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"सही मार्गदर्शन, उज्ज्वल भविष्य।"

करियर शीट • CAREER SHEET

चुनाव विश्लेषक

Psephologists study voting data, surveys and social trends to analyse and forecast election results. They work for media houses, research institutes and political parties.



Scan for everything on this career

Salary, exams, colleges, the routes in and the steps after — all on the portal.

career.gsssjethantri.in/#/career/socst-4567

राजकीय उच्च माध्यमिक विद्यालय, जेठन्तरी

Govt. Sr. Sec. School, Jethantri • ब्लॉक समदड़ी • बालोतरा (Block Samdari • Balotra)

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सुशील कुमार शर्मा

प्रधानाचार्य, रा.उ.मा.वि. जेठन्तरी • मास्टर ट्रेनर
Principal, GSSS Jethantri • Master Trainer



श्री चेनाराम चौधरी

प्रधानाचार्य, डाइट बाड़मेर
Principal, DIET Barmer



श्रीमती संघमित्रा

वरिष्ठ व्याख्याता, डाइट बाड़मेर (सहयोग)
Sr. Lecturer, DIET Barmer (Support)



भरत चौधरी

अभिकल्पना व विकास • व्याख्याता (इतिहास)
Designed & developed • Lecturer (History)

विशेष धन्यवाद • SPECIAL THANKS



सुरेन्द्र सिंह राठौड़

व्याख्याता (इतिहास) • रा.उ.मा.वि. कानाना



सुरेश कुमार सैन

व्याख्याता (भूगोल) • रा.उ.मा.वि. रामसीन मूंगड़ा



वनिता कुमारी

व्याख्याता (इतिहास) • रा.उ.मा.वि. रामसीन मूंगड़ा



कमलेश चौधरी

व्याख्याता (राजनीति विज्ञान) • रा.उ.मा.वि. टापरा

करियर मार्गदर्शन कार्यशाला, डाइट बाड़मेर (14-17 जुलाई 2026) में विकसित व लोकार्पित
Developed & unveiled at the Career Guidance Workshop, DIET Barmer (14-17 July 2026)

यह एक स्वतंत्र परियोजना है, जो सरकार की आधिकारिक करियर-मार्गदर्शन सामग्री पर आधारित है। • An independent project based on the Government's official career-guidance content.

1 About this career

Psephologists study voting data, surveys and social trends to analyse and forecast election results. They work for media houses, research institutes and political parties.

2 At a glance

Minimum qualification	Class 12 + bachelor's in political science/statistics/economics; master's/PhD helps
Work mode	Office plus field surveys; very busy during elections
Demand	Growing - expansion of data-driven campaigns and media analysis
Top earning	₹2.5 lakh+/month at senior analyst/consultant level

3 What you need

INTERESTS

- Deep interest in politics and elections
- Like analysing problems and situations
- Enjoy making predictions from data

ABILITIES

- Numerical and analytical ability
- Ability to work accurately under pressure
- Skilled communication and presentation

KEY SKILLS

- Statistics and survey methodology
- Understanding of Indian politics and the election system
- Data analysis (Excel, R, Python, SPSS)
- Questionnaire design and field survey management

- Clear writing and presentation for media
- GIS/map-based seat analysis

4 How to get there

- 1 Complete Class 12 in arts or science (with maths).
- 2 Do a bachelor's in political science, statistics, economics or sociology.
- 3 Pursue a master's in political science/statistics; PhD for research.
- 4 Intern with agencies like CSDS-Lokniti, C-Voter or Axis My India.
- 5 Start as a research analyst after field experience in election surveys.

MAIN EXAMS

- CUET (UG/PG) for university admission
- UGC NET (political science) for research and teaching

5 Where to study

GOVERNMENT INSTITUTES

- University of Rajasthan (Political Science/Statistics) — Jaipur, Rajasthan
- Mohanlal Sukhadia University — Udaipur, Rajasthan
- Delhi School of Economics, University of Delhi — New Delhi
- Jawaharlal Nehru University — New Delhi
- Jamia Millia Islamia — New Delhi

PRIVATE INSTITUTES

- Banasthali Vidyapith — Tonk, Rajasthan
- Fergusson College — Pune, Maharashtra
- St. Xavier's College — Mumbai, Maharashtra

ONLINE

- IGNOU (B.A./M.A. Political Science, distance) — Distance education

FEES

Course fees roughly ₹5,000 to ₹1,50,000; much lower at government universities and IGNOU. Varies by institute.

SCHOLARSHIPS

- National Scholarship Portal (<https://scholarships.gov.in>)
- Rajasthan CM Higher Education Scholarship (HTE) (<https://hte.rajasthan.gov.in>)
- Vidya Lakshmi Education Loan Portal (<https://www.vidyalakshmi.co.in>)

6 What the work is like

WHERE YOU WORK

Media houses, news channels, survey and research agencies, academic institutes, political consultancies and parties.

WORK CULTURE

Long hours and travel in election months; research, writing and data work otherwise. Opportunities exist for persons with disabilities.

WHO HIRES

- | | |
|--|---|
| • Research institutes such as CSDS-Lokniti | • Survey agencies - C-Voter, Axis My India, Ipsos |
| • News channels and newspapers | • Political consultancies (like I-PAC) |
| • Universities and think tanks | • Data/strategy teams of political parties |

DEMAND (2026)

With state elections every year and the rise of data-driven campaigning, demand for statistically skilled election analysts is growing fast in 2026.

7 Career growth

- 1 Research intern
- 2 Research analyst (psephology)
- 3 Senior research analyst
- 4 Head of election analytics/Independent consultant

EARNINGS

Starting	₹25,000-45,000
Mid level	₹60,000-1,20,000
Senior level	₹1,50,000-2,50,000

Income can be project-based; reputed agencies and consultants earn much more in election season.

8 The good parts · The challenges

The good parts

- Exciting field at the meeting point of politics and data
- Media visibility and an influential role
- Varied paths from research to consultancy

The challenges

- Public criticism when forecasts go wrong
- Heavy workload in election season
- Entry roles are limited and competitive

9 Real-life journeys

Yogendra Yadav

One of India's best-known psephologists - former senior fellow, CSDS

From a small town in Haryana, Yogendra Yadav gave CSDS's National Election Studies a new identity and popularised TV election analysis in the language of ordinary Indians.

Wikipedia · https://en.wikipedia.org/wiki/Yogendra_Yadav

Sandhya Goswami

Professor of political science - election studies expert of the Lokniti network

Professor Sandhya Goswami of Gauhati University has studied electoral trends of Assam and the Northeast for decades with the Lokniti network, and her books on electoral politics are considered authoritative.

Lokniti-CSDS · <https://www.lokniti.org/team/sandhya-goswami-17>

10 If this route does not work out

One exam or one attempt does not close the door. The same subjects also open these routes — entry is usually easier, and you can return to this field later.

- Historian
- Sociologist
- Political Scientist

11 Sources & further reading

1. Rajasthan Career Guidance portal - Psephologist page — <https://cg.rajasthan.gov.in/careerguidance/hi/career/psephologist-%e0%a4%9a%e0%a5%81%e0%a4%a8%e0%a4%be%e0%a4%b5-%e0%a4%b5%e0%a4%bf%e0%a4%b6%e0%a5%8d%e0%a4%b2%e0%a5%87%e0%a4%b7%e0%a4%95/>
2. National Career Service portal — <https://www.ncs.gov.in>
3. National Scholarship Portal — <https://scholarships.gov.in>
4. UGC - list of recognised universities — <https://www.ugc.gov.in>
5. NIRF institute rankings — <https://www.nirfindia.org>



And 770+ more careers — the whole portal

Interest and aptitude tests, government jobs, skill courses and a CV builder — free, no login, and it works offline.

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