



FEDERAL PARTY SUPPORT IN MANITOBA

March 2021 Probe Research Omnibus Survey

Winnipeg Free Press

PROBE
RESEARCH INC.

For More Information:

Curtis Brown

Principal
(204) 894-3298
curtis@probe-research.com

Probe Research Inc.

603 – 191 Lombard Ave.
Winnipeg, MB R3B 0X1
(204) 926-6565

www.probe-research.com



Key Findings

- A new Probe Research survey conducted for the *Winnipeg Free Press* shows the federal Conservatives continue to hold their edge over the governing Liberals in Manitoba.
- Support for the Conservatives remains unchanged during the past three months at 37 per cent, while support for the Liberals decreased slightly (from 32% in December to 29% today). One-quarter (25%) would cast a ballot for a federal NDP candidate, with six per cent (+1% vs. December) preferring the Greens and a slightly higher proportion (4%, +2 vs. December) saying they wish to vote for another party's candidate. Overall, 11 per cent of Manitoba adults are undecided.
- The Liberals remain the most popular federal choice in Winnipeg, but their edge over the NDP and Conservatives is slightly smaller than it was three months ago. Today, 37 per cent of Winnipeggers would vote for a Liberal candidate, compared to 28 per cent who prefer the NDP and 26 per cent who would opt for the Conservatives. Liberal support remains strongest in south Winnipeg and the northwest, with the Conservatives and NDP statistically tied in northeast Winnipeg and the NDP leading in the Core area. Outside Winnipeg, the Conservatives continue to be endorsed by more than one-half (53%) of voters.
- There continues to be a persistent education gap with university graduates preferring the Liberals, while those with lower levels of educational attainment tend to support the Conservatives. The Conservatives also have more support among male voters, whereas women are slightly more likely to favour the Liberals over the NDP and Conservatives.

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 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.

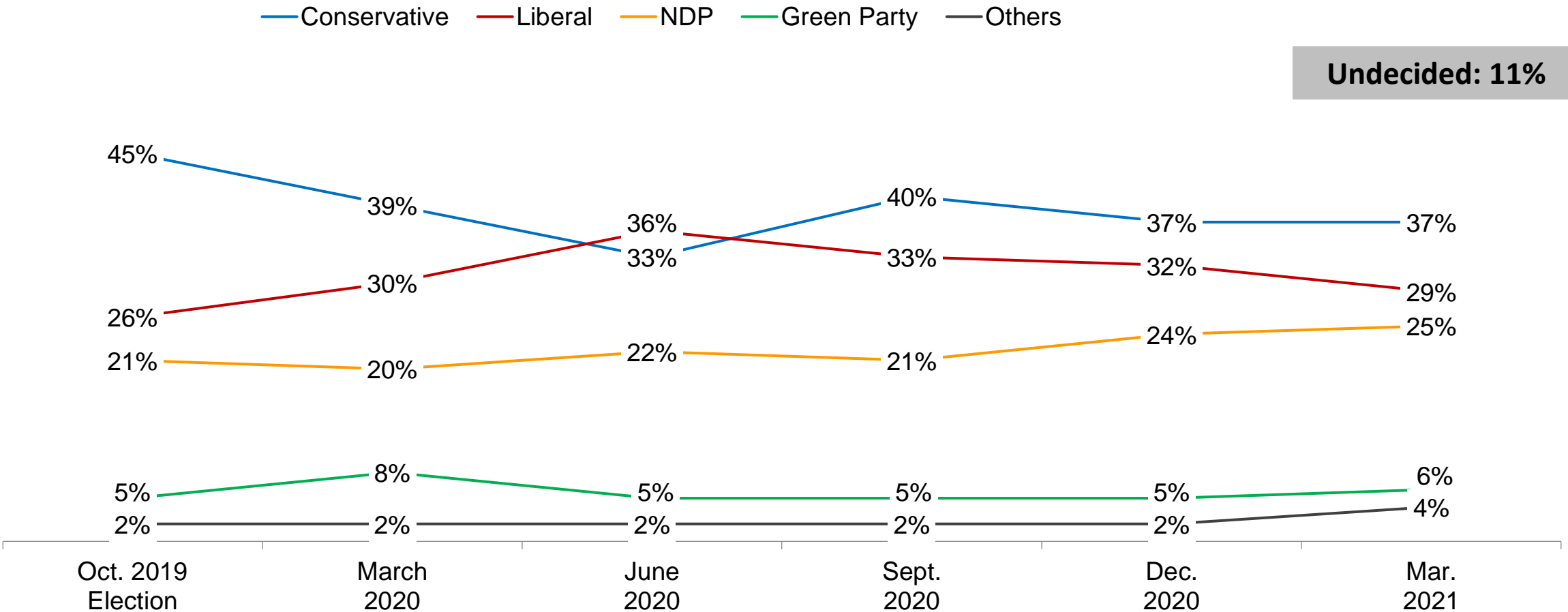
The sample consists of 429 Manitobans randomly recruited via live-agent operator; 321 Manitobans randomly recruited via Interactive Voice Response (IVR) and 250 members of Probe Research's online panel. All respondents completed the survey on an online platform.

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.

Federal party support in Manitoba: Tracking

Liberal support slips slightly further behind the Conservatives province-wide



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?

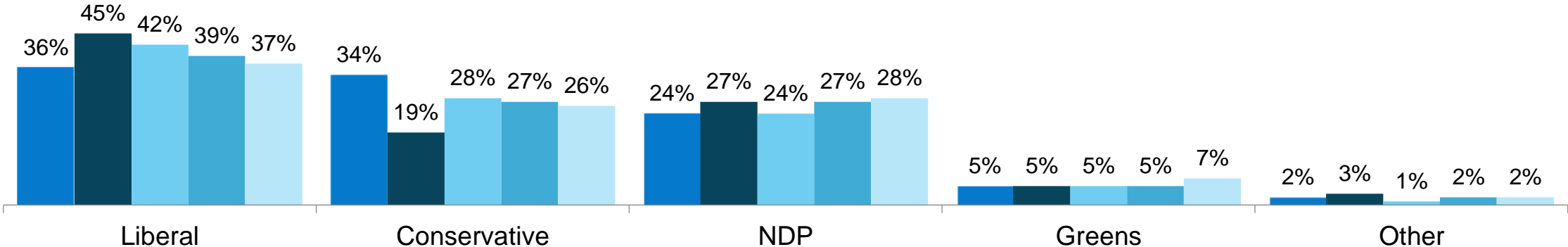
Base: All respondents (N=1,000)

Federal party support in Winnipeg: Regional results

NDP lead continues to expand in Winnipeg

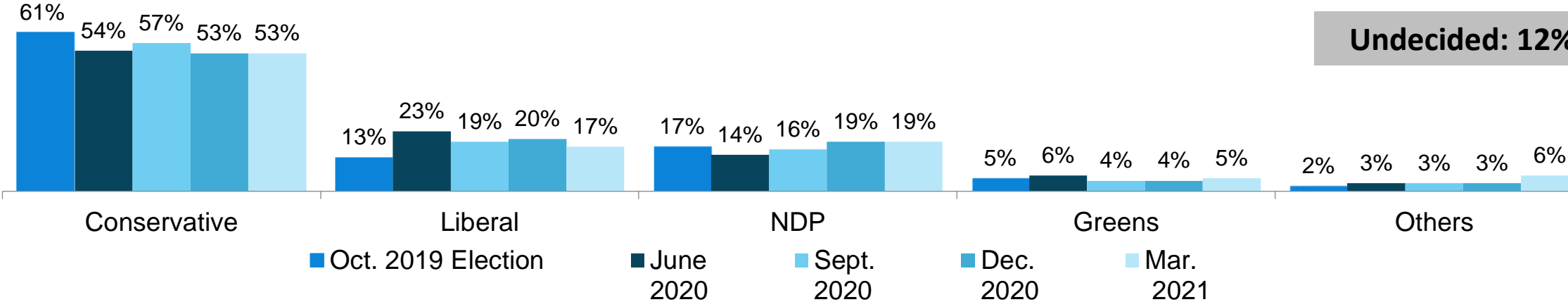
Winnipeg

Undecided: 12%



Rural/Northern Manitoba

Undecided: 12%



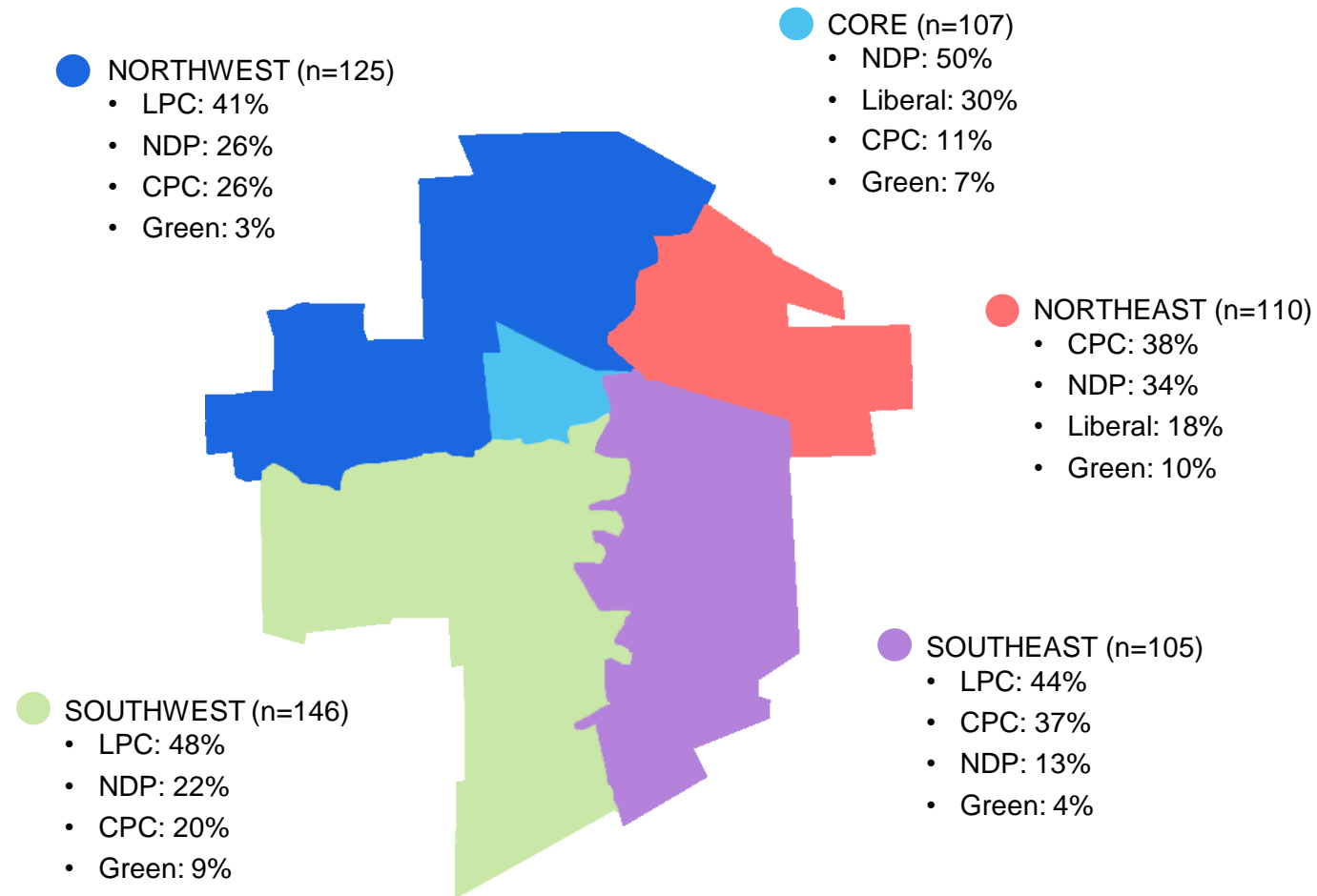
■ Oct. 2019 Election
 ■ June 2020
 ■ Sept. 2020
 ■ Dec. 2020
 ■ Mar. 2021

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Base: All respondents (N=1,000)

Federal party support by area of Winnipeg

Liberals dominant in south and northwest Winnipeg; CPC and NDP neck-and-neck in northeast



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Base: All respondents (N=1,000)

Federal party support by socio-demographic sub-groups

Education gap persists as non-university graduates prefer the Conservatives

	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)
CPC	37	46	27	33	36	42
LPC	29	24	34	19	31	37
NDP	25	21	28	35	24	14
Green	6	4	9	9	4	5
	Total	Education			Region	
		HS or Less	Some Post-Sec.	University Grad	Winnipeg	Rest of Manitoba
(Unweighted)	(161)	(379)	(440)	(600)	(400)	
(Base)	(155)	(389)	(439)	(600)	(400)	
CPC	46	47	25	26	53	
LPC	15	19	42	37	17	
NDP	27	22	26	28	19	
Green	6	6	6	7	5	
	Total	Income			Indigenous	
		<\$50K	\$50K-\$99K	\$100K+	Yes	No
(Unweighted)	(175)	(328)	(379)	(83)*	(864)	
(Base)	(184)	(331)	(378)	(89)*	(859)	
CPC	25	34	42	24	37	
LPC	27	30	30	25	30	
NDP	37	23	22	40	23	
Green	7	7	5	6	6	

*Caution: Small base