



# FEDERAL VOTING PREFERENCES IN MANITOBA

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MARCH 2019

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 March 12 and March 24, 2019, 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 or interactive system randomly recruited respondents by telephone, inviting them to complete the survey via a secure online questionnaire. In addition, 346 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.

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## KEY FINDINGS

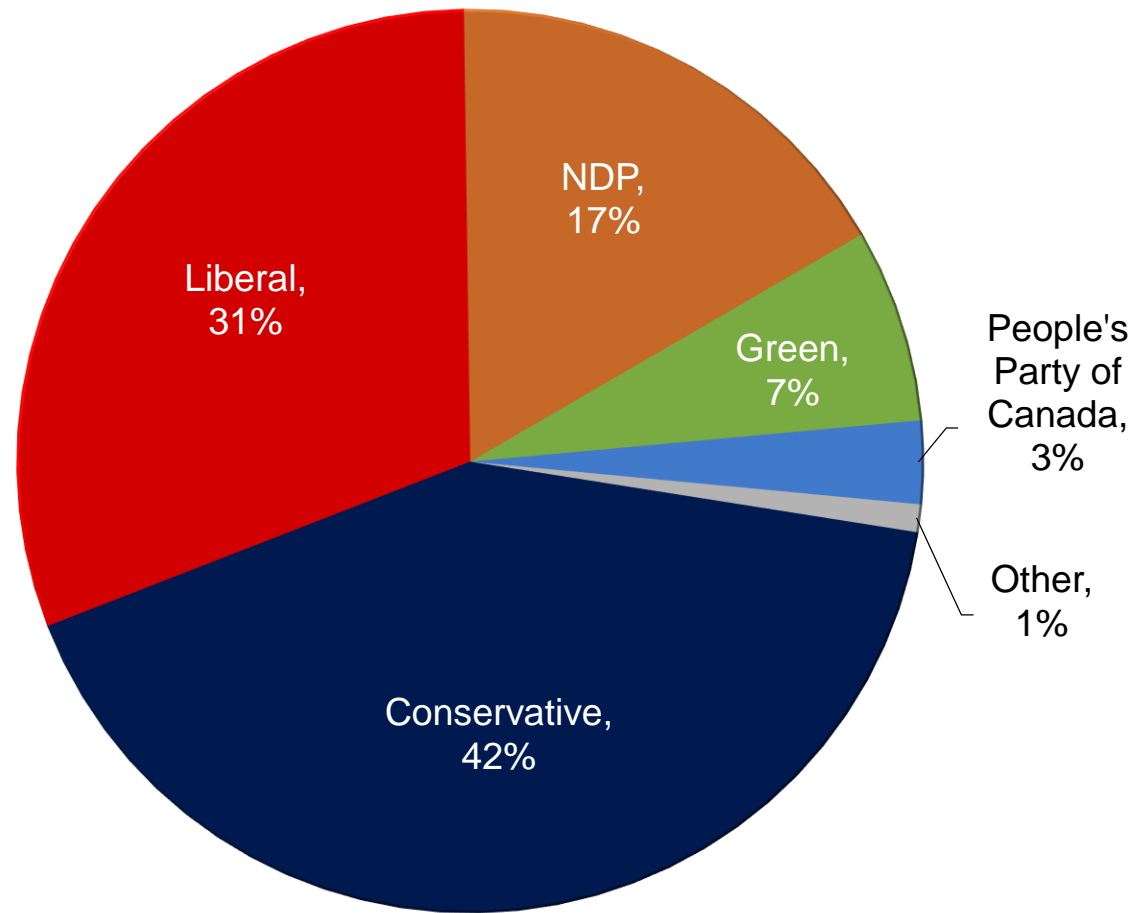
- With just seven months until the next federal election and amid the SNC Lavalin scandal, support for the federal Liberals continues to erode in Manitoba, particularly in Winnipeg.
- One-third (31%) of decided and leaning voters province-wide currently favour Prime Minister Justin Trudeau's Liberals, down slightly from December and down significantly from the 2015 federal election. Liberal support tends to be higher among older, more affluent and better educated voters, as well as women.
- Support for the opposition Conservatives remains unchanged province-wide, holding steady at 42 per cent. However, support for the Conservatives is down slightly in Winnipeg, where the party hopes to pick up seats this October. (Outside the Perimeter, the Tories hold a commanding 41-point lead over the Liberals.)
- The falling Liberal fortunes in Winnipeg appear to be benefiting the NDP. One-in-five Winnipeg voters (21%) now favour the New Democrats, a slight increase since December and a seven-point increase since the last federal election. Support for the NDP is higher among women, Indigenous people and lower-income Manitobans,

% Undecided: 14%

# FEDERAL PARTY SUPPORT IN MANITOBA

## DECIDED AND LEANING 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=1,000)

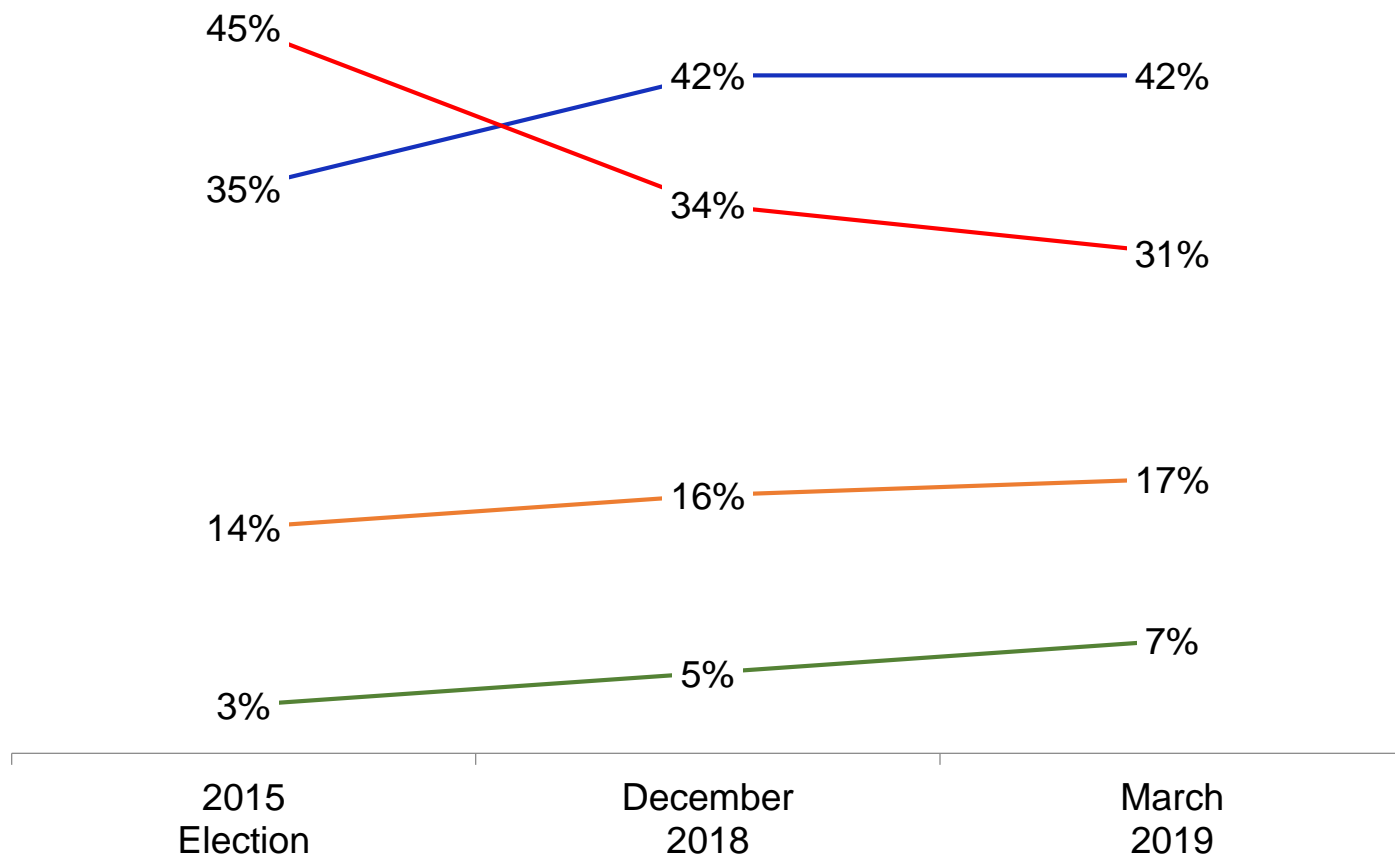
% Undecided: 14%

# 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?"

— Conservative — Liberal — NDP — Green Party



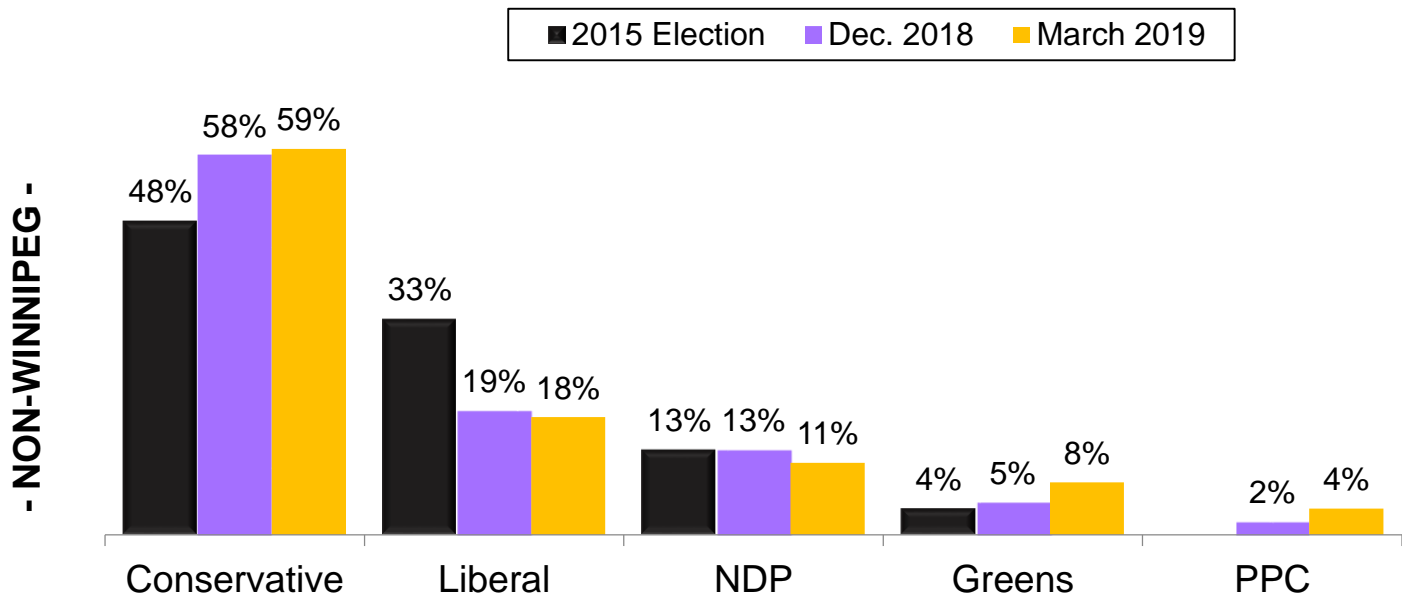
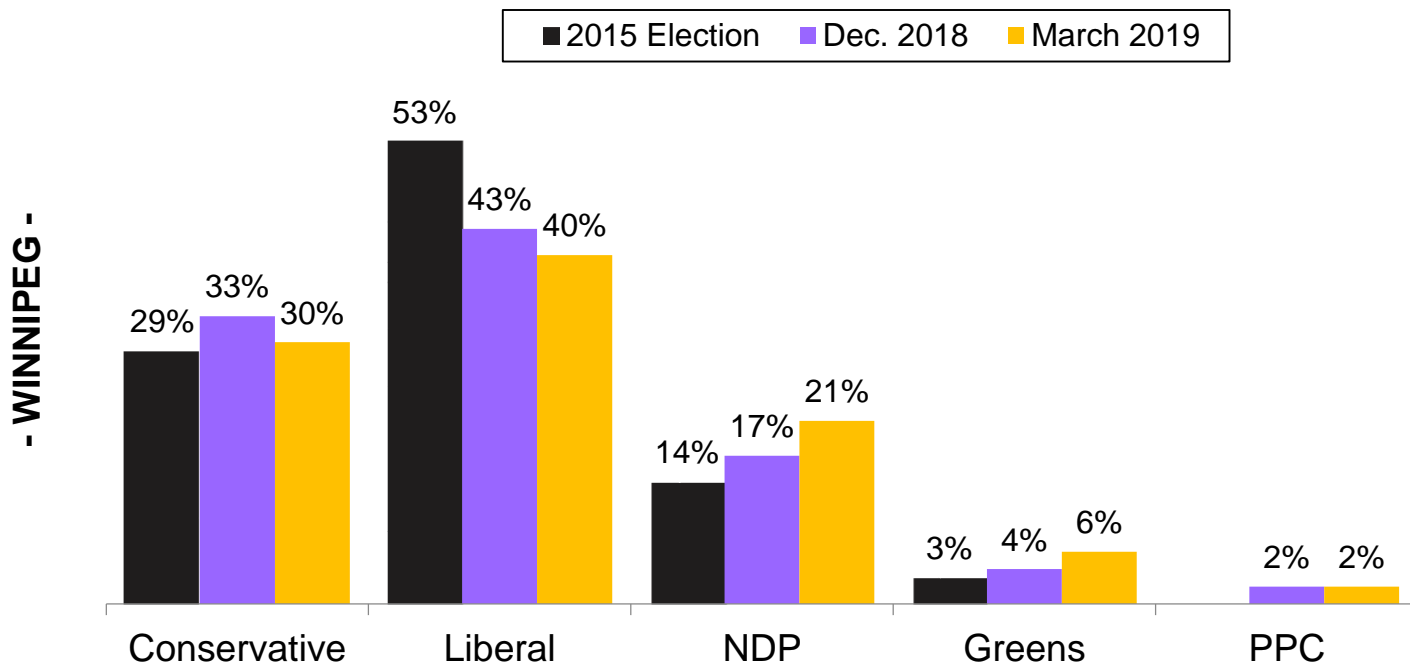
Base: Manitoba adults (N=1,000)

# REGIONAL FEDERAL PARTY SUPPORT

## DECIDED AND LEANING VOTERS

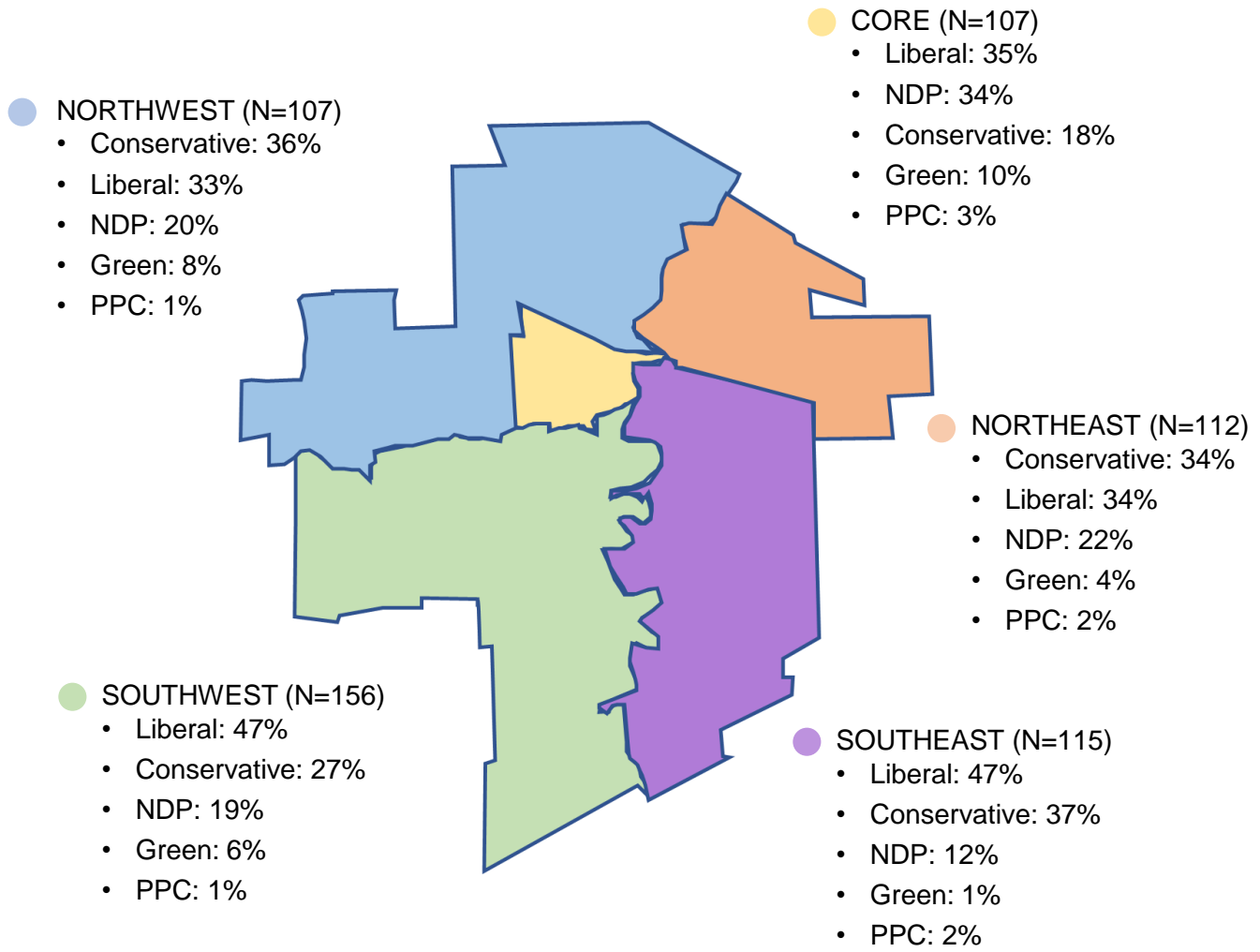
Q1. "The next federal election will happen this coming October 2019. Which party's candidate are you most likely to support in the next federal election?"

Base: Manitoba adults  
(N=1,000)



# 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=600)

# 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  
\*Caution: Small base

	Total	Gender		Age		
		Men	Women	18-34	35-54	55+
(Unweighted)	(1,000)	(511)	(489)	(193)	(503)	(304)
(Base)	(1,000)	(484)	(516)	(331)	(374)	(296)
Conservative	42%	47%	36%	37%	45%	43%
Liberal	31%	28%	35%	29%	29%	37%
NDP	17%	13%	21%	20%	16%	14%
Green	7%	7%	7%	8%	7%	5%
PPC	3%	5%	1%	5%	3%	-
	Education			Region		
	HS or Less	Some Post-Sec.	Post-Sec. Grad	Winnipeg	Rest of Manitoba	
(Unweighted)	(151)	(385)	(442)	(600)	(400)	
(Base)	(162)	(393)	(422)	(600)	(400)	
Conservative	54%	49%	32%	30%	59%	
Liberal	20%	25%	40%	40%	18%	
NDP	20%	12%	20%	21%	11%	
Green	4%	9%	6%	6%	8%	
PPC	3%	4%	2%	2%	4%	
	Income			Indigenous		
	<\$50K	\$50K-\$99K	\$100K+	Yes	No	
(Unweighted)	(198)	(333)	(336)	(94)*	(842)	
(Base)	(220)	(336)	(308)	(94)*	(843)	
Conservative	36%	41%	44%	25%	43%	
Liberal	27%	31%	35%	32%	32%	
NDP	24%	15%	14%	25%	16%	
Green	10%	8%	5%	12%	6%	
PPC	2%	4%	2%	6%	2%	