

PC POPULARITY ENDURES

NDP Fall to 3rd Place as Liberals Surge

FOR IMMEDIATE RELEASE

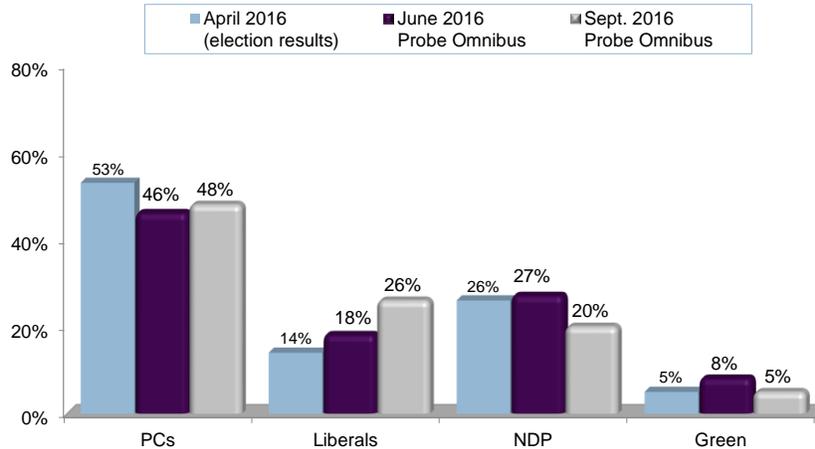
Winnipeg – While Brian Pallister’s governing Progressive Conservatives continue to bask in a post-election honeymoon with Manitoba voters, the nearly decimated NDP has slumped even further since the April election just as the provincial Liberals have come to be the province’s second most popular political party. These findings emerged from a Probe Research/Winnipeg Free Press survey taken earlier this month by telephone among a random and representative sampling of 1,000 Manitoba adults.

Tory Popularity Endures while Liberal Surge Overtakes NDP

With the support of 48 percent of decided voters, PC support is up two percentage points since June but is slightly lower than the 53 percent this party captured at the ballot box this spring. The currently leaderless Liberals are now supported by more than one-quarter of eligible voters (26%) – up by fully eight percentage points since June and 12 points higher than their April election performance. For their part, the once mighty New Democrats (also leaderless) have fallen to third place and now sit at only 20 percent – a full six points off their April 2016 election vote count.

Provincial Party Support

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



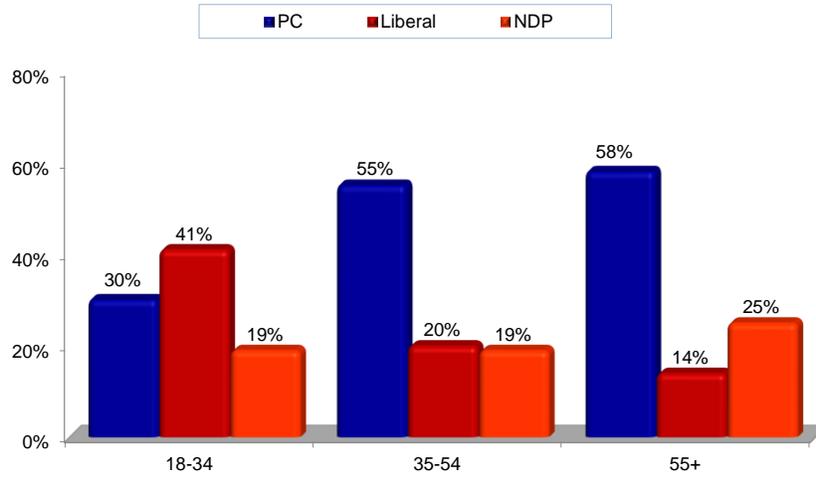
Base: Decided/Leaning Voters

PCs Hold Traditional Support Base While Younger Voters Flock to Liberals

While the Progressive Conservatives can continue to count on the support of men (55%), older voters (58% among those over 55 years of age), higher income earners (50% among those earning \$100K+ annually) and especially rural voters (60% among those outside of Winnipeg), the Liberals now enjoy remarkable support among younger voters. Indeed, if a provincial election were to be held tomorrow, the Liberals would enjoy twice the level of support among those under 35 years of age than the NDP (41% Liberal vs. 19% NDP) and they would also greatly outperform the PCs in this age cohort (41% vs. 30% PC).

Provincial Party Support in Manitoba - By Age Group -

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



Base: Decided/Leaning Voters

PROVINCIAL PARTY STANDINGS AMONG SELECTED SOCIO-DEMOGRAPHIC GROUPS

-- September 2016 --

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)	(1000) (%)	(484) (%)	(516) (%)	(324) (%)	(366) (%)	(289) (%)	
PC	48	55	40	30	55	58	
Liberal	26	20	31	41	20	14	
NDP	20	21	20	19	19	25	
Green	5	3	8	8	6	3	
	Education			Income			
	HS or Less	Some Post-Sec.	Post-Sec. Grad	<\$30K	\$30K-\$59K	\$60K-\$99K	\$100K+
(Base)	(270) (%)	(208) (%)	(504) (%)	(123) (%)	(221) (%)	(281) (%)	(235) (%)
PC	47	42	50	27	48	49	50
Liberal	31	31	21	31	24	28	24
NDP	19	18	22	33	25	14	19
Green	3	4	6	2	3	8	7
	Region						
	Winnipeg	Rest of Manitoba					
(Base)	(600) (%)	(400) (%)					
PC	39	60					
Liberal	28	22					
NDP	24	14					
Green	7	3					

This province-wide survey was designed and conducted by Probe Research Inc. via telephone interviews conducted between Sept. 13, 2016 and Sept 26, 2016 among a random and representative sampling of 1,000 Manitoba adults. With a sample of 1,000, one can say with 95 per cent 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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- 30 -