

Manitoba Provincial Politics

The Free Press

December 2023 Probe Omnibus Survey

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Key Findings

Premier Wab Kinew and his newly elected NDP government are basking in a honeymoon phase, as support for this party has increased since October's election. Consistent with this strong endorsement, a significant share of the province's residents are excited and optimistic about the prospects for this new administration.

After taking 45 per cent of the popular vote and 34 of the 57 seats in the Manitoba Legislature on Oct. 3, the NDP now sits at 51 per cent support across the province. Support for the PCs has dipped slightly since election day (from 42% to 38%), with Manitoba Liberal support also decreasing by a similar margin (from 11% to 7%). Two per cent of decided Manitoba voters would cast a ballot for the Greens (+1%), with the same proportion preferring another party not represented in the Legislature (+1%). Overall, 13 per cent of Manitobans are undecided or would not share which party they prefer.

Two months after the election, NDP support has increased in Winnipeg (from 52% on Oct. 3 to 59% today), with this increase mainly coming at the expense of the Liberals (10%, -5% vs. the election). PC support remains relatively steady in Winnipeg (30%, down from 32%), with this party still commanding a higher share of support in the city's outer suburbs. The NDP's strength is evident throughout all areas of Winnipeg, ranging from a 15-point advantage in outlying suburban communities (50% vs. 35% PC) to more than double PC support in older suburban areas (62% vs. 28% PC). Meanwhile, outside Winnipeg, the PCs still command the support of one-half of decided voters (50% vs. 56% on election day), with support for the NDP up slightly (40%, +4%).

While the PCs hold a slight edge among male voters, nearly six in ten women prefer the NDP compared to just three in ten who would vote for the PCs (59% vs. 31%). The NDP leads among most demographic categories, with their advantage being most pronounced among younger adults (56% vs. 31% PC) and university graduates (60% vs. 29% PC).

Key Findings (cont'd)

When asked how they feel about the prospects for this NDP government, four in ten Manitobans (39%) are excited and optimistic about the new administration, while a slightly smaller proportion (37%) have some concerns but are willing to give the new premier and his party a chance to prove themselves. Sixteen per cent of Manitobans feel this new NDP government will cause damage to the province, while nearly one in ten (8%) offered no opinion.

Not surprisingly, the demographic groups that make up the NDP's base – Winnipeggers, women, university graduates, younger adults, Indigenous Manitobans and those who identify as Two-Spirited, Lesbian, Gay, Bisexual, Transgender, Queer, Intersex and Asexual (2SLGBTQIA+) – are most excited about this new administration. On the other hand, more than one-half of PC voters (51%) and Manitoba Liberal supporters (57%) indicate that even if they have concerns, they are willing to give the new government a chance to prove itself. (Nearly four in ten PC voters think electing the NDP was a mistake and the new government will harm the province.)

Despite the general enthusiasm for the new government, Manitobans are somewhat skeptical the NDP will fully deliver on its major campaign promises. Manitobans tend to be least optimistic about the NDP's ability to meet its pledges to improve health care. Although a bill to do so has been introduced, only about one in five expect the NDP to temporarily eliminate the provincial gas tax during a period of inflation, with one-quarter indicating the Kinew government will probably do this while one-third are less certain this commitment will be honoured. Only 13 per cent believe the NDP will definitely continue to provide rebates on residential education property tax, reopen emergency rooms in Winnipeg and reduce wait times for surgeries and diagnostic tests.

In fact, a much higher proportion of Manitobans (23%) expect the NDP will be unable to reduce wait times for these health care procedures, while 15 per cent believe the government will not be able to reopen emergency rooms at the Victoria, Seven Oaks and Concordia hospitals in Winnipeg.

Methodology

Probe Research surveyed a random and representative sampling of 1,000 adults residing in Manitoba between November 22 and December 1, 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 491 Manitobans randomly recruited via live-agent operator, 309 randomly recruited via Interactive Voice Response (IVR) and 200 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 so that age, regional and gender characteristics properly reflect 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.

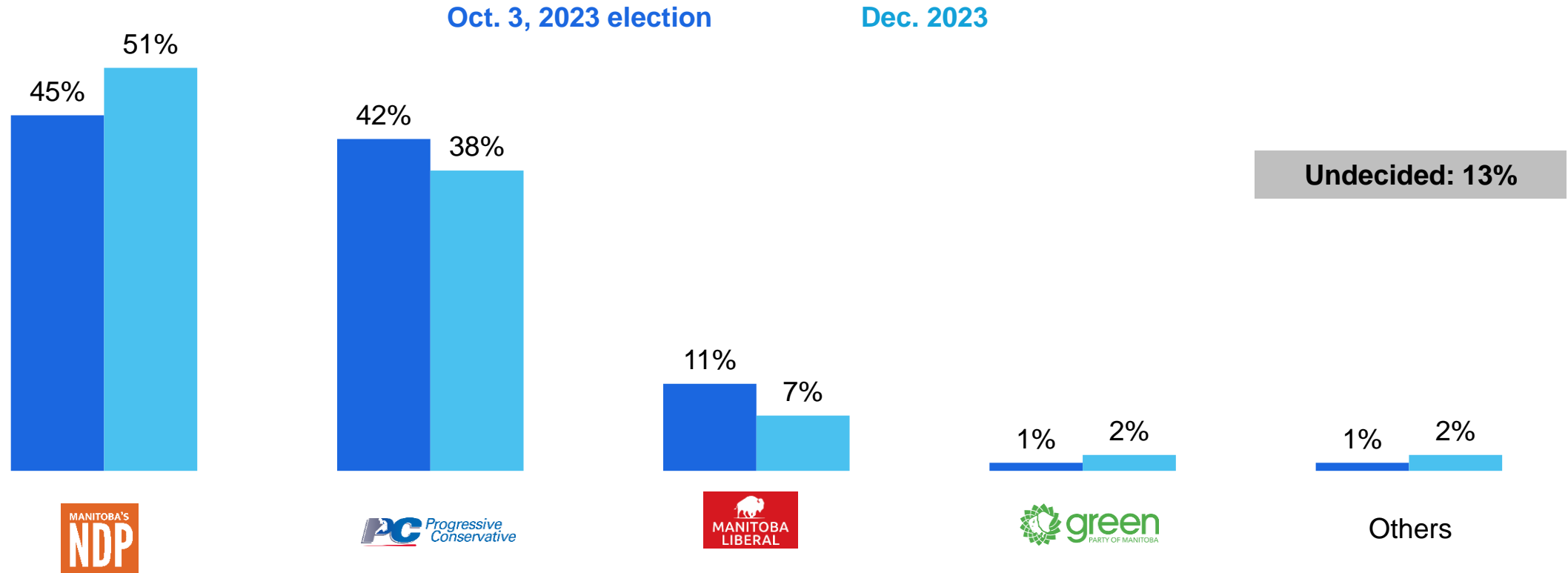
Survey Instrument

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

Provincial Party Support in Manitoba: Tracking

NDP support has increased throughout the province since election day

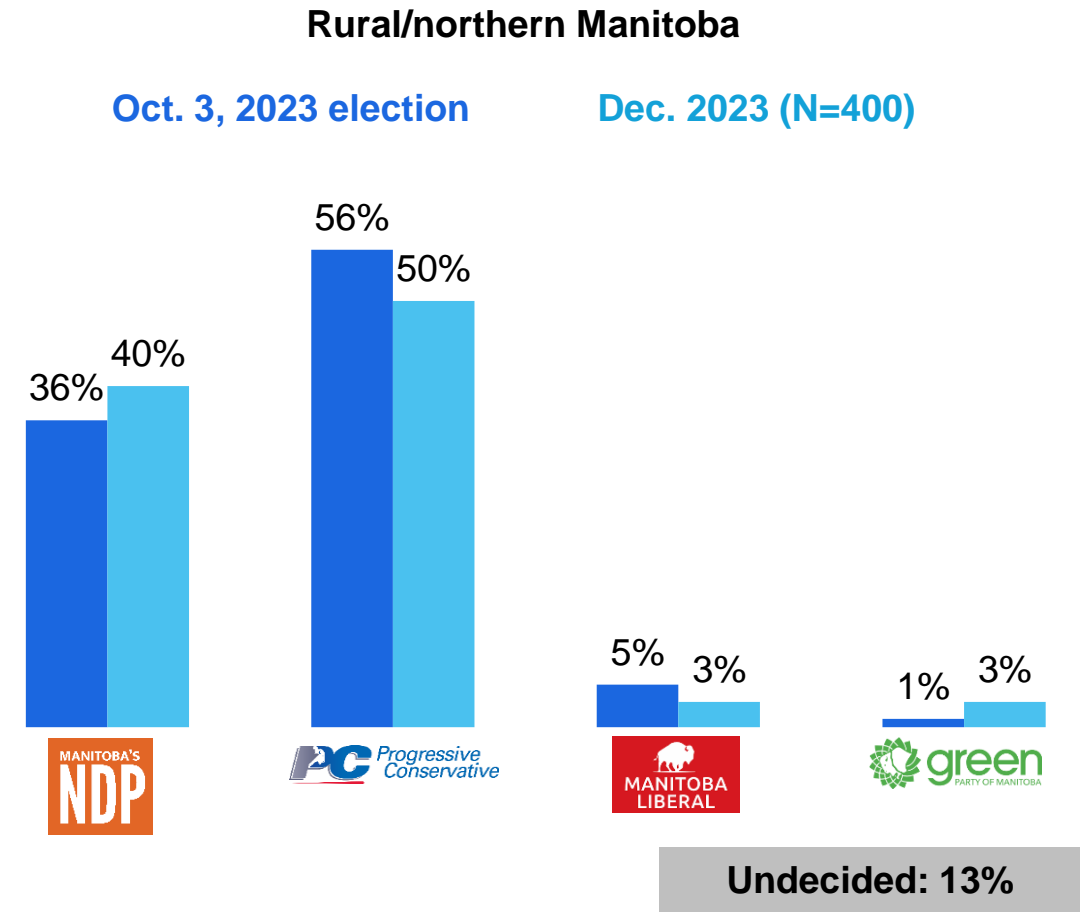
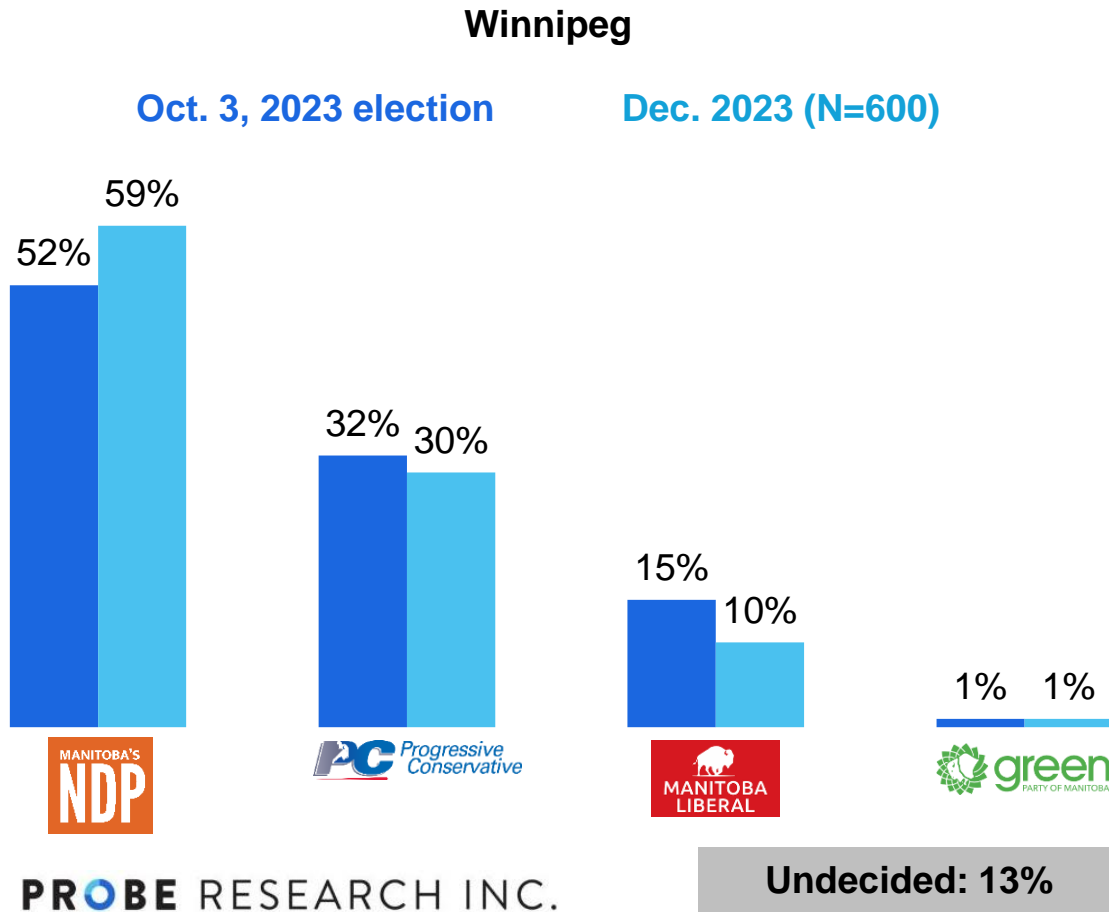
Q1/2. If a provincial election were held tomorrow, which party's candidate would you be most likely to support? Even though you have not decided whom you would vote for, is there nonetheless a provincial party's candidate that you think you might want to support or are currently leaning toward? (Base: Decided and leaning voters in Manitoba, N=1,000)



Provincial Party Support by Region: Tracking

NDP support increases further in Winnipeg, mainly at the expense of the 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: Decided and leaning voters)



Provincial Party Support: By Area of Winnipeg

The PCs still have the support of one in three voters in outlying suburban areas

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: Decided and leaning voters in Winnipeg)

● **INNER CITY (n=115)**
(Downtown, Wolseley, North End, West End, Elmwood)

- NDP: 74%
- PC: 20%
- Liberal: 3%
- Green/Other: 3%

● **INNER SUBURB (n=194)**
(e.g. St. James, River Heights, St. Boniface, Transcona)

- NDP: 62%
- PC: 28%
- Liberal: 8%
- Green/Other: 2%

● **OUTER SUBURB (n=202)**
(e.g. St. Vital, Charleswood, Waverley West, North Kildonan)

- NDP: 50%
- PC: 35%
- Liberal: 13%
- Green/Other: 2%



Provincial Party Support: by Demographic Sub-Group

NDP especially popular among women and university graduates

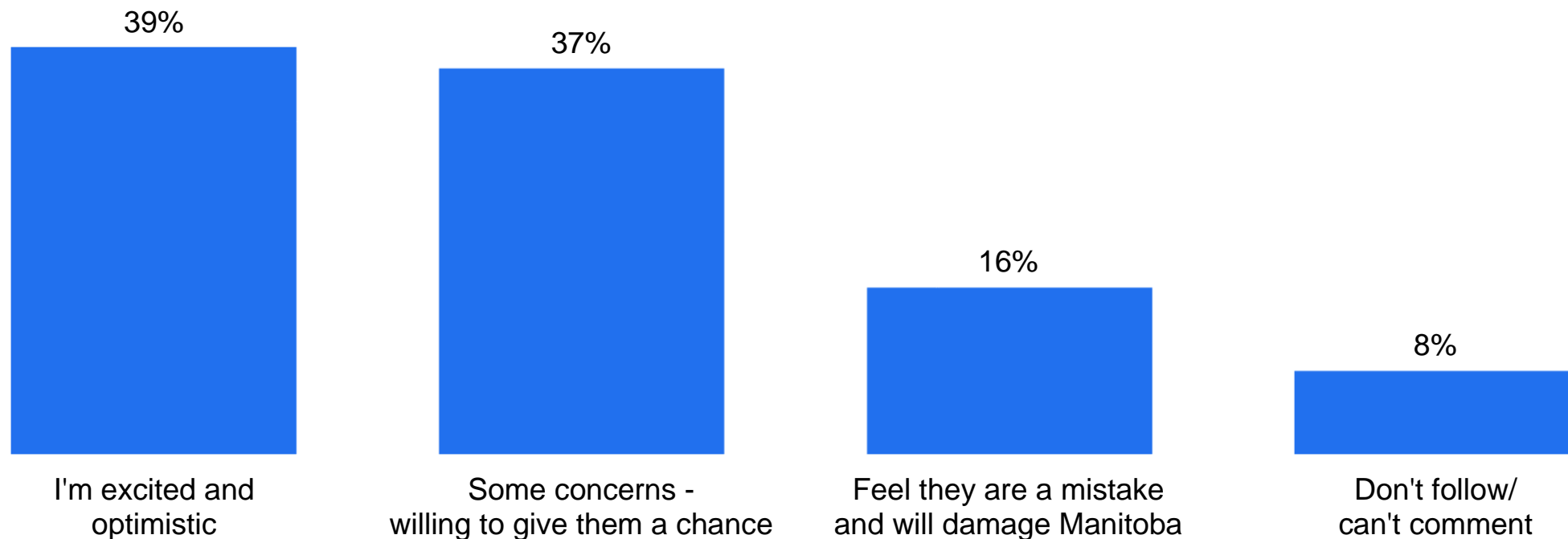
	Total	Gender		Age			Region		Disability Status
		Men	Women	18-34	35-54	55+	Winnipeg	Rest of Manitoba	
(Unweighted)	(1,000)	(533)	(456)	(281)	(257)	(462)	(600)	(400)	(154)
(Weighted Base)	(1,000)	(485)	(506)	(281)	(329)	(391)	(600)	(400)	(152)
NDP	51%	42%	59%	56%	50%	48%	59%	40%	62%
PC	38%	46%	31%	31%	40%	41%	30%	50%	29%
Liberal	7%	8%	6%	7%	7%	8%	10%	3%	6%
Green	2%	2%	3%	3%	2%	2%	1%	3%	1%
Other	2%	3%	1%	3%	2%	3%	<1%	3%	1%
	Education			Income			Identity		
	HS or Less	College/ Some PS	University Graduate	<\$50K	\$50K-\$99K	\$100K+	Indigenous	BIPOC	2SLGBTQIA+
(Unweighted)	(144)	(400)	(439)	(179)	(330)	(362)	(120)	(191)	(95)*
(Weighted Base)	(142)	(407)	(432)	(179)	(327)	(368)	(121)	(200)	(90)*
NDP	36%	47%	60%	54%	55%	49%	61%	62%	79%
PC	55%	42%	29%	30%	36%	41%	26%	29%	11%
Liberal	6%	7%	8%	10%	4%	7%	5%	4%	6%
Green	2%	2%	2%	2%	3%	2%	3%	3%	3%
Other	2%	2%	1%	4%	1%	1%	5%	3%	1%

*Caution: Small base size

Appraisal of New NDP Government

Four in ten are excited about new government; more than one-third are cautiously optimistic

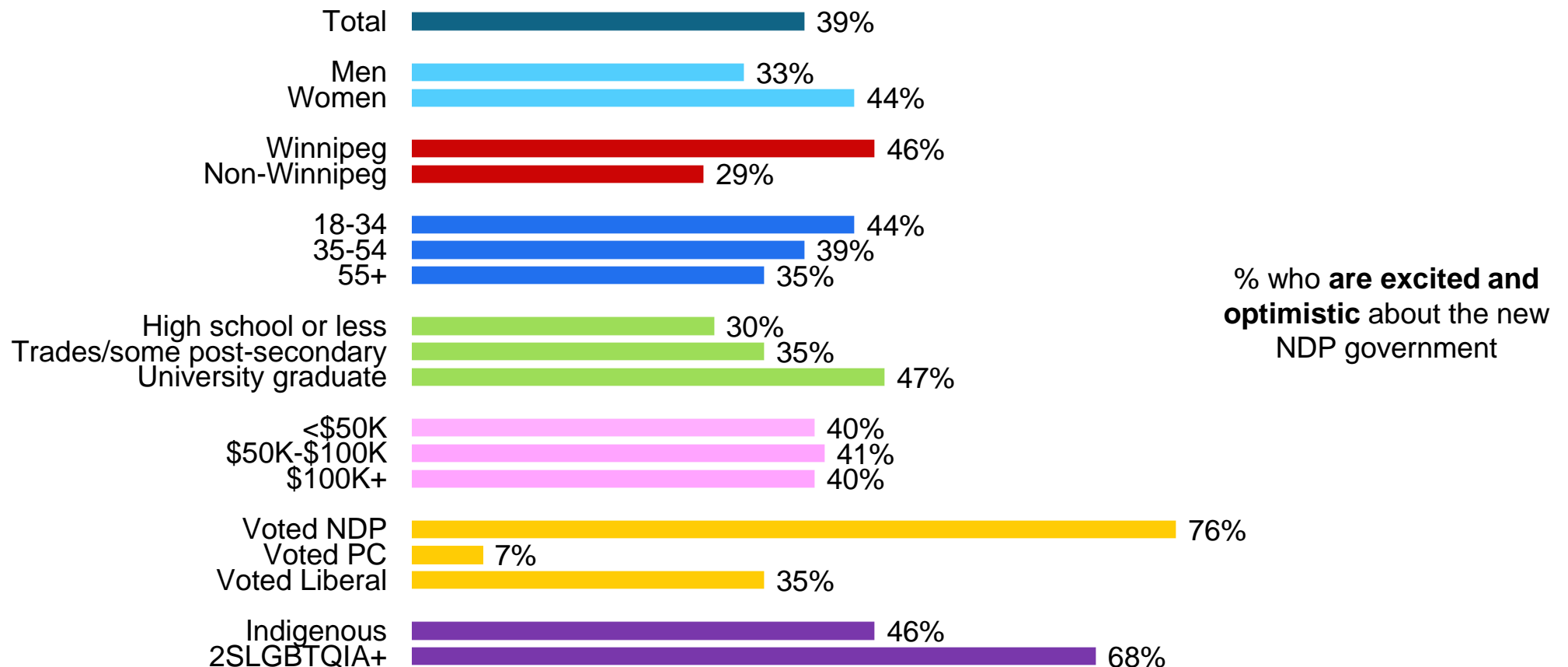
ES4. Regardless of who you might have supported in the October Manitoba provincial election, which, if any of the statements below, best reflects how you feel about the new Manitoba government led by Premier Wab Kinew? (Base: All respondents, N=1,000)



Appraisal of New Government: Those Most Excited/Optimistic

The main groups comprising the NDP base are most excited about the new government

ES4. Regardless of who you might have supported in the October Manitoba provincial election, which, if any of the statements below, best reflects how you feel about the new Manitoba government led by Premier Wab Kinew? (Base: All respondents, N=1,000)

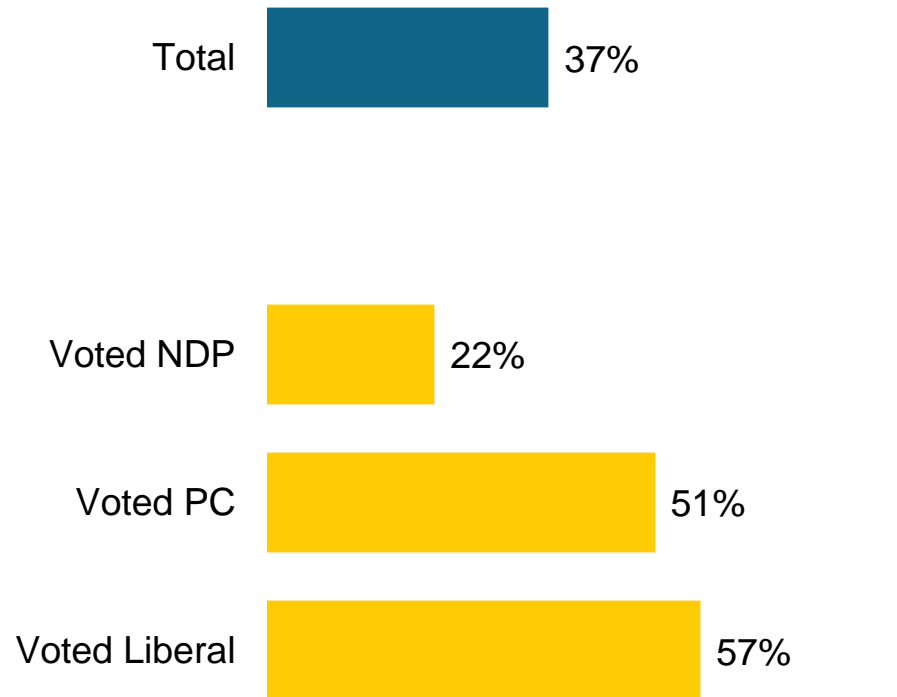


Appraisal of New NDP Government: By Voting Preference

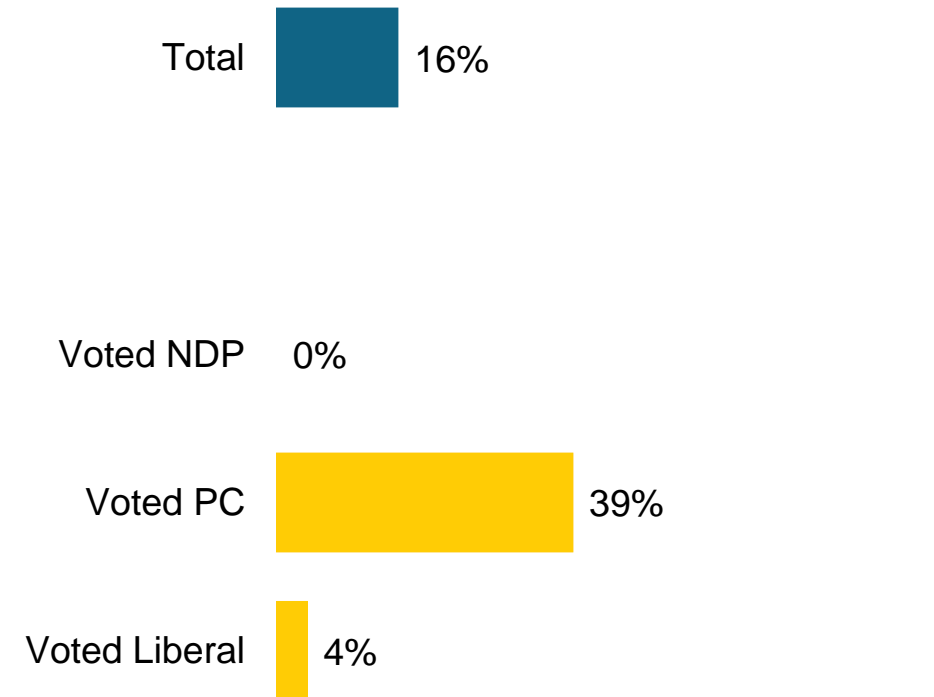
More than one-half of PC and Liberal voters are willing to give the new government a chance

ES4. Regardless of who you might have supported in the October Manitoba provincial election, which, if any of the statements below, best reflects how you feel about the new Manitoba government led by Premier Wab Kinew? (Base: All respondents, N=1,000)

% who have concerns but are willing to give Premier Kinew and the NDP a chance



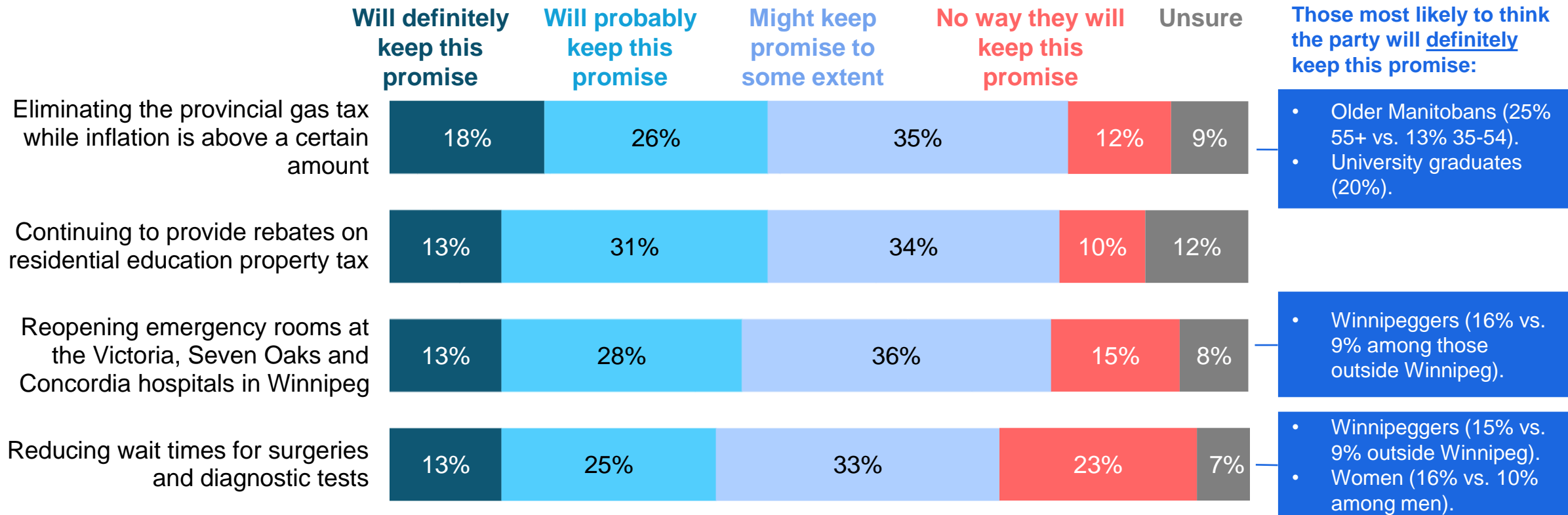
% who think electing the NDP was a mistake and that it will end up doing damage to the province



Confidence in the NDP Keeping its Campaign Promises

Manitobans are most confident the new government will suspend the provincial gas tax

ES5. Premier Wab Kinew and the Manitoba New Democratic Party (NDP) won the recent provincial election. How confident are you that Premier Kinew and the NDP will keep the following promises from the provincial election campaign? Base: All respondents, N=1,000)



NDP supporters are most likely to believe their preferred party will definitely keep all these promises.