

Manitoba Provincial Politics

September 2024 Probe Omnibus Survey

The
Free Press

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RESEARCH INC.

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Key Findings

Even as it begins to hit some political turbulence, Wab Kinew and Manitoba's NDP government continue to soar in popularity, a new Probe Research poll for the Winnipeg Free Press finds.

During the past three months, NDP support in Manitoba has risen to its highest level yet (56%, up from 51% in June). Support for the Progressive Conservatives (PCs) decreased slightly during that period (from 38% in June to 34% today), with provincial Liberal support also continuing to slip as this party also seeks a new leader (4%, down from 6% in June).

The Keystone Party currently has three per cent support (+2% vs. March), with the Greens and other parties accounting for the remaining two per cent of support among decided and leaning Manitoba voters.

Overall, 13 per cent of Manitobans are undecided.

NDP support remains especially high in Winnipeg, but the party now leads the PCs in their traditional stronghold of rural Manitoba. NDP support has increased eight points outside the Perimeter since March (48%, up from 40%), with the PCs dropping to 43 per cent (vs. 52% in March). A small amount of PC support in rural Manitoba appears to have moved to the Keystone Party, which currently sits in third place – ahead of the Liberals.

Within Winnipeg, the NDP has slightly increased its already commanding lead (61%, up from 59% in March), while PC support remains at 29 per cent for the third straight wave. Only six per cent of urban voters would now cast ballots for a provincial Liberal candidate (-3% vs. March and -9% since the October 2023 election). NDP support is very consistent throughout Winnipeg neighbourhoods.

In addition to holding a commanding lead among female voters, the two parties are tied in support among men. The NDP remains much more popular than the PCs among most other demographic categories, including older voters and racialized residents.

Key Findings

NDP support appears to be closely correlated to Premier Wab Kinew's personal popularity among citizens. Overall, two-thirds of Manitobans strongly or somewhat approve of his job performance, compared to one-third who approve of the work PC interim leader Wayne Ewasko is doing and three in ten who approve of interim Liberal leader Cindy Lamoureux. Kinew's popularity is widespread. Even four in ten PC supporters indicate the current premier is doing a good job.

When Manitobans are asked to choose which word best describes how they feel about the NDP government and its accomplishments to date, most pick positive words, including three in ten who say they are satisfied, 12 per cent who are happy and 15 per cent who are enthusiastic. Only one in five gravitate to negative words, with most of these indicating they are disappointed and a small number expressing anger. One in five are indifferent about the work the NDP has done so far.

The Story

Despite dealing with some policy-related and internal political challenges during the past few weeks, the NDP continues to soar well above the Progressive Conservatives and Liberals – both of whom are fronted by interim leaders who are little known to Manitobans. Wab Kinew's personal brand appears to be resonating very well with Manitobans, and the NDP government remains firmly entrenched in its honeymoon phase.

While the political environment will certainly become more challenging as time goes on, the NDP's popularity continues to increase nearly one year after taking office. This speaks to its leader's ability to generate goodwill among Manitobans of all different backgrounds – including groups that do not traditionally vote NDP, including men, older Manitobans and rural residents.

Methodology

Probe Research surveyed a random and representative sampling of 1,000 adults residing in Manitoba between September 5th and 15th, 2024.

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 465 Manitobans randomly recruited via live-agent operator, 311 randomly recruited via Interactive Voice Response (IVR) and 224 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, gender and regional characteristics properly reflect the province's population. We used SPSS software to do all the statistical analysis.

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.

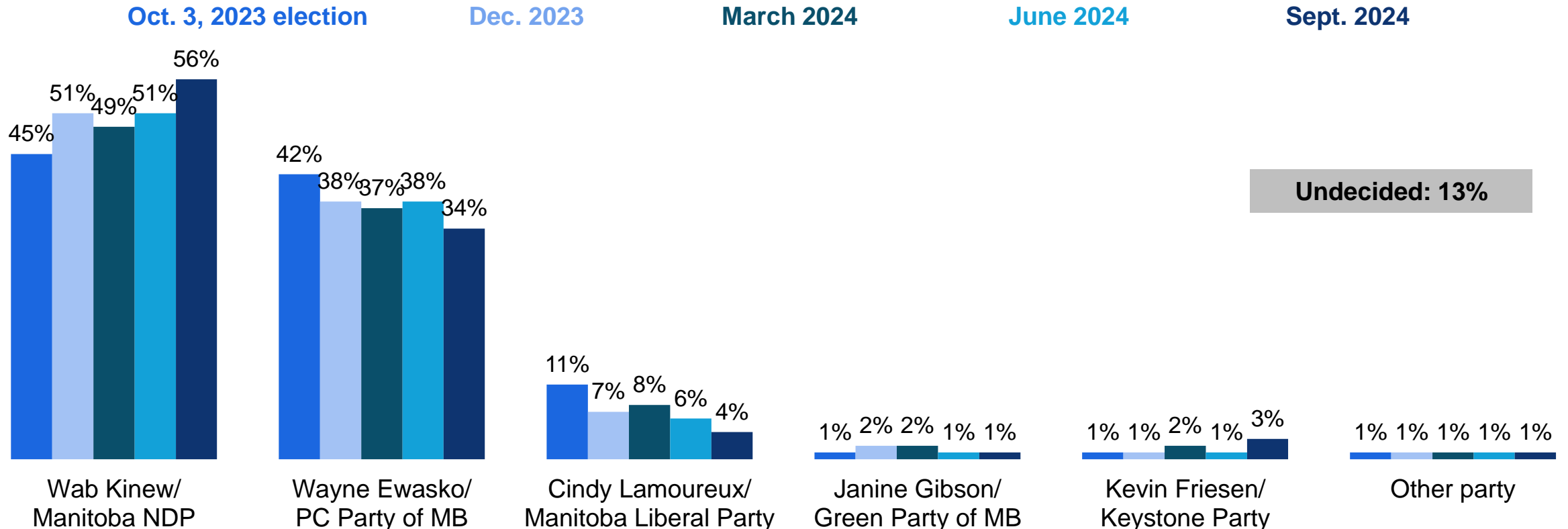
Survey Instrument

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

Provincial Party Support in Manitoba: Tracking

NDP support increases, while PC and Liberal support continues to fall

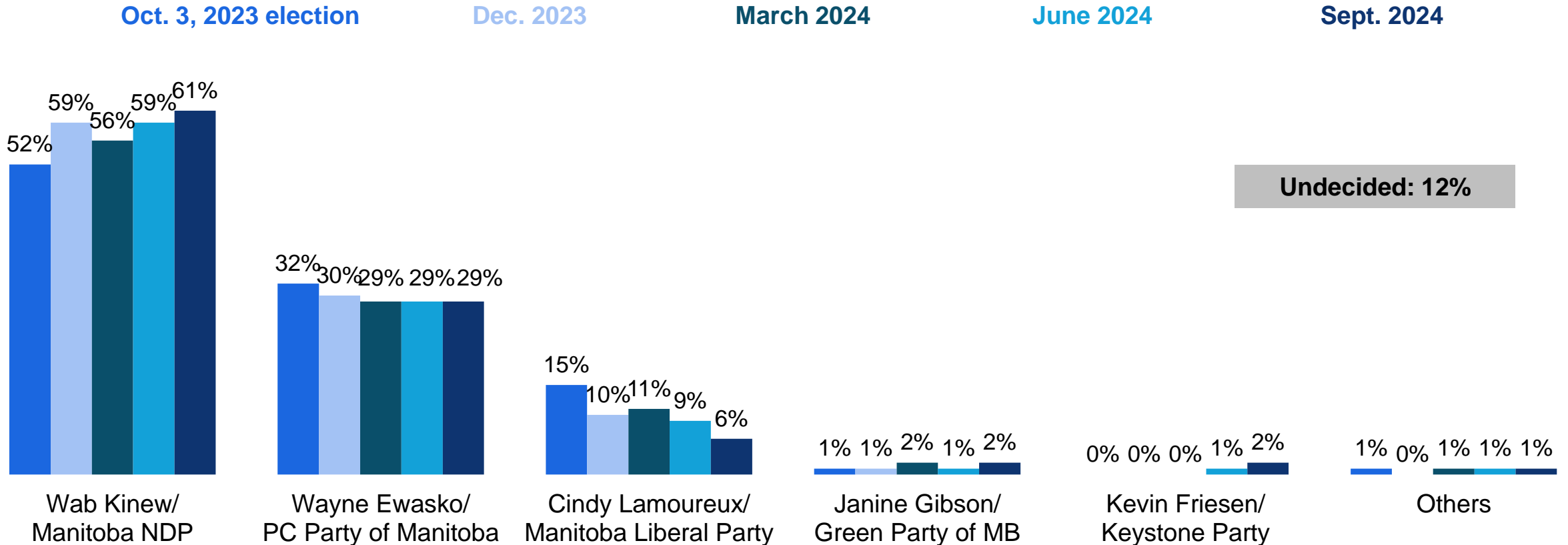
Q1/2. If a provincial election were held tomorrow, which party's candidate would you be most likely to support? Even though you have not decided whom you would vote for, is there nonetheless a provincial party's candidate that you think you might want to support or are currently leaning toward? (Base: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



Provincial Party Support in Winnipeg: Tracking

The NDP now has the backing of more than six in ten urban voters

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, N=600)



Provincial Party Support: By Area of Winnipeg

NDP strength extends to all areas of the city, but is strongest in the inner suburbs

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=97. Caution: small base)**

(e.g. Downtown, Wolseley, North End, West End, Elmwood)

- Wab Kinew/NDP: 60%
- Wayne Ewasko/PCs: 32%
- Cindy Lamoureux/Liberals: 2%
- Others: 7%

● **Inner Suburb (n=235)**

(e.g. St. James, River Heights, St. Boniface, Transcona)

- Wab Kinew/NDP: 66%
- Wayne Ewasko/PCs: 26%
- Cindy Lamoureux/Liberals: 6%
- Others: 3%

● **Outer Suburb (n=206)**

(e.g. St. Vital, Charleswood, Tuxedo, Waverley West, North Kildonan)

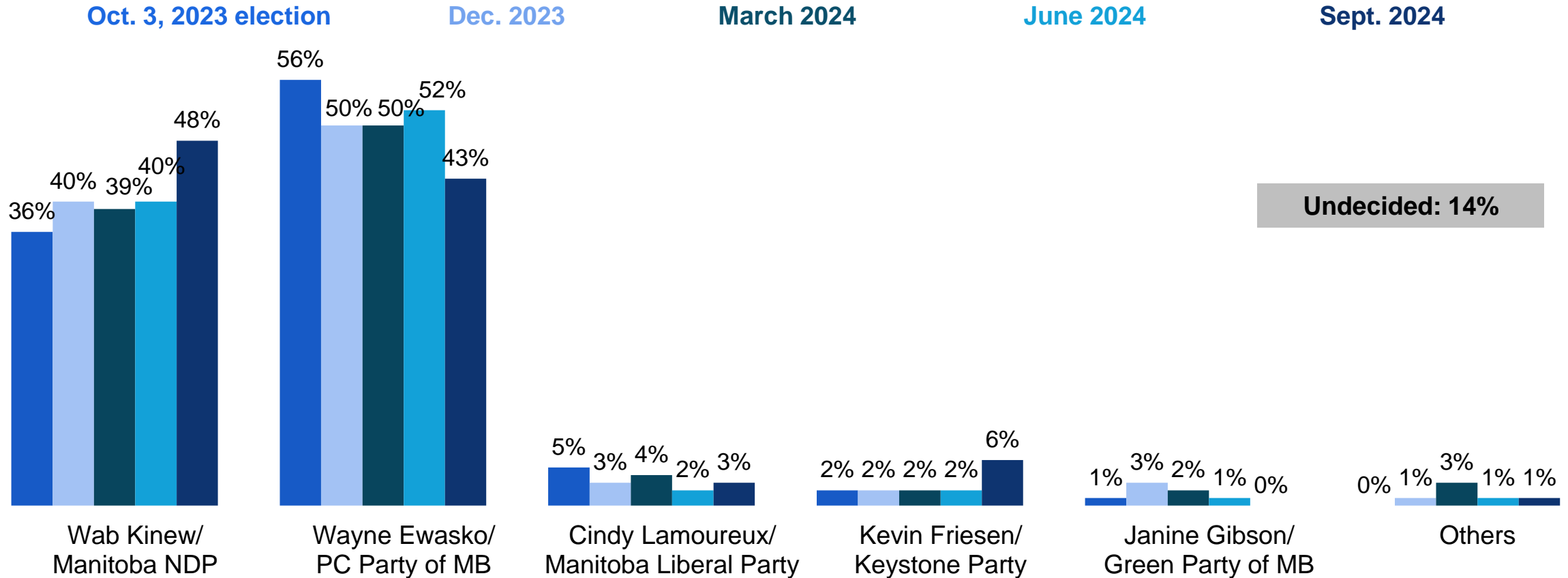
- Wab Kinew/NDP: 64%
- Wayne Ewasko/PCs: 25%
- Cindy Lamoureux/Liberals: 7%
- Others: 4%



Provincial Party Support Outside Winnipeg: Tracking

The NDP overtake the PCs in rural and northern Manitoba, with Keystone Party support increasing

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 rural and northern Manitoba, N=400)



Provincial Party Support: By Demographic Subgroup

The NDP has made slight gains among men and older adults

Decided/Leaning Voters

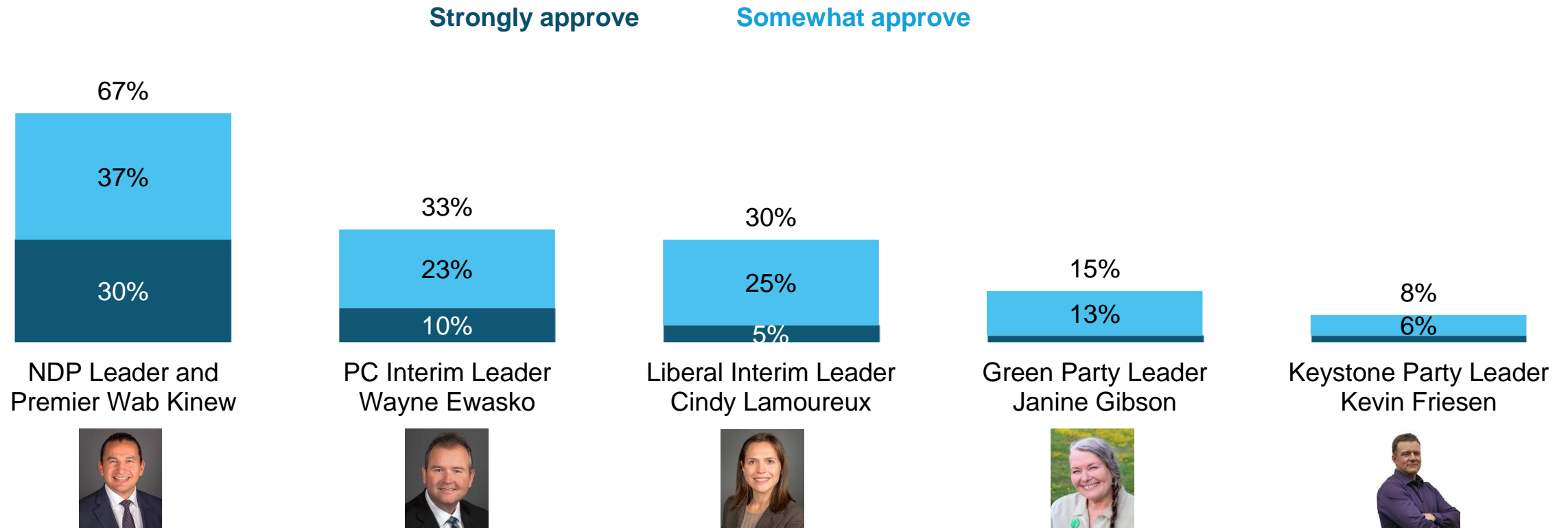
	Total	Gender		Age			Region		Disability Status
		Men	Women	18-34	35-54	55+	Winnipeg	Rest of Manitoba	
(Unweighted)	(1,000)	(552)	(438)	(200)	(367)	(433)	(600)	(400)	(144)
(Weighted Base)	(1,000)	(485)	(507)	(293)	(315)	(392)	(600)	(400)	(141)
NDP	56%	45%	65%	60%	56%	53%	61%	48%	69%
PC	34%	45%	25%	34%	32%	37%	29%	43%	22%
Liberal	4%	5%	4%	1%	3%	7%	6%	3%	5%
Others	5%	5%	6%	4%	8%	3%	5%	7%	5%
	Education			Household Income			Identity		
	HS or Less	College/ Some PS	University Graduate	<\$50K	\$50K-\$99K	\$100K+	Indigenous	Racialized	2SLGBTQIA+
(Unweighted)	(161)	(392)	(429)	(158)	(336)	(361)	(95)*	(165)	(84)*
(Weighted Base)	(166)	(401)	(415)	(166)	(339)	(347)	(102)	(188)	(97)*
NDP	44%	52%	64%	62%	58%	55%	68%	63%	70%
PC	47%	38%	26%	27%	34%	36%	28%	30%	15%
Liberal	4%	4%	5%	6%	2%	4%	4%	4%	7%
Green	5%	6%	5%	5%	6%	6%	1%	3%	8%

*Caution: Small base size

Approval Ratings for Party Leaders

Seven in ten Manitobans approve of Premier/NDP Leader Wab Kinew's performance

ES3a. For each of the following provincial party leaders, please indicate if you strongly approve, somewhat approve, somewhat disapprove or strongly disapprove, of their job performance. (Base: All respondents, N=1,000)

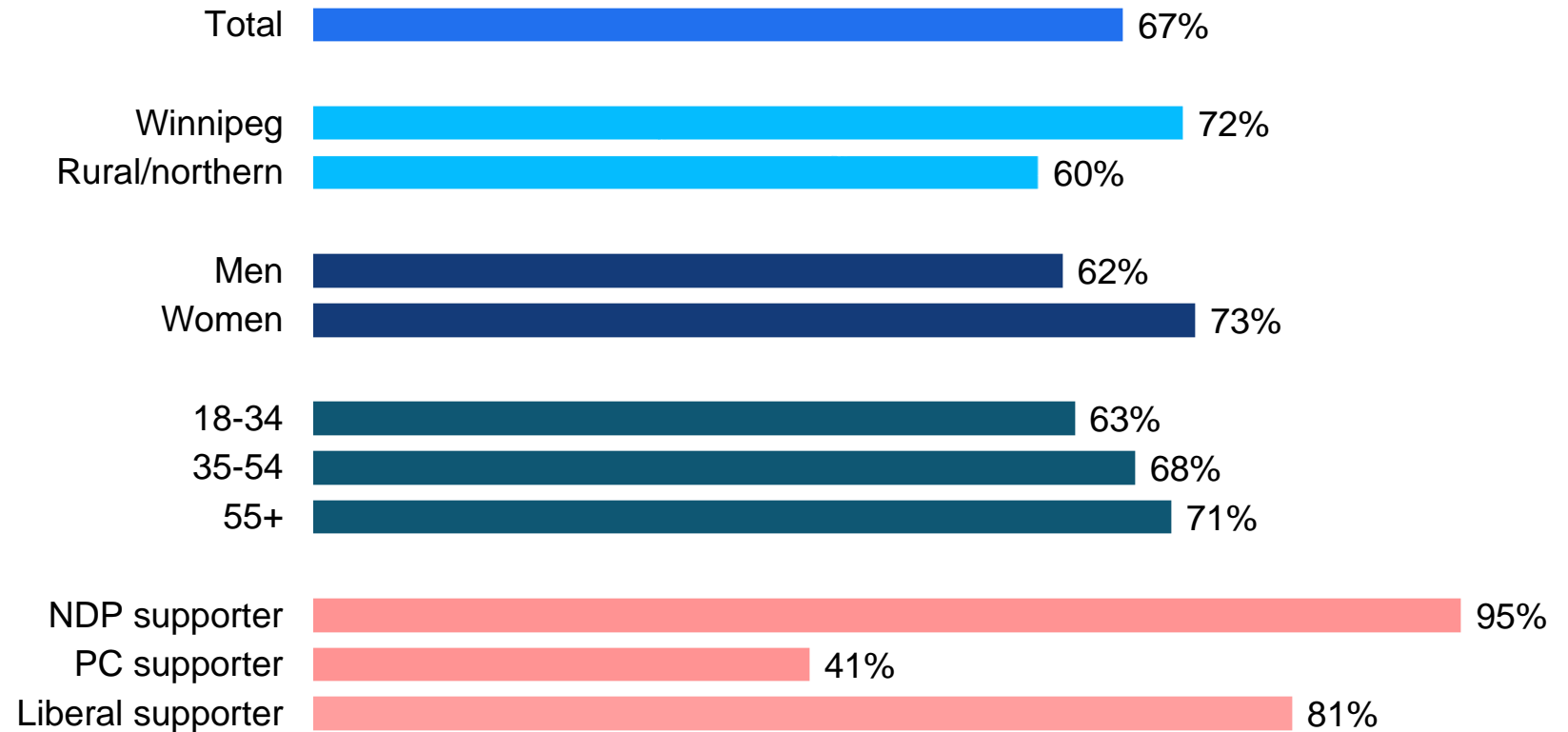


NDP Leader Wab Kinew Approval Rating: By Subgroup

Even four in ten PC supporters approve of the job Kinew is doing

ES3a. For each of the following provincial party leaders, please indicate if you strongly approve, somewhat approve, somewhat disapprove or strongly disapprove, of their job performance. (Base: All respondents, N=1,000)

% who strongly/somewhat approve of Premier Wab Kinew



Descriptors of Wab Kinew and the NDP Government

More than one-half of Manitobans describe the new government's work positively

ES8. Which word best describes how you feel about what Premier Wab Kinew and the NDP government has accomplished during the last nine months? (Base: Manitoba adults, N=1,000)

