



FEDERAL VOTING PREFERENCES IN MANITOBA

DECEMBER 2018

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 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 is the province's largest and most trusted general population survey.

SURVEY INSTRUMENT

The survey instrument was designed by Probe Research.

METHODOLOGY

- Between November 27 and December 6, 2018, Probe Research surveyed a random and representative sampling of 1,105 adults residing in Manitoba.
- With a sample of 1,105, one can say with 95 percent certainty that the results are within ± 2.9 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, 251 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
INFORMATION:

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KEY FINDINGS

- With less than 12 months until the next federal election, the opposition Conservatives may be poised to win back seats in Manitoba. More than four in ten decided and leaning voters (42%) indicate they will cast ballots in the next federal election for the Conservatives, with one-third (34%) preferring the governing Liberals. Sixteen per cent of Manitobans would vote NDP, with small numbers indicating support for the Green Party (5%) or the new People's Party of Canada (2%).
- Support for Justin Trudeau's Liberals is off by eleven percentage points province-wide since the last federal election and is down by a full 14 percentage points in ridings located outside of Winnipeg.
- The Liberals continue to lead the Conservative in Winnipeg (43% to 33% respectively), although Liberal support is down significantly from a peak of 53 per cent in the 2015 federal election. The Liberals hold a statistically significant lead over the Conservatives in the core, northwest and southwest areas of Winnipeg, with the two parties being statistically tied in the southeast and northeast. Outside Winnipeg, Conservative support has increased to nearly six in ten decided voters (58%, up from 48% in the 2015 federal election), with only one in five rural and northern Manitobans now intending to vote for the Liberals (19%, down from 33%).
- The Conservatives hold a 17-point advantage over the Liberals among male voters (48% vs. 31% Liberal), with the two parties statistically tied among women (37% Liberal vs. 36% Conservative). Support for the Conservatives increases among older voters and those with lower levels of household education.

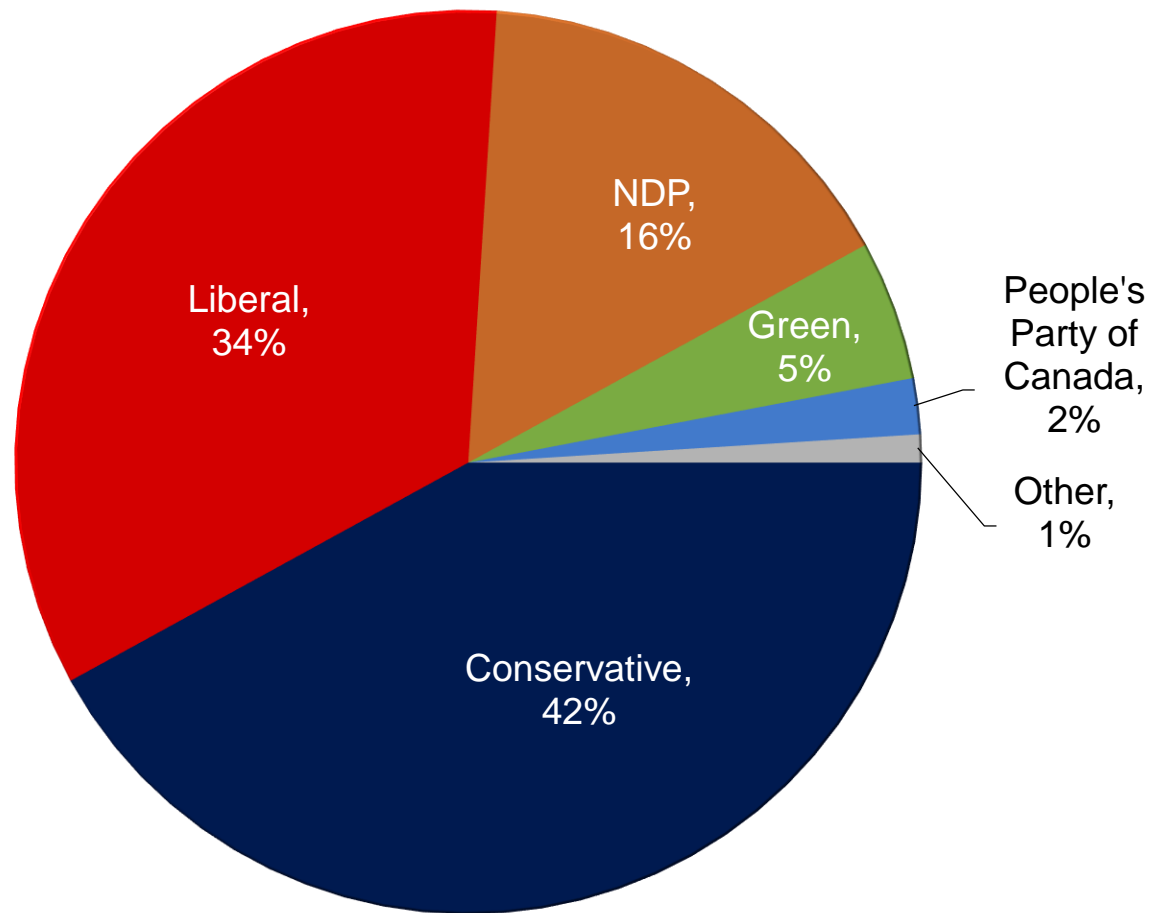
FEDERAL PARTY SUPPORT IN MANITOBA

- DECIDED AND LEANING VOTERS, DECEMBER 2018 -

Q1. "The next federal election will happen this coming October 2019. Which party's candidate are you most likely to support in the next federal election?"

Base: Manitoba adults (N=1,105)

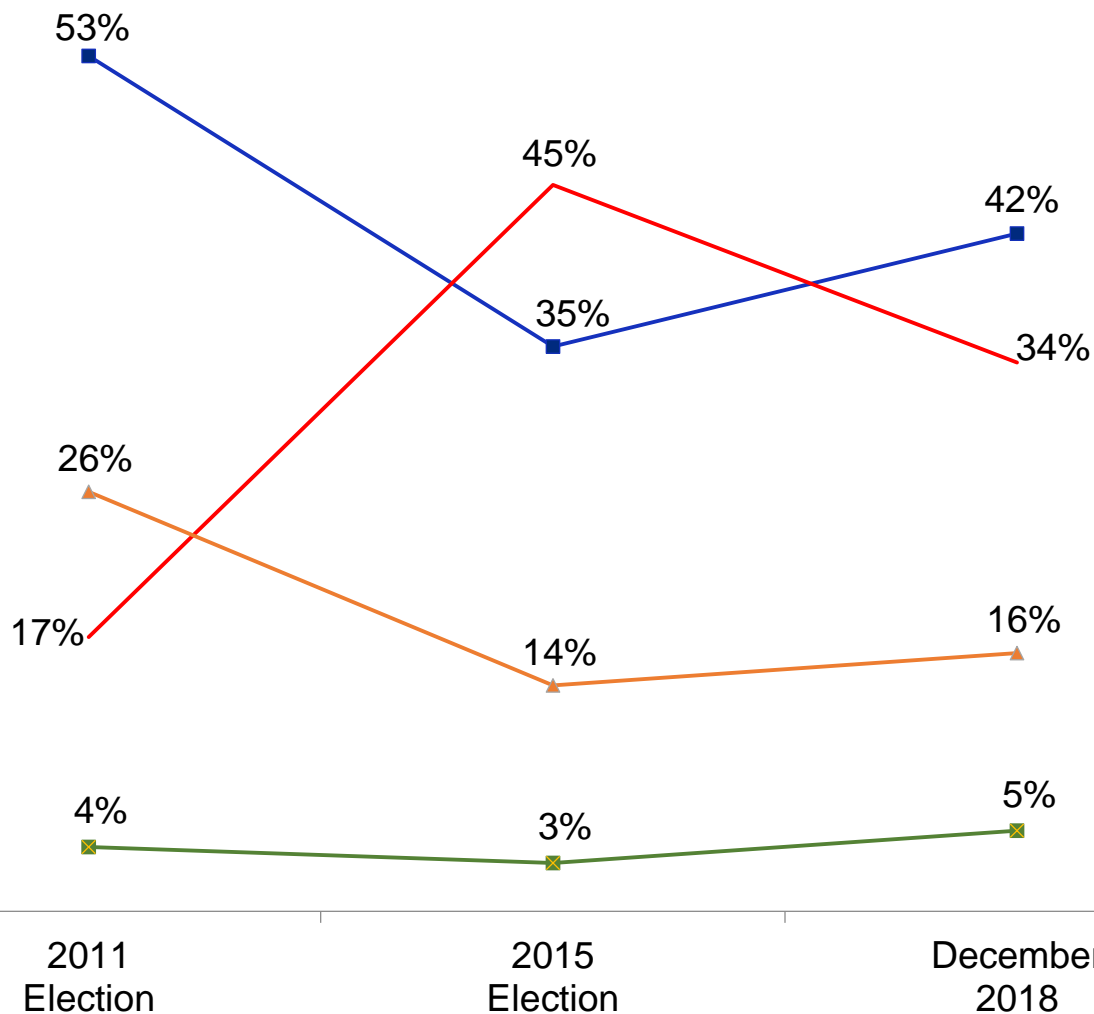
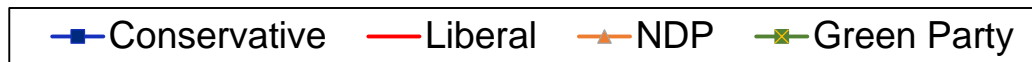
% Undecided: 14%



FEDERAL PARTY SUPPORT IN MANITOBA

- TRACKING -

Q1. "The next federal election will happen this coming October 2019. Which party's candidate are you most likely to support in the next federal election?"

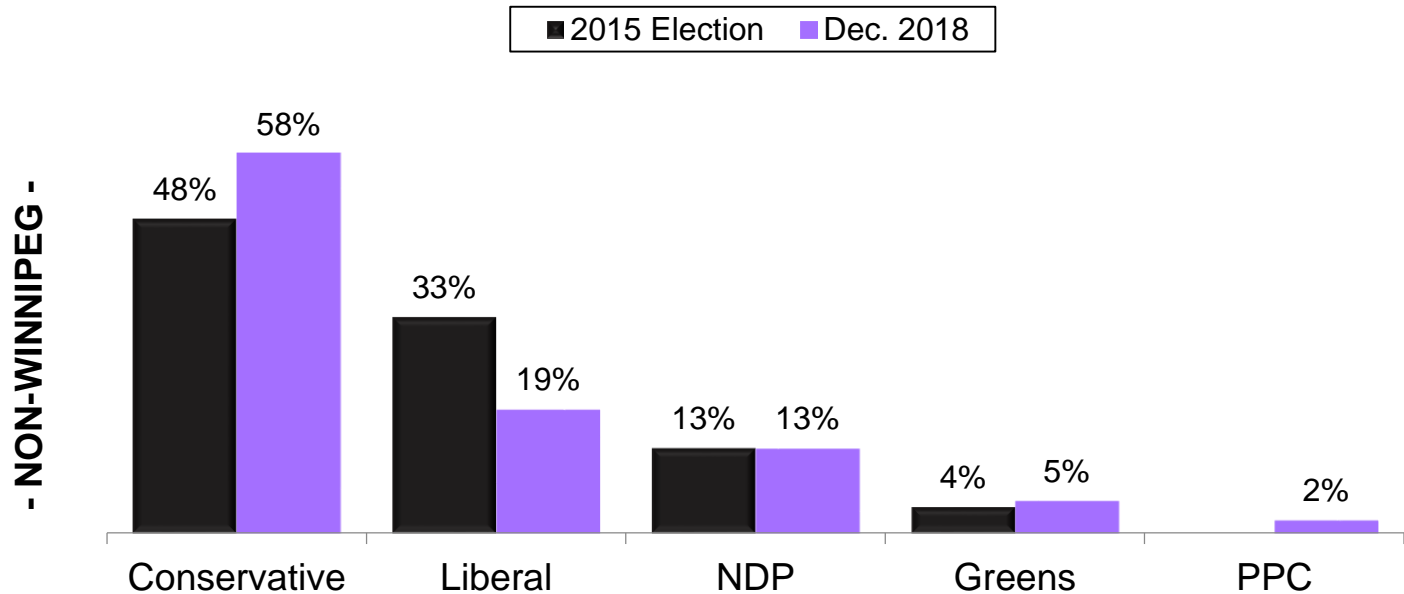
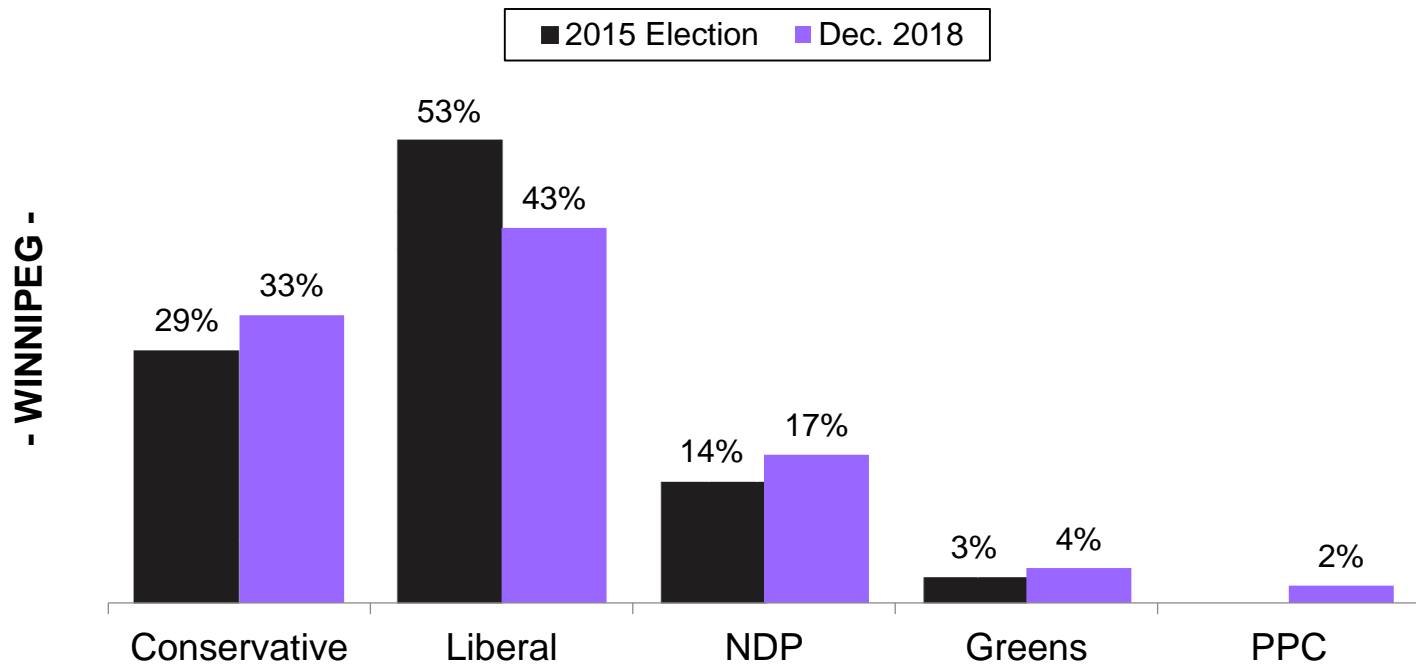


Base: Manitoba adults (N=1,105)

REGIONAL FEDERAL PARTY SUPPORT

- DECIDED VOTERS -

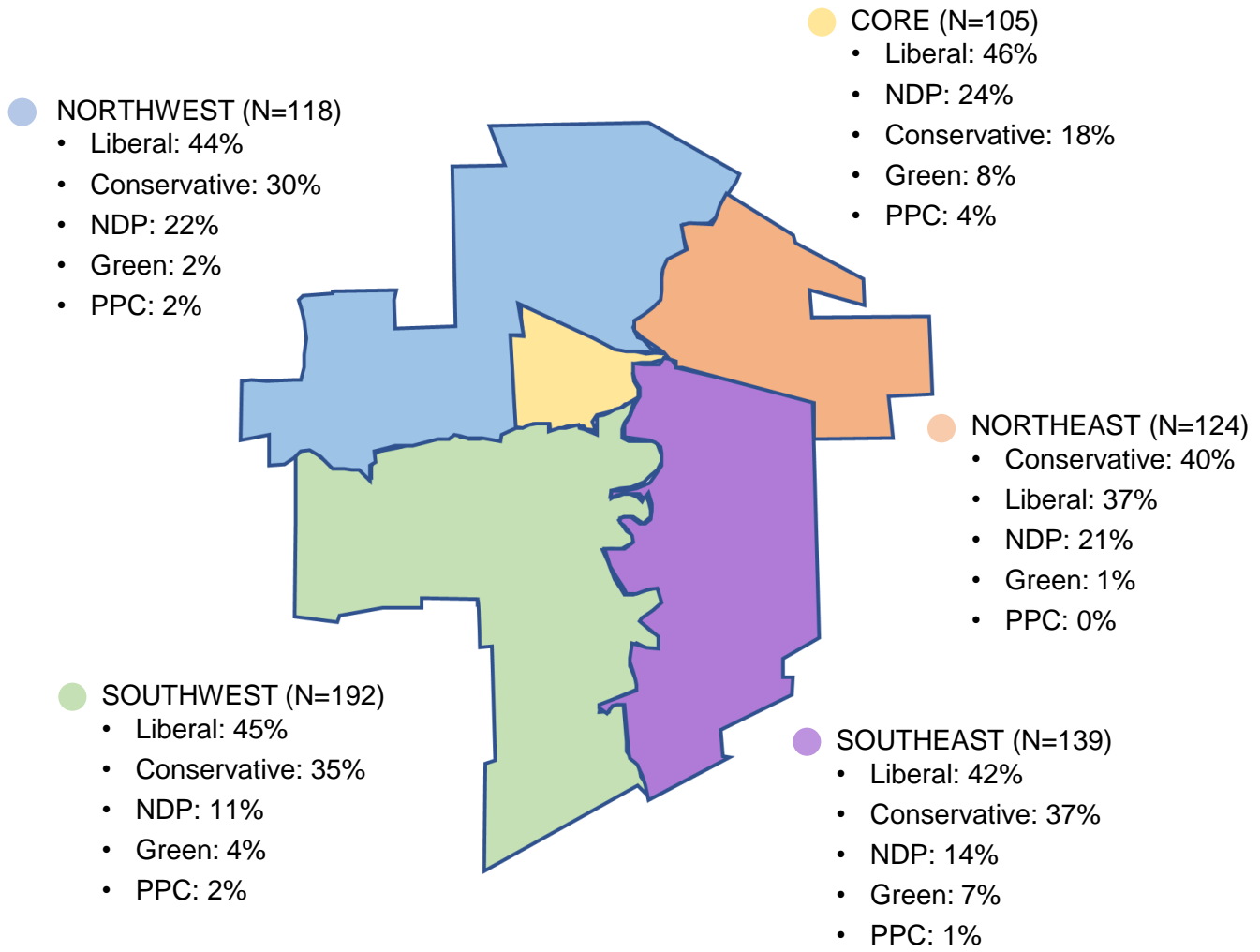
Q1. "The next federal election will happen this coming October 2019. Which party's candidate are you most likely to support in the next federal election?"



Base: Manitoba adults
(N=1,105)

PARTY SUPPORT ACROSS WINNIPEG REGIONS

Q1. "The next federal election will happen this coming October 2019. Which party's candidate are you most likely to support in the next federal election?"



Base: Winnipeg adults (N=683)

FEDERAL PARTY SUPPORT IN MANITOBA

- ACROSS SOCIO-DEMOGRAPHIC SUB-GROUPS -

Q1. "The next federal election will happen this coming October 2019. Which party's candidate are you most likely to support in the next federal election?"

Valid responses only
DK/NS removed

	Total	Gender		Age		
		Men	Women	18-34	35-54	55+
(Base)	(1,105)	(535)	(570)	(364)	(414)	(326)
Conservative	42%	48%	36%	37%	43%	48%
Liberal	34%	31%	37%	36%	35%	30%
NDP	16%	12%	20%	17%	15%	16%
Green	5%	5%	5%	5%	5%	4%
PPC	2%	3%	1%	3%	2%	1%
	Education			Region		
	HS or Less	Some Post-Sec.	Post-Sec. Grad	Winnipeg	Rest of Manitoba	
(Base)	(200)	(434)	(449)	(683)	(422)	
Conservative	50%	46%	35%	33%	58%	
Liberal	22%	31%	42%	43%	19%	
NDP	18%	16%	14%	17%	13%	
Green	7%	3%	6%	4%	5%	
PPC	2%	3%	1%	2%	2%	
	Income			Indigenous		
	<\$50K	\$50K-\$99K	\$100K+	Yes	No	
(Base)	(224)	(353)	(347)	(102)	(947)	
Conservative	32%	45%	40%	23%	44%	
Liberal	33%	29%	41%	41%	34%	
NDP	25%	17%	12%	29%	14%	
Green	7%	5%	4%	5%	5%	
PPC	1%	3%	1%	2%	2%	