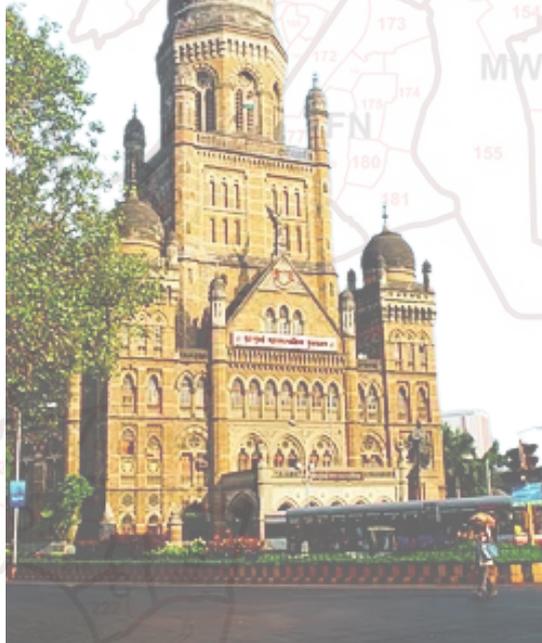


BMC ELECTIONS 2026

PART - 1

TRIPLE "M" PLAY IN MUMBAI

25 DECEMBER 2025



Ascendia 
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Q. 1. Do you know the name of your corporator?

	Mahila	Muslim	Marathi Manoos	Others (Gujarati / Uttar & Dakshin Bhartiya etc)
Yes	44%	60%	68%	59%
No	55%	33%	28%	40%
Can't Say	1%	6%	4%	1%

Q. 2. Are you satisfied with the work of your corporator?

	Mahila	Muslim	Marathi Manoos	Others (Gujarati / Uttar & Dakshin Bhartiya etc)
Very Satisfied	9%	4%	10%	13%
Satisfied	56%	63%	49%	52%
Neutral	11%	6%	7%	11%
Unsatisfied	18%	26%	30%	20%
Very Unsatisfied	5%	1%	4%	4%

Q. 3. Have you or a family member ever contacted your current corporator for any issue?

Question:	Mahila	Muslim	Marathi Manoos	Others (Gujarati / Uttar & Dakshin Bhartiya etc)
Yes, and the issue was resolved	23%	27%	30%	16%
Yes, but the issue was not resolved	12%	14%	15%	15%
Yes, but received no response	7%	4%	2%	4%
No, never contacted	57%	56%	53%	64%

Q. 4. How would you rate civic services in Mumbai over the past 3-4 years under BMC Commissioner?

	Mahila	Muslim	Marathi Manoos	Others (Gujarati / Uttar & Dakshin Bhartiya etc)
Much Better	20%	32%	25%	22%
Somewhat Better	31%	26%	36%	29%
About the Same	19%	12%	12%	14%
Somewhat Worse	4%	7%	8%	4%
Much Worse	10%	15%	10%	13%
Can't Say	16%	7%	7%	17%

Q 5. What will be your main voting consideration?

	Mahila	Muslim	Marathi Manoos	Others (Gujarati / Uttar & Dakshin Bhartiya etc)
Work done by Corporator	45%	47%	52%	45%
Local Candidate	1%	0%	4%	1%
CM & PM Face	4%	4%	2%	4%
Party Symbol	2%	0%	4%	2%
Issues & Development	14%	26%	20%	18%
Caste/Religion	1%	0%	1%	1%
Others	34%	23%	18%	30%

MAHILA**Who influences your voting decision the most?**

I decide independently	65%
Husband/Father	11%
Other family members	4%
Friends/Neighbors	0%
Women's group/Community organization	1%
Media/News	1%
Others	17%

What safety improvements would you most like to see?

More Street Lights	1%
CCTV cameras in public areas	26%
Increased police patrolling	12%
Women helpline/panic buttons	23%
Self-defense training programs	6%
Safe public toilets	5%
Others	27%

MUSLIM

Do you feel Congress should contest elections with SHS-UBT and MNS in alliance?

Yes	32%
No	15%
Can't Say	53%

Given the alliance between Thackeray Brothers and the breakup of MVA, who will you support?

The party that fields a Muslim candidate in my Ward	12%
Strongest Candidate in Position to defeat the BJP	2%
Raj-Uddhav Alliance	10%
Congress led Alliance	11%
Can't Say	64%

MARATHI MANOOS

Do you wish that the three factions of Shiv Sena - Uddhav, Raj, and Eknath Shinde - should unite?

Yes	52%
No	22%
Neutral	25%
Can't Say	1%

Who do you feel is the real Shiv Sena?

SHS - Shinde	22%
SHS - UBT	45%
MNS	1%
None	7%
Can't Say	24%

OVERALL ISSUES**What are the most important civic issues for you?**

Potholes & Waterlogging	24%
Poor Sanitation & Drinking Water	18%
Waste Management	12%
Air Pollution	11%
Can't Say	8%
Others	8%
Slum Rehabilitation	6%
Public health facilities and services	5%
Education (BMC schools)	4%
Parks and Open spaces	2%
Corruption and transparency	2%
Inadequate Public Transport	1%

Methodology Details:

Sample size: n=1000+

CATI (All Mumbai)

Time Period: 17th Dec to 24th Dec 2025

*Figures are rounded and may not total 100%

Key Findings Across Demographics

Triple M Play – Mahila, Muslim, and Marathi Manoos

1. Corporator Awareness & Satisfaction

Awareness varies significantly by group:

- Marathi Manoos shows the highest awareness (68% know their corporator)
- Muslims and "Others" fall in the middle (60% and 59%)
- Mahila (women) have the lowest awareness (44%)

Satisfaction levels are generally positive:

- Muslims show the highest satisfaction (67% satisfied/very satisfied)
- However, Marathi Manoos show the highest dissatisfaction (34% unsatisfied/very unsatisfied)
- Women show moderate satisfaction (65% satisfied/very satisfied)

2. Corporator Engagement

Contact rates are relatively low across all groups:

- 53-64% have never contacted their corporator
- Success rate when contacted: Marathi Manoos highest (30% resolved), Others lowest (16%)
- Unresolved issues range from 12-15% across groups

3. BMC Performance Assessment (2022–Current vs 2017–2022)

Generally positive trajectory:

- Muslims most optimistic (58% say "better")
- Marathi Manoos shows a balanced view (61% better, but also 18% worse)
- Significant "Much Worse" perception exists (10-15% across groups)

Key Findings Across Demographics

Triple M Play – Mahila, Muslim, and Marathi Manos

4. Voting Priorities

Work performance dominates:

- Corporator's work is the #1 factor (45–52% across all groups)
- Issues & Development ranks second (14–26%, highest among Muslims at 26%)
- Party symbol and caste/religion have minimal influence (<4%)
- Large "Others" category (18–34%) suggests diverse/undefined factors

Segment-Specific Insights

MAHILA (Women Voters)

High independence in decision-making:

- 65% decide independently
- Only 11% influenced by husband/father
- Remarkably low community/media influence

Safety is paramount:

- CCTV cameras (26%) and women helpline/panic buttons (23%) are top priorities
- Street lights surprisingly low priority (1%)
- 27% cite other concerns

MUSLIM Voters

Political uncertainty dominates:

- 53% can't say about Congress-SHS-UBT-MNS alliance
- Massive 64% uncertain about post-MVA breakup support

Strategic voting considerations:

- Strongest anti-BJP candidate (2%) surprisingly low
- Candidate religion matters to only 12%

Key Findings Across Demographics

Triple M Play - Mahila, Muslim, and Marathi Manoos

Segment-Specific Insights

MARATHI MANOOS

Shiv Sena loyalty remains strong:

- 52% want reunification of the three Shiv Sena factions
- SHS-UBT seen as "real" Shiv Sena by 45%; Shinde faction at 22%
- High uncertainty remains (24% can't say who's real Shiv Sena)

Identity matters:

- This group shows the strongest awareness and engagement with local representatives
- Highest priority on corporator's actual work (52%)

ISSUES

- Potholes & Waterlogging (24%), Poor Sanitation & Drinking Water (18%), and Waste Management (12%) are the Top 3 Issues

Strategic Implications

1. Women voters are a decisive bloc - Independent decision-makers focused on safety infrastructure.
2. Muslim voters are fragmented - High uncertainty creates opportunity for parties with clear messaging.
3. Marathi Manoos nostalgia - Strong desire for Shiv Sena unity, but split on legitimacy.
4. Performance over politics - Across all groups, actual work takes precedence over party/identity politics.
5. Engagement gap exists - Over half never contact corporators, suggesting a disconnect between governance and citizens.



About Us

Ascendia Strategies LLP holds a leading position in the field of consulting services, where we are committed to providing cutting-edge solutions to help organizations advance toward excellence. Our expertise spans diverse areas of strategy, communications, and technology, enabling us to offer customized and scalable solutions tailored to the unique challenges of each client. Focusing on innovation and measurable results, we work in partnership with both public and private sectors to realize impactful change and sustainable growth.

Our Vision

At Ascendia Strategies LLP, our leadership team is dedicated to developing specialized solutions that address the specific needs of both public and private sectors. Leveraging our deep expertise in strategy, communications, and technology, we empower organizations to achieve excellence in their fields. Our aim is to act as catalysts for positive transformation, enabling our clients to not only meet but exceed their strategic goals.

We believe in a collaborative approach, where understanding the nuances of each client's challenges is paramount. This understanding enables us to provide innovative and scalable solutions that drive sustainable development and success. Our commitment to excellence is unwavering, as we strive to strengthen our clients' capabilities and enable them to achieve transformative results.

