



Views on the Provincial Election July 2016

Survey Methodology

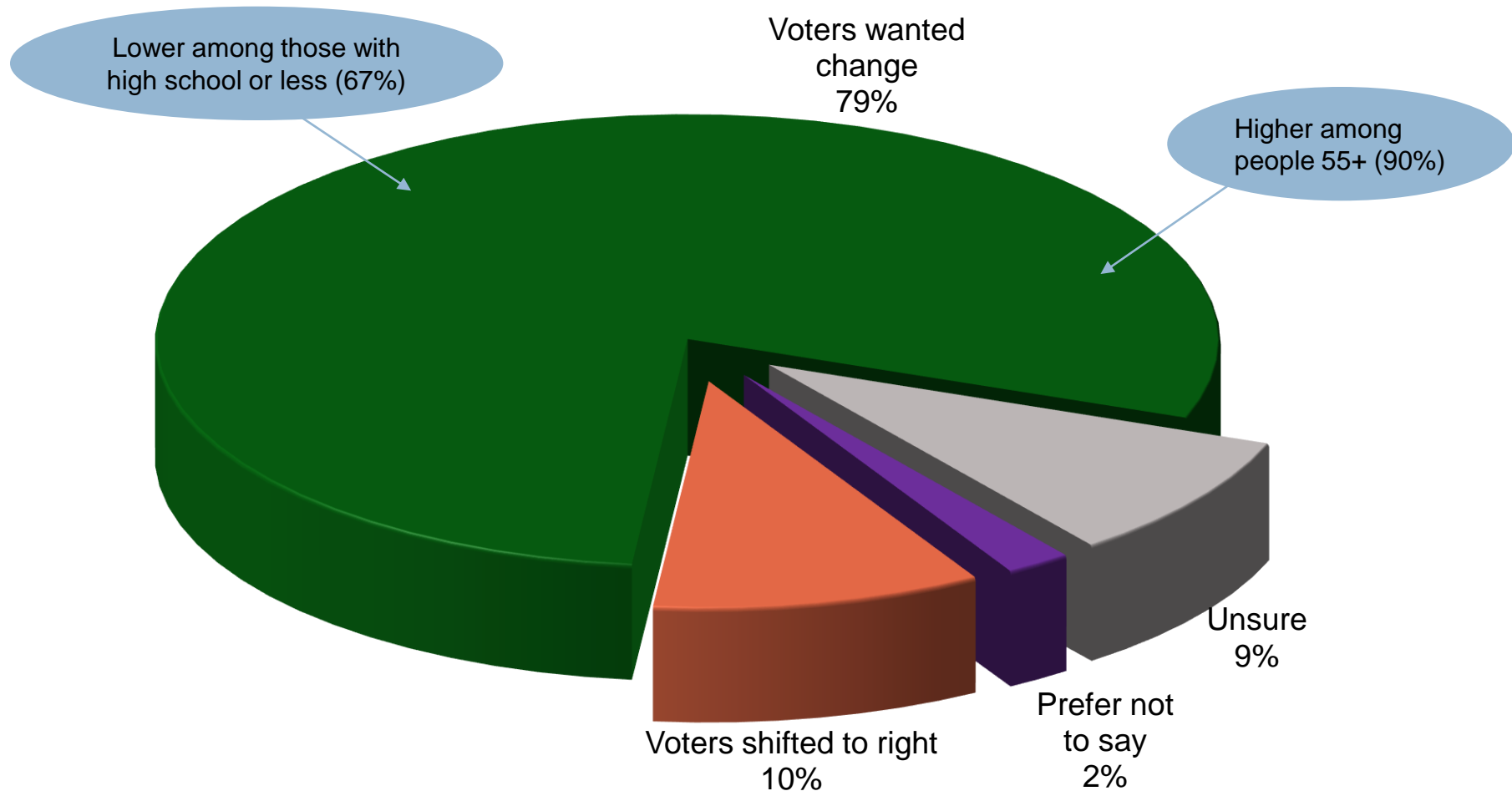
- This city-wide survey was conducted by Probe Research Inc. between June 30th and July 4th, 2016 using Probe's proprietary online panel.
- Participants in the online panel are recruited through Probe Research's quarterly, random, general population telephone survey.
- Because this is a non-probability sample, no statistical margin of error can be ascribed. However, a margin of error on a probability sample of 653 is typically +/- 3.9, 19 times out of 20. The margin of error is higher within each of the survey's population sub-groups.
- Minor statistical weighting has been applied to this sample to that it corresponds with the city population distribution.

For more information, please contact:

Mary Agnes Welch
Probe Research Inc.
(204) 926-6563 (desk)
(204) 470-8862 (cell)
maryagnes@probe-research.com

Views Regarding the 2016 Election

Q.1 *“In April, voters elected a Progressive Conservative Leader Brian Pallister as premier, ending 16 years of NDP government. Some believe the results of the election signal a shift to the right among voters. Others believe voters were simply tired of the NDP and wanted a change. What do you think accounted for the change in government?” (n=653)*



Base: All Respondents

Views Regarding the 2016 Election Across Demographic Sub-Groups

“In April, voters elected a Progressive Conservative Leader Brian Pallister as premier, ending 16 years of NDP government. Some believe the results of the election signal a shift to the right among voters. Others believe voters were simply tired of the NDP and wanted a change. What do you think accounted for the change in government?”

	Total	Gender		Age		
	(n=653) (%)	Male (n=317) (%)	Female (n=336) (%)	18-34 (n=191) (%)	35-54 (n=235) (%)	55+ (n=227) (%)
Shift to the right	10	12	8	16	7	7
Time for change	79	80	79	58	86	90
Unsure	2	2	2	6	1	1
Prefer not to say	9	6	11	19	7	2
	Education			Income		
	HS or Less (n=129) (%)	Some PS (n=124) (%)	Univ./College (n=394) (%)	<\$30K (n=75) (%)	\$30K to \$80K (n=247) (%)	\$80K+ (n=245) (%)
Shift to the right	10	10	9	9	12	10
Time for change	67	85	82	66	79	86
Unsure	5	2	1	5	2	1
Prefer not to say	17	4	7	20	8	3