Survey: BNP leads voter preferences, Awami League outpaces student party



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While traditional voter bases continue to support established parties, fresh political voices are beginning to emerge among younger demographics A nationwide survey of 10,696 voters reveals that traditional political loyalties remain strong, with the Bangladesh Nationalist Party (BNP) emerging as the frontrunner among those who disclosed their voting preferences. The survey, titled “People’s Election Pulse: Feb-March 2025,” was conducted by Innovision Consulting.Among the 65% of respondents who revealed their choice for the next general election, 42% support BNP, while Bangladesh Jamaat-e-Islami garners 32% backing.

In contrast, the Awami League trails with just 14% overall support.While traditional voter bases continue to support established parties, fresh political voices are beginning to emerge among younger demographics. Notably, the Awami League, one of Bangladesh’s oldest and most dominant parties, has managed to edge out the newly established student-led political party, particularly among Gen Z The student-led party lagged significantly behind with just 5% overall.

Within the Gen Z cohort, the Awami League received 11% support, narrowly outpacing the student-led party’s 10% sharOnce a dominant force, the Awami League’s credibility eroded over years of alleged election manipulation, political repression, and corruptionThe tipping point came in 2024 when a mass uprising, sparked by the killing of students, led to widespread protests against the governmentThe student-led movement gained momentum, culminating in the ousting of Sheikh Hasina’s government

This movement, driven by demands for transparency, accountability, and democratic reforms, has since transformed into a formidable political forceThe student-led party’s rise reflects a growing disillusionment with traditional political structures and a desire for change among the electorate.