



# MANITOBA FEDERAL PARTY SUPPORT

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**PROBE** RESEARCH INC.

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## KEY FINDINGS

- Although the federal Conservatives remain the most popular party in Manitoba, their support has slipped slightly as the third-place New Democratic Party makes modest gains, a new Probe Research survey conducted for the *Winnipeg Free Press* finds.
- Currently, slightly fewer than four-in-ten decided and leaning Manitobans would support the Erin O'Toole-led federal Conservative party (37%, down from 40% in September). Support for the governing Liberals under Prime Minister Justin Trudeau remains consistent at 32 per cent (-1% vs. September), while the Jagmeet Singh-led NDP now have the backing of nearly one-quarter of Manitobans with a federal party preference (24%, up from 21%). The Green Party of Canada under new leader Annamie Paul is unchanged at five per cent. Overall, 10 per cent of Manitobans are undecided.
- The Liberals remain the most popular party in Winnipeg, although its sizable lead has eroded slightly during the past three months (39%, down from 42%). NDP support in Winnipeg is up by the same margin (27%, +3% vs. September). More than one-quarter of Winnipeg voters also back the federal Conservatives (27%, -1%). The Liberals continue to hold large leads in southwest and southeast Winnipeg and a slight advantage in northwest Winnipeg. The three parties are in a statistical tie in northeast Winnipeg, while the NDP has a large advantage in the Core area.

## KEY FINDINGS (cont'd)

- Outside Winnipeg, more than one-half of decided and leaning voters still prefer the Conservatives, although the party's lead in this region has decreased slightly in the past three months (from 57% to 53%).
- The Conservatives and the NDP are statistically tied in support among younger voters aged 18-34, while the Liberals and Conservatives are deadlocked among those over the age of 35. The Conservatives also continue to have more support among men and those with lower levels of formal education, with women and university graduates more partial to the Liberals.

# 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

- Between November 24<sup>th</sup> and December 4<sup>th</sup>, 2020, 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 randomly recruited respondents by telephone, inviting them to complete the survey via a secure online questionnaire. In addition, 277 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.

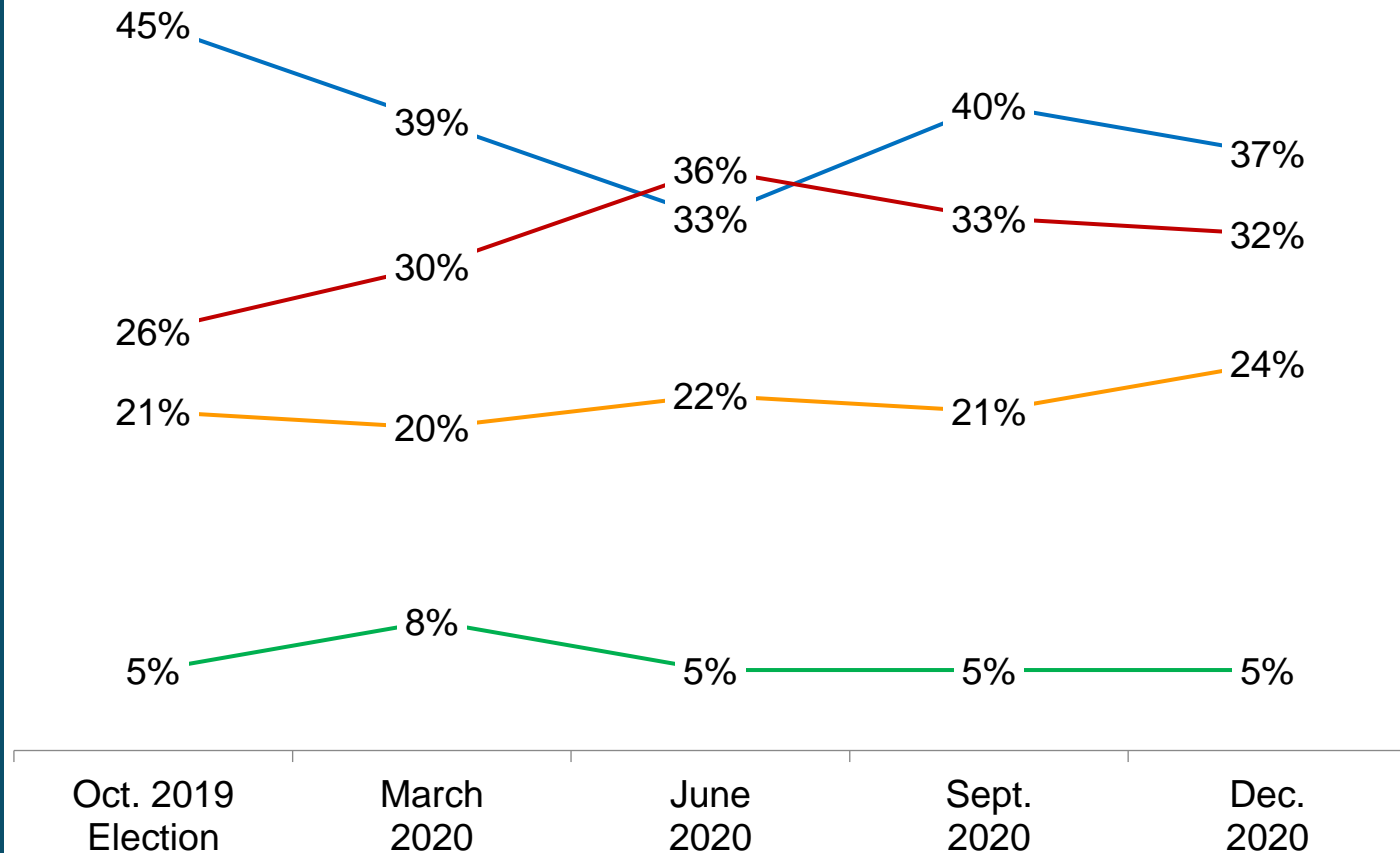
Undecided: 10%

# CONSERVATIVE LEAD DROPS SLIGHTLY AS NDP EDGES UP

## FEDERAL PARTY SUPPORT IN MANITOBA: TRACKING

Q4a/b. "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



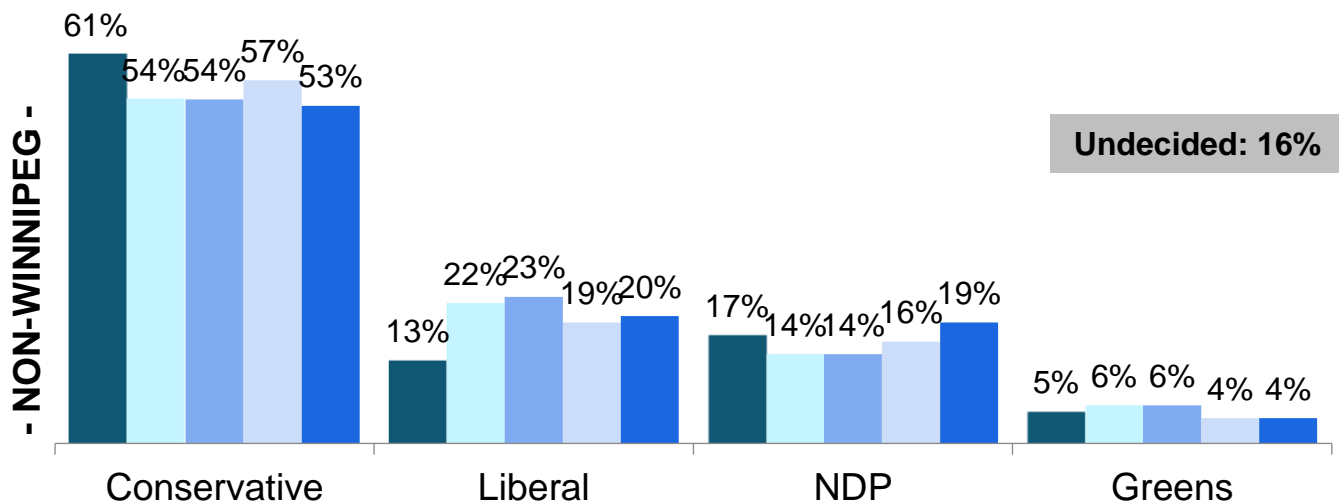
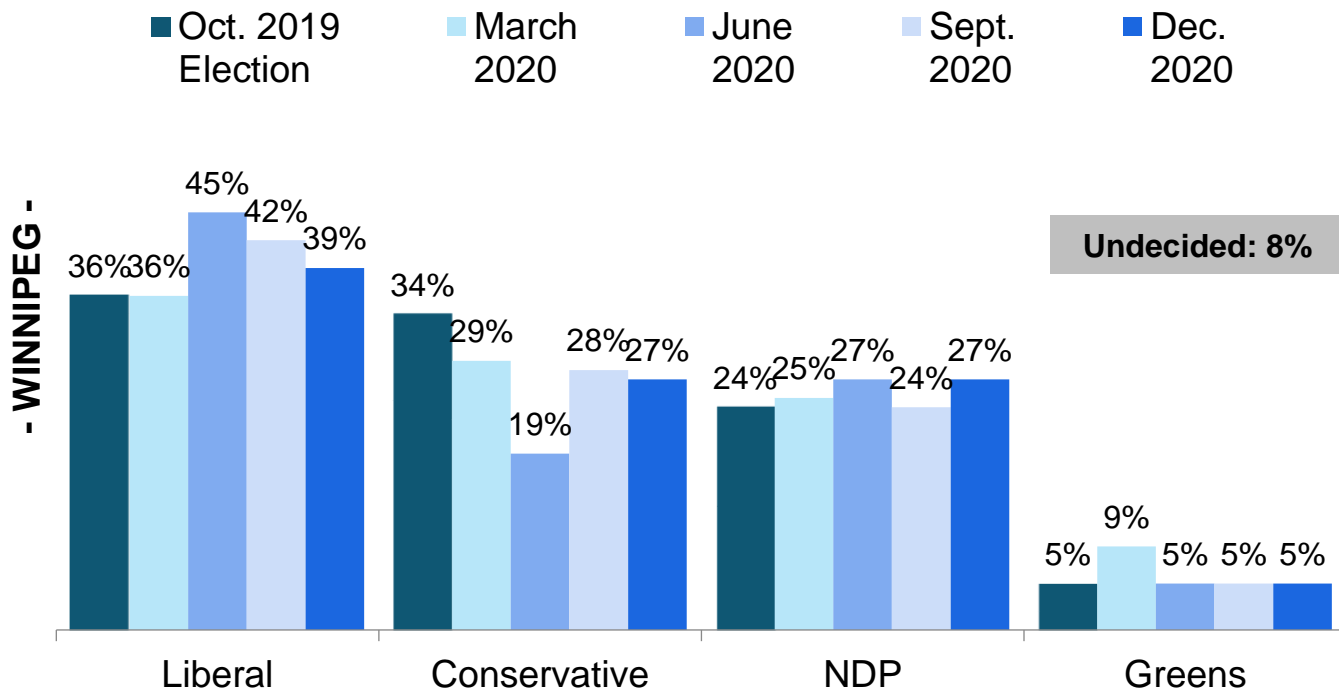
Base: All respondents (N=1,000)

# LIBERAL LEAD IN WINNIPEG DECREASES SLIGHTLY

## FEDERAL PARTY SUPPORT BY REGION: TRACKING

Q4a/b. "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: All respondents (N=1,000)

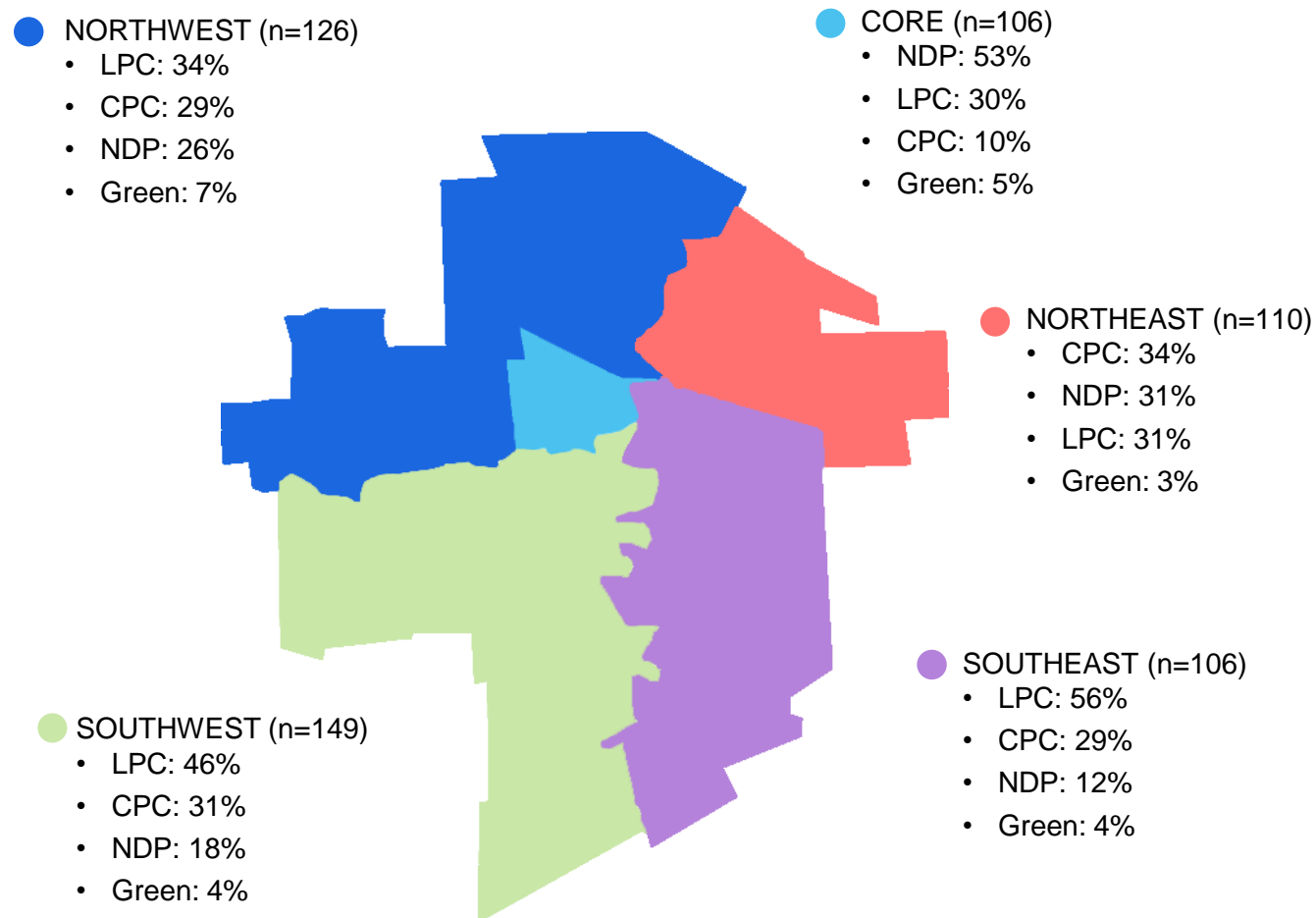


# LIBERAL SUPPORT HIGHEST IN SOUTHWEST, SOUTHEAST WINNIPEG

## FEDERAL PARTY SUPPORT BY AREA OF WINNIPEG

Q4a/b. "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, NDP STATISTICALLY TIED AMONG YOUNGER VOTERS

## FEDERAL PARTY SUPPORT BY SOCIO- DEMOGRAPHIC SUB- GROUP

Q4a/b. "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

\*Caution: small base

	Total	Gender		Age		
		Men	Women	18-34	35-54	55+
(Unweighted)	(1,000)	(476)	(515)	(220)	(408)	(372)
(Base)	(1,000)	(482)	(508)	(334)	(371)	(296)
CPC	37%	45%	29%	37%	36%	38%
LPC	32%	28%	37%	23%	34%	40%
NDP	24%	19%	27%	33%	21%	17%
Green	5%	4%	5%	5%	6%	2%
		Education			Region	
		HS or Less	Some Post-Sec.	Post-Sec. Grad	Winnipeg	Rest of Manitoba
(Unweighted)	(129)	(365)	(486)	(600)	(400)	
(Base)	(128)	(376)	(478)	(600)	(400)	
CPC	52%	42%	29%	27%	53%	
LPC	21%	26%	40%	39%	20%	
NDP	18%	26%	24%	27%	19%	
Green	5%	3%	6%	5%	4%	
		Income			Indigenous	
		<\$50K	\$50K-\$99K	\$100K+	Yes	No
(Unweighted)	(188)	(312)	(366)	(83)*	(861)	
(Base)	(205)	(314)	(352)	(85)*	(865)	
CPC	36%	39%	33%	26%	37%	
LPC	26%	31%	38%	24%	33%	
NDP	30%	22%	22%	43%	23%	
Green	5%	5%	5%	5%	4%	