

Axis My India's 2024 Exit Poll – Report Card & Deep Dive

For the 2024 elections, Axis My India conducted a comprehensive survey which covered all 543 Parliamentary Constituencies across 3,607 assembly constituencies, 22,288 villages and cities with a substantial sample size of 5,82,574 respondents.

Exit Polls – Primary Objectives and key interpretations

- 1. To predict the party or alliance which is most likely to win elections and form the government** – Axis My India has successfully forecasted the winners of the Indian General Election 2024.
- 2. To predict the no. of seats which the winning party will get** – We humbly accept that we failed to predict the estimated seats which the parties will win.
- 3. To predict the no. of seats which will be won by different political parties across the 36 states & UTs** – We rightly predicted 27 states with a fair accuracy or with a maximum difference of 1-2 seats. Some of the bigger states we rightly predicted were Bihar, MP, Gujarat, Odisha, TN, AP, Kerala, Telangana, Assam, Jharkhand, Chhattisgarh, Delhi, Uttarakhand, Himachal Pradesh, Goa among others. At the same time, we humbly accept that we couldn't rightly predict seats for Uttar Pradesh, Maharashtra, and West Bengal which impacted the overall tally

(Note: State wise predicted vs actual data enclosed)

4. **To predict the party and alliance wise Vote Share percentage** – Below is an overview of the actual vs predicted vote share percentage. These figures are within the 3% error margin range.

Alliance/ Party Wise Vote Share (%)

GE 2019 Result	Alliance	AXIS PREDICTION Vote Share %	RESULT Vote Share %
45	BJP+ (NDA)	47	44
37	BJP	40	37
27	CONG+ (INDIA)	39	41
19	CONG	21	21
28	OTHERS	14	15

5. **Assembly Elections** - In addition to this, AMI also rightly predicted the mandate of 4 assembly election states of Andhra Pradesh, Odisha, Sikkim and Arunachal Pradesh accurately.

(Note: State wise predicted vs actual data enclosed)

6. **Credentials and track record** - Over the past 11 years, Axis My India has consistently achieved a remarkable 93% accuracy in the exit poll results rightly predicting 65 out of 69 elections including many outliers. We admit that this time we couldn't predict the 2024 Lok Sabha elections with the same accuracy as expected from us.

Reasons why we went wrong?

In the last few days, we analysed the 3 states where we were not able to predict accurately:

- 1. Uttar Pradesh** – Out of the 41 seats of Eastern & Central UP, 33 went into polling in the 5/6/7 phase where the voter turnout was lower in the parliamentary constituencies compared to the previous elections. In such a scenario it is difficult to find which demographic didn't turn out for voting. This affected our overall accuracy. We also acknowledge that for various reasons we were not able to predict the shift of the SC votes from BJP & BSP to the INDIA alliance at an accurate level. This shift of vote share was so significant that it impacted 25 out of the 80 seats in UP.
- 2. West Bengal** – WB is a difficult state to survey and there is a certain amount of fear factor along with a history of political violence because of which people don't reveal their political choice, comfortably. This 'silent voter' is a big factor when predicting elections in the state and affected our estimates.
- 3. Maharashtra** – In Maharashtra the difference between both the alliances in terms of vote share was very less (44% each). Along with this the 1-2% vote share shift of Prakash Ambedkar's party VBA in Vidarbha to the INDIA alliance impacted the overall results in the state. This was a major factor in the ability to get the right predictions.

Additional important points:

1. We would like to highlight that our studies have nothing to do with the stock market at all and for that reason we don't do any pre poll / opinion poll studies. Post poll studies are done to gauge behavioural insights about voters across demography & geography and to find out why they voted as they did. Since actual votes are cast anonymously, polling is the only way to gauge these insights. This is the only reason we do post poll/ exit poll studies.
2. Elections are the only process in the country where the whole family participates and is engaged and are interested to know who's likely to win as their livelihood depends on the government of the day. Our goal is only to understand decode and present these insights in front of the people.
3. Exit Poll studies are indicative studies to measure voter behaviour and trends. Any interpretation of this data should be done carefully.
4. Axis My India has built a credible and trustworthy reputation in the exit poll prediction & socio-economic research because of which Harvard Business School (HBS) has written a case study on us. Our goal is to find out needs and aspirations of a common man, share it with relevant stakeholders and present citizens with practical implementable solutions.
5. The Vision & Mission which guides us is:
Vision: To connect and Resolve Problems of All 25 Crore Indian Households.
Mission: Actively Contribute Every day to Transform a Billion Lives.

Learnings from our mistakes:

1. We will further introspect the reasons and try to dig more insights into the voter behaviour.
2. In states and demographics where a close contest is expected we will aim to put more effort and re-validate the data using multiple methods to develop a comprehensive understanding.
3. Smaller parties which can affect the performance of the larger parties need to be tracked more closely.
4. We will continue to aim and get results before results through our post-poll/exit poll studies.

Documents enclosed:

1. Methodology
2. Seat Share Prediction and Result
3. Assembly Election Report Card

Methodology & Sample Profile

- ▶ Face to Face interview with the questionnaire in **all 543 Parliamentary Constituencies**
- ▶ Representative sampling across **Demography & Geography.**
- ▶ Sample Size (Interviews) - **5,82,574**
- ▶ Duration of Survey - **20th April - 1st June 2024** (43 Days)
- ▶ No. of Surveyors - **912**
- ▶ No. of Teams - **152 Teams** (each Team size 5 + 1 Team Leader)
- ▶ Total Parliamentary Constituency covered - **543 PCs.**
- ▶ Total Assembly Constituency covered - **3,607 ACs** out of Total 4123 ACs.
- ▶ No. of Villages / Cities covered - **22,288**
- ▶ Total No. of KM Travelled by our surveyors- **3,83,136**

All India - GE 2024 – Zone Wise – Seat Share Prediction & Results

Sr no	STATES	LS SEATS	AXIS PREDICTION BJP+(NDA) SEATS	RESULT	AXIS PREDICTION CONG+(INDIA) SEATS	RESULT	AXIS PREDICTION OTHER SEATS	RESULT
1	Bihar	40	29 – 33	30	7 - 10	9	0 - 2	1
2	Madhya Pradesh	29	29	29	-	-	-	-
3	Gujarat	26	26	25	-	1	-	-
4	Andhra Pradesh	25	21 – 23	21	-	-	2 - 4 (YSRCP)	4 (YSRCP)
5	Odisha	21	18 – 20	20	0 - 1	1	0 - 2 (BJD)	0
6	Jharkhand	14	8 – 10	9	4 - 6	5	0 - 1	-
7	Assam	14	10 – 12	11	2 - 4	3	-	-
8	Chhattisgarh	11	11	10	-	1	-	-
9	North East	11	5	4	3	4	3 (SKM/ NPF-Outer Manipur/ VPP-Shilong)	3
10	NCT OF Delhi	7	6 – 7	7	0 - 1	-	-	-
11	Uttarakhand	5	5	5	0	-	-	-
12	Himachal Pradesh	4	4	4	-	-	-	-
13	Goa	2	1	1	1	1	-	-
14	Jammu & Kashmir	5	2	2	3	2	-	1
15	UTs (Daman & Dadra Nagar Haweli, Andaman & Nicobar, Lakshwadeep, Puducherry, Ladakh & Chandigarh)	7	3	2	4	3	-	2
16	Telangana	17	11 – 13	8	4 - 6	8	1 (AIMIM)	1 (AIMIM)
17	Karnataka	28	23 – 25	19	3 - 5	9	-	-
18	Tamil Nadu	39	2 – 4	0	33 - 37	39	0 - 2 (AIADMK + DMDK)	-
19	Punjab	13	2 – 4	-	7 - 9	10	2 - 3 (SAD)	1 SAD, 2 IND
20	Haryana	10	6 – 8	5	2 - 4	5	0	-
21	Kerala	20	2 – 3	1	17 - 18	19	-	-
22	Rajasthan	25	16 – 19	14	5 - 7	10	1 - 2	1
23	West Bengal	42	26 – 31	12	11 - 16	30	-	-
24	Maharashtra	48	28 – 32	17	16 - 20	30	0 - 2	1
25	Uttar Pradesh	80	67 – 72	36	8 - 12	43	0 - 1	1
All India Total		543	361-401	292	131-166	233	8-20	18

Axis My India 4 State Assembly Elections Report Card

Arunachal Pradesh - AE (Seat Share - 60 Seats)

PARTY	BJP	NPP	CONG	OTHERS
Axis My India Prediction	44 - 51	2 - 6	1 - 4	2 - 6
Result	46	5	1	8

Other Include – NCP, PPA, Arunachal Democratic Party, LJP & IND

Sikkim - AE (Seat Share - 32 Seats)

PARTY	BJP	SKM	SDF	CAP	OTHERS
Axis My India Prediction	0 - 2	24 - 30	1 - 3	0 - 2	0 - 1
Result	0	31	1	0	0

Andhra Pradesh - AE (Seat Share - 175 Seats)

PARTY	NDA	INDIA	YSRCP	OTHERS
Axis My India Prediction	98 - 120	0 - 2	55 - 77	0
Result	164	0	11	0

NDA Include - BJP, TDP & JSP | INDIA Include - CONG, CPI(M) & CPI

Odisha - AE (Seat Share - 147 Seats)

PARTY	BJP	CONG	BJD	OTHERS
Axis My India Prediction	62 - 80	5 - 8	62 - 80	0
Result	78	14	51	4

Result Source: <https://results.eci.gov.in/AcResultGenJune2024/index.htm>