

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

March 2023 Probe Research Omnibus Survey

The  
**Free Press**

**PROBE**  
RESEARCH INC.

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# Key Findings

- While the opposition Manitoba New Democrats continue to lead the governing Progressive Conservatives in popularity, the gap between these two political rivals has narrowed since December. The NDP would receive the support of 44 per cent of decided voters if an election were held tomorrow while the PCs trail with 38 per cent. This six percentage point gulf between the two parties is now down from an 11-point advantage for the NDP in December. Meanwhile, support for the Manitoba Liberal Party has slipped for the second consecutive quarter and now sits at nine per cent province-wide. Fewer than one in five Manitoba adults (17%) are undecided, will not vote, or prefer not to say which party they favour.
- Within Winnipeg, the gap in support between the two major parties has also closed somewhat since December, although the NDP continues to enjoy a substantial lead (53% NDP versus 30% PC). Only one in ten decided Winnipeg voters (10%) favour the Liberals.
- A clear gender gap remains, with the NDP continuing to enjoy strong support from women voters (51% of women would vote NDP and only 29% would vote PC), while the PCs are the party of choice for men (48% of men would vote PC and only 37% are NDP-aligned).
- Younger voters also express disproportionate levels of support for the NDP (53% of those under 35 would vote NDP) although middle-aged and older voters are split between the two major parties.
- Lower-income voters, those earning less than \$50,000, remain staunchly behind the NDP (47% versus only 27% who would vote PC). Those from upper-income households are now almost evenly split between the two political parties (42% over \$100,000 are NDP supporters versus 44% for the PCs). Looking at these results by respondents' levels of education shows the NDP as the favourite party among university graduates (58% NDP versus 26% PC) while the PCs are supported by the largest proportion of those with high school or less (66%).
- The NDP continues to be especially strong among Indigenous voters (49%) as well as those who identify as lesbian, gay, bisexual, transgender, intersex, asexual or two-spirit (83%).

## 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 March 8 and 20, 2023.

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.

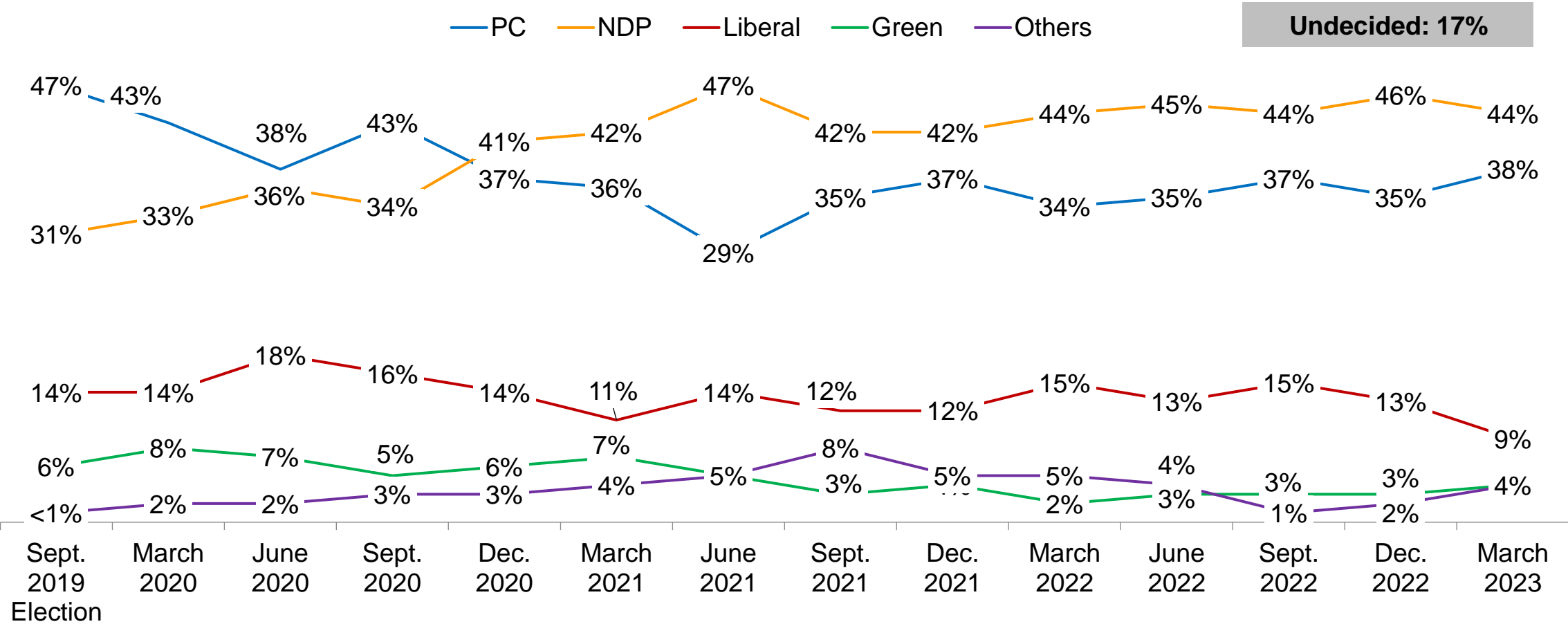
The sample consists of 444 Manitobans randomly recruited via live-agent operator; 277 Manitobans randomly recruited via Interactive Voice Response (IVR) and 279 members of Probe Research's online panel. All respondents completed the survey on an online platform.

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 – PC support gap narrows since December, while Liberal support fades

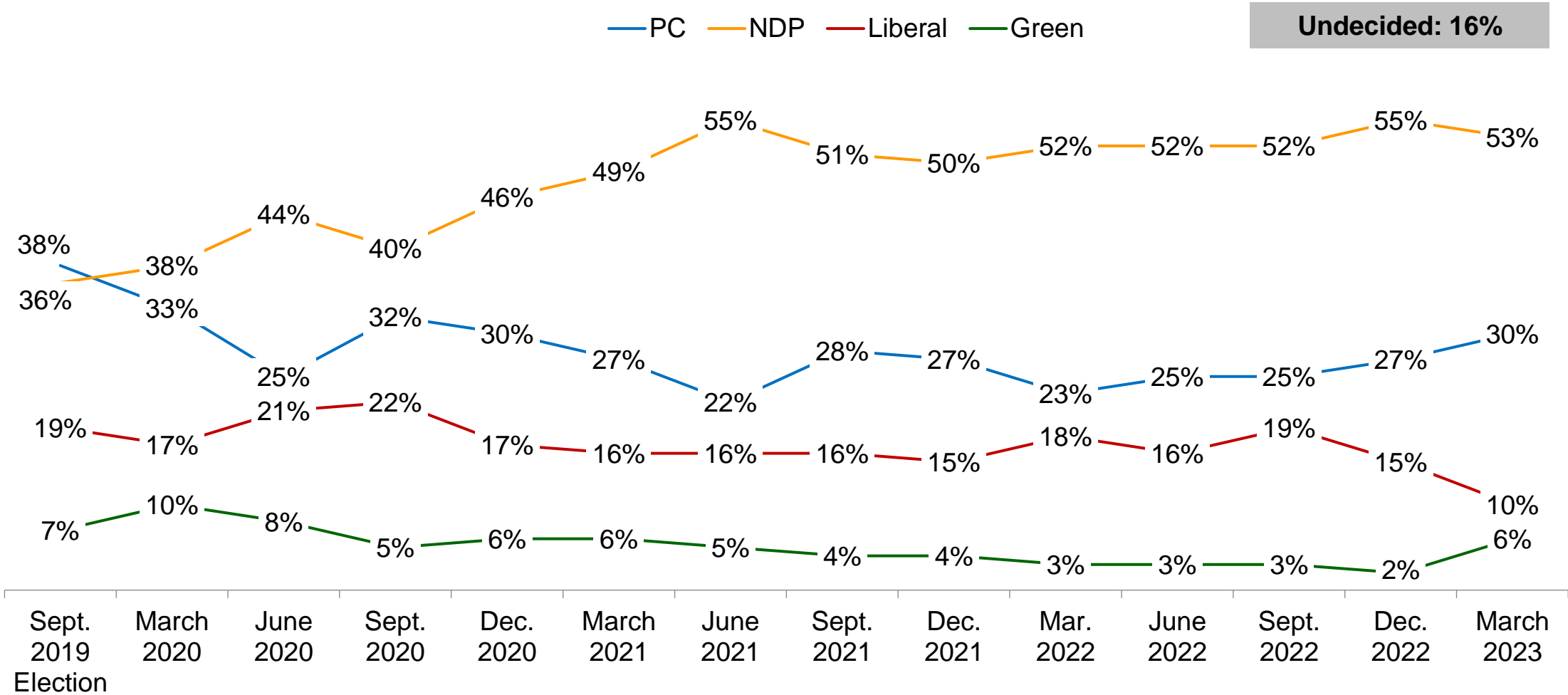


Q1/2. If a provincial election were held tomorrow, which party's candidate would you be most likely to support? Even though you have not decided whom you would vote for, is there nonetheless a provincial party's candidate that you think you might want to support or are currently leaning toward?

Base: All respondents (N=1,000)

# Provincial Party Support in Winnipeg: Tracking

Tory support inches higher in Winnipeg, mainly at the expense of the provincial Liberals



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 Winnipeg respondents (n=600)

# Provincial Party Support by Socio-demographic Sub-groups

NDP maintains lead except among men, rural Manitobans and those with lower levels of education

	Total	Gender		Age			Region		Disability Status
		Men	Women	18-34	35-54	55+	Winnipeg	Rest of Manitoba	
(Unweighted)	(1,000)	(516)	(479)	(130)	(390)	(480)	(600)	(400)	(122)
(Weighted Base)	(1,000)	(489)	(505)	(284)	(328)	(388)	(600)	(400)	(121)
NDP	44%	37%	51%	53%	41%	41%	53%	31%	47%
PC	38%	48%	29%	30%	41%	43%	30%	52%	35%
Liberal	9%	8%	10%	6%	9%	11%	10%	8%	9%
Green	4%	3%	6%	8%	4%	2%	6%	3%	7%
Other	4%	1%	0%	4%	5%	2%	0%	7%	3%
	Education			Income			Identity		
	HS or Less	College/ Some PS	University Graduate	<\$50K	\$50K-\$99K	\$100K+	Indigenous	BIPOC	2SLGBTQIA+
(Unweighted)	(147)	(377)	(459)	(119)	(352)	(391)	(114)	(176)	(55)*
(Weighted Base)	(155)	(369)	(459)	(149)	(356)	(361)	(107)	(186)	(79)*
NDP	22%	34%	58%	47%	46%	42%	49%	45%	83%
PC	66%	45%	26%	27%	37%	44%	37%	38%	6%
Liberal	7%	9%	10%	7%	8%	10%	9%	9%	3%
Green	1%	6%	5%	12%	4%	3%	0%	3%	9%
Other	4%	6%	2%	7%	4%	1%	5%	6%	0%

\*Caution: Small base size