



**VOTE VIBE**  
INSIGHTS FOR SMARTER DECISIONS

**TAMIL NADU  
OPINION POLL  
TRACKER 3  
06 APRIL 2026**

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**METHODOLOGY**  
**CATI + QUALITATIVE INPUTS**  
**SAMPLE SIZE: 24,943**  
**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
26.7%	9.1%	16.9%	20.0%	19.0%	8.3%

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

MK STALIN	EDAPPADI K. PALANISWAMI	ACTOR VIJAY
39.0%	38.7%	14.3%
OTHERS	CAN'T SAY	
5.0%	3.0%	

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

UNEMPLOYMENT	18.5%	LANGUAGE	3.8%
LAW & ORDER & WOMEN SAFETY	23.0%	RISING PRICES & TAXES	10.6%
ALCOHOLISM & DRUGS	20.4%	CORRUPTION	10.5%
LACK OF DEVELOPMENT	5.2%	OTHERS/ CAN'T SAY	3.9%
THREAT TO FEDERAL STRUCTURE	4.1%		

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**Q4: OUT OF THESE PARTIES THAT HAVE RELEASED THEIR MANIFESTOS, WHICH PARTY'S MANIFESTO IS BETTER ACCORDING TO YOU?**

DMK	AIADMK	TVK	NONE	ALL ARE SAME	CAN'T SAY
34.0%	39.0%	11.8%	6.9%	4.2%	4.0%

**Q5: DMK HAS HAD A HISTORY OF NOT RETURNING TO POWER AFTER COMPLETING A TERM IN TAMIL NADU. WHAT DO YOU THINK WILL HAPPEN THIS TIME?**

**DMK WILL  
BREAK  
TREND &  
WIN**

**HISTORY  
WILL  
REPEAT  
ITSELF  
(AIADMK  
WILL WIN)**

**NEW  
PARTY/ALLIA  
NCE WILL  
COME TO  
POWER**

**HUNG  
ASSEMBLY**

**CAN'T SAY**

**36.1%**

**41.6%**

**10.9%**

**6.0%**

**5.3%**

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**Q6: WHICH ALLIANCE DO YOU THINK HAS BETTER COHERENCE AND COORDINATION?**

DMK+	AIADMK+	NONE	BOTH ARE SAME	CAN'T SAY
36.8%	43.3%	9.1%	5.3%	5.5%

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## VOTE SHARE

DMK+	AIADMK+	TVK (VIJAY)	NTK	NOT YET DECIDED
39.3%	41.4%	12.0%	3.7%	3.6%

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## SEAT SHARE OVERALL

DMK+	AIADMK+	TVK
90-100	130-140	2-6

**SEAT SHARE ZONE WISE**

<b>ZONE</b>	<b>DMK+</b>	<b>AIADMK+</b>	<b>TVK</b>
<b>DELTA</b>	<b>19-21</b>	<b>16-18</b>	<b>0</b>
<b>KTCC</b>	<b>20-22</b>	<b>12-14</b>	<b>2-4</b>
<b>NORTH</b>	<b>18-20</b>	<b>32-34</b>	<b>0</b>
<b>SOUTH</b>	<b>27-29</b>	<b>29-31</b>	<b>0</b>
<b>WEST</b>	<b>6-8</b>	<b>41-43</b>	<b>0-2</b>
<b>ROUND 3</b>	<b>90-100</b>	<b>130-140</b>	<b>2-6</b>
<b>ROUND 2</b>	<b>104-114</b>	<b>115-125</b>	<b>2-8</b>
<b>ROUND 1</b>	<b>113-123</b>	<b>106-116</b>	<b>2-8</b>

## TAMIL NADU — KEY FINDINGS

### Q1: Overall Government Performance Rating

**Overall: Only 35.8% rate the government positively (Very Good + Good), while 39% rate it negatively (Poor + Very Poor). A significant 16.9% say "Average."**

- **Females are slightly more positive (39.1% good/very good) vs males (32.3%)**
- **Males are more critical - 42.8% rate poor/very poor vs females at 35.2%**
- **Older voters (55+) are most positive - 42.9% say Very Good/Good**
- **25–34 age group is most critical - 40.5% rate poor/very poor**
- **SC/Dalits are most satisfied - 49.5% rate Very Good/Good**
- **Muslims also lean positive - 48.3% good/very good**
- **Upper Caste Hindus (UCH) are most dissatisfied - 46.1% poor/very poor**
- **OBCs closely follow - 44.3% poor/very poor**
- **KTCC zone is most positive - 42.4% good/very good; the North zone is most negative - 43.7% poor/very poor**

## TAMIL NADU — KEY FINDINGS

### Q2: Preferred CM of Tamil Nadu

**Overall: EPS (Edappadi K. Palaniswami) trails narrowly at 38.7% vs Stalin at 39.0% - essentially a dead heat. Actor Vijay gets 14.3%.**

- **Women favour Stalin (42.4%) over EPS (34.5%) - a significant gender gap**
- **Men lean toward EPS (42.9%) over Stalin (35.6%)**
- **Mid-age voters (35-44) back EPS (38.6%) strongly**
- **Older voters (55+) prefer Stalin (47.8%) - loyalty factor**
- **25-34 year olds show the highest support for Vijay (23.4%)**
- **SC/Dalits strongly favour Stalin (51.4%)**
- **Muslims and Christians back Stalin (52.5% and 47.6%)**
- **OBCs, UCH, and STs lean towards EPS (45.5%, 46.4%, 46.9%)**
- **EPS leads in North (43.5%) and West (41.9%); Stalin leads in KTCC (44.9%)**

## TAMIL NADU — KEY FINDINGS

### Q3: Most Important Issue

#### Top Issues Overall:

- **Law & Order / Women's Safety - 23.0% (top concern); Alcoholism & Drugs - 20.4%; Unemployment - 18.5%, Rising Prices & Taxes - 10.6%, Corruption - 10.5%**
- **Both genders rank Law & Order and Alcoholism as the top two concerns - the gender gap is minimal here.**
- **Younger voters (18–24) emphasise Unemployment (19.8%) and Law & Order (23%)**
- **Older voters (55+) are most concerned about Language imposition (6.5%) and Threat to federal structure (5.9%)**
- **SC/Dalits prioritise Unemployment (27.6%) - highest among all groups**
- **Upper Caste Hindus highlight Corruption (12.7%) and Lack of development (8.0%)**
- **Muslims & Christians flag Rising Prices more prominently (15.9%, 14.7%)**
- **Law & Order is the top concern across all zones**
- **North zone highlights Unemployment (20.1%) and Law & Order (24.7%)**

## TAMIL NADU — KEY FINDINGS

### Q4: Best Party Manifesto

**Overall: AIADMK is seen as having the better manifesto (39%) vs DMK (34%). TVK at 11.8%.**

- **SC/Dalits rate DMK manifesto higher (48.6%)**
- **Muslims (46.4%) and Christians (40.3%) prefer DMK's manifesto**
- **UCH (48.5%), OBC (44.7%), and ST (48.5%) favour the AIADMK manifesto**
- **Younger voters (25–34) find the TVK manifesto more appealing (20.1%) - a generational signal**
- **North zone rates AIADMK manifesto highest (44.6%)**
- **Rural voters lean AIADMK (41.6%); Urban voters are more split**

## TAMIL NADU — KEY FINDINGS

### Q5: Will DMK Break the Anti-Incumbency Trend?

**Overall: 41.6% believe history will repeat (AIADMK wins), while 36.1% believe DMK will break the trend. 10.9% expect a new party to rise.**

- **SC/Dalits (50.7%) and Muslims (48.6%) believe DMK will break the trend**
- **UCH (51.1%), OBC (48.2%), and ST (49.4%) believe history will repeat itself**
- **Older voters (55+) most believe DMK will win (43.9%)**
- **Young voters (18–24) are the most sceptical - 47.6% expect history to repeat**
- **25–34 age group has the firmest belief in a new party rising (16.9%) - Vijay factor**

## TAMIL NADU — KEY FINDINGS

### Q6: Alliance Coherence & Coordination

**Overall: AIADMK+ (NDA) is seen as more coherent (43.3%) vs DMK+ INDIA Bloc (36.8%).**

#### Key Findings:

- **Women see DMK+ as more coherent (40.1%) vs men who favour AIADMK+ (48.1%)**
- **SC/Dalits (48.9%) and Muslims (47.7%) back DMK+ on coherence**
- **UCH (52%), OBC (49.7%), ST (49.7%) see AIADMK+ as more coherent**
- **KTCC zone slightly favours DMK+ (43%), all other zones back AIADMK+**

## TAMIL NADU — KEY FINDINGS

### Vote Share

**Overall: AIADMK+ (NDA) leads at 41.4% vs DMK+ (INDIA Bloc) at 39.3%. TVK (Vijay) gets 12%.**

- **Women favour DMK+ (42.3%) over AIADMK+ (37.1%) - a notable swing**
- **Men lean AIADMK+ (45.7%) over DMK+ (36.4%)**
- **25–34 year olds: DMK (34.9%) vs AIADMK (34.1%) - near tie, with TVK getting a massive 21%**
- **Older voters (55+) strongly back DMK+ (47.7%)**
- **SC/Dalits back DMK+ heavily (49.6%) vs AIADMK (28.9%)**
- **Muslims (51.5%) and Christians (47.4%) are strong DMK+ voters**
- **OBCs (47.9%), UCH (49.2%), STs (49.5%) lean AIADMK+**
- **AIADMK+ leads in North (46.8%) and West (44.2%)**
- **DMK+ leads in KTCC (45.3%) and Delta (40.4%)**

## TAMIL NADU — KEY FINDINGS

### Seat Share

- AIADMK is seen building on the momentum gained in Tracker 2; expected to win 130-140 seats, with DMK expected to be at 90-100 seats, and TVK at 2-6 seats.
- Disturbance in DMK alliance, open displeasure of alliance partners with DMDK given 10 seats. A Raja's tapes have added to DMK's discomfort
- Early announcement of the manifesto by AIADMK, DMK manifesto released later looks like the AIADMK manifesto
- Decline of TVK prevents split of opposition vote as contest becomes bipolar.
- A 2004-like election where infra development in TN is the talk of the town, hiding the rural / agri distress with state no. 5 in farmer suicides
- MSP Guarantee and Co-operative loan waivers are appealing to the farmers.
- Western Zone (The Kongu Belt) remains the AIADMK's bastion.

## TAMIL NADU — KEY FINDINGS

### Seat Share

- In the Northern Zone, the alliance with the PMK is acting as the "X-factor" by consolidating the Vanniyar vote share. Son holds the symbol in a feud with his father.
- In the Southern Zone, the reunion with AMMK (TTV Dhinakaran) is crucial, which damaged many seats in 2021.
- Delta Belt is witnessing a tight contest; agriculture-related issues dominate here.
- BJP's 27 Seats add a developmental narrative depth and attract urban youth and "first-time voters" in Chennai, Coimbatore, and Kanyakumari.
- AIADMK manifesto is getting traction among women - promise of ₹2,000 per month to female head of household, free refrigerator (in a state famous for freebies) & ₹25,000 subsidy for "Amma 2-Wheelers" for 5 lakh working women.

## TAMIL NADU — KEY FINDINGS

### Key Takeaways (Summary)

Dimension	Insight
Race	Tight with AIADMK+ leaning ahead
Gender	Women lean DMK+; Men lean AIADMK+
Youth	25-34 age group is the TVK/Vijay wildcard - up to 21-23% support
Caste	SC/Dalits & minorities back DMK; OBC, UCH, ST back AIADMK
Top Issue	Law & Order / Women's Safety is the #1 issue statewide
Anti-incumbency	41.6% expect history to repeat against DMK
TVK Factor	Vijay's party (TVK) is a real spoiler - strongest among youth & urban voters

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**THANK YOU**

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