

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

# Manitoba Provincial Party Support

June 2022 Probe Research Omnibus Survey

The  
**Free Press**

**PROBE**  
RESEARCH INC.

**For More  
Information:**

**Scott MacKay**

President

(204) 926-6565

[scott@probe-research.com](mailto:scott@probe-research.com)

**Probe Research Inc.**

603 – 191 Lombard Ave.

Winnipeg, MB R3B 0X1

(204) 926-6565

[www.probe-research.com](http://www.probe-research.com)



# Key Findings

## Voting Preferences

Provincial voting preferences in Manitoba remain fairly stable, with the New Democrats continuing to hold a 10-point lead over the governing Progressive Conservatives. Currently, 45 per cent of decided and leaning voters prefer the NDP (+1% vs. March 2022) while 35 per cent would vote for a PC candidate (+1%). Support for the provincial Liberals has decreased slightly during the past three months (13%, -2%), while three per cent prefer the provincial Greens (+1%) and four per cent would cast a ballot for another party not currently represented in the Legislature (-1%). Sixteen per cent of all Manitoba adults are undecided or have no party preference.

It remains a tale of two provinces, as the NDP's advantage in Winnipeg holds firm (52%, no change). Support for the PCs within the provincial capital has increased slightly (25%, +2%), with a corresponding decrease in Liberal support (16%, -2%). The NDP continues to hold a significant lead in all areas of Winnipeg. Outside Winnipeg, one-half prefer the PCs (50%), with 34 per cent indicating they would cast ballots for the NDP and just eight per cent opting for the Liberals.

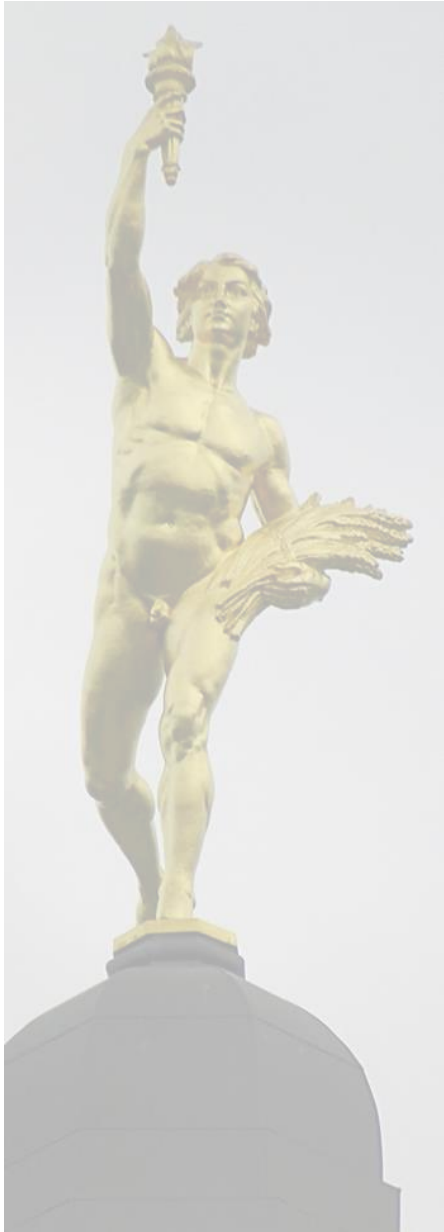
Decided and leaning voters were asked to express their motivations for supporting their preferred party. Nearly one-half say they are motivated to vote for a party because they think it is deserving, while one in five are motivated solely by a desire to vote a particular party out of office. Three in ten, meanwhile, say they are motivated by both of these rationales. NDP supporters are somewhat more likely than supporters of other parties to want to both elect a deserving party and vote another party – in this case, the governing Progressive Conservatives – out of office.

## Key Findings (cont'd)

### Party Leader Approval

Only one in five Manitobans (20%) strongly or moderately approve of the performance of Premier and PC leader Heather Stefanson – with nearly one-half of those surveyed (44%) expressing strong disapproval. Stefanson's approval rating is low among most demographic groups with the exception of PC supporters – but even then, only slightly more than one-half of her party's voters (53%) think she is doing a good job.

Meanwhile, nearly one-half of Manitobans (46%, including 87% of NDP supporters) believe NDP leader Wab Kinew is performing well, while nearly three in ten (28%, including 65% of Liberal supporters) express strong or moderate approval for Liberal leader Dougald Lamont. Kinew's approval is especially high among women and those living in Winnipeg – two demographic groups that are also more likely to register a preference for his party.



## 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 June 1 and 12, 2022.

With a sample of 1,000, one can say with 95 per cent certainty that the results are within  $\pm 3.1$  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.

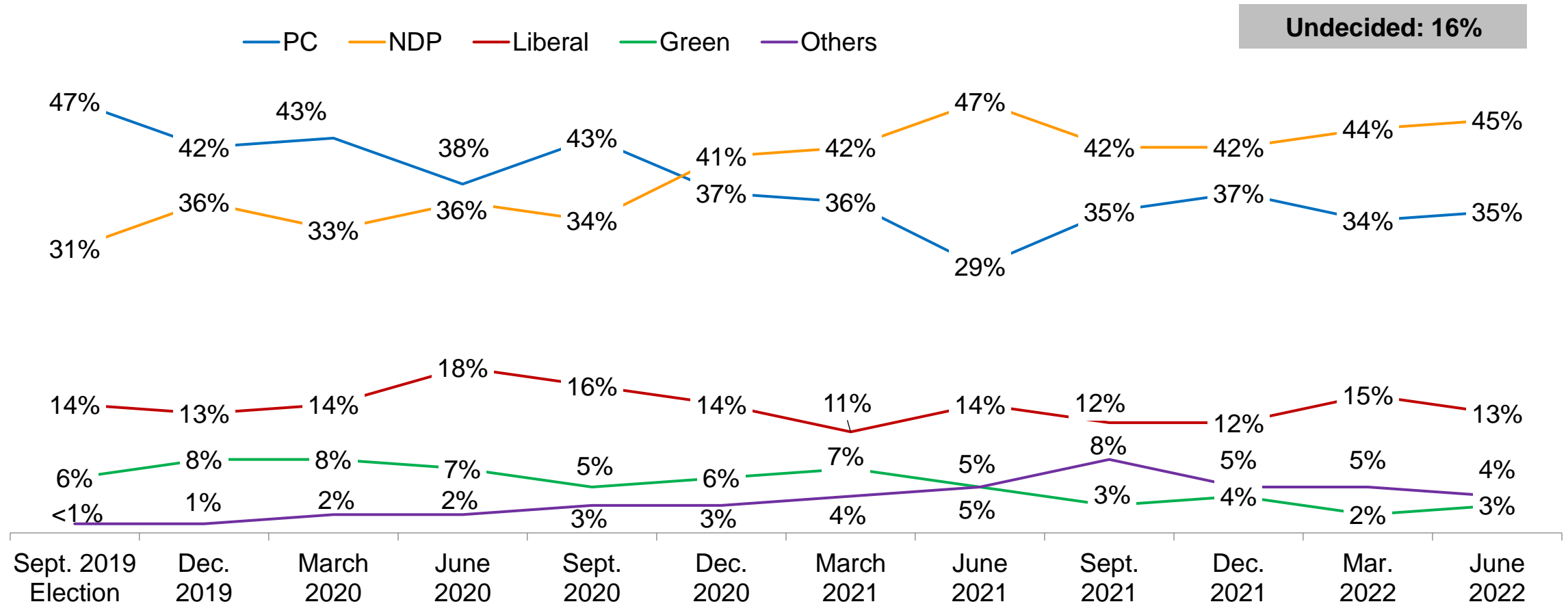
The sample consists of 457 Manitobans randomly recruited via live-agent telephoned operator; 305 Manitobans randomly recruited via Interactive Voice Response (IVR) and 238 members of Probe Research's online panel. All respondents completed the survey on an online platform.

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 maintains 10-point lead over the Progressive Conservatives

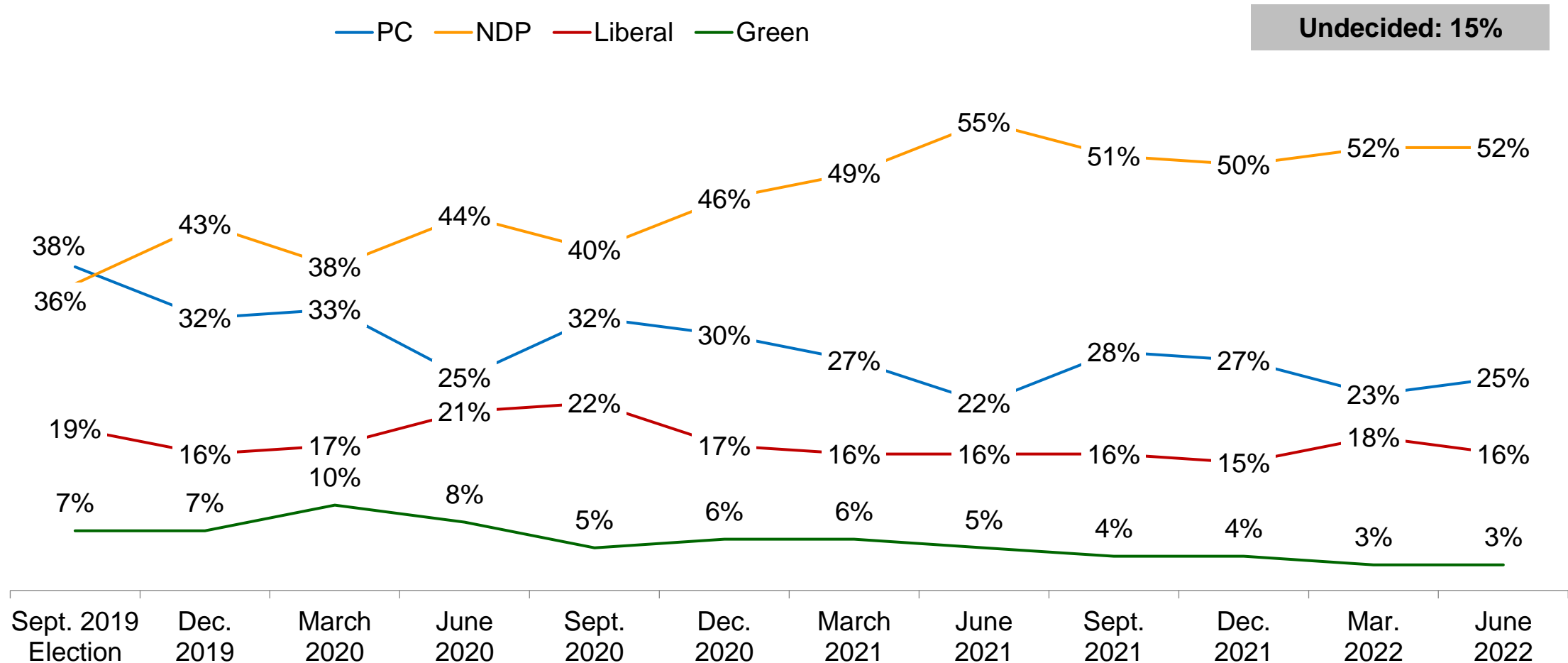


Q1/2. If a provincial election were held tomorrow, which party's candidate would you be most likely to support? Even though you have not decided whom you would vote for, is there nonetheless a provincial party's candidate that you think you might want to support or are currently leaning toward?

Base: All respondents (N=1,000)

# Provincial Party Support in Winnipeg: Tracking

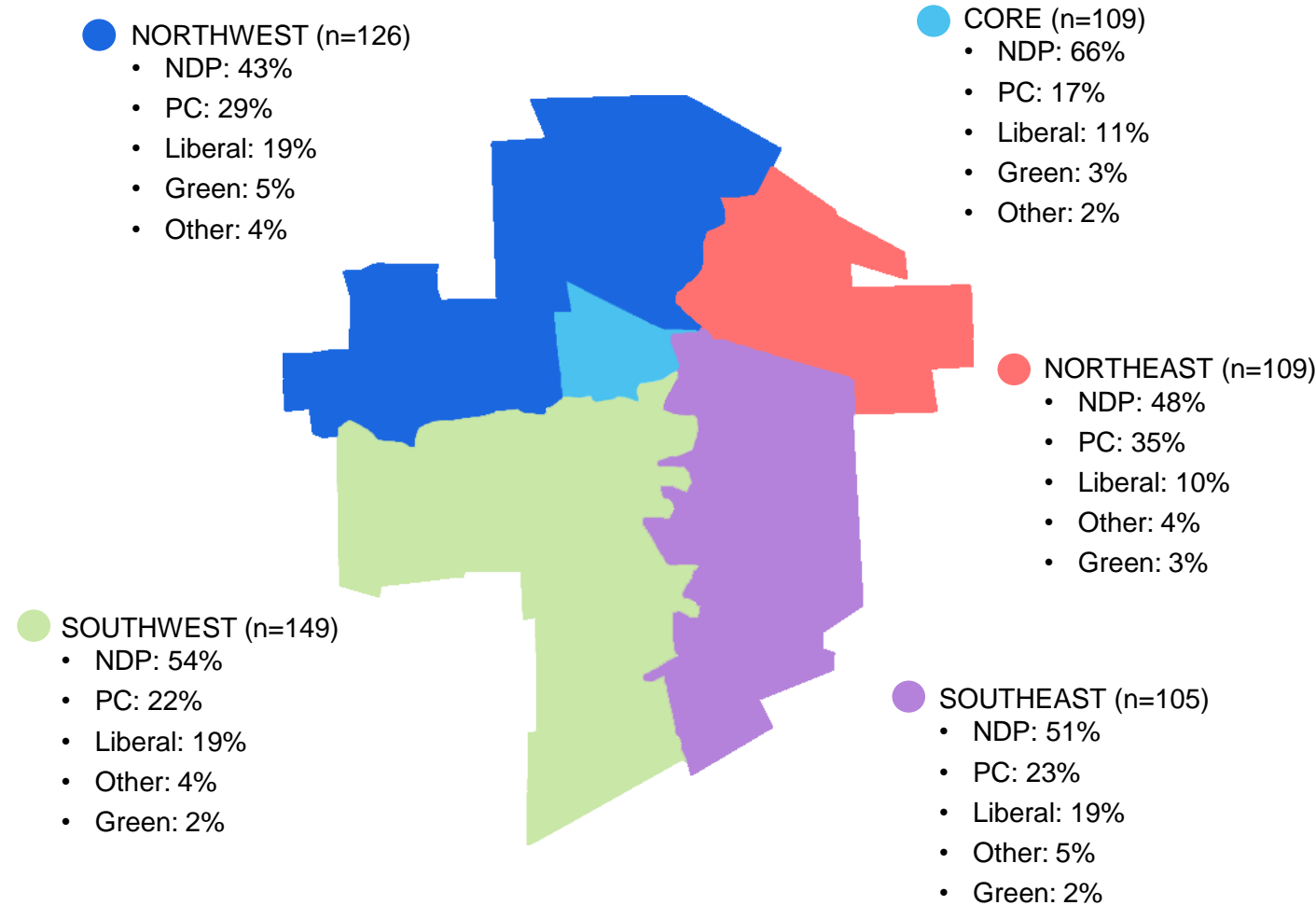
PC support increases marginally, with the NDP still holding a significant advantage



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=600)

# Provincial Party Support by Area of 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: All respondents (N=600)

# Provincial Party Support by Socio-demographic Sub-groups

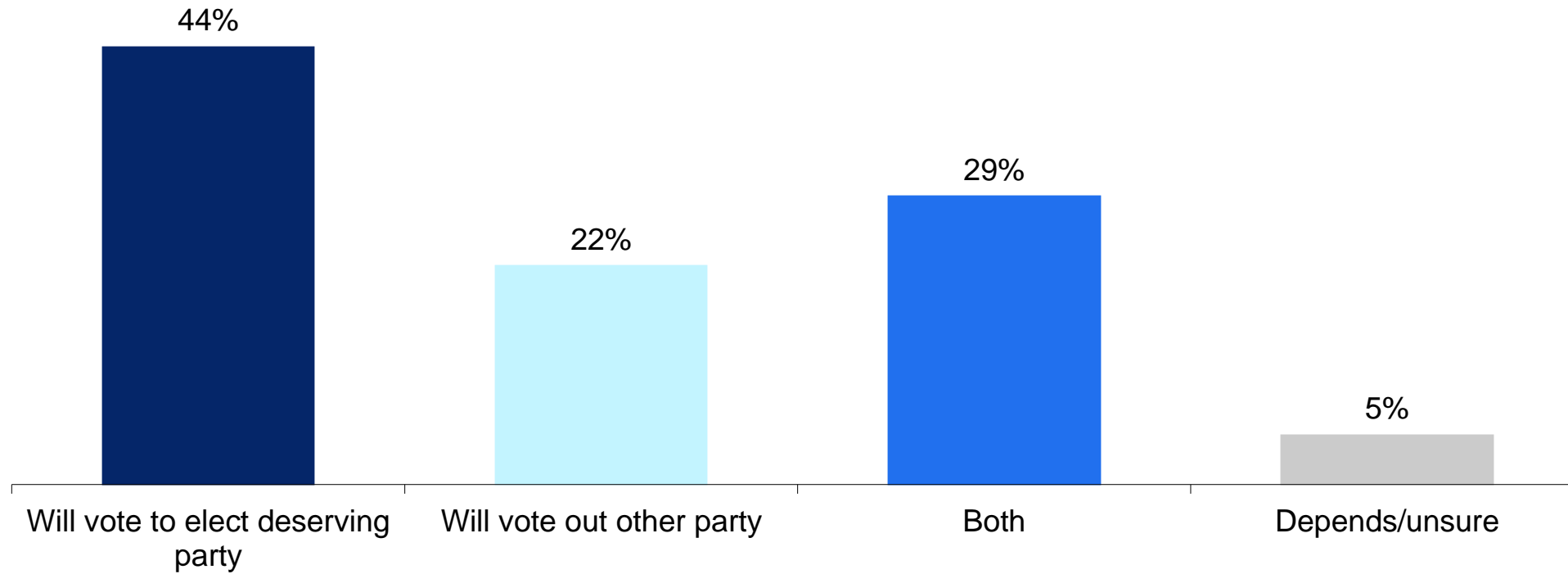
NDP continues to lead across most demographic categories

	Total	Gender		Age			Region	
		Men	Women	18-34	35-54	55+	Winnipeg	Rest of Manitoba
(Unweighted)	(1,000)	(522)	(463)	(143)	(424)	(433)	(600)	(400)
(Weighted Base)	(1,000)	(488)	(495)	(290)	(320)	(390)	(600)	(400)
NDP	45%	37%	54%	51%	44%	42%	52%	34%
PC	35%	44%	26%	29%	38%	37%	25%	50%
Liberal	13%	13%	13%	13%	11%	14%	16%	8%
Green	3%	3%	3%	1%	4%	5%	3%	4%
Other	4%	3%	4%	6%	3%	2%	4%	3%
	Education			Income			Identity	
	HS or Less	College/ Some PS	University Graduate	<\$50K	\$50K-\$99K	\$100K+	Indigenous	BIPOC
(Unweighted)	(147)	(398)	(443)	(164)	(310)	(417)	(111)	(178)
(Weighted Base)	(159)	(405)	(422)	(176)	(318)	(399)	(113)	(182)
NDP	34%	43%	52%	51%	42%	45%	43%	42%
PC	48%	39%	27%	21%	40%	35%	34%	33%
Liberal	11%	10%	15%	15%	13%	12%	13%	16%
Green	5%	3%	3%	7%	2%	3%	2%	3%
Other	2%	5%	2%	5%	2%	4%	8%	6%



# Rationale for Voting for a Particular Party

Three in ten are motivated to vote for a specific party – and to vote another party out of office

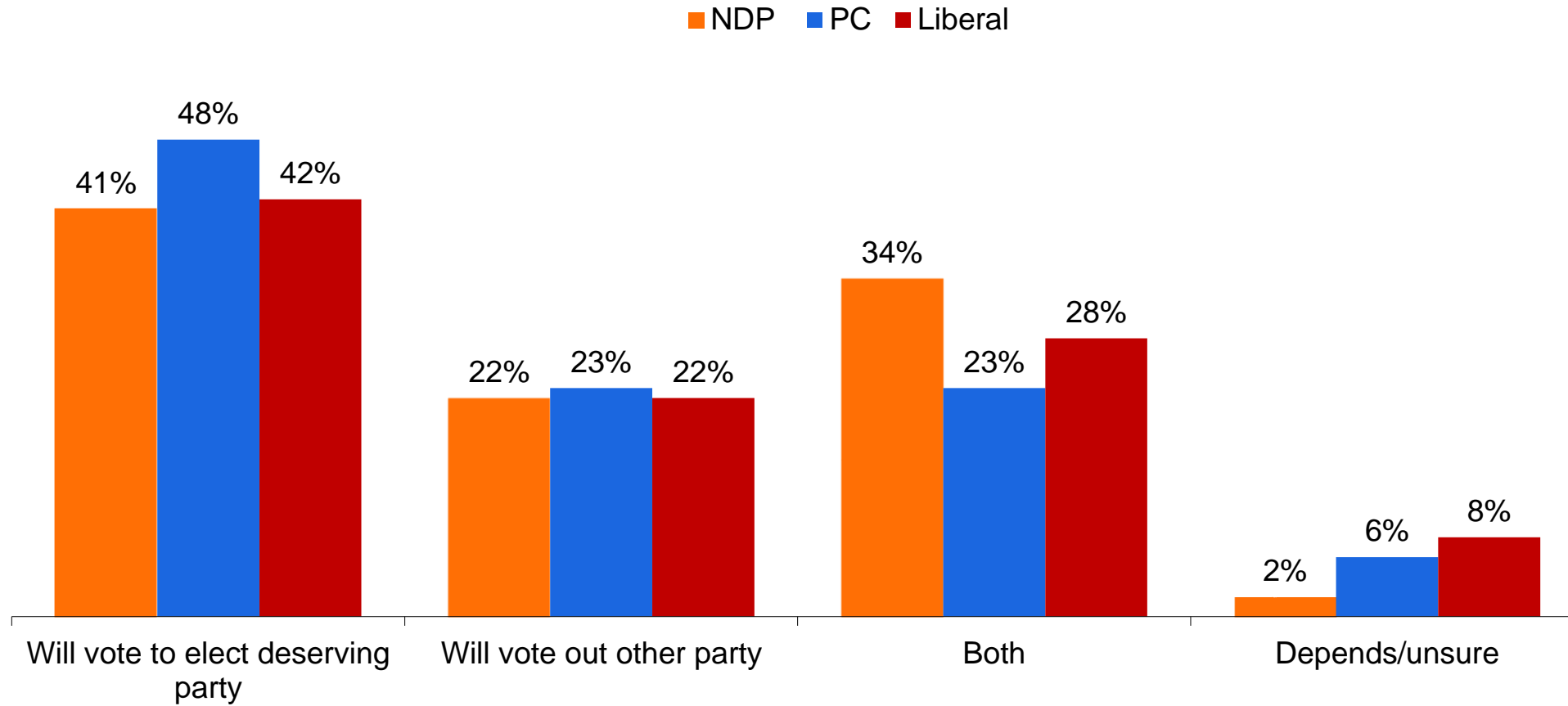


Q2a. People sometimes say that we vote political parties “into” or “out of” government. Would you say you will be voting for [PARTY SELECTED IN PREVIOUS Q.] because you feel that party deserves to be the governing party, or will you be voting to ensure another party does not form the next government?

Base: Decided and leaning voters (N=799)

# Rationale for Voting for a Particular Party: By Party Preference

NDP voters are much more motivated to both support their party and vote out the PCs

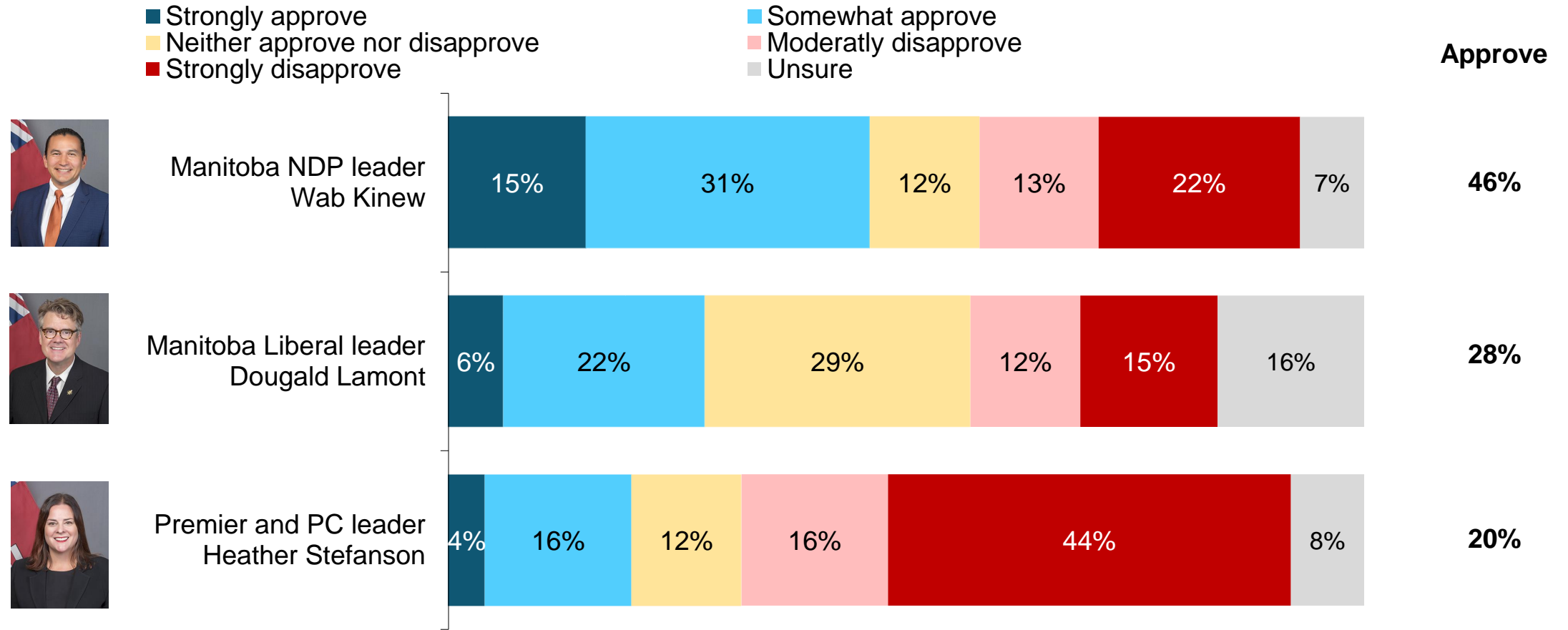


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Base: Decided and leaning voters (N=799)

# Provincial Party Leader Approval Ratings

Nearly one-half of Manitobans strongly disapprove of Premier Heather Stefanson's performance



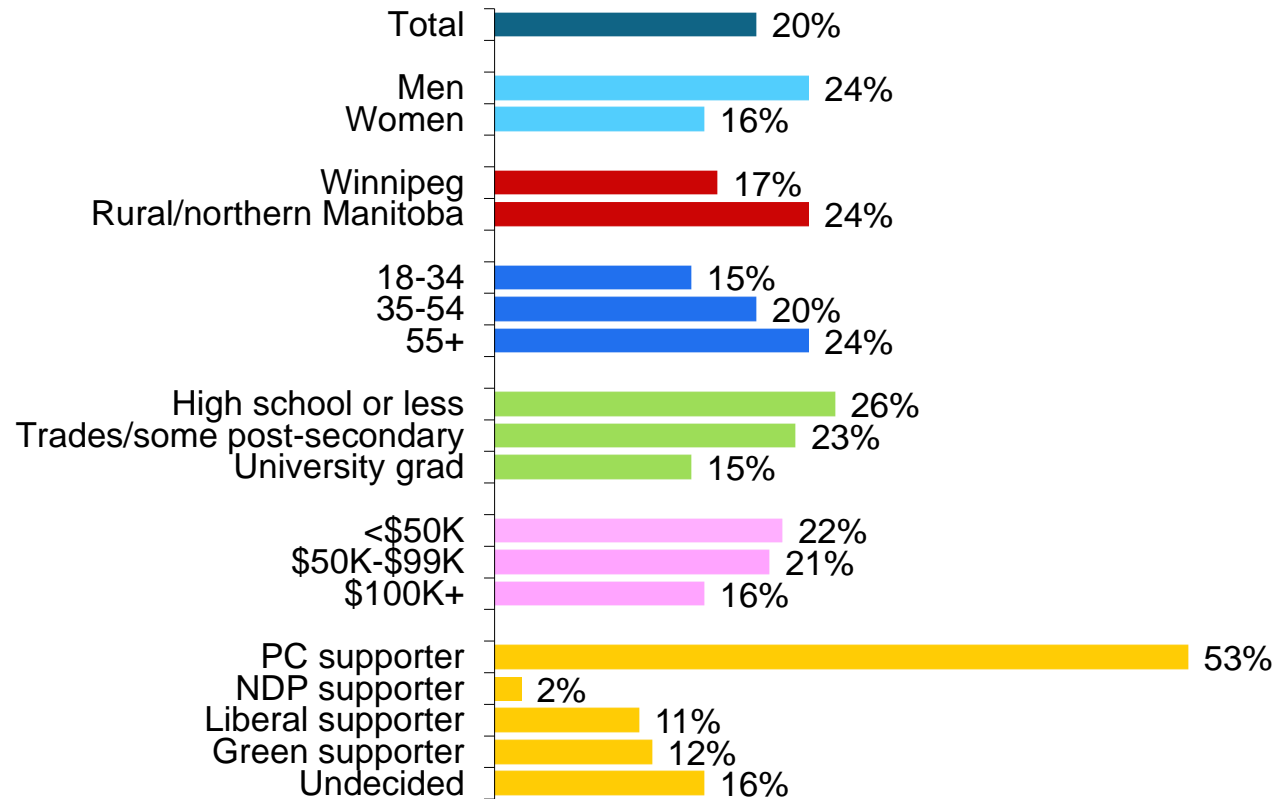
Q3. Now we would like to get your views on the leaders of Manitoba's three main political parties. Please keep in mind it doesn't matter who you intend to vote for in the next election, we are just looking for your views on the performance of these individuals as party leaders. Please indicate if you generally approve or disapprove of the performance of each one, as leader of their party.

Base: All respondents (N=1,000)

# Approval Ratings for Heather Stefanson: By Sub-group

Only one-half of PC supporters approve of their party leader's performance

% who **strongly/moderately approve** of Heather Stefanson's job performance

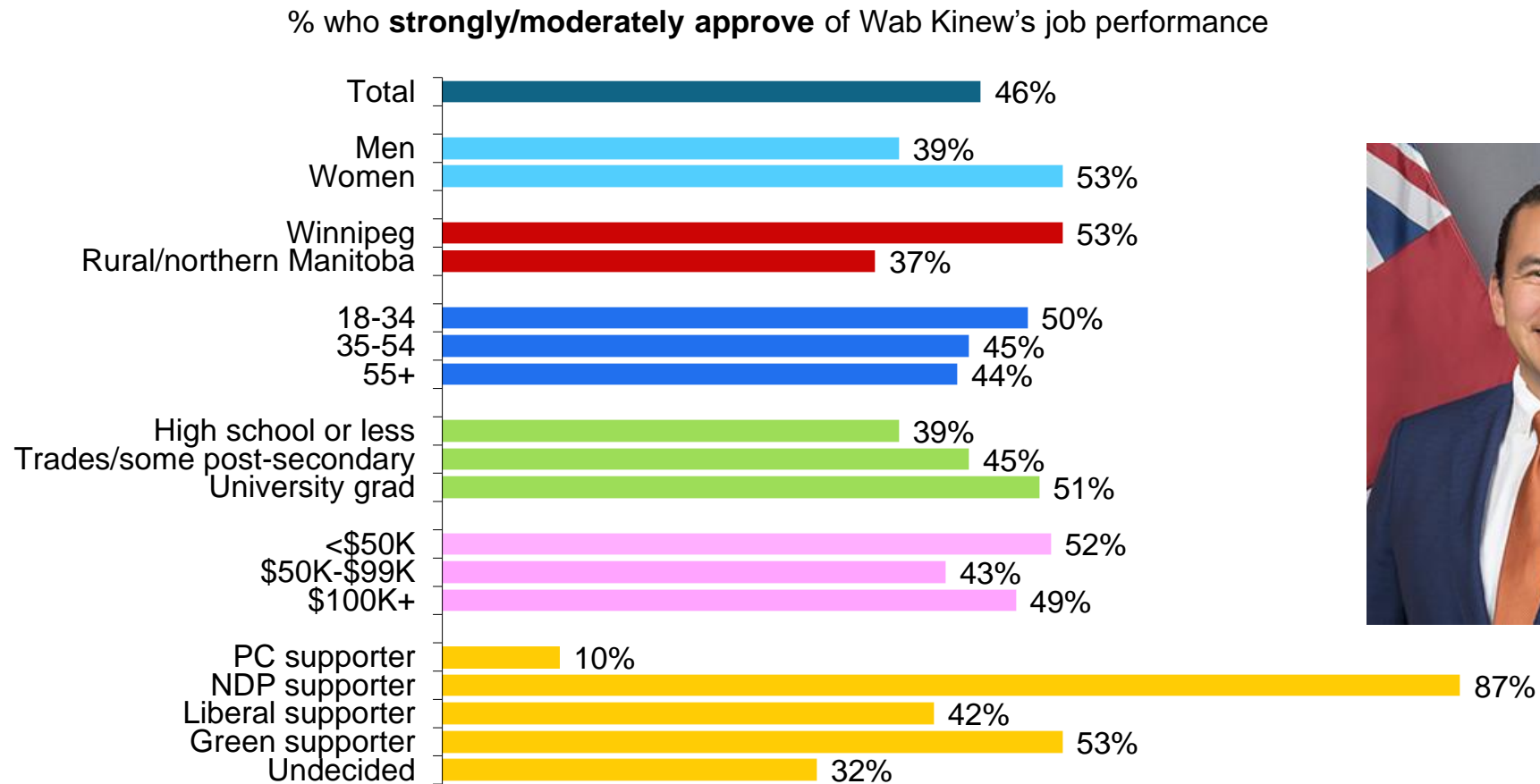


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Base: All respondents (N=1,000)

# Approval Ratings for Wab Kinew: By Sub-group

Majorities of women, Winnipeggers think the NDP leader is doing a good job



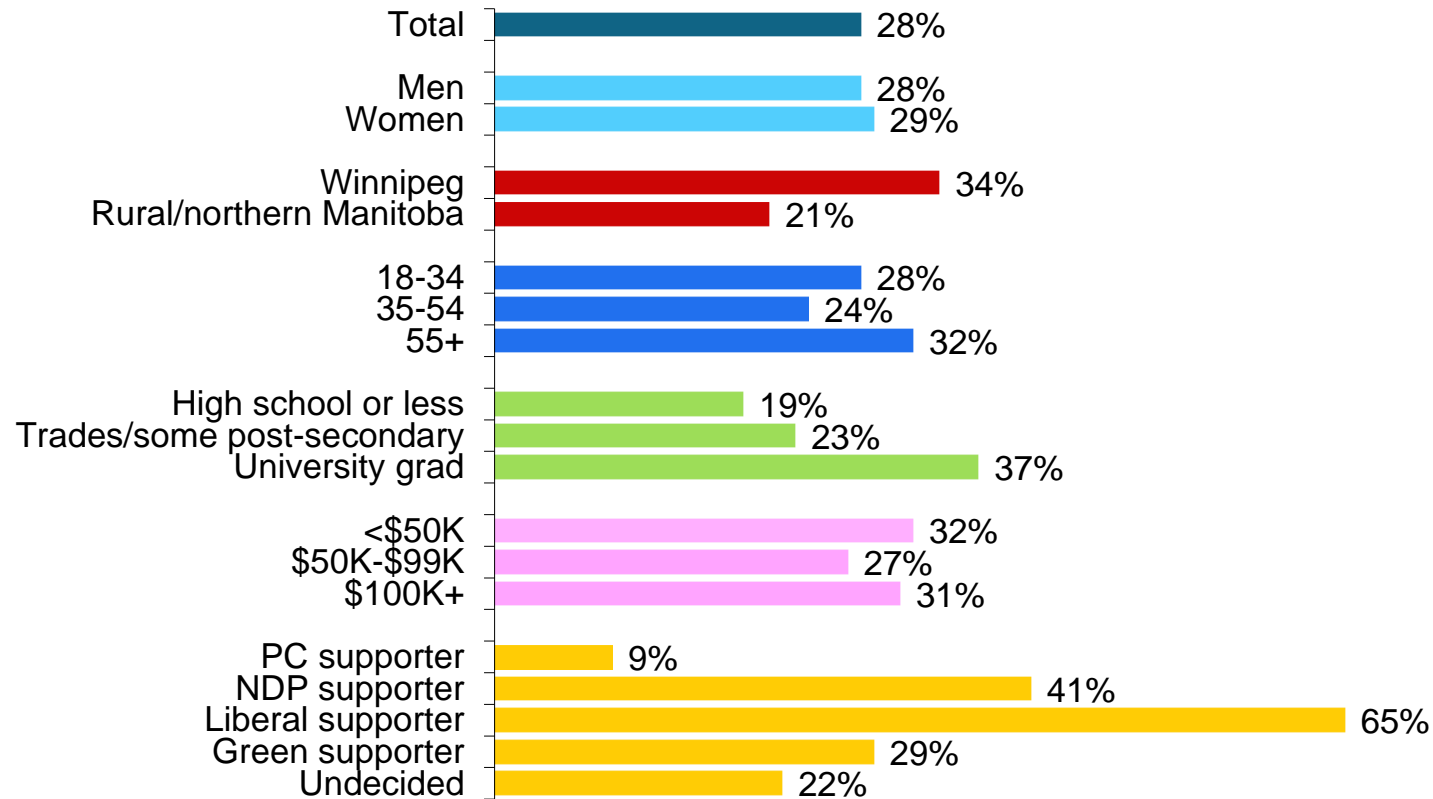
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Base: All respondents (N=1,000)

# Approval Ratings for Dougald Lamont: By Sub-group

Liberal leader performs better with urban voters and those with higher levels of education

% who **strongly/moderately approve** of Dugald Lamont's job performance



Q3. Now we would like to get your views on the leaders of Manitoba's three main political parties. Please keep in mind it doesn't matter who you intend to vote for in the next election, we are just looking for your views on the performance of these individuals as party leaders. Please indicate if you generally approve or disapprove of the performance of each one, as leader of their party.

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