



PROVINCIAL VOTING INTENTIONS

JUNE 2018

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 June 5 and 19, 2018, 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 or interactive system randomly recruited respondents by telephone, inviting them to complete the survey via a secure online questionnaire. In addition, 164 randomly recruited Probe Research panel members were included in this general population adult sampling.
- 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
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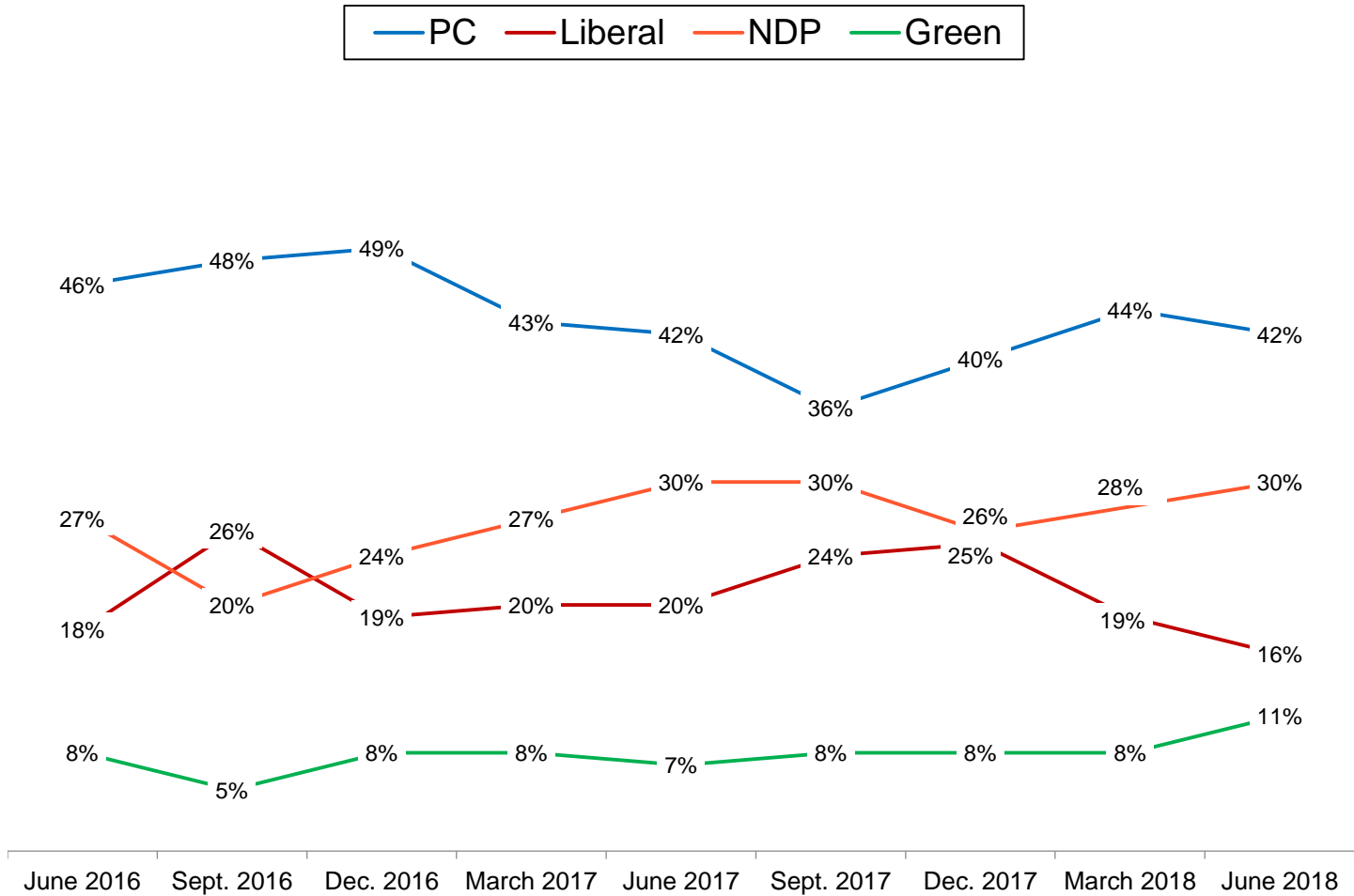
www.probe-research.com

KEY FINDINGS

- There has been virtually no change in the provincial party preferences of Manitobans since earlier this spring. Manitoba's Progressive Conservatives remain the province's most popular political party with 42 percent of decided voters indicating support for this governing party. At 30 percent, the Official Opposition New Democrats remain in a distant second place while the provincial Liberal Party is currently winning the endorsement of 16 percent of decided voters. The provincial Green Party is now supported by 11 percent – slightly higher than the eight percent level they posted in March.
- Brian Pallister's Progressive Conservatives remain the undisputed party of choice for male voters (50% versus only 34% of women who would vote PC). This party is also clearly popular among relatively less educated voters.
- In the city of Winnipeg, the PCs and NDP remain deadlocked (at 32% and 34% respectively). The Liberals are currently supported by 21 percent of decided city voters. Within the city itself, the PCs are most competitive in the Northwest quadrant as well as in South Winnipeg constituencies. Outside of Winnipeg, the PCs remain dominant with the support of nearly six in ten decided voters (58% versus only 25% for the NDP and 7% for the Liberal).

PARTY SUPPORT IN MANITOBA

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

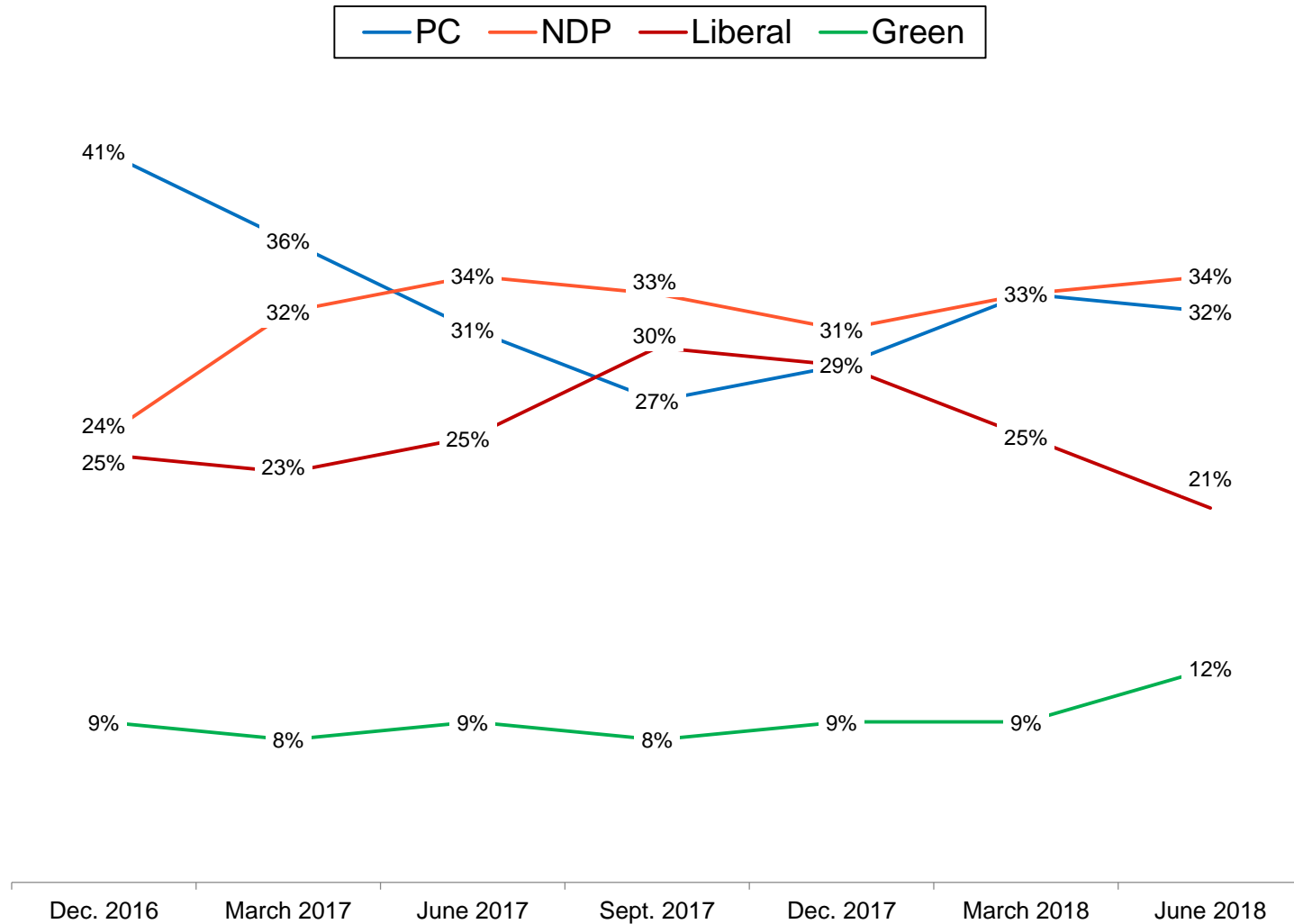


Base: Manitoba adults

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)

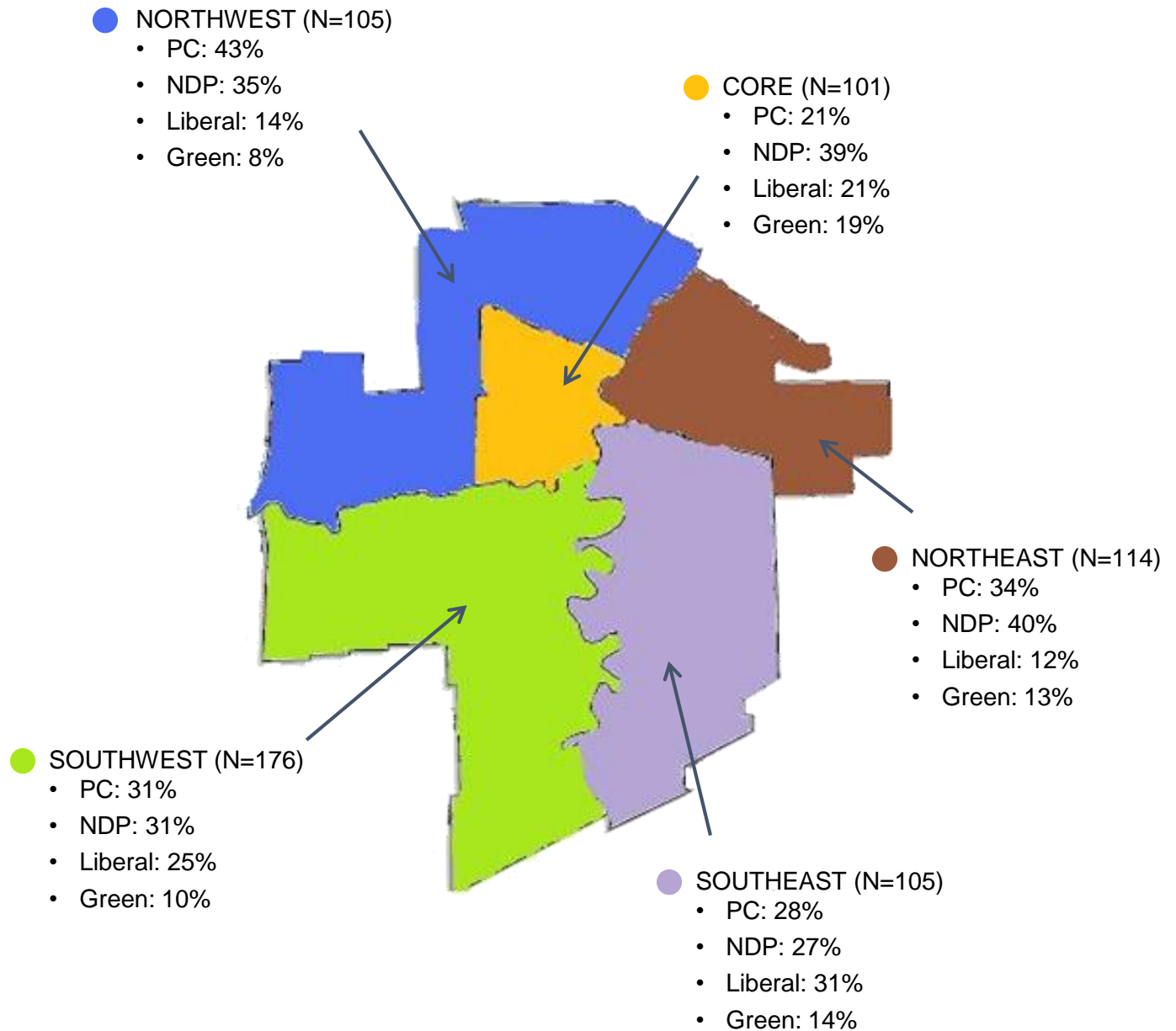
Base: Winnipeg adults



PARTY SUPPORT ACROSS WINNIPEG REGIONS

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

Base: Winnipeg adults



PARTY SUPPORT BY DEMOGRAPHIC SUB-GROUP

- DECIDED VOTERS -

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

Valid responses only
DK/NS removed

	Total	Gender		Age		
		Men	Women	18-34	35-54	55+
(Base)	(1,000) (%)	(484) (%)	(516) (%)	(331) (%)	(374) (%)	(296) (%)
PC	42	50	34	43	40	44
NDP	30	25	35	29	32	30
Liberal	16	14	17	15	17	14
Green	11	7	14	11	10	11
	Education			Region		
	HS or Less	Some Post-Sec.	Post-Sec. Grad	Winnipeg	Rest of Manitoba	
(Base)	(168) (%)	(232) (%)	(583) (%)	(600) (%)	(400) (%)	
PC	51	50	37	32	58	
NDP	29	22	34	34	25	
Liberal	8	13	18	21	7	
Green	10	15	9	12	8	
	Household Income					
	<\$30K	\$30K - \$59K	\$60K - \$99K	\$100K +		
(Base)	(79) (%)	(204) (%)	(266) (%)	(290) (%)		
PC	37	39	43	45		
NDP	35	27	29	33		
Liberal	16	17	14	14		
Green	11	15	12	7		