

Manitoba Provincial Politics

The
Free Press

June 2025 Probe Omnibus Survey

PROBE RESEARCH

Contact:

Mary Agnes Welch
Partner



(204) 470-8862



maryagnes@probe-research.com

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PROBE RESEARCH



603 – 191 Lombard Ave.
Winnipeg, MB R3B 0X1



(204) 926-6565



www.probe-research.com



The Story

A new leader has not yet shifted the fortunes of the Progressive Conservative (PC) party, and the New Democrats remain incredibly popular in the province.

Obby Khan is now the permanent leader of the PCs, but his party remains well behind Premier Wab Kinew and the governing NDP. Worse, the Tories appear to have lost a bit of ground in their rural strongholds. Nearly two years since forming government, Kinew and the NDP continue to cruise along with very strong support from Manitobans throughout the province.

Besides slipping behind the NDP, what may be most concerning for the PCs is that their voter universe – the proportion of Manitobans open to voting for the party with its new leader – is relatively small. While nearly one in five Manitobans are unsure about whether they would vote for the PCs with Khan as leader, fewer than four in 10 Winnipeggers are open to voting PC in a provincial election. If the PCs wish to be competitive in the next provincial election, they will need to gain considerable ground among Winnipeggers and women – two voting blocks deeply committed to the NDP right now.



Key Findings

Despite a new PC leader, overall party support in Manitoba is virtually unchanged. More than one-half of Manitobans continue to support Wab Kinew and the NDP (57%, no change from March). With Obby Khan chosen as the permanent PC leader, only one-third would cast a ballot for the PCs (32%, -1% vs. March) while just eight per cent prefer Cindy Lamoureux and the Manitoba Liberals.

The NDP is now the most popular party beyond the Perimeter. One-half of voters in rural and northern Manitoba would cast a ballot for the NDP (50%, +5% vs. March), with only four in 10 preferring the PCs (41%, down from 47%). This is the strongest lead the NDP has had in rural/northern Manitoba since the election.

Only a modest number of Manitobans are currently open to voting PC with Obby Khan as leader. Although a sizable number (18%) are undecided, right now only four in 10 are open to voting for the PCs with Obby Khan as leader (41%, including 21% who will definitely vote PC and 20% who would consider it). Openness to voting PCs remains relatively low among two very important voting groups: women (32%, vs 49% among men) and those living in Winnipeg (37%, vs. 46% in rural/northern Manitoba). Only about one in five current NDP supporters are open to switching support to the PCs with Khan as leader.

Manitobans have mixed feelings about another federal Liberal government in Ottawa. Slightly more than four in 10 (42%) are happy Mark Carney and the Liberals won a minority government in the recent federal election, with a slightly lower proportion (34%) unhappy about this. One-quarter (24%) had a neutral view. Women, Winnipeggers, older Manitobans and provincial NDP supporters are happiest about the federal election outcome.

Methodology

Probe Research surveyed a random and representative sample of 1,000 Manitoba adults between May 28 and June 10, 2025.

The sample includes 501 Manitobans randomly recruited via live-agent operator, 246 randomly recruited via Interactive Voice Response (IVR) and 253 members of Probe Research's online panel. All respondents completed the survey on an online platform.

Probe reached out to Manitobans through modified random digit dialing, including both landline and wireless numbers. This ensured all Manitoba adults had an equal opportunity to participate in this survey.

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 has been weighted slightly by age, gender, region and educational attainment so it properly reflects the province's population, based on Census data. Probe used SPSS software to conduct 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.

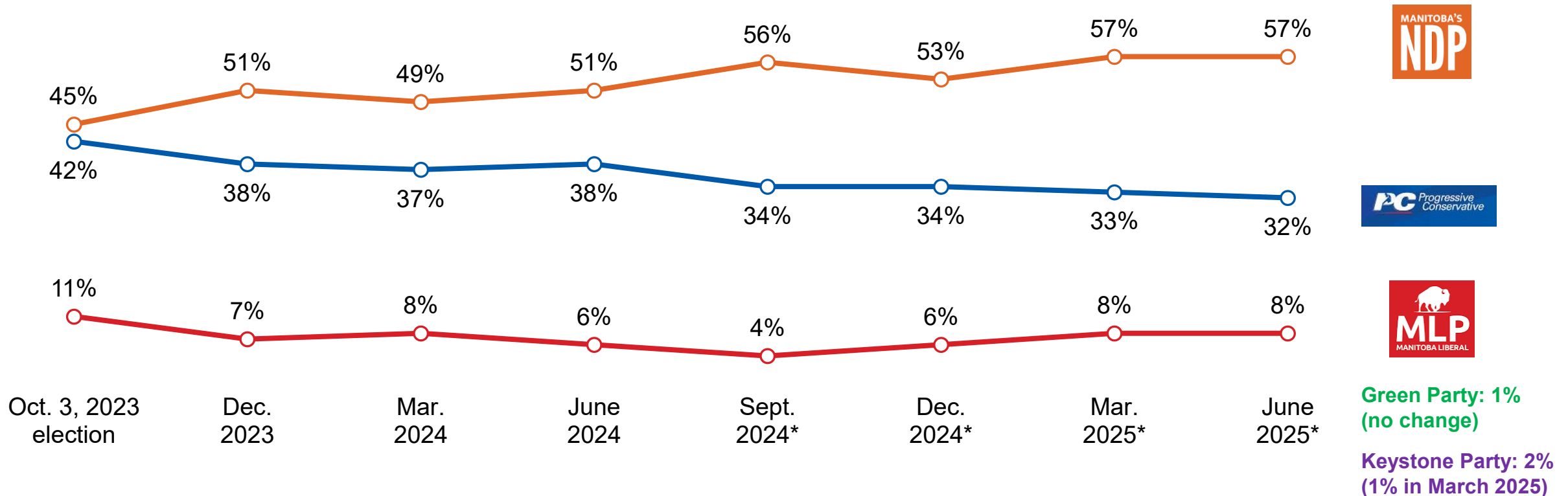
Survey Instrument

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

Provincial Party Support in Manitoba: Tracking

There has been virtually no change in party preference during the past three months

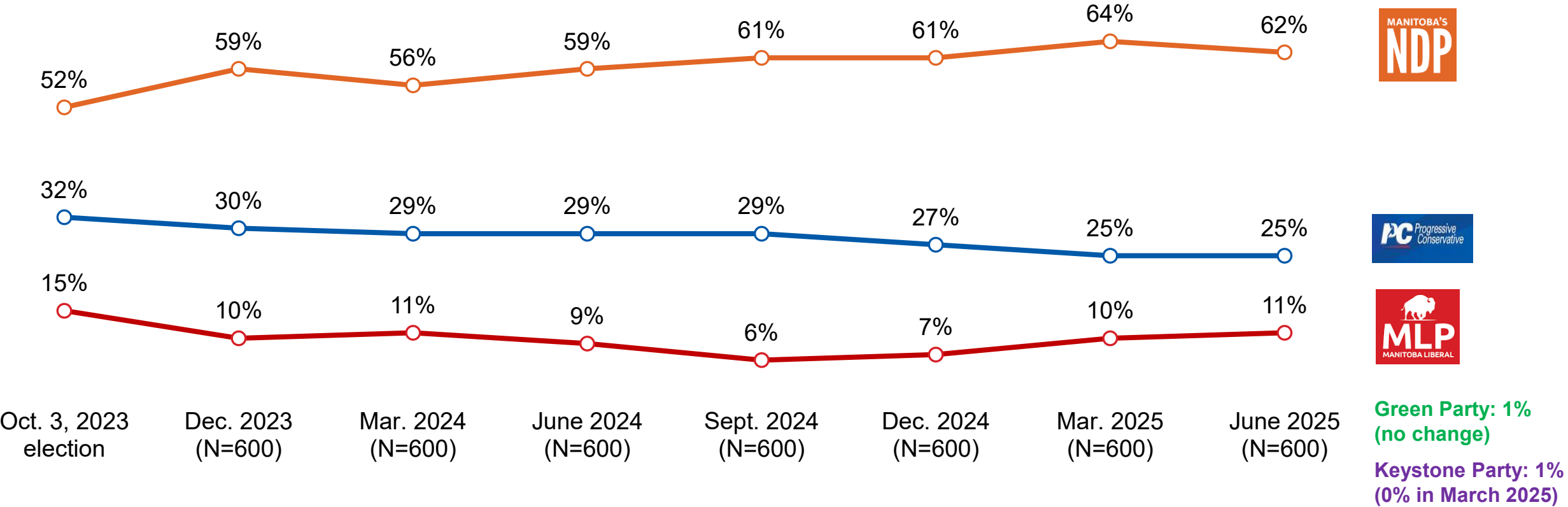
Q1/2. If a provincial election were held tomorrow, which party's candidate would you be most likely to support? Even though you have not decided whom you would vote for, is there nonetheless a provincial party's candidate that you think you might want to support or are currently leaning toward? (Base: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



Provincial Party Support in Winnipeg: Tracking

NDP support dips slightly, but the party retains a massive lead with urban voters

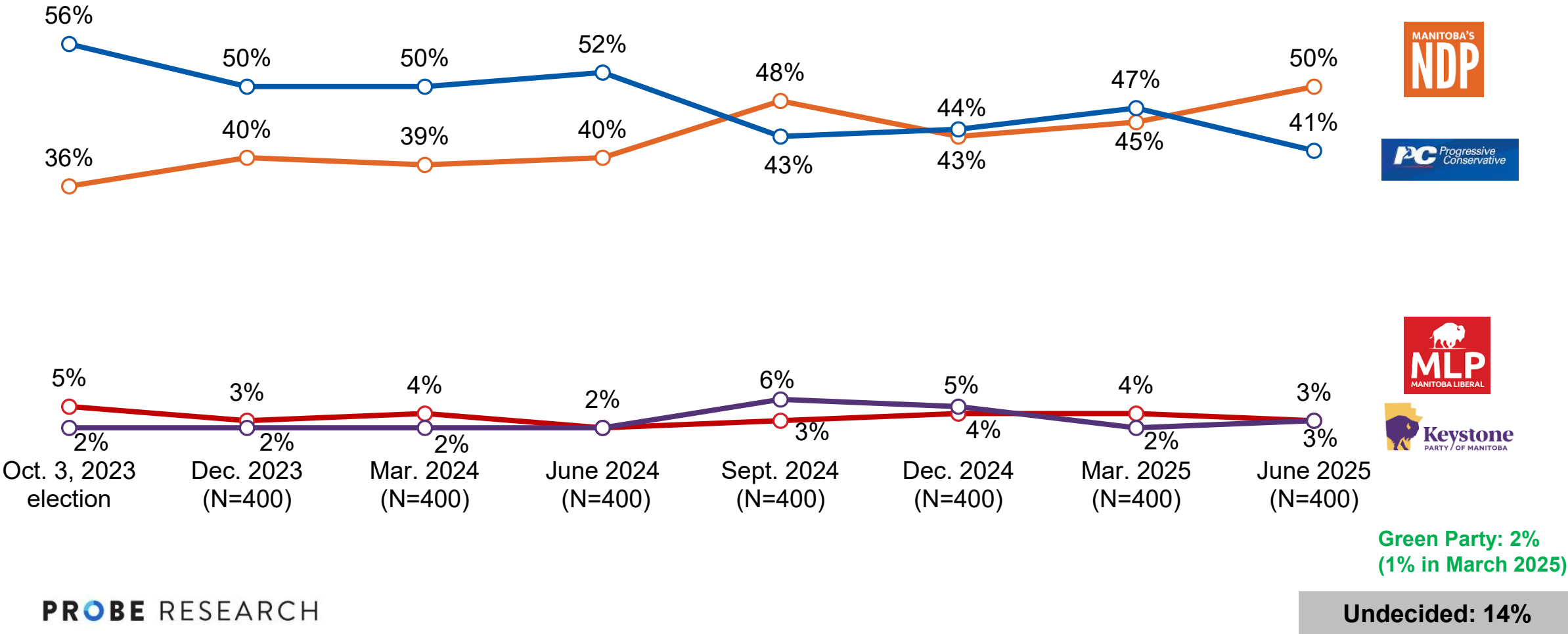
Q1/2. If a provincial election were held tomorrow, which party's candidate would you be most likely to support? Even though you have not decided whom you would vote for, is there nonetheless a provincial party's candidate that you think you might want to support or are currently leaning toward? (Base: Decided and leaning voters in Winnipeg, N=600)



Provincial Party Support Outside Winnipeg: Tracking

The NDP has now taken a sizable lead 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 holds a significant advantage among all demographic groups

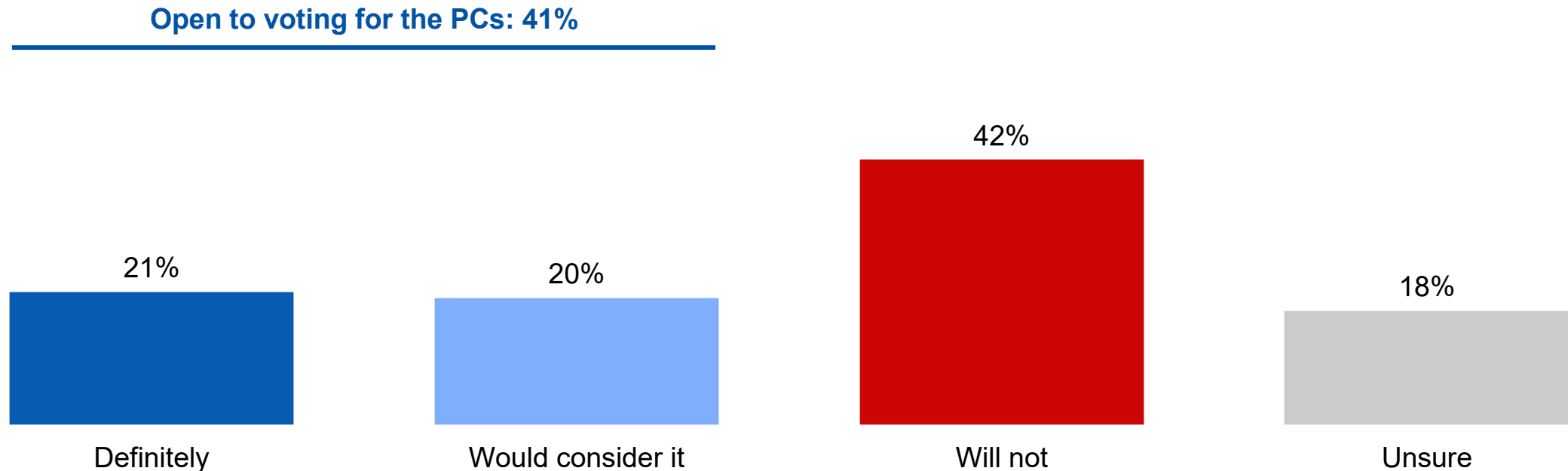
Decided/Leaning Voters

	Total	Gender		Age			Region		Disability Status
		Men	Women	18-34	35-54	55+	Winnipeg	Rest of Manitoba	
(Unweighted)	(896)	(434)	(450)	(148)	(288)	(460)	(541)	(355)	(135)
(Weighted Base)	(849)	(412)	(423)	(250)	(274)	(325)	(508)	(340)	(168)
NDP	57%	48%	65%	59%	54%	58%	62%	50%	65%
PC	32%	40%	25%	29%	38%	28%	25%	41%	17%
Liberal	8%	9%	7%	10%	6%	8%	11%	3%	14%
Others	3%	4%	4%	3%	2%	5%	2%	5%	5%
	Education			Household Income			Identity		
	HS or Less	College/ Some PS	University Graduate	<\$50K	\$50K-\$99K	\$100K+	Indigenous	All Racialized	White
(Unweighted)	(107)	(344)	(433)	(111)	(289)	(387)	(104)	(162)	(663)
(Weighted Base)	(345)	(266)	(225)	(158)	(279)	(318)	(133)	(198)	(578)
NDP	48%	58%	71%	60%	55%	59%	72%	63%	58%
PC	39%	30%	20%	22%	38%	30%	17%	19%	32%
Liberal	9%	7%	6%	13%	3%	7%	8%	15%	6%
Green	4%	5%	3%	4%	3%	4%	2%	3%	4%

Likelihood of Voting PC with Obby Khan as Leader

Only four in 10 are currently open to voting for the PCs, with nearly one in five unsure

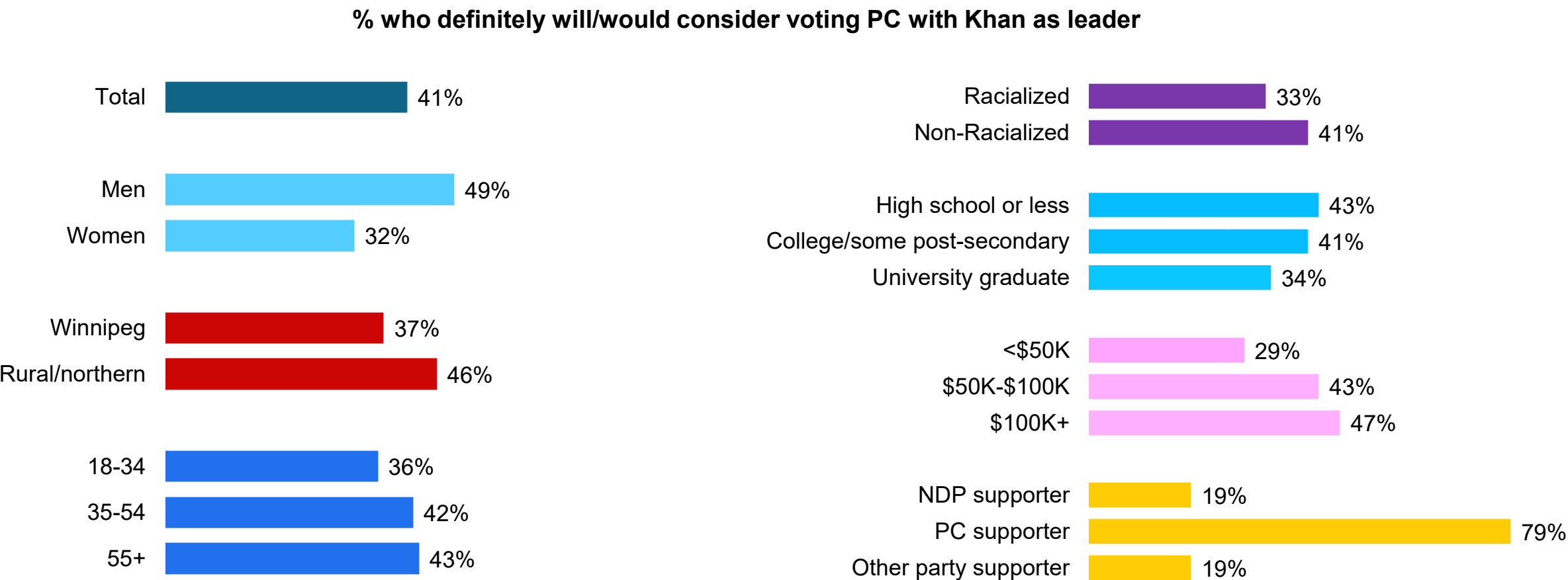
ES3. The PC Party of Manitoba elected a new leader, Obby Khan, in April. How likely are you to vote for the PC Party now that Obby Khan is its leader? (Base: All respondents, N=1,000)



Likelihood of Voting PC with Obby Khan as Leader: By Subgroup

Only slightly more than one-third of Winnipeg voters would consider voting PC right now

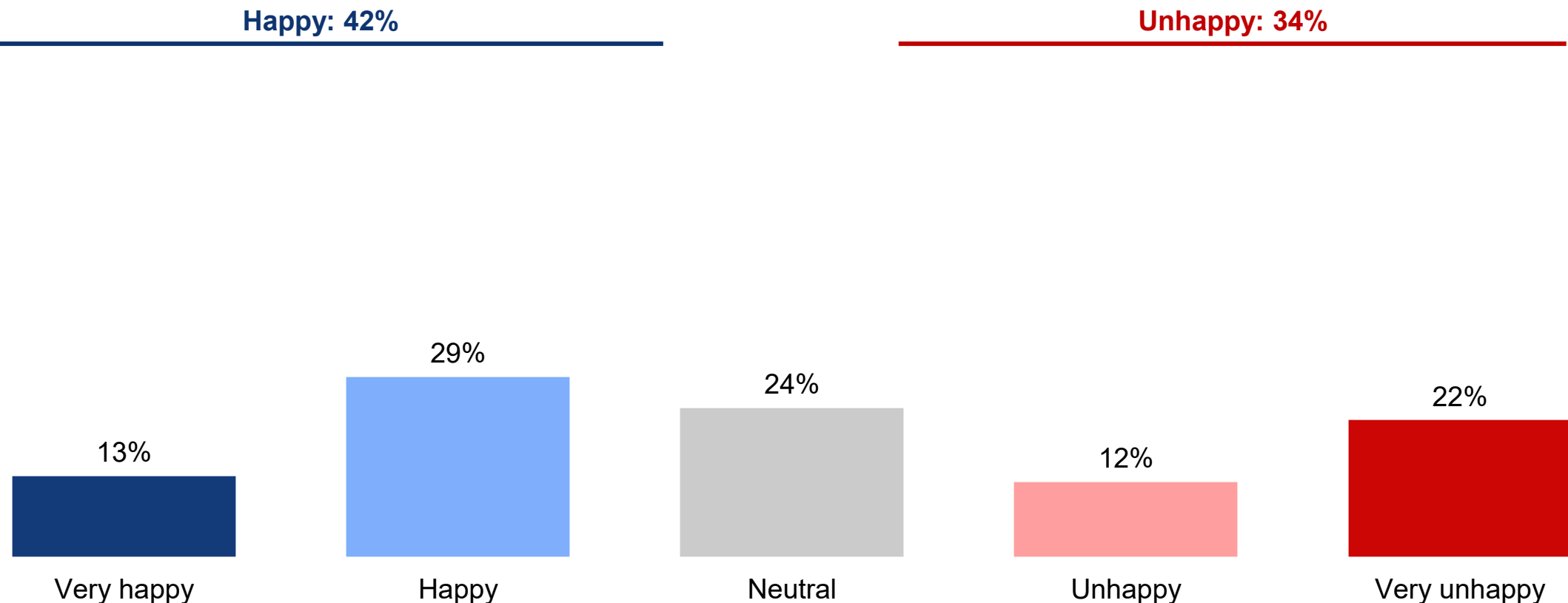
ES3. The PC Party of Manitoba elected a new leader, Obby Khan, in April. How likely are you to vote for the PC Party now that Obby Khan is its leader? (Base: All respondents, N=1,000)



Feelings About a Re-Elected Federal Liberal Government

Manitobans have mixed views on the federal Liberals winning another term under Mark Carney

ES6. Overall, are you happy or unhappy that Mark Carney and the Liberals won a minority government? (Base: All respondents, N=1,000)



Feelings About a Re-Elected Liberal Government: By Subgroup

Women, Winnipeggers, older Manitobans and NDP supporters happiest about election outcome

ES6. Overall, are you happy or unhappy that Mark Carney and the Liberals won a minority government? (Base: All respondents, N=1,000)

% happy about the Liberals winning a minority government

