



VOTE VIBE
INSIGHTS FOR SMARTER DECISIONS

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

**KERALA
OPINION POLL
TRACKER - 2
30 MARCH 2026**



**METHODOLOGY
CATI + QUALITATIVE INPUTS
SAMPLE SIZE: 10,270
MARGIN OF ERROR +/- 3%**

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

CAN'T SAY	VERY GOOD	GOOD	AVERAGE	POOR	VERY POOR
1.3 %	32.9 %	7.8 %	14.7 %	20.3 %	23.1 %

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

PINAYARI VIJAYAN (CPM)	KK SHAILJA (CPM)	MA BABY (CPM)
31.6%	8.3%	1.1%
SHASHI THAROOR (INC)	KC VENUGOPAL (INC)	RAJEEV CHANDRA SEKHAR (BJP)
5.9%	1.9%	11.9%
VD SATHEESHAN (INC)	RAMESH CHENNITHALA (INC)	OTHERS
29.3%	5.5%	1.4%
CAN'T SAY - 2.9%		

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

UNEMPLOYMENT	17.0%	LACK OF DEVELOPMENT	3.5%
LAW AND ORDER & WOMEN SAFETY	8.0%	SABRIMALA GOLD THEFT	3.7%
PRICE RISE	17.1%	COMMUNAL POLARISATION	4.9%
ALCOHOLISM & DRUG ABUSE	12.1%	OTHERS	5.2%
CORRUPTION	16.1%	CAN'T SAY	12.5%

**Q4: HOW HAS INDIA PERFORMED IN ENSURING
ITS ENERGY SECURITY DURING THE IRAN-U.S.
WAR?**

VERY GOOD	GOOD	AVERAGE	POOR	VERY POOR	CAN'T SAY
24.1%	11.7%	23.4%	21.9%	14.4%	4.5%

**Q5: HOW DO YOU RATE INDIA'S DIPLOMACY DURING THE
IRAN-U.S. WAR?**

VERY GOOD	GOOD	AVERAGE	POOR	VERY POOR	CAN'T SAY
24.1%	10.7%	21.9%	20.6%	17.2%	5.4%

Q6: WHAT WILL BE YOUR MAIN VOTING CONSIDERATION?

WORK DONE BY THE STATE GOVERNMENT	CANDIDATE	CM FACE	PM FACE	PARTY SYMBOL
15.2%	9.5%	11.7%	12.2%	10.2%
DEVELOPMENT & ISSUES	CASTE/RELIGION	BENEFICIARY STATUS	OTHERS	CAN'T SAY
25.7%	1.5%	2.7%	5.8%	5.6%

Q7: WILL CPM'S INTERNAL DEFECTIONS OR SOME LEADERS NOT WORKING IN THE PARTY'S INTEREST DURING THE ELECTION PERIOD, AFFECT THE PROSPECTS OF THE CPM? IF YES, HOW MUCH?

YES, THERE WILL BE
A LOT OF NEGATIVE
EFFECT ON CPM

YES, THERE WILL
BE LITTLE
NEGATIVE
EFFECT ON CPM

NO, THERE WILL
BE NO NEGATIVE
EFFECT ON CPM

CAN'T SAY

41.8%

13.8%

29.3%

15.1%

KERALA
OPINION POLL
TRACKER - 2
30 MARCH 2026



Q8: DO YOU THINK THERE IS AN LDF-BJP DEAL IN THIS ELECTION AS ALLEGED BY THE CONGRESS?

YES

NO

CAN'T SAY

39.4%

48%

12.6%

KERALA
OPINION POLL
TRACKER - 2
30 MARCH 2026



VOTE SHARE

LDF	UDF	NDA	OTH	NOT DECIDED YET	CAN'T SAY
37.9%	39.7%	15.3%	1.2%	2.9%	3%

**KERALA
OPINION POLL
TRACKER - 2
30 MARCH 2026**



SEAT SHARE OVERALL

L D F	U D F	N D A
6 4 - 7 0	6 7 - 7 3	1 - 5

SEAT SHARE ZONE WISE

	LDF	UDF	NDA
NORTH (48)	18 - 20	28 - 30	0
CENTRAL (53)	23 - 25	27 - 29	0 - 2
SOUTH (39)	23 - 25	12 - 14	1 - 3
ROUND 2	64 - 70	67 - 73	1 - 5
ROUND 1	68 - 74	64 - 70	1 - 3

Note: LDF is facing rebellion in many seats by senior leaders, not placated by the last date of withdrawal.

KERALA — KEY FINDINGS

Q1: Overall Performance of the Current State Government

- **Nearly 43% rate the government negatively, vs ~41% positively; average at 14%**
- **ST and SC communities are relatively more satisfied (47% and 55%) compared to Upper Caste Hindus and Christians, who are most critical at 50%**
- **Younger voters (18-24) and Senior citizens show the highest satisfaction rating, while other groups are relatively more critical**
- **South Kerala, which has the highest Hindu population, is slightly more positive, while North Kerala the highest Muslim population zone, is most negative**
- **Dissatisfaction against the government is getting divided between the UDF and the LDF**

KERALA — KEY FINDINGS

Q2: Preferred Next CM of Kerala

- Pinarayi Vijayan (CPM) at 31.6% leads the CM race (+2% compared to Round 1), VD Satheeshan (INC) follows closely at 29.3%, Rajeev Chandrasekhar (BJP) at 11.9% is a distant third
- Christians strongly back Satheeshan (43.3%); Muslims also lean toward him (35.9%)
- SC and ST communities favour Pinarayi (36.3%, 38.9%)
- Upper Caste Hindus show the strongest BJP preference - Rajeev Chandrasekhar gets 30% among UCH
- KK Shailja (CPM) has consistent ~8% support across all segments, reflecting a loyal but limited base
- UDF leaders combined have CM preference ratings of 43% vs 41% for LDF
- Shashi Tharoor and KC Venugopal see a decline in ratings while Chennithala registers an increase

KERALA — KEY FINDINGS

Q3: Most Important Issue in Kerala

- **Unemployment (17%) and Price Rise (17.1%) are the top concerns, virtually tied; Corruption (16.1%) is a close third**
- **Alcoholism & drug abuse (12.1%) is significant, especially among women (14.5%) and in North Kerala (15.5%)**
- **SC and ST communities prioritize unemployment most (25.9%, 25.5%)**
- **Muslims are most concerned about price rise (20.9%); Christians about lack of development (18.3%)**
- **Younger voters (18–24) flag unemployment as their top issue (22.1%)**

KERALA — KEY FINDINGS

Q4 & Q5: India's Performance During Iran-U.S. War

- On energy security: 36% rate India positively, 36% negatively - deeply polarized, 23% average
- On diplomacy: 34.8% positive, 37.8% negative - slightly more critical, 21.9% average
- UCH is strongly positive on both counts (energy: 43.8% very good; diplomacy: 44.7% very good)
- Muslims are notably the most critical - only 11.4% say very good on energy; 29.6% rate diplomacy as poor
- Christians are also skeptical, with above-average poor/very poor ratings
- Older voters (55+) are more positive on both questions; younger voters are more critical

KERALA — KEY FINDINGS

Q6: Main Voting Consideration

- **Development & issues tops the list at 25.7%, the single biggest driver**
- **Work done by the state government matters to 15.2% - a strong second and real accountability factor**
- **Party symbol (12.2%), PM face 12.2% and CM face (11.7%) follow**
- **Christians and Tribals give more weight to the candidate (14.2%, 13.8%)**
- **UCH split evenly between party symbol and development (25% each), reflecting ideological voting**
- **PM face matters more to younger voters (18–24: 15%) and ST communities (16.3%)**
- **Caste/religion as a factor is low across the board (~1.5%), though likely understated**

KERALA — KEY FINDINGS

Q7: Impact of CPM Internal Defections

- **41.8% believe defections will have a lot of negative effect on CPM — a significant warning sign for the party**
- **Only 29.3% say there will be no effect**
- **Christians are most alarmed (48.8% say a lot of negative effect); UCH is also high (47.3%)**
- **Muslims and ST communities are comparatively less concerned**
- **Effect perception is fairly uniform across age groups, with 35+ slightly more pessimistic**

KERALA — KEY FINDINGS

Q8: LDF-BJP Deal Allegation

- **48% say No to a deal, 39.4% say Yes - Congress's allegation has some traction, but the majority reject it**
- **Christians are most convinced of a deal (51.4% yes); Muslims also lean that way (45.3%)**
- **ST (63.7%) and UCH (60.3%) most strongly reject the deal theory**
- **OBC communities also lean against the allegation (54.8% no)**
- **Belief in the deal is highest in Central Kerala (42.8%), in the Christian community presence, and lowest in North Kerala (35%), despite the Muslim population, as Vijayan hails from the zone**

KERALA — KEY FINDINGS

Vote Share

- UDF has a lead of 1.8% over LDF, NDA bagging 15.3%
- UDF has gained around 3% while LDF 1.5% compared to Round 1
- LDF leads amongst SC, ST, OBCs, while NDA leads amongst UCH (Upper caste Hindus), UDF amongst the Muslim and Christian communities

Seat Share

- A see-saw contest, UDF has gained vs Round 1 as LDF has not been able to sort out its rebel issue with some heavyweights contesting as independents and/or backed by UDF
- LDF is seen losing 4 seats compared to Round 1 (2 in the north and 1 each in the south and central zone), 3 going to UDF, and 1 to NDA
- As a result, UDF has marched ahead of LDF with an expected tally of 67-73 seats, LDF at 64-70, NDA at 1-5

**KERALA
OPINION POLL
TRACKER - 2
30 MARCH 2026**



THANK YOU

PREPARED BY: AT VOTEVIBE LLP

**WWW.VOTEVIBE.IN
CONNECT@VOTEVIBE.IN
X: @VOTEVIBEINDIA
INSTAGRAM: @VOTEVIBEINDIA
YOUTUBE: @VOTEVIBEINDIA
LINKEDIN: ATVOTEVIBELLP**