)
- > OBCs lean Sarma (57.5%)
- Sarma leads in all age groups, especially 55+ years (58.8%)
- Gogoi performs best among 18–24 year olds (41.6%)

ASSAM — KEY FINDINGS

Q3 - Most Important Issue

- **Unemployment dominates across almost every demographic segment**
- **Barak Valley shows the highest unemployment concern (33.2%)**
- **Floods are a consistently high concern across all zones - especially Upper Assam (19.7%)**
- **Concerns about illegal immigration are most prevalent among Upper Caste Hindus, with 8.4% expressing this concern, followed by the Scheduled Tribe (ST) communities at 7%.**
- **Muslims prioritise Corruption and Rising Prices more than immigration**

ASSAM — KEY FINDINGS

Q4: BJP's Immigration Promise – Feasibility

- Only 35.1% think it's "Definitely possible."
- 23% say "Not possible at all" - skepticism is significant
- Muslims are the most skeptical (31.3% say not possible; 30.2% can't say)
- SC/Dalits most optimistic - 50% say definitely possible
- Older voters (55+) are more believers (42.7% say definitely possible)
- Urban voters are slightly more optimistic than rural voters

ASSAM — KEY FINDINGS

Q5: Allegations Against Gaurav Gogoi's Wife

- 34.2% view it as a serious national security concern
- 24.9% call it political targeting without a strong basis
- 19.9% say it's legitimate but exaggerated
- Community split is stark:
 - > SC/Dalits (52.2%) and Upper Caste Hindus (48.2%) treat it as a serious concern
 - > Muslims (39.6%) are most likely to call it political targeting
 - > STs lean toward seeing it as legitimate (28.5% exaggerated, 34.8% serious)
- Older voters (55+) are most likely to treat it seriously (50.5%)

ASSAM — KEY FINDINGS

Q6: Impact of Triple Talaq Law & Orunodoi Scheme on Women Voters

- **35.9% say these will influence women voters "a lot."**
- **Combined "A lot + Somewhat" = 64.1% - majority believe these schemes matter**
- **SC/Dalits most strongly influenced (55.8% say "a lot")**
- **Muslims least influenced - 35.3% say "very little or not at all," only 20.8% say "a lot"**
- **Women themselves (36.7%) are slightly more receptive than men (35.2%) to these schemes' influence**
- **North Assam shows the highest "a lot" response (42%) across zones**

ASSAM — KEY FINDINGS

Vote Share

- **BJP+ leads at 43.9%, INC+ at 37.7%, lead of 6.2%; AIUDF trails significantly at 2.8%; 10.1% still undecided - a potentially decisive swing vote**
- **SC/Dalits → BJP+ 60.5% vs INC+ 31.2%**
- **Upper Caste Hindus → BJP+ 60.5% vs INC+ 23.7%**
- **OBCs → BJP+ 55.4% vs INC+ 29%**
- **Muslims → INC+ 53.2% vs BJP+ 27% (INC clearly benefits from Muslim consolidation)**
- **STs are more split: BJP+ 44.1% vs INC+ 36.2%**
- **BJP+ leads in all zones; strongest in North Assam (49.2%) and Barak Valley (45%)**
- **INC+ performs best in Barak Valley (42.9%) and Lower Assam (40%)**

ASSAM — KEY FINDINGS

Seat Share

- **BJP+ / NDA is expected to win anywhere between 82-92 seats, with INC+/INDIA bloc winning 30-40 seats.**
- **AIUDF could win 2-4 and UPPL 0-2 seats.**
- **BJP+ is expected to lead in all five zones - Upper, North, Lower, Central, and South.**
- **INC+ maximum seats are coming from Lower Assam (high minority population) and Upper Assam, from where Gaurav Gogoi hails.**
- **BJP is facing rebellion in a few seats, with an impact felt in some seats.**

ASSAM — KEY FINDINGS

Summary Takeaways

- **BJP/Himanta Sarma holds a clear lead, with CM fondly called Mama by women and youth voters**
- **Welfare schemes and Infra development, along with the issue of illegal migrants forcing threat to the demography of the state, resonate with voters**
- **INC+ consolidates the Muslim vote strongly, but is unable to exploit faultlines**
- **Unemployment/floods remain potent opposition issues, but are not raised adequately enough**
- **The 10% undecided vote is the key wildcard to watch.**

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THANK YOU

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