

Manitoba Provincial Politics: 2023 Election Survey

The Free Press/CTV Winnipeg

September 2023 Probe Omnibus Survey

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Key Findings

- Manitoba's New Democratic Party (NDP) looks poised to re-take government after seven years in opposition. The party has boosted its province-wide lead over the incumbent Progressive Conservatives during the first weeks of the 2023 provincial election campaign.
- Currently, nearly one-half of decided and leaning voters would cast a ballot for an NDP candidate in their constituency (49%, up from 41% in June). After being tied with the NDP in June, PC support has slipped to 38 per cent province-wide (-3%). Nine per cent of Manitobans would cast ballots for the Manitoba Liberals (-1% vs. June), while three per cent prefer the Greens (-2%) and two per cent back other parties not represented in the Legislature. Overall, 11 per cent of Manitobans are undecided (down from 20% in June).
- After trending slightly downwards, NDP support in Winnipeg has rebounded significantly during the past three months: 57 per cent of urban voters now plan to vote NDP (+9% vs. June), with fewer than three in ten opting for the PCs (28%, -4%) and one in ten backing the Liberals (11%, -1%). NDP support is high throughout Winnipeg, with the two parties only relatively close in the northwest quadrant of the city. Outside the city, more than one-half still prefer the PCs (53%), but 38 per cent plan to vote for the NDP. Taken together, this boost in NDP support suggests the New Democrats are in a position to pick up a significant number of suburban Winnipeg seats from the PCs, and possibly a few competitive constituencies outside the Perimeter.
- The NDP lead is built primarily on a significant degree of support among university-educated voters. The two parties are tied for support among those with college or partial post-secondary education, with the PCs continuing to hold a lead among those with high school or less. Similarly, the NDP has a huge advantage in support among women, with men still more partial to the PCs. The NDP also hold large leads among voters aged 18-34 and 35-54, with the two parties being tied in support among those aged 55+.

Key Findings (cont'd)

- The PCs are retaining support from seven in ten Manitobans who cast ballots for that party in the 2019 election. Among those who previously voted for the Brian Pallister-led PCs, 16 percent have now moved to the NDP column. The New Democrats, in contrast, post comparatively impressive retention numbers. They hold on to nearly nine out of ten of their 2019 supporters. NDP support has also been buoyed by former provincial Liberal supporters, as fully one-half of 2019 Liberal voters now plan to vote for the New Democrats.
- Regardless of party preference, a significant proportion of Manitobans (51%) approve of the job Wab Kinew is doing as NDP leader. Moreover, more than one-quarter (26%) report their impressions of him have improved leading up to and during the election campaign. PC leader Heather Stefanson, meanwhile, suffers from high disapproval among Manitobans. Though one-third approve of the job she is doing as leader (32%), almost one-half of Manitobans (48%) strongly disapprove of her performance. Further, nearly four in ten indicate their impressions of the incumbent premier have worsened during the past few weeks, with this erosion of esteem being most significant among women, Winnipeg voters, racialized Manitobans and younger adults.
- More than four in ten believe Wab Kinew would make the best premier of the province, with one-third choosing the current officeholder, Heather Stefanson, and nearly one in five indicating Manitoba Liberal leader Dougald Lamont is best suited for this office.
- When asked which party they expect to win the election, four in ten believe the NDP will triumph, with one-third picking the PCs to win a third term. Nearly one-quarter, meanwhile, are not sure of which party will ultimately form government on October 3.

Methodology

Probe Research surveyed a random and representative sampling of 1,000 adults residing in Manitoba between September 7 and 18, 2023.

With a sample of 1,000, one can say with 95 per cent 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 535 Manitobans randomly recruited via live-agent operator and 465 Manitobans randomly recruited via Interactive Voice Response (IVR). 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.

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.

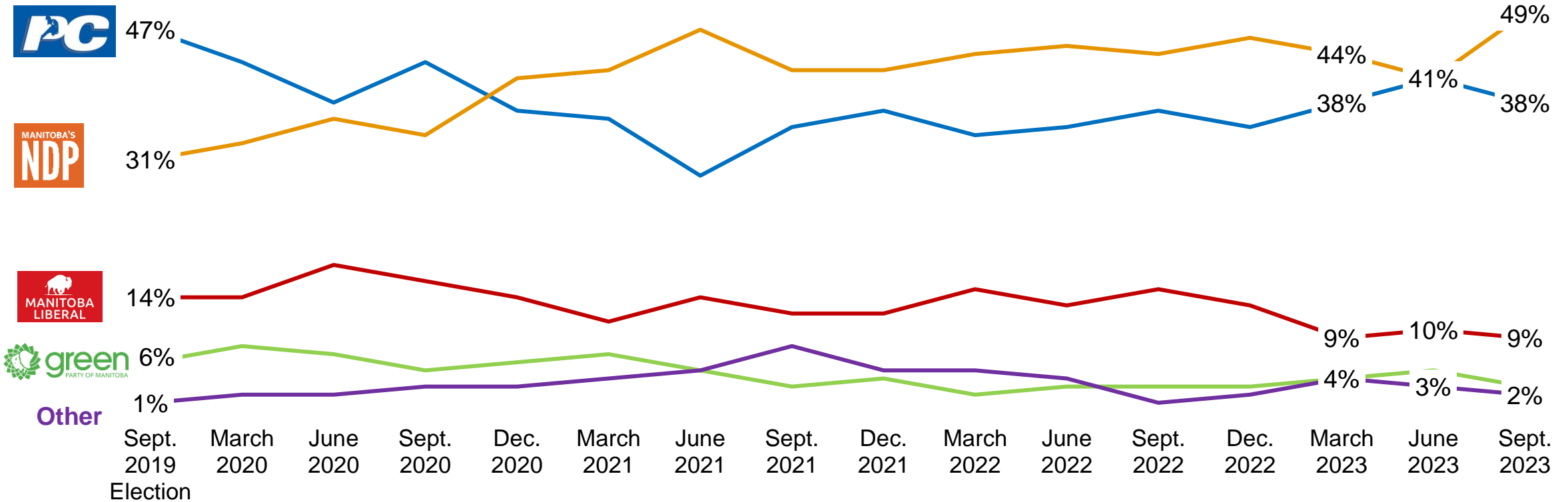
Survey Instrument

The survey instrument was designed by Probe Research in close consultation with the *Free Press* and CTV Winnipeg.

Provincial Party Support in Manitoba: Tracking

NDP picks up significant shift in support as the campaign begins

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 Manitoba respondents, N=1,000)

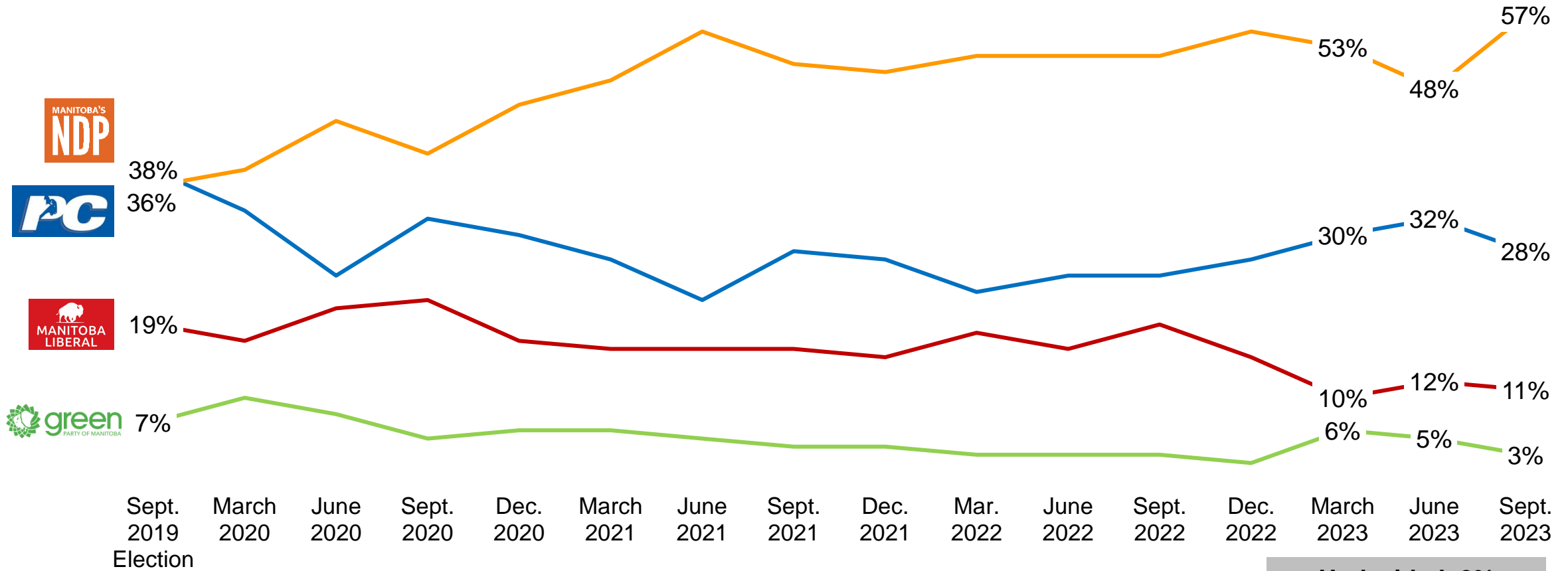


Undecided: 11%

Provincial Party Support in Winnipeg: Tracking

PC support drops to fewer than three in ten urban voters as NDP surge

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)

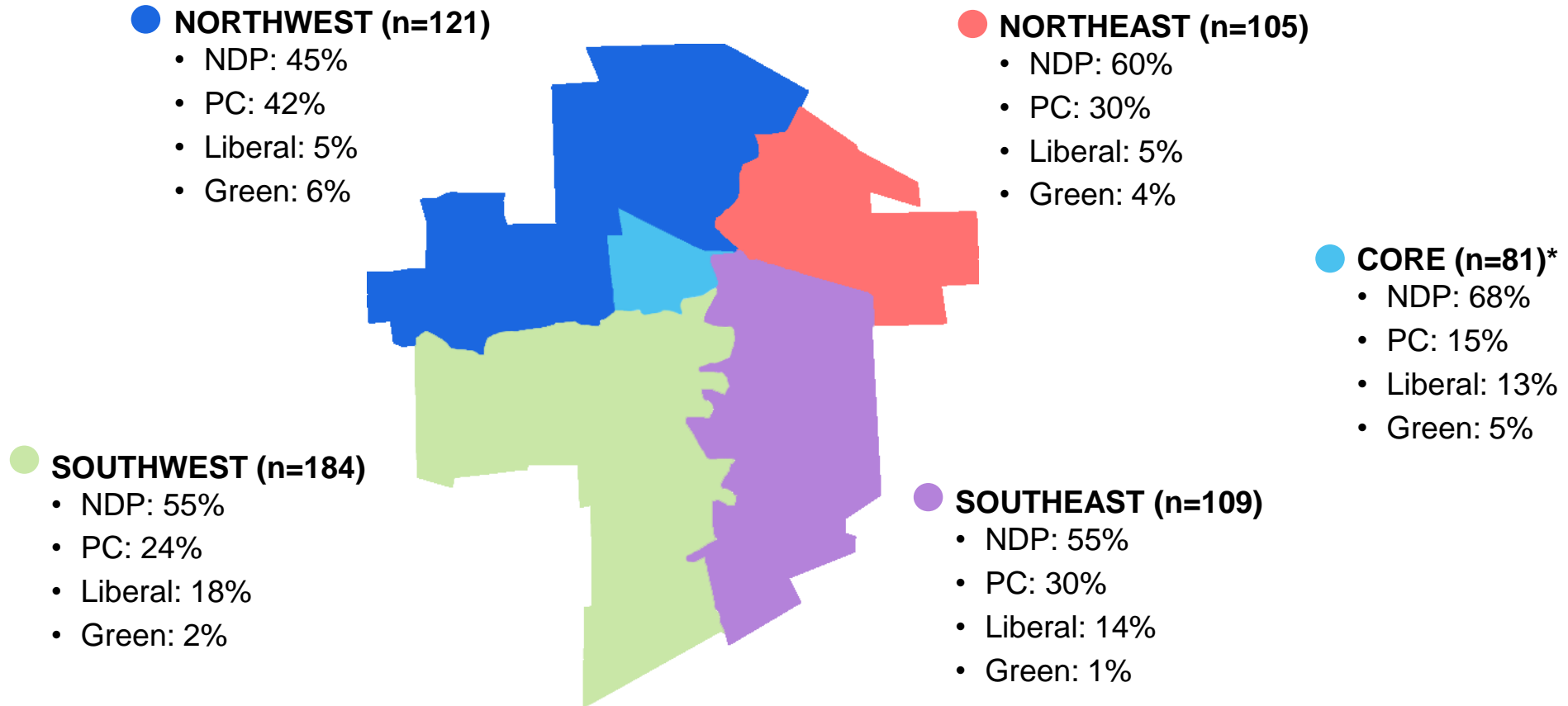


Undecided: 9%

Provincial Party Support: By Area of Winnipeg

NDP hold significant leads in nearly all areas of city; NDP and PCs tied in the northwest

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 Demographic Sub-Group

NDP has a huge lead among university-educated voters

	Gender			Age			Region	
	Total	Men	Women	18-34	35-54	55+	Winnipeg	Rest of Manitoba
(Unweighted)	(1,000)	(528)	(461)	(232)	(410)	(358)	(600)	(400)
(Weighted Base)	(1,000)	(485)	(504)	(301)	(325)	(374)	(600)	(400)
NDP	49%	38%	59%	54%	52%	43%	57%	38%
PC	38%	47%	29%	31%	36%	44%	28%	53%
Liberal	9%	9%	8%	8%	6%	11%	11%	4%
Green	3%	3%	3%	5%	3%	1%	3%	1%
Other	2%	4%	3%	3%	3%	1%	1%	4%
	Education			Income			Identity	
	HS or Less	College/ Some PS	University Graduate	<\$50K	\$50K-\$99K	\$100K+	Indigenous	BIPOC
(Unweighted)	(171)	(401)	(406)	(148)	(323)	(407)	(126)	(204)
(Weighted Base)	(182)	(406)	(390)	(156)	(332)	(388)	(129)	(200)
NDP	38%	42%	62%	51%	51%	50%	62%	57%
PC	47%	44%	27%	31%	36%	38%	28%	30%
Liberal	9%	9%	7%	11%	8%	8%	7%	7%
Green	2%	3%	3%	4%	3%	3%	2%	2%
Other	4%	2%	2%	2%	3%	2%	1%	3%

Voter Retention: 2019 Election vs. Today

One-half of 2019 Liberal voters now prefer the New Democrats

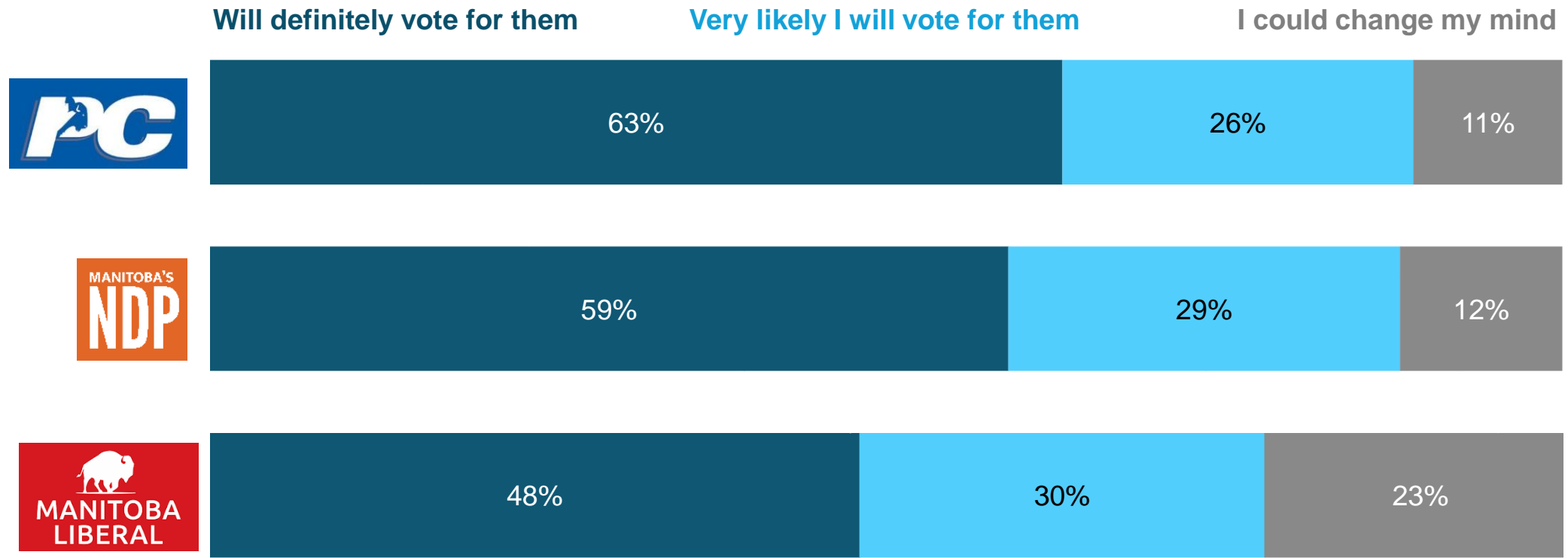
Q11. And thinking back to the last provincial election here in Manitoba, in September 2019, which party's candidate did you vote for?
(Base: All Manitoba respondents, N=1,000)

Current Vote Intention	Voted 2019			Lapsed PC voters (voted PC in 2019, not currently supporting the party) (n=112)
	PC (n=365)	NDP (n=272)	Liberal (n=112)	
PC	71%	4%	8%	--
NDP	16%	89%	50%	54%
Liberal	5%	4%	33%	16%
Green/Other Parties	3%	<1%	2%	13%
Undecided	5%	2%	7%	18%

Vote Certainty

PC voters are the most certain, while one-half of Liberal voters could move to another party

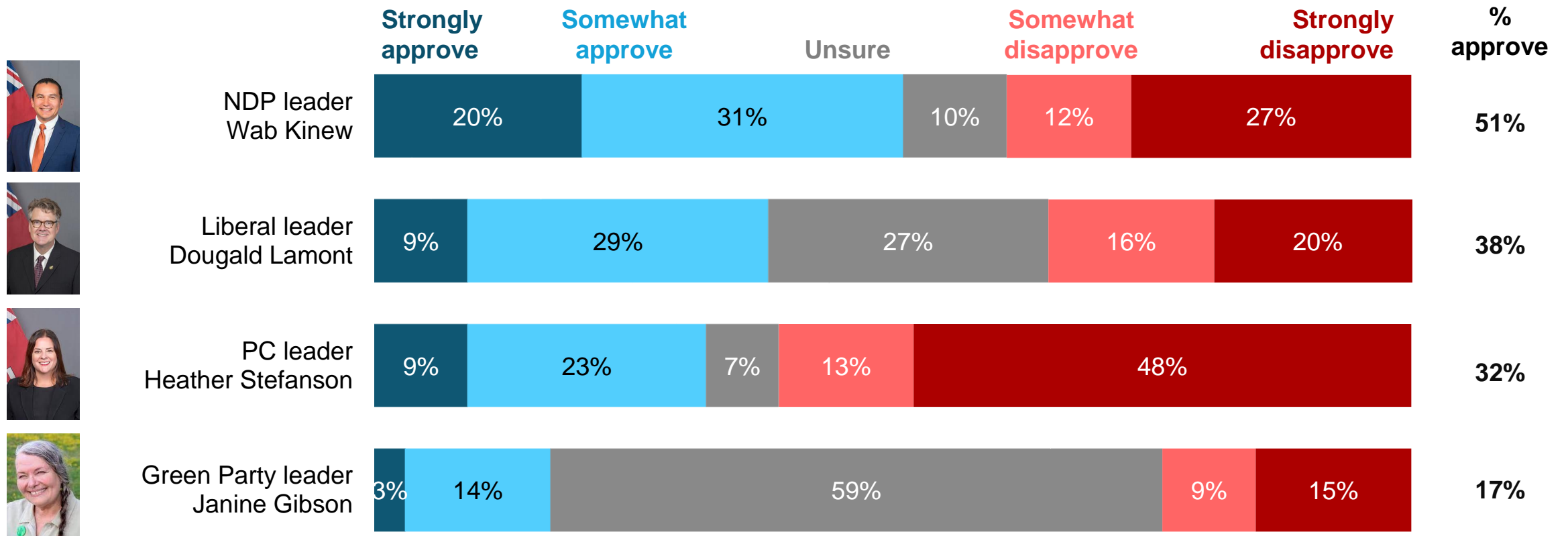
Q3. How likely is it that you will actually vote for the [party mentioned] in the upcoming provincial election?
(Base: Decided and leaning voters, N=893)



Appraisal of Party Leader Performance

One-half give Wab Kinew high marks; nearly one-half strongly disapprove of Heather Stefanson

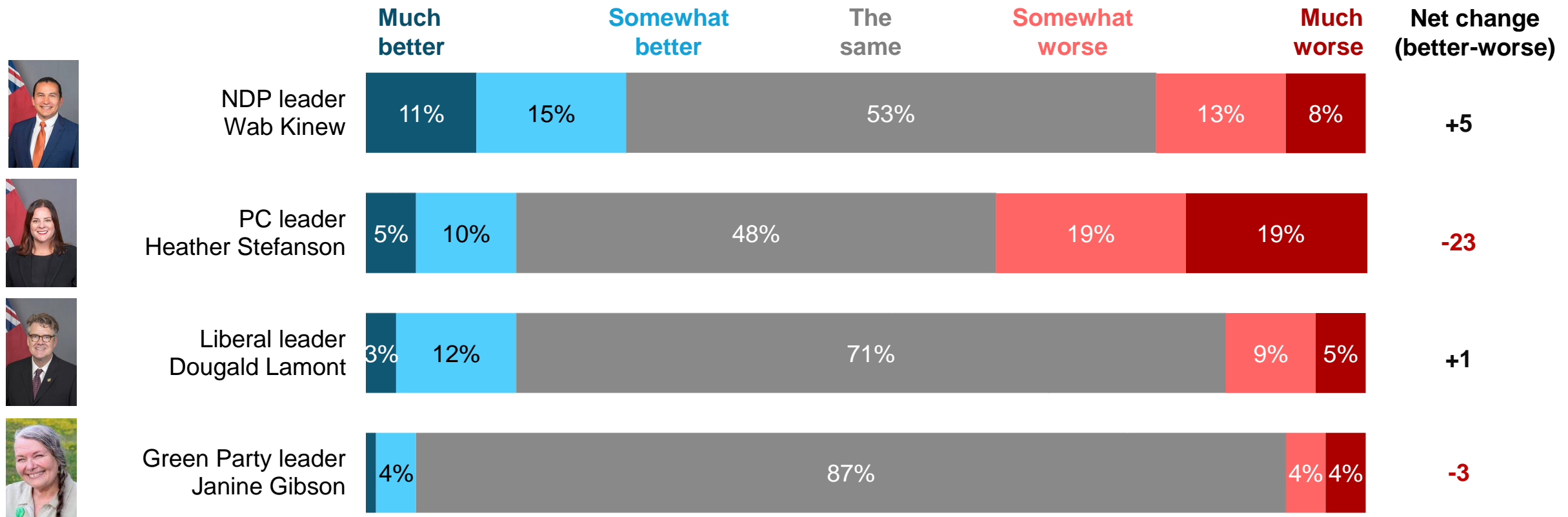
Q4. For each of the following party leaders, please indicate if you strongly approve, somewhat approve, somewhat disapprove or strongly disapprove, of their job performance. (Base: All Manitoba respondents, N=1,000)



Evolving Impressions of the Party Leaders

One-quarter now have a more positive view of Wab Kinew

Q4. In the past few weeks, has your impression of each of the party leaders become better, become worse or stayed the same?
 (Base: All Manitoba respondents, N=1,000)



Evolving Impressions of Wab Kinew: Among Sub-Groups

Women, Winnipeg residents and former PC voters think more highly of Kinew today

Q4. In the past few weeks, has your impression of each of the party leaders become better, become worse or stayed the same?
(Base: All Manitoba respondents, N=1,000)

% who say their impression has improved *minus* % who say their impression has worsened



NDP leader
Wab Kinew



Gender	
Men	- 1
Women	+11



Vote Intention	
PC	-38
NDP	+46
Liberal	-11
Undecided	-3



Age	
18-34	0
35-54	+8
55+	+6



Region	
Winnipeg	+10
Non-Winnipeg	-1



Lapsed PC voters	
	+26



Identity	
Indigenous	+22
BIPOC	+18

Evolving Impressions of Heather Stefanson: Among Sub-Groups

Impressions of Stefanson are slightly more positive among men, older Manitobans

Q4. In the past few weeks, has your impression of each of the party leaders become better, become worse or stayed the same?
(Base: All Manitoba respondents, N=1,000)

% who say their impression has improved - % who say their impression has worsened



PC leader
Heather
Stefanson



Gender

Men	-13
Women	-30



Vote Intention

PC	+33
NDP	-59
Liberal	-38
Undecided	-27



Age

18-34	-30
35-54	-25
55+	-13



Region

Winnipeg	-31
Non-Winnipeg	-9



Lapsed PC voters

-38



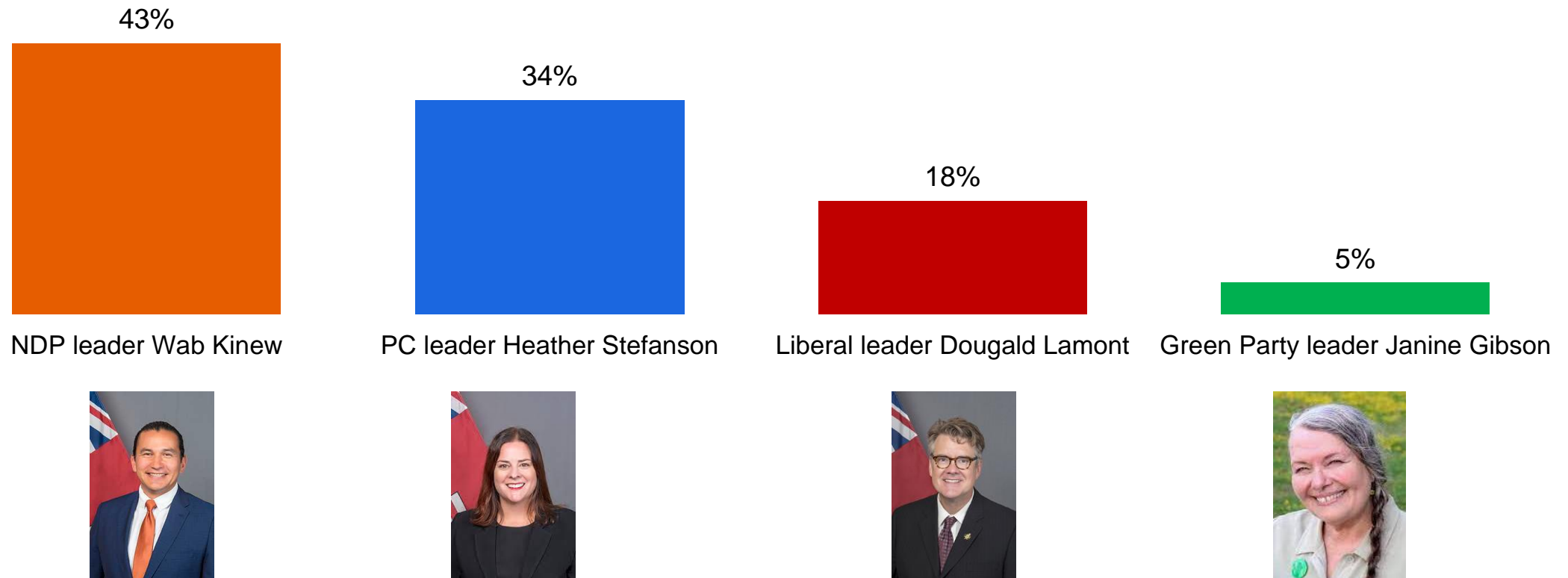
Identity

Indigenous	-34
BIPOC	-28

Views on Best Premier

Four in ten believe Kinev will be the best premier; one-third prefer Stefanson

Q8. Regardless of which party you intend to support on October 3rd, which of the following leaders do you think would make the best premier of Manitoba? (Base: All Manitoba respondents, N=1,000)



Party Expected to Win

Four in ten expect an NDP victory, while one-third anticipate a third term for the PCs

Q10. Regardless of which party you plan to vote for on October 3, which party do you think will win the provincial election?
(Base: All Manitoba respondents, N=1,000)

