



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

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**METHODOLOGY  
CATI + QUALITATIVE INPUTS  
SAMPLE SIZE: 5,146  
MARGIN OF ERROR +/- 3%**

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

| <b>VERY<br/>GOOD</b> | <b>GOOD</b> | <b>AVERAGE</b> | <b>POOR</b>  | <b>VERY<br/>POOR</b> | <b>CAN'T<br/>SAY</b> |
|----------------------|-------------|----------------|--------------|----------------------|----------------------|
| <b>31.6%</b>         | <b>7.3%</b> | <b>10.7%</b>   | <b>22.1%</b> | <b>21.0%</b>         | <b>7.4%</b>          |

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

|                        |                          |                             |
|------------------------|--------------------------|-----------------------------|
| PINAYARI VIJAYAN (CPM) | KK SHAILJA (CPM)         | MA BABY (CPM)               |
| 29.2%                  | 9.3%                     | 1.2%                        |
| SHASHI THAROOR (INC)   | KC VENUGOPAL (INC)       | RAJEEV CHANDRA SEKHAR (BJP) |
| 8.4%                   | 3.4%                     | 10.8%                       |
| VD SATHEESHAN (INC)    | RAMESH CHENNITHALA (INC) | OTHERS                      |
| 29.0%                  | 3.9%                     | 2.3%                        |
| CAN'T SAY- 2.5%        |                          |                             |

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

|                         |       |                       |      |
|-------------------------|-------|-----------------------|------|
| UNEMPLOYMENT            | 15.6% | LACK OF DEVELOPMENT   | 3.9% |
| LAW & ORDER             | 9.3%  | SABRIMALA GOLD THEFT  | 4.3% |
| PRICE RISE              | 19.7% | COMMUNAL POLARISATION | 5.4% |
| ALCOHOLISM & DRUG ABUSE | 12.7% | OTHERS                | 4.9% |
| CORRUPTION              | 14.4% | CAN'T SAY             | 9.8% |

**Q4: HOW LIKELY ARE YOU TO VOTE FOR THE  
INCUMBENT MLA IF THEY RUN AGAIN?**

| VERY LIKELY<br>TO VOTE<br>FOR THE<br>INCUMBENT<br>MLA | UNLIKELY TO<br>VOTE THE<br>INCUMBENT<br>MLA; BUT<br>WILL<br>PREFER A<br>DIFFERENT<br>CANDIDATE<br>OF THE<br>SAME PARTY | MAYBE | HIGHLY<br>UNLIKELY;<br>WILL VOTE<br>FOR<br>CANDIDATE<br>OF SOME<br>DIFFERENT<br>PARTY | CAN'T SAY |
|---|--|-------|---|-----------|
| 39.7%   | 23.4%  | 5.3%  | 18.8%   | 12.8%     |

**Q5: WHAT FACTORS CAN HARM CONGRESS' PROSPECTS IN KERALA?**

| <b>INFIGHTING/FACTIONALISM</b> | <b>LACK OF STRONG NARRATIVE</b> | <b>OVERCONFIDENCE LIKE HARYANA</b> | <b>WEAKENING HOLD OVER CHRISTIAN VOTES</b> | <b>HIGH DEPENDENCE ON IUML &amp; KERALA CONGRESS</b> | <b>OTHERS</b> | <b>CAN'T SAY</b> |
|--------------------------------|---------------------------------|------------------------------------|--|--|---------------|------------------|
| <b>45.5%</b>                   | <b>7.4%</b>                     | <b>2.8%</b>                        | <b>4.6%</b>                                | <b>9.8%</b>  | <b>7.2%</b>   | <b>22.6%</b>     |

**Q6: WHAT IS PREVENTING BJP'S EXPANSION IN KERALA?**

| <b>CPM CONSIDERED AS HINDU PARTY</b> | <b>LACK OF STRONG NARRATIVE</b> | <b>HIGH MINORITY POPULATION</b> | <b>FAILURE TO COMPREHEND KERALA, ITS HISTORY &amp; PEOPLE</b> | <b>LACK OF CHARISMATIC LEADER</b> | <b>OTHERS</b> | <b>CAN'T SAY</b> |
|--------------------------------------|---------------------------------|---------------------------------|---|-----------------------------------|---------------|------------------|
| <b>19.8%</b>                         | <b>5.9%</b>                     | <b>10.6%</b>                    | <b>30.9%</b>  | <b>4.0%</b>                       | <b>9.6%</b>   | <b>19.1%</b>     |

## VOTE SHARE

| UDF<br>(INDIA<br>BLOC) | LDF (LEFT<br>FRONT) | NDA          | OTHERS      | NOT YET<br>DECIDED | CAN'T SAY   |
|------------------------|---------------------|--------------|-------------|--------------------|-------------|
| <b>36.6%</b>           | <b>36.5%</b>        | <b>14.9%</b> | <b>2.2%</b> | <b>6.7%</b>        | <b>3.1%</b> |

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## **SEAT TALLY**

| <b>U D F</b>     | <b>L D F</b>     | <b>N D A</b> |
|------------------|------------------|--------------|
| <b>6 4 - 7 0</b> | <b>6 8 - 7 4</b> | <b>1 - 3</b> |

**ZONE WISE TALLY**

|                         | <b>UDF</b>     | <b>LDF</b>     | <b>NDA</b>   |
|-------------------------|----------------|----------------|--------------|
| <b>NORTH<br/>(48)</b>   | <b>26 - 28</b> | <b>20 - 22</b> | <b>0</b>     |
| <b>CENTRAL<br/>(53)</b> | <b>27 - 29</b> | <b>24 - 26</b> | <b>0</b>     |
| <b>SOUTH<br/>(39)</b>   | <b>11 - 13</b> | <b>24 - 26</b> | <b>1 - 3</b> |
| <b>TOTAL<br/>(140)</b>  | <b>64 - 70</b> | <b>68 - 74</b> | <b>1 - 3</b> |

## **KERALA — KEY FINDINGS**

### **Q1: Government Performance (Past 5 Years)**

- **38.8% rated it "Very Good/Good", while 43.1% rated it "Poor" or "Very Poor" - indicating dissatisfaction**
- **Rural voters are more critical (50.9% poor/very poor) vs urban (40.5%)**
- **Younger voters (18–24) are relatively more satisfied; the 35–44 age group is most dissatisfied (50.7% poor/very poor)**
- **Christians and Muslims are among the most critical communities**

## **KERALA — KEY FINDINGS**

### **Q2: Preferred Next CM**

- **VD Satheeshan (INC) and Pinarayi Vijayan (CPM) are near-tied at 29% each - a close race; Rajeev Chandrasekhar (BJP) at 10.8% is third**
- **KK Shailaja (CPM) is at 9.3%; Shashi Tharoor at 8.4%**
- **Muslims (39.3%) & Christians (36.6%) strongly prefer Satheeshan**
- **SC/ST communities show relatively stronger support for Pinarayi**
- **Combined leadership ratings of UDF leaders is 45%, while LDF is 39%**

## KERALA — KEY FINDINGS

### Q3: Most Important Issues

- Price rise tops concerns at 19.7%, followed by corruption (14.4%) and unemployment (15.6%)
- Alcoholism/drug abuse is a significant concern across all groups (12.7%)
- Communal polarisation is notably higher among Muslims (8.7%) and the 35–44 age group (9%)
- Younger voters prioritise unemployment more than older groups

## KERALA — KEY FINDINGS

### Q4: Incumbent MLA Support

- 39.7% are "very likely" to vote for the incumbent — suggesting a moderate incumbency advantage
- 18.8% will definitely vote for a different party's candidate
- Tribal (ST) voters show the lowest anti-incumbency; Upper Caste Hindus show the highest

### Q5: Congress Weaknesses

- Infighting/factionalism is seen as the biggest threat to Congress by far (45.5%)
- High dependence on IUML and Kerala Congress is the second concern (9.8%); Overconfidence (Haryana parallel) is a minor but noted risk (2.8%)
- Concern is consistent across all demographic groups — factionalism is universally flagged

## KERALA — KEY FINDINGS

### Q6: BJP's Barriers in Kerala

- "Failure to understand Kerala's history/ people" is the top barrier at 30.9%
- CPM being perceived as a "Hindu party" dilutes BJP's Hindu consolidation potential (19.8%)
- Lack of a charismatic leader is a relatively minor concern (4%)
- Christians (34.9%) and the 35–44 age group (37.1%) most strongly cite the BJP's cultural disconnect

## KERALA — KEY FINDINGS

### Voting Intention

- A close finish with both tied UDF and LDF tied at 36.5%, NDA at around 15%
- OBC and SC/ST communities lean LDF; Muslims and Christians lean UDF
- NDA is strongest among Upper Caste Hindus (26.5%)

### Key Takeaways

- Too close to call, LDF seems to have made some recoveries from post-local body poll losses.
- INC has lost some momentum due to negative publicity during ticket announcements.
- Anti-incumbency against LDF is real but not overwhelming, getting split between NDA and UDF
- Sentiment changes as one moves from the south to the central, central to north zones of the state.

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**THANK YOU**

**PREPARED BY: AT VOTEVIBE LLP**

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