



**TAMIL NADU
OPINION POLL
TRACKER 1
23 MARCH 2026**

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METHODOLOGY
CATI + QUALITATIVE INPUTS
SAMPLE SIZE: 7,992
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
32.7%	7.4%	12.3%	18.9%	20.1%	8.6%

Q2: WHO DO YOU WISH TO SEE AS CM OF TAMIL NADU?

MK STALIN	EDAPPADI K. PALANISWAMI	ACTOR VIJAY
39.9%	37.5%	14.7%
OTHERS	CAN'T SAY	
3.9%	4.1%	

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

UNEMPLOYMENT	15.5%	THREAT TO FEDERAL STRUCTURE	4.1%
LAW & ORDER	17.3%	LANGUAGE IMPOSITION	4.4%
WOMEN SAFETY	17.8%	RISING PRICES	5.2%
ALCOHOLISM & DRUGS	20.1%	CORRUPTION	7.2%
LACK OF DEVELOPMENT	5.2%	OTHERS/ CAN'T SAY	3.7%

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

VERY LIKELY	UNLIKELY (WILL PREFER DIFFERENT CANDIDATE OF SAME PARTY)	MAYBE	HIGHLY UNLIKELY (WILL VOTE FOR CANDIDATE OF DIFFERENT PARTY)	CAN'T SAY
31.6%	23.0%	5.6%	28.7%	11.1%

**Q5: HOW DO YOU SEE THE CONTEST SHAPING UP IN
TAMIL NADU?**

FULLY
BIPOLAR

SOMEWHAT
BIPOLAR

SOMEWHAT
TRIANGULAR

FULLY
TRIANGULAR

CAN'T SAY

41.2%

12.6%

18.7%

12.0%

15.6%

**Q6: WHOSE TERM IN TAMIL NADU IS BETTER
ACCORDING TO YOU?**

STALIN- 2021 TO PRESENT	JAYALALITHA + EPS- 2016 TO 2021	BOTH ARE SAME	NONE OF THEM	CAN'T SAY
40.6%	44.6%	4.0%	7.9%	2.8%

VOTE SHARE

DMK+	AIADMK+	TVK (VIJAY)	NTK	OTHERS	NOT YET DECIDED / CAN'T SAY
40.1%	38.1%	14.8%	2.7%	1.6%	3.1%

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SEAT TALLY

DMK+	AIADMK+	TVK
113 - 123	106 - 116	2 - 8

ZONE WISE TALLY

ZONE	DMK+	AIADMK+	TVK
DELTA (37)	26-28	9-11	0
KTCC (CHENNAI REGION) (37)	23-25	9-11	2-4
NORTH (52)	20-22	30-32	0
SOUTH (58)	33-35	22-24	0-2
WEST (50)	11-13	36-38	0-2
TOTAL (234)	113-123	106-116	2-8

TAMIL NADU — KEY FINDINGS

Q1: Government Performance Rating (Past 5 Years)

- Overall, the DMK government receives a mixed verdict: only 40% rate it "very good" or "good," while nearly 39% rate it "poor" or "very poor."
- Women are notably more positive than men, who are harsher critics
- 55+ years are the most satisfied; Younger voters (18–24) are more critical
- SC/Dalits most favourable, Upper Caste Hindus (UCH) most critical
- Minority communities show higher than average satisfaction ratings

TAMIL NADU — KEY FINDINGS

Q2: Preferred CM

Overall: Stalin leads at 39.9%, EPS at 37.5% - an extremely tight race at the top.

- **Men prefer EPS, Women back Stalin; opposition women's vote is getting divided between AIADMK and TVK**
- **Actor Vijay has notable support among 18–24 year olds, Older voters (55+) consolidate around Stalin, middle-aged around EPS**
- **SC/Dalits back Stalin; OBCs and UCH prefer EPS**
- **Muslims and Christians lean towards Stalin**

TAMIL NADU — KEY FINDINGS

Q3: Most Important Issues

Top issues overall: Alcoholism & Drugs (20.1%), Law & Order (17.3%), Women's Safety (17.8%), Unemployment (15.5%)

- **Alcoholism and drugs are the top concerns for youth and middle-aged voters**
- **Corruption resonates most with UCH and least with SC/Dalits**
- **Unemployment is amongst the top concerns for youth and SC/Dalits; Women's safety is relatively uniform across groups**
- **Language imposition is a notable concern for 55+; Rising prices concern Muslims most**
- **The threat to the federal structure is a marginal issue overall**

TAMIL NADU — KEY FINDINGS

Q4: Incumbent MLA Loyalty

Overall: 28.7% will "highly unlikely" vote for the incumbent, 23% likely unless replaced by party, indicating high local-level anti-incumbency across parties aggregating to 51.7%

- **Women are more loyal to incumbents than men**
- **SC/Dalits show the highest incumbent loyalty**
- **OBC and UCH voters are the most volatile; highly unlikely to re-elect the incumbent**
- **Muslims and Christians show above-average "Can't Say" - suggesting uncertainty or disengagement**

TAMIL NADU — KEY FINDINGS

Q5: Nature of Electoral Contest

- 41.2% see it as fully bipolar (DMK vs AIADMK), 18.7% somewhat triangular (with TVK as a third force).
- Only 12% see it as fully triangular, suggesting TVK hasn't yet broken through as a credible third pole in public perception

Q6: Better Government - Stalin vs. Jayalalitha/EPS Era

Overall: AIADMK era (2016–2021) rated better by 44.6%, Stalin's term by 40.6% - a narrow but meaningful gap.

- SC/Dalits rate Stalin's term better; UCH, OBCs, and STs rate the AIADMK era better
- Muslims lean towards Stalin (48.7%); Christians are more split

TAMIL NADU — KEY FINDINGS

Voting Intention

Overall: DMK+ at 40.1%, AIADMK+ at 38.1% — a near dead heat; TVK (Vijay) at 14.8%.

- **Men lean AIADMK+; Women back DMK+, TVK support highest among 18-24 and drops with age**
- **DMK+ gains with age; AIADMK+ also strong across middle-aged groups**
- **SC/Dalits are DMK+'s strongest base, STs and OBCs lean AIADMK+**
- **UCH backs AIADMK+ (45.5%); Muslims and Christians favour DMK+**

TAMIL NADU — KEY FINDINGS

Key Takeaways

- *The race is razor-thin - DMK+ and AIADMK+ are statistically neck-and-neck on almost every metric (vote share, perceived strength, CM preference)*
- *Gender is the sharpest dividing line - women skew DMK/Stalin, men skew AIADMK/EPS*
- *TVK/Vijay is a wild card - strongest among youth, could be a spoiler in close constituencies, but not yet seen as a serious contender for power*
- *Caste is decisive - SC/Dalit voters are the bedrock of DMK+; OBCs and UCH anchor AIADMK+*
- *Anti-incumbency is latent but not dominant - nearly 39% rate government performance negatively, but 40% positively, showing a polarised support base of two Dravidian parties*
- *Alcoholism & drugs, law & order, and women's safety dominate voter concerns - economic issues like unemployment are secondary overall, but sharply salient for marginalised communities*

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THANK YOU

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