

A photograph of the Manitoba Legislative Building, a large, light-colored stone building with a prominent central dome and a portico with columns. In front of the building is a green lawn with a central statue on a pedestal and several flower beds. The sky is clear and blue.

MANITOBA PROVINCIAL PARTY SUPPORT

Key Findings

Support for Manitoba's governing Progressive Conservatives has plummeted to a recent low, with nearly twice as many voters now favouring the opposition NDP. If an election were held tomorrow, 47 per cent of voters would cast a ballot for Wab Kinew's NDP, while only 29 per cent would vote for Premier Brian Pallister's Tories. In Winnipeg, this gap is a chasm. The NDP has a 33-point lead over the PCs in Winnipeg and enjoys healthy support in every corner of the city, including the battleground southern suburbs.

- There is also a significant gender chasm, as the NDP has a 34-point lead over the PCs among women – and are now slightly more likely to be favoured among men across the province.

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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 June 2nd and 11th, 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.

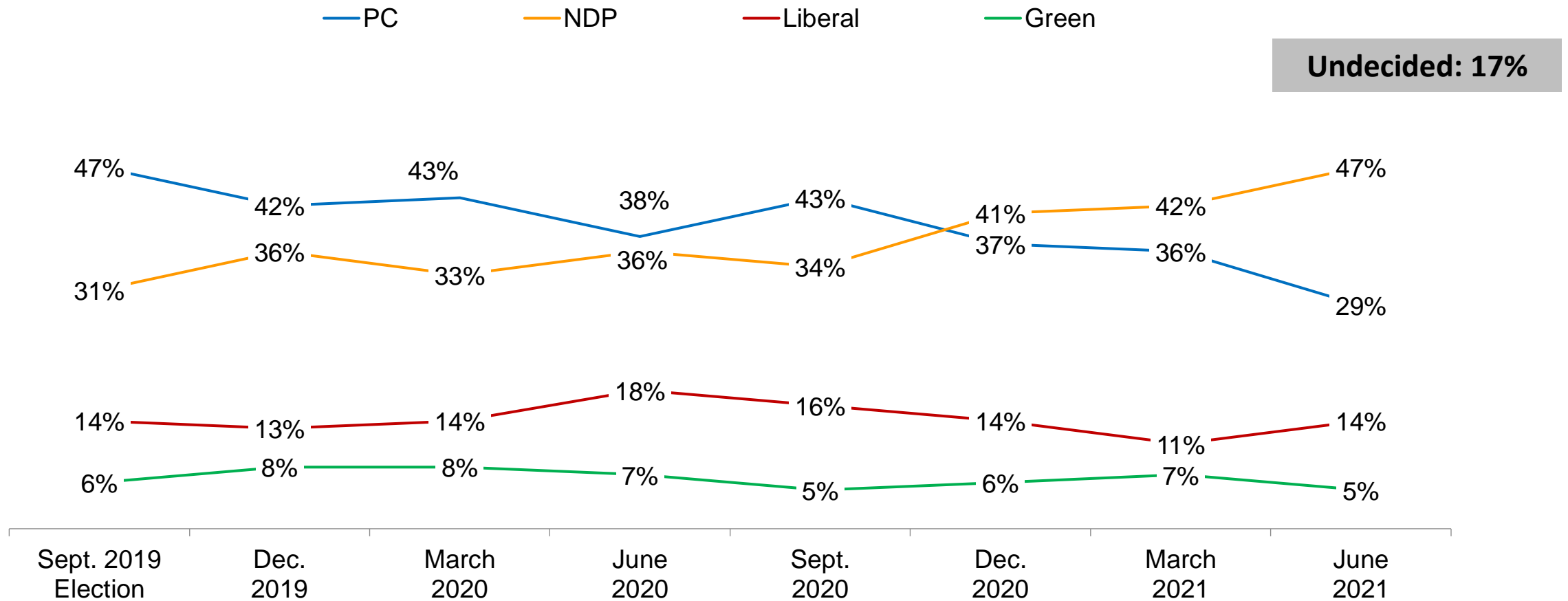
The sample consists of 454 Manitobans randomly recruited via live-agent operator; 295 Manitobans randomly recruited via Interactive Voice Response (IVR) and 251 members of Probe Research's online panel. All respondents completed the survey on an online platform.

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 expands, and Tory decline continues abruptly

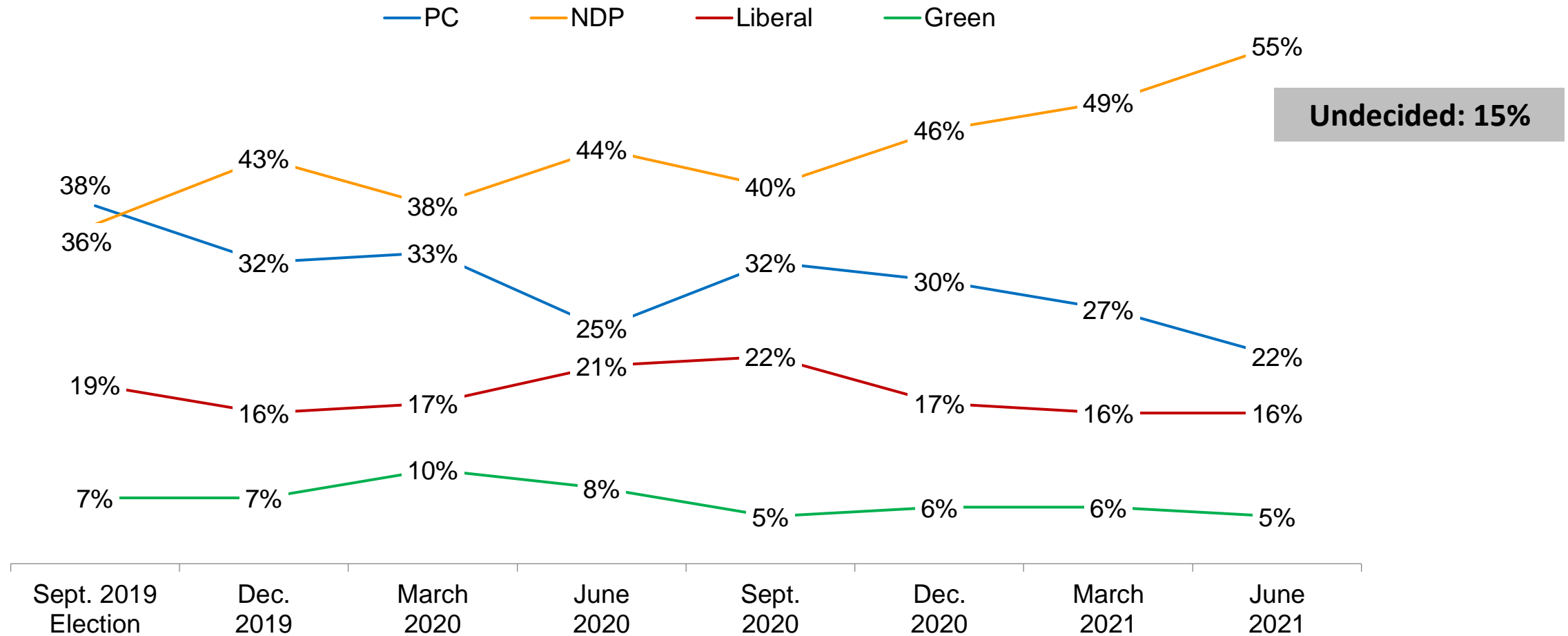


Q1/2. If a provincial election were held tomorrow, which party's candidate would you be most likely to support? Even though you have not decided whom you would vote for, is there nonetheless a provincial party's candidate that you think you might want to support or are currently leaning toward?

Base: All respondents (N=1,000)

Provincial party support in Winnipeg: Tracking

NDP skyrockets in Winnipeg

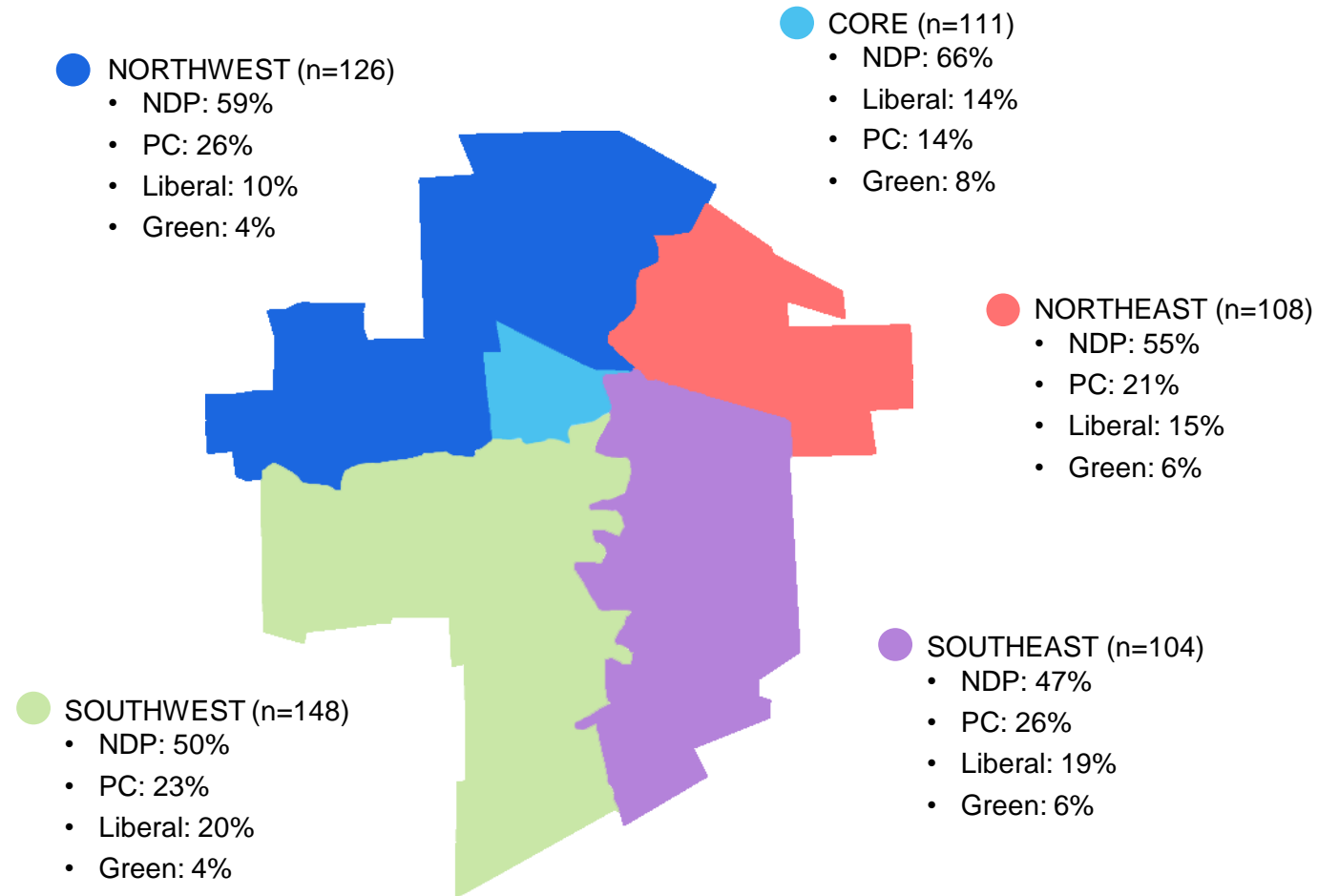


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Provincial party support by area of Winnipeg

NDP has a 2-to-1 lead over the Tories in the battleground suburbs



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Provincial party support by socio-demographic sub-groups

“Gender chasm” now has NDP claiming support from more than one-half of female voters

	Total	Gender		Age		
		Men	Women	18-34	35-54	55+
(Unweighted)	(1,000)	(491)	(504)	(218)	(415)	(367)
(Base)	(1,000)	(487)	(506)	(332)	(368)	(300)
NDP	47	40	55	53	46	43
PC	29	37	21	22	27	37
Liberal	14	11	16	14	15	11
Green	5	5	5	3	7	4
		Education			Region	
		HS or Less	Some Post-Sec.	Post-Sec. Grad	Winnipeg	Rest of Manitoba
(Unweighted)	(155)	(363)	(460)	(600)	(400)	
(Base)	(168)	(366)	(442)	(600)	(400)	
NDP	30	43	56	55	35	
PC	41	35	20	22	40	
Liberal	10	13	16	16	10	
Green	8	5	4	5	5	
		Income			Indigenous	
		<\$50K	\$50K-\$99K	\$100K+	Yes	No
(Unweighted)	(154)	(335)	(369)	(100)	(860)	
(Base)	(168)	(350)	(348)	(102)	(856)	
NDP	41	47	50	61	47	
PC	31	28	29	17	30	
Liberal	16	15	12	14	13	
Green	5	5	4	5	5	