JAMMU & KASHMIR
POST-POLL SURVEY REPORT - 2024

PEOPLES PULSE

an ear to the ground

JAMMU & KASHMIR

ASSEMBLY ELECTIONS

Post-Poll Survey – 2024

SAMPLE PROFILE

Total Sample – 2016

GENDER		AGE	
Male - 53.3%		18-25 years –20.2%	
Female – 46.7%		26-35 years –23.1%	
		36-45 years –21.3%	
		46-60 years –22.9%	
		60 & Above – 12.4%	
EDUCATION		OCCUPATION	
Below 10th –30.3%		Govt. Employee - 5.2%	
Above 10th -30.0%		Daily wage Labour - 6.5%	
Graduate - 18.0%		Pvt. Employee - 6.0%	
P.G - 6.6%		Farmers - 11.8%	
Professional – 1.9%		Business - 9.4%	
Uneducated – 13.2%		Students - 17.3%	
		Others - 43.9%	

CASTE		RELIGION	
SC	- 8.2%	Hindu	- 28.0%
ST	- 6.6%	Muslim Sunni	- 66.8%
OBC	- 11.5%	Muslim Shia	-1.1%
General/OM	- 69.6%	Sikh	- 1.9%
RBA	- 4.1%	Buddhist	- 0.3%
		Others	- 1.8%
LOCALITY			
Village	- 83.5%		
Small Town	- 8.7%		
District HO	- 0.8%		
Town/ City	- 7.0%		

EXECUTIVE SUMMARY

NC - INC HOLD EDGE

IN MOMENTOUS ELECTION IN J&K

The 2004 Jammu & Kashmir Assembly election comes at a time when the region has undergone a ground shaking alteration of its identity and thereby the state voters will give a certain pointer as to what they want for their future and the future of their state.

Against this backdrop Hyderabad based political research organisation Peoples Pulse, conducted a Post Poll survey in J&K. The National Conference and its ally Congress are the voter's preference. Their alliances hold a slight edge and are positioned well to form the government in J&K.

According to Peoples Pulse Post-Poll Survey no party is strong enough to reach the half way mark 46 seats. The Post Poll survey was commissioned by news website "South First".

The Post-Poll Survey provides a detailed snapshot of the voter pulse, offering insights into alliances, seat shares, and the predominant concerns among the electorate.

Vote Share

One of the most striking findings of the Post Poll Survey is the resurgence of the alliance between the Indian National Congress (INC) and the Jammu and Kashmir National Conference (JKNC). This alliance appears to have captured the electorate's favour, as a considerable percentage of respondents expressed their support for it. Approximately 46% of those surveyed believed that the INC-JKNC alliance would serve their interests best.

In terms of vote share the Post- Poll data indicates that the alliance is poised to secure around 43% of the total votes, with the JKNC contributing about 29% and the INC garnering around 14%.

The BJP, buoyed by a consolidation of the Hindu vote in Jammu, is expected to capture around 24% of the vote share. Meanwhile, the PDP is projected to secure 16%, with smaller parties like Awami Ittihaad Party, People's Conference, and Apni Party etc. together accounting for the remaining 17%.

Projected Seat Share

The Post-Poll data suggests that no single party will reach the majority mark of 46 seats, pointing toward a coalition government in Jammu and Kashmir once again. The JKNC-INC alliance, however, appears to have an edge, with the potential to secure between 46 and 50 seats. Of these, the JKNC is expected to contribute between 33 and 35 seats, while the INC may secure 13 to 15 seats.

On the other hand, the BJP, benefiting from its strong performance in Jammu, and aided by a lacklustre campaigning by INC, is projected to stand anywhere between 23to 27 seats-less than what they would have liked to get after investing so much in J&K.

The PDP is expected to hold a significant presence, with estimates suggesting it could secure between 7 and 11 seats. The much hyped Awami Ittihaad Party could win 1 seat, and smaller parties, such as the People's Conference and Apni Party, may secure around 4 to 5 seats combined.

Key Voting Issues

The Post-Poll Survey highlights that unemployment emerged as the most pressing issue for voters in the 2024 elections. Nearly half of the respondents identified unemployment as their primary concern. This sentiment reflects the challenges faced by the region in terms of job creation and economic growth. Other prominent issues influencing voting decisions included development, inflation, increased power terrified access to essential services. Overall while over 30% respondents did acknowledge the overall improvement in development, however, more than 40% believed there was no change in last 5-6 years, while 22% believed it has worsened.

Interestingly, despite economic concerns dominating voter preferences, security-related issues also played a role in shaping opinions. Only 30% of respondents believed that the law-and-order situation had improved significantly in recent years. This reveals a level of dissatisfaction with the current security environment despite the government's repeated assurances of progress in this area.

Sentiment on Union Territory Status and Governance

The 2019 revocation of Article 370, which stripped Jammu and Kashmir of its special status, continues to evoke strong opinions among the electorate. The Post-Poll Survey reveals that a majority of respondents expressed dissatisfaction with particularly downgrading J&K from state to Union Territory doesn't find acceptance with the people as around 67% respondents believed that J&K was better as a State.

When asked about governance, only 30% of respondents believed that the region has seen significant development since the change in its political status. A large section of the electorate expressed concerns about the pace of development, particularly in terms of infrastructure, healthcare, and education.

Preferences for Chief Minister

In terms of leadership, the Post-Poll Survey results show that Omar Abdullah of the JKNC is the most popular choice for Chief Minister, with around 28% of respondents backing him for the position. Abdullah, a former Chief Minister, has remained a key figure in the region's politics, and his popularity reflects a desire among many voters for a return to experienced leadership.

The 2024 Jammu and Kashmir Assembly elections mark a crucial moment in the region's political landscape following a nearly decade-long hiatus. The last assembly elections were held in 2014 when the Bharatiya Janata Party (BJP) and the Jammu and Kashmir Peoples Democratic Party (PDP) formed a post-poll alliance to govern the then-state. However, the coalition dissolved in 2018, and Jammu and Kashmir underwent a significant transformation in 2019 when it was bifurcated into two Union Territories: Jammu and Kashmir and Ladakh. This transformation, along with the revocation of Article 370, has made the 2024 elections particularly significant.

The elections are being held under a new delimitation exercise conducted in 2022, which increased the number of assembly seats from 83 to 90. This expansion has changed the electoral dynamics and has led to a fierce contest among political parties.

Peoples Pulse research organization conducted a Post-Poll Survey to understand voter sentiments, preferences and key issues that influenced this election. Post-Poll Survey was conducted in the month of September and October 2024 in 25 Assembly Segments in J & K selected on the basis of probability Proportional Methodology (PPS).

Post-Poll survey was conducted by in four Polling Stations selected from each Assembly Segment using the systematic random Sampling. In each Polling station 15-20 respondents selected from the Electrol Rolls. A total of 2016 samples were chosen such that the sample reflects the situation on the ground in terms of Caste, religion and age. Gender was given equal representation. The Post- Poll survey consisted of a structured Questionnaire, with face to face interviews. The Post - Poll Survey was conducted by research Scholars & PG students of Jammu& Kashmir.

Post-Poll Survey Report was compiled by Mr.R.Dileep Reddy, Director, Peoples Pulse, Mr.G.Murali Krishna, Mr.I.V.Murali Krishna Sharma, Senior Researchers, Peoples Pulse.

Post Script:

The 2024 Jammu and Kashmir elections represent a critical juncture in the region's history, following years of political uncertainty and significant changes in its constitutional status. The Post-Poll Survey results point towards a likely coalition government, with the JKNC-INC alliance holding a slight advantage over its rivals. Voter preferences have been shaped by a complex mix of economic, security, and political factors, with unemployment and development emerging as the most prominent issues. As the final results approach, all eyes will be on how these dynamics play out in the formation of the next government in Jammu and Kashmir.

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FINDINGS

Seats Forecast 2024

Parties	Seats Forecast 2024
JKNC	33-35
CONG	13.-15
BJP	23-27
JKPDP	7-11
AIP	0-1
OTHERS	4-5
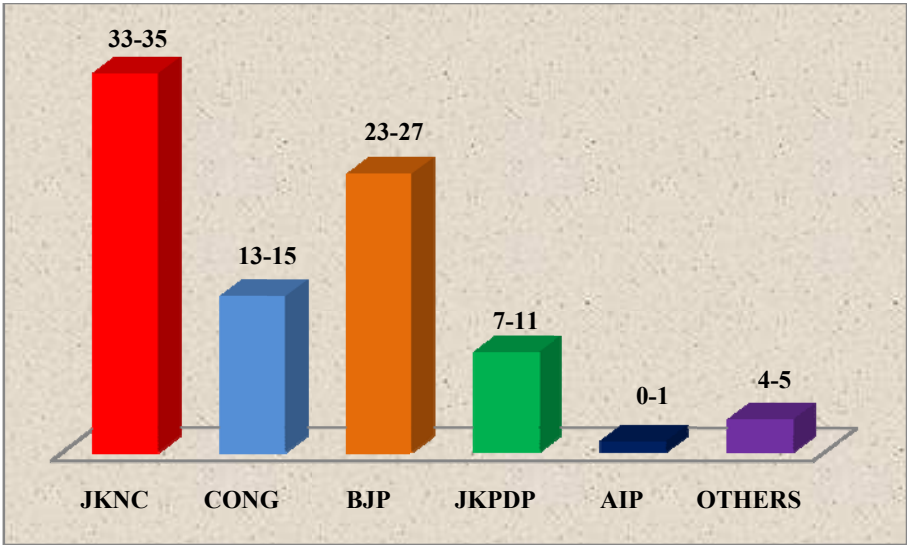
Combined Data (NC, INC together)

Parties	Seats Forecast 2024
JKNC-INC+	46- 50
BJP	23-27
JKPDP	7-11
AIP	0-1
OTHERS	4-5
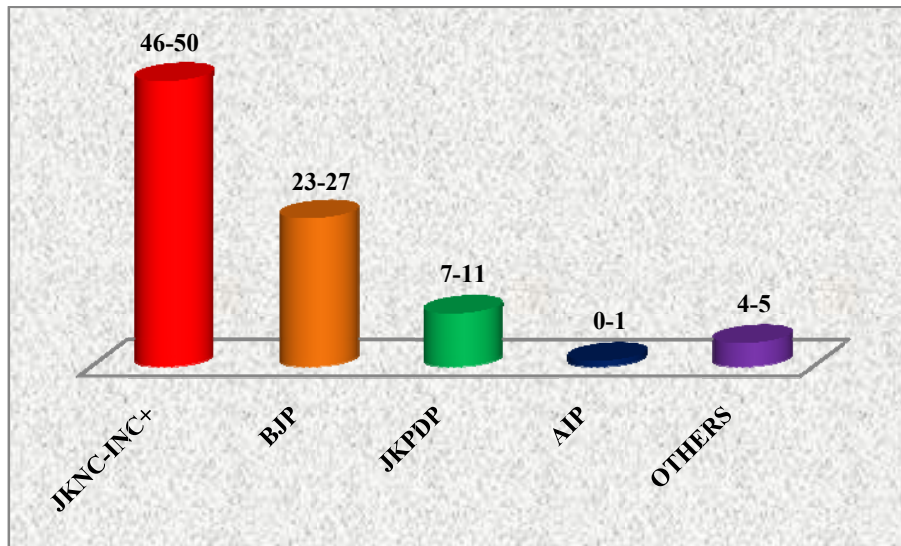
Vote Share forecast

Parties	Vote share
JKNC	29%
CONG	14%
BJP	24%
JKPDP	16%
AIP	5%
OTHERS	12%
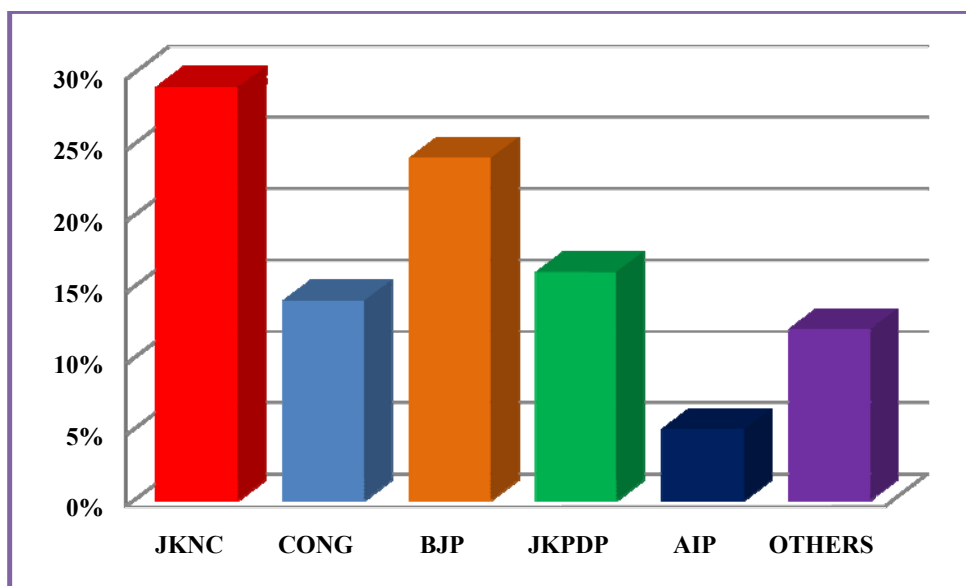
- Vote share rounded off after applying weights of response equalization, gender and religion. Those who said they voted but did not answer the vote choice question were distributed proportionally. No further adjustments were made. Error margin for vote forecast +/-3 pct points

Combined Vote share forecast

Parties	Vote share
JKNC-INC+	43%
BJP	24%
JKPDP	16%
AIP	5%
OTHERS	12%
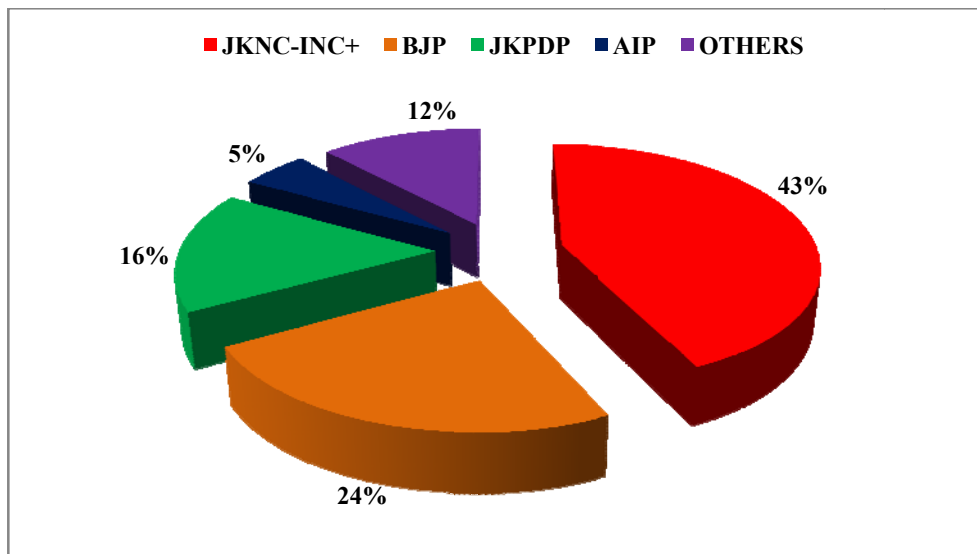
- Vote share rounded off after applying weights of response equalization, gender and religion. Those who said they voted but did not answer the vote choice question were distributed proportionally. No further adjustments were made. Error margin for vote forecast +/-3 pct points

❖ To what extent do you believe the current election is being conducted in a free and fair manner?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid: 1.To a great extent	1301	64.5	64.5	64.5
2. To some extent	469	23.2	23.2	87.8
3. Not at all	56	2.8	2.8	90.6
98. No response	190	9.4	9.4	100
Total	2016	100	100	

❖ People have different considerations while deciding whom to vote for? What matters to you more while deciding whom to vote?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1: Party	742	36.8	36.8	36.8
2: Local candidate	798	39.6	39.6	76.4
3: CM candidate	17	.8	.8	77.2
4: Manifesto	196	9.7	9.7	86.9
5: Religion	32	1.6	1.6	88.5
6: Caste	43	2.1	2.1	90.6
97: Other	49	2.4	2.4	93.1
98: No response	140	6.9	6.9	100.0
Total	2016	100	100	

❖ While voting in the ensuing Assembly elections what is the most important issue for you? (Choose one)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1: Unemployment	922	45.8	45.8	45.8
2: Development	215	10.6	10.6	56.4
3: Price rise	170	8.4	8.4	64.8
4: Article 370 restoration	100	4.9	4.9	69.8
5: Drinking water	54	2.7	2.7	72.5
6: Electricity supply	22	1.1	1.1	73.5
7: Corruption	30	1.5	1.5	75.0
8: Education system	23	1.2	1.2	76.2
9: Healthcare	23	1.2	1.2	77.3
10: Farmers issues	32	1.6	1.6	78.9
11: Poverty	166	8.2	8.2	87.2
12: Law and order	70	3.5	3.5	90.6
13: Tourism	9	.5	.5	91.1
14: Regional identity	12	.6	.6	91.7
15: Caste related issues	2	.1	.1	91.8
16: Religious protection	9	.4	.4	92.3
17: Reservation policies	36	1.8	1.8	94.0
18: Women's safety	17	.9	.9	94.9
19: Others	47	2.3	2.3	97.2
98: No response	56	2.8	2.8	100.0
Total	2016	100.0	100.0	

❖ After 5 years of governance under the LG administration, do you think Jammu & Kashmir is being governed better as a Union Territory, or was it was governed better as a State?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1: UT governance better	299	14.8	14.8	14.8
2: State governance better	1364	67.6	67.6	82.5
3: No significant difference	183	9.1	9.1	91.5
98: No response	170	8.5	8.5	100.0
Total	2016	100.0	100.0	

❖ In your opinion, has the law and order situation in Jammu & Kashmir improved, worsened, or remained the same over the past five years under LG rule?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1: Improved	601	29.8	29.8	29.8
2: Remained same	513	25.4	25.4	55.2
3: Worsened	691	34.3	34.3	89.5
98: No response	212	10.5	10.5	100.0
Total	2016	100.0	100.0	

❖ Do you support scraping of the Article 370 and Article 35-A?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1: Support 370 abrogation	366	18.1	18.1	18.1
	2: Oppose 370 abrogation	1372	68.0	68.0	86.2
	98: No response	278	13.8	13.8	100.0
	Total	2016	100.0	100.0	

❖ Why do you support the restoration of Article 370& 35 (A)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1: Will aid development	39	1.9	2.8	2.8
	2: Will protect people's identity	158	7.8	11.5	14.4
	3: Will safeguard people's land and job rights	159	7.9	11.6	26.0
	4: Will do all of the above	938	46.5	68.4	94.4
	97: Some other answer	17	.9	1.3	95.6
	98: No response	60	3.0	4.4	100.0
	Total	1372	68.0	100.0	
Missing	99: Not applicable	644	32.0		
Total		2016	100.0		

❖ In ensuing Assembly elections which party/ Candidate is likely to win from your Assembly Segment?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1: Congress	266	13.2	13.2	13.2
	2: NC	558	27.7	27.7	40.8
	3: BJP	393	19.5	19.5	60.3
	4: PDP	251	12.5	12.5	72.8
	5: PC	39	1.9	1.9	74.7
	6: Awami Itehad Party	103	5.1	5.1	79.8
	7: Apni Party	52	2.6	2.6	82.4
	9: Independent	35	1.8	1.8	84.2
	98: No response	319	15.8	15.8	100.0
	Total	2016	100.0	100.0	

❖ Now, I will ask about the work done by the L.G. administration in Jammu- Kashmir during last five years rule? Tell me,whether the following have improved, deteriorated or remained same?

Issues	Improved	Remained same	Deteriorated	Not Responded
a) Supply of electricity	43.3%	29.6%	26.1%	1%
a) Employment Opportunities	7.2%	17.3%	73.3%	2.1%
b) Education system	32.3%	40.8%	24.2%	2.7%
c) Facilities in Government hospitals	38.2%	33.7%	25.9%	2.2%
d) Facilities in Government schools	36.0%	36.7%	23.6%	3.7%
e) Condition of roads	50.8%	20.8%	26.9%	1.5%
f) Supply of drinking water	29.5%	34.4%	33.8%	2.3%
g) Curbing Corruption	26.9%	32.9%	32.2%	8.0%
h) Development of Jammu & Kashmir	30.7%	40.6%	22.7%	6.0%

❖ Whom do you prefer to see as the next Chief Minister of Jammu & Kashmir?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1: Omar Abdullah	566	28.1	28.1	28.1
2: Farooq Abdullah	45	2.2	2.2	30.3
3: Mehbooba Mufti	171	8.5	8.5	38.8
4: Engineer Rashid	177	8.8	8.8	47.6
5: Altaf Bukhari	38	1.9	1.9	49.5
6: Sajjad Gani Lone	30	1.5	1.5	51.0
7: Ravinder Raina	111	5.5	5.5	56.5
8: Devinder Rana	62	3.1	3.1	59.5
97: Others	142	7.1	7.1	66.6
98: No response	673	33.4	33.4	100.0
Total	2016	100.0	100.0	

❖ In your opinion which party is likely to form the government in Jammu & Kashmir?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1: Congress	155	7.7	7.7	7.7
2: NC	628	31.2	31.2	38.9
3: BJP	372	18.4	18.4	57.3
4: PDP	166	8.2	8.2	65.5
5: PC	22	1.1	1.1	66.6
6: Awami Itehad Party	112	5.5	5.5	72.2
7: Apni Party	30	1.5	1.5	73.7
97: None	70	3.5	3.5	77.2
98: No response	460	22.8	22.8	100.0
Total	2016	100.0	100.0	

❖ In your opinion which party is better for the development of Jammu & Kashmir?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1: Congress	212	10.5	10.5	10.5
	2: NC	539	26.7	26.7	37.3
	3: BJP	407	20.2	20.2	57.5
	4: PDP	217	10.8	10.8	68.2
	5: PC	26	1.3	1.3	69.5
	6: Awami Itehad Party	136	6.8	6.8	76.3
	7: Apni Party	36	1.8	1.8	78.1
	8: Panthers Party	2	.1	.1	78.2
	97: None	124	6.1	6.1	84.3
	98: No response	316	15.7	15.7	100.0
	Total	2016	100.0	100.0	

❖ Which party do you think will win more seats in Kashmir region?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1: Congress	79	3.9	3.9	3.9
	2: NC	985	48.9	48.9	52.8
	3: BJP	146	7.3	7.3	60.0
	4: PDP	169	8.4	8.4	68.4
	5: PC	17	.8	.8	69.3
	6: Awami Itehad Party	117	5.8	5.8	75.1
	7: Apni Party	31	1.6	1.6	76.7
	8: Panthers Party	1	.1	.1	76.7
	98: No response	469	23.3	23.3	100.0
	Total	2016	100.0	100.0	

❖ Which party do you think will win more seats in Jammu region?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1: Congress	310	15.4	15.4	15.4
	2: NC	79	3.9	3.9	19.3
	3: BJP	1069	53.0	53.0	72.3
	4: PDP	23	1.2	1.2	73.5
	5: PC	5	.3	.3	73.7
	6: Awami Itehad Party	11	.5	.5	74.2
	7: Apni Party	12	.6	.6	74.8
	8: Panthers Party	1	.0	.0	74.9
	10: CPI(M)	1	.1	.1	74.9

❖ In your opinion, should the Durbar move (capital shifting) be resumed in Jammu & Kashmir?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1: Yes, resume	877	43.5	43.5	43.5
	2: No, shouldn't resume	454	22.5	22.5	66.0
	3: No difference	218	10.8	10.8	76.8
	98: No response	467	23.2	23.2	100.0
	Total	2016	100.0	100.0	

❖ In your opinion, which political party will implement their election manifesto promises?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1: Congress	166	8.2	8.2	8.2
	2: NC	368	18.3	18.3	26.5
	3: BJP	292	14.5	14.5	40.9
	4: PDP	184	9.1	9.1	50.1
	5: PC	23	1.2	1.2	51.2
	6: Awami Itehad Party	115	5.7	5.7	56.9
	7: Apni Party	33	1.6	1.6	58.6
	8: Panthers Party	2	.1	.1	58.6
	97: None	464	23.0	23.0	81.7
	98: No response	369	18.3	18.3	100.0
	Total	2016	100.0	100.0	

❖ In case no single party/alliance gets absolute majority in the ensuing elections which combination of parties do you prefer to form the government in Jammy & Kashmir?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1: NC-INC-PDP	675	33.5	33.5	33.5
	2: NC-INC-Independents	751	37.2	37.2	70.7
	3: NC-BJP	110	5.4	5.4	76.2
	4: BJP-Small parties	387	19.2	19.2	95.4
	98: Can't say	93	4.6	4.6	100.0
	Total	2016	100.0	100.0	

❖ How has the electricity tariff changed in the last few years?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1: Increased a lot	1691	83.9	83.9	83.9
	2: Increased somewhat	162	8.1	8.1	92.0
	3: Remained same	61	3.0	3.0	95.0
	4: Decreased	23	1.1	1.1	96.1
	5: No connection at home	13	.6	.6	96.8
	98: No response	65	3.2	3.2	100.0
	Total	2016	100.0	100.0	

❖ Do you think the reservation granted to the Paharis, Paddaris, Kolis, and Gadda Brahmins community will benefit the BJP in this election?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1: Will benefit BJP	876	43.5	43.5	43.5
	2: Won't benefit BJP	197	9.8	9.8	53.3
	3: Will benefit others	94	4.7	4.7	58.0
	4: No effect at all	218	10.8	10.8	68.8
	98: Can't say	629	31.2	31.2	100.0
	Total	2016	100.0	100.0	

❖ In your opinion what will be the impact of Jamaat-e-Islami-AIP alliance on the election results?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1: Will damage INDIA	256	12.7	12.7	12.7
	2: Will damage PDP	158	7.9	7.9	20.6
	3: Will damage BJP	66	3.3	3.3	23.9
	4: Will damage all parties	416	20.6	20.6	44.5
	5: Will benefit BJP	196	9.7	9.7	54.2
	6: No impact	648	32.2	32.2	86.4
	98: No response	275	13.6	13.6	100.0
	Total	2016	100.0	100.0	

❖ If we compare the NC-Congress (2009-2014) government withPDP-BJP (2014-2018) government, which regime was better for the development of Jammu & Kashmir?

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1: NC-Congress govt was better (2009-14)	960	47.6	47.6	47.6
	2: PDP-BJP govt was better (2014-2018)	394	19.6	19.6	67.2
	3: Both were good	64	3.2	3.2	70.3
	4: Both were bad	296	14.7	14.7	85.0
	98: No response	302	15.0	15.0	100.0
	Total	2016	100.0	100.0	

❖ Are you satisfied or dissatisfied the way BJP government at the centre has handled the issue of Jammu & Kashmir during the last five years?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1: Fully satisfied	282	14.0	14.0	14.0
	2: Somewhat satisfied	448	22.2	22.2	36.2
	3: Somewhat dissatisfied	288	14.3	14.3	50.5
	4: Fully dissatisfied	734	36.4	36.4	86.9
	98: No response	264	13.1	13.1	100.0
	Total	2016	100.0	100.0	

❖ Impact of NC-Congress+Alliance

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1: Great impact	899	44.6	44.6	44.6
	2: Some advantage	495	24.6	24.6	69.1
	3: No impact	405	20.1	20.1	89.2
	4: Negative impact	127	6.3	6.3	95.5
	98: No response	91	4.5	4.5	100.0
	Total	2016	100.0	100.0	

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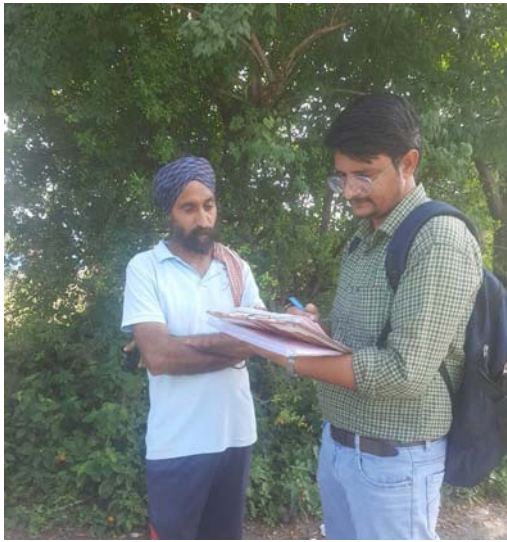
PEOPLES PULSE

an ear to the ground

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