



Mayor Bowman's Approval Rating July 2016

Survey Methodology

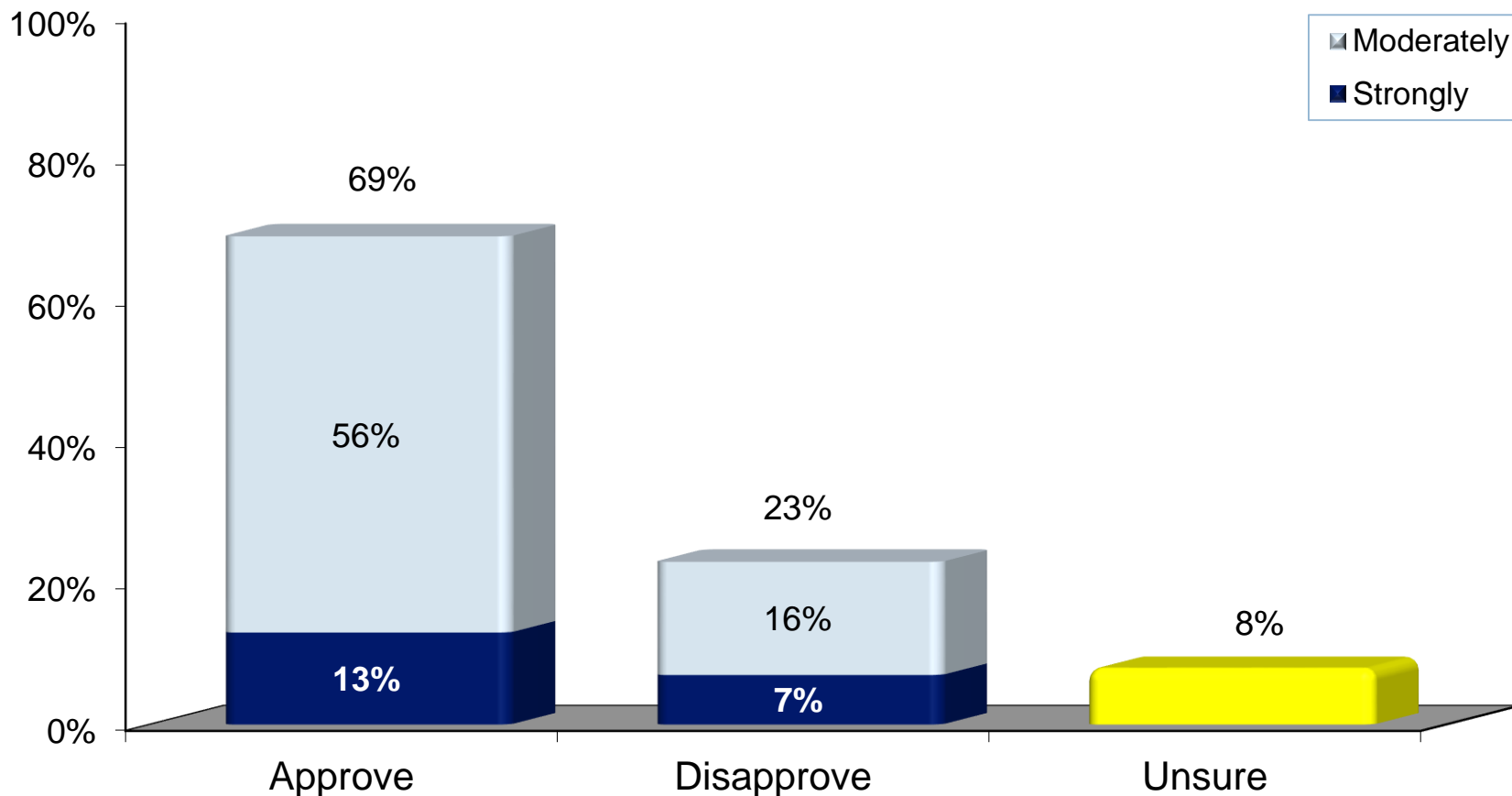
- This city-wide survey was conducted by Probe Research Inc. between June 30th and July 4th, 2016 using Probe's proprietary online panel.
- Participants in the online panel are recruited through Probe Research's quarterly, random, general population telephone survey.
- Because this is a non-probability sample, no statistical margin of error can be ascribed. However, a margin of error on a probability sample of 404 is typically +/- 4.87, 19 times out of 20. The margin of error is higher within each of the survey's population sub-groups.
- Minor statistical weighting has been applied to this sample to that it corresponds with the city population distribution.

For more information, please contact:

Mary Agnes Welch
Probe Research Inc.
(204) 926-6563 (desk)
(204) 470-8862 (cell)
maryagnes@probe-research.com

Mayor Brian Bowman's Approval Rating

Q. "Brian Bowman has been mayor of Winnipeg for almost two 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=404)



Mayor Brian Bowman's Approval Rating - Across Socio-Demographic Sub-Groups -

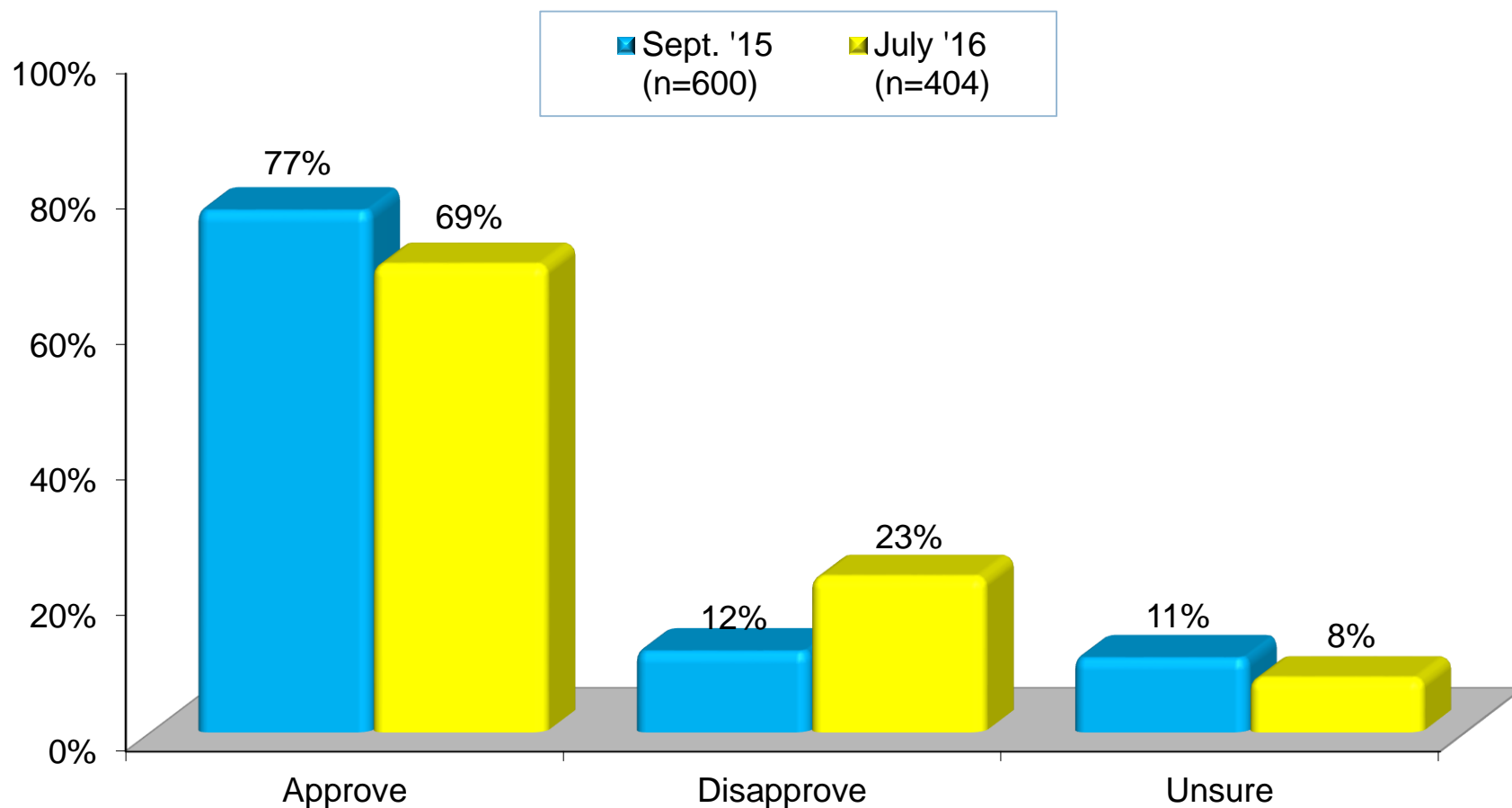
Q. "Brian Bowman has been mayor of Winnipeg for almost two years. Thinking of his performance as mayor, would you say, overall, that you strongly approve of his performance, you moderately approve, you moderately disapprove or you strongly disapprove of Brian Bowman's performance as mayor?" (n=404)

	Total	Gender		Age		
	(n=404) (%)	Male (n=194) (%)	Female (n=210) (%)	18-34 (n=120) (%)	35-54 (n=147) (%)	55+ (n=137) (%)
Strongly approve	13	10	15	10	16	12
Moderately approve	56	53	60	58	57	54
Moderately disapprove	16	20	12	12	15	19
Strongly disapprove	7	10	5	1	10	10
Unsure	8	8	8	19	2	5
	Education			Income		
	HS or Less (n=78)* (%)	Some PS (n=88)* (%)	Univ./College (n=233) (%)	<\$30K (n=59)* (%)	\$30K-\$80K (n=154) (%)	\$80K+ (n=140) (%)
Strongly approve	8	8	16	14	14	12
Moderately approve	55	58	57	49	57	59
Moderately disapprove	16	19	15	9	18	17
Strongly disapprove	3	10	8	2	6	10
Unsure	18	5	5	26	5	3

*Caution: Small Base

Mayor Brian Bowman's Approval Rating Over Time

Q. "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?"



Base: All Respondents