

A photograph of the Manitoba Legislative Building, a large, light-colored stone building with a prominent central dome and classical architectural features. The building is set against a clear blue sky. In the foreground, there is a green lawn with some landscaping and a statue on a pedestal. The text "MANITOBA PROVINCIAL PARTY SUPPORT AND LEADERSHIP" is overlaid in the center of the image in a bold, blue, sans-serif font.

MANITOBA PROVINCIAL PARTY SUPPORT AND LEADERSHIP

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Key Findings

- After becoming Manitoba's most popular political party in December, the NDP's lead over the governing Progressive Conservatives continues to widen, according to a new Probe Research poll conducted for the *Winnipeg Free Press*. The opposition's lead over the PCs province-wide has expanded to six percentage points. In Winnipeg, where many election campaigns are won or lost, the NDP has a 22-point advantage over the PCs.
- The NDP has gained much of its current strength from the province's female voters (48% would now support the NDP), from younger Manitobans (46% of those under 35 favour the NDP) as well as from less affluent and more highly educated voters (48% among those earning less than \$50,000 annually and 51% among those with completed post-secondary education). Seventeen per cent of all Manitobans surveyed are presently undecided.
- Regionally, the PCs enjoy their greatest levels of support outside of Winnipeg (50% vs. 32% NDP). Within the capital city itself, the governing party is now trailing in all regions of Winnipeg, including the southern suburbs.
- Party leadership is also now problematic for the PCs with almost two-thirds of the province's voters voicing strong (46%) or moderate (16%) criticism of the leadership of PC Premier Brian Pallister. Importantly, fully one in three voters who cast PC ballots in the last provincial election (34%) now *disapprove* of the leadership of Premier Pallister. Meanwhile, opposition NDP leader Wab Kinew's leadership performance meets with the approval of a majority of voters across the province (53%) with only about one in three voters (36%) expressing disapproval of this leadership. Manitoba Liberal leader Dougald Lamont and provincial Green Party leader James Beddome still suffer from a lack of public recognition. Fully one in three adults were unable to assess Lamont, rising to more than one-half unsure about Beddome.

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 *Winnipeg Free Press*

Methodology

Between March 10th and 26th, 2021 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 ± 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.

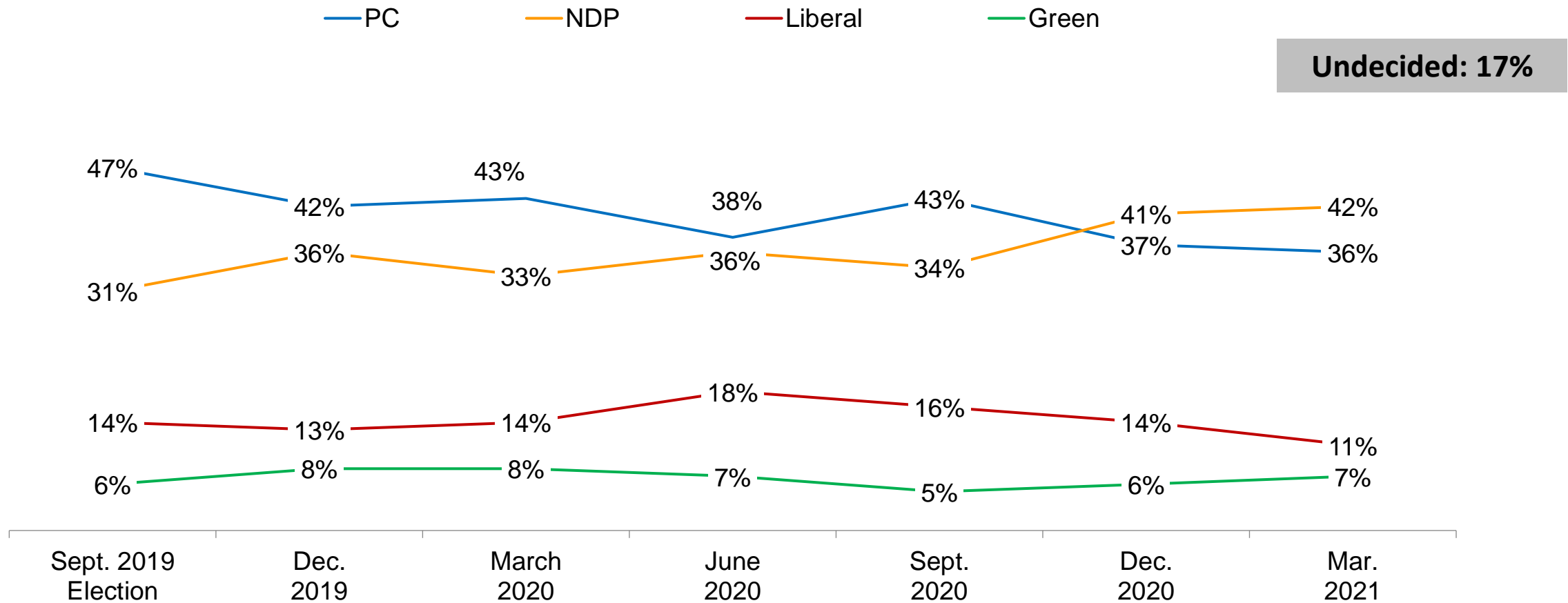
The sample consists of 429 Manitobans randomly recruited via live-agent operator; 321 Manitobans randomly recruited via Interactive Voice Response (IVR) and 250 members of Probe Research's online panel. All respondents completed the survey on an online platform.

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.

Minor statistical weighting has been applied to this sample to ensure that age and gender characteristics properly reflect known attributes of the province's population. All data analysis was performed using SPSS statistical analysis software.

Provincial party support in Manitoba: Tracking

NDP lead endures, and Liberal decline continues

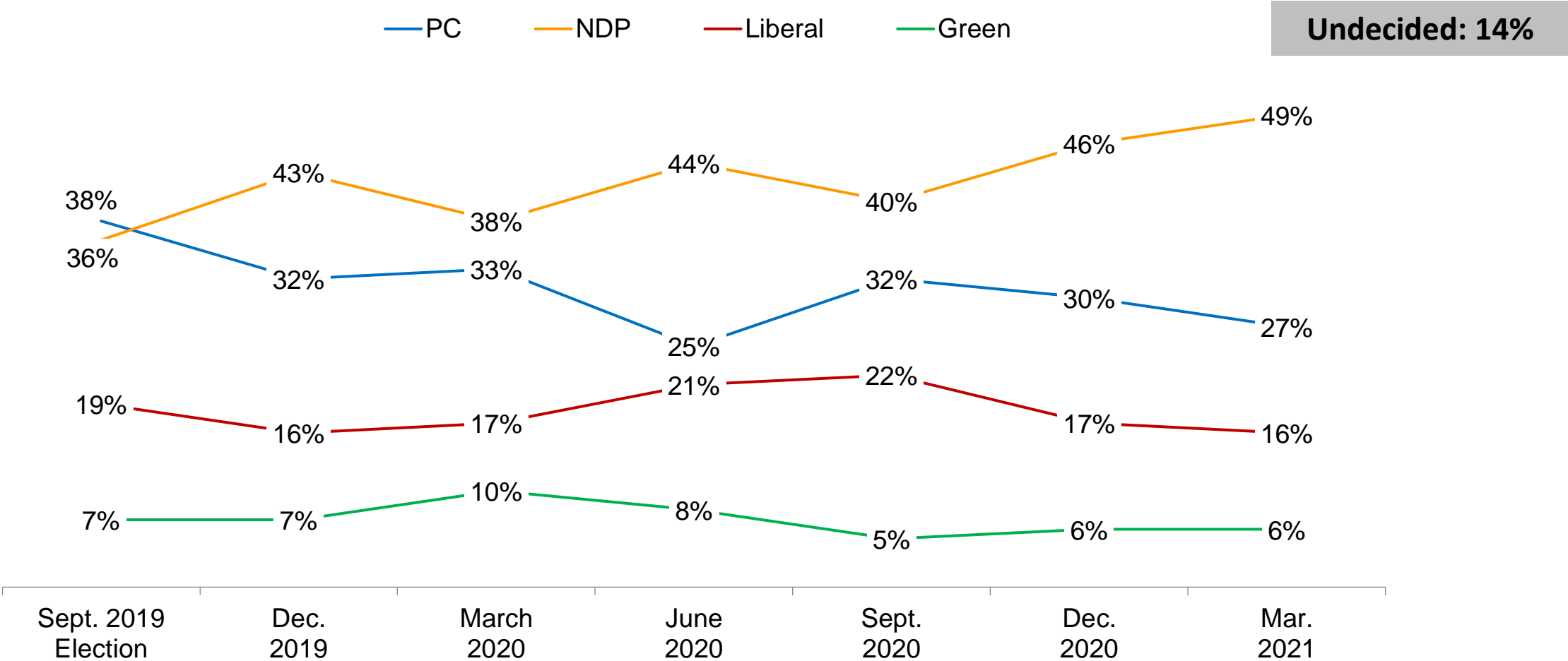


Q1/2. If a provincial election were held tomorrow, which party's candidate would you be most likely to support? Even though you have not decided whom you would vote for, is there nonetheless a provincial party's candidate that you think you might want to support or are currently leaning toward?

Base: All respondents (N=1,000)

Provincial party support in Winnipeg: Tracking

NDP lead continue to expand in Winnipeg

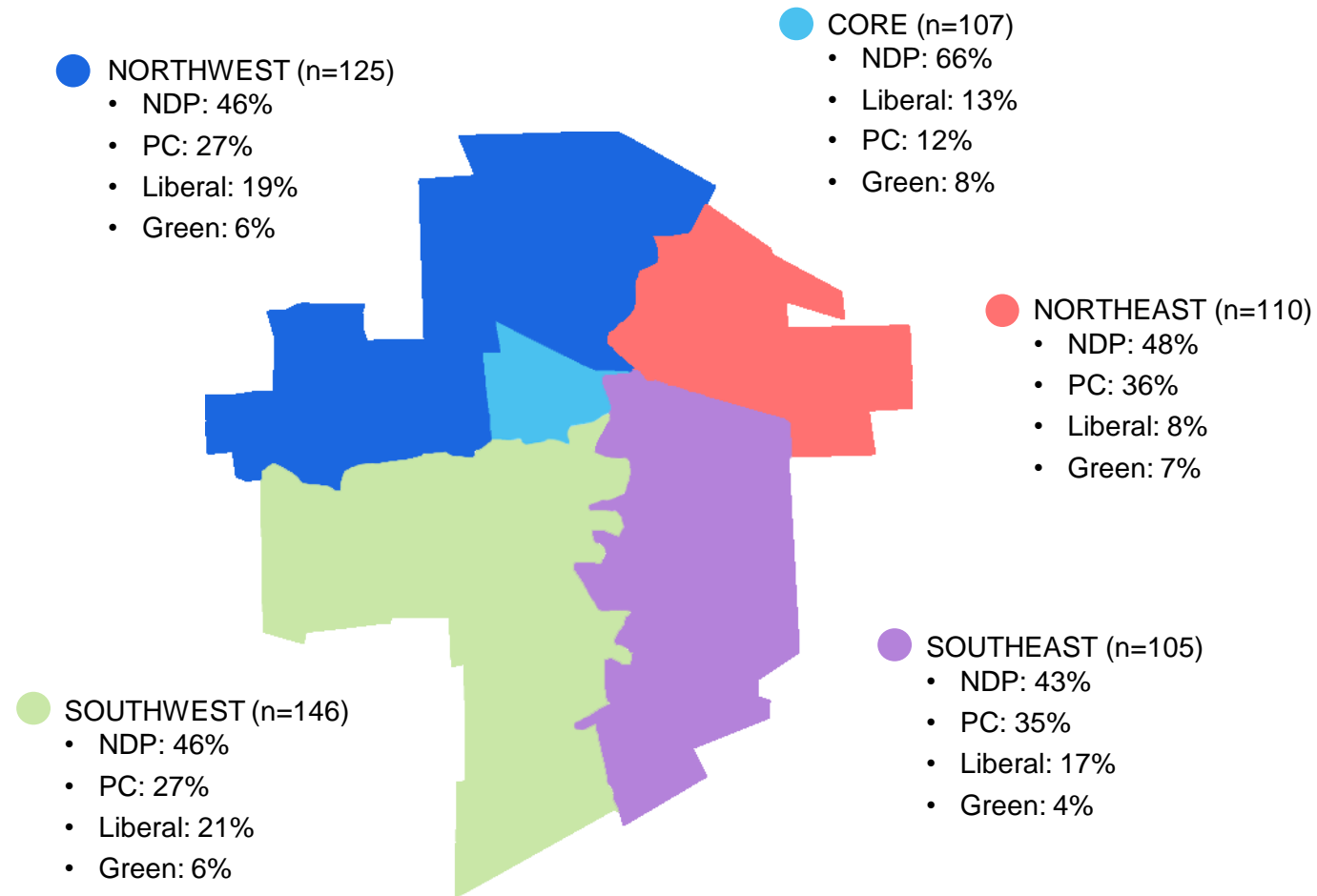


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Provincial party support by area of Winnipeg

NDP lead solid throughout Winnipeg, even in the battleground suburbs



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Provincial party support by socio-demographic sub-groups

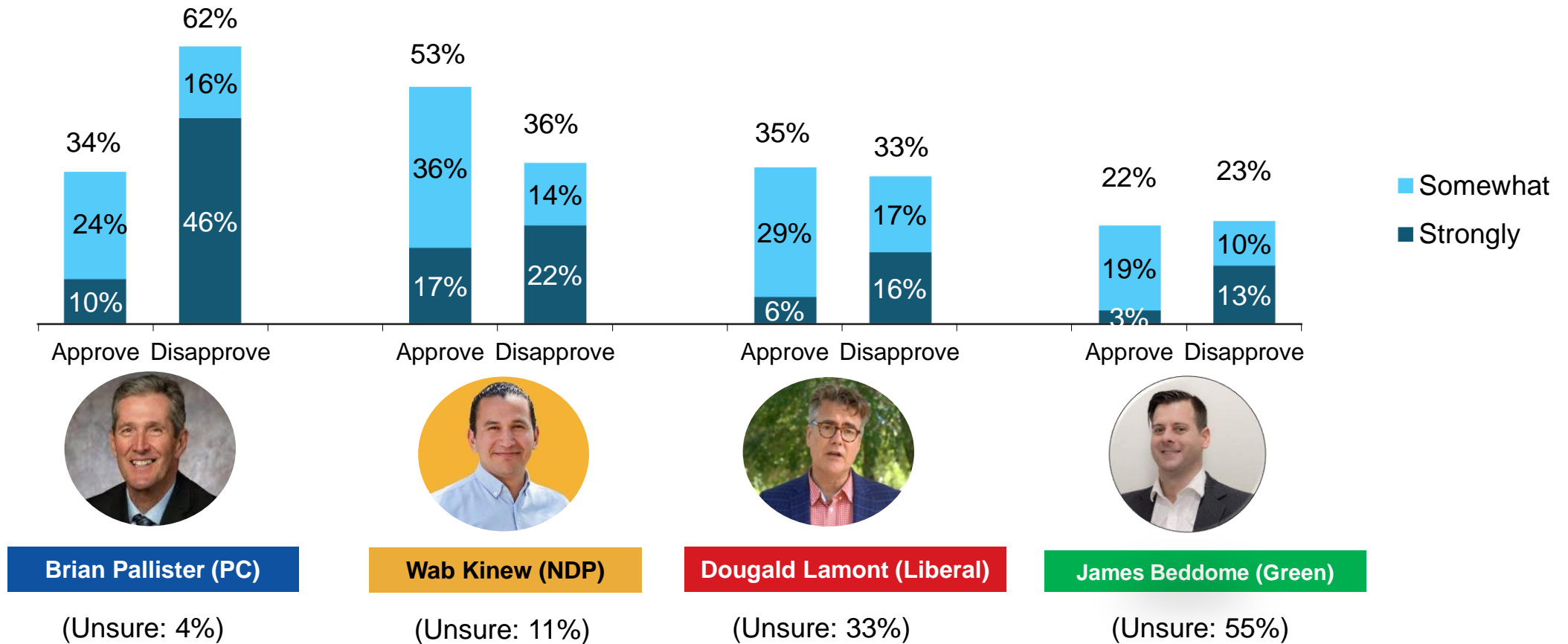
Women strongly aligned with NDP; PCs still lead among men and those 55+

	Total	Gender		Age		
		Men	Women	18-34	35-54	55+
(Unweighted)	(1,000)	(532)	(462)	(246)	(354)	(400)
(Base)	(1,000)	(483)	(511)	(329)	(376)	(295)
NDP	42	36	48	46	44	36
PC	36	47	26	31	34	45
Liberal	11	10	12	12	11	11
Green	7	3	10	8	5	7
	Total	Education			Region	
		HS or Less	Some Post-Sec.	Post-Sec. Grad	Winnipeg	Rest of Manitoba
(Unweighted)	(161)	(379)	(440)	(600)	(400)	
(Base)	(155)	(389)	(439)	(600)	(400)	
NDP	33	36	51	49	32	
PC	45	44	26	27	50	
Liberal	8	6	16	16	4	
Green	8	7	6	6	7	
	Total	Income			Indigenous	
		<\$50K	\$50K-\$99K	\$100K+	Yes	No
(Unweighted)	(175)	(328)	(379)	(83)*	(864)	
(Base)	(184)	(331)	(378)	(89)*	(859)	
NDP	48	44	41	61	42	
PC	23	36	40	20	37	
Liberal	17	8	11	10	11	
Green	9	8	4	3	7	

*Caution: Small base

Party leader approval in Manitoba

Premier Brian Pallister faces widespread and intense disapproval



Q3. How much do you approve of the job performance of each of the following provincial party leaders?

Base: All respondents (N=1,000)

Party leader support by past vote

One-third of 2019 PC voters disapprove of Premier Brian Pallister's performance

	Total (N=1,000) (%)	Voted PC 2019 (n=382) (%)	Voted NDP 2019 (n=299) (%)	Voted Liberal 2019 (n=88*) (%)	Voted Green 2019 (n=58*) (%)
Brian Pallister (PC)					
Approve	34	64	7	13	9
Disapprove	62	34	92	86	87
Unsure	4	2	1	1	4
Wab Kinew (NDP)					
Approve	53	25	87	67	69
Disapprove	36	67	10	23	24
Unsure	11	9	4	11	7
Dougald Lamont (Lib)					
Approve	35	16	51	69	42
Disapprove	33	54	19	12	15
Unsure	33	29	30	19	43
James Beddome (Green)					
Approve	22	8	29	26	64
Disapprove	23	40	10	12	4
Unsure	55	52	61	62	32

*Caution: Small bases