

Polling in Provincial Canada

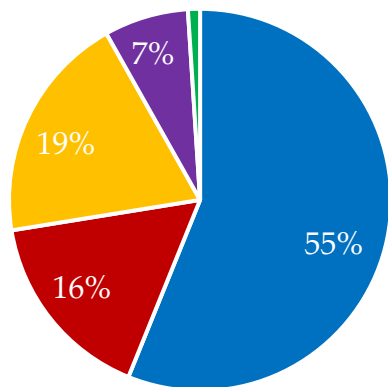
Hidden Fractures: Polarized Attitudes Regarding COVID-19 in Manitoba

Curtis Brown, Principal, Probe Research

Dylan Robertson, Ottawa Bureau Chief, Winnipeg Free Press

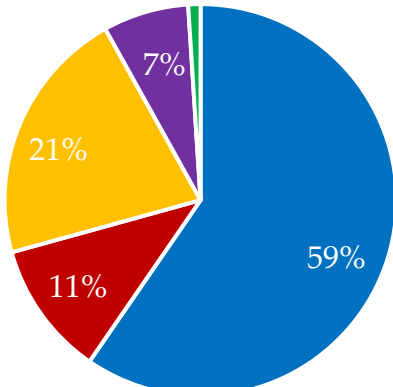
Manitoba: The Prairie Outlier

Alberta



MPs
CPC: 30
NDP: 2
LPC: 2

Saskatchewan



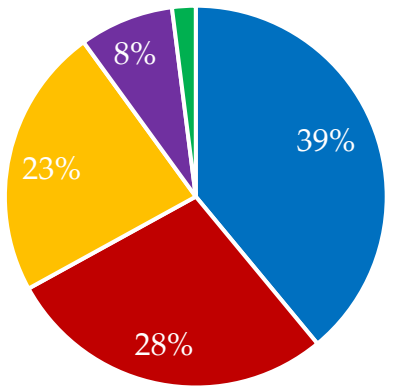
MPs
CPC: 14

Manitoba



Portage-Lisgar: 21.6%

Provencher: 16.5%



MPs
CPC: 8
NDP: 3
LPC: 3

■ CPC ■ LPC ■ NDP ■ PPC ■ Green

Southern Manitoba in Context



- Historically more conservative than rest of province
 - High proportion of people with Mennonite ancestry
- Fast-growing/relatively young population
- **Low vaccine uptake – and now very high COVID case counts**

Southern Health

- 68.4% of 12+ vaccinated
- 216 active cases/100,000 people

Winnipeg

- 89.2% of 12+ vaccinated
- 45 active cases/100,000 people

Southern Manitoba's Social Outlook

Index higher on ...



Sense of personal spirituality



Role of charity (not government) to solve social problems



Belief in traditional gender roles (man as provider)



Faith in natural medicine/remedies



57%

Identify as members of a religious or faith community



91%

Identify as Christian



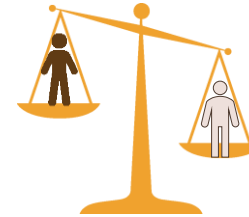
60%

Of faith community members say their religious identity plays a major role in their daily life

Index lower on ...



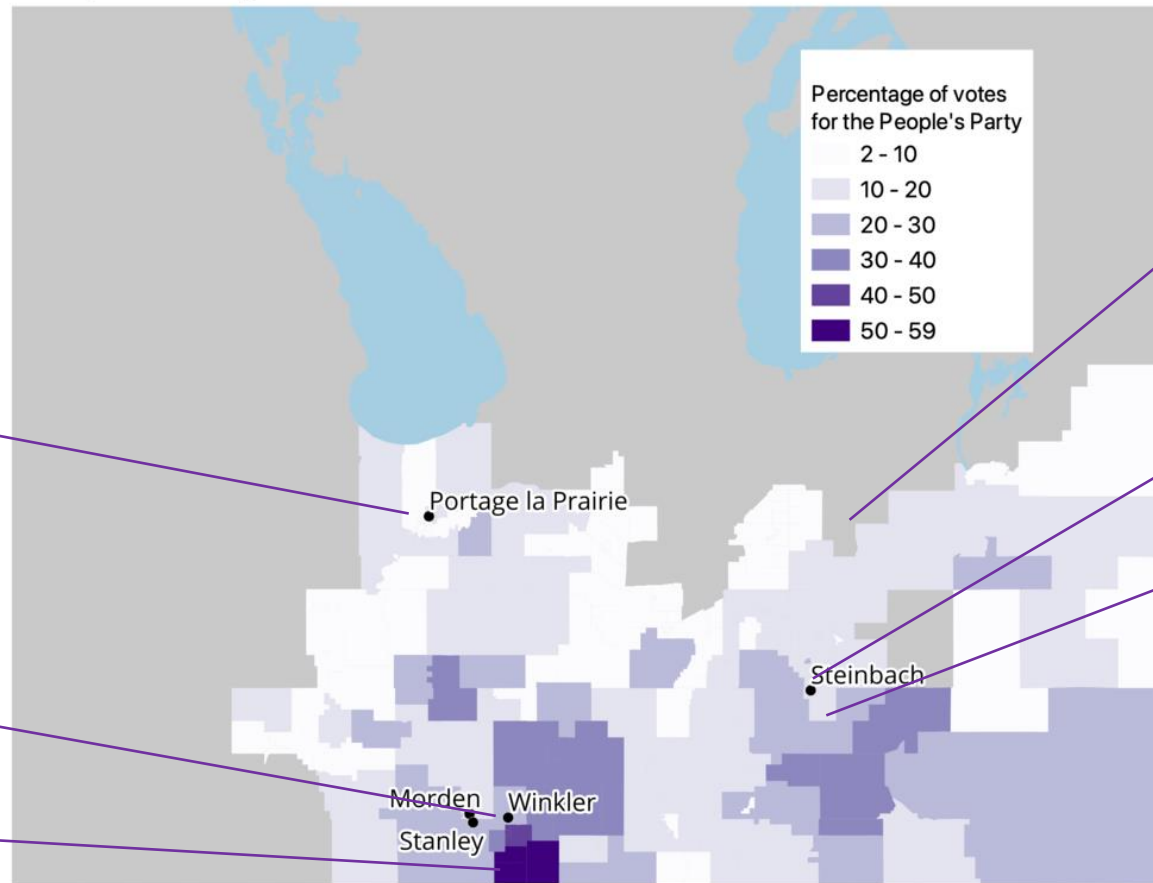
Belief science/technology makes life easier



Agreement that systemic discrimination exists

Vaccination Rates and Support for the PPC

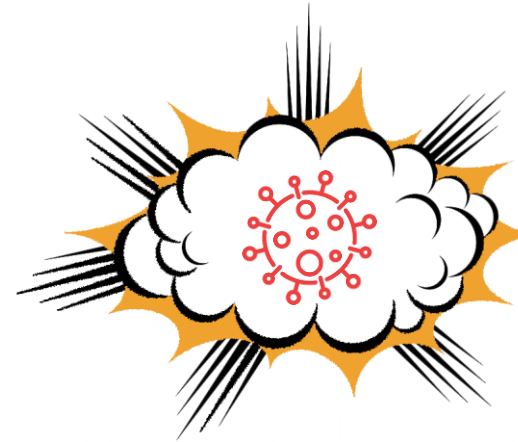
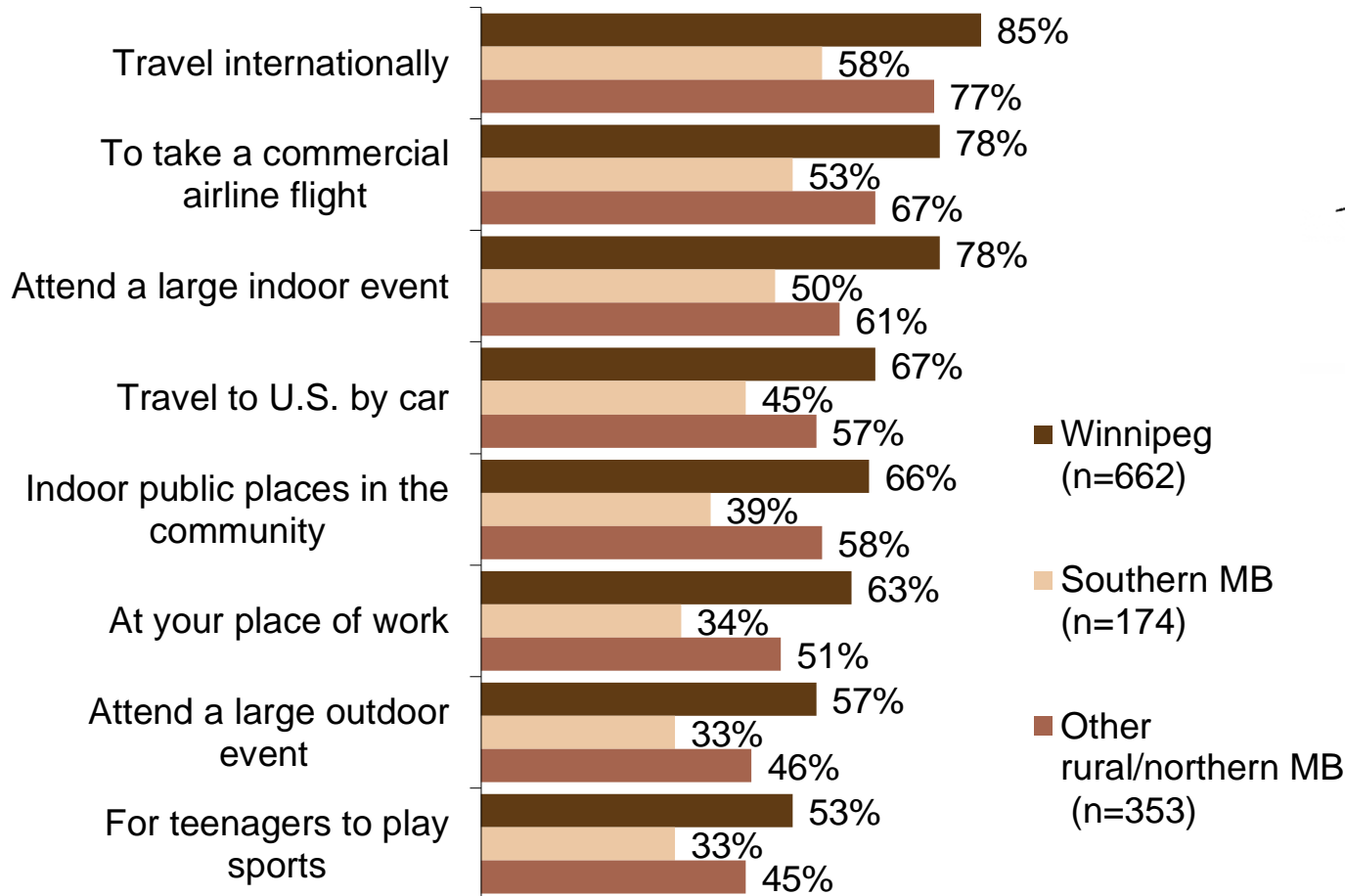
People's Party vote share in southeast Manitoba



Winnipeg Free Press – Source: Elections Canada preliminary data, by 2021 polling station

Attitudes Regarding COVID-19 in Southern MB

% who say proof of vaccination should be “absolutely required”



48%

Agree issue of COVID-19 is overblown for people in this country

Winnipeg: 21%
Other rural MB: 30%

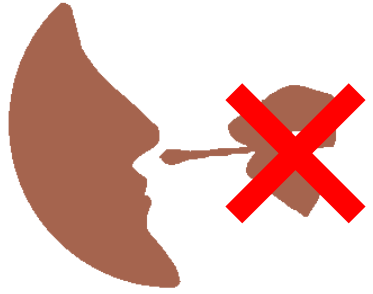


37%

Oppose regional restrictions for areas with less vaccination/higher cases

Winnipeg: 9%
Other rural MB: 17%

Behaviours Re: COVID-19 in Southern MB



21% of those who had COVID-19 related symptoms did not get tested

Winnipeg: 7%
Other rural MB: 14%

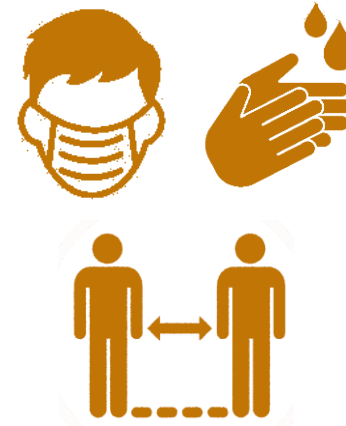


42% believe current COVID-19 restrictions are excessive for the current conditions

Winnipeg: 15%
Other rural MB: 29%



30% spent time with those who are unvaccinated without taking extra precautions



33% carefully follow all public health recommendations all the time

Winnipeg: 56%
Other rural MB: 46%

Attitudes Regarding Vaccines and Children



60% express concerns about the long-term effects of the COVID-19 vaccine on children

Winnipeg: 33%
Other rural MB: 46%



59% oppose requiring children age 12+ to be double-vaccinated in order to attend school in person

Winnipeg: 18%



60% oppose requiring vaccinations in younger children to attend school/day care (once available)

Winnipeg: 20%

Key Takeaways

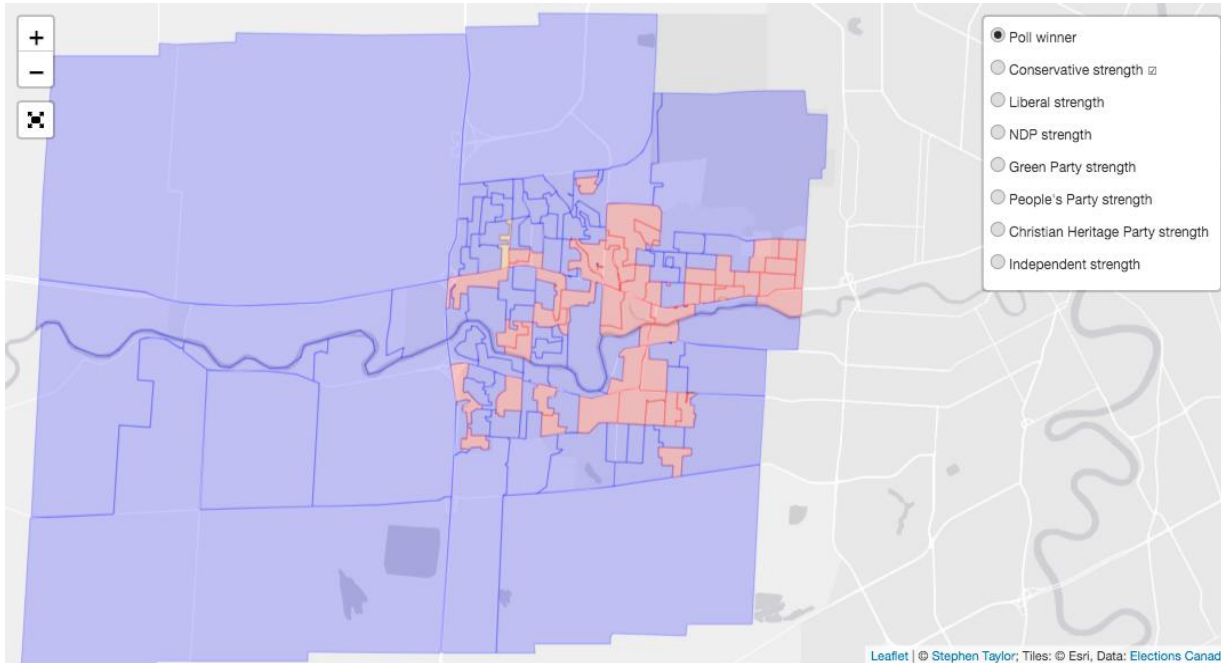
- “50,000 foot” level view of Manitoba (or “Saskatoba”) in national polls won’t tell the whole story
- Larger provincial/regional samples will offer more nuanced analysis
 - Attitudes
 - Outlook/values
- Is this a COVID-specific, point-in-time blip – or the beginning of a deeper divide?

How media use regional polling

- Nationalization of politics is occurring across North America — but local context still shapes how issues resonate locally
- Federal parties have historic roots in Winnipeg, but suburbs have many newcomers (this relates to Probe's city quadrants)
- Regionality matters outside Manitoba — Alberta schism of two booming metropolises; New Brunswick's Francophone population
- Media role is to find the why
 - Who votes for People's Party: Entirely disenchanted Conservatives? Vaccination pushback? What about Green switchers?
 - Where is a message resonating; what demographic trends impact this (both in polling responses by gender/age but also in neighbourhoods)

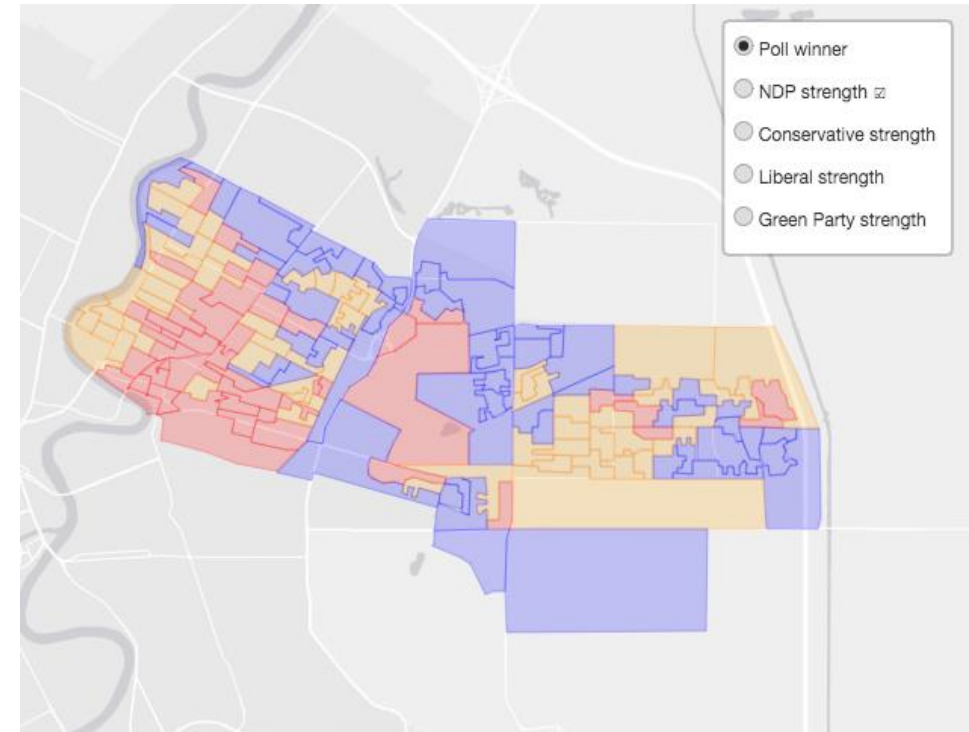
Election polling station-level data

<https://www.stephentaylor.ca/data/political/canada/federal/election>



2019 election in west Winnipeg riding

- Where did Team Trudeau hold ground?

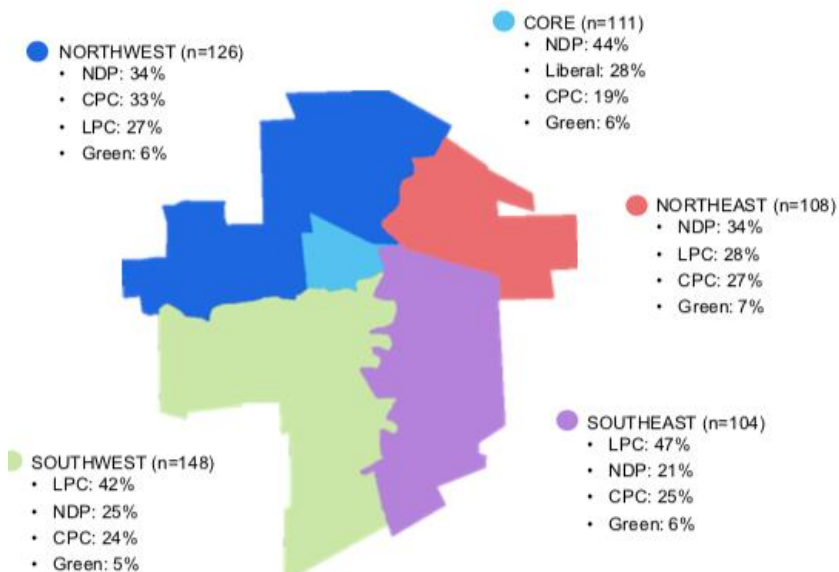


2015 election in Transcona-Elmwood riding
(three-way race)

- NDP support by working-class neighbourhood

Probe city quadrants

Example of June 2021 poll of federal party support



SECTION ES
4b. Even though you have not decided, is there a federal party's candidate that you think you might want to support?

			TOTAL	WINNIPEG REGION				
				Northwest	Northeast	Southeast	Southwest	Core
BASE: WINNIPEG			(600)	(126)	(108)	(104)	(148)	(111)
SUPPORT/ LEANING TOWARD	LPC	Count	170	25	25	41	52	27
			28%	20%	23%	40%	35%	25%
	NDP	Count	154	31	31	19	31	42
			26%	24%	28%	18%	21%	38%
	CPC	Count	125	30	24	22	30	19
			21%	24%	23%	21%	20%	17%
	GP	Count	29	4	7	5	7	6
			5%	3%	6%	5%	5%	5%
	Others	Count	10	1	2	1	3	3
			2%	1%	2%	1%	2%	2%
	(Will not vote)	Count	21	5	5	5	5	
			4%	4%	5%	5%	4%	
	(Refused)	Count	22	3	5	3	4	6
			4%	2%	4%	3%	3%	5%
	(DK/NS)	Count	69	12%	9	8	16	3
				22%	9%	8%	11%	7%

PROBE RESEARCH INC. - June 2021 Probe Omnibus Survey