A photograph of the Manitoba Legislative Building, a large, light-colored stone building with a prominent central dome and classical architectural features. The building is set against a clear blue sky. In the foreground, there is a green lawn with some landscaping and a statue on a pedestal. The text is overlaid in the center of the image.

MANITOBA PROVINCIAL PARTY SUPPORT AND VIEWS ON PC LEADERSHIP CANDIDATES

Sept. 2021 Probe Research Omnibus Survey

Winnipeg Free Press

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Key Findings

- Manitoba's provincial political scene has become more competitive in the wake of the resignation of Progressive Conservative Premier Brian Pallister. As recently as June of this year, the NDP enjoyed a remarkable 18 percentage point lead over the PCs province-wide. Today, that gap has narrowed to only seven percentage points. Much of this renewed PC strength is being drawn from male voters and voters in higher income households. The PCs are also showing a strong rebound in support among those residing in northeast and southeast Winnipeg.
- While increasing levels of support for the Manitoba PCs is apparent in almost all regions and across most socio-demographic groups, it is important to note that the NDP continues to enjoy a 23-percentage point advantage over the PCs in battleground Winnipeg. Moreover, PC support among female voters has not moved much since June, as women continue to support the NDP by a two-to-one ratio over the PCs.
- A new trend has also emerged, likely related to the growth in support for the People's Party of Canada in the recent federal election. In indicating their vote preference, more decided voters are choosing "other", predominantly the PPC (which does not currently have provincial party status). Roughly eight per cent of decided voters now favour other, non-traditional provincial parties, up from five per cent in June and three per cent one year ago, in September 2020.

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Key Findings

- Probe Research also examined public levels of recognition and the appeal of potential Manitoba Progressive Conservative (PC) party leadership candidates. The one member, one vote PC leadership contest will take place on October 30, 2021.
- When the survey went into field on Sept. 7, three candidates had declared their intent to seek this PC leadership position and, by extension, the Manitoba premiership. At that time, potential candidates included former federal Conservative cabinet minister Shelly Glover, PC MLA Shannon Martin and former Manitoba health minister and long-time PC MLA Heather Stefanson. Mr. Martin withdrew from the leadership contest on Sept. 15 - one day before the official deadline for candidate qualification and party approval. Former PC party CFO Ken Lee – who declared his intent to run for the leadership after the survey went into field, but whose candidacy was ultimately rejected by the party – was not included in the survey. The final ballot will only include Ms. Glover and Ms. Stefanson.
- As basic name recognition is often a key prerequisite for political success, it is interesting to note that both official PC leadership candidates enjoy virtually equal levels of public visibility. Around three-quarters of Manitoba adults report they are acquainted with both Shelly Glover and Heather Stefanson although a slightly higher proportion of the public is *very* familiar with Ms. Glover compared to Ms. Stefanson.
- On the question of which candidate is seen as the best potential PC leader and premier, Heather Stefanson is selected by around one-half of Manitobans when making a first and second choice in a three-person contest. Shelly Glover trailed Ms. Stefanson with the endorsement of around four in ten (first and second choice) adult Manitobans.

Key Findings

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- The prospect of growing the support level of PC candidates in the next Manitoba general election with either of these two leadership candidates is significant. Fully one-half of the larger electorate suggest they would at least consider voting PC with either Heather Stefanson or Shelly Glover leading the party.
 - Although PC MLA Shannon Martin is not an official candidate for party leader, the second choice selections among those who originally identified Mr. Martin as their preferred candidate move strongly to Ms. Stefanson over Ms. Glover.
- Ms. Glover's support, meanwhile, may be bolstered by the fact that seven in ten Manitoba adults – including more than one-half of those who voted for the party in the last provincial election – feel the PCs would be better off with a leader untarnished by the legacy of former premier Brian Pallister. An even larger number agree that PC MLAs (like Ms. Stefanson) who did not publicly rebuff some of Mr. Pallister's more controversial positions should be considered as tacit supporters of those views.

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 *Winnipeg Free Press*.

Methodology

Probe Research surveyed a random and representative sampling of 1,000 adults residing in Manitoba between September 7th and 20th, 2021.

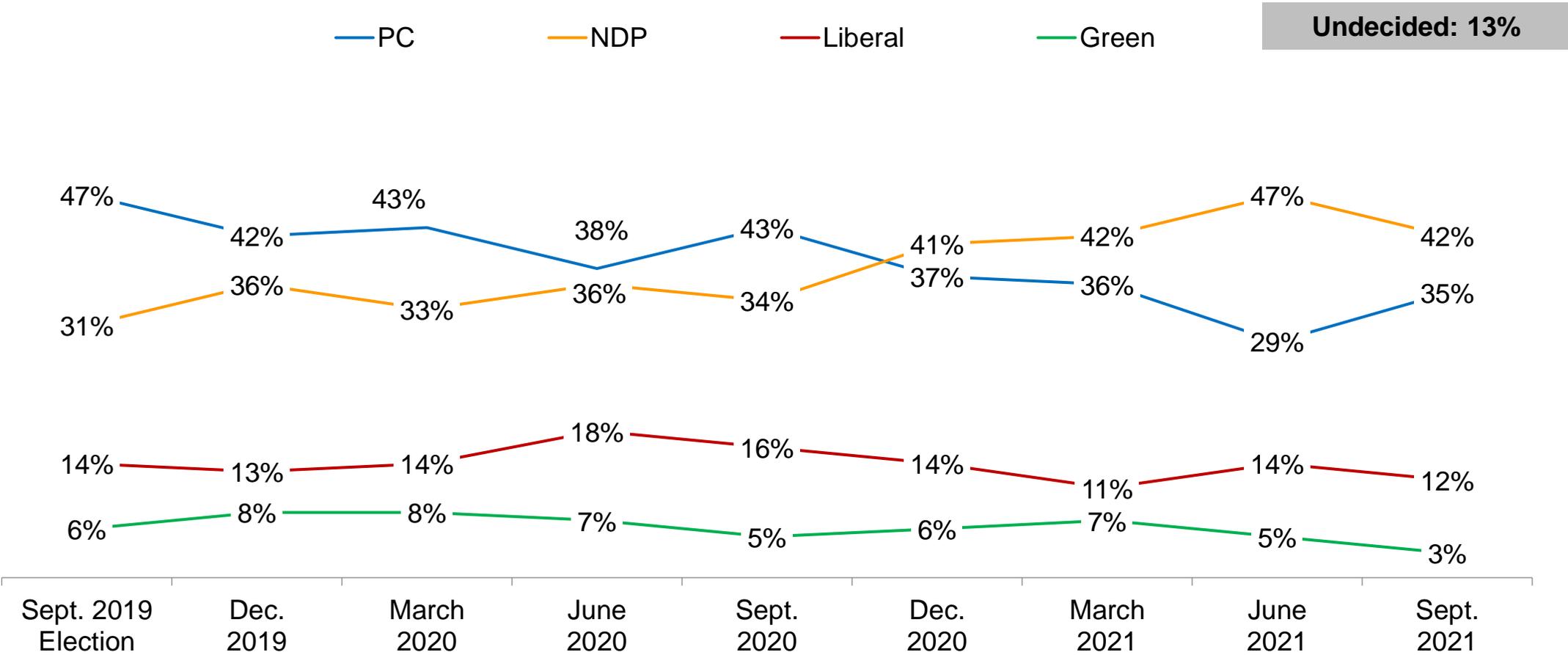
With a sample of 1,000, one can say with 95 percent certainty that the results are within ± 3.1 percentage points of what they would have been if the entire adult population of Manitoba had been surveyed. The margin of error is higher within each of the survey's population sub-groups.

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. A CATI-to-web approach was employed whereby a live-voice operator randomly recruited 447 respondents by telephone, inviting them to complete the survey via a secure online questionnaire. Another 342 were randomly recruited via Interactive Voice Response (IVR). In addition, 211 randomly recruited Probe Research panel members were included in this general population adult sampling.

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

Provincial Party Support in Manitoba: Tracking

Competitive scene emerges in post-Pallister early days

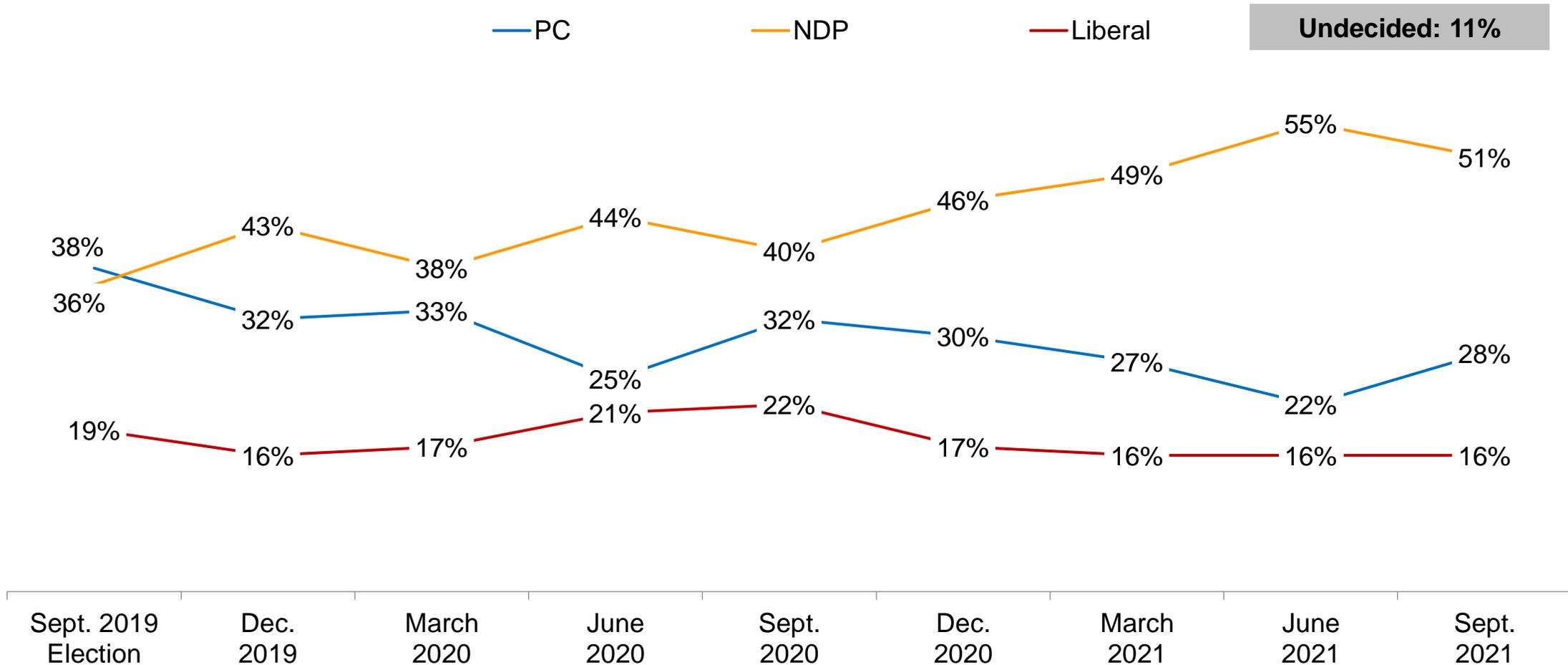


Q1/2. If a provincial election were held tomorrow, which party's candidate would you be most likely to support? Even though you have not decided whom you would vote for, is there nonetheless a provincial party's candidate that you think you might want to support or are currently leaning toward?

Base: All respondents (N=1,000)

Provincial Party Support in Winnipeg: Tracking

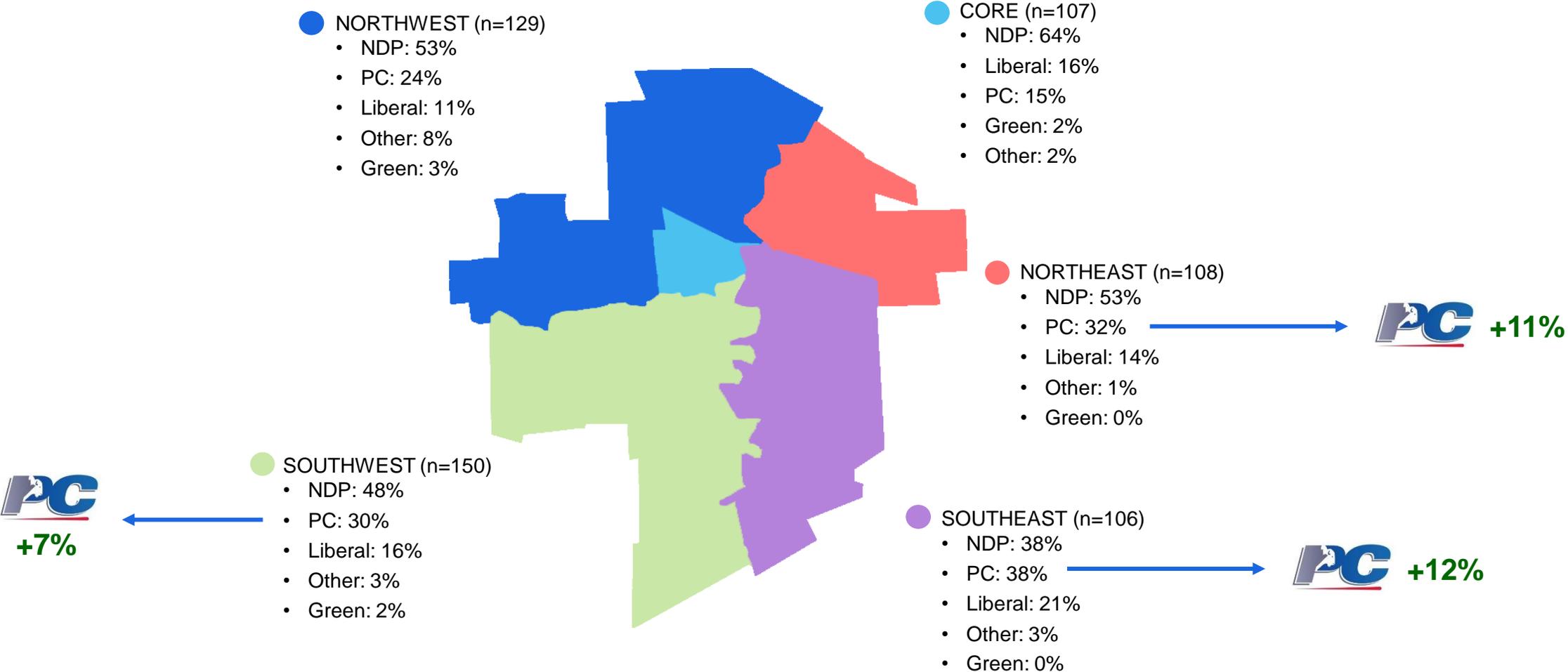
NDP advantage endures in Winnipeg, but Tory support tracks up



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: All respondents (N=600)

Provincial Party Support by Area of Winnipeg



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: All respondents (N=600)

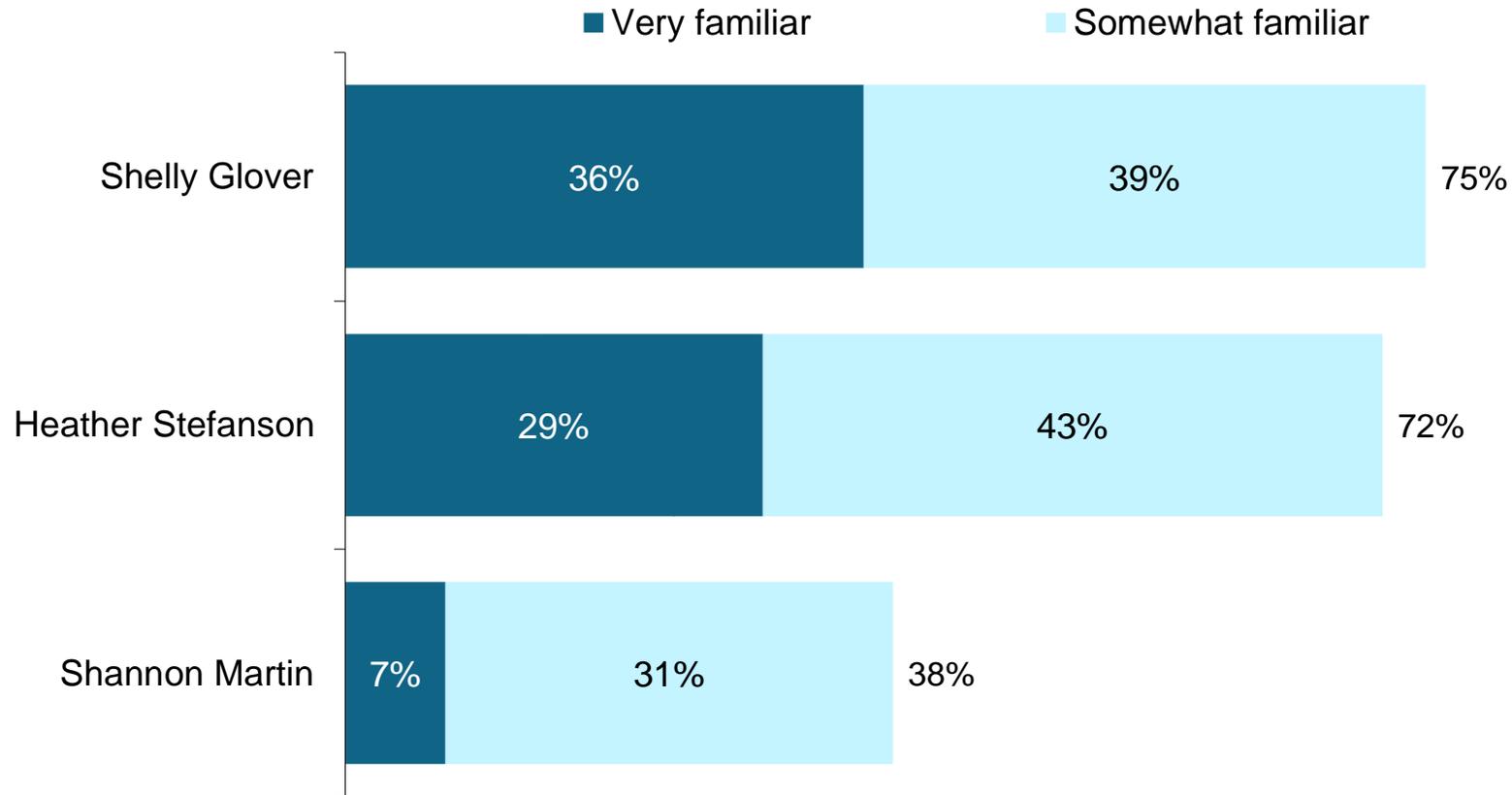
Provincial Party Support by Socio-demographic Sub-groups

PCs now favoured by male, older and less educated voters

	Total	Gender		Age			Region	
		Men	Women	18-34	35-54	55+	Winnipeg	Rest of Manitoba
(Unweighted)	1,000	497	498	148	365	487	600	400
(Base)	1,000	493	502	330	378	292	600	400
NDP	42	34	50	47	43	35	51	27
PC	35	45	25	30	35	41	28	46
Liberal	12	12	13	10	11	17	16	7
Green	3	2	4	3	3	3	2	5
Other	8	8	8	10	9	4	4	14
	Education			Income			Indigenous	
	HS or Less	Some Post-Sec.	Post-Sec. Grad	<\$50K	\$50K-\$99K	\$100K+	Yes	No
(Unweighted)	161	347	471	168	328	364	105	838
(Base)	177	346	458	182	320	356	116	819
NDP	29	40	48	40	43	41	50	42
PC	43	40	27	29	36	37	28	36
Liberal	7	11	16	14	11	14	8	13
Green	2	3	3	4	3	3	5	3
Other	18	6	6	12	7	5	10	7

Most Recognized Potential PC Leader

Glover and Stefanson equally recognized but more Manitobans are *very familiar* with Glover



ES4. As you may know, Manitoba Premier Brian Pallister has announced he will not run for re-election. There will be a leadership contest to select the next PC leader and premier. The following people have announced they plan to run for the PC leadership. For each, please indicate how familiar, if at all, you are with this person.

Views on Best Leader

Stefanson holds edge over Glover as preferred PC leader among Manitobans

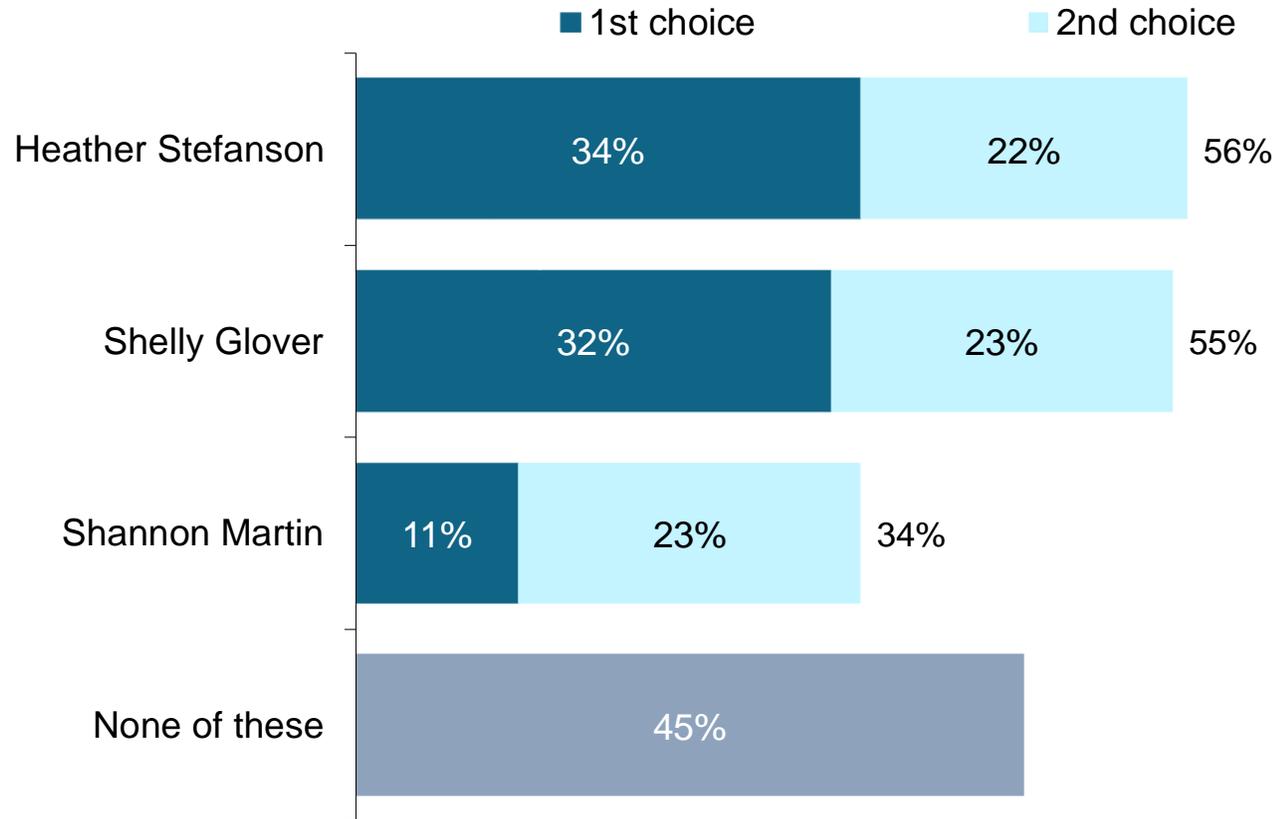
	Heather Stefanson	Shelly Glover	Shannon Martin
			
1st Choice	31%	22%	10%
2nd Choice	18%	19%	18%
TOTAL:	49%	41%	28%

E5a. Regardless of how much or how little you know about each of these people, which person below do you think would make the best PC leader and Manitoba Premier? And who would be your second choice?

Base: All respondents (N=1,000)

Appeal of PC Leadership Candidates among 2019 PC Voters

Stefanson, Glover equally appealing among those who voted PC in last provincial election

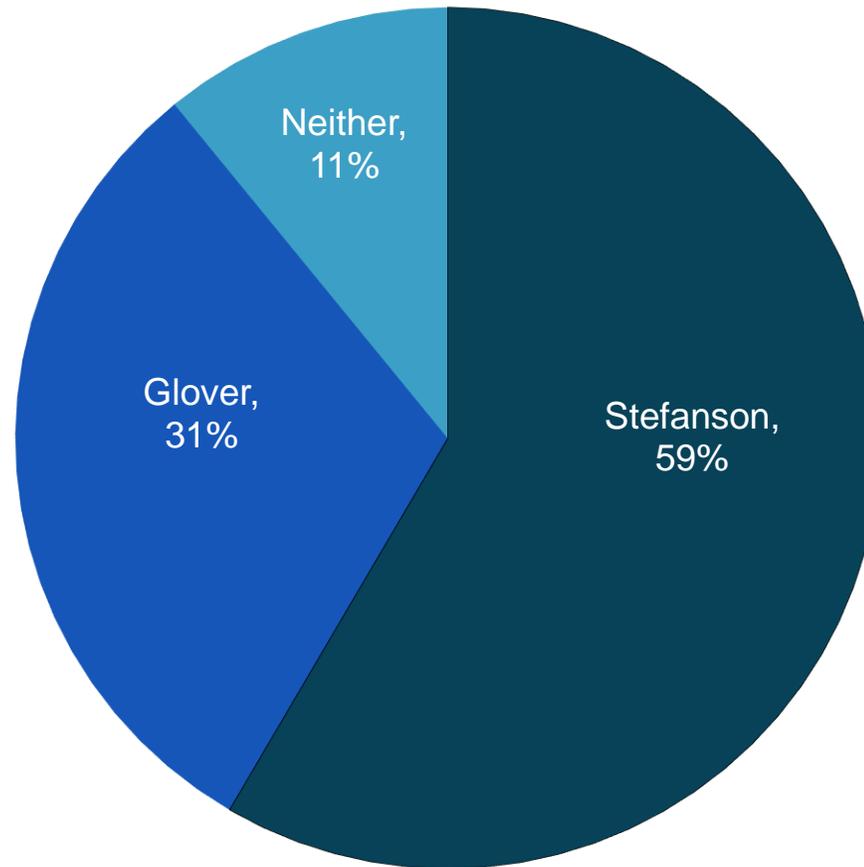


ES5a/b. Regardless of how much or how little you know about each of these people, which person do you think would make the best PC leader and Manitoba premier? And who would be your second choice?

Base: 2019 Manitoba PC voters (N=378)

Where Would Martin Supporters Go?

Nearly twice as many would-be Martin supporters would move to Stefanson over Glover

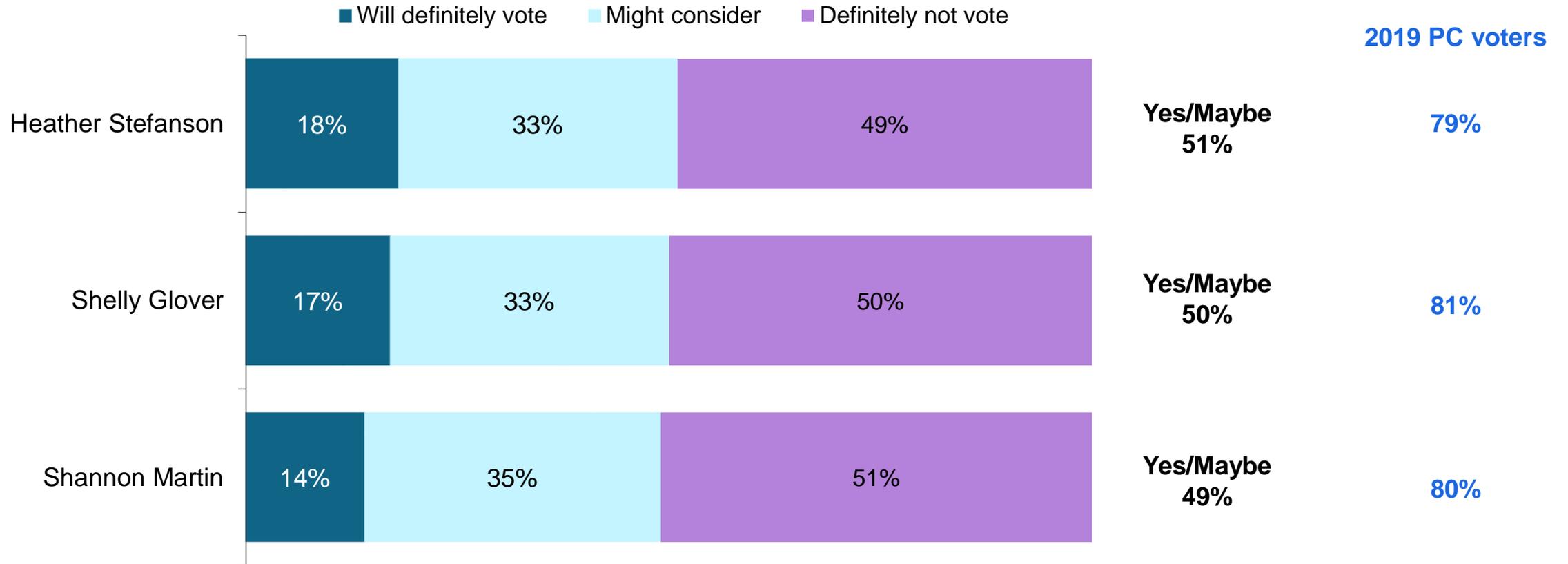


E5a. Regardless of how much or how little you know about each of these people, which person below do you think would make the best PC leader and Manitoba Premier?...And who would be your second choice?

Base: Those who feel Martin would make the “best” leader/premier (n=105)

Impact of Leader on Likelihood of Voting PC

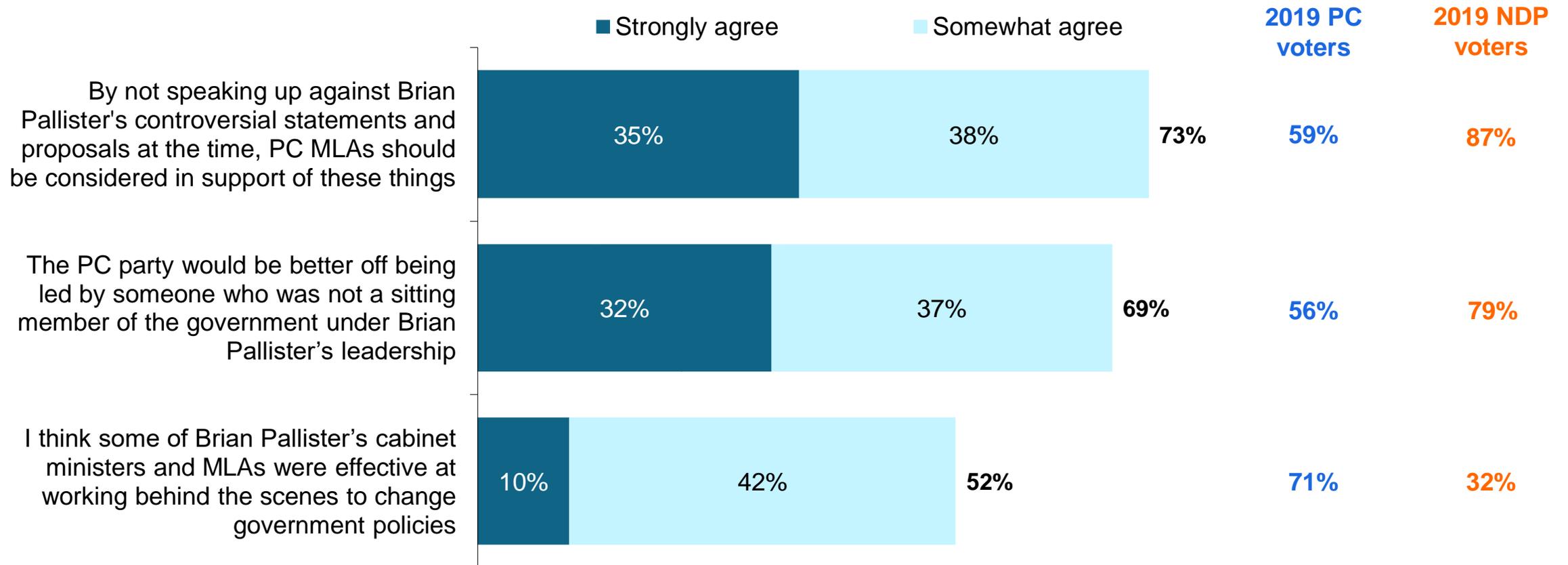
Little difference in likelihood of voting PC, regardless of which candidate is leader



ES6. Thinking about the next provincial election, how likely are you to vote for the PC party's candidate in your constituency if the following candidates are the leader of the party?

Attitudes Regarding Pallister and the PC Caucus

Manitobans agree - silence on Pallister's controversial positions imply support



ES7. Many people have been critical of the decisions the Progressive Conservative government – including many cabinet ministers and MLAs – made under Brian Pallister's leadership. For each of the following, please indicate if you agree or disagree.

Base: All respondents (N=1,000)