

PRESS RELEASE

FOR IMMEDIATE RELEASE

DHAKA, January 30, 2026, INNOVISION Consulting today released the findings of “People’s Election Pulse Survey (PEPS), Round 3”. The findings were presented at a press conference in Dhaka.

Mr. Md. Rubaiyath Sarwar, Managing Director of INNOVISION Consulting and Lead of the Survey, presented the key findings of Round 3, which focus on voter intentions and public perceptions related to the electoral environment ahead of the February 2026 election. Round 3 is designed to provide a comparative view by tracking changes in opinions among respondents previously interviewed in earlier rounds, while noting that public perceptions can evolve as election-related developments unfold.

Survey background and purpose: People’s Election Pulse is a periodic opinion poll designed to capture voting-age population’s perceptions and stated choices on selected indicators related to politics, economics, and social development. Some questions are repeated across rounds to track trends, while others are revised or added to reflect the context at the time of data collection.

Round timing: Round 3 (R3) was conducted in January 16-27, 2026 as a panel survey via phone calls using randomized samples from Round 1 (February 19–March 3, 2025) and Round 2 (September 2–15, 2025) respondents.

Funding and collaboration: INNOVISION Consulting is an international advisory, management consulting, research, and technical assistance firm. The People’s Election Pulse Survey is a social research initiative of Innovision. The survey is funded, designed, and administered by Innovision Consulting with outreach and technical assistance support from BRAIN and Voice for Reform. BRAIN and Voice for Reform also co-funded Round 3 survey.

Methodology: The total achieved sample size of Round 3 is 5,147. This sample is drawn from a combined sampling frame of 20,080 respondents from R1 and R2. Respondents were selected using stratified simple random sampling, with stratification by administrative division, gender, age group, and urban/rural residence, followed by random selection within strata. Primary Sampling Units (PSUs) included villages and mouzas in rural areas and mohollas in urban areas, with 500 PSUs selected nationwide. To achieve the final sample, 15,649 phone calls were made, resulting in an attrition rate of 68%. Systematic assessments were conducted through-out the data collection process to rule out systematic biases because of the attrition. Data were collected using Computer-Assisted Telephone Interviewing (CATI) by trained enumerators. A structured, pre-tested Bangla questionnaire was administered using KoboCollect, with built-in skips, validations, and real-time data capture. Quality assurance included live call monitoring, random call audits, daily review of completed interviews, and checks for interview duration and data consistency. Post-survey weighting was applied using 2022 Bangladesh Census data, calibrated by division and gender to support representative reporting.

The Sample distribution is as follows:

By Division: Barishal (6.1%), Chattogram (20.5%), Dhaka (25.8%), Khulna (10.4%), Mymensingh (7.5%), Rajshahi (12.2%), Rangpur (10.4%), Sylhet (7.1%).

By Gender: Male (58.1%), Female (41.9%)

By Age Groups: Gen Z (38.3%), Millennials (35.0%), Gen X (19.6%), Boomers + (7.0%)

By Location: Rural (68.5%), Urban (31.5%)

Key findings:

The report presented the findings in several key segments:

Innovision Consulting Private Limited

Bangladesh
The Alliance Building (3rd floor),
63/ka Pragati Sarani, Baridhara, Dhaka 1212

Telephone: +880 2550 48522
E-mail: info@innovision-bd.com
Website: www.innovision-bd.com

1) Voting intention for the February election: An overwhelming majority of respondents reported an intention to vote in February. Out of 5,147 respondents, 93.3% said they would vote. Among panel respondents, a high share of those who previously said they would vote again reported that they would vote (96.1%). Notably, a large share of those who previously said they would not vote (78.5%) now reported an intention to vote, and 89.7% of those who previously did not reveal their preference now reported they would vote. Voting intention is reported as comparatively lower among Gen Z respondents than among other age groups, while still remaining high overall.

2) Referendum awareness and decision: When asked about the referendum, nearly 60% indicated support for “Yes”, while 22% said they were not aware of it. Patterns of awareness and preference vary across demographic and political subgroups, and similar trends are observed when analyzing Round 2 panel samples.

3) Perceptions of election administration and impartiality: A higher proportion of Round 3 respondents (72.3%) reported that they believe the government will be able to organize a fair election, compared to Round 2. Respondents were also asked about impartial performance by institutions in their localities: confidence in impartial policing and administration increased to 74.4% in Round 3 compared to Round 2. These results reflect respondent perceptions at the time of the survey.

4) Perceived safety at polling centers: Perceptions about voting safety improved in Round 3. 82% expressed confidence about casting votes safely, up from 78% in the previous round.

5) Perceptions of political clashes: Respondents differentiated between local and national conditions, while many reported that political clashes are not occurring at high levels in their own localities, they were more likely to report that election-related clashes are occurring at a higher level nationally. This indicates a gap between local experience and national-level perceptions.

6) Locality-level expectations about likely winners: When asked which party’s candidate would win in their area if the election were held tomorrow, 52.9% identified a BNP candidate, while 23.8% said they cannot say. The data indicate that a substantial share of voters remain uncertain about the likely constituency outcome. Among Round 2 panel samples, the share identifying BNP as likely to win increased by 7.5 percentage points, compared with 1.10 percentage points for Bangladesh Jamaat-e-Islami.

7) Expectation about future Prime Minister: 47.6% of the respondents think Tarique Rahman will be the future Prime Minister of Bangladesh while 22.5% think Shafiqur Rahman will be the future Prime Minister. 2.7% Identified Nahid Islam as the future Prime Minister of Bangladesh. However, 22.2% of the respondents said they do not know who the future Prime Minister will be. This shows that strong share of the voters still has uncertainty about the election outcomes.

8) Whether voters have decided which party to vote for: 74.2% reported that they have decided which party they will vote for higher than in previous rounds. However, 69.7% of the female respondents have reported that they are still to decide who to vote. In contrast, 77.5% of the male respondents reported they have decided who they will vote for.

9) Shift in voting preference: The survey finds shift in voter’s preferences to votes between round 3 and the earlier rounds. Generally, the survey finds that that BNP is holding its base and are also getting more votes from those who previously expressed they will vote for Jamaat or NCP. Even though there is shift from BNP to Jamaat and Jamaat to BNP, the net shift is more for Jamaat which has affected its current share of votes. BNP is significantly gaining from Awami League Votes. It also appears that some Jamaat voters are not revealing their preference in round 3. The data shows more volatility in Jamaat’s

vote camp if compared to BNP. Also, it is likely that the coalition of Jamaat and NCP has costed some portion of the NCP votes to go to BNP.

10) Distribution of Awami League Votes: The survey finds that 32.9% of the previous Awami League voters are likely to vote for BNP and 13.20% are likely to vote for Jamaat. 41.3% of the previous Awami League voters reported they are still undecided.

11) Who the voters will vote for? The survey finds that among the voters who have decided about their party preference, BNP and alliance is likely to get 52.8% of the votes, Jamaat and alliance are likely to get 31% of the votes. 13.20 did not reveal their preference.

12) What is causing a surge in BNP votes? The survey finds that BNP is getting more votes than Jamaat from the previously undecided and unrevealed votes. Of the 52.8% votes for BNP, 26.6% has come from previously undecided and unrevealed voters. Of the 31% votes for Jamaat, 14.1% have come from previously undecided and unrevealed voters. The survey also finds that Tarique Rahman's homecoming, Khaleda Zia's death have caused large percentage of the previously undecided and unrevealed voters to shift to BNP.

13) Effect of the Jamaat and NCP alliance on the survey findings: More voters are less aware of Jamaat and NCP candidates if compared to the BNP candidates. It is possible that the survey results are affected as Jamaat and NCP are contesting in more concentrated seats while the survey is aggregating national results. The survey concludes that there is volatility in the vote camps and the nature of the campaign strategy could mean that the margin between BNP and Jamaat alliance is likely to come down affecting the overall seat share between the two alliances.

Mr. Md. Rubaiyath Sarwar presented the survey findings. The discussion featured Dr. Asif M. Shahan (Professor, Department of Development Studies, University of Dhaka), Fahim Mashroor (Joint Convener, Voice for Reform), Shafiqul Rahman (Executive Director, BRAIN), Jyoti Rahman (Political Analyst and Member, BRAIN), Tasmiah Rahman (Portfolio Director, INNOVISION Consulting).

Access the Reports and Presentation: Materials for PEPS Round 3 (presentation) are available through the official distribution channels of Innovision Consulting. Scan the QR code to access the presentation of the findings from PEPS Round 3.

