



**VOTE VIBE**  
INSIGHTS FOR SMARTER DECISIONS

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

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**METHODOLOGY  
CATI + QUALITATIVE INPUTS  
SAMPLE SIZE: 14,965  
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
32.9%	7.4%	9.9%	21.8%	21.5%	6.4%

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

<b>PINAYARI VIJAYAN (CPM)</b>	<b>KK SHAILJA (CPM)</b>	<b>MA BABY (CPM)</b>
<b>31.3%</b>	<b>7.7%</b>	<b>1.1%</b>
<b>SHASHI THAROOR (INC)</b>	<b>KC VENUGOPAL (INC)</b>	<b>RAJEEV CHANDRA SEKHAR (BJP)</b>
<b>6.8%</b>	<b>2.6%</b>	<b>13.5%</b>
<b>VD SATHEESHAN (INC)</b>	<b>RAMESH CHENNITHALA (INC)</b>	<b>OTHERS</b>
<b>29.5%</b>	<b>4.4%</b>	<b>1.5%</b>
<b>CAN'T SAY - 1.6%</b>		

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

UNEMPLOYMENT	16.2%	LACK OF DEVELOPMENT	4.2%
LAW AND ORDER & WOMEN SAFETY	9.2%	SABRIMALA GOLD THEFT	5.0%
PRICE RISE	17.0%	COMMUNAL POLARISATION	6.1%
ALCOHOLISM & DRUG ABUSE	11.2%	OTHERS	5.3%
CORRUPTION	12.9%	CAN'T SAY	13.0%

**Q4: OVER THE PAST ELECTIONS, HAS RELIGIOUS  
POLARISATION INCREASED OR DECREASED IN  
THE STATE?**

INCREASED	DECREASED	REMAINED THE SAME	CAN'T SAY
49.3%	17.8%	14.9%	18.0%

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**Q5: HOW WILL CONGRESS HAVING MULTIPLE CM FACES  
IMPACT ITS PERFORMANCE IN THE ASSEMBLY ELECTIONS,  
ACCORDING TO YOU?**

**POSITIVELY**

**NEGATIVELY**

**NO IMPACT**

**CAN'T SAY**

**24.5%**

**36.2%**

**23.3%**

**16.1%**

**Q6: WILL OPEN SUPPORT FROM THE SOCIAL DEMOCRATIC PARTY OF INDIA (SDPI) HARM THE ELECTORAL PROSPECTS OF THE LDF AND UDF? IF YES, WHICH PARTY OR ALLIANCE WILL BE HARMED THE MOST?**

LDF	UDF	NDA
40.8%	25.5%	7.6%
OTHERS	NO IMPACT	CAN'T SAY
2.0%	12.4%	11.6%

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## **VOTE SHARE**

<b>UDF (INDIA BLOC)</b>	<b>LDF (LEFT FRONT)</b>	<b>NDA</b>	<b>OTHERS</b>	<b>NOT YET DECIDED</b>	<b>CAN'T SAY</b>
<b>39.7%</b>	<b>38.7%</b>	<b>16.1%</b>	<b>1.1%</b>	<b>3.5%</b>	<b>0.9%</b>

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**SEAT SHARE OVERALL**

<b>L D F</b>	<b>U D F</b>	<b>N D A</b>
<b>63-73</b>	<b>64-74</b>	<b>1-5</b>

**SEAT SHARE ZONE WISE**

	<b>LDF</b>	<b>UDF</b>	<b>NDA</b>
<b>NORTH (48)</b>	<b>16 - 20</b>	<b>28 - 32</b>	<b>0</b>
<b>CENTRAL (53)</b>	<b>25 - 29</b>	<b>23 - 27</b>	<b>0 - 2</b>
<b>SOUTH (39)</b>	<b>22 - 24</b>	<b>13 - 15</b>	<b>1 - 3</b>
<b>ROUND 3</b>	<b>63 - 73</b>	<b>64 - 74</b>	<b>1 - 5</b>
<b>ROUND 2</b>	<b>64 - 70</b>	<b>67 - 73</b>	<b>1 - 5</b>
<b>ROUND 1</b>	<b>68 - 74</b>	<b>64 - 70</b>	<b>1 - 3</b>

## KERALA — KEY FINDINGS

### Q1: Government Performance Rating

Overall, the current LDF government receives a mixed-to-negative assessment. Only 32.9% rate it as "Very Good" and 7.4% as "Good" - meaning roughly 40% are satisfied. However, 21.8% rate it "Poor" and 21.5% "Very Poor", making the dissatisfied bloc more in size (~43%).

#### Key patterns:

- SC and ST communities are the most positive - SCs give 41.5% "Very Good" and STs give 42%, suggesting strong LDF support among marginalized communities due to welfare schemes
- Upper Caste Hindus (UCH) and Christians are the most critical - UCH gives 24.3% "Very Poor" and Christians 24.2%
- Younger voters (18–24) are slightly more positive; the 25–34 cohort is the most dissatisfied with 28.1% "Very Poor"

## KERALA — KEY FINDINGS

### Q2: Preferred Next CM of Kerala

Pinarayi Vijayan (CPM) leads with 31.3%, closely followed by VD Satheeshan (INC) at 29.5% - a very tight race for CM preference. KK Shailja (CPM) comes in a distant third at 7.7%, and Rajeev Chandrasekhar (BJP) at 13.5%.

#### Key patterns:

- Pinarayi leads across most age groups and among SCs (35.3%), STs (31.2%), and Muslims (34.4%)
- incumbent CMs do get 2%-3% higher ratings due to recall value in this question
- In other states, incumbent CMs with even the highest ratings have ended up losing polls like Arvind Kejriwal (2025), Shivraj Singh Chauhan, Raman Singh, and Vasundhara (2018)
- Not a sure-shot recipe for success
- Christians (41.6%) and Muslims (37.1%) strongly prefer Satheeshan — a significant bloc for UDF
- UCH strongly backs Rajeev Chandrasekhar at 29.2%, reflecting the BJP's upper-caste base
- Shashi Tharoor gets a respectable 6.8% overall, but does better among Christians (9.9%) and the 25-34 group
- In rural areas, Pinarayi leads (33.3%) over Satheeshan (23.6%), but in urban areas, they are nearly tied (30.6% vs 31.5%)

## **KERALA — KEY FINDINGS**

### **Q3: Most Important Issue in Kerala**

**Price Rise tops the list at 17%, followed by Unemployment (16.2%) and Corruption (12.9%). Alcoholism & drug abuse come in at 4<sup>th</sup> at 11.2%, Law and Order comes at 5<sup>th</sup> @ 9.2% as the most important issues.**

#### **Key patterns:**

- Price rise is the top concern across nearly all demographics and zones**
- Unemployment is especially acute for younger voters - 20.8% among 18–24 year olds and 20.5% among 25–34 year olds**
- Corruption is a bigger concern for the 55+ age group (18.2%) and for Christians (17.3%)**
- Communal polarisation registers at 6.1% overall, but is notably higher among Muslims (10.9%) and in North Kerala (7.6%), where Muslims have a high population of 47%**
- SC and ST communities prioritize unemployment most, at 20.9% and 22.2%, respectively**
- Law & order is a bigger concern for STs (15.9%) and SCs (13.5%) compared to the state average (9.2%)**

## KERALA — KEY FINDINGS

### Q4: Religious Polarisation

A striking 49.3% believe religious polarisation has increased over the past elections, with only 17.8% saying it decreased.

#### Key patterns:

- UCH (54.3%) and OBCs (53.2%) are most likely to say it has increased
- Interestingly, STs are least likely to say it increased (42.1%) and most likely to say it decreased (31.8%)
- Muslims are relatively more likely to say it decreased (21.2%) or stayed the same (16.6%)
- Rural voters perceive more polarisation (51.9%) than urban voters (48.5%)
- The perception of rising polarisation is consistently above 48% across all zones

## KERALA — KEY FINDINGS

### Q5: Congress's Multiple CM Faces

**36.2% believe it will negatively impact Congress, while only 24.5% think it will help. About 23.3% say it will have no impact.**

#### Key patterns:

- **UCH and OBCs are most negative about it — 40.2% and 39.8% say it will hurt Congress**
- **Muslims are the most positive — 32.1% say multiple faces will help, suggesting they see broader appeal in Congress's diverse leadership**
- **Older voters (45–54) are most critical at 39.7% negative impact**
- **Rural voters are more negative (39.6%) than urban voters (35%)**
- **This is a structural vulnerability for UDF heading into the election**

## KERALA — KEY FINDINGS

### Q6: Impact of SDPI Support on Electoral Prospects

**40.8% believe LDF will be harmed most by open SDPI support, while 25.5% believe UDF will suffer more. Only 12.4% see no significant impact.**

#### Key patterns:

- **Christians are most convinced LDF will be harmed (44.8%) - suggesting SDPI's radical image is seen as a liability for the left**
- **UCH also believes LDF faces the most damage (39.8%)**
- **STs are the most evenly split, with 33.3% saying UDF harmed and 33% saying LDF harmed**
- **Women are more uncertain (14.2% "can't say") than men (8.9%)**
- **Across all zones, LDF being harmed is the dominant view, ranging from 38.2% (Central) to 42.5% (South Kerala)**

## **KERALA — KEY FINDINGS**

### **VOTE SHARE**

**UDF leads with 39.7%, LDF follows at 38.7%, and NDA stands at 16.1%. The gap between UDF and LDF is about 1 percentage point within the margin of error. 4.4% voters are undecided, who could tilt the scale in favour of any party.**

#### **Key patterns:**

- UDF leads among Christians (54.9%), Muslims (47.5%), and the 25–34 age group (45.7%)**
- LDF leads among STs (43.5%), rural voters (40.1%), and the 45–54 age group (39.8%)**
- NDA's base is concentrated among UCH (36.5%) and OBCs (22.4%)**
- UCH is the only social group where NDA outpolls both UDF and LDF**
- UDF leads in urban areas (41.2%) while LDF leads in rural areas (42.1%)**

## **KERALA — KEY FINDINGS**

### **SEAT SHARE**

- **Too close to call; could swing either way, as the 4% undecided, rebels, and the BJP's performance hold the key.**
- **LDF could win up to 63-73, UDF 64-74, and NDA 1-5 seats.**
- **A hung assembly situation, if NDA does well, cannot be ruled out.**
- **UDF has lost some momentum after it received a victory in the local body elections.**
- **While Vijayan is popular amongst core LDF supporters, the fatigue factor seems to be working against him.**
- **This is compensated for by relatively good popularity and low anti-incumbency against LDF MLAs.**
- **UDF is ahead in the North zone (Muslim+Christian population 53%), while LDF is ahead in the South (Hindu population 66%).**
- **The central zone (minority population of 45%, and Hindu population of 55%) is witnessing a key battle. Whoever wins the Central zone will win the state.**

## KERALA — KEY FINDINGS

### Overall Takeaways

- It's a very close election to call, seat by seat dynamics, performance of the BJP and rebels in each seat could decide who wins
- UDF holds a narrow but consistent lead in vote share intent, driven by Christian and Muslim consolidation
- Pinarayi vs Satheeshan is essentially a dead heat for CM preference, though Pinarayi edges ahead
- Economic issues dominate voter concerns - price rise and unemployment together account for over 33% of responses
- Religious polarisation is a live issue, with a majority perceiving it has worsened
- Congress's multi-CM face problem and SDPI's association with LDF are both seen as liabilities for their respective alliances
- Battle of Welfare Strength of LDF vs Governance Fatigue

## KERALA — KEY FINDINGS

### CAMPAIGN NARRATIVE ASSESSMENT

#### UDF CAMPAIGN

VD Satheesan running aggressive high-energy campaign. Rahul Gandhi Kozhikode rally massive. 'Puthuyuga Yatra' ended successfully. Guarantee card (free bus, ₹25L health cover, stipend for women) resonating. UDF perceived as 'change alternative' after 10 years of LDF.

#### LDF CAMPAIGN

Pinarayi Vijayan running a quieter, development-record-led campaign. LDF slogan 'Mattarundu LDF Allathe?' (Who else but LDF?) frames governance continuity. Development Advancement Marches (Feb) generated party energy. KK Shailaja drawing MASSIVE crowds — Peravoor rallies going viral. Pinarayi giving many interviews to neutralise UDF 'coward/fear' attack ammunition.

#### NDA CAMPAIGN

BJP running most organised campaign ever in Kerala. Rajeev Chandrasekhar (state president) personally contesting Nemom. V. Muraleedharan in Kazhakkootam. Suresh Gopi roadshow in CM Pinarayi's Dharmadam constituency — massive media coverage. Modi rallies drawing good crowds.

#### MEDIA NARRATIVE

Beypore (Anvar vs Riyas), Peravoor (Shailaja vs Sunny Joseph), Pala (3-way), Dharmadam (Pinarayi) are the 4 most-covered seats. Social media: heavily polarised LDF vs UDF; BJP supporters bullish on TVM seats. Anti-incumbency vs development record is the dominant frame. 'Pinarayism' + nepotism vs 'UDF-Jamaat' are the attack narratives.

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**THANK YOU**

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