



**MAINSTREET  
RESEARCH**

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## **Mainstreet Research Survey - Vaughan**





## **About Mainstreet**

Founded in 2010, Mainstreet Research is recognized as one of Canada's top public opinion and market research firms. Since our founding, we have been providing actionable and data-driven insights to our clients to help them make their most important evidence-based strategic decisions.

Mainstreet has an impressive track record in accurately forecasting election results in Canada and the United States and has become a trusted source for comprehensive market research, analysis and advice. Our insights are found in major media outlets across the country.

Our diverse team has decades of experience in conducting both quantitative and qualitative research, ranging from broad national surveys, to focus groups, to membership surveys, and all points in between.

Mainstreet Research is a proud corporate member of MRIA, WAPOR and AAPOR and exceeds all Canadian and international standards for market research and public opinion research.

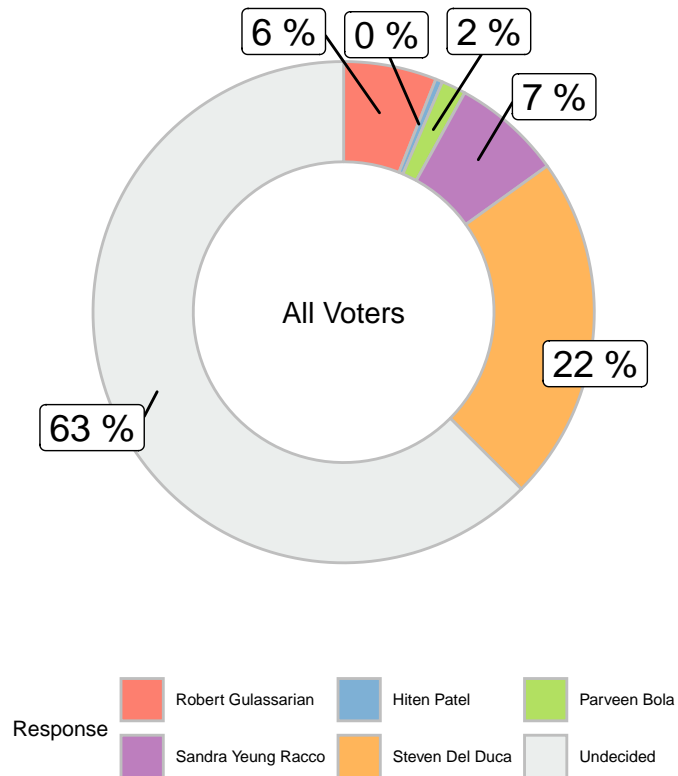
## **Methodology**

The analysis in this report is based on results of a survey conducted from Friday, July 22nd to Monday, July 25th, 2022, among a sample of 506 adults, 18 years of age or older, living in Vaughan. The survey was conducted using automated telephone interviews (Smart IVR). Respondents were interviewed on landlines and cellular phones. The survey is intended to represent the voting population in Vaughan.

The margin of error for the poll is +/- 4.4% at the 95% confidence level. Margins of error are higher in each subsample.

Totals may not add up 100% due to rounding. By Mhsheikholeslami - Own work, Public Domain, Wikimedia Commons

In the upcoming Mayoral Election in your city, which candidate are you leaning towards voting for? (all voters, Vaughan)





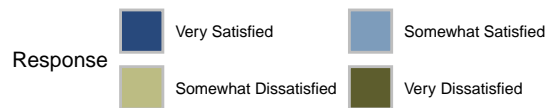
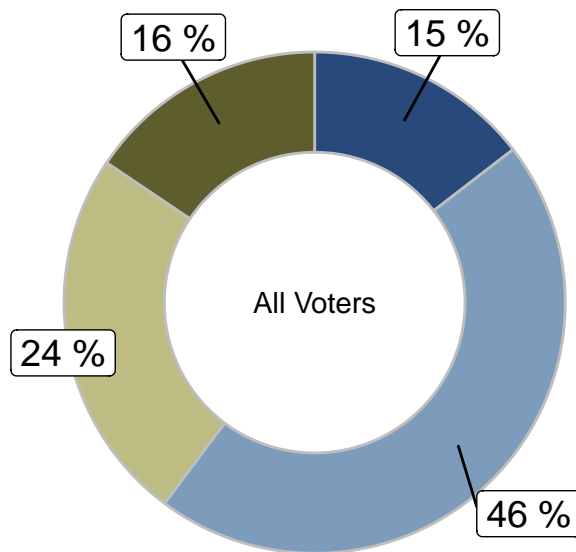
**broken out by age, gender**

	Total	Gender			Age		
		Male	Female	Non-Binary	18-49	50-64	65+
Robert Gulassarian	6%	8.2%	4%	0%	8.8%	3%	3.3%
Hiten Patel	0.5%	0.9%	0%	0%	0%	1.8%	0%
Parveen Bola	1.6%	0.6%	2.5%	0%	0%	3.7%	2.6%
Sandra Yeung Racco	7.1%	5%	9%	4%	7%	10.3%	4%
Steven Del Duca	22.4%	28.6%	16.5%	24.2%	30.9%	11.1%	16.6%
Undecided	62.5%	56.7%	67.9%	71.8%	53.3%	70%	73.5%
Unweighted Frequency	506	236	242	28	112	158	236
Weighted Frequency	506	244	259	3	253	126	127

**broken out by education, income**

	Total	Education			Income			
		HS or less	College/Trade School	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+
Robert Gulassarian	6%	27.4%	1.7%	1.4%	26.6%	0%	0%	1.5%
Hiten Patel	0.5%	0%	1.5%	0%	0%	0%	2.7%	0%
Parveen Bola	1.6%	1.7%	1.9%	1.4%	1.7%	3.5%	0%	1%
Sandra Yeung Racco	7.1%	3.8%	11.8%	5.5%	7.7%	6.4%	1.1%	9.7%
Steven Del Duca	22.4%	14.9%	19.5%	26.4%	12.5%	27.9%	20.8%	24.8%
Undecided	62.5%	52.2%	63.7%	65.3%	51.4%	62.2%	75.4%	63%
Unweighted Frequency	506	90	153	263	114	143	73	176
Weighted Frequency	506	88	151	267	103	123	86	195

## What is your opinion on the current municipal government in your city? (all voters, Vaughan)





**broken out by age, gender**

	Total	Gender			Age		
		Male	Female	Non-Binary	18-49	50-64	65+
Very Satisfied	14.5%	21.1%	8.4%	10%	18.8%	7.8%	12.8%
Somewhat Satisfied	45.7%	39.6%	51.8%	6.3%	41.3%	49.9%	50.3%
Somewhat Dissatisfied	24.2%	24.5%	23.9%	29.9%	24.8%	21.4%	25.8%
Very Dissatisfied	15.6%	14.8%	15.9%	53.8%	15.2%	20.9%	11.1%
Unweighted Frequency	506	236	242	28	112	158	236
Weighted Frequency	506	244	259	3	253	126	127

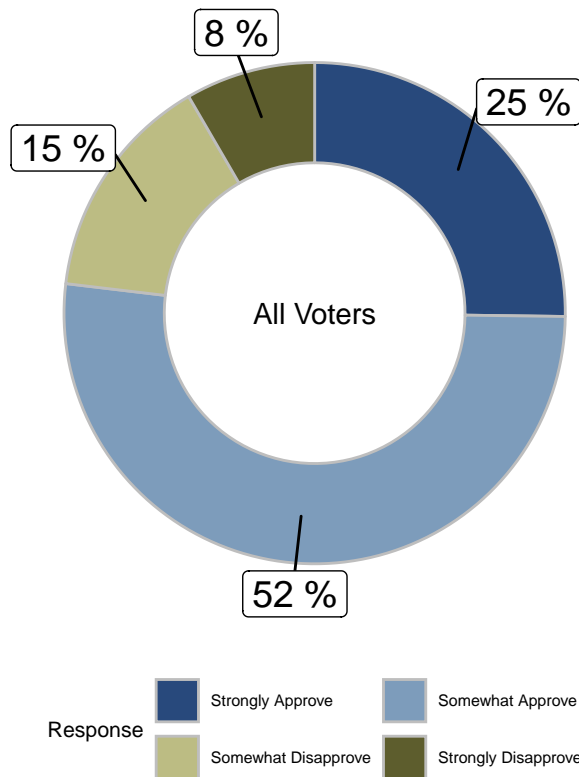
**broken out by education, income**

	Total	Education			Income			
		HS or less	College/Trade School	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+
Very Satisfied	14.5%	36.2%	8.7%	10.7%	35.8%	9.8%	2.1%	11.8%
Somewhat Satisfied	45.7%	35.7%	45.8%	48.9%	25.8%	58.2%	37.9%	51.7%
Somewhat Dissatisfied	24.2%	14.2%	28%	25.4%	25.2%	17.9%	36.6%	22.2%
Very Dissatisfied	15.6%	14%	17.5%	15%	13.2%	14.1%	23.4%	14.3%
Unweighted Frequency	506	90	153	263	114	143	73	176
Weighted Frequency	506	88	151	267	103	123	86	195

## broken out by mayoral vote

	Total	Mayoral Vote					Undecided
		Robert Gulassarian	Hiten Patel	Parveen Bola	Sandra Yeung Racco	Steven Del Duca	
Very Satisfied	14.5%	84.2%	0%	0%	13.2%	4.3%	12.2%
Somewhat Satisfied	45.7%	4.8%	100%	46.2%	60.5%	56.7%	43.6%
Somewhat Dissatisfied	24.2%	5.1%	0%	18.2%	22%	28.2%	25.2%
Very Dissatisfied	15.6%	5.9%	0%	35.6%	4.3%	10.9%	19.1%
Unweighted Frequency	506	22	3	11	32	96	342
Weighted Frequency	506	30	2	8	36	113	316

## What is your opinion of the current mayor of your city? (all voters, Vaughan)





## broken out by age, gender

	Total	Gender			Age		
		Male	Female	Non-Binary	18-49	50-64	65+
Strongly Approve	25.2%	26.3%	24.1%	39.9%	28.1%	21.3%	23.4%
Somewhat Approve	51.7%	49%	54.7%	6.3%	50.7%	50.8%	54.5%
Somewhat Disapprove	14.7%	16.6%	13%	6%	14%	15.6%	15.3%
Strongly Disapprove	8.4%	8.1%	8.2%	47.8%	7.2%	12.3%	6.8%
Unweighted Frequency	506	236	242	28	112	158	236
Weighted Frequency	506	244	259	3	253	126	127

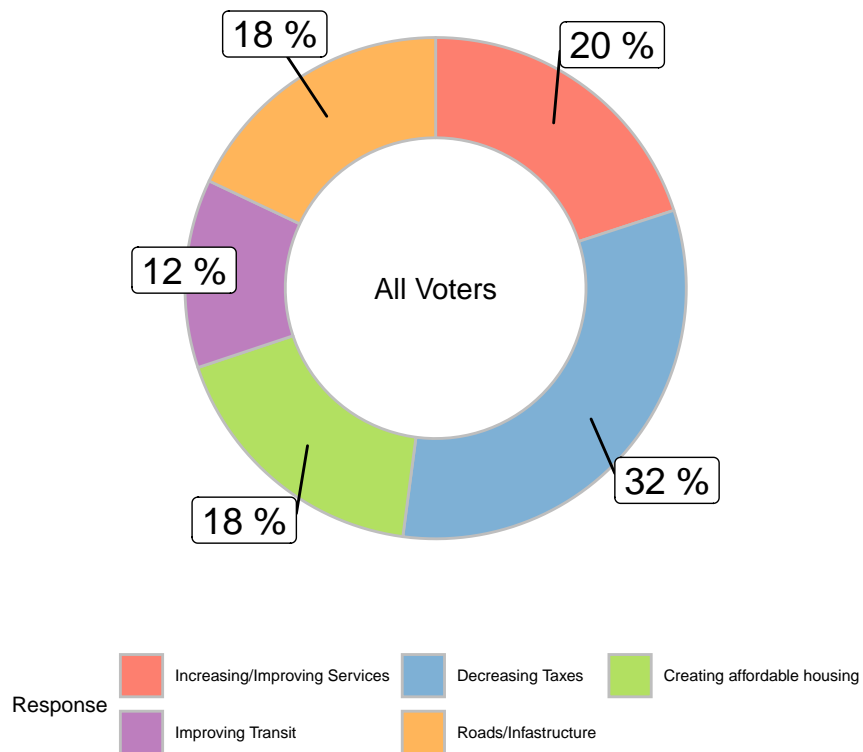
## broken out by education, income

	Total	Education			Income			
		HS or less	College/Trade School	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+
Strongly Approve	25.2%	44.8%	22.1%	20.6%	38.3%	13.6%	22.5%	26.8%
Somewhat Approve	51.7%	30.4%	57.7%	55.3%	45.3%	68.7%	44.5%	47.5%
Somewhat Disapprove	14.7%	11.4%	14.7%	15.9%	7.2%	12.8%	22.7%	16.4%
Strongly Disapprove	8.4%	13.3%	5.6%	8.3%	9.2%	4.9%	10.3%	9.3%
Unweighted Frequency	506	90	153	263	114	143	73	176
Weighted Frequency	506	88	151	267	103	123	86	195

## broken out by mayoral vote

	Mayoral Vote						
	Total	Robert Gulassarian	Hiten Patel	Parveen Bola	Sandra Yeung Racco	Steven Del Duca	Undecided
Strongly Approve	25.2%	81.4%	100%	0%	36.7%	11.3%	23.6%
Somewhat Approve	51.7%	12.7%	0%	46.2%	59%	60.8%	51.8%
Somewhat Disapprove	14.7%	0%	0%	53.8%	0%	23.6%	13.8%
Strongly Disapprove	8.4%	5.9%	0%	0%	4.3%	4.3%	10.8%
Unweighted Frequency	506	22	3	11	32	96	342
Weighted Frequency	506	30	2	8	36	113	316

## What do you think is the most important issue facing your city? (all voters, Vaughan)



## broken out by age, gender

	Total	Gender			Age		
		Male	Female	Non-Binary	18-49	50-64	65+
Increasing/Improving Services	20%	21.7%	18.3%	26.4%	22.3%	14%	21.3%
Decreasing Taxes	32.1%	29.5%	34.7%	15.7%	30.3%	34.7%	33.2%
Creating affordable housing	17.8%	14.7%	20.7%	17.9%	21.3%	15.1%	13.4%
Improving Transit	12.2%	15.3%	9.3%	4%	15.2%	9%	9.4%
Roads/Infrastructure	18%	18.8%	17%	35.9%	10.9%	27.2%	22.8%
Unweighted Frequency	506	236	242	28	112	158	236
Weighted Frequency	506	244	259	3	253	126	127

## broken out by education, income

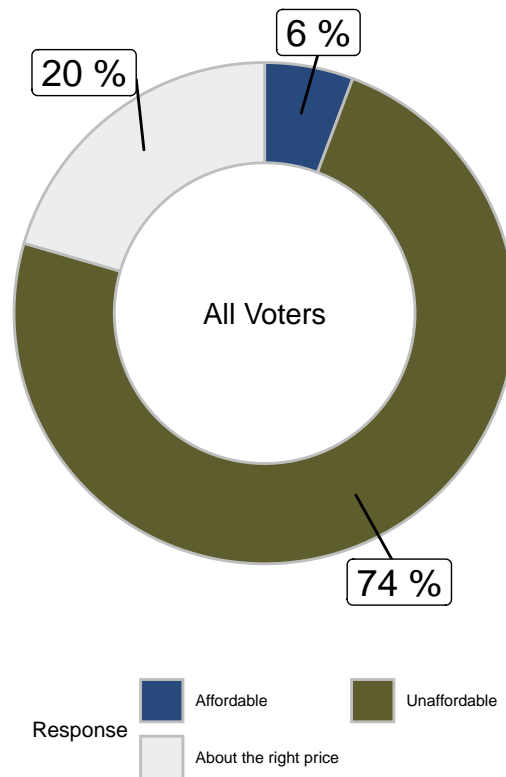
	Total	Education			Income			
		HS or less	College/Trade School	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+
Increasing/Improving Services	20%	26.2%	17.6%	19.3%	34%	17.6%	13.8%	16.8%
Decreasing Taxes	32.1%	37%	33.3%	29.9%	46.5%	25.7%	41.5%	24.4%
Creating affordable housing	17.8%	16.5%	24.1%	14.6%	14.2%	31.8%	10.4%	14.1%
Improving Transit	12.2%	5.6%	9%	16.1%	1.7%	6.1%	10.5%	22.2%
Roads/Infrastructure	18%	14.8%	16%	20.1%	3.6%	18.8%	23.8%	22.5%
Unweighted Frequency	506	90	153	263	114	143	73	176
Weighted Frequency	506	88	151	267	103	123	86	195



## broken out by mayoral vote

	Total	Mayoral Vote					Undecided
		Robert Gulassarian	Hiten Patel	Parveen Bola	Sandra Yeung Racco	Steven Del Duca	
Increasing/Improving Services	20%	62.1%	0%	23.7%	23.2%	15.6%	17.2%
Decreasing Taxes	32.1%	33.1%	100%	40.7%	21.6%	15.4%	38.5%
Creating affordable housing	17.8%	0%	0%	35.6%	0%	30.9%	16.5%
Improving Transit	12.2%	0%	0%	0%	18.5%	19.5%	10.4%
Roads/Infrastructure	18%	4.8%	0%	0%	36.7%	18.6%	17.5%
Unweighted Frequency	506	22	3	11	32	96	342
Weighted Frequency	506	30	2	8	36	113	316

**Do you think housing is currently affordable, unaffordable, or priced about right in your city? (all voters, Vaughan)**





**broken out by age, gender**

	Total	Gender			Age		
		Male	Female	Non-Binary	18-49	50-64	65+
Affordable	5.7%	6.6%	4.8%	12%	7.8%	6.3%	0.9%
Unaffordable	73.8%	72.4%	75%	84.3%	72.1%	80.1%	70.8%
About the right price	20.5%	21%	20.1%	3.8%	20.1%	13.6%	28.3%
Unweighted Frequency	506	236	242	28	112	158	236
Weighted Frequency	506	244	259	3	253	126	127

**broken out by education, income**

	Total	Education			Income			
		HS or less	College/Trade School	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+
Affordable	5.7%	18.9%	0.1%	4.5%	13.4%	0.1%	6.2%	5%
Unaffordable	73.8%	73.9%	78.5%	71.1%	84.2%	75.5%	58.1%	74.1%
About the right price	20.5%	7.2%	21.4%	24.4%	2.4%	24.4%	35.7%	20.9%
Unweighted Frequency	506	90	153	263	114	143	73	176
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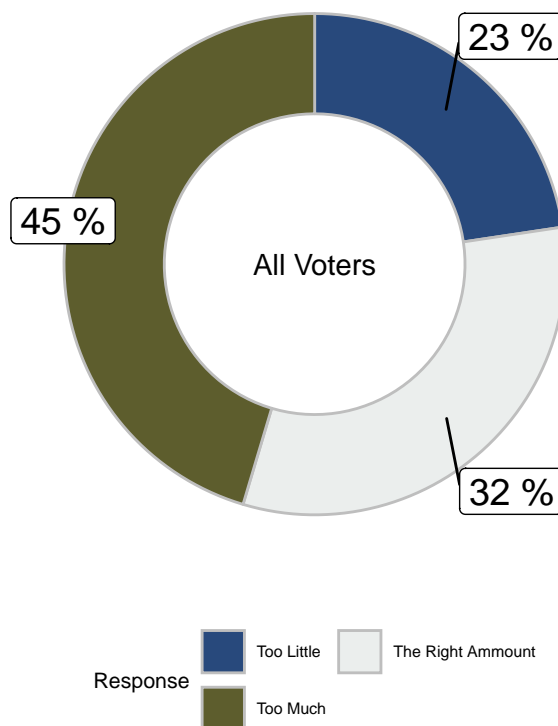


## broken out by mayoral vote

	Mayoral Vote						
	Total	Robert Gulassarian	Hiten Patel	Parveen Bola	Sandra Yeung Racco	Steven Del Duca	Undecided
Affordable	5.7%	45.5%	0%	0%	5.3%	2%	3.5%
Unaffordable	73.8%	49.8%	100%	81.8%	90.4%	77.9%	72.3%
About the right price	20.5%	4.8%	0%	18.2%	4.3%	20.1%	24.2%
Unweighted Frequency	506	22	3	11	32	96	342
Weighted Frequency	506	30	2	8	36	113	316



**Do you think your city is building too little housing, the right amount of housing, or too much housing? (all voters, Vaughan)**





**broken out by age, gender**

	Total	Gender			Age		
		Male	Female	Non-Binary	18-49	50-64	65+
Too Little	22.6%	27.6%	18%	26.4%	20.3%	22.4%	27.5%
The Right Ammount	32%	32.6%	31.6%	10%	28.7%	36.1%	34.5%
Too Much	45.4%	39.9%	50.4%	63.6%	51%	41.5%	38%
Unweighted Frequency	506	236	242	28	112	158	236
Weighted Frequency	506	244	259	3	253	126	127

**broken out by education, income**

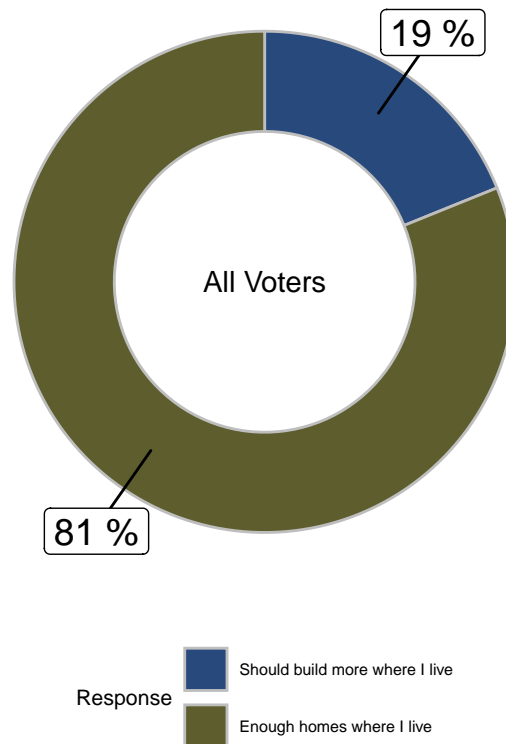
	Total	Education			Income			
		HS or less	College/Trade School	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+
Too Little	22.6%	37%	21.2%	18.7%	30.8%	19.3%	17.9%	22.5%
The Right Ammount	32%	35.2%	37.3%	27.9%	38.5%	36.7%	16.9%	32.2%
Too Much	45.4%	27.7%	41.5%	53.4%	30.7%	44%	65.1%	45.3%
Unweighted Frequency	506	90	153	263	114	143	73	176
Weighted Frequency	506	88	151	267	103	123	86	195



## broken out by mayoral vote

	Mayoral Vote						
	Total	Robert Gulassarian	Hiten Patel	Parveen Bola	Sandra Yeung Racco	Steven Del Duca	Undecided
Too Little	22.6%	53.7%	100%	0%	36.3%	15.7%	20.6%
The Right Ammount	32%	35.6%	0%	41.9%	30.6%	35.1%	30.7%
Too Much	45.4%	10.7%	0%	58.1%	33.1%	49.2%	48.7%
Unweighted Frequency	506	22	3	11	32	96	342
Weighted Frequency	506	30	2	8	36	113	316

**Thinking of the neighborhood/street/subdivision where you live, do you think that the city should build more homes/apartment buildings in the area where you live, or do you think that the area you live in has as many houses as it can reasonably support? (all voters, Vaughan)**



## broken out by age, gender

	Total	Gender			Age		
		Male	Female	Non-Binary	18-49	50-64	65+
Should build more where I live	18.9%	28.1%	10.1%	21.9%	24.6%	12%	14.3%
Enough homes where I live	81.1%	71.9%	89.9%	78.1%	75.4%	88%	85.7%
Unweighted Frequency	506	236	242	28	112	158	236
Weighted Frequency	506	244	259	3	253	126	127

## broken out by education, income

	Total	Education			Income			
		HS or less	College/Trade School	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+
Should build more where I live	18.9%	38.8%	11.5%	16.5%	40.3%	19.9%	2.2%	14.3%
Enough homes where I live	81.1%	61.2%	88.5%	83.5%	59.7%	80.1%	97.8%	85.7%
Unweighted Frequency	506	90	153	263	114	143	73	176
Weighted Frequency	506	88	151	267	103	123	86	195



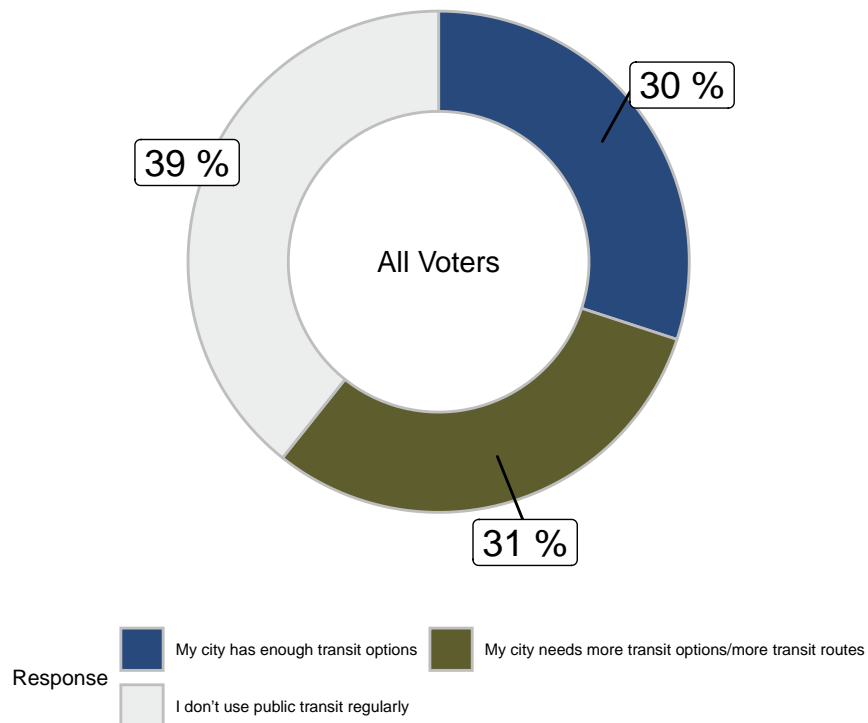
## broken out by mayoral vote

	Total	Mayoral Vote					Undecided
		Robert Gulassarian	Hiten Patel	Parveen Bola	Sandra Yeung Racco	Steven Del Duca	
Should build more where I live	18.9%	54.5%	0%	0%	18.5%	22.2%	15%
Enough homes where I live	81.1%	45.5%	100%	100%	81.5%	77.8%	85%
Unweighted Frequency	506	22	3	11	32	96	342
Weighted Frequency	506	30	2	8	36	113	316

## broken out by home affordability, home construction

	Total	Affordable			New Home Amount		
		Affordable	Unaffordable	About the right price	Too Little	The Right Ammount	Too Much
Should build more where I live	18.9%	57.5%	19.2%	7.1%	40.7%	15%	10.8%
Enough homes where I live	81.1%	42.5%	80.8%	92.9%	59.3%	85%	89.2%
Unweighted Frequency	506	21	375	110	127	167	212
Weighted Frequency	506	29	373	104	115	162	230

**Do you think that your city has enough transit options, needs more transit options/more transit routes, or do you not regularly use public transit in your city? (all voters, Vaughan)**



## broken out by age, gender

	Total	Gender			Age		
		Male	Female	Non-Binary	18-49	50-64	65+
My city has enough transit options	30%	30.5%	29.5%	35.9%	46.1%	17%	10.9%
My city needs more transit options/more transit routes	30.7%	33.8%	27.9%	16.3%	28.9%	37.5%	27.3%
I don't use public transit regularly	39.3%	35.7%	42.6%	47.8%	25%	45.5%	61.8%
Unweighted Frequency	506	236	242	28	112	158	236
Weighted Frequency	506	244	259	3	253	126	127

## broken out by education, income

	Total	Education			Income			
		HS or less	College/Trade School	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+
My city has enough transit options	30%	53%	29.4%	22.8%	41.1%	25.7%	48.4%	18.7%
My city needs more transit options/more transit routes	30.7%	21.9%	29.4%	34.3%	30%	32.5%	7.5%	40.1%
I don't use public transit regularly	39.3%	25%	41.2%	42.9%	28.9%	41.8%	44.1%	41.2%
Unweighted Frequency	506	90	153	263	114	143	73	176
Weighted Frequency	506	88	151	267	103	123	86	195

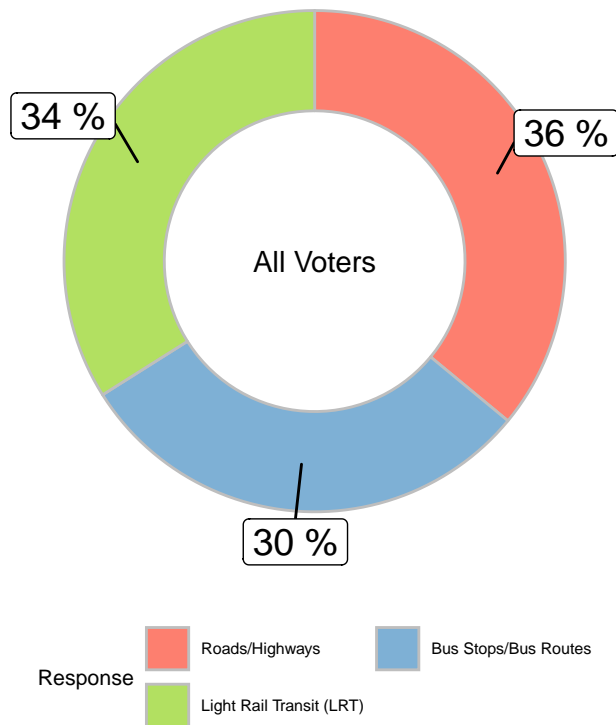




## broken out by mayoral vote

	Mayoral Vote						
	Total	Robert Gulassarian	Hiten Patel	Parveen Bola	Sandra Yeung Racco	Steven Del Duca	Undecided
My city has enough transit options	30%	76.7%	100%	18.2%	0%	23%	31.2%
My city needs more transit options/more transit routes	30.7%	13.5%	0%	35.6%	31.3%	58.6%	22.4%
I don't use public transit regularly	39.3%	9.9%	0%	46.2%	68.7%	18.4%	46.4%
Unweighted Frequency	506	22	3	11	32	96	342
Weighted Frequency	506	30	2	8	36	113	316

## Which infrastructure do you think your city should prioritize building? (all voters, Vaughan)



## broken out by age, gender

	Total	Gender			Age		
		Male	Female	Non-Binary	18-49	50-64	65+
Roads/Highways	36%	40.3%	32%	23.9%	39.5%	36.4%	28.6%
Bus Stops/Bus Routes	30.1%	23.1%	36.2%	65.8%	32.5%	19.5%	35.7%
Light Rail Transit (LRT)	33.9%	36.5%	31.8%	10.3%	28%	44%	35.7%
Unweighted Frequency	506	236	242	28	112	158	236
Weighted Frequency	506	244	259	3	253	126	127

## broken out by education, income

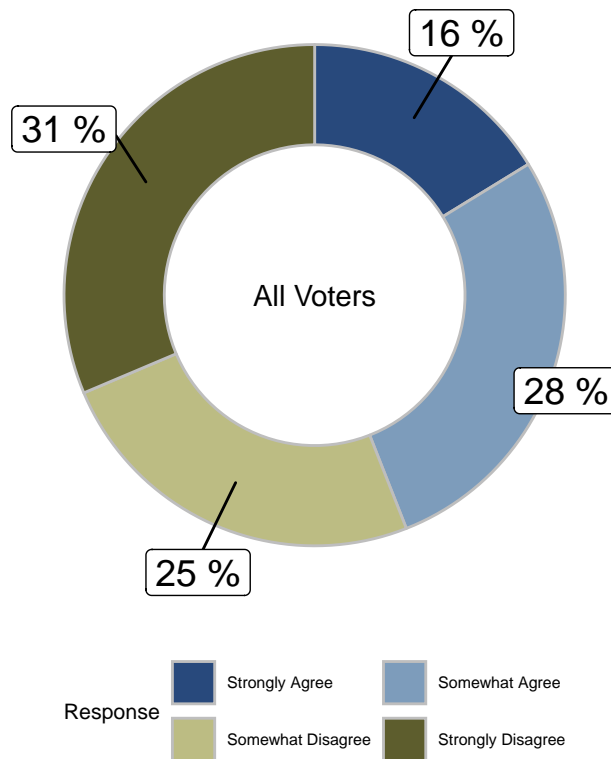
	Total	Education			Income			
		HS or less	College/Trade School	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+
Roads/Highways	36%	50.6%	30.9%	34.1%	46.4%	33%	51%	25.8%
Bus Stops/Bus Routes	30.1%	33%	37.3%	25%	35.2%	43.8%	14.9%	25.3%
Light Rail Transit (LRT)	33.9%	16.4%	31.8%	40.9%	18.4%	23.2%	34.1%	48.9%
Unweighted Frequency	506	90	153	263	114	143	73	176
Weighted Frequency	506	88	151	267	103	123	86	195



## broken out by mayoral vote

	Total	Mayoral Vote					Undecided
		Robert Gulassarian	Hiten Patel	Parveen Bola	Sandra Yeung Racco	Steven Del Duca	
Roads/Highways	36%	86.5%	100%	22.4%	22.6%	28.4%	35.2%
Bus Stops/Bus Routes	30.1%	13.5%	0%	35.6%	17.9%	38.7%	30%
Light Rail Transit (LRT)	33.9%	0%	0%	41.9%	59.5%	32.9%	34.8%
Unweighted Frequency	506	22	3	11	32	96	342
Weighted Frequency	506	30	2	8	36	113	316

**Do you think that the Mayor in your city should be given extra powers such as the ability to veto decisions made by the majority of city council? (all voters, Vaughan)**



## broken out by age, gender

	Total	Gender			Age		
		Male	Female	Non-Binary	18-49	50-64	65+
Strongly Agree	16.3%	16.9%	15.7%	2.5%	20.8%	13.1%	10.4%
Somewhat Agree	27.8%	26.6%	28.8%	29.9%	25.3%	27.6%	32.9%
Somewhat Disagree	24.6%	30.2%	19.4%	13.8%	21%	29.1%	27.1%
Strongly Disagree	31.4%	26.2%	36%	53.8%	32.9%	30.2%	29.6%
Unweighted Frequency	506	236	242	28	112	158	236
Weighted Frequency	506	244	259	3	253	126	127

## broken out by education, income

	Total	Education			Income			
		HS or less	College/Trade School	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+
Strongly Agree	16.3%	50.8%	11.3%	7.7%	35%	8.9%	23.1%	8%
Somewhat Agree	27.8%	15.1%	46.9%	21.2%	31.7%	30.5%	6.2%	33.5%
Somewhat Disagree	24.6%	13.9%	13.8%	34.2%	15.4%	35.3%	28.1%	21.1%
Strongly Disagree	31.4%	20.2%	28.1%	36.9%	18%	25.2%	42.6%	37.4%
Unweighted Frequency	506	90	153	263	114	143	73	176
Weighted Frequency	506	88	151	267	103	123	86	195



## broken out by mayoral vote

		Mayoral Vote					
	Total	Robert Gulassarian	Hiten Patel	Parveen Bola	Sandra Yeung Racco	Steven Del Duca	Undecided
Strongly Agree	16.3%	76.7%	100%	0%	4.3%	2.9%	16.4%
Somewhat Agree	27.8%	7.6%	0%	18.2%	68.1%	25.9%	26.3%
Somewhat Disagree	24.6%	0%	0%	35.6%	18.5%	26.3%	26.9%
Strongly Disagree	31.4%	15.8%	0%	46.2%	9.1%	44.8%	30.4%
Unweighted Frequency	506	22	3	11	32	96	342
Weighted Frequency	506	30	2	8	36	113	316