NDA makes gains with urban, OBC voters

Muslims prefer UPA by a margin of nearly 1 to 1.

Bihar | Haryana | rajasthan | uP | odisha  | TN | Andhra Pradesh | karnataka | kerala | Gujarat | mP | maharashtra
---|---|---|---|---|---|---|---|---|---|---|---|---
Sep-Dec 2013 | July 2013 | Jan 2014 | Lok Survey | CSDS | HT-CvoTer | TimeSNow-CvoTer | uPA | NDA | GAiN/NiL/Low 0-5% | 23 | 29 | 34 | 31 | 23 | 28 | 21

In terms of social groupings, the urban electorates in particular, those in the old Congress bastions of uP, Maharashtra, Tamil Nadu, and Kerala, have preferred the UPA by a margin of nearly 1 to 1. The larger gains made by the NDA this time are a result of the significant gains made in rural areas where the coalition has not had a presence in the past.

The NDA has made impressive gains with urban, OBC voters, who constitute a significant portion of the Indian electorate. The gains are particularly pronounced in rural areas, where the NDA has traditionally been weaker. The NDA has also made significant inroads in the UP A's traditional strongholds, particularly in rural areas.

The data suggests NDA has gained nearly 3 to 1. In other regions, the BJP has made considerable inroads, especially in rural areas.

The NDA's gains are evident in various social groupings, particularly in rural areas and among the Other Backward Classes (OBCs). The gains are also pronounced among illiterate voters in both urban and rural areas. The NDA has succeeded in bringing votes from various social groups, including urban, OBC, and illiterate voters.

The Lok Survey was conducted in a cross-section of the population. CMIE, a part of the Labour Bureau, conducted face-to-face interviews of 68,500 persons on behalf of the Lok Foundation to conduct a survey of the Indian electorate that is changing in many complex ways which are not always readily apparent.

The Lok Foundation, in conjunction with the Centre for the Study of Developing Societies (CSDS), estimated vote shares for the NDA in urban and rural areas (31 to 23%). The gains to the NDA are not only in rural areas, but also in urban areas (30 to 24%) as well as in rural areas (31 to 23%). The gains to the NDA are evident in various social groupings, particularly in rural areas.

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