

Manitoba Provincial Politics

The
Free Press

September 2025 Probe Omnibus Survey

PROBE RESEARCH

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The Story

At the halfway mark of their first mandate, Premier Wab Kinew and his NDP government remain in an enviable position. The premier and his party remain much more popular with Manitobans than their Progressive Conservative (PC) rivals, now fronted by leader Obby Khan. But after nearly stealing a seemingly safe PC seat in western Manitoba by-election this August, the NDP's popularity may be softening.

If the current trend holds, Kinew and the NDP will easily cruise to victory in the next provincial election. The NDP's current level of support is still higher than the vote share the party achieved on election night in 2023. But, heading into this fall's sitting of the legislature, Khan and the PCs seem to have stabilized their position and could be starting the long climb-back into contention.



Key Findings

The NDP's popularity remains very high province-wide, but enthusiasm for Premier Wab Kinew and his party is cooling a little.

More than one-half of Manitobans would vote for the NDP in a provincial election (53%, down from 57% in June). Progressive Conservative (PC) support has inched up slightly during the past three months (from 32% to 34%). Support for the Liberals is unchanged at eight per cent, with four per cent backing the Greens (+3% vs. June). One in five voters (22%) are undecided.

The NDP's numbers are down slightly in both Winnipeg and outside the Perimeter. Within Winnipeg, NDP support has decreased to 57 per cent (-5% vs. June) – the lowest level of NDP support since June 2024. Support for other parties is up slightly, with the PCs at 27 per cent (+2%), the Liberals at 12 per cent (+1%) and the Greens at three per cent (+2%). Outside Winnipeg, the PCs are once again statistically tied with the NDP (44% vs. 47%), with the Greens slightly ahead of the Liberals in this region (5% vs. 3%).

Premier Wab Kinew also remains far more popular than the other party leaders, but his job approval numbers have ebbed slightly during the past year.

More than six in 10 Manitobans approve of Kinew's leadership (63%, down from 67% in Sept. 2024) compared to nearly three in 10 who disapprove and one in 10 with no opinion. Not surprisingly, Kinew's popularity is highest among the NDP's voting base – women, Winnipeg residents and Indigenous people. One-third of current PC voters and more than eight in 10 Manitoba Liberal supporters also praise his leadership.

New PC leader Obby Khan's approval rating is similar to the result posted 12 months ago by the former interim party leader, Wayne Ewasko (34%, vs. 33% in Sept. 2024). Khan's net popularity score is slightly negative (-5, as 39% disapprove of his performance), with more than one-quarter of Manitobans unable to provide an approval rating for the new PC leader. Khan has the backing of nearly eight in 10 current PC voters, with his approval rating also higher among men, rural and northern Manitobans and older Manitobans.

Methodology

Probe Research surveyed a random and representative sample of 1,000 Manitoba adults between September 4 and 14, 2025.

Respondents were contacted using four different methods. The sample includes 536 Manitobans randomly recruited via live-agent operator, 184 randomly recruited via text message/SMS, 15 randomly recruited via Interactive Voice Response (IVR) and 265 members of Probe Research's online panel. All respondents completed the survey using an online platform.

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.

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.

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 nearly 30 years, Probe Research has conducted quarterly omnibus surveys of random and representative samples of Manitoba adults. These surveys have provided strategic and proprietary insights to hundreds of public, private and not-for-profit clients on many different social, cultural and public policy topics. The Probe Research Omnibus Survey is the province's largest and most trusted general population survey.

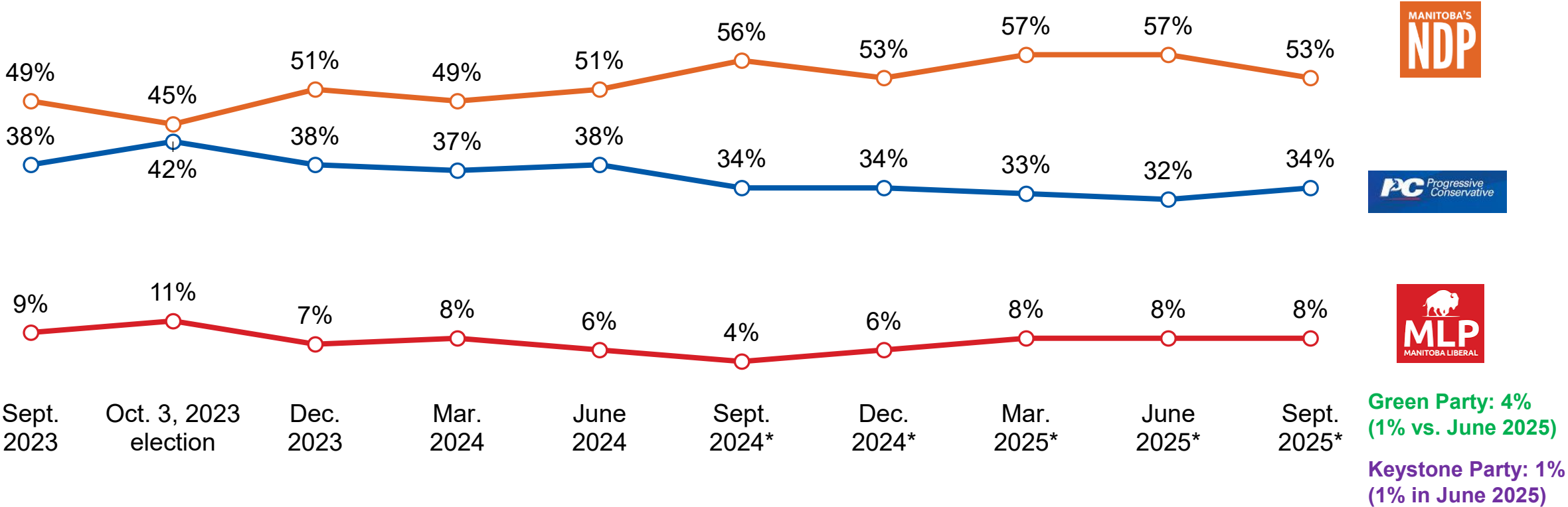
Survey Instrument

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

Provincial Party Support in Manitoba: Tracking

NDP support drops, although the party retains a significant lead over the PCs

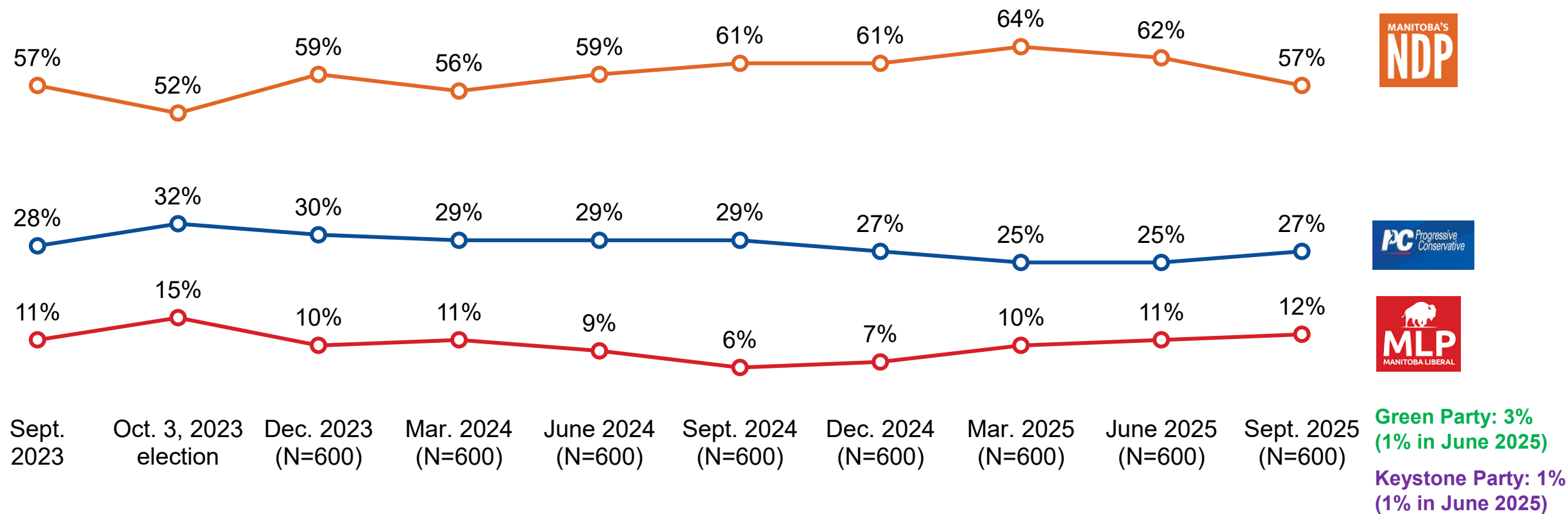
Q1/2. If a provincial election were held tomorrow, which party's candidate would you be most likely to support? Even though you have not decided whom you would vote for, is there nonetheless a provincial party's candidate that you think you might want to support or are currently leaning toward? (Base: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



Provincial Party Support in Winnipeg: Tracking

NDP support remains high, but edges downward to its lowest level in 18 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 Winnipeg, N=600)



Provincial Party Support: By Area of Winnipeg

NDP continues to lead the PCs in all regions of the city

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=94)**
(Caution: small base)

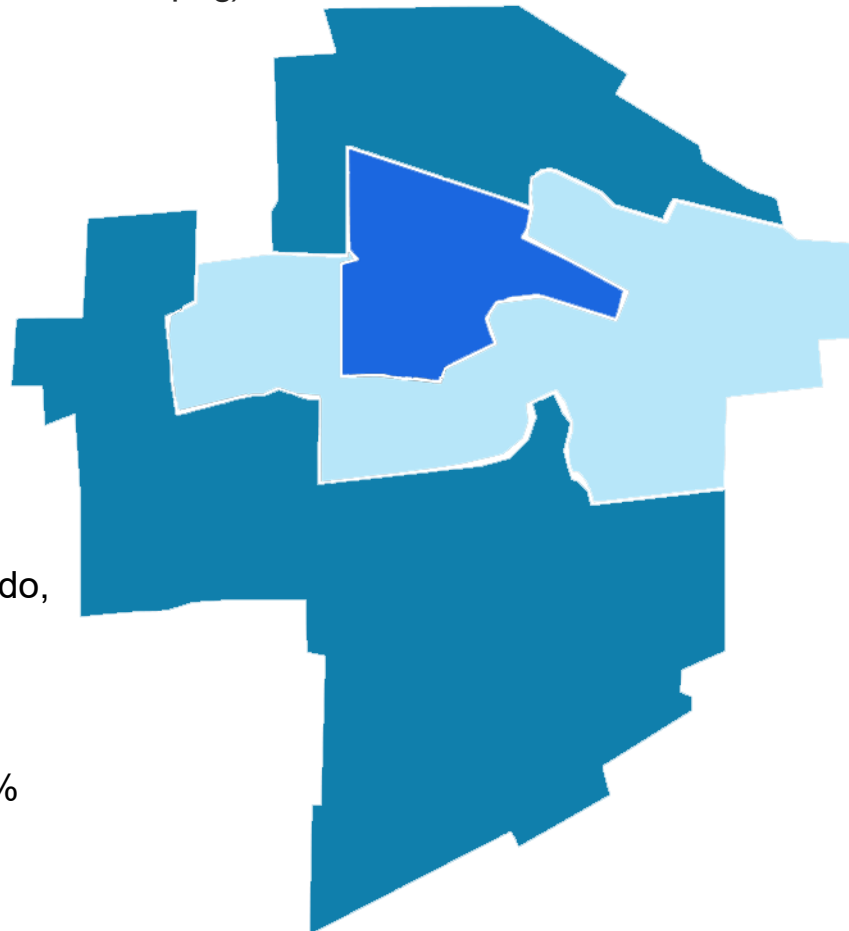
(e.g. Downtown, Wolseley, North End, West End, Elmwood)

- Wab Kinew/NDP: 54%
- Obby Khan/PCs: 19%
- Cindy Lamoureux/Liberals: 16%
- Others: 10%

- **Outer Suburb (n=239)**

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

- Wab Kinew/NDP: 54%
- Obby Khan/PCs: 30%
- Cindy Lamoureux/Liberals: 11%
- Others: 5%



- **Inner Suburb (n=200)**

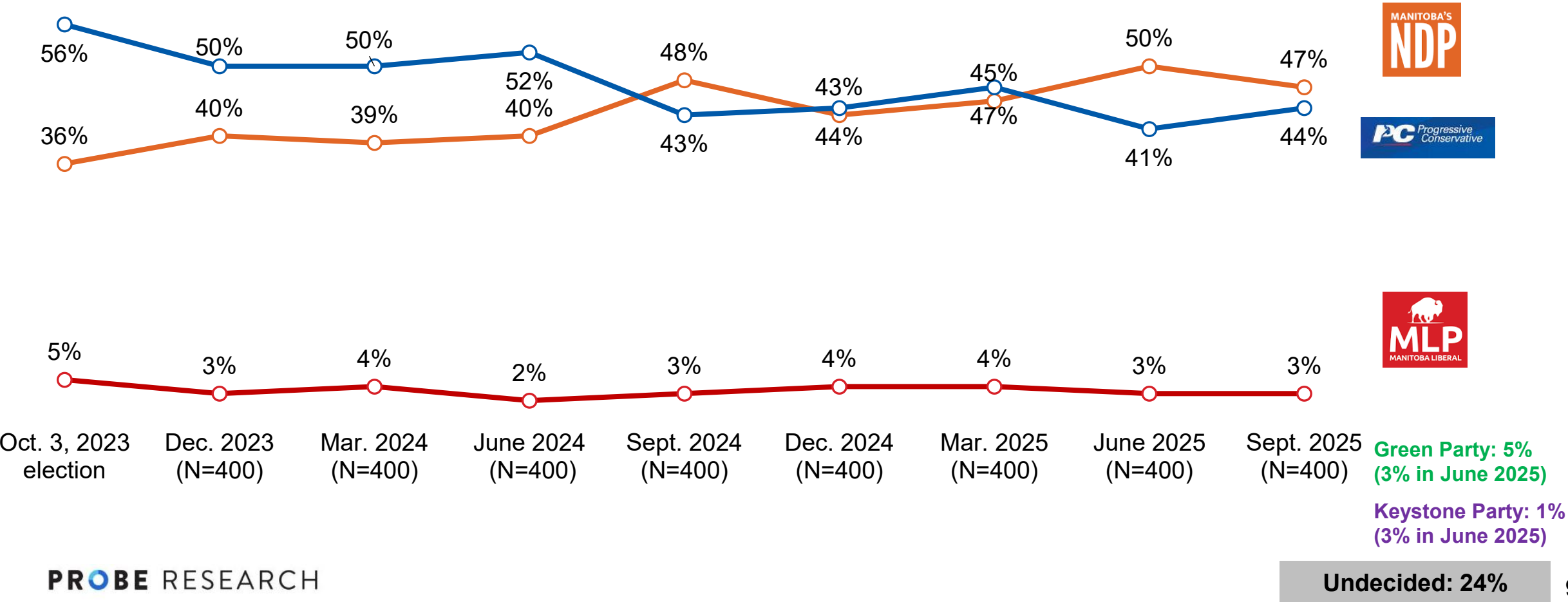
(e.g. St. James, River Heights, St. Boniface, Transcona)

- Wab Kinew/NDP: 62%
- Obby Khan/PCs: 27%
- Cindy Lamoureux/Liberals: 10%
- Others: 1%

Provincial Party Support Outside Winnipeg: Tracking

PC support increases slightly, with the party nearly tied with the NDP in rural/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 PCs remain more competitive (but still behind) among men, older voters and new Canadians

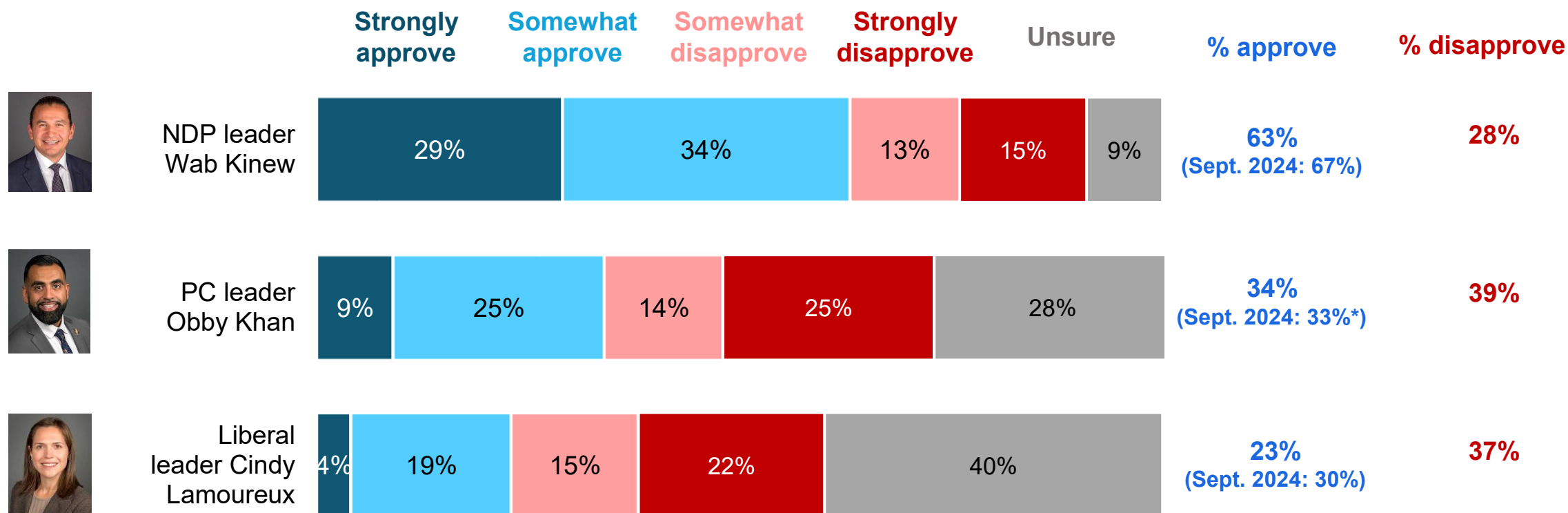
Decided/Leaning Voters

	Total	Gender		Age			Region		Born outside Canada
		Men	Women	18-34	35-54	55+	Winnipeg	Rest of Manitoba	
(Unweighted)	(881)	(460)	(410)	(139)	(347)	(395)	(533)	(348)	(125)
(Weighted Base)	(865)	(438)	(415)	(306)	(224)	(335)	(524)	(340)	(160)
NDP	53%	46%	59%	54%	55%	49%	57%	47%	46%
PC	34%	42%	25%	28%	32%	40%	27%	44%	33%
Liberal	8%	6%	11%	12%	6%	6%	12%	3%	12%
Others	6%	6%	5%	6%	7%	4%	4%	7%	7%
	Education			Household Income			Identity		
	HS or Less	College/ Some PS	University Graduate	<\$50K	\$50K-\$99K	\$100K+	Indigenous	All Racialized	White
(Unweighted)	(118)	(330)	(425)	(127)	(297)	(354)	(94)*	(181)	(518)
(Weighted Base)	(392)	(253)	(213)	(185)	(289)	(256)	(110)	(216)	(446)
NDP	47%	57%	58%	52%	53%	55%	70%	65%	47%
PC	37%	34%	26%	33%	30%	35%	23%	26%	44%
Liberal	8%	5%	14%	8%	8%	7%	3%	7%	5%
Others	8%	4%	3%	6%	9%	2%	4%	1%	5%

Approval Ratings for Party Leaders

Wab Kinew's approval rating has decreased slightly – but remains much higher than others

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)

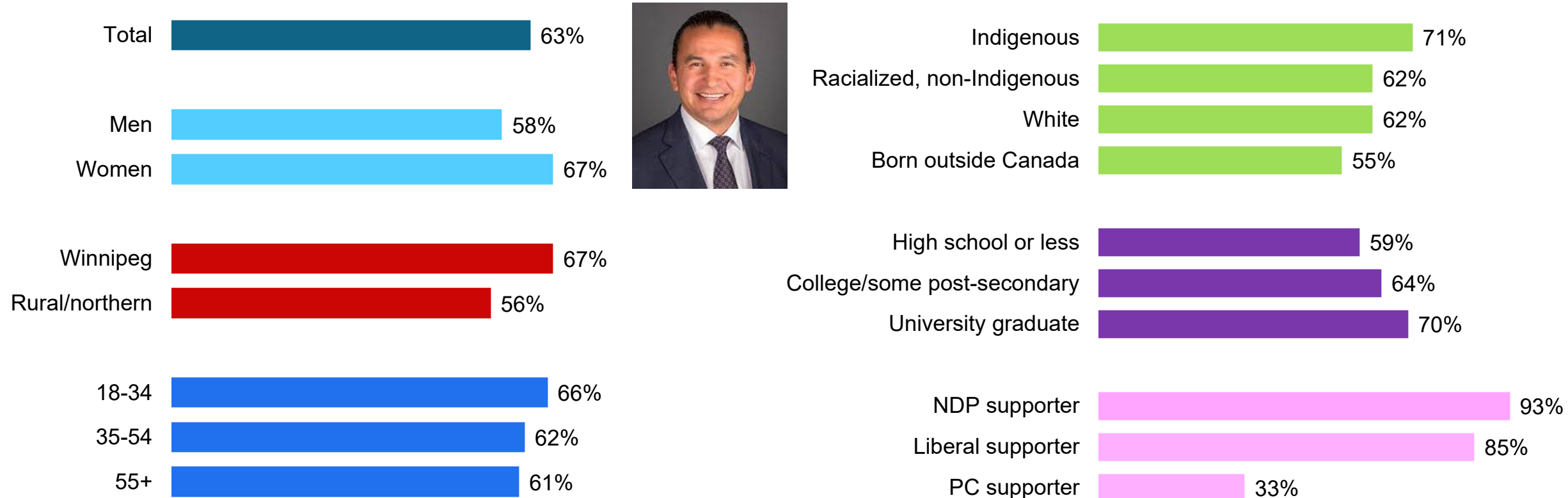


Wab Knew Approval Rating: By Subgroup

Kinew is most popular among women, Winnipeggers and Indigenous people

ES3. 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)

% strongly/somewhat approve



Obby Khan Approval Rating: By Subgroup

Men and rural/northern Manitobans are more likely to approve of Khan's performance

ES3. 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)

% strongly/somewhat approve

