

Manitoba Provincial Politics

March 2025 Probe Omnibus Survey

The
Free Press

PROBE RESEARCH

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The Story

Despite the uncertainty and turmoil everywhere else, Manitoba's political scene is placid.

Premier Wab Kinew and his NDP government remain enormously popular during these difficult times. Despite dealing with significant challenges at home and abroad, Manitoba's governing party enters the year in a very strong position. With the provincial budget just released and a busy session of the Legislature underway, Kinew and the NDP maintain a strong popular support for their agenda.

The key thing to watch in the coming months will be the effect of a new Progressive Conservative (PC) leader in late April. Whether it is Obby Khan or Wally Daudrich, a new PC leader may refocus opposition to the NDP's policies and give the current government a bigger public opinion challenge than it has faced so far. However, if the new Tory leader cannot revitalize the party and bring back those who voted PC in the last election to the fold, the NDP may get a prolonged spell of strong popularity.



Key Findings

There is very little change in provincial voting intentions in Manitoba. The NDP continues to hold a massive lead, especially in Winnipeg. Nearly six in 10 decided and leaning voters prefer Premier Wab Kinew's party (57%, up 4% from December), with one-third continuing to back the Progressive Conservatives (33%, -1%).

Provincial Liberal support has inched up slightly during the past six months (8%, up from 6% in December and 4% in September), with only two per cent preferring parties not represented in the Legislature. Overall, 12 per cent of those surveyed do not have a provincial party preference.

The NDP lead over the PCs in Winnipeg is at nearly 40 points, with 64 per cent of those living in Winnipeg preferring the NDP compared to 25 per cent who would cast a ballot for a PC candidate. One in 10 Winnipeg voters support the provincial Liberals (10%, +3% vs. December).

The NDP's lead over the PCs is massive in all areas of Winnipeg, including inner city neighbourhoods and the outlying suburbs. Outside Winnipeg, the PCs hold a narrow edge over the NDP (47% vs. 45%) that is within the statistical margin of error.

The NDP's enduring strength comes, in part, from former Tory voters. Nearly one in five voters who cast a ballot for the PCs in 2023 now prefer Kinew and the NDP. The PCs are only hanging onto seven in 10 of those who cast a ballot for their party less than two years ago.

Methodology

Probe Research surveyed a random and representative sampling of 1,000 adults residing in Manitoba between March 4 and 16, 2025.

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 497 Manitobans randomly recruited via live-agent operator; 313 randomly recruited via Interactive Voice Response (IVR) and 190 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.

Probe weighted the data by age, gender, region and educational attainment so that the sample properly reflects the province's population, based on Census data. Probe used SPSS software to do all statistical analysis.

About the Probe Research Omnibus

For more than two decades, Probe Research 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.

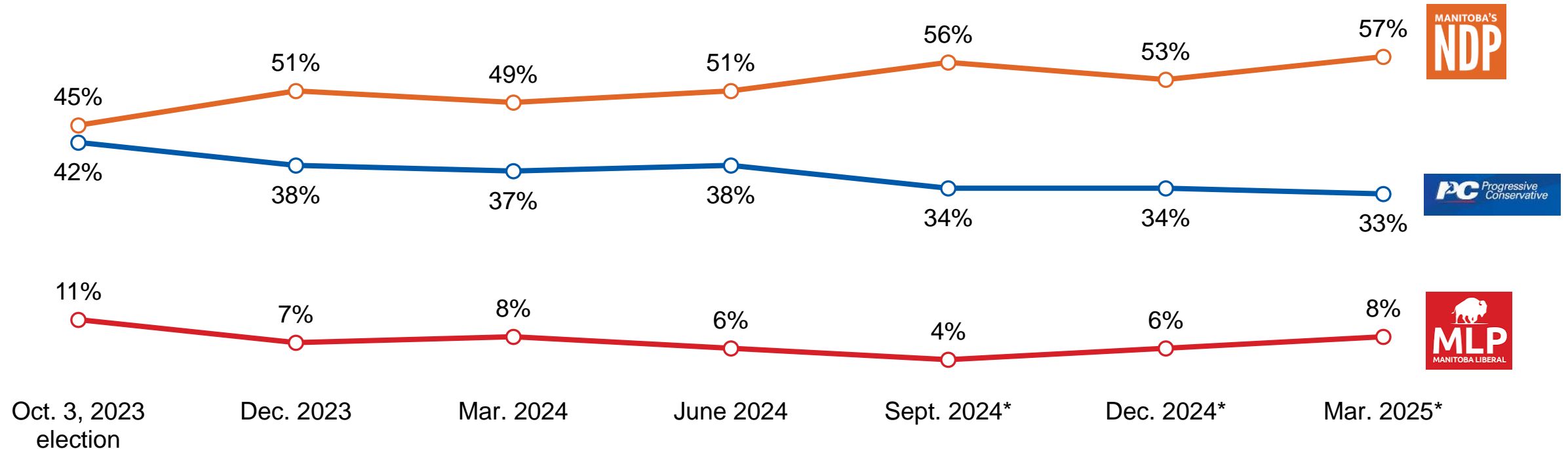
Survey Instrument

Probe designed the survey questionnaire in close consultation with the Winnipeg Free Press.

Provincial Party Support in Manitoba: Tracking

The NDP widens its lead slightly over the PCs, but otherwise very little change

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)



Green Party 1% (-1% vs. Dec. 2024)

Keystone Party 1% (-1% vs. Dec. 2024)

Other parties 0% (-2%)

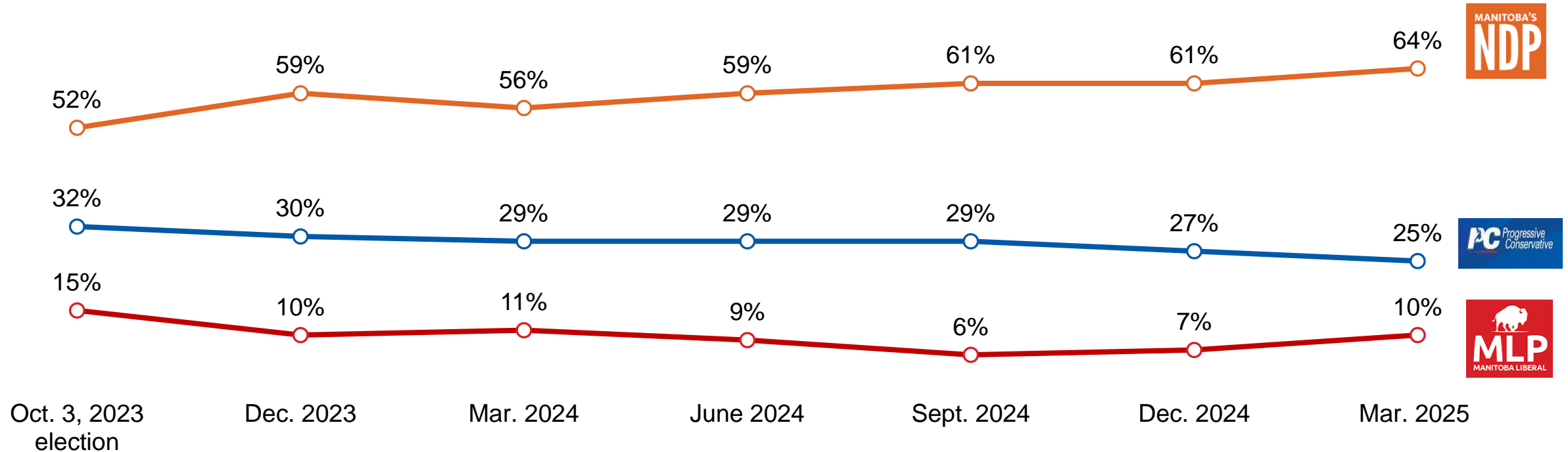
Undecided: 12%

*Includes the party leader's names alongside the name of the party.

Provincial Party Support in Winnipeg: Tracking

The NDP widens its lead among Winnipeg voters to nearly 40 points over the PCs

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)



Green Party 1% (-1% vs. Dec. 2025)

Keystone Party <1% (-2%)

Other parties <1% (-1%)

Undecided: 11%

Provincial Party Support: By Area of Winnipeg

NDP support far eclipses those for other parties in all areas of Winnipeg

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=88)*

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

- Wab Kinew/NDP: 75%
- Cindy Lamoureux/Liberals: 13%
- Wayne Ewasko/PCs: 9%
- Others: 2%

● Inner Suburb (n=213)

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

- Wab Kinew/NDP: 62%
- Wayne Ewasko/PCs: 24%
- Cindy Lamoureux/Liberals: 12%
- Others: 2%

● Outer Suburb (n=206)

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

- Wab Kinew/NDP: 65%
- Wayne Ewasko/PCs: 28%
- Cindy Lamoureux/Liberals: 7%
- Others: <1%

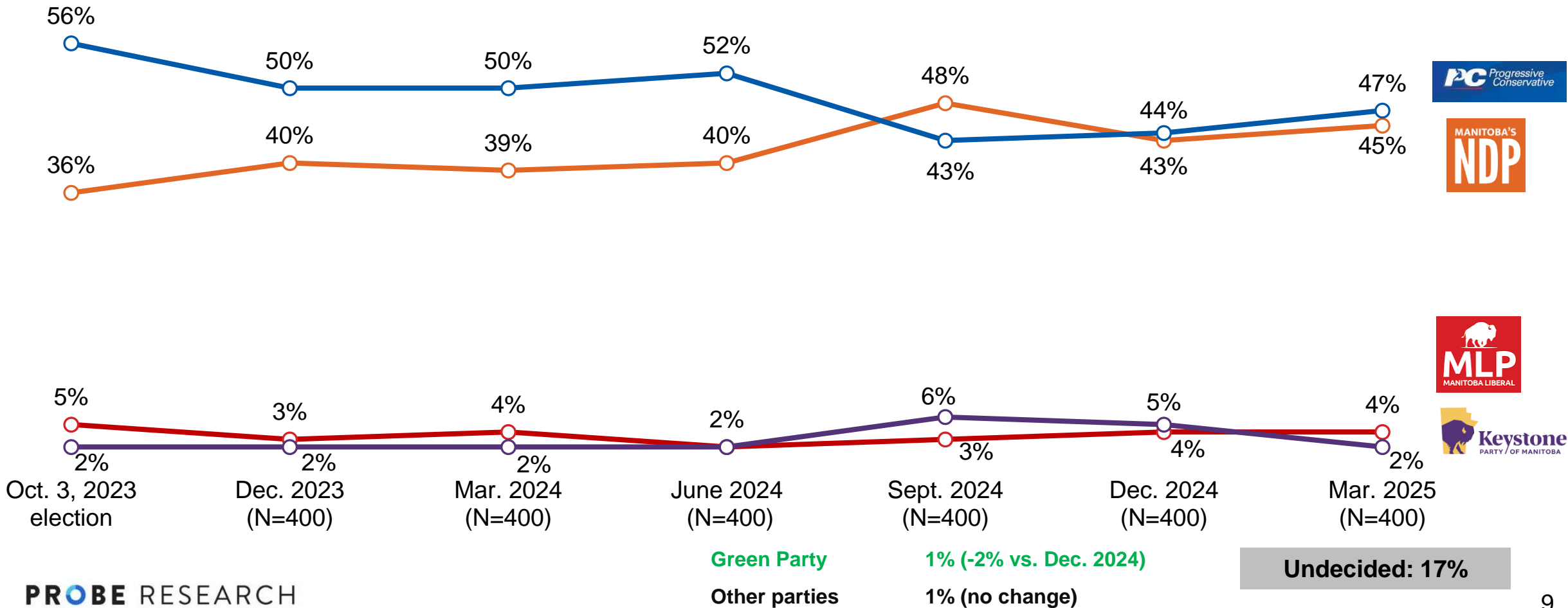
*Caution: Small base size



Provincial Party Support Outside Winnipeg: Tracking

The PCs hold a very narrow lead over the NDP in rural and northern Manitoba

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 outside Winnipeg)



Provincial Party Support: By Demographic Subgroup

The NDP has a major advantage among women, but are tied in support with the PCs among men

Decided/Leaning Voters

	Total	Gender		Age			Region		Disability Status
		Men	Women	18-34	35-54	55+	Winnipeg	Rest of Manitoba	
(Unweighted)	(927)	(457)	(437)	(167)	(322)	(411)	(552)	(348)	(118)
(Weighted Base)	(920)	(414)	(452)	(251)	(293)	(328)	(539)	(333)	(129)
NDP	57%	46%	66%	55%	57%	57%	64%	45%	66%
PC	33%	43%	25%	36%	28%	36%	25%	47%	23%
Liberal	8%	10%	6%	6%	12%	6%	10%	4%	7%
Others	2%	2%	2%	2%	3%	1%	1%	4%	5%
	Education			Household Income			Identity		
	HS or Less	College/ Some PS	University Graduate	<\$50K	\$50K-\$99K	\$100K+	Indigenous	All Racialized	White
(Unweighted)	(113)	(363)	(423)	(125)	(309)	(371)	(100)	(144)	(732)
(Weighted Base)	(375)	(263)	(232)	(177)	(293)	(306)	(134)	(190)	(660)
NDP	50%	57%	67%	58%	55%	56%	58%	54%	58%
PC	39%	33%	23%	22%	34%	38%	28%	31%	33%
Liberal	8%	7%	9%	14%	8%	5%	13%	13%	6%
Green	2%	4%	1%	5%	3%	<1%	1%	1%	2%

Vote Retention: Today vs. the 2023 Provincial Election

Nearly one in five who cast ballots for the PCs in 2023 prefer the NDP today

Q1/2. Now turning to federal politics for a minute... If a federal election were held tomorrow, which party's candidate would you be most likely to support? (Base: Decided and leaning voters in rural and northern Manitoba)

Q6. Thinking back to the last federal election held in October 2021, which party did you vote for? (Base: All respondents)

