



# MANITOBA 2019 ELECTION SURVEY RESULTS

Parties and Leaders: Performance  
and Perceptions

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**NEWS**  
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**PROBE** RESEARCH INC.

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## KEY FINDINGS

- More than one-half of Manitobans (54%) disapprove of Premier and Progressive Conservative Leader Brian Pallister's job performance, compared to four-in-ten (40%) who give him high marks. Manitoba NDP Leader Wab Kinew, meanwhile, receives approval from four-in-ten Manitobans (41%), with a similar proportion (43%) disapproving of his performance and 16 per cent indicating they are unsure.
- The leaders of the two smaller parties have higher approval scores, with the Manitoba Liberals' Dougald Lamont receiving approval from four-in-ten Manitobans (42%, versus 27% disapprove and 31% unsure) and Green Party Leader James Beddome getting high marks from one-third of the public (36%, versus 20% disapprove and 45% unsure).
- On balance, Manitobans have developed a negative view of both the Progressive Conservatives and New Democrats during the 2019 provincial election campaign. Four-in-ten Manitobans (42%) have a worse impression now of the PCs compared to when the campaign began in early August (compared to one-in-five who say they have a better view of the party), with one-third of Manitobans (35%) saying their impressions of the NDP are worse today compared to the beginning of the campaign. Near equal proportions of Manitobans have developed a better or worse impression of the provincial Liberal party since the start of the campaign (22% and 27% respectively).
- The only party that has a net positive approval score is the provincial Green Party, with nearly three-in-ten (28%) saying their impression of the party has improved compared to one-in-ten (11%) who have a negative view.

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## KEY FINDINGS (continued)

- When asked to assess NDP Leader Wab Kinew’s criminal record, Manitobans are somewhat split. Four-in-ten indicate Mr. Kinew’s past is a serious issue that may affect the likelihood of voting for his party, while just over three-in-ten accept Kinew’s explanation that he is a changed person and would consider voting for the NDP anyway.
- Voters in the NDP “universe” – including Winnipeggers and Indigenous voters – are more likely to accept Kinew’s description of himself as a changed person. However, those who voted for the NDP in elections prior to but not in 2016 are less likely to accept Kinew’s explanation than those who have remained more committed to the party in recent years.
- When asked if Wab Kinew’s past behaviour will affect their likelihood of voting for a NDP candidate in their constituency, one-in-five NDP voters say it makes them less likely to do so, with three-quarters indicating it makes no difference. Younger adults and those who voted for the NDP during their time in government are more likely to be wavering in their support for the NDP because of this issue.
- More than one-half of Manitobans feel Premier and Progressive Conservative Leader Brian Pallister’s personal style – which has been described as somewhat abrasive – is “not helpful” to the province, with slightly more than three-in-ten actually saying it is helpful and about one-in-ten saying it makes no difference. Although supporters of other parties are significantly more likely than PC voters to feel that Pallister’s style is detrimental, nearly one-in-five PC supporters concede his personal style is not particularly helpful.

# ABOUT PROBE RESEARCH

Probe Research is a leading public opinion and market research firm. Founded in 1994, Probe Research provides insights to Fortune 500 companies, provincial and federal government departments and agencies, municipal governments, member and professional associations and not-for-profit organizations.

**Vision:** We create knowledge by helping citizens, consumers and stakeholders better understand one another and the world around them.

**Mission:** We ask the questions and find the answers. We use both proven and emerging market research techniques to gather data and distill stories to reveal what truly matters. We help our clients use this knowledge to make smarter, better decisions.

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## METHODOLOGY

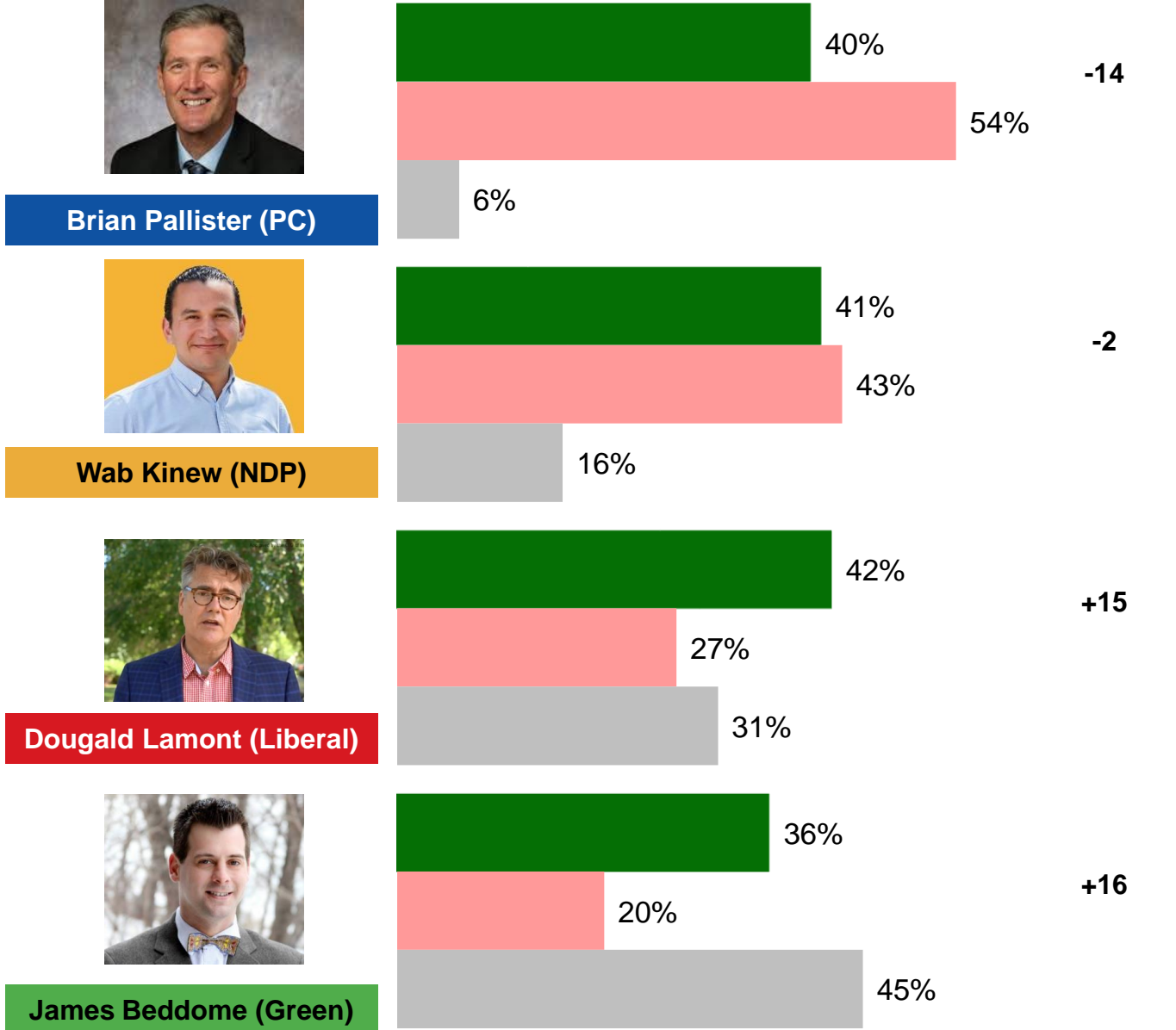
- Between August 13<sup>th</sup> and 24<sup>th</sup>, 2019, Probe Research conducted an online survey of N=1,200 Manitoba adults on behalf of the *Winnipeg Free Press* and CTV Winnipeg.
- Respondents to the survey were recruited from Probe Research's proprietary online panel, as well as a national online panel.
- Minor statistical weighting has been applied to this sample to ensure that age, regional and gender characteristics properly reflect known attributes of Manitoba's population based on 2016 Census data. The sample has also been weighted by voting behaviour based on the results of the 2016 provincial election. All data analysis was performed using SPSS statistical analysis software.
- Because an online panel is a sample of convenience, no statistical margin-of-error can be ascribed. For the purposes of comparison, a probabilistic sample of N=1,200 would have a margin of error of  $\pm 2.8$  percentage points, 19 times out of 20.
- Media outlets reporting on these results must attribute them to the survey sponsors (the *Winnipeg Free Press* and CTV Winnipeg).

# PARTY LEADER APPROVAL RATING

QV8. "For each of the following party leaders, please indicate if you strongly approve, somewhat approve, somewhat disapprove or strongly disapprove, of their job performance."

Base: All respondents (N=1,200)

■ Approve ■ Disapprove ■ Unsure **Net Approval Score:**



# PARTY LEADER APPROVAL RATING

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Base: All respondents (N=1,200)



PC Leader Brian Pallister's approval rating is highest among:

- Rural and northern Manitobans (49% vs. 35% among Winnipeg residents).
- Men (46% vs. 35% among women).
- Older Manitobans (47% among those 55+).
- Those with a high school diploma or less (51%).



NDP Leader Wab Kinew's approval rating is highest among:

- Winnipeg residents (45% vs. 35% in the rest of Manitoba).
- Women (46% vs. 36% among men).
- Younger adults (47% among those 18-34).
- Indigenous Manitobans (59% vs. 40% among non-Indigenous).



Liberal Leader Dougald Lamont's approval rating is highest among:

- Winnipeg residents (48% vs. 34% among those outside Winnipeg).
- University graduates (45%).



Green Party Leader James Beddome's approval rating is highest among:

- Winnipeg residents (39% vs. 30% among those in rural and northern Manitoba).
- Younger adults (42% among those 18-34).

# EVOLVING IMPRESSIONS OF THE PARTIES DURING THE CAMPAIGN

QV7. "Has your impression of the following parties improved, stayed the same or worsened during the campaign?"

Base: All respondents (N=1,200)



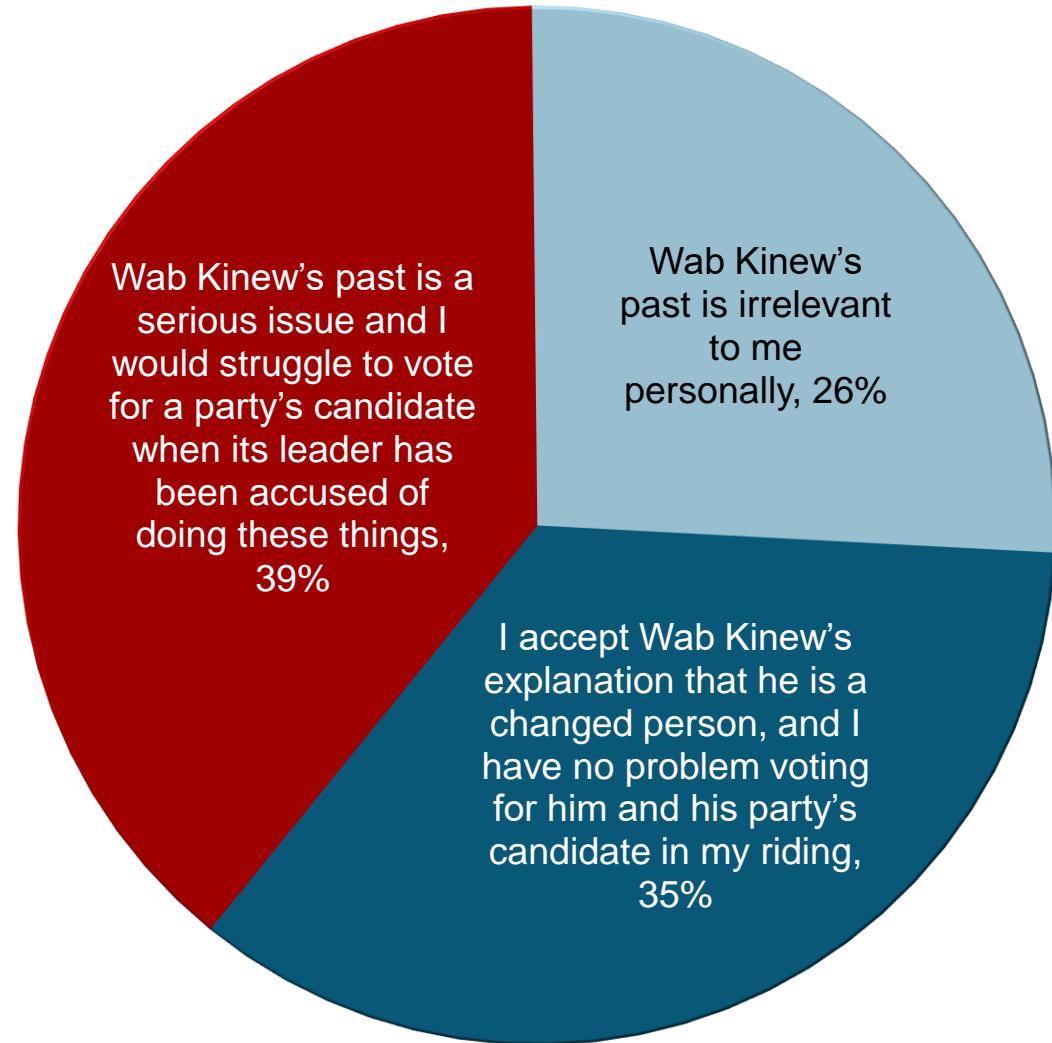
Improved	Worsened	Stayed the same	Net Approval Score
19%	42%	40%	-23
17%	35%	48%	-18
22%	27%	51%	-5
28%	11%	60%	+17

# VIEWS ON WAB KINEW'S PAST

QL1. "Manitoba NDP Leader Wab Kinew was convicted in 2004 for an assault on a taxi driver. He has also been publicly accused of domestic assault by his former common-law partner. Kinew has apologized and accepted responsibility for his past behaviour and stated publicly that he is a changed person today.

Setting aside which party you plan to support in the provincial election, which of the following statements comes closest to your view?"

Base: All respondents (N=1,200)





# VIEWS ON WAB KINEW'S PAST

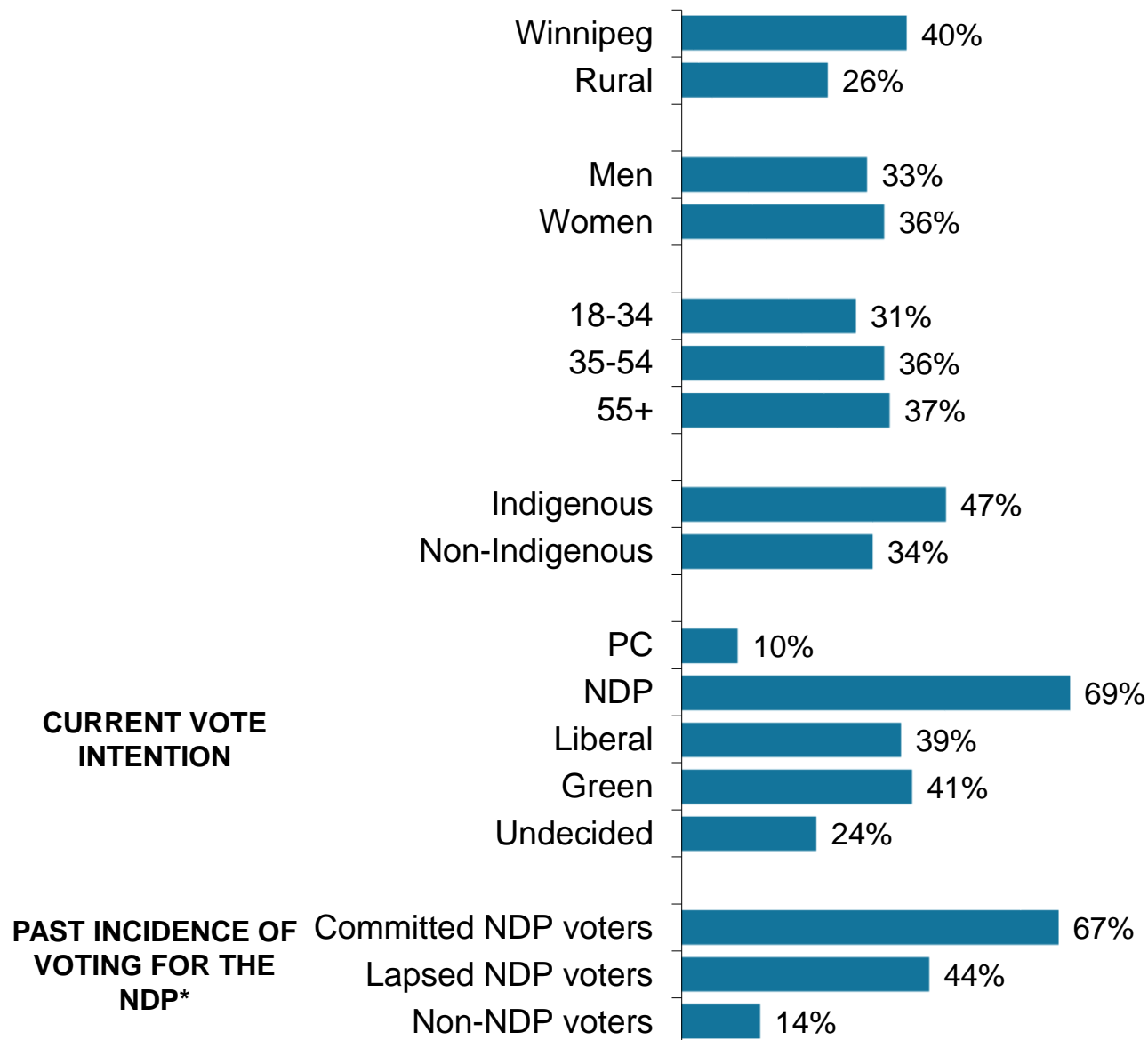
## ACROSS SOCIO-DEMOGRAPHIC SUB-GROUPS

QL1. "...Setting aside which party you plan to support in the provincial election, which of the following statements comes closest to your view?"

Base: All respondents (N=1,200)

\* "Committed" includes those who voted for the NDP in the 2016 election; "lapsed" includes those who voted for the NDP at least once between 1999 and 2011 but did not in 2016.

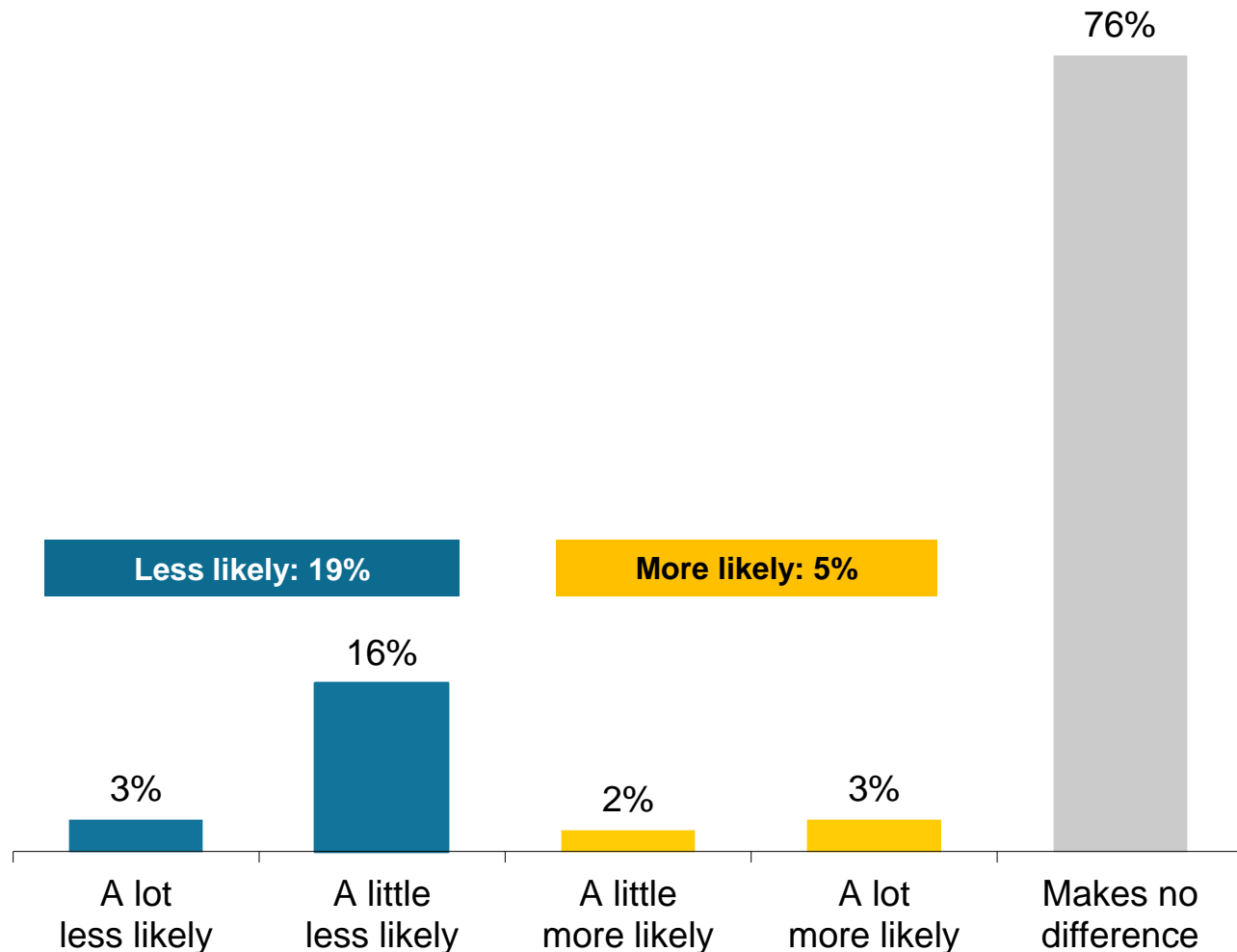
% of Manitobans who say they accept Wab Kinew's explanation that he is a changed person



# IMPACT OF WAB KINEW'S PAST ON LIKELIHOOD TO VOTE FOR NDP CANDIDATE

## AMONG NDP SUPPORTERS

QL2. "Do Wab Kinew's previous legal issues make you.....to vote for an NDP candidate in your riding?"



Base: Decided/leaning NDP voters (n=308)

NDP supporters who are **less likely to vote for Wab Kinew** because of his past include:

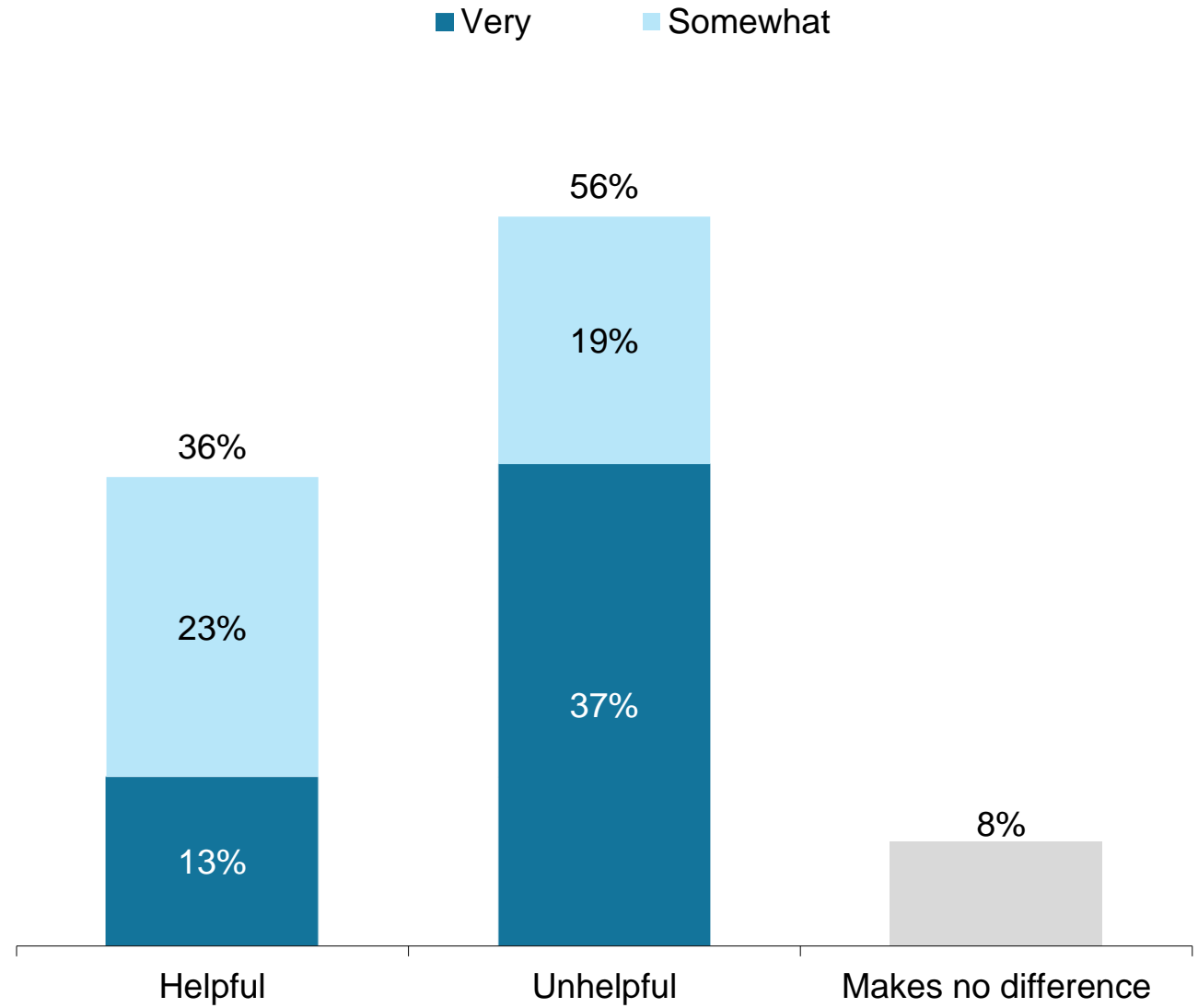
- Younger adults (41% among those 18-34).
- Lapsed NDP voters (27% vs. 9% among those who voted for the party in 2016).

# VIEWS ON PALLISTER'S STYLE

QL4. "Premier and Progressive Conservative Leader Brian Pallister has been described by some people as having a combative style. During the past three years, he has had frequent public disagreements with leaders at other levels of government, including Prime Minister Justin Trudeau and Winnipeg Mayor Brian Bowman.

Overall, do you think Brian Pallister's style is helpful or unhelpful to the province?"

Base: All respondents (N=1,200)



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% of Manitobans who say Brian Pallister's style is very/somewhat unhelpful

