



PROVINCIAL VOTING INTENTIONS

SEPTEMBER 2018

Winnipeg Free Press



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 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

Between September 19 and 28, 2018, Probe Research surveyed a random and representative sampling of 1,116 adults residing in Manitoba.

- With a sample of 1,116, one can say with 95 percent certainty that the results are within ± 2.9 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 or interactive system randomly recruited respondents by telephone, inviting them to complete the survey via a secure online questionnaire. In addition, 205 randomly recruited Probe Research panel members were included in this general population adult sampling.
- 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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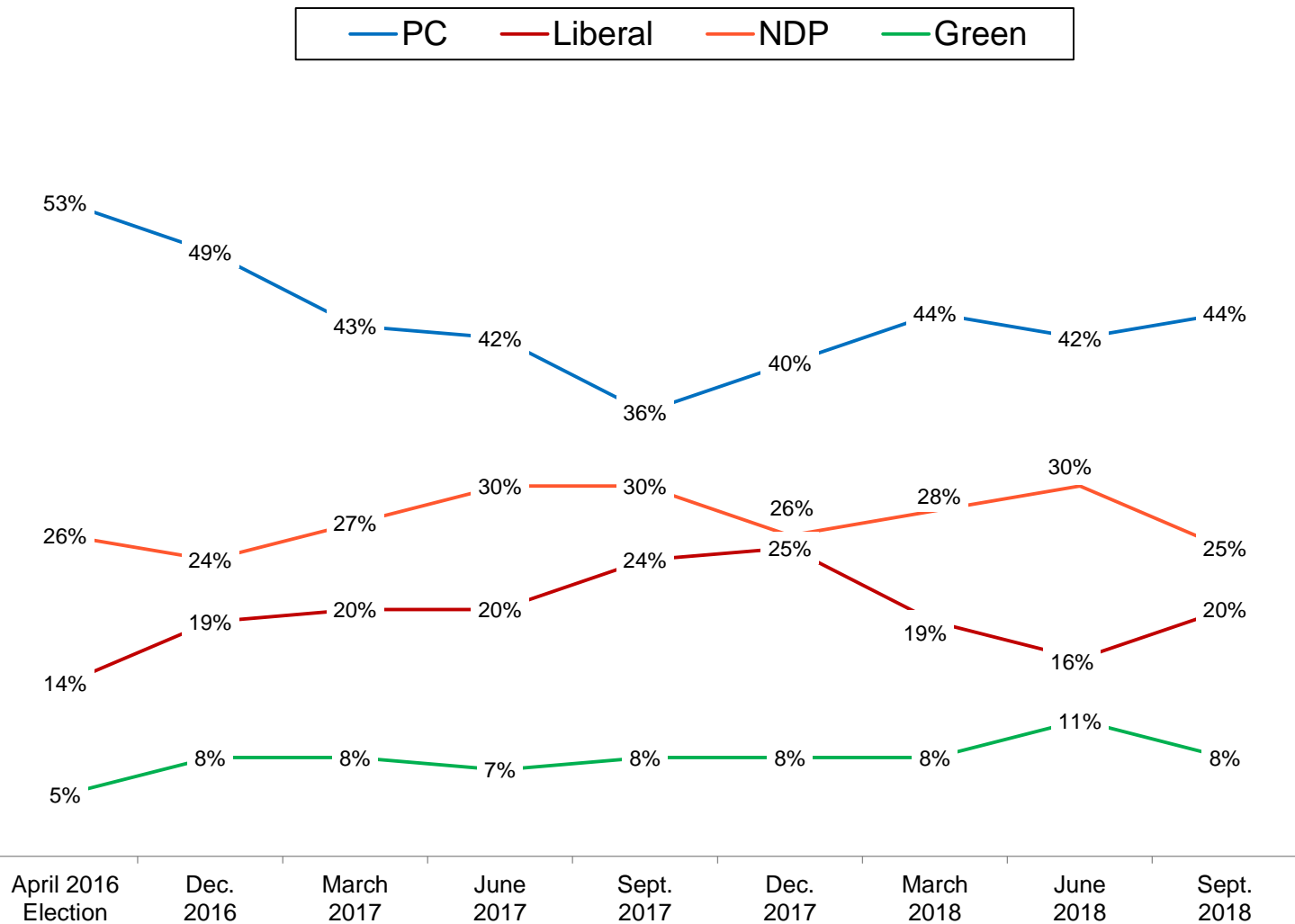
KEY FINDINGS

- Manitoba's Progressive Conservatives have widened their lead over the opposition parties, with 44 percent of decided and leaning voters (+2% vs. June 2018) now indicating they would cast a ballot for the governing party. Only one-quarter of Manitobans now prefer the opposition New Democrats (25%, down from 30% in June), with support for the Manitoba Liberals edging upward to 20 percent of decided/leaning voters (+4%). Eight percent of decided/leaning voters would cast a ballot for the Manitoba Green Party (-3%).
- Within Winnipeg, the PCs (34%, +2% vs. June 2018) and NDP (32%, -2%) remain virtually deadlocked in voter support, with the Manitoba Liberals in third place at 24 percent (+3%) and the Manitoba Greens at seven percent (-5%). PC support is highest in northeast and southeast Winnipeg (41% each), with the PCs edging the Liberals for the lead in support in southwest Winnipeg (37% and 33% respectively). NDP support is highest in the northwest quadrant (45%) and the Core area (40%).
- The Progressive Conservative coalition continues to be built primarily with rural Manitobans (57% vs. 16% NDP and 14% Liberal); male voters (52% vs. 19% NDP and 18% Liberal); those with lower levels of formal education (58% of those with high school or less) and higher-income earners (45% of those earning \$60,000-\$99,999/year and 48% among those earning \$100,000 or more/year).

% Undecided: 15%

PARTY SUPPORT IN MANITOBA

Q1. "If a provincial election were held tomorrow, which party's candidate would you be most likely to support?"
(n=1,116)

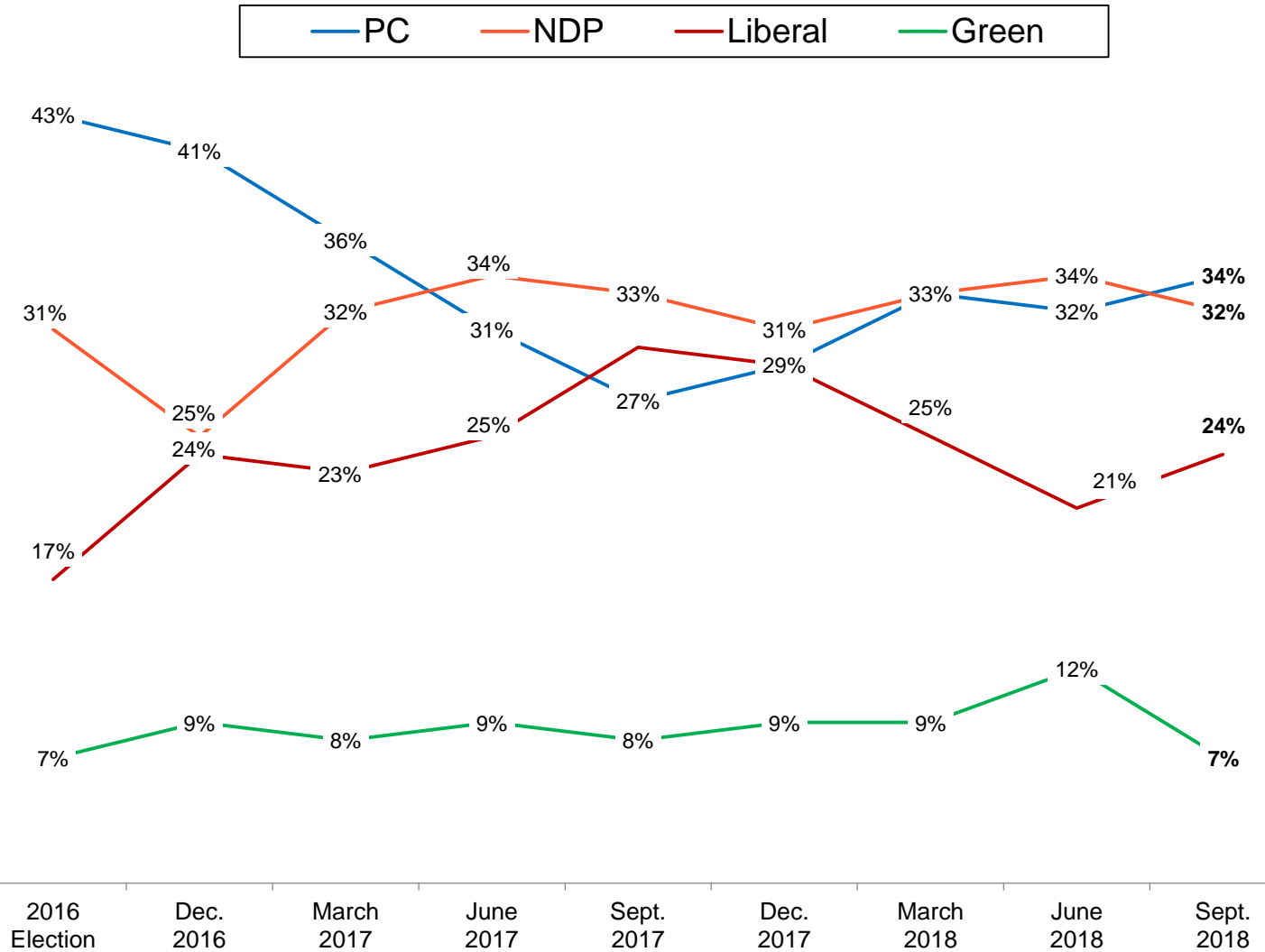


Base: Manitoba adults

% Undecided: 15%

PARTY SUPPORT IN WINNIPEG

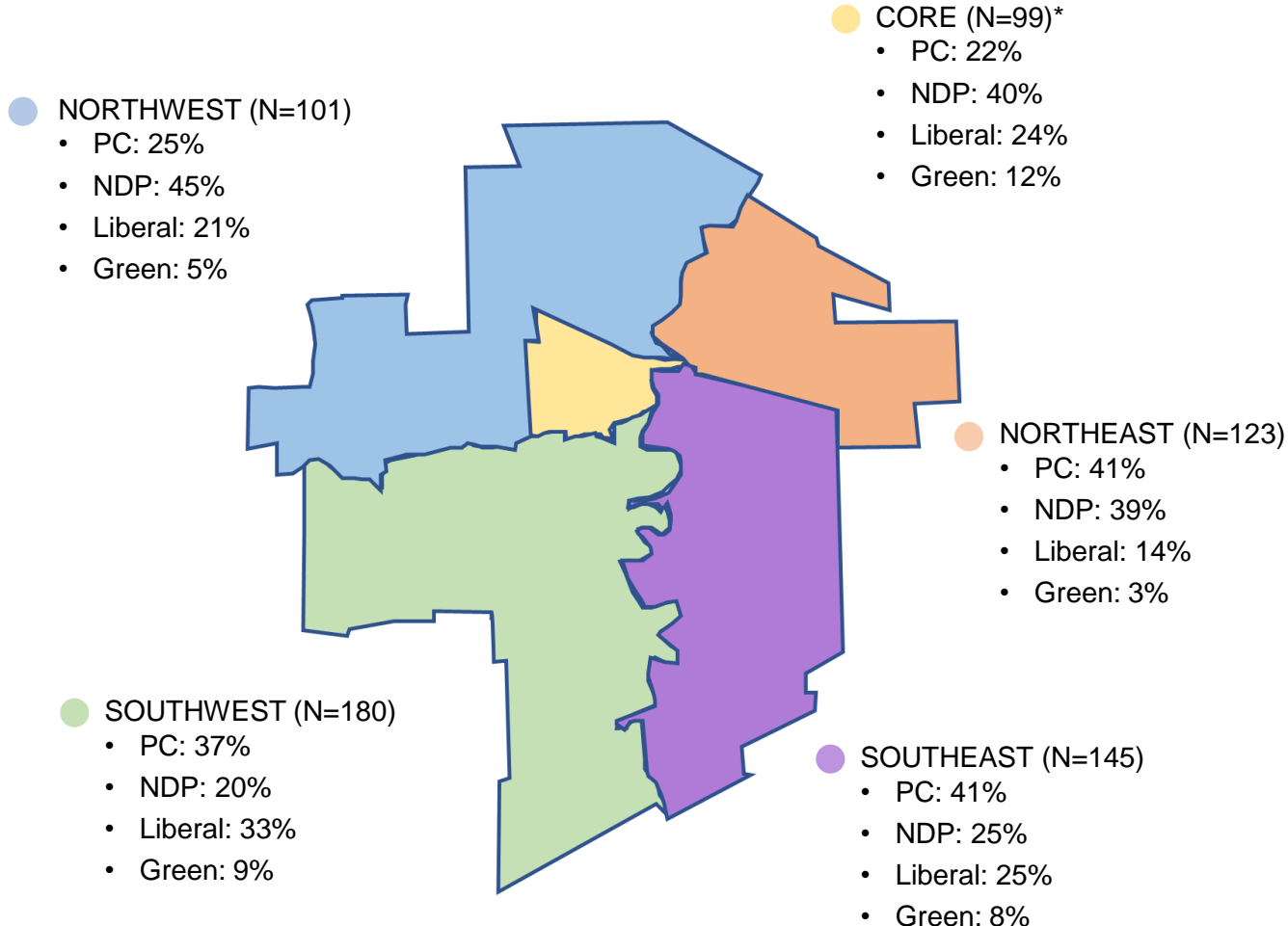
Q1. "If a provincial election were held tomorrow, which party's candidate would you be most likely to support?"
(n=653)



Base: Winnipeg adults

PARTY SUPPORT ACROSS WINNIPEG REGIONS

Q1. "If a provincial election were held tomorrow, which party's candidate would you be most likely to support?"
(n=653)



Base: Winnipeg adults

*Caution: Small Base

PARTY SUPPORT BY DEMOGRAPHIC SUB-GROUP

- DECIDED VOTERS -

Q1. "If a provincial election were held tomorrow, which party's candidate would you be most likely to support?"
(n=1,116)

	Total	Gender		Age		
		Men	Women	18-34	35-54	55+
(Base)	(1,116) (%)	(541) (%)	(575) (%)	(370) (%)	(416) (%)	(330) (%)
PC	44	52	36	41	43	48
NDP	25	19	32	24	28	23
Liberal	20	18	22	21	19	21
Green	8	7	8	10	6	6
	Education			Region		
	HS or Less	Some Post-Sec.	Post-Sec. Grad	Winnipeg	Rest of Manitoba	
(Base)	(173) (%)	(267) (%)	(663) (%)	(653) (%)	(463) (%)	
PC	58	46	40	34	57	
NDP	19	23	28	32	16	
Liberal	14	19	22	24	14	
Green	4	9	8	7	8	
	Household Income					
	<\$30K	\$30K - \$59K	\$60K - \$99K	\$100K +		
(Base)	(90)* (%)	(225) (%)	(323) (%)	(321) (%)		
PC	29	39	45	48		
NDP	29	28	25	28		
Liberal	24	20	18	18		
Green	16	10	9	4		

Valid responses only
DK/NS removed