

PUNJAB

MOOD REPORT - 2026



PEOPLES PULSE
an ear to the ground



PUNJAB
MOO REPORT
20th June –31st July 2026

PUNJAB AN OVERVIEW

Punjab, located in northwestern India, is recognised as one of the country's most prosperous and culturally significant states. It comprises 23 districts and is traditionally divided into three main regions: Majha, Doaba, and Malwa, each with distinct geographical, cultural, and economic characteristics. Malwa can be further divided into the Puadh region around Chandigarh and the main Malwa region south of the Sutlej River.

The Majha region includes the districts of Amritsar, Gurdaspur, Pathankot, and Tarn Taran. Key cities in this region are Amritsar, known for the Golden Temple and its significance in religious tourism, and Pathankot, which serves as the gateway to Jammu and Himachal Pradesh. Majha also shares a significant international border with Pakistan and contains approximately 25 Assembly constituencies and 4 Lok Sabha seats.

The Doaba region lies between the Beas and Sutlej rivers and encompasses the districts of Jalandhar, Hoshiarpur, Kapurthala, and Shaheed Bhagat Singh Nagar. Major cities include Jalandhar, recognised for its sports goods manufacturing; Phagwara, an important industrial and educational centre; and Hoshiarpur, known for woodcraft and horticulture. Doaba has around 23 Assembly constituencies and 3 Lok Sabha seats.

Punjab's largest region, Malwa, includes the districts of Ludhiana, Patiala, Bathinda, Sangrur, Moga, Mansa, Barnala, Faridkot, Sri Muktsar Sahib, Fazilka, Ferozepur, Mohali, Rupnagar, and Fatehgarh Sahib. Key cities in Malwa are Ludhiana, Patiala, Bathinda, and Mohali. This region has approximately 69 Assembly constituencies and 6 Lok Sabha seats.

Overall, Punjab has 117 Assembly constituencies and 13 Parliamentary constituencies. The state's population is predominantly Sikh and Hindu, estimated to be composed of 58% Sikhs, 39% Hindus, 2% Muslims, and 1% Christians and others. Recent estimates suggest that the Christian population may now exceed 3% of the total population.

Punjab is characterised by significant caste diversity. The principal communities include Scheduled Castes (32%), Jat Sikhs (21–23%), Other Backwards Classes (18–20%), Khatri-Aroras (7–8%), Rajputs (5–6%), and Brahmins (4–5%). Agriculture remains the cornerstone of Punjab’s economy, and the state is recognised as one of India’s most industrialised regions.





METHODOLOGY

Peoples Pulse Research Organization specializing in field work based political and electoral research undertook 45 days, Mood study in poll bound “Punjab” State.

Peoples Pulse research scholars covered three regions, ie., Malwa, Majha and Doaba across Punjab state in 23 districts to understand the Mood of the people at the ground level. Peoples Pulse researchers covered Puadh region around Chandigarh and the main Malwa region south of the Sutlej River. This was done from June 20 to July 31st 2026, about 6 months before the schedule of Punjab Assembly Elections.

The Mood Survey followed a Systematic Stratified Random Sampling Model. A total of 8,000 samples were collected keeping in mind the gender, demographic and age divide using mixed methods to access the mood of the electorate.

The Mood survey commenced in the month of June following a Purposive Stratified Random Sampling Model. 6 teams of 4 surveyors each surveyed the whole state for one and a half month under the guidance of People’s Pulse Director Dr. Rajan Pandey and senior researcher Mr. Amith Ohlan.

Samples were collected from all regions—Malwa, Majha, and Doaba—and included all major communities: Jatt Sikhs, Hindus, Majhabi Dalits, Jatavs-Ravidasis, Valmikis, Rai Singhs, Hindu Jats, Muslims, and Christians. The survey covered all age groups and focused on key occupational categories such as farmers, salaried employees, casual labourers, and traders.

Further, our researchers conducted Face-to-Face interviews with respondents based on a structured questionnaire. In this manner 50-75 samples were collected from each Assembly constituency. The Sample reflects the situation on the ground in terms of caste, religion, community and age as they exist on the field. Gender was given equal representation.

Our survey teams went to all 117 Assembly Constituencies of the state to collect samples and understand the mood and concerns of the electorate.



The Mood Survey based on open-ended free-wheeling conversations with respondents to elicit their views on a host of issues interspersed with the question related to the specific study.

The respondents were chosen through purposive sampling and employing a qualitative inferential method. Our researchers met with various sections of the people and understood their views on different issues and political parties through social listening.

The Research Team concentrated on the questions of the problems or grievances of the people which may have a bearing on the forthcoming Assembly Elections in Punjab, the perceptions of the people towards the governance of AAP, led by Chief Minister Mr. Bhagwant Mann, the perception of the people towards the main opposition party Congress. The Research Team also gathered people's opinions on other parties like SAD, BJP, Waris Punjab De, BSP and others parties.

The Conversations were free and frank without any inhibitions, obstructions and promptings and the Research Team could elicit views of the people on the ground in realistic manner. All the respondents were courteous towards the team and more than willing to answer questions. The Research Team also spoke to a couple of political observers including journalists and Political scientists to cross check facts and figures and get an overall macro view to locates the micro level views expressed by the people in a perspective.

This is the first study report of the ground level ahead of the 2027 Punjab Assembly elections.







SLIGHT EDGE FOR AAP IN PUNJAB

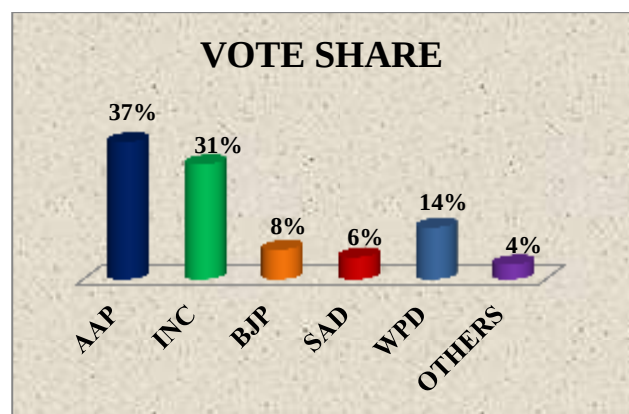
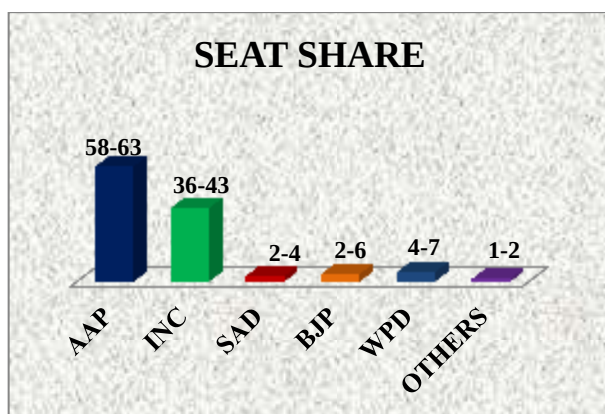
By all indications, a few months ahead of Assembly elections, it could be a AAP led government in Punjab, barring last minute shift in voters mood the AAP is all set to reach the magic figure and may well end up with a simple majority in the 117 member assembly. AAP is enjoying the slight edge in all Parameters in the mood survey conducted by Peoples Pulse research Organizaton. As of now it is going to be close elections.

AAP is likely to win 58-63 seats, INC 36-43, SAD 2-4, BJP 2-6, Waris Punjab De 4-7 & others 1-2 seats. As per the Mood survey done by Peoples Pulse research organization. AAP is expected the poll around 37%, INC 31%, BJP 8%, Waris Punjab De 14%, SAD 6% and others 4% vote share.

These trends are likely to hold on the condition that all parties mentioned in the list contest the elections at their own and not in alliance.

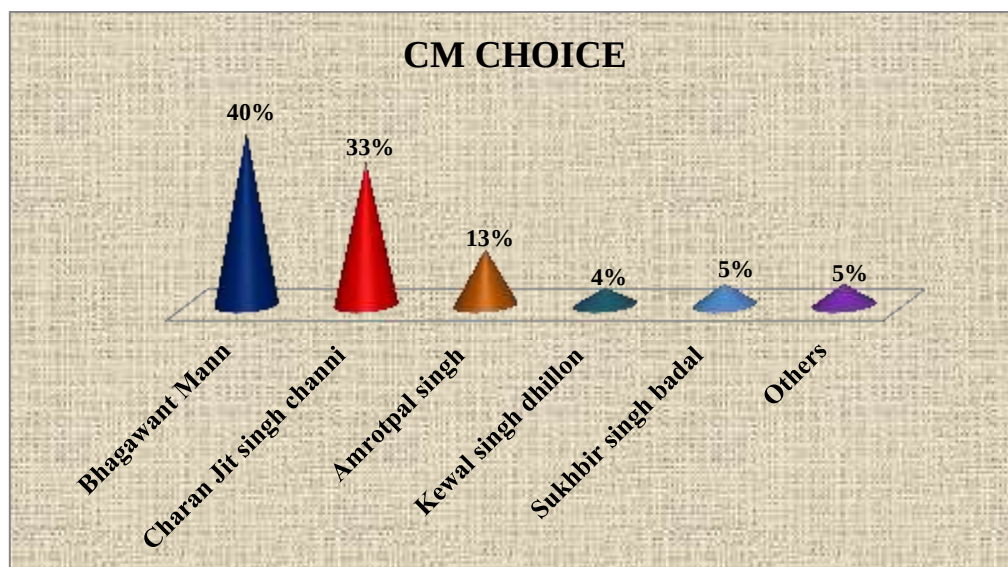
AAP	58-63
INC	36-43
SAD	2-4
BJP	2-6
WPD	4-7
OTHERS	1-2

AAP	37%
INC	31%
BJP	8%
SAD	6%
WPD	14%
OTHERS	4%



Mr.Bhagawant Mann, Chief Minister stood tall with 40 percent of the voters preferring him. Followed by forward Chief Minister Mr.Charan Jit singh channi 33 percent, Mr.Amrotpal singh 13 percent, Mr.Kewal singh dhillon 4 percent, Mr. Sukhbir singh badal 5 percent and others 5 percent as per the Mood survey conducted by Peoples research organization.

Bhagawant Mann	40%
Charan Jit singh channi	33%
Amrotpal singh	13%
Kewal singh dhillon	4%
Sukhbir singh badal	5%
Others	5%



AAP performance depends heavily on the number of MLAs they drop this time in elections. The more tickets the party cuts, the better its performance is expected to be as there is strong anti-incumbency against majority of MLAs but none against the chief ministers.

If Congress declares Charanjit Singh Channi as its CM candidate, only then can the party be able to give a close contest to AAP as Channi is the second most popular leader in the state now after Bhagwant Mann.

The majority of votes that SAD polled last time is now shifting to Waris Punjab De faction, thus causing drastic reduction in SAD votes and a sudden rise in the likely vote share of Waris Punjab De.

BJP performance is not going to improve drastically nor is it going to perform worse than the last time. The party may get some additional seats from big cities like Ludhiana, Jalandhar and Amritsar. It's concentration is mainly in urban areas which limits its prospects and there are very few exceptions to it like mostly rural Abohar AC, where BJP has chance.

Further, in view of updating the constant political developments in the state, the phone survey model was applied to get opinion of Politically Informed Individuals (PIIs). This is the first Mood study report of the ground level ahead of the 2027 Punjab Assembly elections.

Punjab is heading towards one of the most competitive Assembly elections in its recent political history. Unlike the 2022 Assembly election, which produced a decisive mandate in favour of the Aam Aadmi Party (AAP), the emerging electoral environment points to a far more fragmented and closely contested election? While the 2022 mandate was driven by a strong public desire for political change and widespread dissatisfaction with traditional parties, the 2027 election is expected to revolve around an assessment of governance performance, delivery of promises, leadership credibility, and confidence in future governance. Consequently, competition is expected to intensify across constituencies where electoral margins were previously comfortable.

As per the Mood survey conducted by Peoples Pulse research organization, the political discourse in Punjab has shifted from a wave election to a performance-based evaluation of the incumbent government. Governance, employment, fiscal management, agricultural policy, law and order, organisational strength, constituency-level candidate selection, and issue-based campaigning are expected to emerge as the defining factors of the election.

The Punjab Assembly Election 2027 is likely to witness a multi-cornered contest involving five principal political forces:

- Aam Aadmi Party (AAP)
- Indian National Congress (INC)
- Bharatiya Janata Party (BJP)
- Shiromani Akali Dal (SAD)
- Waris Punjab De (WPD)

The prevailing political atmosphere is characterised by cautious optimism alongside rising public expectations. Many voters acknowledge improvements in selected public services while simultaneously expressing concerns regarding employment opportunities, agricultural sustainability, fiscal pressures, and the pace of economic development.

As per the Mood survey conducted by Peoples research organization, at present, there is no evidence of a statewide anti-incumbency wave comparable to previous electoral cycles. Instead, voter dissatisfaction is uneven and varies across districts, communities, and social groups. This creates an environment in which constituency-level issues, local leadership, candidate selection, and campaign execution are likely to have a greater influence than broad statewide narratives.

Punjab's electoral behaviour has historically been distinct from that of most Indian states. Rather than being driven primarily by caste arithmetic or national political trends, the state's politics has evolved around agrarian interests, Sikh religious identity, regional aspirations, anti-incumbency, leadership credibility, and governance performance. Since the reorganisation of Punjab in 1966, voters have consistently demonstrated a willingness to replace governments that fail to meet public expectations, making Punjab one of India's most politically dynamic states. The 2027 Assembly election should therefore be viewed as the continuation of this long-standing pattern of evolving political behaviour.

The Aam Aadmi Party (AAP) remains popular statewide. However, Chief Minister Bhagwant Mann is viewed more favourably than most party MLAs. Over half of the MLAs are seen unfavourably, and it is speculated that 45 to 70 may not receive tickets in the next election. Bhagwant Mann maintains strong support among farmers and low-income families, while government employees remain dissatisfied.



The Aam Aadmi Party (AAP) continues to enjoy a statewide organisational and incumbency advantage, supported by the visibility of welfare initiatives, including free electricity, direct financial assistance to women, and improvements in irrigation infrastructure. Chief Minister Bhagwant Mann remains significantly more popular than many of his party's MLAs and retains strong support among farmers and economically weaker sections. However, government employees remain dissatisfied, and public perception of a large section of AAP legislators is considerably weaker, with widespread expectations that many sitting MLAs may be denied renomination.

Although there is no significant anti-incumbency against Chief Minister Bhagwant Mann personally, signs of dissatisfaction are emerging among farmers, unemployed youth, and voters concerned about economic opportunities and the continuing drug problem. AAP also appears relatively weaker in major urban centres such as Amritsar, Jalandhar, and Ludhiana, creating opportunities for opposition parties to expand their support base.

The Indian National Congress remains the principal opposition party with an extensive grassroots presence across several districts. Former Chief Minister Charanjit Singh Channi continues to be its most popular leader. However, the party's electoral prospects will largely depend on its ability to overcome internal factionalism, project a united leadership, and effectively manage candidate selection. If these organisational challenges are addressed, Congress is well positioned to convert emerging anti-incumbency against AAP legislators into electoral gains.

The Shiromani Akali Dal (SAD) continues to face a decline in statewide influence but retains pockets of loyal support, particularly in districts such as Faridkot and Mansa and among sections of the Panthic electorate and older rural voters. While its established organisational network remains an important asset, the party facing the challenge of rebuilding credibility and reconnecting with younger voters to regain broader electoral relevance.



The Bharatiya Janata Party (BJP) is pursuing a long-term organisational expansion strategy rather than relying solely on immediate electoral gains. Although the party has strengthened its presence in several urban centres and among sections of Hindu voters, rebuilding trust among Sikh farming communities remains a major challenge following the farm law protests. BJP is unlikely to emerge as a major electoral force in rural Punjab but may perform comparatively better in selected urban constituencies, particularly in Hoshiarpur, Patiala, SAS Nagar, Ludhiana, and the Hindu-majority constituency of Abohar.

Field interactions indicate that the defection of Raghav Chadha and six AAP Rajya Sabha MPs has generated considerable political discussion across Punjab. While the development has damaged AAP's perception as a cohesive organisation, its electoral impact appears to be psychological and organisational rather than immediately electoral.

The defection issue of AAP MP's has received greater attention in urban constituencies than in rural Punjab. Many voters describe the defections as evidence of internal instability within AAP, particularly because Raghav Chadha was widely viewed as one of the principal architects of the party's 2022 Punjab victory. His departure has created concerns among sections of AAP supporters regarding the party's future leadership and strategic direction. The BJP is benefiting politically, but the gains are currently limited and indirect rather than translating into a large vote swing.

Improved perception as a growing political force capable of attracting influential leaders. Higher morale among BJP workers and greater confidence within the organisation. Increased acceptability among urban Hindu voters, educated youth, traders, and first-time voters who view the defections as evidence of the BJP's expanding influence.

However, there is little evidence of a significant shift among rural Sikh voters, where local leadership, agriculture, unemployment, drug abuse, and governance remain the dominant electoral issues. Most rural respondents continue to prioritise constituency-level candidates over parliamentary defections.

The defections have weakened AAP's image of internal unity and have provided the opposition with a strong narrative that senior leaders are losing confidence in the party. Nevertheless, the government's support base among beneficiaries of welfare schemes and core AAP voters remains largely intact, limiting immediate electoral damage.



The defections are expected to provide the BJP with a 2–3% improvement in perception and organisational momentum, particularly in urban Punjab. However, this alone is unlikely to produce a major electoral breakthrough unless the BJP successfully converts the momentum into stronger grassroots organisation, credible local Sikh leadership, and sustained outreach in rural constituencies. At present, the development is best viewed as a strategic advantage for the BJP rather than a decisive electoral game changer.

As per the Mood survey Waris Punjab De (WPD) has emerged as an important new political factor, particularly among sections of Sikh youth in the border districts of the Majha region, including Amritsar, Gurdaspur, and Tarn Taran. The organisation has gained visibility following public screenings of the film *Satluj*, while Amritpal Singh's anti-drug messaging has found resonance among sections of Dalit Sikhs. Although its statewide electoral strength remains uncertain, WPD has the potential to influence electoral outcomes in selected constituencies by altering vote distributions within the Panthic vote base.

Deras continue to be an influential social and political force in Punjab, particularly in Malwa and Doaba, where they command significant followings among Dalits, Other Backward Classes (OBCs), landless labourers, and economically weaker sections. While their direct electoral influence has declined compared to a decade ago, field feedback indicates that they remain capable of shaping outcomes in closely contested constituencies.

Punjab has hundreds of deras, but only a few possess statewide political influence. The most significant include Dera Sacha Sauda (Sirsa), Radha Soami Satsang Beas, Dera Sach Khand Ballan (Ravidassia), Namdhari sect, and Nirankari Mission. Their influence is concentrated across nearly 55–65 Assembly constituencies, with the strongest impact in the Malwa belt, which accounts for 69 of Punjab's 117 Assembly seats

People's Pulse field interactions suggest that Deras are unlikely to issue explicit voting directives, but their social messaging and the perceived proximity of political leaders to Dera leadership will continue to influence voter behaviour.



The BJP is expected to gain modestly from improved relations with Dera Sacha Sauda, whose followers are concentrated in southwest Punjab. The party is also attempting to consolidate non-Jat and Dalit voters through sustained outreach to Dera networks. However, the BJP's gains are likely to remain confined to selected urban and semi-urban constituencies because its rural organisational presence remains limited.

The AAP retains an advantage among welfare beneficiaries and younger voters, while Congress continues to enjoy support among sections of Dalit voters in Doaba. The Shiromani Akali Dal (SAD) maintains traditional connections with several Sikh religious institutions but has experienced a decline in influence among younger Dera followers.

Ground evidence suggests that Deras can influence 2–5% of the vote in constituencies where their followers are concentrated, enough to determine the winner in tightly fought contests. Their role will therefore be decisive in selected seats rather than across the entire state.

Among all parties, the BJP is positioned to derive the greatest incremental benefit from Dera outreach, particularly through Dera Sacha Sauda and sections of non-Jat Dalit voters. However, this advantage alone is insufficient to produce a statewide electoral shift. The 2027 election will continue to be determined primarily by governance, anti-incumbency, unemployment, agriculture, and candidate selection rather than religious endorsements alone.

Overall, the 2027 Punjab Assembly election is expected to be determined less by ideological considerations and more by governance performance, leadership credibility, candidate selection, community dynamics, and constituency-specific issues. While Chief Minister Bhagwant Mann continues to enjoy favourable public opinion, anti-incumbency against several sitting AAP MLAs has created a more competitive electoral environment.

A statewide victory is likely to depend on building broad regional coalitions rather than relying on dominance in any single region. Political parties that successfully tailor their strategies to the distinct political priorities of Malwa, Majha, and Doaba are likely to enjoy a significant strategic advantage.





Region wise Analysis

Malwa Region

Malwa is Punjab's largest and most politically influential region, accounting for approximately 59 of the 117 Assembly constituencies across 14 districts, including the three districts of the Poadh sub-region. As the state's principal electoral battleground, no political party has formed a stable government without performing strongly in this region.

Although the Aam Aadmi Party (AAP) continues to enjoy a clear electoral advantage in Malwa, the region is also where anti-incumbency against sitting MLAs is most visible due to the party's overwhelming legislative presence. Chief Minister Bhagwant Mann's personal popularity remains a significant electoral asset, with many respondents indicating that their continued support for AAP is primarily driven by his leadership. Notably, very few previous AAP voters expressed an intention to shift their support.

AAP's support base remains particularly strong among Jatt Sikh farmers, economically weaker sections, and Dalit communities, including Majhabi and Valmiki-Ravidasi voters. The party has also benefited from a section of former Shiromani Akali Dal (SAD) supporters who view AAP as the most effective alternative to the Congress. Among urban Hindu voters, electoral preferences remain divided primarily between AAP and the Congress.

If current trends persist, AAP is likely to dominate Malwa, except for some urban seats in Ludhiana, Patiala, and Firozpur. Many respondents indicated they previously voted for change and now support Bhagwant Mann. Most AAP MLAs face anti-incumbency, except leaders like Aman Arora (Sunam) and Bhagwant Mann (Dhuari). INC is gaining ground in Giddharbaha, Ludhiana urban, and Firozpur urban, positioning itself as AAP's main opponent. Charanjeet Singh Channi remains popular. SAD has lost significant ground, while BJP may perform better in Abohar, Ludhiana urban, Patiala urban, and Dera Bassi. Akali Dal (Waris Punjab De) is gaining support in Mansa and Bathinda, influenced by the film Satluj and Deep Sidhu's pro-Punjab image.

The Congress appears to be strengthening its position in constituencies such as Gidderbaha, Ludhiana Urban, and Firozpur Urban, making these among the region's most competitive seats. Meanwhile, the BJP is expected to remain competitive only in a few urban constituencies, including Abohar, Ludhiana Urban, Patiala Urban, and Dera Bassi.

Waris Punjab De (WPD) is gradually expanding its influence in Mansa and Bathinda, particularly among younger Sikh voters. The growing appeal of Amritpal Singh's movement, reinforced by the public reception of the film Satluj, has contributed to this emerging support.

Doaba Region

Doaba accounts for approximately 23 Assembly constituencies across the districts of Hoshiarpur, Kapurthala, Jalandhar, and Shaheed Bhagat Singh Nagar (Nawanshahr). Despite its smaller size, the region frequently plays a decisive role in closely contested Assembly elections.

The region is characterised by a substantial Scheduled Caste population, particularly in Jalandhar and Hoshiarpur, while numerous Deras continue to exercise considerable social and political influence. In recent years, the BJP has actively sought to strengthen its outreach among the Ravidasiya community through engagement with Dera Sach Khand. The party also enjoys relatively stronger support among sections of Sikh Rajputs, although its appeal remains limited among the major agrarian communities.

The Congress continues to hold an organisational advantage in Kapurthala and is well positioned to consolidate its support in parts of Jalandhar Urban. At the same time, AAP remains electorally competitive due to the continued visibility of its welfare initiatives and governance programmes. Overall, Doaba is expected to witness closely contested elections, with no single party enjoying a decisive advantage across the region.



Majha Region

Majha comprises approximately 25 Assembly constituencies across the districts of Amritsar, Gurdaspur, Tarn Taran, and Pathankot. Owing to its proximity to the international border, the presence of major Sikh religious institutions, and its historical significance in Punjab politics, the region occupies a unique political position.

Majha is expected to witness some of the closest electoral contests in the state, where constituency-level candidate selection, organisational strength, and Panthic narratives are likely to have a greater influence than statewide campaign themes.

Waris Punjab De (WPD) is emerging as a significant political force across much of the region, particularly in Amritsar, Tarn Taran, and Gurdaspur, while Pathankot remains an exception. Amritpal Singh's popularity among younger Sikh voters and his strong anti-drug campaign have contributed to the organisation's growing appeal. The resurgence of hardline Panthic politics has also been influenced by concerns over religious conversions in parts of Tarn Taran, Gurdaspur, and Amritsar.

The rise of WPD has primarily come at the expense of the Shiromani Akali Dal, which continues to lose support across much of the region, although it retains strength in Majitha, largely due to the influence of leaders such as Vikram Majithia. The Congress remains the second preferred political party among many respondents, while AAP continues to expand its support among Dalit and economically weaker voters through welfare initiatives, including free electricity and direct benefit transfers.

Hindu voters constitute a significant electoral segment in Majha, while Christians account for approximately 8–9% of the population in Gurdaspur district. Although Christians have traditionally supported the Congress, survey findings indicate that AAP has made notable inroads within this community. In Hindu-majority urban constituencies such as Pathankot, the BJP is expected to lose a section of low-income urban Hindu voters to AAP. The Bahujan Samaj Party (BSP) currently has only a marginal presence in the region.





Strengths & Weaknesses of Political Parties

Aam Aadmi Party (AAP)

AAP currently holds a strong position in Punjab, with notable gains in recent municipal elections. Some voters and opposition parties view this as a capture of electoral space rather than genuine support. Despite its numbers, the party is seen as a “one-man show”; apart from leaders like Bhagwant Mann, Aman Arora, and Krishan Singh Rori, most MLAs have lost public favour. There is speculation that 50 to 70 sitting MLAs may be denied tickets. AAP supporters are promoting the slogan: “*Dil Di Suno, Bhagwant Mann Chuno*” (listen to your heart, choose Bhagwant Mann). The party is weak in areas such as Kapurthala, Jalandhar (Urban), Ludhiana, Amritsar (Urban), Pathankot, Abohar, Ferozepur (Urban), and Bathinda (Urban), but maintains strong rural reach.

AAP enters the 2027 election as the principal electoral force in Punjab, benefiting from incumbency, a strong organisational network, and the continued visibility of its welfare programmes. The party's greatest electoral asset remains Chief Minister Bhagwant Mann, whose personal popularity continues to exceed that of most sitting AAP legislators.

As per the Peoples Pulse research organizations survey findings indicate that support for AAP remains particularly strong among farmers, women, economically weaker sections, and Dalit communities. Welfare initiatives such as direct financial assistance for women and free electricity continue to reinforce the party's support base. A respondent from Garhshankar Assembly Constituency observed:

“Mann Saab pahla banda si, jinne bibian ki load li, nahi te pahle kaun sochda si.”

(Mann Saab is the first leader who genuinely worked for women. Earlier, no one gave them such attention.)

Despite its organisational strength, AAP faces growing anti-incumbency against many sitting MLAs. Field interactions suggest widespread expectations that 50–70 legislators may be denied party tickets. Apart from Bhagwant Mann, Aman Arora, and Krishan Singh Rori, relatively few legislators enjoy strong positive public perception.

The party also faces criticism over issues such as employment generation, local governance, the continuing drug problem, and the Jaagat Jot Sri Guru Granth Sahib Satkar (Amendment) Act, 2026, with sections of the Panthic leadership demanding further amendments.

Although AAP remains comparatively weaker in urban centres such as Kapurthala, Jalandhar Urban, Ludhiana, Amritsar Urban, Pathankot, Abohar, Ferozepur Urban, and Bathinda Urban, it continues to enjoy a substantial rural advantage.

Strong Assembly Segments

Sri Hargobindpur, Dera Baba Nanak, Amritsar West (SC), Attari, Tarn Taran, Patti, Jandiala (SC), Mukerian, Chabbewal (SC), Anandpur Sahib, SAS Nagar, Bassi Pathana (SC), Fatehgarh Sahib, Amloh, Khanna, Sahnewal, Ludhiana East, Ludhiana West, Ludhiana North, Gill (SC), Dakha, Raikot (SC), Jagraon (SC), Nihal Singhwala (SC), Bhagha Purana, Moga, Dharamkot, Ferozpur Rural (SC), Jalalabad, Balluana (SC), Lambi, Malout (SC), Kotkapura, Jaitu (SC), Rampura Phul, Bhucho Mandi (SC), Bathinda Urban, Bathinda Rural (SC), Maur, Mansa, Sardulgarh, Budhlada (SC), Dirba (SC), Sunam, Bhadaur (SC), Dhuri, Sangrur, Nabha (SC), Patiala Rural, Ghanaur, Patiala, Samana and Shutrana (SC).

Competitive Assembly Segments

Batala, Qadian, Fatehgarh Churian, Kapurthala, Nakodar, Shahkot, Garhshankar, Rupnagar, Chamkaur Sahib, Kharar, Rajpura, Sanour, Gidderbaha, Muktsar and Faridkot.

Weak Assembly Segments

Sujanpur, Bhoa (SC), Pathankot, Gurdaspur, Dina Nagar (SC), Raja Sansi, Amritsar North, Phagwara (SC), and selected BJP-inclined urban constituencies.

Indian National Congress (INC)

The Congress remains the strongest opposition party in terms of statewide organisational presence and continues to be the principal challenger to AAP. The party enjoys favourable prospects in several urban constituencies, including Kapurthala, Rupnagar, Jalandhar Urban, Ludhiana Urban, Sangrur City, and Ferozepur City.

However, internal factionalism remains its most significant weakness. Across multiple districts, respondents consistently identified leadership divisions as the party's primary obstacle. One respondent summarised the prevailing perception:

"Kān̄gras pārtī vich har kōī mukhamatarī baṇana dī ichā rakhadā hai. Jēkara unhām dē adarūnī kalēśa hal hō jāndē haan, tām āma ādamī pāraṭī nū muśakalām dā sāhamaṇā karanā pavēgā."

(Everyone in the Congress wants to become Chief Minister. If the internal conflicts are resolved, AAP will face a serious challenge.)

Former Chief Minister Charanjit Singh Channi continues to enjoy positive public sentiment across the state, although his popularity remains below that of Bhagwant Mann.

Strong Assembly Segments

Sujanpur, Bhoa (SC), Pathankot, Gurdaspur, Qadian, Batala, Fatehgarh Churian, Kapurthala, Bholath, Jalandhar Central, Jalandhar North, Adampur (SC), Dasuya, Mukerian, Hoshiarpur, Garhshankar, Rupnagar, Rajpura, Sanour and Ghanaur.

Competitive Assembly Segments

Dera Baba Nanak, Patti, Khadoor Sahib, Sultanpur Lodhi, Nakodar, Shahkot, Jalandhar Cantt, Ludhiana Cantt, Amargarh, Malerkotla, Patiala Rural, Samana and Shutrana.

Weak Assembly Segments

Bathinda Urban, Bathinda Rural, Maur, Mansa, Budhlada, Dirba, Sunam, Dhuri, Sangrur, Kotkapura, Jaitu, Rampura Phul, Lambi, Malout, Jagraon, Dakha, Gill and Ludhiana North.

Bharatiya Janata Party (BJP)

The BJP continues to face strong opposition in Punjab and may finish fourth. In rural areas, party flags are rarely displayed due to fear of retaliation. Hindu voters previously aligned with the BJP are shifting to AAP or Congress. The BJP is expected to struggle, particularly in rural regions. The party is seeking to expand its presence in Doaba, especially among Dalit communities such as Ramdasiya and Valmiki, by engaging with deras and organising religious gatherings.

The BJP continues to strengthen its organisational infrastructure, particularly in urban Punjab, while simultaneously attempting to expand its social base among Dalit communities through engagement with religious deras and community organisations.

Despite these efforts, the party continues to face significant resistance across rural Punjab. Field observations indicate that a section of traditional BJP supporters has shifted towards either AAP or the Congress, while public display of party affiliation remains limited in several rural areas. The BJP's strongest prospects continue to lie in urban and Hindu-majority constituencies rather than the agrarian belt.

Strong Assembly Segments

Sujanpur, Bhoa (SC), Pathankot, Gurdaspur, Rajpura and Abohar.

Competitive Assembly Segments

Batala, Amritsar East, Amritsar North, Mukerian, Hoshiarpur, Dasuya, Phagwara (SC), Jalandhar West (SC), Jalandhar North, Ludhiana West, Ludhiana Cantt, Patiala Urban and Dera Bassi.

Weak Assembly Segments

Most of rural Malwa, including Sangrur, Barnala, Mansa, Bathinda Rural, Muktsar belt, Faridkot belt, Tarn Taran, Patti, Khadoor Sahib, Nihal Singhwala, Bhagha Purana, Budhlada, Dirba, Sunam, Dhuri and Mehal Kalan.



Waris Punjab De (WPD)

Waris Punjab De has emerged as an important new political force, particularly among younger Sikh voters. Its influence is concentrated in Panthic constituencies rather than across the state as a whole.

Survey findings suggest that the organisation's growth is being driven by issues such as Punjabiyaat, demands for greater state autonomy, the popularity of figures such as Deep Sidhu, the public reception of the film Satluj, and its strong anti-drug messaging. Despite Amritpal Singh's imprisonment, his popularity among sections of the youth continues to grow.

There is nothing to lose for AP (WPD). The newly formed party is going to replace the exciting faces of the panthak politics in Punjab. However, Amritpal is in jail, but he is gaining popularity among young voters. Pro-Punjab sentiments like autonomy for the Punjab state, Punjabiyaat, celebrating icons like Bhinderwala and Deep Sidhu, and the release, removal, and later mass screening of the film Satluj are helping AP (WPD). The strong anti-drug stance of the WPD leaders is also gaining ground. However, the older generation and non-Sikhs are deeply concerned about the rise of hardline panthak politics in the state. One senior respondent from the farming community in Ugrahan village of Sangrur district told us that “*ae nave munde os de peeche laag re haan, hun asi ki kah sakde haan? Ona ne wo sama nahin dekha na? Khatra haje vi maujood hai.*” (These young guys are chasing after him(Amritpal). What can one say? They haven't seen those times, have they? The danger is always there.)

Although WPD may not immediately emerge as a major statewide electoral force, it has the potential to influence outcomes by reshaping the Panthic vote in selected constituencies.

Shiromani Akali Dal (SAD)

The Shiromani Akali Dal enters the election facing its most difficult electoral challenge in decades. While it continues to retain committed supporters in parts of Bathinda, Mansa, and Faridkot, the party is increasingly engaged in a struggle to preserve its traditional political space.



SAD is fighting for its survival this time. In Moga district, a veteran respondent, Santokh Singh (name changed), explained Shiromani Akali Dal's present phase with a simple yet remarkable analogy; he told us that *"Ek aadmi di zindgi waang phle bachapn onda hai, phir jawani, odi jawani da josh, chad-di kalan, ate pher budhapa, hun Shiromani Akali Dal budhape vich pahonch gaya hai."* (Like a person's life, first comes childhood, then youth, the vigour of youth, rising spirit, then old age. Shiromani Akali Dal reached to its maturity.) SAD's father figure, Late Prakash Singh Badal's AC Lambi, also shares almost the same emotions; however, SAD's loyalists are still in spirit with a small yet visible tagline on the back of their cars - *"proud to be Akali."* SAD is also helpless about the 2015 Beadbi incident, which took place while SAD was in power. A section of Shiromani Akali Dal supporters wants an alliance with the BJP to help the party gain ground in urban areas. In contrast, another section fears that the BJP might end up swallowing the Akali Dal this time around. Apart from this, there is also a threat looming over the Shiromani Akali Dal that its leaders and supporters may also join the AD (WPD)

The party continues to face the political consequences of the 2015 Beadbi incident, while also confronting the challenge of retaining leaders and supporters attracted by the growing influence of WPD. Opinion within the party remains divided on the question of a future alliance with the BJP, with some viewing it as politically necessary and others fearing further erosion of SAD's independent identity.

Strong Assembly Segments

Lambi, Muktsar, Gidderbaha, Jalalabad, Fazilka, Guru Har Sahai, Firozpur Rural, Patti, Tarn Taran, Khadoor Sahib, Sultanpur Lodhi, Nakodar, Shahkot, Bholath, Banga (SC), Balachaur and Talwandi Sabo.

Competitive Assembly Segments

Samrala, Sahnewal, Khanna, Amloh, Fatehgarh Sahib, Raikot (SC), Faridkot, Mukerian, Kapurthala, Bathinda Rural, Mansa and Sardulgarh.

Weak Assembly Segments

Mohali, Ludhiana city constituencies, Amritsar West, Jalandhar Central, Jalandhar North, Pathankot, Bhoa, SAS Nagar, Bathinda Urban, Sunam and Dhuri.



Other Parties

Punjab continues to provide electoral space for influential independents and smaller regional parties, particularly in constituency-specific contests. Their influence remains localised rather than statewide.

Areas of Influence

Banga (SC), Phagwara (SC), Phillaur (SC), Sham Chaurasi (SC), Malout (SC), Mehal Kalan (SC), Bassi Pathana (SC), Sultanpur Lodhi, Mukerian, Bholath, Ludhiana South, Patiala (PLC influence in 2022), and Jalandhar West (by-election).







Key Electoral Battlegrounds

The 2027 Punjab Assembly election is expected to witness intense competition across several constituencies where electoral outcomes are likely to be determined by constituency-specific dynamics rather than uniform statewide trends. The competitiveness of these seats will largely depend on candidate credibility, organisational strength, local issues, and campaign effectiveness.

High-Competition Districts

The following districts are expected to emerge as the principal electoral battlegrounds:

- Ludhiana
- Jalandhar
- Patiala
- Amritsar
- Bathinda
- Sangrur
- Gurdaspur
- Sahibzada Ajit Singh Nagar (Mohali)
- Firozpur
- Malerkotla

These districts combine urban-rural diversity, demographic variation, and multi-party competition, making them strategically important in determining the overall electoral outcome.

Urban Battlegrounds

In urban constituencies, voter preferences are expected to be shaped primarily by governance and economic performance. Key electoral issues include:

- Employment generation
- Industrial growth
- Urban infrastructure
- Traffic management and civic amenities
- Healthcare and education
- Ease of doing business
- Digital governance
- Municipal service delivery

Urban voters are increasingly evaluating governments on administrative performance and service delivery rather than traditional political affiliations.



Rural Battlegrounds

Agriculture will remain the defining electoral issue across rural Punjab. The principal concerns identified during the survey include:

- Minimum Support Price (MSP) and procurement
- Irrigation facilities
- Crop diversification
- Rising cultivation costs
- Rural infrastructure and roads
- Electricity supply
- Access to healthcare
- Rural employment opportunities

Youth-Centric Constituencies

Constituencies with a significant youth population are expected to witness issue-based voting centred on employment and economic opportunity. The major concerns include:

- Government recruitment
- Private-sector employment
- Skill development
- Entrepreneurship
- Higher education
- Digital economy opportunities
- Startup ecosystem

Constituencies with Significant Scheduled Caste Population

In constituencies with substantial Scheduled Caste populations, electoral competition is expected to revolve around the effective implementation of welfare programmes and socio-economic development.

The key issues include:

- Employment
- Education
- Social justice
- Housing
- Healthcare
- Accessibility of elected representatives
- Delivery of welfare benefits



Industrial and Commercial Constituencies

In major industrial and commercial centres, economic issues are expected to dominate electoral discourse. The principal concerns include:

- Ease of doing business
- Industrial infrastructure
- Investment climate
- Taxation stability
- Logistics and connectivity
- Employment generation

Determining Factors in Competitive Constituencies

Across Punjab's closely contested constituencies, electoral outcomes are expected to depend on a combination of local political factors, including:

- Candidate credibility
- Booth-level organisation
- Grassroots mobilisation
- Delivery of welfare programmes
- Community outreach
- Responsiveness to local issues
- Campaign execution

The relative importance of these factors will vary across constituencies, underscoring the need for region-specific and constituency-specific campaign strategies.





Major Electoral Issues

The following issues are expected to dominate political discourse and shape voter behaviour in the 2027 Punjab Assembly elections.

Drug Abuse

Drug abuse continues to be one of Punjab's most pressing public concerns. Across regions, respondents expressed dissatisfaction with the progress made in curbing the drug menace, with many believing that drug trafficking networks remain more influential than enforcement agencies. Survey responses frequently linked the supply of synthetic drugs to cross-border trafficking from Pakistan through the Majha region, including the reported use of drones. While the expansion of de-addiction and rehabilitation centres has been acknowledged, respondents largely believe that the overall problem persists.

Sacrilege and Religious Sentiment

Religious issues continue to hold significant political and emotional importance in Punjab. Respondents indicated that the handling of the 2015 sacrilege cases remains an unresolved issue. Although the Mann government introduced the Jaagat Jot Sri Guru Granth Sahib Satkar (Amendment) Act, 2026, sections of the Panthic leadership, including the Akal Takht, continue to demand stronger legal measures and further amendments.

Agricultural Distress

Agriculture remains the backbone of Punjab's economy and a defining electoral issue, particularly in rural constituencies. Farmers continue to express concerns regarding the long-term reliability of the Minimum Support Price (MSP), rising cultivation costs, irrigation, crop diversification, and the possible impact of international agricultural trade agreements on farm incomes.



Employment and Youth Migration

Employment generation remains one of the most significant concerns among younger voters. The continued migration of skilled youth for higher education and employment opportunities to countries such as Canada, Australia, the United Kingdom, Europe, and the Gulf reflects persistent concerns about economic opportunities within the state.

Law and Order

Law and order continues to be an important electoral issue, particularly in urban areas. Respondents highlighted concerns relating to organised crime, gangsterism, extortion, and public safety, with members of the business community expressing concerns over the impact of these issues on the investment climate.

Fiscal Sustainability

Punjab's high public debt remains an underlying concern among economically aware voters. Questions regarding fiscal sustainability, resource mobilisation, and the state's long-term financial capacity are expected to remain part of the broader political debate during the election.

Electoral Dynamics

The survey indicates that the following structural factors are likely to influence electoral outcomes across the state:

- Candidate selection and personal credibility.
- Constituency-level anti-incumbency against sitting legislators.
- Intensifying competition in urban constituencies.
- Continued influence of caste and community mobilisation.
- Fragmentation of votes in multi-cornered contests.
- Growing importance of digital campaigning and social media, particularly among younger voters.



Social Groups and Voting Behaviour

Women

Women have emerged as one of the most influential and increasingly independent electoral constituencies in Punjab. The Mavan-Dhiyan direct cash transfer scheme has significantly strengthened support for the AAP government, with many women continuing to register through government service centres across the state.

Survey findings indicate a generally favourable perception of Chief Minister Bhagwant Mann among women, with only limited regional variations. Their voting preferences are primarily shaped by welfare delivery, household affordability, healthcare, education, public safety, access to drinking water, and the efficiency of government services.

Youth

Punjab's youth electorate remains highly aspirational and increasingly outcome-oriented. Employment opportunities, entrepreneurship, skill development, higher education, and digital economy prospects continue to dominate their political priorities.

While many young respondents criticised the government over unemployment and the continuing drug problem, they also acknowledged greater transparency in government recruitment during recent years, particularly benefiting candidates from economically weaker backgrounds.

The growing popularity of Amritpal Singh has also contributed to the resurgence of Punjabiyyat among sections of Sikh youth, including both Jat Sikh and Mazhabi Sikh communities.

Farmers

Farmers continue to represent one of Punjab's most politically influential constituencies. Survey findings indicate broad satisfaction with improvements in irrigation infrastructure and the availability of daytime electricity, although concerns persist regarding MSP, procurement, cultivation costs, crop diversification, and the long-term impact of international agricultural trade agreements.

Support for AAP remains relatively strong among farmers, while traditional Akali Dal supporters continue to remain largely aligned with the party.



Government Employees

Government employees expressed dissatisfaction on several administrative issues. Delays in the payment of Dearness Allowance (DA), shortages of spare parts in departmental workshops, and inadequate maintenance of government vehicles—particularly in the Punjab Roadways and Electricity Department—were frequently cited during field interactions.

Urban Low-Income Voters

Urban low-income households generally expressed satisfaction with AAP's welfare initiatives. Notably, survey findings indicate that sections of economically weaker Hindu voters in Pathankot, traditionally considered a BJP stronghold, are increasingly inclined towards AAP.

Scheduled Castes (Dalits)

Scheduled Castes constitute one of Punjab's largest and most electorally significant social groups. Welfare implementation, employment opportunities, education, and the accessibility of elected representatives remain the principal factors influencing voting behaviour.

Survey findings indicate that AAP has strengthened its support among several Dalit communities through welfare initiatives. At the same time, the Congress retains the potential to consolidate support, particularly if it projects Charanjit Singh Channi as a prominent leader. The BJP continues its outreach among Ramdasia and Valmiki communities through engagement with religious deras and community organisations, although the electoral impact of these efforts remains uncertain. The RSS is implementing its five-point program, though its impact remains unclear.

Hindus

Hindu voters are concentrated primarily in Punjab's urban and semi-urban constituencies. Their electoral preferences are largely influenced by governance, infrastructure, business conditions, employment opportunities, and public services.



The survey indicates that sections of the urban business community are gradually moving towards the Congress, partly due to concerns regarding the growing prominence of Panthic politics. In constituencies such as Abohar, however, the BJP continues to retain influence among sections of Hindu Jat voters, supported by the political legacy of the Jakhar family. The party also maintains support among sections of the Valmiki community.

Jat Sikhs

Jat Sikhs continue to exercise considerable influence over Punjab's rural political landscape. Their voting behaviour is primarily shaped by agricultural policy, leadership credibility, local development, and constituency-level political factors.

Muslims

Punjab's Muslim population is concentrated primarily in Malerkotla. Survey findings indicate favourable perceptions of the AAP government's performance within the district, although a significant section of Muslim voters continues to support the Congress.

Inclusive governance, education, employment, and communal harmony remain the principal concerns influencing voting preferences within the community.

Business and Industrial Community

Entrepreneurs, traders, and industrial stakeholders consistently emphasised the need for policy stability, investment promotion, industrial infrastructure, logistics, skilled manpower, ease of doing business, and transparent governance. Economic confidence continues to shape political preferences within this segment.

NRI Influence

The Doaba region continues to reflect significant Non-Resident Indian (NRI) influence. Families with overseas connections frequently emphasised efficient governance, protection of property rights, investment facilitation, and improved public services as important electoral considerations.

Impact of the Satluj Film on the 2027 Punjab Assembly Elections

The release and subsequent controversy surrounding Satluj has made it one of the most politically significant cultural events ahead of the 2027 Punjab Assembly elections. The film, based on the life of human rights activist Jaswant Singh Khalra and the alleged extrajudicial killings during Punjab's militancy era, has reignited debate over justice, state repression, Sikh identity, and historical accountability. Its removal from an OTT platform further amplified public attention and transformed it into a political issue.

In electoral terms, the biggest direct beneficiary is not any mainstream party but Panthic and radical Sikh political formations, particularly Akali Dal (Waris Punjab De) and groups aligned with the Panthic narrative. The film has resonated strongly among rural Sikh voters, especially younger voters and those already disillusioned with mainstream politics. Analysts argue that it reinforces existing sentiments rather than creating new ones, strengthening support for parties that position themselves as defenders of Sikh identity and historical justice.

Among the mainstream parties, the Aam Aadmi Party has attempted to use the film to attack both the Indian National Congress and the Shiromani Akali Dal, arguing that both were responsible for historical injustices in different periods. However, there is limited evidence that this strategy has translated into significant electoral gains.

The Congress is arguably the most vulnerable, as the film revives memories of the militancy period and allegations linked to governments of that era. The Shiromani Akali Dal also faces challenges because many Panthic voters view it as having failed to adequately pursue justice while in power. Meanwhile, the BJP has largely remained on the defensive due to the controversy over the film's removal from streaming platforms.

As per the Mood survey, Satluj is unlikely to dramatically alter Punjab's electoral outcome on its own. However, it is expected to benefit Panthic and radical Sikh political forces the most, while putting Congress and the Akali Dal under greater scrutiny. For the mainstream parties, its impact is more likely to shape voter perceptions in select rural Sikh constituencies than produce a statewide electoral swing.





Leadership Assessment

Leadership remains one of the defining factors shaping voter preferences in Punjab. Survey findings indicate that public perception of individual leaders often differs significantly from the popularity of their respective parties.

Bhagwant Mann | Aam Aadmi Party (AAP)

Bhagwant Mann continues to be the most popular political leader in Punjab. His public approval extends across all three regions—Malwa, Majha, and Doaba—and cuts across multiple social groups.

Over the past four years, his political image has evolved considerably, with many respondents now referring to him respectfully as "Mann Sahib." While sections of the urban elite and English-speaking electorate, particularly in Chandigarh and other major cities, continue to associate him with his entertainment background, this perception has had limited impact on his popularity among the wider electorate.

The survey clearly indicates that Bhagwant Mann's personal popularity significantly exceeds that of many sitting AAP legislators, making him the party's strongest electoral asset.

Charanjit Singh Channi | Indian National Congress (INC)

Charanjit Singh Channi emerges as the second most popular political leader in Punjab. He continues to enjoy broad support among Dalit communities while also retaining acceptance across sections of other social groups.

Respondents frequently recalled his tenure as Chief Minister positively, particularly in relation to welfare-oriented initiatives. Within the Congress, he remains the party's most recognisable mass leader and one of its principal electoral strengths.

Nayab Singh Saini's (Haryana Chief Minister)

Haryana Chief Minister Nayab Singh Saini has emerged as the Bharatiya Janata Party's (BJP) most prominent campaign face in Punjab ahead of the 2027 Assembly elections. His leadership reflects the BJP's strategy of projecting a neighbouring chief minister with an OBC background and a governance-oriented image to expand the party's support beyond its traditional urban Hindu vote base.

Saini's campaign has consistently focused on governance, merit-based recruitment, law and order, drug abuse, and corruption. During his Punjab rallies, he has attacked the AAP government over alleged recruitment irregularities, unemployment, and administrative failures, attempting to draw a contrast with Haryana's governance model. His speeches are designed to appeal to Punjab's youth, government job aspirants, and middle-class voters dissatisfied with the state's employment and governance record.

Politically, Saini's presence strengthens the BJP's organisational morale and provides a credible regional face who understands the social and cultural similarities between Haryana and Punjab. His frequent visits also reinforce the BJP's narrative that it is contesting the Punjab election independently and is preparing for a long-term expansion rather than relying on alliances.

However, the electoral impact of Saini's campaign is likely to be incremental rather than transformational. While he can improve the BJP's appeal among non-Jat OBCs, urban Hindus, first-time voters, and sections seeking stronger governance, Punjab's electoral contest remains heavily influenced by local leadership, Sikh politics, agrarian issues, and anti-incumbency against the ruling government. The BJP still faces structural challenges in rural Sikh-majority constituencies, where regional parties retain deeper organisational networks.

Overall, Nayab Singh Saini's campaign is expected to enhance the BJP's vote share, improve cadre mobilisation, and strengthen the party's credibility as a serious statewide contender. However, by itself, his campaign is unlikely to fundamentally alter Punjab's electoral landscape unless complemented by strong local leadership, effective booth-level organisation, and sustained voter outreach.

Amritpal Singh | Waris Punjab De (WPD)

Amritpal Singh has emerged as one of the most influential political figures among sections of Punjab's youth. His popularity is strongest in the Majha region, the Bathinda–Mansa belt of Malwa, and parts of Fatehgarh Sahib district.

Survey findings indicate that his appeal is driven largely by his anti-drug campaign, Panthic messaging, and emphasis on Punjabiya. Although his party's statewide electoral strength remains uncertain, his personal influence has the potential to shape electoral outcomes in several constituencies.

Sukhbir Singh Badal | Shiromani Akali Dal (SAD)

Sukhbir Singh Badal continues to retain a loyal support base, particularly in parts of rural Punjab. However, respondents frequently associated his leadership with the political decline of the Shiromani Akali Dal and the continuing public impact of the 2015 sacrilege controversy.

Despite these challenges, he remains the party's principal organisational leader and continues to influence SAD's traditional support base.

Simranjeet Singh Mann | Shiromani Akali Dal (Amritsar)

Survey findings suggest that Simranjeet Singh Mann's influence within Panthic politics has declined in recent years. A section of respondents believes that younger Panthic voters who previously identified with his politics are increasingly gravitating towards Waris Punjab De.

Kewal Singh Dhillon | Bharatiya Janata Party (BJP)

Kewal Singh Dhillon's induction into the BJP has provided the party with an experienced Jatt Sikh leader in central Punjab. While he is expected to retain a measure of personal support in the Barnala region, survey findings do not indicate that his presence has translated into broader statewide popularity for the party.





CONCLUSION

The Mood study also demonstrates that Punjab no longer exhibits a uniform statewide voting pattern. Electoral outcomes are expected to vary significantly across regions and constituencies, shaped by local leadership, demographic composition, socio-economic conditions, organisational capacity, and issue-based campaigning. Malwa is expected to remain the decisive electoral battleground, while Majha and Doaba are likely to witness highly competitive multi-party contests.

Accordingly, the 2027 Punjab Assembly election cannot be viewed as a predetermined contest. While AAP currently holds a structural advantage, no political party can be considered electorally secure across the state. Relatively small shifts in vote share, candidate selection, alliance dynamics, campaign effectiveness, and local political factors could significantly influence the final outcome in a closely contested election.

In Punjab Political conditions may continue to evolve through policy decisions, alliance formations, candidate announcements, campaign developments, and unforeseen events till the notification of the Assembly election Schedule. Continuous monitoring of public sentiment, organisational preparedness, and emerging political trends will therefore remain essential throughout the election cycle.

The People's Pulse Ground Mood Survey concludes that Punjab is not witnessing a wave election but a performance election.

The electorate remains pragmatic, politically aware and increasingly demanding. Voters are rewarding visible governance while holding individual representatives accountable for their constituency-level performance. Welfare delivery has strengthened the ruling party's position, but employment, drug abuse, agriculture and local governance continue to dominate public expectations.

At the time of this survey, AAP retains a measurable electoral advantage, primarily because of Bhagwant Mann's personal popularity, the government's welfare initiatives and the absence of a fully consolidated opposition. Congress remains the only party with the organisational depth and leadership potential to convert anti-incumbency against local legislators into a broader electoral challenge, provided it presents a united front and projects a credible leadership narrative. The BJP continues to strengthen its organisational base, particularly in urban Punjab, while the Shiromani Akali Dal is engaged in a struggle to retain its traditional political space. Waris Punjab De has emerged as an important new electoral factor capable of influencing outcomes in selected Panthic constituencies.



The survey also makes it clear that the election is far from settled. A substantial proportion of voters continue to evaluate candidates rather than parties, and constituency-level contests are expected to be significantly closer than the statewide vote share may suggest. Candidate selection, booth-level organisation, campaign execution and the ability to respond effectively to local concerns during the election period will ultimately determine the final outcome.

As of the completion of the People's Pulse Ground Mood Survey, the ruling Aam Aadmi Party enters the 2027 Punjab Assembly election with a clear but not unassailable advantage. Punjab's electorate remains open to persuasion, making the coming campaign one of the most consequential and closely contested in the state's recent political history.



DISTRICT WISE POLITICAL SCENARIO

AMRITSAR DISTRICT

Amritsar is one of Punjab's most politically influential districts. It combines religious significance, urban commercial interests, rural agricultural politics, border security concerns, and tourism. Electoral behaviour in Amritsar is often shaped by a mix of governance issues, Sikh religious sentiment, urban development, employment opportunities, and candidate credibility.

Unlike many districts where one issue dominates, Amritsar presents a complex electoral environment in which urban and rural voters frequently prioritize different concerns. Urban constituencies tend to focus on business, infrastructure, tourism, and municipal services, whereas rural constituencies emphasize agriculture, procurement, irrigation, and rural development.

As on July 2026 the district remains politically competitive. AAP retains the advantages of incumbency and government visibility, but Congress continues to possess a strong grassroots organization. BJP has influence in urban Hindu-majority areas, while SAD seeks to consolidate traditional Panthic support. Waris Punjab De (WPD) could influence selected Sikh-majority constituencies through issue-based mobilization rather than broad organizational strength.

GURDASPUR DISTRICT

Gurdaspur is one of the most strategically significant districts in Punjab because of its international border with Pakistan, mixed urban-rural demography, historical political importance, and diverse social composition. Unlike districts where one party has traditionally dominated, Gurdaspur has consistently witnessed competitive elections, making it a key battleground for all major political parties.

The district's political mood is influenced by a combination of border security, agriculture, employment, infrastructure, religious institutions, and local leadership credibility. National issues tend to have greater influence here than in many interior districts due to its proximity to the international border.



As on July 2026, the district appears politically fluid. No political party enjoys an overwhelming advantage across all Assembly segments. Electoral outcomes are expected to depend heavily on candidate selection, local organizational strength, and constituency-level campaign execution.

TARN TARAN DISTRICT

Tarn Taran is one of Punjab's most politically sensitive districts due to its predominantly rural character, proximity to the international border, strong agricultural economy, and the importance of Sikh religious institutions. Compared with more urbanized districts, elections here are influenced to a greater extent by agricultural concerns, Panthic sentiment, village-level leadership, and local candidate credibility.

The district has historically witnessed intense electoral competition among the Shiromani Akali Dal (SAD), the Indian National Congress, and, more recently, the Aam Aadmi Party (AAP). The emergence of Waris Punjab De (WPD) has added another layer of competition in some areas by influencing Panthic discourse, although its electoral reach varies across constituencies.

As on mid-2026, Tarn Taran should be regarded as a competitive rural district. Local leadership, organizational strength, and voter perceptions of governance are likely to have a greater impact than statewide campaign messaging.

PATHANKOT DISTRICT

Pathankot occupies a unique position in Punjab's political landscape. Unlike many districts where agriculture is the dominant electoral issue, Pathankot's political behaviour is influenced by a combination of national security, defence establishments, border proximity, tourism, transportation, small industries, and urban governance.

As Punjab's gateway to Jammu & Kashmir and Himachal Pradesh, Pathankot has strategic importance beyond state politics. The presence of military installations, security personnel, ex-servicemen, and a sizeable urban population creates a distinct electoral profile.

Compared with other districts in the Majha region, BJP has historically performed relatively better in Pathankot, while Congress, AAP, and SAD remain competitive depending on constituency-specific dynamics.

The 2027 election is expected to be shaped more by local candidates, governance, infrastructure, employment, and security-related issues than by broad ideological narratives.

JALANDHAR DISTRICT

Jalandhar is one of the most politically significant districts in Punjab and is often regarded as the political bellwether of the Doaba region. It is characterized by a unique blend of urban industrialization, rural agriculture, a large Scheduled Caste population, a strong Non-Resident Indian (NRI) connection, and a rapidly evolving middle class.

Unlike the predominantly agrarian politics of Majha and parts of Malwa, electoral behaviour in Jalandhar is influenced by employment, industry, education, migration, municipal governance, entrepreneurship, and social justice.

The district remains highly competitive. AAP has benefited from welfare delivery and governance visibility, Congress retains a deep organizational network and historical support among Scheduled Caste communities, BJP is steadily expanding in urban areas, while SAD seeks to rebuild its traditional base.

Jalandhar is expected to be one of the most closely watched districts during the 2027 Assembly election because relatively small swings in urban and Scheduled Caste voters can significantly affect the overall electoral outcome.

HOSHIARPUR DISTRICT

Hoshiarpur is one of Punjab's most politically diverse districts, distinguished by its high Scheduled Caste population, mixed plains-and-hill geography, significant overseas migration, horticulture, and relatively high literacy levels. Unlike districts where a single political issue dominates, Hoshiarpur voters tend to evaluate governments on a combination of employment, education, infrastructure, agriculture, social welfare, and local leadership.

The district has historically witnessed close contests between Congress and the Shiromani Akali Dal (SAD), while AAP has emerged as a major force after 2022. BJP continues to maintain influence in several urban and mixed constituencies but faces limitations in rural Sikh-majority areas.

As on mid-2026, Hoshiarpur should be viewed as a highly competitive district where local candidates, organizational strength, and community outreach are expected to play a decisive role.

KAPURTHALA DISTRICT

Kapurthala is one of the most politically balanced districts in the Doaba region, combining agricultural prosperity, industrial activity, religious importance, and a substantial Scheduled Caste population. The district occupies a strategic position because it reflects many of the broader political trends emerging across Doaba while also exhibiting unique constituency-level dynamics.

The district includes Sultanpur Lodhi, one of Sikhism's most important religious centers, giving religious institutions and heritage-related issues greater political significance than in many other districts.

Electoral competition in Kapurthala is generally shaped by:

- Agriculture
- Employment
- Industrial development
- Scheduled Caste representation
- Education
- Rural infrastructure
- Local candidate credibility

Unlike districts dominated by one political party, Kapurthala has historically witnessed competitive contests between Congress, SAD, and more recently AAP. BJP remains influential in selected urban pockets and among sections of traders and professionals.

As on July 2026, Kapurthala should be categorized as a highly competitive swing district where constituency-level factors are expected to outweigh statewide political narratives.

SHAHEED BHAGAT SINGH NAGAR (NAWANSHAHR) DISTRICT

Shaheed Bhagat Singh Nagar (formerly Nawanshahr) is one of the most socio-economically advanced districts in Punjab and holds considerable political importance within the Doaba region. The district is characterized by high literacy, a substantial Non-Resident Indian (NRI) population, significant overseas remittances, a large Scheduled Caste population, diversified agriculture, and an increasingly educated youth electorate.

Unlike districts where caste or agricultural issues overwhelmingly dominate electoral politics, voters in SBS Nagar tend to evaluate political parties through a broader lens that includes employment generation, quality education, healthcare, infrastructure, governance efficiency, migration, and economic opportunities.

Historically, Congress and the Shiromani Akali Dal (SAD) maintained strong organizational networks in the district. Since 2022, AAP has expanded its presence considerably through governance-focused messaging and welfare initiatives. BJP continues to build support among urban professionals, traders, and sections of the middle class.

As on July 2026, SBS Nagar should be considered a highly competitive district with no single dominant political force, making candidate quality, constituency organization, and local governance performance especially important.

LUDHIANA DISTRICT

Ludhiana is the economic capital of Punjab and one of the most politically influential districts in the state. With the highest concentration of industries, a large urban electorate, extensive migrant labor, a strong entrepreneurial culture, and significant rural agricultural areas, Ludhiana presents one of the most complex electoral landscapes in Punjab.

Unlike predominantly agrarian districts, electoral outcomes in Ludhiana are shaped by a combination of industrial growth, employment, business confidence, urban governance, pollution, infrastructure, agriculture, and public service delivery. The district contains both densely populated urban constituencies and agriculturally prosperous rural constituencies, requiring political parties to adopt differentiated campaign strategies.

Historically, Congress has maintained a strong presence in Ludhiana's urban politics, while SAD has been influential in surrounding rural constituencies. BJP has traditionally enjoyed support among traders, industrialists, and urban Hindu voters. Since 2022, AAP has significantly expanded its footprint by emphasizing governance reforms and welfare delivery.

As on July 2026, Ludhiana remains one of the most electorally competitive districts in Punjab, where candidate selection, organizational strength, and governance performance are likely to outweigh broad ideological narratives.

MOGA DISTRICT

Moga is one of the most politically influential rural districts in the Malwa region and has long been regarded as a key battleground in Punjab Assembly elections. The district is characterized by high agricultural productivity, a predominantly rural electorate, cooperative institutions, dairy farming, and politically active village communities.

Unlike Punjab's major urban districts, electoral politics in Moga is driven primarily by agriculture, rural infrastructure, employment, education, youth migration, and the personal credibility of local political leaders. Candidate accessibility, village-level networks, and organizational strength play a more decisive role than large-scale media campaigns.

Historically, Moga has witnessed intense competition among the Shiromani Akali Dal (SAD), Congress, and, more recently, AAP. BJP has been gradually strengthening its organizational presence but continues to face structural limitations in rural Sikh-majority constituencies.

As on July 2026, Moga should be classified as a highly competitive rural district, with constituency-level factors expected to determine electoral outcomes.

FIROZPUR DISTRICT

Firozpur is one of Punjab's most strategically significant border districts, sharing a long international boundary with Pakistan. The district occupies an important position in Punjab's political landscape due to its combination of border security concerns, predominantly rural demographics, agriculture-based economy, military presence, historical significance, and cross-border challenges.

Unlike Punjab's industrial districts, electoral politics in Firozpur is heavily influenced by agriculture, irrigation, border management, rural infrastructure, national security, narcotics trafficking, and employment opportunities. The district's proximity to the international border makes security-related issues more salient than in many interior districts.

Historically, Firozpur has witnessed competitive elections between the Shiromani Akali Dal (SAD), Congress, and, more recently, AAP. BJP's political messaging on national security resonates with sections of the electorate, although it faces structural challenges in expanding across many rural Sikh-majority constituencies.

As on July 2026, Firozpur should be classified as a highly competitive border district, where local candidate credibility, village-level organization, and perceptions of governance are likely to determine electoral outcomes.

FAZILKA DISTRICT

Fazilka is Punjab's southwestern border district and occupies a strategically important position due to its international border with Pakistan, agriculture-based economy, cotton cultivation, canal irrigation network, and predominantly rural electorate. The district presents a distinct political environment where border security, agricultural sustainability, irrigation, employment, and rural development intersect.

Compared with the central districts of Punjab, Fazilka faces unique developmental challenges arising from its geographic location, climatic conditions, and dependence on agriculture. Electoral outcomes are therefore influenced by both governance performance and constituency-level leadership.

Historically, the district has witnessed competitive contests among the Indian National Congress, Shiromani Akali Dal (SAD), and more recently the Aam Aadmi Party (AAP). The Bharatiya Janata Party (BJP) continues to expand its organizational footprint, particularly in urban pockets and among traders, while Waris Punjab De (WPD) has limited but localized visibility.

As on July 2026, Fazilka should be regarded as a competitive rural border district where elections are expected to be decided primarily by agricultural issues, village-level mobilization, candidate credibility, and perceptions of governance.

SRI MUKTSAR SAHIB DISTRICT

Sri Muktsar Sahib is one of the most politically significant rural districts in the Malwa region. The district holds both electoral and religious importance, owing to its association with Sikh history and its predominantly agrarian economy. Politics in Muktsar is influenced by a combination of agriculture, Panthic sentiment, irrigation, rural development, youth employment, and local leadership networks.

Unlike Punjab's urban districts, electoral outcomes in Sri Muktsar Sahib are heavily shaped by village-level mobilization, candidate accessibility, and long-standing social relationships. Agricultural prosperity, water availability, and crop profitability remain central concerns for the electorate.

Historically, the district has been a strong arena of competition between the Shiromani Akali Dal (SAD) and the Indian National Congress, with AAP emerging as a major political force after the 2022 Assembly elections. The Bharatiya Janata Party (BJP) continues to expand its organization but remains relatively stronger in urban segments than in rural Sikh-majority constituencies.

As on July 2026, Sri Muktsar Sahib should be classified as a highly competitive rural district, where constituency-level dynamics and organizational strength are expected to play a decisive role.

FARIDKOT DISTRICT

Faridkot is one of the politically significant districts in the Malwa region, characterized by its predominantly rural electorate, strong agricultural base, sizeable Scheduled Caste population, expanding educational institutions, and growing healthcare infrastructure. Although smaller in geographic size than many Malwa districts, Faridkot has historically played an important role in Punjab's electoral politics due to its socially diverse voter base and highly competitive Assembly constituencies.

Unlike border districts where security concerns are prominent or industrial districts where employment dominates political discourse, electoral politics in Faridkot is shaped primarily by agriculture, healthcare, education, employment, rural infrastructure, social welfare, and constituency-level leadership.

Historically, the district has witnessed competitive contests among the Indian National Congress, Shiromani Akali Dal (SAD), and, more recently, the Aam Aadmi Party (AAP). BJP has gradually expanded its organizational network in urban areas and among traders but continues to face structural limitations in many rural Sikh-majority constituencies.

As on July 2026, Faridkot should be classified as a highly competitive rural district, with electoral outcomes expected to depend heavily on local candidates, grassroots organization, and perceptions of governance.

BATHINDA DISTRICT

Bathinda is one of the most politically influential and strategically significant districts in Punjab. As the political heartland of the Malwa region, the district has played a central role in shaping state politics for several decades. It combines large-scale agriculture, major industrial infrastructure, an expanding urban economy, strategic energy assets, military presence, and a politically aware electorate.

Bathinda is also significant because of its historical association with prominent political leadership and its role as a major electoral battleground. The district has witnessed intense competition among the Shiromani Akali Dal (SAD), Indian National Congress, Aam Aadmi Party (AAP), and Bharatiya Janata Party (BJP). Electoral contests here often attract statewide attention because they are viewed as indicators of broader political trends in the Malwa region.



Unlike many districts where a single issue dominates, voters in Bathinda evaluate governments on a combination of:

- Agriculture.
- Employment.
- Industrial development.
- Urban infrastructure.
- Education.
- Healthcare.
- Water management.
- Governance performance.

As on July 2026, Bathinda should be classified as a very high-priority electoral district where organizational strength, candidate selection, and constituency-level performance are likely to determine outcomes.

MANSA DISTRICT

Mansa is one of the most politically sensitive agrarian districts in Punjab and occupies a prominent place in the state's political landscape due to its cotton-based agricultural economy, strong farmer activism, sizeable Scheduled Caste population, rural electorate, and history of competitive elections. Located in the southern Malwa region, Mansa has often served as an important indicator of rural political sentiment across Punjab.

Unlike districts where urbanization significantly shapes electoral outcomes, Mansa remains overwhelmingly rural. Political discourse is dominated by agriculture, MSP, irrigation, crop diversification, rural employment, social welfare, education, and healthcare. Farmer organizations and local community institutions continue to influence public opinion, making grassroots engagement particularly important for political parties.

Historically, the district has seen intense competition among the Indian National Congress, Shiromani Akali Dal (SAD), and the Aam Aadmi Party (AAP). The Bharatiya Janata Party (BJP) continues to expand its presence but faces structural challenges in many rural constituencies. Smaller Panthic and independent candidates occasionally influence electoral margins through localized support.

As on July 2026, Mansa should be classified as a very high-priority rural battleground, where candidate credibility, farmer outreach, organizational strength, and constituency-level performance are expected to determine electoral outcomes.

SANGRUR DISTRICT

Sangrur is one of the most politically significant districts in Punjab and occupies a central place in the state's electoral landscape. Situated in the heart of the Malwa region, the district combines a large rural electorate, important urban centers, a strong agricultural economy, educational institutions, cooperative networks, and a politically active population. In recent years, Sangrur has acquired even greater political significance due to its association with the state's current political leadership and its role in shaping statewide political narratives.

Unlike districts dominated by a single issue, Sangrur presents a balanced electoral landscape where voters evaluate governments on agriculture, employment, education, healthcare, industrial development, urban infrastructure, governance, and public service delivery. The district contains both prosperous agricultural regions and areas facing challenges related to employment generation and rural development.

Historically, Sangrur has witnessed intense political competition among the Shiromani Akali Dal (SAD), Indian National Congress, Aam Aadmi Party (AAP), and Bharatiya Janata Party (BJP). Electoral outcomes in the district often influence political momentum across the broader Malwa region.

As on July 2026, Sangrur should be classified as a very high-priority electoral district, where governance performance, candidate credibility, grassroots organization, and constituency-level dynamics are expected to determine electoral outcomes.



BARNALA DISTRICT

Barnala is one of the strategically important districts in the Malwa region, characterized by its predominantly rural electorate, strong agricultural economy, expanding urban center, cooperative institutions, and politically aware population. Although geographically smaller than several neighboring districts, Barnala has consistently remained electorally significant because of its competitive political environment and its influence on the wider political mood in central Malwa.

The district represents a blend of traditional agrarian politics and emerging governance-oriented voting behaviour. Agriculture continues to dominate electoral discourse, but issues such as employment, education, healthcare, industrial investment, urban infrastructure, and welfare delivery have become increasingly important among younger and urban voters.

Historically, Barnala has witnessed competitive elections among the Shiromani Akali Dal (SAD), Indian National Congress, Aam Aadmi Party (AAP), and, to a lesser extent, the Bharatiya Janata Party (BJP). Electoral outcomes have often been influenced by local leadership, organizational strength, and constituency-level campaign effectiveness rather than statewide political trends alone.

As on July 2026, Barnala should be classified as a highly competitive district, where candidate credibility, grassroots organization, governance performance, and farmer outreach are expected to determine electoral outcomes.

PATIALA DISTRICT

Patiala is one of the most politically influential, administratively significant, and electorally diverse districts in Punjab. As the former princely capital of the Patiala State, the district combines historical prestige, a major urban center, a large rural electorate, higher educational institutions, industrial activity, defence establishments, and a strong agricultural economy. Its diverse demographic composition makes it one of the most complex electoral battlegrounds in the state.

Unlike many districts where elections are primarily driven by agrarian issues, Patiala presents a multi-dimensional electoral landscape. Voters evaluate political parties based on agriculture, employment, industrial development, education, healthcare, urban infrastructure, law and order, governance, environmental concerns, and public service delivery. Urban and rural constituencies often display distinct electoral priorities, requiring political parties to adopt differentiated campaign strategies.

Historically, Patiala has been a major political battleground for the Indian National Congress, Shiromani Akali Dal (SAD), Aam Aadmi Party (AAP), and Bharatiya Janata Party (BJP). The district has produced several prominent political leaders and continues to receive significant attention from all major parties during Assembly elections.

As on July 2026, Patiala should be classified as a Tier-I strategic electoral district, where constituency-specific dynamics, leadership credibility, organizational capacity, and governance performance are expected to be the decisive factors.

FATEHGARH SAHIB DISTRICT

Fatehgarh Sahib is one of Punjab's most historically and religiously significant districts while also serving as an important agricultural and educational center in central Punjab. The district combines deep Sikh religious heritage, a predominantly rural electorate, expanding educational institutions, a growing industrial corridor along the Sirhind–Mandi Gobindgarh belt, and a politically aware population.

Although geographically smaller than several neighboring districts, Fatehgarh Sahib occupies an outsized place in Punjab's political landscape because of its symbolic importance and its location between the Malwa and central Punjab regions. Electoral behaviour is shaped by a combination of agriculture, employment, education, industrial development, religious tourism, healthcare, governance, and welfare delivery.

Historically, the district has witnessed closely contested elections among the Indian National Congress, Shiromani Akali Dal (SAD), Aam Aadmi Party (AAP), and Bharatiya Janata Party (BJP). Voting behaviour often reflects a balance between local development issues and broader political narratives.

As on July 2026, Fatehgarh Sahib should be classified as a high-priority competitive district, where local leadership, constituency-level organization, governance performance, and community outreach are expected to determine electoral outcomes.

SAHIBZADA AJIT SINGH NAGAR (S.A.S. NAGAR / MOHALI) DISTRICT

Sahibzada Ajit Singh Nagar (S.A.S. Nagar), commonly known as Mohali, is one of Punjab's most urbanized, economically dynamic, and strategically important districts. Located adjacent to Chandigarh and forming a major part of the Chandigarh Tricity Region, the district represents the changing face of Punjab, where information technology, real estate, higher education, healthcare, manufacturing, services, and urban governance increasingly shape political preferences alongside traditional rural concerns.

Unlike predominantly agrarian districts, Mohali presents a highly diversified electoral landscape. Urban professionals, IT employees, entrepreneurs, students, government employees, industrial workers, farmers, and residents of rapidly expanding residential townships all contribute to a politically heterogeneous electorate.

The district's rapid urbanization has shifted political discourse toward employment generation, infrastructure, urban planning, traffic management, environmental sustainability, housing, law and order, education, healthcare, digital governance, and investment promotion, while agriculture and land acquisition continue to influence rural Assembly segments.

Historically, Mohali has been a competitive district for the Indian National Congress, Shiromani Akali Dal (SAD), Aam Aadmi Party (AAP), and Bharatiya Janata Party (BJP). The district has often reflected broader shifts in Punjab's urban political landscape, making it one of the state's most closely watched electoral battlegrounds.

As on July 2026, S.A.S. Nagar should be classified as a Tier-I strategic electoral district, where governance performance, urban infrastructure, economic development, candidate credibility, and organizational capacity are expected to determine electoral outcomes.

RUPNAGAR (ROPAR) DISTRICT

Rupnagar (Ropar) is one of Punjab's most strategically important districts due to its religious significance, environmental importance, educational institutions, industrial development, hydroelectric infrastructure, and diverse socio-economic profile. Situated along the Sutlej River and serving as the gateway to the Shivalik foothills and Himachal Pradesh, the district combines agriculture, industry, tourism, education, and government employment, creating a politically diverse electorate.

Unlike many districts in the Malwa region that are primarily driven by agricultural concerns, Rupnagar presents a mixed urban-rural electoral landscape, where governance is assessed through a combination of rural development, industrial growth, education, environmental conservation, employment, infrastructure, and public service delivery.

The district also derives considerable political significance from the presence of Anandpur Sahib, one of Sikhism's holiest cities, making religious heritage and tourism important components of local development discussions.

Historically, Rupnagar has witnessed competitive elections among the Aam Aadmi Party (AAP), Indian National Congress, Shiromani Akali Dal (SAD), and Bharatiya Janata Party (BJP). Constituency-level factors and candidate credibility have often played a decisive role in determining electoral outcomes.

As on July 2026, Rupnagar should be classified as a high-priority competitive district, where governance performance, environmental management, rural outreach, and urban infrastructure are expected to be the principal determinants of electoral success.

MALERKOTLA DISTRICT

Malerkotla is Punjab's youngest district, officially established in 2021, and occupies a unique place in the state's political and social landscape. The district is distinguished by its rich historical legacy, communal harmony, significant Muslim population, predominantly agrarian economy, expanding urban center, and strategically important location within the Malwa region. Unlike any other district in Punjab, Malerkotla's demographic composition and historical identity create a distinct electoral environment where governance, development, social cohesion, and economic opportunities assume particular importance.

The district's economy is driven primarily by agriculture, horticulture, small-scale industries, retail trade, transport, dairy farming, and government services. While agriculture remains the backbone of the rural economy, urban voters increasingly focus on employment, education, healthcare, civic infrastructure, and business opportunities.

Historically, the region that now constitutes Malerkotla has witnessed electoral competition primarily among the Indian National Congress, Aam Aadmi Party (AAP), Shiromani Akali Dal (SAD), and Bharatiya Janata Party (BJP). Local leadership, community engagement, governance performance, and constituency-level organization have generally played a greater role than statewide political trends.

As on July 2026, Malerkotla should be classified as a high-priority emerging district, where development aspirations, inclusive governance, employment generation, and effective grassroots organization are expected to be the principal determinants of electoral outcomes.









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