



PROVINCIAL VOTING INTENTIONS

MARCH 2018

**Winnipeg
Free Press**

P R  B E
RESEARCH INC.

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 of 1,000 Manitoba adults 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.

METHODOLOGY

Between March 12 and April 13, 2018, over two waves of the quarterly Omnibus, Probe Research surveyed a random and representative sampling of 2,000 adults residing in Manitoba.



With a sample of 2,000, one can say with 95 percent certainty that the results are within ± 2.2 percentage points of what they would have been if the entire adult population of Manitoba 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 Manitoba adults had an equal opportunity to participate in this Probe Research survey. A CATI-to-web approach was employed whereby a live-voice operator randomly recruited respondents by telephone, inviting them to complete the survey via a secure online questionnaire.



Minor statistical weighting has been applied to this sample to ensure that age and gender characteristics properly reflect known attributes of the province's population. All data analysis was performed using SPSS statistical analysis software.

FOR MORE
INFORMATION:

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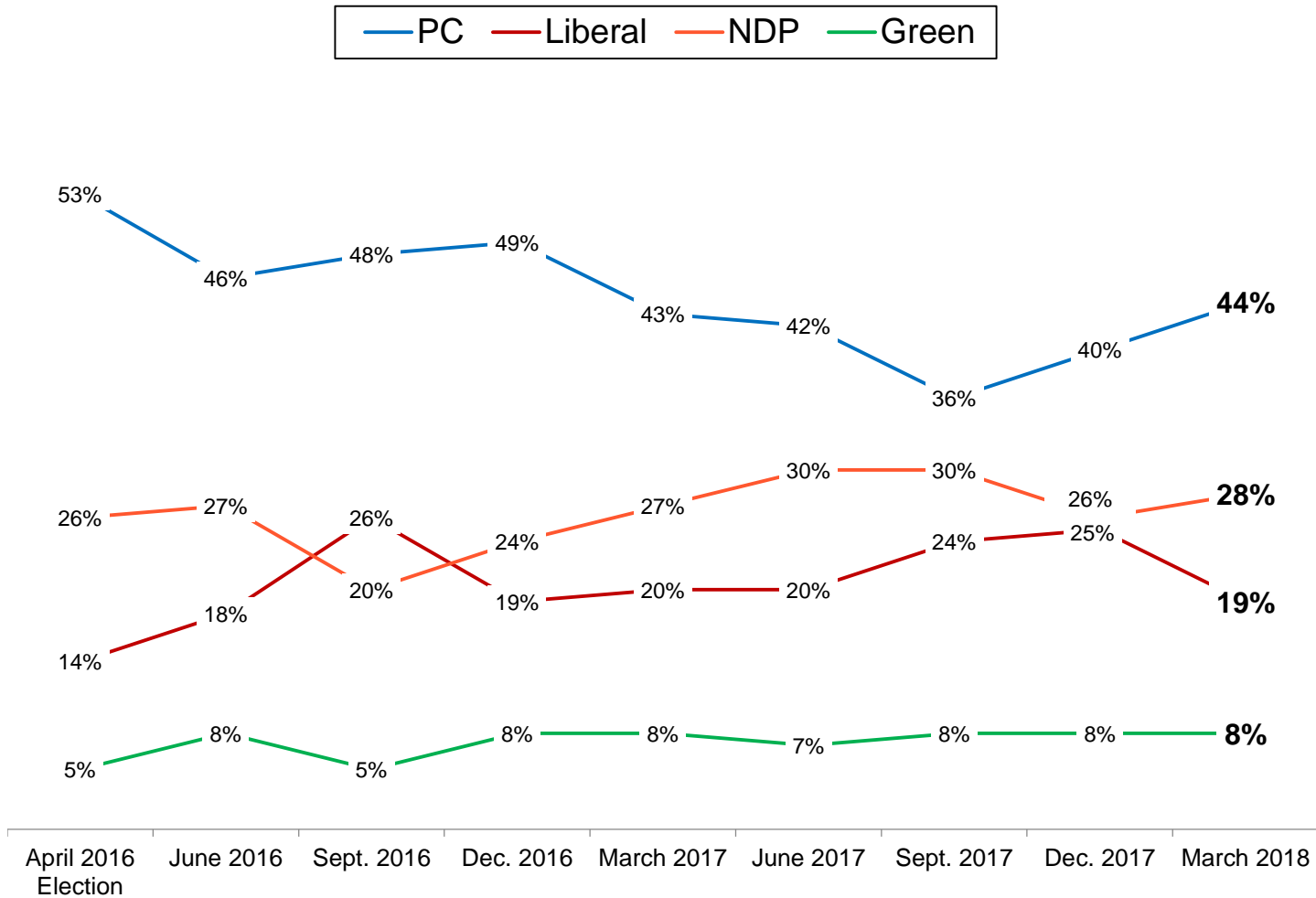
www.probe-research.com

KEY FINDINGS

- With the endorsement of 44 per cent of decided voters province-wide, Manitoba's governing Progressive Conservatives are clearly the province's most popular political party. The NDP is well back at 28 per cent while the Liberals are currently supported by 19 per cent of provincial voters. Twenty-three per cent of Manitoba's eligible voters were unable or unwilling to declare a party preference at this time.
- The Brian Pallister-led PCs are holding firmly onto similar levels of popular support they enjoyed this time last year. Meanwhile, support for the NDP is unchanged since December and is roughly on-par with its April 2016 election performance. For its part, Manitoba's Liberal party has seen a six-point decline in popularity since December. However, its current level of popular support is higher than its actual 2016 election results.
- Rural Manitoba voters remain overwhelmingly on-side with the Tories, while there is a far more competitive, three-way contest in Winnipeg.
- In Winnipeg, the PCs are most heavily favoured in Northeast and Southeast neighbourhoods, while the NDP out-polls its rivals only in the Core area. The three parties are highly competitive in Southwest Winnipeg.

PARTY SUPPORT IN MANITOBA

Q1. "If a provincial election were held tomorrow, which party's candidate would you be most likely to support?"
(n=2,000)



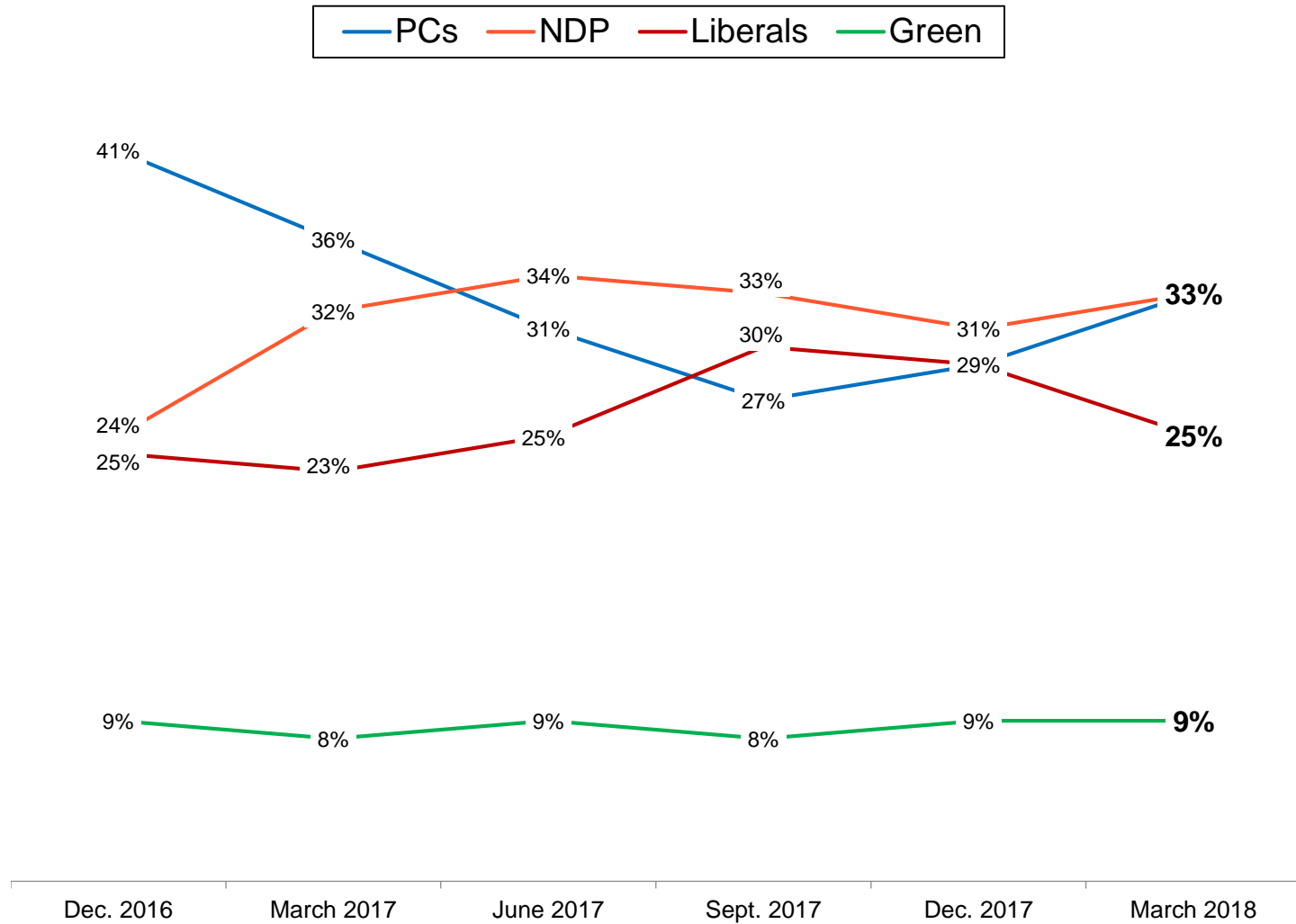
Base: Manitoba adults

- Support for the PCs is highest in rural Manitoba (59%), among men (51%) and among those with high school or less (54%).
- Support for the NDP is highest among women (35%) and Indigenous people (42%).
- Support for the Liberals is highest among Winnipeggers (25%) and those in lower-income households (33%).

PARTY SUPPORT IN WINNIPEG

Q1. "If a provincial election were held tomorrow, which party's candidate would you be most likely to support?"
(n=1,200)

Base: Winnipeg adults



● In Winnipeg, support for the NDP is highest among women (41%) and Indigenous people (42%).

PARTY SUPPORT BY DEMOGRAPHIC SUBGROUP

Q1. "If a provincial election were held tomorrow, which party's candidate would you be most likely to support?" (n=2,000)

Valid responses only
DK/NS removed

	Total	Gender		Age		
		Men	Women	18-34	35-54	55+
(Base)	(2,000) (%)	(969) (%)	(1,031) (%)	(662) (%)	(747) (%)	(591) (%)
PC	44	51	36	43	44	44
NDP	28	21	35	27	29	29
Liberal	19	19	19	19	19	19
Green	8	8	8	11	7	7
	Education			Region		
	HS or Less	Some Post-Sec.	Post-Sec. Grad	Winnipeg	Rest of Manitoba	
(Base)	(332) (%)	(431) (%)	(1,170) (%)	(1,200) (%)	(800) (%)	
PC	54	50	39	33	59	
NDP	20	28	30	33	21	
Liberal	17	14	22	25	12	
Green	8	8	9	9	8	
	Income					
	<\$30K	\$30K - \$59K	\$60K - \$99K	\$100K +		
(Base)	(184) (%)	(333) (%)	(534) (%)	(565) (%)		
PC	25	47	41	47		
NDP	30	25	30	28		
Liberal	33	19	19	18		
Green	12	8	8	6		