

VOTING DECISION | PARTY PREFERENCE

PEOPLE'S ELECTION PULSE SURVEY ROUND 2- PART 2

September 24, 2025

A Social Research Initiative of Innovision Consulting

In Association With



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 2- Part 2

The People's Election Pulse Survey is a flagship social research initiative of INNOVISION. Round 2 was conducted from September 2-15, 2025. Round 2 has two parts- Part 2 focuses on people's voting preference.

Round 2 is a follow up of round 1 which was conducted from February 19 to March 3, 2025.

The results from round 1 were published on March 8, 2025.

The survey is funded, designed and administered by Innovision. BRAIN and Voice for Reform provided technical support.

Round 2: Part 2: Pulse Points

Expectation from Future Government

Relationship with India and Pakistan

Decision to Vote

Party Preference

Party Approval

**Sample Size: 10,413 Voting Age Population
(Household: 9398; University 1015)**

Survey Period: September 2, 2025 – September 15, 2025

Sample Distribution

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

Area-wise Sample: **69.5% Rural, 30.5% Urban**

Gender-wise Sample: **54.2% Male, 45.4% Female, 0.4% Transgender**

Age-wise Sample Representation

Gen Z (18-28 years): **37.6%**

Millennials (29-44 years): **33.4%**

Gen X (45-60 years): **19.8%**

60+ years: **9.3%**

Division-wise Sample

Dhaka Division **25.6%**

Chattogram Division **20.5%**

Rajshahi Division **13.0%**

Khulna Division **11.2%**

Rangpur Division **11.0%**

Mymensingh Division **7.1%**

Barisal Division **6.2%**

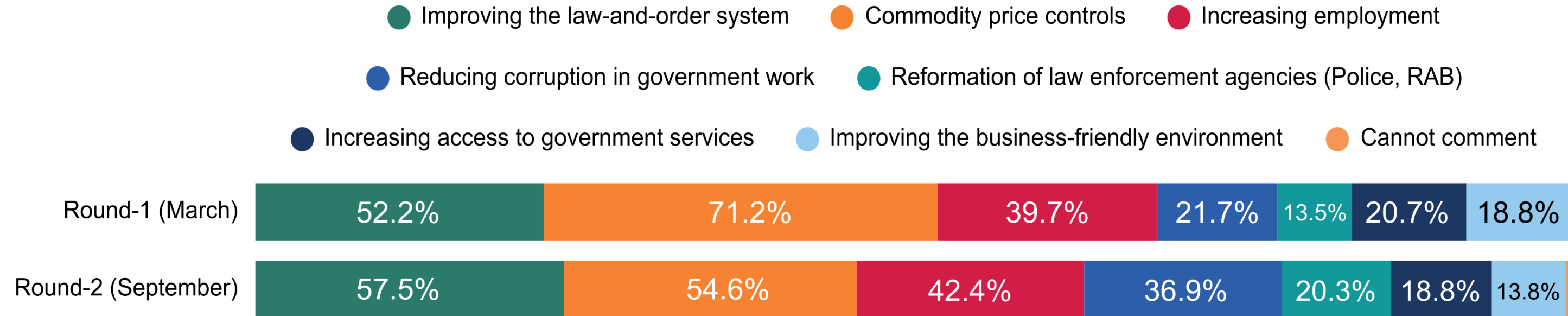
Sylhet Division **5.3%**

Expectation from the Future Government

Expectation from Future Government

All Respondents

Expectations from future government shifted between the two rounds.
Improving the law-and-order system is now the top emphasis.

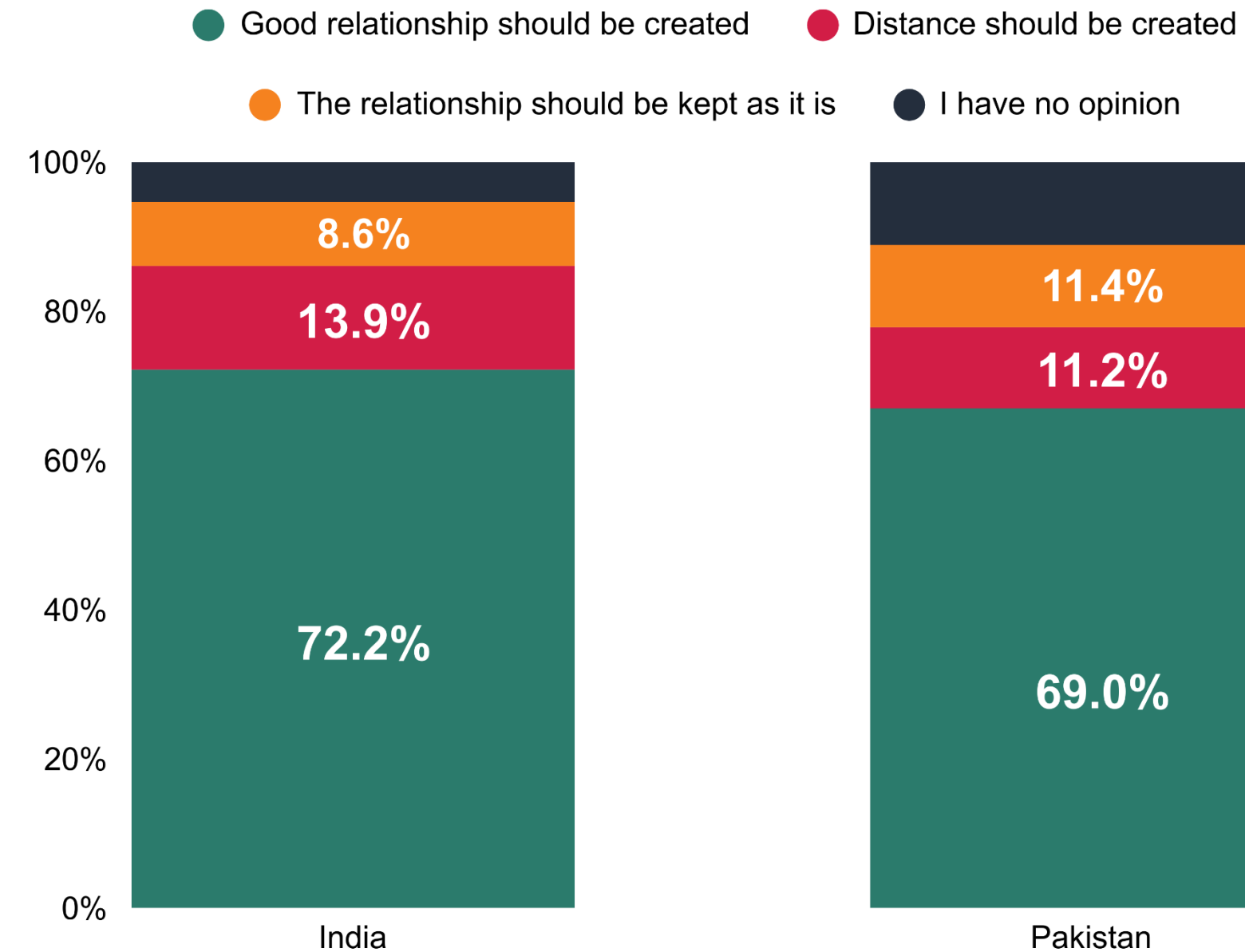


Relationship with India and Pakistan

Relationship with India and Pakistan

All Respondents

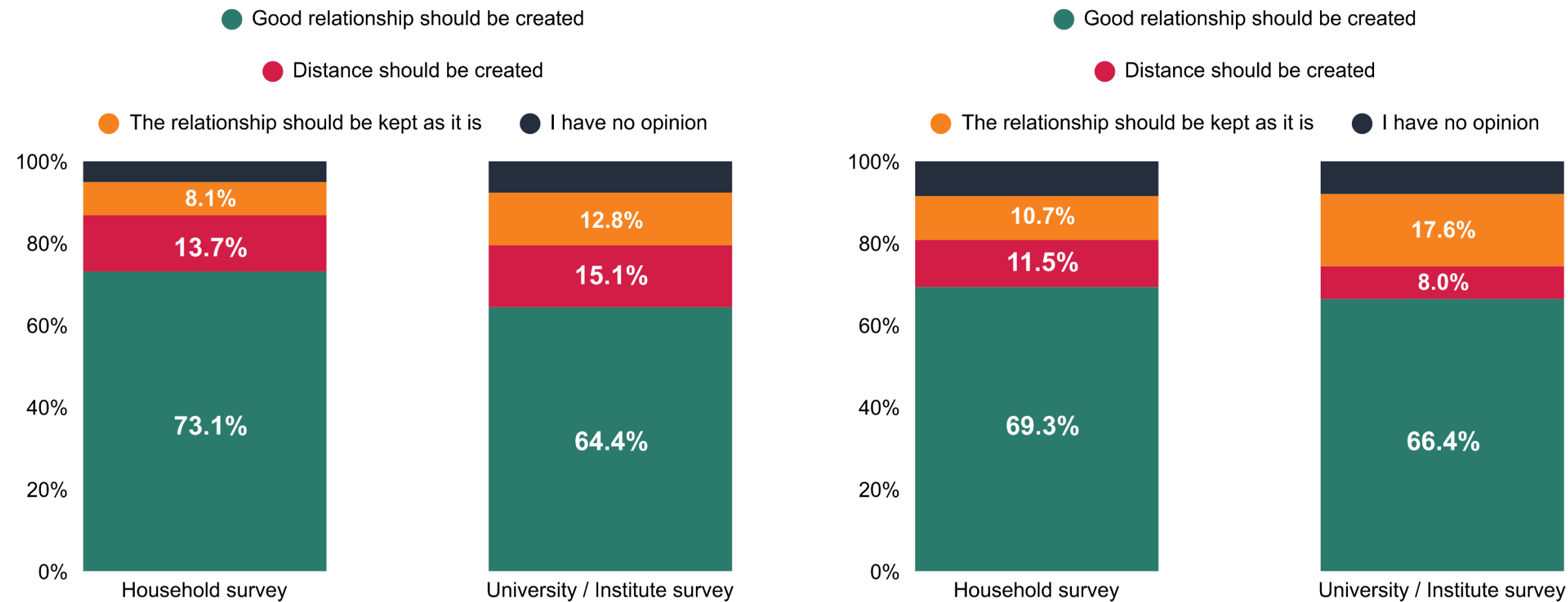
People want good relationship with both India (72.2%) and Pakistan (69.0%).



Relationship with India and Pakistan

University Samples vs Household Samples

Lesser proportion of students sampled from universities want distance with Pakistan (8.0%) if compared with India (15.10%).



India

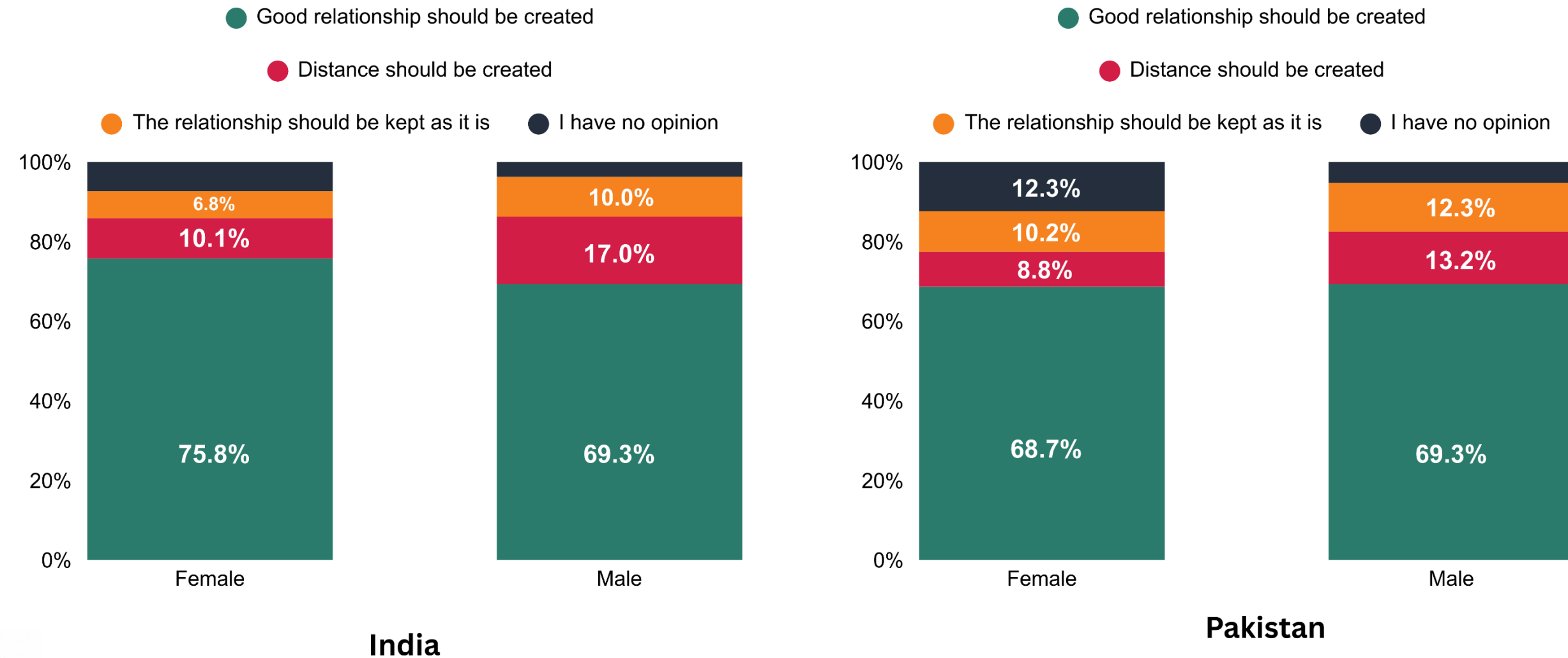
Pakistan

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Relationship with India and Pakistan

By gender

Higher proportion of female respondents would prefer a better relationship with India (75.8%) if compared to men (69.3%)



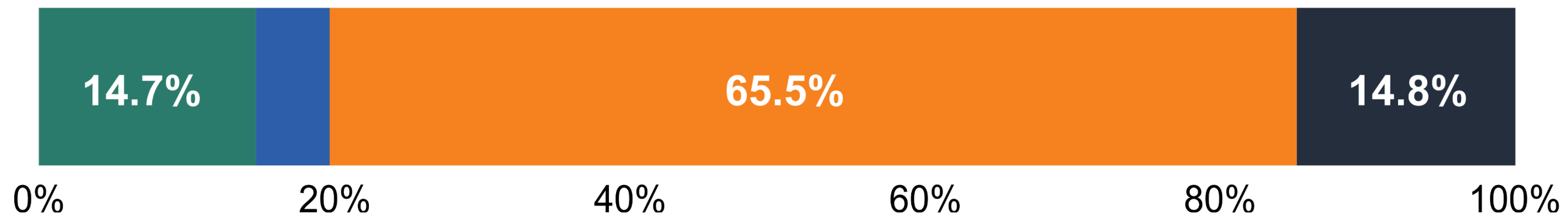
What do voters consider to decide who to vote?

What do voters consider to decide who to vote?

All Respondents

Candidate's qualification (65.5%) rather than the party symbol (14.7%) is more important for the general voters.

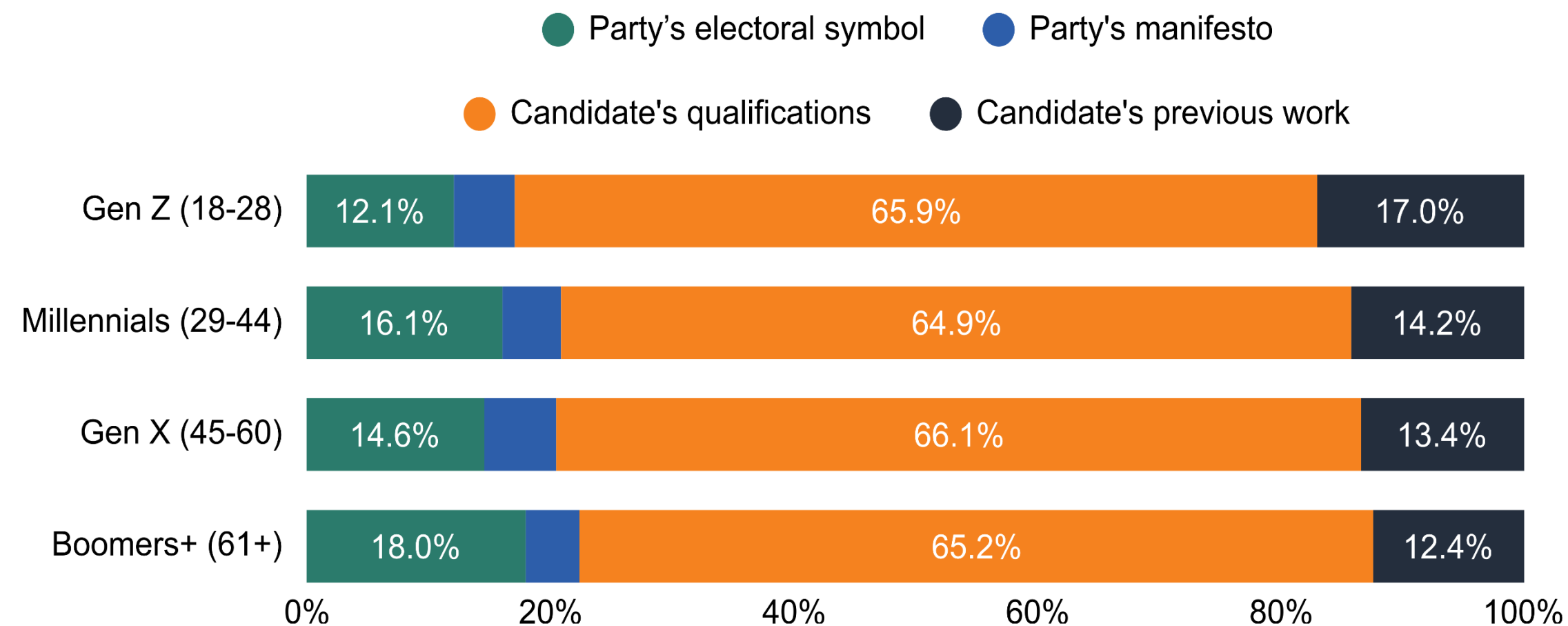
- Party's electoral symbol
- Party's manifesto
- Candidate's qualifications
- Candidate's previous work



What do voters consider to decide who to vote?

By Age Group

However, higher proportion of older generation voters are inclined towards the party symbol

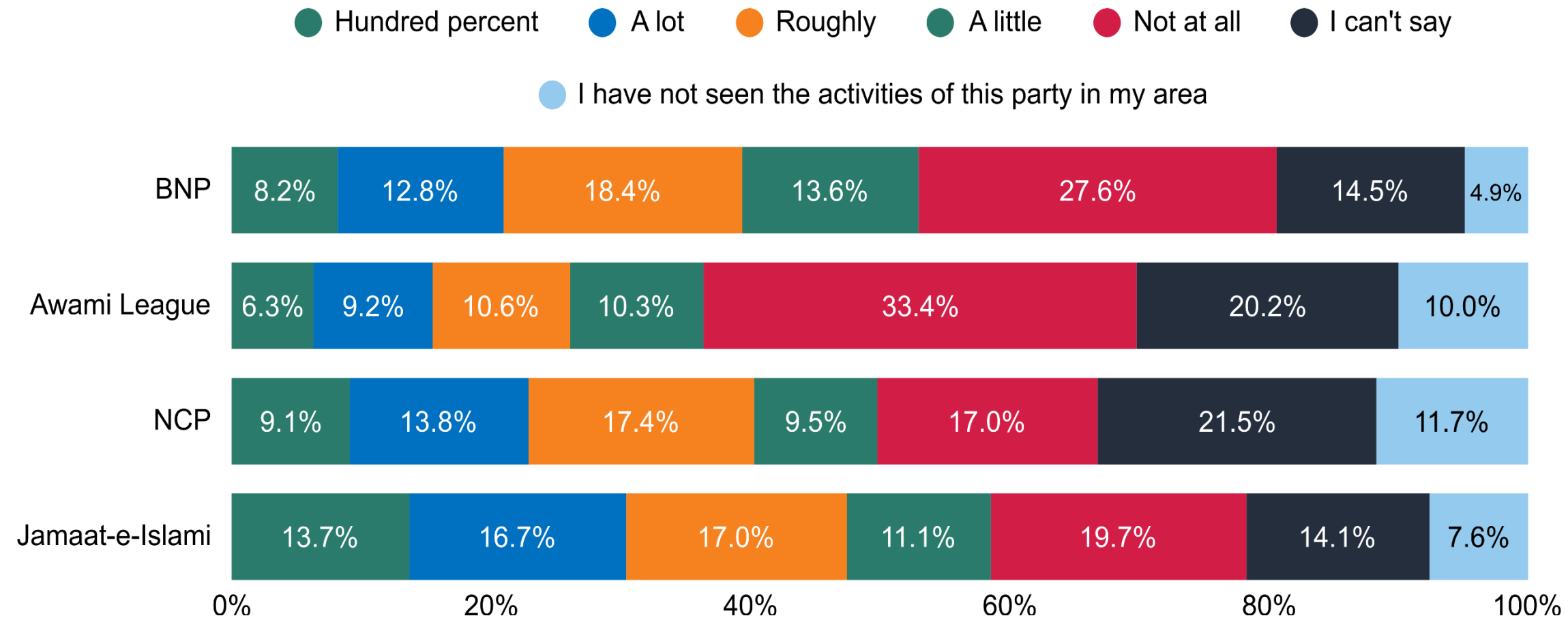


Are the voters satisfied with local party politics?

Satisfaction with local party politics

All Respondents

Generally, voters are more satisfied with local party politics of Jamaat e Islami Bangladesh if compared to other parties



Satisfaction with local political activities

All respondents

The young generation is comparatively more satisfied with the activities of Jamaat-e-Islami

Party	Age	Hundred percent	A lot
BNP	Gen Z (18–28)	7.4%	12.3%
	Millennials (29–44)	9.2%	12.4%
	Gen X (45–60)	7.9%	14.4%
	Boomers+ (61+)	8.1%	12.7%
Awami League	Gen Z (18–28)	6.6%	9.1%
	Millennials (29–44)	6.4%	10.1%
	Gen X (45–60)	6.4%	8.9%
	Boomers+ (61+)	4.2%	7.0%
NCP	Gen Z (18–28)	8.4%	14.9%
	Millennials (29–44)	9.9%	13.9%
	Gen X (45–60)	9.2%	12.6%
	Boomers+ (61+)	8.6%	11.7%
Jamaat-e-Islami	Gen Z (18–28)	13.0%	16.9%
	Millennials (29–44)	14.5%	16.5%
	Gen X (45–60)	13.8%	15.5%
	Boomers+ (61+)	13.3%	18.7%

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Satisfaction with local party politics

By Gender

Comparatively higher proportion of female respondents are satisfied with Jamaat – e –Islami and then NCP if compared to BNP and Awami League

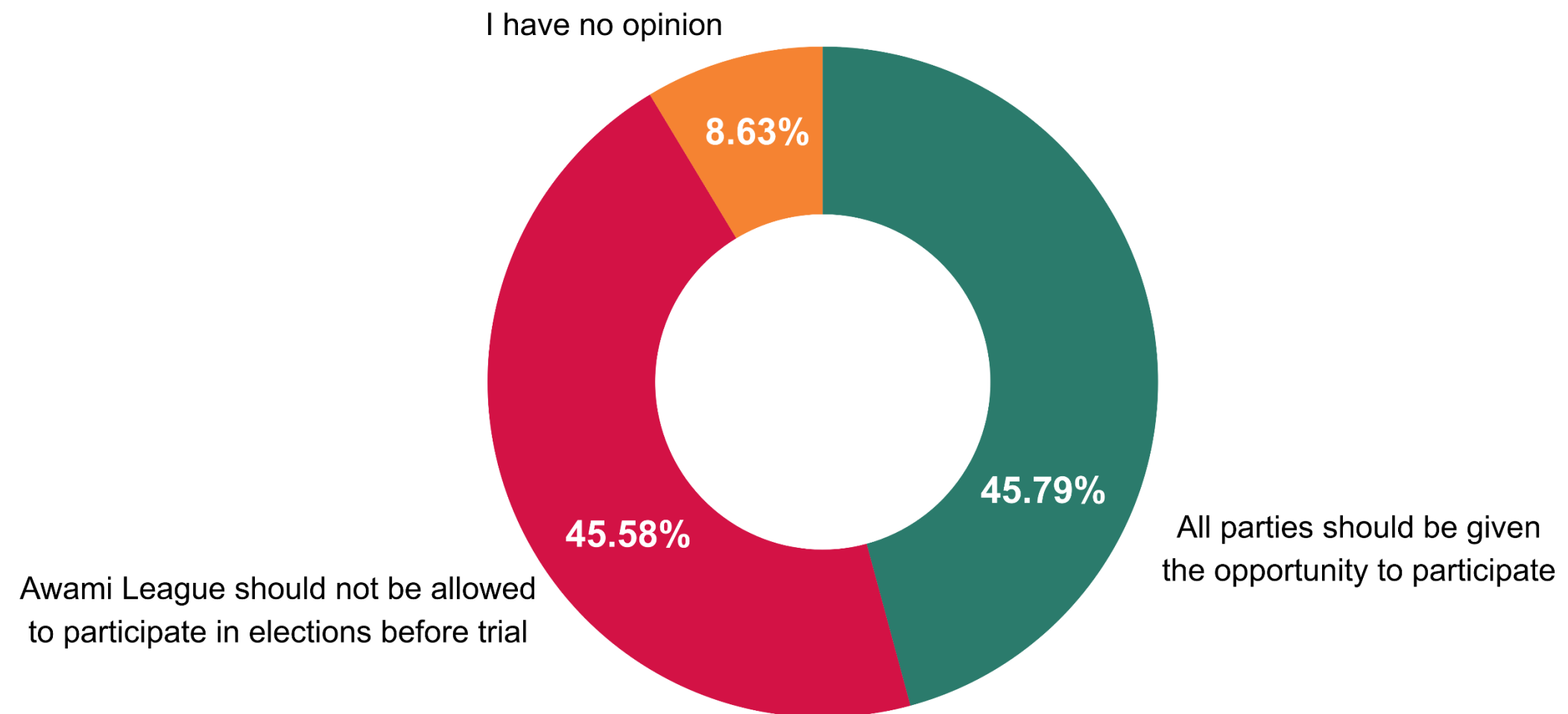
Party	Gender	Hundred percent	A lot	Roughly	A little	Not at all	I can't say	I have not seen the activities of this party in my area
BNP	Female	8.2%	12.3%	18.7%	14.3%	25.5%	15.4%	5.6%
	Male	8.2%	13.3%	18.1%	13.0%	29.3%	13.8%	4.4%
Awami League	Female	6.7%	9.2%	11.6%	11.2%	31.7%	19.9%	9.7%
	Male	6.0%	9.3%	9.8%	9.4%	34.8%	20.4%	10.4%
NCP	Female	9.2%	13.0%	16.9%	9.2%	15.4%	24.4%	11.9%
	Male	9.0%	14.6%	17.9%	9.9%	18.1%	19.0%	11.4%
Jamaat-e-Islami	Female	13.3%	15.2%	16.8%	11.0%	18.5%	16.5%	8.7%
	Male	14.1%	17.9%	17.3%	11.2%	20.6%	12.1%	6.7%

Voter's Expectation about Awami League's Participation in Next General Election

Voter's Expectation about Awami League's Participation in Next General Election

All Respondents

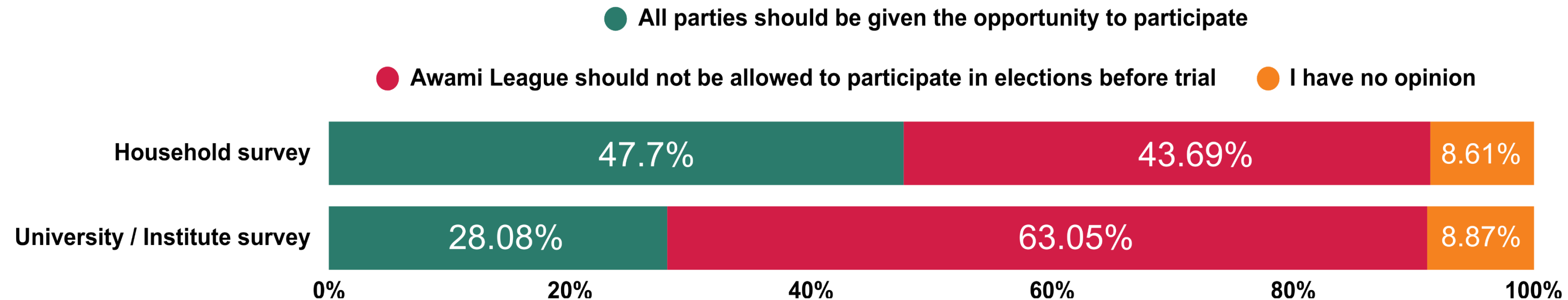
45.79% respondents reported that all parties should be allowed to participate in the next general election



Voter's Expectation about Awami League's Participation in Next General Election

Student vs Household Samples

Students sampled from universities (63.05%) are more in disfavor of Awami League's Participation in next general election if compared to samples from households (43.69%)

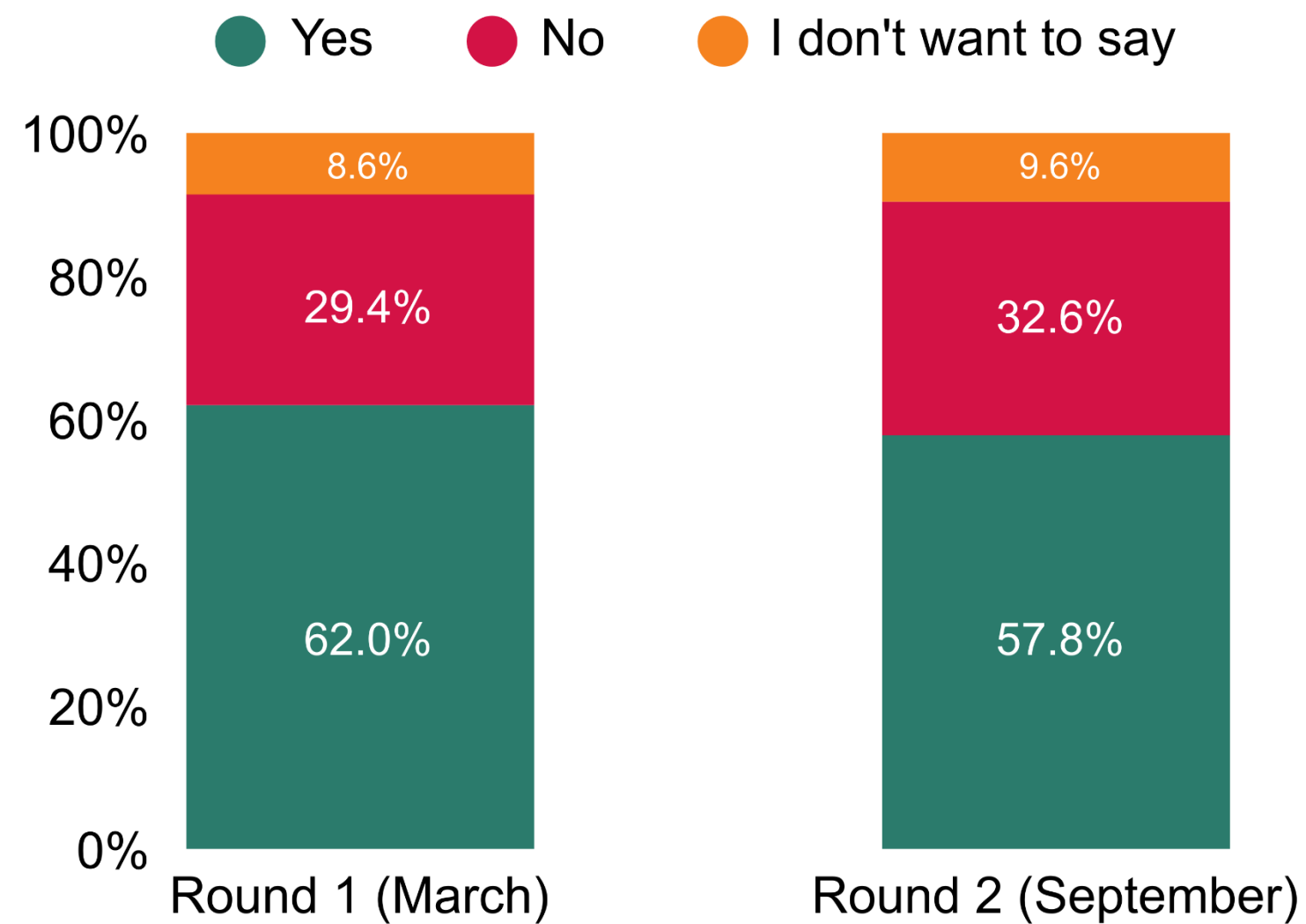


Have the Voters Decided Which Party to Vote?

Decision to Vote for Party

All Respondents

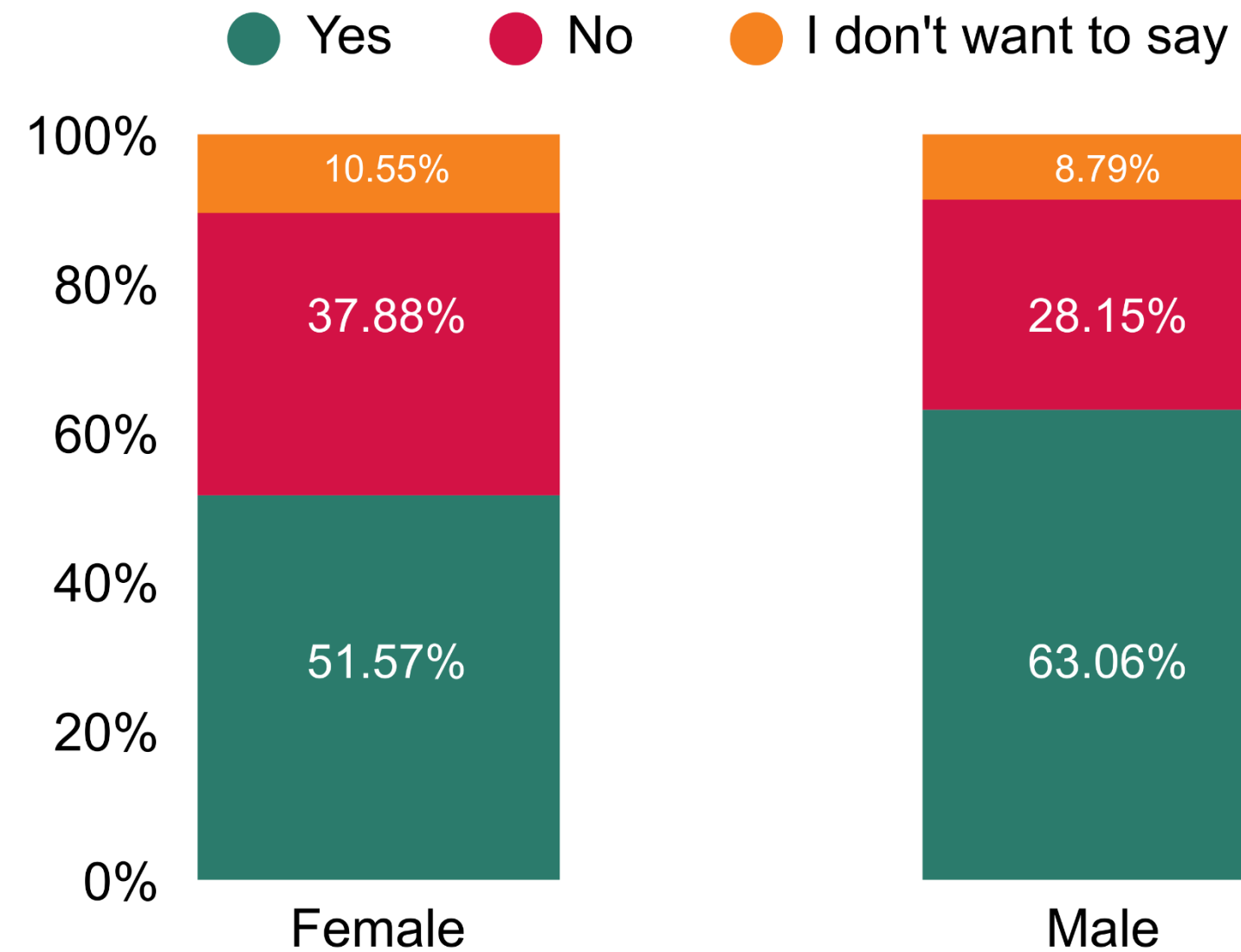
Higher proportion (32.6%) of voters are now undecided if compared to March (29.4%)



Decision to Vote for Party

By Gender

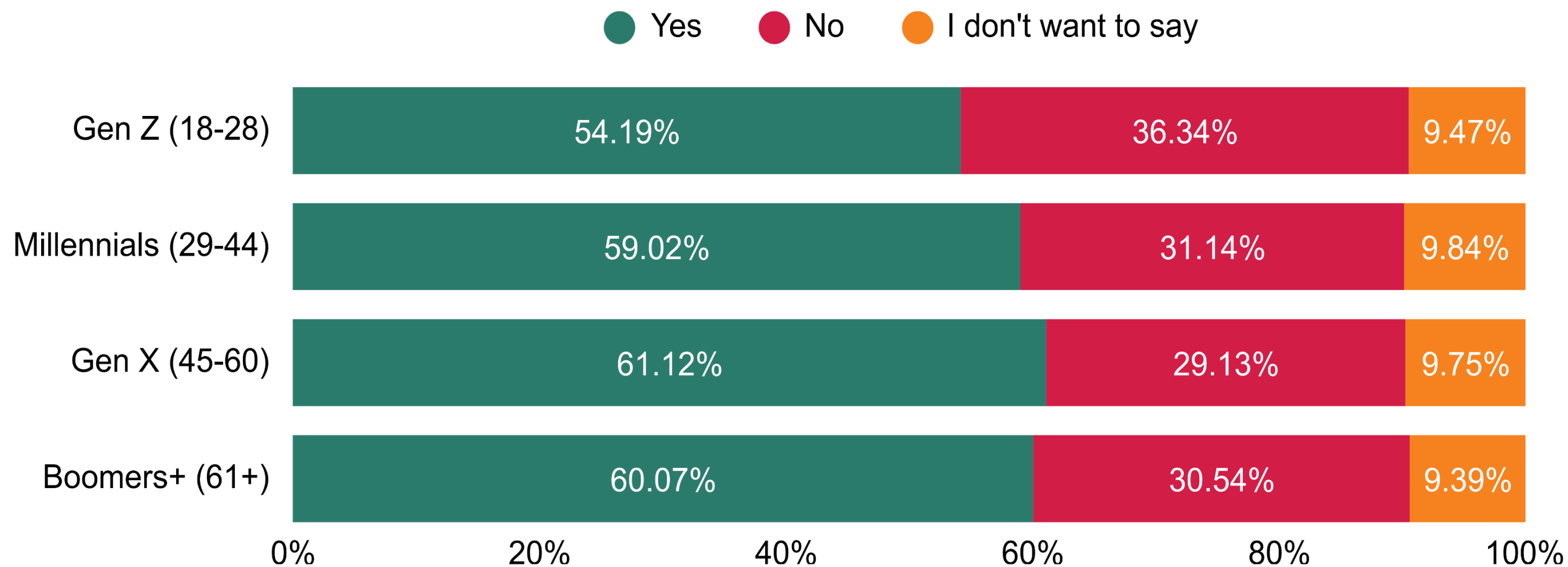
Higher proportion of female voters are undecided (37.88%) if compared to male (28.15%)



Decision to Vote for Party

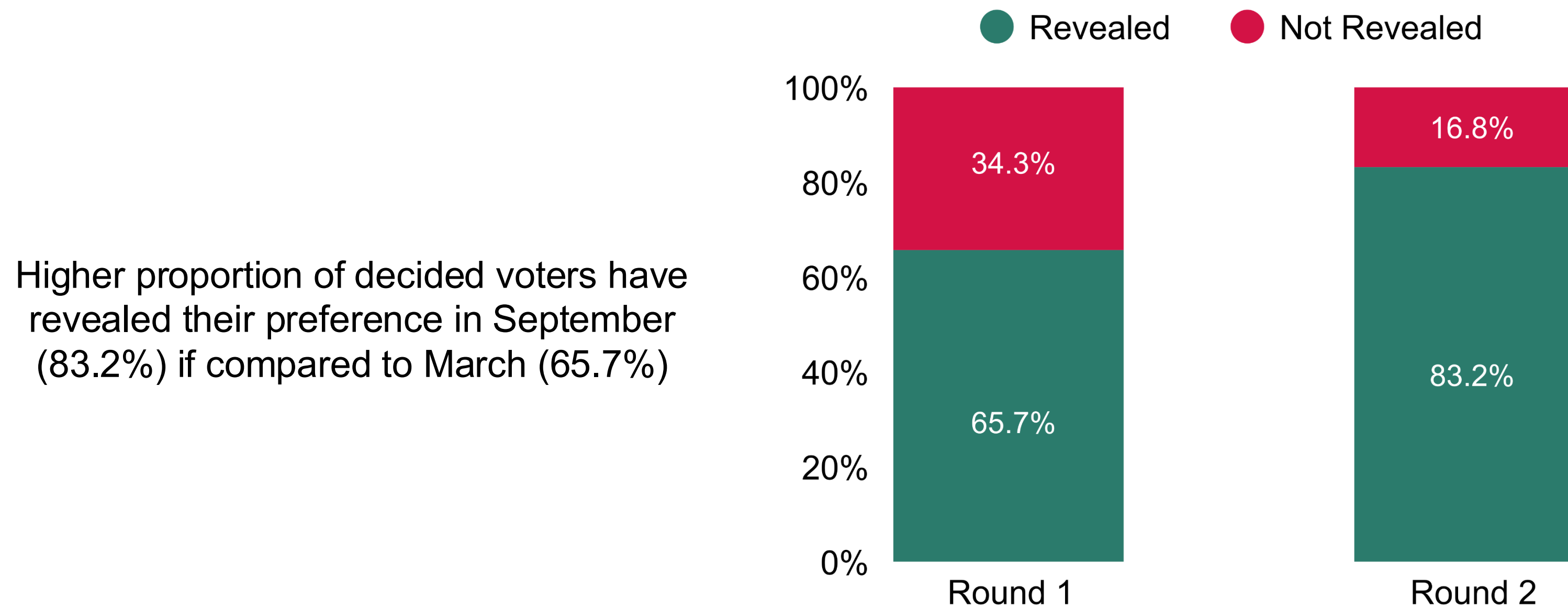
By Age Group

Higher proportion of Gen Z voters are undecided (36.34%) if compared to other age groups



Decision to Vote for Party

Revealed vs Non-Revealed

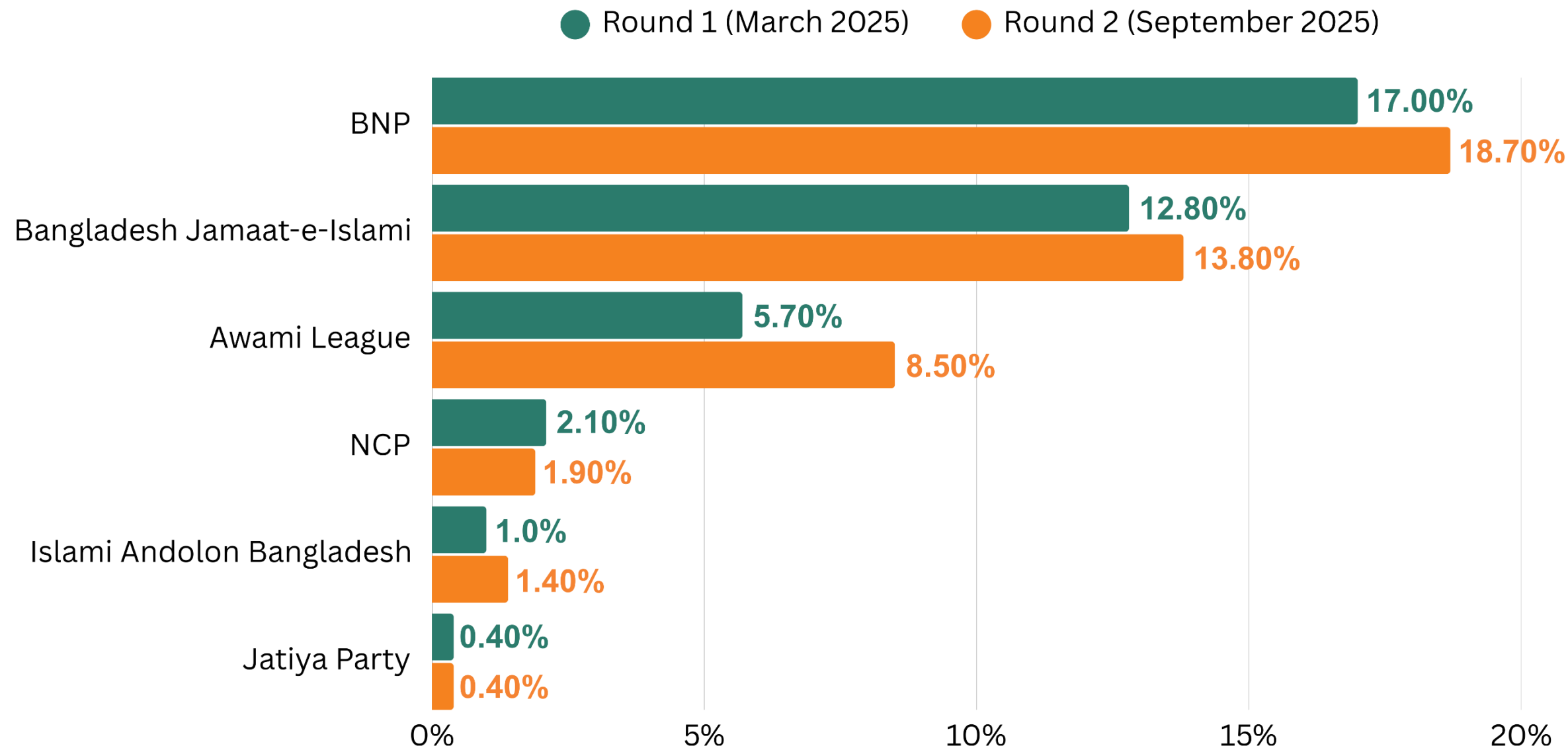


Who the voters will vote for?

Who the voters will vote for?

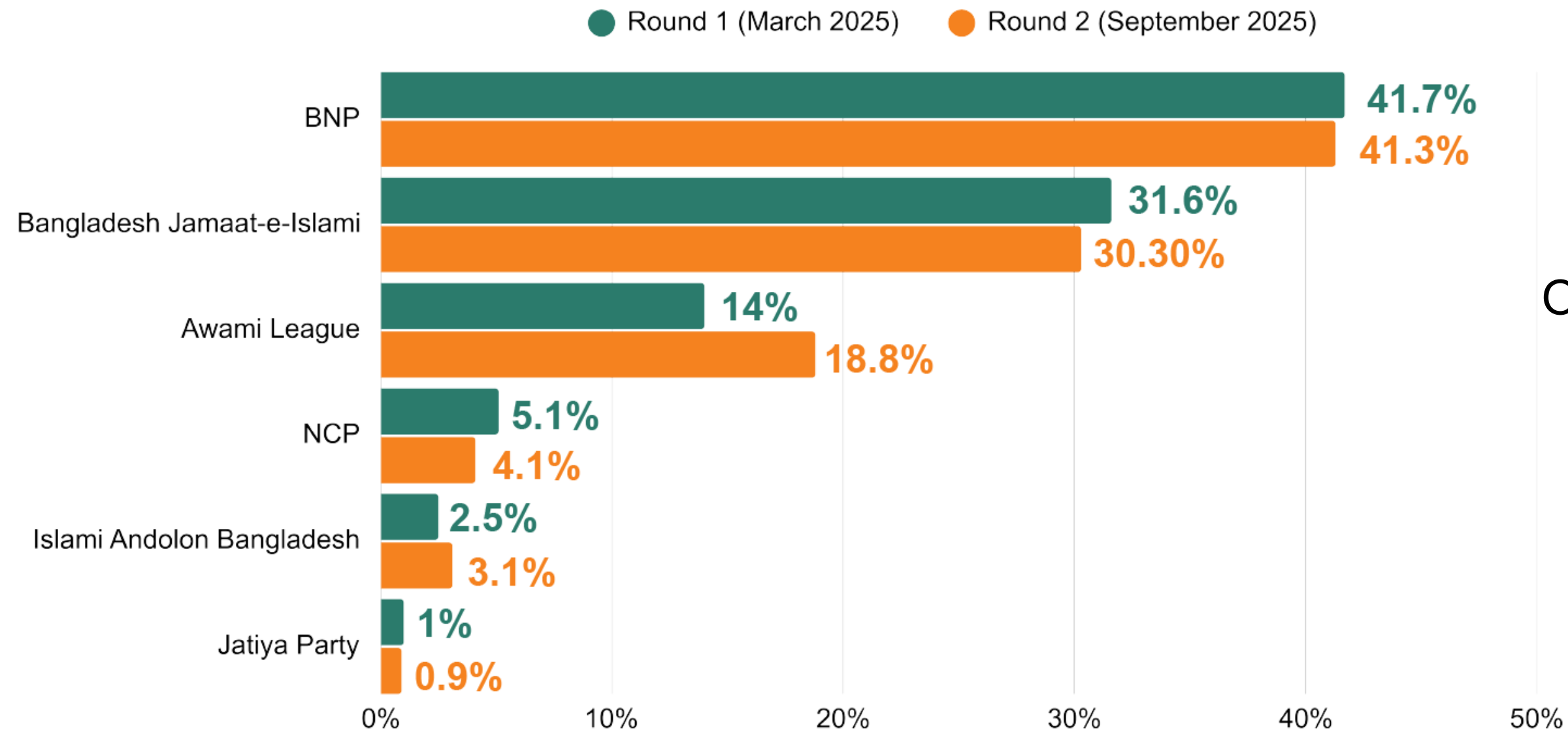
	Round-1 (March 2025)		Round-2 (September 2025)	
	Sample includes all respondents	Sample Includes only decided and revealed respondents	Sample includes all respondents	Sample Includes only decided and revealed respondents
BNP	17.00% (± 0.72)	41.70% (± 1.46)	18.70% (± 0.77)	41.30% (± 1.40)
Bangladesh Jamaat-e-Islami	12.80% (± 0.64)	31.60% (± 1.42)	13.80% (± 0.68)	30.30% (± 1.31)
Awami League	5.70% (± 0.45)	14.00% (± 0.68)	8.50% (± 0.26)	18.80% (± 0.57)
NCP	2.10% (± 0.28)	5.10% (± 0.65)	1.90% (± 0.47)	4.10% (± 0.57)
Islami Andolon Bangladesh	1.00% (± 0.19)	2.50% (± 0.47)	1.40% (± 0.22)	3.10% (± 0.57)
Jatiya Party	0.40% (± 0.12)	1.00% (± 0.30)	0.40% (± 0.12)	0.90% (± 0.28)
Gono Odhikar Parishad	0.20% (± 0.08)	0.50% (± 0.15)	0.20% (± 0.08)	0.50% (± 0.15)
Others	1.40% (± 0.22)	3.60% (± 0.56)	0.40% (± 0.12)	1.00% (± 0.03)
I don't want to comment	21.40% (± 0.82)	0.00%	9.10% (± 0.55)	0.00%
Decided but did not reveal party preference	29.40% (± 0.90)	0.00%	30.70% (± 0.90)	0.00%
Not decided	8.60% (± 0.54)	0.00%	9.10% (± 0.55)	0.00%
Did not comment whether they have decided	0.00%	0.00%	3.80% (± 0.37)	0.00%
Will not vote	0.00%	0.00%	2.00% (± 0.27)	0.00%
Did not answer whether to they will vote	17.00% (± 0.72)	41.70% (± 1.49)	18.70% (± 0.77)	41.30% (± 1.40)
Total	10696	4354	10413	4721

Who the voters will vote for?



In all samples, BNP share increased by 1.70 points, Jamaat by 1.0 point and Awami League by 2.8 points

Who the voters will vote for?



On decided and revealed samples, the voting share of BNP and Jamaat-e-Islami has remained mostly unchanged. It changed by 4.8 points for Awami League.

Who the voters will vote for?

Among revealed voters, BNP reduced by 0.40 points, Jamaat reduced by 1.3 points ; Awami League increased by 4.80 points

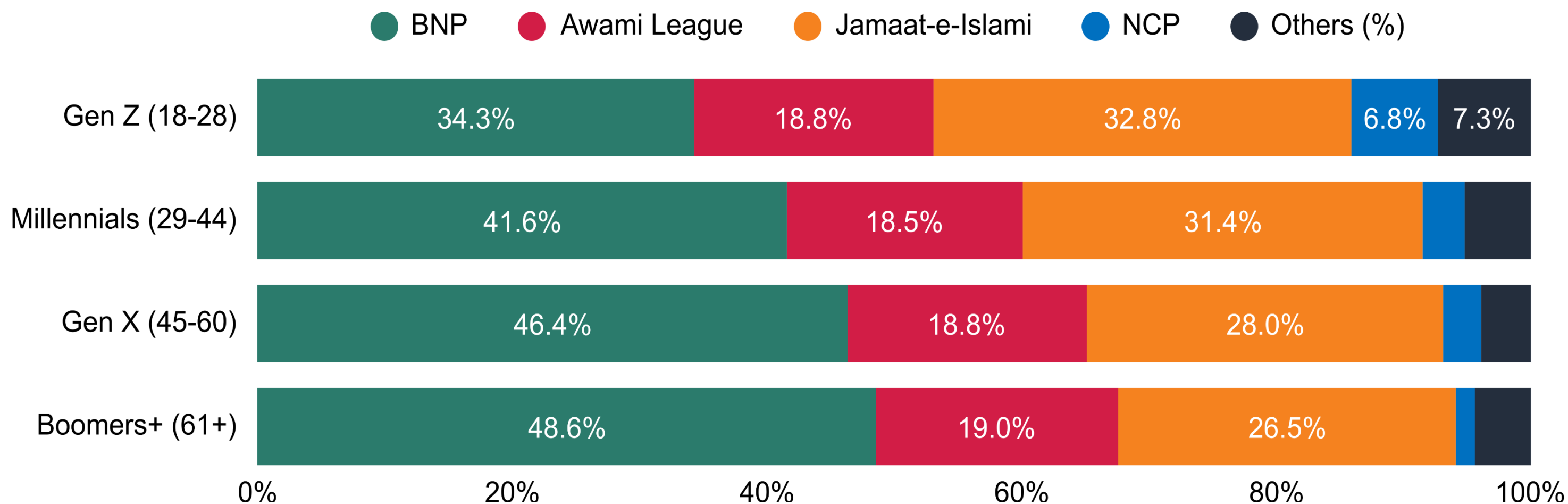
Party	March 2025	September 2025
BNP	41.7%	41.3%
Jamaat-e-Islami	31.60%	30.30%
Awami League	14.00%	18.80%
NCP	5.10%	4.10%
IAB	2.50%	3.10%
Jatiya Party	1.00%	0.90%

Who the voters will vote for? (with margin of errors)

Party	March 2025	September 2025
BNP	41.7% (± 1.46)	41.3% (± 1.40)
Jamaat-e-Islami	31.60% (± 1.38)	30.30% (± 1.31)
Awami League	14.00% (± 1.03)	18.80% (± 1.11)
NCP	5.10% (± 0.65)	4.10% (± 0.57)

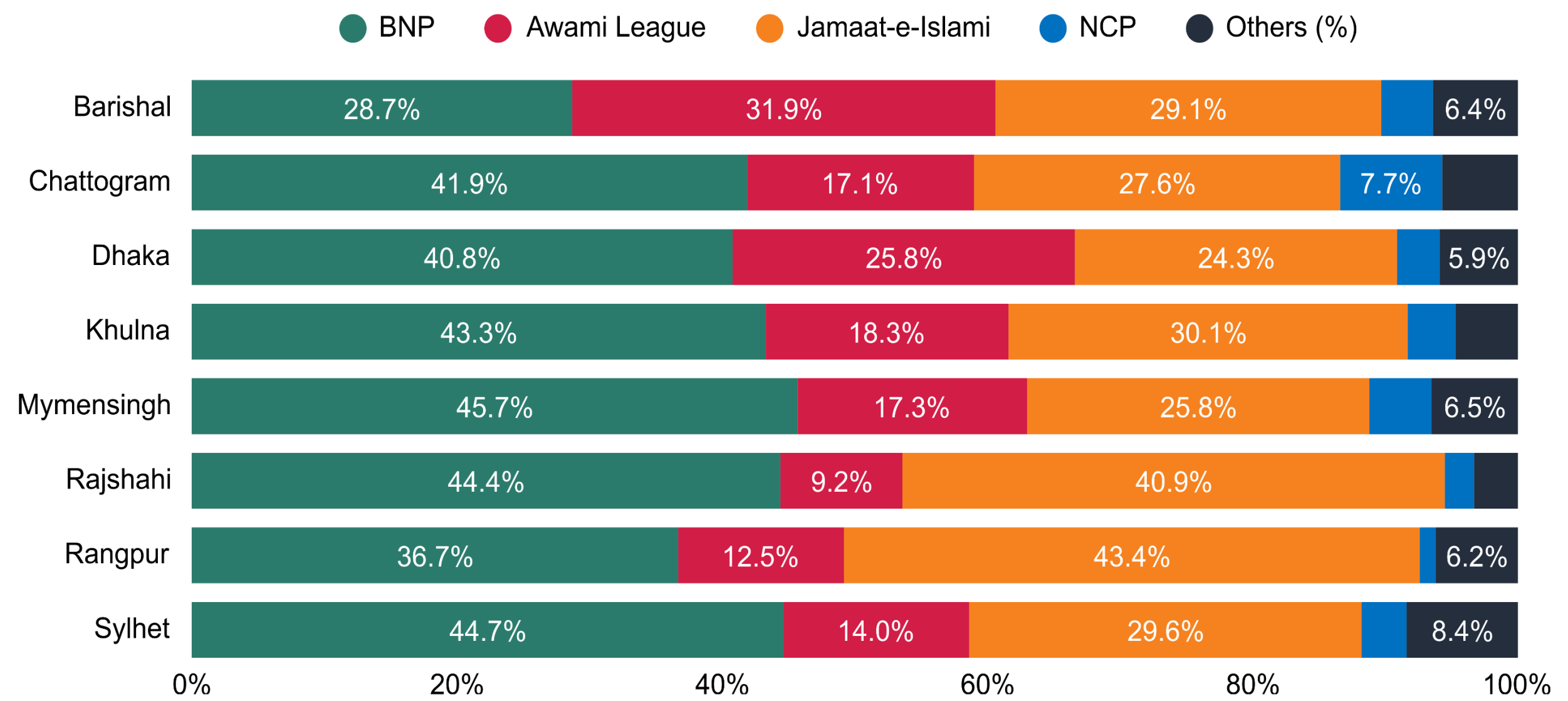
Who the voters will vote for?

BNP's vote bank comprises more of the older generation voters, Jamaat's vote bank comprises more of the younger generation voters; Awami League has a mixed bag



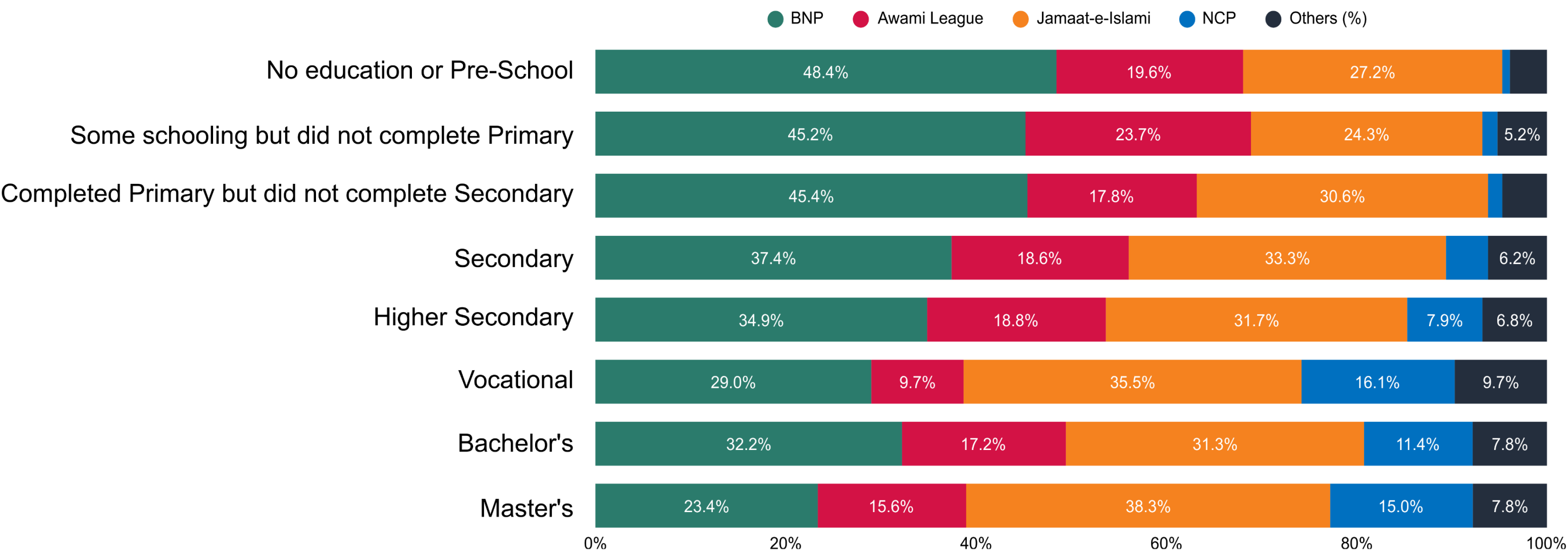
Who the voters will vote for?

BNP is leading in 6 divisions
Jamaat is leading in Rangpur, Awami League is leading in Barishal



Who the voters will vote for?

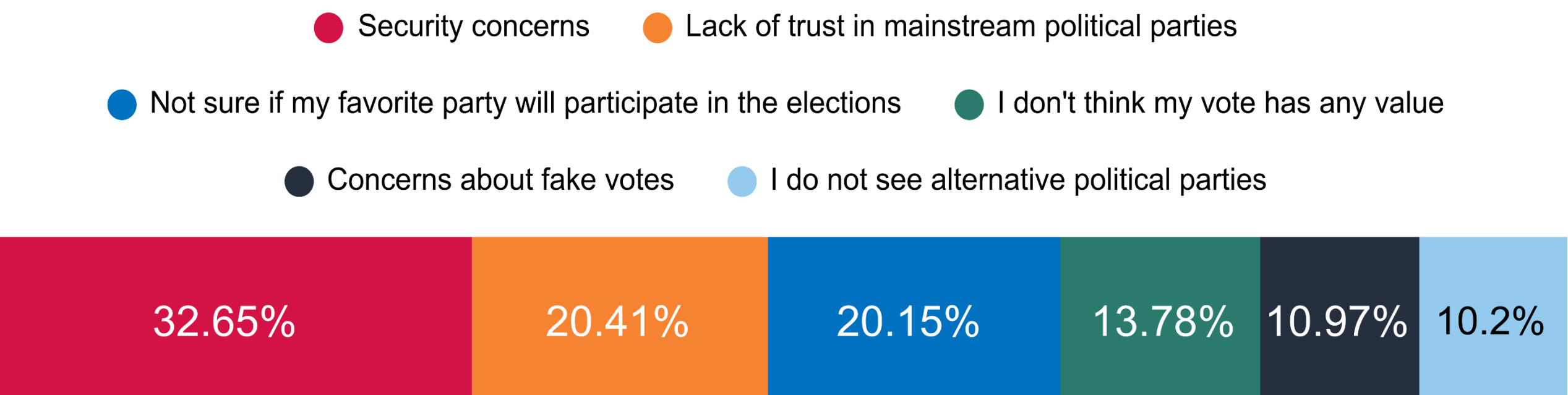
BNP is leading with voters with lesser educational qualification, Jamaat is leading with voters with higher educational qualifications



If the voters are not voting, then why?

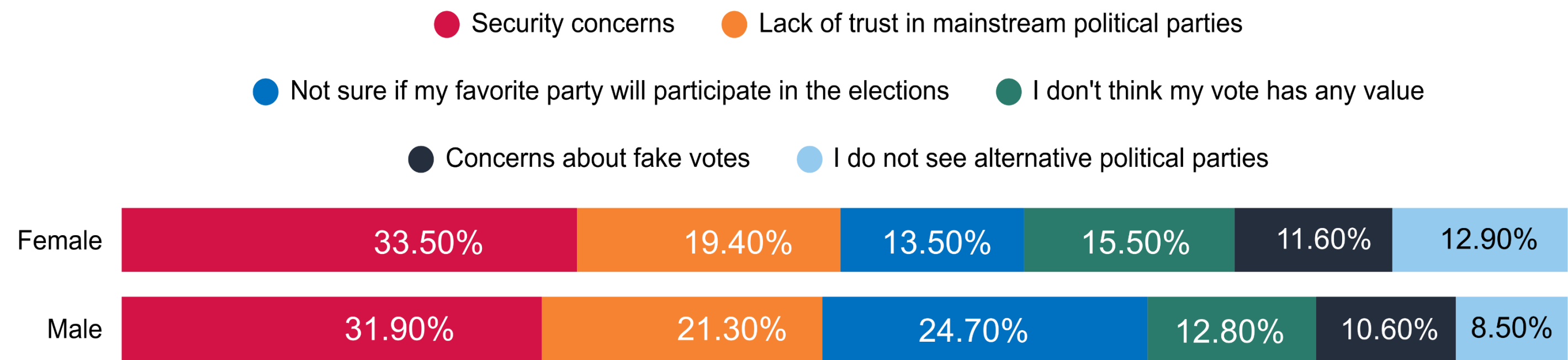
Reasons for not opting to vote

Most cited security concerns (32.65%) followed by lack of trust in mainstream political parties (20.41%) (3.8% of the total samples responded that they will not vote)



Reasons for not opting to vote

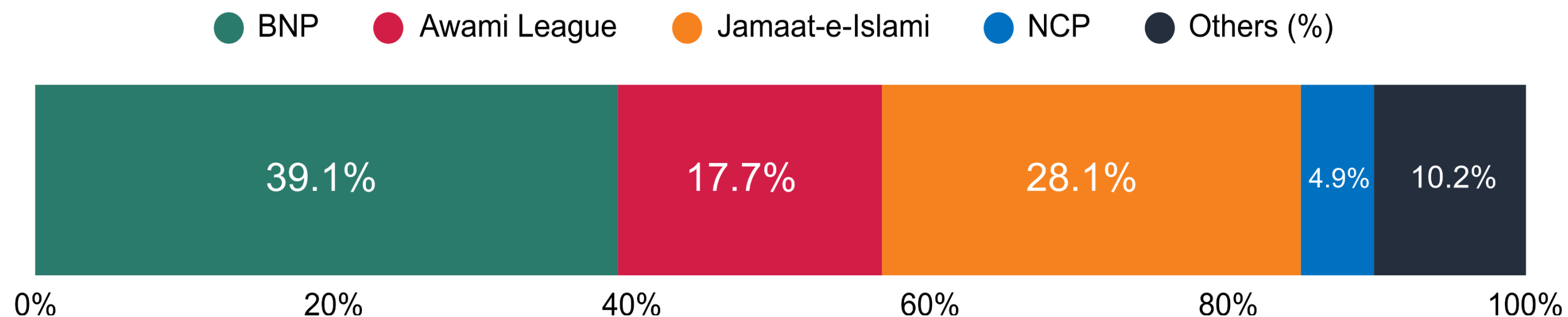
Higher proportion of women who said they will not vote, cited having no alternative political parties (12.90%) if compared to men (8.50%)



**In your view, which party is most suitable to
form the next government?**

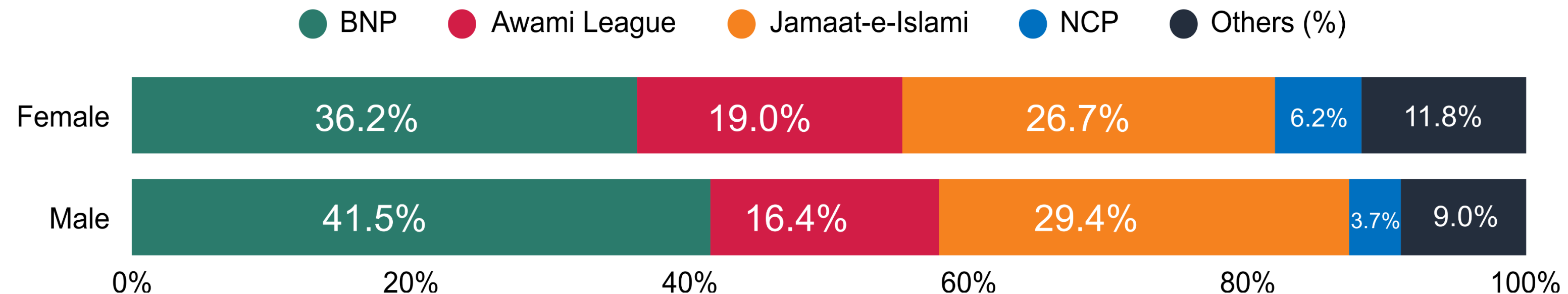
In your view, which party is most suitable to form the next government?

39.1% think BNP is most eligible, followed by Jamaat (28.1%).
This result is on full sample and it closely follows the revealed distribution of votes.



In your view, which party is most suitable to form the next government?

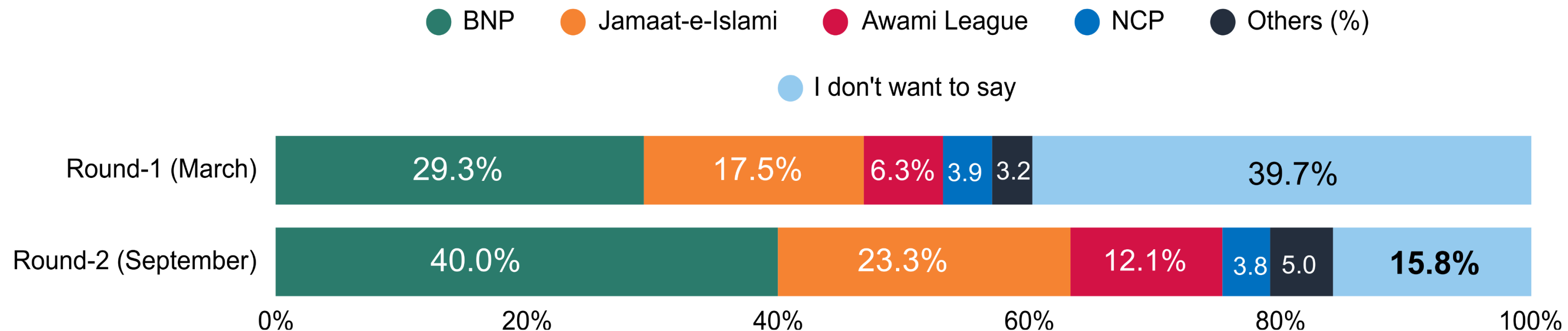
BNP is getting the highest share of female preference (36.2%) followed by Jamaat (26.7%). However, higher proportion of men have opted for BNP (41.5%) if compared to women (36.2%).



Which party is most likely to form the next government?

Voter's perception on which party is most likely to form the next government?

Higher proportion of respondents think BNP is most likely to form the next government (40.0%) if compared to March (29.3%). The rate has increased for both Jamaat (March: 17.5%, September 23.3%) and Awami League (March 6.3%, September 12.1%).



Who the voters will vote for if Awami League Does not Participate in Next Election?

If Awami League does not participate in election...

	All respondent	Decided revealed
BNP	20.2%	45.6%
Bangladesh Jamaat-e-Islami	14.8%	33.5%
NCP	2.1%	4.7%
Islami Andolon Bangladesh	1.7%	3.8%
Jatiya Party	0.9%	2.1%
Independent candidate	0.6%	1.3%
Gono Odhikar Parishad	0.3%	0.6%
AB Party	0.0%	0.1%
Ganosamhati Andolon	0.0%	0.0%
I will not go to vote.	3.7%	8.3%
Decided but did not reveal	10.2%	0.0%
Not decided	30.7%	0.0%
Party decision not revealed	9.1%	0.0%
Will not vote	3.8%	0.0%
Voting decision not revealed	2.0%	0.0%
Total	10413	4608

If Awami League does not participate in election...

If Awami League does not participate in next election then among the revealed voters, BNP's vote increases to 45.6%, Jamaat's vote increases to 33.5%

	Decided revealed
BNP	45.6%
Bangladesh Jamaat-e-Islami	33.5%
NCP	4.7%
Islami Andolon Bangladesh	3.8%
Jatiya Party	2.1%

Voters who think Awami League is the most suitable party who do they think the second most suitable party is

	n	Percent (%)
BNP	911	49.5
JIB	330	17.9
No second preference found	327	17.8
JP	160	8.7
NCP	63	3.4
IAB	23	1.2
AL Supported Alliance	12	0.7
Islamic Party Alliance	4	0.2
Left Parties Alliance	4	0.2
Unnamed	3	0.2
BNP led alliance	2	0.1
BNP and Islamic Party Alliance	1	0.1
Respondent	1840	100

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