ELECTION INSIGHTS REPORT

Bharanikkav School North-003

Pattathanam Assembly Constituency, Kollam District, Kerala

Generated: 2025-10-27 17:05 **Total Voters Analyzed:** 1,718 **Polling Area:** Bharanikkav School North-003

EXECUTIVE SUMMARY

Overall Composition

Total Electorate: 1,718 voters

Metric	Count	Percentage
Male Voters	845	49.2%
Female Voters	873	50.8%
Hindu	1,216	70.8%
Muslim	399	23.2%
Christian	103	6.0%

Average Age: 47.5 years (Median: 47 years)

Critical Finding

This is a hindu-majority district with 70.8% Hindu voters. Strong Hindu majority provides solid base, but coalition-building recommended to ensure victory.

Classification: SAFE BASE

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1. RELIGIOUS DEMOGRAPHICS & STRATEGIC IMPLICATIONS

1.1 Religious Composition

Religion	Male	Female	Total	% of District
Hindu	582	634	1,216	70.8%
Muslim	214	185	399	23.2%
Christian	49	54	103	6.0%

Strategic Insight:

- Strong Hindu base (70.8%) provides foundation
- Need -20.8% from minorities to cross 50% mark if Hindu vote splits
- Focus on consolidating Hindu vote while maintaining minority goodwill

1.2 Age Profiles by Religion

Religion	Avg Age	Young (≤35)	Middle (36-55)	Senior (56+)
Hindu	47.8 yrs	277 (22.8%)	571 (47.0%)	368 (30.3%)
Muslim	46.4 yrs	104 (26.1%)	186 (46.6%)	109 (27.3%)
Christian	48.2 yrs	26 (25.2%)	41 (39.8%)	36 (35.0%)

Strategic Insight:

- **Muslim community is youngest** (avg 46.4 years) → More open to change, digital-savvy
- **Christian community is oldest** (avg 48.2 years) → Traditional loyalties stronger

2. AGE-BASED ANALYSIS & GENERATIONAL STRATEGY

2.1 Age Distribution

Age Group	Total	Percentage	Strategic Priority
18-25 (First-time + Early voters)	84	4.9%	HIGH - Malleable, high energy
26-35 (Young professionals)	323	18.8%	HIGH - Career-focused, aspirational
36-45 (Established families)	411	23.9%	HIGHEST - Decision-makers
46-55 (Peak earning)	387	22.5%	HIGHEST - Stable voters
56-65 (Pre-retirement)	285	16.6%	HIGH - High turnout
66+ (Senior citizens)	228	13.3%	MEDIUM - Loyal voters

Critical Insight:

- **46.4% of voters are in 36-55 age bracket** - This is your PRIMARY TARGET
- Only 4.9% are youth (18-25) - Mature electorate
- Average age 47.5 means **development over disruption**

First-time voters (18-21): 31 (1.8% of electorate)

3. GENDER ANALYSIS - THE WOMEN VOTE

3.1 Overall Gender Split

- **Female voters:** 873 (50.8%)
- **Male voters:** 845 (49.2%)

Female voters outnumber male voters by 28 votes - this is a 1.6% margin.

3.2 The Critical Demographic: Middle-Aged Women (30-50 years)

Total middle-aged women: 422 (24.6% of entire electorate)

STRATEGIC IMPERATIVE: This group represents **1 in 4 voters**. They are:

- Primary household decision-makers

- Concerned about healthcare, education, safety
- Influenced by welfare schemes (ration, pension, housing)
- Often decide how the entire family votes

Campaign Priority: Women-centric manifesto promises (self-help groups, healthcare, child education, cooking gas subsidies, safety)

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4. HOUSEHOLD & FAMILY VOTING BLOCS

4.1 Household Size Analysis

Total Unique Households: 384 **Average Voters per Household:** 4.5 **Large Households (5+ voters):** 131 **Very Large Households (8+ voters):** 62

Strategic Gold Mine: These 131 large households contain approximately **1,155 voters** (67.2% of district).

Winning one influential family member = winning 5-8 votes

4.2 Top 20 Large Households (5+ Voters)

Household Address	Voters	Religion (Majority)
040/100	7	Muslim
040/101	12	Christian
040/102	6	Hindu
040/103	6	Hindu
040/105	10	Hindu
040/111	21	Hindu
040/112	9	Hindu
040/113	12	Hindu
040/114	5	Hindu
040/116	5	Muslim
040/118	6	Hindu
040/119	6	Hindu
040/122	5	Hindu
040/123	6	Christian
040/125	6	Hindu
040/131	16	Muslim
040/133	11	Muslim
040/14	18	Hindu
040/140	10	Muslim

| 040/141 | 8 | Hindu |

4.3 Religious Homogeneity of Households

- **Religiously homogeneous households:** 275 (71.6%)
- **Mixed religion households:** 109 (28.4%)

Key Finding:

- Significant mixed households → **secular messaging has audience**
- Mixed households (109) represent potential for **inclusive/secular messaging**

4.4 Top 10 Influential Family Blocs

These families have 3+ registered dependents. Winning the patriarch/matriarch wins the family bloc.

Guardian Name	Family Members	Strategy
Radhakrishnan	18	Personal meeting, Hindu community leader introduction
Karunakaran	16	Personal meeting, Hindu community leader introduction
Babu	13	Personal meeting, Hindu community leader introduction
Sreekumar	13	Personal meeting, Hindu community leader introduction
Thulaseedharan	13	Personal meeting, Hindu community leader introduction
Rajendran	12	Personal meeting, Hindu community leader introduction
Anilkumar	12	Personal meeting, Hindu community leader introduction
Sasidharan	11	Personal meeting, Hindu community leader introduction
Mohanan	10	Personal meeting, Hindu community leader introduction
Anil Kumar	10	Personal meeting, Hindu community leader introduction

Campaign Strategy: Personal outreach to these families through respected community members. One home visit = multiple votes.

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5. WINNING STRATEGY FOR THIS DISTRICT

Scenario: Hindu Consolidation Strategy

Formula: Consolidate Hindu base + Minority goodwill

Requirements:

- Near-total Hindu consolidation: 1216 voters (need 75%+ = 912 votes)
- Minority goodwill: 502 voters (need 20%+ = 100 votes)

This gives: 1012 votes (58.9%)

Key Actions:

1. Temple committees and religious leaders engagement
2. Cultural events (Onam, Vishu) as campaign platforms
3. Development messaging to attract moderate minorities
4. Avoid polarization - maintain minority vote share

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6. PRIORITY TARGET DEMOGRAPHICS (Rank Ordered)

1. **Middle-aged women (30-50):** 422 voters (24.6%)

   - Why: Largest persuadable group, family decision-makers
   - How: Women-centric rallies, SHG engagement, welfare promises

2. **Large households (5+ voters):** 1,155 voters in 131 families

   - Why: One converted family = 5-8 votes
   - How: Personal visits, respected community member introductions

3. **Young voters (18-35):** 407 voters (23.7%)

   - Why: Aspirational, persuadable, digital-savvy
   - How: Employment promises, social media, youth leaders

4. **Senior citizens (60+):** 386 voters (22.5%)

   - Why: High turnout, consistent voters
   - How: Healthcare, pension, respect for elders

5. **Influential families:** 160 families controlling 739 votes

   - Why: Bloc voting potential
   - How: Personal meetings with family heads

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7. CAMPAIGN RESOURCE ALLOCATION

7.1 Budget Allocation (Suggested)

- **Door-to-door campaign:** 17,180 INR (10 INR per voter)
- **Booth agents (Election Day):** 10,500 INR (7 agents × 1500 INR)
- **Vehicles:** 6,000 INR (3 vehicles × 2000 INR)
- **Volunteers & workers:** 8,590 INR (meals, travel)
- **Total District Budget:** 42,270 INR

7.2 Human Resources

- **Full-time Campaign Workers:** 3
- **Part-time Volunteers:** 17
- **Booth Agents (Election Day):** 7

- **Vehicle Drivers:** 3

7.3 Election Day Logistics
  - **Vehicles needed:** 3 (1 per 500 voters)
  - **Senior transport:** 6 special vehicles (70+ age voters)
  - **Booth monitors:** 2 (2 per booth)
  - **Women volunteers:** 8 (for women voter mobilization)

Turnout Targets:

  - Minimum required: 65% (1116 voters)
  - Target: 75% (1288 voters)
  - Stretch goal: 85% (1460 voters)

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8. FINAL RECOMMENDATIONS

Top 5 Actions for Bharanikkav School North-003
  1. **Personal outreach to top 10 influential families** - Control 128 votes
  2. **Women-centric campaign targeting 422 middle-aged women**
  3. **Community leader engagement** - Temple/Church/Masjid committees
  4. **Youth digital campaign** - WhatsApp/social media for 407 young voters
  5. **GOTV on election day** - Target 75%+ turnout (1288 votes)

Success Metrics
  - 100% coverage of 131 large households
  - Personal meetings with top 10 family heads
  - 3+ community meetings with 50+ attendance each
  - WhatsApp groups covering 60% of 18-35 demographic
  - Election day turnout: 75%+ target

Report End

Bharanikkav School North-003: 1,718 voters | Generated 2025-10-27