

Manitobans' Views on the 2024 U.S. Presidential Election

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Key Findings

If Manitobans could vote for America's next president, they would make this province the bluest of blue states.

As Americans go to the polls Tuesday, a new Probe Research poll finds that **Manitobans overwhelmingly prefer Kamala Harris as the next U.S. president.** Seven in 10 Manitoba adults with a candidate preference (71%) would cast a ballot for Harris and Democratic vice-presidential running mate Tim Walz. This result is compared to fewer than one-quarter (24%) who would vote to make former Republican president Donald Trump America's commander-in-chief again. Four per cent would vote for another third-party candidate. Overall, one in 10 (11%) of those surveyed are undecided.

Harris is the preferred presidential candidate among nearly all demographic groups, especially women, older adults and those living in Winnipeg. Trump has a higher degree of support among men, adults under the age of 55 and new Canadians. Those who prefer the provincial NDP are far more likely to vote for Harris if they could, whereas a slight majority of PC supporters would cast a ballot for Trump.

While Manitobans are much more likely to want Harris to become the first female U.S. president, they are less confident that she will triumph in this race. Slightly fewer than one-half expect Harris to win, with more than one-quarter expecting Trump to return to office and with three in 10 unsure.

Other key findings from this survey include:

- **Manitobans are quite engaged in the presidential race.** Nearly one-half report they are watching it very closely, with another four in 10 following it somewhat closely. Older Manitobans are most likely to be paying close attention to the race.
- **Nearly three-quarters agree another Trump term would have very negative results for Canada.** Trump's time in office from 2016 to 2020 was marked by the renegotiation of the free trade agreement between Canada, the U.S. and Mexico, and deteriorating relations between Trump and Prime Minister Justin Trudeau. Conversely, three in 10 think a Harris presidency would have a very negative effect on Canada.

Key Findings (cont'd)

- **Nearly two-thirds agree that more people will come to Manitoba and Canada to seek asylum if Trump wins.**
Following Trump's 2016 win, the number of people who entered Canada from the U.S. on foot spiked, with many of these people claiming asylum after arriving. Given Trump's focus on immigration and promises to deport thousands of people if he is re-elected, many Manitobans expect another surge of asylum seekers if Trump wins.
- **A significant share of Manitobans are avoiding travel to the U.S. because of the political climate there.**
Nearly four in 10 Manitobans agree they have delayed or cancelled plans to visit the U.S. within the next six months specifically because of the charged political environment and concerns about violence during this election season. The proportion of Manitobans who agree this is the case has increased slightly since Probe asked a similar question six years ago, during Trump's time in office.

The Story

The 2024 U.S. presidential election promises to be a nailbiter, with a final, confirmed result not likely for days – or possibly weeks. Manitobans have a strong preference for the outcome in this race. They are not enthusiastic about the idea of Donald Trump returning to office for another four-year term.

Manitoba exported nearly \$19 billion worth of goods and services to the U.S. in 2023. Each year, thousands of Manitobans drive to neighbouring North Dakota and Minnesota, as well as fly to Sunbelt states like Florida, Arizona, Texas and California during the winter.

Regardless of what happens between now and whoever is sworn in as the 45th U.S. president on January 20, 2025, Manitobans may significantly re-think their travel plans, opting for politically calmer places than the country next door.

Methodology

Probe Research surveyed a representative sample of 800 adults residing in Manitoba from October 28 to November 1, 2024.

Those who responded to the online survey are members of Probe Research's proprietary panel, as well as members of another national online panel.

Because an online panel is a non-probability sample, no margin of error can be ascribed. For the purposes of comparison, a probabilistic sample of N=800 Manitoba adults would have a margin of error of ± 3.5 percentage points, 19 times out of 20. The margin of error would also be higher within each of the survey's population sub-groups.

Minor statistical weighting by age, region, gender and educational attainment has been applied to this sample to ensure that the characteristics properly reflect the known attributes of the province's population. All data analysis was performed using SPSS statistical analysis software.

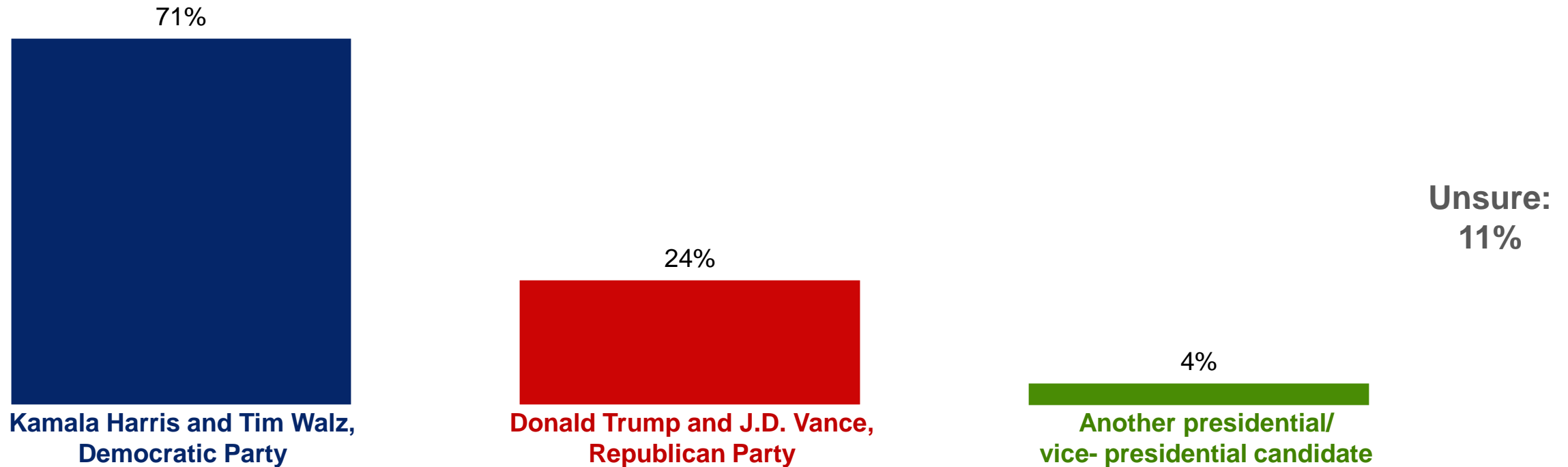
The survey instrument was designed and paid for by Probe Research.

Results may not add up to exactly 100% due to rounding. Numbers of <2% are not shown in the graphs.

Support for 2024 Presidential Candidates: Decided Voters

Nearly seven in 10 Manitobans would vote for the Democratic ticket of Kamala Harris and Tim Walz

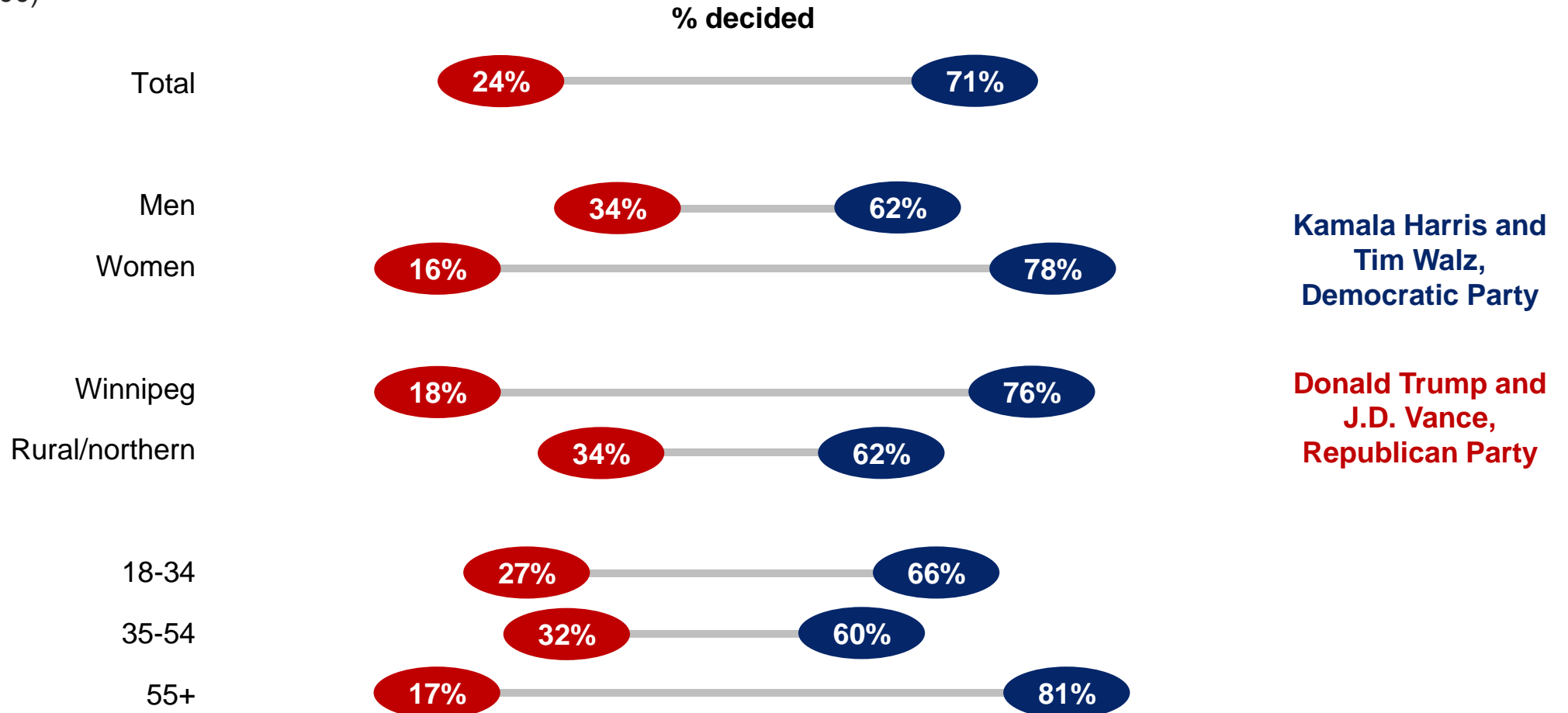
US2. If you could vote in the upcoming U.S. election, which presidential and vice-presidential candidates would you vote for? (Base: All respondents, N=800)



Support for 2024 Presidential Candidates: By Sub-Group

Harris leads all groups, but Trump more popular with men, those outside Winnipeg

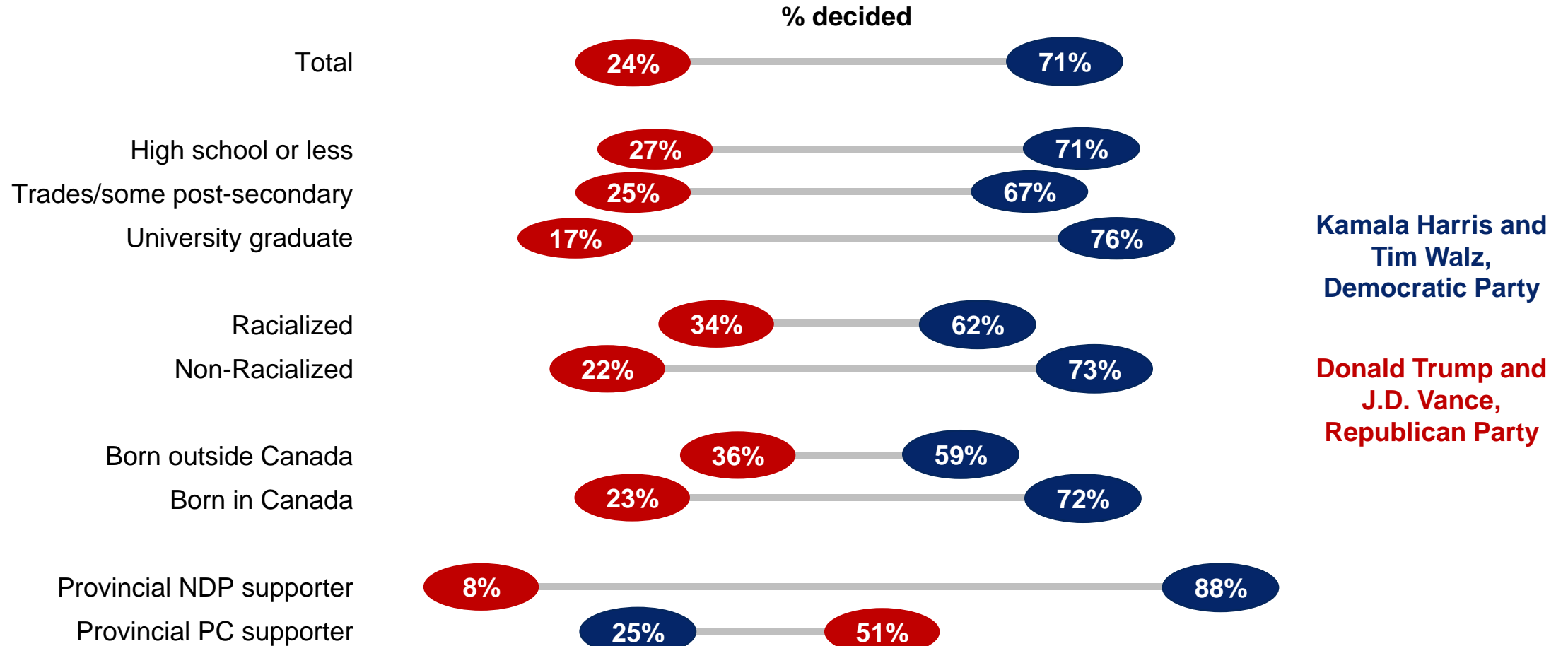
US2. If you could vote in the upcoming U.S. election, which presidential and vice-presidential candidates would you vote for? (Base: All respondents, N=800)



Support for 2024 Presidential Candidates: By Sub-Group

Provincial PC supporters are more likely to prefer Trump to Harris

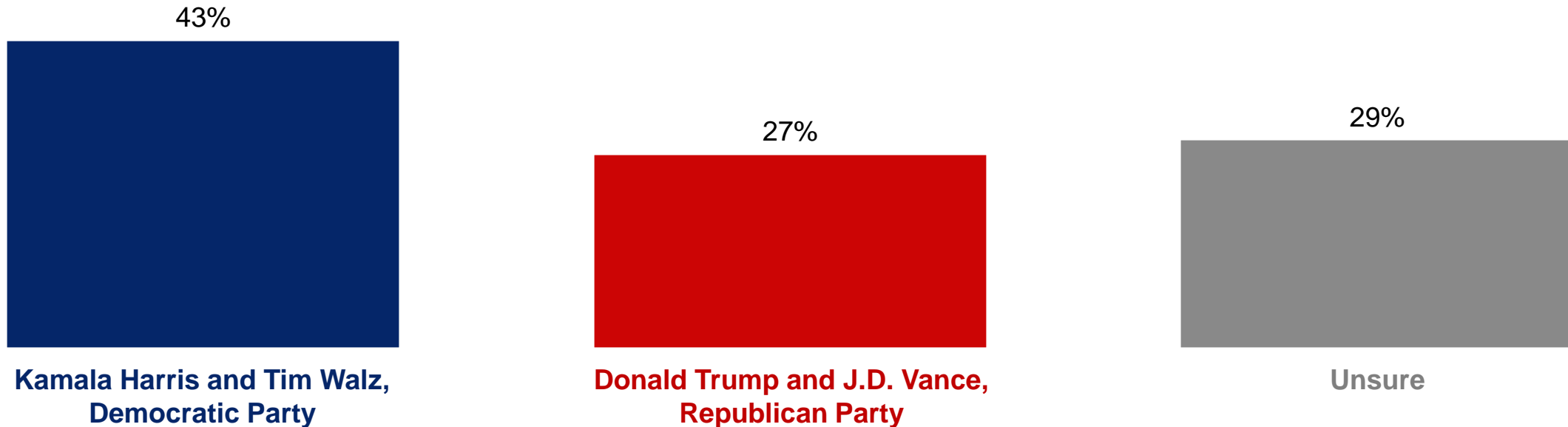
US2. If you could vote in the upcoming U.S. election, which presidential and vice-presidential candidates would you vote for? (Base: All respondents, N=800)



Expected Winner of 2024 U.S. Presidential Election

Nearly one-half think Harris will win, but one-quarter expect Trump to become president again

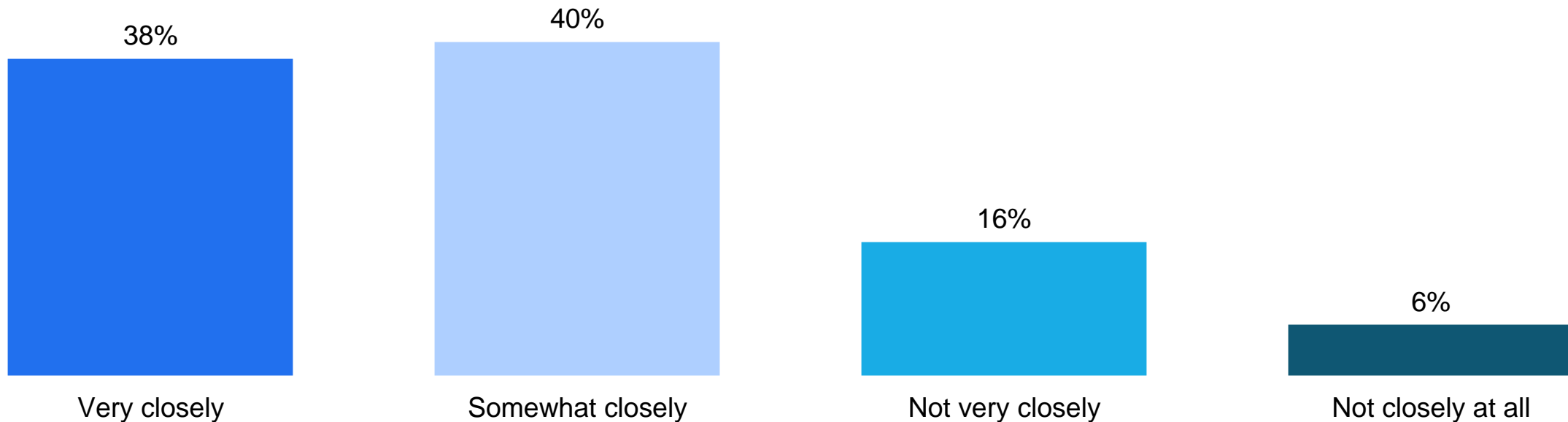
US6. Who do you think will win the U.S. presidential election? (Base: All respondents, N=800)



Manitobans' Interest in the 2024 U.S. Presidential Race

Nearly one-half of Manitobans report they are following this race very closely

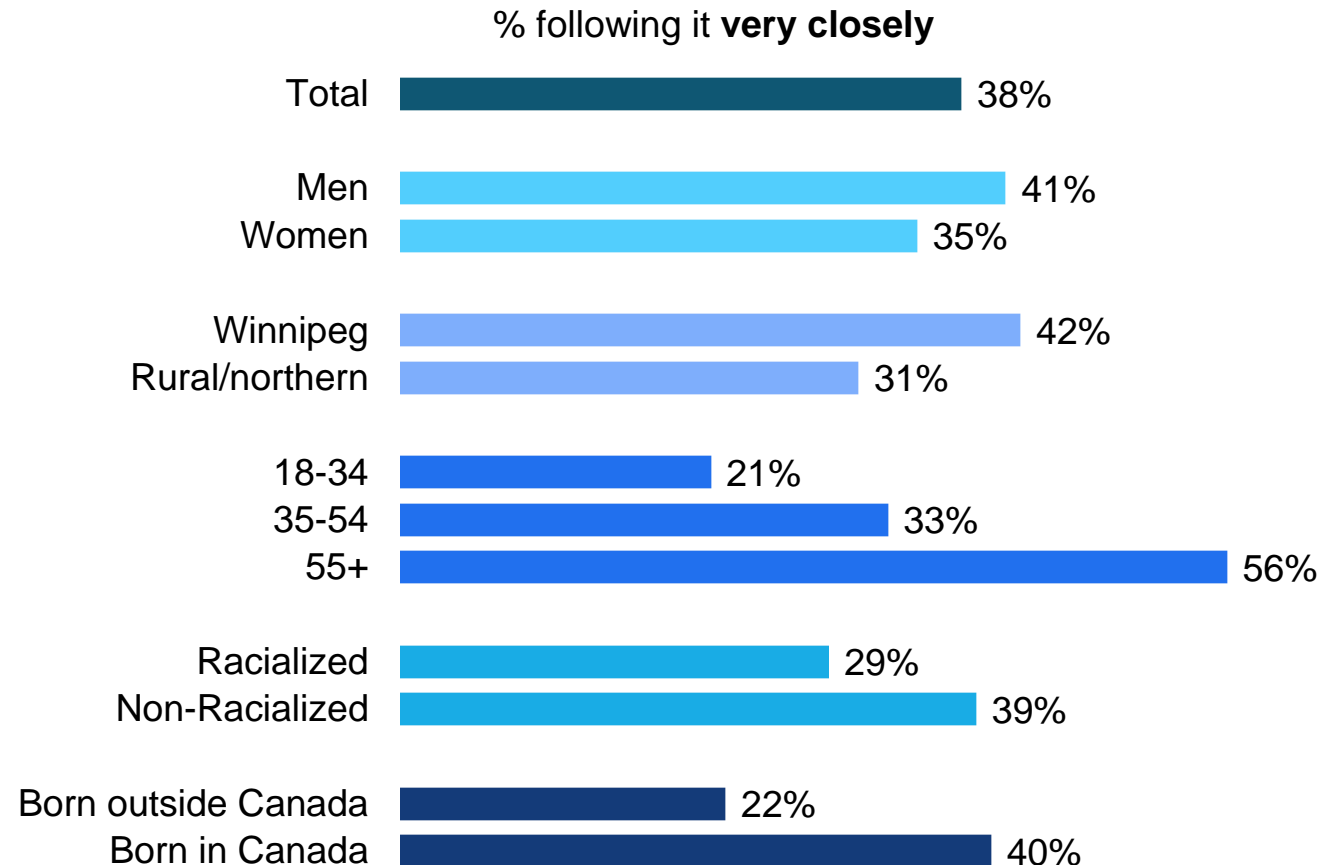
US1. Turning to the U.S. election for a moment... Americans will elect a new President and Congress on November 5th. How closely are you following the U.S. election? (Base: All respondents, N=800)



Manitobans' Interest in the 2024 U.S. Presidential Race: By Sub-Group

Older adults are more likely to be paying close attention to the presidential contest

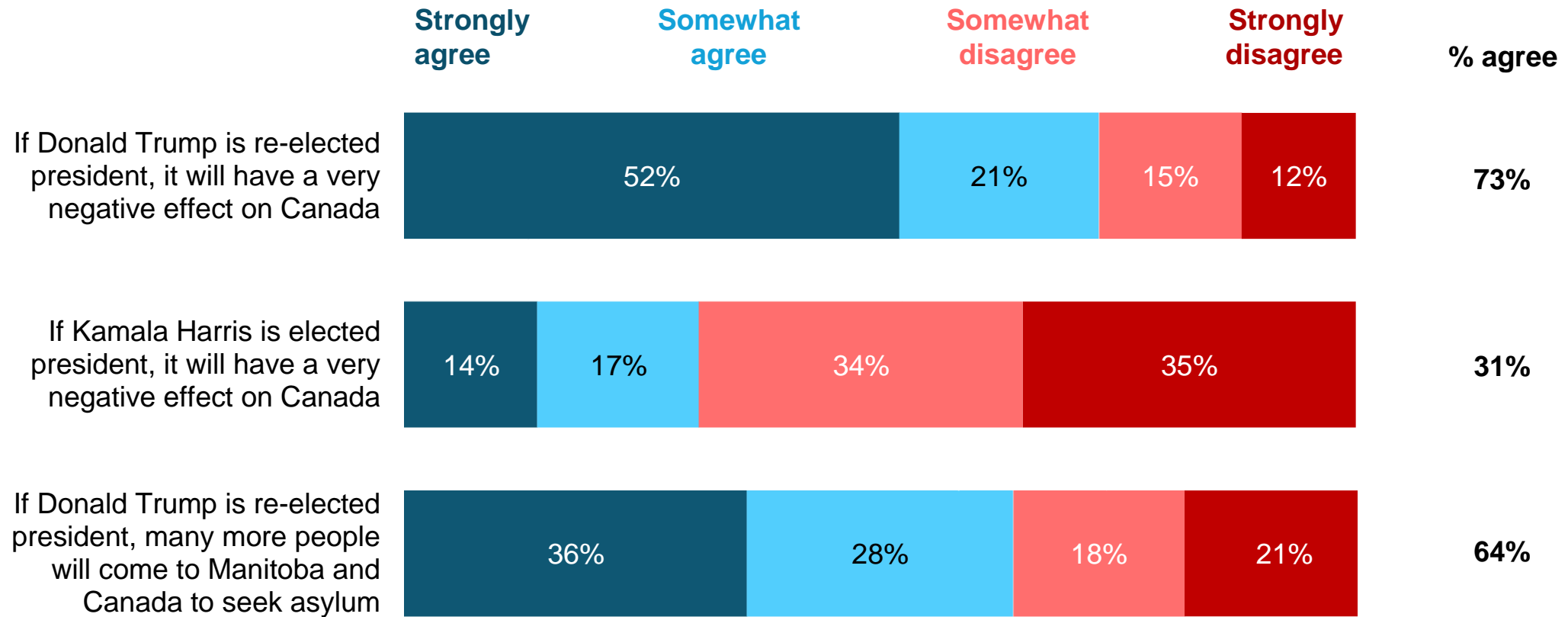
US1. Turning to the U.S. election for a moment... Americans will elect a new President and Congress on November 5th. How closely are you following the U.S. election? (Base: All respondents, N=800)



Attitudes Regarding the Fallout of the U.S. Election

Seven in 10 agree another Trump term will be bad for Canada; three in 10 think that about Harris

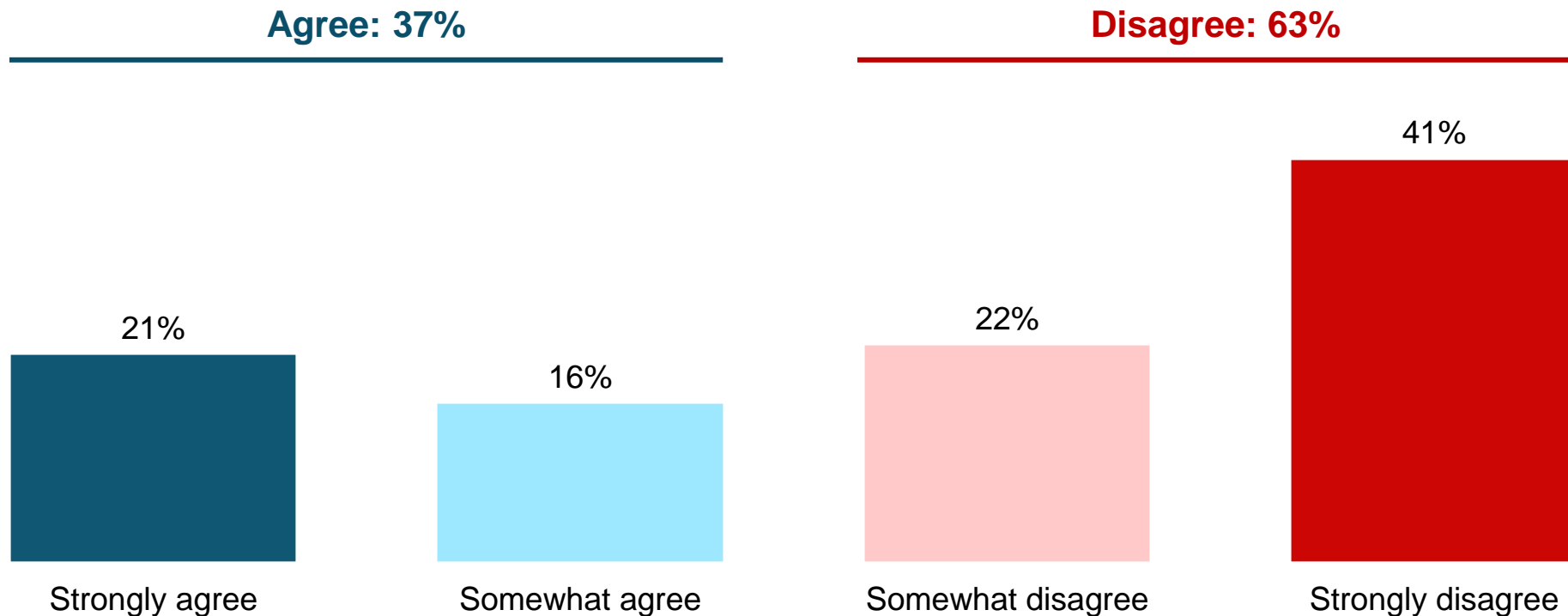
US4. Please indicate if you agree or disagree with the following statements: (Base: All respondents, N=800)



Potential Effect of the U.S. Political Climate on Future Visitation

Nearly four in 10 have postponed going to the U.S. due to the charged political atmosphere

US4a. Please indicate if you agree or disagree with the following statements: I have cancelled or decided against taking a trip to the U.S. in the next six months because of the political climate there. (Base: All respondents, N=800)



In December 2017 – one year into Trump’s term in office – **33%** of Manitobans agreed they had cancelled a trip to the U.S. because of the political climate.

Potential Effect of the U.S. Political Climate on Visitation: By Sub-Group

Older and lower-income Manitobans are more likely to avoid travelling to the U.S. right now

US4a. Please indicate if you agree or disagree with the following statements: I have cancelled or decided against taking a trip to the U.S. in the next six months because of the political climate there. (Base: All respondents, N=800)

