

AS THE DUST SETTLES REVISITING MANDATE 2019

DISCUSSING THE NEW DRIVERS VOTING PATTERN IN INDIA
ANALYSING THROUGH GROUND ZERO PSEPHOLOGY



INDEX

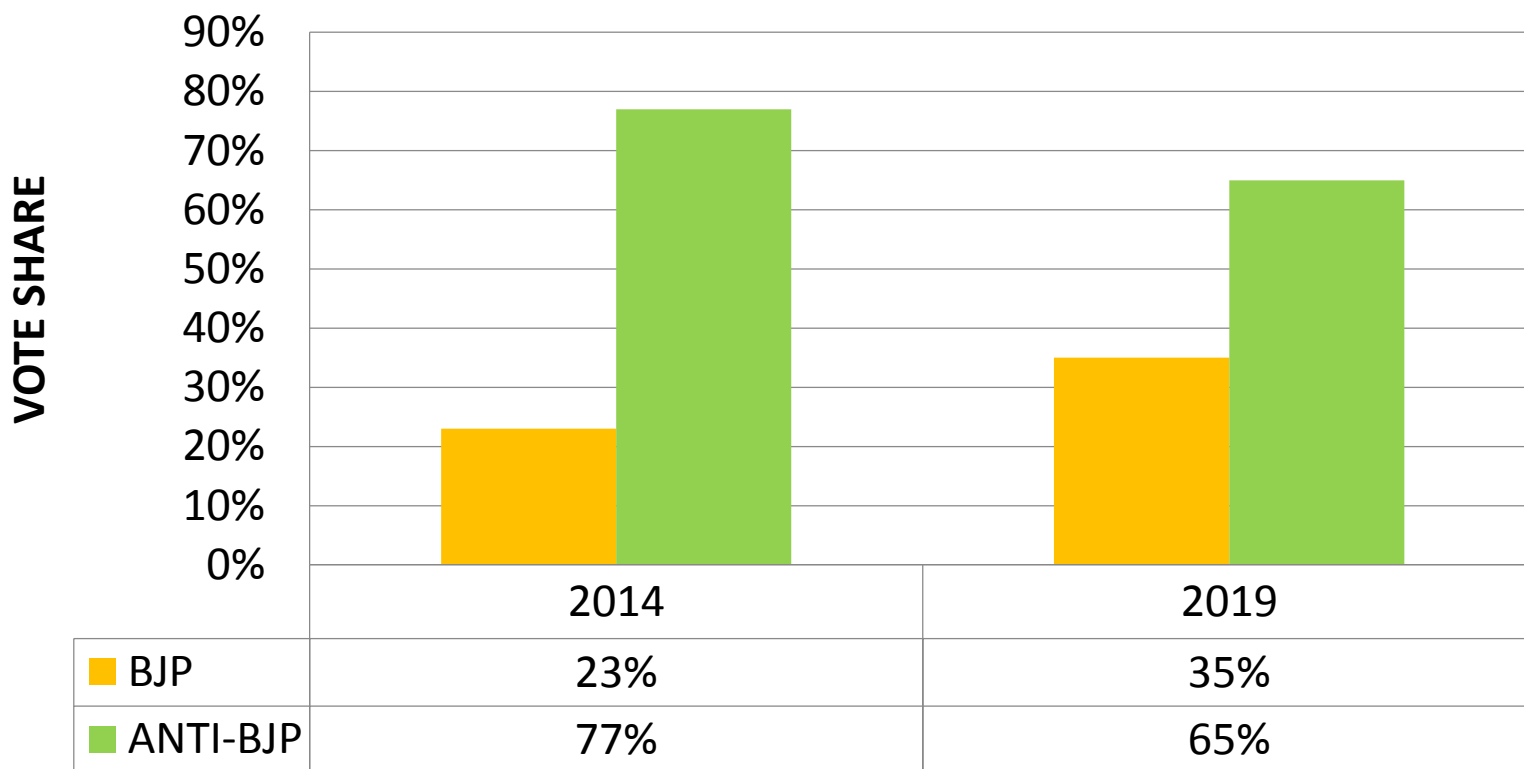
- **MACRO TRENDS/ BIG PICTURE**
- **MICRO TRENDS**
- **CASE STUDY (UP & BENGAL)**
- **WHO DID NOT VOTE FOR MODI**

MACRO TRENDS

- DEPRECIATING VALUE OF CASTE IN DECIDING VOTING OUTCOME
- **DALIT- GREATER CROSS VOTING TENDENCY IN DALITS**
- **JAAT- NEW EMERGING CONSCIOSNESS IN JAAT VOTERS IN 2019 ELECTION**
- **EMERGENCE OF NEW SWING VOTER: THE INDIAN FEMALES**

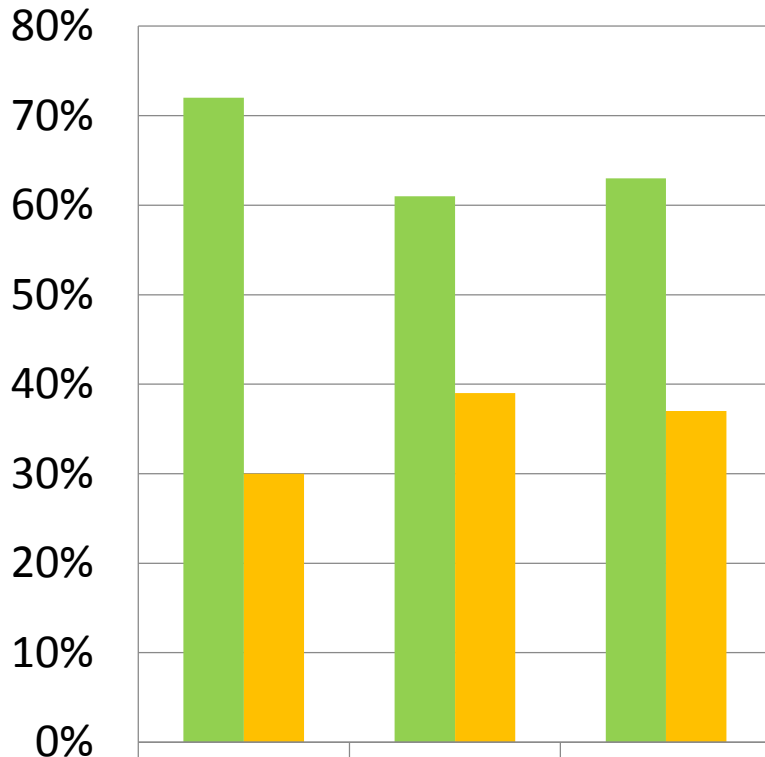
A. DEPRECIATING VALUE OF CASTE IN DECIDING VOTING OUTCOME.

1. GREATER CROSS VOTING TENDENCY IN DALITS



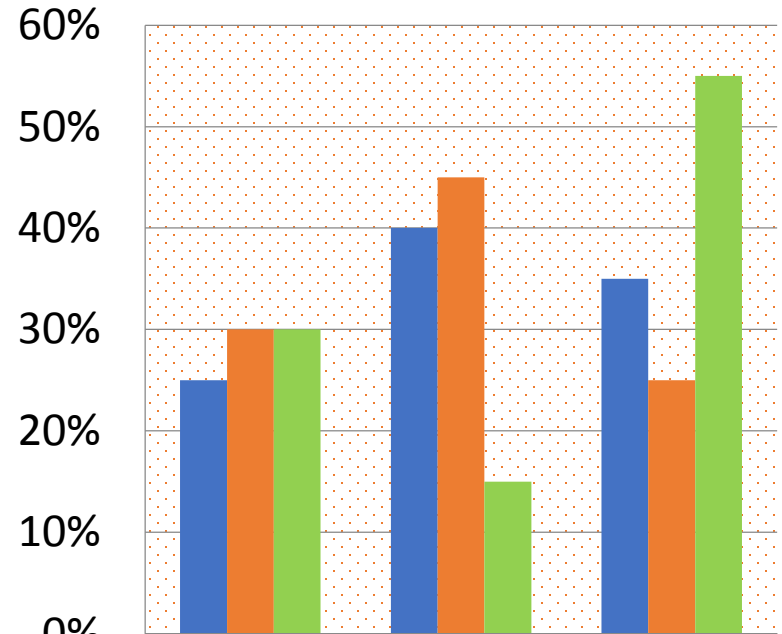
DALIT VOTERS IN 2019 ELECTION

VOTE SHARE IN 2019



ANTI-BJP	72%	61%	63%
BJP	30%	39%	37%

REASONING BEHIND VOTING FOR BJP IN 2019



MEN	25%	40%	35%
WOMEN	30%	45%	25%
YOUTH	30%	15%	55%

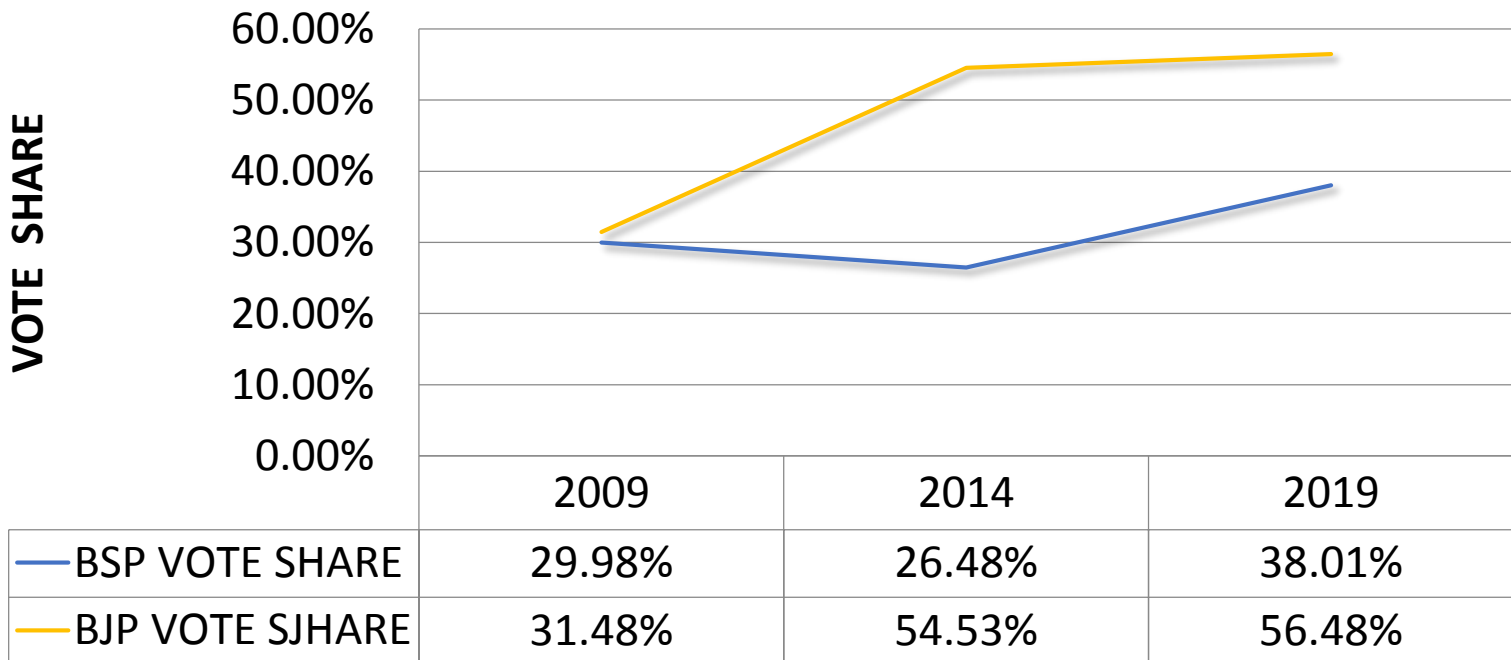
LOKSABHA CONSTITUENCY SHOWING DALIT TREND

- **AGRA: JATAV DALIT DOMINATED SEAT WITH DALIT MORE THAN 30%**
- **MISRIKH: INDICATOR SEAT IN CENTRAL UP WHERE NON JATAV IS MORE THAN JATAV.**
- **LALGANJ: SEAT IN EASTERN UP WHICH IS KNOWN FOR JATAV , NON JATAV DIVIDE AND BSP HAS STRONG HOLD.**

AGRA(UTTAR PRADESH): LOKSABHA CONSTITUENCY TO SHOW DALIT TREND



VOTE SHIFT IN DIFFERENT YEARS



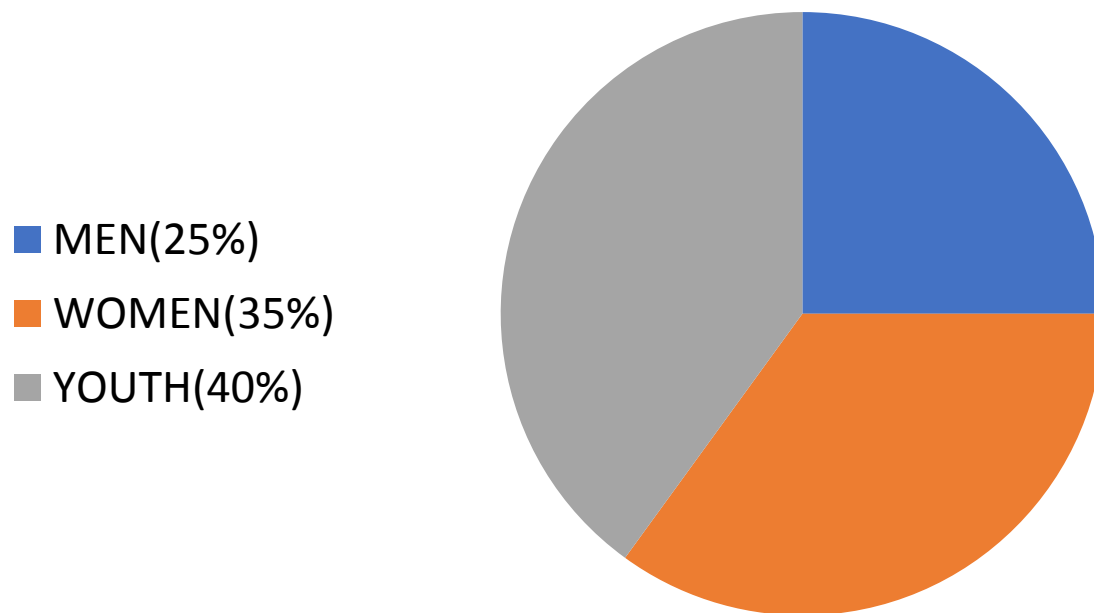
AGRA(UTTAR PRADESH)



TOTAL DALIT: 5 Lakhs DALIT VOTED FOR BJP: 52%

VOTE SHARE OF BJP IN DIFFERENT DALIT COMMUNITIES

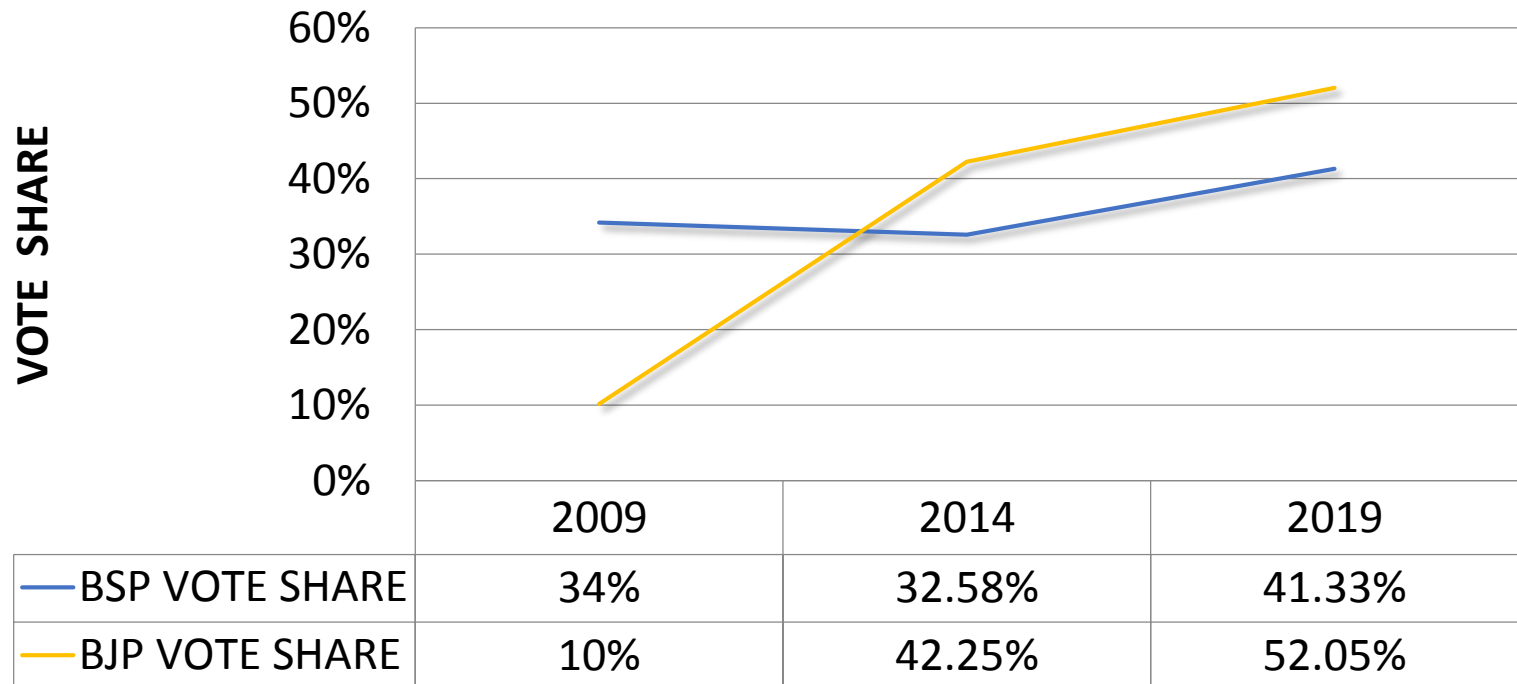
2019 LOKSABHA ELECTION



MISRIKH(UTTAR PRADESH): LOKSABHA CONSTITUENCY TO SHOW DALIT TREND



VOTE SHARE OF BJP - BSP IN LAST THREE ELECTION

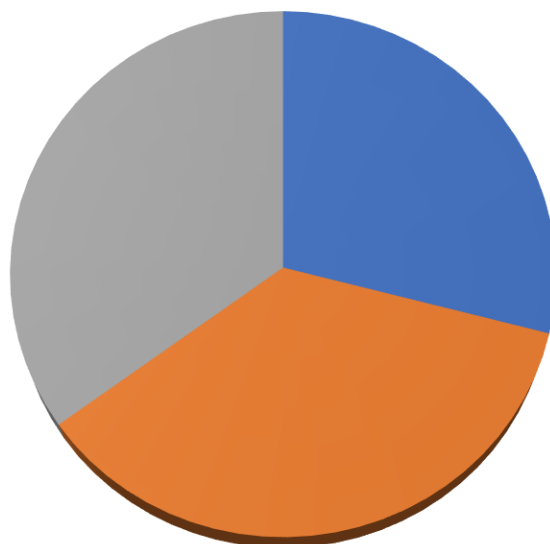


MISRIKH(UTTAR PRADESH)

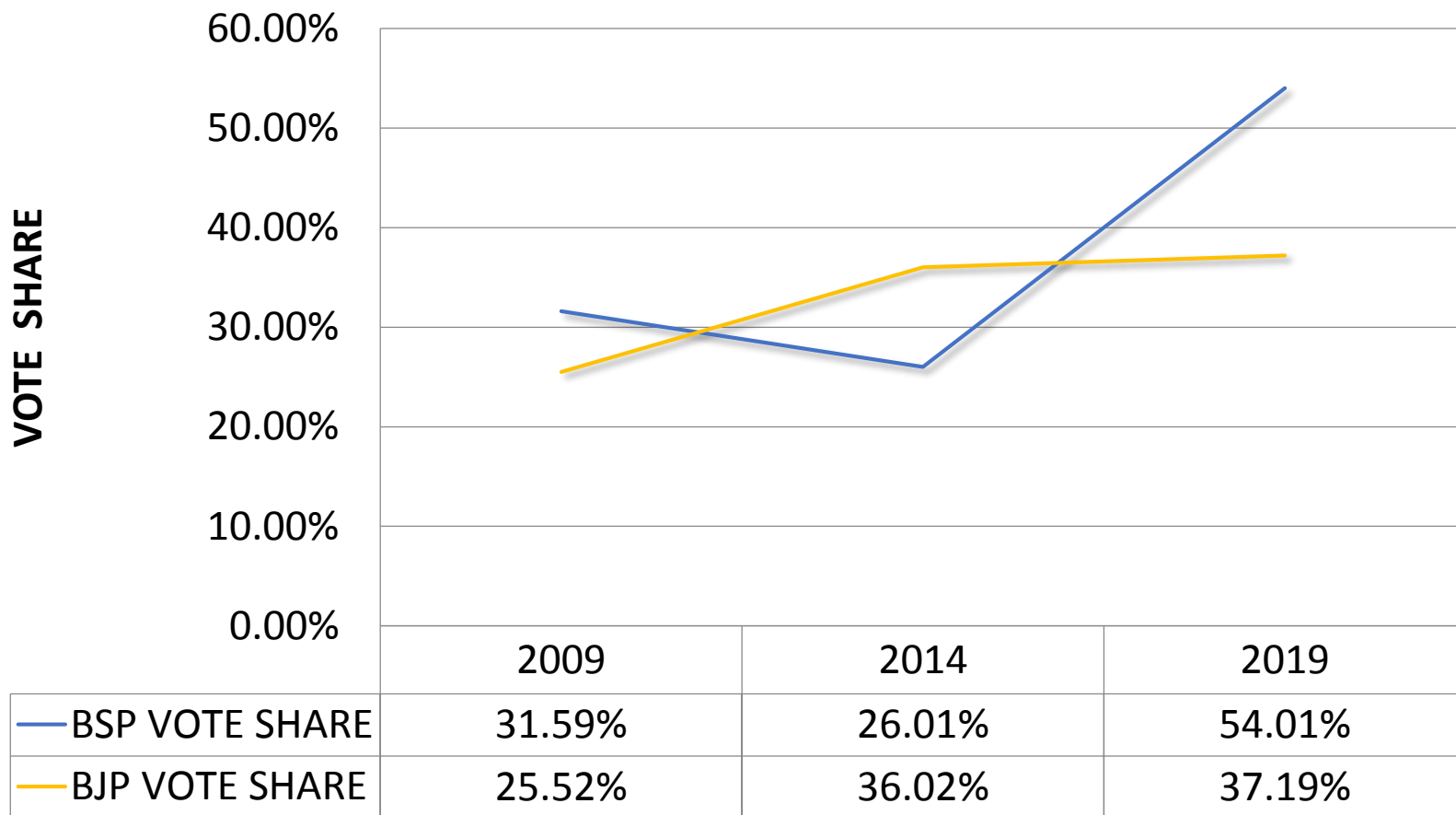
TOTAL DALIT: 4-5 Lakhs DALIT VOTED FOR BJP: 46-48%
VOTE SHARE OF BJP IN DIFFERENT DALIT COMMUNITIES

2019 LOKSABHA ELECTION

- MEN(29%)
- WOMEN(36%)
- YOUTH(35%)



LALGANJ (UTTAR PRADESH): LOKSABHA CONSTITUENCY TO SHOW DALIT TREND

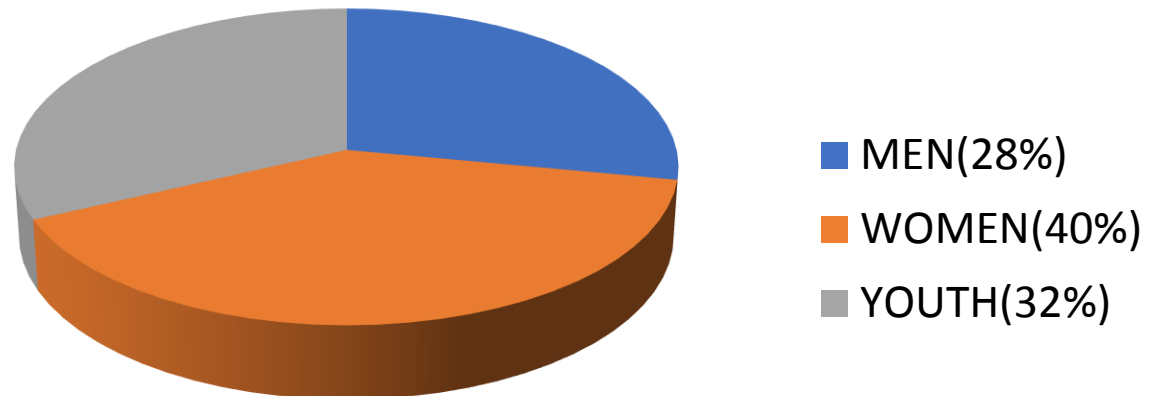


LALGANJ(UTTAR PRADESH)

TOTAL DALIT: 25% DALIT VOTED FOR BJP: 8-10%

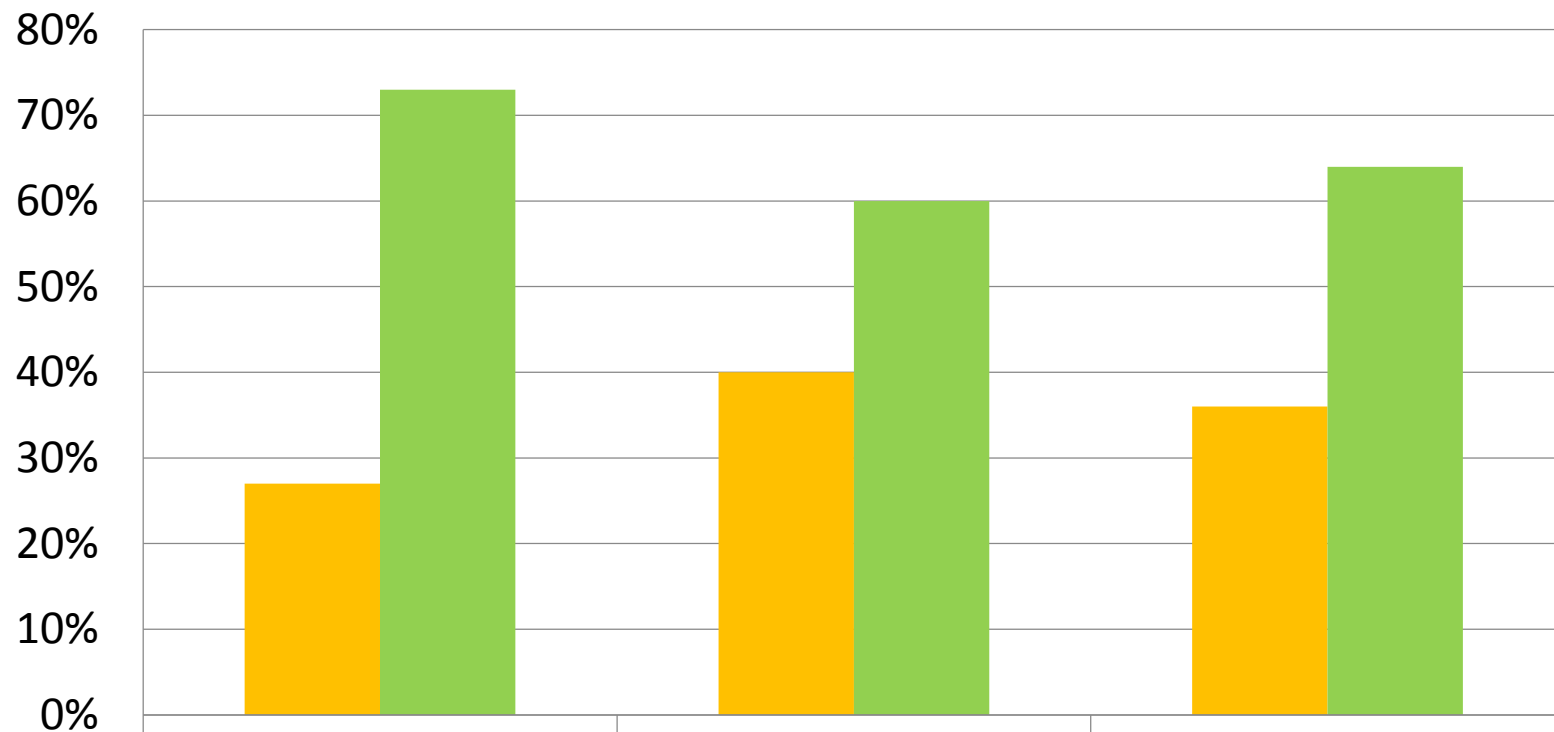
VOTE SHARE OF BJP IN DIFFERENT DALIT COMMUNITIES

2019 LOKSABHA ELECTION



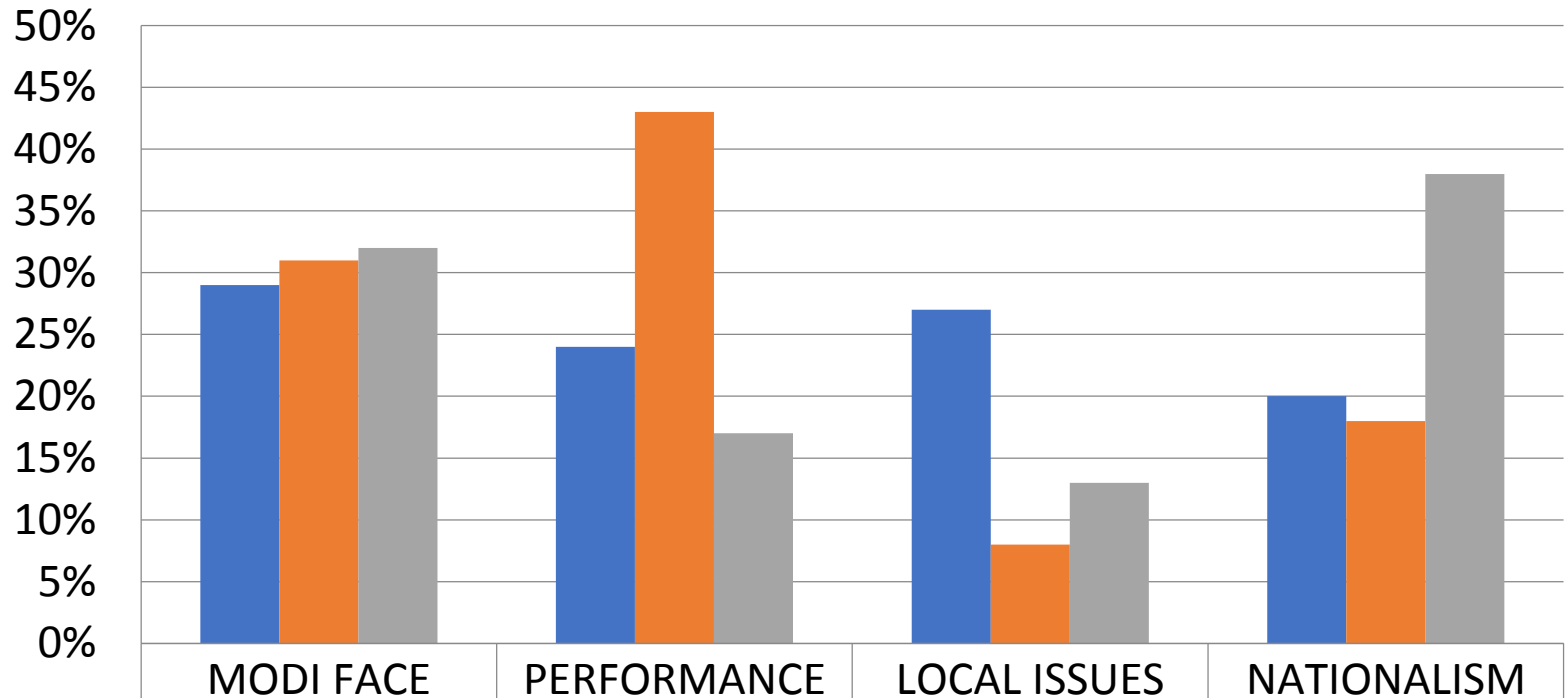
JATAV VOTERS IN 2019 LOKSABHA ELECTION

JATAV:



■ BJP	27%	40%	36%
■ ANTI BJP	73%	60%	64%

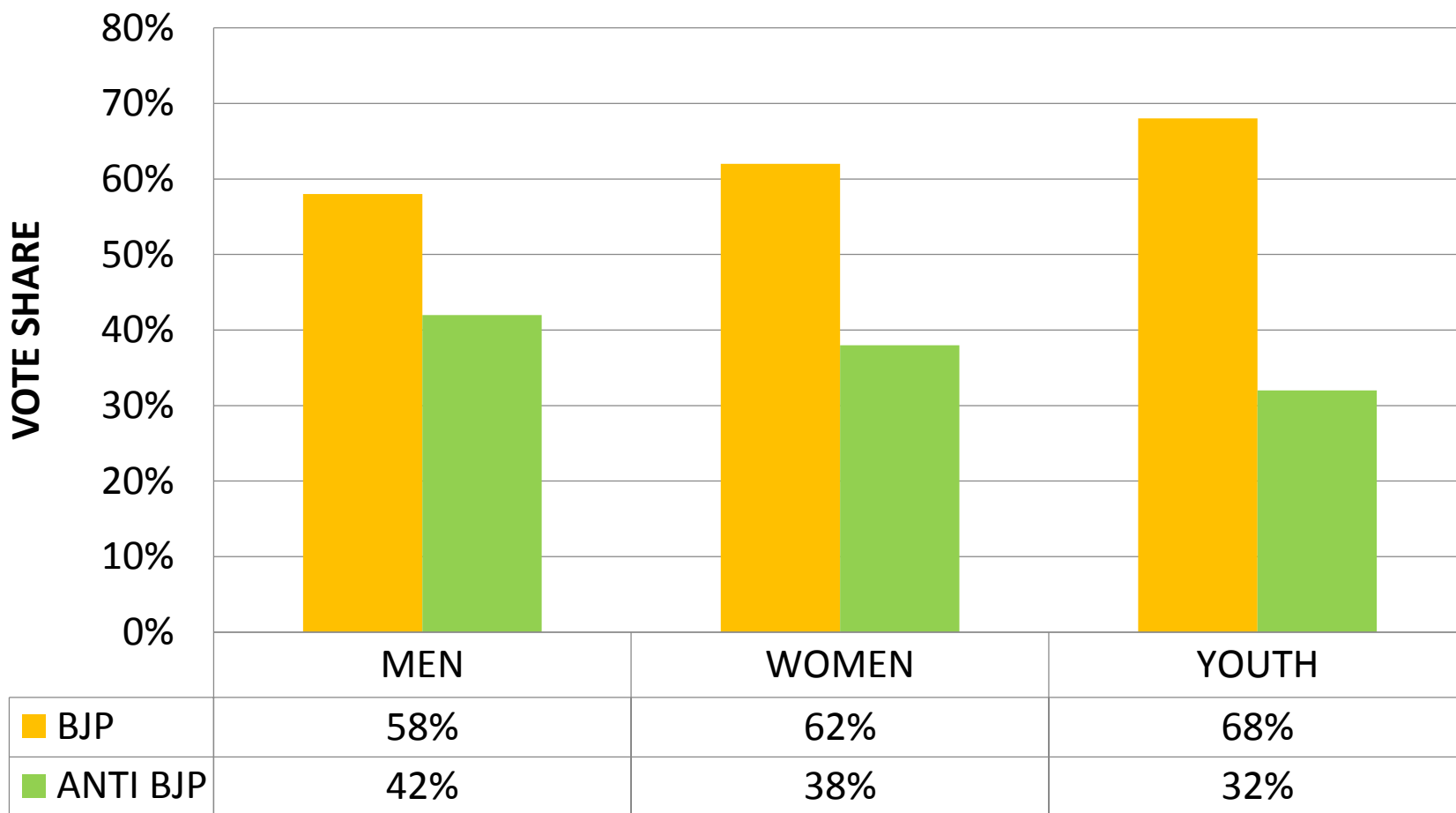
MAIN REASON BEHIND JATAV VOTING PATTERN FOR BJP IN 2019



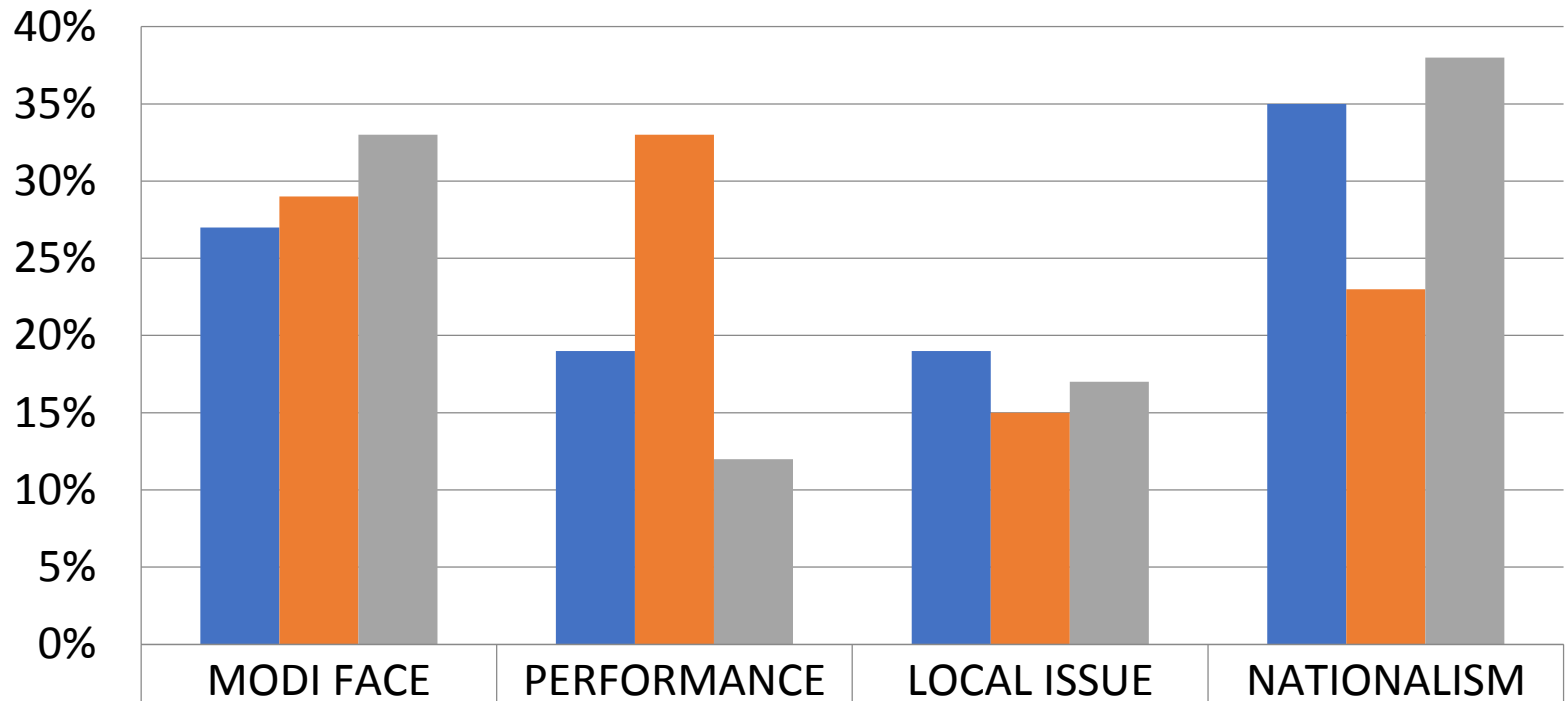
MEN	29%	24%	27%	20%
WOMEN	31%	43%	8%	18%
YOUTH	32%	17%	13%	38%

NON JATAV VOTERS IN 2019 LOKSABHA ELECTION

NON JATAV:

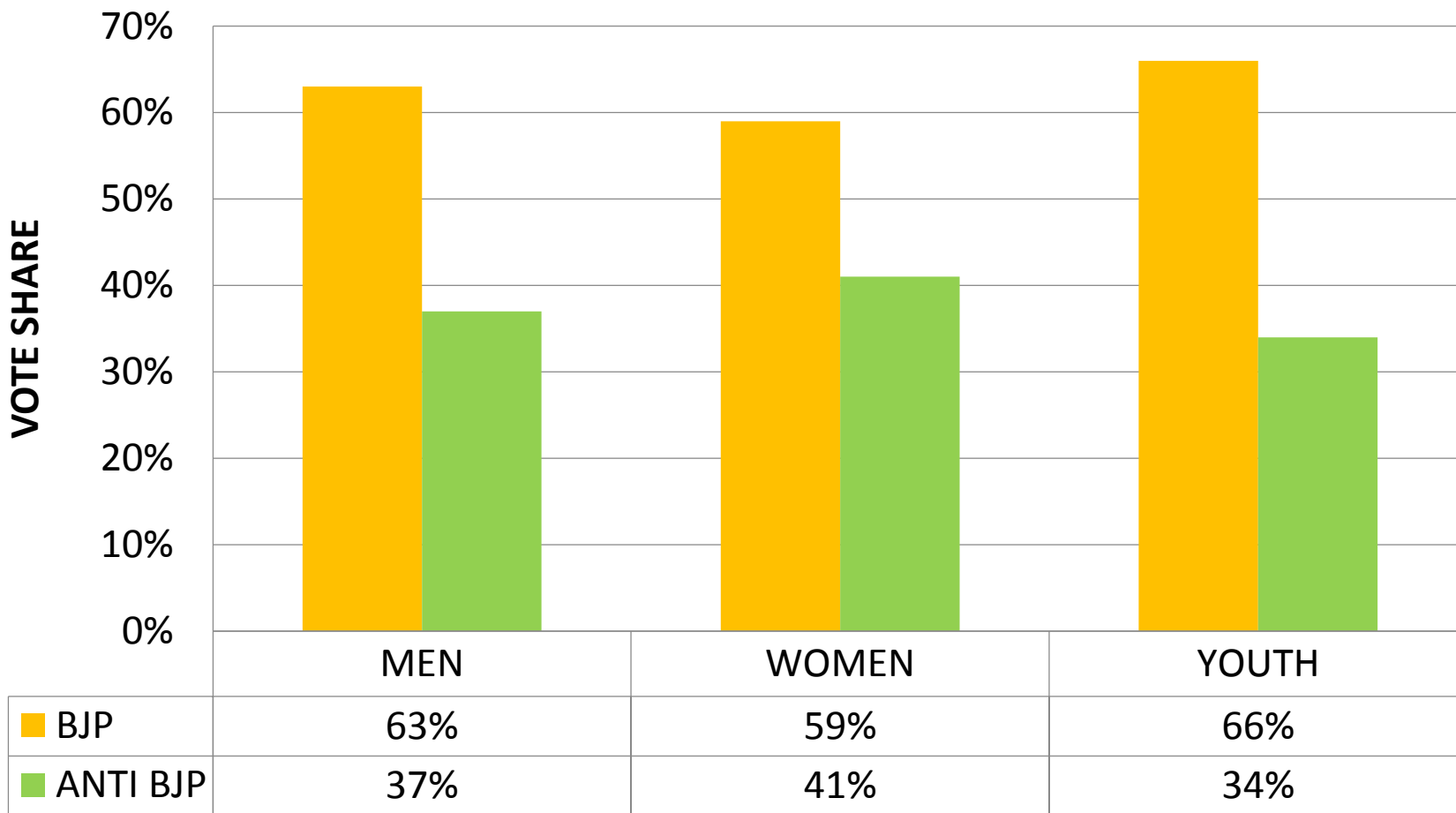


MAIN REASON BEHIND NON JATAV VOTING PATTERN FOR BJP IN 2019



■ MEN	27%	19%	19%	35%
■ WOMEN	29%	33%	15%	23%
■ YOUTH	33%	12%	17%	38%

NEW EMERGING CONSCIOUSNESS IN JAAT VOTERS 2019 ELECTION

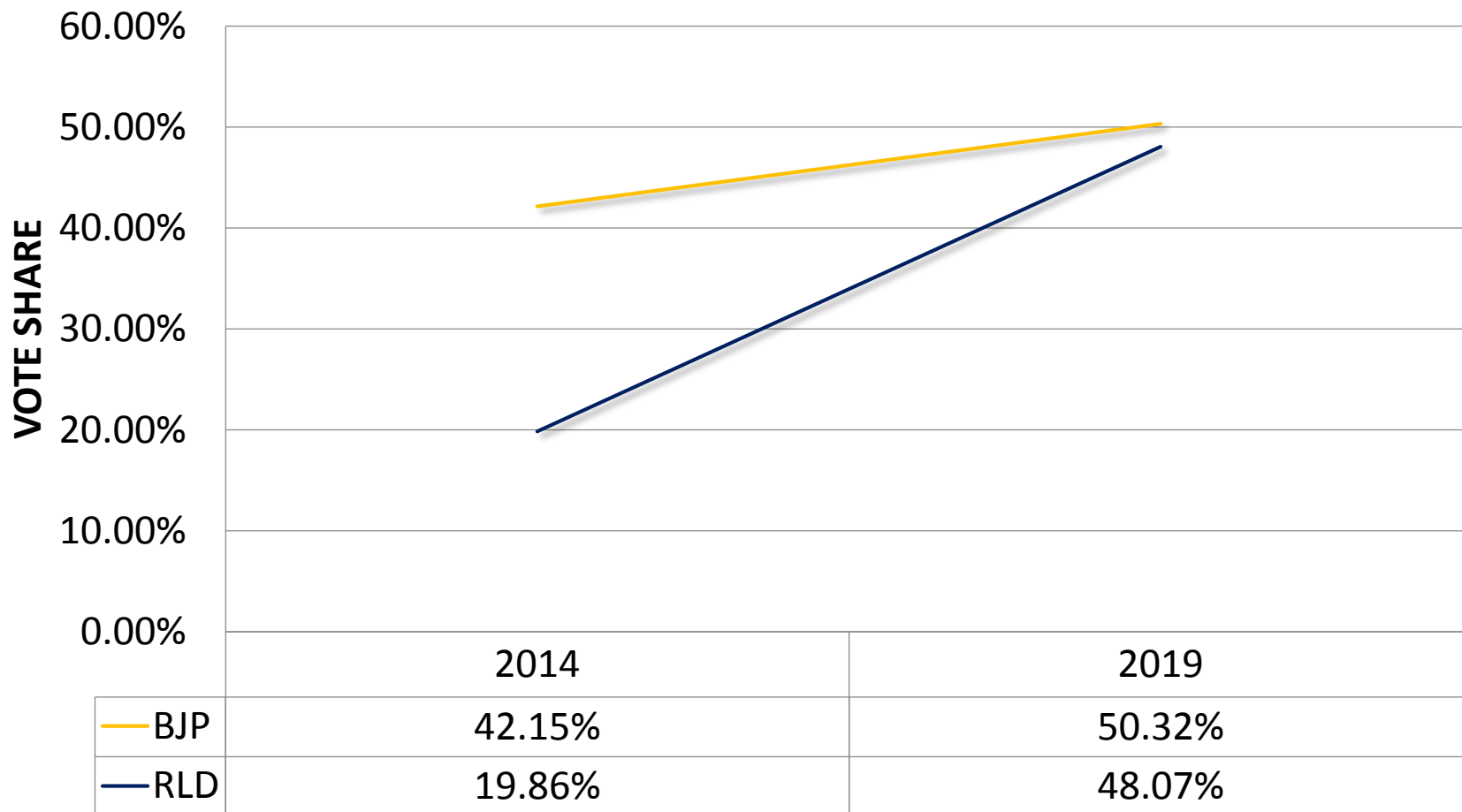




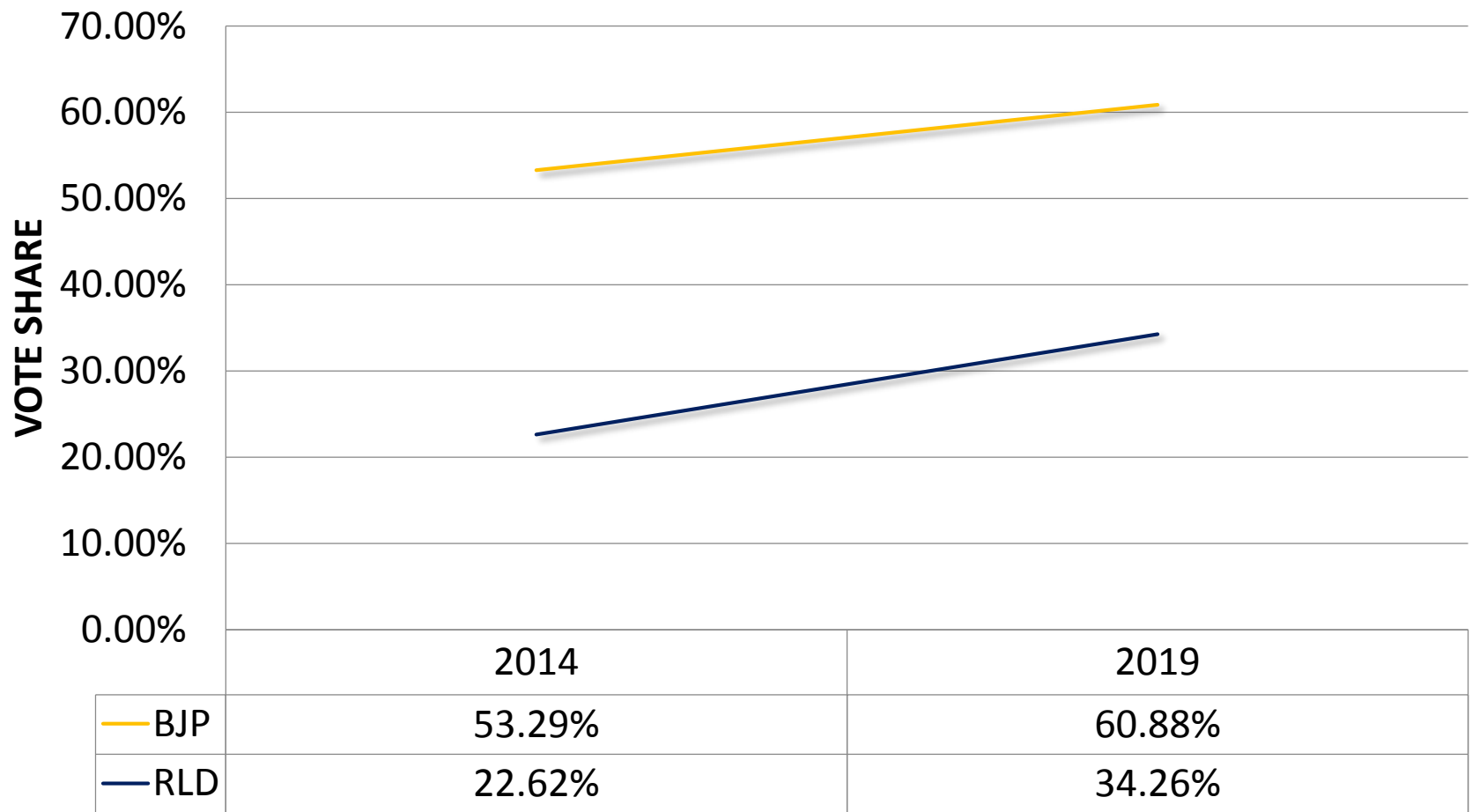
LOKSABHA CONSTITUENCY TO SHOW JAAT VOTER'S TREND

- **BAGPATH: JAAT VOTERS ARE SWING VOTERS.**
- **MATHURA: APPROX 2 LAKHS JAAT VOTERS ARE THERE.**

BAGPATH (UTTAR PRADESH): LOKSABHA CONSTITUENCY TO SHOW JAAT TREND



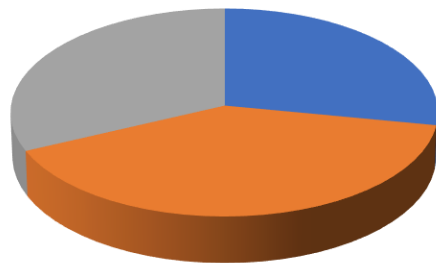
MATHURA(UTTAR PRADESH):LOKSABHA CONSTITUENCY TO SHOW JAAT TREND



VOTE SHARE OF BJP IN JAAT COMMUNITIES IN 2019 LOKSABHA ELECTION

**TOTAL JAAT: 4 LAKHS, JAAT
VOTED FOR BJP: 70%**

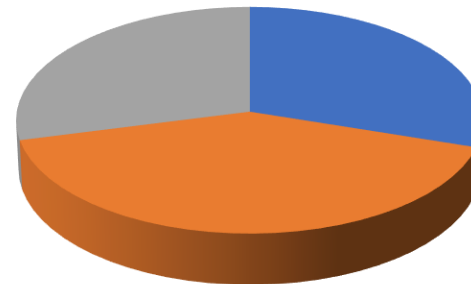
BAGPATH



■ MEN(28%)
■ WOMEN(40%)
■ YOUTH(32%)

**TOTAL JAAT: 2 LAKHS, JAAT
VOTED FOR BJP: 65%**

MATHURA

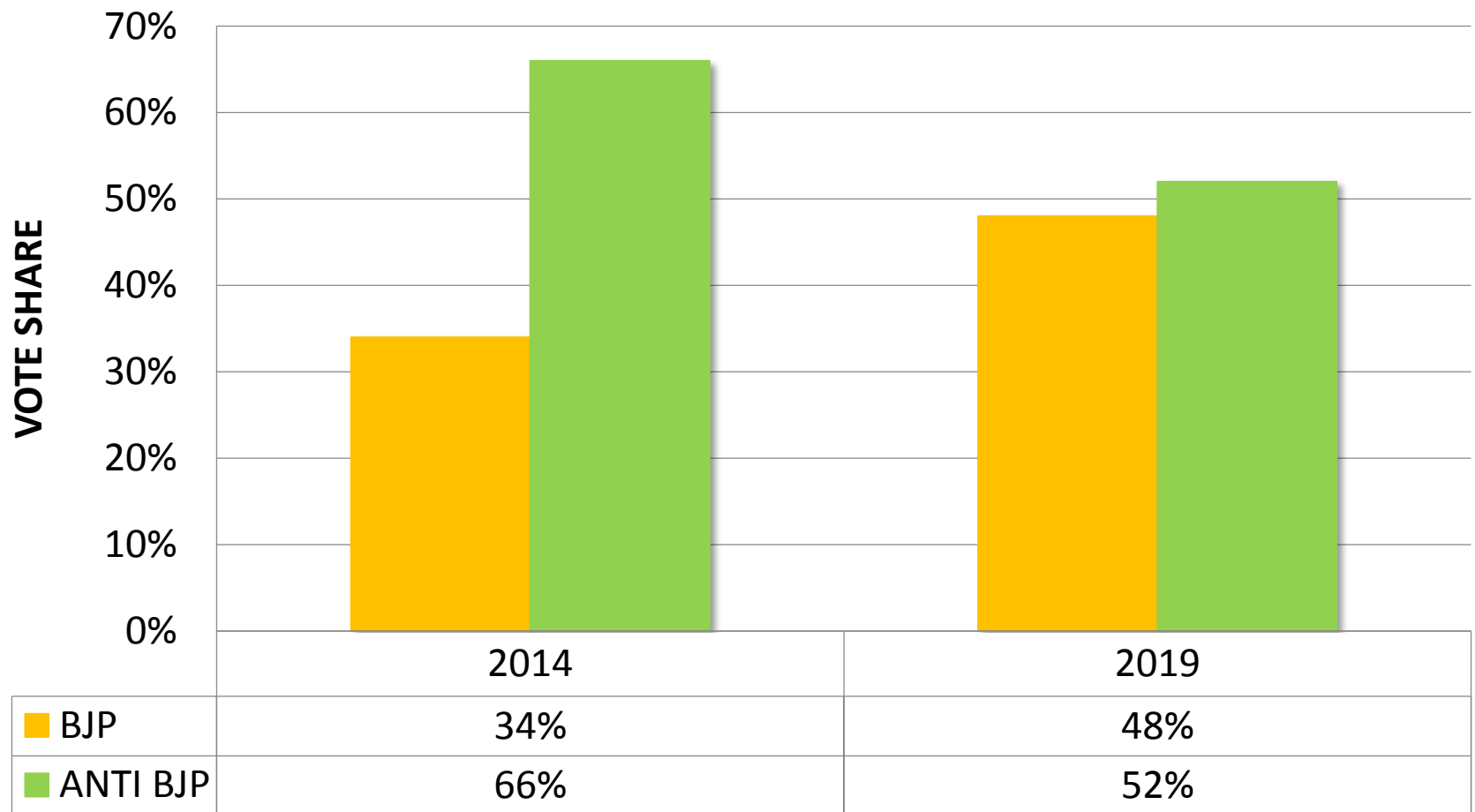


■ MEN(30%)
■ WOMEN(41%)
■ YOUTH(29%)

EMERGENCE OF NEW SWING VOTER: THE INDIAN FEMALES

	2014(OUT OF TOTAL VOTE SHARE OF BJP)	2019(OUT OF TOTAL VOTE SHARE OF BJP)
UP	19%(42%)	24%(49%)
BENGAL	15%(17%)	28%(40%)
TAMILNADU	6.5%(18.5%)	8%(18.48%)
KARNATAKA	20%(43%)	24%(51.4%)
KERALA	4%(10.85%)	7%(15.20%)
PUNJAB	5%(8.70%)	7%(9.64%)
HARIYANA	15%(34%)	28%(58.03%)
HIMACHAL PRADESH	8%(53.84%)	25%(68.95%)

WOMEN VOTING PATTERN

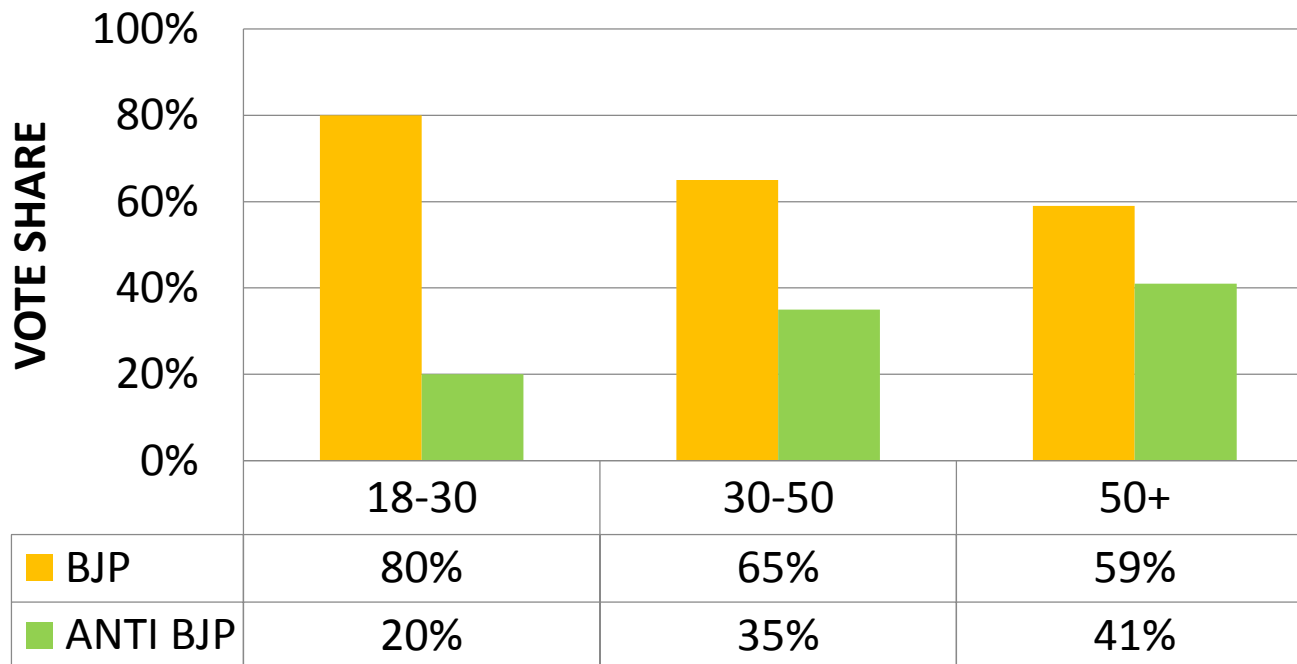


SEATS WHERE WOMEN VOTERS PLAYED AN IMPORTANT ROLE IN 2019

- **SHIMLA(HIMACHAL PRADESH):** IN THIS SEAT URBAN WOMEN VOTERS(ESPECIALLY YOUTH) ARE MORE DECIDING.
- **MACHHLISAHAR(UP):** IN CENTRAL UP THIS SEAT IS DALIT DOMINATED SEAT. HERE WOMEN VOTED FOR CHANGE.
- **RANAGHAT(WEST BENGAL):** AFTER THE PACHAYATI ELECTIONS, THE IMPORTANCE OF WOMEN HAS INCREASED CONSIDERABLY HERE.

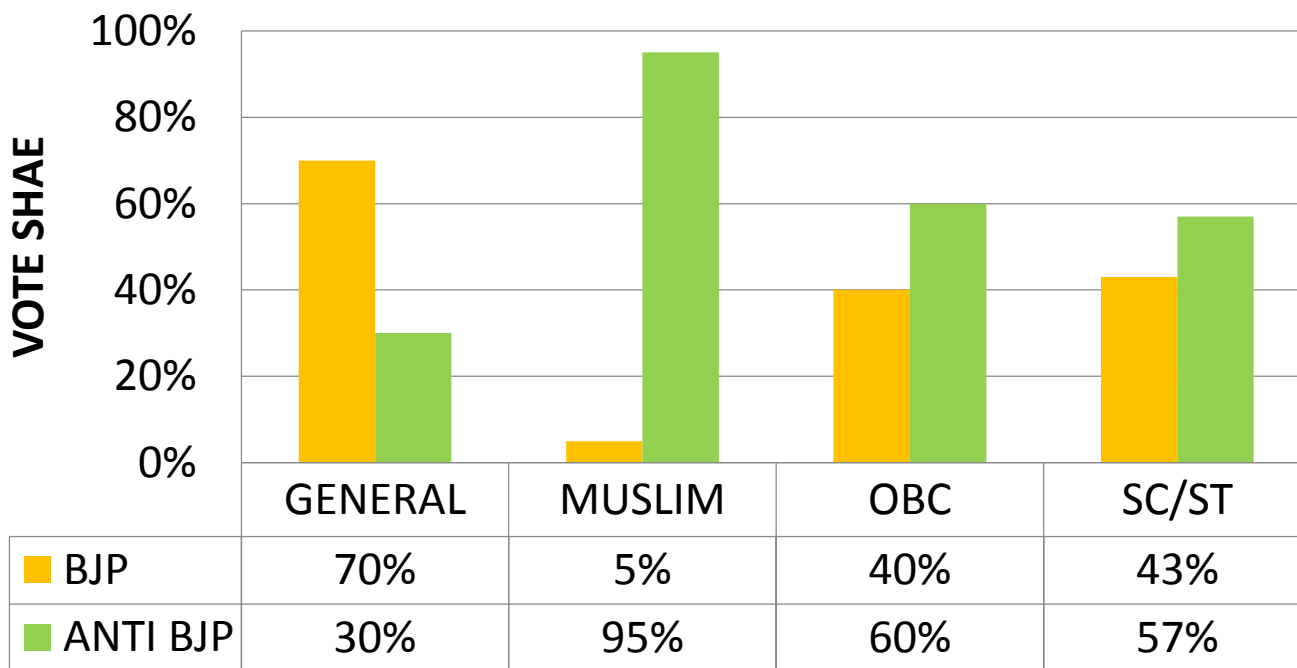
SEAT WHERE WOMEN VOTERS PLAY AN IMPORTANT ROLE IN 2019

SHIMLA (HIMACHAL PRADESH)



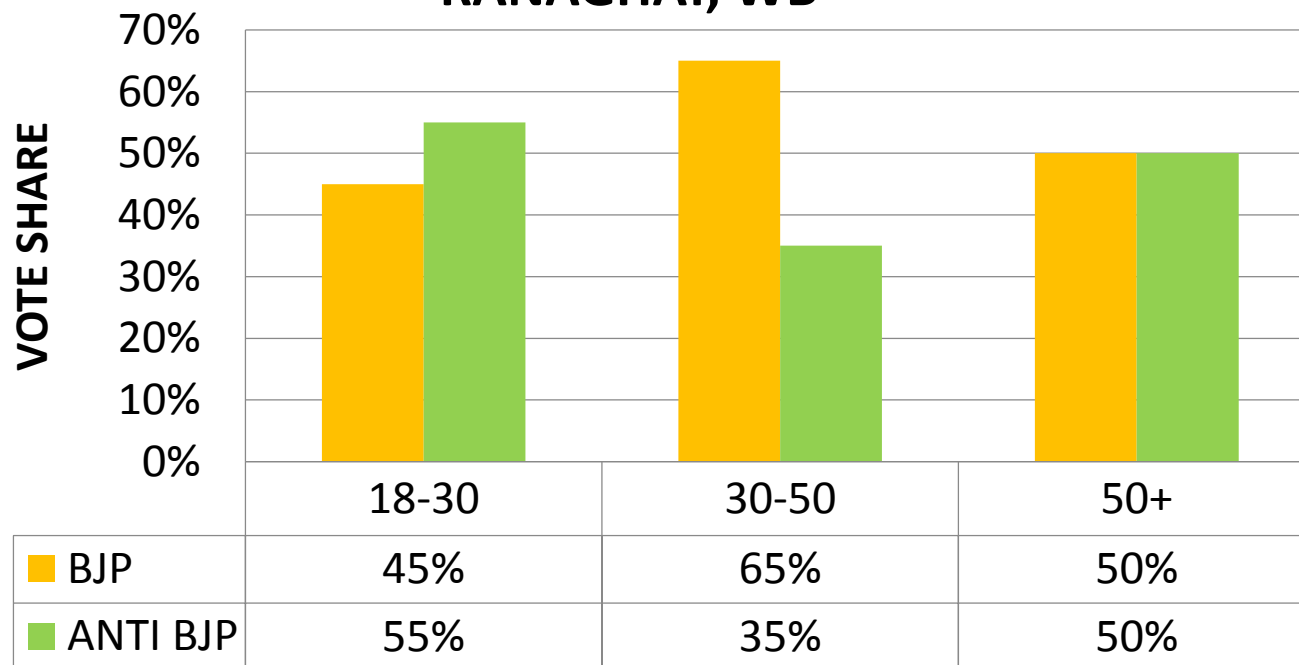
SEATS WHERE WOMEN VOTERS PLAY AN IMPORTANT ROLE IN 2019

MACHHLISAHAR(UP)



SEATS WHERE WOMEN VOTERS PLAY AN IMPORTANT ROLE IN 2019

RANAGHAT, WB



MICRO TRENDS

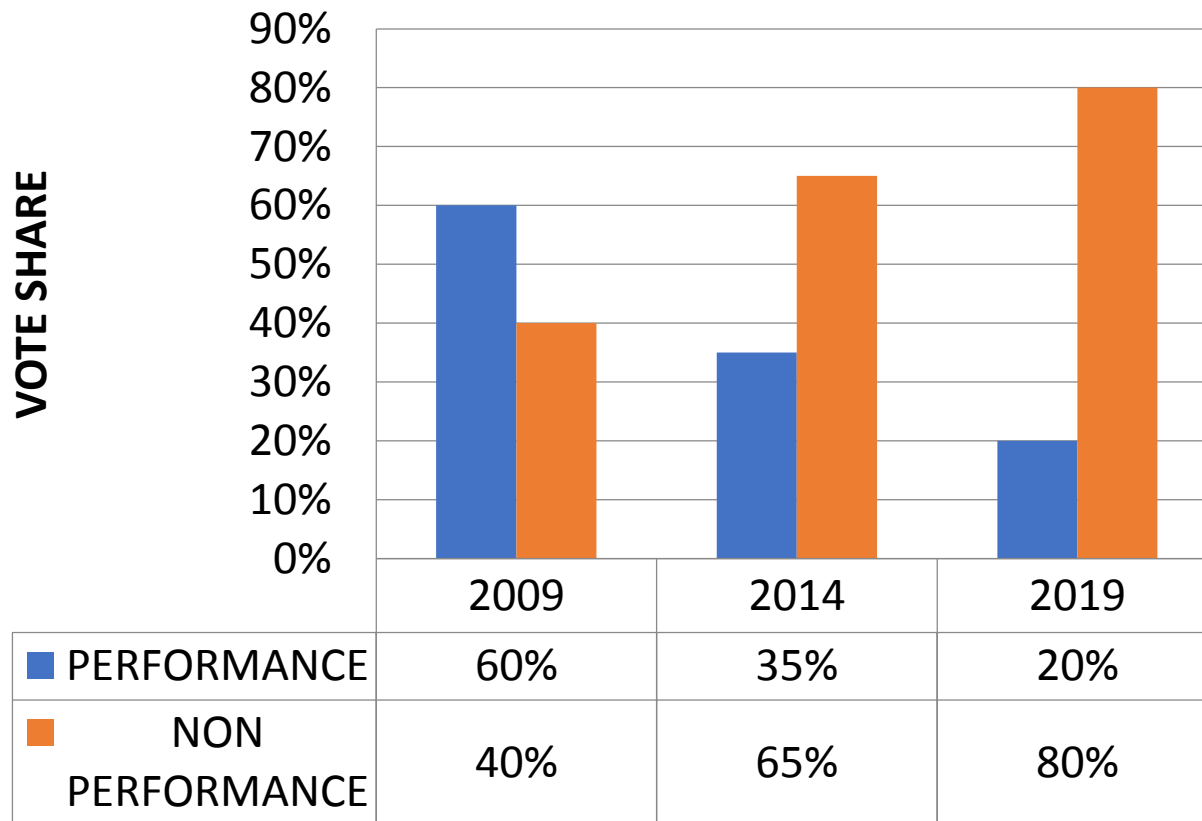
- **MOST IMPORTANT FACTOR TO WIN A CONSTITUENCY**

- **INCREASE IN VALUE OF MAJORITY VOTE AND NEUTRALISATION OF MINORITY VOTE**

MOST IMPORTANT FACTOR TO WIN A CONSTITUENCY



PERFORMANCE/NON PERFORMANCE OF CANDIDATE



TOP VOTE DRIVERS

	2009	2014	2019
NATIONAL LEADERSHIP	27%	47%	65%
WORK DONE INTENT OF CANDIDATE	23%	20%	5%
WORK DONE DELIVERY OF CANDIDATE	29%	8%	10%
LOCAL FACTOR	21%	25%	20%

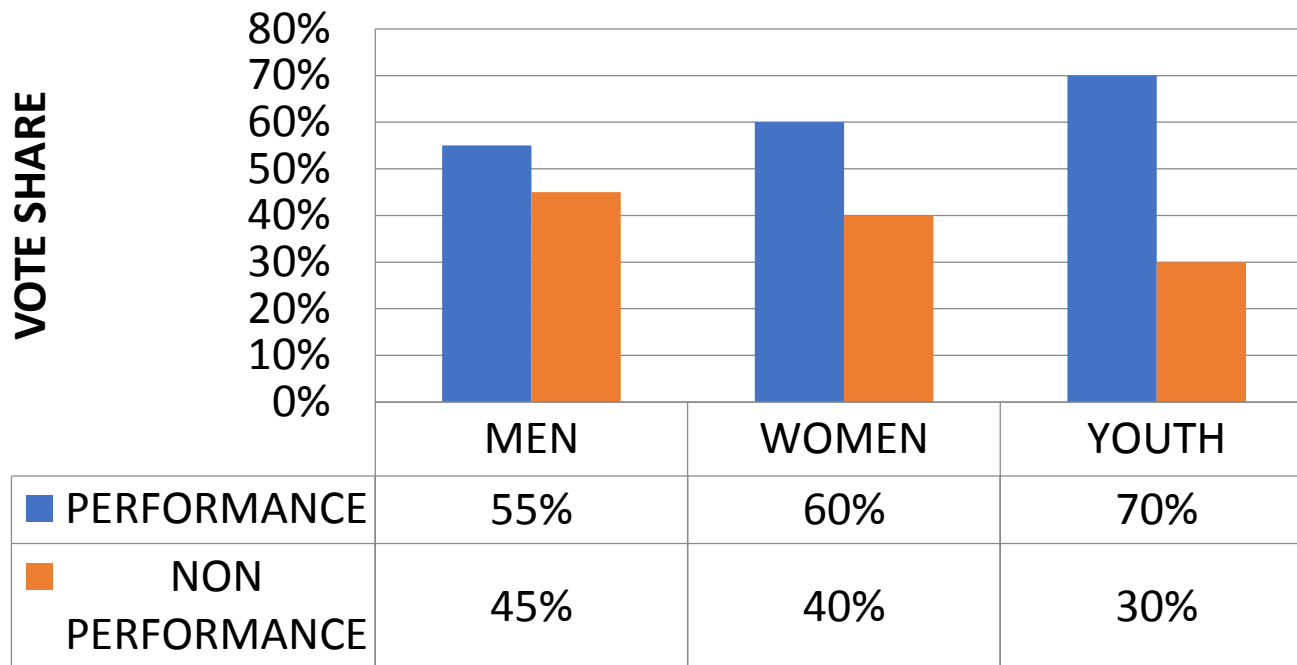
PERFORMANCE/ NON PERFORMANCE OF CANDIDATE IN 2019 ELECTION

- **THIRUVANANTHAPURAM (KERALA):** INSPITE OF MODI WAVE, PEOPLE HAVE SELECTED PERFORMANCE OF SHASHI THAROOR(INC).
- **KOLHAPUR(MAHARASTRA):** LOST BECAUSE OF BAD PERFORMANCE OF THE CANDIDATE DHANANJAY (NCP).
- **BADAUN(UP):** LOST DESPITE OF PERFORMANCE OF THE CANDIDATE DHARMENDRA YADAV(SP)

SEAT SHOWING PERFORMANCE/NON PERFORMANCE OF CANDIDATE IN 2019 ELECTION

THIRUVANANTHAPURAM (KERALA)

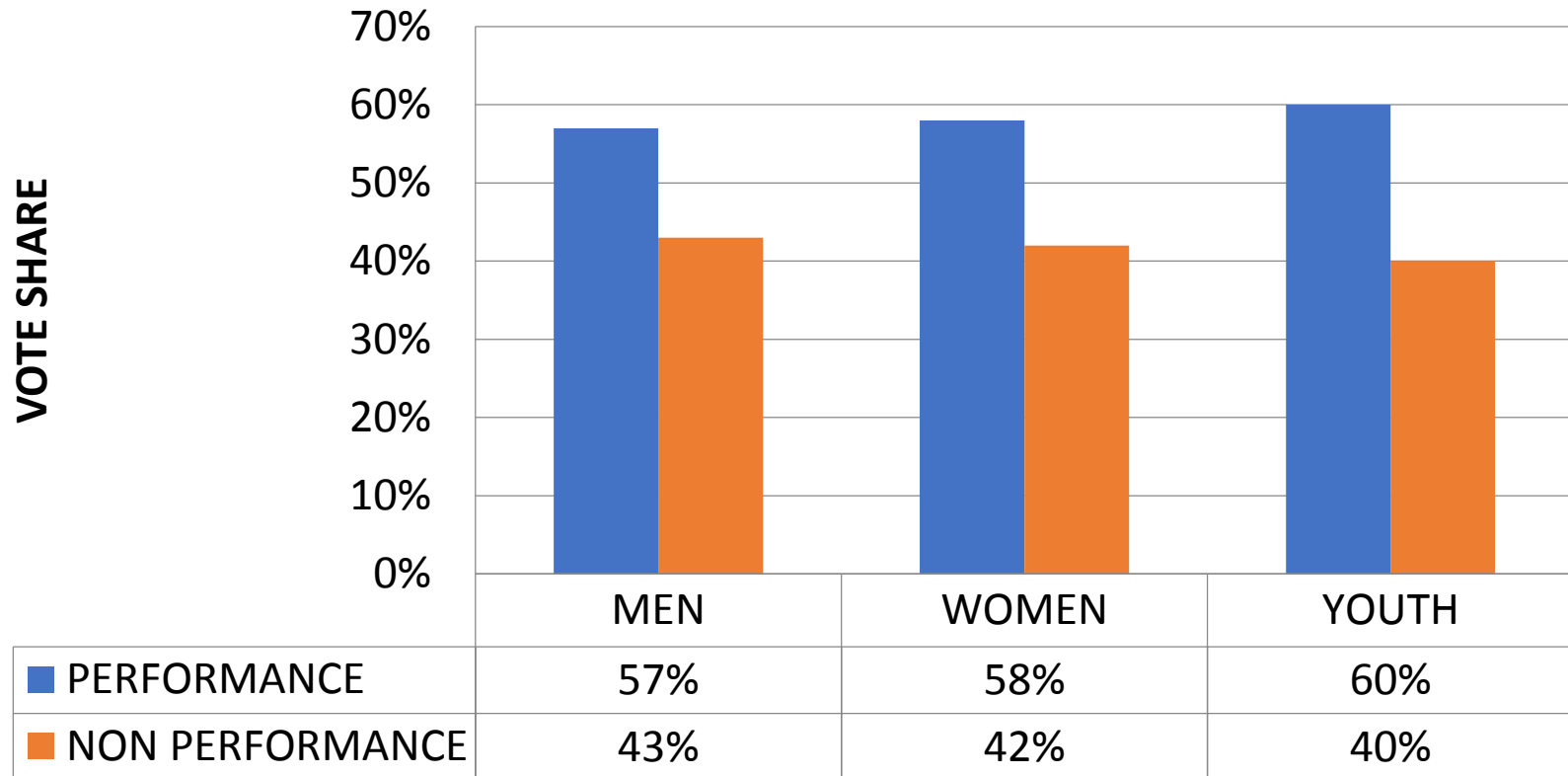
LOKSABHA ELECTION 2019



SEAT SHOWING PERFORMANCE/NON PERFORMANCE OF CANDIDATE IN 2019 ELECTION

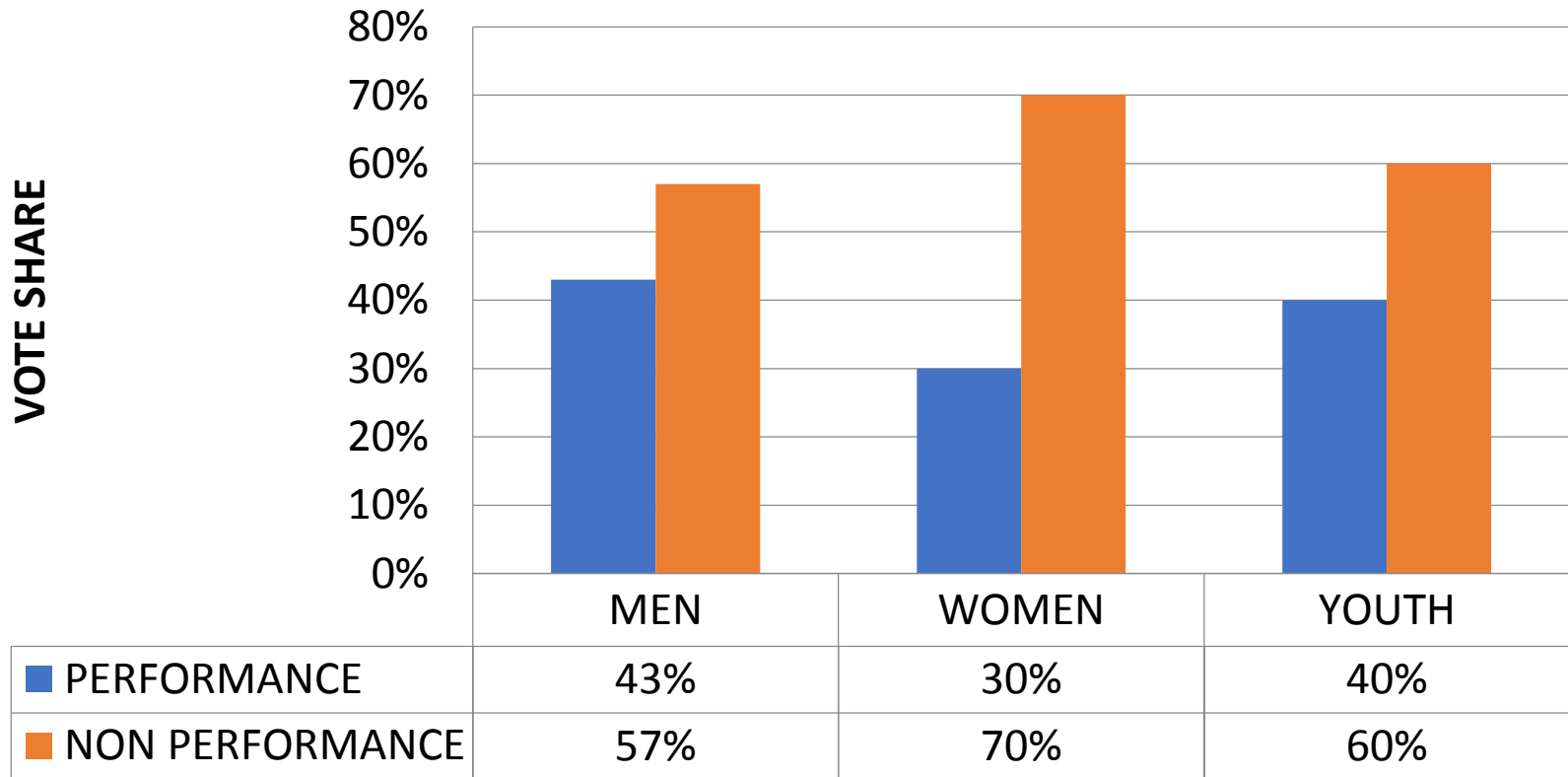
KOLHAPUR(MAHARASTRA)

LOKSABHA ELECTION 2019



SEAT SHOWING PERFORMANCE/NON PERFORMANCE OF CANDIDATE IN 2019 ELECTION

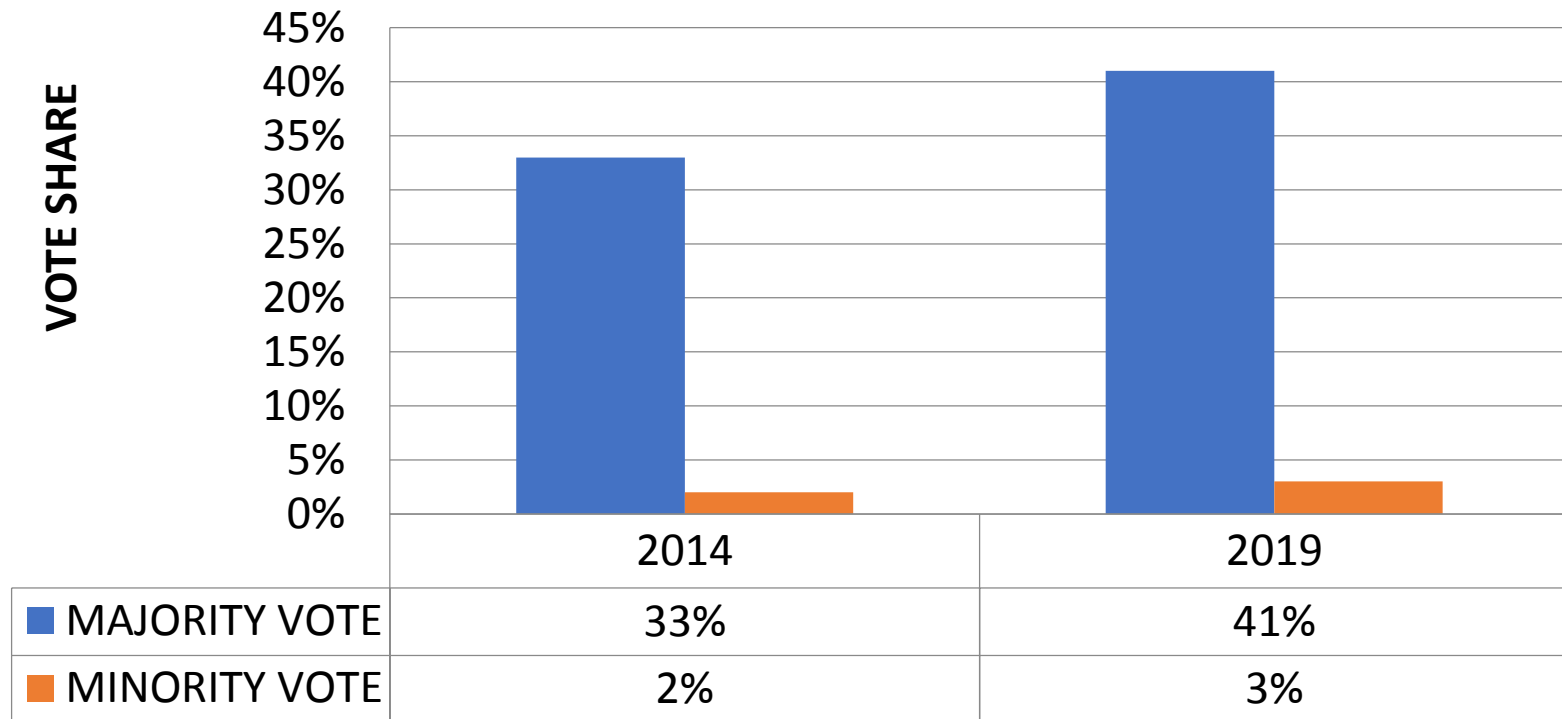
BADAUN(UTTAR PRADESH) LOKSABHA ELECTION 2019



INCREASE IN VALUE OF MAJORITY VOTE AND NEUTRALISATION OF MINORITY VOTE

UTTAR PRADESH: SHRAWASTI

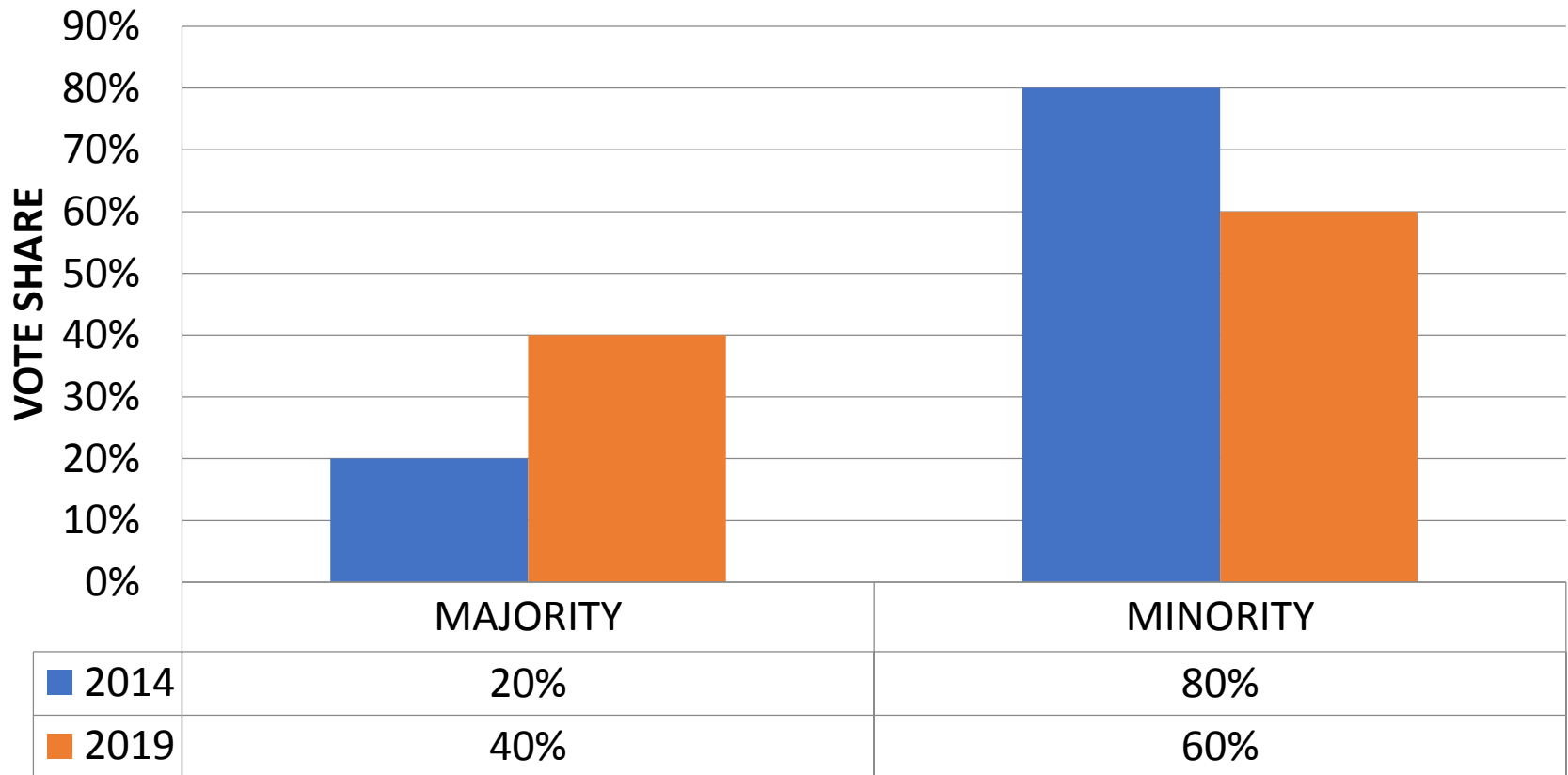
MAJORITY: HINDU(69%)
MINORITY: MUSLIM(31%)



INCREASE IN VALUE OF MAJORITY VOTE AND NEUTRALISATION OF MINORITY VOTE

KARIMGANJ(ASSAM)

MAJORITY: HINDU(50%)
MINORITY: MUSLIM(50%)

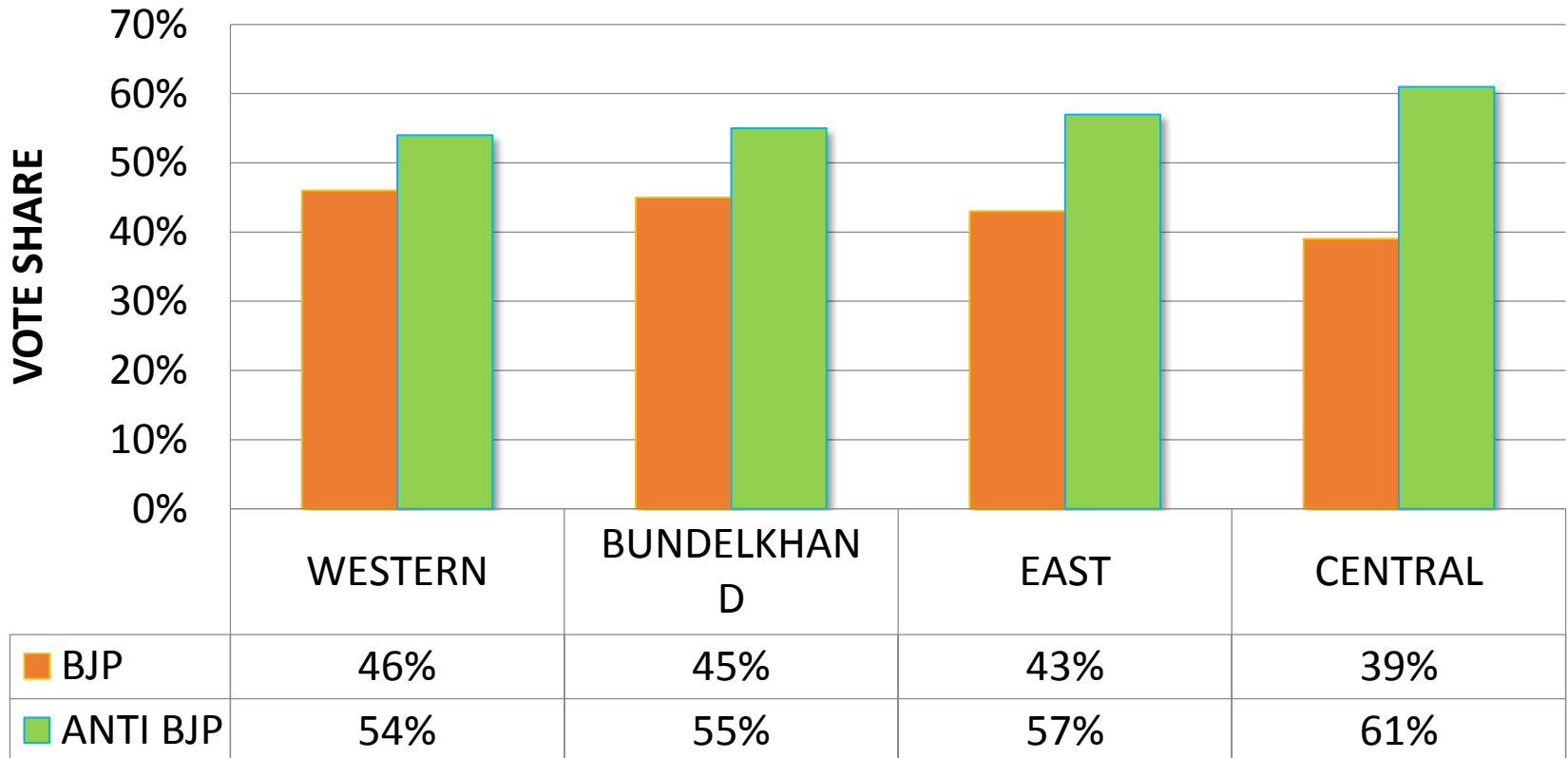


ANALYSING THE HISTORIC RESULTS OF UP & BENGAL



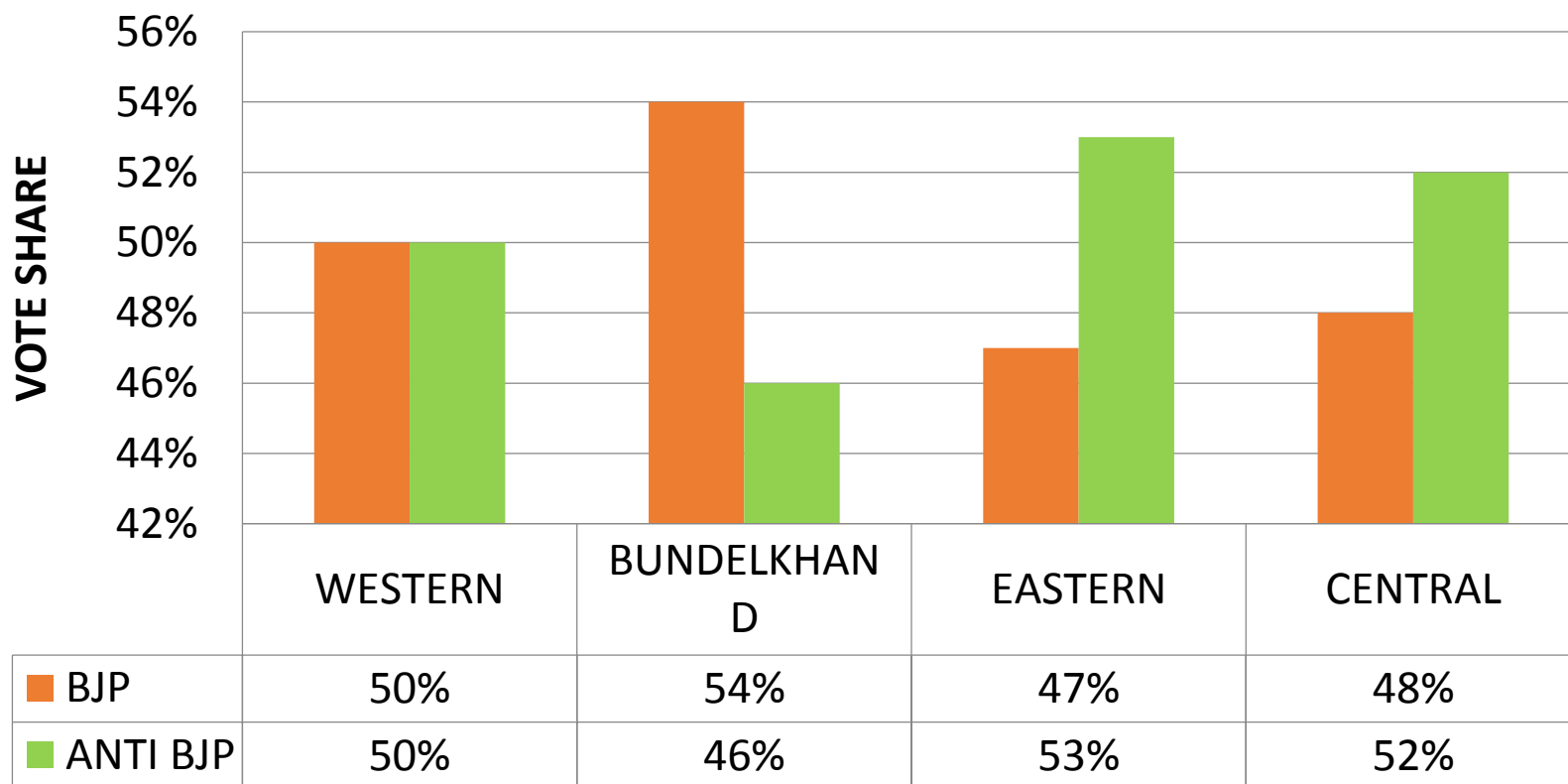
UTTAR PRADESH: VOTING PATTERN IN DIFFERENT REGION

2014 LOKSABHA ELECTION



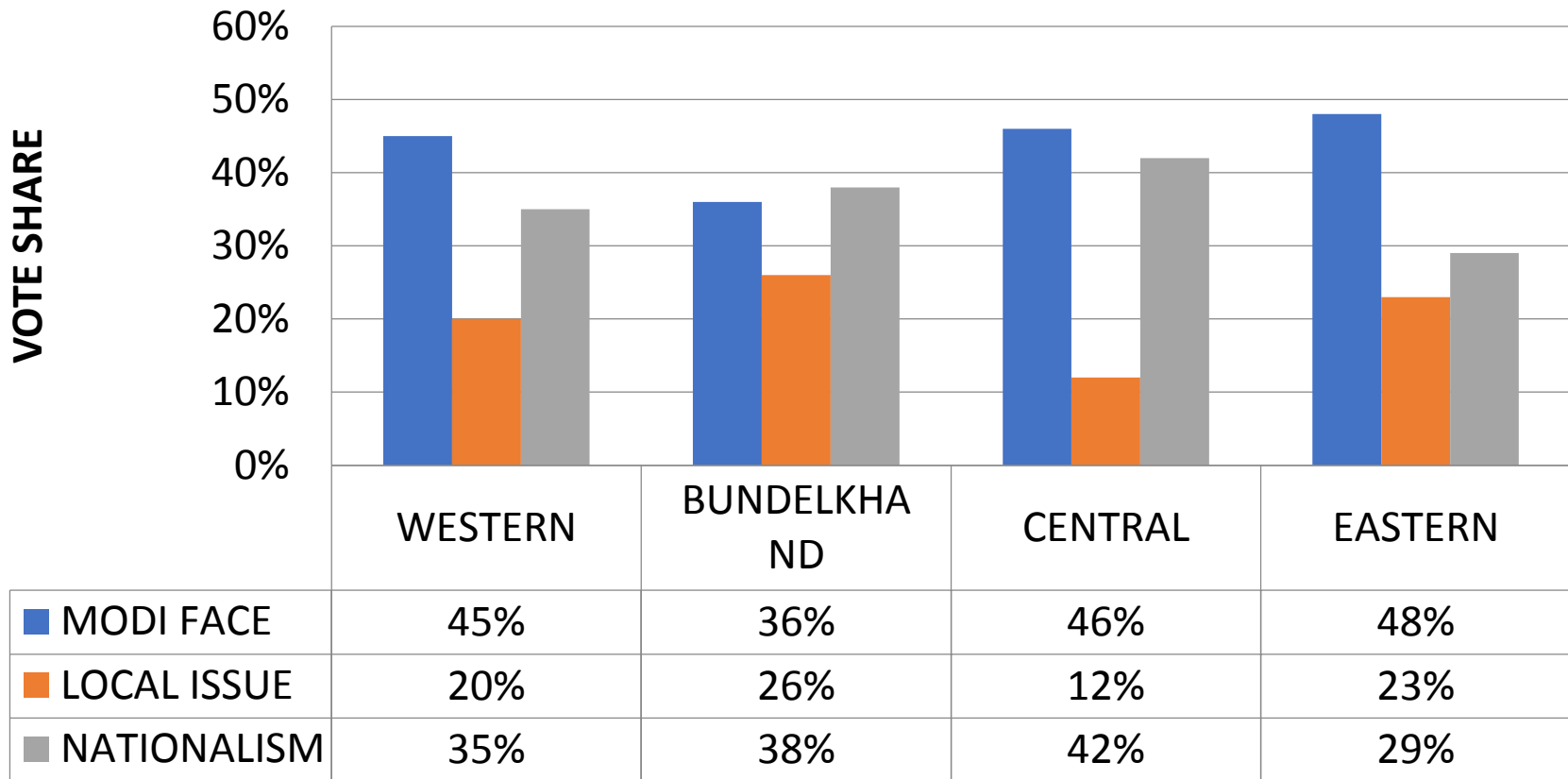
UTTAR PRADESH: VOTING PATTERN IN DIFFERENT REGION

2019 LOKSABHA ELECTION



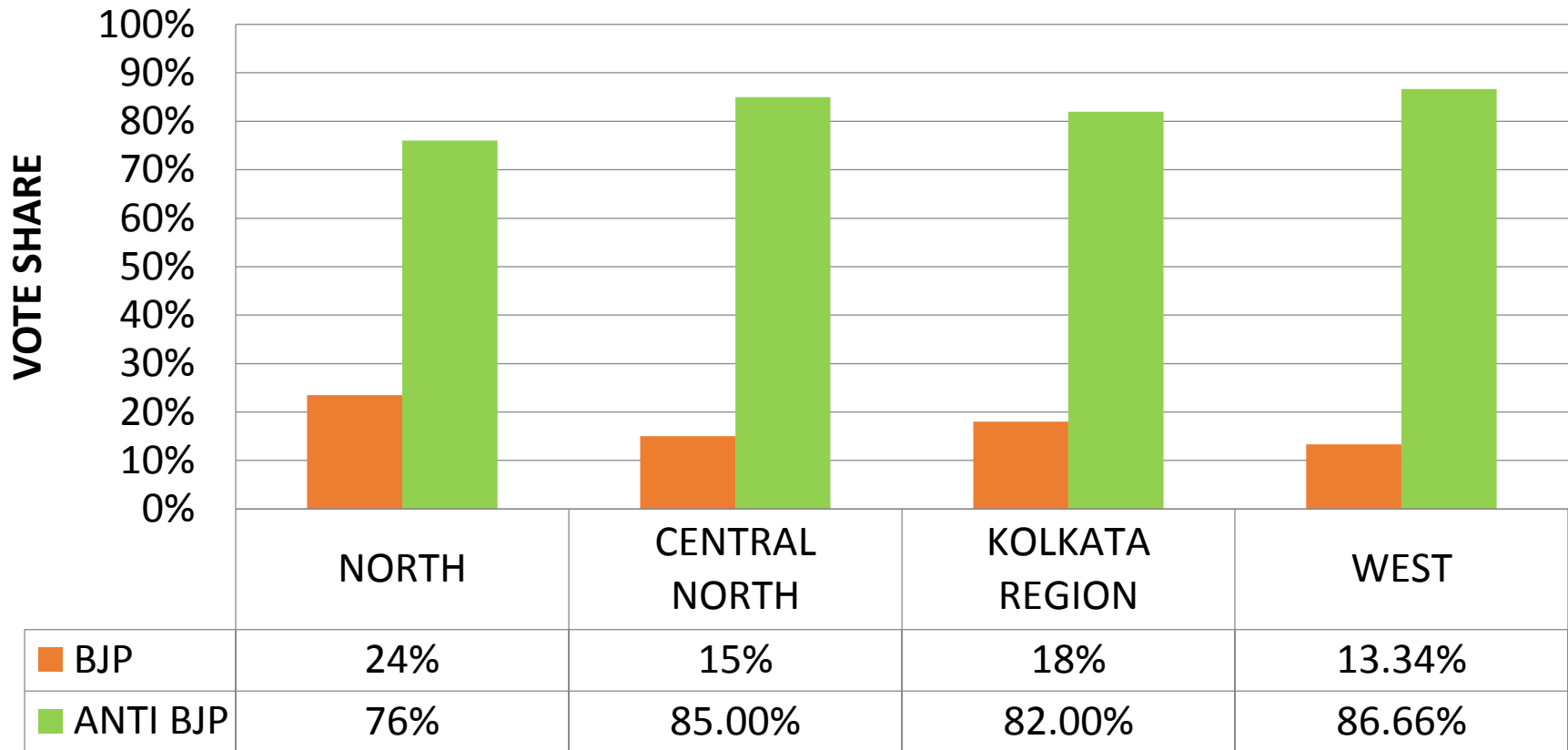
UTTAR PRADESH: HOW DIFFERENT COMMUNITY VOTED FOR BJP IN 2019

UTTAR PRADESH



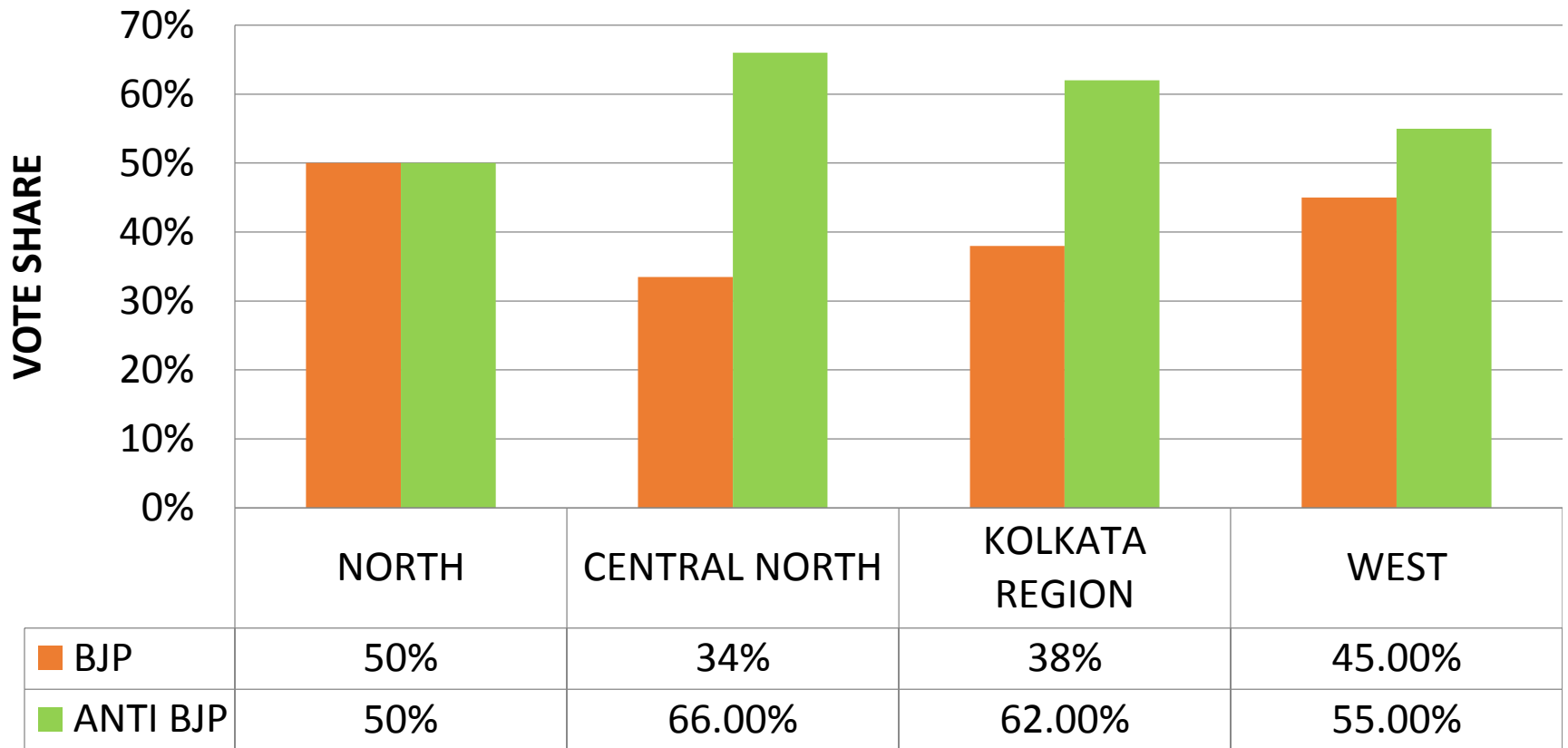
BENGAL: VOTING PATTERN IN DIFFERENT REGION

2014 LOKSABHA ELECTION

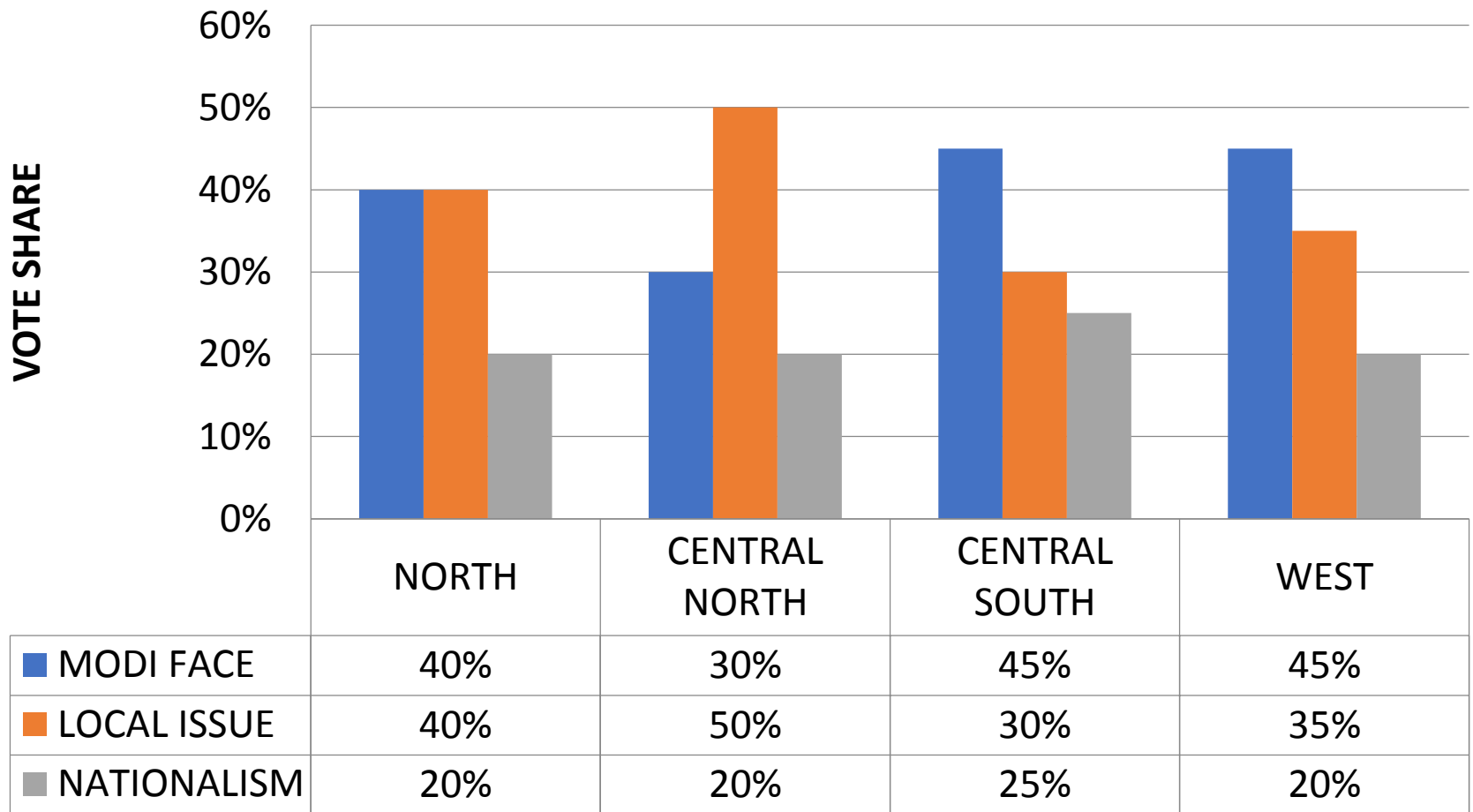


BENGAL: VOTING PATTERN IN DIFFERENT REGION

2019 LOKSABHA ELECTION



BENGAL: HOW DIFFERENT COMMUNITY VOTED FOR BJP IN 2019



WHO DID NOT VOTED FOR MODI IN DIFFERENT STATES IN 2019



STATES	MEN	WOMEN	YOUTH
UP	54%	51%	47%
KERALA	88%	80%	86%
RAJASTHAN	41%	45%	38%
BENGAL	55%	45%	40%
ODISHA	69%	61%	52%
ANDHRA PRADESH	80%	85%	90%
TAMILNADU(NDA)	77%	74%	85%
PUNJAB(NDA)	59%	70%	61%
HIMACHAL PRADESH	35%	25%	29%
KARNATAKA	18%	16%	14%



THANK YOU