

## **MAYOR KATZ MAINTAINING HIS POPULARITY**

### ***Three-Quarters of Winnipeg Adults (74%) Approve of Mayor's Job Performance***

**For Immediate Release -- July 10, 2009**

**Winnipeg** – As he marks five years on the job as Mayor of Winnipeg, Sam Katz can celebrate the fact that an overwhelming majority of Winnipeg residents (74%) still think that he is doing a good job as the city's top elected official. This is according to a recent poll of 600 Winnipeg residents conducted by Probe Research Inc. on behalf of the *Winnipeg Free Press*.

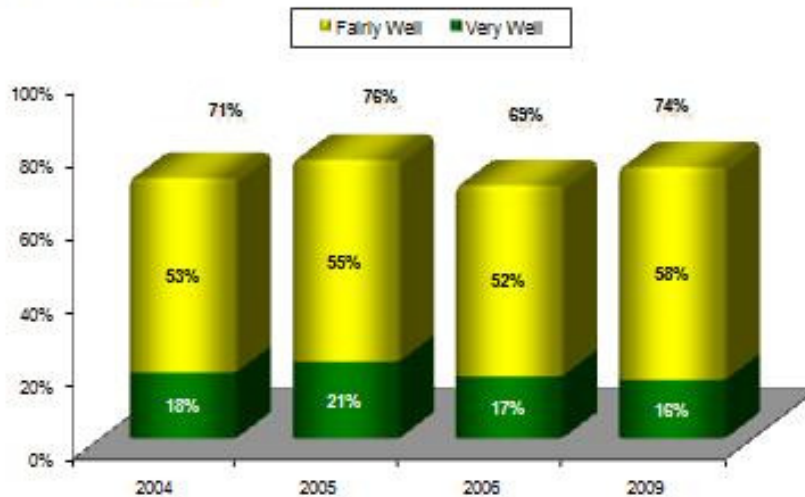
Nearly three in four Winnipeg adults (74%) say that Mr. Katz is conducting his job effectively, as 16 percent of those surveyed note that the current mayor has performed "very well" and 58 percent state that he performed "fairly well" since taking office in June 2004. Approximately one in five citizens (20%), on the other hand, are dissatisfied with the mayor's job performance, with 13 percent stating Mr. Katz has functioned "not very well" in his current position and seven percent arguing Mr. Katz has done his job as mayor "not at all well." The remaining five percent of respondents were undecided on this question.

As the graph below illustrates, after five years on the job – and slightly more than 12 months before the upcoming municipal election to be held in October 2010 – Mayor Katz's overall job approval ratings have remained virtually unchanged since Probe Research Inc. last posed this question in an Omnibus poll. The intensity of Mr. Katz's support, however, has declined slightly since his popularity peaked in 2005, as fewer than one in five adults (16%) say Katz has performed "very well" compared to 21 percent who gave the mayor this highest-possible approval rating four years ago.

PRBE  
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## Public Approval of Mayor's Job Performance

QWFP1. "How well do you think that Sam Katz has performed as Mayor of Winnipeg? In your view, has he performed very well, fairly well, not very well or not at all well?" (n=600)



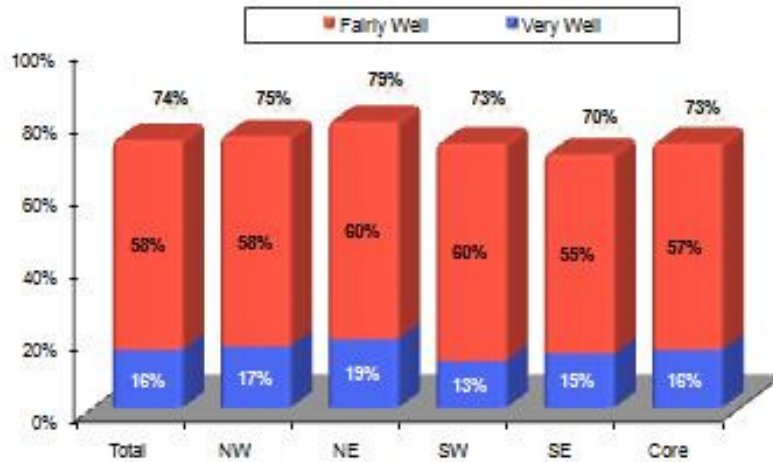
Base: All respondents

## Approval Ratings Highest in North Winnipeg

As the subsequent graph illustrates, Mr. Katz gets high marks from residents throughout the City of Winnipeg. Residents of northeast Winnipeg (79%) and northwest Winnipeg (76%), however, are among those most inclined to approve of the job he is currently doing as mayor. Mr. Katz's popularity dips slightly in the southern parts of Winnipeg (73% in southeast Winnipeg and 71% in southwest Winnipeg respectively) and in the Core area, where 73 percent of residents approve of the job the mayor is doing.

### PRBE RESEARCH INC. Approval Rating by Region

QWFP1. How well do you think that Sam Katz has performed as Mayor of Winnipeg? In your view, has he performed very well, fairly well, not very well or not at all well? (n=600)



Base: All respondents

Other highlights of the survey include:

- Winnipeggers with children under the age of 15 at home are among those more inclined to approve of the mayor's job performance (79% versus 72% among those without young children at home).
- Katz's approval ratings are higher among young adults (79% of those aged 18-34 years old) and lower among middle-aged and older citizens (73% of those aged 35-54 years and 72% among citizens aged 55 years and over). It should be noted, however, that one in ten young adults (11%) could not offer an assessment of the mayor's job performance.

*This province-wide Omnibus survey was designed and conducted by Probe Research Inc. via telephone interviews conducted between June 8<sup>th</sup> and June 25<sup>th</sup>, 2009 among a random and representative sampling of 600 Winnipeg adults. With a sample of 600 one can say with 95 percent certainty that the results are within +/- 4.0 percentage points of what they would have been if the entire adult population of Manitoba 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 Manitoba 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 province as a whole.*

For more information on this survey, please contact:

**Scott MacKay**

President - Probe Research Inc.

Suite 850-125 Garry Street.

Winnipeg, Manitoba - R3C 3P7

Tel.: 926-6565

Cell: 955-9777

Fax: 926-6566

E-mail: [scott@probe-research.com](mailto:scott@probe-research.com)