

BRIEF ANALYSIS OF CSDS POST-POLL SURVEY IN HARYANA

The analysis here is based on a Post Poll survey conducted by Lokniti in Haryana between October 15 and 17, 2014 in 25 Assembly constituencies.

Sample size - 1462

DID NARENDRA MODI'S CAMPAIGNING HELP THE BJP?

According to the post-poll survey nearly half the BJP voters (49%) decided whom to vote for either close to election-day or during the period of campaign. In comparison similar figure for the Congress and INLD+ voters was only 37%.

Voting decision made...	Among BJP voters	Among Cong voters	Among INLD+ voters
On voting day/on eve of voting	20	20	14
During the campaign	29	17	23
Before campaigning started	45	56	55
No opinion	6	7	8

DID DERA SACHA SAUDA'S SUPPORT FOR BJP SWING DALITS IN PARTY'S FAVOUR?

While 60% of the Jats made up their mind about which party/candidate to vote for before the campaign started, the figure among Dalits was much less at 48%. A significant proportion of Dalit voters (22%) took a call on who they would vote for on the day of voting. This survey finding is interesting considering that the Dera Sacha Sauda which has a following among a sizeable section of Dalits in Haryana extended support to the BJP just a few days before the state went to the polls.

Voting decision made...	Among Jats	Among Dalits
On voting day/on eve of voting	13	22
During the campaign	20	21
Before campaigning started	60	48
No opinion	7	9

BJP CAMPAIGN REACHED MORE VOTERS AND WAS MORE EFFECTIVE IN GETTING VOTES

One-third of the survey respondents said that party workers/candidate from the BJP came to their home to ask for votes. In comparison, only about one-fourth of the respondents said that Congress or INLD party workers or candidates personally got in touch with them. Among those personally contacted by BJP campaigners, 48%, or nearly half, voted for the BJP and 19% for the Congress. On the other hand among those contacted by the Congress, only 40% voted for the Congress and 30% voted for the BJP. As compared to other parties, the BJP also did a better job at reaching out to voters via phone calls and text messages.

	%	Voted for...			
		BJP	Cong	INLD	Others
BJP candidate/workers came home	34	48	19	18	15
Cong candidate/workers came home	24	30	40	15	15
INLD candidate/workers came home	27	13	29	42	16

BJP contacted via SMS/Phone call	41	53	12	20	15
Cong contacted via SMS/Phone call	24	35	33	16	16
INLD contacted via SMS/Phone call	18	31	11	37	21

PARTY WAS MORE IMPORTANT THAN CANDIDATE FOR BJP VOTERS IN HARYANA

Only one in four voters who voted for the BJP voted for it because of candidate considerations. For a large proportion of BJP voters (61%), the 'Party' mattered more than the candidate fielded by it. In comparison to BJP voters, candidate attributes mattered more to Congress and INLD+ voters when they cast their vote.

While voting...	Among BJP voters	Among Cong voters	Among INLD+ voters
Party mattered more than Candidate	61	53	53
Candidate mattered more than Party	27	37	35
No opinion	12	10	12

WHO BECOMES CHIEF MINISTER WAS NOT AN ISSUE IN HARYANA

When people were asked (in an open ended question) to name their preferred choice for chief minister, Bhupinder Singh Hooda and Om Prakash Chautala were the preference of 15% respondents each. 18% of the survey respondents took the names of BJP leaders. Significantly, 36% of the respondents did not take any name when they were asked the question and among them 41% voted for BJP as opposed to 21% for INLD and only 12% for Congress.

Chief Minister Preference (open ended question)	%
Bhupinder Singh Hooda	15
Others from Congress	4
Om Prakash Chautala	15
Others from INLD	6
Names from BJP	18
Kuldeep Bishnoi	4
Other names taken	2
No names taken	36

Vote choice of those respondents who did not have any preference for CM	%
Voted for BJP	41
Voted for Congress	12
Voted for INLD	21
Voted for Others	26

HOODA'S PERFORMANCE NOT RATED TOO POORLY BUT MODI'S WAS RATED BETTER

Although most people were satisfied with the performance of the Bhupinder Singh Hooda-led Congress government in Haryana, the level of dissatisfaction with it was greater than the dissatisfaction with the Narendra Modi-led Central government. While 21% said they were not satisfied with the Modi government's performance over the last five months, a much higher 36% said they were dissatisfied with the Hooda government's work in Haryana over the last five years. Interestingly, a comparison with earlier CSDS data reveals that satisfaction with the Congress government's performance in Haryana at the time of this Assembly election was much higher when compared to satisfaction levels found in surveys done in Haryana in the run up to the Lok Sabha elections.

	Performance of...	
	Bhupinder Singh Hooda govt. in Haryana	Narendra Modi govt. in Delhi
Satisfied	56	66
Dissatisfied	36	21
Can't say	8	13

	Satisfaction with performance of Cong Govt. in Haryana during last 10 months		
	Jan 2014	Mar 2014	Oct 2014
Satisfied	48	39	56
Dissatisfied	49	51	36
Can't say	3	10	8

Source: CSDS Surveys in Haryana
Sample Sizes - Jan 2014 - 534; Mar 2014 - 702; Oct 2014 - 1462

HOW DID SATISFACTION AND DISSATISFACTION WITH STATE AND CENTRAL GOVERNMENTS IMPACT VOTE CHOICE?

A majority of the respondents (49%) in Haryana were satisfied with the performance of both the Central and State governments but it was the BJP who got a greater proportion of their votes (31%). Interestingly, the BJP also managed to get a fairly large proportion of votes (31%) among those who were dissatisfied with both the Central and State governments.

Respondents who were ...	%	Voted for...		
		BJP	INLD	Cong
Satisfied with Central Govt. but dissatisfied with State Govt.	27	53	23	5
Dissatisfied with both Central and State Govt.	12	31	38	4
Satisfied with both Govt.	49	31	23	27
Dissatisfied with Central Govt. and Satisfied with State Govt.	12	9	22	48

HARYANA'S CONGRESS GOVERNMENT WAS PERCEIVED TO BE CORRUPT

38% of the respondents described the Congress government of Haryana as being 'very corrupt'. 32% said it was 'somewhat corrupt' and only 13% said it was 'not corrupt at all'. Although the perception that the Congress government was corrupt did soften somewhat when we compare it with the surveys done in Haryana earlier this year, it still continued to be quite strong.

Haryana's Congress Government is...	Jan 2014	Mar 2014	Oct 2014
Very corrupt	48	47	38
Somewhat	27	24	32
Not corrupt	6	9	13
Can't say	19	20	17

Source: CSDS Surveys in Haryana
Sample sizes - Jan 2014 - 534; Mar 2014 - 702; Oct 2014 - 1462

ROBERT VADRA LAND DEAL ISSUE

Nearly two-thirds of the respondents were unaware about the Robert Vadra land deal case but among the 36% respondents who were aware of it, 75% were of the opinion that the Haryana government was suppressing the issue.

	%
Heard about the Robert Vadra land deal issue	36
Those who had heard about it and were of the opinion that Haryana govt. was suppressing the case.	75

MOST IMPORTANT ELECTION ISSUE FOR VOTERS IN HARYANA

Price rise and Corruption emerged as the two most important issues for voters in Haryana. On being asked in an open ended question to name the most important issue for them while voting, 14% of the respondents said it had been Price rise while 13% said Corruption had been the most important issue for them. 10% of the voters said that the most important issue for them was lack of development while 5 percent said that development done by the Hooda government was the issue that mattered to them the most. Unemployment was the most important issue for 10% of the respondents.

Most important issues while voting <i>(spontaneous answers/no choices given)</i>	%
Price rise	14
Corruption	13
Unemployment/jobs	10
Lack of development	10
Development by Cong govt.	5
Water and power supply	4
Poverty	2
Leadership	1
Other issues	11
Can't say	30

OPINION ON MODI'S 'ACCHE DIN' PROMISE When people were read out the statement - 'Modi has not lived up to his promise of bringing good days' - and asked whether they agreed with the statement or not, 34% said they agreed (fully or somewhat) with it while 46% disagreed.

'Modi has not lived up to his promise of bringing good days'	%
Agree fully with statement	20
Agree somewhat with statement	14
Disagree somewhat with statement	15
Disagree fully with statement	31
No opinion on the statement	20

BJP BENEFITTED FROM BEING THE RULING PARTY IN NEW DELHI

Being the ruling party at the Centre seems to have helped the BJP in Haryana. 57% of the respondents agreed with the statement that for all round development of the State the ruling party at the Centre and the State should be the same. Among BJP voters the sentiment was even stronger.

'For all round development of the State the ruling party at the Centre and the State should be the same'	All	Amon g BJP voters
Agree fully with statement	44	53
Agree somewhat with statement	13	11
Disagree somewhat with statement	7	5
Disagree fully with statement	11	8
No opinion on the statement	25	23

ROHTAK REGION GOT MORE ATTENTION THAN IT DESERVED

The post-poll survey found that three out of five respondents were of the opinion that the Rohtak region had been given more attention than it deserved by the Hooda government. This sentiment was stronger in areas outside the Rohtak region.

Haryana Govt. has given...	Overall	Rohtak region	Rest of Haryana
More than needed attention to Rohtak area	60	46	65
Adequate attention to Rohtak area	17	25	15
Less attention to Rohtak area	2	5	1
No opinion	21	24	19

DIVIDED OPINION ON OM PRAKASH CHAUTALA

There was a divided opinion on the imprisonment of INLD leader Om Prakash Chautala in a corruption case. While 37% concurred with the statement that Chautala had been sent to jail in a false case, 38% disagreed with it. This split opinion could be seen even among the Jat community to which Chautala belongs.

'Om Prakash Chautala was sent to jail in a false case'	All	Among Jats	Among Non-Jats
Agree with statement	37	39	36
Disagree with statement	38	38	38
No opinion	25	23	26

OPINION ON CHAUDHARY BIRENDER SINGH LEAVING CONGRESS

Many people did not have an opinion on the issue of Chaudhary Birender Singh leaving the Congress before the elections, but among those who did, majority were of the view that he did the right thing by leaving the party as he had not been treated with respect. Moreover, 43 percent of the respondents also agreed with the statement that Hooda had destroyed the Congress by taking complete control over the party. Only 29% disagreed.

By leaving Congress Choudhary Birender Singh...	%
Did the right thing as he had not been given respect	43
Betrayed his party on the eve of elections	11
No opinion	46

'By taking complete control over the party, Hooda has destroyed the Congress'	%
Agree fully with statement	30
Agree somewhat with statement	13
Disagree somewhat with statement	10
Disagree fully with statement	19
No opinion	28

HOW SOCIALLY CONSERVATIVE IS HARYANA?

	Support	Oppose	Can't say
Marriage within same gotra	9	88	3
Marriage within same village	12	84	4
Women wearing jeans	24	70	6
Women going out to work	79	16	5
Women taking part in Panchayat meetings	44	44	12
Khap Panchayats	51	22	27