



MANITOBA FEDERAL PARTY SUPPORT

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PROBE RESEARCH INC.

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KEY FINDINGS

- The federal Conservatives, under newly selected leader Erin O'Toole, have re-taken top spot among Manitoba voters, a new Probe Research survey conducted for the *Winnipeg Free Press* finds.
- Four-in-ten decided and leaning Manitoba voters now back the federal Conservatives (40%, up from 33% in June). Support for the governing Liberals under Prime Minister Justin Trudeau, meanwhile, has decreased slightly in the past three months (33%, down from 36%). One-in-five continue to prefer Jagmeet Singh and the NDP (21%, -1%) while support for the leaderless Green Party of Canada remains steady at five per cent (no change). Overall, 13 per cent of Manitobans are undecided.
- The Liberals remain the top choice among Winnipeg voters, with more than four-in-ten continuing to prefer the current governing party (42%, down from 45% in June). While support for the Conservatives among urban voters remains well back of the Liberals, the party's level of support has rebounded in Winnipeg during the past three months (from 19% to 28%) while support for the NDP decreased slightly (24%, -3%). The Liberals remain strongest in southeast, southwest and northwest Winnipeg, with the Conservatives now holding a slight lead in northeast Winnipeg and the NDP marginally ahead in the core. Outside Winnipeg, more than one-half of decided and leaning voters continue to support the Conservatives (57%, up from 54%).
- Like their provincial cousins, Conservative support is driven primarily by a huge advantage among those without a university or college education (60% vs. 19% Liberal and 16% NDP), as well as among men (47% vs. 30% Liberal). The federal Conservatives also have slightly higher levels of support among older voters and those with higher household incomes.

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 telephone 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 in close consultation with the *Winnipeg Free Press*.

METHODOLOGY

- Probe Research surveyed a random and representative sampling of 1,000 adults residing in Manitoba between September 8 and 17, 2020.
- 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 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 randomly recruited respondents by telephone, inviting them to complete the survey via a secure online questionnaire. In addition, 317 randomly recruited Probe Research panel members were included in this general population adult sampling.
- Minor statistical weighting has been applied to this sample based on known age, gender and previous provincial voting patterns of the province's population. All data analysis was performed using SPSS statistical analysis software.

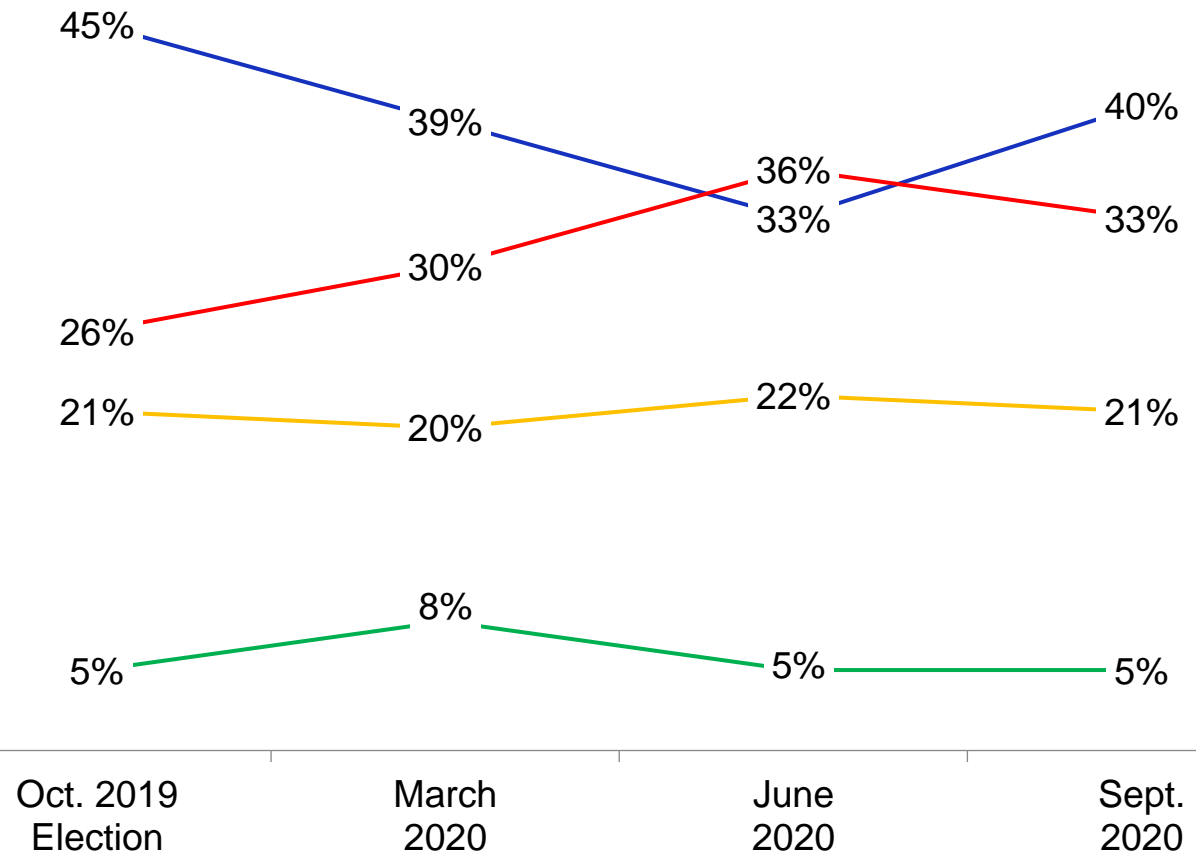
Undecided: 13%

FEDERAL PARTY SUPPORT IN MANITOBA

TRACKING

Q4. "Now turning to federal politics for a minute. If a federal election were held tomorrow, which party's candidate would you be most likely to support? And is there a federal party's candidate that you think you might want to support or are currently leaning towards?"

— Conservative — Liberal — NDP — Green Party



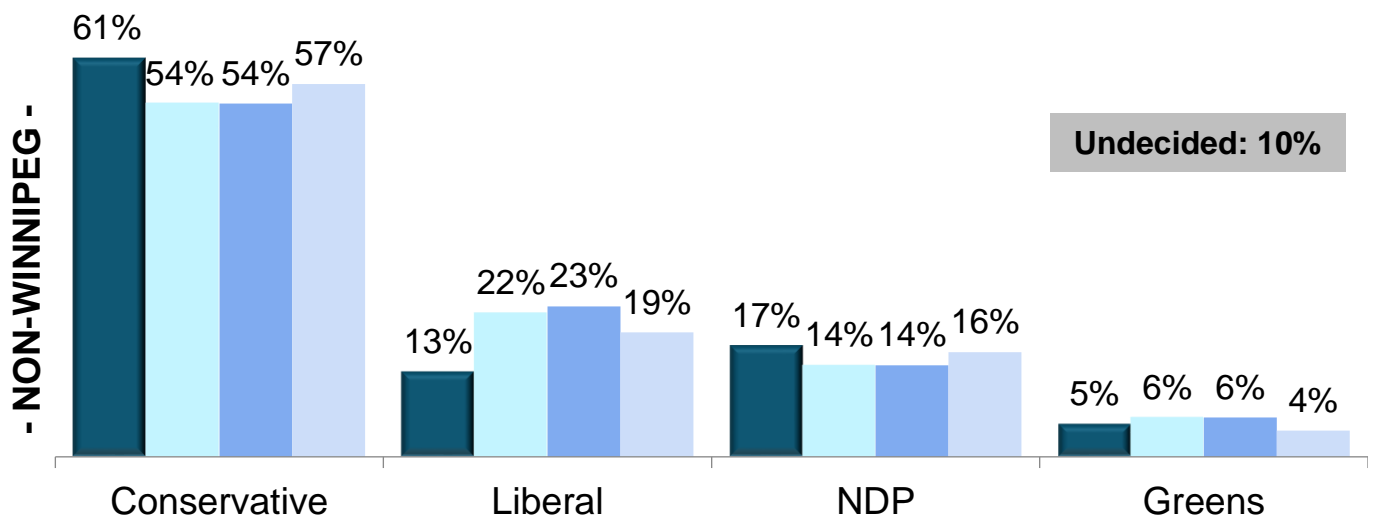
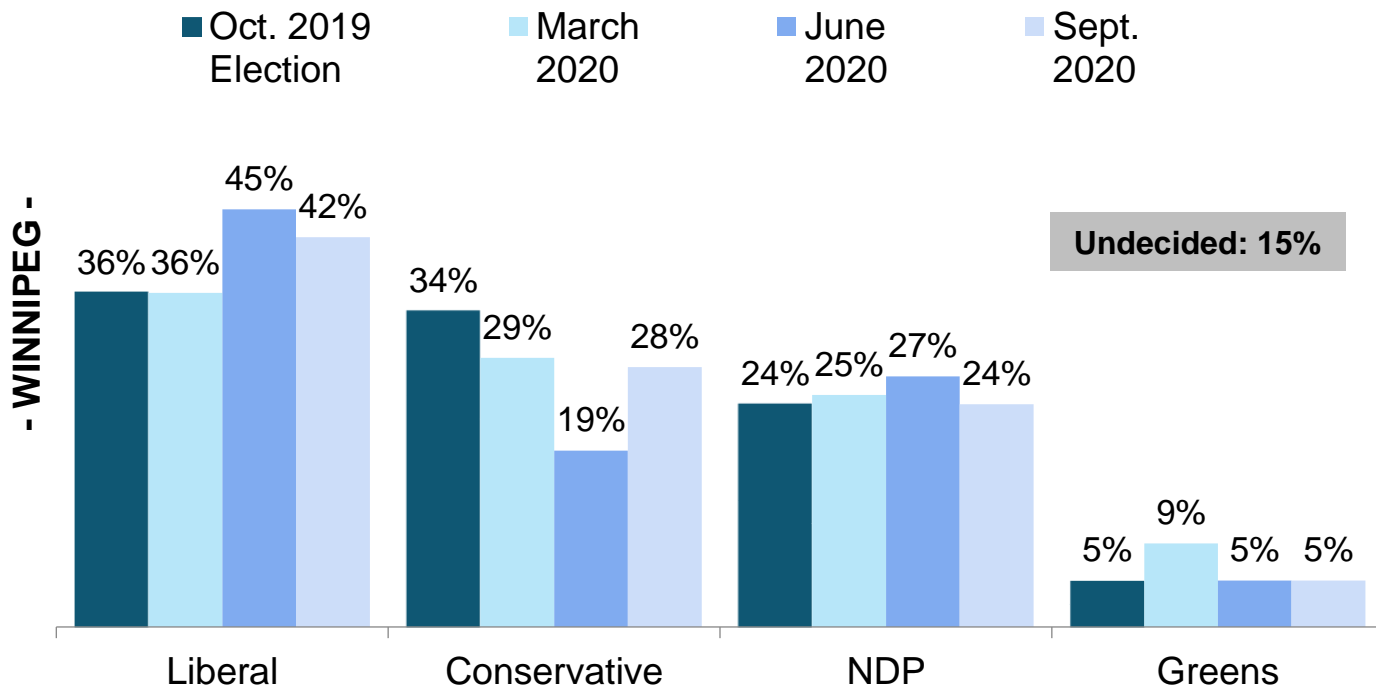
Base: All respondents (N=1,000)

REGIONAL FEDERAL PARTY SUPPORT

DECIDED AND LEANING VOTERS

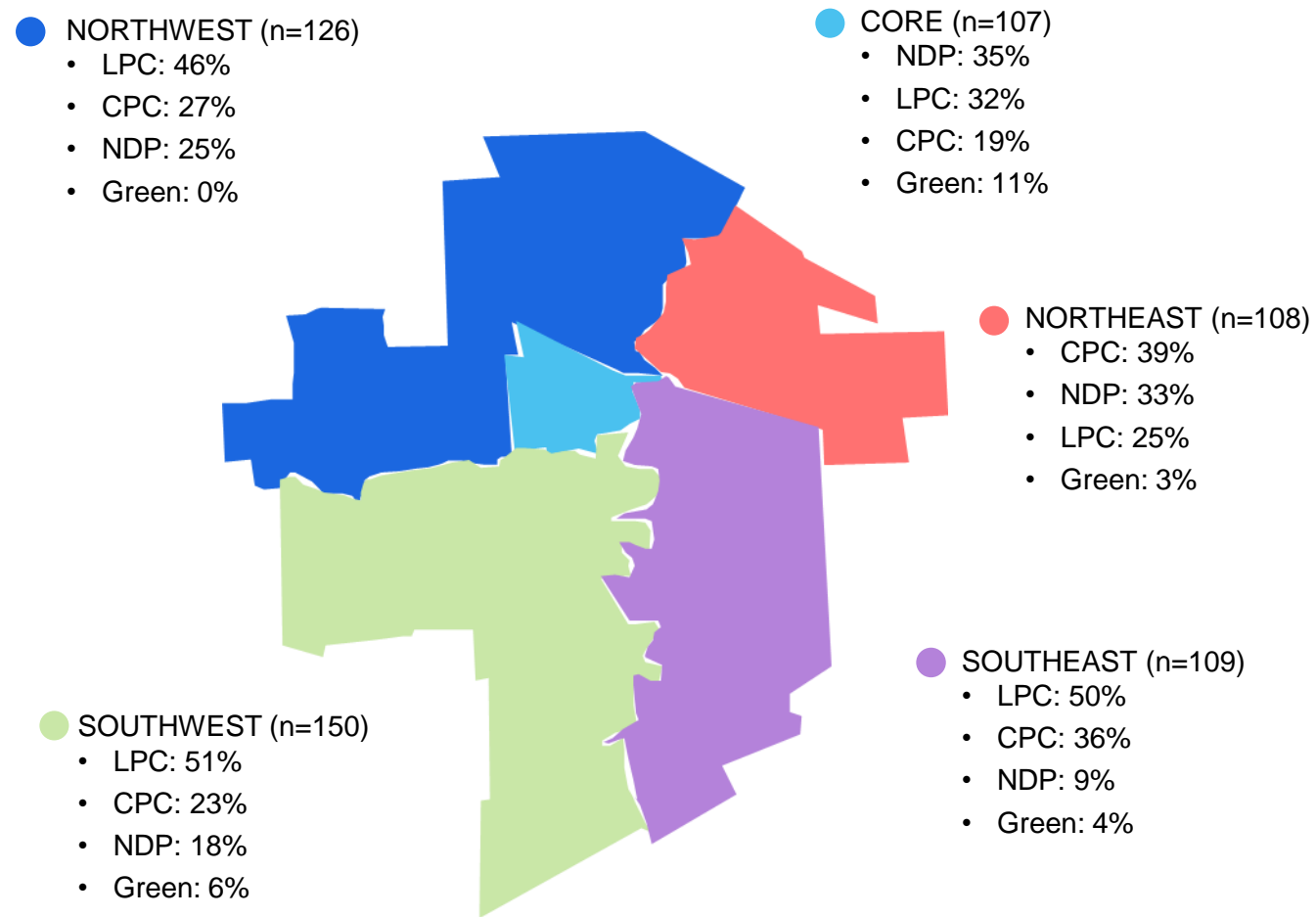
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Base: All respondents (N=1,000)



LIBERALS MAINTAIN LEAD IN SOUTH, NORTHWEST WINNIPEG

Q4. "Now turning to federal politics for a minute. If a federal election were held tomorrow, which party's candidate would you be most likely to support? And is there a federal party's candidate that you think you might want to support or are currently leaning towards?"



Base: Winnipeg respondents
(N=600)

CONSERVATIVES LEAD AMONG MEN, OLDER CITIZENS, THOSE WITH LOWER LEVELS OF EDUCATION

RESULTS BY SOCIO-DEMOGRAPHIC SUB-GROUP

Q4. "Now turning to federal politics for a minute. If a federal election were held tomorrow, which party's candidate would you be most likely to support? And is there a federal party's candidate that you think you might want to support or are currently leaning towards?"

Valid responses only

DK/NS removed

	Total	Gender		Age		
		Men	Women	18-34	35-54	55+
(Unweighted)	(1,000)	(504)	(496)	(191)	(431)	(378)
(Base)	(1,000)	(486)	(514)	(326)	(375)	(299)
CPC	40%	47%	34%	36%	43%	41%
LPC	33%	30%	35%	30%	33%	35%
NDP	21%	16%	25%	28%	17%	16%
Green	5%	5%	4%	4%	4%	5%
		Education			Region	
		HS or Less	Some Post-Sec.	Post-Sec. Grad	Winnipeg	Rest of Manitoba
(Unweighted)	(143)	(389)	(456)	(600)	(400)	
(Base)	(157)	(391)	(442)	(600)	(400)	
CPC	60%	48%	27%	28%	57%	
LPC	19%	24%	44%	42%	19%	
NDP	16%	20%	23%	24%	16%	
Green	3%	6%	4%	5%	4%	
		Income			Indigenous	
		<\$50K	\$50K-\$99K	\$100K+	Yes	No
(Unweighted)	(182)	(333)	(336)	(101)	(854)	
(Base)	(195)	(335)	(333)	(114)	(843)	
CPC	38%	35%	43%	36%	40%	
LPC	29%	34%	35%	28%	33%	
NDP	25%	21%	19%	29%	20%	
Green	6%	6%	3%	5%	5%	