

MANITOBA PCs POISED TO FORM GOVERNMENT

PCs lead by 18 points going into election's final days

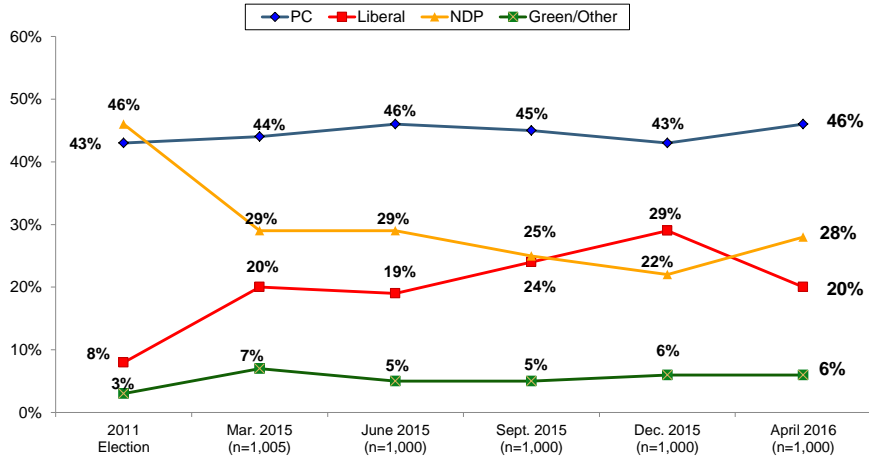
FOR IMMEDIATE RELEASE

Winnipeg – With the support of nearly one-in-two Manitoba voters, the Brian Pallister-led Progressive Conservatives are poised to attain a handsome majority when Manitobans go to the polls on April 19th. These results emerge from a province-wide telephone survey of 1,000 adults conducted by Probe Research Inc. for the *Winnipeg Free Press* and CTV.

Other research findings reveal the Progressive Conservatives are leading both within and outside of Winnipeg as well as among voters across all major demographic groups.

Provincial Party Support

"As you may know, a provincial election will be held in Manitoba on April 19th. Which party's candidate are you most likely to support in this provincial election?"



Base: Decided/Leaning Voters

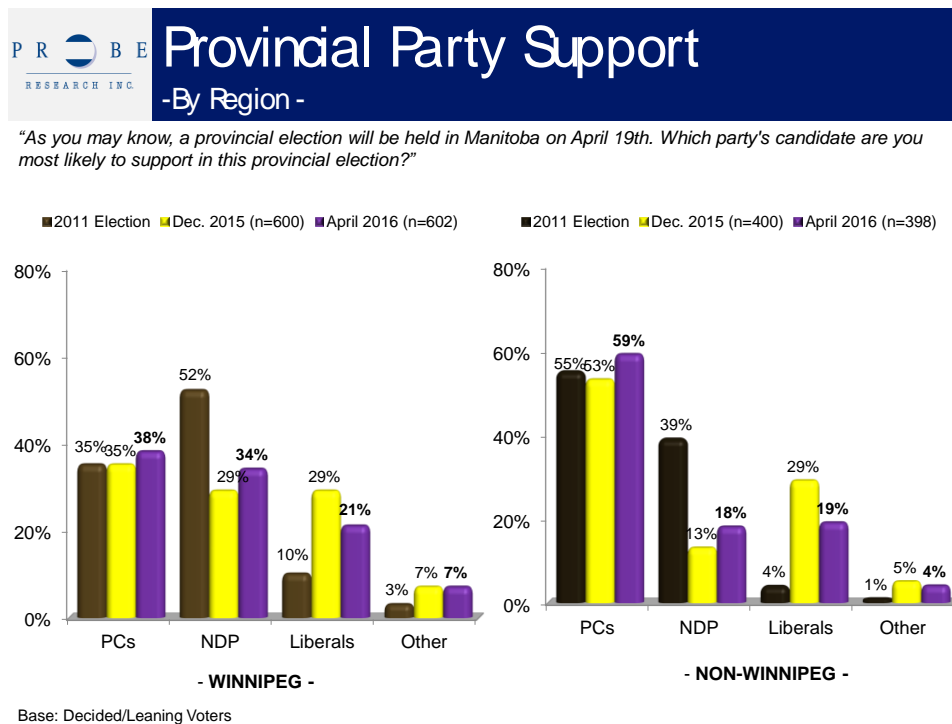
NDP Rallies Slightly, but PCs Retain Strong Lead

As illustrated above, there has been little variation overall in PC support since the 2011 provincial election, with the current level of support – 46 percent – being only marginally higher than the 43 percent of the vote the PCs actually collected in the October 2011 election. The more prominent change, however, is the marked decline of NDP support (from 46% in October 2011 to 28% in the mid-campaign sounding) and a recovery in Liberal fortunes (from 8% in the 2011 election to 20% currently). Liberal fortunes, however, have declined by nine percentage points since December.

Overall, 24 percent of voters were undecided or refused to indicate a party preference.

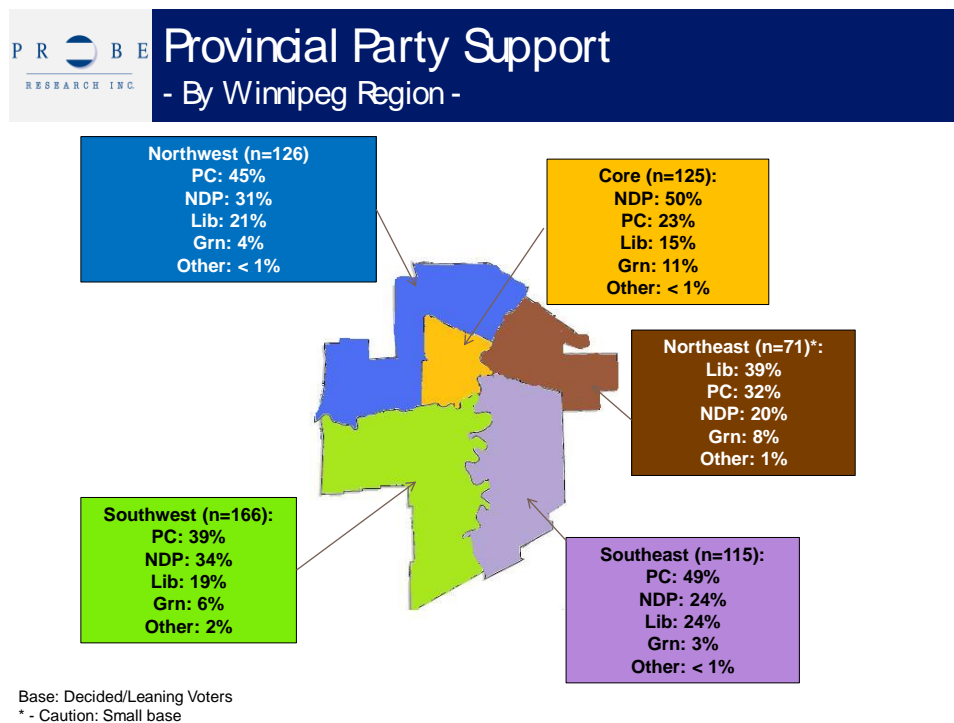
Electoral Surprises Confined to Battleground Winnipeg

As illustrated below, the election race in Winnipeg is much tighter this year than it was in 2011, when the NDP handily out-pollled the Progressive Conservatives (52% versus 35%, respectively). In this latest sounding, the Progressive Conservatives hold a slight lead among Winnipeg voters (38%, versus 34% NDP), while the Liberals have doubled their share of the urban vote to 21 percent from the 10 percent they secured in the 2011 election.



Outside of Winnipeg, the PCs appear to have added slightly to their already strong showing (59% currently, versus 55% in the 2011 election). A slight gain in support is also visible for the Liberals, who won just four percent of the non-Winnipeg vote in 2011, but are currently polling at 19 percent outside the Perimeter. The NDP, meanwhile, is experiencing a precipitous decline in its support beyond Winnipeg, currently holding only half the support it obtained in the 2011 election (dropping from 39% in 2011 to 18% currently).

As shown in the breakdown of Winnipeg support below, the Progressive Conservatives hold leads in most areas of the city, specifically the northwest (45% versus 31% NDP), southeast (49% versus 24% NDP and 24% Liberal) and southwest areas (39% versus 34% NDP and 19% Liberal). A closer race appears to be taking place in northeast Winnipeg, where the Liberals and the PCs appear to be in a statistical tie (39% versus 32% respectively, albeit based on a small sample). The only city area still clearly dominated by the NDP is the Core Area, where the party retains the support of one-half of the electorate (50%, versus 23% PC and 15% Liberal).



- In the 2011 election, Core Area voters solidly voted NDP (64%, versus 17% PC and 10% Liberal). In 2016, NDP support is poised to drop slightly, with slight gains in store for the Liberals and PCs.
- Support for the NDP in northeast Winnipeg has declined since 2011, when the party won 54 percent of the vote to the PC's 38 percent. While there has been little change in PC fortunes in northeast Winnipeg, the Liberals (39%) are polling well above the four percent of the northeast vote they obtained in the last election.

- The PCs appear to have made solid gains in northwest Winnipeg, where their current 45 percent support is decidedly higher than the 34 percent they received in 2011. NDP support has dropped considerably (from 54% to 31%) while the Liberals have made slight gains (from 9% to 21%).
- NDP support in southeast Winnipeg (57% in 2011, versus 37% PC and 5% Liberal) has splintered somewhat, with the party plummeting to 24 percent, placing the governing party in a tie with the Liberals. PC support has risen at the NDP's expense (49% currently, versus 37% in 2011).
- The area of the city that has changed the least since 2011 is the southwest, where the PCs and the NDP fought a close race in 2011 (42% versus 38% respectively) and continue to do so in 2016 (39% PC versus 34% NDP). Liberal support in these city neighborhoods remains about the same today as it was in 2011 (19% versus 16%, respectively).

Voters From All Walks of Life Now Found in PC “Big Tent”

As illustrated below, the PCs lead among virtually all demographic subgroups across the province, including among the female voters who were a core part of the NDP coalition since 1999 (42% of whom would vote PC, versus 28% NDP and 24% Liberal).

The PCs also hold particularly strong support among older voters aged 55 years and over (51% PC, versus 27% NDP and 16% Liberal); among those with a Grade 12 education or less (52% PC, versus 18% NDP and 25% Liberal); and among residents of households earning \$100,000 or more annually (51% PC, versus 29% NDP and 18% Liberal).

PRBE
RESEARCH INC.

Party Support Across Demographic Sub-Groups

“As you may know, a provincial election will be held in Manitoba on April 19th. Which party’s candidate are you most likely to support in this provincial election?”

| | Total (n=1,000) (%) | Gender | | Age | | |
|---------|---------------------------|------------------------|--------------------------|-------------------------|-------------------------|-----------------------|
| | | Male (n=487) (%) | Female (n=513) (%) | 18-34 (n=316) (%) | 35-54 (n=363) (%) | 55+ (n=288) (%) |
| PC | 46 | 49 | 42 | 44 | 43 | 51 |
| NDP | 28 | 27 | 28 | 26 | 28 | 27 |
| Liberal | 20 | 18 | 24 | 26 | 20 | 16 |
| Others | 6 | 6 | 6 | 4 | 9 | 6 |

| | Education | | | Income | | | |
|---------|------------------------------|---------------------------|---------------------------------|--------------------------|-------------------------------|-------------------------------|---------------------------|
| | HS or Less (n=263) (%) | Some PS (n=194) (%) | Univ./College (n=527) (%) | <\$30K (n=142) (%) | \$30K-\$59K (n=183) (%) | \$60K-\$99K (n=279) (%) | \$100K+ (n=272) (%) |
| PC | 52 | 49 | 42 | 38 | 48 | 42 | 51 |
| NDP | 18 | 31 | 31 | 24 | 22 | 28 | 29 |
| Liberal | 25 | 15 | 20 | 25 | 22 | 24 | 18 |
| Others | 5 | 5 | 7 | 13 | 8 | 6 | 2 |

The 2011 Voters: Where are they now?

A "retention analysis" comparing how Manitobans voted in 2011 to current voter preferences shows that the governing NDP's 2011 support base has fragmented, with only 48 percent of 2011 supporters preparing to vote NDP on April 19th. NDP cast-offs now either gravitate towards the Liberals (16%) or the PCs (11%), while another 16 percent remain undecided.

By contrast, 78 percent of those who voted PC in 2011 are preparing to do so again, with only insignificant numbers moving to the NDP (1%) or Liberals (5%). Fifteen percent of 2011 PC voters remain undecided.

Although they are polling better now than they did in 2011, only 42 percent of 2011 Liberal voters are preparing to vote Liberal again in 2016, while one-quarter (23%) remain undecided. Thirteen percent of 2011 Liberal voters are preparing to vote NDP in this year's election, while nine percent intend to vote for the Progressive Conservatives.



Where are 2011 Voters Today?

"As you may know, a provincial election will be held in Manitoba on April 19th. Which party's candidate are you most likely to support in this provincial election?"

| | 2011 Voting Behaviour | | |
|-----------|----------------------------|-----------------------------|---------------------------------|
| | Voted PC (n=225) (%) | Voted NDP (n=248) (%) | Voted Liberal (n=43)* (%) |
| PC | 78 | 11 | 9 |
| NDP | 1 | 48 | 13 |
| Liberal | 5 | 16 | 42 |
| Others | 1 | 6 | 7 |
| Undecided | 15 | 16 | 23 |

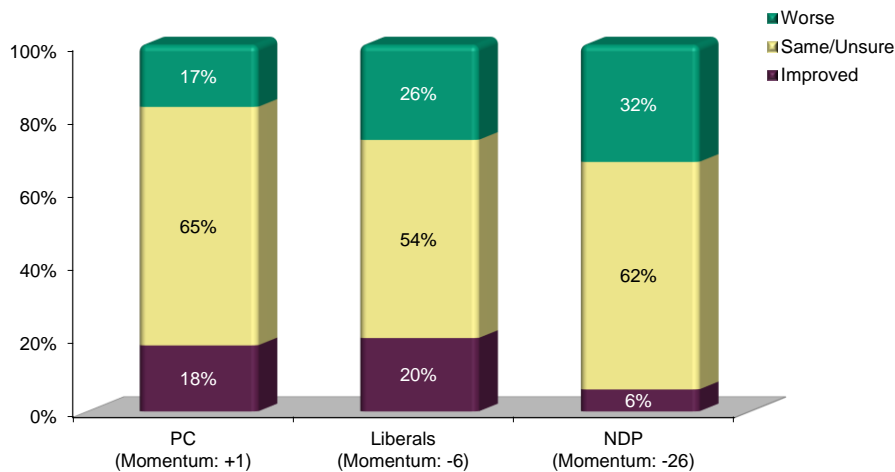
Base: All Manitoba respondents
* Caution: Small base

Campaign Momentum Lacking for all Parties

Respondents were asked - regardless of their voting intentions - if their perception of each of the three major parties has improved, stayed the same or worsened since the campaign began in mid-March. As shown below, a majority in each case reported no significant change either way.

Despite the PCs lead heading into the election, they show relatively little momentum with the percentage of respondents saying their perceptions of the PCs have improved barely exceeding the percentage saying these perceptions have worsened (18% versus 17% respectively). The Liberals, despite a turbulent campaign, have shown surprisingly little negative response from the public, with only slightly more Manitobans thinking worse of the party (26%) than thinking better of it (20%).

The NDP, however, has not fared well in this campaign, with the percentage reporting worsened perceptions of the governing party (32%) clearly exceeding the small number reporting positive campaign impressions (6%).



Base: All respondents

This province-wide survey was designed and conducted by Probe Research Inc. via telephone interviews conducted between March 28, 2016 and April 4, 2016 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

- 30 -