ELECTION 2026: ANYBODY'S GAME?

PEOPLE'S ELECTION PULSE SURVEY ROUND 3

January 30, 2026

A Social Research Initiative of Innovision Consulting

In Association With

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People's Election Pulse is an opinion poll survey designed to capture voting age population's perceptions and choices on indicators related to politics, economics and social development.

It is a periodic survey with some questions that are repeated while other questions are revised or added to capture the status of quo of 'time.'

People's Election Pulse Survey: Round 3 (R3)

The People's Election Pulse Survey is a flagship social research initiative of INNOVISION.

Round 3 (R3) is a panel survey conducted via phone calls on randomized samples from Round 1 (R1) and Round 2 (R2) to assess shifts in voter's pulse.

Round 2 was conducted from September 2–15, 2025, while Round 1 was conducted from February 19 to March 3, 2025.

The survey is funded, designed and administered by Innovision. The survey is confounded and supported by BRAIN and Voice for Reform.

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Round 3: Pulse Points

Voter Turnout

Perception about Referendum

Law & Order Situation

Perception About Impartial Election

Decision to Vote

Party Preference

Methodology of The Study

Methodology of People's Election Pulse Survey: Round 3 (R3)

1. Round 3 was a nationwide **panel survey.** We drew randomized samples from respondents interviewed in **Round 1 (February 2025)** and **Round 2 (September 2025)** of the People's Election Pulse Survey.

1. Respondents for Round 3 were selected from the combined Round 1 and Round 2 sampling frames using a **stratified simple random sampling method.**

1. Stratification was conducted by **administrative division, gender, age group, and urban-rural residence,** after which random selection was applied within each stratum.

4. Primary Sampling Units (PSUs) consisted of **villages and mouzas in rural areas** and **mohollas in urban areas**, with a total of **500 PSUs selected nationwide**.

5. The sampling frame included **20,080 respondents** from the previous two rounds.

6. Using this sampling approach, **5,147 completed interviews** were successfully conducted, exceeding the initial target of **5,000 respondents**.

7. Data were collected from 16-27 January, 2026

Methodology of People's Election Pulse Survey: Round 3 (R3)

8. To achieve the final sample size, **15,649 phone calls** were made, resulting success rate of 33%

9. Data were collected using **Computer-Assisted Telephone Interviewing (CATI),** following comprehensive training provided to qualified data enumerators.

10. A **structured and pre-tested Bangla questionnaire** was administered, incorporating built-in skips, validation checks, and real-time data capture through the **KoboCollect** application.

11**. Live call monitoring, random call audits, daily review of completed interviews**, and checks on **interview duration and data consistency** were implemented as part of data quality assurance.

12**. Post-survey weighting** was applied to adjust for sample imbalances, using **2022 Bangladesh Census data,** with calibration by **division and gender** to ensure representative and generalizable results.

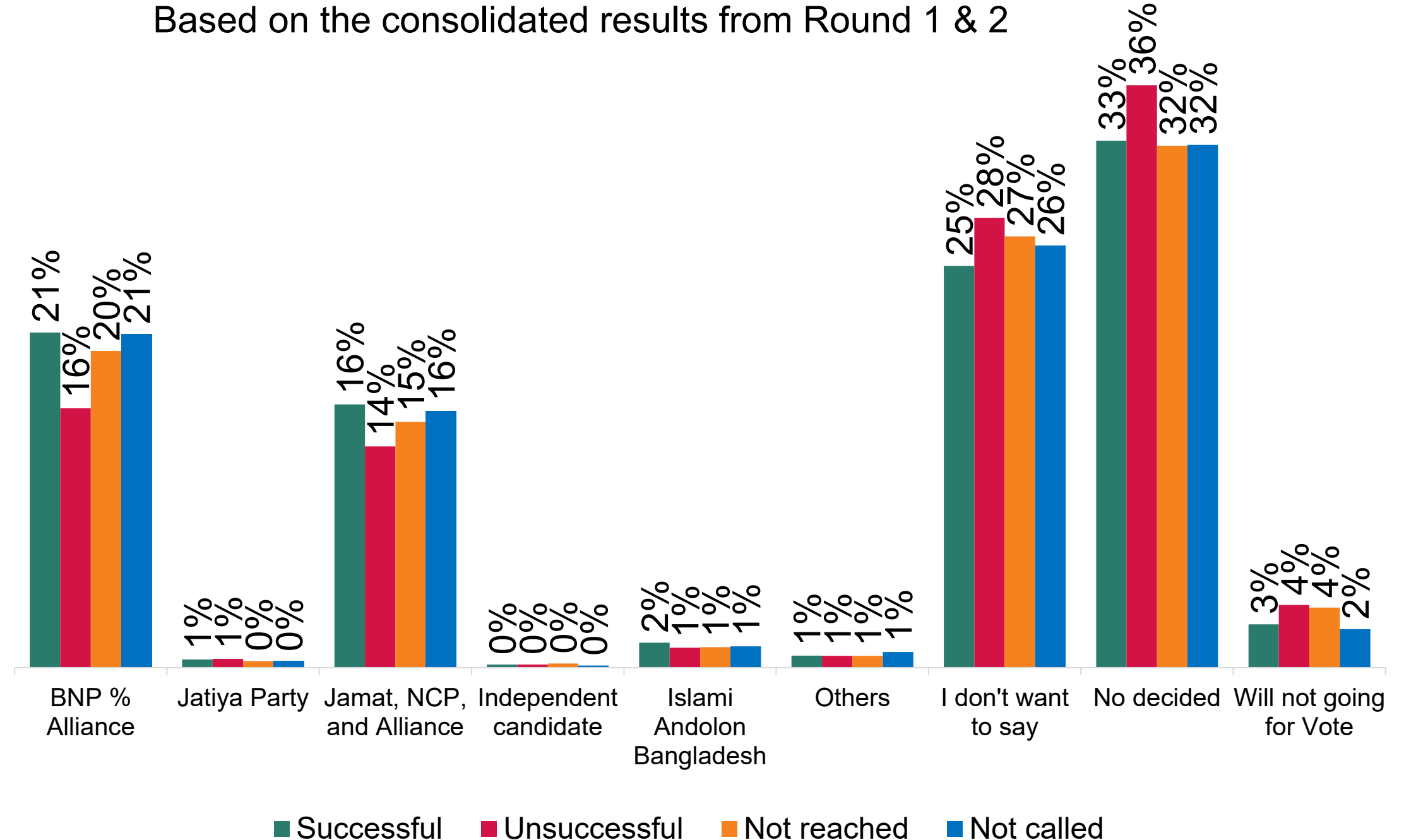# Methodology of People's Election Pulse Survey: Round 3 (R3)

From the combined list of **20,080 respondents** from Round 1 and Round 2, **15,649 people were contacted** for Round 3. Out of them, **5,147 interviews were successfully completed**.

We examined whether the respondents who did not receive the phone have any systematic bias. We compared Round 1 and Round 2 responses of the following categories of samples:

- ➤ respondents who were successfully interviewed,
- ➤ respondents with whom interviews were unsuccessful,
- ➤ those who could not be reached, and
- ➤ those who were not contacted in Round 3.

The analysis shows that there is no systematic bias on the samples that could not be reached.

Based on the consolidated results from Round 1 & 2

Bar chart showing percentages by category:

Category	Successful	Unsuccessful	Not reached	Not called
BNP % Alliance	21%	16%	20%	21%
Jatiya Party	1%	1%	0%	0%
Jamat, NCP, and Alliance	16%	14%	15%	16%
Independent candidate	0%	0%	0%	0%
Islami Andolon Bangladesh	2%	1%	1%	1%
Others	1%	1%	1%	1%
I don't want to say	25%	28%	27%	26%
No decided	33%	36%	32%	32%
Will not going for Vote	3%	4%	4%	2%

Legend: ■ Successful ■ Unsuccessful ■ Not reached ■ Not called

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Methodology of People's Election Pulse Survey Round 3 (R3)

Sample Distribution

Divisional Distribution of Samples

Divisions	Samples
Dhaka	25.8%
Chattogram	20.5%
Rajshahi	12.2%
Khulna	10.4%
Rangpur	10.4%
Mymensingh	7.5%
Sylhet	7.1%
Barishal	6.5%

Distribution of Samples by Age Groups

Age Group	Samples
Gen Z	38.3%
Millennials	35.0%
Gen X	19.6%
Boomers	7.0%

Gendered Distribution of Samples

Male	58.1%
Female	41.9%

Distribution of Samples by Location

Rural	68.5%
Urban	31.5%

Total Sample: 5147

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Will You Vote In This February Election?
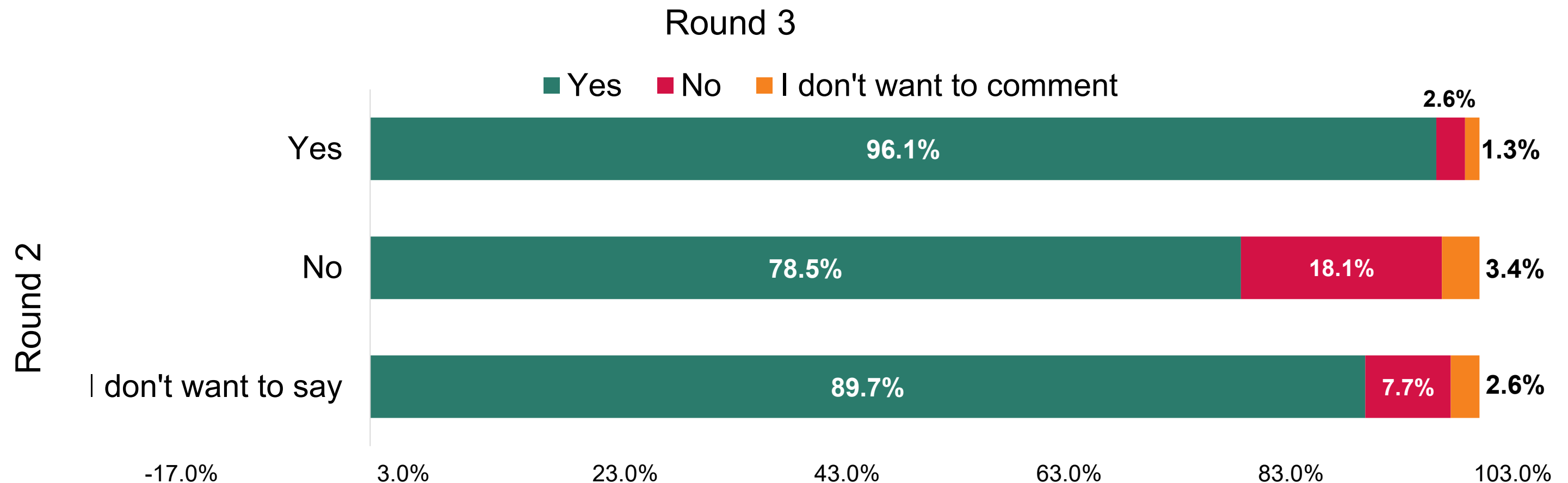
Voting Intention

Overall
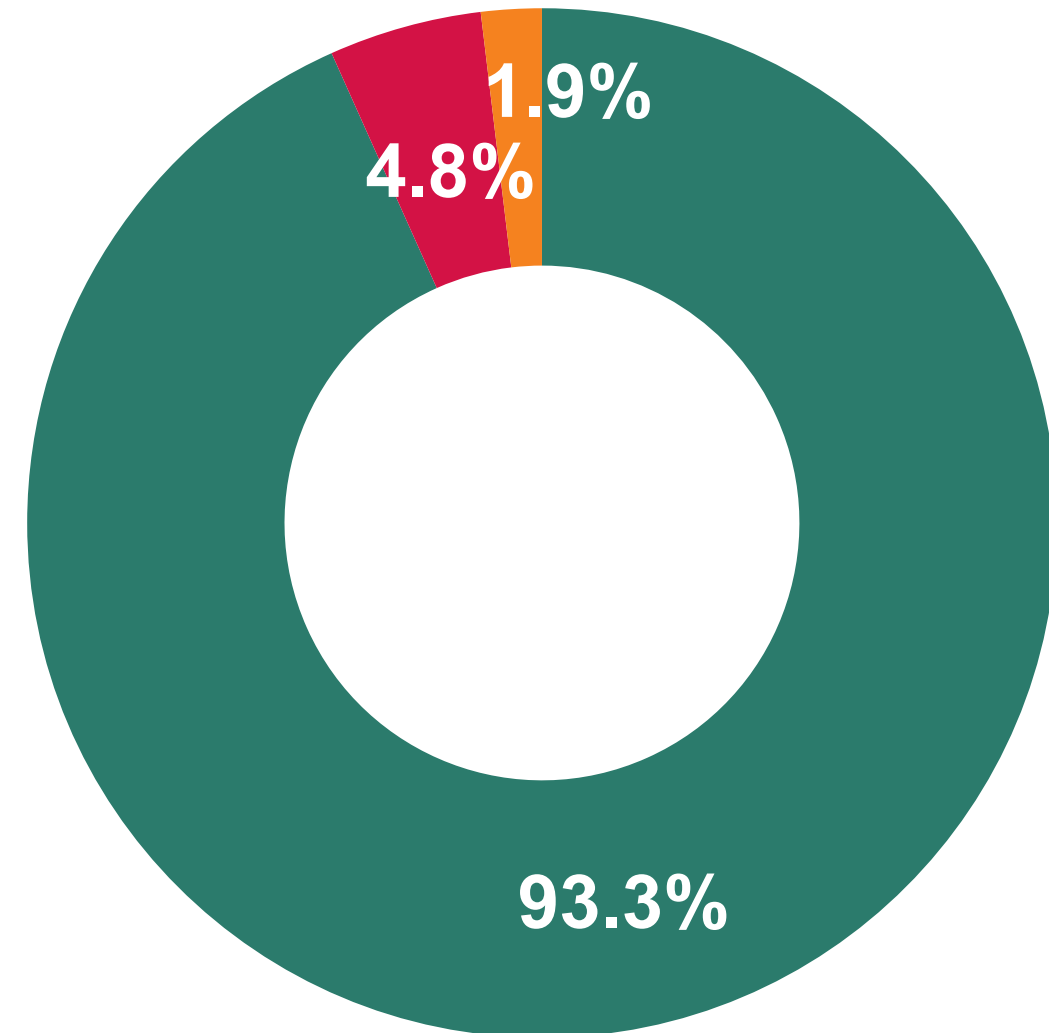
An overwhelming majority of the respondents intend to vote in the upcoming election in February. Out of 5,147 respondents, 93.3% said they would vote.
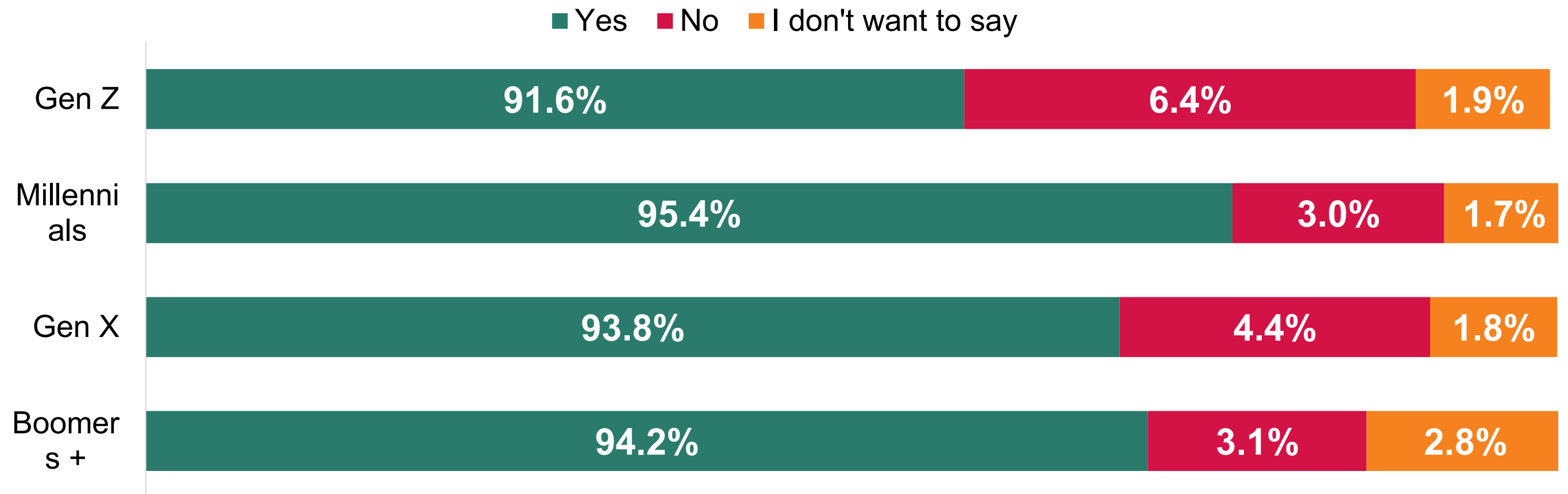
■ Yes ■ No ■ I don't want to say

1.9%

4.8%

93.3%

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What is Your Decision on the Referendum?

Perception About Referendum
By Party Preference (Samples from Round 1 Survey)

Support for 'Yes' is high among all parties, especially NCP and Jamaat voters, while a sizable portion of Awami League supporters remain undecided or unaware.
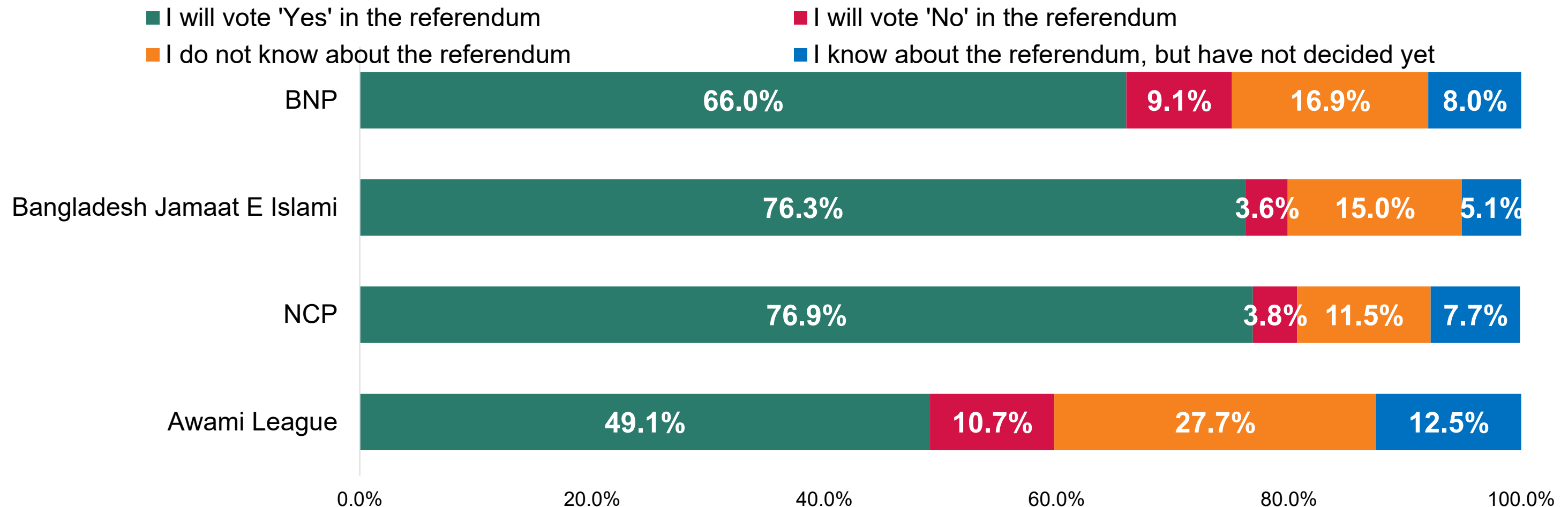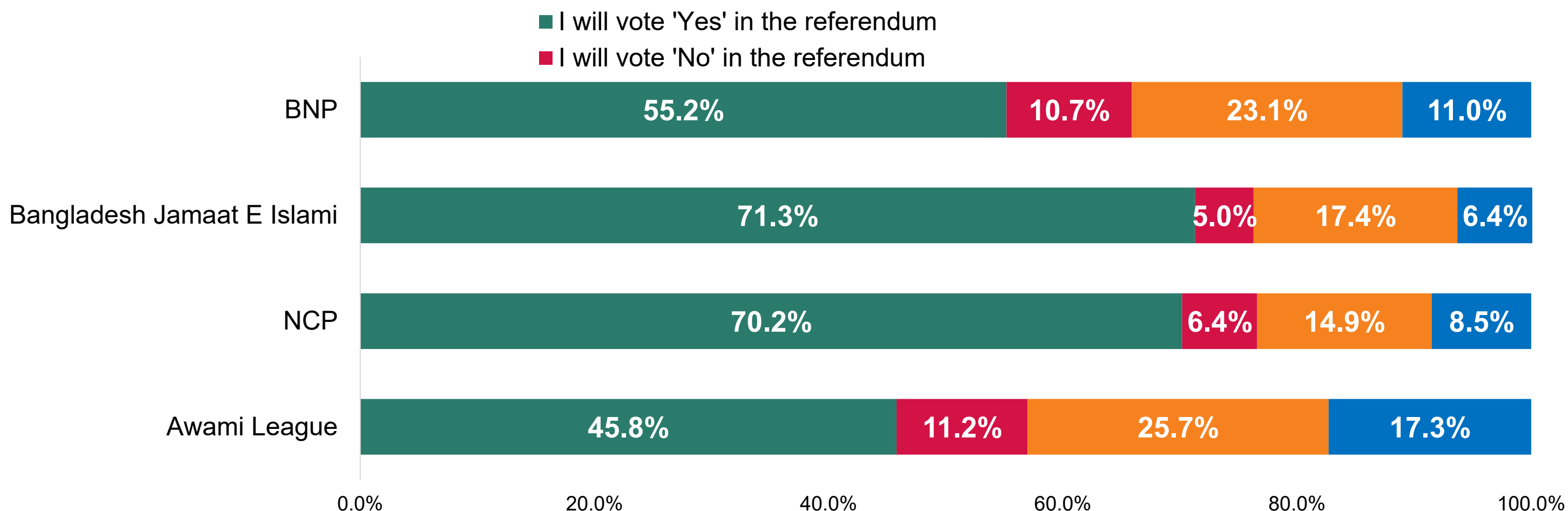
- ■ I will vote 'Yes' in the referendum
- ■ I will vote 'No' in the referendum
- ■ I do not know about the referendum
- ■ I know about the referendum, but have not decided yet

Party	Yes	No	Do not know	Not decided
BNP	66.0%	9.1%	16.9%	8.0%
Bangladesh Jamaat E Islami	76.3%	3.6%	15.0%	5.1%
NCP	76.9%	3.8%	11.5%	7.7%
Awami League	49.1%	10.7%	27.7%	12.5%

0.0%   20.0%   40.0%   60.0%   80.0%   100.0%

# Perception About Referendum
By Party Choice (Sample from Round 2)

The trends are similar for Round 2 samples. Jamaat and NCP supporters are more aware and more likely to vote Yes for the referendum.

■ I will vote 'Yes' in the referendum
■ I will vote 'No' in the referendum

Party	Yes	No	Orange	Blue
BNP	55.2%	10.7%	23.1%	11.0%
Bangladesh Jamaat E Islami	71.3%	5.0%	17.4%	6.4%
NCP	70.2%	6.4%	14.9%	8.5%
Awami League	45.8%	11.2%	25.7%	17.3%

0.0%   20.0%   40.0%   60.0%   80.0%   100.0%

Perception About Referendum

All Samples

Generally, Gen Zs and Boomers + generations are more likely to vote yes in the referendum. Awareness about the referendum is high among the Gen Z voters.

■ I will vote 'Yes' in the referendum
■ I will vote 'No' in the referendum

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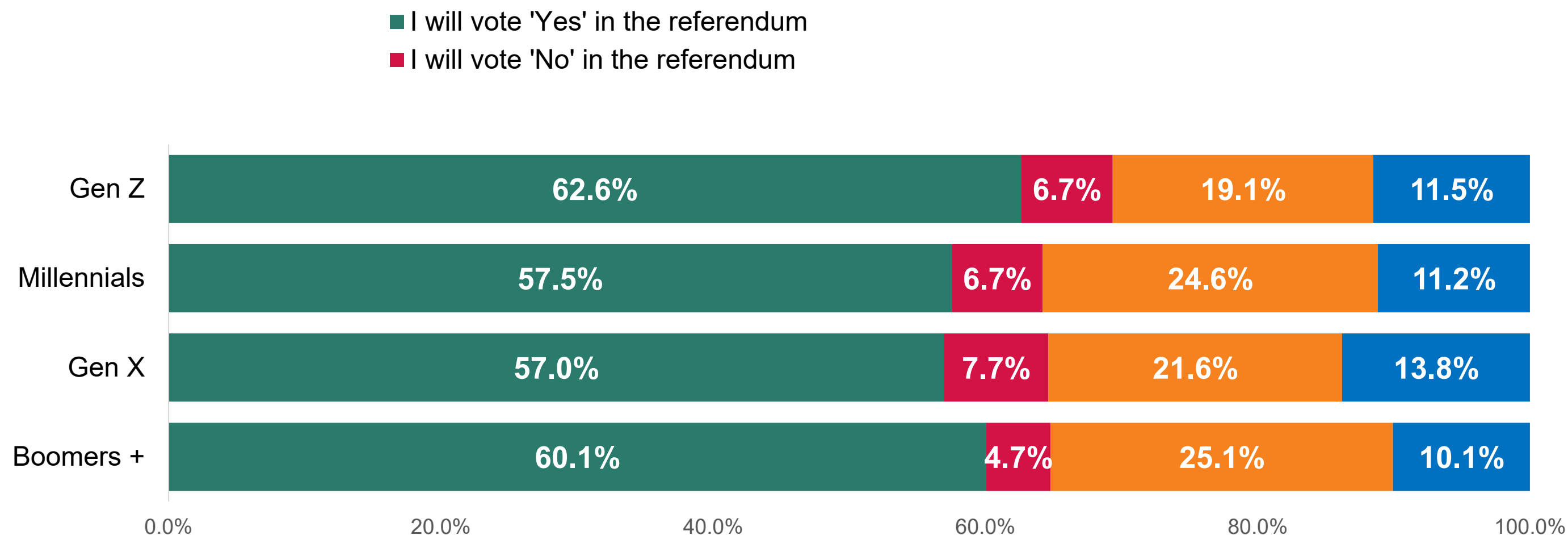
Do You Think This Government Will Be Able to Organize an Impartial Election?

Perception about Government to Hold Impartial Election
All Respondents

A higher proportion of Round-3 respondents 72.3% believe the government can hold a fair election, up from 69.4% in Round-2.
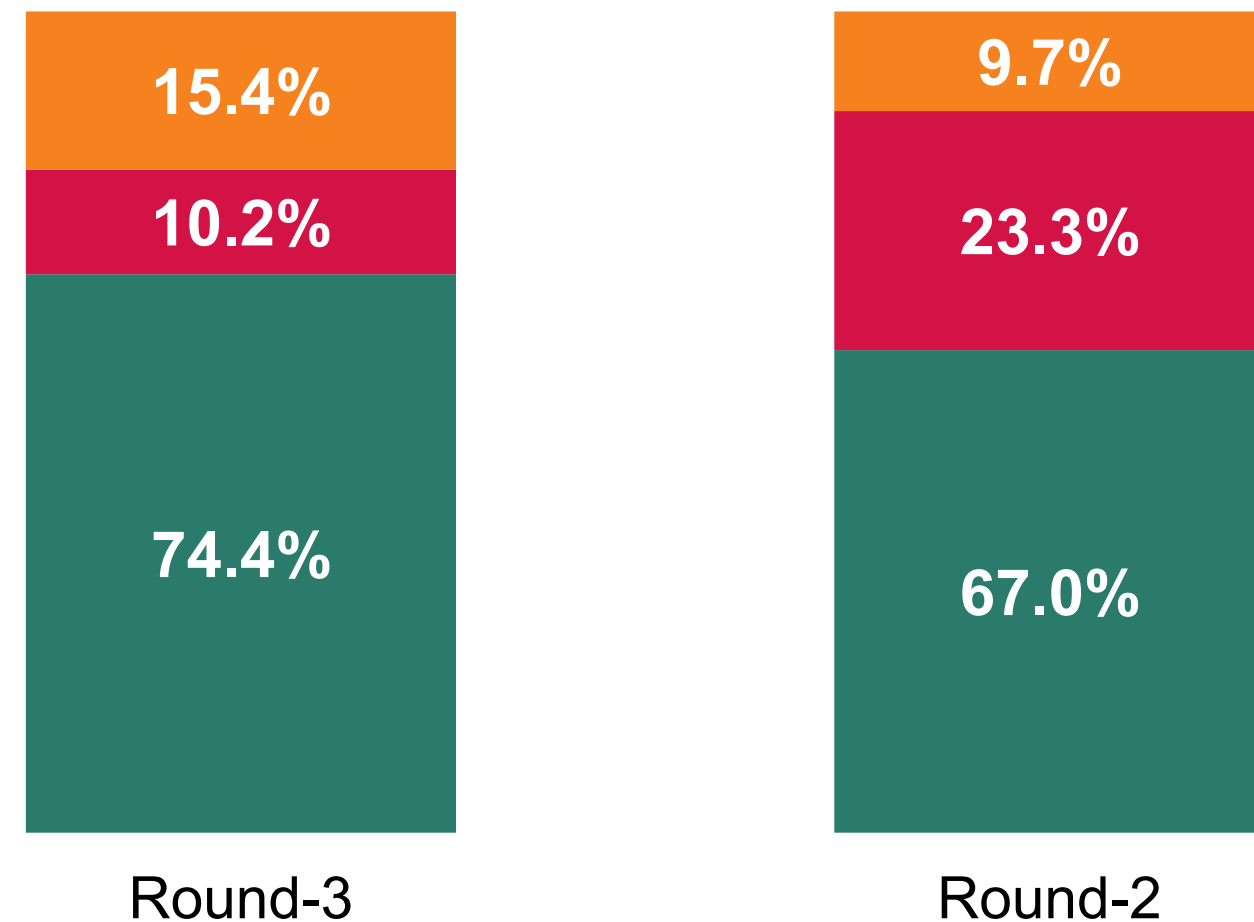
■ Yes ■ No ■ don't Know/don't want to say

Round-3
- 16.0%
- 11.7%
- 72.3%
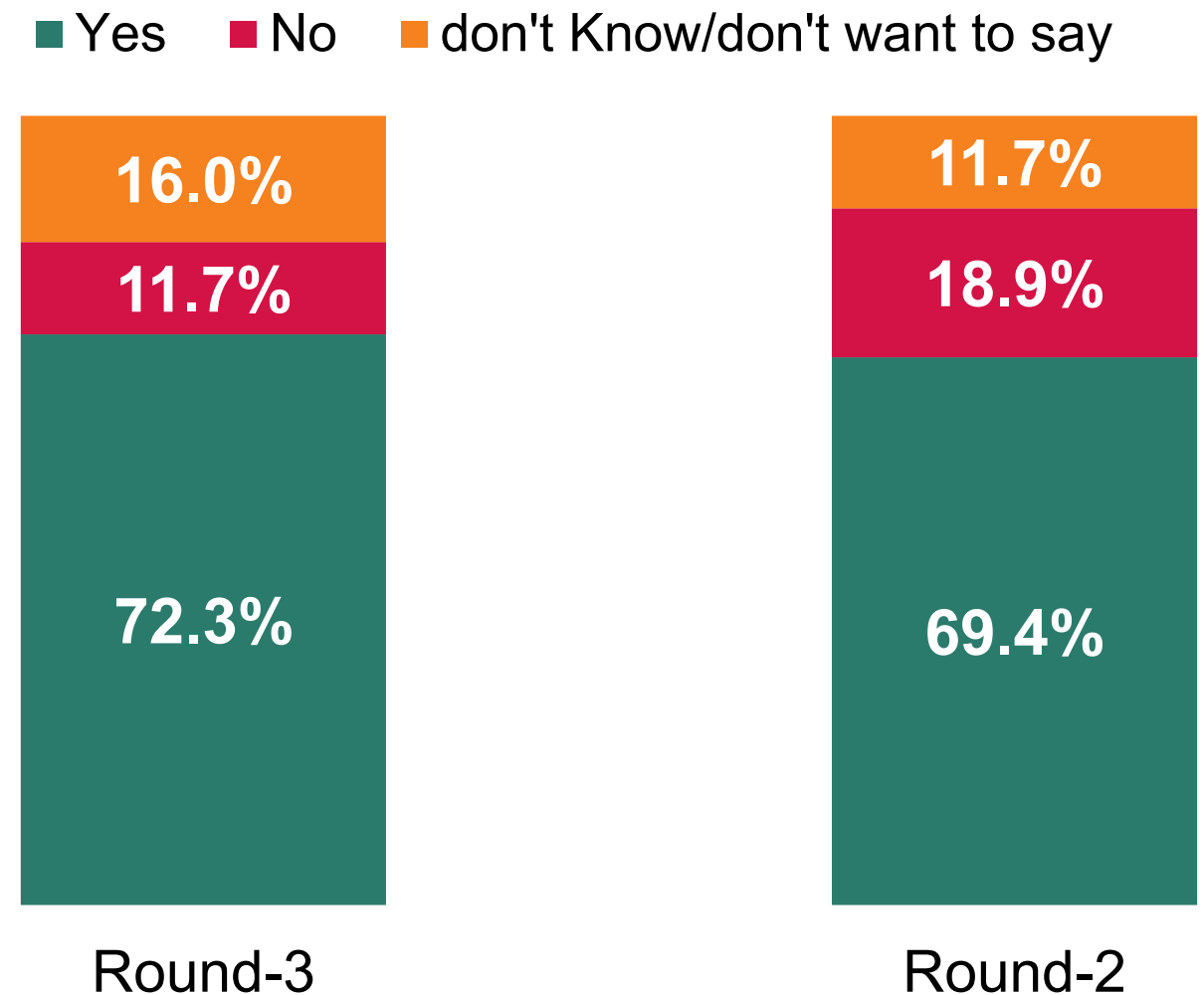
Round-2
- 11.7%
- 18.9%
- 69.4%

Do You Think the Police and Administration in Your Area Will Perform Their Duties Impartially?

Will Voters Feel Safe at Polling Centers in the upcoming election?
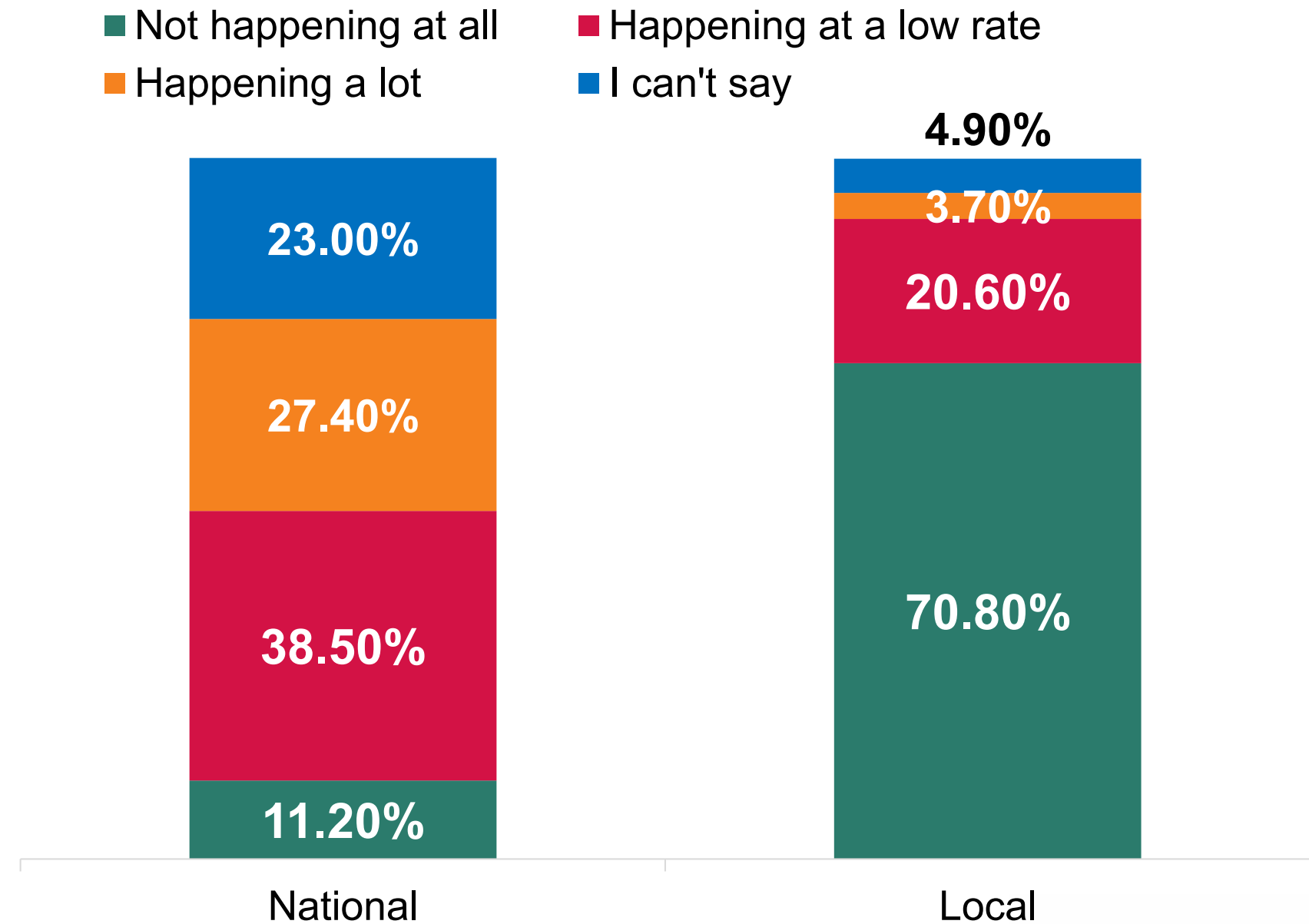
If the election was held tomorrow, which party's candidate do you think would win in your area?

Public Perception of which Candidate will Win in their Locality

All Respondents

Even though 52.9% of voters have said BNP candidate will win in their constituency, about 23.80% said they cannot say. The data indicates that large percentage of voters are still unsure about electoral outcome in their constituency.

- ■ BNP and supported alliance
- ■ Jatiya Party nominee
- ■ Islami Andolan Bangladesh nominee
- ■ Bangladesh Jamaat-e-Islami, NCP and supported alliance nominee
- ■ Independent candidate
- ■ I Can't Say

0.50%   0.60%

Round 3 | **52.90%** | **20.70%** | **23.80%**

1.30%

0.0%   20.0%   40.0%   60.0%   80.0%   100.0%
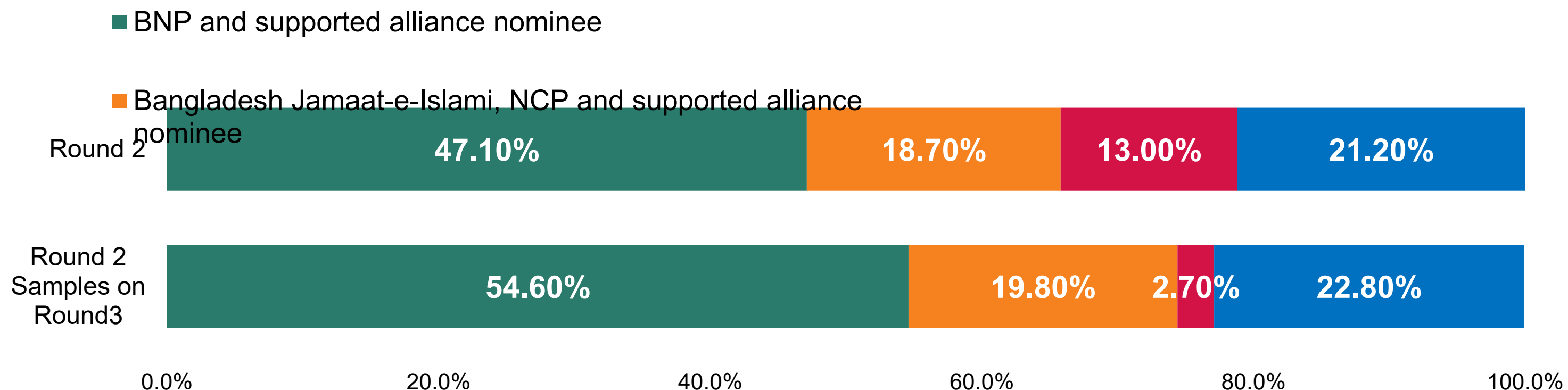
Public Perception about who will be the next Prime Minister

All Respondents

Among 5147 respondents, 47.6% of the voters think Tarique Rahman will be the next Prime Minister. However, 22.2% said they cannot say who will be the next Prime Minister. Potentially large percentage of the voters are still confused about potential winning party.

47.6%
Tarique Rahman

22.5%
Shafiqur Rahman

2.7%
Nahid Islam

5.0%
None of the three above

22.2%
Cannot say right now

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Have the Voters Decided Which Party to Vote?
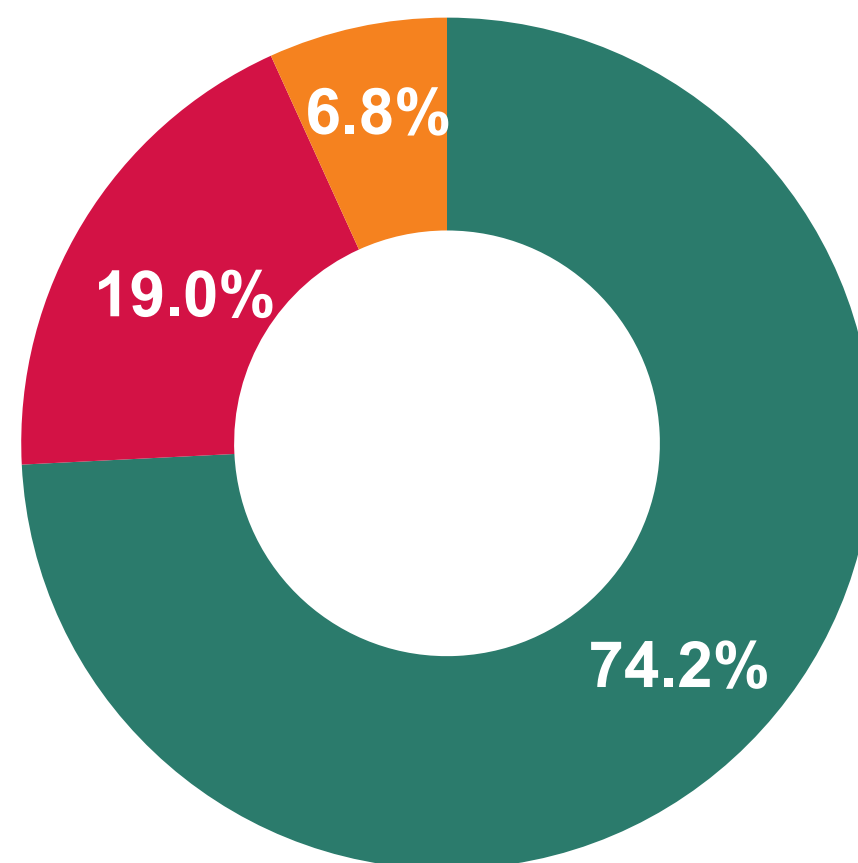
Decision on Party Preference

Change in response between Round 3, Round 1 and Round 2

Most of the undecided and unrevealed samples from previous rounds have now become decided. However, about 26.2% of the samples who previously reported they have decided who they will vote for have now reported that they are undecided.

Legend: ■ Yes ■ No ■ I don't want to say ■ Will not go for vote

Category	Yes	No	I don't want to say	Will not go for vote
Will not go for vote	46.8%	15.7%	4.9%	32.6%
I don't want to say	53.7%	15.7%	6.8%	23.9%
No	47.1%	20.2%	5.5%	27.3%
Yes	63.9%	15.4%	4.5%	16.2%

0.0%   20.0%   40.0%   60.0%   80.0%   100.0%

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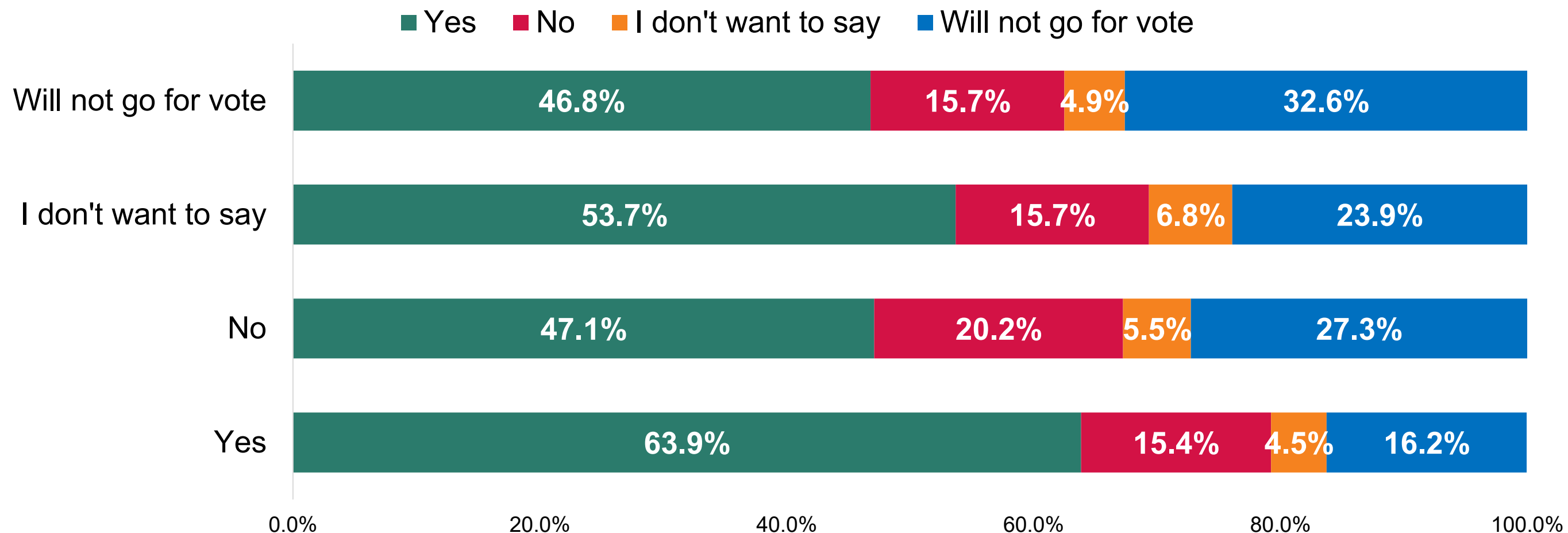
According to voters, which party is most suitable to form the next government?

1st Preference

All Respondents

51.7% voters think BNP and alliance are most suitable to form the next government; 30.4% think Jamaat and alliance are more suitable to form the next government

- BNP and supported alliance
- Jatiya Party
- Bangladesh Jamaat-e-Islami, NCP and supported alliance
- I don't know
- Islami Andolan Bangladesh
- I have No opinion

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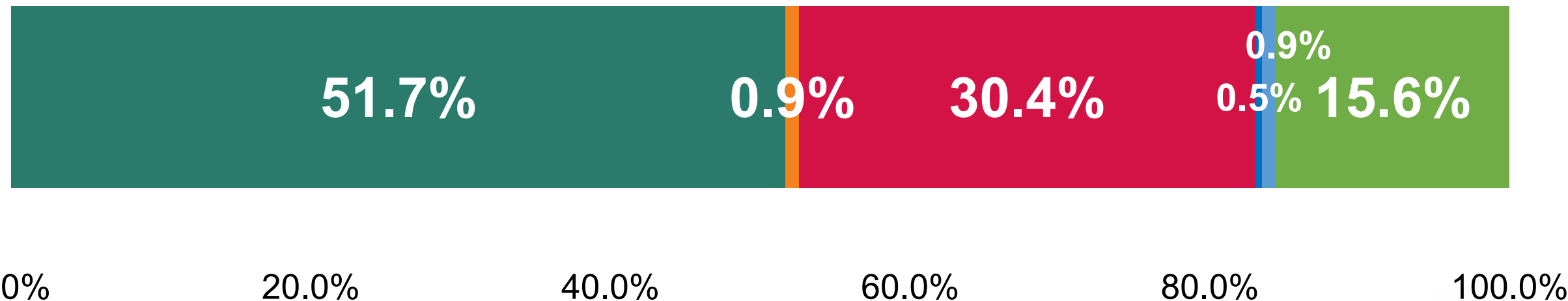
2nd Preference

All Respondents

When asked about 2nd most suitable party to form the next government, 39.6% respondents said they do not have any opinion. Jamaat is identified as the second most preferred party by 32.7% of the respondents. BNP is identified as the second most preferred party by 19.6% of the respondents.

- ■ BNP and supported alliance
- ■ Jatiya Party
- ■ Bangladesh Jamaat-e-Islami, NCP and supported alliance
- ■ I don't know

19.6% **2.8%**	**32.7%** 1.1% 4.1%	**39.6%**

0.0% 20.0% 40.0% 60.0% 80.0% 100.0%

Who the voters will vote for?

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Who the Voters Will Vote For?
Current Preference of Round 1 Samples

27.4% of the Awami League votes from Round 1 are distributed to BNP; 14.1% are distributed to Jamaat
60.8% of the round 1 BNP votes are distributed to BNP, 12.6% are distributed to Jamaat
48.1% of the round 1 Jamaat votes are distributed to Jamaat, 22.0% are distributed to BNP and 19.7% said they have no opinion

Round 3 Preference

Round 1 Preference

- ■ BNP and supported alliance
- ■ Jatiya Party
- ■ Bangladesh Jamaat-e-Islami, NCP and supported alliance
- ■ Independent candidate
- ■ I have no opinion

Round 1 Preference	BNP and supported alliance	Jatiya Party	Bangladesh Jamaat-e-Islami, NCP and supported alliance	Independent candidate	I have no opinion	
NCP	16.4%	0.0%	40.0%	3.6%	12.7%	0.0% / 27.3%
BNP	60.8%	0.2%	12.6%	2.3%	4.4% / 0.5%	19.3%
Bangladesh Jamaat E Islami	22.0%	0.0%	48.1%	0.6%	8.7% / 0.9%	19.7%
Awami League	27.4%	1.5%	14.1%	1.5%	13.3%	0.0% / 42.2%

0.0%   20.0%   40.0%   60.0%   80.0%   100.0%

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Who the Voters Will Vote For?

Current Preference of Round 2 Samples

36.2% of the Awami League votes from Round 2 are distributed to BNP; 12.7% are distributed to Jamaat
69.9% of the round 2 BNP votes are distributed to BNP, 8.1% are distributed to Jamaat
58.4% of the round 2 Jamaat votes have been distributed to Jamaat, 14.7% have been distributed to BNP
NCP votes have become divided between BNP and Jamaat

Round 3 Preference

Legend:
- BNP and supported alliance
- Jatiya Party
- Bangladesh Jamaat-e-Islami, NCP and supported alliance
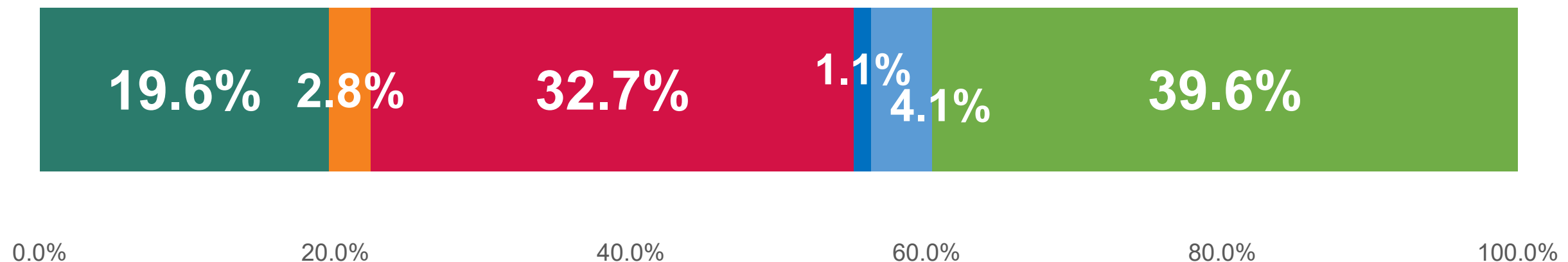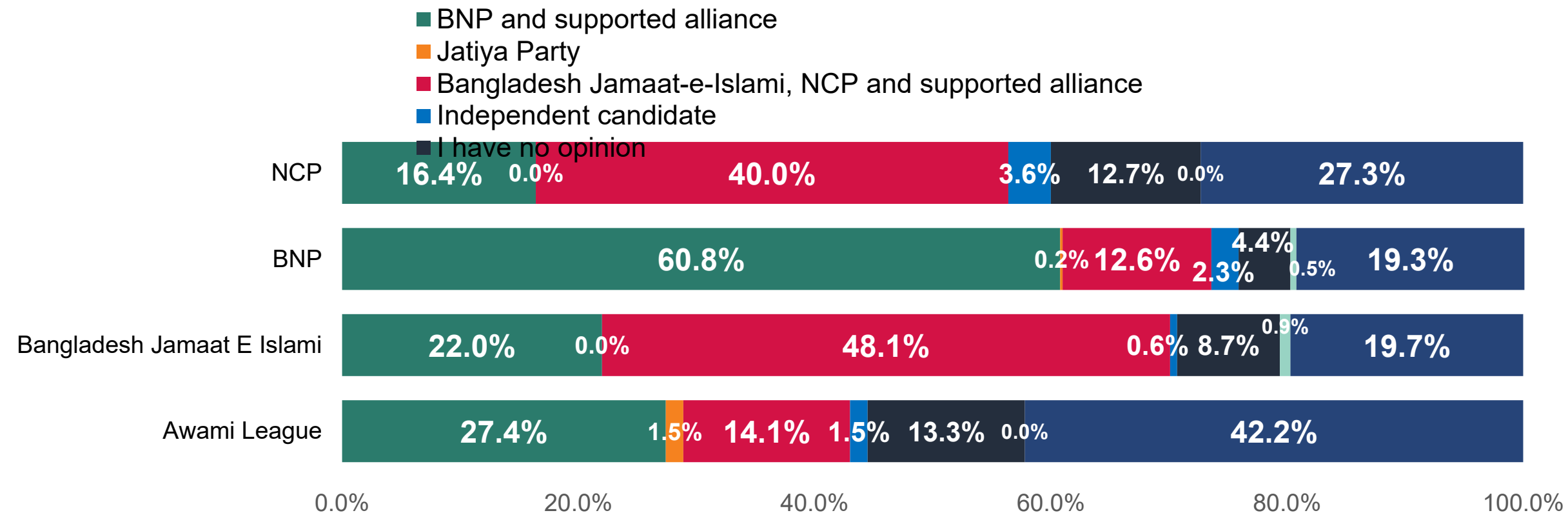- Independent candidate
- I have no opinion

Round 2 Preference

Round 2 Preference	BNP and supported alliance	Jatiya Party	Bangladesh Jamaat-e-Islami, NCP and supported alliance	Independent candidate	I have no opinion	(dark blue)
NCP	22.0%	2.0%	28.0%	0.0%	16.0%	32.0%
BNP	69.9%	0.8%	8.1%	1.7%	6.1%	13.4%
Bangladesh Jamaat E Islami	14.7%	0.5%	58.4%	0.3%	10.1%	16.0%
Awami League	36.2%	0.0%	12.7%	0.9%	9.5%	40.7%

X-axis: 0.0% 20.0% 40.0% 60.0% 80.0% 100.0%

Who the Voters Will Vote For?

Insights from the Current Preference of the Voters if compared to their Previous Preference

The data shows 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.

Who the Voters Will Vote For?

Among those who have reported that they have made their decision, BNP is ahead of Jamaat by 21.80 percentage point.

Jatiya Party, 0.50%

Independent candidate, 1.50%

Round 3

BNP & alliance **52.80%**

Jamaat, NCP & alliance **31.00%**

Islami Andolan BD 1.00%

I can't say, **13.20%**

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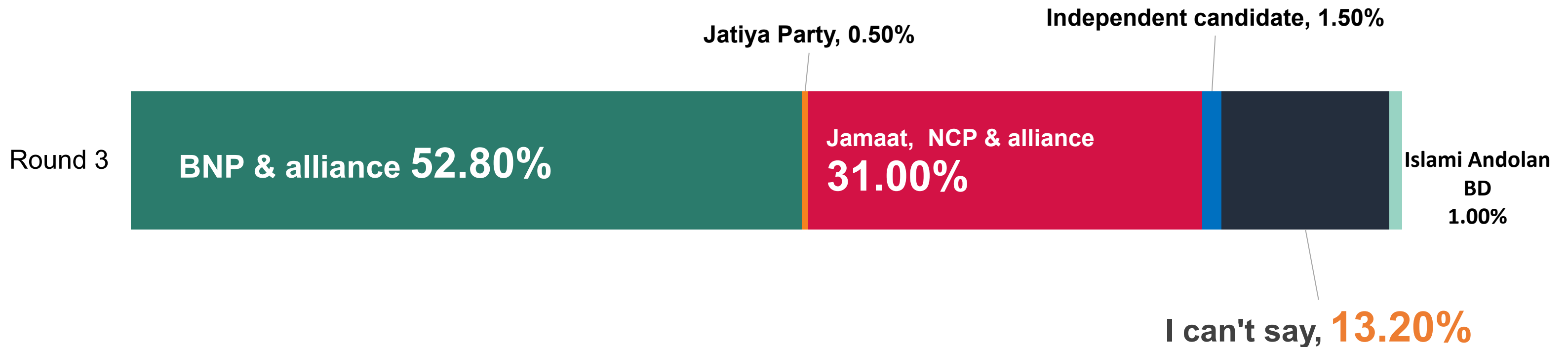
Who the Voters Will Vote For?

Margin of Errors

Party	Vote	Margin of Error
BNP and Alliance	52.8%	±1.41
Bangladesh Jamaat E Islami	31.0%	±1.31
Jatiya Party	0.5%	±0.21
Independents	1.5%	±0.35
Islami Andolon Bangladesh	1.0%	±0.28
I don't want to say	13.2%	±0.96

What might be causing surge in BNP Votes?

Advantages

Previous Preferences (Round 1 and Round 2)	Current Preference (Round 3)		Advantage
	BNP and supported alliance	Bangladesh Jamaat-e-Islami, NCP and supported alliance	
Awami League	3.3%	1.3%	BNP + 2 pp
Bangladesh Jamaat E Islami	3.7%	10.8%	Jamaat + 7.1 pp
BNP	17.8%	2.7%	BNP + 15.1 pp
Gono Odhikar Parishad	0.1%	0.1%	-
I can't comment	5.1%	3.1%	BNP +2 pp
I don't want to say	6.1%	2.7%	BNP +3.4 pp
Independent candidate	0.1%	0.0%	BNP +0.1 pp
Islami Andolon Bangladesh	0.4%	0.8%	Jamaat +0.4 pp
Jatiya Party	0.2%	0.1%	BNP +0.1 pp
NCP	0.6%	1.0%	Jamaat +0.4 pp
Not take any decision	14.3%	7.7%	BNP 6.6 pp
Others	0.4%	0.1%	Jamaat +0.6 pp
Will not go for vote	0.7%	0.5%	BNP +0.2 pp
Grand Total	52.8%	31.0%	BNP +21.8 pp

We traced the BNP and Jamaat votes to the previous responses. The table shows BNP is getting high share of the previously undecided and unrevealed voters. Of the BNP votes, 26.6% have come from previously undecided and unrevealed voters. Of the Jamaat votes 14.1% have come from previously undecided and unrevealed voters.

What might be causing surge in BNP Votes?

Distribution of the Awami League Votes

Majority of the Awami League Votes Remain undecided (41.3%) ore unrevealed (11.00%).
However, much higher proportion of Awami League votes (32.90%) has moved to BNP in contrast Jamaat (13.20%)

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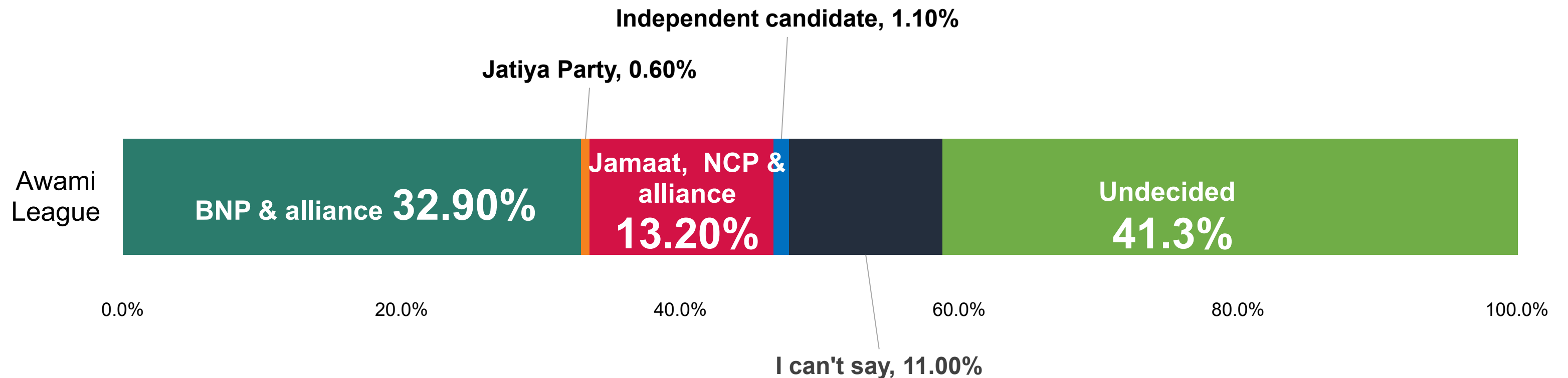
What might be causing surge in BNP Votes?

Factors affecting the previously undecided and unrevealed voters

	BNP and supported alliance	Jatiya Party	Bangladesh Jamaat-e-Islami, NCP and supported alliance	Independent candidate	Islami Andolan Bangladesh	Cannot say	Total
Tarique Rahman's return to the country	79.9%	0.0%	11.3%	0.0%	0.3%	8.5%	353
Hadi's murder	45.1%	0.3%	36.6%	1.4%	1.0%	15.6%	295
Death of Begum Khaleda Zia	72.5%	0.0%	16.2%	0.0%	0.6%	10.8%	167
NCPJamaat alliance	24.8%	0.0%	68.0%	0.8%	0.8%	5.6%	125
Announcement of candidate names	56.7%	0.0%	31.3%	1.5%	1.5%	9.0%	67
News of mob violence and various political violence published in Prothom Alo and Daily Star	55.7%	1.0%	35.1%	3.1%	2.1%	3.1%	97

Tarique Rahman's return and Begum Khaleda Zia's demise have positively affected the undecided voters in favor of BNP while the NCP and Jamaat alliance have positively affected undecided voters for Jamaat.

What might be causing surge in BNP Votes?

Awareness about the local party candidate

Voters are more aware about the BNP and alliance candidate if compared to Jamaat e Islami and NCP candidate. Is there a relationship between awareness about party candidate and voter's voting preference?

Awareness about the local party candidate	BNP and supported alliance	Bangladesh Jamaat-e-Islami, NCP and supported alliance
Not at all	7.1%	11.7%
Slightly	12.8%	17.2%
Moderately	37.1%	34.9%
Very much	23.0%	15.4%
100% / Completely	13.4%	8.9%
Have not seen any activity from this partys candidate in my area	0.7%	2.7%
I Can't say	6.0%	9.2%
Total (n)	5147	**5147**

What might be causing surge in BNP Votes?

Most of the voters (59.10%) who do not know about Jamaat candidate in their locality are voting for BNP.

Awareness about the Jamaat Candidate	BNP and supported alliance	Jatiya Party	Jamaat-e-Islami, NCP and supported alliance	Independent candidate	Cannot say	Islami Andolan Bangladesh	Total
Not at all	66.90%	0.00%	13.30%	2.00%	17.20%	0.60%	354
Slightly	63.10%	0.50%	18.20%	1.30%	15.90%	1.00%	610
Moderately	53.70%	0.80%	31.50%	1.60%	11.30%	1.20%	1315
Very much	37.00%	0.80%	51.50%	1.40%	8.40%	0.90%	633
100% / Completely	40.50%	0.00%	44.50%	1.10%	12.90%	0.90%	348
Have not seen any activity from this party's candidate in my area	59.10%	0.00%	15.90%	1.10%	22.70%	1.10%	88
I Can't say	58.30%	0.50%	17.10%	1.90%	21.30%	0.90%	216

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What might be causing surge in BNP Votes?

In contrast, Jamaat gets lesser percentage of votes from the voters (45.50%) who
do not know about the BNP candidate.

Awareness about the BNP candidate	BNP and supported alliance	Jatiya Party	Jamaat-e-Islami, NCP and supported alliance	Independent candidate	Cannot say	Islami Andolan Bangladesh	Total
Not at all	39.20%	1.10%	37.60%	2.10%	18.50%	1.60%	189
Slightly	37.90%	0.20%	42.10%	1.20%	18.20%	0.20%	406
Moderately	48.90%	0.50%	34.80%	2.00%	12.90%	0.90%	1326
Very much	63.90%	0.40%	24.30%	1.00%	9.10%	1.30%	969
100% / Completely	63.70%	0.40%	22.60%	0.90%	11.00%	1.30%	535
Have not seen any activity from this party's candidate in my area	13.60%	13.60%	45.50%	9.10%	18.20%	0.00%	22
I Can't say	35.90%	0.00%	29.90%	0.90%	33.30%	0.00%	117

Concluding Remarks

Is the survey conclusive?

There are 30% samples for which the survey could not gather revealed preference in any of the rounds. We are blind about the preference of this sample.

The survey does not capture the effect of the independents well as the strong independent candidates are spread out.

Jamaat is directly contesting in 224 constituencies. The results show that voters are less aware of Jamaat candidates than BNP candidates. It is probable that the results are reflecting low number of Jamaat candidates as opposed to BNP candidates.

Jamaat voters are showing high volatility which should be a worry for the party. BNP voters are comparatively stable.

There is large movement from Jamaat to BNP. This can potentially swing again during the election.

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