



PROVINCIAL VOTING INTENTIONS

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

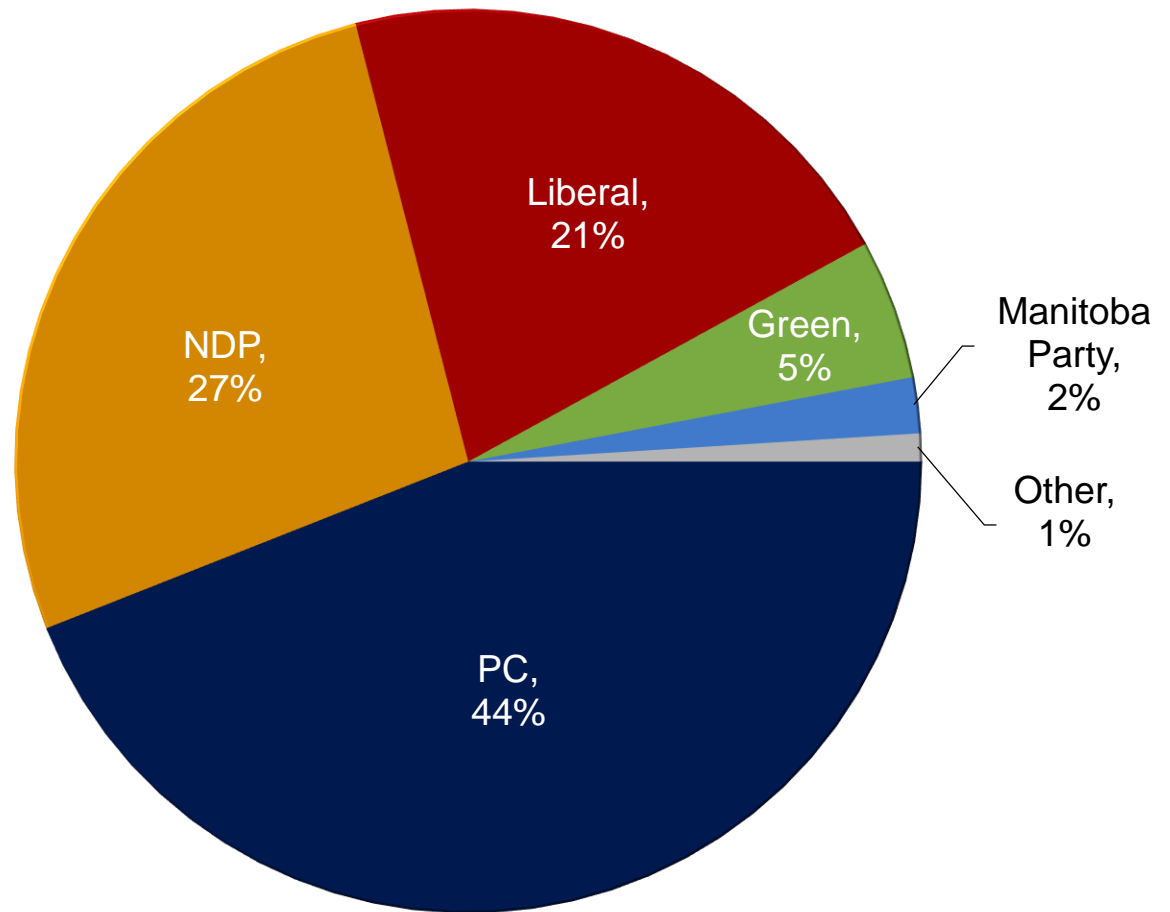
- Support for Manitoba's three major provincial political parties remains stable. The governing Progressive Conservatives are the preference of more than four in ten decided and leaning voters (44%, no change vs. September 2018). Slightly more than one-quarter would vote for the New Democrats (27%, +2 vs. September) and one in five prefer the Manitoba Liberals (21%, +1%). Five per cent would cast ballots for a provincial Green Party candidate (-3%) and two per cent for the nascent Manitoba Party.
- The PCs now hold a slight lead over their two main rivals in Winnipeg, as more than one-third of Winnipeg voters would cast ballots for the governing party (35%, +1% vs. September) compared to three in ten who would vote for the NDP (30%, -2%) and a slightly smaller but growing proportion who favour the Liberals (27%, +3%). The PCs lead in southwest, northeast and southeast Winnipeg, but are statistically tied with the NDP in the northwest and are significantly behind the opposition in the core area. For their part, the Manitoba Liberals perform much better within the city of Winnipeg than beyond the perimeter highway and they compete head-to-head with the opposition New Democrats in northeast and southwest Winnipeg. The PCs continue to hold a sizable lead in rural and northern Manitoba (59% vs. 22% NDP and 12% Liberal).
- The PCs enjoy more than double the proportion of support among men compared to the NDP (50% vs. 24% respectively), with the PC lead among women significantly narrower. PC support remains highest among older Manitobans, those with lower levels of formal education and those with higher levels of household income.

% Undecided: 16%

PARTY SUPPORT IN MANITOBA

- DECIDED AND LEANING VOTERS, DECEMBER 2018 -

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



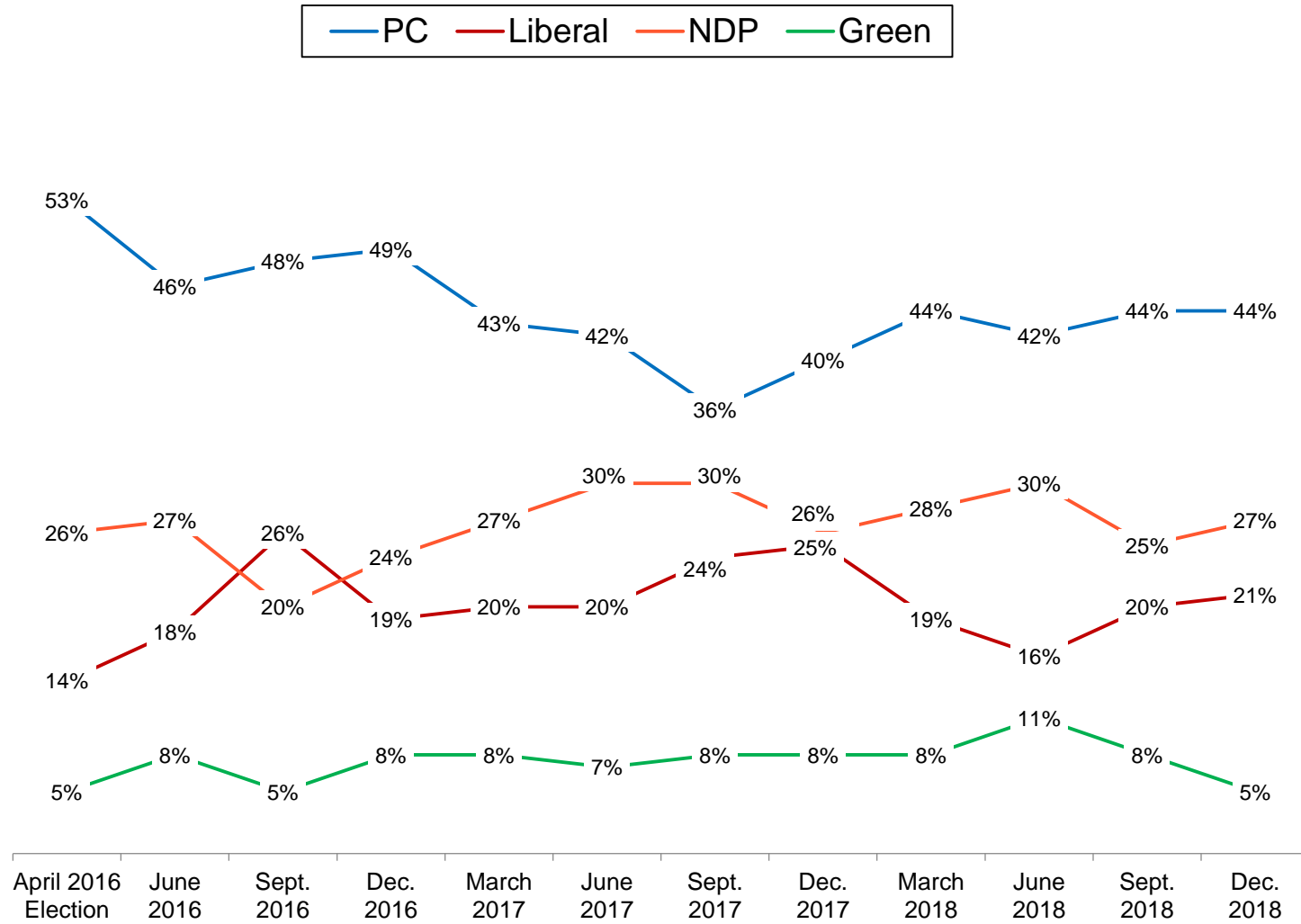
Base: Manitoba adults (N=1,105)

% Undecided: 16%

PARTY SUPPORT IN MANITOBA

- TRACKING -

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



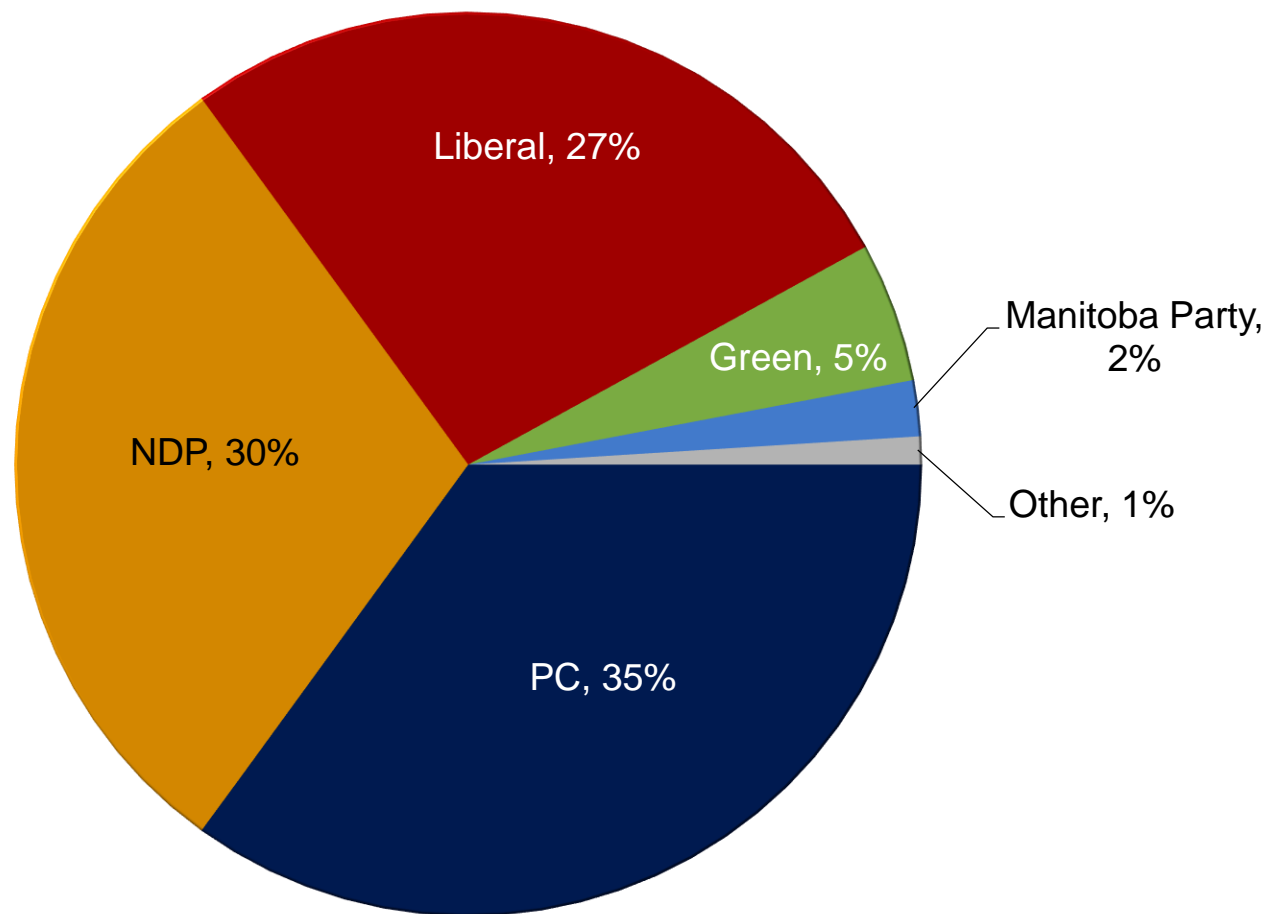
Base: Manitoba adults (N=1,105)

% Undecided: 17%

PARTY SUPPORT IN WINNIPEG

- DECIDED AND LEANING VOTERS, DECEMBER 2018 -

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



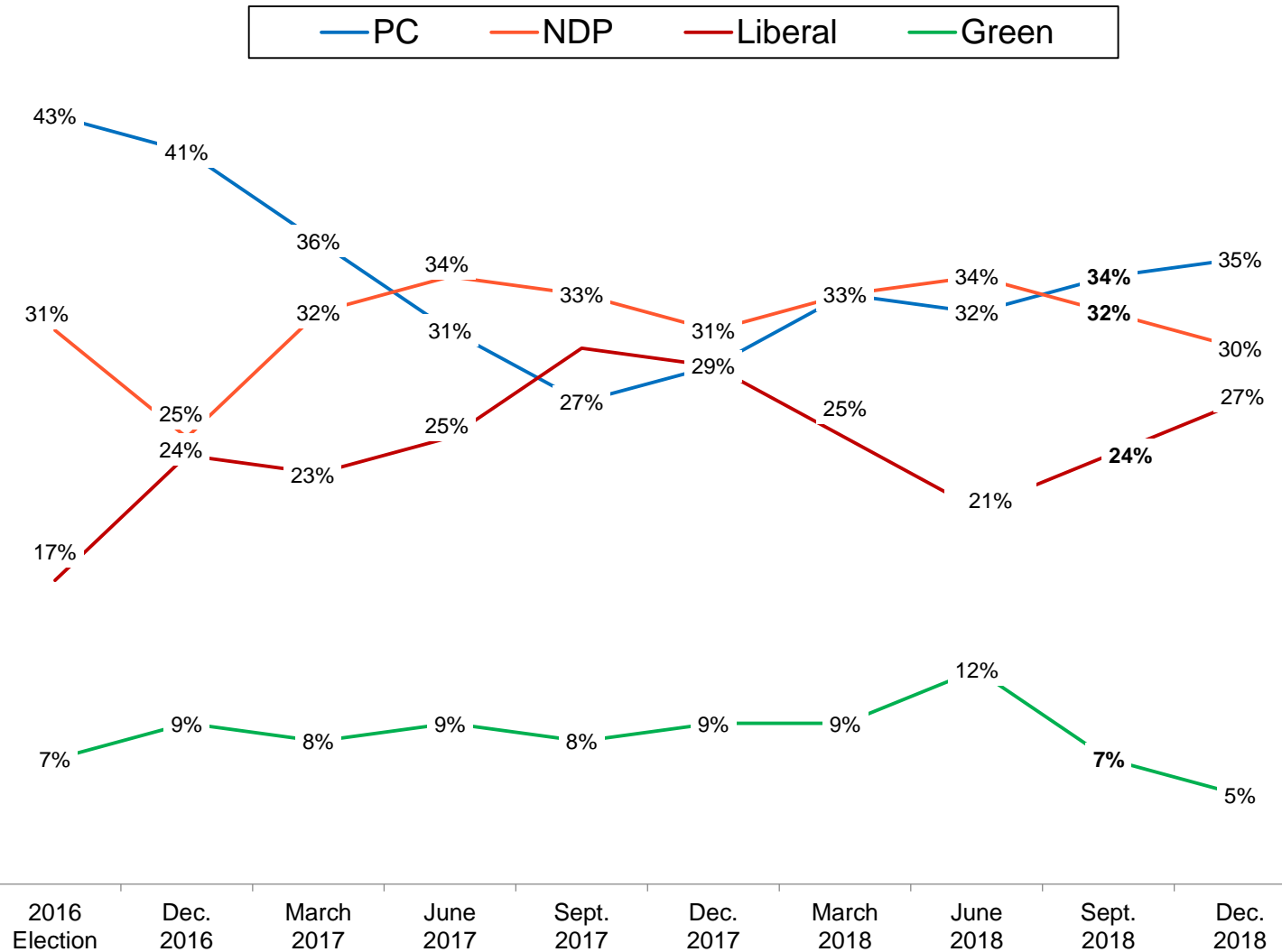
Base: Winnipeg adults (N=683)

% Undecided: 17%

PARTY SUPPORT IN WINNIPEG

- TRACKING -

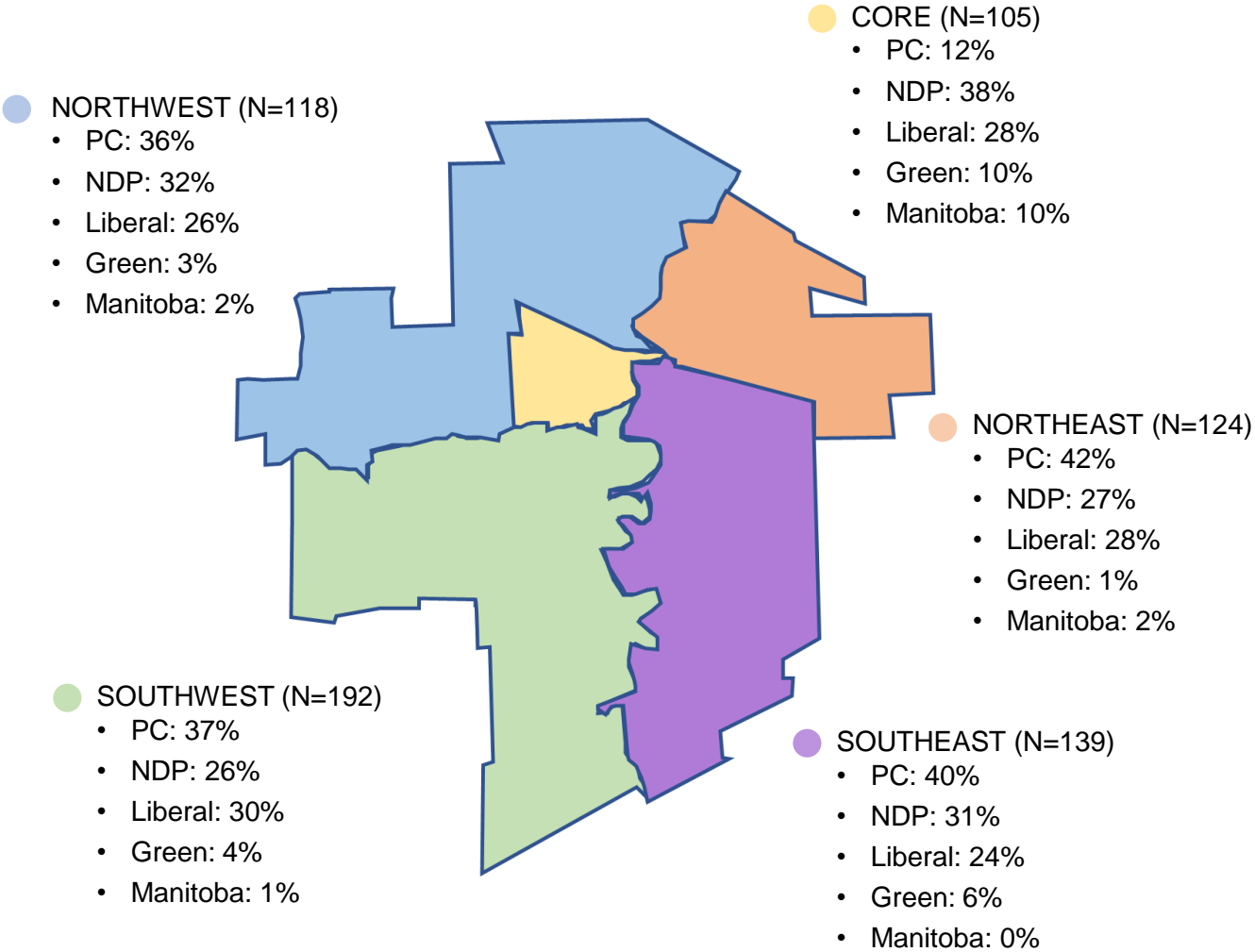
Q1. "If a provincial election were held tomorrow, which party's candidate would you be most likely to support?"



Base: Winnipeg adults (N=683)

PARTY SUPPORT ACROSS WINNIPEG REGIONS

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



Base: Winnipeg adults (N=683)

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?"

	Total	Gender		Age		
		Men	Women	18-34	35-54	55+
(Base)	(1,105)	(535)	(570)	(364)	(414)	(326)
PC	44%	50%	37%	42%	42%	50%
NDP	27%	24%	29%	25%	29%	26%
Liberal	21%	17%	26%	24%	21%	19%
Green	5%	5%	5%	6%	6%	3%
Manitoba	2%	3%	2%	4%	2%	1%
	Education			Region		
	HS or Less	Some Post-Sec.	Post-Sec. Grad	Winnipeg	Rest of Manitoba	
(Base)	(200)	(434)	(449)	(683)	(422)	
PC	47%	49%	38%	35%	59%	
NDP	28%	25%	28%	30%	22%	
Liberal	17%	19%	25%	27%	12%	
Green	6%	4%	5%	5%	6%	
Manitoba	2%	2%	3%	2%	2%	
	Income			Indigenous		
	<\$50K	\$50K-\$99K	\$100K+	Yes	No	
(Base)	(224)	(353)	(347)	(102)	(947)	
PC	28%	48%	44%	24%	46%	
NDP	33%	26%	27%	43%	25%	
Liberal	28%	20%	20%	27%	21%	
Green	8%	6%	4%	6%	5%	
Manitoba	2%	-	4%	-	2%	

Valid responses only
DK/NS removed