



# PROVINCIAL VOTING INTENTIONS

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DEC. 2017

**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 Nov. 23 and Dec. 14, 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  $\pm 3.1$  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:

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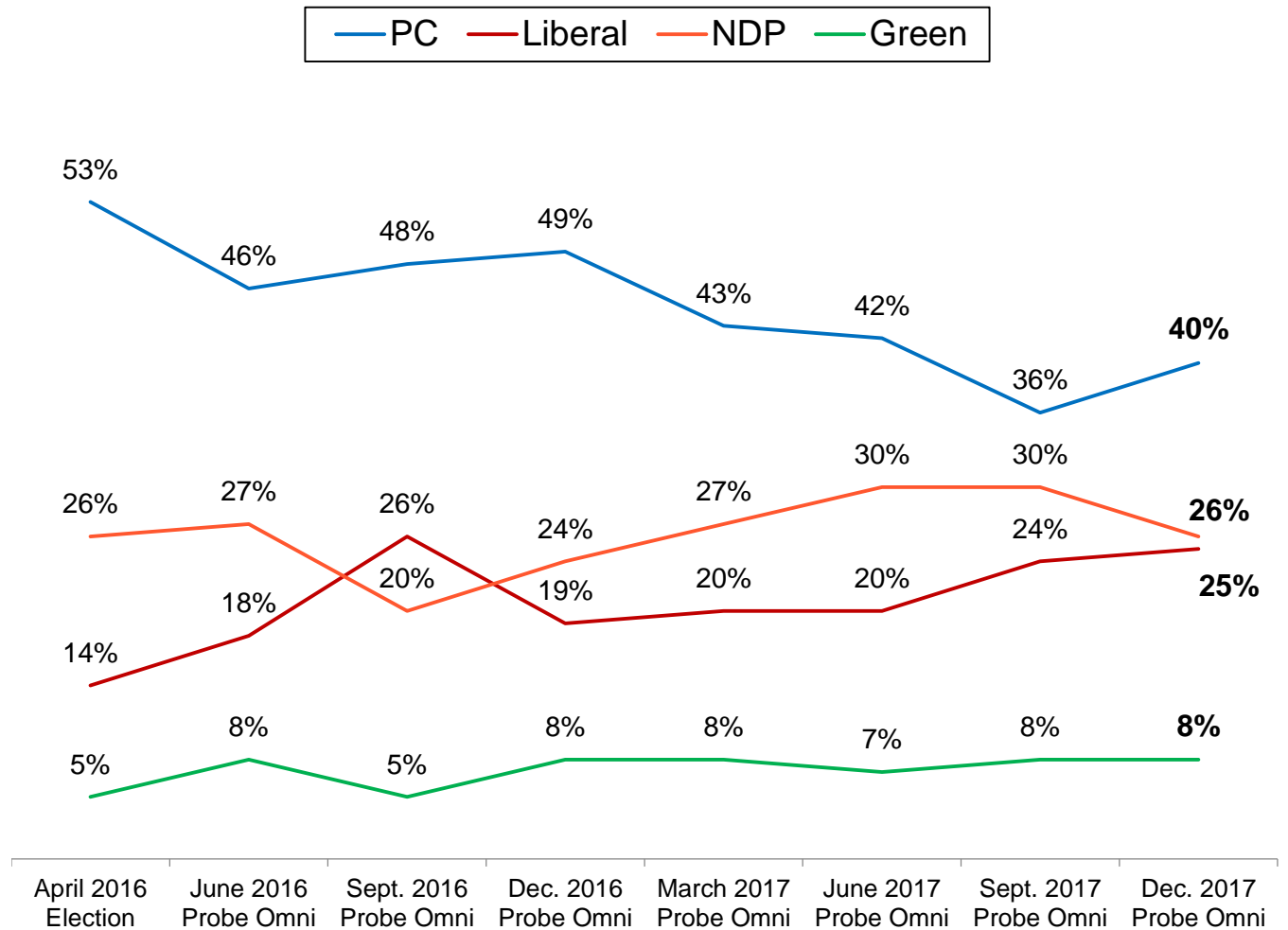
[www.probe-research.com](http://www.probe-research.com)

## KEY FINDINGS

- Support for Premier Brian Pallister’s Progressive Conservatives has seen a four-point rebound since September, driven in part by stronger support in rural Manitoba. However, PC support is down nine percentage points from one year ago.
- Support for the NDP continues to be unsettled. NDP support increased slightly in the first half of 2017 and dropped again in the second half. Meanwhile, Liberal support has ticked up slightly through the year. As 2017 winds down, the two major opposition parties are effectively tied province-wide, earning the support of one-quarter of Manitoba adults.
- In Winnipeg, where support is most crucial, all three major parties remain in a dead heat. Liberal support is generally on the rise in the city. NDP support has fallen since the summer and PC support stabilized in December after a year of decline.

# 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)

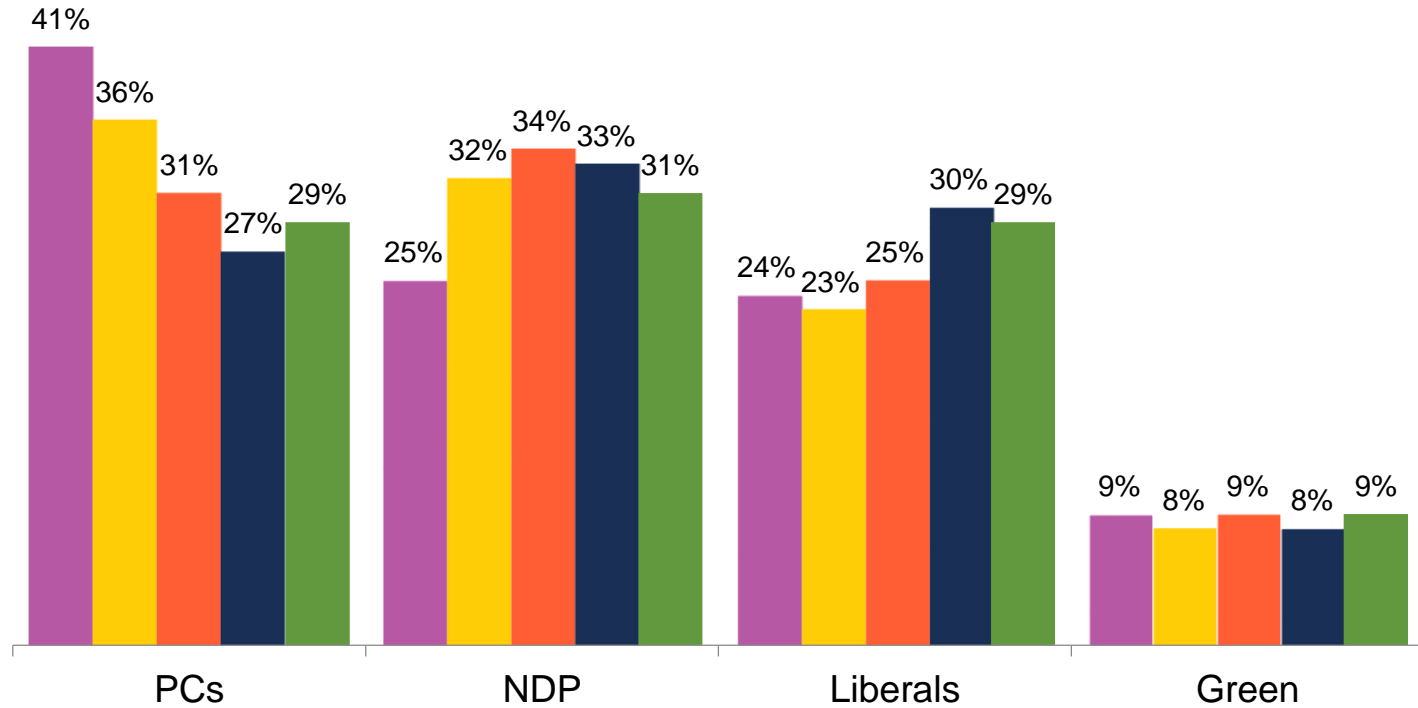
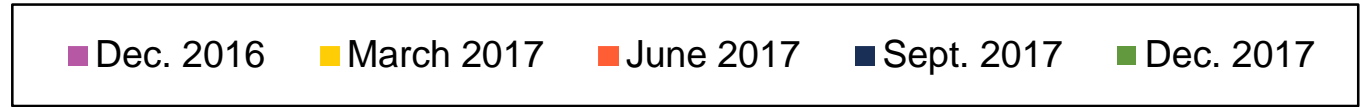


Base: Manitoba adults

- PC support is highest outside of Winnipeg (57%), among men (47% vs. 34% among women) and among those with high school or less (54%). PC support is weaker in Winnipeg (29%) and among renters (25%).
- A stronger Liberal standing can be attributed, in part, to being competitive with the NDP in Winnipeg (31% NDP, 29% Liberal) and strong among Indigenous respondents (36% Liberal, 18% 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

- PC support in Winnipeg varies strongly by age, being highest among those aged 55 years and over (38%), dropping to 17 per cent among those aged 18-34 years. Gender also underpins PC support with 37 per cent of men favouring the PCs compared to only 21 per cent of women.

# 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	40	47	34	37	39	45
NDP	26	21	31	21	26	29
Liberal	25	24	25	31	24	18
Green	8	6	10	8	9	6
	Education			Region		
	HS or Less	Some Post-Sec.	Post-Sec. Grad	Winnipeg	Rest of Manitoba	
(Base)	(172) (%)	(214) (%)	(588) (%)	(472) (%)	(318) (%)	
PC	54	43	35	29	57	
NDP	15	23	30	31	17	
Liberal	25	29	23	29	19	
Green	3	5	10	9	6	
	Income					
	<\$30K	\$30K - \$59K	\$60K - \$99K	\$100K +		
(Base)	(109) (%)	(185) (%)	(274) (%)	(276) (%)		
PC	35	32	45	42		
NDP	18	24	25	28		
Liberal	29	32	20	24		
Green	14	10	9	4		