

## NDP CONTINUES TO SLIP IN MANITOBA

### *PCs, NDP Now Tied For Support in Winnipeg at 37%*

#### FOR IMMEDIATE RELEASE

**Winnipeg** – Manitoba's governing New Democrats are slipping further behind as the Progressive Conservative Party consolidates its position as the most popular party in Manitoba. A new Probe Research Inc. survey conducted for the Winnipeg Free Press shows that the NDP and PCs are now tied in battleground Winnipeg while the PCs continue to hold a double-digit advantage outside the provincial capital.

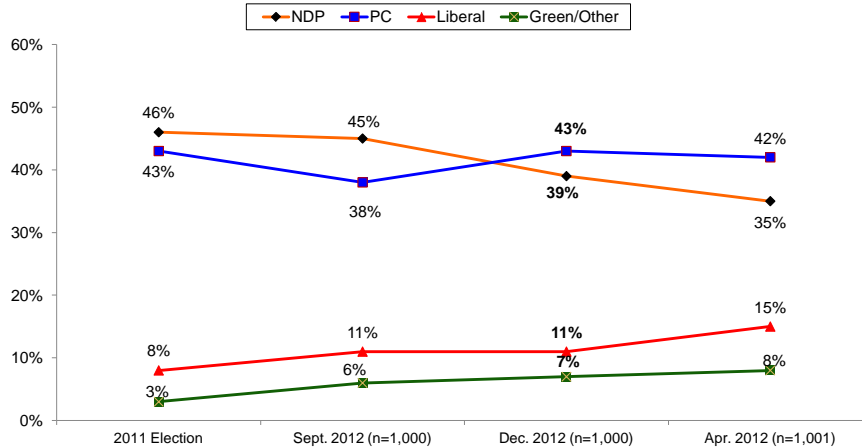
This telephone survey of 1,001 Manitoba adults was conducted between April 2 and April 14, 2013 – just prior to the release of the April 16<sup>th</sup> provincial budget.

Province-wide, the PCs have essentially maintained the level of support recorded in the previous quarterly Probe Research sounding (42%, -1% versus December 2012). Support for the NDP decreased by four percentage points in this latest sounding (35%, -4% from December 2012). The Liberals, meanwhile, have enjoyed a slight uptick in the proportion of Manitobans who would cast ballots for this party's candidates (15%, +4%), while support for the Manitoba Green Party and other parties not represented in the Legislature is essentially unchanged (8%, +1%).

Just over one in ten survey respondents (12%) could not identify or refused to designate a party they would endorse if a provincial election were held tomorrow.

# Provincial Party Support

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



Base: Decided Voters

## *Double-Digit Drop in NDP Support in Winnipeg*

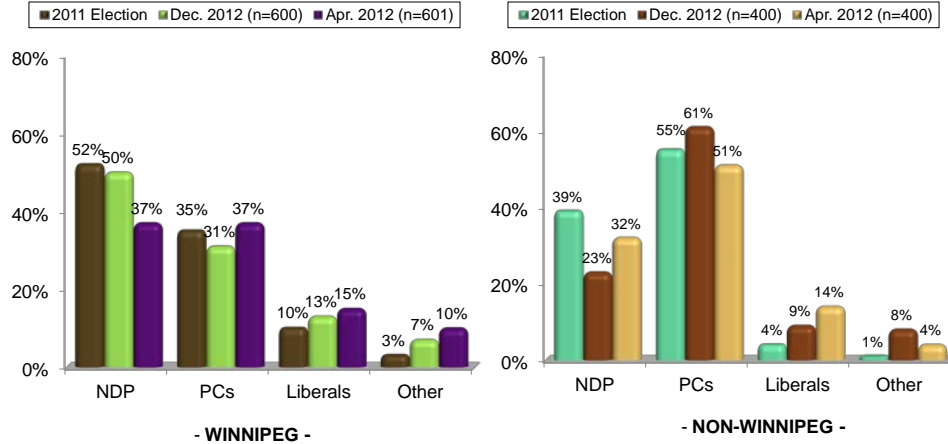
Although the provincial Progressive Conservatives have not made a substantial gain in voter support province-wide, this gap between these two main parties has narrowed dramatically in Winnipeg since last December and both parties now enjoy identical levels of support at 37 percent.

For the NDP, there has been a significant decrease in voter support in the capital city compared to four months ago (-13%, from 50% in December 2012). Although the Progressive Conservatives have picked up much of this support (+6%, from 31% in December 2013), the other beneficiaries of this slide in NDP support include the Liberals (15%, +2%) and other parties (10%, +3%).

Outside Winnipeg, the reverse is true – PC support actually decreased (-10%, to 51% in this current sounding) while NDP support climbed by nine percentage points to 32 percent. However, the PCs continue to hold a significant lead in this region. Support for the Liberals outside Winnipeg also increased slightly (from 9% to 14%).

# Provincial Party Support -By Region -

"If a provincial election were held tomorrow, which party's candidate would you be most likely to support?" (Apr. 2013 n=1,000)



Base: Decided Voters

Within Winnipeg, the race between the NDP and PCs are competitive in all quadrants with the exception of the Core Area, where the NDP still dominate, and in northwest Winnipeg, where the PCs currently lead the NDP and Liberals by a substantial margin.

## PROVINCIAL PARTY STANDINGS IN WINNIPEG

-- April 2013 --

### Net Voting Intentions Among Decided Voters

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

	Winnipeg	Northwest Winnipeg	Northeast Winnipeg	Southeast Winnipeg	Southwest Winnipeg	Core Area
(Base)	(n=601)	(n=141)	(n=107)	(n=98)*	(n=122)	(n=133)
	(%)	(%)	(%)	(%)	(%)	(%)
PC	37	50	41	38	36	23
NDP	37	21	39	43	38	48
Liberal	15	22	11	10	16	15
Green/Other	10	7	9	9	10	14

\*Caution: Small base

## *PCs Make Headway Among Women, Middle-Aged and Educated Voters*

Significant findings among key demographic sub-populations include:

- Voters aged 35-54 years are most likely to back the PCs (48%, versus 35% who would vote for the NDP). This support is particularly pronounced among men in this middle-age bracket (51%, versus 30% respectively), while women over 55 remain a strong voting block for the NDP (44% versus 39% for the PCs)
- University and college graduates are more likely to support the PCs than the NDP (46%, versus 35% respectively). A similar preference for the PCs also exists among those on the opposite end of the educational ladder (39%, versus 31% who would cast ballots for the NDP).
- Those in higher-income brackets are more likely to prefer the Progressive Conservatives (45% of those earning \$100,000/year or more and 47% of those earning \$60,000-\$79,999/year would vote for a PC candidate in a hypothetical provincial election, versus 38% and 28% respectively who would cast NDP ballots)
- Lower-income earners, meanwhile, are more likely to prefer the NDP over the PCs (46% versus 33% respectively among those earning \$30,000-\$59,999/year, and 45% versus 34% among those earning less than \$30,000/year).
- While the PCs continue to have a significant lead among men (44%, versus 33% NDP), this opposition party is also now slightly more popular than the New Democrats among female voters (41%, versus 37% respectively).

## PROVINCIAL PARTY STANDINGS AMONG SELECTED SOCIO-DEMOGRAPHIC GROUPS

-- April 2013 --

### Net Voting Intentions Among Decided Voters

*"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)	(1,001) (%)	(n=485) (%)	(n=516) (%)	(n=319) (%)	(n=360) (%)	(n=285) (%)	
PC	42	44	41	35	48	42	
NDP	35	33	37	30	35	41	
Liberal	15	15	14	20	12	12	
Other	8	8	8	15	5	5	
	Males			Females			
	18-34	35-54	55+	18-34	35-54	55+	
(Base)	(n=160)	(n=180)	(n=127)	(n=159)	(n=180)	(n=120)	
PC	34	51	45	35	44	39	
NDP	32	30	39	27	40	44	
Liberal	21	12	12	18	13	12	
Other	13	7	5	19	3	5	
	Education			Income			
	HS or Less	Some Post-Sec.	Post-Sec. Grad	<\$30K	\$30K-\$59K	\$60K-\$99K	\$100K+
(Base)	(n=280) (%)	(n=267) (%)	(n=433) (%)	(n=148) (%)	(n=217) (%)	(n=290) (%)	(n=165) (%)
PC	39	41	46	34	33	47	45
NDP	31	37	35	45	46	28	38
Liberal	23	16	9	13	11	18	11
Other	7	6	10	9	10	6	7

*This province-wide survey was designed and conducted by Probe Research Inc. via telephone interviews conducted between April 2<sup>nd</sup> and April 14<sup>th</sup>, 2012 among a random and representative sampling of 1,000 Manitoba adults. 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 interviewed. The margin-of-error is higher within each of the survey's population sub-groups. Modified random-digit dialing was used to ensure that all Manitoba adults would have an equal opportunity to participate in this Probe Research survey. Minor statistical weighting has been applied to this sample to ensure that the age and gender balance correspond with the province as a whole.*

For more information on this survey, please contact:

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