

# People's Election Pulse

A Survey of Innovision Consulting

8 march, 2025

# Survey on 'People's Election Pulse'

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.'

On August 5, 2024, following the fall of the previous government, INNOVISION launched BangladeshSpeaks, a micro-polling site for rapidly collecting and disseminating public opinion.

On September 10, 2024, INNOVISION released the results of its first online and field research.

Subsequently, INNOVISION's second field research was conducted from February 19 to March 3, 2025.

The results were published on March 8, 2025.

# Sampling

**Sample Size: 10,696 Voters**

**Survey Period: February 19, 2025 – March 3, 2025**

## Sample Distribution

Geographical Scope of Sample : **8 Divisions, 64 Districts**

Area-wise Sample : **71% Rural, 29% Urban**

Gender-wise Sample : **55% Male, 45% Female**

### Age-wise Sample Representation

Gen Z (18-28 years): **36%**

Millennials (29-44 years): **34%**

Gen X (45-60 years): **18%**

60+ years: **12%**

## Division-wise Sample

Dhaka Division **26%**

Chattogram Division **19%**

Rajshahi Division **13%**

Khulna Division **12%**

Rangpur Division **11%**

Mymensingh Division **7%**

Barishal Division **6%**

Sylhet Division **6%**



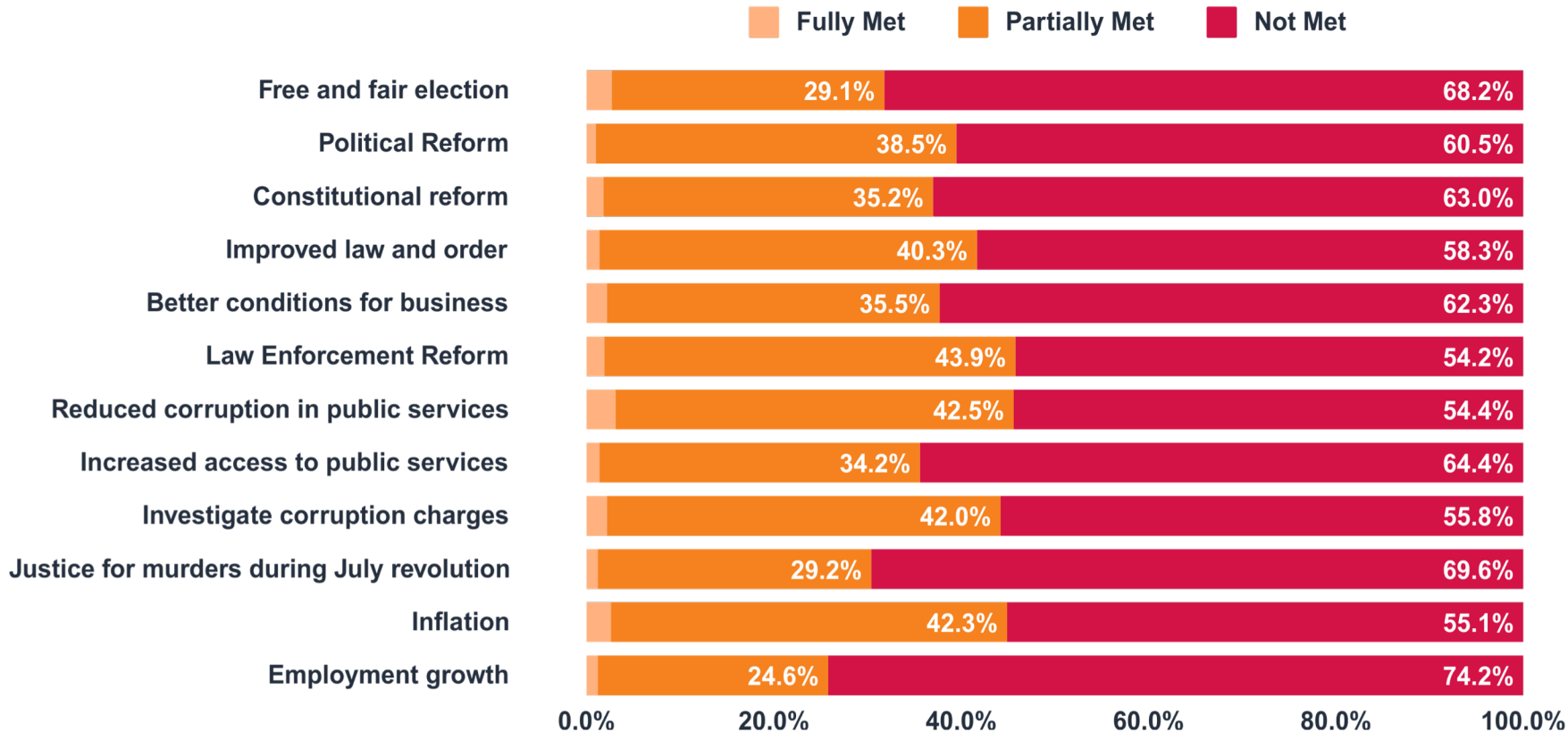


# People's expectations from the interim government



- Manage price hikes **69.6%**
- Improved law and order **45.2%**
- Employment growth **29.1%**
- Reduced corruption in public services **21.8%**
- Election friendly environment **20.2%**
- Investigate corruption charges **14.5%**
- Justice for murders during the July revolution **12.3%**
- Better conditions for business **11.7%**
- Increased access to public services **11.1%**
- Reform of law enforcement agencies like Police, RAB **9.3%**
- Political reform **9.3%**
- Constitutional reform **5.3%**
- Cannot comment **2.7%**
- Others **1.8%**

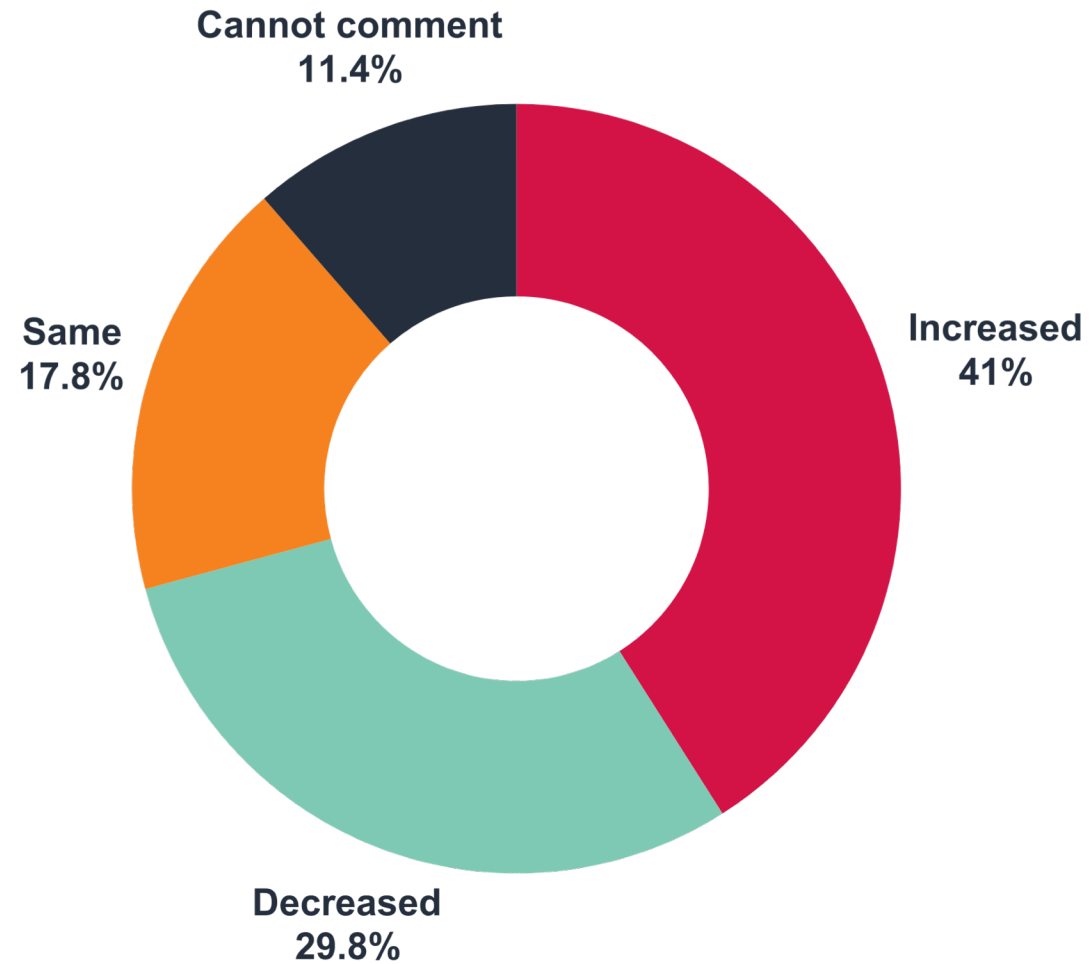
# Interim government's success in meeting expectations



- **Controlling Price Hike:** 55.1% said the interim government failed to meet their expectations in controlling price hikes; 42.33% said expectations were partially met, while 2.62% said they were fully met.
- **Improving Law and Order:** 58.2% said the interim government failed to improve law and order as expected; 40.33% said expectations were partially met, while 1.4% said they were fully met.
- **Increasing Employment:** 74.21% said the interim government failed to meet their expectations in job creation; 24.64% said expectations were partially met, while 1.2% said they were fully met.

**How was extortion in  
the last six months?**

# How was extortion in the last six months?



# How was extortion in the last six months?

Comparatively higher percentage of urban voters think the extortion situation has increased

	Urban	Rural	Total
Increased	46.74%	38.60%	41.00%
Decreased	23.78%	32.27%	29.78%
Same	18.47%	17.52%	17.80%
Cannot comment	11.00%	11.60%	11.42%
N	3145	7551	10696

# Voters' expectations from the future government

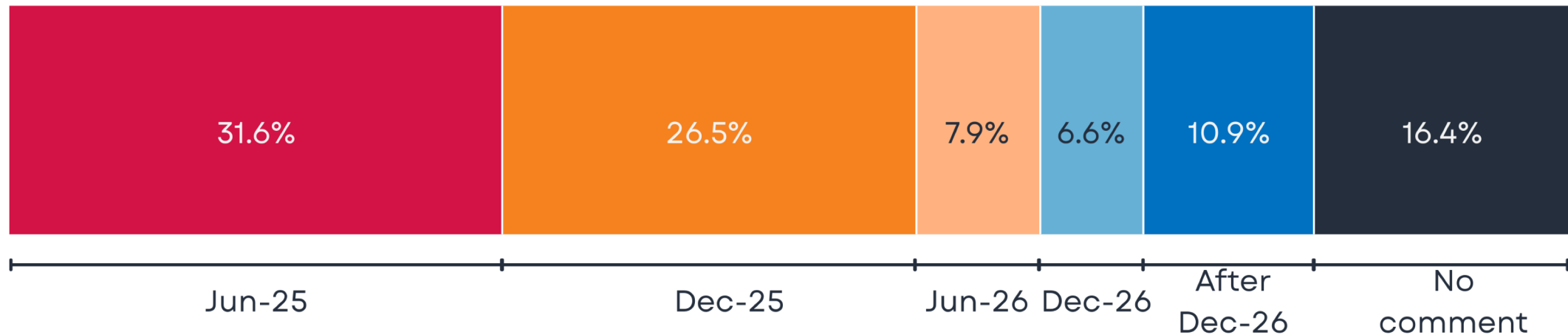


Economic issues are at the top of voters priorities; here are their top five expectations:

- Controlling price increases: **71%**
- Improving law and order: **52%**
- Increasing employment: **40%**
- Reducing corruption in government services: **33%**
- Investigating corruption allegations: **22%**
- Increasing access to government services: **21%**
- Improving conditions for business establishments: **19%**
- Justice for killings during the July revolution: **16%**
- Reforming law enforcement agencies like police and RAB: **14%**
- Political reforms: **13%**
- Constitutional reforms: **9%**
- Cannot comment: **3%**
- Others: **2%**

**When do you want the election?**

# When do you want the election?



31.6% of voters want the next election by June 2025 (with a 95% confidence interval and margin of error of +/- 1.19%); 26.5% of voters want the next election by December 2025 (margin of error = +/-1.13).

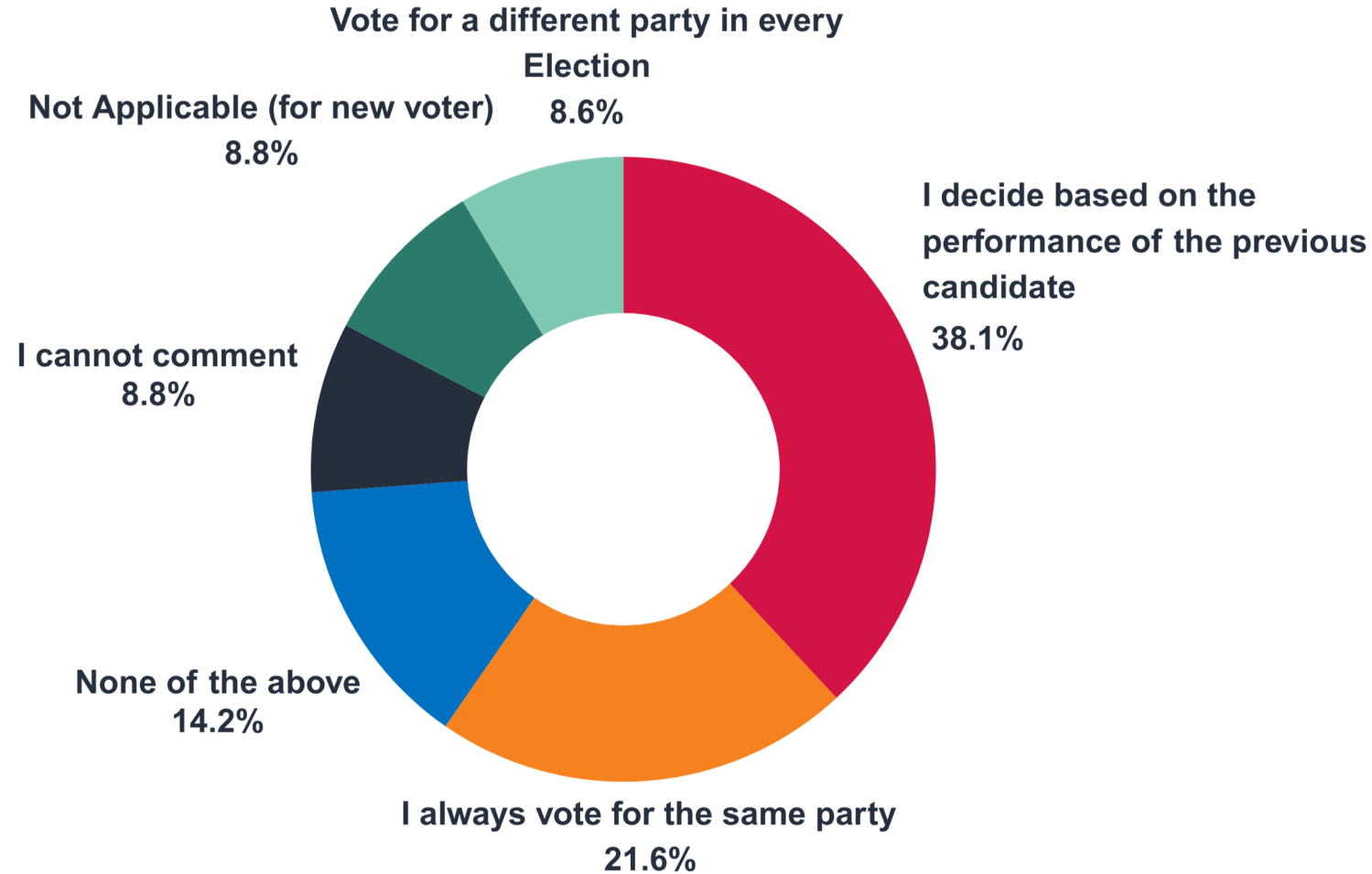


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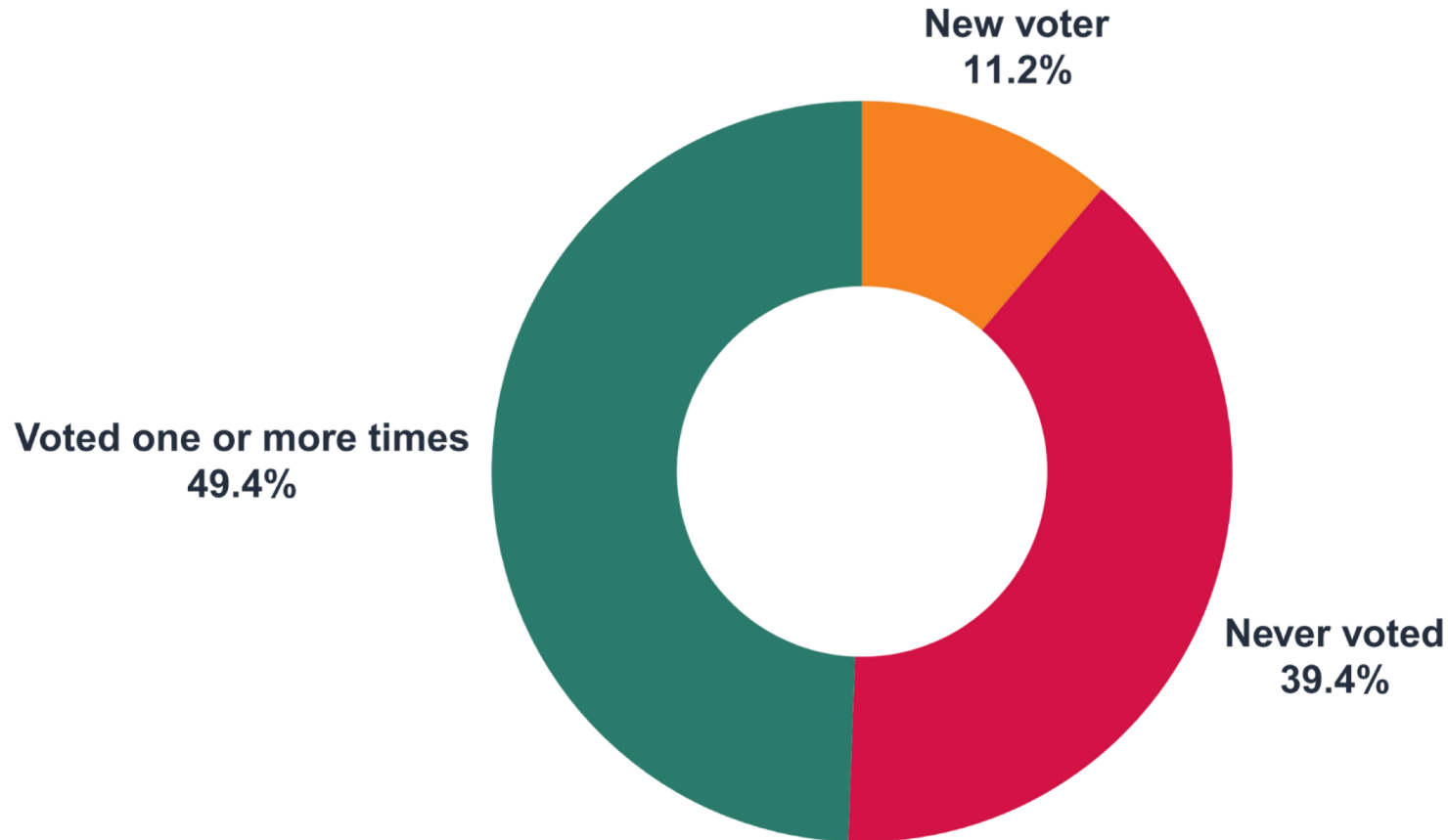
	Urban	Rural	Total
Jun-25	23.95%	34.41%	31.59%
Dec-25	26.46%	26.58%	26.54%
Jun-26	10.18%	7.11%	7.94%
Dec-26	7.35%	6.32%	6.60%
Later than December 2026	16.03%	9.04%	10.93%
cannot comment	16.03%	16.53%	16.40%
n) =	1591	4301	5892

# Party or candidate? What do voters consider?



Voters prioritize candidates over parties; 38.1% of voters make decisions based on the previous activities of the candidate.

# In which of the last three parliamentary elections did you vote?



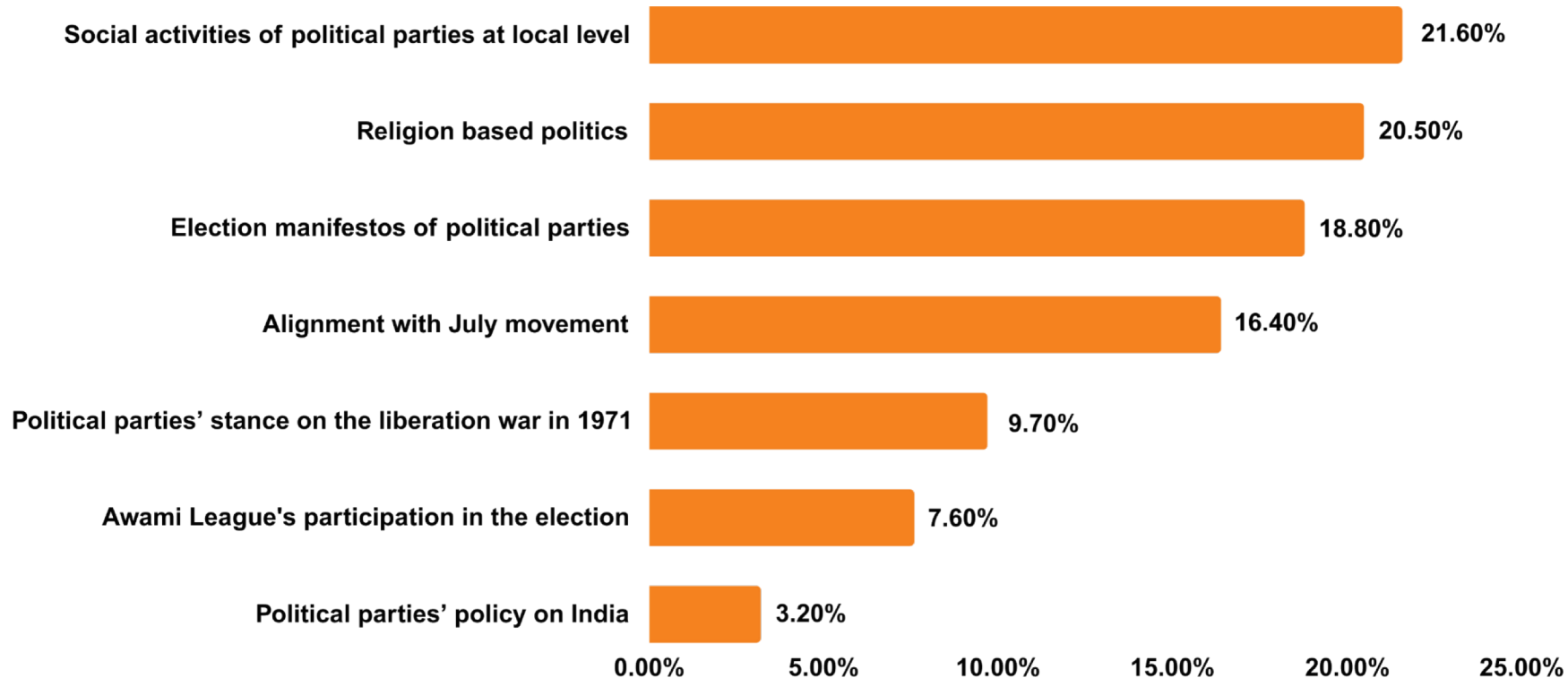
Voting experience in recent years:

New voters and those who did not vote in the last three elections make up half of the voters for the next general election.

- New voters: **11.2%**
- Did not vote in any of the last three general elections: **39.4%**
- Voted in at least one of the last three general elections: **49.4%**

# Beyond party and candidate, what factors might influence voting decisions?

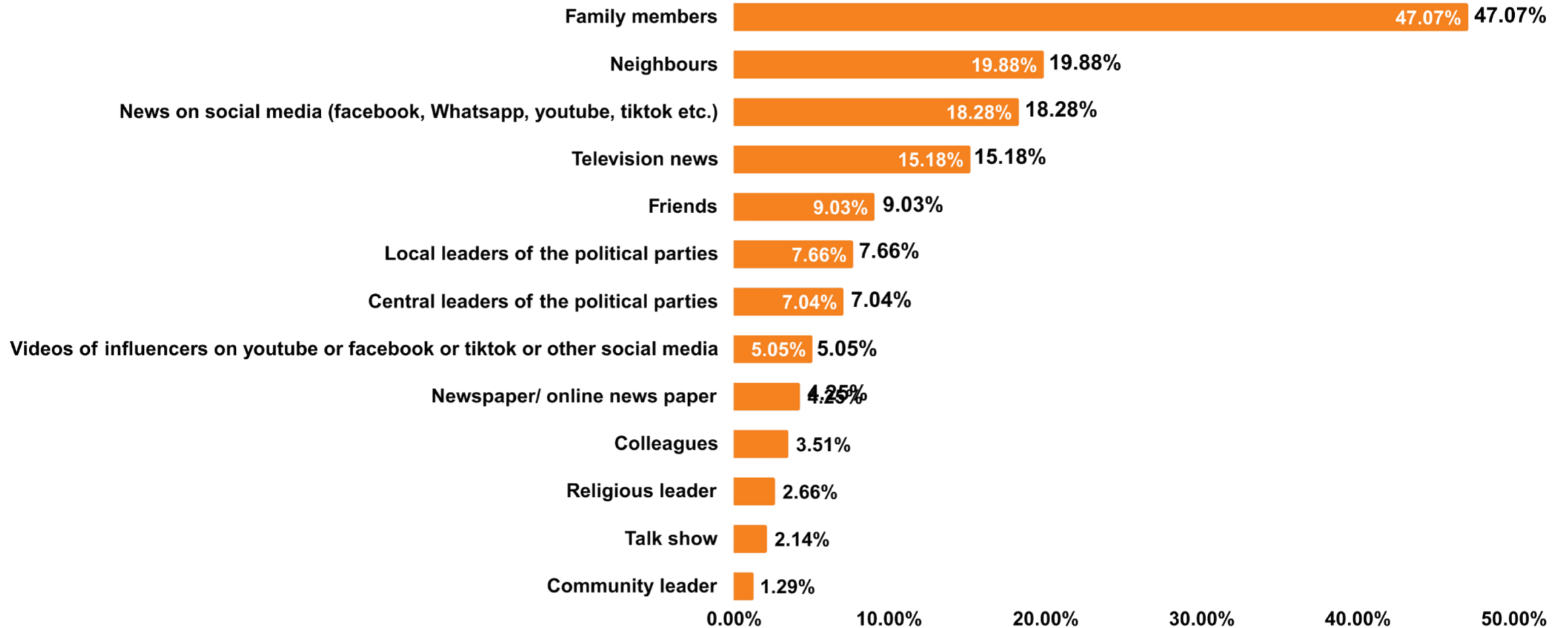
21.6% said grassroots politics would influence their vote; 20.5% said religion-based politics would affect their vote; the ideological stance related to the July uprising is important to 16.4% of voters; the upcoming election could be an ideology-based contest.



# The July uprising's ideological stance matters more to Gen Z voters.

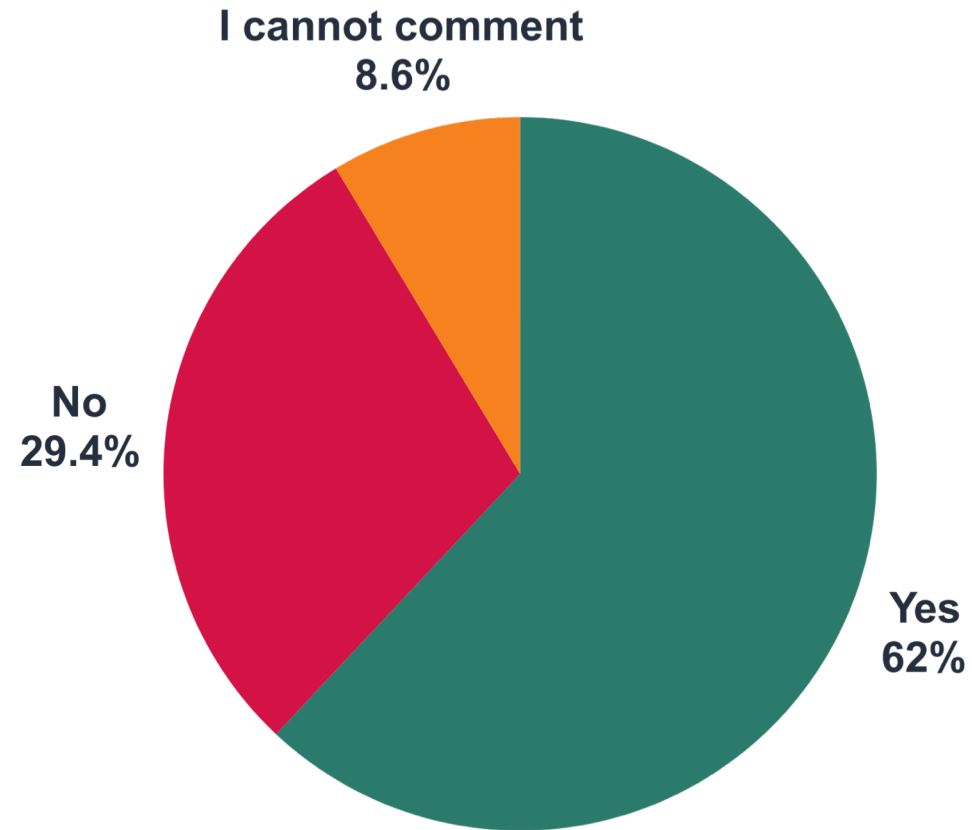
	Gen Z	Millennials	Gen X	Boomers II	Boomers I	Post War	Total
Social activities of political parties at local level	21.60%	21.10%	21.70%	24.10%	21.20%	14.30%	21.60%
Religion based politics	21.70%	20.20%	18.80%	20.40%	20.00%	23.40%	20.50%
Cannot comment	15.90%	21.10%	20.90%	20.90%	22.10%	24.70%	19.20%
Election manifestos of political parties	18.00%	19.00%	19.80%	19.60%	17.70%	16.90%	18.80%
Political alignment with the July movement	22.80%	12.70%	13.30%	13.70%	7.40%	7.80%	16.40%
Political parties' stance on the liberation war in 1971	11.00%	8.20%	9.90%	8.90%	9.70%	13.00%	9.70%
None of the above	7.10%	8.30%	7.80%	7.70%	7.90%	9.10%	7.70%
Awami League's participation in the election	5.90%	7.80%	9.40%	8.70%	10.60%	13.00%	7.60%
(n) =	3731	3461	1836	775	340	77	10220

# Who will influence voters more?



**Who will you vote for?**

# Have voters already decided who they will vote for?



One-third of the voters remain undecided



# Have voters already decided who they will vote for?

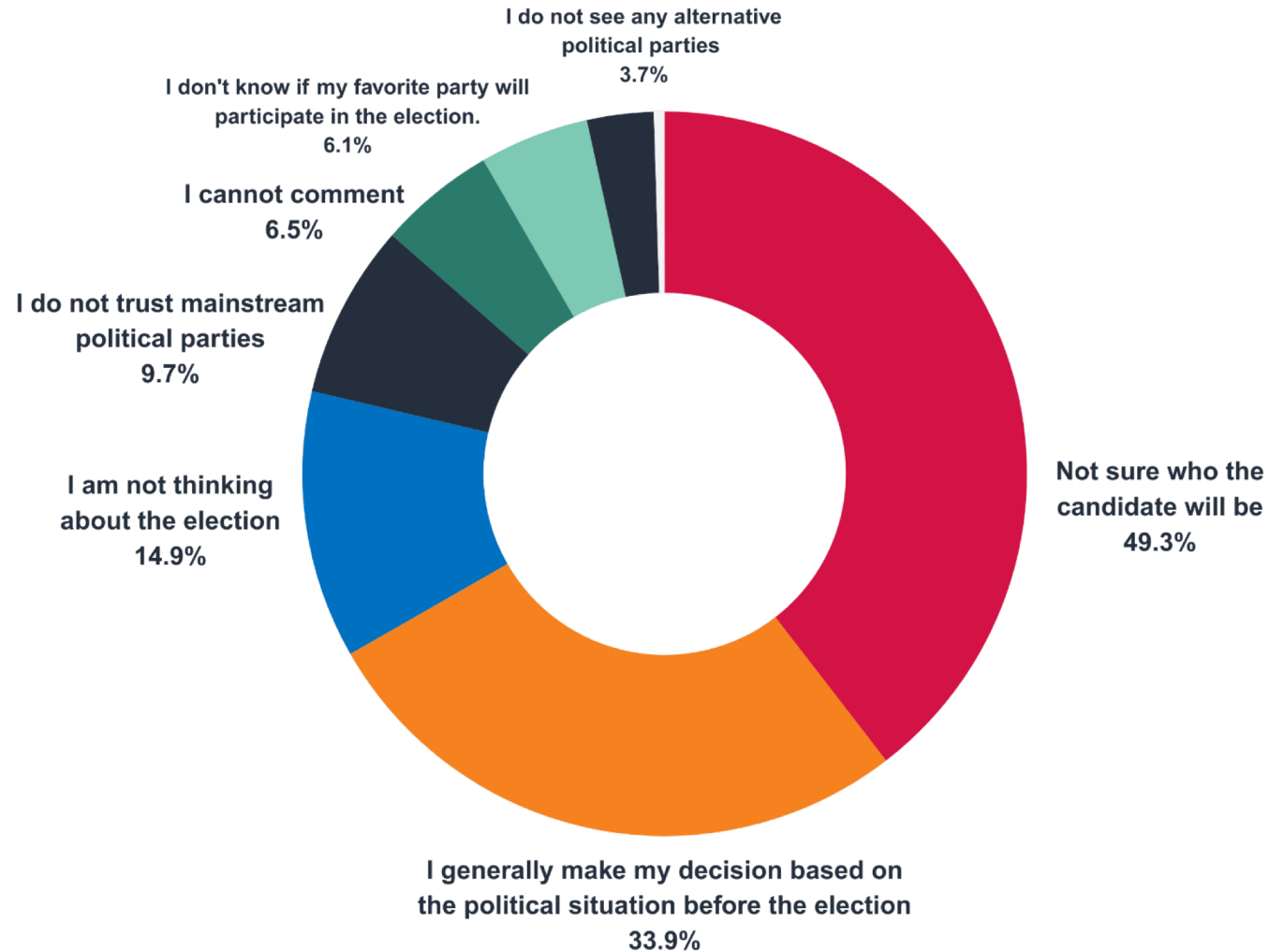
Higher percentage of urban voters are still undecided

	Urban	Rural	Total
Yes	52%	66%	62%
No	35%	27%	29%
I cannot comment	14%	7%	9%
(n) =	3145	7551	10696

Higher percentage of Gen Z voters are undecided (33.64%) if compared to other generation of voters

	Gen Z (18-28 years)	Millennials (29-44 years)	Gen X (45-60 years)	Boomers II (61-70 years)	Boomers I* (71-79 years)	Post War (80-97 years)	Total
Yes	55.15%	64.91%	67.00%	66.46%	67.43%	73.75%	62.00%
No	33.64%	28.06%	25.53%	25.99%	26.00%	21.25%	29.37%
I cannot comment	11.21%	7.02%	7.47%	7.55%	6.57%	5.00%	8.64%
(n) =	3900	3631	1927	808	350	80	10696

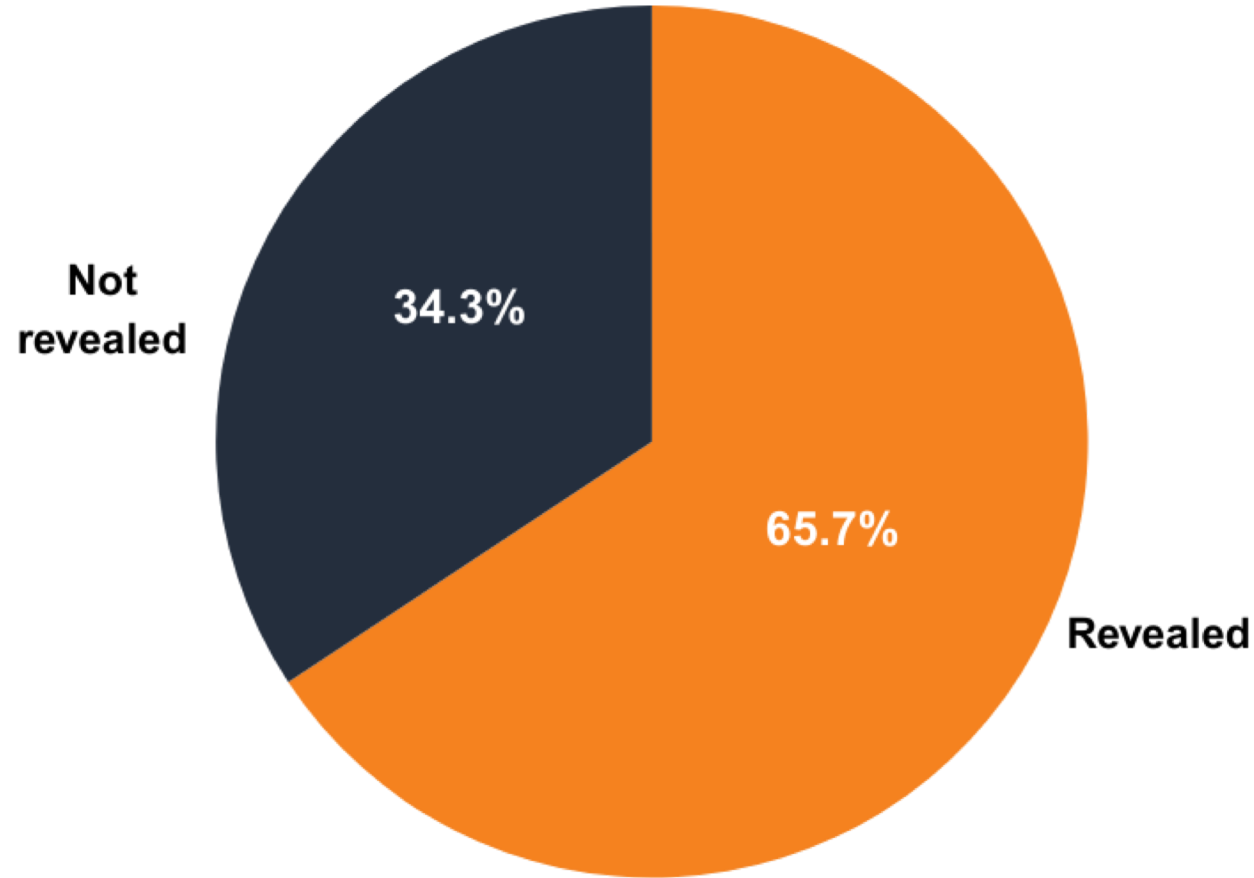
# If you haven't decided who to vote for yet, why not?



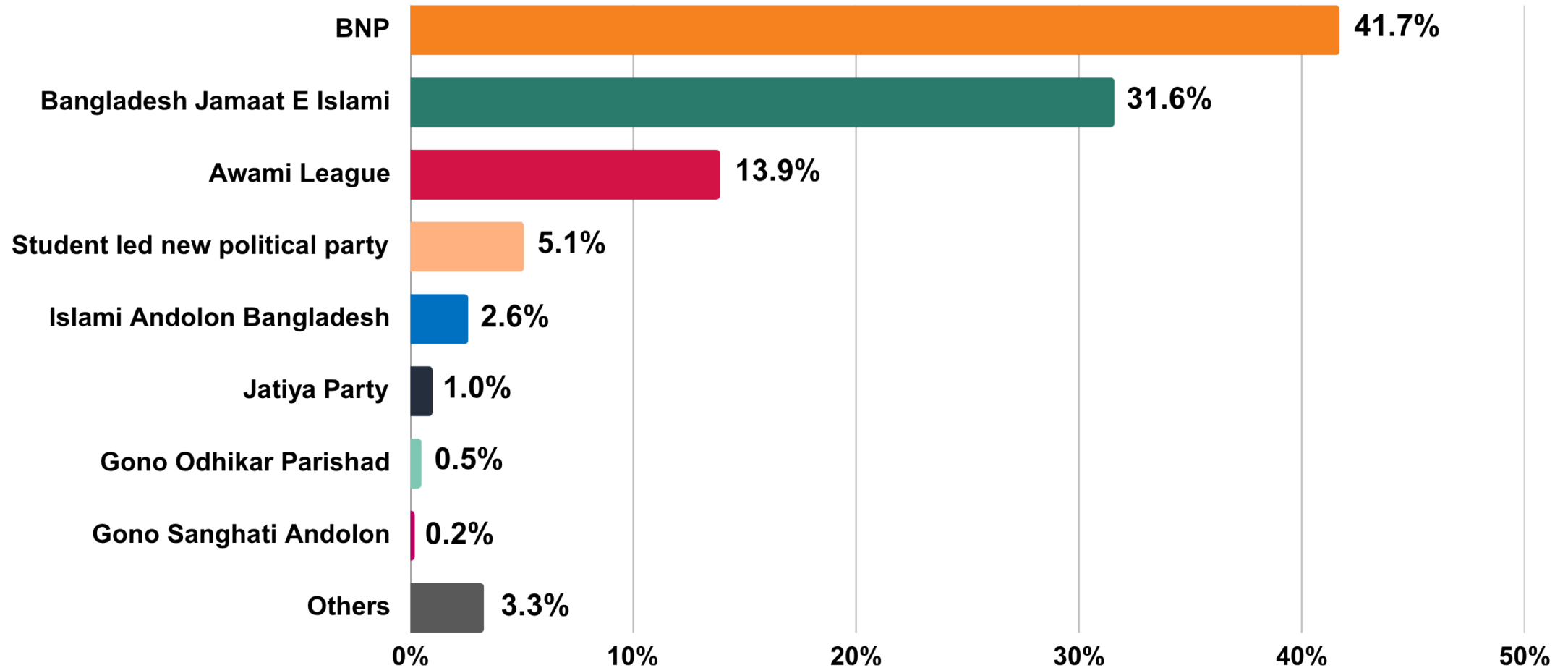
Among the undecided voters, 49% want to know about the candidate to make their voting decision; this is consistent with the finding that the candidate matter

# How many people in the survey have disclosed who they will vote for?

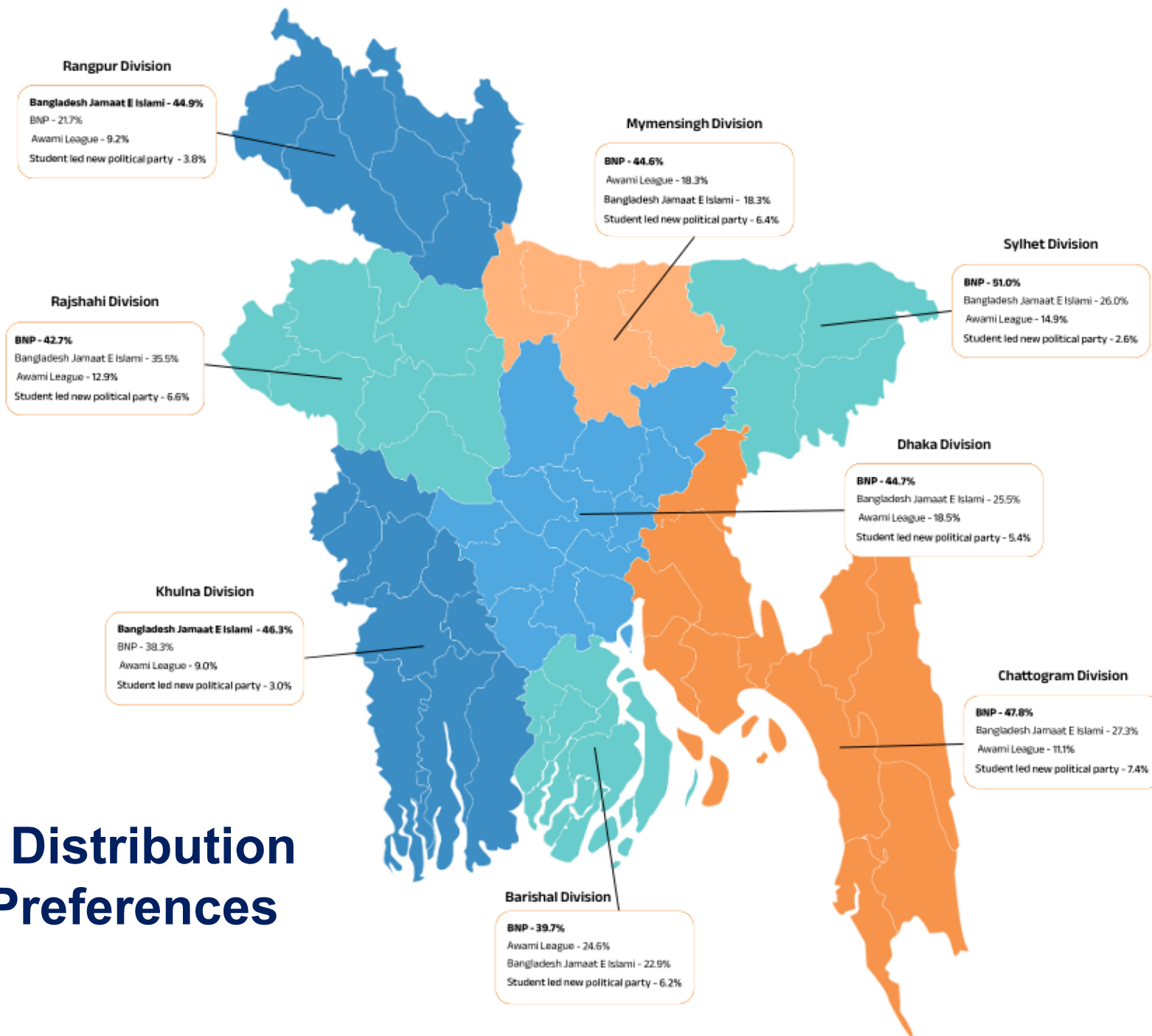
(Among those who have made a decision)



## If an election were held now, who would you vote for?



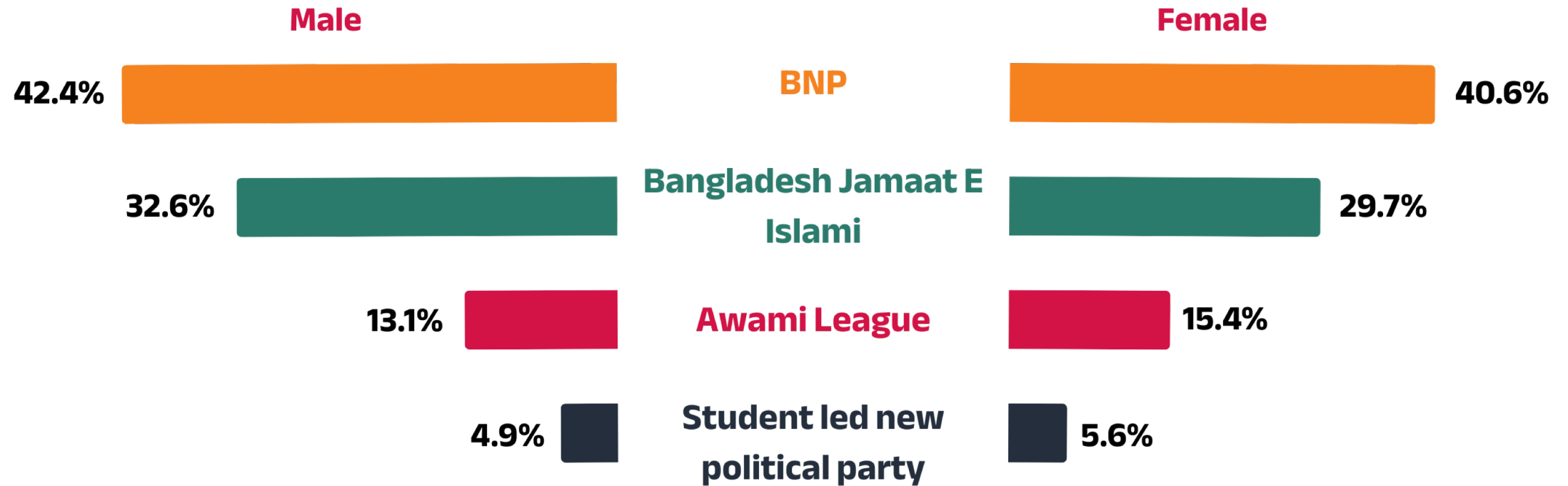
## Divisional Distribution of Voting Preferences



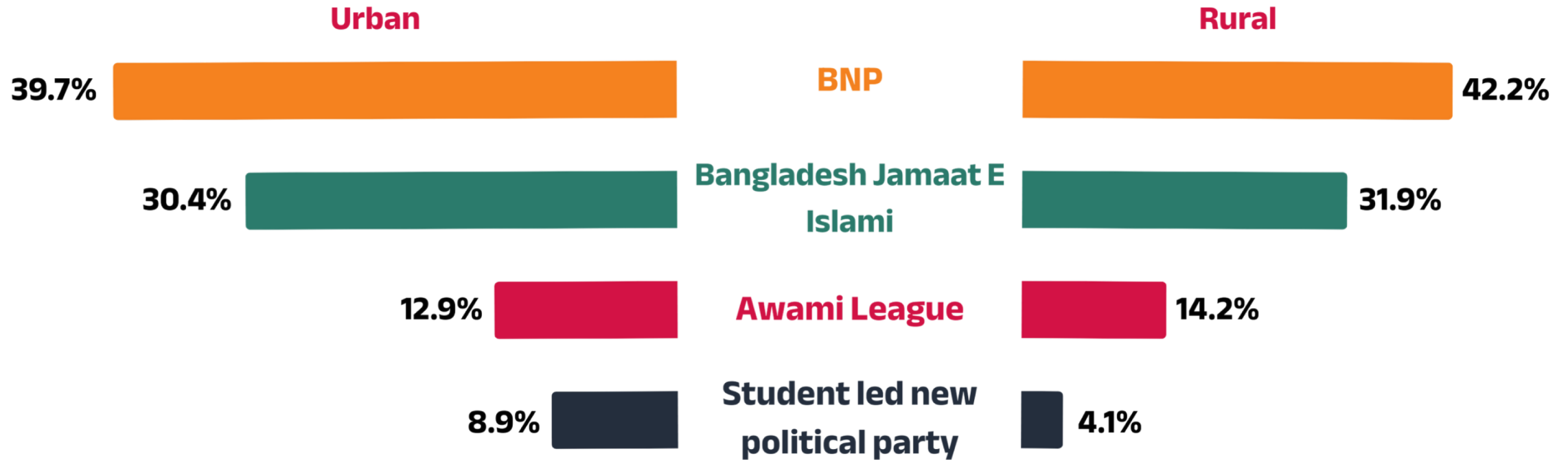
# Increase or decrease in party popularity by age

	BNP	Bangladesh Jamaat E Islami	Awami League	Student led new political party
Gen Z (18-28 years)	35.50%	34.20%	11.30%	10.10%
Millennials (29-44 years)	42.80%	31.20%	14.40%	3.80%
Gen X (45-60 years)	47.00%	29.30%	15.70%	2.50%
60+	44.70%	29.90%	16.10%	1.60%

# Male and female voting preferences



# Urban and Rural- Voting Preferences





## How do our previous results Compare to the current results?

- The percentage of undecided voters has decreased (previously 34%, now 29%)
- BNP's vote has increased from 33.87% to 41.69%
- Jamaat-e-Islam's vote has increased from 22.58% to 31.56%
- Awami League's vote has increased from 8.06% to 13.96%
- The vote of the new student-backed party has decreased from 16.13% to 5.14%.

Please note: We have changed our methodology for measurement. Voters who have not made up their minds and those who have not commented are now reported separately and excluded from the voting share. The published results only represent the survey period from February 19, 2025 - March 3, 2025.

## Contact

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