

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

Winnipeg Free Press/CTV Winnipeg
September 2022 Probe Research Omnibus Survey

The
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Key Findings

With five weeks left in Winnipeg's 2022 civic election campaign, former mayor Glen Murray continues to dominate the field of current mayoral candidates. However, the shape of the race remains somewhat uncertain, as nearly four in ten Winnipeggers do not yet know who they will vote for. Even among those who have a preferred candidate at the moment, fewer than half are very certain of their choice.

This survey of 600 Winnipeg adults conducted for the *Winnipeg Free Press* and CTV Winnipeg finds that among decided voters, four in ten plan to cast a ballot for Glen Murray. Murray remains in the strongest position, as his support has decreased only slightly from a July 2022 survey (40%, down four percentage points). Two-term St. James Coun. Scott Gillingham remains a distant second at 15 per cent (-1 point), while social entrepreneur Shaun Loney has vaulted into third place with 14 per cent support (+6 points).

Outgoing Charleswood-Tuxedo-Westwood Coun. Kevin Klein, who only entered the race in late July, sits in fourth place at 10 per cent. Former Winnipeg Centre Liberal MP Robert-Falcon Ouellette has fallen back to seven per cent (-6 points), with the remaining candidates all polling in the low single digits.

Overall, many Winnipeggers remain uncertain about which candidate to vote for. Nearly four in ten are undecided (39%), with another eight per cent indicating they do not plan to vote on Oct. 26.

Among those who have landed on a mayoral candidate, only four in ten (41%) are very certain they will vote for this person, with slightly more than one-half (53%) indicating they are somewhat certain of their choice and six per cent not at all certain.

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 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

Probe Research surveyed a random and representative sampling of 600 adults residing in Winnipeg between September 8 and 18, 2022.

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.

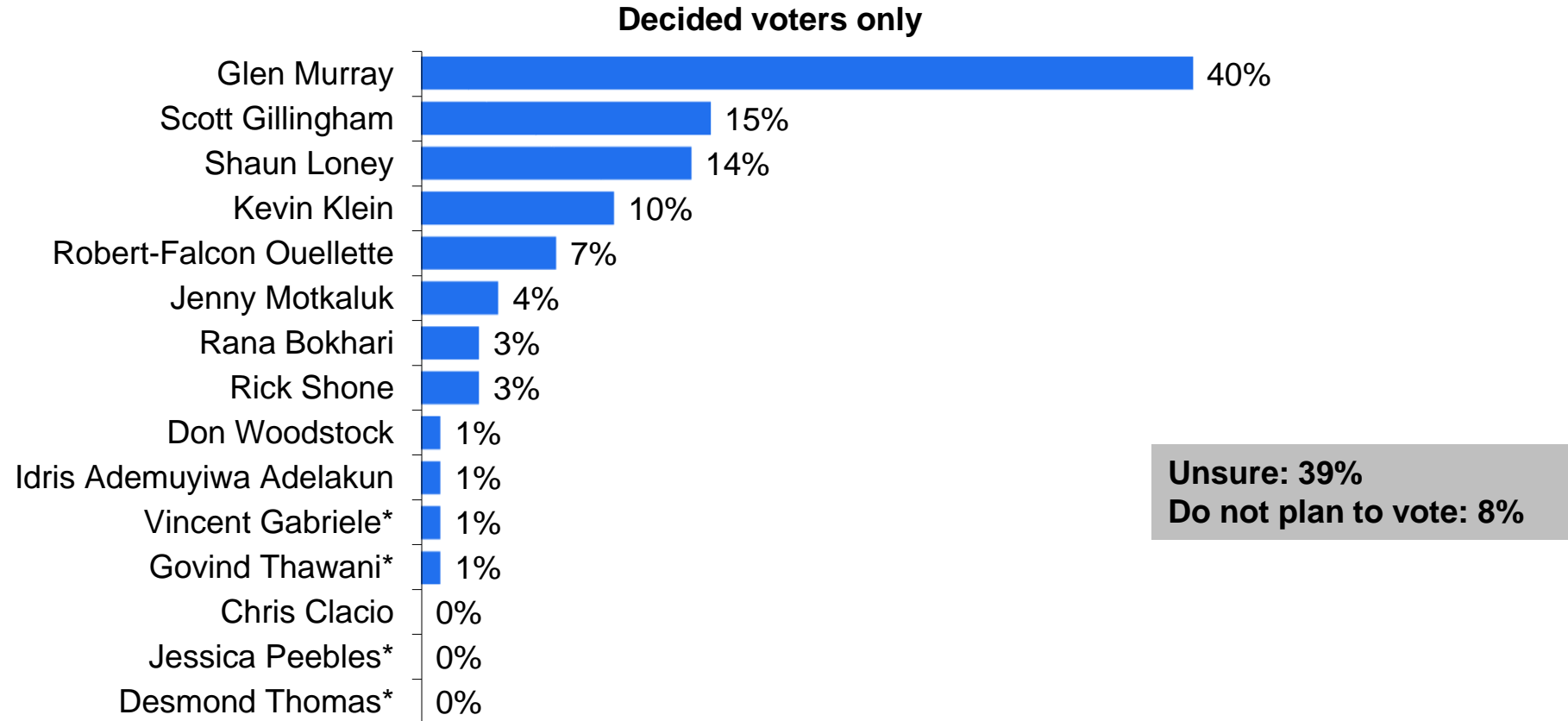
The sample consists of 236 Winnipeggers randomly recruited via live-agent operator, 208 Winnipeggers randomly recruited via Interactive Voice Response (IVR) and 156 members of Probe Research's online panel. All respondents completed the survey on an online platform.

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.

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.

Mayoral Vote Intention

Former mayor Glen Murray holds a more than two-to-one advantage over closest competitors



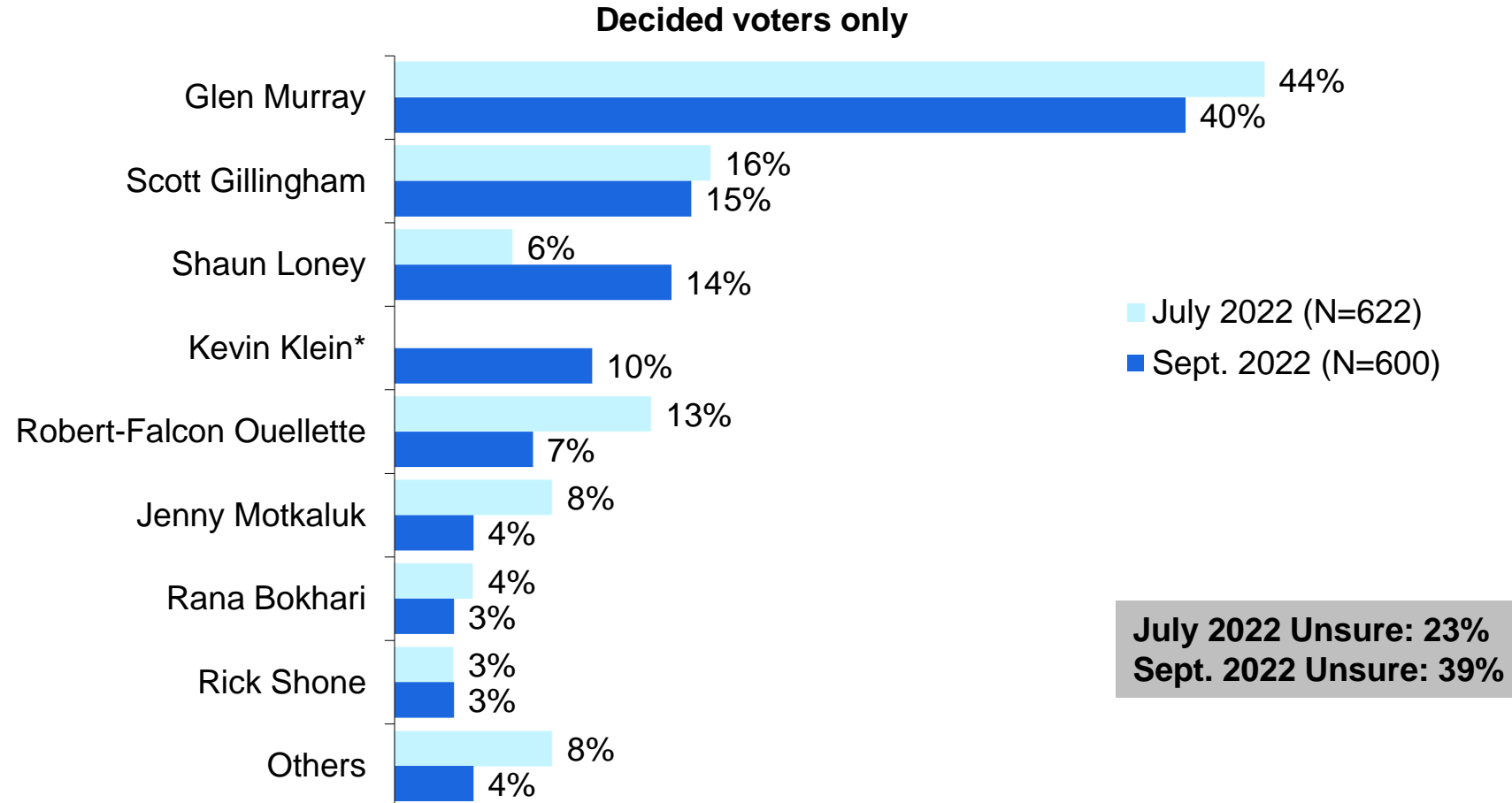
CE1. Which person do you plan to vote for to be the next Mayor of Winnipeg?

*Vincent Gabriele, Jessica Peebles, Desmond Thomas and Govind Thawani registered to run for mayor but did not complete the nomination process

Base: Decided voters (N=318)

Mayoral Vote Intention: Tracking

Support for Shaun Loney doubles while Robert-Falcon Ouellette loses support



CE1. Which person do you plan to vote for to be the next Mayor of Winnipeg?

*Kevin Klein did not declare his candidacy until after the July 2022 Probe Research survey

Base: Decided voters (N=318)

Mayoral Vote Intentions: Variations by Sub-Group

Murray leads in all areas of Winnipeg, with support highest in the core



Glen Murray

- Leads in all areas of Winnipeg, with support highest in the Core (48%)
- Significantly more popular among women (49% vs. 34% men)
- Most popular among provincial NDP supporters (50%) and those who back the provincial Liberals (53%).
- Weaker – but still significant – support among higher income earners (32% among those earning \$100K+ vs. 44% among those earning <\$50K).



Scott Gillingham

- Most popular candidate among provincial Progressive Conservative supporters (32%).
- Significantly more popular among men (19% vs. 9% women).



Kevin Klein

- Second most popular candidate for provincial PC supporters (23%).
- Significantly higher support among those with a high school diploma or less (26% vs. 8% among those with at least partial post-secondary education).



Shaun Loney

- Second most popular candidate among provincial NDP supporters (23%).
- Significantly higher support among university graduates (20% vs. 0% among those with high school or less).
- Slightly more popular among women (18% vs. 11% among men).



Robert-Falcon Ouellette

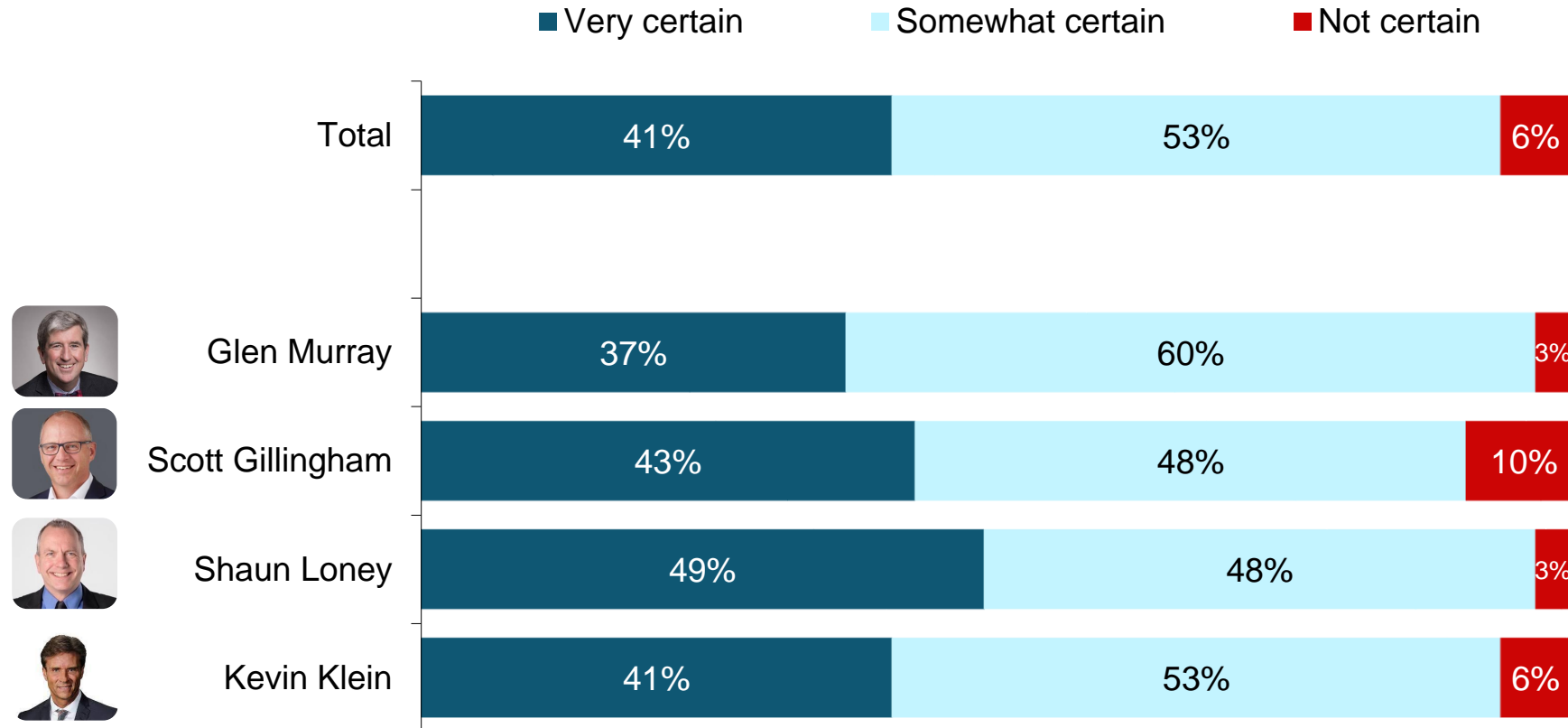
- More popular among Indigenous Winnipeggers (19%) and BIPOC/racialized citizens (17%).

CE1. Which person do you plan to vote for to be the next Mayor of Winnipeg?

Base: Decided voters (N=318)

Vote Certainty

Only four in ten decided voters are very certain of their choice



Those most likely to be **very certain** of voting for their preferred mayoral candidate include:

- Younger adults (51% among those aged 18-34 vs. 37% among those 35-54 and 39% 55+).
- Provincial PC supporters (51% vs. 41% among New Democrats).
- Indigenous (63%) and BIPOC/racialized (56%) Winnipeg residents.

CE2. How certain are you that you will vote for that candidate?

Base: Decided voters (N=318)