

CRIME, TAXES AND INFRASTRUCTURE ARE TOP ISSUES IN WINNIPEG MAYORAL RACE

*Katz (37%) leads Wasylycia-Leis (24%) on Best Plan for
Property Taxes*

Slight Majority (52%) Want Major Change in City Council



Ipsos Reid

Public Release Date: October 25, 2010

Ipsos Reid is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos Reid employs more than 300 researcher professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and online panels. Ipsos Reid's Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada – including the Ipsos Trend Report, the leading source of public opinion in the country – all of which provide clients with actionable and relevant information. Ipsos Reid is an Ipsos company, a leading global survey-based market research group.

To learn more, visit www.ipsos.ca

*For copies of other news releases, please visit:
<http://www.ipsos-na.com/news/>*

© Ipsos Reid

Vancouver • Calgary • Winnipeg • Toronto • Ottawa • Montreal

CRIME, TAXES AND INFRASTRUCTURE ARE TOP ISSUES IN WINNIPEG MAYORAL RACE

*Katz (37%) leads Wasylycia-Leis (24%) on Best Plan for
Property Taxes*

Slight Majority (52%) Want Major Change in City Council

Winnipeg, MB – Crime, taxes and infrastructure are the three most important issues that will determine how Winnipeggers vote for mayor in the upcoming election. Three-in-ten (30%) residents say that crime is their most important issue. Crime is a bigger issue than the next two issues, municipal taxes (16%) and infrastructure planning (12%), combined. Other issues in the mayoral race include transportation/transit (8%), municipal spending (7%) and road conditions/snow removal (6%).

- For Sam Katz supporters, the top three issues are crime (35%), municipal taxes (18%) and infrastructure planning (16%).
- For Judy Wasylycia-Leis supporters, the top three issues are crime (25%), transportation/transit (18%) and municipal taxes (14%).

Winnipeggers give the edge to Katz for having the best plan when it comes to property taxes. Nearly four-in-ten (37%) say they believe that Katz has the best plan for property taxes, compared to 24% for Judy Wasylycia-Leis and 2% for the other candidates. More than one-third (35%) of residents say they are unsure about which candidate has the best plan for property taxes.

- Katz's lead on property taxes narrows when looking only at residents who say they are "absolutely certain" to vote (Katz 41% vs. Wasylycia-Leis 33%).

Focusing on City Council, a slight majority of Winnipeg residents (52%) say they "believe that it's time for a major change". About one-third (34%) of residents hold the view that City Council "deserves to be re-elected", while 14% are undecided.

- Residents most looking for major change include older residents (60% of 55+ years) and those with household incomes under \$60K (58% vs. 47% of \$60K+).

These are the findings of an Ipsos Reid telephone poll conducted between October 18 and 20, 2010. The poll is based on a randomly selected sample of 500 Winnipeg residents aged 18 or older. With a sample of this size, the results are considered accurate to within ± 4.4 percentage points, 19 times out of 20, of what they would have been had the entire adult population of Winnipeg been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual Winnipeg population aged 18 or older according to 2006 Census data.

For more information on this news release, please contact:

**Kyle Braid
Vice President
Ipsos Reid Public Affairs
778-373-5000**

*For full tabular results, please visit our website at www.ipsos.ca.
News releases are available at <http://www.ipsos-na.com/news/>.*