



PROVINCIAL VOTING INTENTIONS

OCTOBER 2017

PROBE RESEARCH / WINNIPEG FREE PRESS

**Winnipeg
Free Press**

P R  B E
RESEARCH INC.

ABOUT THE PROBE RESEARCH OMNIBUS

For more than two decades, Probe Research Inc. has undertaken quarterly omnibus surveys of random and representative samples of Manitoba adults. These scientific telephone surveys have provided strategic and proprietary insights to hundreds of public, private and not-for-profit clients on a range of social, cultural and public policy topics. The Probe Research Omnibus Survey of 1,000 Manitoba adults is the province's largest and most trusted general population survey.

SURVEY INSTRUMENT

The survey instrument was designed by Probe Research in close consultation with the Winnipeg Free Press.

METHODOLOGY

Between September 21 and October 10, 2017, Probe Research surveyed a random and representative sampling of 1,000 adults residing in Manitoba.



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 surveyed. The margin of error is higher within each of the survey's population sub-groups.



Modified random digit dialing, including both landline and wireless numbers, ensured all Manitoba adults had an equal opportunity to participate in this Probe Research survey. A CATI-to-web approach was employed whereby a live-voice operator randomly recruited respondents by telephone, inviting them to complete the survey via a secure online questionnaire.



Minor statistical weighting has been applied to this sample to ensure that age and gender characteristics properly reflect known attributes of the province's population. All data analysis was performed using SPSS statistical analysis software.

FOR MORE INFORMATION:



SCOTT MACKAY

PRESIDENT



850 – 125 Garry St.
Winnipeg, MB
R3C 3P2

(204) 926-6565

Cell: (204) 955-9777

Scott@probe-research.com

FB: www.facebook.com/proberesearch

Twitter: @proberesearch

www.probe-research.com

KEY FINDINGS

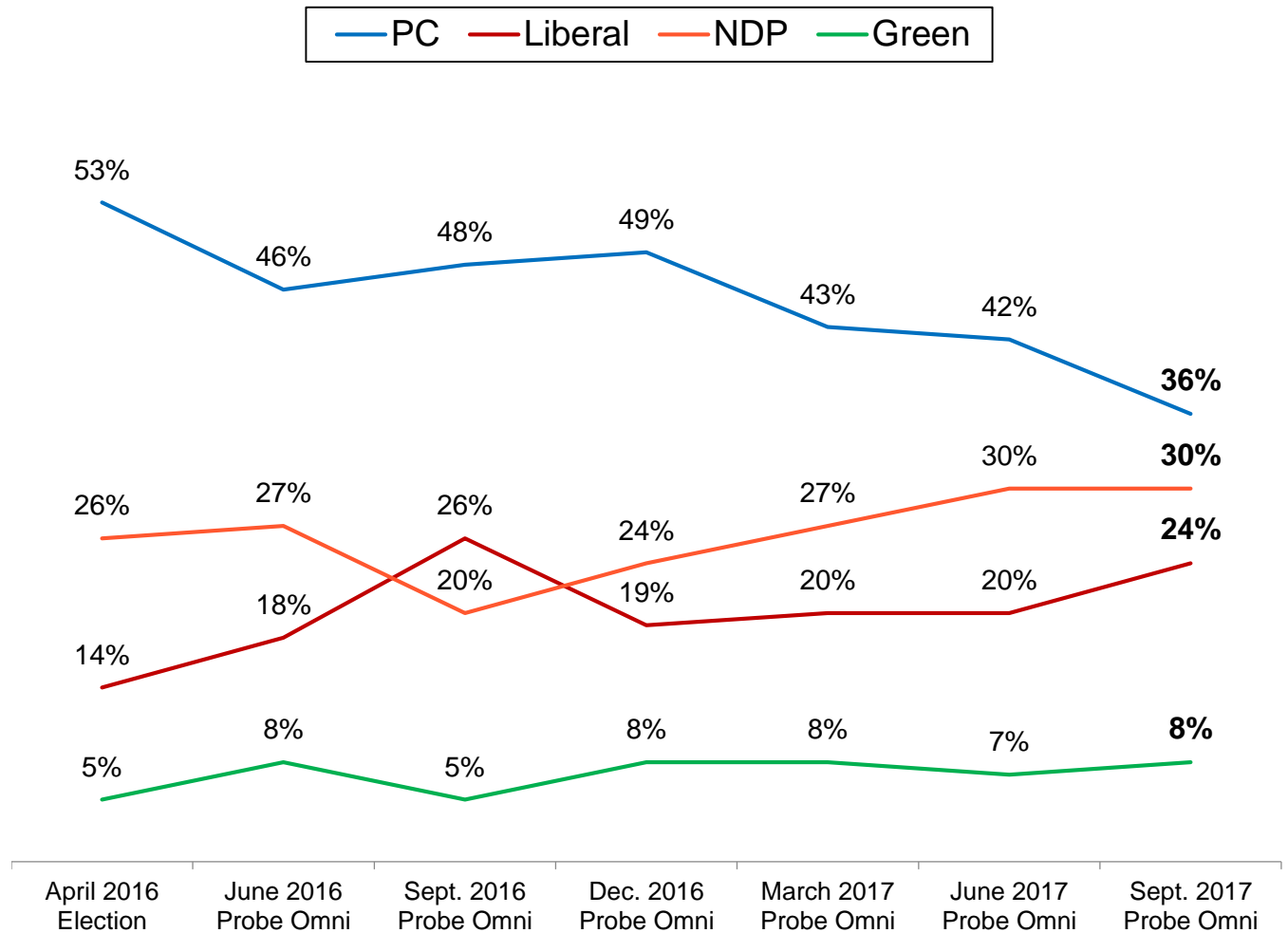
- Premier Brian Pallister's Progressive Conservatives continue to be Manitoba's most popular political party. Today, the PCs are the preferred choice of 36 per cent of decided-or-leaning Manitoba voters. This is somewhat lower than the 42 per cent support the party enjoyed in June and is down fully 17 percentage points from its April 2016 election performance.
- The provincial NDP is currently at 30 per cent in this latest sounding of the Manitoba public. Support for the NDP has not changed since June.
- Liberal support in Manitoba has risen slightly to 24 per cent, compared to 20 per cent back in June and has increased by ten percentage points since the last provincial vote.
- Older, less educated and non-Winnipeg voters remain the core supporters of the Progressive Conservatives, among whom the governing party continues to enjoy leads of 20 percentage points or more. The PCs face challenges making inroads in Winnipeg, with younger voters and with post-secondary graduates.
- A rise in Liberal support can be attributed to a relatively strong standing in Winnipeg (where they have 30% support) and among those from lower-income households.

PROFILE OF RESPONDENTS

	TOTAL	MEN	WOMEN
	(%)		
GENDER			
Men	48	100	..
Women	52	..	100
AGE			
18-34 years	33	34	32
35-44 years	18	19	17
45-54 years	20	20	20
55+ years	29	27	31
HOUSEHOLD INCOME			
<\$30K	11	12	10
\$30K-\$59K	41	41	42
\$60K-\$99K	37	34	39
\$100K+	11	13	9
EDUCATION			
High school or less	17	18	16
Some post-secondary	23	24	23
Post-secondary graduate	60	58	61

PROVINCIAL PARTY SUPPORT

Q1. "If a provincial election were held tomorrow, which party's candidate would you be most likely to support?" (n=1,000)



Base: Manitoba adults

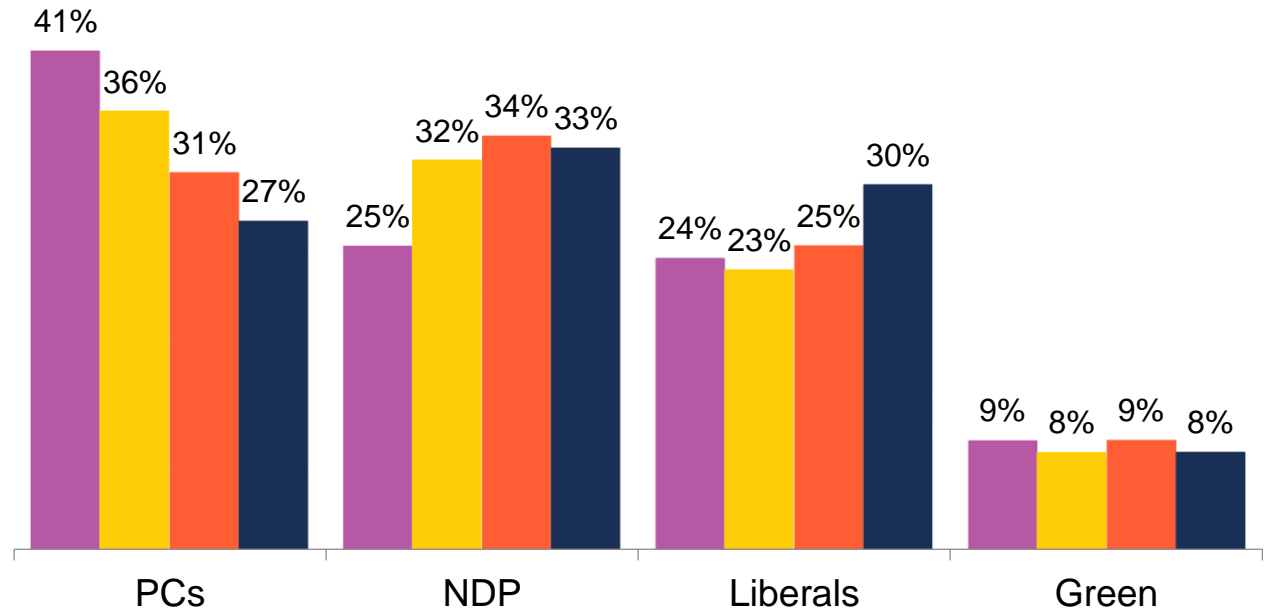
- PC support is higher than average outside of Winnipeg (51%), among those aged 55+ (46%), among those with high school or less (48%) and homeowners (42%). It is relatively weak in Winnipeg (27%) and among post-secondary graduates (30%).
- A stronger Liberal standing can be attributed in part to being competitive with the NDP in Winnipeg (33% NDP, 30% Liberal) and among households earning less than \$30,000 (38% Liberal, 28% NDP).

PARTY SUPPORT IN WINNIPEG

Q1. "If a provincial election were held tomorrow, which party's candidate would you be most likely to support?" (n=600)

Base: Winnipeg adults

■ Dec. 2016 Omni ■ March 2017 Omni ■ June 2017 Omni ■ Sept. 2017 Omni



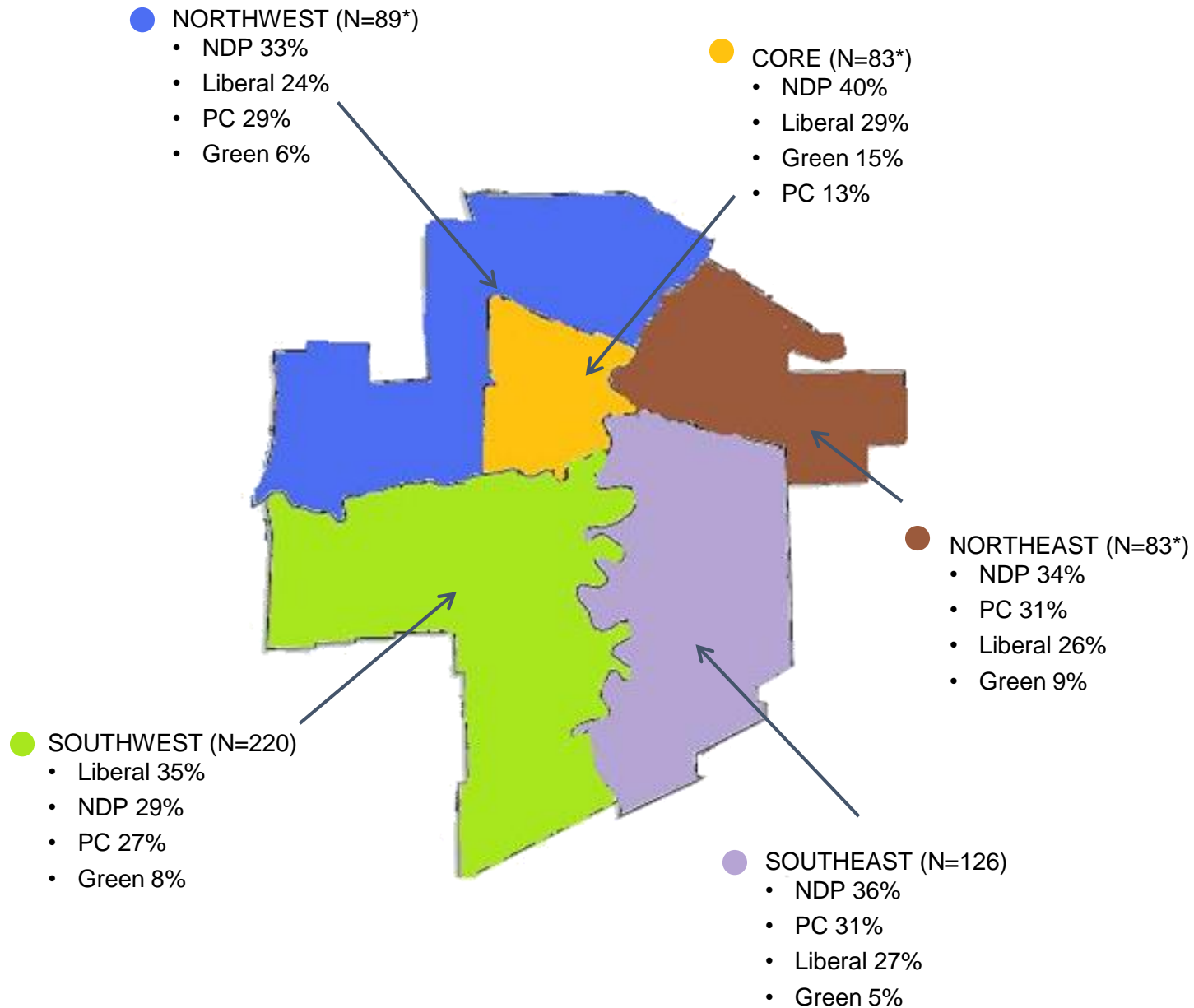
- PC support in Winnipeg varies strongly by age, being highest among those aged 55 years and over (41%), dropping to 25 per cent among those aged 35-54 years and 16 per cent among those aged 18-34 years.
- PC support is also notably lower than average in Winnipeg's Core Area (13%).

PROVINCIAL PARTY SUPPORT

- By Winnipeg Region -

Q1. "If a provincial election were held tomorrow, which party's candidate would you be most likely to support?" (n=600)

Base: Winnipeg adults



*Caution: Small base

PARTY SUPPORT BY DEMOGRAPHIC SUBGROUP

Q1. "If a provincial election were held tomorrow, which party's candidate would you be most likely to support? (n=1,000)

	Total	Gender		Age		
		Men	Women	18-34	35-54	55+
(Base)	(1,000) (%)	(484) (%)	(516) (%)	(331) (%)	(374) (%)	(295) (%)
PC	36	40	33	31	34	46
NDP	30	28	32	29	34	26
Liberal	24	23	26	28	23	22
Green	8	7	9	11	7	5
	Education			Region		
	HS or Less	Some Post-Sec.	Post-Sec. Grad.	Winnipeg	Rest of Manitoba	
(Base)	(167) (%)	(222) (%)	(591) (%)	(600) (%)	(400) (%)	
PC	48	42	30	27	51	
NDP	26	25	34	33	25	
Liberal	16	25	27	30	16	
Green	8	8	8	8	7	
	Income					
	<\$30K	\$30K - \$59K	\$60K - \$99K	\$100K +		
(Base)	(91) (%)	(341) (%)	(298) (%)	(92) (%)		
PC	31	35	36	44		
NDP	28	27	32	34		
Liberal	38	27	23	17		
Green	2	10	8	4		