



# VIEWS ON CURRENT AND FUTURE WINNIPEG MAYOR

AUGUST 2018



MANITOBA



RESEARCH INC.

## METHODOLOGY

- This survey of 600 Winnipeg adults was conducted online between August 27<sup>th</sup> and 31<sup>st</sup>, 2018. The survey questionnaire was developed by Probe Research in consultation with representatives of CBC Manitoba.
- Respondents were recruited using the Probe Research panel as well as that of a nationally respected general population panel provider.
- A city-wide probability sample of 600 would mean a margin of error of +/-4.0 percentage points. The Winnipeg sample is non-probability, derived as it is from research panels.
- Minor statistical weighting was applied to ensure the survey sample is broadly representative of the actual Winnipeg population for age and gender.
- Data analysis was performed using SPSS statistical analysis software.

## FOR MORE INFORMATION:

### SCOTT MACKAY

PRESIDENT

211 – 10 Fort St.  
Winnipeg, MB  
R3C 1C4  
(204) 926-6565

Cell: (204) 955-9777

[Scott@probe-research.com](mailto:Scott@probe-research.com)

FB: [www.facebook.com/proberesearch](https://www.facebook.com/proberesearch)

Twitter: @proberesearch

[www.probe-research.com](http://www.probe-research.com)

### MARY AGNES WELCH

SENIOR RESEARCHER

211 – 10 Fort St.  
Winnipeg, MB  
R3C 1C4  
(204) 470-8862

[maryagnes@probe-research.com](mailto:maryagnes@probe-research.com)

FB: [www.facebook.com/proberesearch](https://www.facebook.com/proberesearch)

Twitter: @proberesearch

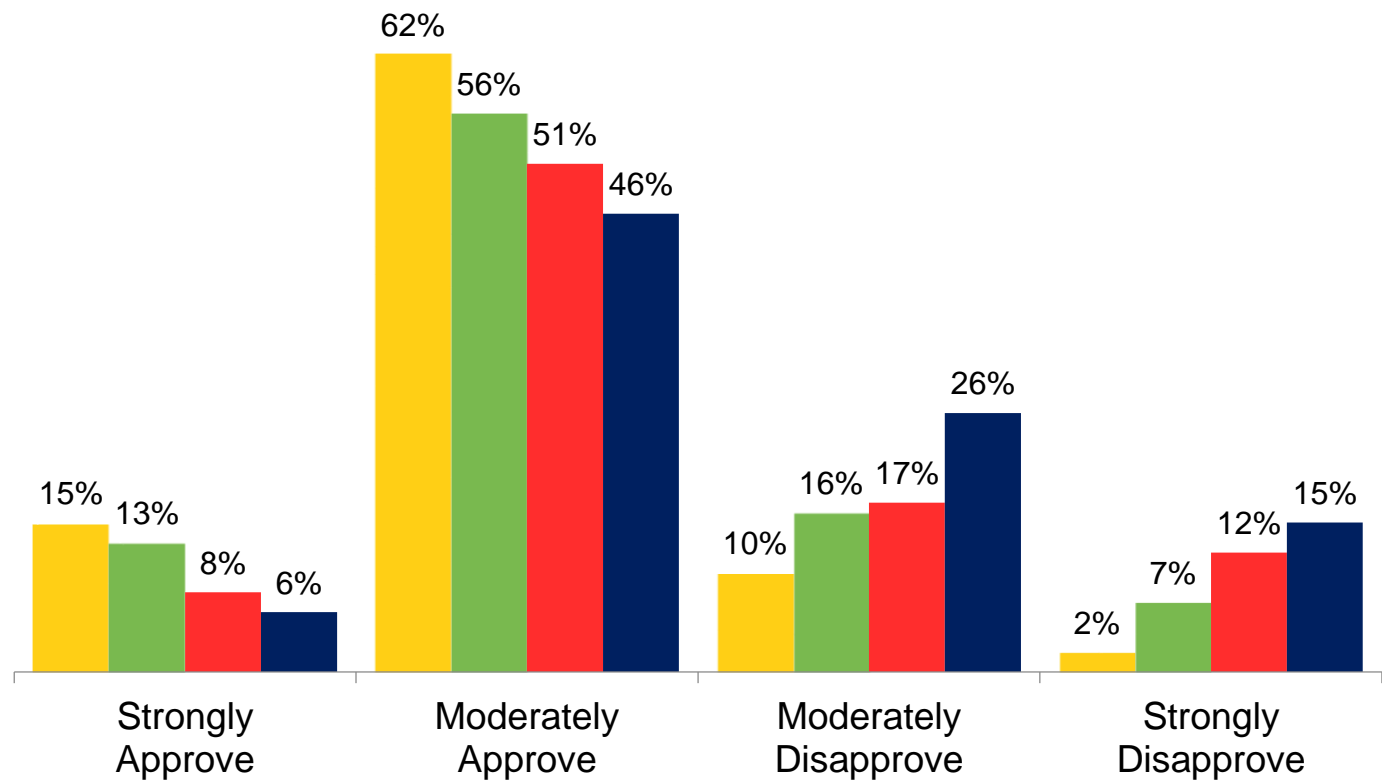
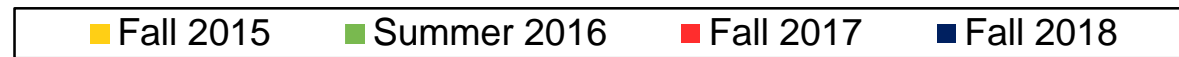
[www.probe-research.com](http://www.probe-research.com)



# MAYOR'S JOB PERFORMANCE

- 2015 TO 2018 -

QB2. "Brian Bowman has been mayor of Winnipeg for almost four years. Thinking of his performance as mayor, would you say, overall, that you strongly approve of his performance, you moderately approve, you moderately disapprove or you strongly disapprove of Brian Bowman's performance as mayor?" (n=600)



Most likely to **approve** (strongly and moderately) of Mayor Bowman's performance are...

- Post-secondary grads (55% approve vs. 37% among those with high school or less).
- Downtowners (55% vs. 46% among those who do not work, live or play downtown).

Base: Winnipeg adults

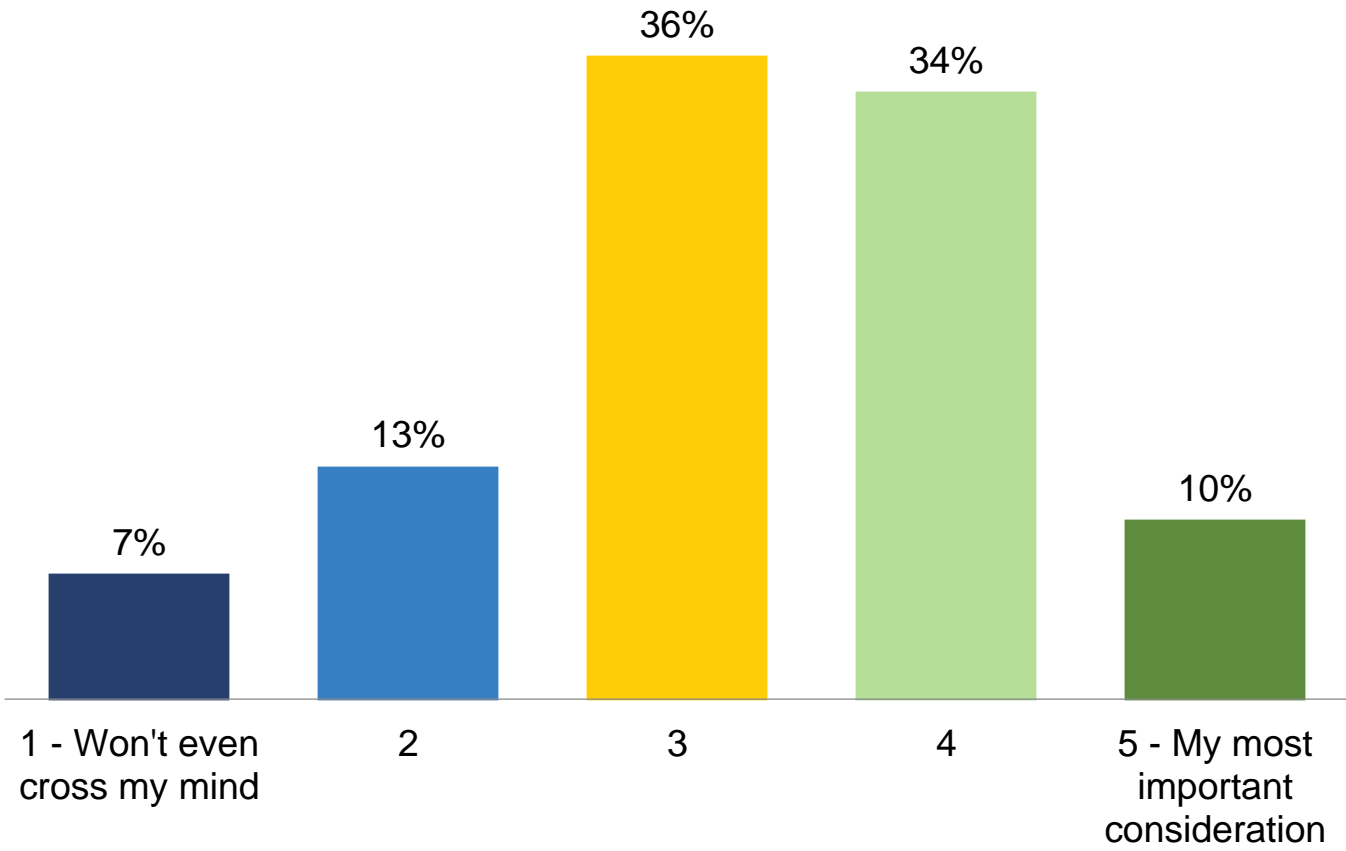
# VOTING INTENTIONS FOR WINNIPEG MAYOR

*"If the civic election were held tomorrow, which of the following candidates for mayor would you be most likely to vote for?"*

	Total (223)	Men (124)	Women (97)	18-34 (56)	35-54 (80)	55+ (87)	'16 PC (79)	'16 NDP (62)	'16 Lib (42)
	(%)								
<b>BOWMAN</b>	60	53	68	71	50	61	37	80	68
<b>MOTKALUK</b>	29	34	23	7	39	35	48	17	17
Diack	3	3	2	7	3	0	5	3	0
Clacio	3	5	0	6	1	2	3	0	5
Woodstock	2	2	2	5	1	1	0	0	2
Thomas	1	1	2	3	0	2	2	0	3
Wilson	1	1	2	0	4	0	3	0	2
Hayat	0	1	0	2	0	0	0	0	2
Rao-Machiraju	0	0	1	0	1	0	1	0	0

# PORTAGE & MAIN A KEY BALLOT QUESTION

QPM11. "How will this issue of Portage & Main figure in your choice for mayor and councillor?" (n=600)



Base: All respondents intending to vote in October