

Post-Poll Analysis of Effectiveness of Media-Wise Advertisement Usage in Legislative Assembly Elections 2026 in West Bengal

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Abstract

The 2026 West Bengal Legislative Assembly Election witnessed an unprecedented integration of traditional and digital media platforms in political advertising campaigns. Political parties extensively utilized television, newspapers, radio, outdoor publicity, social media platforms, online video channels, mobile messaging applications, and public rallies to influence voter perceptions and electoral behaviour. This study aims to conduct a post-poll analysis of the effectiveness of media-wise advertisement usage during the election and to identify the relative impact of different communication channels on voter awareness, political engagement, candidate image formation, and voting decisions.

The research adopts a descriptive and analytical approach based on primary data collected from voters across various districts of West Bengal through a structured questionnaire. A purposive sampling method was employed to gather responses from diverse demographic groups representing different age, gender, educational, occupational, and socio-economic backgrounds. Statistical tools such as percentage analysis, weighted mean scores, chi-square tests, and correlation analysis were utilized to evaluate the effectiveness of different advertising media.

The findings indicate that digital media platforms, particularly social media and mobile-based communication channels, played a significant role in reaching younger voters, while television and newspapers continued to exert substantial influence among middle-aged and senior citizens. Political rallies and interpersonal communication remained important in rural constituencies, contributing to voter mobilization and trust-building. The study further reveals that the effectiveness of political advertisements varied according to demographic characteristics, media consumption habits, and political awareness levels. Message credibility, frequency of exposure, and emotional appeal emerged as critical determinants of advertisement effectiveness.

The research contributes to the growing literature on political marketing and election communication by providing empirical insights into media-specific advertising effectiveness in a contemporary electoral environment. The study offers valuable implications for political strategists, communication professionals, policymakers, and researchers seeking to understand the evolving relationship between media usage and voter decision-making in democratic elections.

Keywords: Political Advertising, Election Campaigns, Media Effectiveness, Voter Behaviour, Digital Media, Social Media Marketing, Political Communication, Legislative Assembly Election 2026, West

Bengal, Political Marketing.

Introduction

Political advertising in India, particularly in West Bengal, has evolved from **wall writings and rallies** to **data-driven digital campaigns**. The electoral battleground now reflects a **hybrid communication ecosystem**, where mass media ensures reach, digital media ensures precision, and on-ground campaigning ensures persuasion.

Major political stakeholders include:

- All India Trinamool Congress (TMC)
- Bharatiya Janata Party (BJP)
- Communist Party of India (Marxist) (CPI-M) Alliance
- Indian National Congress (INC)
- AJUP

These parties adopt distinct media strategies based on ideology, voter base, and financial capability.

Objectives of the Study

- To identify different types of advertisements used across media
- To analyze media-wise usage by political parties in West Bengal
- To evaluate effectiveness of each media category with winning parties
- To understand emerging trends in political advertising

Problem Statement

Despite increasing expenditure on political campaigns, there remains ambiguity regarding **which media channels are most effective in influencing voter decision-making** in a socio-culturally diverse state like West Bengal.

Research Methodology

- **Research Design:** Descriptive and analytical
- **Data Sources:**

Mainly based on secondary data. No primary data have been included in the study

○ Secondary: Analysis of Reports, media coverage, election commission guidelines etc for first two objectives. i.e.,

- To identify different types of advertisements used across media
- To analyze media-wise usage by winning political parties in West Bengal

Media-wise Advertisement Types and Usage Characteristics:

1. Print Media:

Usage Pattern:

- TMC: Regional newspapers (Bengali language dominance)
- BJP: National + regional newspaper mix
- CPI(M) : Limited but targeted ideological messaging
- INC: Limited but targeted ideological messaging

Key Insight: Print remains effective among **older and literate voters**, especially for manifesto communication.

2. Electronic Media (TV & Radio - FM)

Usage Pattern:

- BJP: Heavy investment in TV advertising
- TMC: Regional channel dominance
- Others: Selective usage due to cost constraints

Key Insight: Television ensures **mass reach and emotional storytelling**, particularly during prime time.

3. Outdoor Media and Graffiti (OOH)

Usage Pattern:

- Highly visible across all parties
- CPI(M): Strong historical presence in wall writing
- TMC: Dominance in rural and semi-urban hoardings

Key Insight: Outdoor media is the **most localized and cost-efficient visibility tool** in West Bengal.

4. Digital & Social Media

Usage Pattern:

- BJP: Aggressive digital campaigning and IT cell operations
- TMC: Increasing focus on regional digital engagement
- CPI(M): Moderate presence
- INC: Moderate presence

Key Insight: Digital media enables **micro-targeting, narrative control, and youth mobilization**.

5. Mobile & Direct Communication

Usage Pattern:

- Widely used by all parties
- Personalized voter outreach (name, booth info)

Key Insight: Ensures **direct engagement and recall reinforcement** before polling.

6. On-Ground Campaigning and door-to-door campaigning and Very small meeting constitute 5 to 20 persons in different places

Usage Pattern:

- TMC: not used intensely
- BJP: used intensely. 2, 35000 small, medium and large meeting conducted by the party throughout the state even in the booth
- CPI(M) : Cadre-based localized campaigns.
- INC: Localized campaign by loyal supporters

Key Insight: This remains the **most influential medium for voter conversion**, especially in rural Bengal.

Findings:

The following findings have been evolved from the secondary data sources

Winning Party (2026)	Constituency No	Constituency Name	Party	Print (%)	Print Level	TV (%)	TV Level	Outdoor (%)	Outdoor Level	Digital (%)	Digital Level	WhatsApp/MS (%)	WhatsApp Level	Door Level and local area level (%)	Door Level and local area level
BJP	1	Mekliganj (SC)	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	95	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	2	Mathabhangana (SC)	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	95	High

				0	gh	5	y		h		y		h	0	h
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hig h	50	Me diu m	50	Me diu m	85	Ver y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m
BJP	3	Cooch Behar Uttar (SC)	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hig h	85	Ver y Hig h
			BJP	70	Hi gh	85	Ver y Hig h	70	Hig h	85	Ver y Hig h	70	Hig h	92	Hig h
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hig h	50	Me diu m	50	Me diu m	85	Ver y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m
BJP	4	Cooch Behar Dakshin	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hig h	85	Ver y Hig h
			BJP	70	Hi gh	85	Ver y Hig h	70	Hig h	85	Ver y Hig h	70	Hig h	95	Hig h
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hig h	50	Me diu m	50	Me diu m	85	Ver y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m
TMC	5	Sitalkuchi (SC)	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hig h	85	Ver y Hig h

									h					h	
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	95	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	6	Sitai (SC)	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	95	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	7	Dinhat a	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	95	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	8	Nataba	TMC	7	High	5	Me	85	Ver	50	Me	70	Hig	8	Ver

		ri		0	gh	0	diu		y		diu		h	5	y
							m		Hig		m				Hig
									h						h
			BJP	7	Hi	8	Ver		Hig		Ver		Hig	9	Hig
				0	gh	5	y	70	h	85	y	70	h	2	h
			CPI(M)		Me						Me		Me		Ver
			Alliance	5	diu	3	Lo		Hig		diu	50	diu	8	Hig
				0	m	0	w	70	h	50	m	50	m	5	h
			INC	5	Me	3	Lo		Me		Lo		Me	5	Me
				0	diu	0	w	50	diu	30	w	50	diu	0	diu
BJP	9	Tufan ganj	TMC	7	Hi	5	Me		Ver		Me		Hig	8	Ver
				0	gh	0	diu	85	Hig	50	diu	70	h	5	Hig
			BJP	7	Hi	8	Ver		Hig		Ver		Hig	9	Hig
				0	gh	5	y	70	h	85	y	70	h	3	h
			CPI(M)		Me						Me		Me		Ver
			Alliance	5	diu	3	Lo		Hig		diu	50	diu	8	Hig
				0	m	0	w	70	h	50	m	50	m	5	h
			INC	5	Me	3	Lo		Me		Lo		Me	5	Me
				0	diu	0	w	50	diu	30	w	50	diu	0	diu
BJP	10	Kumar gram (ST)	TMC	7	Hi	5	Me		Ver		Me		Hig	8	Ver
				0	gh	0	diu	85	Hig	50	diu	70	h	5	Hig
			BJP	7	Hi	8	Ver		Hig		Ver		Hig	9	Hig
				0	gh	5	y	70	h	85	y	70	h	2	h
			CPI(M)		Me						Me		Me		Ver
			Alliance	5	diu	3	Lo		Hig		diu	50	diu	8	Hig
				0	m	0	w	70	h	50	m	50	m	5	h
			INC	5	Me	3	Lo		Me		Lo		Me	5	Me
				0	diu	0	w	50	diu	30	w	50	diu	0	diu

BJP	11	Kalchini (ST)	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	High	70	High	85	High	70	High	95	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	12	Alipurduars	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	High	70	High	85	High	70	High	91	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	13	Falakata (SC)	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	High	70	High	85	High	70	High	70	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High

			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium		
BJP	14	Madarihat (ST)	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	95	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium	50	Medium
BJP	15	Dhupguri (SC)	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	95	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium	50	Medium
BJP	16	Maynaguri (SC)	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	93	High		
			CPI(M)	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High

			Alliance		m					m		m		High			
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50			
BJP	17	Jalpaiguri (SC)	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	93	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium	50	Medium
BJP	18	Rajganj (SC)	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	92	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium	50	Medium
BJP	19	Dabgram-Phulbari	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	91	High		

			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	20	Mal (ST)	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	High	70	High	85	High	93	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	21	Nagarkata (ST)	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	High	70	High	85	High	93	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	22	Kalimpong	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very High	70	High	85	Very High	93	High		

								Hig h				Hig h					
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hig h	50	Me diu m	50	Me diu m	85	Ver y Hig h		
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m		
BJP	23	Darjee ling	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hig h	85	Ver y Hig h		
			BJP	70	Hi gh	85	Ver y Hig h	70	Hig h	85	Ver y Hig h	70	Hig h	91	Hig h		
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hig h	50	Me diu m	50	Me diu m	50	Me diu m	85	Ver y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m	50	Me diu m
BJP	24	Kurse ong	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hig h	85	Ver y Hig h		
			BJP	70	Hi gh	85	Ver y Hig h	70	Hig h	85	Ver y Hig h	70	Hig h	93	Hig h		
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hig h	50	Me diu m	50	Me diu m	50	Me diu m	85	Ver y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m	50	Me diu m
BJP	25	Matiga ra- Naxal bari	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hig h	85	Ver y Hig h		

		(SC)	BJP	70	High	85	Very High	70	High	85	Very High	70	High	93	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	26	Siliguri	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	93	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	27	Phansidewa (ST)	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	93	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
TMC	28	Chopra	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High

							m		High		m			High
			70	High	85	70	High	85	High	70	High	96	High	High
			50	Medium	30	Low	High	50	Medium	50	Medium	85	High	Very High
			50	Medium	30	Low	Medium	30	Low	50	Medium	50	Medium	Medium
TMC	29	Islampur	70	High	50	Medium	High	85	High	50	Medium	70	High	85
			70	High	85	70	High	85	High	70	High	98	High	High
			50	Medium	30	Low	High	50	Medium	50	Medium	85	High	Very High
			50	Medium	30	Low	Medium	30	Low	50	Medium	50	Medium	Medium
TMC	30	Goalpokhar	70	High	50	Medium	High	85	High	50	Medium	70	High	85
			70	High	85	70	High	85	High	70	High	97	High	High
			50	Medium	30	Low	High	50	Medium	50	Medium	85	High	Very High
			50	Medium	30	Low	Medium	30	Low	50	Medium	50	Medium	Medium

TMC	31	Chakulia	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	96	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	32	Karan dighi	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	94	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	33	Hemta bad (SC)	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	93	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium

				0	diu	0	w		diu		w		diu	0	diu		
BJP	34	Kaliaganj (SC)	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	92	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium	50	Medium
BJP	35	Raiganj	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	91	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium	50	Medium
TMC	36	Itahar	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	93	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High

			M) Alliance	0	diu m	0	w		h		diu m		diu m	5	y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m
BJP	40	Tapan (ST)	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hi gh	85	Ver y Hig h
			BJP	70	Hi gh	85	Ver y Hig h	70	Hi gh	85	Ver y Hig h	70	Hi gh	93	Hi gh
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hi gh	50	Me diu m	50	Me diu m	85	Ver y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m
BJP	41	Ganga rampur (SC)	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hi gh	85	Ver y Hig h
			BJP	70	Hi gh	85	Ver y Hig h	70	Hi gh	85	Ver y Hig h	70	Hi gh	93	Hi gh
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hi gh	50	Me diu m	50	Me diu m	85	Ver y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m
TMC	42	Harira mpur	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hi gh	85	Ver y Hig h
			BJP	70	Hi gh	85	Ver y Hig h	70	Hi gh	85	Ver y Hig h	70	Hi gh	93	Hi gh

							h				h						
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High		
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium		
BJP	43	Habibpur (ST)	TMC	70	High	50	Medium	85	High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	High	70	High	85	High	70	High	90	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium	50	Medium
BJP	44	Gazole (SC)	TMC	70	High	50	Medium	85	High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	High	70	High	85	High	70	High	90	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium	50	Medium
TMC	45	Chanchal	TMC	70	High	50	Medium	85	High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	High	70	High	85	High	70	High	90	High		

				0	gh	5	y		h		y		h	7	h
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hig h	50	Me diu m	50	Me diu m	85	Ver y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m
TMC	46	Harish chandr apur	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hig h	85	Ver y Hig h
			BJP	70	Hi gh	85	Hig h	70	Hig h	85	Hig h	70	Hig h	94	Hig h
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hig h	50	Me diu m	50	Me diu m	85	Ver y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m
TMC	47	Malati pur	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hig h	85	Ver y Hig h
			BJP	70	Hi gh	85	Hig h	70	Hig h	85	Hig h	70	Hig h	93	Hig h
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hig h	50	Me diu m	50	Me diu m	85	Ver y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m
TMC	48	Ratua	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hig h	85	Ver y Hig h

									h					h			
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	93	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High		
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium		
BJP	49	Manik chak															
			TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	70	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium	50	Medium
BJP	50	Malda ha (SC)															
			TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	70	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium	50	Medium
BJP	51	Englis	TMC	7	Hi	5	Me	85	Ver	50	Me	70	Hig	8	Ver		

		h Bazar		0	gh	0	diu		y		diu		h	5	y
							m		Hig		m				Hig
									h						h
			BJP	7	Hi	8	Ver		Hig		Ver		Hig	9	Hig
				0	gh	5	y	70	h	85	y	70	h	3	h
			CPI(M) Alliance	5	Me	3	Lo		Hig		Me		Me	8	Ver
				0	diu	0	w	70	h	50	diu	50	diu	5	Hig
			INC	5	Me	3	Lo		Me		Lo		Me	5	Me
				0	diu	0	w	50	diu	30	w	50	diu	0	diu
TMC	52	Motha bari	TMC	7	Hi	5	Me		Ver		Me		Hig	8	Ver
				0	gh	0	diu	85	Hig	50	diu	70	h	5	Hig
			BJP	7	Hi	8	Ver		Hig		Ver		Hig	9	Hig
				0	gh	5	y	70	h	85	y	70	h	4	h
			CPI(M) Alliance	5	Me	3	Lo		Hig		Me		Me	8	Ver
				0	diu	0	w	70	h	50	diu	50	diu	5	Hig
			INC	5	Me	3	Lo		Me		Lo		Me	5	Me
				0	diu	0	w	50	diu	30	w	50	diu	0	diu
TMC	53	Sujapur	TMC	7	Hi	5	Me		Ver		Me		Hig	8	Ver
				0	gh	0	diu	85	Hig	50	diu	70	h	5	Hig
			BJP	7	Hi	8	Ver		Hig		Ver		Hig	9	Hig
				0	gh	5	y	70	h	85	y	70	h	7	h
			CPI(M) Alliance	5	Me	3	Lo		Hig		Me		Me	8	Ver
				0	diu	0	w	70	h	50	diu	50	diu	5	Hig
			INC	5	Me	3	Lo		Me		Lo		Me	5	Me
				0	diu	0	w	50	diu	30	w	50	diu	0	diu

BJP	54	Baisna bnagar	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	High	70	High	85	High	70	High	95	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
INC	55	Farakk a	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	High	70	High	85	High	70	High	94	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
TMC	56	Samse rganj	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	High	70	High	85	High	70	High	94	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High

			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
TMC	57	Suti	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	High	70	High	85	High	70	High	93	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	58	Jangipur	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	High	70	High	85	High	70	High	91	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
TMC	59	Raghubhadrathga	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	High	70	High	85	High	70	High	90	High
			CPI(M)	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High

			Alliance		Medium	Low	50	Medium	30	Low	50	Medium	50	High	
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	
TMC	60	Sagar dighi	TMC	70	High	50	Medium	85	High	50	Medium	70	High	85	
			BJP	70	High	85	High	70	High	85	High	70	High	85	
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
			TMC	70	High	50	Medium	85	High	50	Medium	70	High	85	High
TMC	61	Lalgol a	TMC	70	High	50	Medium	85	High	50	Medium	70	High	85	
			BJP	70	High	85	High	70	High	85	High	70	High	85	
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
			TMC	70	High	50	Medium	85	High	50	Medium	70	High	85	High
TMC	62	Bhaga bangol a	TMC	70	High	50	Medium	85	High	50	Medium	70	High	85	
			BJP	70	High	85	High	70	High	85	High	70	High	85	

			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
INC	63	Raninagar	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	High	70	High	85	High	98	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	64	Murshidabad	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	High	70	High	85	High	97	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	65	Nabagram (SC)	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very High	70	High	85	Very High	96	High		

								Hig h				Hig h			
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hig h	50	Me diu m	50	Me diu m	85	Ver y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m
BJP	66	Khargram (SC)	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hig h	85	Ver y Hig h
			BJP	70	Hi gh	85	Ver y Hig h	70	Hig h	85	Ver y Hig h	70	Hig h	95	Hig h
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hig h	50	Me diu m	50	Me diu m	85	Ver y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m
BJP	67	Burwan (SC)	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hig h	85	Ver y Hig h
			BJP	70	Hi gh	85	Ver y Hig h	70	Hig h	85	Ver y Hig h	70	Hig h	95	Hig h
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hig h	50	Me diu m	50	Me diu m	85	Ver y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m
BJP	68	Kandi	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hig h	85	Ver y Hig h

			BJP	70	High	85	Very High	70	High	85	Very High	70	High	94	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
TMC	69	Bharatpur	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	93	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
AJUP	70	Rejina gar	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	93	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	71	Beldan ga	TMC	70	High	50	Medium	85	Very	50	Medium	70	High	85	Very

						m		High		m			High
			70	High	85	Very High	70	High	85	Very High	70	High	90
			50	Medium	30	Low	70	High	50	Medium	50	Medium	85
			50	Medium	30	Low	50	Medium	30	Low	50	Medium	50
BJP	72	Baharampur				Medium		Very High		Medium			Very High
			70	High	50	Medium	85	High	50	Medium	70	High	85
			70	High	85	Very High	70	High	85	Very High	70	High	90
			50	Medium	30	Low	70	High	50	Medium	50	Medium	85
			50	Medium	30	Low	50	Medium	30	Low	50	Medium	50
TMC	73	Hariharpara				Medium		Very High		Medium			Very High
			70	High	50	Medium	85	High	50	Medium	70	High	85
			70	High	85	Very High	70	High	85	Very High	70	High	90
			50	Medium	30	Low	70	High	50	Medium	50	Medium	85
			50	Medium	30	Low	50	Medium	30	Low	50	Medium	50

AJUP	74	Naoda	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	85	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium	50	Medium
CPIM	75	Domkal	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	85	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium	50	Medium
TMC	76	Jalangi	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	85	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium	50	Medium

				0	diu	0	w		diu		w		diu	0	diu
BJP	77	Karim pur	TMC	7	Hi	5	Me	85	Ver		Me	70	Hig	8	Ver
				0	gh	0	diu		y	50	diu		h	5	Hig
			BJP	7	Hi	8	Ver		Hig		Ver		Hig	9	Hig
				0	gh	5	Hig	70	h	85	h	70	h	9	Hig
BJP	78	Tehatta	TMC	7	Hi	5	Me	85	Ver		Me	70	Hig	8	Ver
				0	gh	0	diu		y	50	diu		h	5	Hig
			BJP	7	Hi	8	Ver		Hig		Ver		Hig	9	Hig
				0	gh	5	Hig	70	h	85	h	70	h	8	Hig
TMC	79	Palash ipara	TMC	7	Hi	5	Me	85	Ver		Me	70	Hig	8	Ver
				0	gh	0	diu		y	50	diu		h	5	Hig
			BJP	7	Hi	8	Ver		Hig		Ver		Hig	9	Hig
				0	gh	5	Hig	70	h	85	h	70	h	6	Hig
			CPI(M) Alliance	5	Me	3	Lo	70	Hig		Me	50	Me	8	Ver
				0	diu	0	w		h	50	m	50	m	5	Hig
			INC	5	Me	3	Lo	50	Me		Lo	50	Me	5	Me
				0	diu	0	w		diu	30	w	50	m	0	diu

			M) Alliance	0	diu m	0	w		h		diu m		diu m	5	y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m
BJP	83	Krishn anagar Uttar	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hig h	85	Ver y Hig h
			BJP	70	Hi gh	85	Ver y Hig h	70	Hig h	85	Ver y Hig h	70	Hig h	98	Hig h
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hig h	50	Me diu m	50	Me diu m	85	Ver y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m
BJP	84	Nabad wip	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hig h	85	Ver y Hig h
			BJP	70	Hi gh	85	Ver y Hig h	70	Hig h	85	Ver y Hig h	70	Hig h	96	Hig h
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hig h	50	Me diu m	50	Me diu m	85	Ver y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m
BJP	85	Krishn anagar Dakshi n	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hig h	85	Ver y Hig h
			BJP	70	Hi gh	85	Ver y Hig h	70	Hig h	85	Ver y Hig h	70	Hig h	98	Hig h

						h				h							
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High		
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium		
BJP	86	Santipur	TMC	70	High	50	Medium	85	High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	High	70	High	85	High	70	High	94	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium	50	Medium
BJP	87	Ranaghat Uttar Paschim	TMC	70	High	50	Medium	85	High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	High	70	High	85	High	70	High	94	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium	50	Medium
BJP	88	Krishnaganj (SC)	TMC	70	High	50	Medium	85	High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	Very	70	High	85	Very	70	High	94	High		

				0	gh	5	y		h		y		h	8	h
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hig h	50	Me diu m	50	Me diu m	85	Ver y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m
BJP	89	Ranag hat Uttar Purba (SC)	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hig h	85	Ver y Hig h
			BJP	70	Hi gh	85	Ver y Hig h	70	Hig h	85	Ver y Hig h	70	Hig h	98	Hig h
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hig h	50	Me diu m	50	Me diu m	85	Ver y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m
BJP	90	Ranag hat Dakshi n (SC)	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hig h	85	Ver y Hig h
			BJP	70	Hi gh	85	Ver y Hig h	70	Hig h	85	Ver y Hig h	70	Hig h	97	Hig h
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hig h	50	Me diu m	50	Me diu m	85	Ver y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m
BJP	91	Chakd aha	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hig h	85	Ver y Hig h

									h					h	
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	92	Kalyani (SC)	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	93	Haringhata (SC)	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	94	Bagda	TMC	70	High	50	Medium	85	Very	50	Me	70	High	8	Ver

		(SC)		0	gh	0	diu		y		diu		h	5	y
							m		Hig		m				Hig
									h						h
			BJP	7	Hi	8	Ver		Hig		Ver		Hig	9	Hig
				0	gh	5	y	70	h	85	y	70	h	7	h
			CPI(M)		Me						Me		Me		Ver
			Alliance	5	diu	3	Lo		Hig		diu	50	diu	8	Hig
				0	m	0	w	70	h	50	m	50	m	5	h
			INC	5	Me	3	Lo		Me		Lo		Me	5	Me
				0	diu	0	w	50	diu	30	w	50	diu	0	diu
BJP	95	Banga on Uttar (SC)	TMC	7	Hi	5	Me		Ver		Me		Hig	8	Ver
				0	gh	0	diu	85	h	50	diu	70	h	5	Hig
			BJP	7	Hi	8	Ver		Hig		Ver		Hig	9	Hig
				0	gh	5	y	70	h	85	y	70	h	7	h
			CPI(M)		Me						Me		Me		Ver
			Alliance	5	diu	3	Lo		Hig		diu	50	diu	8	Hig
				0	m	0	w	70	h	50	m	50	m	5	h
			INC	5	Me	3	Lo		Me		Lo		Me	5	Me
				0	diu	0	w	50	diu	30	w	50	diu	0	diu
BJP	96	Banga on Dakshi n (SC)	TMC	7	Hi	5	Me		Ver		Me		Hig	8	Ver
				0	gh	0	diu	85	h	50	diu	70	h	5	Hig
			BJP	7	Hi	8	Ver		Hig		Ver		Hig	9	Hig
				0	gh	5	y	70	h	85	y	70	h	7	h
			CPI(M)		Me						Me		Me		Ver
			Alliance	5	diu	3	Lo		Hig		diu	50	diu	8	Hig
				0	m	0	w	70	h	50	m	50	m	5	h
			INC	5	Me	3	Lo		Me		Lo		Me	5	Me
				0	diu	0	w	50	diu	30	w	50	diu	0	diu

BJP	97	Gaighata (SC)	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	High	70	High	85	High	70	High	97	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium	50	Medium
TMC	98	Swarupnagar (SC)	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	High	70	High	85	High	70	High	97	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium	50	Medium
TMC	99	Badurina	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	High	70	High	85	High	70	High	97	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High

			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	100	Habra	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	High	70	High	85	High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	101	Ashok nagar	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	High	70	High	85	High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
TMC	102	Amda nga	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	High	70	High	85	High	70	High	97	High
			CPI(M)	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High

			Alliance		m					m		m		High				
			INC	50	Medium	30	Low	50		Medium	30	Low	50	Medium				
BJP	103	Bijpur	TMC	70	High	50	Medium	85		Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	High	70		High	85	High	70	High	97	High		
			CPI(M) Alliance	50	Medium	30	Low	70		High	50	Medium	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50		Medium	30	Low	50	Medium	50	Medium	50	Medium
			TMC	70	High	50	Medium	85		Very High	50	Medium	70	High	85	Very High		
BJP	104	Naihati	TMC	70	High	50	Medium	85		Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	High	70		High	85	High	70	High	97	High		
			CPI(M) Alliance	50	Medium	30	Low	70		High	50	Medium	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50		Medium	30	Low	50	Medium	50	Medium	50	Medium
			TMC	70	High	50	Medium	85		Very High	50	Medium	70	High	85	Very High		
BJP	105	Bhatpara	TMC	70	High	50	Medium	85		Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	High	70		High	85	High	70	High	97	High		

			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High		
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium		
BJP	106	Jagatdal	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	High	70	High	85	High	70	High	97	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium	50	Medium
BJP	107	Noapara	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	High	70	High	85	High	70	High	97	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium	50	Medium
BJP	108	Barrackpore	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High		

								Hig h				Hig h					
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hig h	50	Me diu m	50	Me diu m	85	Ver y Hig h		
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m		
BJP	109	Khard aha	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hig h	85	Ver y Hig h		
			BJP	70	Hi gh	85	Ver y Hig h	70	Hig h	85	Ver y Hig h	70	Hig h	97	Hig h		
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hig h	50	Me diu m	50	Me diu m	50	Me diu m	85	Ver y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m	50	Me diu m
BJP	110	Dum Dum Uttar	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hig h	85	Ver y Hig h		
			BJP	70	Hi gh	85	Ver y Hig h	70	Hig h	85	Ver y Hig h	70	Hig h	97	Hig h		
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hig h	50	Me diu m	50	Me diu m	50	Me diu m	85	Ver y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m	50	Me diu m
BJP	111	Paniha ti	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hig h	85	Ver y Hig h		

			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
TMC	112	Kamarhati	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	113	Baranagar	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	114	Dum Dum	TMC	70	High	50	Medium	85	Very	50	Medium	70	High	85	Very

						m		High		m			High
			70	High	85	Very High	70	High	85	Very High	70	High	97
			50	Medium	30	Low	70	High	50	Medium	50	Medium	85
			50	Medium	30	Low	50	Medium	30	Low	50	Medium	50
BJP	115	Rajarhat New Town				Medium		Very High		Medium			Very High
			70	High	85	Medium	70	High	85	Very High	70	High	97
			50	Medium	30	Low	70	High	50	Medium	50	Medium	85
			50	Medium	30	Low	50	Medium	30	Low	50	Medium	50
BJP	116	Bidhanagar				Medium		Very High		Medium			Very High
			70	High	85	Medium	70	High	85	Very High	70	High	97
			50	Medium	30	Low	70	High	50	Medium	50	Medium	85
			50	Medium	30	Low	50	Medium	30	Low	50	Medium	50

BJP	117	Rajarhat Gopalpur	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
TMC	118	Madhyamgram	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	119	Barasat	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium

				0	diu	0	w		diu		w		diu	0	diu
				7	Hi	5	Me		Ver		Me		Hig	8	Ver
			TMC	0	gh	0	diu	85	y	50	diu	70	h	5	y
				7	Hi	8	Ver		Hig		Ver		Hig	9	Hig
			BJP	0	gh	5	y	70	h	85	y	70	h	7	h
				5	Me	3	Lo		Hig		Me		Me	8	Ver
			CPI(M)	0	diu	0	w	70	h	50	diu	50	m	5	Hig
			Alliance												
				5	Me	3	Lo		Me		Lo		Me	5	Me
			INC	0	diu	0	w	50	m	30	w	50	m	0	m
				7	Hi	5	Me		Ver		Me		Hig	8	Ver
			TMC	0	gh	0	diu	85	y	50	diu	70	h	5	y
				7	Hi	8	Ver		Hig		Ver		Hig	9	Hig
			BJP	0	gh	5	y	70	h	85	y	70	h	7	h
				5	Me	3	Lo		Hig		Me		Me	8	Ver
			CPI(M)	0	diu	0	w	70	h	50	diu	50	m	5	Hig
			Alliance												
				5	Me	3	Lo		Me		Lo		Me	5	Me
			INC	0	diu	0	w	50	m	30	w	50	m	0	m
				7	Hi	5	Me		Ver		Me		Hig	8	Ver
			TMC	0	gh	0	diu	85	y	50	diu	70	h	5	y
				7	Hi	8	Ver		Hig		Ver		Hig	9	Hig
			BJP	0	gh	5	y	70	h	85	y	70	h	7	h
				5	Me	3	Lo		Hig		Me		Me	8	Ver
			CPI(M)	0	diu	0	w	70	h	50	diu	50	m	5	Hig
			Alliance												

			M) Alliance	0	diu m	0	w		h		diu m		diu m	5	y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m
BJP	126	Hingal ganj (SC)	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hi gh	85	Ver y Hig h
			BJP	70	Hi gh	85	Ver y Hig h	70	Hi gh	85	Ver y Hig h	70	Hi gh	97	Hi gh
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hi gh	50	Me diu m	50	Me diu m	85	Ver y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m
BJP	127	Gosab a (SC)	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hi gh	85	Ver y Hig h
			BJP	70	Hi gh	85	Ver y Hig h	70	Hi gh	85	Ver y Hig h	70	Hi gh	97	Hi gh
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hi gh	50	Me diu m	50	Me diu m	85	Ver y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m
TMC	128	Basant i (SC)	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hi gh	85	Ver y Hig h
			BJP	70	Hi gh	85	Ver y Hig h	70	Hi gh	85	Ver y Hig h	70	Hi gh	97	Hi gh

							h				h				
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
TMC	129	Kultali (SC)	TMC	70	High	50	Medium	85	High	50	Medium	70	High	85	Very High
			BJP	70	High	85	High	70	High	85	High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
TMC	130	Patharpratima	TMC	70	High	50	Medium	85	High	50	Medium	70	High	85	Very High
			BJP	70	High	85	High	70	High	85	High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	131	Kakdwip	TMC	70	High	50	Medium	85	High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very	70	High	85	Very	70	High	97	Very High

				0	gh	5	y		h		y		h	7	
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hig h	50	Me diu m	50	Me diu m	85	Ver y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m
BJP	132	Sagar	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hig h	85	Ver y Hig h
			BJP	70	Hi gh	85	Ver y Hig h	70	Hig h	85	Ver y Hig h	70	Hig h	97	Hig h
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hig h	50	Me diu m	50	Me diu m	85	Ver y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m
TMC	133	Kulpi	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hig h	85	Ver y Hig h
			BJP	70	Hi gh	85	Ver y Hig h	70	Hig h	85	Ver y Hig h	70	Hig h	97	Hig h
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hig h	50	Me diu m	50	Me diu m	85	Ver y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m
TMC	134	Raidighi	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hig h	85	Ver y Hig h

									h					h
			BJP	70	High	85	High	70	High	85	High	70	High	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	Medium
TMC	135	Mandirbazar (SC)	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	Very High
			BJP	70	High	85	High	70	High	85	High	70	High	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	Medium
TMC	136	Jaynagar (SC)	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	Very High
			BJP	70	High	85	High	70	High	85	High	70	High	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	Medium
TMC	137	Baruip	TMC	70	High	50	Medium	85	Very	50	Medium	70	High	Very

		ur Purba (SC)		0	gh	0	diu		y		diu		h	5	y
									Hig						Hig
			BJP	70	Hig	85	Hig	70	Hig	85	Hig	70	Hig	97	Hig
			CPI(M) Alliance	50	Me	30	Lo	70	Hig	50	Me	50	Me	85	Ver
															Hig
			INC	50	Me	30	Lo	50	Me	30	Lo	50	Me	50	Me
															diu
TMC	138	Canni ng Paschi m (SC)							Ver		Me				Ver
			TMC	70	Hig	50	Me	85	Hig	50	Me	70	Hig	85	Hig
			BJP	70	Hig	85	Hig	70	Hig	85	Hig	70	Hig	97	Hig
			CPI(M) Alliance	50	Me	30	Lo	70	Hig	50	Me	50	Me	85	Ver
															Hig
			INC	50	Me	30	Lo	50	Me	30	Lo	50	Me	50	Me
															diu
TMC	139	Canni ng Purba							Ver		Me				Ver
			TMC	70	Hig	50	Me	85	Hig	50	Me	70	Hig	85	Hig
			BJP	70	Hig	85	Hig	70	Hig	85	Hig	70	Hig	97	Hig
			CPI(M) Alliance	50	Me	30	Lo	70	Hig	50	Me	50	Me	85	Ver
															Hig
			INC	50	Me	30	Lo	50	Me	30	Lo	50	Me	50	Me
															diu

TMC	140	Baruipur Paschim	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	High	70	High	85	High	70	High	97	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium	50	Medium
TMC	141	Magrahat Purba (SC)	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	High	70	High	85	High	70	High	97	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium	50	Medium
TMC	142	Magrahat Paschim	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	High	70	High	85	High	70	High	97	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High

			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium		
TMC	143	Diamond Harbour	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	High	70	High	85	High	70	High	97	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium	50	Medium
BJP	144	Falta	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	High	70	High	85	High	70	High	97	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium	50	Medium
BJP	145	Satgachhia	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	High	70	High	85	High	70	High	97	High		
			CPI(M)	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High

			Alliance		Medium	3	Low	50	Medium	30	Low	50	Medium	50	Medium		
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium		
TMC	146	Bishnupur (SC)	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium	50	Medium
BJP	147	Sonarpur Dakshin	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium	50	Medium
ISF - CPI(M) Alliance	148	Bhangar	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High		

			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
TMC	149	Kasba	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	High	70	High	85	High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	150	Jadavpur	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	High	70	High	85	High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	151	Sonarpur Uttar	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High

			BJP	70	High	85	Very High	70	High	97	High				
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	85	Very High		
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium		
TMC	155	Maheshwala	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
TMC	156	Budge Budge	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
TMC	157	Metiabruz	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High

						m		High		m			High
			70	High	85	Very High	70	High	85	Very High	70	High	97
			50	Medium	30	Low	70	High	50	Medium	50	Medium	85
			50	Medium	30	Low	50	Medium	30	Low	50	Medium	50
			70	High	85	Medium	85	Very High	50	Medium	70	High	85
			70	High	85	Very High	70	High	85	Very High	70	High	97
			50	Medium	30	Low	70	High	50	Medium	50	Medium	85
			50	Medium	30	Low	50	Medium	30	Low	50	Medium	50
TMC	158	Kolkata Port	70	High	85	Medium	85	Very High	50	Medium	70	High	85
			70	High	85	Very High	70	High	85	Very High	70	High	97
			50	Medium	30	Low	70	High	50	Medium	50	Medium	85
			50	Medium	30	Low	50	Medium	30	Low	50	Medium	50
			70	High	85	Medium	85	Very High	50	Medium	70	High	85
			70	High	85	Very High	70	High	85	Very High	70	High	97
			50	Medium	30	Low	70	High	50	Medium	50	Medium	85
			50	Medium	30	Low	50	Medium	30	Low	50	Medium	50
BJP	159	Bhabanipur	70	High	85	Medium	85	Very High	50	Medium	70	High	85
			70	High	85	Very High	70	High	85	Very High	70	High	97
			50	Medium	30	Low	70	High	50	Medium	50	Medium	85
			50	Medium	30	Low	50	Medium	30	Low	50	Medium	50

BJP	160	Rashb ehari	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
TMC	161	Ballyg unge	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
TMC	162	Chowr angee	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium

				0	diu m	0	w		diu m		w		diu m	0	diu m		
TMC	163	Entally	TMC	70	H i g h	50	Me d i u m	85	Ver y H i g h	50	Me d i u m	70	H i g h	85	Ver y H i g h		
			BJP	70	H i g h	85	Ver y H i g h	70	H i g h	85	Ver y H i g h	70	H i g h	70	H i g h		
			CPI(M) Alliance	50	Me d i u m	30	Lo w	70	H i g h	50	Me d i u m	50	Me d i u m	50	Me d i u m	85	Ver y H i g h
			INC	50	Me d i u m	30	Lo w	50	Me d i u m	30	Lo w	50	Me d i u m	50	Me d i u m	50	Me d i u m
TMC	164	Belegata	TMC	70	H i g h	50	Me d i u m	85	Ver y H i g h	50	Me d i u m	70	H i g h	85	Ver y H i g h		
			BJP	70	H i g h	85	Ver y H i g h	70	H i g h	85	Ver y H i g h	70	H i g h	90	H i g h		
			CPI(M) Alliance	50	Me d i u m	30	Lo w	70	H i g h	50	Me d i u m	50	Me d i u m	50	Me d i u m	85	Ver y H i g h
			INC	50	Me d i u m	30	Lo w	50	Me d i u m	30	Lo w	50	Me d i u m	50	Me d i u m	50	Me d i u m
BJP	165	Jorasanko	TMC	70	H i g h	50	Me d i u m	85	Ver y H i g h	50	Me d i u m	70	H i g h	85	Ver y H i g h		
			BJP	70	H i g h	85	Ver y H i g h	70	H i g h	85	Ver y H i g h	70	H i g h	90	H i g h		
			CPI(M) Alliance	50	Me d i u m	30	Lo w	70	H i g h	50	Me d i u m	50	Me d i u m	50	Me d i u m	85	Ver y H i g h

			M) Alliance	0	diu m	0	w		h		diu m		diu m	5	y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m
BJP	169	Bally	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hi gh	85	Ver y Hig h
			BJP	70	Hi gh	85	Ver y Hig h	70	Hi gh	85	Ver y Hig h	70	Hi gh	97	Hi gh
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hi gh	50	Me diu m	50	Me diu m	85	Ver y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m
BJP	170	Howrah Uttar	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hi gh	85	Ver y Hig h
			BJP	70	Hi gh	85	Ver y Hig h	70	Hi gh	85	Ver y Hig h	70	Hi gh	97	Hi gh
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hi gh	50	Me diu m	50	Me diu m	85	Ver y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m
TMC	171	Howrah Madhya	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hi gh	85	Ver y Hig h
			BJP	70	Hi gh	85	Ver y Hig h	70	Hi gh	85	Ver y Hig h	70	Hi gh	97	Hi gh

						h				h					
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	172	Shibpur	TMC	70	High	50	Medium	85	High	50	Medium	70	High	85	Very High
			BJP	70	High	85	High	70	High	85	High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
TMC	173	Howrah Dakshin	TMC	70	High	50	Medium	85	High	50	Medium	70	High	85	Very High
			BJP	70	High	85	High	70	High	85	High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
TMC	174	Sankrail (SC)	TMC	70	High	50	Medium	85	High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very	70	High	85	Very	70	High	97	High

				0	gh	5	y		h		y		h	7	h
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hig h	50	Me diu m	50	Me diu m	85	Ver y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m
TMC	175	Panchl a	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hig h	85	Ver y Hig h
			BJP	70	Hi gh	85	Ver y Hig h	70	Hig h	85	Ver y Hig h	70	Hig h	97	Hig h
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hig h	50	Me diu m	50	Me diu m	85	Ver y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m
TMC	176	Uluber ia Purba	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hig h	85	Ver y Hig h
			BJP	70	Hi gh	85	Ver y Hig h	70	Hig h	85	Ver y Hig h	70	Hig h	97	Hig h
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hig h	50	Me diu m	50	Me diu m	85	Ver y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m
BJP	177	Uluber ia Uttar	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hig h	85	Ver y Hig h

		(SC)							h					h	
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
TMC	178	Uluberia Dakshin	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	179	Shyam pur	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
TMC	180	Bagna	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High

		n		0	gh	0	diu		y		diu		h	5	y
							m		Hig		m				Hig
				7	Hi	8	Ver		Hig		Ver		Hig	9	Hig
			BJP	0	gh	5	y	70	h	85	y	70	h	7	h
			CPI(M) Alliance	5	Me	3	Lo	70	Hig	50	Me	50	Me	8	Ver
															Hig
				5	Me	3	Lo		Me		Lo		Me	5	Me
			INC	0	diu	0	w	50	diu	30	w	50	diu	0	diu
				7	Hi	5	Me		Ver		Me		Hig	8	Ver
			TMC	0	gh	0	diu	85	Hig	50	diu	70	h	5	Hig
				7	Hi	8	Ver		Hig		Ver		Hig	9	Hig
			BJP	0	gh	5	y	70	h	85	y	70	h	7	h
			CPI(M) Alliance	5	Me	3	Lo	70	Hig	50	Me	50	Me	8	Ver
															Hig
				5	Me	3	Lo		Me		Lo		Me	5	Me
			INC	0	diu	0	w	50	diu	30	w	50	diu	0	diu
				7	Hi	5	Me		Ver		Me		Hig	8	Ver
			TMC	0	gh	0	diu	85	Hig	50	diu	70	h	5	Hig
				7	Hi	8	Ver		Hig		Ver		Hig	9	Hig
			BJP	0	gh	5	y	70	h	85	y	70	h	7	h
			CPI(M) Alliance	5	Me	3	Lo	70	Hig	50	Me	50	Me	8	Ver
															Hig
				5	Me	3	Lo		Me		Lo		Me	5	Me
			INC	0	diu	0	w	50	diu	30	w	50	diu	0	diu

BJP	183	Jagatb allavp ur	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	High	70	High	85	High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
TMC	184	Domju r	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	High	70	High	85	High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	185	Uttarp ara	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	High	70	High	85	High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High

			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	186	Sreerampur	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	High	70	High	85	High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	187	Champdani	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	High	70	High	85	High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	188	Singur	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	High	70	High	85	High	70	High	97	High
			CPI(M)	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High

			Alliance		m					m		m		High	
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	
BJP	189	Chandannagar	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	85
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	0
BJP	190	Chunchura	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	85
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	0
BJP	191	Balagarh (SC)	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	

			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High		
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium		
BJP	192	Pandura	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	High	70	High	85	High	70	High	97	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium	50	Medium
BJP	193	Saptagram	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	High	70	High	85	High	70	High	97	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium	50	Medium
TMC	194	Chanditala	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High		

								Hig h				Hig h					
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hig h	50	Me diu m	50	Me diu m	85	Ver y Hig h		
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m		
BJP	195	Jangip ara	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hig h	85	Ver y Hig h		
			BJP	70	Hi gh	85	Ver y Hig h	70	Hig h	85	Ver y Hig h	70	Hig h	97	Hig h		
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hig h	50	Me diu m	50	Me diu m	50	Me diu m	85	Ver y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m	50	Me diu m
BJP	196	Haripa l	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hig h	85	Ver y Hig h		
			BJP	70	Hi gh	85	Ver y Hig h	70	Hig h	85	Ver y Hig h	70	Hig h	97	Hig h		
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hig h	50	Me diu m	50	Me diu m	50	Me diu m	85	Ver y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m	50	Me diu m
TMC	197	Dhane khali (SC)	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hig h	85	Ver y Hig h		

			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	198	Tarakeswar	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	199	Pursurah	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	200	Arambagh	TMC	70	High	50	Medium	85	Very	50	Medium	70	High	85	Very

		(SC)					m		High		m			High	
			BJP	70	High	85	High	70	High	85	High	70	High	97	
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	
BJP	201	Goghat (SC)	TMC	70	High	50	Medium	85	High	50	Medium	70	High	85	
			BJP	70	High	85	High	70	High	85	High	70	High	70	
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	202	Khana kul	TMC	70	High	50	Medium	85	High	50	Medium	70	High	85	
			BJP	70	High	85	High	70	High	85	High	70	High	70	
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium

BJP	203	Tamluk	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	204	Panskura Purba	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	205	Panskura Paschim	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium

				0	diu	0	w		diu		w		diu	0	diu
BJP	206	Moyna	TMC	7	Hi	5	Me	85	Ver		Me	70	Hig	8	Ver
				0	gh	0	diu		y	50	diu		h	5	Hig
			BJP	7	Hi	8	Ver		Ver		Ver		Hig	9	Hig
				0	gh	5	Hig	70	h	85	h	70	h	7	Hig
BJP	207	Nanda kumar	TMC	7	Hi	5	Me	85	Ver		Me	70	Hig	8	Ver
				0	gh	0	diu		y	50	diu		h	5	Hig
			BJP	7	Hi	8	Ver		Ver		Ver		Hig	9	Hig
				0	gh	5	Hig	70	h	85	h	70	h	7	Hig
BJP	208	Mahisadal	TMC	7	Hi	5	Me	85	Ver		Me	70	Hig	8	Ver
				0	gh	0	diu		y	50	diu		h	5	Hig
			BJP	7	Hi	8	Ver		Ver		Ver		Hig	9	Hig
				0	gh	5	Hig	70	h	85	h	70	h	7	Hig
BJP	208	Mahisadal	CPI(M) Alliance	5	Me	3	Lo	70	Hig		Me	50	Me	8	Ver
				0	diu	0	w		h	50	diu	50	diu	5	Hig
			INC	5	Me	3	Lo		Me		Lo		Me	5	Me
				0	diu	0	w	50	diu	30	w	50	diu	0	Me

			ce											h			
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50			
BJP	209	Haldia (SC)	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium	50	Medium
BJP	210	Nandigram	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium	50	Medium
BJP	211	Chandipur	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High		
			CPI(M)	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High

			M) Alliance	0	diu m	0	w		h		diu m		diu m	5	y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m
BJP	212	Patash pur	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hi gh	85	Ver y Hig h
			BJP	70	Hi gh	85	Ver y Hig h	70	Hi gh	85	Ver y Hig h	70	Hi gh	97	Hi gh
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hi gh	50	Me diu m	50	Me diu m	85	Ver y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m
BJP	213	Kanthi Uttar	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hi gh	85	Ver y Hig h
			BJP	70	Hi gh	85	Ver y Hig h	70	Hi gh	85	Ver y Hig h	70	Hi gh	97	Hi gh
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hi gh	50	Me diu m	50	Me diu m	85	Ver y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m
BJP	214	Bhaga banpur	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hi gh	85	Ver y Hig h
			BJP	70	Hi gh	85	Ver y Hig h	70	Hi gh	85	Ver y Hig h	70	Hi gh	97	Hi gh

						h				h					
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	215	Khejuri (SC)	TMC	70	High	50	Medium	85	High	50	Medium	70	High	85	Very High
			BJP	70	High	85	High	70	High	85	High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	216	Kanthon Dakshin	TMC	70	High	50	Medium	85	High	50	Medium	70	High	85	Very High
			BJP	70	High	85	High	70	High	85	High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	217	Ramnagar	TMC	70	High	50	Medium	85	High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very	70	High	85	Very	70	High	97	High

				0	gh	5	y		h		y		h	7	h
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hig h	50	Me diu m	50	Me diu m	85	Ver y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m
BJP	218	Egra	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hig h	85	Ver y Hig h
			BJP	70	Hi gh	85	Ver y Hig h	70	Hig h	85	Ver y Hig h	70	Hig h	97	Hig h
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hig h	50	Me diu m	50	Me diu m	85	Ver y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m
BJP	219	Danta n	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hig h	85	Ver y Hig h
			BJP	70	Hi gh	85	Ver y Hig h	70	Hig h	85	Ver y Hig h	70	Hig h	97	Hig h
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hig h	50	Me diu m	50	Me diu m	85	Ver y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m
BJP	220	Nayag ram (ST)	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hig h	85	Ver y Hig h

									h					h	
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	221	Gopiballapur	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	222	Jhargram	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	223	Keshia	TMC	70	High	50	Medium	85	Very	50	Medium	70	High	85	Very

		ry (ST)		0	gh	0	diu		y		diu		h	5	y
							m		Hig		m				Hig
			BJP	7	Hi	8	Ver		Hig		Ver		Hig	9	Hig
				0	gh	5	y	70	h	85	y	70	h	7	h
			CPI(M) Alliance	5	Me	3	Lo		Hig		Me		Me	8	Ver
				0	diu	0	w	70	h	50	diu	50	m	5	Hig
			INC	5	Me	3	Lo		Me		Lo		Me	5	Me
				0	diu	0	w	50	diu	30	w	50	m	0	m
BJP	224	Khara gur Sadar	TMC	7	Hi	5	Me		Ver		Me		Hig	8	Ver
				0	gh	0	diu	85	Hig	50	diu	70	h	5	Hig
			BJP	7	Hi	8	Ver		Hig		Ver		Hig	9	Hig
				0	gh	5	y	70	h	85	y	70	h	7	h
			CPI(M) Alliance	5	Me	3	Lo		Hig		Me		Me	8	Ver
				0	diu	0	w	70	h	50	diu	50	m	5	Hig
			INC	5	Me	3	Lo		Me		Lo		Me	5	Me
				0	diu	0	w	50	diu	30	w	50	m	0	m
BJP	225	Naray angarh	TMC	7	Hi	5	Me		Ver		Me		Hig	8	Ver
				0	gh	0	diu	85	Hig	50	diu	70	h	5	Hig
			BJP	7	Hi	8	Ver		Hig		Ver		Hig	9	Hig
				0	gh	5	y	70	h	85	y	70	h	7	h
			CPI(M) Alliance	5	Me	3	Lo		Hig		Me		Me	8	Ver
				0	diu	0	w	70	h	50	diu	50	m	5	Hig
			INC	5	Me	3	Lo		Me		Lo		Me	5	Me
				0	diu	0	w	50	diu	30	w	50	m	0	diu

BJP	226	Saban g	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	High	70	High	85	High	70	High	97	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium	50	Medium
BJP	227	Pingla	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	High	70	High	85	High	70	High	97	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium	50	Medium
TMC	228	Khara gpur	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	High	70	High	85	High	70	High	97	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High

			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	229	Debra	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	High	70	High	85	High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	230	Daspu r	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	High	70	High	85	High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	231	Ghatal (SC)	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	High	70	High	85	High	70	High	97	High
			CPI(M)	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High

			Alliance		Medium		Low		50		Medium		Low		50		Medium		50		Medium		50		High	
			INC	50	Medium	30	Low		50		Medium	30	Low		50		Medium	50		Medium	50		Medium		Medium	
BJP	232	Chandrakona (SC)	TMC	70	High	50	Medium		85		Very High	50	Medium		70		High	85		High	85		High		Very High	
			BJP	70	High	85	High		70		High	85	High		70		High	97		High	97		High		High	
			CPI(M) Alliance	50	Medium	30	Low		70		High	50	Medium		50		Medium	50		Medium	85		Medium	85		Very High
			INC	50	Medium	30	Low		50		Medium	30	Low		50		Medium	50		Medium	50		Medium	50		Medium
BJP	233	Garbeta	TMC	70	High	50	Medium		85		Very High	50	Medium		70		High	85		High	85		High		Very High	
			BJP	70	High	85	High		70		High	85	High		70		High	97		High	97		High		High	
			CPI(M) Alliance	50	Medium	30	Low		70		High	50	Medium		50		Medium	50		Medium	85		Medium	85		Very High
			INC	50	Medium	30	Low		50		Medium	30	Low		50		Medium	50		Medium	50		Medium	50		Medium
BJP	234	Salboni	TMC	70	High	50	Medium		85		Very High	50	Medium		70		High	85		High	85		High		Very High	
			BJP	70	High	85	High		70		High	85	High		70		High	97		High	97		High		High	

			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High		
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium		
TMC	235	Keshpur (SC)	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	High	70	High	85	High	70	High	97	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium	50	Medium
BJP	236	Medinipur	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	High	70	High	85	High	70	High	97	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium	50	Medium
BJP	237	Binpur (ST)	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High		

								Hig h				Hig h			
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hig h	50	Me diu m	50	Me diu m	85	Ver y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m
BJP	238	Bandwan (ST)	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hig h	85	Ver y Hig h
			BJP	70	Hi gh	85	Ver y Hig h	70	Hig h	85	Ver y Hig h	70	Hig h	97	Hig h
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hig h	50	Me diu m	50	Me diu m	85	Ver y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m
BJP	239	Balarampur	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hig h	85	Ver y Hig h
			BJP	70	Hi gh	85	Ver y Hig h	70	Hig h	85	Ver y Hig h	70	Hig h	97	Hig h
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hig h	50	Me diu m	50	Me diu m	85	Ver y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m
BJP	240	Bagh mundi	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hig h	85	Ver y Hig h

			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	241	Joypur	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	242	Puruli	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	243	Manbazar	TMC	70	High	50	Medium	85	Very	50	Medium	70	High	85	Very

		(ST)					m		High		m			High
			BJP	70	High	85	High	70	High	85	High	70	High	97
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50
BJP	244	Kashipur	TMC	70	High	50	Medium	85	High	50	Medium	70	High	85
			BJP	70	High	85	High	70	High	85	High	70	High	97
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50
BJP	245	Para (SC)	TMC	70	High	50	Medium	85	High	50	Medium	70	High	85
			BJP	70	High	85	High	70	High	85	High	70	High	97
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50

BJP	246	Raghu nathpu r (SC)	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	247	Saltora (SC)	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	248	Chhat na	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium

				0	diu	0	w		diu		w		diu	0	diu
				7	Hi	5	Me		Ver		Me		Hig	8	Ver
			TMC	0	gh	0	diu	85	y	50	diu	70	h	5	Hig
				7	Hi	8	Ver		Hig		Ver		Hig	9	Hig
			BJP	0	gh	5	y	70	h	85	y	70	h	7	Hig
				5	Me	3	Lo		Hig		Me		Me	8	Ver
			CPI(M)	0	diu	0	w	70	h	50	diu	50	m	5	Hig
				5	Me	3	Lo		Me		Lo		Me	5	Me
			INC	0	diu	0	w	50	m	30	w	50	m	0	diu
				7	Hi	5	Me		Ver		Me		Hig	8	Ver
			TMC	0	gh	0	diu	85	y	50	diu	70	h	5	Hig
				7	Hi	8	Ver		Hig		Ver		Hig	9	Hig
			BJP	0	gh	5	y	70	h	85	y	70	h	7	Hig
				5	Me	3	Lo		Hig		Me		Me	8	Ver
			CPI(M)	0	diu	0	w	70	h	50	diu	50	m	5	Hig
				5	Me	3	Lo		Me		Lo		Me	5	Me
			INC	0	diu	0	w	50	m	30	w	50	m	0	diu
				7	Hi	5	Me		Ver		Me		Hig	8	Ver
			TMC	0	gh	0	diu	85	y	50	diu	70	h	5	Hig
				7	Hi	8	Ver		Hig		Ver		Hig	9	Hig
			BJP	0	gh	5	y	70	h	85	y	70	h	7	Hig
				5	Me	3	Lo		Hig		Me		Me	8	Ver
			CPI(M)	0	diu	0	w	70	h	50	diu	50	m	5	Hig

			ce											h	
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	
BJP	252	Bankura	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	253	Barjora	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	254	Onda	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High

			M) Allian ce	0	diu m	0	w		h		diu m		diu m	5	y Hig h
			INC	5 0	Me diu m	3 0	Lo w	50	Me diu m	30	Lo w	50	Me diu m	5 0	Me diu m
BJP	255	Bishnu pur	TMC	7 0	Hi gh	5 0	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hig h	8 5	Ver y Hig h
			BJP	7 0	Hi gh	8 5	Ver y Hig h	70	Hig h	85	Ver y Hig h	70	Hig h	9 7	Hig h
			CPI(M) Allian ce	5 0	Me diu m	3 0	Lo w	70	Hig h	50	Me diu m	50	Me diu m	8 5	Ver y Hig h
			INC	5 0	Me diu m	3 0	Lo w	50	Me diu m	30	Lo w	50	Me diu m	5 0	Me diu m
BJP	256	Katulp ur (SC)	TMC	7 0	Hi gh	5 0	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hig h	8 5	Ver y Hig h
			BJP	7 0	Hi gh	8 5	Ver y Hig h	70	Hig h	85	Ver y Hig h	70	Hig h	9 7	Hig h
			CPI(M) Allian ce	5 0	Me diu m	3 0	Lo w	70	Hig h	50	Me diu m	50	Me diu m	8 5	Ver y Hig h
			INC	5 0	Me diu m	3 0	Lo w	50	Me diu m	30	Lo w	50	Me diu m	5 0	Me diu m
BJP	257	Indas (SC)	TMC	7 0	Hi gh	5 0	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hig h	8 5	Ver y Hig h
			BJP	7 0	Hi gh	8 5	Ver y Hig h	70	Hig h	85	Ver y Hig h	70	Hig h	9 7	Hig h

						h				h							
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High		
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium		
BJP	258	Sonamukhi (SC)	TMC	70	High	50	Medium	85	High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	High	70	High	85	High	70	High	97	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium	50	Medium
TMC	259	Khandagosh (SC)	TMC	70	High	50	Medium	85	High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	High	70	High	85	High	70	High	97	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium	50	Medium
BJP	260	Bardhaman Dakshin	TMC	70	High	50	Medium	85	High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	High	70	High	85	High	70	High	97	High		

				0	gh	5	y		h		y		h	7	h
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hig h	50	Me diu m	50	Me diu m	85	Ver y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m
BJP	261	Raina (SC)	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hig h	85	Ver y Hig h
			BJP	70	Hi gh	85	Ver y Hig h	70	Hig h	85	Ver y Hig h	70	Hig h	97	Hig h
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hig h	50	Me diu m	50	Me diu m	85	Ver y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m
BJP	262	Jamalpur (SC)	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hig h	85	Ver y Hig h
			BJP	70	Hi gh	85	Ver y Hig h	70	Hig h	85	Ver y Hig h	70	Hig h	97	Hig h
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hig h	50	Me diu m	50	Me diu m	85	Ver y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m
BJP	263	Monte swar	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hig h	85	Ver y Hig h

									h					h	
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	264	Kalna (SC)	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	265	Mema ri	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	266	Bardh	TMC	70	High	50	Medium	85	Very	50	Me	70	High	8	Ver

		aman Uttar (SC)		0	gh	0	diu m		y Hig h		diu m		h	5	y Hig h
			BJP	7 0	Hi gh	8 5	Ver y Hig h	70	Hig h	85	Ver y Hig h	70	Hig h	9 7	Hig h
			CPI(M) Alliance	5 0	Me diu m	3 0	Lo w	70	Hig h	50	Me diu m	50	Me diu m	8 5	Ver y Hig h
			INC	5 0	Me diu m	3 0	Lo w	50	Me diu m	30	Lo w	50	Me diu m	5 0	Me diu m
BJP	267	Bhatar	TMC	7 0	Hi gh	5 0	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hig h	8 5	Ver y Hig h
			BJP	7 0	Hi gh	8 5	Ver y Hig h	70	Hig h	85	Ver y Hig h	70	Hig h	9 7	Hig h
			CPI(M) Alliance	5 0	Me diu m	3 0	Lo w	70	Hig h	50	Me diu m	50	Me diu m	8 5	Ver y Hig h
			INC	5 0	Me diu m	3 0	Lo w	50	Me diu m	30	Lo w	50	Me diu m	5 0	Me diu m
BJP	268	Purbas thali Dakshi n	TMC	7 0	Hi gh	5 0	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hig h	8 5	Ver y Hig h
			BJP	7 0	Hi gh	8 5	Ver y Hig h	70	Hig h	85	Ver y Hig h	70	Hig h	9 7	Hig h
			CPI(M) Alliance	5 0	Me diu m	3 0	Lo w	70	Hig h	50	Me diu m	50	Me diu m	8 5	Ver y Hig h
			INC	5 0	Me diu m	3 0	Lo w	50	Me diu m	30	Lo w	50	Me diu m	5 0	Me diu m

BJP	269	Purbas thali Uttar	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	High	70	High	85	High	70	High	97	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium	50	Medium
BJP	269	Ketugr am	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	High	70	High	85	High	70	High	97	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium	50	Medium
BJP	270	Katwa	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	High	70	High	85	High	70	High	97	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High

			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium		
BJP	271	Ketugram	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	High	70	High	85	High	70	High	97	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium	50	Medium
BJP	272	Mangalkot	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	High	70	High	85	High	70	High	97	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium	50	Medium
BJP	273	Ausgram (SC)	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	High	70	High	85	High	70	High	97	High		
			CPI(M)	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High

			Alliance		Medium	Low	50	Medium	30	Low	50	Medium	50	High	
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	
BJP	274	Galsi (SC)	TMC	70	High	50	Medium	85	High	50	Medium	70	High	85	
			BJP	70	High	85	High	70	High	85	High	70	High	90	
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	275	Panda beswar	TMC	70	High	50	Medium	85	High	50	Medium	70	High	85	
			BJP	70	High	85	High	70	High	85	High	70	High	90	
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	276	Durgapur Purba	TMC	70	High	50	Medium	85	High	50	Medium	70	High	85	
			BJP	70	High	85	High	70	High	85	High	70	High	90	

			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High		
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium		
BJP	277	Durgapur Paschim	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	High	70	High	85	High	70	High	97	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium	50	Medium
BJP	278	Raniganj	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	High	70	High	85	High	70	High	97	High		
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium	50	Medium
BJP	279	Jamuria	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High		
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High		

								Hig h				Hig h					
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hig h	50	Me diu m	50	Me diu m	85	Ver y Hig h		
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m		
BJP	280	Asans ol Dakshi n	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hig h	85	Ver y Hig h		
			BJP	70	Hi gh	85	Ver y Hig h	70	Hig h	85	Ver y Hig h	70	Hig h	97	Hig h		
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hig h	50	Me diu m	50	Me diu m	50	Me diu m	85	Ver y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m	50	Me diu m
BJP	281	Asans ol Uttar	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hig h	85	Ver y Hig h		
			BJP	70	Hi gh	85	Ver y Hig h	70	Hig h	85	Ver y Hig h	70	Hig h	97	Hig h		
			CPI(M) Alliance	50	Me diu m	30	Lo w	70	Hig h	50	Me diu m	50	Me diu m	50	Me diu m	85	Ver y Hig h
			INC	50	Me diu m	30	Lo w	50	Me diu m	30	Lo w	50	Me diu m	50	Me diu m	50	Me diu m
BJP	282	Kulti	TMC	70	Hi gh	50	Me diu m	85	Ver y Hig h	50	Me diu m	70	Hig h	85	Ver y Hig h		

			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	283	Barabani	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	284	Dubrajpur	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	285	Suri	TMC	70	High	50	Medium	85	Very	50	Medium	70	High	85	Very

						m		High		m				High
			70	High	85	Very High	70	High	85	Very High	70	High	97	High
			50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
TMC	286	Bolpur	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			70	High	85	Very High	70	High	85	Very High	70	High	97	High
			50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
TMC	287	Nanoo r (SC)	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			70	High	85	Very High	70	High	85	Very High	70	High	97	High
			50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium

BJP	288	Labpur	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	289	Sainthia (SC)	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium
BJP	290	Mayureswar	TMC	70	High	50	Medium	85	Very High	50	Medium	70	High	85	Very High
			BJP	70	High	85	Very High	70	High	85	Very High	70	High	97	High
			CPI(M) Alliance	50	Medium	30	Low	70	High	50	Medium	50	Medium	85	Very High
			INC	50	Medium	30	Low	50	Medium	30	Low	50	Medium	50	Medium

				0	diu	0	w		diu		w		diu	0	diu
				7	Hi	5	Me		Ver		Me		Hig	8	Ver
			TMC	0	gh	0	diu	85	y	50	diu	70	h	5	y
				7	Hi	8	Ver		Hig		Ver		Hig	9	Hig
			BJP	0	gh	5	y	70	h	85	y	70	h	7	h
				5	Me	3	Lo		Hig		Me		Me	8	Ver
			CPI(M)	0	diu	0	w	70	h	50	diu	50	m	5	Hig
			Alliance												
				5	Me	3	Lo		Me		Lo		Me	5	Me
			INC	0	diu	0	w	50	m	30	w	50	m	0	m
BJP	291	Rampurhat		7	Hi	5	Me		Ver		Me		Hig	8	Ver
			TMC	0	gh	0	diu	85	y	50	diu	70	h	5	y
				7	Hi	8	Ver		Hig		Ver		Hig	9	Hig
			BJP	0	gh	5	y	70	h	85	y	70	h	7	h
				5	Me	3	Lo		Hig		Me		Me	8	Ver
			CPI(M)	0	diu	0	w	70	h	50	diu	50	m	5	Hig
			Alliance												
				5	Me	3	Lo		Me		Lo		Me	5	Me
			INC	0	diu	0	w	50	m	30	w	50	m	0	m
				7	Hi	5	Me		Ver		Me		Hig	8	Ver
			TMC	0	gh	0	diu	85	y	50	diu	70	h	5	y
				7	Hi	8	Ver		Hig		Ver		Hig	9	Hig
			BJP	0	gh	5	y	70	h	85	y	70	h	7	h
				5	Me	3	Lo		Hig		Me		Me	8	Ver
			CPI(M)	0	diu	0	w	70	h	50	diu	50	m	5	Hig
			Alliance												
				5	Me	3	Lo		Me		Lo		Me	5	Me
			INC	0	diu	0	w	50	m	30	w	50	m	0	m
				7	Hi	5	Me		Ver		Me		Hig	8	Ver
			TMC	0	gh	0	diu	85	y	50	diu	70	h	5	y
				7	Hi	8	Ver		Hig		Ver		Hig	9	Hig
			BJP	0	gh	5	y	70	h	85	y	70	h	7	h
				5	Me	3	Lo		Hig		Me		Me	8	Ver
			CPI(M)	0	diu	0	w	70	h	50	diu	50	m	5	Hig
			Alliance												
				5	Me	3	Lo		Me		Lo		Me	5	Me
			INC	0	diu	0	w	50	m	30	w	50	m	0	m
				7	Hi	5	Me		Ver		Me		Hig	8	Ver
			TMC	0	gh	0	diu	85	y	50	diu	70	h	5	y
				7	Hi	8	Ver		Hig		Ver		Hig	9	Hig
			BJP	0	gh	5	y	70	h	85	y	70	h	7	h
				5	Me	3	Lo		Hig		Me		Me	8	Ver
			CPI(M)	0	diu	0	w	70	h	50	diu	50	m	5	Hig
			Alliance												
				5	Me	3	Lo		Me		Lo		Me	5	Me
			INC	0	diu	0	w	50	m	30	w	50	m	0	m
				7	Hi	5	Me		Ver		Me		Hig	8	Ver
			TMC	0	gh	0	diu	85	y	50	diu	70	h	5	y
				7	Hi	8	Ver		Hig		Ver		Hig	9	Hig
			BJP	0	gh	5	y	70	h	85	y	70	h	7	h
				5	Me	3	Lo		Hig		Me		Me	8	Ver
			CPI(M)	0	diu	0	w	70	h	50	diu	50	m	5	Hig
			Alliance												
				5	Me	3	Lo		Me		Lo		Me	5	Me
			INC	0	diu	0	w	50	m	30	w	50	m	0	m
				7	Hi	5	Me		Ver		Me		Hig	8	Ver
			TMC	0	gh	0	diu	85	y	50	diu	70	h	5	y
				7	Hi	8	Ver		Hig		Ver		Hig	9	Hig
			BJP	0	gh	5	y	70	h	85	y	70	h	7	h
				5	Me	3	Lo		Hig		Me		Me	8	Ver
			CPI(M)	0	diu	0	w	70	h	50	diu	50	m	5	Hig
			Alliance												
				5	Me	3	Lo		Me		Lo		Me	5	Me
			INC	0	diu	0	w	50	m	30	w	50	m	0	m

were characterised by extensive use of television advertisements, digital and social media campaigns, outdoor publicity, newspaper advertisements, WhatsApp and SMS communication, and door-to-door mobilisation. These strategies reflected the changing dynamics of political campaigning, where technology-driven communication increasingly complemented conventional grassroots activities.

The present study investigates the effectiveness of media-wise advertisement utilisation during the 2026 West Bengal Legislative Assembly Election by analysing constituency-level campaign intensity across six major communication media:

- Print Advertising
- Television Advertising
- Outdoor Advertising
- Digital Advertising
- WhatsApp/SMS Campaigns
- Door-to-Door and Local Area Campaigning

The dataset comprises all 294 Assembly constituencies of West Bengal and includes campaign intensity estimates for the four principal political formations—All India Trinamool Congress (TMC), Bharatiya Janata Party (BJP), CPI(M)-led Alliance, and the Indian National Congress (INC)—together with the winning party in each constituency. Campaign intensity is measured using percentage scores and corresponding qualitative classifications ranging from Low to Very High for each communication medium. While campaign intensity for several media remains relatively consistent across constituencies for individual parties, variations in grassroots campaign intensity, particularly door-to-door and local-area communication, provide meaningful constituency-level differences that facilitate comparative statistical analysis and evaluation of campaign effectiveness. These variations enable the application of correlation analysis, regression models, campaign effectiveness measures, and comparative media assessments based on actual electoral outcomes.

Unlike many previous studies that focus exclusively on digital campaigns or social media, the present research adopts a comprehensive integrated communication perspective by examining six major advertising media simultaneously. Such an approach provides a broader understanding of how different communication channels complement one another within an integrated political marketing framework. Rather than evaluating individual media in isolation, the study assesses the combined strategic utilisation of multiple campaign instruments and their association with electoral success.

The research also contributes to the growing literature on political marketing by evaluating campaign effectiveness through multiple analytical approaches, including media-wise utilisation patterns, Campaign Effectiveness Index (CEI), comparative party communication strategies, constituency-level electoral performance, and regional variations across West Bengal. The analysis further explores how communication strategies differ between successful and unsuccessful political parties and identifies the media combinations that are associated with greater electoral effectiveness.

From a theoretical perspective, the study is anchored in the principles of Political Marketing Theory, Integrated Marketing Communication (IMC), Agenda-Setting Theory, Uses and Gratifications Theory, and Diffusion of Innovation Theory. These theoretical frameworks collectively explain how political information is disseminated, how voters interact with different communication channels, and how integrated media strategies shape public opinion and electoral decision-making.

The findings of this research are expected to contribute to both academic literature and practical political campaign management. Academically, the study expands existing knowledge regarding the effectiveness

of integrated political advertising in a large democratic election. Practically, it offers evidence-based insights for political strategists, campaign managers, policymakers, and election researchers regarding the optimal allocation of campaign resources across multiple communication platforms. In an era where digital technologies increasingly coexist with traditional grassroots mobilisation, understanding the relative effectiveness of different campaign media has become essential for designing efficient, ethical, and evidence-based political communication strategies.

Overall, this study seeks to provide a comprehensive empirical assessment of media-wise advertisement utilisation during the 2026 West Bengal Legislative Assembly Election by integrating constituency-level campaign data with electoral outcomes. Through a systematic evaluation of communication strategies adopted by the principal political parties, the research aims to identify the media combinations that most effectively translate campaign efforts into electoral success, thereby contributing to the broader understanding of political advertising effectiveness in contemporary democratic elections.

Nature of the Dataset

The present study is based on a comprehensive constituency-level dataset developed to evaluate the effectiveness of media-wise advertisement utilisation during the 2026 West Bengal Legislative Assembly Election. The dataset encompasses all **294 Assembly constituencies** of West Bengal, thereby providing complete geographical coverage of the election and eliminating sampling bias associated with partial constituency selection. Each constituency constitutes a separate unit of analysis, enabling comparisons between campaign communication strategies and electoral outcomes across the state.

The dataset integrates two major categories of information: (i) electoral outcome variables and (ii) media-wise campaign intensity variables. The electoral component identifies the winning political party in each Assembly constituency, while the campaign component records the estimated intensity of advertisement utilisation by the principal political parties contesting the election. The analysis focuses on four major political formations that dominated the electoral contest:

- Bharatiya Janata Party (BJP)
- All India Trinamool Congress (TMC)
- CPI(M)-led Alliance
- Indian National Congress (INC)
- AJUP

For every constituency, campaign intensity has been measured separately for each political party across six major communication channels representing both traditional and contemporary political advertising practices. These communication dimensions include:

1. Print Advertising
2. Television Advertising
3. Outdoor Advertising
4. Digital Advertising
5. WhatsApp/SMS Campaigns
6. Door-to-Door and Local Area Campaigning

Each communication medium is represented by two variables:

- **Campaign Intensity (%)**, indicating the estimated level of campaign utilisation.
- **Campaign Intensity Category**, classifying the percentage values into qualitative levels such as **Low, Medium, High, and Very High**.

This dual measurement approach facilitates both quantitative statistical analysis and qualitative interpretation of campaign strategies. The percentage values provide continuous numerical data suitable for correlation, regression, and comparative analyses, whereas the qualitative classifications enhance the interpretability of communication intensity across political parties.

An examination of the dataset reveals distinct media utilisation patterns among the competing political parties. Campaign intensity for several communication channels, including Print Advertising, Television Advertising, Outdoor Advertising, Digital Advertising, and WhatsApp/SMS campaigns, remains relatively consistent across constituencies for individual political parties, indicating the adoption of broadly standardised statewide communication strategies. In contrast, **Door-to-Door and Local Area Campaigning exhibits noticeable constituency-wise variation**, particularly for the BJP, where campaign intensity ranges across constituencies rather than remaining constant. This variation reflects differences in grassroots mobilisation, local organisational strength, and constituency-specific campaign efforts.

The presence of constituency-level variation in campaign intensity is particularly significant from a statistical perspective. Unlike datasets in which all explanatory variables remain constant, the current dataset contains sufficient variability to permit empirical analyses examining the association between campaign intensity and electoral outcomes. Consequently, statistical techniques such as correlation analysis, logistic regression, Campaign Effectiveness Index (CEI), odds ratio estimation, marginal effects, and constituency- or zone-level comparative analyses can be meaningfully employed to evaluate campaign effectiveness.

The dataset possesses several notable characteristics that enhance its analytical value:

- **Comprehensive Coverage:** All 294 Assembly constituencies of West Bengal are included, ensuring complete representation of the electoral landscape.
- **Multi-Party Comparison:** Campaign strategies of four major political parties are examined simultaneously, facilitating comparative evaluation.
- **Multi-Media Assessment:** Six distinct campaign communication channels are analysed within a unified framework, reflecting the integrated nature of modern political marketing.
- **Quantitative and Qualitative Variables:** The dataset combines numerical campaign intensity scores with categorical intensity classifications, enabling diverse analytical approaches.
- **Constituency-Level Granularity:** The availability of constituency-specific observations supports detailed regional, district-wise, and zone-wise analyses.

From a methodological perspective, the dataset represents a structured observational dataset rather than an experimental design. Since campaign strategies were implemented independently by political parties in actual electoral settings, the research investigates naturally occurring relationships between campaign intensity and electoral performance without manipulating any variables. Therefore, the study primarily identifies associations and comparative effectiveness rather than establishing strict causal relationships.

The dataset is particularly suitable for evaluating integrated political communication strategies because it captures both traditional and digital campaign media within a single analytical framework. This allows the assessment of how different communication channels complement one another and contribute to electoral performance under real-world campaign conditions. By combining constituency-level electoral outcomes with media-wise campaign intensity estimates, the dataset provides a robust empirical foundation for examining the effectiveness of political advertising during the 2026 West Bengal

Legislative Assembly Election and offers valuable insights into the evolving role of integrated political communication in contemporary democratic processes.

Media Utilization Patterns

The communication strategies adopted by political parties during the 2026 West Bengal Legislative Assembly Election demonstrate a clear transition from reliance on traditional campaign methods towards an integrated media communication framework. The constituency-wise dataset reveals that all major political parties utilised multiple communication platforms simultaneously, although the intensity and strategic emphasis differed considerably across media types. The six communication channels examined in this study—Print Advertising, Television Advertising, Outdoor Advertising, Digital Advertising, WhatsApp/SMS Campaigns, and Door-to-Door & Local Area Campaigning—collectively represent the principal modes of political communication employed during the election.

Print Advertising

Print media continued to function as an important component of political communication despite the increasing prominence of digital platforms. The dataset indicates that both the BJP and the TMC maintained relatively high levels of print advertising across almost all constituencies, reflecting the continued importance of newspapers and printed campaign materials in reaching educated urban, semi-urban, and older voters. In contrast, the CPI(M)-led Alliance and the INC demonstrated comparatively lower utilisation of print media, suggesting a more restrained investment in this communication channel. Although print advertising contributed to campaign visibility and issue dissemination, the similarity of utilisation levels among the principal parties indicates that it primarily functioned as a complementary medium rather than a distinguishing feature of electoral strategy. Its effectiveness was likely enhanced when integrated with electronic and digital communication rather than used independently.

Television Advertising

Television advertising remained one of the most influential mass communication channels during the election campaign. The dataset shows that the BJP consistently allocated a very high level of television campaign intensity across constituencies, whereas the TMC maintained a comparatively moderate level. The CPI(M)-led Alliance and the INC exhibited substantially lower utilisation of television advertising. Television possesses several strategic advantages, including extensive geographic reach, high credibility, audiovisual presentation, and repeated exposure to campaign messages. These characteristics enable political parties to communicate leadership narratives, development agendas, and policy priorities effectively across diverse demographic groups. The extensive utilisation of television by the BJP reflects a communication strategy emphasising broad statewide visibility and consistent message reinforcement.

Outdoor Advertising

Outdoor publicity constituted another prominent component of electioneering. Billboards, banners, posters, hoardings, wall paintings, and public display materials were extensively employed to enhance party visibility and reinforce campaign messages.

The dataset indicates that both the BJP and the TMC assigned very high importance to outdoor advertising, while the CPI(M)-led Alliance maintained relatively high utilisation and the INC adopted

comparatively moderate levels. These findings suggest that outdoor publicity remained an indispensable element of political branding irrespective of party ideology.

Outdoor advertising primarily enhances visual recognition and message recall by maintaining a continuous physical presence within constituencies. However, unlike interactive media, it provides limited opportunities for voter engagement and therefore functions most effectively when integrated with other communication channels.

Digital Advertising

Digital advertising emerged as one of the most strategically significant communication platforms in the 2026 election. Social media platforms, online video content, digital news portals, targeted online advertisements, and internet-based political messaging enabled parties to communicate directly with voters across geographical and demographic boundaries.

The dataset demonstrates that the BJP consistently maintained very high digital campaign intensity across constituencies, whereas the TMC exhibited moderate digital utilisation. The CPI(M)-led Alliance and the INC showed considerably lower digital engagement.

Digital media offers several strategic advantages over conventional communication channels:

- Precise audience segmentation.
- Real-time dissemination of campaign messages.
- Interactive voter engagement.
- Cost-effective communication.
- Rapid amplification of political narratives through social sharing.
- Continuous monitoring of voter responses and campaign performance.

The extensive deployment of digital communication indicates the growing importance of technology-driven campaigning in contemporary electoral politics. Rather than replacing traditional media, digital platforms complemented television, outdoor publicity, and grassroots mobilisation within an integrated campaign strategy

WhatsApp and SMS Campaigns

Mobile-based political communication through WhatsApp and SMS represented another important component of campaign outreach. These platforms enabled political parties to disseminate campaign messages rapidly, circulate multimedia content, mobilise supporters, announce political events, and maintain direct communication with voters.

The constituency-level data indicate that both the BJP and the TMC maintained relatively high levels of WhatsApp and SMS utilisation, whereas the CPI(M)-led Alliance and the INC employed these communication channels less intensively.

Unlike traditional advertising media, mobile communication facilitates personalised interaction and immediate information dissemination. However, its effectiveness depends substantially on message credibility, recipient engagement, and the integration of mobile communication with broader campaign narratives.

Door-to-Door and Local Area Campaigning

Door-to-door and local area campaigning represented the most direct form of interpersonal political communication during the election. This communication strategy included household visits,

neighbourhood meetings, booth-level mobilisation, community interactions, and local organisational outreach.

Unlike several other communication channels that exhibited relatively stable campaign intensity across constituencies, the dataset demonstrates noticeable constituency-level variation in door-to-door campaign intensity, particularly for the BJP. Such variation indicates that grassroots mobilisation strategies were adjusted according to local electoral conditions, organisational capacity, and constituency-specific political priorities.

Interpersonal communication provides several advantages that cannot be replicated through mass media alone. It facilitates direct interaction with voters, addresses constituency-specific concerns, strengthens political trust, mobilises undecided voters, and reinforces campaign messages delivered through other communication channels. The observed variability in grassroots campaign intensity suggests that political parties recognised the importance of adapting local campaign efforts to constituency-level electoral dynamics.

Comparative Assessment of Media Utilisation

A comparison of campaign intensity across all six communication channels indicates distinct strategic orientations among the major political parties.

The BJP adopted a technology-oriented integrated communication strategy characterised by extensive utilisation of television advertising, digital communication, outdoor publicity, WhatsApp-based outreach, and strong grassroots mobilisation. The TMC followed a balanced communication model combining outdoor visibility, print advertising, grassroots engagement, and moderate utilisation of electronic and digital media. In contrast, the CPI(M)-led Alliance and the INC exhibited comparatively lower campaign intensity across most communication platforms, reflecting a greater reliance on conventional political mobilisation methods.

Overall, the media utilisation patterns demonstrate that the 2026 West Bengal Legislative Assembly Election was characterised by extensive multi-channel political communication. Rather than depending on a single advertising medium, political parties increasingly adopted integrated communication strategies in which traditional mass media, digital platforms, mobile communication, outdoor publicity, and interpersonal campaigning complemented one another. This integrated approach reflects the evolution of contemporary political marketing, where effective electoral communication depends upon the coordinated utilisation of multiple media channels to maximise voter awareness, message reinforcement, and campaign reach.

Campaign Effectiveness Analysis

The primary objective of this study is to evaluate the effectiveness of media-wise advertisement utilisation during the 2026 West Bengal Legislative Assembly Election by examining the relationship between campaign intensity and electoral outcomes across the 294 Assembly constituencies of West Bengal. Campaign effectiveness is assessed through a comparative analysis of six major communication media—Print Advertising, Television Advertising, Outdoor Advertising, Digital Advertising, WhatsApp/SMS Campaigns, and Door-to-Door & Local Area Campaigning—and their strategic deployment by the four principal political parties, namely the Bharatiya Janata Party (BJP), the All India Trinamool Congress (TMC), the CPI(M)-led Alliance, and the Indian National Congress (INC).

Unlike conventional descriptive studies, the present analysis evaluates campaign effectiveness by integrating constituency-level campaign intensity data with actual electoral outcomes. The underlying premise is that effective political communication should not only maximise voter exposure but also contribute to improved electoral performance through enhanced voter awareness, message recall, political engagement, and voter mobilisation. Although electoral success is influenced by numerous political, economic, social, and demographic factors, campaign communication remains one of the most visible and measurable determinants of electoral competitiveness.

Integrated Communication Strategy and Electoral Performance

The constituency-wise dataset demonstrates that all major political parties adopted integrated communication strategies rather than relying on a single advertising medium. However, the intensity and composition of media utilisation differed substantially among parties. The BJP consistently maintained high or very high campaign intensity across television, digital media, outdoor publicity, WhatsApp communication, and grassroots mobilisation. The TMC also employed a comprehensive communication strategy but allocated relatively greater emphasis to outdoor publicity and constituency-level organisational outreach. In contrast, the CPI(M)-led Alliance and the INC exhibited comparatively lower campaign intensity across most communication platforms.

These findings suggest that electoral campaigns in West Bengal have evolved into multi-channel communication systems in which campaign success depends upon the coordinated utilisation of complementary media rather than the isolated use of individual advertising channels. Political parties increasingly recognise that consistent messaging across multiple communication platforms strengthens voter recall, enhances campaign visibility, and reinforces political narratives.

Comparative Effectiveness of Individual Media

The comparative analysis of campaign intensity reveals that different communication media performed distinct strategic functions during the election campaign.

Print advertising primarily functioned as a supportive communication medium by disseminating party manifestos, candidate profiles, and policy-related information. Since the principal parties maintained broadly comparable levels of print advertising, this medium appears to have contributed more to information dissemination than to competitive differentiation.

Television advertising emerged as one of the most influential mass communication tools. The BJP maintained consistently higher television campaign intensity than its competitors, reflecting a strategy centred on statewide message dissemination, leadership projection, and repeated exposure. Television's audiovisual format and broad audience reach likely enhanced campaign visibility across urban as well as rural constituencies.

Outdoor publicity remained an indispensable component of political branding. Billboards, banners, hoardings, posters, and wall displays ensured continuous public visibility of political parties and reinforced campaign recognition. Both the BJP and the TMC assigned considerable importance to outdoor advertising, indicating its continued relevance despite the expansion of digital communication.

Digital advertising represented one of the most strategically significant campaign instruments. Social media platforms, online advertisements, digital news portals, and internet-based political communication enabled political parties to reach diverse demographic groups rapidly and efficiently. The BJP's

consistently high digital campaign intensity reflects a technology-oriented communication strategy designed to maximise voter engagement through targeted messaging and interactive communication.

WhatsApp and SMS campaigns complemented digital advertising by facilitating rapid dissemination of campaign messages directly to voters. Mobile-based communication strengthened message amplification, event mobilisation, and voter outreach while supporting broader digital communication strategies.

Door-to-Door and Local Area Campaigning constituted the principal interpersonal communication strategy during the election. Unlike other communication media, constituency-wise variation in grassroots campaign intensity indicates that parties adapted local mobilisation efforts according to constituency-specific electoral conditions. This variation demonstrates that interpersonal communication remained an essential component of integrated political campaigning despite the increasing importance of digital technologies.

Campaign Intensity and Electoral Outcomes

The constituency-level electoral results indicate clear differences in campaign effectiveness among the principal political parties. The BJP secured victory in the majority of Assembly constituencies, while the TMC emerged as the principal opposition in terms of seat share. Other political parties achieved comparatively limited electoral success despite participating in the same communication environment.

A comparison of campaign intensity with electoral performance suggests that political parties adopting broader and more integrated communication strategies generally achieved superior electoral outcomes. In particular, parties exhibiting consistently high utilisation of television advertising, digital communication, and coordinated grassroots mobilisation demonstrated greater electoral competitiveness across constituencies.

It is important to recognise, however, that the present analysis identifies statistical associations rather than definitive causal relationships. Electoral outcomes are simultaneously influenced by candidate characteristics, organisational strength, socio-economic conditions, caste and community composition, political ideology, leadership image, local issues, anti-incumbency factors, and historical voting behaviour. Consequently, campaign communication should be interpreted as one important component within a broader electoral ecosystem rather than the sole determinant of electoral success.

Constituency-Level Variation in Campaign Effectiveness

One of the notable characteristics of the dataset is the variation observed in Door-to-Door and Local Area Campaigning across constituencies. Unlike the relatively standardised campaign intensity observed for several mass communication media, grassroots mobilisation differed substantially among constituencies, indicating strategic allocation of campaign resources according to local political priorities.

This constituency-level variation enhances the analytical strength of the dataset because it permits statistical examination of how differences in interpersonal communication relate to electoral outcomes. Such variation also reflects the adaptive nature of political campaigns, where local organisational capacity, demographic composition, and constituency competitiveness influence campaign intensity.

Overall Assessment of Campaign Effectiveness

The findings indicate that successful political campaigns increasingly depend upon the integration of

multiple communication platforms rather than reliance on any single advertising medium. Television advertising provides extensive mass reach, digital media enables personalised and interactive communication, outdoor publicity enhances continuous public visibility, mobile communication accelerates message dissemination, and grassroots mobilisation strengthens interpersonal trust and local political engagement.

The comparative evidence from the 2026 West Bengal Legislative Assembly Election therefore supports the proposition that integrated political communication enhances campaign effectiveness by combining the complementary strengths of traditional and modern advertising media. Political parties that successfully coordinated these communication channels demonstrated greater electoral competitiveness than parties relying predominantly on conventional campaign methods.

Overall, the analysis suggests that campaign effectiveness in contemporary elections is best understood as a multidimensional phenomenon in which media integration, message consistency, organisational capacity, and constituency-level mobilisation collectively contribute to electoral performance. The transition from single-medium campaigning to integrated political communication represents one of the defining characteristics of modern democratic elections and provides an important framework for understanding electoral competition in West Bengal.

Seat-winning Effectiveness Analysis

Electoral success serves as a proxy indicator of campaign effectiveness. The distribution of seats reveals the comparative performance of different communication strategies.

Party	Seats Won	Seat Share (%)
BJP	208	70.75
TMC	80	27.21
INC	2	0.68
AJUP	2	0.68
CPI(M)+AISF	2	0.68

The BJP emerged as the dominant political force by securing over seventy percent of the constituencies, while the TMC won approximately twenty-seven percent of seats. Other parties remained electorally marginal.

The results suggest that campaign strategies emphasizing television and digital media were associated with greater electoral success. Conversely, parties relying more heavily on traditional grassroots and outdoor communication achieved comparatively lower electoral outcomes.

Campaign Effectiveness Index (CEI)

Conceptual Framework

While electoral victory provides the ultimate measure of political success, it does not necessarily reflect the efficiency with which campaign resources are translated into electoral gains. Political parties often differ substantially in the intensity of their advertising efforts, making it important to evaluate not only the number of seats won but also the effectiveness with which campaign exposure is converted into electoral performance. To facilitate such comparison, the present study develops a **Campaign Effectiveness Index (CEI)**.

The CEI measures the electoral return generated relative to the overall intensity of campaign communication. Rather than evaluating campaign expenditure, which is unavailable in the present dataset, the index employs **average media-wise campaign intensity** as a proxy for communication effort. Consequently, the CEI provides an indicator of how efficiently each political party transformed its integrated communication strategy into electoral success.

Construction of the Campaign Effectiveness Index

Party	Average Campaign Intensity
BJP	75.83
TMC	68.33
CPI(M) Alliance	55.83
INC	43.33
AJUP	33.33

For each political party, campaign intensity was first calculated by averaging the percentage utilisation across the six communication media included in the dataset:

- Print Advertising
- Television Advertising
- Outdoor Advertising
- Digital Advertising
- WhatsApp/SMS Campaigns
- Door-to-Door and Local Area Campaigning

The average campaign intensity represents the overall communication effort deployed by each political party during the election.

The Campaign Effectiveness Index is calculated as:

$$CEI = \frac{\textit{Seat Share}}{\textit{Average Campaign Intensity}}$$

where,

- **Seat Share (%)** = Percentage of Assembly seats won by a political party.
- **Average Campaign Intensity** = Mean percentage utilisation across the six campaign media
- A higher CEI indicates that a political party converted its communication effort into electoral success more efficiently than its competitors.

Average Campaign Intensity

The constituency-level dataset indicates the following average campaign intensity for the four principal political parties:

These averages reflect the overall emphasis placed on integrated political communication during the election campaign. The BJP recorded the highest average communication intensity, followed by the TMC, while the CPI(M)-led Alliance and the INC demonstrated comparatively lower overall media utilisation.

Campaign Effectiveness Index

Using the observed seat share and the average campaign intensity, the Campaign Effectiveness Index is obtained as follows:

Political Party	Seat Share (%)	Average Campaign Intensity	CEI
BJP	70.75	75.83	0.933
TMC	27.21	68.33	0.398
INC	0.68	43.33	0.015
CPI(M)-led Alliance (AISF)	0.68	55.83	0.012
AJUP	0.68	33.33	0.020

The CEI values indicate substantial differences in the efficiency of campaign communication among the major political parties.

Interpretation of the Results

The BJP recorded the highest Campaign Effectiveness Index (**0.933**), demonstrating that its integrated communication strategy generated the greatest electoral return relative to its overall campaign intensity. The party maintained consistently high utilisation across television advertising, digital communication, outdoor publicity, WhatsApp campaigns, and constituency-level mobilisation, indicating a highly coordinated communication strategy. Although the CEI does not establish causality, it suggests that the BJP converted campaign exposure into electoral victories more efficiently than its competitors.

The TMC achieved the second-highest CEI (**0.398**). Despite maintaining substantial campaign intensity across several communication media, particularly outdoor publicity, print advertising, and grassroots mobilisation, its electoral conversion efficiency remained considerably lower than that of the BJP. This finding indicates that comparable communication effort does not necessarily yield equivalent electoral outcomes, highlighting the importance of media integration, message consistency, organisational effectiveness, and constituency-level political dynamics.

The INC and the CPI(M)-led Alliance exhibited very low CEI values (**0.015** and **0.012**, respectively). These results reflect the limited electoral return generated from comparatively lower campaign intensity and suggest that traditional communication strategies alone were insufficient to compete effectively in a campaign environment increasingly characterised by digital and electronic media.

The AJUP exhibited lowest CEI values (0.020) as it was confined in some specific areas.

Comparative Evaluation

The Campaign Effectiveness Index demonstrates that campaign success depends not merely on the volume of political communication but on the efficiency with which different communication channels are integrated and translated into electoral support.

Several observations emerge from the CEI analysis:

- Political parties with stronger integrated communication strategies achieved higher campaign efficiency.
- Extensive utilisation of television and digital communication coincided with greater electoral conversion efficiency.

- Grassroots mobilisation remained an important complementary strategy when integrated with mass communication.
- Lower campaign intensity across multiple communication channels was associated with reduced electoral competitiveness.
- Campaign effectiveness appears to depend on the coordinated utilisation of multiple media rather than the dominance of any single communication platform.

Implications of the Campaign Effectiveness Index

The CEI provides a useful analytical tool for evaluating political communication because it standardises electoral performance relative to campaign intensity. Unlike seat share alone, which measures only electoral success, the CEI reflects the relative efficiency of campaign strategies and facilitates meaningful comparisons among competing political parties.

For political campaign managers, the index highlights the importance of optimising media allocation rather than simply increasing campaign exposure. Future political campaigns should therefore emphasise strategic integration of digital communication, television advertising, outdoor publicity, mobile communication, and grassroots mobilisation to maximise electoral returns.

It should be noted that the Campaign Effectiveness Index is an analytical measure developed specifically for this study. Electoral outcomes are influenced by numerous additional factors—including candidate characteristics, party organisation, leadership image, socio-economic conditions, caste and community composition, local issues, and anti-incumbency—which are not incorporated into the index. Consequently, the CEI should be interpreted as a measure of **relative communication efficiency** rather than a comprehensive measure of overall political performance.

Relative Media Effectiveness Ranking

Conceptual Basis

One of the principal objectives of this study is to identify the relative effectiveness of different political advertising media employed during the 2026 West Bengal Legislative Assembly Election. Since political campaigns increasingly utilise multiple communication channels simultaneously, it is essential to evaluate the comparative contribution of each medium within an integrated political communication framework.

The ranking presented in this study is derived from three complementary criteria:

1. **Intensity of media utilisation** across the four principal political parties.
2. **Association between campaign intensity and electoral performance** observed across the 294 Assembly constituencies.
3. **Strategic communication characteristics** of each advertising medium, including audience reach, message reinforcement, voter engagement, and communication efficiency.

The ranking should therefore be interpreted as a measure of **relative communication effectiveness** rather than a direct causal relationship between any individual medium and electoral success. Electoral outcomes are simultaneously influenced by numerous political, demographic, organisational, and socio-economic factors beyond advertising alone.

Relative Ranking of Campaign Media

Rank	Campaign Medium	Relative Effectiveness	Strategic Contribution
1	Digital Advertising	Very High	Audience targeting, real-time engagement, rapid message dissemination, interactive communication
2	Television Advertising	Very High	Wide reach, audiovisual impact, credibility, repeated message exposure
3	Door-to-Door & Local Area Campaigning	High	Personal interaction, trust-building, voter mobilisation, constituency-specific outreach
4	Outdoor Advertising	High	Continuous public visibility, political branding, message reinforcement
5	WhatsApp/SMS Campaigns	Moderate to High	Direct communication, rapid mobilisation, personalised voter contact
6	Print Advertising	Moderate	Information dissemination, manifesto communication, credibility among traditional readers

1. Digital Advertising (Rank 1)

Digital advertising emerged as the most strategically significant communication medium during the 2026 election campaign. The constituency-level dataset demonstrates that the BJP consistently maintained very high digital campaign intensity across the state, while other parties exhibited comparatively lower levels of digital engagement.

Several characteristics explain the superior effectiveness of digital communication:

- Rapid dissemination of political messages.
- Precise demographic and geographic targeting.
- Continuous interaction through social media platforms.
- High message frequency at comparatively lower communication cost.
- Immediate voter feedback and engagement.
- Efficient integration with other campaign media.

Unlike traditional mass communication, digital media enables two-way interaction between political parties and voters, thereby strengthening voter engagement and reinforcing campaign narratives. Its flexibility and scalability make it one of the most influential components of contemporary political marketing.

2. Television Advertising (Rank 2)

Television remained one of the most effective mass communication media throughout the election campaign. The BJP maintained consistently high television campaign intensity across constituencies, reflecting a strategy focused on statewide visibility and repeated exposure.

Television offers several strategic advantages:

- Extensive coverage across urban and rural areas.
- Strong audiovisual impact.

- High public credibility.
- Effective presentation of leadership image.
- Emotional storytelling through visual communication.

Although television lacks the interactive capabilities of digital platforms, its ability to simultaneously reach large audiences makes it an indispensable component of integrated political communication.

3. Door-to-Door and Local Area Campaigning (Rank 3)

Unlike other communication media, the dataset reveals noticeable constituency-wise variation in Door-to-Door and Local Area Campaigning, particularly for the BJP, indicating strategic adaptation according to local electoral conditions.

Grassroots mobilisation remains highly effective because it enables:

- Personal interaction with voters.
- Trust-building and relationship development.
- Clarification of constituency-specific issues.
- Mobilisation of undecided voters.
- Reinforcement of campaign messages delivered through mass media.

Although this communication strategy has limited scalability compared with digital media, its interpersonal nature substantially enhances voter confidence and local organisational strength.

4. Outdoor Advertising (Rank 4)

Outdoor publicity continued to play an important supporting role in political campaigning. Billboards, banners, posters, wall paintings, and hoardings ensured constant public visibility throughout the campaign period.

The dataset indicates that both the BJP and the TMC maintained very high utilisation of outdoor publicity, highlighting its importance for political branding and visual recognition.

Outdoor advertising primarily contributes by:

- Increasing political visibility.
- Reinforcing party symbols and slogans.
- Supporting message recall.
- Maintaining continuous campaign presence within constituencies.

However, because it provides limited opportunities for voter interaction, outdoor advertising functions most effectively when integrated with television, digital communication, and grassroots campaigning.

5. WhatsApp and SMS Campaigns (Rank 5)

WhatsApp and SMS communication served primarily as complementary campaign tools supporting broader digital communication strategies. These platforms facilitated rapid dissemination of campaign information, event announcements, multimedia content, and voter mobilisation.

The constituency-level data indicate relatively high utilisation among the BJP and the TMC, while the CPI(M)-led Alliance and the INC exhibited comparatively lower usage.

The effectiveness of mobile communication depends on:

- Message credibility.
- Frequency of communication.
- Voter engagement.

- Integration with social media campaigns.
- Organisational follow-up.

Although mobile communication enhances campaign efficiency, its influence is generally maximised when combined with other advertising media.

6. Print Advertising (Rank 6)

Print advertising occupied the lowest position in the relative effectiveness ranking. Newspapers, magazines, pamphlets, brochures, and printed manifestos continued to provide important political information, particularly among educated and older voters.

The dataset indicates broadly similar levels of print advertising among the major parties, suggesting that this medium contributed more to information dissemination than to competitive differentiation.

Several factors explain the comparatively lower effectiveness of print media:

- Declining newspaper readership among younger voters.
- Limited interactivity.
- Slower dissemination compared with digital communication.
- Restricted multimedia capability.
- Reduced capacity for rapid campaign adaptation.

Nevertheless, print media continues to provide credibility and detailed policy communication, making it an important supporting component within an integrated campaign strategy.

Comparative Interpretation

The relative media effectiveness ranking demonstrates that the most successful political communication strategies combine high-reach electronic media with interactive digital platforms and constituency-level grassroots mobilisation. Digital communication and television provide broad exposure and message reinforcement, while door-to-door campaigning strengthens interpersonal trust and voter mobilisation. Outdoor publicity enhances political visibility, WhatsApp/SMS campaigns accelerate message dissemination, and print media supports detailed policy communication.

These findings support the principles of **Integrated Marketing Communication (IMC)**, which emphasise that coordinated utilisation of multiple communication channels is more effective than dependence on any single advertising medium. The constituency-level evidence from the 2026 West Bengal Legislative Assembly Election suggests that parties adopting a balanced and integrated media strategy were better positioned to enhance voter awareness, reinforce campaign messages, and improve electoral competitiveness.

A comparison of media utilization patterns and electoral outcomes suggests the following ranking:

Rank	Media Type	Effectiveness
1	Digital Advertising	Very High
2	Television Advertising	Very High
3	Outdoor Advertising	High
4	Door-to-Door Campaigning	Moderate
5	WhatsApp/SMS	Moderate

Rank	Media Type	Effectiveness
6	Print Advertising	Moderate to Low

Party-wise Communication Strategy Assessment

Political communication strategies adopted during the 2026 West Bengal Legislative Assembly Election exhibited considerable variation in terms of media selection, campaign intensity, and voter outreach. The constituency-wise dataset indicates that each major political party adopted a distinct communication model reflecting its organisational structure, electoral objectives, target voter segments, and available campaign resources. Rather than relying on a single communication medium, all parties employed an integrated mix of traditional and modern advertising platforms, although the degree of emphasis varied substantially across parties. A comparative assessment of these communication strategies provides valuable insights into the evolution of political marketing and electoral campaigning in West Bengal.

Bharatiya Janata Party (BJP): Technology-Driven Integrated Communication Strategy

The BJP adopted the most comprehensive and technology-oriented communication strategy among the four major political parties. The dataset indicates consistently high or very high campaign intensity across almost all communication media, particularly television advertising, digital advertising, outdoor publicity, WhatsApp/SMS campaigns, and door-to-door mobilisation. The party maintained a balanced media mix that combined mass communication with constituency-level grassroots engagement.

The BJP's communication strategy reflects the principles of **Integrated Marketing Communication (IMC)**, where multiple communication platforms reinforce a unified political narrative. Television advertisements enhanced statewide visibility, while digital platforms enabled targeted voter engagement through social media, online campaigns, and multimedia content. Outdoor publicity strengthened political branding, whereas WhatsApp communication facilitated rapid dissemination of campaign messages among supporters and local organisational networks.

One notable characteristic of the BJP campaign was the variation observed in **Door-to-Door and Local Area Campaigning** across constituencies. Unlike several other campaign media that remained relatively stable, grassroots mobilisation was adjusted according to constituency-specific electoral conditions. This adaptive strategy suggests that the party combined a standardised statewide communication framework with localised campaign planning.

Major Strengths

- Extensive utilisation of television and digital media.
- Strong integration of online and offline communication.
- High message consistency across communication platforms.
- Effective use of mobile communication for voter mobilisation.
- Flexible constituency-specific grassroots campaign strategy.
- High visibility through outdoor publicity.

Potential Limitations

- Heavy dependence on technology-driven communication may reduce direct interpersonal interaction in constituencies where digital penetration remains relatively limited.
- Maintaining a high-intensity integrated campaign requires substantial organisational and financial resources.

Overall, the BJP's communication model represents a contemporary political marketing strategy characterised by high media integration, extensive technological adoption, and coordinated campaign management.

All India Trinamool Congress (TMC): Hybrid Grassroots Communication Strategy

The TMC adopted a communication strategy that combined traditional political mobilisation with selected modern advertising media. The dataset indicates consistently high utilisation of print advertising, outdoor publicity, WhatsApp communication, and grassroots campaigning, while television and digital campaign intensity remained comparatively moderate.

The party's strategy reflects its long-established organisational network throughout West Bengal. Rather than relying predominantly on electronic communication, the TMC placed considerable emphasis on direct voter interaction through local party workers, neighbourhood meetings, constituency-level outreach, and organisational mobilisation.

Outdoor publicity constituted one of the party's principal communication strengths. Extensive utilisation of banners, hoardings, posters, and public displays ensured continuous visibility across constituencies. These traditional campaign methods were complemented by moderate digital engagement and mobile-based communication, enabling the party to maintain both physical and virtual campaign presence.

Major Strengths

- Strong grassroots organisational structure.
- Extensive local-level voter engagement.
- High visibility through outdoor publicity.
- Effective integration of traditional campaign methods with selected digital communication.
- Strong constituency-level organisational support.

Potential Limitations

- Comparatively lower utilisation of television advertising and digital platforms may have reduced opportunities for broader state wide message amplification.
- Traditional communication methods have comparatively lower scalability than technology-driven campaign models.

The TMC's communication strategy demonstrates that strong organisational networks remain an important electoral asset when effectively integrated with modern communication tools.

CPI(M)-Led Alliance: Traditional Organisational Communication Strategy

The CPI(M)-led Alliance primarily relied upon conventional campaign methods, emphasising organisational mobilisation, grassroots communication, outdoor publicity, and interpersonal political interaction. The constituency-level dataset indicates comparatively lower utilisation of television, digital advertising, and mobile communication when compared with the BJP and the TMC.

The alliance's campaign strategy reflects its historical dependence on cadre-based political organisation and direct voter engagement. Door-to-door campaigning, local meetings, and community interaction remained central components of its electoral communication model.

Although these methods facilitate trust-building and constituency-level engagement, the relatively limited use of electronic and digital communication may have reduced campaign visibility among youn-

ger and digitally connected voters.

Major Strengths

- Strong interpersonal communication.
- Experienced grassroots organisational network.
- High emphasis on local political engagement.
- Effective constituency-level mobilisation through traditional methods.

Potential Limitations

- Comparatively limited television presence.
- Lower digital communication intensity.
- Reduced utilisation of technology-driven voter engagement.
- Lower integration of multiple communication platforms.

The findings suggest that reliance primarily on traditional organisational communication may be less competitive in an increasingly digital electoral environment.

Indian National Congress (INC): Low-Intensity Conventional Communication Strategy

Among the four principal political parties, the Indian National Congress demonstrated the lowest overall campaign intensity across most communication media. The dataset indicates comparatively moderate utilisation of print advertising and outdoor publicity but relatively low campaign intensity in television, digital media, WhatsApp communication, and grassroots mobilisation.

The communication strategy appears to have focused on maintaining organisational presence rather than implementing an intensive state wide media campaign. Compared with the BJP and the TMC, the Congress adopted a more restrained communication approach with limited integration of digital technologies and electronic media.

Lower campaign intensity across multiple communication platforms may have reduced overall campaign visibility and voter engagement, particularly among younger and urban electorates who increasingly rely on digital sources of political information.

Major Strengths

- Continued organisational presence across constituencies.
- Use of conventional campaign communication methods.
- Moderate emphasis on printed campaign materials.

Potential Limitations

- Limited digital campaign infrastructure.
- Comparatively weak television presence.
- Lower media integration.
- Reduced overall campaign visibility.

The findings indicate that conventional communication strategies with relatively low campaign intensity face increasing challenges in highly competitive electoral environments characterised by rapid technological transformation.

Comparative Assessment of Party Communication Strategies

A comparison of the four political parties reveals distinct strategic orientations in campaign communication.

Political Party	Dominant Communication Strategy	Principal Strength
BJP	Technology-driven Integrated Marketing Communication	Television, Digital Media, WhatsApp, Outdoor Publicity and Adaptive Grassroots Campaigning
TMC	Hybrid Organisational Communication	Outdoor Publicity, Grassroots Mobilisation and Local Organisational Strength
CPI(M)-Led Alliance	Traditional Cadre-Based Communication	Door-to-Door Campaigning and Organisational Mobilisation
INC	Conventional Low-Intensity Communication	Print Media and Limited Organisational Outreach

The comparative analysis demonstrates that the communication strategies adopted by the principal political parties reflect different organisational philosophies and campaign priorities. The BJP emphasised technology-enabled integrated communication, while the TMC relied on a balanced combination of grassroots organisation and traditional publicity. The CPI(M)-led Alliance and the INC continued to depend more heavily on conventional campaign methods.

Overall, the findings suggest that successful electoral communication increasingly depends on the effective integration of mass media, digital platforms, mobile communication, and constituency-level interpersonal engagement rather than reliance on any single communication channel. The evolution of campaign strategies observed in the 2026 West Bengal Legislative Assembly Election reflects the growing convergence of political marketing, digital communication, and grassroots mobilisation within contemporary democratic electoral processes.

Comparative Analysis of Winning and Losing Parties

A comparison between successful and unsuccessful parties reveals several patterns.

Winning Parties

Characteristics included:

- Strong digital communication.
- Extensive television advertising.
- Consistent campaign messaging.
- High media visibility.
- Multi-channel integration.

Losing Parties

Characteristics included:

- Limited digital engagement.
- Lower television presence.
- Reliance on traditional communication channels.
- Reduced message amplification.

The evidence suggests that modern electoral success increasingly depends on the integration of digital and mass media communication rather than reliance on any single campaign medium.

Models adapted by the different political parties regarding Campaign-Media Mix

The campaign-media mix employed by each party reflects distinct strategic orientations.

BJP Model: Technology-Driven Integrated Communication

The BJP's strategy resembles contemporary Integrated Marketing Communication (IMC) principles where television, digital media, and social networking platforms reinforce one another.

The synergy between television and digital communication appears to have amplified message reach and voter recall.

Small, medium and large meeting model was incorporated by BJP. BJP had started this model from West Bengal this time. They have held meeting minimum with 5 members in any places in any locality throughout the state to manipulate the mind set towards anti-incumbency factor.

TMC Model: Ground Mobilization Strategy

The TMC emphasized interpersonal communication and local-level engagement. While this approach strengthened loyalty among existing supporters, it may have offered less scalability than digital communication.

CPI(M) and INC Model: Traditional Campaign Orientation

Both parties exhibited greater dependence on conventional methods. The limited adoption of digital technologies likely restricted their competitiveness.

Voter Outreach Implications

Several implications emerge regarding voter communication behaviour.

Digital Voters

Younger voters increasingly consume political information through:

- Social media platforms.
- Online news portals.
- Video-sharing applications.
- Mobile communication networks.

Political parties must therefore prioritize digital engagement.

Television Viewers

Television remains influential among:

- Rural households.
- Older voters.
- Less digitally active populations.

Television continues to play an agenda-setting role.

Community-Oriented Voters

Door-to-door communication remains effective for:

- Building trust.
- Clarifying campaign issues.
- Mobilizing undecided voters.

However, its impact is maximized when integrated with broader media campaigns.

Theoretical Implications

The findings support several communication theories.

Agenda Setting Theory

Television and digital media influence the salience of political issues and candidate perceptions.

Uses and Gratifications Theory

Voters actively seek political information through media channels that satisfy informational and social needs.

Integrated Marketing Communication Theory

Consistent messaging across multiple communication platforms enhances effectiveness.

Political Marketing Theory

Political parties increasingly function as brands competing for voter attention and loyalty.

Policy Implications

The growing importance of digital communication suggests the need for:

1. Greater transparency in online political advertising.
2. Regulation of misinformation and fake news.
3. Disclosure of campaign expenditure across media channels.
4. Ethical standards for political communication.
5. Enhanced voter education regarding digital content.

Managerial Implications for Political Campaign Managers

Campaign managers should:

- Increase investment in digital advertising.
- Strengthen television visibility.
- Utilize data analytics for voter segmentation.
- Combine online and offline communication.
- Develop constituency-specific campaign content.
- Integrate grassroots mobilization with social media outreach.
- Monitor public sentiment through digital platforms.
- Employ real-time campaign performance tracking.

Major Findings

The study identifies the following major findings:

1. BJP achieved the highest electoral success and Campaign Effectiveness Index.
2. Digital advertising emerged as the most influential campaign medium.
3. Television advertising exhibited strong effectiveness.

4. Outdoor advertising contributed to visibility but was insufficient independently.
5. Door-to-door communication enhanced voter engagement but required support from mass media.
6. Print advertising showed relatively lower effectiveness.
7. Integrated media strategies outperformed single-channel approaches.

Campaign Media Mix Interpretation

The campaign media mix adopted by political parties during the 2026 West Bengal Legislative Assembly Election reflects a significant transformation in political communication, moving from reliance on individual campaign tools toward an integrated, multi-channel communication framework. The constituency-level dataset demonstrates that all major political parties utilised combinations of print media, television advertising, outdoor publicity, digital advertising, WhatsApp/SMS campaigns, and door-to-door mobilisation. However, the relative emphasis placed on these communication channels differed considerably among political parties, indicating distinct strategic orientations in voter outreach and campaign management.

From a political marketing perspective, the campaign media mix represents the strategic allocation of communication resources across multiple advertising platforms to maximise voter awareness, message reinforcement, political engagement, and electoral competitiveness. Rather than functioning independently, each communication medium performs complementary roles within an integrated communication system. Television creates broad public awareness, digital platforms facilitate interactive engagement, outdoor publicity enhances political visibility, mobile communication accelerates information dissemination, while grassroots mobilisation strengthens interpersonal trust and constituency-level relationships.

Integrated Political Communication Framework

The findings suggest that contemporary electoral campaigns increasingly resemble **Integrated Marketing Communication (IMC)** systems widely employed in commercial marketing. Under this approach, political parties seek to deliver a consistent campaign narrative across multiple communication platforms, ensuring that voters encounter similar messages regardless of the communication medium.

The constituency-wise dataset indicates that parties exhibiting relatively higher campaign intensity across several media simultaneously demonstrated stronger electoral competitiveness than parties concentrating primarily on one or two communication channels. Although electoral outcomes are influenced by numerous political and socio-economic factors, the observed communication patterns suggest that campaign integration contributes to broader voter exposure and message consistency.

Integrated political communication offers several strategic advantages:

- Reinforcement of campaign messages through repeated exposure.
- Expansion of voter reach across different demographic segments.
- Improved consistency of political branding.
- Greater adaptability to constituency-specific communication needs.
- Enhanced coordination between statewide and local campaign activities.

These characteristics collectively strengthen campaign visibility and facilitate more comprehensive voter engagement.

BJP's Campaign Media Mix

The BJP adopted the most diversified and technology-oriented campaign media mix among the major political parties. The dataset demonstrates consistently high or very high utilisation of television advertising, digital advertising, outdoor publicity, WhatsApp/SMS communication, and door-to-door campaigning. Print advertising was also maintained at a relatively high level, ensuring broad communication coverage across multiple voter segments.

This communication strategy reflects a balanced integration of:

- Mass communication (television).
- Digital communication (social media and online campaigns).
- Mobile-based communication (WhatsApp and SMS).
- Outdoor political branding.
- Constituency-level interpersonal mobilisation.

The variation observed in door-to-door campaign intensity across constituencies further suggests that the BJP supplemented its statewide communication strategy with locally adaptive campaign planning. This combination of standardised messaging and constituency-specific mobilisation represents a comprehensive integrated communication model.

TMC's Campaign Media Mix

The TMC adopted a hybrid campaign media mix characterised by substantial investment in outdoor publicity, print advertising, grassroots mobilisation, and moderate utilisation of television and digital communication. Rather than emphasising technology-driven campaigning to the same extent as the BJP, the TMC relied heavily on its organisational network and constituency-level political engagement.

The party's communication strategy illustrates an integration of:

- Strong physical campaign visibility.
- Local organisational mobilisation.
- Moderate electronic communication.
- Mobile-based voter contact.
- Community-level interpersonal interaction.

This communication model reflects the party's long-established organisational presence throughout West Bengal and demonstrates the continued importance of grassroots political networks within an increasingly digital campaign environment.

CPI(M)-Led Alliance's Campaign Media Mix

The CPI(M)-led Alliance maintained a comparatively traditional campaign media mix. The dataset indicates relatively lower utilisation of television advertising, digital communication, and mobile-based campaigns, while greater emphasis was placed on outdoor publicity and grassroots organisational mobilisation.

This strategy reflects the alliance's historical reliance on cadre-based political organisation and direct voter interaction. While interpersonal communication strengthens political trust and constituency-level engagement, comparatively limited integration of digital communication may reduce campaign reach among younger and technologically connected electorates.

INC's Campaign Media Mix

Among the principal political parties, the Indian National Congress exhibited the least intensive campaign media mix. Campaign intensity remained comparatively lower across television advertising, digital media, outdoor publicity, and grassroots mobilisation. Print media and conventional communication methods constituted the primary components of its campaign strategy.

The communication model appears to prioritise organisational continuity rather than intensive statewide campaign expansion. Consequently, the campaign media mix demonstrates comparatively limited integration of modern communication technologies.

Strategic Role of Individual Communication Channels

The dataset indicates that each communication medium performed a distinct yet complementary strategic function within the overall campaign framework.

Print Advertising primarily supported policy communication, manifesto dissemination, and detailed political information. Although its relative influence has declined compared with electronic media, it continues to provide credibility among traditional newspaper readers.

Television Advertising functioned as the principal mass communication platform. It enhanced leadership visibility, facilitated emotional storytelling, and ensured repeated statewide exposure to campaign messages.

Outdoor Publicity strengthened political branding by maintaining continuous public visibility through billboards, posters, banners, hoardings, and wall paintings. Its contribution was primarily associated with political recognition and message reinforcement.

Digital Advertising emerged as the most dynamic communication medium. Online platforms enabled rapid message dissemination, demographic targeting, interactive voter engagement, and real-time campaign management.

WhatsApp and SMS Communication complemented digital advertising by facilitating direct voter contact, campaign mobilisation, and rapid circulation of multimedia political content.

Door-to-Door and Local Area Campaigning remained indispensable for constituency-level political engagement. Personal interaction strengthened voter trust, addressed local concerns, and reinforced messages delivered through mass communication channels.

Synergistic Effect of the Campaign Media Mix

One of the most significant observations emerging from the analysis is the synergistic relationship among different communication media. Rather than functioning independently, the effectiveness of individual media appears to increase when combined within a coordinated communication strategy.

For example:

- Television advertisements create initial political awareness.
- Digital platforms reinforce and expand campaign narratives.
- WhatsApp communication personalises campaign messaging.
- Outdoor publicity sustains continuous visual presence.
- Door-to-door campaigning converts awareness into interpersonal engagement and voter mobilisation.

This layered communication process reflects the principles of Integrated Marketing Communication, where multiple channels collectively produce greater communication effectiveness than isolated compai-

gn activities.

Interpretation

The campaign media mix employed during the 2026 West Bengal Legislative Assembly Election demonstrates the increasing convergence of traditional political mobilisation and modern communication technologies. The constituency-level evidence suggests that political parties no longer depend exclusively on newspapers, public meetings, or grassroots campaigns. Instead, successful campaign strategies integrate electronic media, digital communication, mobile technologies, outdoor publicity, and interpersonal engagement within a unified communication framework.

Although the present study does not claim that campaign media alone determine electoral outcomes, the comparative analysis indicates that broader media integration is associated with stronger campaign visibility, enhanced voter engagement, and greater electoral competitiveness. These findings reinforce contemporary political marketing theory, which views electoral success as the product of coordinated communication, organisational capacity, and strategic resource allocation across multiple advertising platforms.

Overall, the campaign media mix observed in the 2026 West Bengal Legislative Assembly Election illustrates the evolution of political campaigning from isolated promotional activities to sophisticated integrated communication systems. As electoral competition becomes increasingly complex, effective coordination of traditional and digital media is likely to remain a defining characteristic of successful political campaigns in India.

Voter Outreach Implications

The findings of the present study have important implications for understanding voter outreach strategies in contemporary electoral campaigns. The constituency-level dataset demonstrates that political parties increasingly rely on integrated communication systems to reach heterogeneous voter groups characterised by differences in age, education, occupation, geographical location, digital literacy, and media consumption behaviour. Consequently, effective voter outreach can no longer depend on a single communication medium but requires the coordinated utilisation of multiple advertising platforms to maximise campaign visibility and voter engagement.

Political communication in the 2026 West Bengal Legislative Assembly Election illustrates the growing convergence of traditional campaign methods and modern digital technologies. While conventional communication channels such as print advertising, outdoor publicity, and door-to-door campaigning continue to play significant roles, electronic media and digital platforms have become increasingly central to political messaging, voter mobilisation, and campaign management. The coexistence of these communication approaches reflects the diversity of the electorate and the need for differentiated outreach strategies.

Digital Voter Outreach

One of the most significant developments observed during the election campaign is the increasing importance of digital communication in voter outreach. Political parties invested considerable effort in digital advertising, social media engagement, online campaign videos, internet-based political messaging, and mobile communication platforms. The constituency-level dataset indicates that digital

campaign intensity was particularly prominent among parties adopting technology-oriented communication strategies.

Digital communication offers several advantages for voter outreach:

- Immediate dissemination of political information.
- Continuous interaction between parties and voters.
- Targeted communication based on demographic and geographic characteristics.
- Cost-effective expansion of campaign reach.
- Real-time monitoring of public engagement and campaign responses.

These characteristics make digital communication particularly effective for reaching younger voters, urban residents, educated electorates, and citizens with regular internet access. Digital platforms also facilitate rapid correction of misinformation, dissemination of campaign updates, and reinforcement of political narratives throughout the election period.

However, digital outreach should not be viewed as a substitute for conventional campaign methods. Instead, it functions most effectively when integrated with television communication, grassroots mobilisation, and local organisational activities.

Television as a Mass Outreach Medium

Television continues to play an important role in statewide voter communication due to its extensive audience reach and high credibility. Unlike digital platforms, television enables political parties to communicate simultaneously with large and demographically diverse audiences, including rural households and older voters who may have comparatively limited engagement with internet-based media.

Television advertising contributes to voter outreach by:

- Increasing leadership visibility.
- Communicating policy priorities.
- Reinforcing campaign slogans.
- Creating emotional engagement through audiovisual presentation.
- Establishing consistent political narratives across constituencies.

The continued relevance of television demonstrates that mass communication remains an essential component of electoral campaigning despite the rapid expansion of digital media.

Grassroots and Constituency-Level Outreach

The dataset reveals noticeable constituency-level variation in Door-to-Door and Local Area Campaigning, indicating that political parties adjusted grassroots mobilisation according to local electoral conditions. This finding highlights the continuing importance of interpersonal communication in electoral politics.

Grassroots outreach contributes to voter engagement by:

- Establishing personal contact with voters.
- Addressing constituency-specific concerns.
- Building political trust.
- Mobilising undecided voters.
- Reinforcing messages communicated through mass media.

Direct interpersonal interaction remains particularly valuable in rural constituencies and socially cohesive communities where personal relationships continue to influence political decision-making. Consequently, grassroots mobilisation complements rather than competes with digital and electronic communication.

Mobile-Based Political Communication

WhatsApp and SMS campaigns have emerged as important supplementary communication tools within integrated political campaigns. Mobile communication enables political parties to maintain direct contact with voters through personalised messages, campaign announcements, multimedia content, and event mobilisation.

The effectiveness of mobile communication depends upon:

- Timeliness of information.
- Message relevance.
- Organisational follow-up.
- Credibility of political content.
- Integration with broader campaign strategies.

Because smartphones have become widely accessible across urban and rural West Bengal, mobile-based communication has substantially expanded the reach and immediacy of political campaigns.

Outdoor Publicity and Public Visibility

Outdoor advertising continues to provide an important mechanism for maintaining continuous political visibility throughout the campaign period. Billboards, posters, banners, hoardings, wall paintings, and campaign signage reinforce party identity and improve message recall among voters.

Unlike interactive communication platforms, outdoor publicity functions primarily through repeated visual exposure. Its contribution to voter outreach lies in strengthening political recognition and supporting campaign messages delivered through television, digital media, and interpersonal communication.

Constituency-Specific Communication

An important implication emerging from the dataset is that effective voter outreach increasingly requires adaptation to constituency-level conditions. The observed variation in grassroots campaign intensity suggests that political parties allocate communication resources strategically rather than uniformly across constituencies.

Constituency-specific outreach may involve:

- Addressing local development issues.
- Highlighting candidate-specific strengths.
- Responding to regional political concerns.
- Mobilising community organisations.
- Tailoring campaign intensity according to electoral competitiveness.

Such localisation improves campaign relevance and enables political parties to respond more effectively to the diverse political landscape of West Bengal.

Implications for Voter Behaviour

Although the present study does not directly measure individual voting behaviour, the communication patterns observed in the dataset provide several insights into voter outreach dynamics.

First, voters are increasingly exposed to political information through multiple communication channels rather than relying exclusively on traditional media. This multi-platform exposure enhances message reinforcement and political awareness.

Second, different voter groups appear to require different communication approaches. Younger and digitally connected voters are more accessible through online platforms and mobile communication, whereas television and grassroots campaigning remain particularly important for reaching rural, elderly, and less digitally connected populations.

Third, repeated exposure to consistent campaign messages across multiple media is likely to strengthen political recall and improve voter recognition of party symbols, leadership, and policy priorities. This observation is consistent with the principles of Integrated Marketing Communication and political branding.

Strategic Implications for Future Electoral Campaigns

The findings indicate that successful voter outreach in contemporary elections requires a balanced communication strategy integrating traditional and modern campaign media. Political parties should therefore avoid excessive dependence on any single communication platform and instead develop coordinated outreach programmes combining:

- Television advertising for statewide visibility.
- Digital media for interactive engagement.
- WhatsApp and mobile communication for direct voter contact.
- Outdoor publicity for continuous political visibility.
- Door-to-door campaigning for constituency-level trust building.
- Print advertising for detailed policy communication.

Such an integrated approach enables political parties to communicate effectively with diverse demographic groups while maintaining consistency of political messaging throughout the campaign.

Overall Interpretation

The voter outreach patterns observed during the 2026 West Bengal Legislative Assembly Election demonstrate that electoral communication has become increasingly multidimensional. Effective outreach now depends on the strategic coordination of electronic media, digital technologies, mobile communication, outdoor publicity, and interpersonal engagement rather than reliance on isolated campaign methods.

While campaign communication alone cannot determine electoral outcomes, the constituency-level evidence suggests that broader media integration enhances campaign visibility, expands voter reach, strengthens message reinforcement, and improves opportunities for political engagement. Consequently, integrated voter outreach represents one of the defining characteristics of contemporary democratic electoral campaigns and is likely to remain central to political communication strategies in future elections.

Zone-wise Analysis

Introduction

West Bengal exhibits considerable regional diversity in terms of socio-economic conditions, demographic composition, political history, urbanisation, and media accessibility. Consequently, electoral communication strategies cannot be evaluated adequately through state-level analysis alone. Regional analysis enables a better understanding of how political parties adapted their campaign communication strategies to different electoral environments and how media utilisation varied across the state's major political regions.

For analytical purposes, the 294 Assembly constituencies have been grouped into five broad electoral zones:

1. North Bengal Zone
2. Malda–Murshidabad Zone
3. Western (Jangalmahal) Zone
4. Central and South Bengal Zone
5. Kolkata Metropolitan Zone

This regional classification facilitates comparison of campaign strategies and electoral outcomes while recognising the geographical and political diversity of West Bengal.

1. North Bengal Zone

Districts Covered

- Cooch Behar
- Alipurduar
- Jalpaiguri
- Darjeeling
- Kalimpong
- Uttar Dinajpur
- Dakshin Dinajpur

Electoral Pattern

The constituency-level dataset indicates that the BJP secured victories in a majority of constituencies across North Bengal, although the TMC retained influence in selected constituencies, particularly in parts of Uttar Dinajpur and Dakshin Dinajpur. The electoral competition in this region remained highly dynamic, with both major parties demonstrating substantial campaign activity.

Communication Strategy

The BJP maintained consistently high campaign intensity across television advertising, digital media, outdoor publicity, and WhatsApp communication while simultaneously deploying strong constituency-level grassroots mobilisation. The TMC combined outdoor publicity with organisational outreach and local campaign activities.

Interpretation

North Bengal possesses comparatively higher digital connectivity than several other rural regions of the state while also containing geographically dispersed constituencies where television remains an important source of political information. The campaign strategies adopted in this region suggest that combining electronic media with local organisational mobilisation enhanced overall campaign visibility.

The findings indicate that integrated communication strategies were particularly prominent in North Bengal, where parties competed through multiple communication channels rather than relying solely on traditional political mobilisation.

2. Malda–Murshidabad Zone

Districts Covered

- Malda
- Murshidabad

Electoral Pattern

The electoral pattern in Malda and Murshidabad was considerably more fragmented than in North Bengal. The dataset indicates victories by the TMC, BJP, Congress, CPI(M), and other regional parties in different constituencies, illustrating a highly competitive electoral environment.

Communication Strategy

Although the BJP maintained comparatively high utilisation of electronic and digital media, the TMC relied extensively on organisational mobilisation, outdoor publicity, and constituency-level outreach. Congress and the CPI(M)-led Alliance adopted comparatively lower campaign intensity across several communication platforms.

Interpretation

The electoral diversity observed in this zone suggests that campaign communication interacted with strong constituency-specific political factors. Local leadership, demographic composition, organisational networks, and historical voting patterns appear to have moderated the influence of statewide communication strategies.

Consequently, voter outreach in this zone required a balanced combination of digital communication and intensive grassroots engagement.

3. Western (Jangalmahal) Zone

Districts Covered

- Purulia
- Bankura
- Jhargram
- Paschim Medinipur
- Parts of Paschim Bardhaman

Electoral Pattern

The Western region remained one of the most politically competitive areas of the state. The constituency-level results indicate that both the BJP and the TMC secured substantial representation, with electoral outcomes varying across districts and constituencies.

Communication Strategy

Both major parties maintained extensive outdoor publicity and grassroots campaigning. The BJP additionally employed high television and digital campaign intensity, while the TMC relied heavily on local organisational mobilisation and community-level communication.

Interpretation

The socio-economic diversity and geographical dispersion of the Western region required communication strategies capable of combining broad media exposure with interpersonal voter engage-

ment.

The coexistence of digital communication and constituency-level campaigning illustrates the importance of integrating modern communication technologies with traditional organisational structures in electorally competitive regions.

4. Central and South Bengal Zone

Districts Covered

- Nadia
- Birbhum
- Hooghly
- Howrah
- Purba Bardhaman
- Paschim Bardhaman
- Purba Medinipur
- South 24 Parganas
- North 24 Parganas (excluding Kolkata Metropolitan influence)

Electoral Pattern

This zone exhibited intense electoral competition between the BJP and the TMC. The dataset indicates that both parties secured victories across multiple constituencies, although their geographical concentration differed among districts.

Communication Strategy

The BJP employed a technology-oriented campaign model characterised by extensive television advertising, digital communication, and WhatsApp campaigns. The TMC combined outdoor publicity with constituency-level organisational mobilisation and local political networks.

Interpretation

The region contains a mixture of urban, semi-urban, and rural constituencies, requiring differentiated communication strategies.

Digital media played an increasingly important role in urban and semi-urban constituencies, whereas grassroots communication remained particularly valuable in rural areas.

The communication patterns observed suggest that successful campaign management required adaptation to local demographic and socio-economic characteristics rather than uniform statewide media deployment.

5. Kolkata Metropolitan Zone

Districts Covered

- Kolkata
- Bidhannagar
- Rajarhat-New Town
- Adjacent metropolitan constituencies

Electoral Pattern

The Kolkata Metropolitan Zone represents the most urbanised electoral environment within West Bengal. Constituencies in this region are characterised by relatively high literacy, extensive internet

penetration, and widespread media exposure. The dataset indicates strong electoral competition between the BJP and the TMC across metropolitan constituencies.

Communication Strategy

Both parties employed intensive multi-channel communication strategies in metropolitan constituencies. Digital advertising, television campaigns, social media engagement, outdoor publicity, and WhatsApp communication were particularly prominent.

Interpretation

Urban electorates consume political information through multiple communication channels simultaneously. Consequently, campaign effectiveness in metropolitan constituencies depends upon message consistency across television, digital media, outdoor publicity, and mobile communication.

Grassroots campaigning remains important even within metropolitan constituencies by strengthening voter engagement at the ward and booth levels.

Comparative Zone-wise Assessment

The regional analysis demonstrates that communication strategies varied according to the political and socio-economic characteristics of each electoral zone.

Electoral Zone	Dominant Electoral Characteristic	Principal Communication Strategy
North Bengal	High BJP competitiveness with selected TMC strongholds	Television, Digital Media, Outdoor Publicity, Grassroots Campaigning
Malda–Murshidabad	Fragmented multi-party competition	Grassroots Mobilisation supported by Digital and Outdoor Communication
Western (Jangalmahal)	Highly competitive BJP–TMC contests	Integrated Media with Intensive Local Campaigning
Central & South Bengal	Mixed urban–rural electoral environment	Differentiated Multi-Channel Communication
Kolkata Metropolitan	Highly urbanised and media-rich electorate	Digital, Television, Social Media and Outdoor Communication

Overall Interpretation

The zone-wise analysis demonstrates that political communication during the 2026 West Bengal Legislative Assembly Election was not geographically uniform. Instead, political parties adapted their campaign strategies according to regional electoral dynamics, demographic characteristics, organisational strength, and media accessibility.

Across all five electoral zones, the findings consistently indicate that integrated communication strategies combining television advertising, digital media, outdoor publicity, mobile communication, and grassroots mobilisation provided broader voter outreach than reliance on any individual communication medium. However, the relative importance of each communication channel varied according to regional characteristics, emphasising the need for geographically differentiated campaign planning.

The regional evidence therefore supports the proposition that effective political communication requires both **state wide message consistency** and **constituency-specific strategic adaptation**, enabling

political parties to address the diverse electoral landscape of West Bengal while maintaining an integrated campaign framework.

District-wise Analysis

Introduction

District-level analysis provides a more detailed understanding of electoral communication than state-level or regional comparisons. Although political parties adopted statewide communication strategies during the 2026 West Bengal Legislative Assembly Election, the constituency-level dataset indicates that electoral outcomes varied considerably across districts. These variations reflect differences in demographic composition, urbanisation, organisational strength, media accessibility, political history, and constituency-specific campaign mobilisation.

The present analysis examines major district-level electoral trends by interpreting campaign communication patterns alongside constituency-wise electoral outcomes. It should be noted that the objective is not to establish direct causality between campaign media and electoral success but to identify how integrated communication strategies were associated with electoral competitiveness across different districts.

Cooch Behar District

The district comprises several Assembly constituencies, including Mekliganj, Mathabhanga, Cooch Behar Uttar, Cooch Behar Dakshin, Sitalkuchi, Dinhata, Natabari and Tufanganj. The constituency-level dataset indicates that the BJP secured victories in most constituencies, while the TMC retained representation in selected areas.

The communication strategy adopted in the district was characterised by extensive television advertising, digital media utilisation, outdoor publicity, and constituency-level mobilisation. The electoral outcomes suggest that integrated campaign communication, combined with organisational mobilisation, enhanced overall campaign competitiveness.

Alipurduar District

Alipurduar includes Kumargram, Kalchini, Alipurduar, Falakata and Madarihat constituencies. The BJP emerged as the dominant electoral force in most constituencies within the district.

Campaign communication in the district reflected high utilisation of television, digital advertising, WhatsApp communication, and outdoor publicity. The communication strategy combined statewide campaign narratives with constituency-level voter outreach, indicating the importance of integrating mass communication with grassroots political engagement.

Jalpaiguri District

The Jalpaiguri district includes Dhupguri, Maynaguri, Jalpaiguri, Rajganj, Dabgram–Phulbari, Mal and Nagrakata constituencies. The constituency-level results indicate a predominance of BJP victories across the district.

The district illustrates the increasing importance of technology-enabled political communication in semi-urban electoral environments. Television advertising and digital communication were complemented by local organisational mobilisation and outdoor publicity, reflecting an integrated campaign strategy.

Darjeeling and Kalimpong Districts

The hill districts comprising Darjeeling, Kurseong, Kalimpong, Siliguri, Matigara–Naxalbari and Phansidewa demonstrated competitive electoral dynamics, with the BJP securing victories in several constituencies.

Campaign communication in these districts emphasised television advertising, digital platforms and outdoor publicity, supplemented by constituency-specific organisational outreach. The communication patterns suggest that electronic media assumed increasing importance in geographically dispersed constituencies while grassroots mobilisation remained essential for local voter engagement.

Uttar Dinajpur District

Uttar Dinajpur includes Chopra, Islampur, Goalpokhar, Chakulia, Karandighi, Hemtabad, Kaliaganj, Raiganj and Itahar constituencies. Unlike several northern districts, the electoral outcomes in Uttar Dinajpur were more evenly distributed between the BJP and the TMC.

The district demonstrates that communication effectiveness may vary according to local political circumstances. Integrated media campaigns remained important, but constituency-specific organisational strength and demographic factors also appear to have influenced electoral competitiveness.

Dakshin Dinajpur District

The constituencies of Kushmandi, Kumarganj, Balurghat, Tapan, Gangarampur and Harirampur exhibited electoral competition primarily between the BJP and the TMC.

Campaign strategies in the district combined digital communication, television advertising, outdoor publicity and local organisational mobilisation. The observed communication patterns reinforce the importance of integrating electronic media with constituency-level interpersonal engagement.

Malda District

The district includes Habibpur, Gazole, Chanchal, Harishchandrapur, Malatipur, Ratua, Manikchak, Maldaha, English Bazar, Mothabari, Sujapur and Baisnabnagar constituencies. The dataset indicates a mixed electoral outcome, with both the BJP and the TMC securing representation.

Malda represents a politically competitive district where campaign communication interacted with strong local organisational structures and constituency-specific issues. Digital communication complemented traditional grassroots campaigning rather than replacing it.

Murshidabad District

Murshidabad displayed one of the most fragmented electoral patterns in the state. Constituencies were won by the TMC, BJP, Congress, CPI(M), and regional political parties, indicating highly competitive electoral conditions.

The district demonstrates that extensive campaign communication alone does not fully explain electoral outcomes. Local political leadership, demographic diversity, organisational networks and constituency-level issues appear to have moderated the influence of statewide communication strategies.

Nadia District

Nadia comprises Karimpur, Tehatta, Palashipara, Kaliganj, Nakashipara, Chapra, Krishnanagar North, Nabadwip, Krishnanagar South, Santipur, Ranaghat North West, Krishnanagar, Ranaghat North East,

Ranaghat South, Chakdaha, Kalyani and Haringhata constituencies. The district exhibited substantial BJP representation alongside continued TMC competitiveness.

Campaign communication reflected extensive utilisation of digital media, television advertising and WhatsApp campaigns, suggesting that electronically mediated communication assumed greater importance in districts characterised by increasing urbanisation and digital connectivity.

North 24 Parganas District

North 24 Parganas remained one of the state's most electorally competitive districts. Both the BJP and the TMC secured victories across different constituencies, illustrating intense political competition.

Given the district's urban and semi-urban composition, campaign communication relied heavily on television advertising, digital media, outdoor publicity and mobile-based communication. Constituency-level mobilisation complemented these electronic media strategies.

South 24 Parganas District

South 24 Parganas displayed considerable electoral diversity owing to its combination of metropolitan, semi-urban and rural constituencies. Campaign communication therefore required differentiated strategies integrating digital outreach with traditional organisational mobilisation.

The constituency-level evidence indicates that both major political parties implemented extensive multi-channel communication to address varying voter characteristics across the district.

Howrah and Hooghly Districts

The industrial and urban characteristics of Howrah and Hooghly encouraged extensive utilisation of television advertising, digital media and outdoor publicity. Political parties supplemented these communication platforms with booth-level organisational mobilisation and constituency-level voter interaction.

The districts illustrate the increasing importance of integrated political communication in urban and industrial electoral environments.

Kolkata District

Kolkata represents the most media-intensive electoral environment in West Bengal. Political parties utilised all six communication channels extensively, with particular emphasis on digital advertising, television campaigns, social media engagement, outdoor publicity and WhatsApp communication.

The metropolitan electorate receives political information through multiple communication platforms simultaneously. Consequently, campaign effectiveness depended upon maintaining consistent political messaging across traditional and digital media while reinforcing voter engagement through constituency-level organisational activities.

Comparative District-Level Assessment

The district-wise analysis demonstrates substantial variation in electoral communication across West Bengal.

District Category	Dominant Communication Characteristics
Northern Border Districts	Strong integration of television, digital media and grassroots

	mobilisation
Malda–Murshidabad	Multi-party competition requiring constituency-specific communication strategies
Urban and Metropolitan Districts	Intensive utilisation of digital media, television advertising and outdoor publicity
Semi-Urban Districts	Balanced integration of electronic media and interpersonal communication
Predominantly Rural Districts	Greater emphasis on grassroots mobilisation supported by mass communication

Overall Interpretation

The district-wise analysis demonstrates that political communication during the 2026 West Bengal Legislative Assembly Election was characterised by both **statewide strategic consistency** and **district-level tactical adaptation**. While all major political parties employed integrated communication frameworks involving television, digital media, outdoor publicity, mobile communication and grassroots campaigning, the relative emphasis placed on each communication medium varied according to district-specific political and socio-economic conditions.

The findings indicate that campaign effectiveness was enhanced when political parties adapted their communication strategies to local electoral environments while maintaining consistent state wide messaging. Districts with higher levels of urbanisation and digital connectivity exhibited greater reliance on electronic and digital communication, whereas districts characterised by greater rural dispersion continued to depend substantially on grassroots mobilisation and interpersonal political engagement.

Overall, the district-level evidence reinforces the central proposition of this study:

- **Integrated political communication,**
- **Combined with local organisational adaptation,**
- **Provides a more comprehensive framework for understanding electoral competitiveness than reliance on any single advertising medium.**

This conclusion is consistent with the principles of Integrated Marketing Communication and contemporary political marketing theory and highlights the growing importance of geographically differentiated campaign planning in democratic elections.

Managerial Implications

The findings of the present study provide several important managerial implications for political campaign managers, election strategists, political consultants, communication professionals, and party organisations. The constituency-level analysis demonstrates that electoral communication has evolved into a complex strategic management process requiring the effective coordination of multiple communication channels rather than reliance on isolated campaign activities. Political parties that successfully integrate traditional media, digital platforms, mobile communication, outdoor publicity, and grassroots mobilisation are better positioned to enhance campaign visibility, strengthen voter engagement, and improve electoral competitiveness.

Strategic Allocation of Campaign Resources

One of the principal managerial implications emerging from the study is the importance of strategic resource allocation across communication platforms. Campaign budgets should not be distributed uniformly across all advertising media. Instead, political parties should allocate resources according to the relative strengths and limitations of each communication channel, voter demographics, and constituency-specific requirements.

Television and digital media should receive substantial investment for statewide visibility and broad voter reach, while grassroots campaigning should be strengthened in constituencies where interpersonal interaction remains essential for voter mobilisation. Such balanced allocation improves campaign efficiency and optimises communication outcomes.

Adoption of an Integrated Communication Strategy

The findings strongly support the adoption of an Integrated Marketing Communication (IMC) approach in political campaigns. Campaign managers should ensure that messages communicated through television, social media, outdoor publicity, WhatsApp, print media, and constituency-level interactions remain consistent in content, tone, and political positioning.

A unified communication strategy offers several managerial advantages:

- Consistent political branding.
- Stronger voter recall.
- Greater campaign credibility.
- Improved message reinforcement.
- Enhanced coordination among campaign teams.

Integrated communication also minimises contradictory messaging across different platforms and strengthens public confidence in the party's political narrative.

Data-Driven Campaign Planning

Modern electoral campaigns increasingly require data-driven decision-making. The constituency-level variations observed in the dataset indicate that campaign intensity should be adjusted according to local electoral conditions rather than applied uniformly across the state.

Campaign managers should utilise:

- Constituency-level electoral data.
- Demographic profiling.
- Geographic Information Systems (GIS).
- Voter segmentation techniques.
- Public opinion surveys.
- Digital engagement analytics.
- Social media sentiment analysis.

These analytical tools enable political organisations to identify priority constituencies, optimise media allocation, and develop evidence-based campaign strategies.

Strengthening Digital Campaign Infrastructure

The growing importance of digital communication suggests that political organisations should invest in dedicated digital campaign infrastructure. Campaign managers should establish specialised teams respo-

nsible for:

- Social media management.
- Digital advertising.
- Online content development.
- Video production.
- Data analytics.
- Artificial intelligence-assisted voter engagement.
- Digital monitoring and rapid response.

A professionally managed digital communication unit enables political parties to communicate more efficiently with diverse voter groups while responding promptly to emerging political issues.

Constituency-Specific Campaign Management

The variation observed in grassroots campaign intensity indicates that campaign management should increasingly adopt decentralised planning. Local campaign teams possess greater knowledge of constituency-specific political conditions and should therefore be empowered to adapt campaign strategies while maintaining consistency with the statewide political narrative.

Constituency-level campaign planning should include:

- Identification of local issues.
- Community engagement programmes.
- Candidate-specific communication strategies.
- Booth-level organisational planning.
- Local media coordination.

Such decentralisation enhances campaign responsiveness without compromising overall strategic coherence.

Human Resource Development

Effective political communication depends not only on advertising expenditure but also on the competence of campaign personnel. Political parties should therefore invest in continuous training for:

- Booth-level workers.
- Constituency coordinators.
- Social media managers.
- Public relations teams.
- Campaign volunteers.
- Digital communication specialists.

Training programmes should focus on communication skills, voter engagement techniques, digital campaign management, ethical political communication, and crisis management.

Real-Time Campaign Monitoring

Campaign effectiveness should be evaluated continuously throughout the election period rather than only after polling. Modern campaign management requires systematic monitoring of communication performance through measurable indicators such as:

- Social media engagement.
- Digital reach.

- Public sentiment.
- Campaign event participation.
- Volunteer mobilisation.
- Constituency feedback.
- Media coverage.

Regular monitoring enables campaign managers to modify communication strategies quickly in response to changing political conditions.

Strengthening Grassroots Organisation

Although digital communication has become increasingly important, the findings indicate that grassroots mobilisation continues to play a critical complementary role. Campaign managers should therefore maintain strong organisational networks capable of translating media exposure into actual voter mobilisation.

Effective grassroots management requires:

- Active booth committees.
- Local volunteers.
- Community leaders.
- Regular voter interaction.
- Door-to-door communication.
- Continuous constituency engagement beyond election periods.

Such organisational strength enhances campaign credibility and supports long-term political relationship building.

Crisis Communication and Reputation Management

Political campaigns increasingly operate within rapidly changing media environments. Campaign managers should establish dedicated crisis communication mechanisms capable of responding promptly to misinformation, negative publicity, and emerging political controversies.

Effective crisis management requires:

- Continuous media monitoring.
- Rapid fact verification.
- Timely public clarification.
- Coordinated communication across all platforms.
- Transparent dissemination of information.

Proactive reputation management strengthens public trust and minimises the potential impact of misinformation during election campaigns.

Ethical Campaign Management

The increasing use of digital technologies also creates new managerial responsibilities. Political campaign managers should ensure that campaign communication adheres to ethical principles of transparency, accuracy, and accountability.

Ethical campaign management should emphasise:

- Fact-based political communication.
- Respect for voter privacy.

- Responsible use of voter data.
- Avoidance of misinformation.
- Compliance with electoral regulations.
- Fair digital advertising practices.

Ethically managed campaigns not only strengthen democratic processes but also contribute to long-term public confidence in political institutions.

Overall Managerial Implications

The findings of the present study indicate that successful electoral campaign management requires a transition from traditional promotional activities to evidence-based strategic communication management. Campaign managers should combine integrated media planning, constituency-level adaptation, digital innovation, organisational mobilisation, and continuous performance evaluation within a unified campaign framework.

Rather than treating political advertising as isolated promotional activities, campaign communication should be managed as a comprehensive strategic process integrating modern marketing principles, technological innovation, organisational coordination, and voter-centric communication. Such an approach is likely to enhance campaign efficiency, improve voter engagement, and strengthen electoral competitiveness in increasingly complex democratic elections.

Policy Implications

The findings of the present study have important implications for public policy, electoral governance, political communication, and democratic accountability. The increasing integration of traditional and digital communication channels during the 2026 West Bengal Legislative Assembly Election demonstrates that electoral campaigns have become more technologically sophisticated and strategically coordinated than in previous decades. Consequently, election regulators, policymakers, political parties, media organisations, and civil society institutions must adapt to the changing communication landscape by developing appropriate regulatory and institutional frameworks.

The constituency-level analysis indicates that political parties increasingly rely on integrated communication strategies involving television advertising, digital media, outdoor publicity, mobile communication, and grassroots mobilisation. While these developments enhance campaign efficiency and voter outreach, they also create new challenges concerning transparency, accountability, misinformation, campaign finance, and equitable access to political communication.

Strengthening Transparency in Political Advertising

One of the most significant policy implications concerns transparency in political advertising. As political communication expands across multiple media platforms, voters should be able to identify the source, sponsorship, and intent of campaign messages.

Election authorities should encourage policies requiring:

- Clear disclosure of political advertisements.
- Identification of sponsoring political parties or organisations.
- Transparent reporting of campaign communication expenditures.
- Public availability of campaign advertising records.

Improved transparency enhances voter confidence and strengthens the credibility of democratic electoral processes.

Regulation of Digital Political Communication

Digital platforms have become central instruments of political campaigning. Their ability to disseminate campaign messages rapidly and target specific voter groups offers considerable strategic advantages. However, digital communication also increases the risk of misinformation, manipulated content, and non-transparent political advertising.

Policy initiatives should therefore promote:

- Greater accountability in online political advertising.
- Transparent disclosure of sponsored digital content.
- Monitoring of coordinated misinformation campaigns.
- Mechanisms for rapid correction of demonstrably false political information.
- Collaboration between election authorities and digital platform providers during election periods.

The objective should be to safeguard the integrity of democratic communication while preserving freedom of political expression.

Ethical Standards for Political Campaigning

The increasing sophistication of political marketing highlights the need for stronger ethical standards governing campaign communication. Political parties should be encouraged to adopt voluntary codes of conduct that promote responsible campaigning and discourage misleading or inflammatory communication.

Ethical campaign guidelines should emphasise:

- Accuracy of political claims.
- Respect for democratic values.
- Avoidance of hate speech and misinformation.
- Responsible use of digital technologies.
- Transparency in campaign messaging.

Such standards contribute to healthier political competition and improve public trust in democratic institutions.

Data Privacy and Protection

Modern political campaigns increasingly utilise digital technologies capable of collecting, analysing, and segmenting voter information. Although data-driven campaigning improves communication efficiency, it also raises important concerns regarding voter privacy and data protection.

Public policy should therefore ensure:

- Protection of personal information used for political communication.
- Responsible collection and processing of voter data.
- Compliance with applicable data protection legislation.
- Informed consent where appropriate.
- Secure management of digital voter databases.

Strengthening data governance promotes ethical political communication while protecting individual privacy rights.

Equitable Access to Campaign Communication

Democratic elections require that competing political parties have reasonable opportunities to communicate with voters. Policies should therefore promote equitable access to major communication platforms while recognising legitimate differences in organisational capacity and campaign resources.

Election authorities may consider measures that encourage:

- Fair access to public broadcasting platforms.
- Transparent allocation of campaign broadcasting opportunities.
- Equal enforcement of advertising regulations across political parties.
- Uniform application of campaign communication guidelines.

Such measures strengthen electoral fairness without restricting legitimate political competition.

Digital Literacy and Voter Education

The rapid expansion of digital political communication underscores the importance of digital literacy among voters. Citizens increasingly receive political information through social media, messaging applications, and online news platforms, making it essential that they possess the skills required to evaluate information critically.

Government agencies, educational institutions, and civil society organisations should collaborate to promote programmes focusing on:

- Identification of misinformation.
- Verification of online political content.
- Responsible use of social media.
- Critical evaluation of political information.
- Digital citizenship and democratic participation.

Improved digital literacy enhances the quality of electoral decision-making and strengthens democratic resilience.

Encouraging Evidence-Based Campaign Planning

The study demonstrates the value of constituency-level campaign data for understanding electoral communication patterns. Policymakers and election management bodies should encourage the systematic collection and analysis of campaign communication data to support evidence-based electoral research.

Future policy initiatives could promote:

- Standardised reporting of campaign communication activities.
- Improved availability of election-related datasets for academic research.
- Collaboration between universities and election management institutions.
- Development of analytical tools for evaluating campaign communication.

Evidence-based policymaking contributes to more effective electoral governance and supports informed public debate.

Strengthening Institutional Capacity

The increasing complexity of political communication requires election management institutions to enhance their technical and organisational capabilities. Election authorities should invest in:

- Digital monitoring systems.

- Media analytics.
- Cybersecurity infrastructure.
- Professional training in digital campaign regulation.
- Collaboration with communication experts and technology specialists.

Strengthening institutional capacity enables regulators to respond effectively to emerging communication technologies while maintaining electoral integrity.

Promoting Inclusive Political Communication

Public policy should encourage political parties to adopt communication strategies that reach diverse sections of society, including rural populations, women, first-time voters, elderly citizens, persons with disabilities, and socially disadvantaged communities.

Inclusive communication policies should promote:

- Accessibility of campaign information.
- Multilingual political communication where appropriate.
- Balanced utilisation of traditional and digital media.
- Greater engagement with underrepresented communities.

Such initiatives contribute to broader political participation and strengthen democratic inclusion.

Supporting Responsible Innovation in Political Campaigning

Technological innovation will continue to transform electoral communication. Policymakers should therefore encourage responsible adoption of emerging technologies—including artificial intelligence, data analytics, and digital campaign management—while ensuring that these innovations remain consistent with democratic principles, transparency, accountability, and voter rights.

A balanced regulatory framework should encourage innovation without compromising electoral fairness or public trust.

Overall Policy Implications

The findings of this study suggest that the evolution of political communication requires corresponding evolution in electoral policy and governance. Traditional regulatory approaches designed primarily for print and broadcast media are no longer sufficient in an environment characterised by integrated communication strategies and rapidly expanding digital platforms.

Future electoral policy should therefore emphasise transparency, accountability, ethical communication, digital literacy, voter privacy, institutional capacity building, and evidence-based regulation. Such policy measures will help ensure that advances in political communication strengthen rather than undermine democratic processes.

Overall, the study indicates that effective electoral governance in the digital era depends not only on regulating campaign activities but also on creating an enabling environment that promotes responsible political communication, informed voter participation, technological innovation, and equitable democratic competition. These policy directions are essential for sustaining the integrity, credibility, and inclusiveness of future elections in India.

Conclusion

The present study examined the effectiveness of media-wise advertisement utilisation during the 2026

West Bengal Legislative Assembly Election through a comprehensive analysis of campaign communication strategies adopted across all **294 Assembly constituencies** of the state. By integrating constituency-level electoral outcomes with media-wise campaign intensity data covering six major communication channels—Print Advertising, Television Advertising, Outdoor Publicity, Digital Advertising, WhatsApp/SMS Campaigns, and Door-to-Door & Local Area Campaigning—the study provides a systematic assessment of how contemporary political parties employed integrated communication strategies in a highly competitive democratic election.

The findings demonstrate that political communication in West Bengal has undergone a significant transformation from traditional campaign practices towards a multidimensional and technology-driven communication model. Political parties no longer rely exclusively on conventional campaign methods such as public meetings, posters, or print advertisements. Instead, they increasingly combine mass media, digital platforms, mobile communication, outdoor publicity, and grassroots mobilisation to maximise voter outreach, reinforce campaign messages, and strengthen political visibility. This evolution reflects the broader transition of electoral campaigning from isolated promotional activities to integrated political marketing.

A major contribution of the study lies in its comprehensive evaluation of six distinct communication media within a single analytical framework. The findings indicate that digital advertising and television advertising constituted the most strategically important mass communication platforms, while outdoor publicity and grassroots mobilisation continued to perform significant complementary roles. WhatsApp and SMS communication emerged as effective supporting mechanisms for rapid information dissemination and voter engagement, whereas print advertising retained its importance for detailed policy communication and credibility among traditional readership groups. The evidence therefore suggests that no individual communication medium is sufficient by itself; rather, campaign effectiveness depends on the coordinated utilisation of multiple media operating within an integrated communication framework.

The comparative analysis of political parties revealed clear differences in communication strategies. The Bharatiya Janata Party (BJP) adopted a technology-oriented campaign model characterised by extensive utilisation of television, digital communication, outdoor publicity, WhatsApp campaigns, and adaptive constituency-level mobilisation. The All India Trinamool Congress (TMC) employed a hybrid communication strategy emphasising grassroots organisational strength, outdoor publicity, and moderate utilisation of electronic and digital media. The CPI(M)-led Alliance and the Indian National Congress (INC) relied comparatively more on conventional campaign methods and exhibited lower overall campaign intensity across several communication platforms. These observations illustrate the increasing importance of integrated communication in contemporary electoral competition.

The Campaign Effectiveness Index (CEI) further demonstrated that political parties differed not only in the intensity of campaign communication but also in the efficiency with which communication efforts were translated into electoral performance. The index provides a useful analytical framework for comparing campaign efficiency by relating average communication intensity to electoral outcomes. While the CEI does not establish causality, it offers valuable insights into the relative effectiveness of integrated communication strategies and their association with electoral competitiveness.

The zone-wise and district-wise analyses reveal that campaign communication was not geographically uniform across West Bengal. Political parties adapted their communication strategies according to regional political contexts, demographic characteristics, media accessibility, and organisational strength.

Urban and metropolitan districts exhibited greater emphasis on television and digital communication, whereas rural and geographically dispersed constituencies continued to rely substantially on grassroots mobilisation and interpersonal political engagement. These findings highlight the importance of combining state wide message consistency with constituency-specific campaign adaptation.

The study also contributes to the theoretical understanding of political communication by providing empirical support for several established communication and marketing theories. The findings are consistent with the principles of **Integrated Marketing Communication (IMC)**, demonstrating that coordinated utilisation of multiple communication channels enhances campaign visibility and message reinforcement. The results also support **Political Marketing Theory**, which conceptualises political parties as brands competing for voter attention through strategic communication. Furthermore, the observed communication patterns are compatible with **Agenda-Setting Theory**, **Uses and Gratifications Theory**, and **Diffusion of Innovation Theory**, illustrating the growing significance of media integration, voter engagement, and technological adoption in democratic electoral processes.

From a practical perspective, the study provides valuable insights for political campaign managers, election strategists, policymakers, and election management authorities. The findings indicate that successful electoral communication increasingly depends on evidence-based campaign planning, strategic allocation of communication resources, digital innovation, constituency-level adaptation, and continuous performance evaluation. Political parties should therefore adopt integrated communication frameworks that combine technological innovation with strong organisational mobilisation while maintaining ethical standards, transparency, and voter-centric communication.

Despite these contributions, the study recognises that campaign communication represents only one dimension of electoral behaviour. Electoral outcomes are influenced by a wide range of additional factors, including candidate characteristics, leadership image, organisational capacity, socio-economic conditions, caste and community dynamics, local political issues, historical voting patterns, and anti-incumbency or pro-incumbency sentiments. Consequently, the relationships identified in this study should be interpreted as statistical associations rather than definitive causal effects. Future research incorporating voter survey data, campaign expenditure, media exposure, demographic variables, and longitudinal electoral datasets would further strengthen the understanding of political advertising effectiveness.

The present research makes a significant contribution to the literature on political marketing and electoral communication by developing a comprehensive analytical framework for evaluating media-wise campaign effectiveness at the constituency level. Unlike many previous studies that examine individual communication platforms in isolation, this research adopts an integrated perspective that reflects the realities of contemporary political campaigning in India.

Overall, the study concludes that the **2026 West Bengal Legislative Assembly Election represents a notable example of the growing integration of traditional political communication with modern digital technologies**. The findings demonstrate that electoral communication has evolved into a multidimensional strategic process requiring coordinated utilisation of mass media, digital platforms, mobile communication, outdoor publicity, and grassroots mobilisation. Political parties capable of effectively integrating these communication channels while adapting their strategies to constituency-specific conditions appear to be better positioned to enhance campaign visibility and electoral competitiveness.

In conclusion, the study establishes that **integrated political communication has become an indispensable component of contemporary democratic elections**. As digital technologies continue to reshape political campaigns, future electoral success is likely to depend increasingly on the ability of political organisations to combine technological innovation, strategic communication, organisational strength, and ethical campaign management within a coherent and evidence-based political marketing framework. The findings therefore provide both a valuable academic contribution to political communication research and a practical roadmap for the design of more effective, transparent, and inclusive electoral campaigns in India.

Recommendations

Based on the findings of the study on the effectiveness of media-wise advertisement usage in the 2026 West Bengal Legislative Assembly Election, the following recommendations are proposed:

1. Strengthen Digital Campaign Strategies

The study indicates that digital advertising demonstrated the highest association with electoral success. Political parties should therefore allocate greater resources to social media campaigns, online video content, mobile applications, targeted advertisements, and digital voter engagement initiatives. Digital platforms offer extensive reach, precise audience targeting, and real-time communication capabilities.

2. Enhance Television-Based Political Communication

Television continues to be one of the most influential mass communication channels. Political parties should design informative, persuasive, and emotionally engaging television advertisements that effectively communicate policy positions, development initiatives, and leadership attributes to a broader audience.

3. Adopt an Integrated Media Communication Approach

No single advertising medium can independently guarantee electoral success. Political organizations should integrate television, digital media, print advertising, outdoor publicity, WhatsApp campaigns, and interpersonal communication into a unified communication strategy to ensure message consistency and maximize voter reach.

4. Utilize Data Analytics for Voter Targeting

Political parties should employ data analytics, artificial intelligence, and voter segmentation techniques to identify demographic groups, understand voter preferences, and develop constituency-specific campaign messages. Data-driven campaigning can improve communication efficiency and resource allocation.

5. Continue Door-to-Door Campaigning as a Support Strategy

Although digital and television campaigns appear more influential, door-to-door communication remains essential for building trust and strengthening voter relationships. Political parties should combine grassroots mobilization with modern communication technologies to achieve greater campaign effectiveness.

6. Improve WhatsApp and Mobile Communication Campaigns

WhatsApp and SMS-based communication should be expanded beyond message dissemination. Interactive engagement, feedback collection, issue clarification, voter assistance, and rapid response mechanisms should be incorporated to enhance voter participation and trust.

7. Reassess Investment in Print Advertising

Print advertising demonstrated relatively lower effectiveness compared to electronic and digital media. Political parties should evaluate the cost-effectiveness of print campaigns and strategically redirect a portion of resources toward more impactful communication channels.

8. Develop Constituency-Specific Campaign Messages

Different constituencies possess unique demographic, economic, and cultural characteristics. Political parties should design localized campaign content addressing constituency-specific issues, thereby increasing message relevance and voter responsiveness.

9. Promote Ethical Political Advertising

Political advertisements should be based on factual information, transparency, and responsible communication. Ethical advertising practices can enhance public trust, reduce misinformation, and strengthen democratic processes.

10. Strengthen Grassroots Organizational Networks

Advertising effectiveness increases when supported by strong local organizational structures. Political parties should invest in booth-level committees, local volunteers, community leaders, and grassroots workers to convert campaign awareness into electoral support.

11. Counter Misinformation Through Digital Monitoring

Given the increasing influence of digital media, parties should establish dedicated monitoring teams to identify misinformation, respond to false narratives, and maintain message credibility throughout the campaign period.

12. Focus on Youth Voter Engagement

Young voters represent a significant segment of the electorate and are highly active on digital platforms. Political parties should create innovative digital content, interactive campaigns, and issue-based discussions to engage younger voters effectively.

13. Invest in Continuous Campaigning Rather Than Election-Time Advertising

Political communication should not be limited to election periods. Continuous voter engagement through community programs, digital outreach, and public service initiatives can help build long-term trust and political goodwill.

14. Increase Transparency in Campaign Expenditure

Election authorities should encourage greater disclosure of campaign spending across different media platforms. Enhanced transparency will improve accountability and facilitate future research on campaign effectiveness.

15. Encourage Further Research

Future studies should:

- Collect constituency-level campaign expenditure data.
- Measure actual voter exposure to different advertising media.
- Employ regression, correlation, and structural equation modelling techniques.
- Examine demographic moderators such as age, education, income, occupation, and rural-urban residence.
- Compare media effectiveness across multiple election cycles.

Summarised Recommendations

1. Political parties should increase investment in digital communication platforms.
2. Television advertising should remain a central component of campaign planning.
3. Outdoor publicity should be integrated with digital campaigns rather than used independently.
4. Door-to-door communication should continue as a trust-building mechanism.
5. Parties should establish professional digital campaign teams.
6. Data analytics should be incorporated into campaign planning.
7. Political communication should become more issue-oriented and evidence-based.
8. Campaign managers should prioritize youth voter engagement through social media platforms.
9. Election authorities should strengthen transparency regarding political advertising expenditures.
10. Political parties should adopt ethical communication practices to enhance democratic accountability.

Concluding Recommendation

The overall findings suggest that future political campaigns in West Bengal and India should increasingly emphasize **digital advertising and television communication while simultaneously maintaining strong grassroots engagement mechanisms**. A balanced, data-driven, ethically responsible, and integrated communication strategy is likely to produce the highest levels of voter awareness, engagement, and electoral success.

Limitations of the Study

Despite its contributions, the study possesses several limitations.

1. Campaign intensity scores remain constant across constituencies.
2. Actual campaign expenditure data were unavailable.
3. Voter-level exposure to advertisements was not measured.
4. Demographic variables were not incorporated.
5. The study evaluates perceived campaign intensity rather than actual media consumption.
6. Causal relationships cannot be established due to data limitations.
7. Social, economic, cultural, and political factors influencing voting behaviour were not independently measured.

Future Research Directions

Future research should focus on the following areas.

Constituency-Level Media Exposure Analysis

Researchers should collect actual media exposure data from voters.

Advertising Expenditure Studies

Future studies should examine the relationship between campaign expenditure and electoral outcomes.

Demographic Moderation Analysis

- Variables such as:
- Age
- Gender
- Education

- Occupation
- Income should be incorporated into future models.

Digital Political Communication

- Further research should investigate:
- Social media influence.
- Political influencers.
- Online political communities.
- Artificial intelligence in election campaigns.

Longitudinal Election Studies

Comparative analyses of the 2021, 2026, and future elections can identify evolving communication trends.

Structural Equation Modelling

- Future datasets with constituency-level variation should employ:
- SEM
- Path Analysis
- Multiple Regression
- Logistic Regression
- Multilevel Modelling to establish causal relationships.

Comparative State-Level Studies

Future studies may compare campaign effectiveness across different Indian states to identify regional variations in political communication effectiveness.

Concluding Observation

The analysis suggests that the 2026 West Bengal Legislative Assembly Election represents a significant transition from traditional political campaigning toward digitally integrated political marketing. While grassroots mobilization continues to play an important role, electoral success increasingly appears associated with the ability to combine digital outreach, television visibility, political branding, and coordinated communication strategies. The findings therefore highlight the growing centrality of integrated political communication in shaping electoral outcomes in contemporary Indian democracy.

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