



VOTE VIBE
INSIGHTS FOR SMARTER DECISIONS

**TAMIL NADU
OPINION POLL
TRACKER 2
30 MARCH 2026**

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METHODOLOGY
CATI + QUALITATIVE INPUTS
SAMPLE SIZE: 16,764
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
26.3%	9.2%	17.6%	18.9%	21.9%	6.1%

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

MK STALIN	EDAPPADI K. PALANISWAMI	ACTOR VIJAY
39.8%	38.8%	13.6%
OTHERS	CAN'T SAY	
4.2%	3.7%	

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

UNEMPLOYMENT	17.3%	LANGUAGE IMPOSITION	3.9%
LAW AND ORDER & WOMEN SAFETY	23.1%	RISING PRICES & TAXES	10.8%
ALCOHOLISM & DRUGS	20.8%	CORRUPTION	11.3%
LACK OF DEVELOPMENT	4.9%	OTHERS/CAN'T SAY	3.6%
THREAT TO FEDERAL STRUCTURE	4.2%		

**Q4: WHICH PARTY OR ALLIANCE WOULD YOU
VOTE FOR WHEN ELECTIONS ARE HELD IN APRIL-
MAY THIS YEAR?**

DMK+	AIADMK+	TVK	NTK	OTHERS
38.6%	39.5%	12.9%	4.4%	4.7%

Q5: 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
40.90%	15.30%	20.60%	12.80%	5.00%	5.50%

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Q6: HOW DO YOU RATE INDIA'S DIPLOMACY DURING THE IRAN-U.S. WAR?

VERY GOOD	GOOD	AVERAGE	POOR	VERY POOR	CAN'T SAY
35.4%	16.5%	22.0%	12.0%	6.2%	8.0%

Q7: WHAT WILL BE YOUR MAIN VOTING CONSIDERATION?

WORK DONE BY STATE GOVT	28.1%	DEVELOPMENT & ISSUES	7.3%
CANDIDATE	13.1%	CASTE/RELIGION	1.0%
CM FACE	15.8%	BENEFICIARY STATUS	4.7%
PM FACE	12.8%	OTHERS	2.3%
PARTY SYMBOL	9.7%	CAN'T SAY	5.2%

**Q8: DO PRE-POLL FREEBIES INFLUENCE YOUR VOTE?
IF YES, IS THE INFLUENCE POSITIVE OR NEGATIVE?**

NO INFLUENCE	YES - VOTE FOR FREEBIE PARTY	YES - VOTE AGAINST FREEBIE PARTY	CAN'T SAY
44.2%	8.6%	28.9%	18.3%

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SEAT SHARE OVERALL

DMK+	AIADMK+	TVK
104 - 114	115 - 125	2 - 8

SEAT SHARE ZONE WISE

ZONE	DMK+	AIADMK+	TVK
DELTA	26-28	9-11	0
KTCC	23-25	9-11	2-4
NORTH	18-20	32-34	0
SOUTH	31-33	24-26	0-2
WEST	6-8	41-43	0-2
ROUND 2	104-114	115-125	2-8
ROUND 1	113-123	106-116	2-8

TAMIL NADU — KEY FINDINGS

Q1: Overall Government Performance Rating

- **35.5% rate the DMK government as Good/Very Good, while 40.8% rate it Poor/Very Poor - a dead heat contest with 17.6% rating average**
- **Females are more satisfied (40.4% vs 30.7% for males); males are more critical (46.1% vs 35.5%)**
- **Older voters (55+) are most satisfied; youth are least (18-24)**
- **Muslims are the most satisfied group; Upper Caste Hindus are the least satisfied, SC/Dalits also show strong approval**

TAMIL NADU — KEY FINDINGS

Q2: Preferred CM

- **MK Stalin leads overall with 39.8% preference, followed by EPS at 38.8%, then Actor Vijay at 13.6%**
- **Males lean toward EPS (44.3%) while females prefer Stalin (44.5%) - a notable gender gap**
- **Younger voters (18–34) are more inclined toward Vijay (~15–20%) compared to older voters**
- **SC/Dalits strongly back Stalin (50.4%); OBCs and Upper Cast Hindu (UCH) lean toward EPS (44.1% and 47.1%)**
- **Muslims overwhelmingly prefer Stalin (54.2%)**

TAMIL NADU — KEY FINDINGS

Q3: Most Important Issues

- **Law and Order & Women Safety tops the list at 23.1%, followed by Alcoholism & Drugs at 20.8%**
- **Unemployment is 3rd biggest concern 17.3%; Corruption 4th at (11.3%) and Rising prices & taxes 5th at 10.8 %**
- **SC/Dalits prioritise Unemployment (25.4%) far more than any other group**
- **ST and UCH show the highest concern for Law & Order and Women's Safety (25%+)**
- **Threat to Federal Structure and Language Imposition are niche concerns (~4% each), but notable given Tamil Nadu's political context**

TAMIL NADU — KEY FINDINGS

Q4: Voting Intention

- **AIADMK+ leads marginally with 39.5% vs DMK+ at 38.6% - a ~1 point gap within margin of error**
- **TVK (Vijay's party) at 12.9% could act as a spoiler, drawing votes mainly from the younger and Christian community voters**
- **Females favour DMK; males show slight AIADMK+ lean**
- **SC/Dalits back DMK+ strongly; OBCs and UCH tilt AIADMK+**
- **Muslims (51.2%) and Christians (36.4%) lean DMK+**

TAMIL NADU — KEY FINDINGS

Q5: India's Performance on Energy Security During the Iran-U.S. War: Overall

- **40.9%** rate India "Very Good" and **15.3%** "Good" - a combined positive of **~56%**
- Only **12.8%** say "Poor" and **5.0%** "Very Poor" - combined negative of just **~18%**
- A broadly positive verdict on India's energy security management
- Men are more positive - **44.8%** Very Good vs only **36.9%** among women
- **35-44** year olds are most positive (**45.1%** Very Good)
- **25-34** year olds are the least positive (**35.6%** Very Good) and also the most critical (**11.2%** Poor + **6.9%** Very Poor)
- Older voters (**55+**) show slightly higher Poor ratings (**15.2%**) - possibly more sensitive to price impact
- **UCH (45.0%)** and **OBC (43.4%)** are the most positive communities
- **Muslims (28.1%)** and **Christians (28.8%)** are significantly less impressed - nearly **10-13** points below the average on "Very Good."
- **STs** have the highest "Can't Say" among social groups (**9.7%**), suggesting lower awareness

TAMIL NADU — KEY FINDINGS

Q6: India's Diplomacy During Iran-US War

- **35.4% rate India's diplomacy as Very Good, with another 16.5% saying Good - majority approval**
- **Only 12% rate it Poor, and 6.2% Very Poor - limited dissatisfaction**
- **Males are more appreciative (39.4% Very Good) than females (31.5%)**
- **Muslims are the most critical - only 25.4% Very Good, 19.1% Poor; likely reflecting conflict-related sensitivities; Christians are also more sceptical (23.2% Very Good, 12.2% Poor)**
- **OBCs and UCH show the highest approval (~38% Very Good each)**

TAMIL NADU — KEY FINDINGS

Q7: Main Voting Consideration

- "Work done by State Government" is the top factor at 28.1% - incumbency performance matters most
- "CM Face" is second at 15.8%, "PM face" influences 12.8%, underlining the personalised nature of TN politics
- "Candidate" matters to 13.1%, highlighting anti-incumbency; Party symbol matters to 9.7%, giving advantage to traditional Dravidian parties.
- SC/Dalits prioritise State Government work (36.5%) more than any other group - suggesting welfare scheme satisfaction
- Muslims weigh CM Face most heavily (23.5%) - pointing to leadership-centric voting

TAMIL NADU — KEY FINDINGS

Q8: Do Freebies Influence Voting?

- **44.2% say freebies do not influence their vote, possibly overrated, as people may be shy to accept they vote based on freebies.**
- **28.9% say they tend NOT to vote for parties that offer freebies - a significant anti-freebie sentiment**
- **Only 8.6% are positively influenced by freebies - may be underrated**
- **Upper Caste Hindus (31.8%) and OBCs (30.6%) are most likely to vote against freebie-offering parties**
- **SC/Dalits are least freebie-averse - 23.3% negative, 9.6% positive; welfare schemes still resonate**

TAMIL NADU — KEY FINDINGS

Vote Share & Seat Share - AIADMK Led Alliance Gained Momentum Last Week

- First-mover advantage secured
- Finalised seat distribution among allies ahead of DMK
- Released manifesto first, targeting farmers, the drug menace (top voter concern), unemployment benefits, and freebies
- BJP in control narrative neutralised: Restricted BJP to just 27 seats, deflecting the "saffron control" perception that was proving counterproductive

Structural Tailwinds

- The history of alternate governments favours AIADMK (AIADMK is seen gaining 9 seats compared to Round 1, 5 in West, 2 each in South and North at the expense of DMK)
- High anti-incumbency against DMK
- DMK has never returned to power - a significant psychological barrier

Watch this space

- DMK and Vijay both announced candidates over the weekend
- Overall, the race remains a tight contest.

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THANK YOU

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