

WASYLYCIA-LEIS STILL LEADS WINNIPEG MAYORAL RACE

Bowman A Distant Second, With Steeves Sitting in Third Place

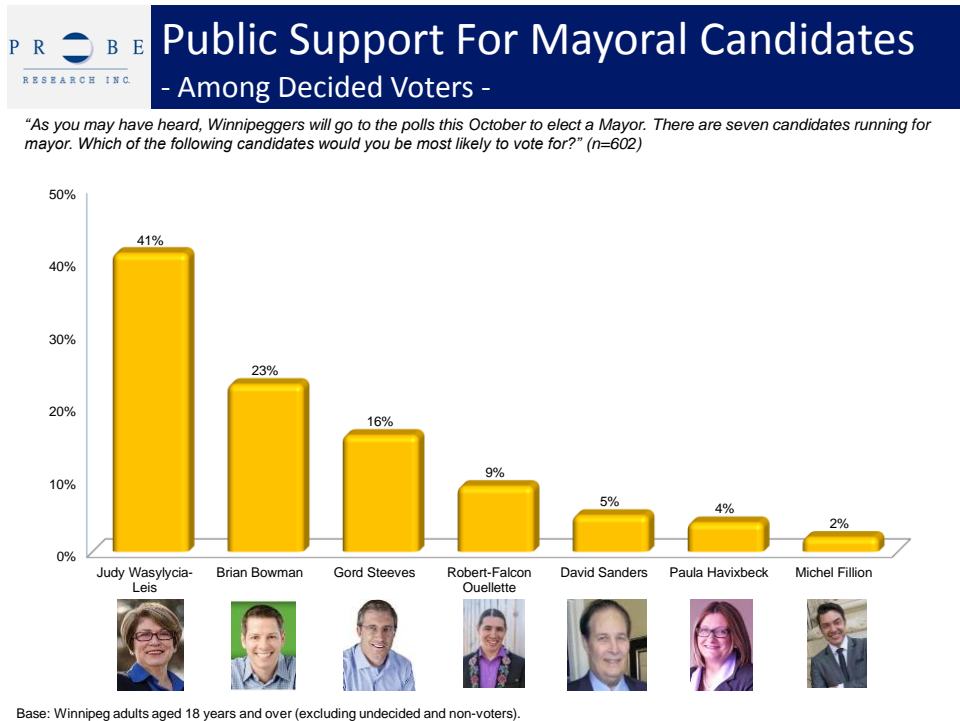
FOR IMMEDIATE RELEASE

Winnipeg – With three weeks remaining until Winnipeggers cast ballots in the municipal election, Judy Wasylycia-Leis is poised to become Winnipeg's mayor, a new *Winnipeg Free Press*-CTV *Winnipeg* survey conducted by Probe Research Inc. shows.

Ms. Wasylycia-Leis, who has been the clear frontrunner in previous Probe Research Inc. surveys, currently has the support of more than four-in-ten decided voters (41%). First-time candidate Brian Bowman has pulled ahead of other challenges to establish himself in second place – but with 23 percent support, he continues to trail Ms. Wasylycia-Leis by a significant margin as the campaign draws to a close. Former St. Vital councillor Gord Steeves is now well back of these two front-runners with the backing of only 16 percent of the civic electorate.

The four remaining candidates are all in the single-digit range of support: Robert-Falcon Ouellette (9%), David Sanders (5%), Paula Havixbeck (4%) and Michel Fillion (2%).

Overall, 23 percent of Winnipeg adults remain undecided or refused to say which candidate they intend to vote for in the upcoming election.



Probe Research Inc. surveyed a random and representative sample of 602 adults via telephone between September 18th and October 1st, 2014. The margin of error on these findings is $\pm 4.0\%$ at the 95 percent confidence level.

Wasylycia-Leis Leads Throughout Winnipeg

Judy Wasylycia-Leis is the clear front-runner throughout Winnipeg, with an advantage in all corners of the city. The only exception to her dominance over rival candidates is in southwest Winnipeg, where Ms. Wasylycia-Leis is statistically tied with Brian Bowman (36% versus 34% respectively).

Ms. Wasylycia-Leis' highest levels of support were recorded in the city's Core neighbourhood (47%) and in southeast Winnipeg (46%). Mr. Bowman has the next-highest levels of support in all other neighbourhoods of the city with the exception of northeast Winnipeg, where Mr. Steeves is second with 27 percent support.

MAYORAL PREFERENCES – BY WINNIPEG REGION						
-- September 2014 --						
Net Voting Intentions Among Decided Voters						
<i>"I am going to read you the names of seven people who are running for Mayor in that election. ... Which one would of these candidates are you most likely to vote for?"</i>						
	Winnipeg	Northwest Winnipeg	Northeast Winnipeg	Southeast Winnipeg	Southwest Winnipeg	Core Area
(Base)	(n=602) (%)	(n=129) (%)	(n=112) (%)	(n=108) (%)	(n=126) (%)	(n=126) (%)
Wasylycia-Leis	41	35	42	46	36	47
Bowman	23	25	18	25	34	16
Steeves	16	14	27	16	9	14
Ouellette	9	9	9	9	5	13
Sanders	5	8	-	2	4	9
Havixbeck	4	4	4	-	11	1
Fillion	2	4	1	1	1	-

Gender Gap Boosts Wasylycia-Leis

A major part of the reason for Ms. Wasylycia-Leis' advantage over other mayoral candidates is that she commands high levels of support among female voters. Nearly one-half of women in Winnipeg (48%) intend to cast ballots for Ms. Wasylycia-Leis, compared to fewer than one-in-five who intend to vote for Mr. Bowman and Mr. Steeves (19% and 17% respectively). Ms. Wasylycia-Leis also leads among men, but her level of support with male voters is not as pronounced as it is among women (34%, versus 28% for Mr. Bowman, 15% for Mr. Steeves and 11% for Mr. Ouellette).

Other survey highlights include:

- Ms. Wasylycia-Leis' support is fairly consistent across all age groups. Mr. Bowman's support, meanwhile, is lower among 18-34 year olds (14%) but rises to 31 percent among those aged 55 years and over.
- Ms. Wasylycia-Leis has especially strong backing among lower-income earners (54% among those earning \$30,000-\$59,999/year and 51% among those earning less than \$30,000/year). Mr. Bowman is significantly more popular among higher-income earners, as he is statistically tied with Ms. Wasylycia-Leis in this category (33% and 31%, respectively, among those earning more than \$100,000/year).
- Ms. Wasylycia-Leis has retained the support of most Winnipeggers who voted for her in the 2010 mayoral race (67%). However, she has also picked up support from one-in-five Winnipeggers who voted for Sam Katz in that contest (22%). Four-in-ten Katz supporters from 2010 now back Brian Bowman (41%), while 23 percent prefer Mr. Steeves.
- There is a clear partisan divide that is expressed in terms of which candidate Winnipeg residents prefer. Two-in-three provincial NDP supporters will back Ms. Wasylycia-Leis (66%), with an additional one-third of Manitoba Liberal Party supporters (35%) also preferring to see her become mayor. Brian Bowman enjoys the support of slightly less than one-half of provincial PC supporters (45%), with 25 percent preferring Mr. Steeves.

MAYORAL PREFERENCES AMONG SELECTED SOCIO-DEMOGRAPHIC GROUPS

-- September 2014 --

Net Voting Intentions Among Decided Voters

"I am going to read you the names of seven people who are running for Mayor in that election. ... Which one would of these candidates are you most likely to vote for?"





	Total	Gender		Age				
		Men	Women	18-34	35-54	55+		
(Base)	(n=602) (%)	(n=288) (%)	(n=314) (%)	(n=176) (%)	(n=230) (%)	(n=167) (%)		
Wasylycia-Leis	41	34	48	40	39	45		
Bowman	23	28	19	14	26	31		
Steeves	16	15	17	20	12	17		
Ouellette	9	11	8	11	11	3		
Sanders	5	8	1	3	8	3		
Havixbeck	4	2	6	9	3	2		
Fillion	2	2	2	3	2	-		
	Education			Income				
	HS or Less	Some Post-Sec.	Post-Sec. Grad	<\$30K	\$30K-\$59K	\$60K-\$99K	\$100K+	
(Base)	(n=145) (%)	(n=129) (%)	(n=319) (%)	(n=91)* (%)	(n=106) (%)	(n=174) (%)	(n=130) (%)	
Wasylycia-Leis	42	32	43	51	54	33	31	
Bowman	28	22	22	16	18	23	33	
Steeves	11	24	14	16	14	16	17	
Ouellette	5	14	9	10	4	15	9	
Sanders	3	1	7	2	1	9	2	
Havixbeck	5	6	3	1	7	2	8	
Fillion	5	1	-	4	1	3	-	
	Provincial Party Preference			2010 Mayoral Vote		Home Ownership		
	PC	NDP	Liberal	Katz	JWL	Own	Rent	
	(%)	(%)	(%)	(n=189) (%)	(n=138) (%)	(n=467) (%)	(n=119) (%)	
Wasylycia-Leis	13	66	35	22	67	42	44	
Bowman	45	15	23	41	8	24	18	
Steeves	25	7	17	23	8	16	15	
Ouellette	3	11	9	5	11	9	9	
Sanders	4	1	6	5	6	5	3	
Havixbeck	4	-	8	4	-	3	5	
Fillion	5	-	1	1	-	1	6	

*Caution: Small Base

Bowman is the Clear “Backup” Choice

Winnipeggers were asked to indicate which of the seven candidates is their second choice. As the table below shows, Brian Bowman is most likely to be rated as the No. 2 choice among decided Winnipeg voters, with more than one-in-four (27%) indicating that he is their second pick.

Mr. Bowman’s strong support as the second choice comes largely from the fact that nearly four-in-ten of those supporting Mr. Steeves (39%) and Ms. Wasylycia-Leis (38%) would move to Mr. Bowman if they were unable to support their first-choice candidate. Those supporting Mr. Ouellette were significantly more likely to point to Ms. Wasylycia-Leis as their second choice (47%), although one-quarter of Ouellette supporters (25%) indicated that they would back Mr. Bowman if they could not vote for their preferred candidate. For his part, Mr. Bowman’s supporters are evenly split between choosing Mr. Steeves (28%), Ms. Wasylycia-Leis and Mr. Ouellette (21% each) as their fallback choice.

VOTERS’ SECOND CHOICE CANDIDATES					
	All Voters	FIRST-CHOICE CANDIDATE			
		Bowman	Steeves	Ouellette	Wasylycia-Leis
					
Bowman	27%	-	39%	25%	38%
Steeves	18%	28%	-	17%	22%
Ouellette	18%	21%	17%	-	19%
Wasylycia-Leis	16%	21%	14%	47%	-
Sanders	9%	15%	13%	7%	7%
Havixbeck	7%	9%	7%	3%	9%
Fillion	5%	6%	9%	2%	5%

This province-wide survey was designed and conducted by Probe Research Inc. via telephone interviews conducted between September 18th and October 1st, 2014 among a random and representative sampling of 602 Manitoba adults. With a sample of 602, 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 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 Winnipeg 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:

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