

DATE: 30th March, 2026

SAS GROUP, HYDERABAD 1ST PRE-POLL SURVEY ON TAMIL NADU, WEST BENGAL, ASSAM AND KERALA ASSEMBLY ELECTIONS – 2026 AS ON 27TH MARCH, 2026

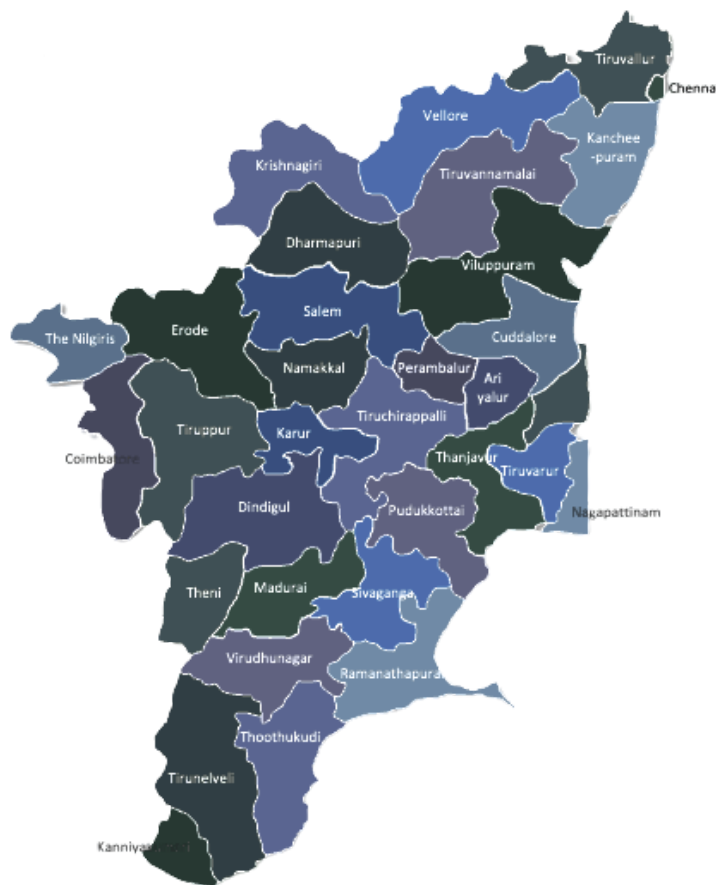


IITians Group
Hyderabad



DATE: 30th March, 2026

1ST PRE-POLL SURVEY ON TAMIL NADU ASSEMBLY ELECTIONS - 2026 AS ON 27TH MARCH, 2026



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SAS GROUP, HYDERABAD

SAS GROUP PREVIOUS EXIT POLL SURVEYS ON TAMIL NADU 2016 AND 2021 ASSEMBLY ELECTIONS

TAMIL NADU 2016 ASSEMBLY ELECTIONS

DMK+

85-91

AIADMK+

130-136

INC

7-9

OTHERS

1-2

ACTUAL RESULTS ANNOUNCED BY THE ELECTION COMMISSION

DMK+

89

AIADMK+

136

INC

8

OTHERS

1

TAMIL NADU 2021 ASSEMBLY ELECTIONS

DMK+

146-152

AIADMK+

72-76

MNM

3-4

AMMK

1-2

NTK

1-2

ACTUAL RESULT ANNOUNCED BY ELECTION COMMISSION

DMK+

159

AIADMK+

75



MURTHY V.R
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TAMIL NADU - 2026

1st PRE-POLL SURVEY ON TAMIL NADU ASSEMBLY ELECTIONS – 2026 (AS ON 27TH MARCH, 2026)

Number of samples collected across Tamil Nadu: 52,300

Time frame : 20th Jan, 2026 to 27th Mar, 2026

METHODOLOGY OF SURVEY:

The samples are taken in two ways i.e, random and selective (stratified) samples in the ratio respectively. In selective samples the team of Atma Sakshi Group has covered the following categories:

1. S.C, AND S.T VOTERS
2. B.C VOTERS (COVERING ALL SUB-GROUPS)
3. O.C COMMUNITIES
4. DIFFERENT AGE GROUPS SUCH AS 18-25 YEARS, 26-35 YEARS, 36-45 YEARS, 46-55 YEARS, 55-65 YEARS AND ABOVE 65 YEARS COVERING BOTH THE GENDERS (SUCH AS MALE AND FEMALE).
5. COVERING ALL STATE GOVERNMENT AND RETIRED GOVERNMENT EMPLOYEES.
6. COLLEGE AND UNIVERSITY STUDENTS.

7. SPECIALLY FOCUSED ON THE SATISFACTION AND DISSATISFACTION LEVELS OF THE WELFARE SCHEMES OF GOVT.
8. FARMERS AND LEASE FARMERS .
9. FISHERMEN COMMUNITY.
10. COVERING ALL RELIGION ie; HINDU, MUSLIM, CHRISTIANS
11. FOCUSED ON RICH, MIDDLE CLASS, POOR AND VERY POOR COMMUNITIES.
12. FOCUSED ON SMALL AND MEDIUM CLASS BUSINESS OWNERS.
13. FOCUSED ON THE INDUSTRIAL DEVELOPMENT IN TAMIL NADU.
14. SAMPLES ARE ALSO COLLECTED FROM EMPLOYEES EMPLOYED IN PRIVATE SECTOR SELF EMPLOYED AND EMPLOYED IN TRANSPORT SECTOR.
15. WHILE COLLECTING THE SAMPLES OUR TEAM HAS FOCUSED DIFFERENT WEIGHTAGES ON EACH REGION OF TAMIL NADU BASING ON THE POLITICAL SCENERIO AT THE TIME OF PRE-POLL SURVEY.
16. OUR SURVEY HAS TAKEN THE SAMPLES KEEPING IN VIEW OF THE SOCIO, POLITICAL, ECONOMIC DEMOGRAPHY OF EACH REGION OF TAMIL NADU.
17. ALL THE SAMPLES WERE COLLECTED ON GROUND ONLY (ie: DIRECT CONTACT WITH THE VOTERS ONLY) NO SMS/ONLINE/TELEPHONIC SAMPLES ARE ENTERTAINED IN THIS SURVEY.

1. **J. SRI RAM**
M. Tech

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3. **Dr. Karthikeyan**
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4. **Dr. P. Subramanian**
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TAMIL NADU- 2026

ASSEMBLY ELECTIONS

X-factors (M-factors)

- 1. Unemployment
- 2. Law & Order
- 3. Women Safety
- 4. Alcohol and Drugs
- 5. Tamil identity and Tamil language.
- 6. Corruption charges against MLAs/Ministers/Local leaders
- 7. DMK+ wider alliance
- 8. Weakness of AIADMK and alliance with BJP
- 9. TVK party
- 10. After Jayalalithaa conflict among AIADMK leaders

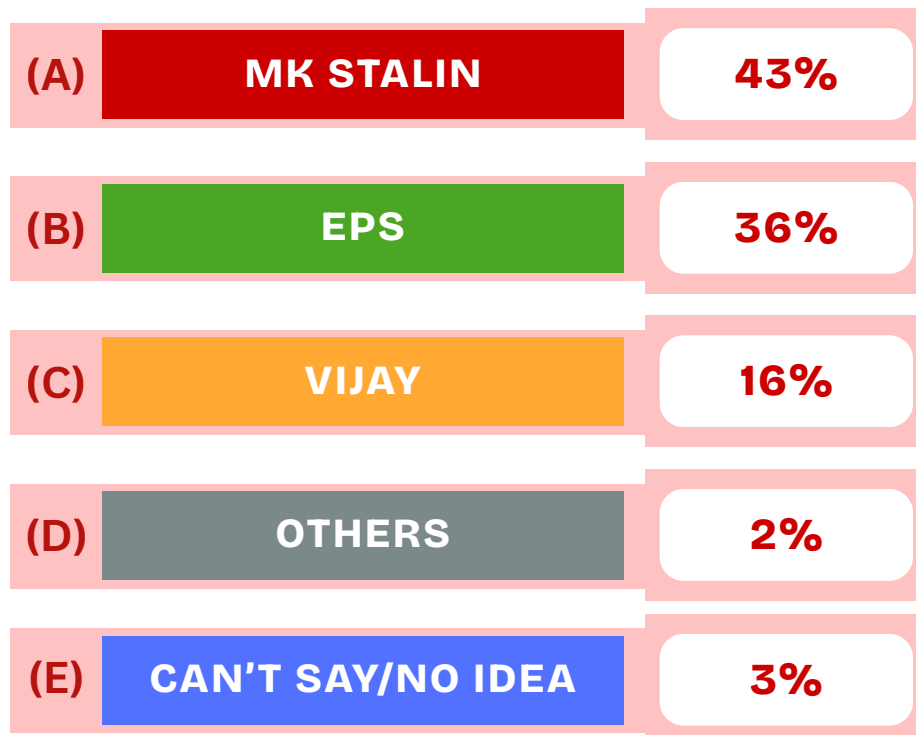
- 1. J. SRI RAM
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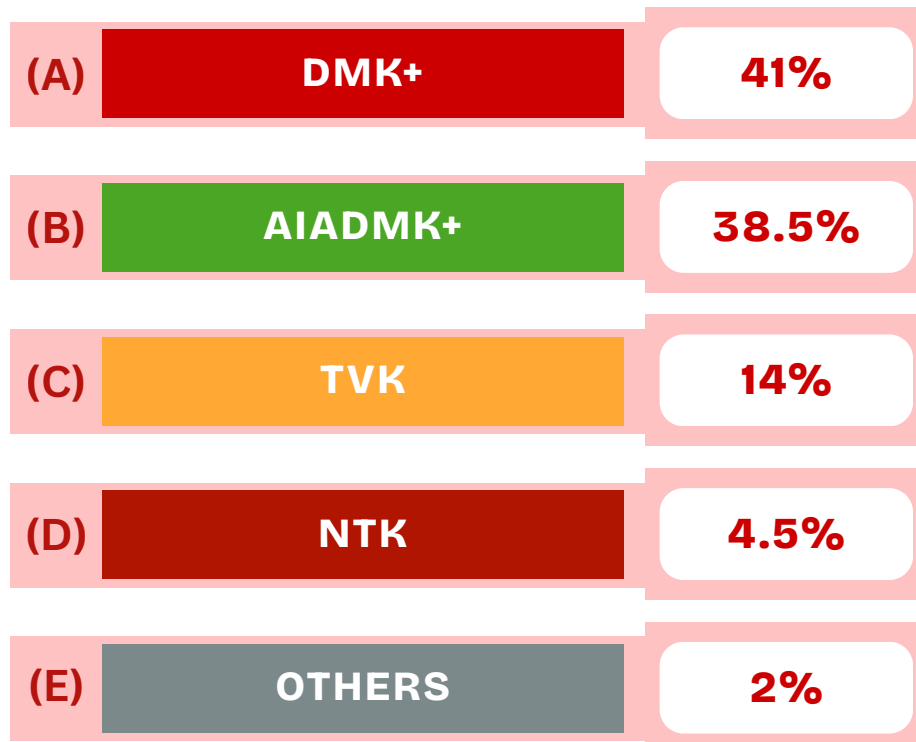
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1ST PRE-POLL SURVEY ON TAMIL NADU - 2026 ASSEMBLY ELECTIONS (AS ON 27TH MARCH, 2026)

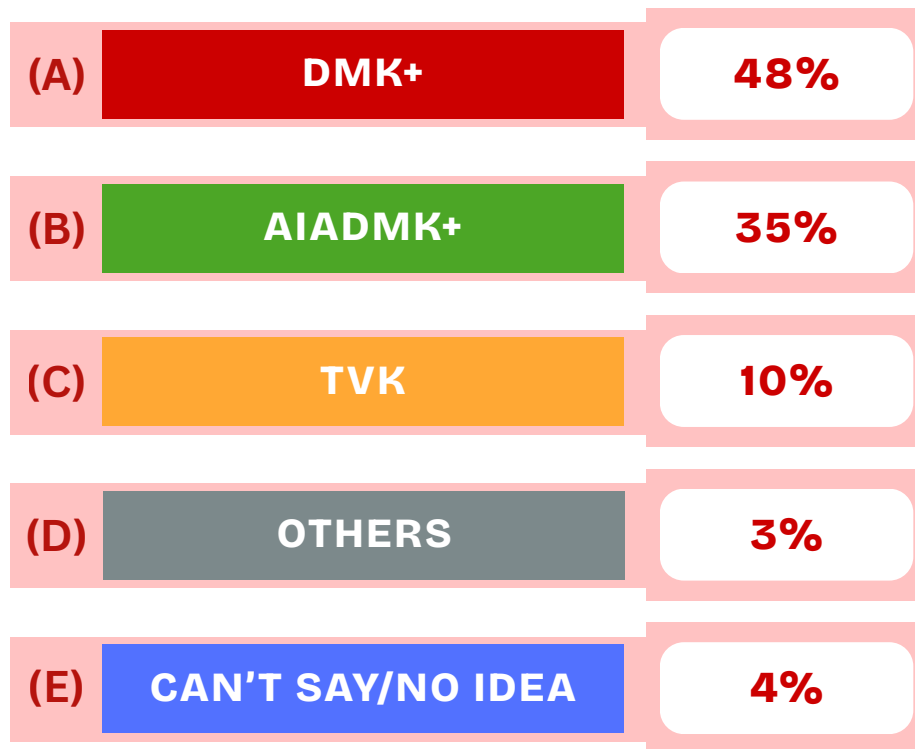
1. WHOM DO YOU WISH TO SEE AS NEXT CHIEF MINISTER OF TAMILNADU AFTER 2026 ASSEMBLY ELECTIONS.



2. WHICH PARTY (OR) ALLIANCE WOULD YOU LIKE TO VOTE FOR?



3. WHICH ALLIANCE HAS A STRONG CADRE IN TAMIL NADU



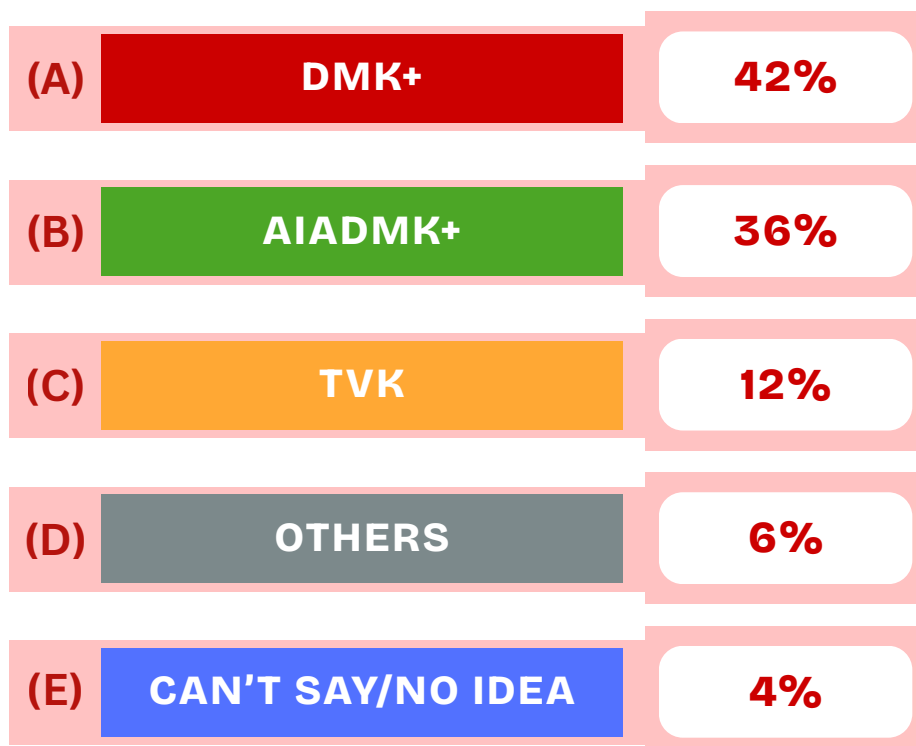
4. ARE YOU SATISFIED WITH THE WELFARE SCHEMES TAKEN UP / IMPLEMENTED IN TAMILNADU DURING 2021-2026 BY THE PRESENT GOVERNMENT?



5. WHAT IS YOUR OPINION ON THE CORRUPTION CHARGES AGAINST MLAS / MINISTERS / LOCAL LEADERS IN TAMILNADU AND IN YOUR CONSTITUENCY?



6. WHICH PARTY WILL SAVE TAMIL IDENTITY AND TAMIL PRIDE?



7. ANALYZE THE CONTEST SHAPING UP IN TAMILNADU.

(A)	BIP POLAR	45%
(B)	BIP POLAR UPTO CERTAIN EXTENT	23%
(C)	TRIANGULAR	20%
(D)	CAN'T SAY / NO IDEA	12%

8. WHICH FACTOR / FACTORS DO YOU CONSIDER BEFORE VOTING TO ANY PARTY / (OR) ANY ALLIANCE IN TAMILNADU?

(A)	WELFARE	13%
(B)	LAW AND ORDER	11%
(C)	WOMEN SAFETY	10%
(D)	TAMIL IDENTITY	10%
(E)	RELIGION	3%
(F)	PRICE RISE	12%
(G)	HEALTH AND EDUCATION	8%
(H)	OVERALL DEVELOPMENT	9%
(I)	ALCOHAL AND DRUGS	12%
(J)	HINDI LANGUAGE IMPOSITION / NEET EXAM	8%
(K)	CAN'T SAY / NO IDEA	4%

9. HOW DO YOU RATE THE OVERALL PERFORMANCE OF THE TAMIL NADU GOVT DURING 2021 – 2026?

(A)	GOOD (MOST LIKELY)	36%
(B)	AVERAGE (UPTO CERTAIN EXTENT)	18%
(C)	BAD (UNLIKELY)	37%
(D)	CAN'T SAY / NO IDEA	9%

10.WHAT WILL BE THE IMPACT OF TVK PARTY IN TAMIL NADU ASSEMBLY ELECTIONS 2026?

(A)	VOTE CUTTER	49%
(B)	KING, WILL FORM GOVERNMENT	13%
(C)	KING MAKER	20%
(D)	CAN'T SAY / NO IDEA	18%

11. LIKE HOOD OF VOTING FOR INCUMBENT MLA

(A)	UNLIKELY (HIGHLY UNLIKELY)	34%
(B)	LIKELY (MOST LIKELY)	38%
(C)	PARTIALLY (MAYBE)	10%
(D)	CAN'T SAY / NO IDEA	18%

12. WHOSE VOTE SHARE WILL BE DAMAGED BY TVK PARTY?

(A)	DMK	32%
(B)	AIADMK	30%
(C)	BJP	3%
(D)	BOTH DMK AND AIADMK	19%
(E)	DAMAGE NTK	12%
(F)	CAN'T SAY / NO IDEA	4%

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TAMIL NADU

**TOTAL ASSEMBLY
CONSTITUENCIES - 234**



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VOTE SHARE

**AS ON 27/03/2026 (AS
PER 1ST PRE-POLL SURVEY)**

DMK + 40%

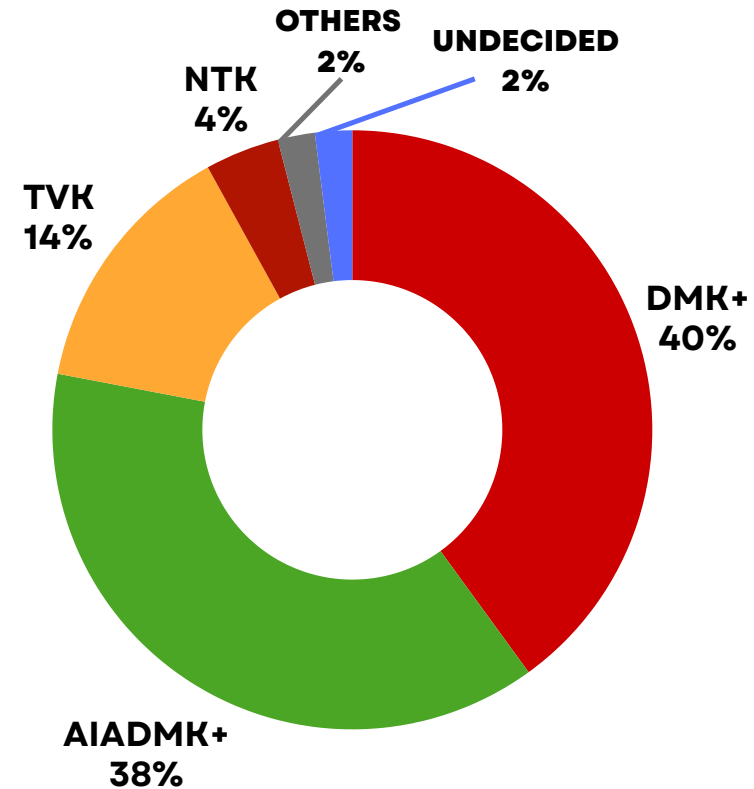
AIADMK + 38%

TVK 14%

NTK 4%

OTHERS 2%

UNDECIDED 2%



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TAMIL NADU

**TOTAL ASSEMBLY
CONSTITUENCIES - 234**
MAGIC MARK - 118



Region wise expected Assembly constituencies for parties in Tamilnadu
Assembly elections 2026 (As per 1st Pre-Poll Survey as on 27/03/2026)

REGIONS	SEATS	DMK+	AIADMK+	TVK	OTHERS
NORTHERN REGION	69	34-36	33-35	1-2	0
KONGUNADU REGION	68	26-28	40-43	2-3	0-1
DELTA REGION	46	35-38	10-13	1-2	0
SOUTHERN REGION	51	24-26	25-26	1-2	1-2
TOTAL	234	119-128	108-117	5-9	1-3

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Expected Caste/Community wise Percentage of Vote Share for Parties in Tamil Nadu Assembly Election 2026 As per 1st pre-poll survey. (As on 27/03/2026)

Caste / Community	DMK+	AIADMK+	TVK	NTK	OTHERS
Vanniyar	32%	40%	18%	5.50%	4.50%
Gounders	33%	46%	14%	4.50%	2.50%
Nadars	47%	30%	17%	5%	1%
Mukkulathor	37%	39%	10%	5.50%	8.50%
Paraiyar	47%	23%	14%	7%	9%
Pallar	38%	44%	7.50%	7.50%	3%
Vellalars	45%	31%	13.50%	5%	5.50%
Chettiyars	31%	45%	18%	4.75%	1.25%
Minorities	58%	19%	18%	3%	2.00%
Adi Dravidars	56%	19%	18%	5.75%	1.25%

Caste / Community	DMK+	AIADMK+	TVK	NTK	OTHERS
Irular	48%	29%	11%	8%	4%
Kammara	35%	43%	14%	6%	2%
Reddy	37%	39%	13%	5.50%	5.50%
Brahmin	25%	45%	14%	5%	1%
Agamuiyar	38%	43%	10%	5%	4%
Mutharaiyars	44%	30%	12%	4.50%	9.50%
Meenavars	57%	20%	13%	5%	5%
Arunthathiyars	43%	35%	11%	6%	5%
Kattu nayakkan	45%	30%	12%	7%	6%
Narikkuravar	32%	40%	18%	5.50%	4.50%
Others	33%	40%	13%	5.50%	8.50%

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Tamil nadu Assembly Elections

Key Findings (1st Pre-Poll Analysis)

AS ON 27TH MARCH, 2027

1. The lack of unity among former ministers and senior leaders of the AIADMK party has weakened the party's image in Tamil Nadu. **(Jayalalithaa factor noted separately).**
2. Senior AIADMK leaders such as O. Panneerselvam and Sengottaiyan leaving the party and joining other political groups may lead to a decline in AIADMK's vote share.
3. Under the DMK government, sectors like education, healthcare, and welfare schemes have gained significant prominence and public acceptance.
4. The leadership of M.K. Stalin in DMK stands out clearly, and such strong leadership is currently lacking in AIADMK.
5. Historically, elections in Tamil Nadu were influenced by caste-based vote banks. However, in the 2026 elections, the influence of caste appears to be reducing significantly. Earlier, communities like Vanniyars, Gounders, and Thevars largely supported AIADMK. Now, with O. Panneerselvam exiting AIADMK, there is a possibility of vote erosion among Thevar-dominated southern districts.

6. In the Western region (Kongu belt), there is a visible split within the Gounder community, as leaders are now spread across multiple parties, leading to vote division.

DMK has gained a slight advantage here through welfare schemes, development initiatives, and strengthening local leadership.

Additionally, PMK founder Dr. Ramadoss aligning with V.K. Sasikala could create difficulties for AIADMK.

7. With Sengottaiyan joining the TVK party, AIADMK may lose a portion of votes from the Silk Weavers community.

8. In reserved constituencies, DMK remains strong.

9. Muslims, SC, ST communities, and even sections of upper castes are currently leaning more towards DMK compared to AIADMK.

10. Elections in Tamil Nadu have never been religion-based, and the 2026 elections are also unlikely to be influenced by religion.

11. However, the alliance or coordination between PMK's Ramadoss and Sasikala may indirectly hurt AIADMK.

12. Within AIADMK, leadership performance is weak.

13. In BJP, sidelining K. Annamalai and appointing Nainar Nagendran as state leader appears to be a strategic mistake.

In terms of alliances, DMK alliance is broader and more inclusive, bringing together diverse ideologies and communities.

14. As of now, the Chennai region and Southern region are strongholds of the DMK alliance.

AIADMK and TVK are likely to lose several MLA seats in these regions.

Although there is a public perception of corruption among DMK ministers and MLAs, the party has still outperformed AIADMK in education, healthcare, and welfare delivery.

15. The narrative that Vijay (TVK founder) is an ideological enemy of BJP and political enemy of DMK is misleading.

However, TVK faces several issues including lack of clear vision, weak grassroots organization, and leadership challenges.

16. TVK has the potential to attract youth voters . However, TVK rise has negatively impacted the NTK party.

17. NTK's vote share is expected to decline.

The emergence of TVK will cause some losses to both AIADMK and DMK.

18. In the 27 constituencies contested by BJP, it is likely to not win more than 8–9 seats.

19. There is a perception among many Tamil voters that an AIADMK-led alliance government could lead to BJP dominance, affecting Tamil identity, language, and culture.

20. DMK remains strong in urban and semi-urban areas.

21. The Tamil Nadu government's ₹5000 DBT scheme for women (Jan–Feb 2026) has positively influenced women voters in favor of DMK.

KEY STRATEGIC POINT:

1. At the time of this survey, TVK's vote share is around 14%.

2. If TVK Party crosses 18% of vote share, it could create problems for DMK and increase the chances of AIADMK coming to power.

3. In the AIADMK BJP alliance, the distribution of MLA seats has not been handled effectively.

Many constituencies where the BJP has independently established its presence and increased its vote share have not been allocated to the BJP within the alliance.

The allocation of MLA seats between AIADMK and BJP has not followed a "scientific" or data-driven method. As a result, out of the 27 constituencies where the BJP is contesting, the party is likely to lose at least 18-20 seats in the 2026 Assembly elections.

4. The alliance with T.T.V. Dhinakaran's party, AMMK, is unlikely to significantly benefit the AIADMK alliance.

5. In the AIADMK-BJP alliance, there is limited likelihood of effective vote transfer between the two parties in many constituencies, with AIADMK votes not fully shifting to BJP and vice versa.

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1ST PRE-POLL SURVEY ON WEST BENGAL ASSEMBLY ELECTIONS - 2026 AS ON 27TH MARCH, 2026



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SAS GROUP, HYDERABAD

SAS GROUP PREVIOUS EXIT POLL SURVEY ON WEST BENGAL 2021 ASSEMBLY ELECTIONS

BJP	TMC	LEFT	OTHERS
85-92	73-181	29-32	2-3

ACTUAL RESULT ANNOUNCED BY ELECTION COMMISSION

BJP	TMC	LEFT	OTHERS
77	215	1	1



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WEST BENGAL - 2026

Ist PRE-POLL SURVEY ON WEST BENGAL ASSEMBLY ELECTIONS – 2026 (AS ON 27TH MARCH, 2026)

Number of samples collected across West Bengal: **59,400**

Time frame : **10th Jan, 2026 to 27th Mar, 2026**

METHODOLOGY OF SURVEY:

The samples are taken in two ways i.e random and selective (stratified) samples in the ratio respectively. In selective samples the team of Atma Sakshi Group has covered the following categories:

1. S.C, AND S.T VOTERS
2. B.C VOTERS (COVERING ALL SUB-GROUPS)
3. O.C COMMUNITIES
4. DIFFERENT AGE GROUPS SUCH AS 18-25 YEARS, 26-35 YEARS, 36-45 YEARS, 46-55 YEARS, 55-65 YEARS AND ABOVE 65 YEARS COVERING BOTH THE GENDERS (SUCH AS MALE AND FEMALE).
5. COVERING ALL STATE GOVERNMENT AND RETIRED GOVERNMENT EMPLOYEES.
6. COLLEGE AND UNIVERSITY STUDENTS.

7. SPECIALLY FOCUSED ON THE SATISFACTION AND DISSATISFACTION LEVELS OF THE WELFARE SCHEMES OF GOVT.
8. FARMERS AND LEASE FARMERS .
9. FISHERMEN COMMUNITY.
10. COVERING ALL RELIGION ie; HINDU, MUSLIM, CHRISTIANS
11. FOCUSED ON RICH, MIDDLE CLASS, POOR AND VERY POOR COMMUNITIES.
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14. SAMPLES ARE ALSO COLLECTED FROM EMPLOYEES EMPLOYED IN PRIVATE SECTOR SELF EMPLOYED AND EMPLOYED IN TRANSPORT SECTOR.
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16. OUR SURVEY HAS TAKEN THE SAMPLES KEEPING IN VIEW OF THE SOCIO, POLITICAL, ECONOMIC DEMOGRAPHY OF EACH REGION OF WEST BENGAL.
17. ALL THE SAMPLES WERE COLLECTED ON GROUND ONLY (ie: DIRECT CONTACT WITH THE VOTERS ONLY) NO SMS/ONLINE/TELEPHONIC SAMPLES ARE ENTERTAINED IN THIS SURVEY.

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2. **Dr. Bhupendar Singh**
M. Stat, PhD

3. **Dr. S. Mahato**
MA, PhD

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WEST BENGAL- 2026

ASSEMBLY ELECTIONS

X-factors (M-factors)

1. Bengal pride and Bengal identity (Bengal Asmita)
2. No Charismatic face against Mamata Banerjee as CM in NDA (BJP).
3. S.I.R
4. Law & order.
5. Welfare schemes taken up by West Bengal government.
6. Unemployment
7. Price Rise
8. Corruption charges
9. Infighting and factionalism in BJP.
10. Organization and strength of TMC.
11. Muslim and Women voting

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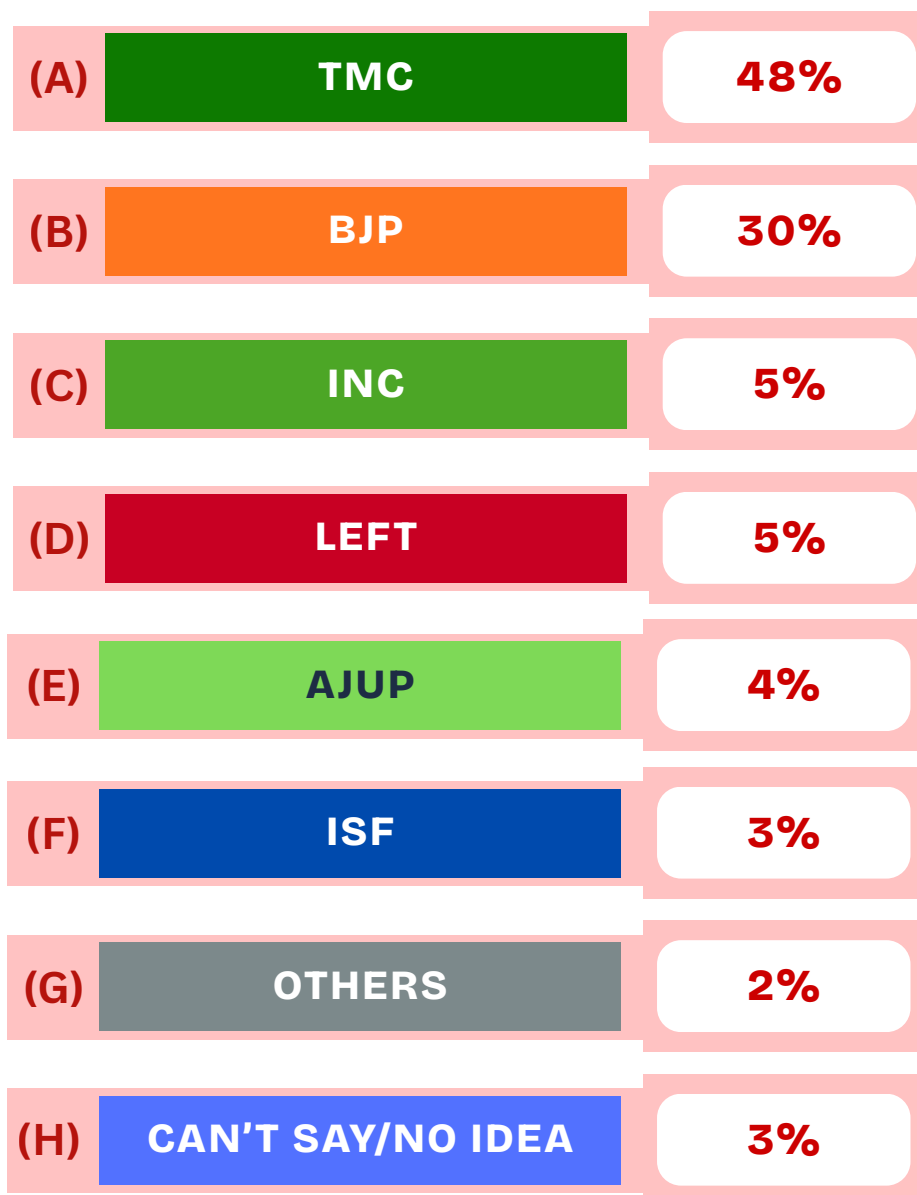


1ST PRE-POLL SURVEY ON WEST BENGAL - 2026 ASSEMBLY ELECTIONS (AS ON 27TH MARCH, 2026)

1. WHOM DO YOU WISH TO ELECT AS NEXT CHIEF MINISTER OF WEST BENGAL IN 2026 ASSEMBLY ELECTIONS.

(A)	Mamata Benerjee	48%
(B)	Suvendu Adhikari	30%
(C)	Abhishek Benerjee	5%
(D)	Samik Bhattacharya	5%
(E)	Dilip Ghosh	4%
(F)	Mohammed Salim	3%
(G)	OTHERS	2%
(H)	CAN'T SAY/NO IDEA	3%

2. WHICH PARTY (OR) ALLIANCE WOULD YOU LIKE TO VOTE FOR?



3. ARE YOU SATISFIED WITH THE WELFARE SCHEMES TAKEN UP / IMPLEMENTED IN WEST BENGAL DURING 2021-2026 BY THE PRESENT GOVERNMENT?



4. WHAT IS YOUR OPINION ON THE CORRUPTION CHARGES AGAINST MLAS / MINISTERS IN WEST BENGAL?

(A)	YES CORRUPTED	24%
(B)	CORRUPTED UPTO CERTAIN EXTENT	20%
(C)	NOT CORRUPTED	38%
(D)	CAN'T SAY / NO IDEA	18%

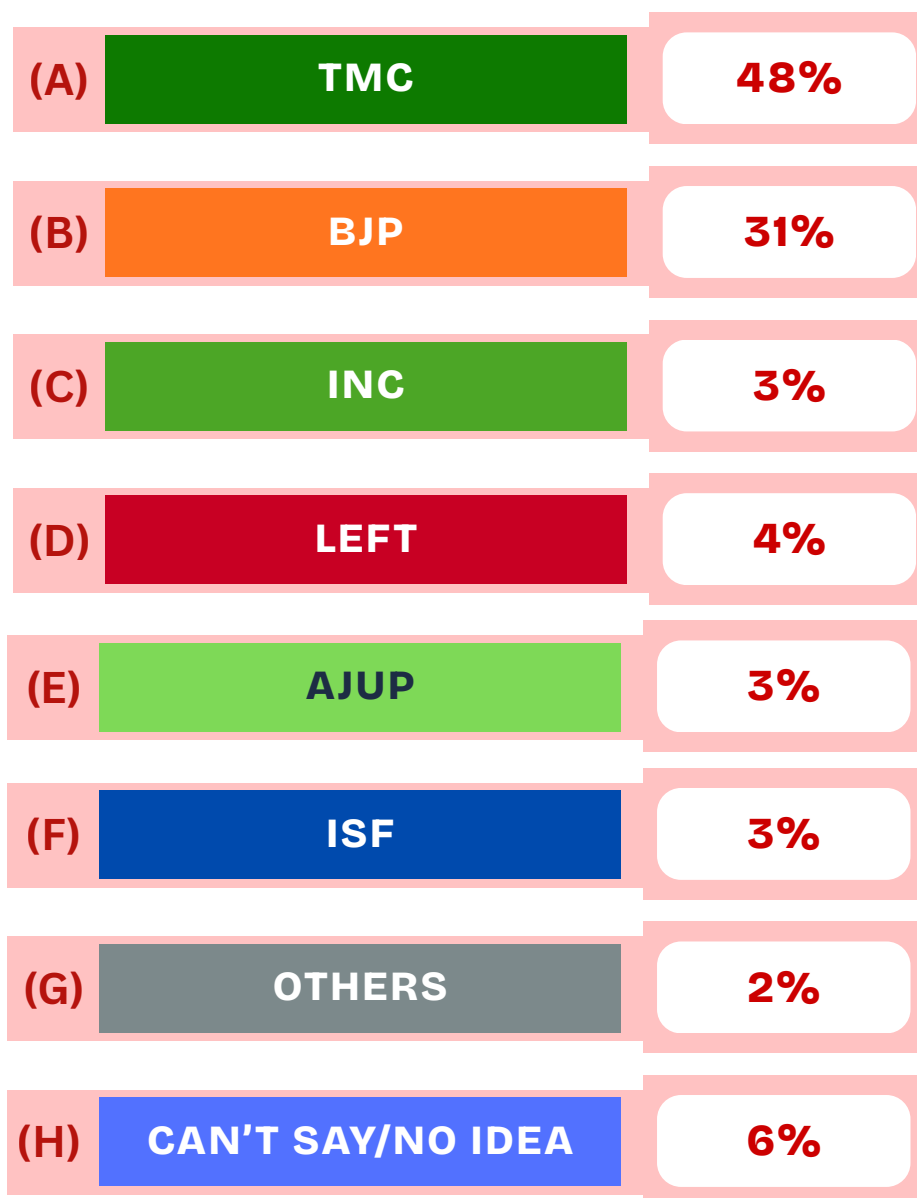
5. WHICH FACTOR / FACTORS DO YOU CONSIDER BEFORE VOTING TO ANY PARTY IN WEST BENGAL ASSEMBLY ELECTIONS 2026?

(A)	UNEMPLOYMENT	20%
(B)	LAW AND ORDER	16%
(C)	PRICE RISE	13%
(D)	CORRUPTION AND POLITICAL LEADERS	10%
(E)	ILLEGAL IMMIGRATION	2%
(F)	WELFARE SCHEMES	16%
(G)	HEALTH AND EDUCATION	9%
(H)	BENGAL PRIDE (BENGAL ASMITHA)	8%
(I)	CAN'T SAY / NO IDEA	6%

6. HOW DO YOU RATE THE OVERALL PERFORMANCE OF THE PRESENT GOVERNMENT?



7. WHICH PARTY HAS STRONG CADRE IN WEST BENGAL?



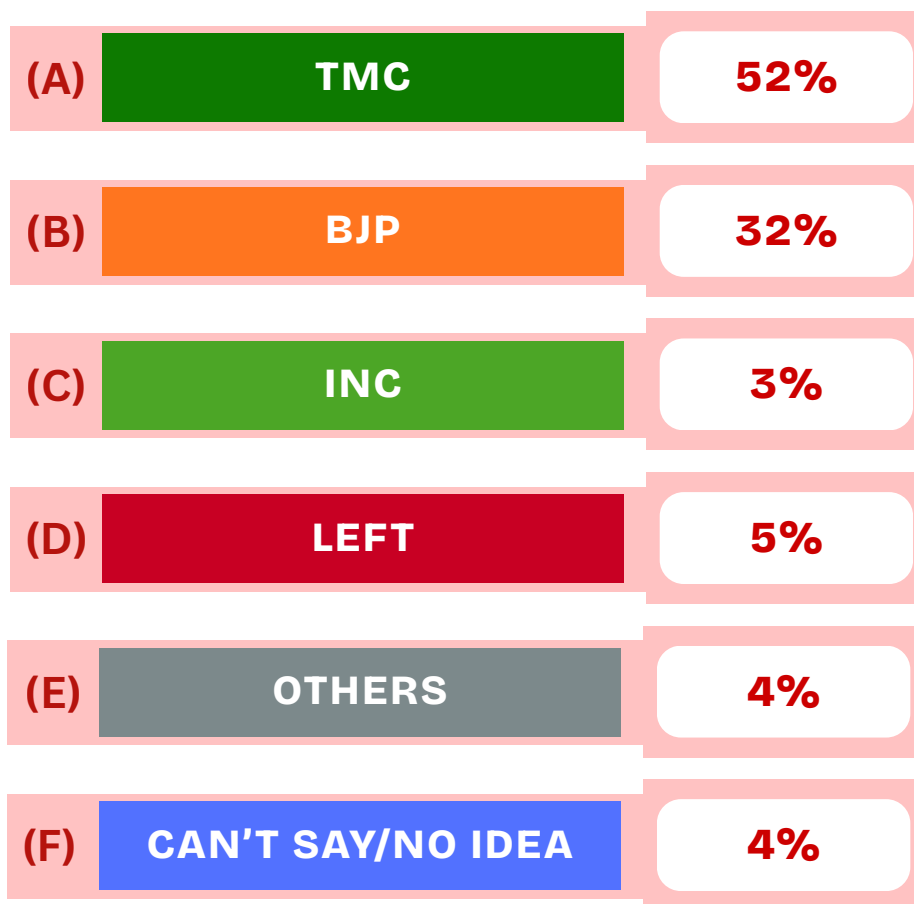
8. WHAT IS THE MAIN CHALLENGE THAT THE MAIN OPPOSITION PARTY (BJP) IS FACING IN BENGAL?

(A)	LACK OF STRONG PARTY CADRE AT GROSS ROOT LEVEL	28%
(B)	INFIGHTING/FACTIONALISM IN PARTY	23%
(C)	NO CHARISMATIC LEADER IN BJP AGAINST MAMATA BENERJEE	27%
(D)	NOT UNDERSTANDING THE BENGAL CULTURE/BENGAL PRIDE	10%
(E)	PROMOTING HINDUISM ONLY	9%
(E)	CAN'T SAY / NO IDEA	3%

9. WHAT IS IMPACT OF ISF AND AJUP PARTIES ON TMC VOTING?

(A)	DAMAGE TMC	10%
(B)	WON'T DAMAGE TMC	47%
(C)	DAMAGE INC	9%
(D)	DAMAGE LEFT	11%
(E)	DAMAGE BOTH INC AND LEFT	12%
(F)	CAN'T SAY / NO IDEA	11%

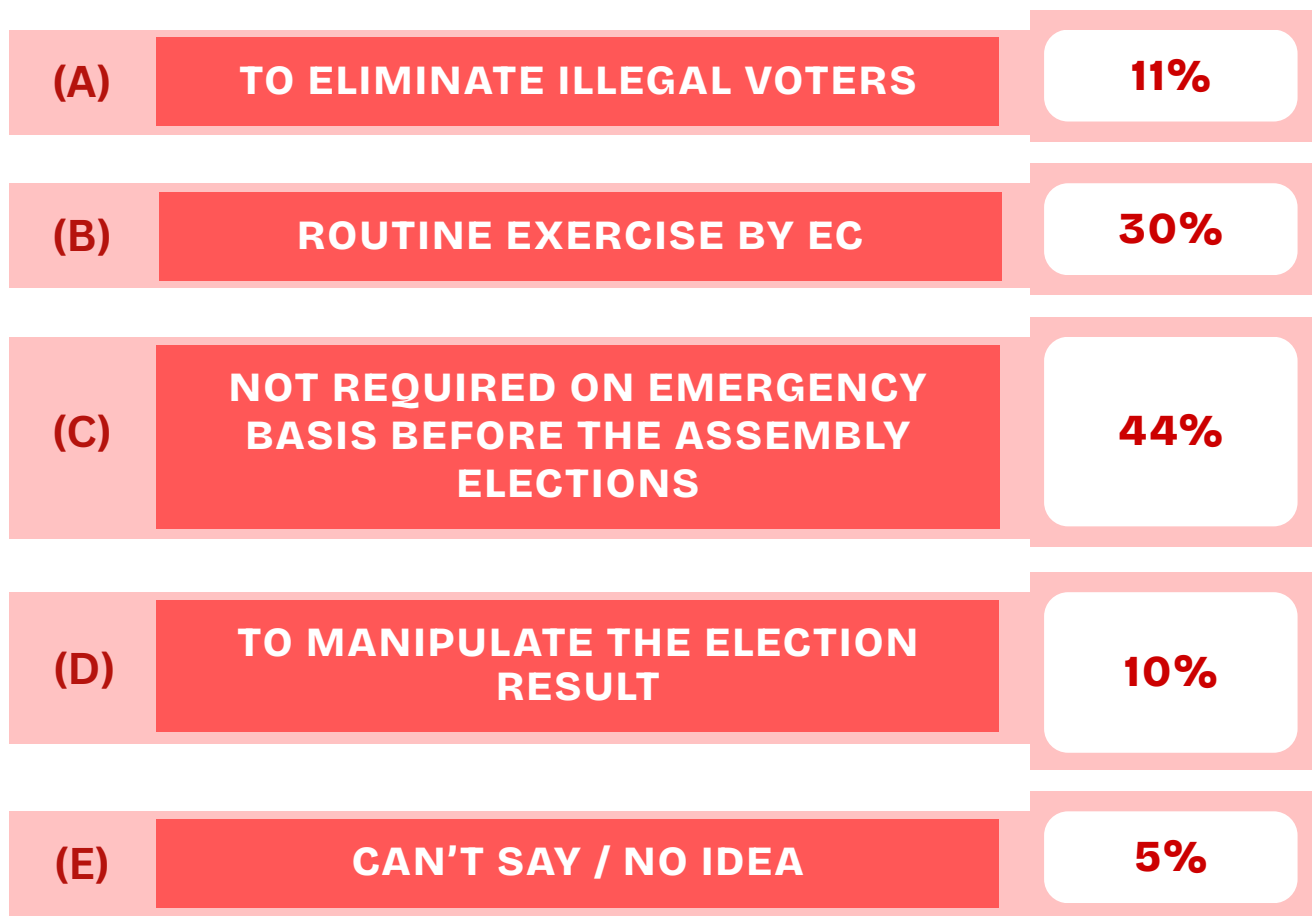
10. WHICH PARTY WILL SAVE THE BENGAL IDENTITY (BENGAL ASMITA)?



11. WHAT IS THE NARRATIVE ON GROUND IN WEST BENGAL ASSEMBLY ELECTIONS?



12. OPINION ON SIR EXERCISE IN BENGAL?



13. WHAT IS YOUR OPINION ON ED AND CBI RIDERS AGAINST TMC LEADERS AND ON IPAC?



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WEST BENGAL

**TOTAL ASSEMBLY
CONSTITUENCIES - 294**



VOTE SHARE

**AS ON 27/03/2026 (AS
PER 1ST PRE-POLL SURVEY)**

TMC + 45.5%

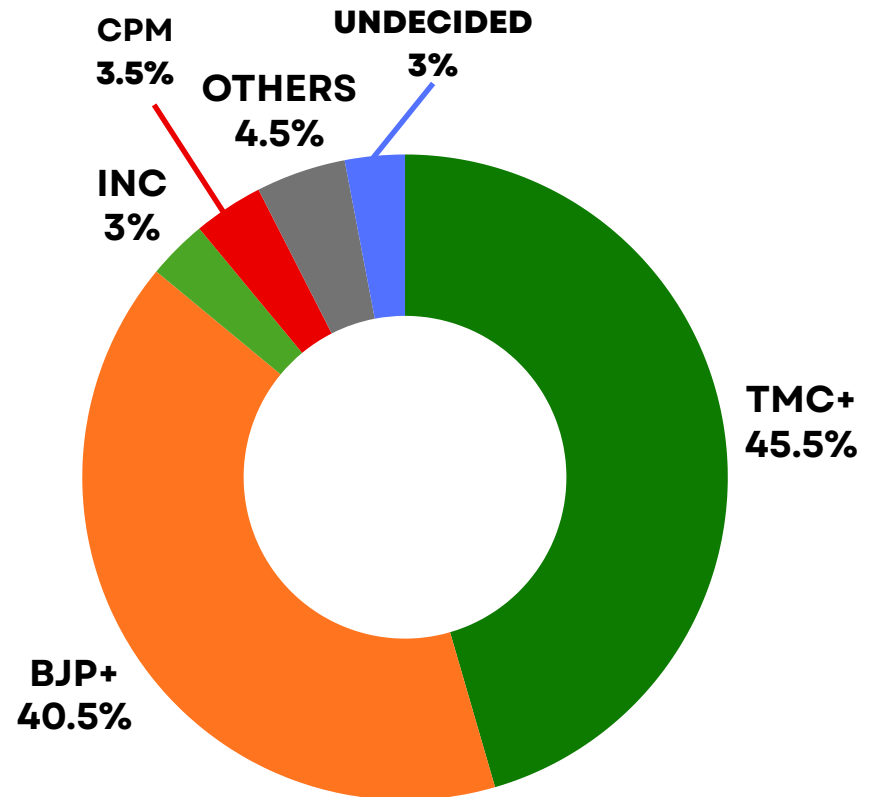
BJP + 40.5%

INC 3%

CPM 3.5%

OTHERS 4.5%

UNDECIDED 3%



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MA, PhD

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Hyderabad



WEST BENGAL

**TOTAL ASSEMBLY
CONSTITUENCIES - 294**
MAGIC MARK - 146



Region wise expected Assembly constituencies for parties in West Bengal
Assembly elections 2026 (As per 1st Pre-Poll Survey as on 27/03/2026)

REGIONS	SEATS	TMC+	BJP+	INC	CPM	OTHERS
NORTH BENGAL & HILLY REGION	54	30-32	23-25	0	0	1-2
CENTRAL BENGAL	58	35-40	20-22	0-1	1-2	0-1
GREATOR KOLKATA	126	78-82	42-46	0	0	1-2
JUNJAL MAHAL & MEDINIPUR	56	35-44	15-17	0	0	0-1
TOTAL	294	178-198	100-110	0-1	1-2	2-6

1. **R. Rahman**
M. Tech
2. **Dr. Bhupendar Singh**
M. Stat, PhD
3. **Dr. S. Mahato**
MA, PhD

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Hyderabad



West Bengal Assembly Elections

Key Findings (1st Pre-Poll Analysis)

AS ON 27TH MARCH, 2027

1. The Trinamool Congress (TMC) enjoys strong support from Muslims and women voters along with their traditional voting.
2. The Bharatiya Janata Party (BJP) lacks a charismatic leader who can directly compete with Mamata Banerjee, which is a major disadvantage.
3. Internal conflicts among BJP leaders in West Bengal are weakening the party.
4. People of West Bengal still associate Bengal identity (Bengal Asmita) with Mamata Banerjee.
5. BJP is relying mainly on Narendra Modi and Amit Shah, while its local leadership and cadre strength remain weak.
6. It is incorrect to assume Bengal voters vote purely on religion; BJP has lost even in Hindu-dominated constituencies.
7. Students and voters aged above 35 are largely inclined toward TMC.

8. TMC replacing sitting MLAs in about 70 constituencies may reduce anti-incumbency and benefit the party.
9. The impact of SIR is limited across Bengal (except in two districts), which may favor TMC.
10. Corruption allegations by BJP have not significantly influenced voters, who focus more on livelihood and welfare issues and Bengal Asmita.
11. Women voters will play a decisive role in elections.
12. TMC is strong in North 24 Parganas, South 24 Parganas, and Murshidabad.
13. TMC has a strong grassroots cadre network.
14. Mamata Banerjee is seen as a fighter for the people.
15. North Bengal communities like Matua and Rajbanshi lean toward BJP, but less than in 2021.
16. TMC leads in Greater Kolkata and Kolkata region.
17. Even if multiple Muslim parties contest in Bengal, nearly 90% of Muslim voters tend to support Mamata Banerjee. They believe that she safeguards and protects the rights of the Muslim community.
18. Welfare schemes boost TMC.
19. Election narrative framed as Bengalis vs outsiders.

20. Suwendu Adhikari likely to lose in Bhabanipur.

21. CPM, CPI, and Congress vote share decline is not transferring fully to BJP.

22. Upper-caste votes are not shifting to BJP as expected.

23. BJP improved slightly since 2021 but needs more growth.

24. In Greater Kolkata and its suburban regions, which consist of 126 Assembly seats, the Bhadrak community (OBC communities) is largely supporting TMC. Nearly 70%–75% of the Bhadrak community continues to back TMC. In this region, it is estimated that around 80%–85% of the Assembly constituencies are likely to go in favor of TMC in 2026.

On the other hand, SC, Adivasi, and Matua communities are strongly supporting BJP.

25. The people of Bengal believe that only the TMC party can preserve and protect the state's heritage, culture, and traditions.

1. **R. Rahman**
M. Tech

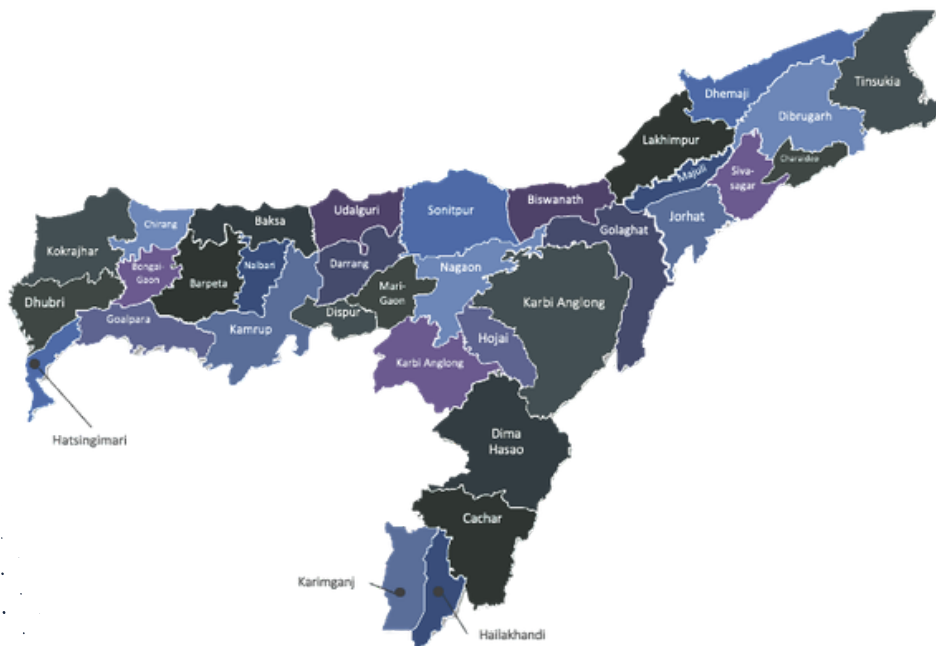
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(IITians Group)
Hyderabad

DATE: 30th March, 2026

1ST PRE-POLL SURVEY ON ASSAM ASSEMBLY ELECTIONS - 2026 AS ON 27TH MARCH, 2026



IIITians Group
Hyderabad

ASSAM - 2026

Ist PRE-POLL SURVEY ON ASSAM ASSEMBLY ELECTIONS – 2026 (AS ON 27TH MARCH, 2026)

Number of samples collected across Assam: **26,400**

Time frame : **20th Feb, 2026 to 27th Mar, 2026**

METHODOLOGY OF SURVEY:

The samples are taken in two ways i.e random and selective (stratified) samples in the ratio respectively. In selective samples the team of Atma Sakshi Group has covered the following categories:

1. S.C, AND S.T VOTERS
2. B.C VOTERS (COVERING ALL SUB-GROUPS)
3. O.C COMMUNITIES
4. DIFFERENT AGE GROUPS SUCH AS 18-25 YEARS, 26-35 YEARS, 36-45 YEARS, 46-55 YEARS, 55-65 YEARS AND ABOVE 65 YEARS COVERING BOTH THE GENDERS (SUCH AS MALE AND FEMALE).
5. COVERING ALL STATE GOVERNMENT AND RETIRED GOVERNMENT EMPLOYEES.
6. COLLEGE AND UNIVERSITY STUDENTS.

7. SPECIALLY FOCUSED ON THE SATISFACTION AND DISSATISFACTION LEVELS OF THE WELFARE SCHEMES OF GOVT.
8. FARMERS AND LEASE FARMERS .
9. FISHERMEN COMMUNITY.
10. COVERING ALL RELIGION ie; HINDU, MUSLIM, CHRISTIANS
11. FOCUSED ON RICH, MIDDLE CLASS, POOR AND VERY POOR COMMUNITIES.
12. FOCUSED ON SMALL AND MEDIUM CLASS BUSINESS OWNERS.
13. FOCUSED ON THE INDUSTRIAL DEVELOPMENT IN ASSAM.
14. SAMPLES ARE ALSO COLLECTED FROM EMPLOYEES EMPLOYED IN PRIVATE SECTOR SELF EMPLOYED AND EMPLOYED IN TRANSPORT SECTOR.
15. WHILE COLLECTING THE SAMPLES OUR TEAM HAS FOCUSED DIFFERENT WEIGHTAGES ON EACH REGION OF ASSAM BASING ON THE POLITICAL SCENERIO AT THE TIME OF PRE-POLL SURVEY.
16. OUR SURVEY HAS TAKEN THE SAMPLES KEEPING IN VIEW OF THE SOCIO, POLITICAL, ECONOMIC DEMOGRAPHY OF EACH REGION OF ASSAM.
17. ALL THE SAMPLES WERE COLLECTED ON GROUND ONLY (ie: DIRECT CONTACT WITH THE VOTERS ONLY) NO SMS/ONLINE/TELEPHONIC SAMPLES ARE ENTERTAINED IN THIS SURVEY.

1. **Dr. J. Goswami**
MSC, PhD
2. **Atul Kumar**
M. Stat
3. **Dr. Anand Vardhan**
MA, PhD

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ASSAM - 2026

ASSEMBLY ELECTIONS

X-factors (M- factors)

1. Illegal Immigration
2. Unemployment NDA (BJP).
3. Corruption
4. Fools and Rehabilitation
5. Infighting among INC leaders.
6. Delimitation
7. DBT for Women and Students by the present Government.
8. No Charismatic leader in INC to fight against the present CM.

1. Dr. J. Goswami
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2. Atul Kumar
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IITians Group
Hyderabad

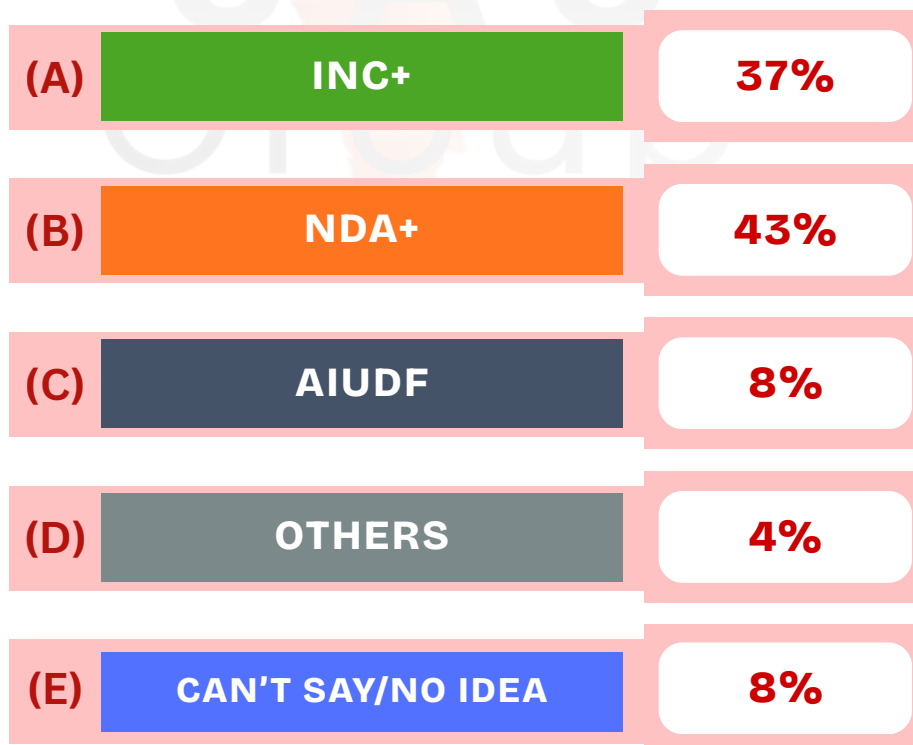
1ST PRE-POLL SURVEY ON ASSAM - 2026

ASSEMBLY ELECTIONS (AS ON 27TH MARCH, 2026)

1. WHOM DO YOU WISH TO SEE AS NEXT CHIEF MINISTER OF ASSAM AFTER 2026 ASSEMBLY ELECTIONS.



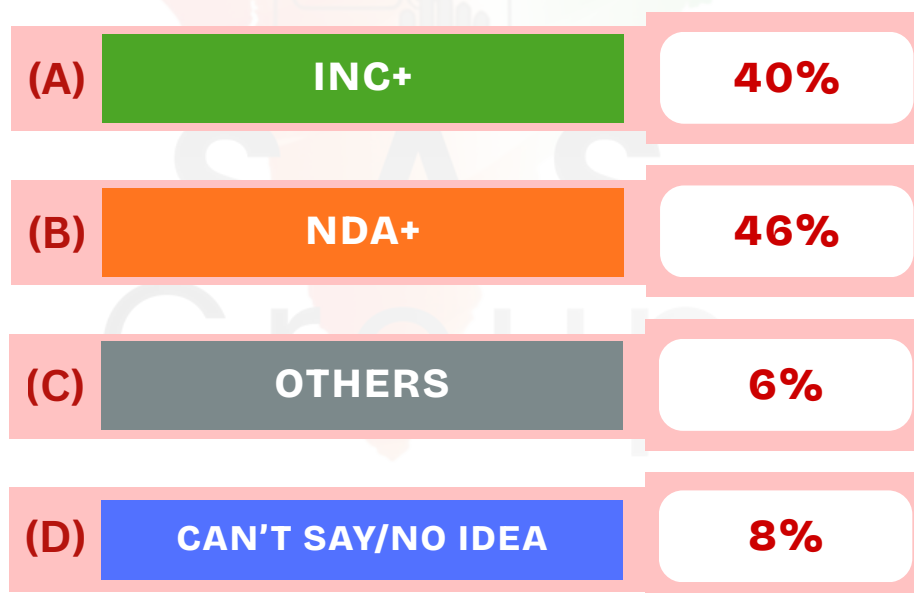
2. WHICH PARTY (OR) ALLIANCE WOULD YOU LIKE TO VOTE FOR?



3. ARE YOU SATISFIED WITH THE WELFARE SCHEMES TAKEN UP / IMPLEMENTED IN ASSAM DURING 2021-2026 BY THE PRESENT GOVERNMENT?



4. WHICH PARTY/ALLIANCE WILL DO MORE DEVELOPMENT FOR ASSAM?



5. WHICH FACTOR / FACTORS DO YOU CONSIDER BEFORE VOTING TO ANY PARTY / (OR) ANY ALLIANCE IN ASSAM?

(A)	UNEMPLOYMENT	17%
(B)	ILLEGAL IMMIGRATION	6%
(C)	PRICE RISE	11%
(D)	LACK OF INDUSTRIAL DEVELOPMENT	10%
(E)	CORRUPTION	12%
(F)	FLOODS AND REHABITATION	14%
(G)	HEALTH AND EDUCATION	9%
(H)	WELFARE SCHEMES	16%
(I)	ALCOHOL AND DRUGS	5%

6. HOW DO YOU RATE THE OVERALL PERFORMANCE OF THE ASSAM GOVT DURING 2021 – 2026?

(B)	GOOD (SATISFIED)	45%
(C)	AVERAGE (UP TO CERTAIN EXTENT)	17%
(D)	POOR (DISSATISFIED)	33%
(E)	CAN'T SAY / NO IDEA	5%

7. LIKE HOOD OF VOTING FOR INCUMBENT MLA

(A)	UNLIKELY (HIGHLY UNLIKELY)	32%
(B)	LIKELY (MOST LIKELY)	39%
(C)	PARTIALLY (MAYBE)	13%
(D)	CAN'T SAY / NO IDEA	16%

8. WHICH ISSUE OF GOVERNANCE ARE YOU MOST SATISFIED?

(A)	LAW AND ORDER	17%
(B)	DEVELOPMENT	18%
(C)	ILLEGAL IMMIGRATION	20%
(D)	HEALTH AND EDUCATION	17%
(E)	WELFARE SCHEMES	24%
(F)	CAN'T SAY / NO IDEA	4%

9. WHICH ASPECT OF GOVERNANCE ARE YOU DISSATISFIED?



10. DIRECT CASH TRANSFER FOR WOMEN, STUDENTS AND TEA GARDEN WORKERS WILL HELP BJP IN 2026 ASSEMBLY ELECTIONS (OR) NOT?



1. **Dr. J. Goswami**
MSC, PhD
2. **Atul Kumar**
M. Stat
3. **Dr. Anand Vardhan**
MA, PhD

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Hyderabad



ASSAM

**TOTAL ASSEMBLY
CONSTITUENCIES - 126**



VOTE SHARE

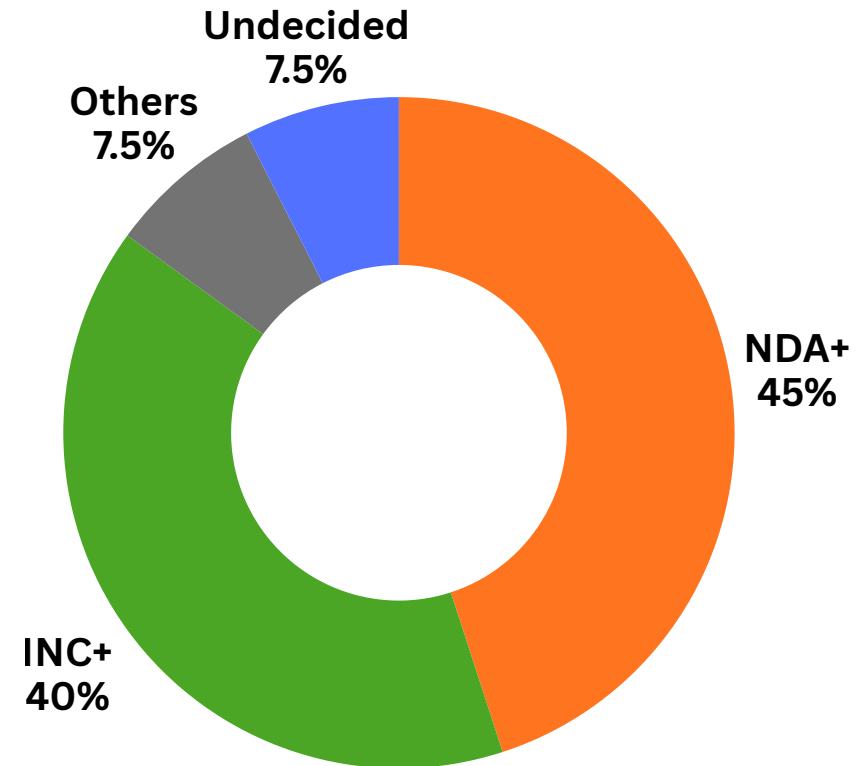
**AS ON 27/03/2026 (AS
PER 1ST PRE-POLL SURVEY)**

NDA + 45%

INC + 40%

OTHERS 7.5%

UNDICIDED 7.5%



1. **Dr. J. Goswami**
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2. **Atul Kumar**
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MA, PhD

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CEO

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ASSAM

**TOTAL ASSEMBLY
CONSTITUENCIES - 126**

MAGIC MARK - 64



Region wise expected Assembly constituencies for parties in Assam Assembly elections 2026 (As per 1st Pre-Poll Survey as on 27/03/2026)

REGIONS	SEATS	NDA+	INC+	OTHERS
UPPER ASSAM	35	21-22	14-15	0
LOWER ASSAM	44	27-28	15-16	2-3
CENTRAL ASSAM	19	13-14	6-7	0
NORTH ASSAM	15	9-10	5-6	1-2
BARAK VALLEY	13	6-7	5-6	2-4
TOTAL	126	76-81	45-50	5-9

1. Dr. J. Goswami
MSC, PhD

2. Atul Kumar
M. Stat

3. Dr. Anand Vardhan
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IITians Group
Hyderabad



Assam Assembly Elections

Key Findings (1st Pre-Poll Analysis)

AS ON 27TH MARCH, 2027

1. Direct Benefit Transfer (DBT) to women's bank accounts is likely to benefit NDA significantly.
2. Delimitation may cause INC and other opposition parties to lose around 9–12 Assembly seats.
3. BJP has strengthened in Upper Assam region.
4. Leaders leaving INC and joining NDA is a major challenge for INC.
5. Public trusts Assam government on illegal migration control, law and order, and development.
6. Internal conflicts and neglect of cadre weaken INC.
7. BJP has gained support from both Muslim and Hindu women voters.
8. INC performance is weak in Lower Assam.
9. INC lacks a strong leader comparable to Himanta Biswa Sarma.
10. NDA has increased vote share among General, OBC, and SC communities.

11. Some public dissatisfaction exists regarding floods and rehabilitation.

12. Voters are satisfied with the law and order situation under the Assam government.

1. **Dr. J. Goswami**
MSC, PhD

2. **Atul Kumar**
M. Stat

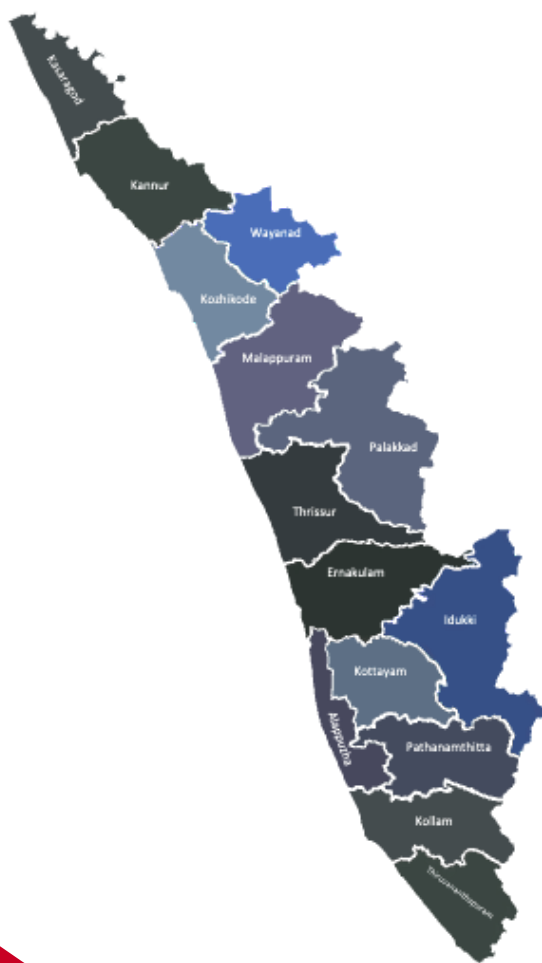
3. **Dr. Anand Vardhan**
MA, PhD

MURTHY V.R
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SAS Group
(IITians Group)
Hyderabad

SAS
Group

DATE: 30th March, 2026

1ST PRE-POLL SURVEY ON KERALA ASSEMBLY ELECTIONS - 2026 AS ON 27TH MARCH, 2026



IIITians Group
Hyderabad

SAS GROUP, HYDERABAD

SAS GROUP PREVIOUS EXIT POLL SURVEYS ON KERALA 2016 AND 2021 ASSEMBLY ELECTIONS

KERALA 2016 ASSEMBLY ELECTIONS



ACTUAL RESULT ANNOUNCED BY ELECTION COMMISSION



KERALA 2021 ASSEMBLY ELECTIONS



ACTUAL RESULT ANNOUNCED BY ELECTION COMMISSION



KERALA - 2026

1st PRE-POLL SURVEY ON KERALA ASSEMBLY ELECTIONS – 2026 (AS ON 27TH MARCH, 2026)

Number of samples collected across Kerala: **28,800**

Time frame : **19th Feb, 2026 to 27th Mar, 2026**

METHODOLOGY OF SURVEY:

The samples are taken in two ways i.e random and selective (stratified) samples in the ratio respectively. In selective samples the team of Atma Sakshi Group has covered the following categories:

1. S.C, AND S.T VOTERS
2. B.C VOTERS (COVERING ALL SUB-GROUPS)
3. O.C COMMUNITIES
4. DIFFERENT AGE GROUPS SUCH AS 18-25 YEARS, 26-35 YEARS, 36-45 YEARS, 46-55 YEARS, 55-65 YEARS AND ABOVE 65 YEARS COVERING BOTH THE GENDERS (SUCH AS MALE AND FEMALE).
5. COVERING ALL STATE GOVERNMENT AND RETIRED GOVERNMENT EMPLOYEES.
6. COLLEGE AND UNIVERSITY STUDENTS.

7. SPECIALLY FOCUSED ON THE SATISFACTION AND DISSATISFACTION LEVELS OF THE WELFARE SCHEMES OF GOVT.
8. FARMERS AND LEASE FARMERS .
9. FISHERMEN COMMUNITY.
10. COVERING ALL RELIGION ie; HINDU, MUSLIM, CHRISTIANS
11. FOCUSED ON RICH, MIDDLE CLASS, POOR AND VERY POOR COMMUNITIES.
12. FOCUSED ON SMALL AND MEDIUM CLASS BUSINESS OWNERS.
13. FOCUSED ON THE INDUSTRIAL DEVELOPMENT IN KERALA.
14. SAMPLES ARE ALSO COLLECTED FROM EMPLOYEES EMPLOYED IN PRIVATE SECTOR SELF EMPLOYED AND EMPLOYED IN TRANSPORT SECTOR.
15. WHILE COLLECTING THE SAMPLES OUR TEAM HAS FOCUSED DIFFERENT WEIGHTAGES ON EACH REGION OF KERALA BASING ON THE POLITICAL SCENERIO AT THE TIME OF PRE-POLL SURVEY.
16. OUR SURVEY HAS TAKEN THE SAMPLES KEEPING IN VIEW OF THE SOCIO, POLITICAL, ECONOMIC DEMOGRAPHY OF EACH REGION OF KERALA.
17. ALL THE SAMPLES WERE COLLECTED ON GROUND ONLY (ie: DIRECT CONTACT WITH THE VOTERS ONLY) NO SMS/ONLINE/TELEPHONIC SAMPLES ARE ENTERTAINED IN THIS SURVEY.

1. **Dr. Abhishek**
MA, PhD
2. **K. Vinod**
M. Stat
3. **Dr. D. Vijayan**
MSC, PhD
4. **K. Raj gopal**
M. Tech

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KERALA- 2026

ASSEMBLY ELECTIONS

X-factors (M- factors)

1. Price Rise
2. Unemployment
3. Alcoholism and Drugs
4. Corruption charges
5. Infighting and factionalism among INC leaders.
6. Christian and Muslim Voting
7. Anti-incumbency of present government
8. Sabrimala Gold theft
9. Communal polarization
10. 14 no. of swing assembly constituencies will decide the fate of LDF and UDF.

1. Dr. Abhishek
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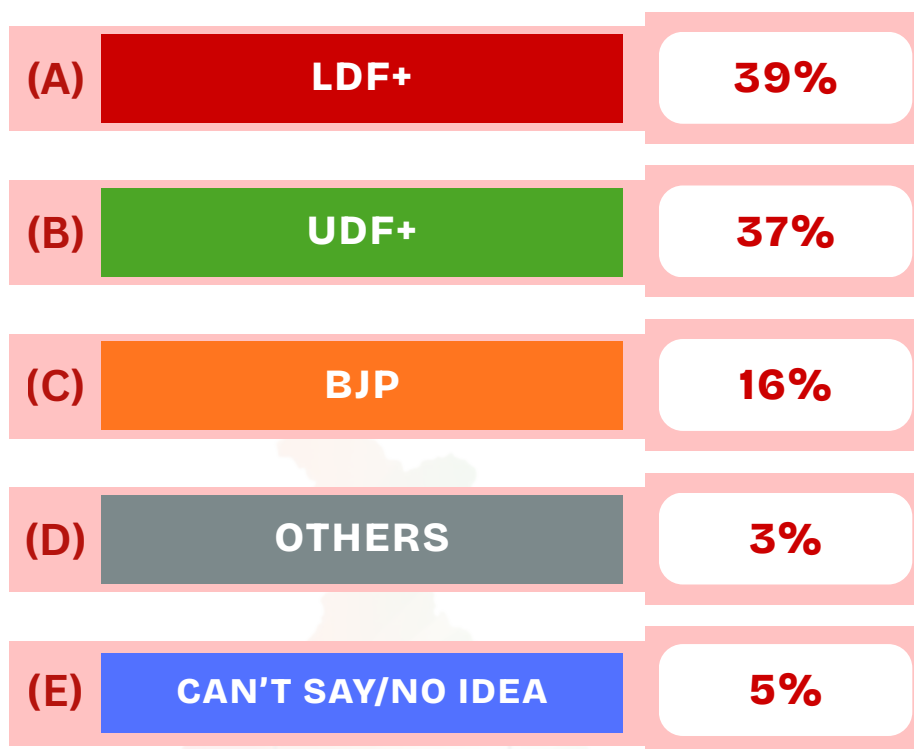
IIITians Group
Hyderabad

1ST PRE-POLL SURVEY ON KERALA - 2026 ASSEMBLY ELECTIONS (AS ON 27TH MARCH, 2026)

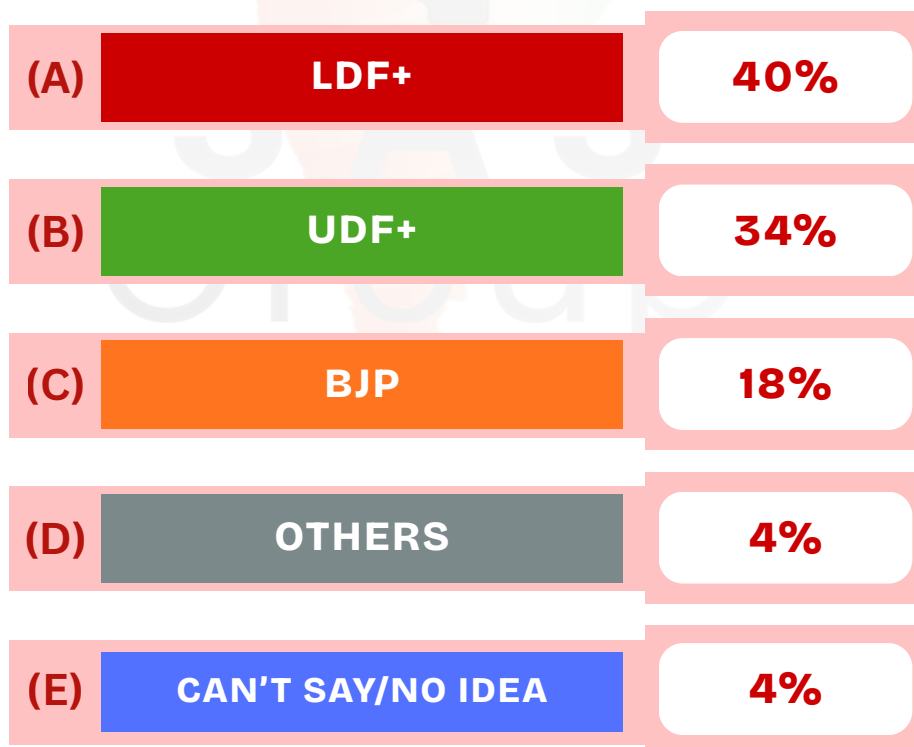
1. WHOM DO YOU WISH TO ELECT AS NEXT CHIEF MINISTER OF KERALA IN 2026 ASSEMBLY ELECTIONS.

(A)	PINAYARI VIJAYAN (CPM)	30%
(B)	KK. SHAIJIA (CPM)	8%
(C)	VD. SATEESHAN (INC)	29%
(D)	RAJEEV CHANDRA SHEKAR (BJP)	12%
(E)	SHSHI THAROOR (INC)	7%
(F)	KC. VENUGOPAL (INC)	4%
(G)	OTHERS	4%
(H)	CAN'T SAY/NO IDEA	6%

2. WHICH PARTY (OR) ALLIANCE WOULD YOU LIKE TO VOTE FOR?



3. WHICH ALLIANCE/PARTY HAS STRONG CADRE IN KERALA?



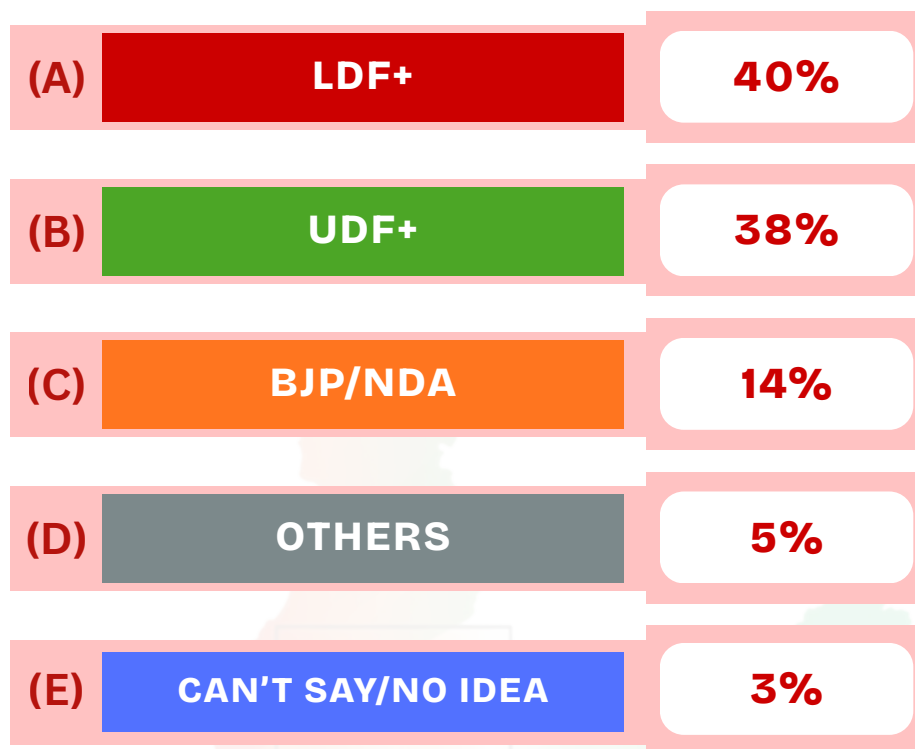
4. ARE YOU SATISFIED WITH THE WELFARE SCHEMES TAKEN UP / IMPLEMENTED IN KERALA DURING 2021-2026 BY THE PRESENT GOVERNMENT?



5. WHAT IS YOUR OPINION ON THE CORRUPTION CHARGES AGAINST MLAS / MINISTERS IN KERALA?



6. WHICH ALLIANCE/PARTY WILL BE BETTER FOR OVERALL DEVELOPMENT IN KERALA?



7. HOW DO YOU RATE THE OVERALL PERFORMANCE OF THE PRESENT GOVERNMENT IN KERALA?



8. WHICH FACTOR / FACTORS DO YOU CONSIDER BEFORE VOTING TO ANY PARTY/ALLIANCE IN KERALA ASSEMBLY ELECTIONS 2026?

(A)	UNEMPLOYMENT	16%
(B)	CORRUPTION	9%
(C)	PRICE RISE	17%
(D)	ALCOHOL AND DRUGS	13%
(E)	RELIGION	3%
(F)	LAW AND ORDER	5%
(G)	HEALTH AND EDUCATION	7%
(H)	WELFARE SCHEMES	11%
(I)	INDUSTRIAL DEVELOPMENT	8%
(J)	COMMUNAL TENSION	8%
(K)	CAN'T SAY / NO IDEA	3%

9. WHAT IS IMPACT OF BJP ON LDF AND UDF ALLIANCES IN KERALA?

(A)	BJP WILL DAMAGE LDF	34%
(B)	BJP WILL DAMAGE UDF	18%
(C)	BJP WILL DAMAGE BOTH LDF AND UDF	12%
(D)	NO IMPACT OF BJP ON BOTH LDF AND UDF	30%
(E)	CAN'T SAY / NO IDEA	6%

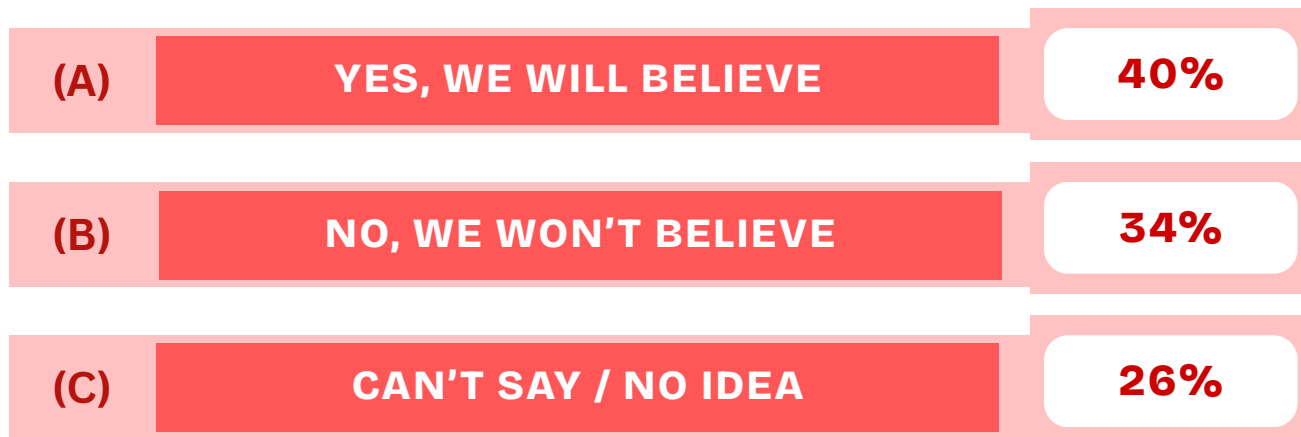
10. LIKE HOOD OF VOTING FOR INCUMBENT MLA

(A)	UNLIKELY (HIGHLY UNLIKELY)	38.5%
(B)	LIKELY (MOST LIKELY)	39%
(C)	PARTIALLY (MAYBE)	10%
(D)	CAN'T SAY / NO IDEA	12.5%

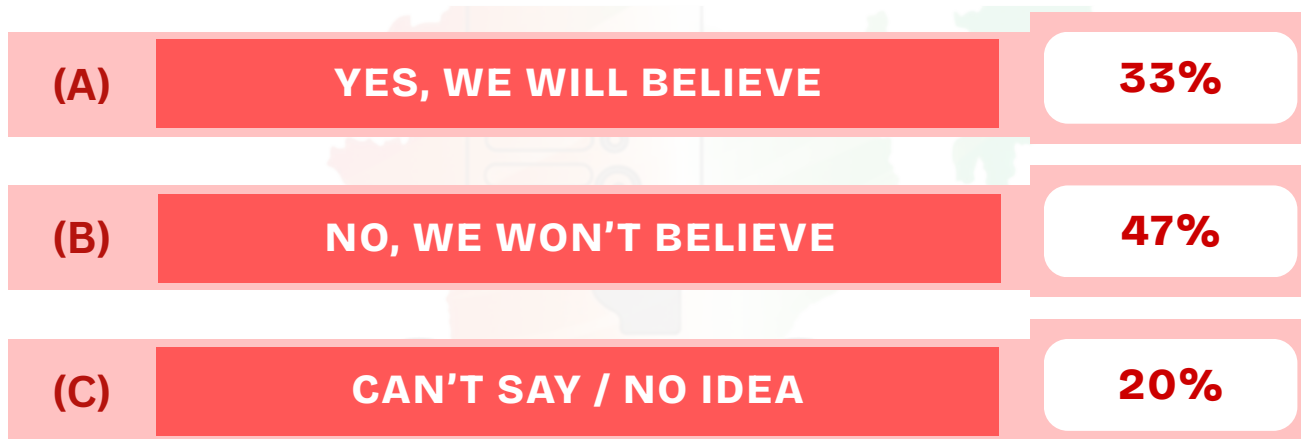
11. WHAT IS IMPACT OF SABARIMALA GOLD THRIFT IN KERALA ASSEMBLY ELECTIONS 2026?

(A)	NO IMPACT	46%
(B)	IMPACT ON LDF	20%
(C)	IMPACT ON UDF	11%
(D)	IMPACT ON BOTH LDF AND UDF	14%
(E)	CAN'T SAY / NO IDEA	9%

11. DO YOU BELIEVE ON THE ALLEGATIONS OF UDF THAT CPM-BJP HAVE A TACIT ALLIANCE?



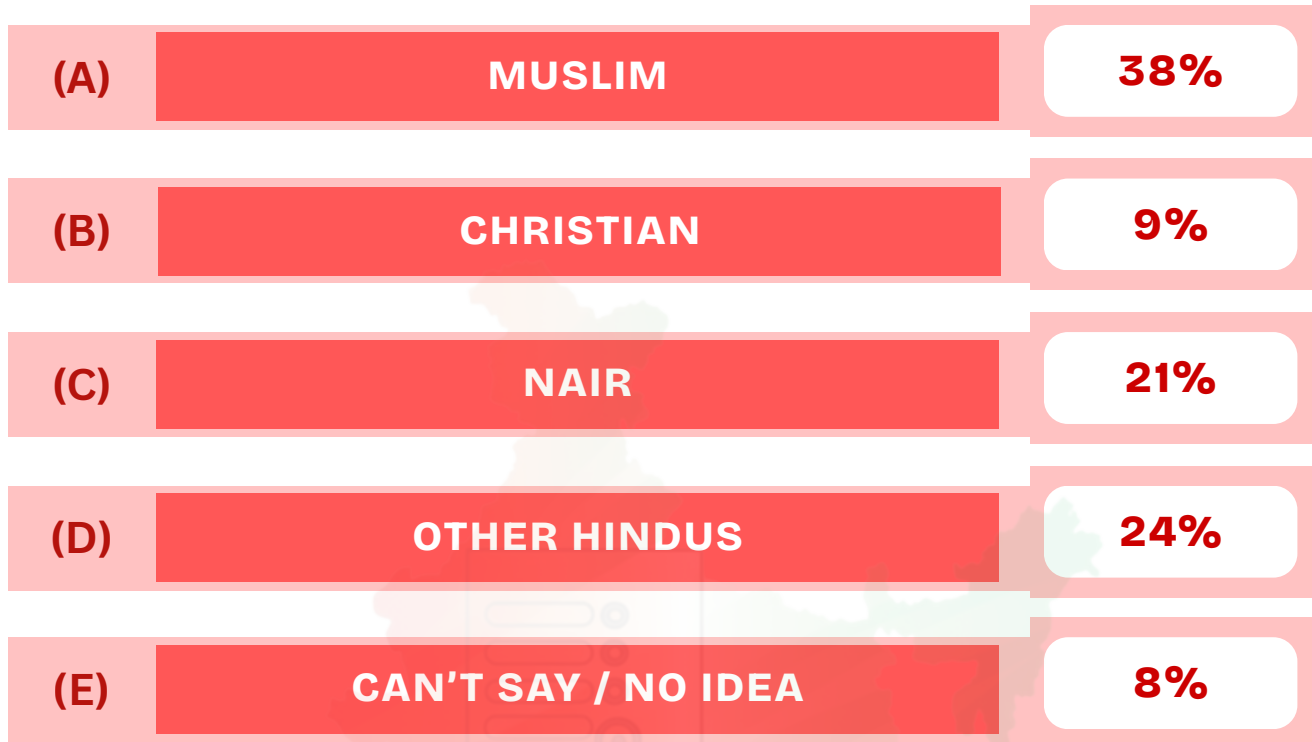
12. DO YOU AGREE THAT BJP AND UDF HAVE A TACIT ALLIANCE IN KERALA AS PER THE STATEMENT GIVEN BY THE CHIEF MINISTER SRI. PINARAYI VIJAYAN?



13. DO YOU BELIEVE THAT IUML IS A "B" TEAM FOR UDF IN KERALA?



14. WHICH COMMUNITY IS MOST LIKELY TO DECIDE THE ELECTION RESULT IN KERALA ASSEMBLY ELECTIONS 2026?



1. **Dr. Abhishek**
MA, PhD
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M. Stat
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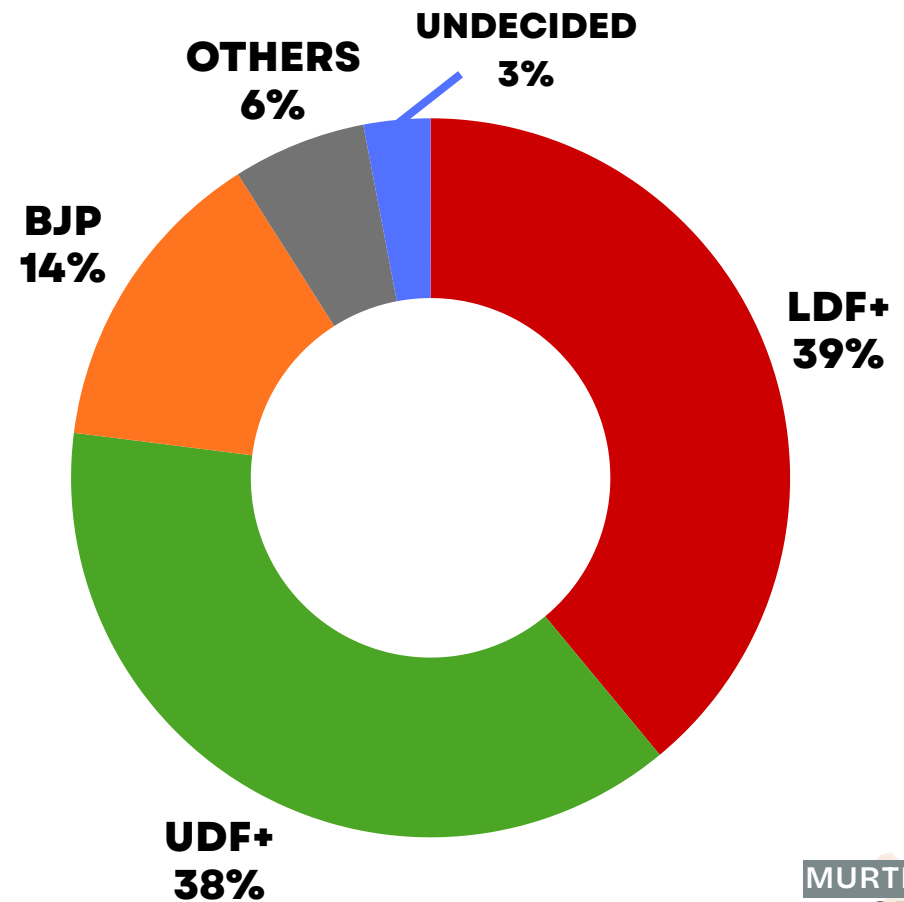
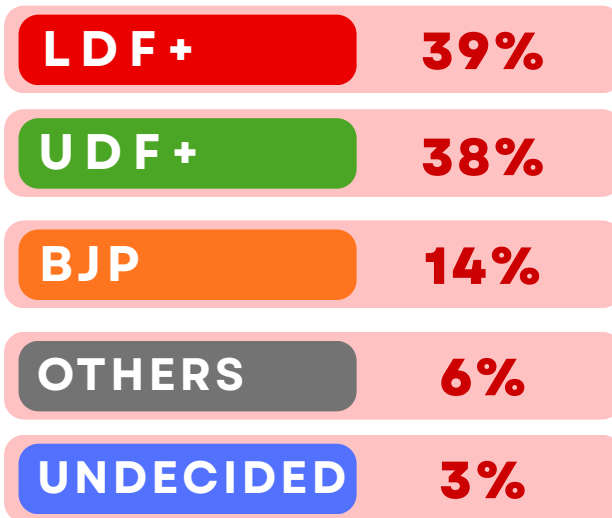
KERALA

**TOTAL ASSEMBLY
CONSTITUENCIES - 140**



VOTE SHARE

**AS ON 27/03/2026 (AS
PER 1ST PRE-POLL SURVEY)**



1. **Dr. Abhishek**
MA, PhD
2. **K. Vinod**
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KERALA

**TOTAL ASSEMBLY
CONSTITUENCIES - 140**

MAGIC MARK - 71



Region wise expected Assembly constituencies for parties in Kerala Assembly elections 2026 (As per 1st Pre-Poll Survey as on 27/03/2026)

REGIONS	SEATS	LDF+	UDF+	BJP	OTHERS
NORTHERN KERALA	78	26-27	21-23	1	0
CENTRAL KERALA	53	29-30	23-24	1-2	0
SOUTHERN KERALA	39	14-16	23-25	1-2	1-2
TOTAL	140	69-73	67-72	3-4	1-2

1. Dr. Abhishek
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Kerala Assembly Elections

Key Findings (1st Pre-Poll Analysis)

AS ON 27TH MARCH, 2027

1. Based on the survey, a keen contest is observed between LDF and UDF.
2. **Around 14 swing constituencies out of 140 Assembly seats will decide the future of both alliances.**
3. Internal conflicts within INC leaders in UDF and lack of trust among leaders is a disadvantage for UDF.
4. Development and welfare schemes over the past 10 years taken up by LDF creates trust on C.M Pinarayi Vijayan.
5. Public dissatisfaction over Sabarimala-related issues.
6. Unemployment, price rise, and communal tensions in LDF government.
7. Natural anti-incumbency after 10 years of rule is noticed.
8. Voters may consider religious and social factors.
9. UDF's future depends on candidate selection.
10. Strong contest in Kannur, Thrissur, Thiruvananthapuram, and Malappuram districts.

12. **BJP may win around 3–4 seats in 2026 elections.**

13. Overall, a tight contest between LDF and UDF.



NOTE: swing seats (14 seats) will decide the election outcome.

Even though the LDF is facing strong anti-incumbency, Lack of coordination among UDF leaders and internal infighting is somewhat weakening the UDF.

1. **Dr. Abhishek**
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