



VOTE VIBE

INSIGHTS FOR SMARTER DECISIONS

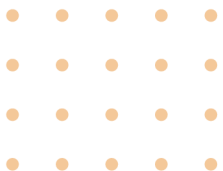


Weekly Vibe

BMC Elections 2025

07 June, 2025

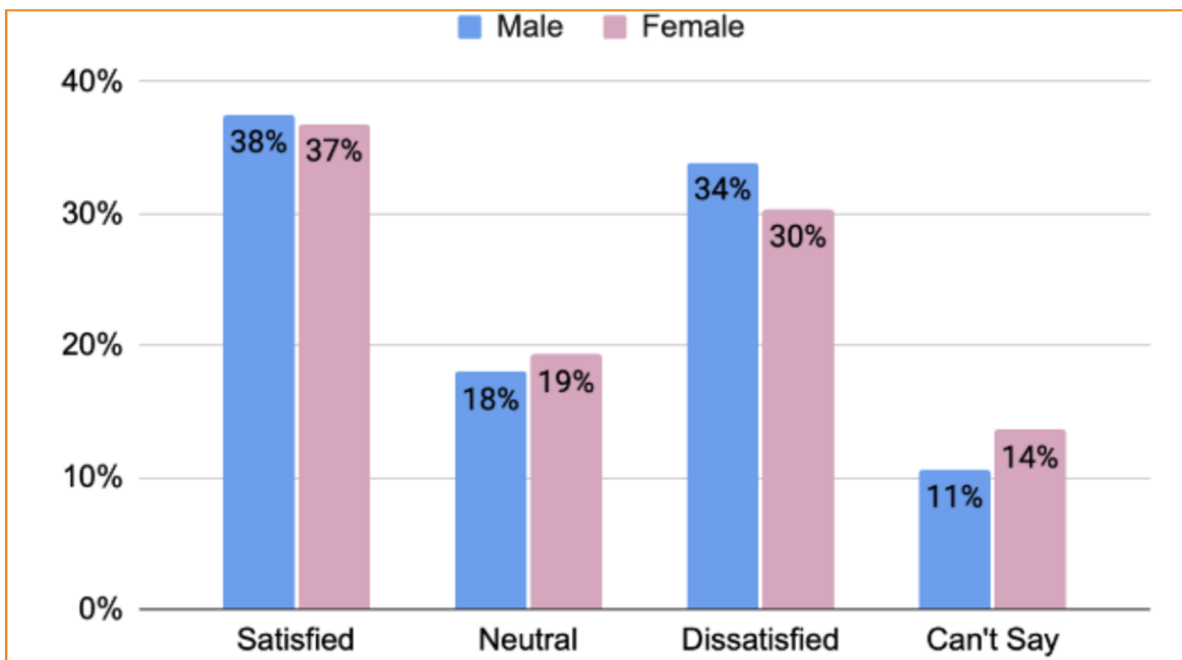
 connect@votevibe.in
 votevibe.in
 [@VoteVibeIndia](https://twitter.com/VoteVibeIndia)



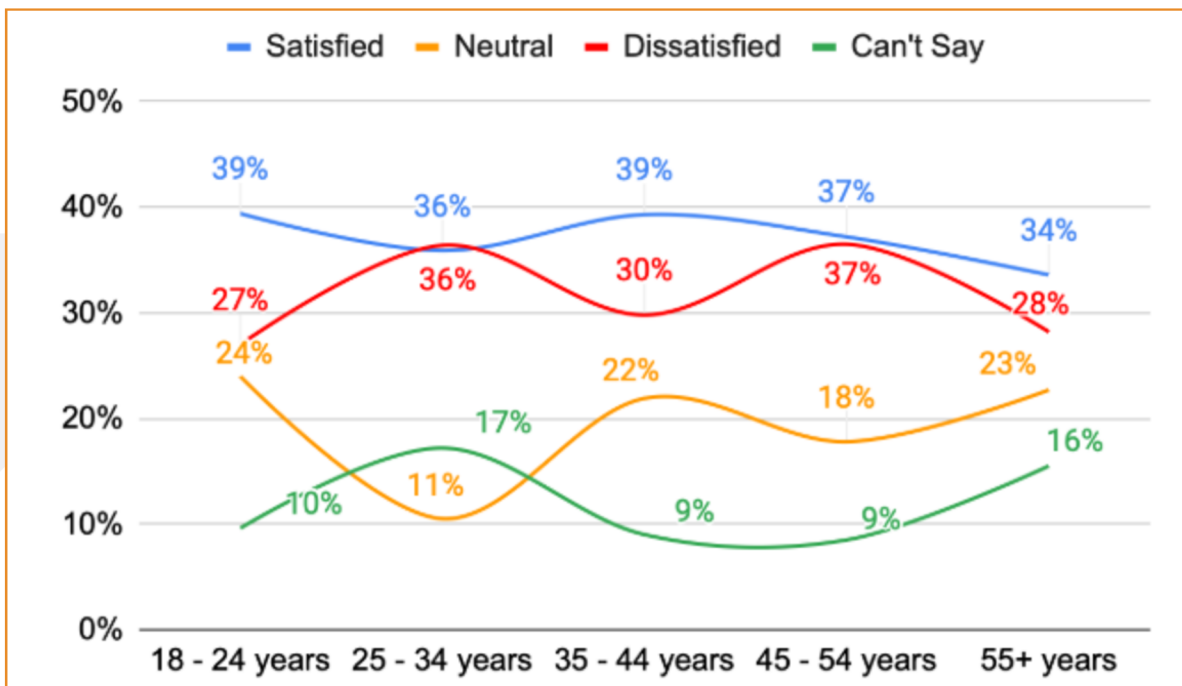
Q1: Are you satisfied with the work done by your Local Corporator / Nagarsewak?

Yes, Fully Satisfied	Satisfied to Some Extent	Neither Satisfied, Nor Dissatisfied	Dissatisfied to some extent	Fully Dissatisfied	Can't Say
20.9%	16.2%	18.7%	3.1%	28.9%	12.2%

Gender Wise Results



Age Wise Results

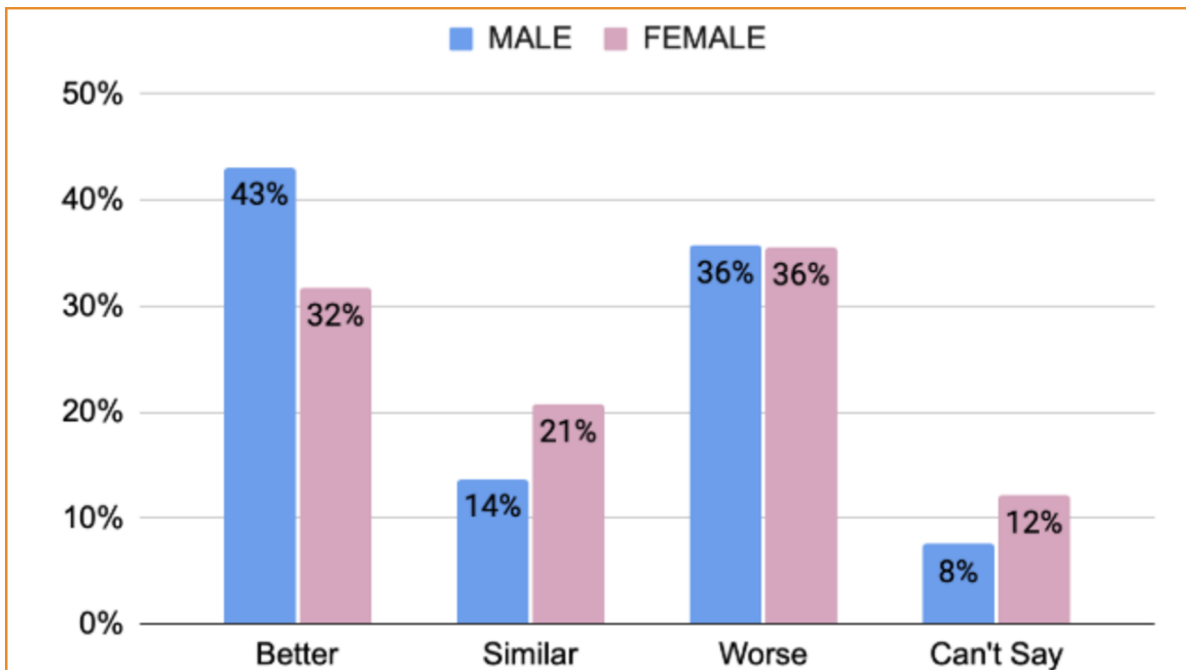




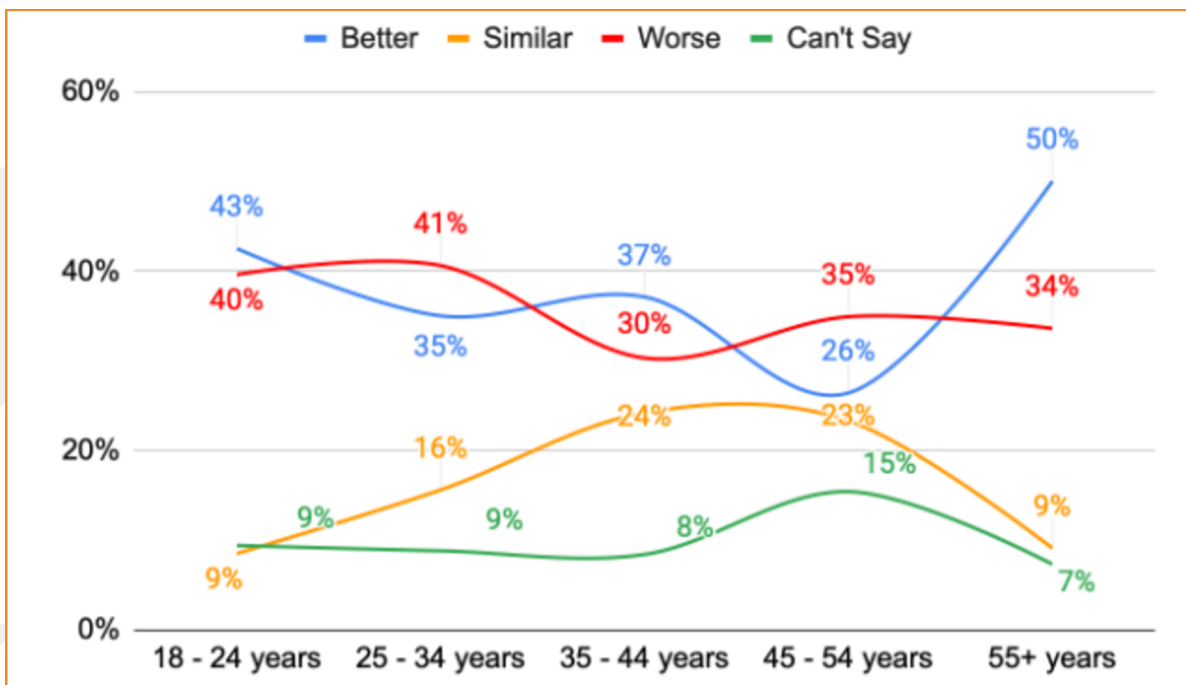
Q2: In comparison to tenure under Shiv Sena Mayor from 2017 to 2022, how do you rate the current tenure of BMC Commissioners under NDA rule?

Better to a great extent	Better to some extent	Similar	Worse to some extent	Largely Worse	Can't Say
19.9%	17.5%	17.1%	9.7%	26.0%	9.8%

Gender Wise Results



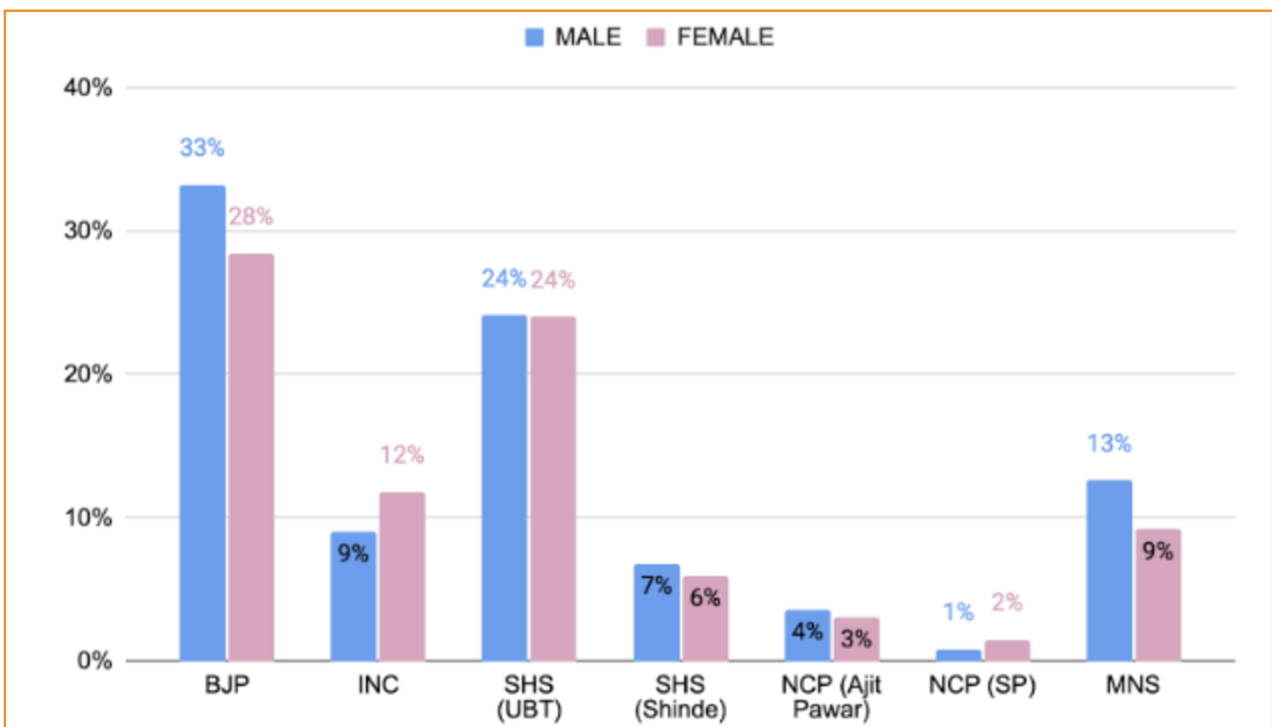
Age Wise Results



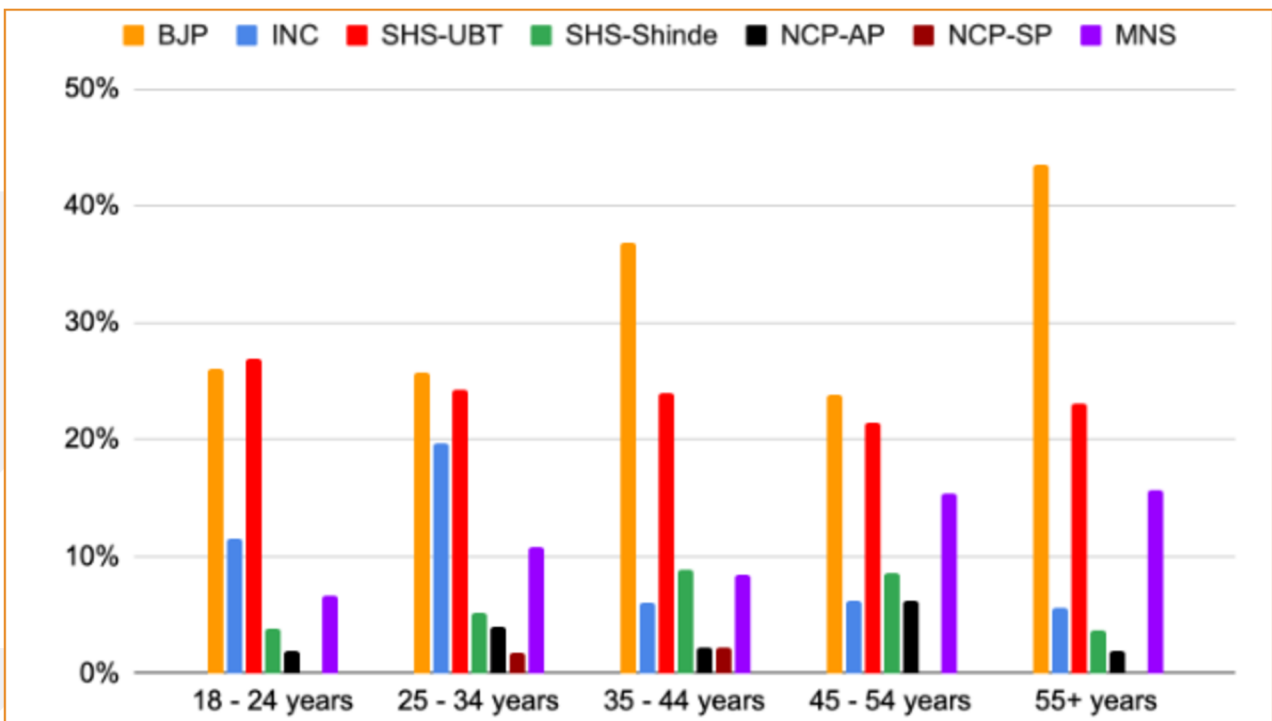
Q3: Who will you support if all parties decide to contest BMC Elections separately?

BJP	INC	SHS(UB T)	SHS Shinde	NCP (AP)	NCP (SP)	MNS	OTHER	Can't Say
31.0%	10.3%	23.9%	6.3%	3.3%	1.0%	11.2%	6.4%	6.6%

Gender Wise Results



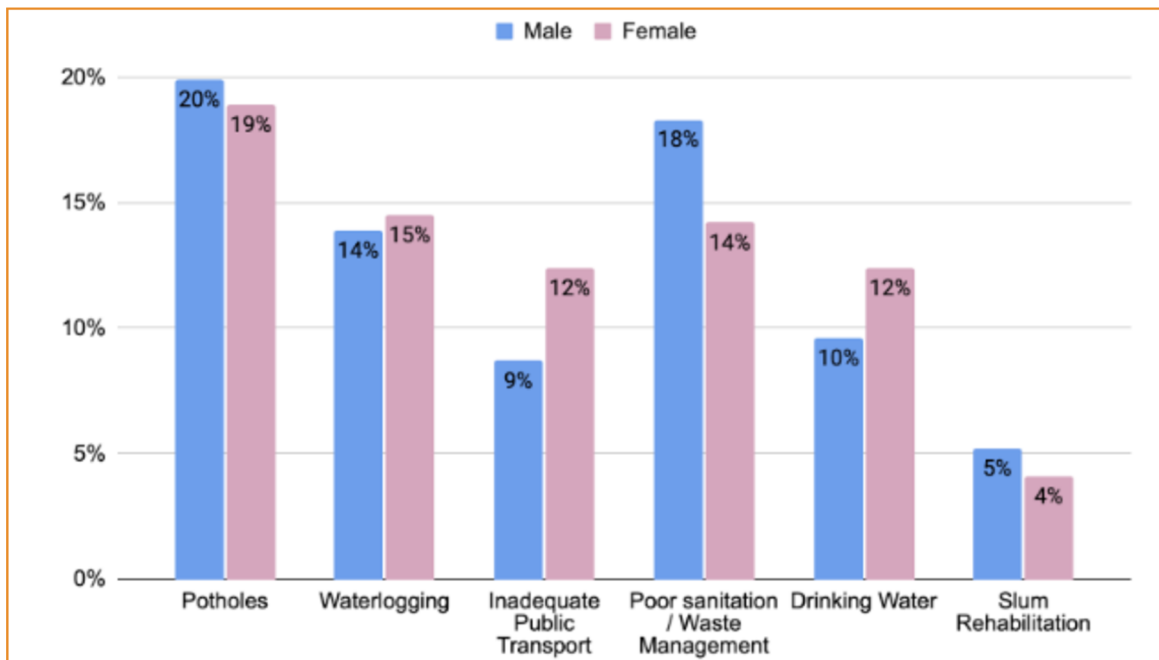
Age Wise Results



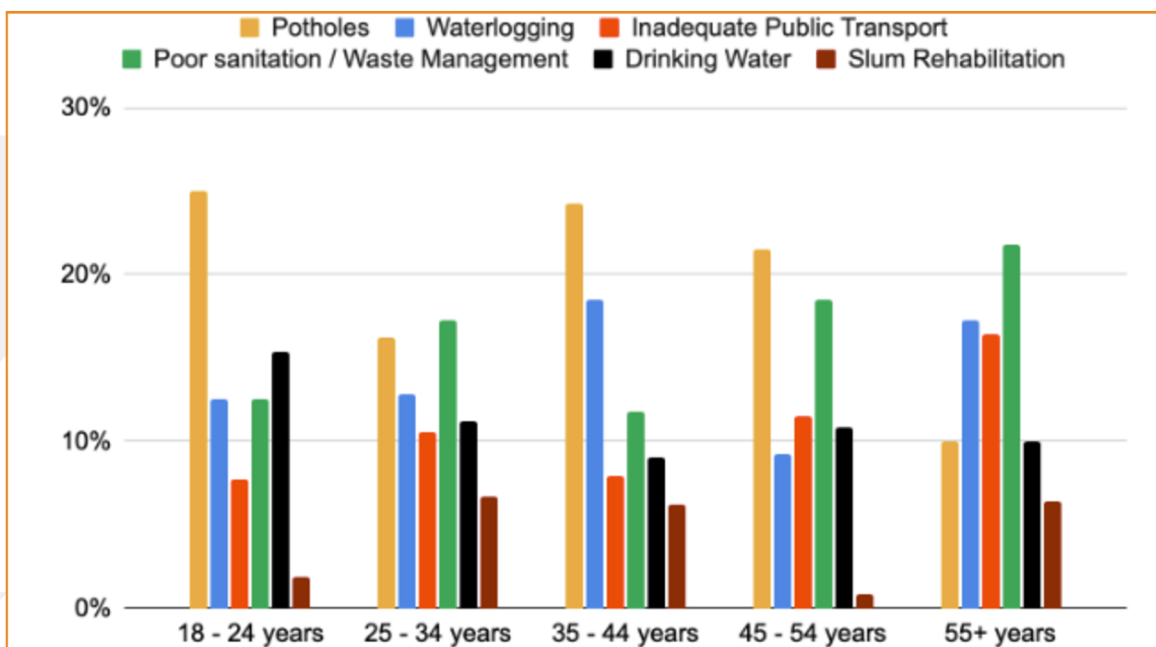
Q4: As a Mumbaikar, which issue affects you the most?

Potholes	Water-logging	Inadequate Public Transport	Poor sanitation	Drinking Water	Slum Rehab	Others	Can't Say
19.5%	14.3%	10.6%	16.1%	11.0%	4.7%	9.6%	14.3%

Gender Wise Results



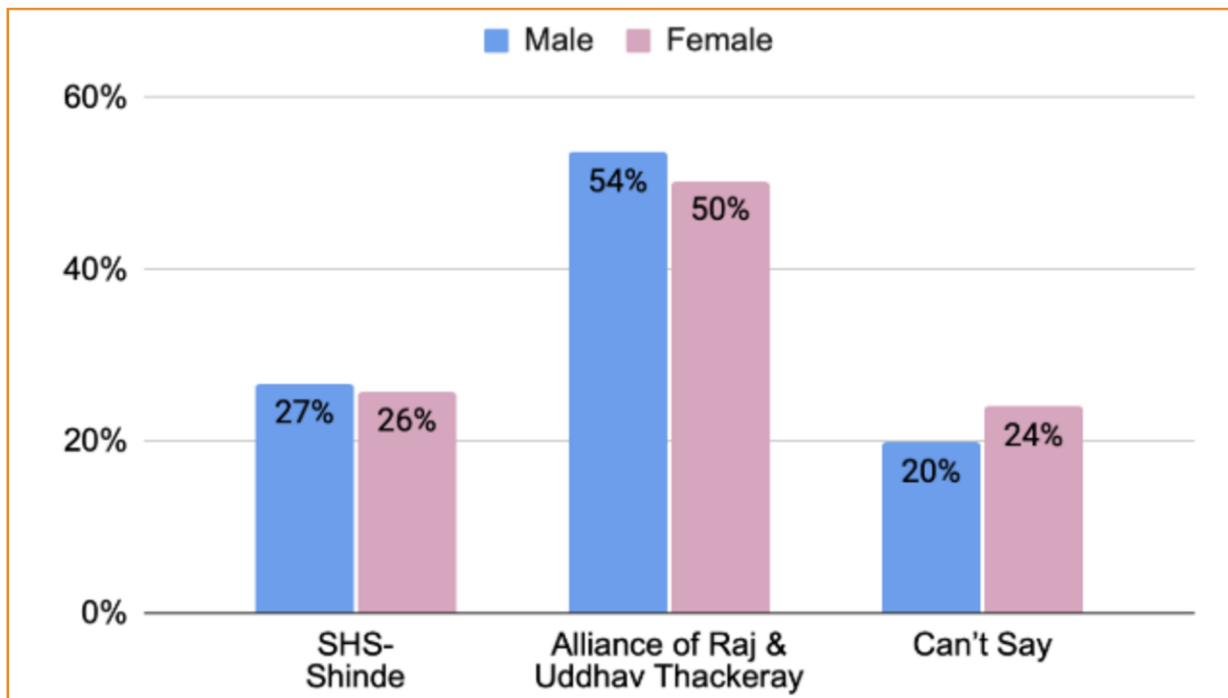
Age Wise Results



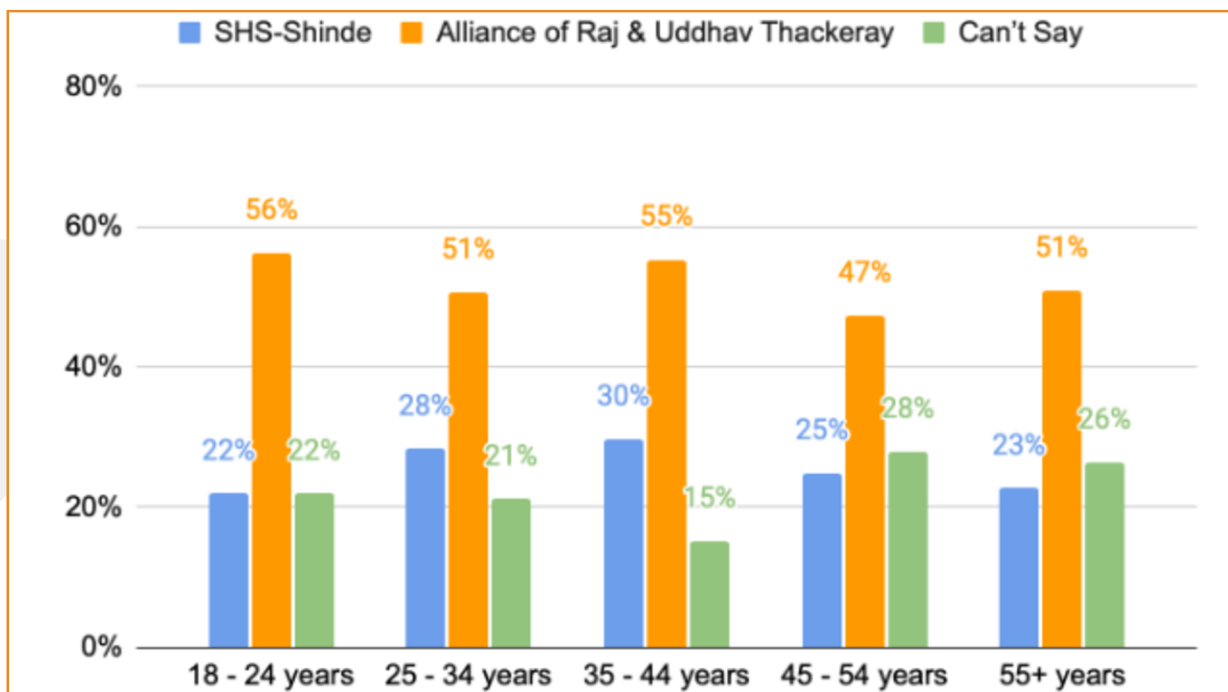
Q5: In the battle for claiming Balasaheb Thackeray's legacy, if SHS-UBT and MNS join hands, who will you support?

SHS-Shinde	Alliance of Raj & Uddhav Thackeray	Can't Say
26.2%	52.1%	21.8%

Gender Wise Results



Age Wise Results





Summary of Findings:

The data reveals interesting demographic patterns in public opinion about the upcoming BMC elections in Mumbai.

Critical Insights:

1. High Level of Local Anti-Incumbency

- High public dissatisfaction with local corporator (32%)
- Net Satisfaction level (NSL) {(Fully + Somewhat Satisfied) - (Somewhat + Fully Dissatisfied)} is zero for 25-34, 45-54 age groups)
- No material difference between gender preferences
- Around one-fifth neutral, hold keys to power

2. Governance Crisis

- High level of dissatisfaction with governance (35.7% rate current tenure of administrators worse than previous Shiv Sena Mayor period)
- Clear gender divide - Males overall satisfied (Positive NSL of 7%) vs Females overall dissatisfied (Negative NSL of 4%)
- Net Satisfaction level (NSL) negative for 25-34, 45-54 age groups, positive for the rest
- Around one-fifth neutral, hold keys to power
- Significant "don't know" responses indicate low political engagement.

3. BJP ahead in the Current Political Landscape

- BJP leads with 31% support, establishing a strong urban presence
- SHS-UBT shows strong resilience at 23.9% despite the party split
- MNS third with 11.2% support due to historical pockets of influence ahead of Congress
- SHS-UBT leads over BJP amongst 18-24 age group, BJP marginal lead over 25-34 and 45-54 groups
- Support of males more than females for BJP & MNS, for SHS-UBT similar



4. Core civic issues dominate voter concerns

- Infrastructure issues dominate voters' concerns
- Potholes (19.5%) - the top issue; Poor sanitation/waste management (16.1%); Waterlogging (14.3%)
- Potholes topmost issue for all age groups except 25-34 and 55+, who choose Poor sanitation as the topmost problem

5. Support for Uddhav-Raj Alliance

- A potential SHS-UBT + MNS alliance would command overwhelming 52.1% support for claim over Thackeray's in BMC
- SHS - Shinde lags behind with just 26% support (half)
- Potential alliance could be game-changer for BMC elections

This data suggests the upcoming BMC elections will be highly competitive, with infrastructure delivery being the key battleground.



THANK YOU

Prepared by: AT VoteVibe LLP

www.votevibe.in

connect@votevibe.in

X: [@VoteVibeIndia](https://twitter.com/VoteVibeIndia)

Methodology Details:
Sample size: n=1000+
Random Digit Dialing (RDD) All Mumbai
Results have been weighted for gender and
population proportion.