



# Survey Methodology

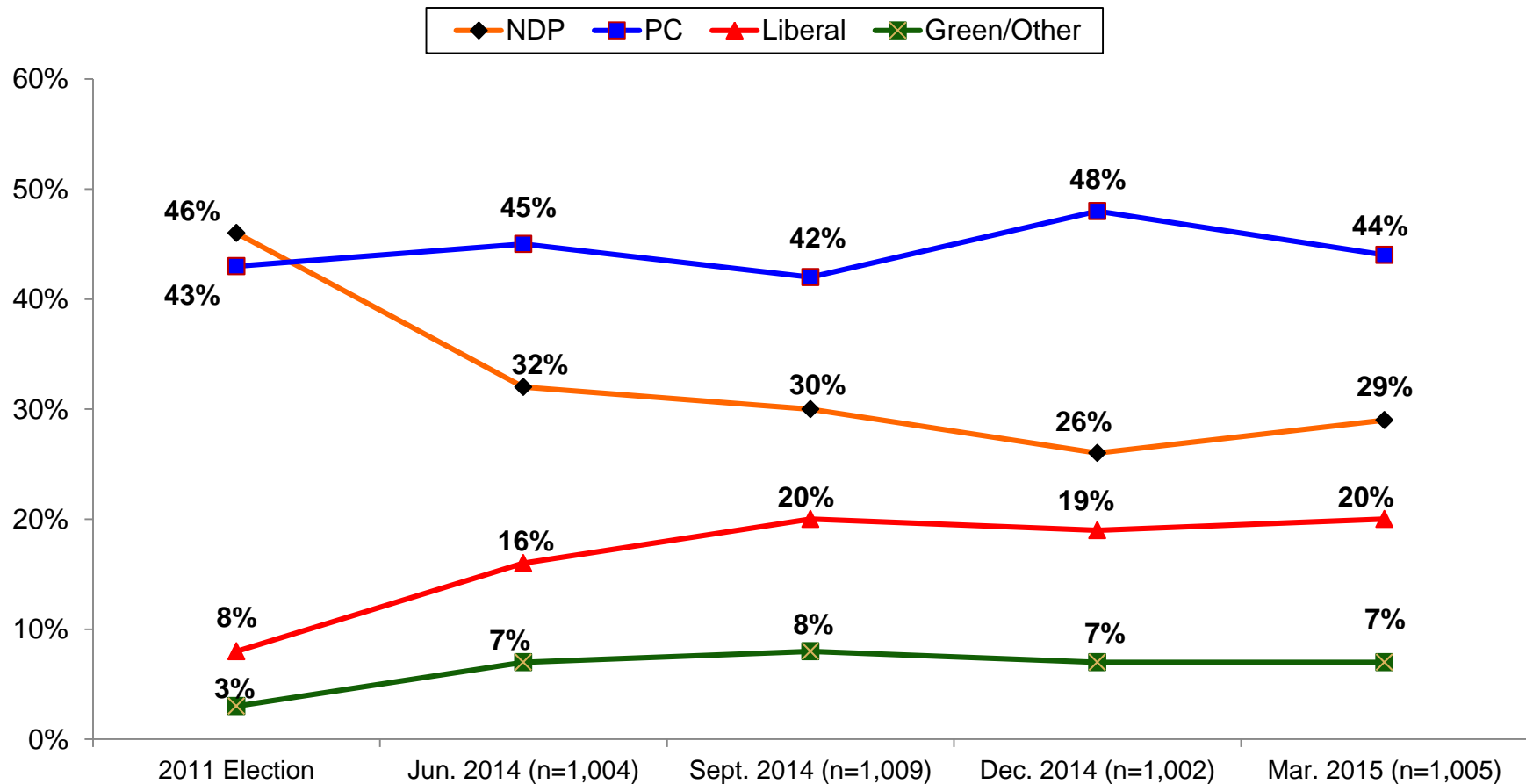
- This province-wide survey was designed and conducted by Probe Research Inc. via telephone interviews conducted between March 17<sup>th</sup> and April 1<sup>st</sup>, 2015 among a random and representative sampling of 1,005 Manitoba adults.
- With a sample of 1,005, one can say with 95 percent certainty 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 corresponds with the province as a whole.

**For more information, please contact:**

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# Provincial Party Support

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

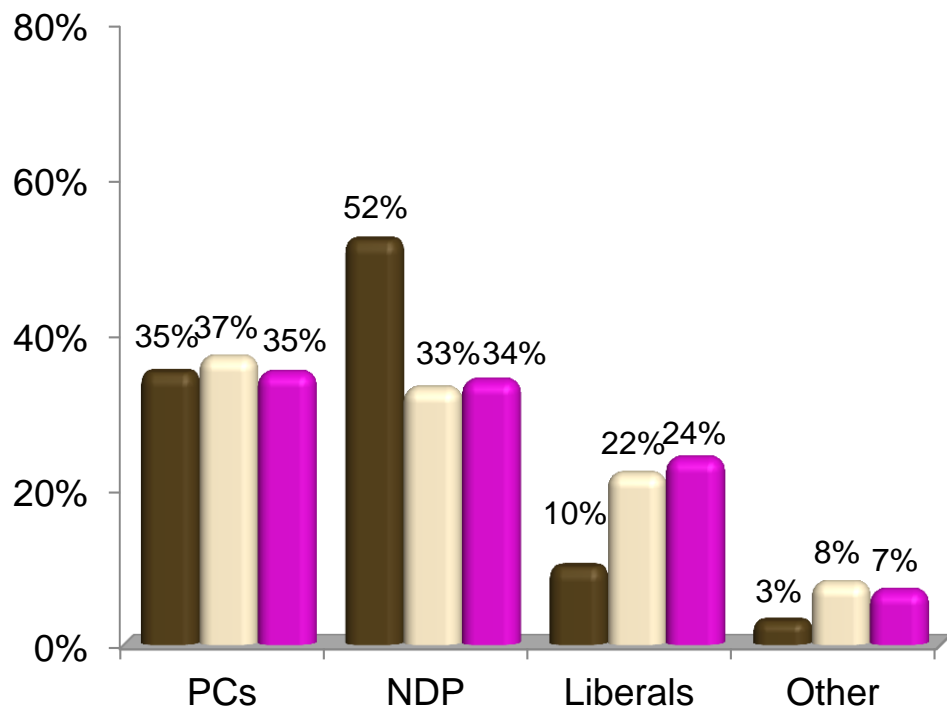


# Provincial Party Support

## -By Region -

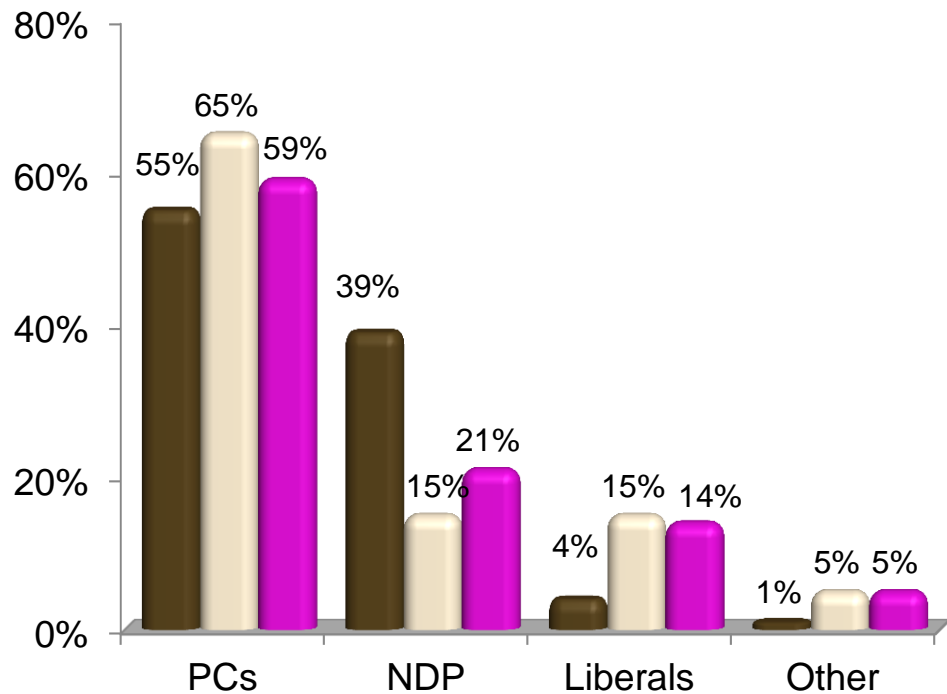
"If a provincial election were held tomorrow, which party's candidate would you be most likely to support?"

■ 2011 Election ■ Dec. 2014 (n=600) ■ Mar. 2015 (n=607)



- WINNIPEG -

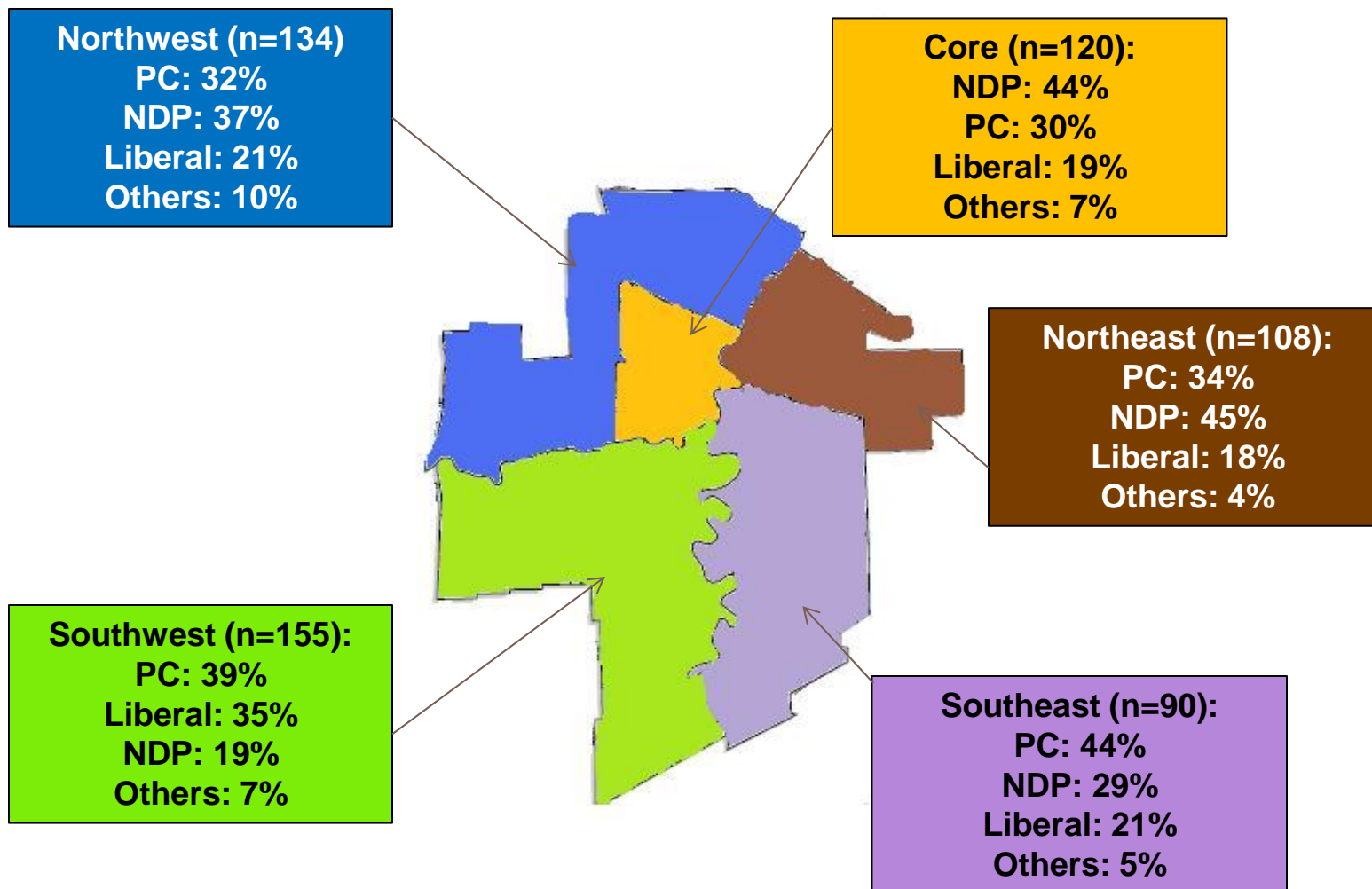
■ 2011 Election ■ Dec. 2014 (n=402) ■ Mar. 2015 (n=398)



- NON-WINNIPEG -

# Provincial Party Support

## - By Winnipeg Region -



# Party Support Across Demographic Sub-Groups

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

	Total	Gender		Age			
	(n=1,005) (%)	Male (n=487) (%)	Female (n=518) (%)	18-34 (n=323) (%)	35-54 (n=365) (%)	55+ (n=288) (%)	
PC	44	52	36	40	45	47	
NDP	29	24	35	31	28	29	
Liberal	20	17	23	21	20	20	
Others	7	7	6	8	6	5	
	Education			Income			
	HS or Less (n=299) (%)	Some PS (n=196) (%)	Univ./College (n=504) (%)	<\$30K (n=152) (%)	\$30K-\$59K (n=194) (%)	\$60K-\$99K (n=273) (%)	\$100K+ (n=222) (%)
PC	50	46	41	40	36	49	44
NDP	27	30	30	33	32	27	29
Liberal	17	19	22	25	21	18	22
Others	7	5	7	3	11	5	5