

## NDP REACHES NEW LOW IN VOTER SUPPORT

*NDP Support Drops Below 30% Threshold; PCs Now Leading in Winnipeg*

### FOR IMMEDIATE RELEASE

**Winnipeg** – After an acrimonious spring session in the Manitoba Legislature, a new survey by Probe Research Inc. for the *Winnipeg Free Press* shows the province's governing New Democratic Party is growing increasingly unpopular with Manitobans as support for the opposition Progressive Conservatives continues to increase.

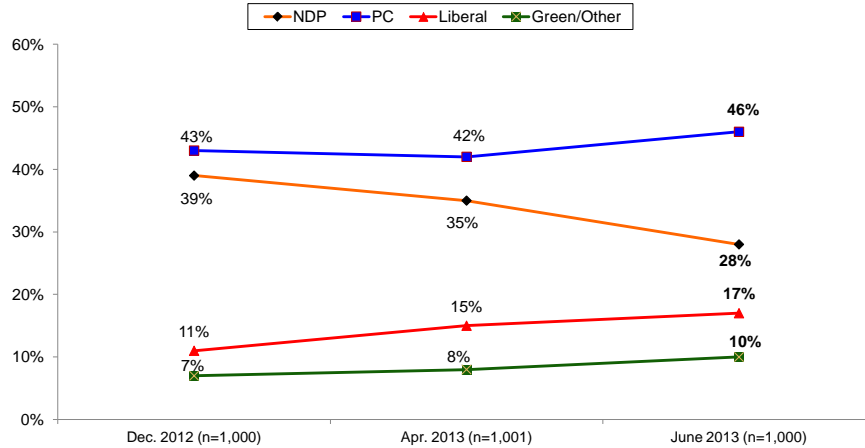
Province-wide, 46 percent of Manitobans report that they would cast a ballot for a Progressive Conservative candidate in a hypothetical provincial election, up four points from 42 percent in April. Fewer than three-in-ten decided voters, on the other hand, would now back a NDP candidate (28%, -7% versus April). This is the lowest level of support for the NDP that has ever been recorded in a Probe Research-*Winnipeg Free Press* Manitoba Omnibus survey, which has been conducted quarterly since 1997. This current support level is only a few points higher than the NDP's worst-ever election result in the last four decades (the NDP captured only 24% of the vote in the 1988 election).

Meanwhile, seventeen percent of voters now support the provincial Liberals (+2%), while 10 percent would cast ballots for the Manitoba Green Party or other parties not represented in the Legislature (+2%).

Overall, 13 percent of all Manitobans were unable or unwilling to state which party they would vote for in a hypothetical provincial election.

# Provincial Party Support

"If a provincial election were held tomorrow, which party's candidate would you be most likely to support?"



Base: Decided Voters

## *PCs Take The Lead In Winnipeg*

The key to the NDP's success over the past 14 years has been its ability to connect with urban voters. This survey shows that the Progressive Conservatives have now become the most popular party in Winnipeg, with nearly four-in-ten city voters (38%, up slightly from 37% in April) backing this party. Still, one-third of Winnipeg voters would cast ballots for a NDP candidate (34%, -3% since April). The NDP's urban support has diffused fairly evenly to all parties, as a slightly larger share of Winnipeggers have also moved to the Liberals (17%, +2% vs. April) as well as to the Greens and other parties (11%, +1%).

The PCs now lead the NDP in southeast Winnipeg (48%, versus 26% respectively), southwest Winnipeg (45%, versus 24% NDP and 21% Liberal) and northeast Winnipeg (45%, versus 30% NDP). The two parties are statistically tied in the city's Northwest (38% NDP versus 33% PC), whereas the NDP hold a significant edge in their Core area stronghold (49%, versus 21% PC and 23% Liberal).

## PROVINCIAL PARTY STANDINGS IN WINNIPEG

-- June 2013 --

### Net Voting Intentions Among Decided Voters

*"If a provincial election were held tomorrow, which party's candidate would you be most likely to support?"*

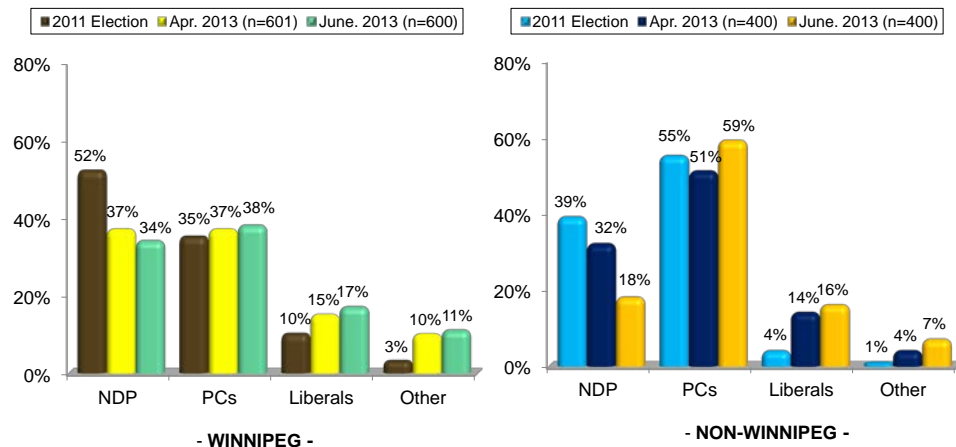
	Winnipeg	Northwest Winnipeg	Northeast Winnipeg	Southeast Winnipeg	Southwest Winnipeg	Core Area
(Base)	(n=600) (%)	(n=126) (%)	(n=111) (%)	(n=85)* (%)	(n=132) (%)	(n=145) (%)
PC	38	33	45	48	45	21
NDP	34	38	30	26	24	49
Liberal	17	15	9	19	21	23
Green/Other	11	15	16	6	10	7

\*Caution: Small base

Outside Winnipeg, the Tories have a commanding 31-point lead over the NDP (59%, versus 18% respectively). Sixteen percent of voters outside Winnipeg would cast ballots for the Liberals, while seven percent prefer the Greens or another minor party.

## P R B E RESEARCH INC. Provincial Party Support -By Region -

*"If a provincial election were held tomorrow, which party's candidate would you be most likely to support?"* (June 2013 n=1,000)



Base: Decided Voters

## *PCs Now More Popular With Female Voters*

Another key voting bloc for the NDP during the past 14 years has been female voters. Today, though, the PCs have become more popular than the NDP among women (41%, versus 31% respectively), complimentary the statistical advantage they continue to enjoy among male voters (50%, versus 25% respectively).

PC support is relatively consistent across other demographic sub-groups. The only notable variations include:

- Younger female voters aged 18-34 years are significantly more likely to support the PCs than the NDP (45%, versus 23% respectively). However, the NDP remains relatively close to the PCs when voter support is examined among women aged 35-54 years (37% PC and 33% NDP, respectively) and older women aged 55 years and over (43% PC and 38% NDP, respectively).
- Meanwhile, support for the PCs is extremely high among men aged 35-54 (53%, versus 25% NDP) and those aged 55 years and over (58%, versus 27% NDP).
- Lower-income Manitobans are the only group more likely to vote for the NDP than other parties (44% among those earning less than \$30,000/year, versus 33% who would support a PC candidate).

## PROVINCIAL PARTY STANDINGS AMONG SELECTED SOCIO-DEMOGRAPHIC GROUPS

-- June 2013 --

### Net Voting Intentions Among Decided Voters

*"If a provincial election were held tomorrow, which party's candidate would you be most likely to support?"*

	Total	Gender		Age			
		Men	Women	18-34	35-54	55+	
(Base)	(1,000) (%)	(n=484) (%)	(n=516) (%)	(n=315) (%)	(n=356) (%)	(n=282) (%)	
PC	46	50	41	41	46	50	
NDP	28	25	31	24	28	33	
Liberal	17	16	17	19	18	13	
Other	10	9	11	15	8	5	
	Males			Females			
	18-34	35-54	55+	18-34	35-54	55+	
(Base)	(n=158)	(n=178)	(n=126)	(n=157)	(n=178)	(n=156)	
PC	38	53	58	45	37	43	
NDP	25	25	27	23	33	38	
Liberal	22	15	12	16	21	14	
Other	15	6	4	16	9	6	
	Education			Income			
	HS or Less	Some Post-Sec.	Post-Sec. Grad	<\$30K	\$30K-\$59K	\$60K-\$99K	\$100K+
(Base)	(n=248) (%)	(n=218) (%)	(n=522) (%)	(n=129) (%)	(n=218) (%)	(n=256) (%)	(n=203) (%)
PC	47	48	45	33	46	46	46
NDP	28	22	30	44	28	26	27
Liberal	12	21	17	14	13	16	17
Other	13	9	8	10	13	11	10

*This province-wide survey was designed and conducted by Probe Research Inc. via telephone interviews conducted between June 10<sup>th</sup> and June 20<sup>th</sup>, 2013 among a random and representative sampling of 1,000 Manitoba adults. With a sample of 1,000, one can say with 95 percent certainty that the results are within +/- 3.1 percentage points of what they would have been if the entire adult population of Manitoba had been interviewed. The margin-of-error is higher within each of the survey's population sub-groups. Modified random-digit dialing was used to ensure that all Manitoba adults would have an equal opportunity to participate in this Probe Research survey. Minor statistical weighting has been applied to this sample to ensure that the age and gender balance correspond with the province as a whole.*

For more information on this survey, please contact:

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