



MAYOR'S PERFORMANCE

OCTOBER 2017

CTV WINNIPEG



P R  B E
RESEARCH INC.

ABOUT THE PROBE RESEARCH OMNIBUS

For more than two decades, Probe Research Inc. has undertaken quarterly omnibus surveys of random and representative samples of Manitoba adults. These scientific telephone surveys have provided strategic and proprietary insights to hundreds of public, private and not-for-profit clients on a range of social, cultural and public policy topics. The Probe Research Omnibus Survey of 1,000 Manitoba adults is the province's largest and most trusted general population survey.

SURVEY INSTRUMENT

The survey instrument was designed by Probe Research in close consultation with CTV Winnipeg.

METHODOLOGY

Between September 21 and October 10, 2017, Probe Research surveyed a random and representative sampling of 600 adults residing in Winnipeg.



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 Winnipeg had been surveyed. The margin of error is higher within each of the survey's population sub-groups.



Modified random digit dialing, including both landline and wireless numbers, ensured all Winnipeg adults had an equal opportunity to participate in this Probe Research survey. A CATI-to-web approach was employed whereby a live-voice operator randomly recruited respondents by telephone, inviting them to complete the survey via a secure online questionnaire.



Minor statistical weighting has been applied to this sample to ensure that age and gender characteristics properly reflect known attributes of the province's population. All data analysis was performed using SPSS statistical analysis software.

FOR MORE INFORMATION:



MARY AGNES WELCH

RESEARCH ASSOCIATE



850 – 125 Garry St.
Winnipeg, MB
R3C 3P2
(204) 926-6563

maryagnes@probe-research.com

FB: www.facebook.com/proberesearch

Twitter: @proberesearch

www.probe-research.com

KEY FINDINGS

- One year from a civic election, Mayor Brian Bowman enjoys strong public support. Among Winnipeg adults, 59 per cent approve of his performance as mayor. Mr. Bowman's approval rating has, however, dropped 10 percentage points since Probe Research's last sounding in the summer of 2016.
- Mayor Bowman enjoys his strongest approval among women, among those with higher educational attainment and among those who earn higher household incomes. He also enjoys strong support in the city's southeast and southwest quadrants, less so in the city's northeast.
- Mayor Bowman's support is weakest among Winnipeggers who currently intend to vote PC provincially. Not quite one-half of PC supporters approve of Mayor Bowman's performance, compared with more than two-thirds of provincial New Democrats who approve of his record in office.
- The view that Mayor Bowman runs an honest government is a clear driver of his solid public approval rating. Voters are also reasonably satisfied with Mayor Bowman's approach to reconciliation with First Nations and Métis people as well as his progress on road repairs. However, voters are less enthusiastic about Mayor Bowman's ability to provide good value for public tax dollars.

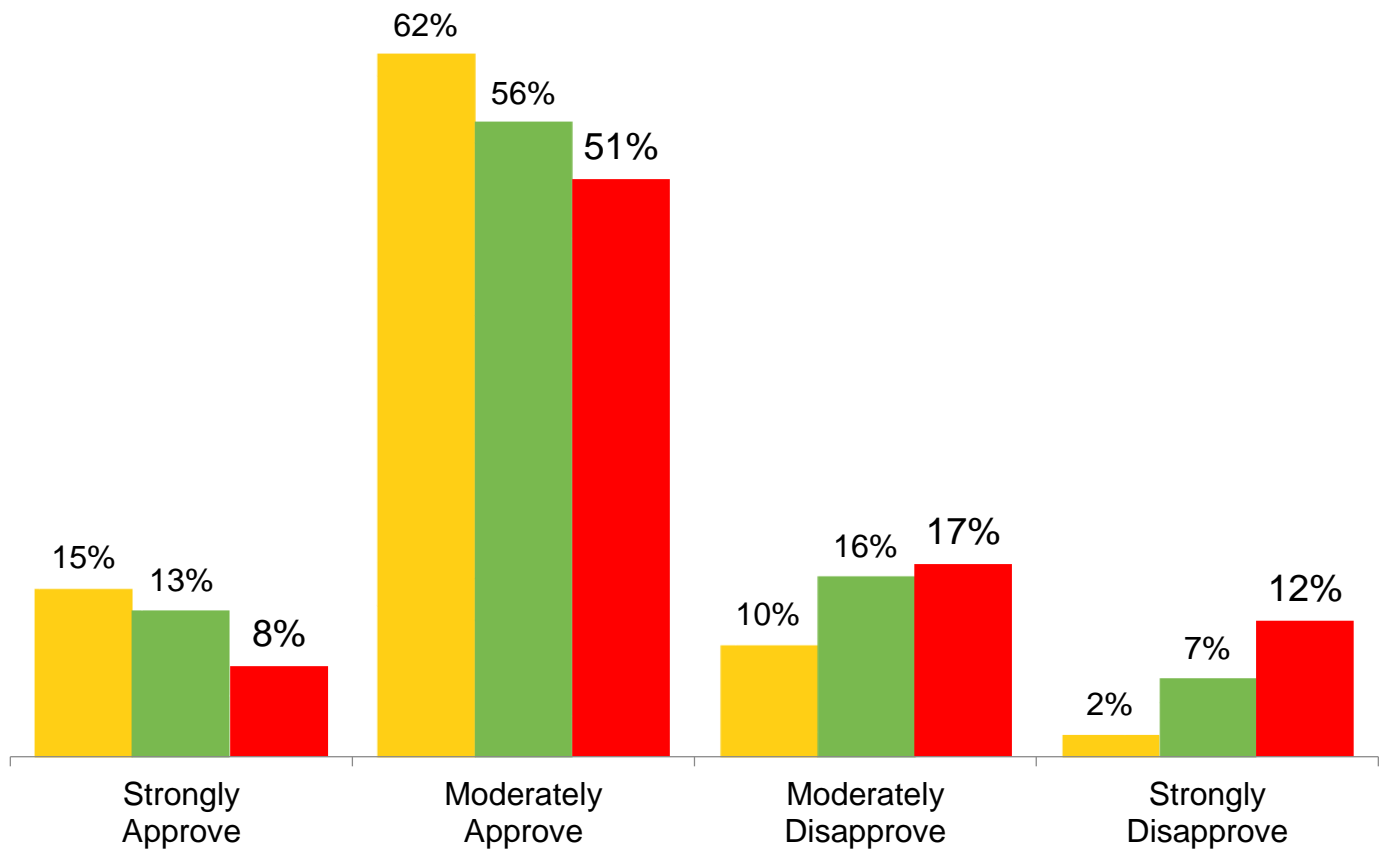
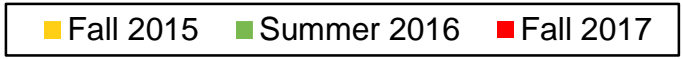
PROFILE OF RESPONDENTS

	TOTAL	MEN	WOMEN
	(%)		
GENDER			
Men	48	100	
Women	52		100
AGE			
18-34 years	31	32	29
35-44 years	18	19	18
45-54 years	22	22	21
55+ years	29	27	32
HOUSEHOLD INCOME			
<\$30K	10	12	8
\$30K-\$59K	39	39	39
\$60K-\$99K	39	36	43
\$100K+	11	14	9
EDUCATION			
High school or less	13	11	14
Some post-secondary	22	24	21
Post-secondary graduate	65	65	65

MAYOR'S JOB PERFORMANCE

Q1. "Brian Bowman has been mayor of Winnipeg for almost three 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)

Base: Winnipeg adults



MAYOR'S JOB PERFORMANCE

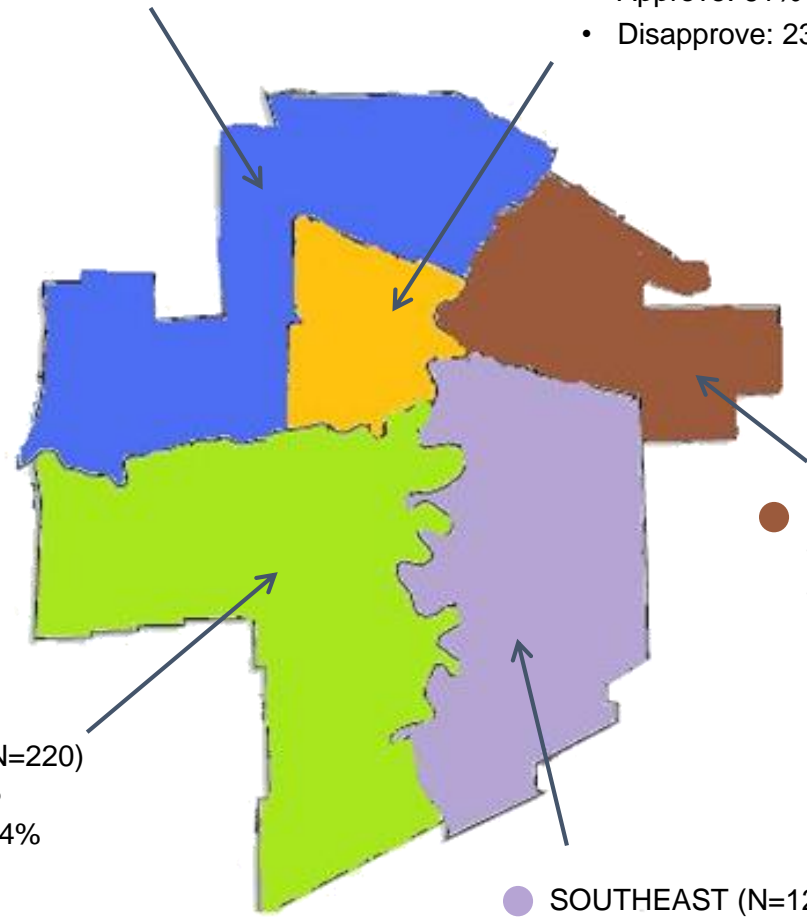
- By Winnipeg Region -

Q1. "Brian Bowman has been mayor of Winnipeg for almost three 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)

Base: Winnipeg adults

● NORTHWEST (N=89*)
• Approve: 53%
• Disapprove: 35%

● CORE (N=83*)
• Approve: 61%
• Disapprove: 23%



● NORTHEAST (N=83*)
• Approve: 46%
• Disapprove: 45%

● SOUTHWEST (N=220)
• Approve: 63%
• Disapprove: 24%

● SOUTHEAST (N=126)
• Approve: 66%
• Disapprove: 25%

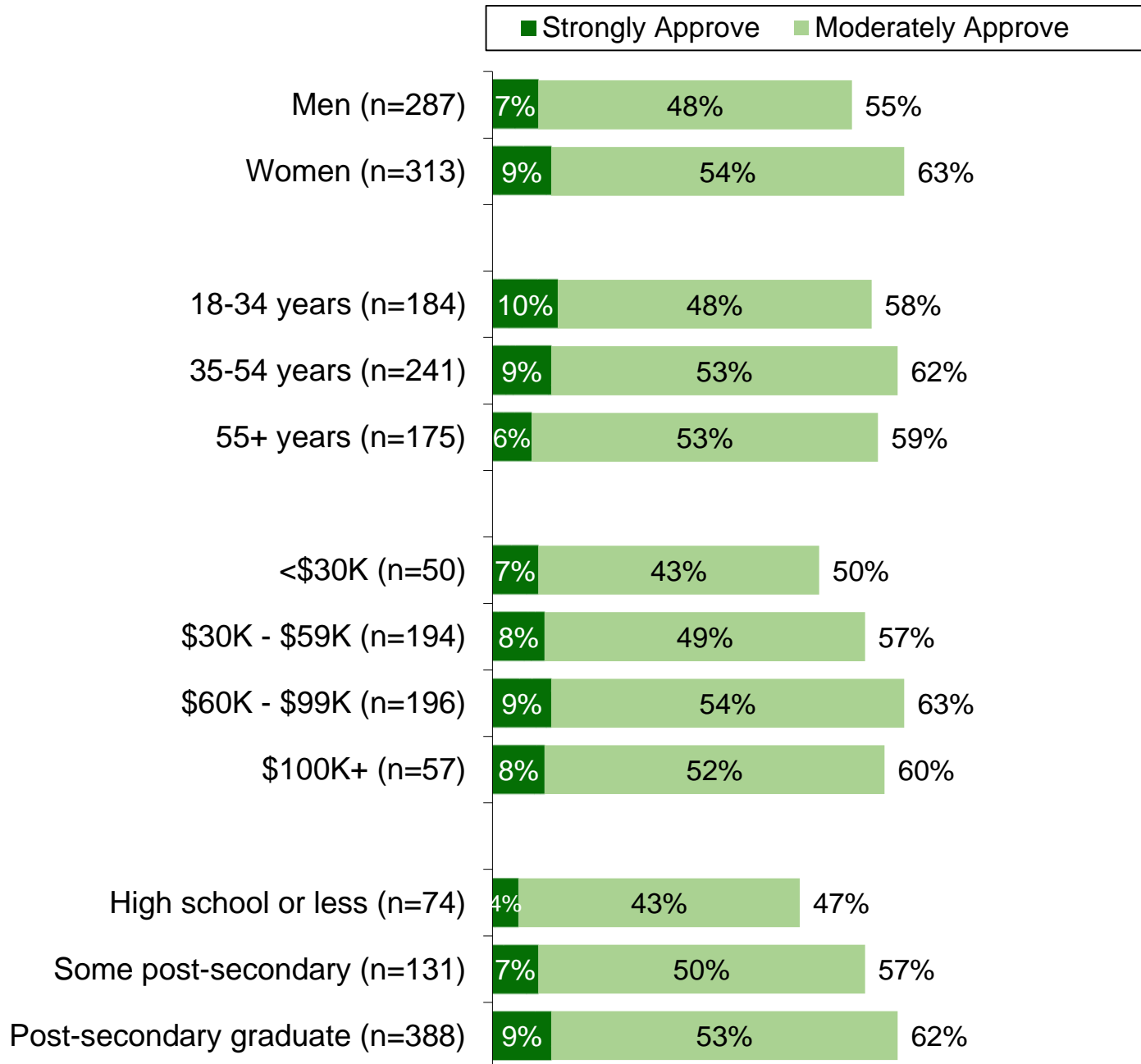
*Caution: Small base

MAYOR'S JOB PERFORMANCE

- Across Socio-Demographic Sub-Groups -

Q1. "Brian Bowman has been mayor of Winnipeg for almost three 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)

Base: Winnipeg adults



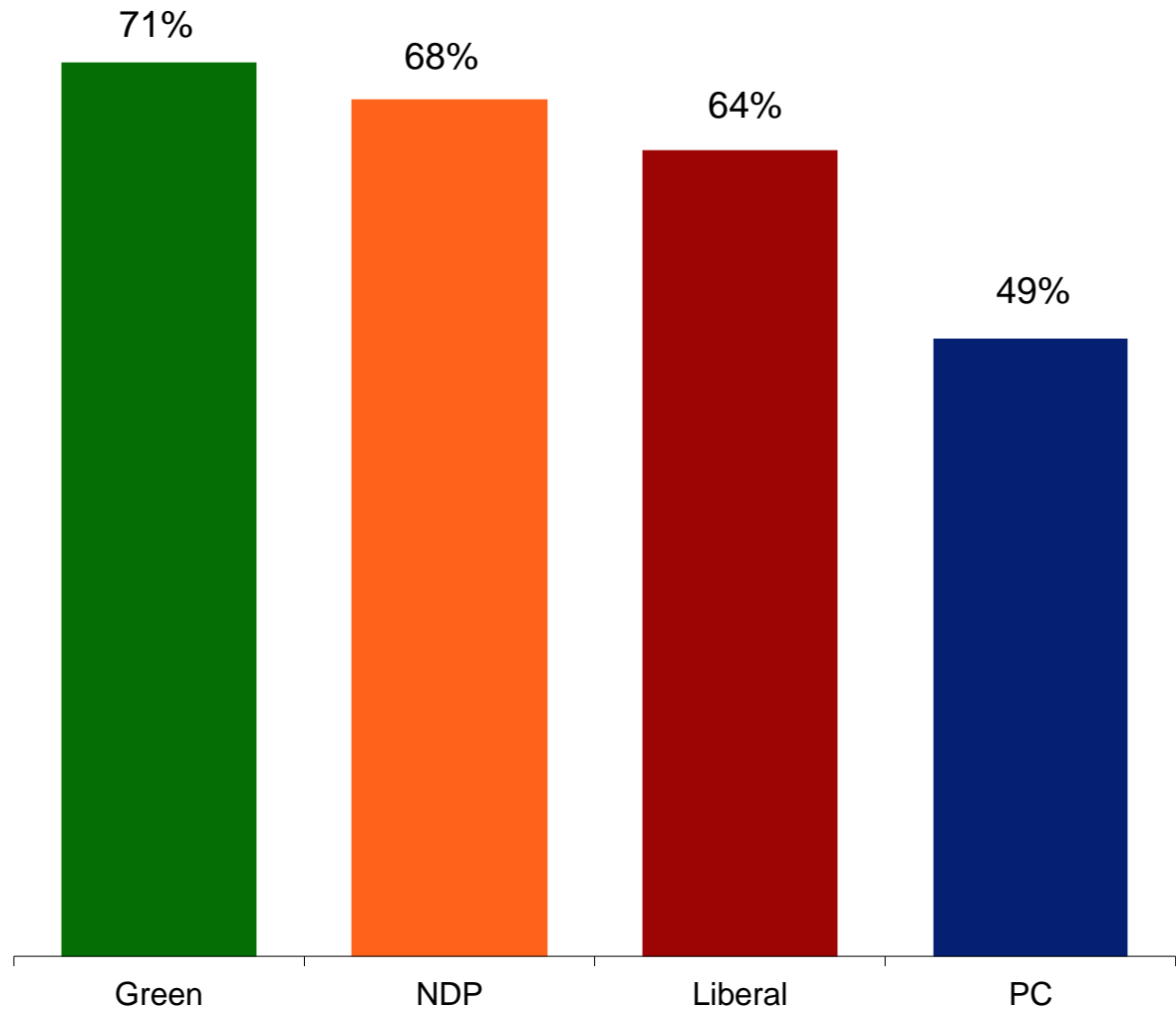
MAYOR'S JOB PERFORMANCE

- By Provincial Voting Intentions -

Q1. "Brian Bowman has been mayor of Winnipeg for almost three 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=458)

Base: Decided voters

% who approve of the mayor's performance



MAYOR'S ISSUE PERFORMANCE

Q2. "The following is a list of civic issues. For each one, please tell us whether you approve or disapprove of the way Mayor Brian Bowman has handled this issue."
(n=600)

Base: Winnipeg adults

