

# Probe Research Inc. Winnipeg Free Press News Release

## **ABORIGINAL AND GENERAL POPULATION VOTING INTENTIONS IN MANITOBA**

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**Release Date: May 3, 2008**

Probe Research Inc. interviewed a random and representative sample of self-identified Aboriginal adults between late February 2007 and early March 2008, as well as a similar sampling of the general population of adults across Manitoba in March 2008.

In order to include on-reserve residents who might not have a residential telephone in this sampling, data collection was augmented between August 13<sup>th</sup> and September 19<sup>th</sup>, 2007. In this additional round, Aboriginal Manitobans were encouraged to contact a toll-free number to participate in the survey.

One can say with 95 percent certainty that the results among Aboriginal adults are within +/- 5.2 percentage points of what they would have been if all Aboriginal adults in Manitoba had been contacted. Results among the general-population sample, meanwhile, are considered accurate to within +/- 3.1 percentage points. The margin-of-error is higher within each of the survey's population subgroups.

Quotas and minor statistical weighting were used to ensure that respondents were representative of the province's Aboriginal and non-Aboriginal populations.

# ABORIGINAL AND GENERAL POPULATION VOTING INTENTIONS IN MANITOBA

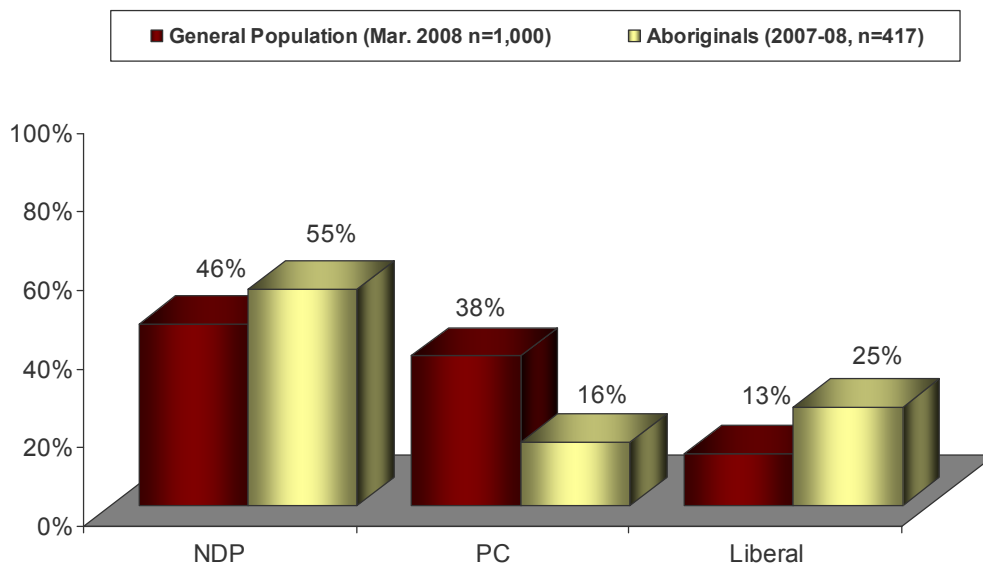
Winnipeg, Manitoba – Aboriginal voters in Manitoba tend to be strong supporters of Gary Doer’s New Democrats at the provincial level, although, when it comes to federal politics, none of the three major parties are the dominant choice for these Aboriginal citizens. These findings emerge from a tracking study of Manitoba’s Aboriginal population conducted by Probe Research Inc. between February 2007 and March 2008. Other findings reveal that Manitoba’s First Nations and Métis voters differ substantially in their voting preferences.

## NDP Dominates at the Provincial Level

As the following graph illustrates, more than one-half of adults of Aboriginal ancestry in Manitoba reported that they would vote for Gary Doer’s NDP in a provincial election (55%) – placing the governing party well ahead of Jon Gerrard’s Liberals (25%) and Hugh McFadyen’s Progressive Conservatives (16%). When compared to the results of a general-population Probe Research/Winnipeg Free Press survey on provincial politics conducted in March 2008, the province’s Aboriginal voters appear to be more likely to prefer the NDP or Liberals, and to show disproportionate aversion to the Manitoba Progressive Conservatives.



1. "Thinking about provincial politics now: if a provincial election were held tomorrow, which party's candidate would you be most likely to support?"

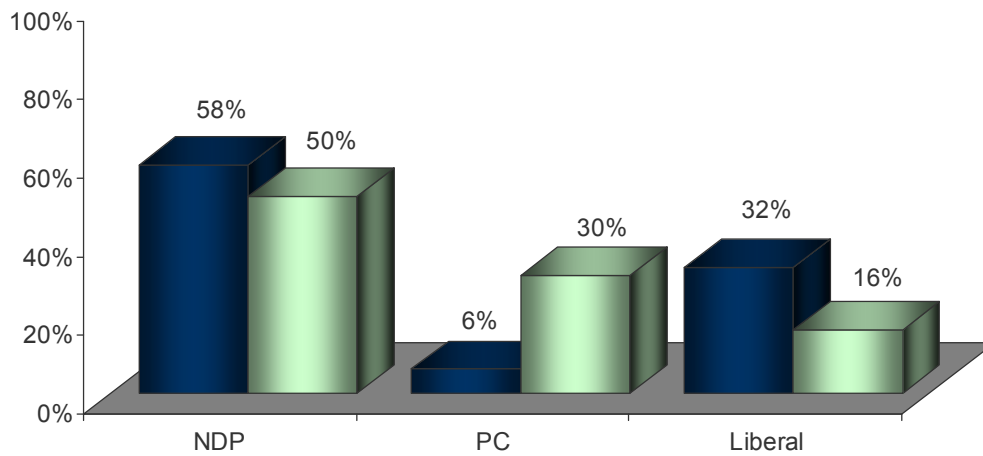


### Métis and First Nations Differ Widely

While the provincial NDP enjoys a commanding lead among both First Nations and Métis voters (58% and 50% respectively), the graph below illustrates some key differences in how successful the Progressive Conservatives and Liberals have been in cultivating support among Aboriginal voters. The provincial Progressive Conservatives, for example, have established a substantial support base among Métis voters (30% of whom identify themselves as likely PC voters), but find little support among First Nations voters (6%). For their part, the provincial Liberals have been twice as effective in attracting the support of First Nations voters (32%) than they have been in garnering Métis support (16%).



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At the provincial level, Aboriginal women were more likely than men to identify themselves as NDP voters (60% versus 50% respectively), while younger Aboriginals aged 18-34 years were more likely than average to suggest that they would cast Liberal ballots (34%, although the NDP still leads among these younger Aboriginal citizens).

Similarly, voters in households earning less than \$30,000 annually were also more likely than average to support the Liberals (35%), although the NDP remains the principal choice of these less-affluent Aboriginals (52%).

<b>Table 1: Provincial Party Support by Demographic Subgroup</b>						
	<b>All Aboriginals (n=417) (%)</b>	<b>Gender</b>		<b>Age</b>		
		<b>Men (n=195) (%)</b>	<b>Women (n=222) (%)</b>	<b>18-34 (n=131) (%)</b>	<b>35-54 (n=197) (%)</b>	<b>55+ (n=79*) (%)</b>
NDP	<b>55</b>	50	60	50	57	57
Liberal	<b>25</b>	30	21	34	25	15
PC	<b>16</b>	17	14	12	13	24
Other	<b>4</b>	3	5	4	5	4
	<b>All Aboriginals (n=417) (%)</b>	<b>Ancestry</b>		<b>Household Income</b>		
		<b>First Nations (n=247) (%)</b>	<b>Métis (n=166) (%)</b>	<b>&lt; \$30K (n=172) (%)</b>	<b>\$30K-\$59K (n=101) (%)</b>	<b>\$60K+ (n=112) (%)</b>
NDP	<b>55</b>	58	50	52	61	53
Liberal	<b>25</b>	32	16	35	17	16
PC	<b>16</b>	6	30	10	19	24
Other	<b>4</b>	4	4	3	3	7

\* - Caution: Small Base

### No Party Dominates at the Federal Level

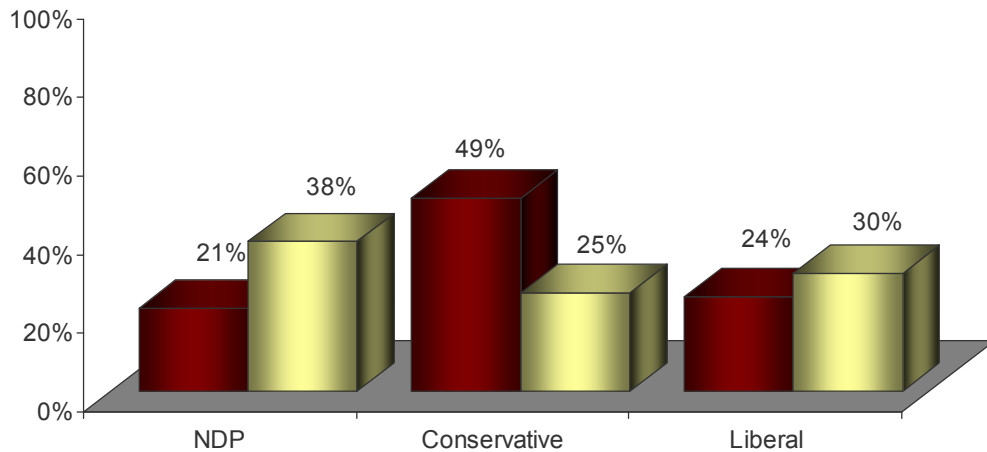
As the following graph illustrates, none of the three major federal parties can claim to have a lock on the Aboriginal vote in Manitoba. While Jack Layton’s NDP holds a slight lead among this voter segment (38%), there is also substantial support for Stéphane Dion’s Liberals (30%) and Stephen Harper’s Conservatives (25%). Compared to the Manitoba electorate as a whole, however, Aboriginal voters are more likely to vote NDP or Liberal, and less likely to vote Conservative.



## Federal Party Support - Province-Wide and Among Manitoba Aboriginals -

2. "Thinking about federal politics now: if a federal election were held tomorrow, which party's candidate would you be most likely to support?"

■ General Population (Mar. 2008 n=1,000)      ■ Aboriginals (2007-08 n=360)



### Métis Voters Comprise Key Support Group for Harper Conservatives

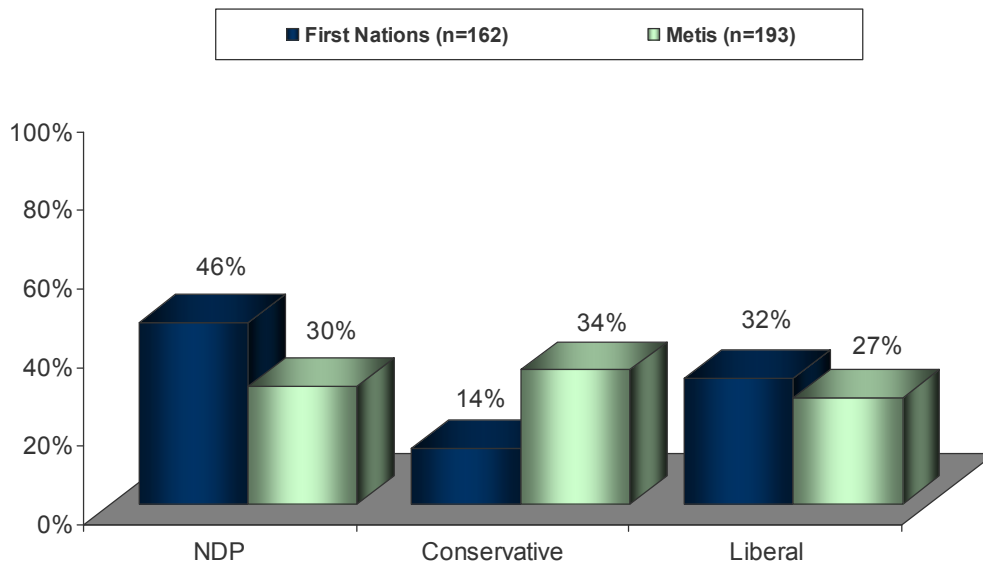
Manitoba's Aboriginal voters are split across party lines when looking independently at the voting preferences of Métis and First Nations citizens. Whereas Métis voters tend to express almost equal levels of support for the Conservatives (34%) and the NDP (30%), First Nations citizens tend to ally themselves far more with the NDP (46%) or the Liberals (32%) than with the Harper Conservatives (14%).



## Federal Party Support

- First Nations vs. Metis Identity, 2007-08 -

2. "Thinking about federal politics now: if a federal election were held tomorrow, which party's candidate would you be most likely to support?"



As Table 2 illustrates, support for the federal Conservatives tended to be higher in households earning \$60,000 or more annually (36%, versus 14% in households earning less than \$30,000).

<b>Table 2: Federal Party Support by Demographic Subgroup</b>						
	<b>All Aboriginals (n=360) (%)</b>	<b>Gender</b>		<b>Age</b>		
		<b>Men (n=173) (%)</b>	<b>Women (n=186) (%)</b>	<b>18-34 (n=112) (%)</b>	<b>35-54 (n=157) (%)</b>	<b>55+ (n=80*) (%)</b>
NDP	38	38	37	40	36	35
Liberal	30	26	33	31	26	35
Conservative	25	30	20	18	29	27
Other	7	6	10	11	9	3
	<b>All Aboriginals (n=360) (%)</b>	<b>Ancestry</b>		<b>Household Income</b>		
		<b>First Nations (n=162) (%)</b>	<b>Métis (n=193) (%)</b>	<b>&lt; \$30K (n=120) (%)</b>	<b>\$30K-\$59K (n=99*) (%)</b>	<b>\$60K+ (n=113) (%)</b>
NDP	38	46	30	41	47	23
Liberal	30	32	27	38	16	35
Conservative	25	14	34	14	29	36
Other	7	8	9	7	8	6

\* - Caution: Small Base

For more information on this survey, please contact:

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