



VOTER APATHY IN THE MANITOBA 2011 ELECTION

Younger, Low-Income Voters Least Likely To Cast Ballots; Lack of Knowledge Offered As Main Reason for Non-Participation

FOR IMMEDIATE RELEASE

Winnipeg – Many of those who will remain on the sidelines when Manitobans cast ballots Tuesday will tend to be younger, socio-economically disadvantaged and based in rural Manitoba, a Probe Research survey of 1,000 Manitobans for the *Winnipeg Free Press* as part of its Democracy Project reveals.

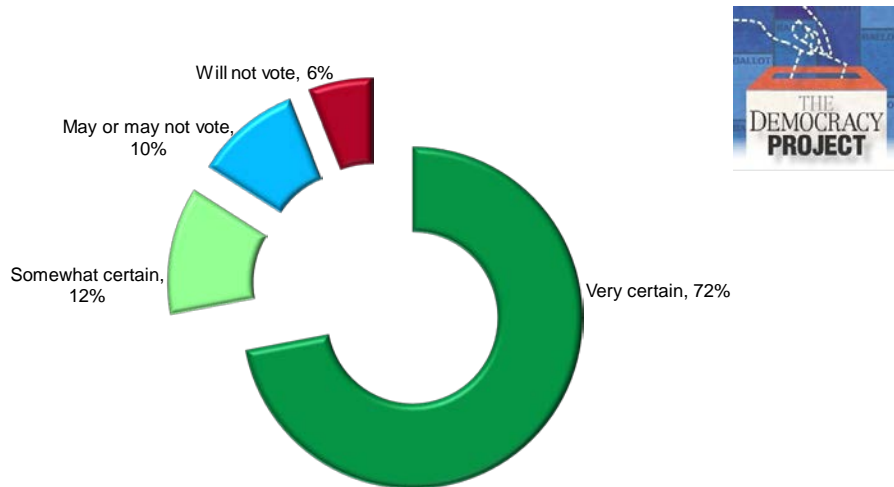
In terms of reasons offered for not voting, the main rationale offered by non-voters is that they do not feel qualified or knowledgeable enough to vote, with others indicating that they feel too busy or not sufficiently interested in politics to cast a ballot.

Voting Participation Tied to Socio-Economic Status

Manitobans were asked to indicate their likelihood of actually going out and casting a ballot in the October 4th general election. Overall, most surveyed citizens (72%) indicated they would be certain to cast a ballot on this date, while about one-in-ten (12%) were less certain that they would do this and a similar proportion (10%) indicated they may or may not vote. Six percent of those surveyed said they would definitely not vote on October 4th.

Likelihood of Voting

4. "How certain are you that you will actually go out and vote in this upcoming election?" (n=1,000)



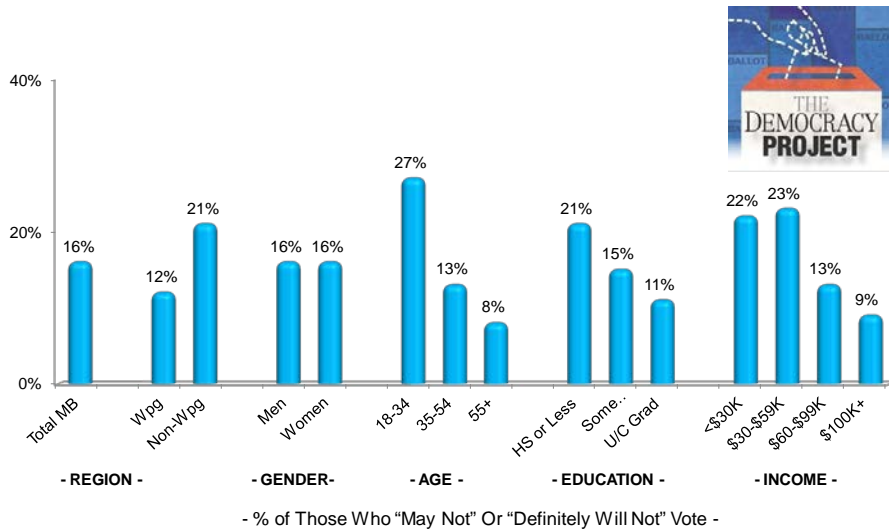
Base: All respondents

Those who are least likely to cast ballots (those who said they “may or may not vote” and those who “definitely will not vote”) included:

- Rural Manitobans (21%, versus 12% among those residing in Winnipeg)
- Younger citizens (27% of those aged 18-34 years of age, versus 13% of those aged 35-54 years and 8% of those over 55 years of age)
- Those with relatively lower levels of formal education (21% of those with a high school diploma or less, versus 11% of those who completed university or college)
- Those with lower levels of household income (23% of those earning annual household incomes between \$30,000 and \$59,999 and 22% of those earning less than \$30,000/year, versus 9% of those earning more than \$100,000/year).

P R B E **Likelihood of Voting**
RESEARCH INC.
 - By Demographic Sub-Group -

6. "How certain are you that you will actually vote in the upcoming provincial election? Are you ...?" (n=1,000)



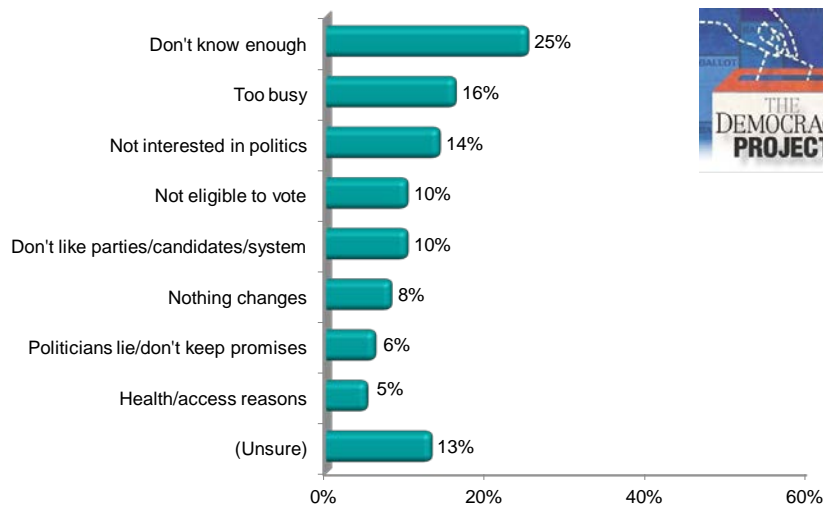
Base: All respondents

Disinterest, Cynicism Impede Electoral Participation

Respondents who suggested they were less than fully committed to turning out at the ballot boxes on October 4th were asked to reveal, in their own words, the reasons for this intention. Overall, a variety of reasons were offered, including a sense that they were less than fully qualified because they did not hold sufficient knowledge about the electoral or political process (25%), that they were too busy (16%), simply disinterested in politics (14%) or ineligible to vote in Manitoba elections (10%). Slightly smaller numbers of respondents offered reasons based on cynicism, including a sense that no party or candidate is worth voting for (10%) or the view that voting is futile because “nothing changes” (8%). Five percent of those surveyed indicated they will not vote due to health or other barriers. Thirteen percent of those surveyed could not explain or refused to indicate why they will not vote on October 4th.

Rationale For Non-Voting

5. “And what is the main reason why you say you may not/will not vote? Any other reason?” (n=155)*



*Multiple mentions, totals may not equal 100%

Base: Those who indicated they “may not” or “definitely will not” vote

This province-wide survey was designed and conducted by Probe Research Inc. via telephone interviews conducted between September 21st and September 28th, 2011 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:

Scott MacKay
President,

Probe Research Inc.
Suite 850-125 Garry Street,
Winnipeg, Manitoba R3C 3P2
Tel.: (204) 926-6567
Cell: (204) 955-9777
Fax: (204) 926-6566
E-mail: scott@probe-research.com

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