



MANITOBA PROVINCIAL PARTY SUPPORT

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PROBE RESEARCH INC.

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KEY FINDINGS

- One year after Manitobans re-elected a Progressive Conservative government, a new Probe Research survey conducted for the *Winnipeg Free Press* shows the PCs continue to hold the largest share of voter support. Indeed, support for Brian Pallister's party is down by only three percentage points on the anniversary of its re-election.
- The latest numbers show that four-in-ten decided and leaning voters prefer the PCs (43%, up from 38% in June). Support for the opposition New Democratic Party (NDP) now sits at 34 per cent (down from 36% in June). Sixteen per cent of Manitobans would cast ballots for a provincial Liberal candidate in their constituency (-2% vs. June), while five per cent prefer the provincial Green Party (-2%). Sixteen per cent of all Manitobans surveyed are undecided.
- While the PC lead continues to be sustained by its support in rural Manitoba where nearly six-in-ten (58%) back the governing party, the NDP continues to hold the lead in popular support in Winnipeg. Within Winnipeg, four-in-ten prefer the NDP (40%, -4% vs. June) while PC support has rebounded significantly to 32% (+7% vs. June). One-in-five urban voters endorse the Liberals (22%, +1%), with five per cent backing the provincial Greens (-3%). The NDP leads the PCs in northwest and northeast Winnipeg and the core area, with the PCs holding a slight advantage over the NDP in the southeast quadrant of the city. The three main parties all within the statistical margin of error in southwest Winnipeg.
- The PCs continue to benefit from a significant gap in support among those without any post-secondary education. Six-in-ten of those with a high school diploma or less prefer the PCs (62% vs. 26% NDP). Those with a university degree are more likely to favour the NDP (40% vs. 32% PC). The PCs also continue to enjoy a higher degree of support among men (48% vs. 29% NDP), with the two parties tied in voter support among women (38% NDP vs. 37% PC).

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.

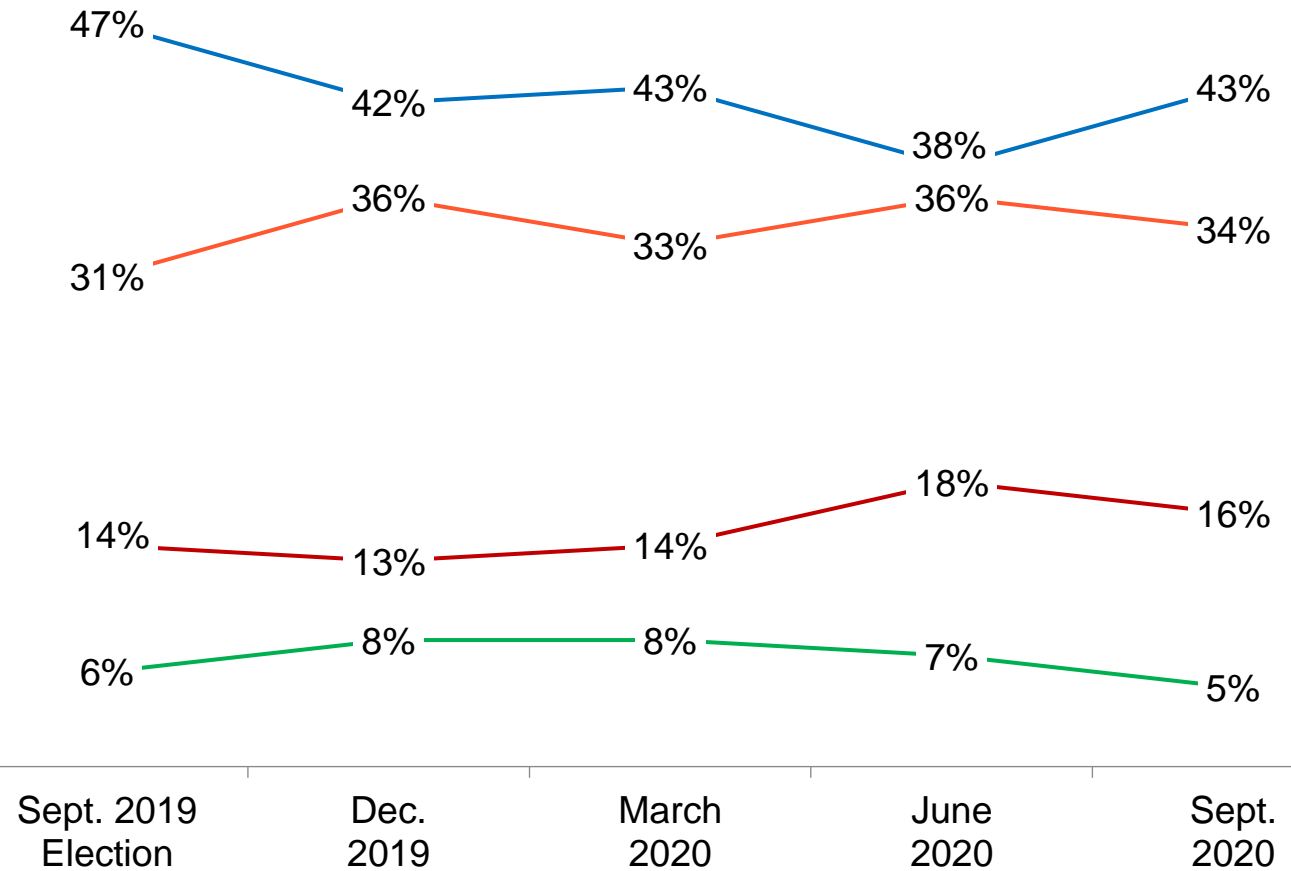
Undecided: 16%

PARTY SUPPORT IN MANITOBA

— PC — NDP — Liberal — Green

TRACKING

Q1/2. "If a provincial election were held tomorrow, which party's candidate would you be most likely to support? Even though you have not decided whom you would vote for, is there nonetheless a provincial party's candidate that you think you might want to support or are currently leaning toward?"



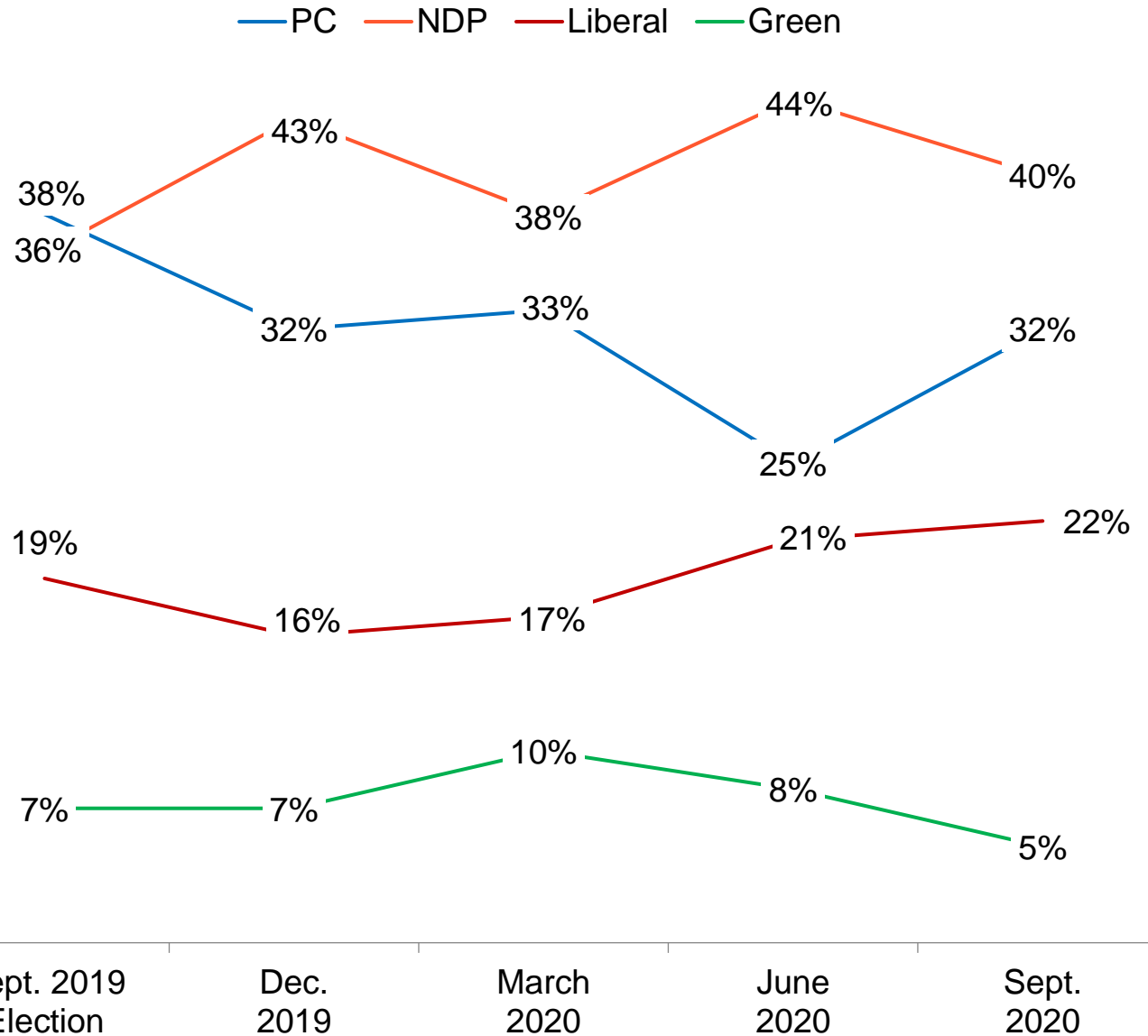
Base: All respondents (N=1,000)

Undecided: 16%

PARTY SUPPORT IN WINNIPEG

TRACKING

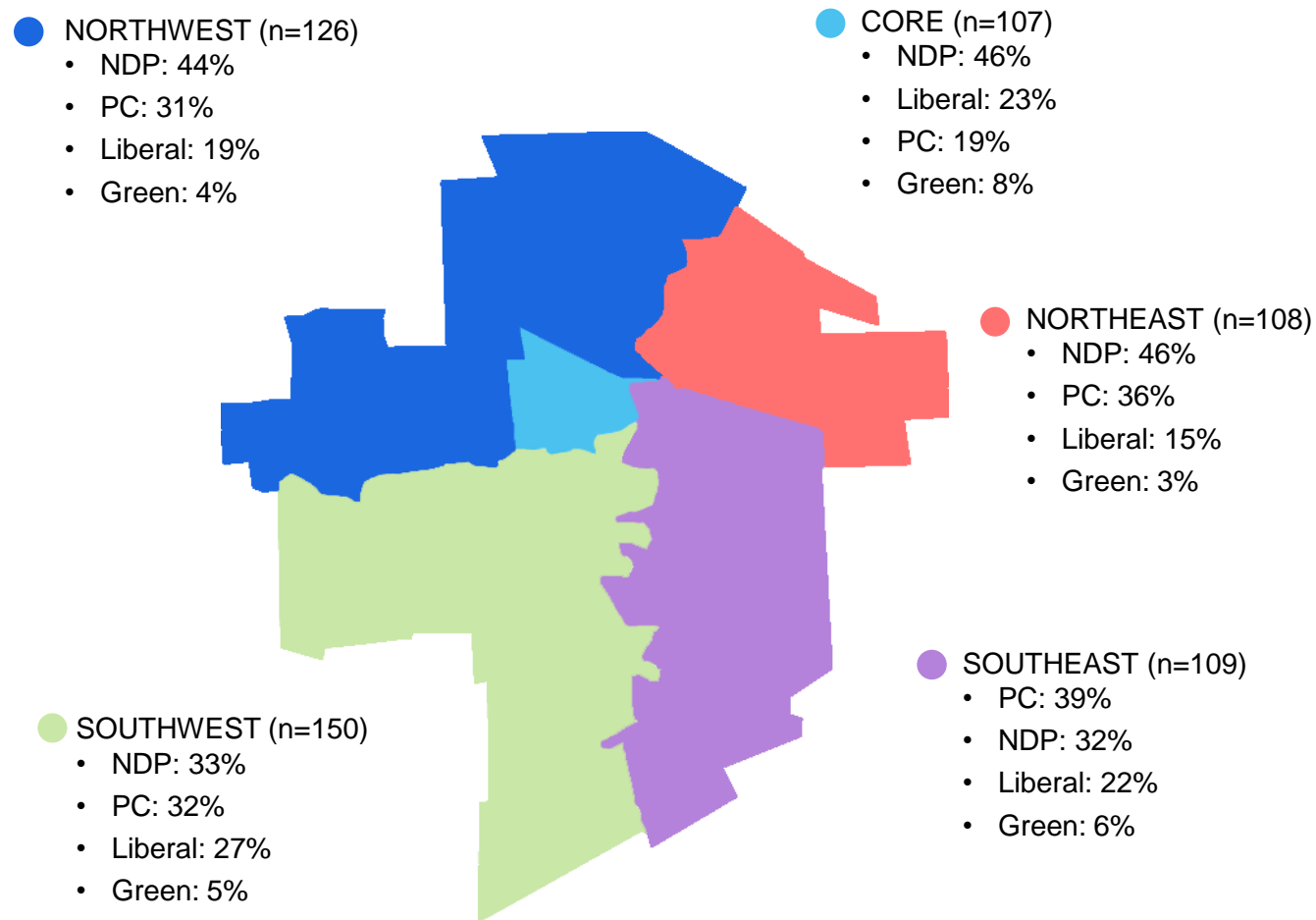
Q1/2. "If a provincial election were held tomorrow, which party's candidate would you be most likely to support? Even though you have not decided whom you would vote for, is there nonetheless a provincial party's candidate that you think you might want to support or are currently leaning toward?"



Base: Winnipeg adults (N=600)

PC PARTY HOLDS SMALL LEAD IN SOUTHEAST WINNIPEG

Q1/2. "If a provincial election were held tomorrow, which party's candidate would you be most likely to support? Even though you have not decided whom you would vote for, is there nonetheless a provincial party's candidate that you think you might want to support or are currently leaning toward?"



Base: Winnipeg adults (N=600)

EDUCATION, GENDER GAPS REMAINS PRONOUNCED

RESULTS BY SOCIO- DEMOGRAPHIC SUB- GROUP

Q1/2. "If a provincial election were held tomorrow, which party's candidate would you be most likely to support? Even though you have not decided whom you would vote for, is there nonetheless a provincial party's candidate that you think you might want to support or are currently leaning toward?"

Decided and leading voters. 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)
PC	43%	48%	37%	38%	42%	49%
NDP	34%	29%	38%	35%	34%	31%
Liberal	16%	15%	17%	19%	16%	13%
Green	5%	5%	5%	4%	5%	6%
	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)	
PC	62%	47%	32%	32%	58%	
NDP	26%	29%	40%	40%	24%	
Liberal	8%	15%	21%	22%	8%	
Green	3%	6%	5%	5%	5%	
	Income			Indigenous		
	<\$50K	\$50K-\$99K	\$100K+	Yes	No	
(Unweighted)	(182)	(333)	(336)	(101)	(854)	
(Base)	(195)	(335)	(333)	(114)	(843)	
PC	43%	37%	43%	33%	43%	
NDP	35%	35%	34%	47%	33%	
Liberal	14%	19%	16%	10%	17%	
Green	5%	6%	5%	7%	5%	