

Federal Political Preferences in Manitoba

The
Free Press

April 2025 Probe Research Survey

PROBE RESEARCH

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The Story

The federal New Democratic Party (NDP) may be able to retain some seats in Manitoba after all.

With just a few days to go before Manitobans and Canadians elect a new federal government, there is a silver lining in what has been a dismal campaign for Canada's NDP. Support for the party in Manitoba has recovered slightly over the past few weeks.

While the party trails far behind the Liberals and Conservatives, the NDP may be in a stronger position to defend its three seats in the province, including Elmwood-Transcona, Winnipeg Centre and Churchill-Keewatinook-Aski. With the NDP at risk of losing many seats elsewhere, retaining a Manitoba beachhead could be very important as the party seeks to rebuild following a difficult campaign.

While Pierre Poilievre and the Conservatives are viewed as the right party to address some voter concerns, Mark Carney and the Liberals are seen as much stronger on one of two issues that matter most – dealing with the U.S.

The threat of U.S. tariffs and how to navigate a world where Donald Trump is president again has become one of the major issues in the past few months. Unfortunately for the Conservatives, this concern – which preoccupies older and more affluent Manitobans in particular – is where the Liberals are seen to have an edge.

Poilievre and the Conservatives are slightly more likely to be viewed as having better solutions on the cost of living and housing – and much more likely to be viewed as better to fix lower-tier issues such as taxes and crime. But the CPC does not have enough of an edge on the dominant issue of Trump and tariffs.

Key Findings

The cost of living and Canada-U.S. relations are the two most critical issues for Manitobans in this federal election campaign. About one-third of Manitobans rank these as the issues most important to them. But about one in five rank health care and the state of the economy as concerns driving their vote choice.

Meanwhile, more than one in 10 rate crime/public safety, taxes and the cost and availability of housing as key campaign issues.

Climate change and the environment is a relatively low concern, with fewer than one in 10 ranking it as the most important issue.

Older Manitobans and Liberal voters are much more likely to see Canada-U.S. relations and the threat of tariffs as their key issue. Younger Manitobans are more worried about pocketbook issues – the cost of living, housing and jobs.

Expanding the Port of Churchill for resource exports and improving downtown Winnipeg safety are the two most important Manitoba-specific issues to voters. One-quarter of Manitobans chose each of these as their top priority for the province.

Slightly more than one in 10, meanwhile, say providing financial assistance to those affected by tariffs and fully funding Winnipeg's wastewater treatment plant are key election issues for the province.

Only four per cent think moving rail lines outside Winnipeg is a priority, while one in five do not rate any of these Manitoba-specific issues as a concern.

Key Findings (cont'd)

Mark Carney and the Liberals are viewed as best suited to address Canada-U.S. relations and the economy, but Pierre Poilievre and the Conservatives are seen as best able to handle pocketbook issues, public safety and taxation.

Carney and the Liberals have an overwhelming edge among Manitobans on Canada-U.S. relations and are viewed as being slightly better than the Conservatives on managing the economy. Poilievre and the Conservatives are slightly more likely than Carney and the Liberals to be seen as best suited to address the cost of living (38% vs. 33%). Poilievre and the Conservatives have more of an edge when it comes to other less salient issues, including public safety, taxes and the cost of housing.

On key Manitoba issues, Poilievre and the Conservatives are viewed as better able to expand the Port of Churchill and make downtown Winnipeg safer. Significant numbers of Manitobans, however, are unable to determine which party and leader will do the best job of dealing with these issues.

The Liberals continue to hold a slight edge over the Conservatives province-wide, with NDP support rebounding slightly during the campaign. Forty-three per cent of Manitoba voters plan to cast a ballot for the Liberals (-1% vs. March), compared to 40 per cent for the Conservatives (-2%). Support for the NDP, meanwhile, has rebounded from a low of nine per cent in March to 15 per cent today. Overall, seven per cent of Manitobans are undecided.

In Winnipeg, the Liberals continue to hold a large lead (50%, -4% vs. March), with Conservative support within Winnipeg virtually unchanged (32%, -1%) and the NDP returning to more competitive levels (16%, +7%), particularly in areas where it is fighting to retain seats.

Outside Winnipeg, Conservative support has decreased slightly (54%, -4%), but the party retains its historic advantage over the Liberals (32%, +2%) and the NDP (12%, +3%).

Methodology

Probe Research surveyed a representative sample of 800 adults residing in Manitoba from April 8 and 14, 2025.

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 was applied to this sample to ensure it properly reflects the known attributes of the province's population. Probe used SPSS software to conduct the statistical analysis.

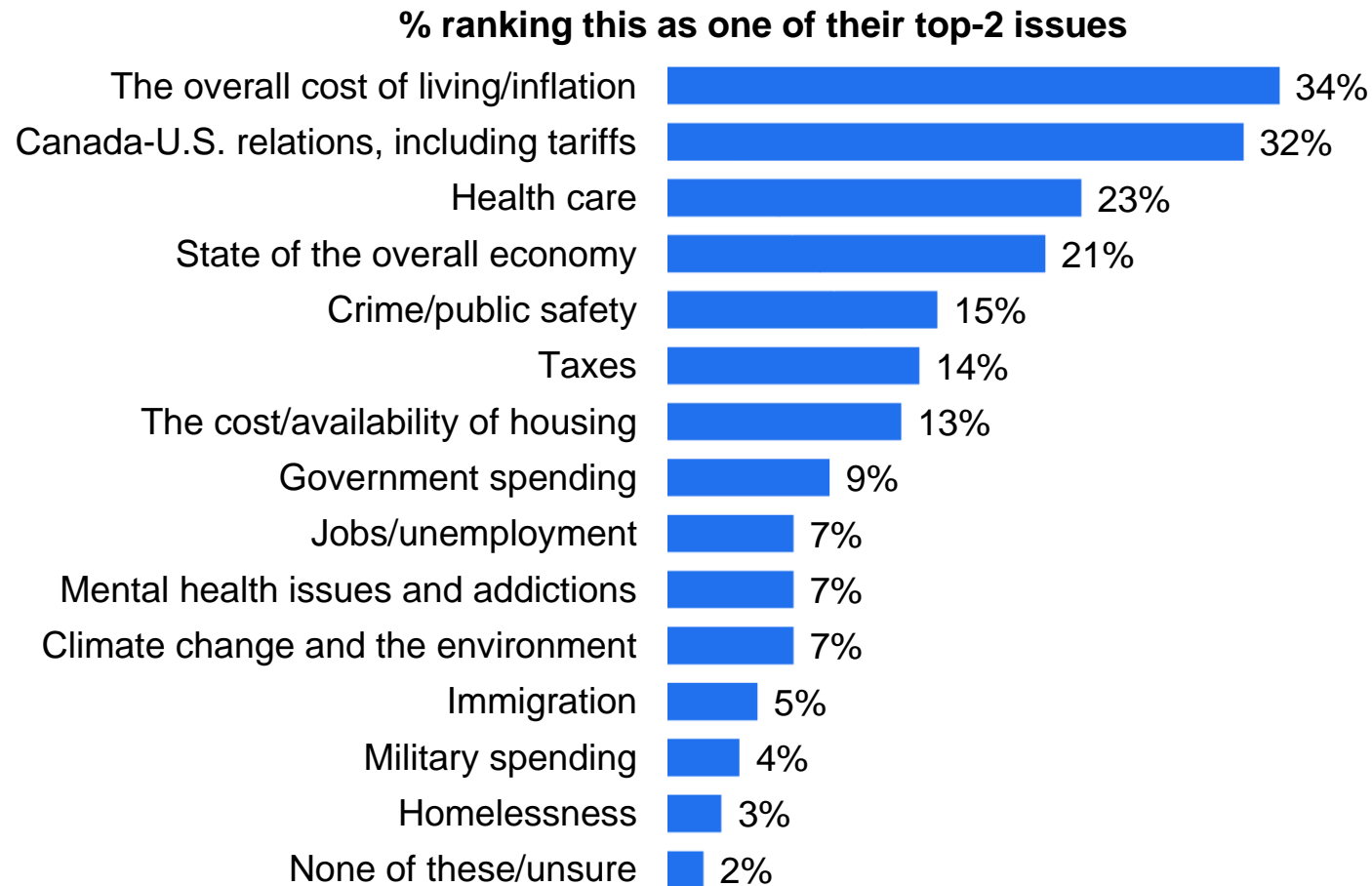
The survey questions were designed by Probe Research and paid for by Probe.

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

Top Federal Election Issues

The cost of living and Canada-U.S. relations stand out as the top concerns for Manitobans

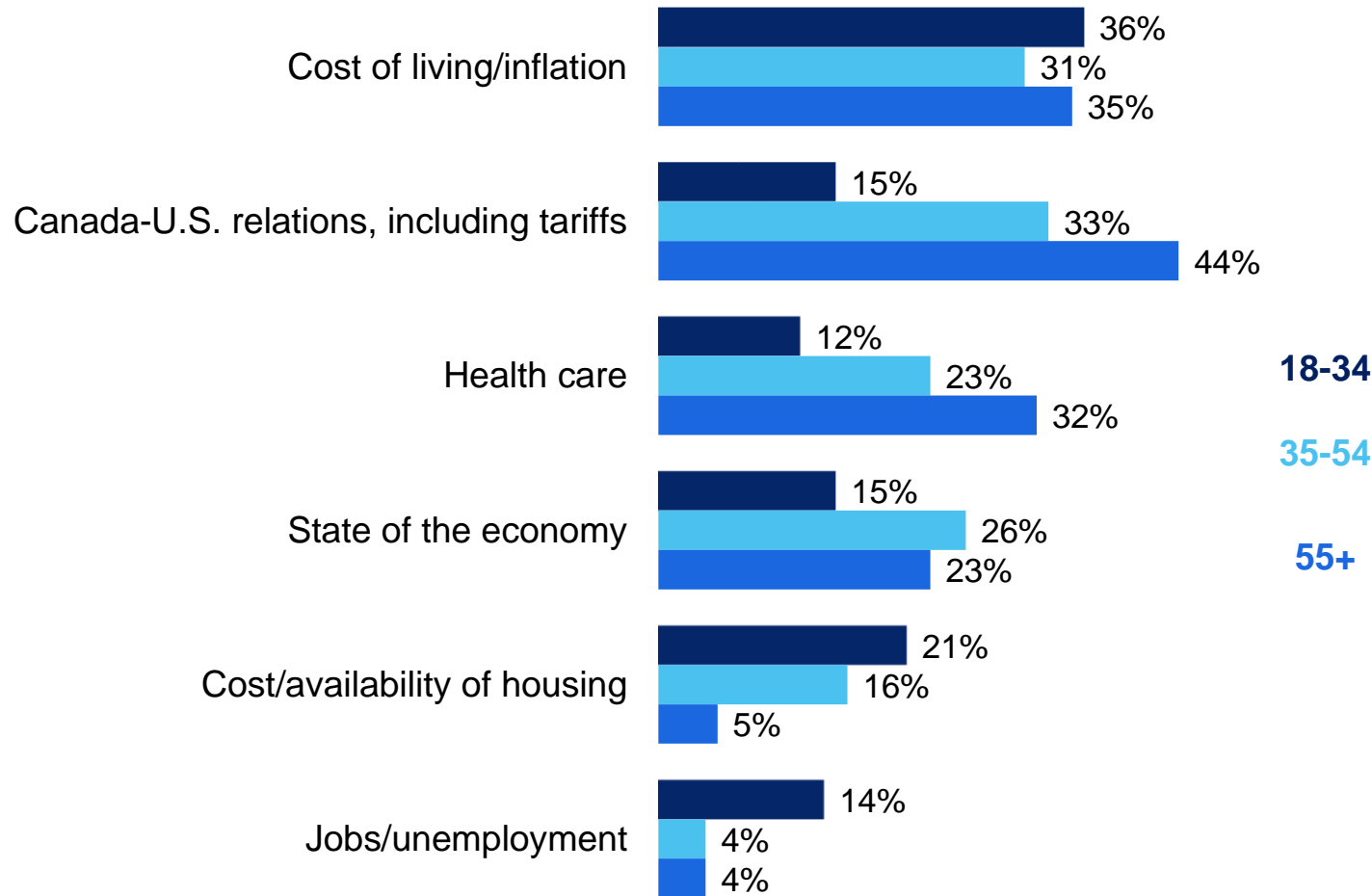
ES1. Which of the following issues would you say is most important to you personally in this federal election? Please rank up to two issues from the list provided below. (Base: All respondents, N=800)



Top Federal Election Issues: By Age

Older Manitobans are more worried about tariffs; younger voters are focused on housing and jobs

ES1. Which of the following issues would you say is most important to you personally in this federal election? Please rank up to two issues from the list provided below: (Base: All respondents, N=800)



Concern about the **overall cost of living** is higher among:

- Women (42% vs. 26% among men).
- Those living in rural/northern Manitoba (39% vs. 31% among Winnipeggers).
- Lower-income Manitobans (41%, <\$50K).

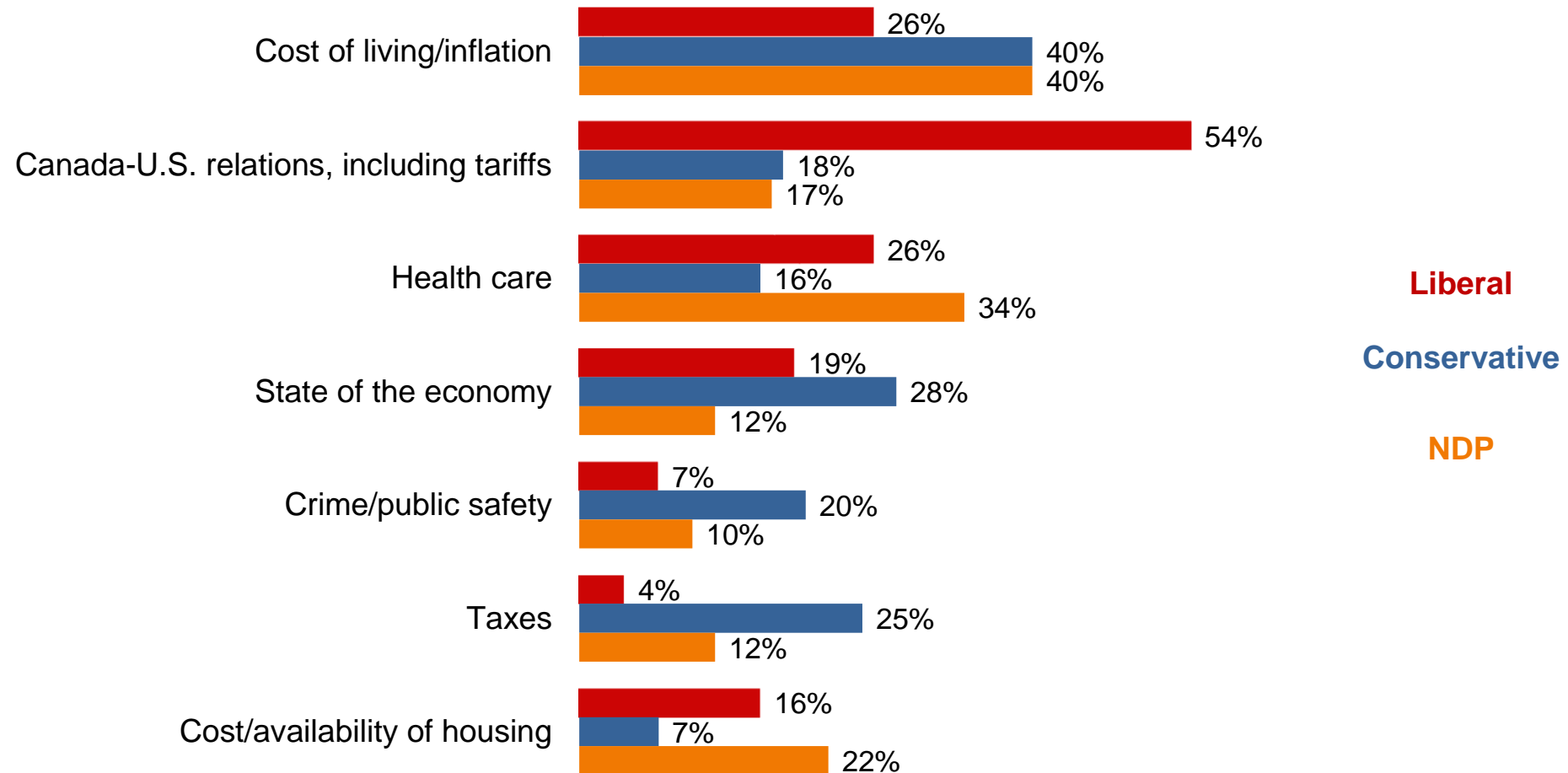
Concern about **Canada-U.S. relations** is higher among:

- Those with higher household incomes (41%, \$100K+) and university graduates (42%).

Top Federal Election Issues: By Party Preference

Liberal voters are most likely to be focused on tariffs; Conservatives more on cost of living, crime

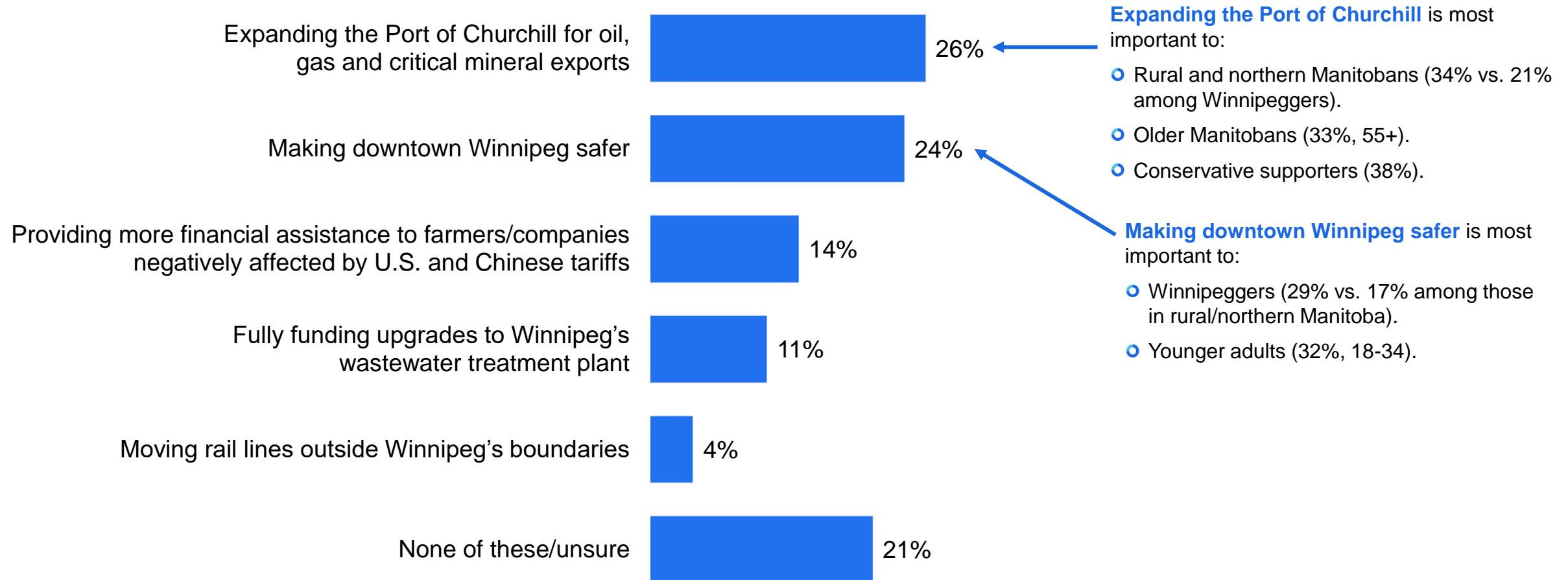
ES1. Which of the following issues would you say is most important to you personally in this federal election? Please rank up to two issues from the list provided below. (Base: All respondents, N=1,000)



Top Manitoba-Specific Election Issues

Expanding the Port of Churchill, making downtown Winnipeg safer rank highest

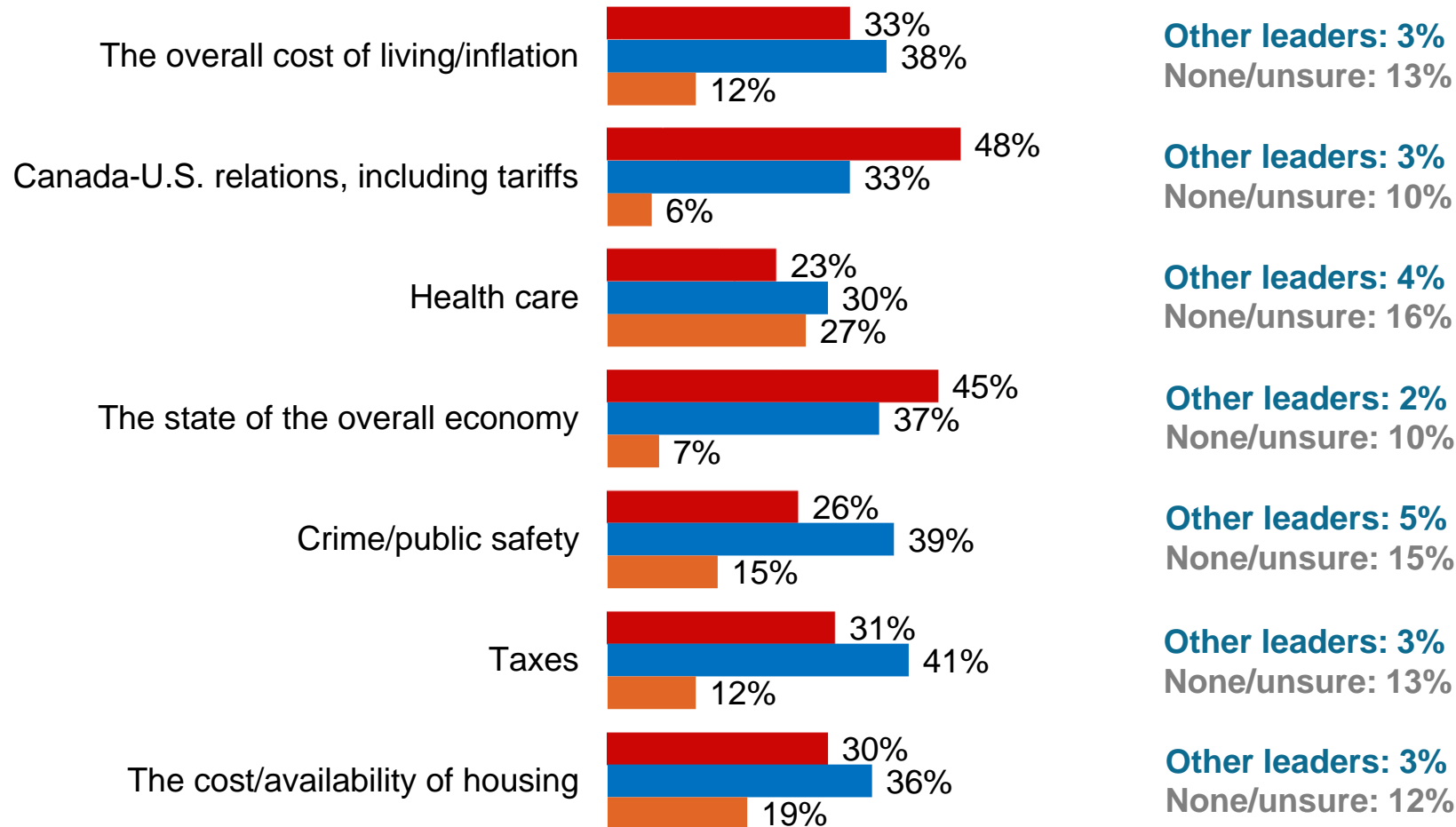
ES2. What would you say is the most important Manitoba-specific issue in this federal election campaign? Please select one from the list below. (Base: All respondents, N=1,000)



Party/Leader Perceived as Most Effective to Address Top Issues

Carney and the Liberals viewed as strongest on the overall economy and tariffs

ES6. Thinking about the main election issues again, which party and leader do you think will do the best job of addressing them? (Base: All respondents, N=1,000)



Mark Carney and the Liberal Party of Canada

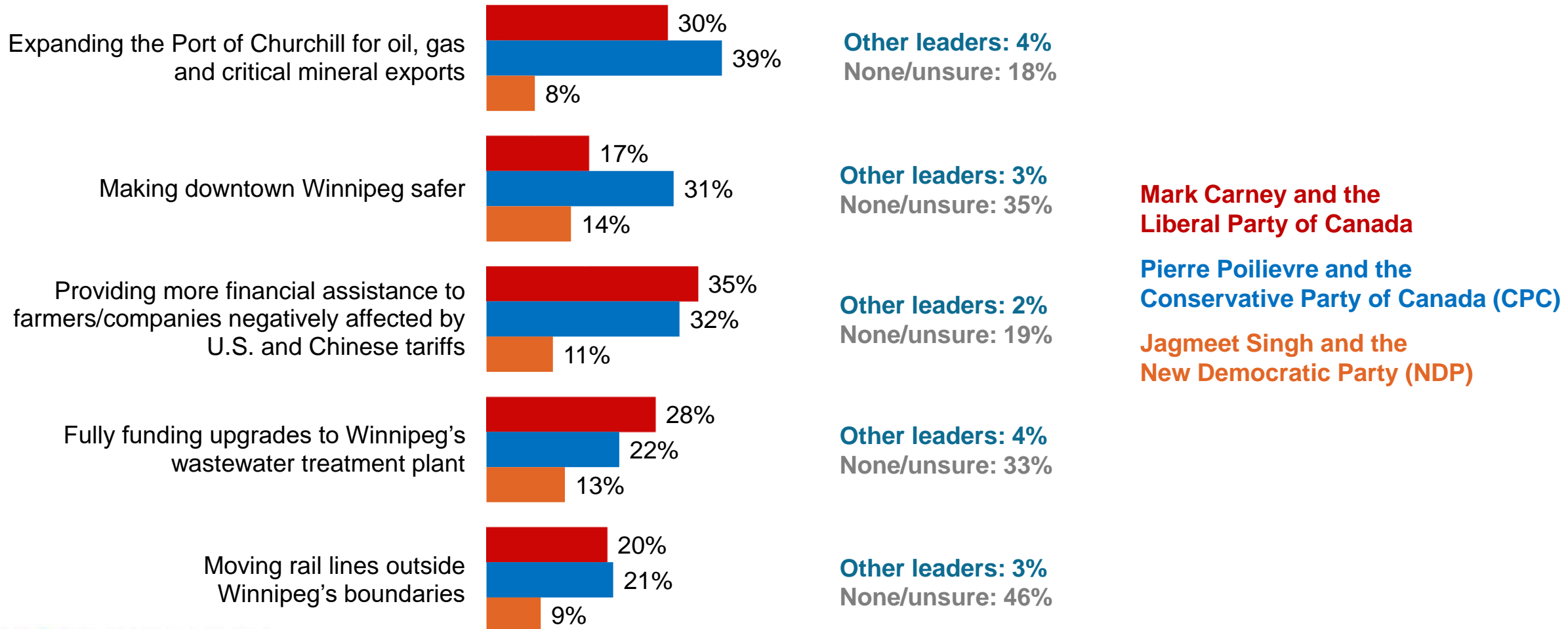
Pierre Poilievre and the Conservative Party of Canada (CPC)

Jagmeet Singh and the New Democratic Party (NDP)

Best Party/Leader to Address Manitoba-Specific Issues

Poillievre seen as better suited to expanding Churchill, improving downtown safety

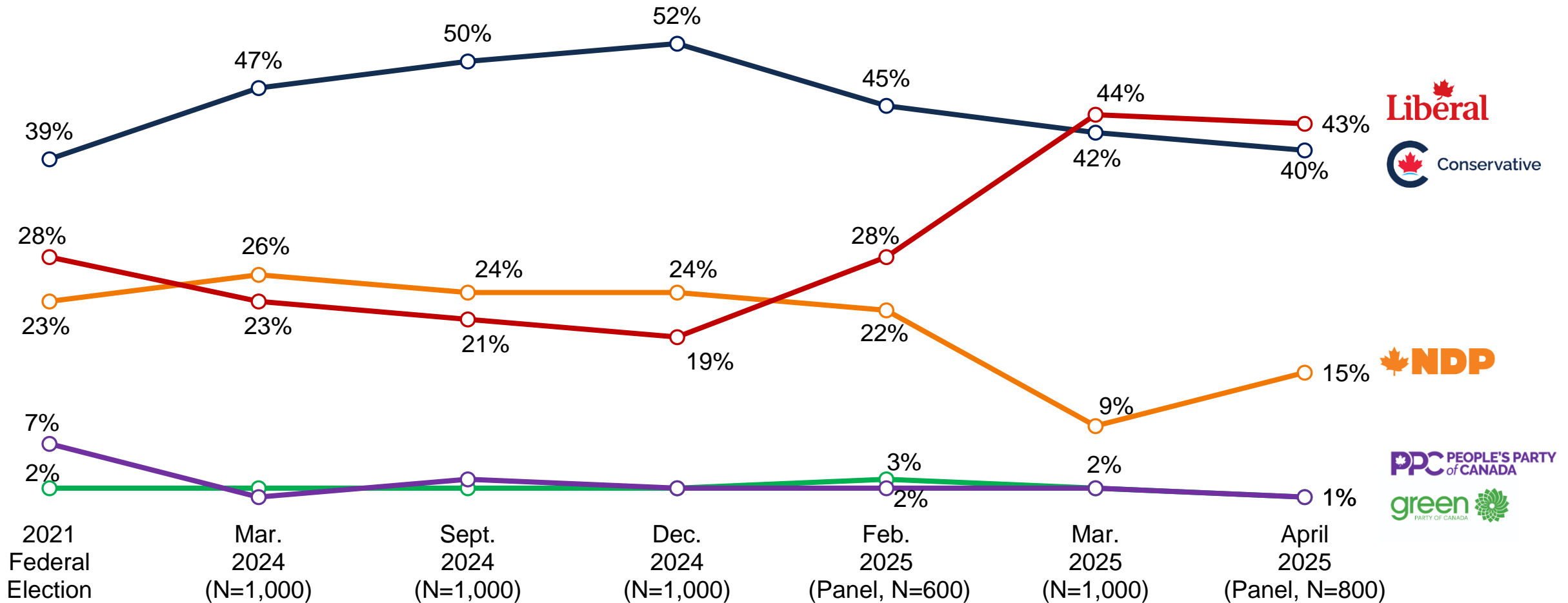
ES7. And when it comes to these Manitoba-specific issues, which party and leader will do the best job of addressing them? (Base: All respondents, N=1,000)



Federal Party Support in Manitoba

Liberal and Conservative support remains even as the NDP rebounds to some degree

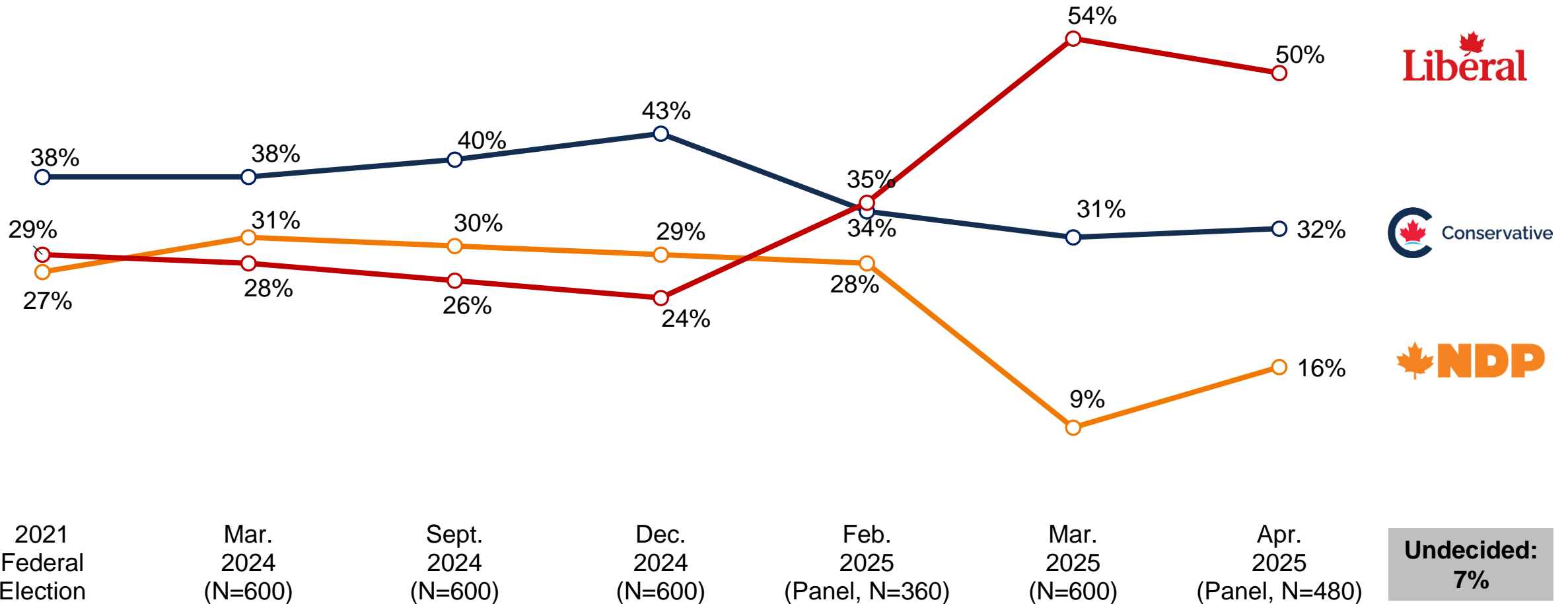
ES4. Now turning to federal politics for a minute...If a federal election were held tomorrow, which party's candidate would you be most likely to support? (Base: Decided and leaning voters)



Federal Party Support in Winnipeg

The Liberal lead drops slightly as the NDP recovers strength in the capital

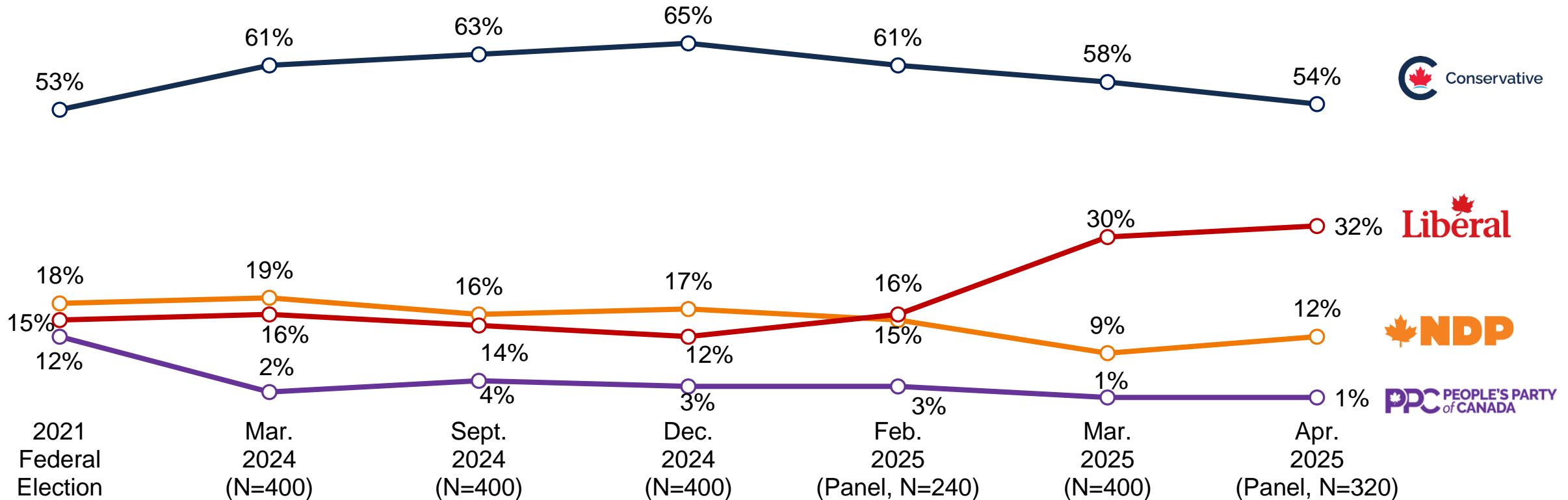
ES4. Now turning to federal politics for a minute... If a federal election were held tomorrow, which party's candidate would you be most likely to support? (Base: Decided and leaning voters in Winnipeg)



Federal Party Support in Rural and Northern Manitoba

Conservative support remains much higher outside Winnipeg, as the Liberal wave plateaus

ES4. 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)

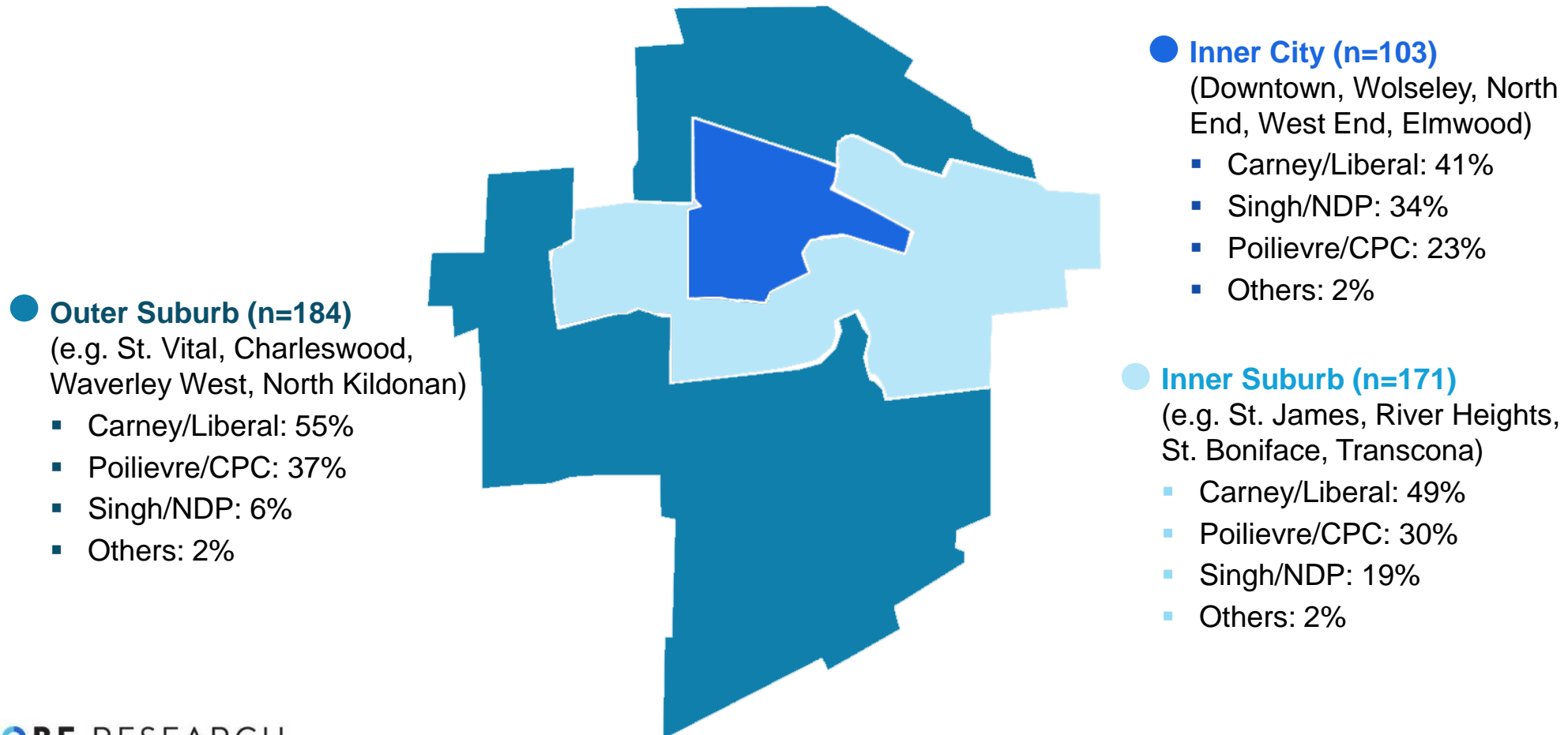


Undecided: 6%

Federal Party Support: By Area of Winnipeg

Liberals hold strong leads throughout Winnipeg, but NDP support is higher again in key areas

ES4. 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 Winnipeg)



Federal Party Support in Manitoba: By Demographic Subgroup

Manitobans over the age of 35 and women are more likely to back the Liberals now

ES4. 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)

	Gender			Age			Region		Disability Status
	Total	Men	Women	18-34	35-54	55+	Winnipeg	Rest of Manitoba	
(Unweighted)	(757)	(371)	(377)	(235)	(262)	(260)	(458)	(299)	(113)
(Weighted Base)	(747)	(371)	(368)	(216)	(235)	(296)	(449)	(298)	(102)
Liberal	43%	40%	46%	39%	44%	45%	50%	32%	41%
Conservative	40%	47%	35%	39%	39%	43%	32%	54%	27%
NDP	15%	12%	17%	20%	16%	11%	16%	12%	29%
Green	1%	1%	1%	1%	1%	1%	1%	1%	1%
People's Party	1%	<1%	1%	0%	0%	1%	1%	<1%	2%
	Education			Income			Identity		White
	HS or Less	College/ Some PS	University Graduate	<\$50K	\$50K-\$99K	\$100K+	Indigenous	All Racialized	
(Unweighted)	(92)*	(317)	(348)	(110)	(241)	(339)	(96)*	(140)	(566)
(Weighted Base)	(313)	(235)	(199)	(158)	(256)	(269)	(101)	(143)	(556)
Liberal	31%	45%	60%	46%	38%	48%	34%	41%	42%
Conservative	49%	40%	27%	28%	45%	41%	45%	37%	43%
NDP	20%	12%	10%	23%	15%	9%	19%	20%	13%
Green	0%	2%	1%	2%	1%	1%	2%	2%	1%
People's Party	0%	<1%	2%	1%	1%	<1%	0%	0%	1%