



2018 WINNIPEG MAYORAL RACE SURVEY

SEPTEMBER 2018

Winnipeg Free Press



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 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 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 the Winnipeg Free Press and CTV Winnipeg.

METHODOLOGY

Between September 19 and 28, 2018, Probe Research surveyed a random and representative sampling of 653 adults residing in Winnipeg.

- With a sample of 653, one can say with 95 percent certainty that the results are within ± 3.8 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 or interactive system randomly recruited respondents by telephone, inviting them to complete the survey via a secure online questionnaire. In addition, 150 randomly recruited Probe Research panel members were included in this general population adult sampling.
- Minor statistical weighting has been applied to this sample to ensure that age and gender characteristics properly reflect known attributes of the city's population. All data analysis was performed using SPSS statistical analysis software.

FOR MORE INFORMATION:

MARY AGNES WELCH

SENIOR RESEARCHER



211 – 10 Fort St.
Winnipeg, MB
R3C 1C4
(204) 926-6565
Cell: (204) 470-8862

MaryAgnes@probe-research.com

FB: www.facebook.com/proberesearch

Twitter: @proberesearch

www.probe-research.com

KEY FINDINGS

- As we enter the final weeks of the 2018 Winnipeg civic election campaign, incumbent Mayor Brian Bowman holds a commanding lead over his main rival, Jenny Motkaluk, and other candidates on the ballot. Six-in-ten decided or leaning Winnipeggers (61%) report they will cast ballots for the incumbent mayor, compared to three-in-ten (28%) who plan to vote for Motkaluk. None of the remaining eight candidates on the ballot hold more than three percent support.
 - Three-in-ten Winnipeg voters (32%) remain undecided or indicate that they will not vote on civic election day.
- Bowman leads in voter support in all areas of the city, with his support particularly strong in southwest (69% vs. 21% who prefer Motkaluk) and southeast (64% vs. 25%) areas of the city. Motkaluk's support is highest in northeast Winnipeg, where four-in-ten decided/leaning voters say they will vote for the challenger (40% vs. 53% for Bowman).
- Bowman draws support from all areas of the political spectrum, exhibiting higher levels of support among those who would cast a ballot for the provincial Liberal party (72%) and the Manitoba NDP (69%) than among those who prefer the provincial PCs (52%). Motkaluk draws a higher share of support from PC voters (37%); however, she has limited appeal among those who prefer the provincial NDP (19%) and Manitoba Liberals (21%).
- Bowman is also the preferred candidate across all demographic sub-groups.

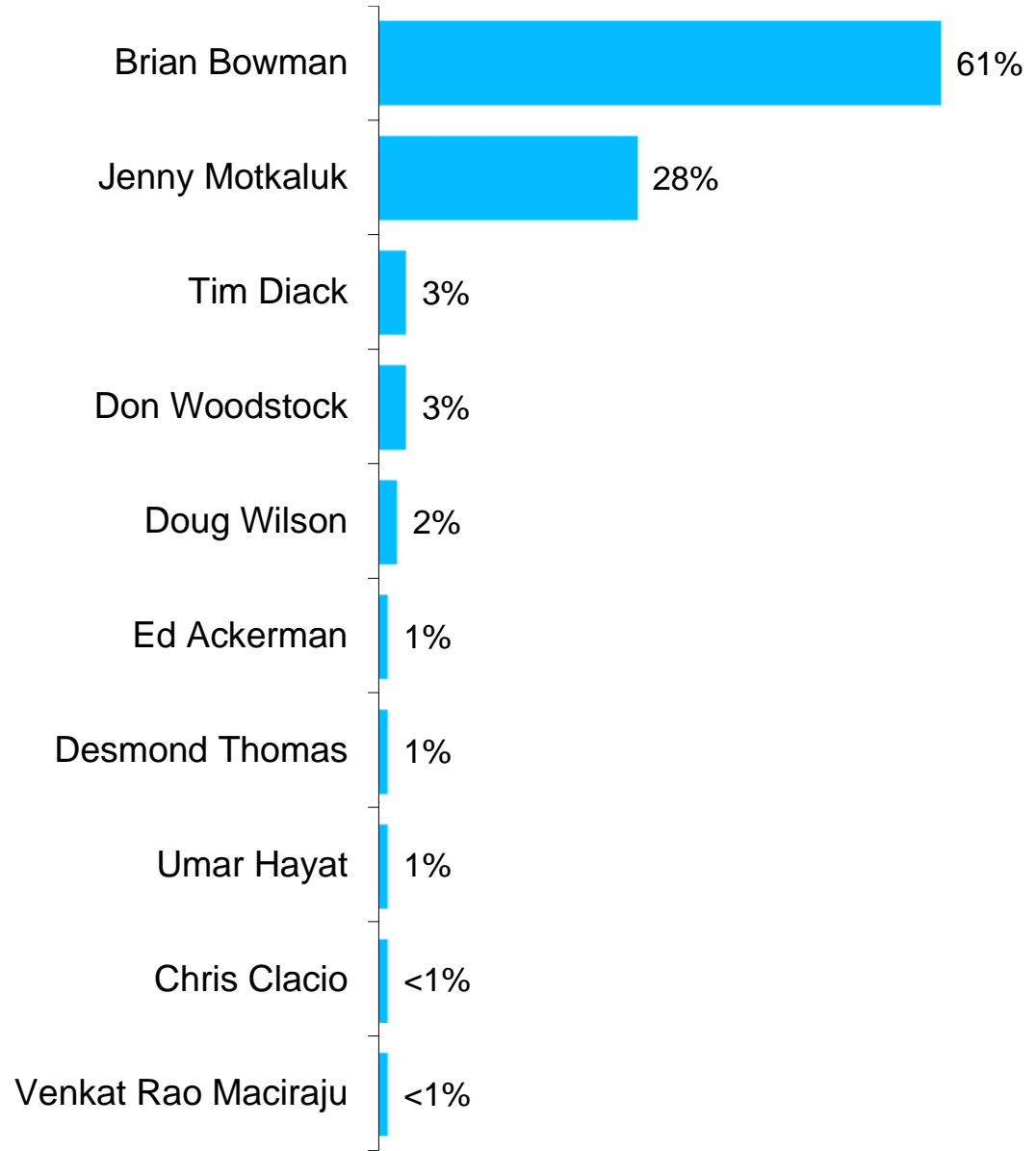
MAYORAL VOTE INTENTION

DECIDED/LEANING VOTERS

Q1a. "There will be a civic election here in Winnipeg on October 24th. If the civic election were held tomorrow, which of the following candidates for mayor would you be most likely to vote for?"

Q1b. "Lots of people have not made up their minds yet, but which candidate are you leaning toward?" (n=653)

Base: Winnipeg adults



Undecided/Not voting: 32%

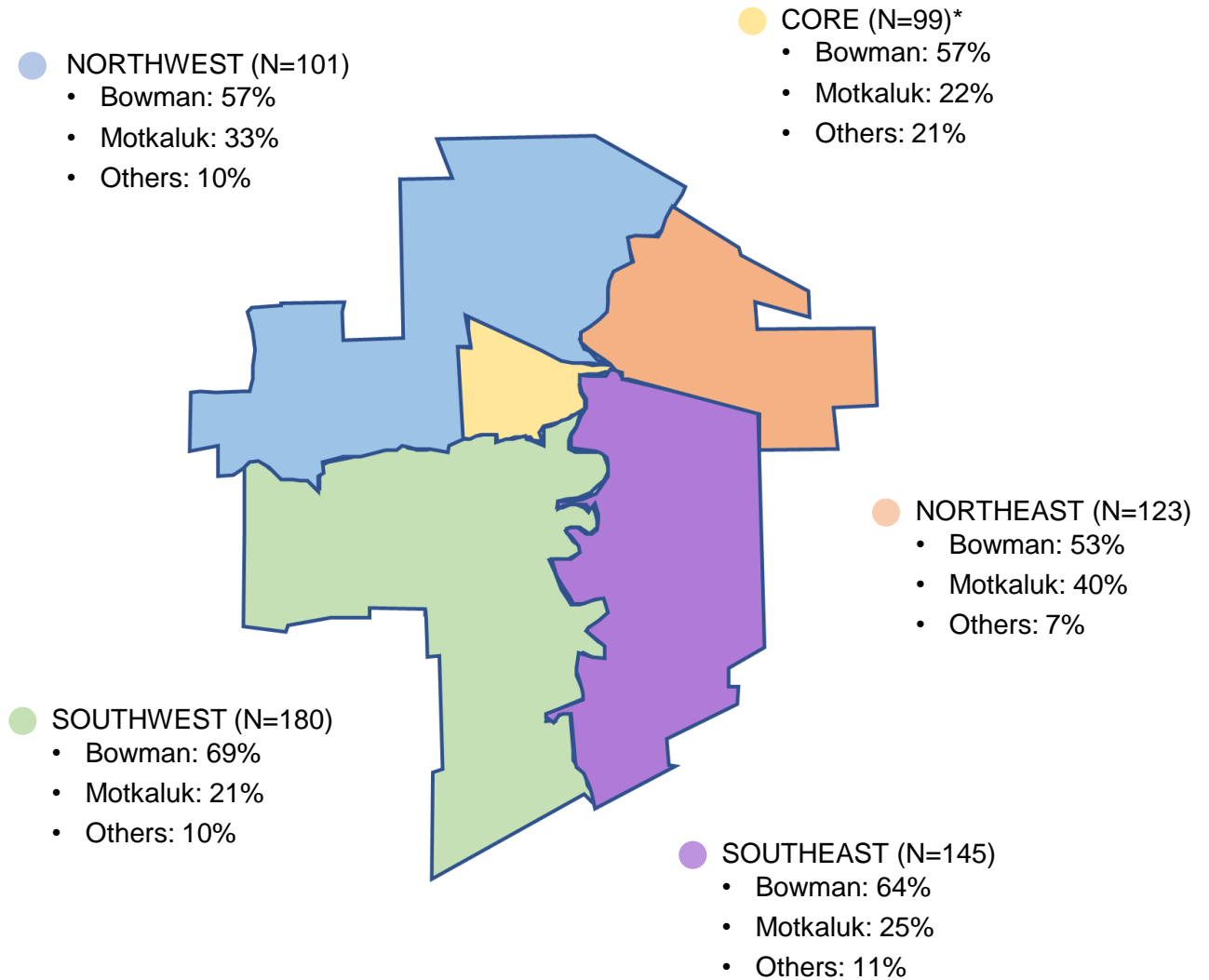
MAYORAL VOTING INTENTION ACROSS WINNIPEG REGIONS

DECIDED/LEANING VOTERS

Q1a. "There will be a civic election here in Winnipeg on October 24th. If the civic election were held tomorrow, which of the following candidates for mayor would you be most likely to vote for?"

Q1b. "Lots of people have not made up their minds yet, but which candidate are you leaning toward?" (n=653)

Base: Winnipeg adults



*Caution: Small Base

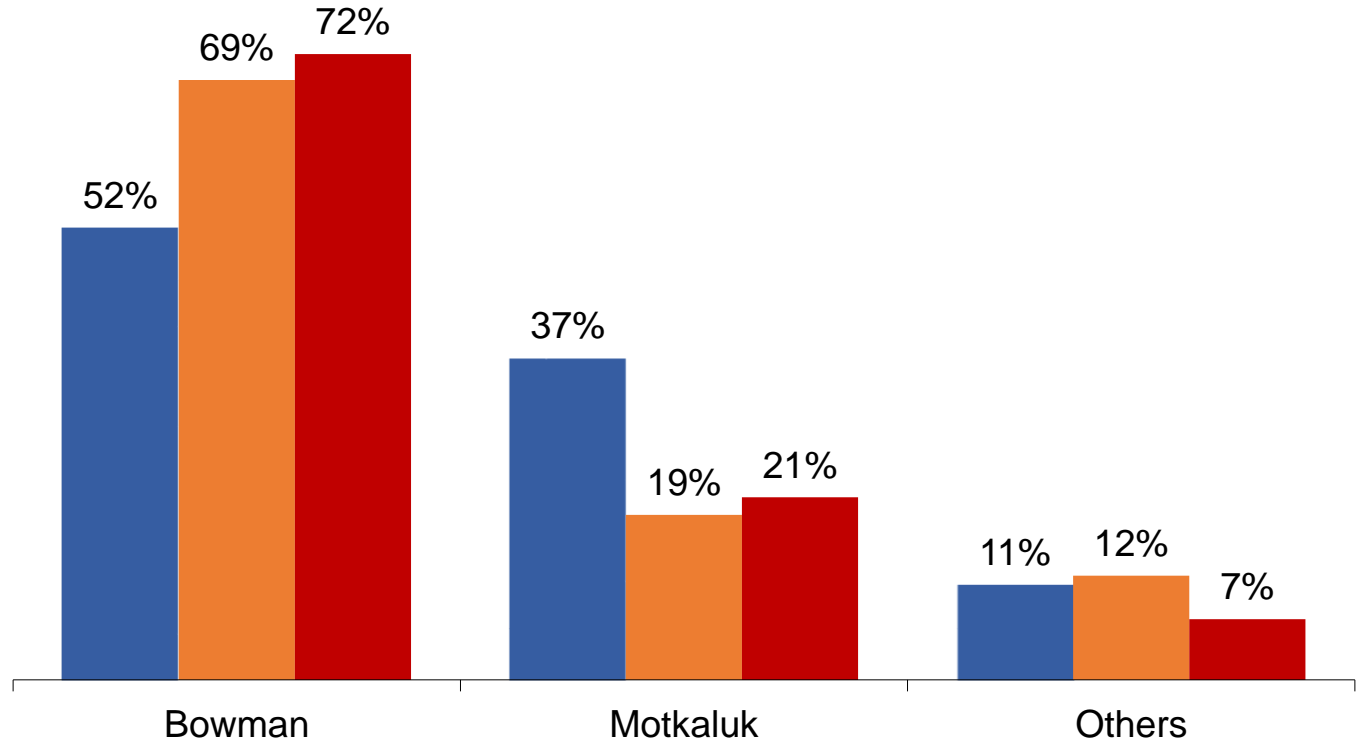
MAYORAL VOTING INTENTION BY PROVINCIAL PARTY PREFERENCE

DECIDED/LEANING VOTERS

Q1a. "There will be a civic election here in Winnipeg on October 24th. If the civic election were held tomorrow, which of the following candidates for mayor would you be most likely to vote for?"

Q1b. "Lots of people have not made up their minds yet, but which candidate are you leaning toward?" (n=653)

Base: Winnipeg adults



MAYORAL VOTING INTENTION BY DEMOGRAPHIC SUB-GROUP

DECIDED/ LEANING VOTERS

Q1a. "There will be a civic election here in Winnipeg on October 24th. If the civic election were held tomorrow, which of the following candidates for mayor would you be most likely to vote for?"

Q1b. "Lots of people have not made up their minds yet, but which candidate are you leaning toward?" (n=653)

	Total	Gender		Age		
		Men	Women	18-34	35-54	55+
(Base)	(653) (%)	(312) (%)	(341) (%)	(200) (%)	(262) (%)	(191) (%)
Bowman	61	59	63	62	58	63
Motkaluk	28	27	28	23	30	29
Others	11	14	9	15	12	8
	Education			Homeowner		
	HS or Less	Some Post-Sec.	Post-Sec. Grad	Yes	No	
(Base)	(70)* (%)	(158) (%)	(417) (%)	(462) (%)	(169) (%)	
Bowman	67	57	62	61	64	
Motkaluk	19	32	27	29	21	
Others	14	11	11	10	15	
	Household Income					
	<\$30K	\$30K - \$59K	\$60K - \$99K	\$100K +		
(Base)	(45)* (%)	(133) (%)	(177) (%)	(201) (%)		
Bowman	46	63	64	63		
Motkaluk	41	20	22	30		
Others	13	17	14	7		

Base: Winnipeg adults