

A hand is shown from the top left, dropping a white ballot into a white ballot box. The background is a light, slightly blurred outdoor scene. The text is overlaid on a dark blue rectangular area at the bottom of the image.

Civic Election Survey: Winnipeg Mayoral Candidate Voting Intentions

July 2022

PROBE
RESEARCH INC.

State of the Mayoral Race: July 2022

In a crowded race, former mayor Glen Murray stands head and shoulders above other competitors

The frontrunner



Glen Murray

Current support: 44%
Potential support: 67%
Momentum Index: +11

The former mayor is in a strong position entering the next phase of the campaign. He benefits from a strong lead and the view his significant political experience matters.

The contenders



Scott Gillingham

Current support: 16%
Potential support: 51%
Momentum Index: +7

The current St. James councillor and the former Winnipeg Centre Liberal MP are the next leading contenders – but both have a long way to go before posing a significant threat to Murray’s bid to become mayor again.



Robert-Falcon Ouellette

Current support: 13%
Potential support: 50%
Momentum Index: +1

Further behind...



Jenny Motkaluk

Current support: 8%
Potential support: 30%
Momentum Index: -11

Motkaluk, a 2018 mayoral candidate, has key pockets of support but is dealing with strong negative views about her after she made comments criticizing The Forks for its Canada Day celebration plans.



Shaun Loney

Current support: 6%
Potential support: 26%
Momentum Index: +6

Loney is seen as having good ideas, but suffers from a significant lack of name recognition – and may be losing support to Murray and (to a lesser extent) Ouellette.



Rana Bokhari

Current support: 4%
Potential support: 31%
Momentum Index: -2

Bokhari’s accessible voter pool is relatively small – surprising given her tenure as the former provincial Liberal leader.

Could they?



One in three (36%) Winnipeggers would consider voting for Charleswood-Tuxedo Coun. Kevin Klein, with one-quarter (26%) open to backing former Transcona Coun. Russ Wyatt.

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Methodology

Probe Research surveyed a representative sample of 622 Winnipeg adults between July 14-25, 2022 to gauge their early views on the city's mayoral candidates.

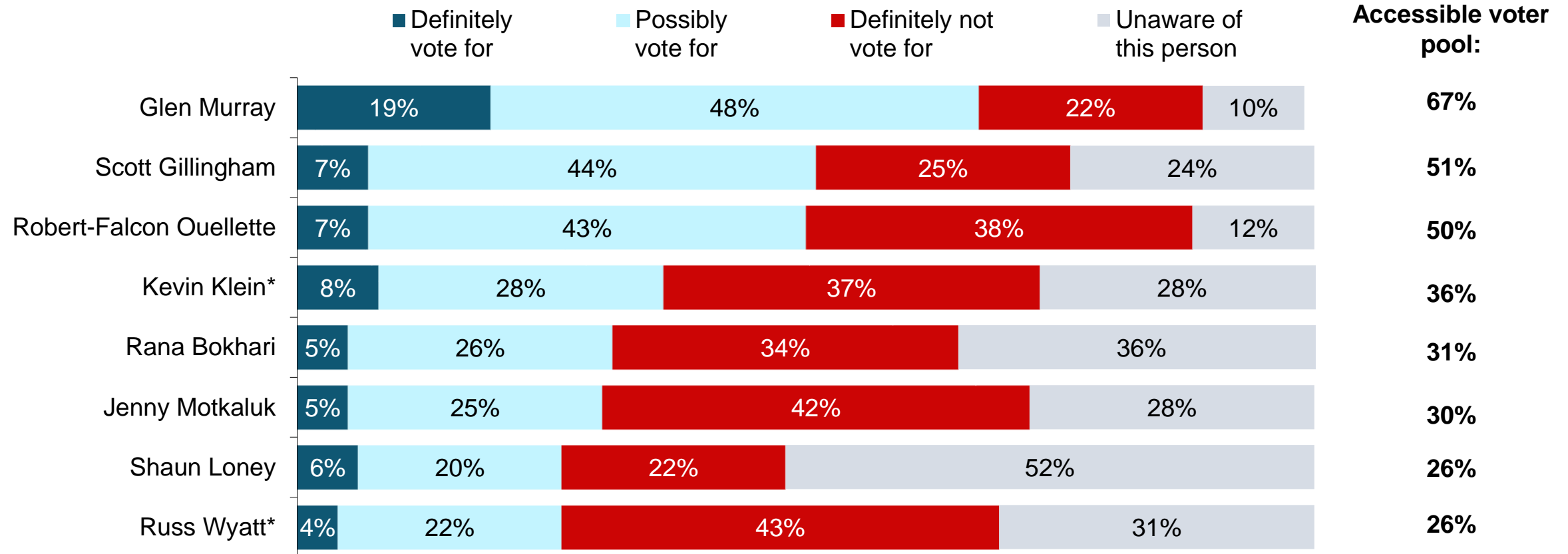
The survey questions were designed by Probe Research and the sample of respondents was provided by Probe Research's proprietary panel and supplemented with those from a large-scale national panel provider.

As an online panel survey is a sample of convenience, no margin of error can be ascribed. However, a random and representative non-convenience sample of 622 adults would have a margin of error of ± 4.0 percentage points, 19 times out of 20. The margin of error is higher within each of the survey's population subgroups.

Minor statistical weighting by age and gender has been applied to this sample to ensure that it corresponds with the city as a whole.

Likelihood of Voting for Specific Candidates: Top Tier

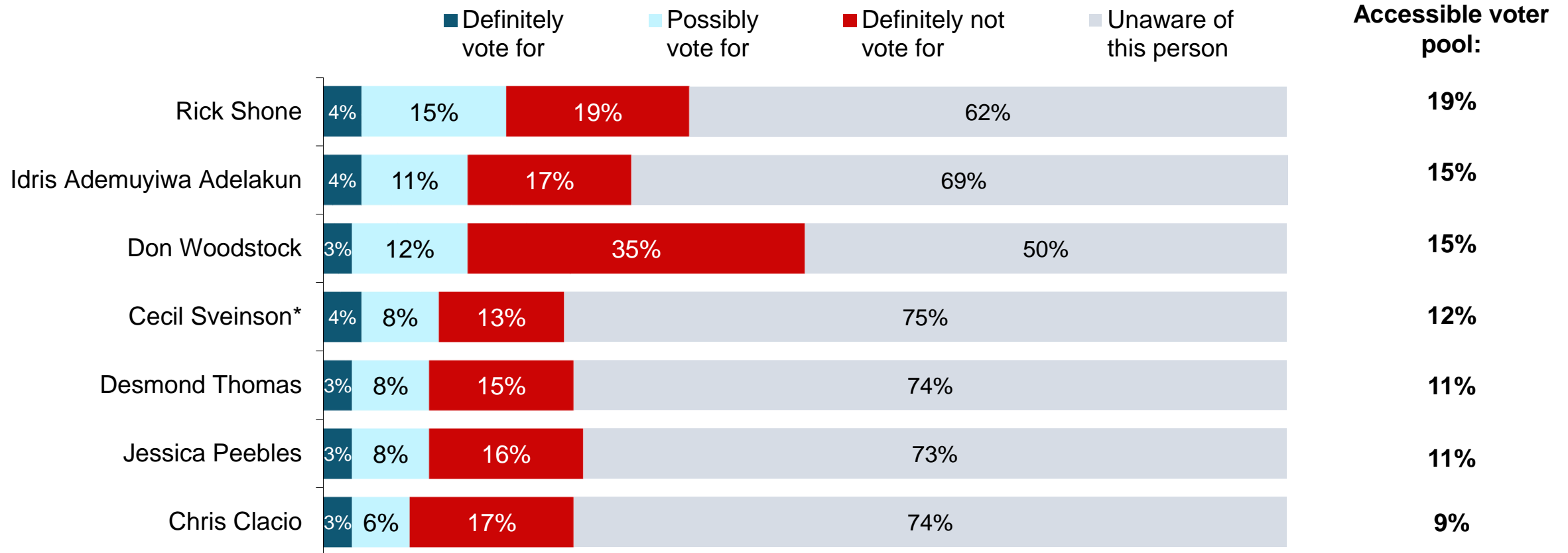
One in five are firm Murray supporters; Gillingham, Ouellette can tap into one-half of voters



V1. For each of the following candidates for mayor, please indicate if you would definitely, possibly or definitely not vote for this person, or indicate if you have not heard of this person.
 *Not a declared candidate for mayor at the time the survey was in field

Likelihood of Voting for Specific Candidates: Lower Tier

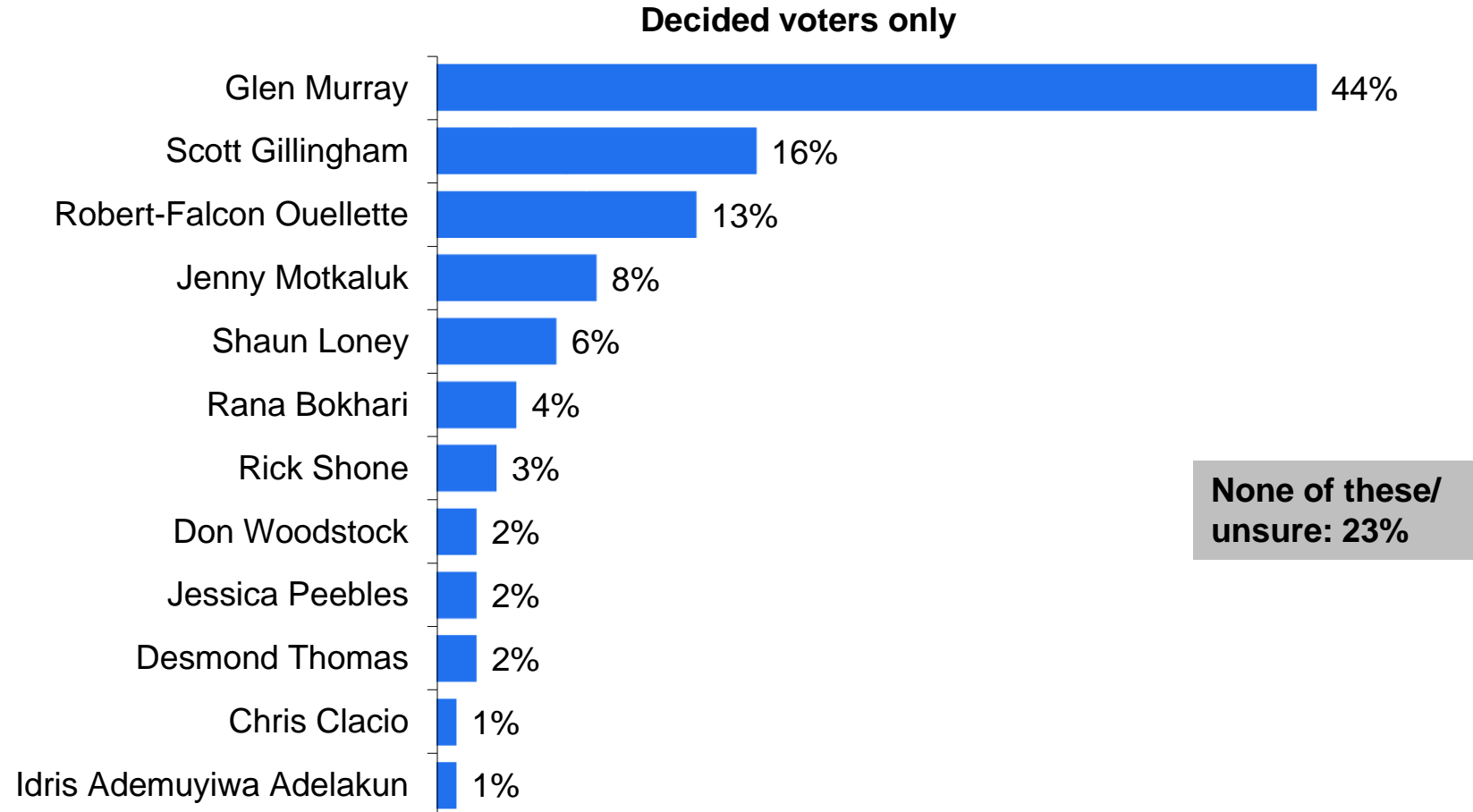
One in five would consider voting for newcomer Rick Shone; others do not register highly



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Mayoral Vote Intention

Glen Murray has a sizable lead over the rest of the field



V2. Which person do you plan to vote for to be the next Mayor of Winnipeg?
 *Declared candidates only

Base: All respondents (N=622)

Mayoral Vote Intentions: Variations by Sub-Group

Glen Murray has a sizable lead over the rest of the field



Glen Murray

- Support highest in the core area (54%) and lowest in the northeast (29%).
- Higher support among women (48% vs. 39% among men) and older voters (49% 55+ vs. 37% 18-34).
- The top choice of provincial NDP supporters (50%) and Liberals (45%). One-quarter of PC supporters also favour him.
- Supporters are most likely to vote for Murray because of his experience/track record (65%) and his platform (31%).



Scott Gillingham

- Higher support among older voters (24% 55+).
- Leading candidate among provincial PC voters (32%).
- Supporters also like his track record (44%), and consider him to be likable (19%).



Robert-Falcon Ouellette

- The second most popular choice among NDP and Liberal voters (16% and 13% each).
- Supporters are most likely to say Ouellette has a good platform (35%) and cares about poverty and homelessness (21%).



Shaun Loney

- More support among those with a university degree (9% vs. 0% among those with high school or less).
- Rates highest for his platform (56%) and also rates highly for caring about poverty and homelessness (19%) and on leadership qualities (17%).



Jenny Motkaluk

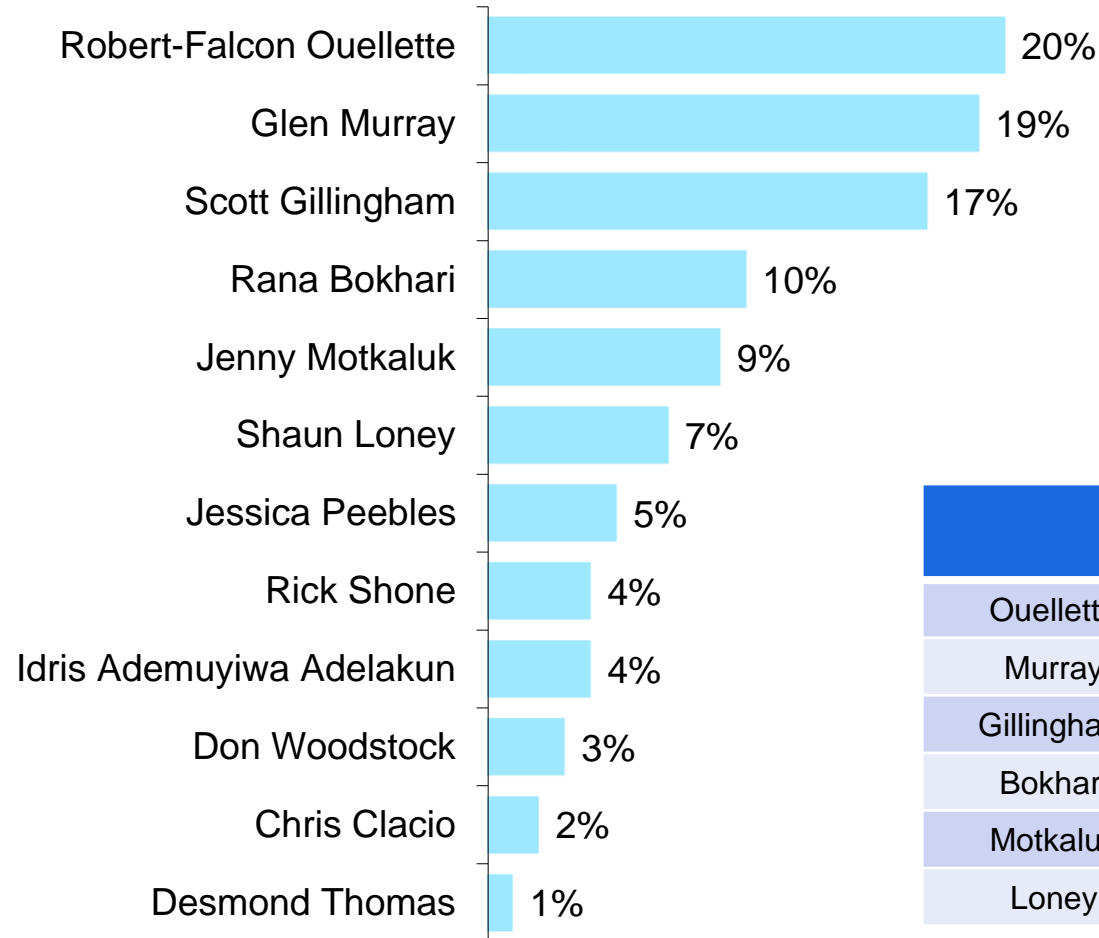
- The second most popular choice among provincial PC voters (21%).
- Supporters are most likely to point to Motkaluk's platform as the reason they are voting for her (43%).

V2. Which person do you plan to vote for to be the next Mayor of Winnipeg?

V3. In a sentence or two, why do you intend to vote for this person?

Second Choice Support

Ouellette, Loney supporters most likely to identify Murray as their second choice



Second choice support by preferred candidate



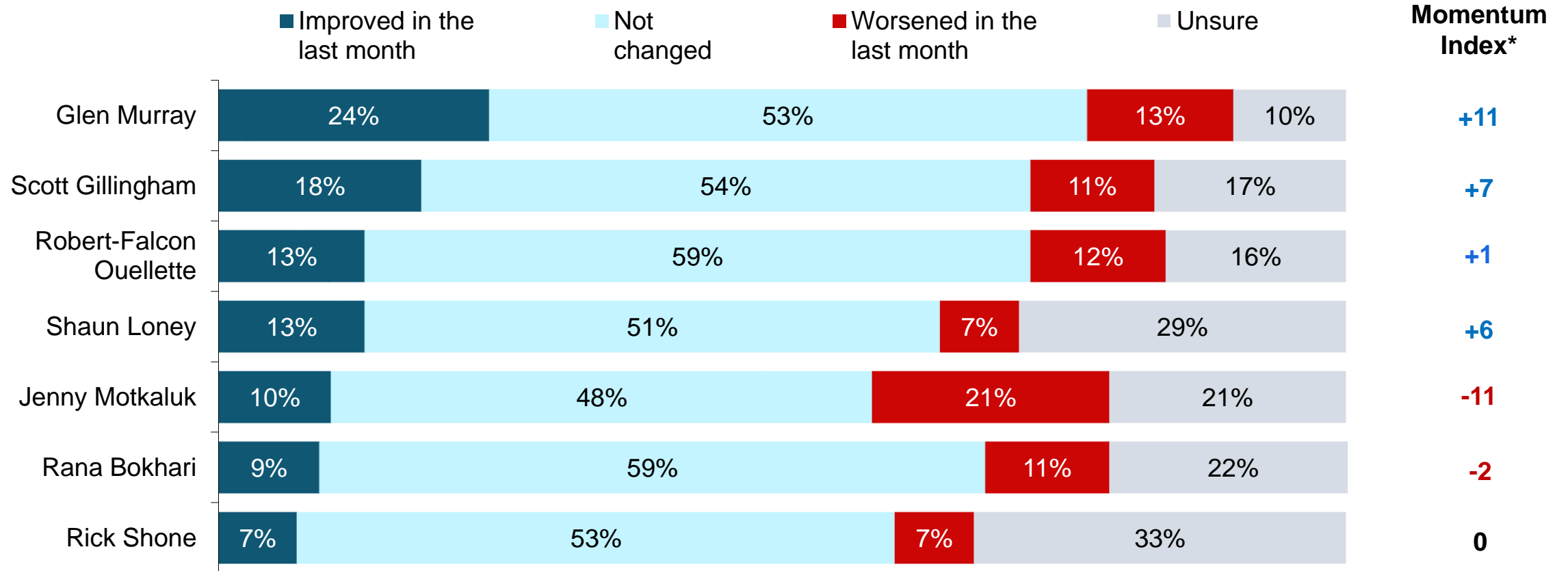
	Glen Murray	Scott Gillingham	Robert-Falcon Ouellette	Jenny Motkaluk	Shaun Loney
Ouellette	30%	16%	-	12%	10%
Murray	-	38%	45%	9%	68%
Gillingham	26%	-	14%	34%	7%
Bokhari	11%	10%	6%	12%	6%
Motkaluk	7%	18%	5%	-	0%
Loney	11%	2%	5%	3%	-

V4. Which of these candidates is your second choice?
*Declared candidates only

Base: Decided voters (N=481)

Candidate Momentum

Views on Murray, Gillingham and Loney have improved; Motkaluk’s momentum is negative



V5. Would you say your opinion of the following candidates has improved, worsened or not changed in the past month?

*Momentum Index calculated by subtracting those who say their opinion of the candidate has worsened from those who say their opinion has improved.