

BURGESS THREE-PEAT WITHIN REACH

Incumbent Mayor Wins Broad Support From Brandon Voters

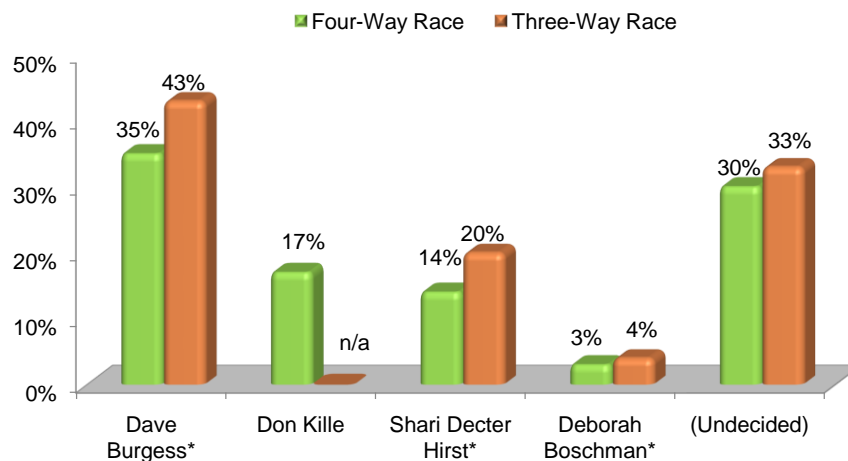
Brandon – As a municipal election approaches in 2010, incumbent Brandon Mayor Dave Burgess is well-positioned to win a third term based on the results of a Probe Research Inc. survey conducted exclusively for the *Brandon Sun*.

Probe Research presented 400 Brandon residents with a hypothetical ballot for the 2010 mayoral race that included the incumbent mayor and declared challengers Shari Decter Hirst and Deborah Boschman. Probe Research also added another potential challenger, local businessman and former city councillor Don Kille, to the hypothetical mayoral ballot to see how the race might be affected if he decided to throw his hat into the ring. To see how voter preferences might shift in the event that one of these candidates does not run, Probe Research also asked Brandon voters to provide their second choice for mayor.

In a four-way contest between Mr. Burgess, Mr. Kille, Ms. Decter Hirst and Ms. Boschman, the incumbent mayor would earn votes from more than one in three (35%) Brandon adults. Don Kille and Shari Decter Hirst trailed the incumbent mayor by a significant margin, with Mr. Kille earning the backing of 17 percent of Brandon adults and Ms. Decter Hirst supported by 14 percent of the city's voters. Ms. Boschman, for her part, was the first choice of just three percent of respondents. Importantly, three in ten Brandon voters (30%) were undecided or indicated they would not vote for any of these candidates.


Brandon Civic Election Ballot
 - Hypothetical Mayoral Contest-

1. Please tell me which of the following potential candidates for Mayor of Brandon you would be most likely to vote for in the next civic election? (n=400)



Base: Decided voters
 *Declared candidate

If Mr. Kille is removed from the ballot, much of his potential support would transfer to the incumbent mayor rather than to either of his declared challengers. Without Kille on the ballot, Burgess would win the backing of more than four in ten (43%) decided voters compared to one in five (20%) who prefer Decter Hirst. Four percent, meanwhile, would cast a ballot for Deborah Boschman. Without Kille on the ballot, fully one in three Brandon voters (33%) were undecided.

Burgess Appeals To Most Brandonites

Incumbent Brandon Mayor Dave Burgess continues to appeal to Brandon adults from all walks of life. Based on the results a hypothetical four-way mayoral race, Burgess' support is balanced more or less equally throughout the city (37% of voters living west of 18th Street and 33% of those living east of 18th Street prefer Mr. Burgess) and he appeals equally to both male and female voters (35% and 34% respectively).

Mr. Burgess' popularity, however, is especially pronounced among younger voters (45% of those aged 18-34 years compared to 13% who prefer Mr. Kille and 3% who prefer Shari Decter Hirst). Ms. Decter Hirst and Mr. Kille are slightly more popular among residents who have completed post-secondary education than among those with a Grade 12 education or less (19% each among university and college graduates versus 13% of those with a high school education who back Ms. Decter Hirst and 11% who would support Mr. Kille), though Mr. Burgess remains the top choice for the greatest proportion of university and college graduates (30%). As well, Mr. Burgess appeals to a greater share of lower-income residents (44% of those earning less than \$30,000/year versus 15% who prefer Mr. Kille and 8% who back Ms. Decter Hirst), with the would-be challengers more likely to earn the backing of more affluent households (31% of those earning more than \$80,000/year prefer Mr. Burgess compared to 25% who would vote for Mr. Kille and 17% who prefer Ms. Decter Hirst).

Mr. Burgess' popularity also appears to transcend partisan divisions within the Wheat City. While he enjoys especially strong support from Brandonites who back the provincial Progressive Conservative party (44%, versus 23% who prefer Mr. Kille and 10% who would cast a ballot for Ms. Decter Hirst), he also enjoys greater support from those residents who plan to vote for the New Democratic Party (31% versus 23% for Mr. Kille and 18% for Ms. Decter Hirst) or the provincial Liberal Party (41% versus 17% for Ms. Decter Hirst and 11% for Mr. Kille).

HYPOTHETICAL BRANDON MAYORAL RACE (FOUR NAMES)

- December 2009 -

“Which of the following potential candidates for mayor of Brandon would you be most likely to vote for in the next civic election?”

	Total	GENDER		AGE				
		Men	Women	18-34	35-54	55+		
(Base)	(400) (%)	(188) (%)	(212) (%)	(127) (%)	(130) (%)	(124) (%)		
Dave Burgess	35	35	34	45	30	31		
Don Kille	17	19	15	13	20	20		
Shari Decter Hirst	14	13	15	3	19	22		
Deborah Boschman	3	5	2	4	3	3		
(Undecided)	30	28	33	36	27	25		
	Total	EDUCATION			HOUSEHOLD INCOME			
		HS or Less	Some Post Sec.	Grad. Post-Sec.	<\$30K	\$30K-\$59K	\$60K-\$79K	\$80K+
(Base)	(400) (%)	(124) (%)	(82) (%)	(189) (%)	(64) (%)	(90) (%)	(62) (%)	(104) (%)
Dave Burgess	35	40	37	30	44	40	38	31
Don Kille	17	11	21	19	15	8	26	25
Shari Decter Hirst	14	13	6	19	8	13	16	17
Deborah Boschman	3	8	-	2	2	6	2	2
(Undecided)	30	29	36	29	31	33	18	26
	Total	REGION		PROVINCIAL VOTING INTENTION				
		W. of 18 th St.	E. of 18 th St.	NDP	PC	Liberal		
(Base)	(400) (%)	(188) (%)	(212) (%)	(149) (%)	(108) (%)	(40) (%)		
Dave Burgess	35	37	33	31	44	41		
Don Kille	17	16	18	23	23	11		
Shari Decter Hirst	14	16	12	18	10	17		
Deborah Boschman	3	2	5	5	1	-		
(Undecided)	30	29	32	23	23	33		

This Brandon-wide Omnibus survey was designed and conducted by Probe Research Inc. via telephone interviews conducted between December 16th and December 21st, 2009 among a random and representative sampling of 400 adults residing in Brandon. With a sample of 400, one can say with 95 percent certainty that the results are within +/- 4.9 percentage points of what they would have been if the entire adult population of Brandon had been interviewed. The margin-of-error is higher within each of the survey's population sub-groups. Modified random-digit dialing was used to ensure that all Brandon adults would have an equal opportunity to participate in this Probe Research survey. Minor statistical weighting has been applied to this sample to ensure that the age and gender balance correspond with the city as a whole.

For more information on this survey, please contact:

Andrew Lane

Research Manager, Brandon
Probe Research Inc.
Tel: 727-2516
Cell: 761-2039
E-mail: andrew@probe-research.com

Scott MacKay,

President
Probe Research Inc.
Tel: (204) 926-6567
Cell: (204) 955-9777
Email: scott@probe-research.com