

Manitoba Provincial Politics

March 2024 Probe Omnibus Survey

The
Free Press

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Key Findings

A new Probe Research survey for the *Winnipeg Free Press* shows the provincial political scene in Manitoba remains largely unchanged, as Premier Wab Kinew and his NDP administration continue to govern with significant popular support.

Province-wide, 49 per cent of decided and leaning Manitoba voters would cast a ballot for an NDP candidate, which represents a slight decrease from the level of NDP support recorded in December (-2%) but remains above the 45 per cent of the vote the NDP captured in the October 2023 provincial election.

PC support currently sits at 37 per cent (-1% vs. December and -5% since the election), while the Manitoba Liberals are still preferred by slightly fewer than one in ten voters (8%, -1% vs. December and -3% vs. the election).

Overall, 13 per cent of Manitobans are undecided about who they would vote for in a provincial election.

The NDP continues to hold the support of more than one-half of Winnipeg residents (56%, -3% vs. December), with three in ten continuing to prefer the PCs (29%, -1%) and one in ten indicating they would vote for a Liberal candidate (11%, +1%).

Outside Winnipeg, there is also virtually no change. One-half continue to favour the PCs (50%, no change), with four in ten backing the NDP (39%, -1%) and only four per cent opting for the Liberals (+1%).

The NDP continues to hold a two-to-one advantage over the PCs among female voters (60% vs. 26% respectively), younger adults aged 18-34 (60% vs. 28%) and university graduates (62% vs. 25%). Men remain somewhat more likely to prefer the PCs (49% vs. 37%), and the two parties are tied in support among those aged 55+ (44% each).

Methodology

Probe Research surveyed a random and representative sampling of 1,000 adults residing in Manitoba between March 5 and 18, 2024.

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 493 Manitobans randomly recruited via live-agent operator, 288 randomly recruited via Interactive Voice Response (IVR) and 219 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.

Minor statistical weighting has been applied to this sample so that age, gender and regional characteristics properly reflect the province's population. All data analysis was performed using SPSS statistical analysis software.

About the Probe Research Omnibus

For more than two decades, Probe Research Inc. 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.

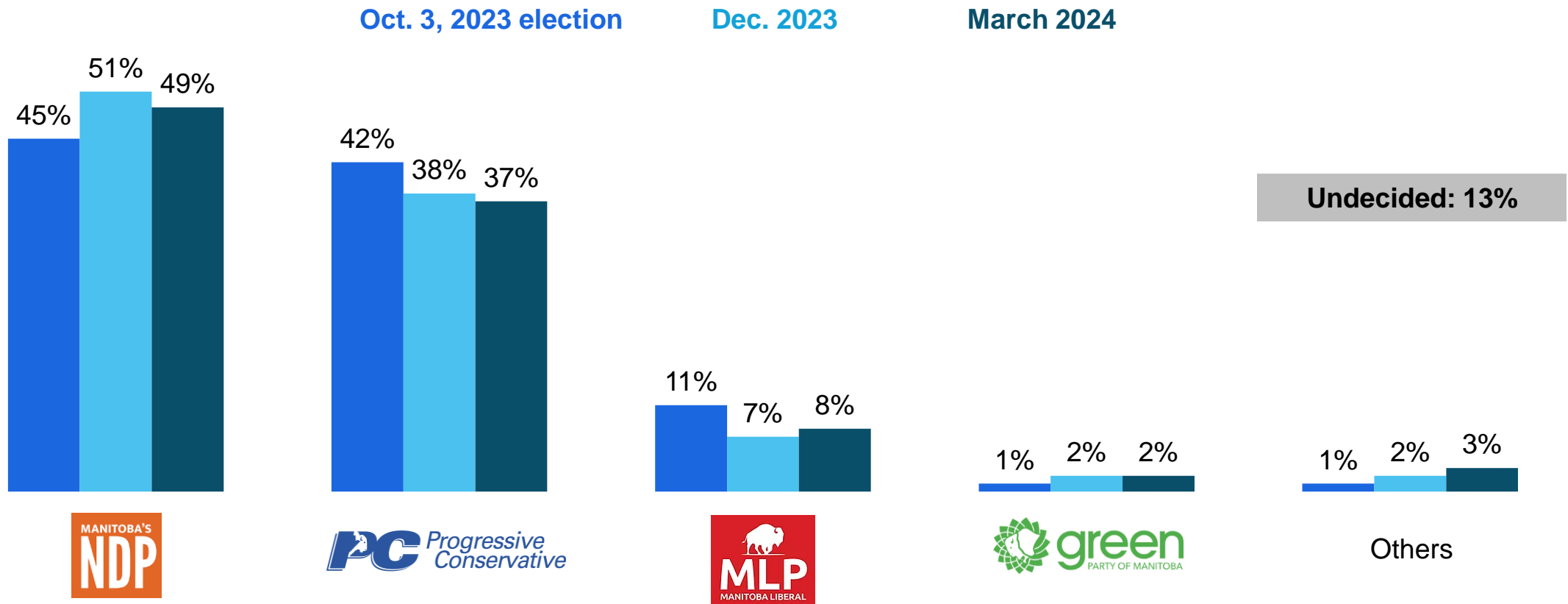
Survey Instrument

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

Provincial Party Support in Manitoba: Tracking

Little change in party support since the October election

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)

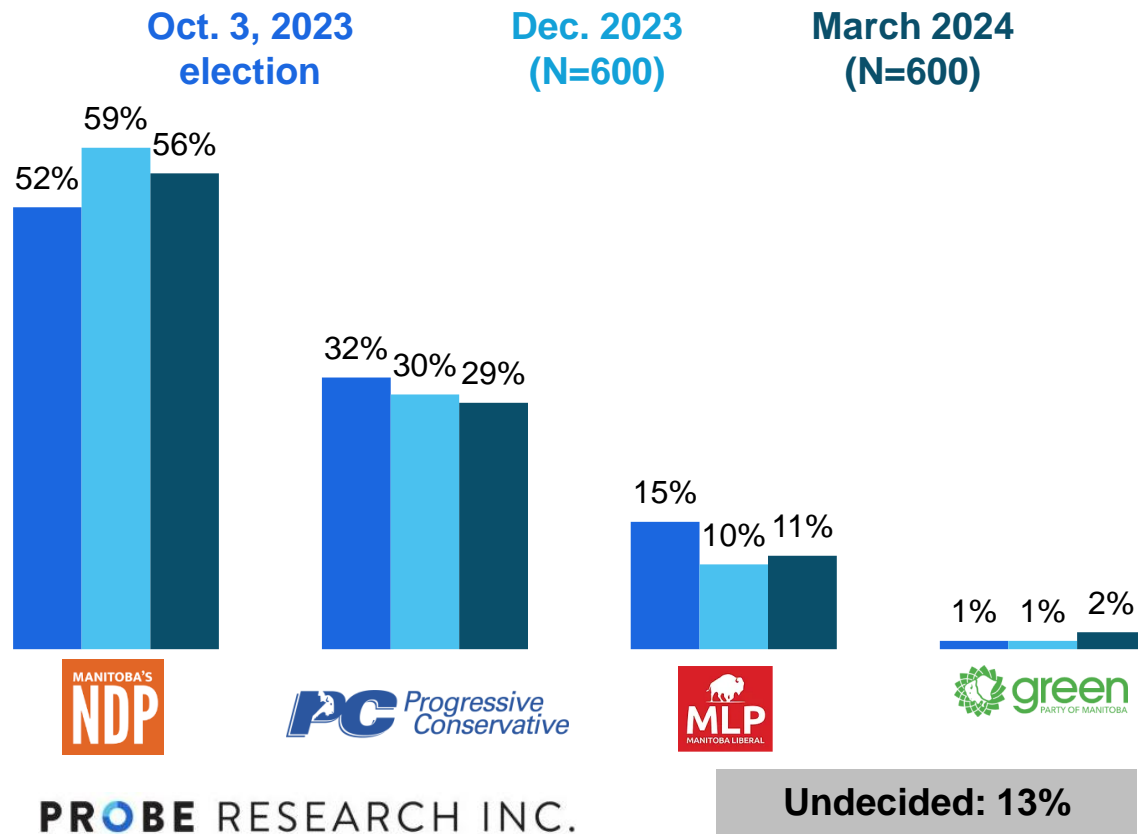


Provincial Party Support by Region: Tracking

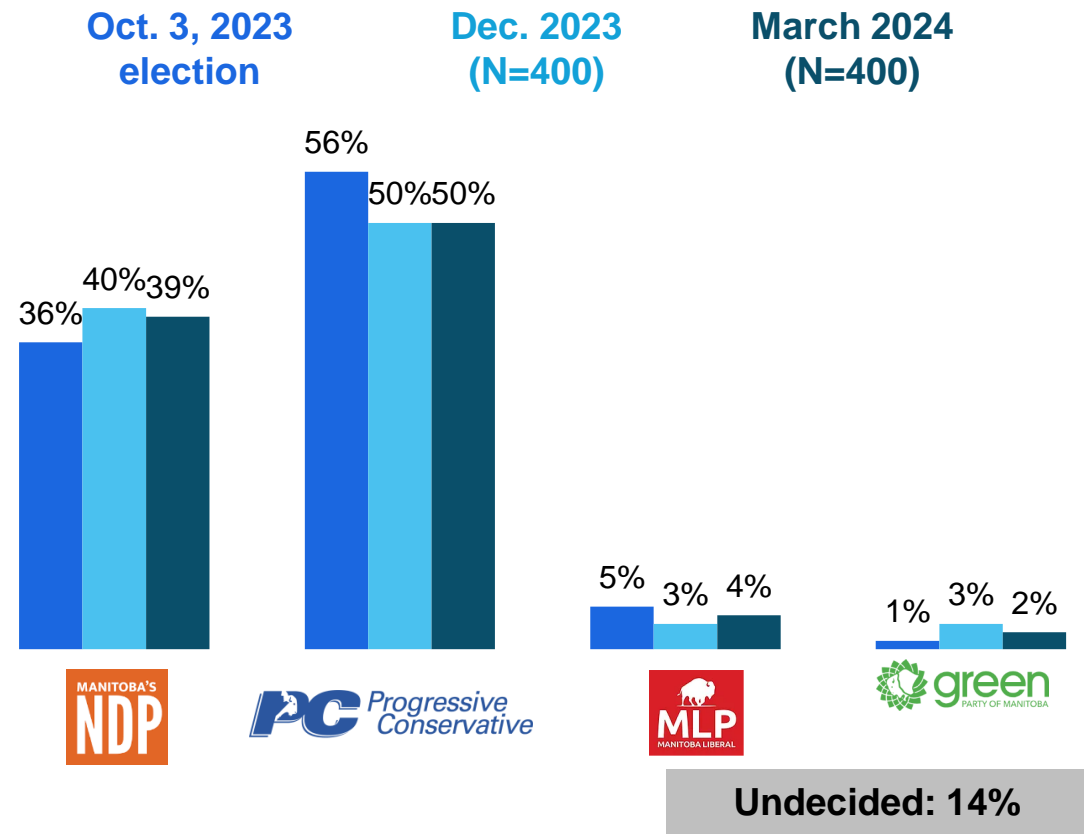
New Democrats remain dominant in the provincial capital

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Winnipeg



Rural/northern Manitoba



Provincial Party Support: By Area of Winnipeg

The PCs still have the support of one in three voters in outlying suburban areas

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● **INNER CITY (n=90)***
(Downtown, Wolseley, North End, West End, Elmwood)

- NDP: 66%
- PC: 15%
- Liberal: 14%
- Green/Other: 6%

● **INNER SUBURB (n=193)**
(e.g. St. James, River Heights, St. Boniface, Transcona)

- NDP: 64%
- PC: 22%
- Liberal: 13%
- Green/Other: 1%

● **OUTER SUBURB (n=201)**
(e.g. St. Vital, Charleswood, Waverley West, North Kildonan)

- NDP: 52%
- PC: 37%
- Liberal: 8%
- Green/Other: 4%



*Caution: Small base size

Provincial Party Support: By Demographic Sub-Group

The NDP has a two-to-one advantage over the PCs among women, young adults

	Total	Gender		Age			Region		Disability Status
		Men	Women	18-34	35-54	55+	Winnipeg	Rest of Manitoba	
(Unweighted)	(1,000)	(531)	(459)	(171)	(406)	(423)	(600)	(400)	(138)
(Weighted Base)	(1,000)	(484)	(506)	(288)	(319)	(393)	(600)	(400)	(133)
NDP	49%	37%	60%	60%	47%	44%	56%	39%	61%
PC	37%	49%	26%	28%	39%	44%	29%	50%	29%
Liberal	8%	8%	8%	7%	7%	11%	11%	4%	7%
Green	2%	2%	2%	3%	3%	1%	2%	2%	1%
Other	3%	3%	3%	4%	5%	2%	1%	5%	3%
	Education			Income			Identity		
	HS or Less	College/ Some PS	University Graduate	<\$50K	\$50K-\$99K	\$100K+	Indigenous	BIPOC	2SLGBTQIA+
(Unweighted)	(156)	(378)	(447)	(161)	(322)	(373)	(115)	(180)	(74)*
(Weighted Base)	(174)	(376)	(428)	(172)	(322)	(351)	(114)	(192)	(87)*
NDP	34%	43%	62%	46%	56%	49%	59%	55%	77%
PC	49%	45%	25%	29%	33%	40%	28%	28%	10%
Liberal	9%	6%	10%	16%	7%	7%	8%	9%	5%
Green	2%	3%	1%	6%	1%	1%	1%	4%	8%
Other	6%	4%	1%	3%	3%	2%	4%	5%	1%

*Caution: Small base size