

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.

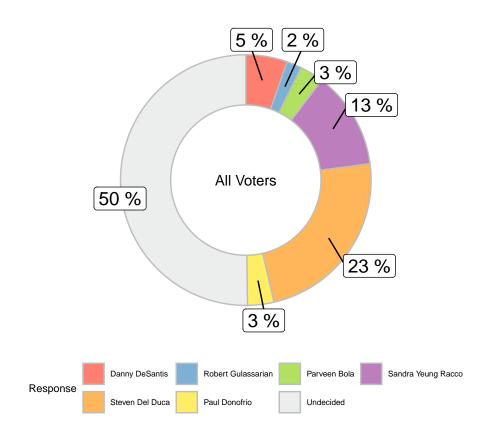
Methodology

The analysis in this report is based on results of a survey conducted from Thursday, October 13th to Monday, October 17th, 2022, among a sample of 452 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 +/- 4.6% 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)

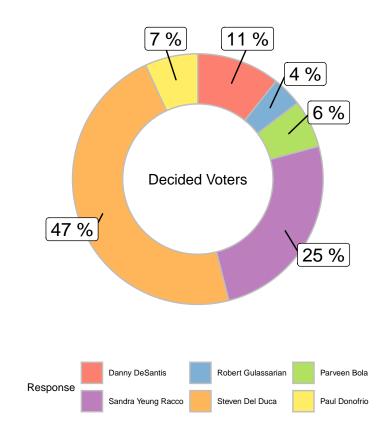




			Gende	er		Age	
	Total	Male	Female	Non-Binary	18-49	50-64	65+
Danny DeSantis	5.3%	5.3%	5.5%	0%	5.3%	6.7%	4.1%
Robert Gulassarian	1.9%	2.3%	1.5%	7.1%	3.1%	0.6%	0.8%
Parveen Bola	3.1%	3.7%	2.5%	0%	3.6%	2.7%	2.4%
Sandra Yeung Racco	12.6%	13.8%	11.2%	21.4%	10.9%	16.9%	11.7%
Steven Del Duca	23.5%	21.8%	25.1%	21.4%	20.8%	19.2%	33.1%
Paul Donofrio	3.4%	3.8%	3%	7.1%	3%	3.7%	4%
Undecided	50.2%	49.3%	51.2%	42.9%	53.3%	50.3%	44%
Unweighted Frequency	452	205	233	14	172	152	128
Weighted Frequency	452	217	231	4	226	113	113

			Education		Income				
	Total	HS or less	College/Trade School	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+	
Danny DeSantis	5.3%	5.7%	6.1%	4.4%	6.5%	5.6%	8.1%	3.1%	
Robert Gulassarian	1.9%	0.2%	5.1%	0.6%	0.3%	2.9%	2.6%	2.1%	
Parveen Bola	3.1%	5%	2%	2.4%	3%	3.9%	4%	2.2%	
Sandra Yeung Racco	12.6%	11.9%	8.7%	16.4%	13.2%	11.7%	10%	14%	
Steven Del Duca	23.5%	24.3%	21.3%	24.7%	22.6%	21.6%	18.6%	27.6%	
Paul Donofrio	3.4%	1.8%	4.9%	3.4%	6.3%	2.6%	1%	3.3%	
Undecided	50.2%	51.1%	51.9%	48%	48.1%	51.8%	55.8%	47.8%	
Unweighted Frequency	452	137	146	169	110	91	84	167	
Weighted Frequency	452	136	146	169	105	94	86	166	

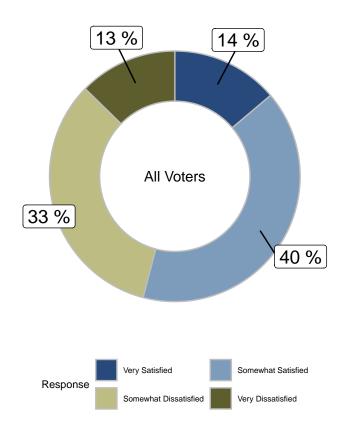
In the upcoming Mayoral Election in your city, which candidate are you leaning towards voting for? (Decided Voters, Vaughan)



			Gende	er		Age	
	Total	Male	Female	Non-Binary	18-49	50-64	65+
Danny DeSantis	10.7%	10.5%	11.2%	0%	11.4%	13.5%	7.3%
Robert Gulassarian	3.9%	4.6%	3%	12.5%	6.7%	1.3%	1.5%
Parveen Bola	6.2%	7.3%	5.2%	0%	7.7%	5.4%	4.3%
Sandra Yeung Racco	25.2%	27.2%	23%	37.5%	23.3%	33.9%	20.8%
Steven Del Duca	47.1%	43%	51.4%	37.5%	44.6%	38.5%	59%
Paul Donofrio	6.8%	7.4%	6.2%	12.5%	6.4%	7.4%	7.1%
Unweighted Frequency	228	104	116	8	80	76	72
Weighted Frequency	228	110	113	2	105	56	64

			Education			Ind	come	
	Total	HS or less	College/Trade School	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+
Danny DeSantis	10.7%	11.6%	12.7%	8.5%	12.5%	11.6%	18.2%	5.9%
Robert Gulassarian	3.9%	0.4%	10.6%	1.1%	0.5%	5.9%	5.9%	4%
Parveen Bola	6.2%	10.3%	4.2%	4.6%	5.8%	8.1%	8.9%	4.2%
Sandra Yeung Racco	25.2%	24.3%	18.2%	31.6%	25.5%	24.3%	22.5%	26.8%
Steven Del Duca	47.1%	49.6%	44.2%	47.6%	43.6%	44.8%	42.1%	52.8%
Paul Donofrio	6.8%	3.7%	10.1%	6.6%	12.1%	5.3%	2.3%	6.3%
Unweighted Frequency	228	66	72	90	56	44	38	90
Weighted Frequency	228	67	70	88	55	45	38	87

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



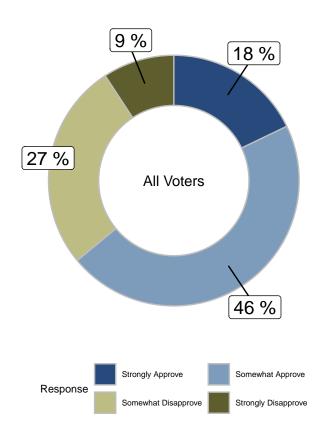
			Gende	er		Age	
	Total	Male	Female	Non-Binary	18-49	50-64	65+
Very Satisfied	13.8%	14.5%	13.1%	21.4%	15.5%	11.2%	13.2%
Somewhat Satisfied	40.2%	42.4%	38.4%	28.6%	35.7%	44.1%	45.5%
Somewhat Dissatisfied	33.2%	31.6%	34.9%	28.6%	36.1%	33.1%	27.7%
Very Dissatisfied	12.7%	11.5%	13.6%	21.4%	12.7%	11.6%	13.6%
Unweighted Frequency	452	205	233	14	172	152	128
Weighted Frequency	452	217	231	4	226	113	113

			Education			Ind	come	
	Total	HS or less	College/Trade School	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+
Very Satisfied	13.8%	14.1%	14.5%	13.1%	14.9%	10.3%	12.6%	15.8%
Somewhat Satisfied	40.2%	40.1%	39.4%	41.1%	40.8%	46.8%	37.1%	37.8%
Somewhat Dissatisfied	33.2%	36.7%	32.5%	31.1%	28.8%	33.1%	40.7%	32.2%
Very Dissatisfied	12.7%	9.2%	13.6%	14.7%	15.5%	9.8%	9.5%	14.2%
Unweighted Frequency	452	137	146	169	110	91	84	167
Weighted Frequency	452	136	146	169	105	94	86	166



					Mayoral Vote			
	Total	Danny DeSantis	Robert Gulassarian	Parveen Bola	Sandra Yeung Racco	Steven Del Duca	Paul Donofrio	Undecided
Very Satisfied	13.8%	25.4%	42.4%	9.4%	19.2%	15.5%	100%	3.8%
Somewhat Satisfied	40.2%	17.7%	39.2%	35.2%	42.7%	44.1%	0%	43.3%
Somewhat Dissatisfied	33.2%	35.9%	18.4%	45.5%	26%	33.6%	0%	36.7%
Very Dissatisfied	12.7%	20.9%	0%	9.9%	12.1%	6.8%	0%	16.2%
Unweighted Frequency	452	24	8	13	60	107	16	224
Weighted Frequency	452	24	9	14	57	106	15	227

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



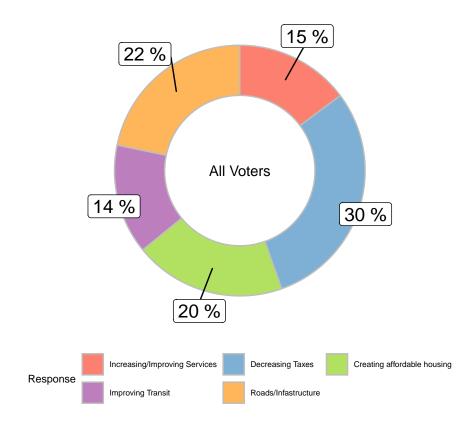
			Gende	er		Age	
	Total	Male	Female	Non-Binary	18-49	50-64	65+
Strongly Approve	17.9%	18.3%	17.4%	21.4%	12.6%	13.7%	32.5%
Somewhat Approve	46.1%	48.9%	43.7%	35.7%	49.1%	42.7%	43.6%
Somewhat Disapprove	26.8%	23%	30.3%	28.6%	28.2%	35.3%	15.5%
Strongly Disapprove	9.2%	9.8%	8.6%	14.3%	10.1%	8.3%	8.4%
Unweighted Frequency	452	205	233	14	172	152	128
Weighted Frequency	452	217	231	4	226	113	113

			Education			Ind	come	
	Total	HS or less	College/Trade School	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+
Strongly Approve	17.9%	20.2%	17.5%	16.4%	27%	13.2%	11.2%	18.2%
Somewhat Approve	46.1%	46.6%	47%	44.9%	46%	45.6%	47.2%	45.9%
Somewhat Disapprove	26.8%	27.5%	26.3%	26.6%	20.2%	36.8%	30.1%	23.6%
Strongly Disapprove	9.2%	5.7%	9.2%	12.1%	6.9%	4.4%	11.4%	12.3%
Unweighted Frequency	452	137	146	169	110	91	84	167
Weighted Frequency	452	136	146	169	105	94	86	166



					Mayoral Vote			
	Total	Danny DeSantis	Robert Gulassarian	Parveen Bola	Sandra Yeung Racco	Steven Del Duca	Paul Donofrio	Undecided
Strongly Approve	17.9%	18.3%	35%	0%	8.5%	33.1%	100%	7.9%
Somewhat Approve	46.1%	31.1%	41.6%	63.7%	52.6%	39.6%	0%	51.4%
Somewhat Disapprove	26.8%	36.6%	23.4%	31%	29.2%	20.8%	0%	29.6%
Strongly Disapprove	9.2%	14%	0%	5.3%	9.7%	6.5%	0%	11.1%
Unweighted Frequency	452	24	8	13	60	107	16	224
Weighted Frequency	452	24	9	14	57	106	15	227

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



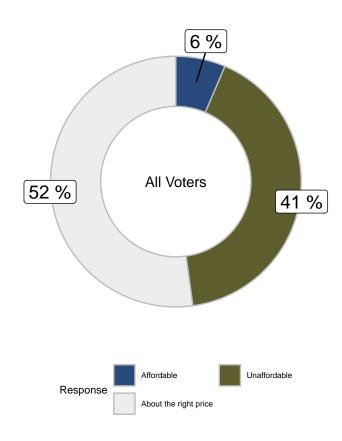
			Gende	er		Age	
	Total	Male	Female	Non-Binary	18-49	50-64	65+
Increasing/Improving Services	14.8%	14.8%	15.1%	0%	14.3%	15.3%	15.2%
Decreasing Taxes	29.8%	26.1%	32.7%	57.1%	28.9%	32.4%	28.8%
Creating affordable housing	19.5%	21.6%	17.9%	0%	22.1%	18.7%	15.2%
Improving Transit	14.2%	14.8%	13.6%	14.3%	12.4%	13.6%	18.2%
Roads/Infastructure	21.7%	22.7%	20.7%	28.6%	22.2%	20%	22.5%
Unweighted Frequency	452	205	233	14	172	152	128
Weighted Frequency	452	217	231	4	226	113	113

			Education			Ind	come	
	Total	HS or less	College/Trade School	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+
Increasing/Improving Services	14.8%	12.1%	18.9%	13.4%	17.5%	6.6%	13.1%	18.6%
Decreasing Taxes	29.8%	32.5%	33%	24.8%	35.8%	27.8%	35.5%	24.1%
Creating affordable housing	19.5%	20.4%	19.6%	18.8%	15.5%	23.9%	22.4%	18.1%
Improving Transit	14.2%	13.6%	11.2%	17.2%	15.9%	15.3%	8.3%	15.4%
Roads/Infastructure	21.7%	21.4%	17.3%	25.8%	15.3%	26.3%	20.8%	23.7%
Unweighted Frequency	452	137	146	169	110	91	84	167
Weighted Frequency	452	136	146	169	105	94	86	166



					Mayoral Vote			
	Total	Danny DeSantis	Robert Gulassarian	Parveen Bola	Sandra Yeung Racco	Steven Del Duca	Paul Donofrio	Undecided
Increasing/Improving Services	14.8%	15.6%	31.6%	15.9%	13.5%	15.9%	33.5%	12.5%
Decreasing Taxes	29.8%	34.7%	25.8%	32.5%	28.9%	28.8%	18.9%	30.6%
Creating affordable housing	19.5%	11.6%	30.8%	25.4%	17.4%	22.9%	10.8%	19.1%
Improving Transit	14.2%	29.4%	0%	9.9%	12%	16.5%	28.3%	11.8%
Roads/Infastructure	21.7%	8.6%	11.8%	16.2%	28.4%	15.8%	8.5%	25.8%
Unweighted Frequency	452	24	8	13	60	107	16	224
Weighted Frequency	452	24	9	14	57	106	15	227

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



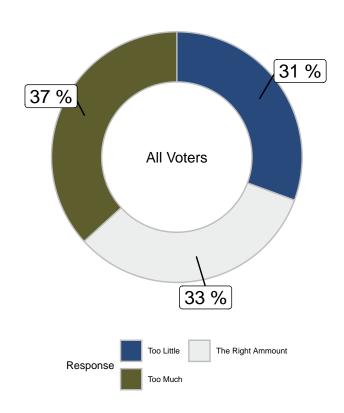
			Gende	er		Age	
	Total	Male	Female	Non-Binary	18-49	50-64	65+
Affordable	6.4%	9.2%	3.9%	0%	6.6%	6.7%	5.8%
Unaffordable	41.4%	41%	41%	85.7%	28.6%	39.4%	68.9%
About the right price	52.2%	49.9%	55%	14.3%	64.8%	53.9%	25.4%
Unweighted Frequency	452	205	233	14	172	152	128
Weighted Frequency	452	217	231	4	226	113	113

			Education		Income				
	Total	HS or less	College/Trade School	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+	
Affordable	6.4%	7.3%	6.8%	5.4%	10.2%	3.8%	6.9%	5.3%	
Unaffordable	41.4%	35.4%	42.3%	45.5%	48.6%	37.4%	39%	40.4%	
About the right price	52.2%	57.3%	51%	49.1%	41.2%	58.8%	54.2%	54.3%	
Unweighted Frequency	452	137	146	169	110	91	84	167	
Weighted Frequency	452	136	146	169	105	94	86	166	



					Mayoral Vote			
	Total	Danny DeSantis	Robert Gulassarian	Parveen Bola	Sandra Yeung Racco	Steven Del Duca	Paul Donofrio	Undecided
Affordable	6.4%	8.9%	15.8%	9.4%	7.5%	7.9%	22.5%	3.5%
Unaffordable	41.4%	36.1%	45.8%	34.9%	50.5%	44.1%	53.4%	37.9%
About the right price	52.2%	55%	38.4%	55.7%	42%	48%	24.1%	58.6%
Unweighted Frequency	452	24	8	13	60	107	16	224
Weighted Frequency	452	24	9	14	57	106	15	227

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



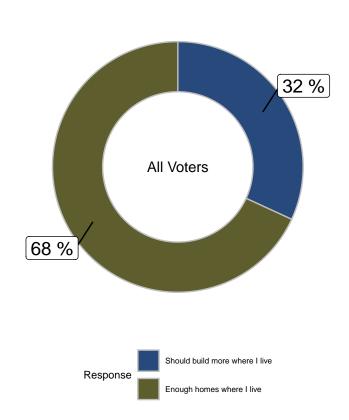
			Gende	er		Age	
	Total	Male	Female	Non-Binary	18-49	50-64	65+
Too Little	30.6%	31.5%	30%	14.3%	31.1%	33.3%	26.9%
The Right Ammount	32.7%	34.5%	31.2%	21.4%	29.4%	29.1%	42.7%
Too Much	36.7%	34%	38.8%	64.3%	39.5%	37.6%	30.4%
Unweighted Frequency	452	205	233	14	172	152	128
Weighted Frequency	452	217	231	4	226	113	113

			Education			Ind	come	
	Total	HS or less	College/Trade School	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+
Too Little	30.6%	30.4%	29.6%	31.5%	30.4%	26.2%	38.5%	29.1%
The Right Ammount	32.7%	36.3%	33.7%	28.9%	32.7%	35.4%	34.5%	30.2%
Too Much	36.7%	33.3%	36.7%	39.5%	36.9%	38.4%	27%	40.8%
Unweighted Frequency	452	137	146	169	110	91	84	167
Weighted Frequency	452	136	146	169	105	94	86	166



					Mayoral Vote			
	Total	Danny DeSantis	Robert Gulassarian	Parveen Bola	Sandra Yeung Racco	Steven Del Duca	Paul Donofrio	Undecided
Too Little	30.6%	57.6%	29.2%	15%	31.6%	26.9%	44.9%	29.2%
The Right Ammount	32.7%	17.8%	23.4%	31.9%	33.6%	37.2%	30.9%	32.4%
Too Much	36.7%	24.7%	47.4%	53.1%	34.8%	35.9%	24.2%	38.3%
Unweighted Frequency	452	24	8	13	60	107	16	224
Weighted Frequency	452	24	9	14	57	106	15	227

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)



			Gende	er		Age	
	Total	Male	Female	Non-Binary	18-49	50-64	65+
Should build more where I live	31.9%	34.1%	29.9%	21.4%	40.5%	32.1%	14.4%
Enough homes where I live	68.1%	65.9%	70.1%	78.6%	59.5%	67.9%	85.6%
Unweighted Frequency	452	205	233	14	172	152	128
Weighted Frequency	452	217	231	4	226	113	113

			Education			Ind	come	
	Total	HS or less	College/Trade School	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+
Should build more where I live	31.9%	34.7%	33.4%	28.2%	25.6%	38.6%	39.3%	28.2%
Enough homes where I live	68.1%	65.3%	66.6%	71.8%	74.4%	61.4%	60.7%	71.8%
Unweighted Frequency	452	137	146	169	110	91	84	167
Weighted Frequency	452	136	146	169	105	94	86	166

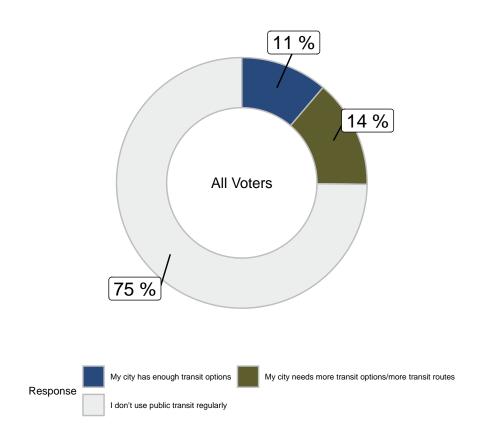


					Mayoral Vote			
	Total	Danny DeSantis	Robert Gulassarian	Parveen Bola	Sandra Yeung Racco	Steven Del Duca	Paul Donofrio	Undecided
Should build more where I live	31.9%	33.2%	47.4%	39.6%	30.2%	24.7%	32.7%	34.4%
Enough homes where I live	68.1%	66.8%	52.6%	60.4%	69.8%	75.3%	67.3%	65.6%
Unweighted Frequency	452	24	8	13	60	107	16	224
Weighted Frequency	452	24	9	14	57	106	15	227

broken out by home affordability, home construction

			Affordal	ole		New Home Amount	
	Total	Affordable	Unaffordable	About the right price	Too Little	The Right Ammount	Too Much
Should build more where I live	31.9%	33.8%	19.7%	41.3%	44.1%	26.5%	26.4%
Enough homes where I live	68.1%	66.2%	80.3%	58.7%	55.9%	73.5%	73.6%
Unweighted Frequency	452	28	201	223	137	148	167
Weighted Frequency	452	29	187	236	138	148	166

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)



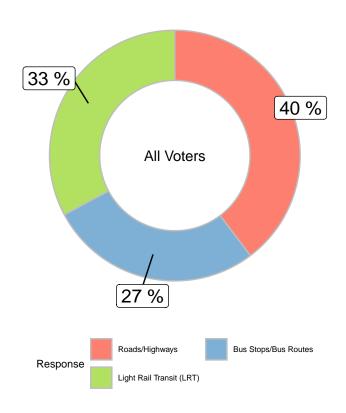
			Gende	er		Age	
	Total	Male	Female	Non-Binary	18-49	50-64	65+
My city has enough transit options	11.2%	14.9%	7.7%	14.3%	8.5%	12.6%	15.4%
My city needs more transit options/more transit routes	14%	12.6%	15.1%	21.4%	9.8%	12.6%	23.7%
I don't use public transit regularly	74.8%	72.5%	77.2%	64.3%	81.8%	74.9%	60.9%
Unweighted Frequency	452	205	233	14	172	152	128
Weighted Frequency	452	217	231	4	226	113	113

			Education	Income				
	Total	HS or less	College/Trade School	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+
My city has enough transit options	11.2%	7.7%	11.2%	14.1%	13.6%	8%	12%	11.2%
My city needs more transit options/more transit routes	14%	10.2%	13.2%	17.7%	20.1%	6.5%	16%	13.1%
I don't use public transit regularly	74.8%	82.1%	75.6%	68.3%	66.3%	85.4%	72%	75.7%
Unweighted Frequency	452	137	146	169	110	91	84	167
Weighted Frequency	452	136	146	169	105	94	86	166



			Mayoral Vote							
	Total	Danny DeSantis	Robert Gulassarian	Parveen Bola	Sandra Yeung Racco	Steven Del Duca	Paul Donofrio	Undecided		
My city has enough transit options	11.2%	25.9%	26.6%	22.8%	5%	7.3%	45.8%	9.4%		
My city needs more transit options/more transit routes	14%	0%	0%	0%	27.1%	23.3%	9%	9.5%		
I don't use public transit regularly	74.8%	74.1%	73.4%	77.2%	67.9%	69.4%	45.2%	81.1%		
Unweighted Frequency	452	24	8	13	60	107	16	224		
Weighted Frequency	452	24	9	14	57	106	15	227		

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



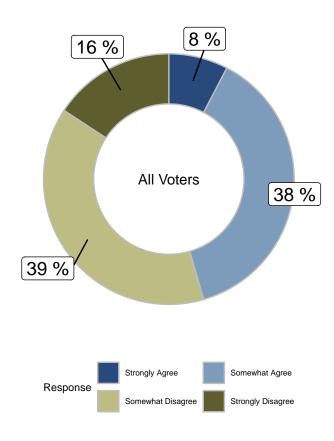
			Gende	er	Age			
	Total	Male	Female	Non-Binary	18-49	50-64	65+	
Roads/Highways	39.7%	41.5%	38.3%	21.4%	38.2%	45%	37.5%	
Bus Stops/Bus Routes	27.5%	24.3%	30.5%	28.6%	29.1%	24.6%	27.2%	
Light Rail Transit (LRT)	32.8%	34.2%	31.2%	50%	32.8%	30.5%	35.3%	
Unweighted Frequency	452	205	233	14	172	152	128	
Weighted Frequency	452	217	231	4	226	113	113	

		Education				Income				
	Total	HS or less	College/Trade School	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+		
Roads/Highways	39.7%	38.2%	39%	41.5%	31.4%	35.3%	44.5%	44.9%		
Bus Stops/Bus Routes	27.5%	29.6%	27.2%	26%	30%	39.7%	21.2%	22.2%		
Light Rail Transit (LRT)	32.8%	32.1%	33.8%	32.6%	38.6%	25%	34.2%	32.8%		
Unweighted Frequency	452	137	146	169	110	91	84	167		
Weighted Frequency	452	136	146	169	105	94	86	166		



			Mayoral Vote									
	Total	Danny DeSantis	Robert Gulassarian	Parveen Bola	Sandra Yeung Racco	Steven Del Duca	Paul Donofrio	Undecided				
Roads/Highways	39.7%	41.3%	42.6%	58.8%	41.6%	34.3%	69%	38.3%				
Bus Stops/Bus Routes	27.5%	28.3%	10.8%	5.6%	24.5%	31.1%	29.1%	28.3%				
Light Rail Transit (LRT)	32.8%	30.4%	46.6%	35.6%	33.9%	34.5%	1.9%	33.4%				
Unweighted Frequency	452	24	8	13	60	107	16	224				
Weighted Frequency	452	24	9	14	57	106	15	227				

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)



			Gende	er	Age			
	Total	Male	Female	Non-Binary	18-49	50-64	65+	
Strongly Agree	7.7%	9.3%	6%	14.3%	6.6%	8.6%	8.9%	
Somewhat Agree	37.9%	33.3%	42.2%	35.7%	42.3%	38.1%	28.7%	
Somewhat Disagree	38.7%	40.1%	37.7%	21.4%	43.8%	37.3%	30.1%	
Strongly Disagree	15.8%	17.3%	14.1%	28.6%	7.3%	16%	32.3%	
Unweighted Frequency	452	205	233	14	172	152	128	
Weighted Frequency	452	217	231	4	226	113	113	

		Education				Income				
	Total	HS or less	College/Trade School	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+		
Strongly Agree	7.7%	9.5%	6.3%	7.4%	10.5%	9.1%	4.6%	6.7%		
Somewhat Agree	37.9%	39.9%	43%	31.8%	35%	40.6%	45.1%	34.4%		
Somewhat Disagree	38.7%	44.4%	33.6%	38.5%	39.7%	40.9%	31.2%	40.7%		
Strongly Disagree	15.8%	6.2%	17.1%	22.3%	14.8%	9.5%	19.1%	18.2%		
Unweighted Frequency	452	137	146	169	110	91	84	167		
Weighted Frequency	452	136	146	169	105	94	86	166		



		Mayoral Vote										
	Total	Danny DeSantis	Robert Gulassarian	Parveen Bola	Sandra Yeung Racco	Steven Del Duca	Paul Donofrio	Undecided				
Strongly Agree	7.7%	17.5%	10.8%	6.4%	5.6%	7.7%	47.4%	4.4%				
Somewhat Agree	37.9%	46.8%	50%	40.2%	35.2%	35.7%	28.3%	38.6%				
Somewhat Disagree	38.7%	21%	39.2%	34.9%	42.2%	35.1%	19.3%	42.9%				
Strongly Disagree	15.8%	14.7%	0%	18.5%	17%	21.4%	5%	14.1%				
Unweighted Frequency	452	24	8	13	60	107	16	224				
Weighted Frequency	452	24	9	14	57	106	15	227				