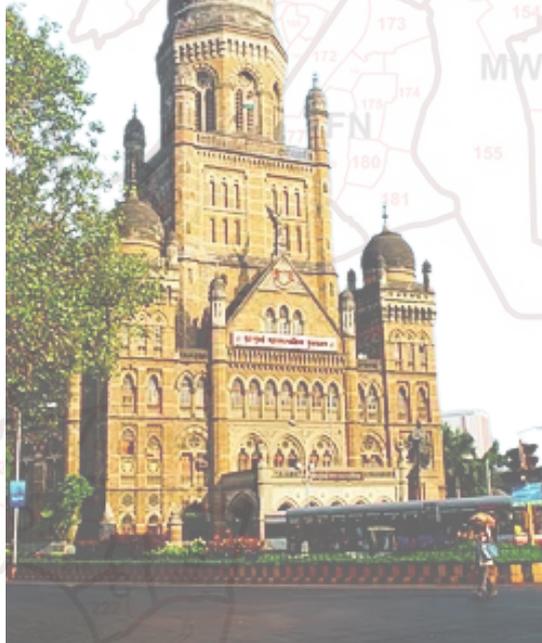


BMC ELECTIONS 2026

PART - 2

THE MOOD OF MUMBAI

02 JANUARY 2026



The Mood of Youth

Q 1: Do you know the name of your corporator?

	18-25	26-35	36-45	46-60	60+
Yes	47%	49%	62%	57%	52%
No	53%	49%	34%	40%	46%
Can't Say	0%	1%	3%	3%	2%

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

	18-25	26-35	36-45	46-60	60+
Very Satisfied	7%	8%	12%	8%	11%
Satisfied	53%	49%	52%	59%	54%
Neutral	13%	12%	10%	10%	3%
Unsatisfied	13%	23%	24%	19%	31%
Very Unsatisfied	13%	7%	2%	5%	0%

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

	18-25	26-35	36-45	46-60	60+
Yes, and the issue was resolved	20%	22%	26%	21%	25%
Yes, but the issue was not resolved	33%	10%	15%	13%	13%
Yes, but received no response	7%	7%	5%	5%	0%
No, never contacted	40%	62%	54%	60%	62%

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

	18-25	26-35	36-45	46-60	60+
Much Better	20%	26%	29%	21%	18%
Somewhat Better	47%	23%	27%	36%	30%
About the Same	7%	18%	14%	18%	7%
Somewhat Worse	13%	8%	6%	3%	7%
Much Worse	0%	12%	12%	9%	23%
Did not Disclose	13%	12%	12%	13%	16%

Q 5: What will be your main voting consideration?

	18-25	26-35	36-45	46-60	60+
Work done by Corporator	40%	49%	54%	42%	38%
Local Candidate	0%	3%	1%	3%	0%
Chief Minister & Prime Minister Face	0%	1%	2%	5%	7%
Party Symbol	7%	1%	1%	3%	3%
Issues & Development	20%	18%	19%	16%	23%
Caste/Religion	0%	1%	1%	0%	3%
Others	33%	26%	23%	31%	26%

Q 6 How would you rate civic services in Mumbai over the past 3-4 years under BMC Commissioner?

	18-25	26-35	36-45	46-60	60+
Much Better	20%	26%	29%	21%	18%
Somewhat Better	47%	23%	27%	36%	30%
About the Same	7%	18%	14%	18%	7%
Somewhat Worse	13%	8%	6%	3%	7%
Much Worse	0%	12%	12%	9%	23%
Can't Say	13%	12%	12%	13%	16%

Overall Voting Pattern

Q 1: Did you vote in the 2024 state elections?

	Mahila	Muslim	Marathi Manoos	Others(Gujarati / Uttar & Dakshin Bhartiya etc)
Yes	51%	57%	63%	53%
No	49%	43%	37%	47%

Q 2: Are you going to vote in the 2026 BMC polls, and have you decided whom you will vote for?

	Mahila	Muslim	Marathi Manoos	Others(Gujarati / Uttar & Dakshin Bhartiya etc)
Yes	31%	48%	45%	37%
Have Not Decided / May Not Vote	69%	52%	55%	63%

P.S.: The turnout in the BMC elections 2017 was 55% (rounded off).

Q 3: Who did you vote for in the 2024 state elections?

Category	Mahayuti (BJP +SHS-Shinde + NCP-AP)	MVA(INC + SHS-UBT + NCP-SP)	OTHERS
Mahila	59%	34%	7%
Muslim	22%	72%	7%
Marathi Manoos	58%	34%	7%
Others (Gujarati / North / South Indian etc.)	57%	38%	5%

Q 4: Who are you likely to vote for in the 2026 BMC elections?

Category	BJP+SHS-Shinde	SHS-UBT + MNS	INC +	OTHERS
Mahila	50%	22%	15%	13%
Muslim	11%	28%	41%	20%
Marathi Manoos	42%	44%	4%	11%
Others (Gujarati / North / South Indian etc)	53%	15%	19%	13%

Key Findings across Age Groups

Generational Dynamics in Mumbai's Civic Landscape

1. Corporator Awareness & Generational Divide

Awareness peaks in middle age:

- The 36-45 age group shows the highest awareness (62% know their corporator)
- Youth (18-25) and seniors (60+) show lower awareness (47% and 52%)
- 26-35 age group evenly split (49% know, 49% don't know)

2. Satisfaction Levels: The Youth Discontent Factor

Satisfaction varies significantly by age:

- 46-60 age group most satisfied (59% satisfied, 67% total positive)
- Seniors (60+) show extreme polarization: 65% satisfied vs 31% unsatisfied
- Youth (18-25) display the highest "Very Unsatisfied" rate (13%)

3. Corporator Engagement: The 60% Never-Contact Phenomenon

Contact rates remain low across all ages:

- 54-62% have never contacted their corporator
- Youth (18-25) most likely to attempt contact (60% tried)
- Established adults (46-60) least likely to reach out (60% never contacted)

4. BMC Performance Assessment: Age-Based Optimism vs Cynicism

Generally positive trajectory:

- The 36-45 age group is most optimistic (56% say "better")
- Youth (18-25) surprisingly positive (67% say "better")
- Seniors (60+) most critical (23% say "much worse")

5. Voting Priorities: Work Performance Dominates, But Age Matters

- Work performance is universal: Highest among the 36-45 age group (54%); Lowest among seniors (38%) and youth (40%)
- Issues & Development: Seniors prioritize most (23%); Youth are also high (20%)
- Chief Minister & Prime Minister Face Factor:
 - Increases dramatically with age: 0% (youth) to 7% (seniors)
 - Party Symbol: Minimal across all ages (<7%)

Methodology Details:

Sample size: n=1000+

CATI (All Mumbai)

Time Period: 17th Dec to 24th Dec 2025

Margin of Error: +/-3%

*Figures are rounded and may not total 100%

Key Findings – Voting Pattern

Voter Turnout (2024 State Elections)

The survey shows varied participation across communities. Marathi Manoos respondents had the highest turnout at 63%, followed by Muslims at 57%, Others at 53%, and Mahila (women) at 51%. Nearly half of the Mahila respondents (49%) did not vote.

2026 BMC Election Intentions

There's significant voter uncertainty ahead of the municipal elections. A substantial majority of Mahila respondents (69%) haven't decided yet or may not vote. Among Marathi Manoos, 55% remain undecided, while 52% of Muslims and 63% of Others are uncertain about their voting plans. In the 2017 BMC elections, 45% Mumbaikars did not vote.

2024 State Election Results by Community

Mahayuti Coalition Performance: The BJP-led Mahayuti alliance performed strongly among most groups, securing 59% from Mahila, 58% from Marathi Manoos, and 57% from Others. However, they received only 22% support from Muslim voters.

MVA Coalition Performance: The opposition MVA alliance saw its strongest support among Muslims at 72%, but garnered only 34% from both Mahila and Marathi Manoos, and 38% from Others.

2026 BMC Projected Voting Patterns

The alliance structures appear to have shifted for municipal elections, and so have the support patterns.

Among Mahila voters who have decided to vote, the BJP-SHS(Shinde) coalition leads with 50%, while SHS(UBT)-MNS has 22% and INC+ has 15%.

For Marathi Manoos, there's a notable shift with SHS(UBT)-MNS capturing 44% compared to BJP-SHS(Shinde)'s 42%, suggesting the local Marathi identity politics plays differently at the municipal level.

Muslim voters show the strongest support for INC+ at 41%, with SHS(UBT)-MNS at 28% and minimal support (11%) for BJP-SHS(Shinde).

Others (Gujarati/North/South Indian communities) heavily favor BJP-SHS(Shinde) at 53%, with moderate support for INC-NCP(SP) at 19%.

Notable Patterns

The survey reveals significant fragmentation in Mumbai's political landscape at the municipal level compared to state elections, with alliance re-configurations creating different dynamics and voter uncertainty remaining high across all demographic groups.



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.



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