



# MANITOBA FEDERAL PARTY SUPPORT

**Winnipeg Free Press**

JUNE 2020

**PROBE** RESEARCH INC.

## FOR MORE INFORMATION:

**Curtis Brown**  
Principal

### PROBE RESEARCH INC.

603-191 Lombard Ave.  
Winnipeg, MB R3B 0X1  
(204) 894-3298  
curtis@probe-research.com

[www.probe-research.com](http://www.probe-research.com)



## KEY FINDINGS

- Less than a year after losing significant support among Manitoba voters, the federal Liberals have rebounded and are now the most popular federal party in the province, a new Probe Research survey for the *Winnipeg Free Press* reveals.
- Prime Minister Justin Trudeau's Liberals enjoy the support of more than one-third of decided and leaning Manitoba voters (36%) – a 10 percentage point increase compared to what the party polled in Manitoba in the October 2019 federal election. The Liberals have now eclipsed the Conservatives, who are only the preferred choice of 33 per cent of Manitoba voters – down from nearly one-half (45%) who cast ballots for this party last October. One-in-five (22%, +2%) back the NDP, while five per cent support the Greens. Twelve per cent of all Manitobans are undecided.
- The erosion of Conservative support is most pronounced in Winnipeg, where the party now sits in third place with the support of fewer than one-in-five decided voters (19%, down from 34% in October 2019). Nearly one-half of Winnipeg voters prefer the Liberals (45%, compared to 36% on election day), with support for the NDP inching up during the past year (27%, +3%). The Liberals are strongest in southwest, southeast and northwest Winnipeg, while the NDP enjoys significant leads in the core and northeast areas of the city that comprise the two Winnipeg seats they currently hold in Parliament.
  - The silver lining for the Conservatives is their support outside Winnipeg remains relatively steady, with the party continuing to hold a commanding lead over its rivals (54% vs. 23% Liberal and 14% NDP).
- Liberal support is significantly higher among women (41% vs. 27% for the Conservatives and 25% for the NDP), as well as among older voters and those with higher levels of education and household income.

# 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 *Winnipeg Free Press*.

## METHODOLOGY

- Between June 2 and 11, 2020, Probe Research surveyed a random and representative sampling of 1,000 adults residing in Manitoba.
- With a sample of 1,000, one can say with 95 percent certainty that the results are within  $\pm 3.1$  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 respondents by telephone, inviting them to complete the survey via a secure online questionnaire. In addition, 221 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.

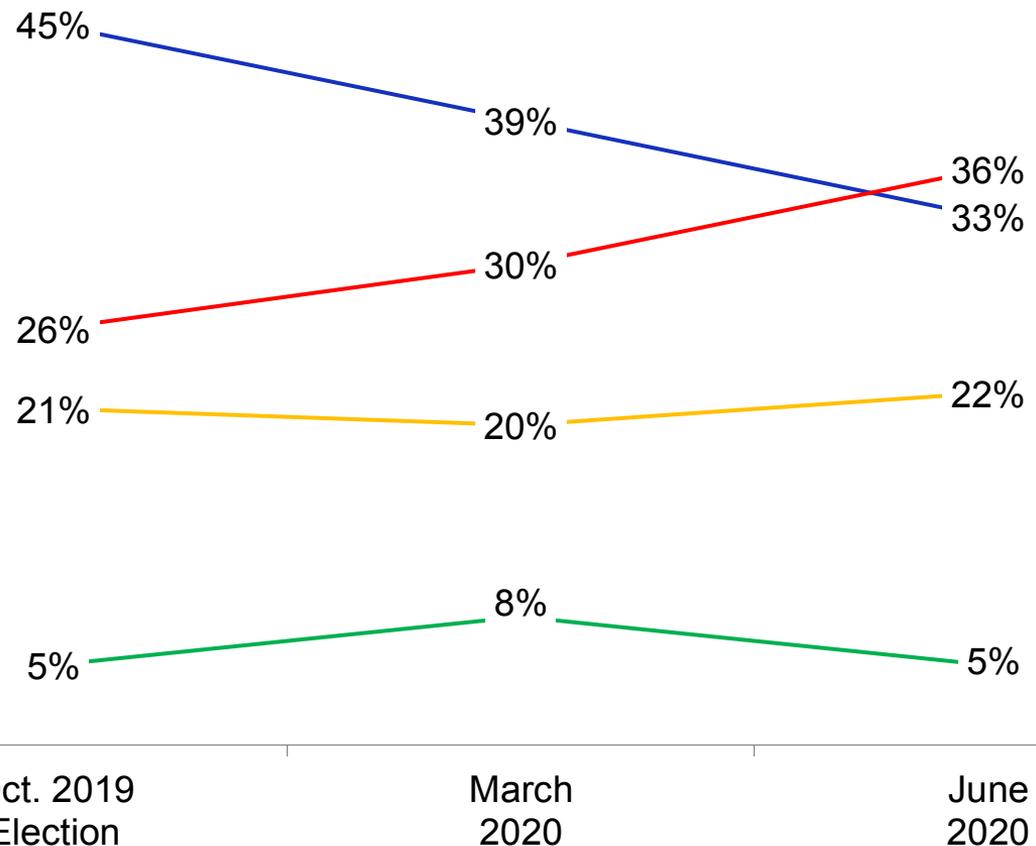
Undecided: 12%

# FEDERAL PARTY SUPPORT IN MANITOBA

## TRACKING

Q4. "Now turning to federal politics for a minute. If a federal election were held tomorrow, which party's candidate would you be most likely to support? And is there a federal party's candidate that you think you might want to support or are currently leaning towards?"

— Conservative — Liberal — NDP — Green Party

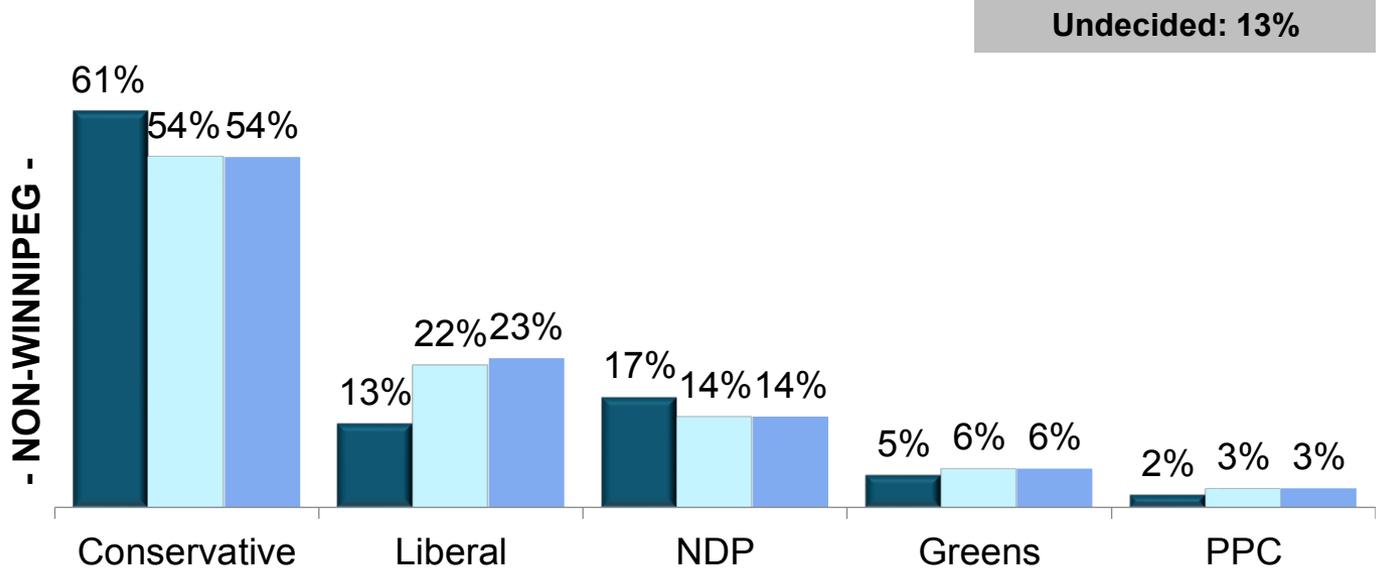
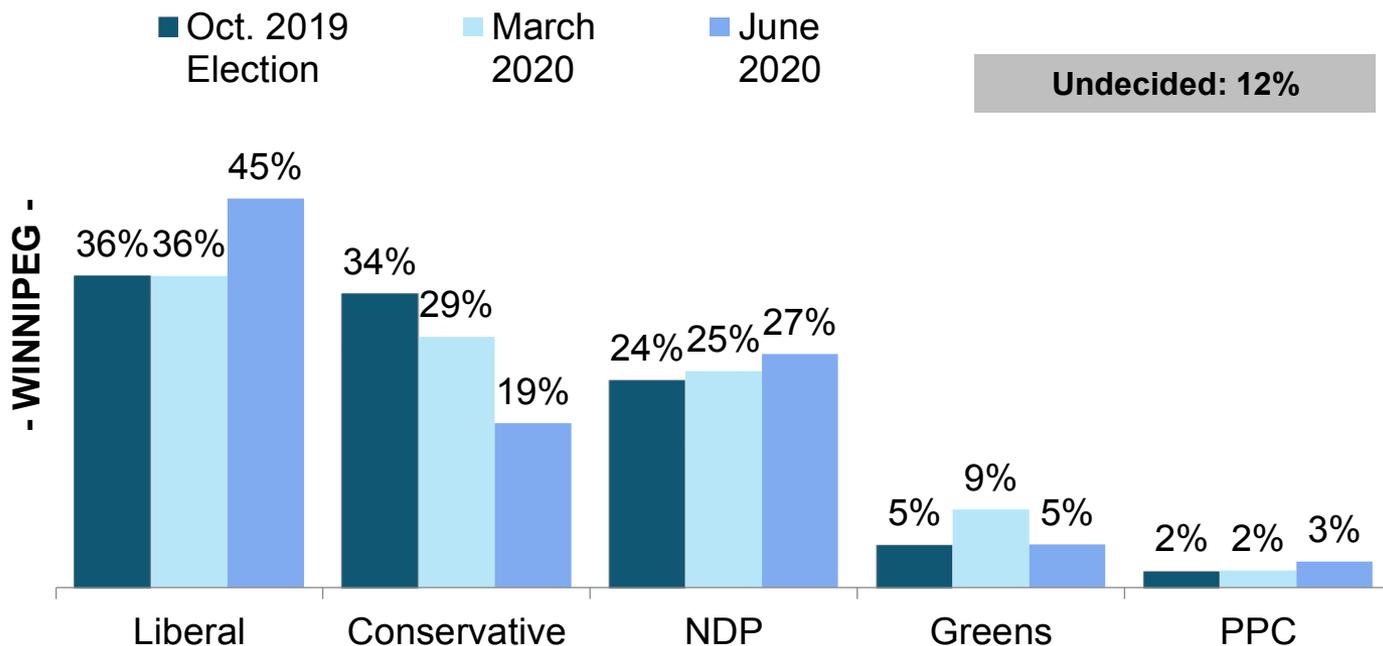


Base: All respondents (N=1,000)

# REGIONAL FEDERAL PARTY SUPPORT

## DECIDED AND LEANING VOTERS

Q4. "Now turning to federal politics for a minute. If a federal election were held tomorrow, which party's candidate would you be most likely to support? And is there a federal party's candidate that you think you might want to support or are currently leaning towards?"

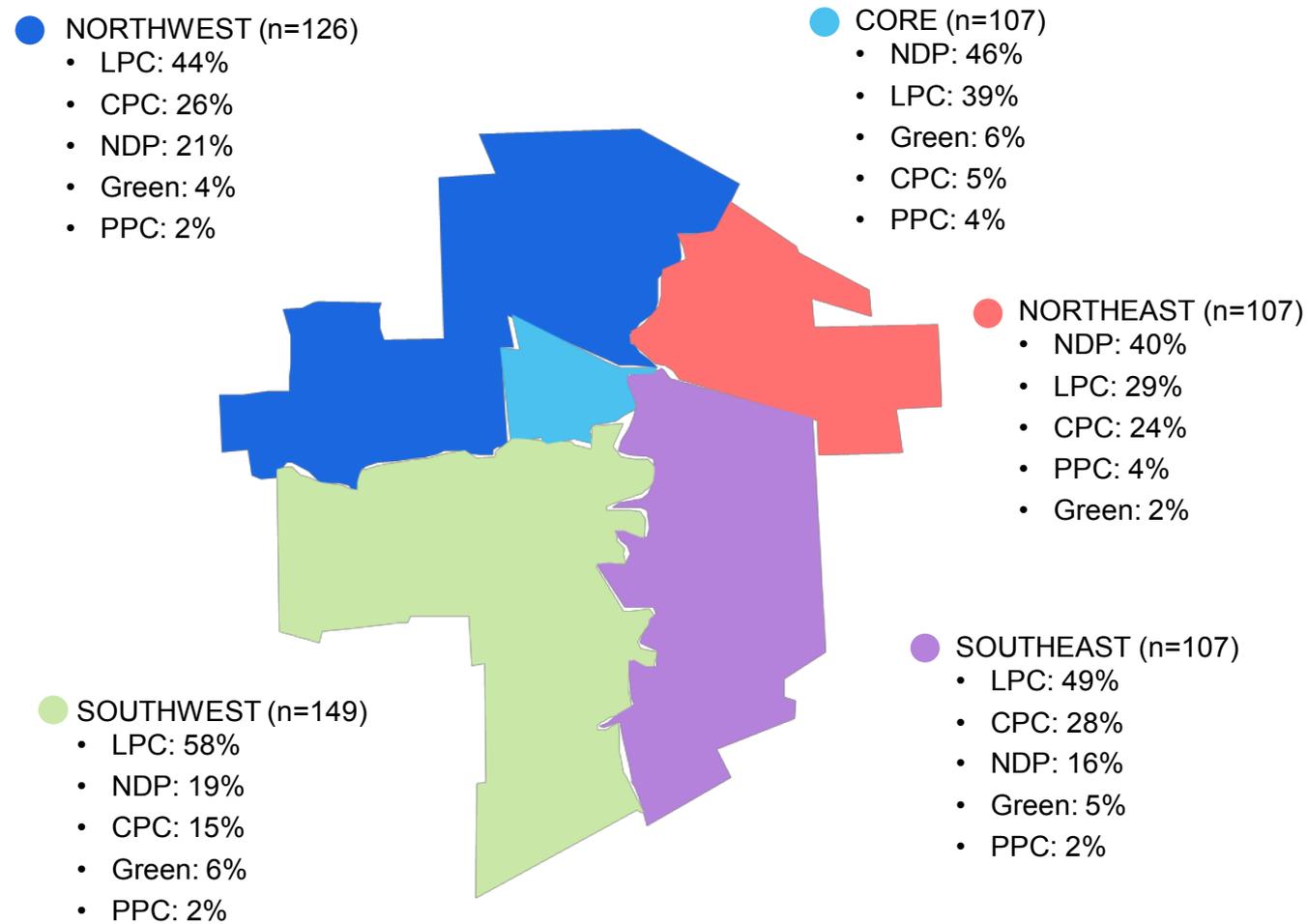


Base: All respondents (N=1,000)

# LIBERALS DOMINANT IN SOUTH WINNIPEG; NDP LEADS IN CORE, NORTHEAST

Q4. "Now turning to federal politics for a minute. If a federal election were held tomorrow, which party's candidate would you be most likely to support? And is there a federal party's candidate that you think you might want to support or are currently leaning towards?"

Base: Winnipeg respondents (N=600)



# LIBERALS STRONGEST AMONG OLDER, HIGHLY EDUCATED AND WEALTHIER VOTERS

## RESULTS BY SOCIO-DEMOGRAPHIC SUB-GROUP

Q4. "Now turning to federal politics for a minute. If a federal election were held tomorrow, which party's candidate would you be most likely to support? And is there a federal party's candidate that you think you might want to support or are currently leaning towards?"

Valid responses only

DK/NS removed

\*Caution: Small base

	Total	Gender		Age		
		Men	Women	18-34	35-54	55+
(Unweighted)	(1,000)	(490)	(510)	(229)	(436)	(435)
(Base)	(1,000)	(483)	(517)	(330)	(374)	(297)
LPC	36%	32%	41%	26%	37%	47%
CPC	33%	39%	27%	35%	29%	36%
NDP	22%	19%	25%	29%	23%	12%
Green	5%	6%	5%	8%	5%	2%
PPC	3%	4%	2%	1%	4%	2%
	Total	Education			Region	
		HS or Less	Some Post-Sec.	Post-Sec. Grad	Winnipeg	Rest of Manitoba
(Unweighted)	(148)	(363)	(472)	(600)	(400)	(400)
(Base)	(162)	(365)	(456)	(600)	(400)	(400)
LPC	16%	33%	47%	45%	23%	23%
CPC	49%	39%	23%	19%	54%	54%
NDP	27%	18%	23%	27%	14%	14%
Green	4%	6%	5%	5%	6%	6%
PPC	3%	3%	2%	3%	3%	3%
	Total	Income			Indigenous	
		<\$50K	\$50K-\$99K	\$100K+	Yes	No
(Unweighted)	(176)	(317)	(357)	(99)*	(851)	(851)
(Base)	(182)	(328)	(343)	(101)	(849)	(849)
LPC	27%	36%	42%	22%	39%	39%
CPC	33%	34%	29%	24%	33%	33%
NDP	29%	22%	21%	44%	20%	20%
Green	8%	5%	5%	6%	5%	5%
PPC	3%	2%	3%	5%	2%	2%

**SECTION ES**

**4a. If a federal election were held tomorrow, which party's candidate would you be most likely to support?**

			TOTAL	WINNIPEG REGION					GENDER		AGE		
				Northwest	Northeast	Southeast	Southwest	Core	Male	Female	18 - 34	35 - 54	55 +
BASE: WINNIPEG			(600)	(126)	(107)	(107)	(149)	(107)	(286)	(314)	(182)	(242)	(176)
MOST LIKELY SUPPORT IN FED ELECTION	LPC	Count	229	46	26	44	74	36	103	126	54	90	85
			38%	37%	25%	41%	49%	34%	36%	40%	29%	37%	48%
	NDP	Count	139	24	32	15	25	43	54	84	63	55	21
			23%	19%	30%	14%	17%	40%	19%	27%	35%	23%	12%
	CPC	Count	94	26	21	26	17	5	63	32	21	40	33
			16%	21%	19%	24%	12%	5%	22%	10%	11%	17%	19%
	GP	Count	24	4	2	4	8	6	14	10	12	9	3
			4%	4%	2%	4%	5%	5%	5%	3%	7%	4%	2%
	PPC	Count	14	3	4	2	2	3	11	3	1	9	4
			2%	2%	4%	2%	1%	3%	4%	1%	1%	4%	2%
	Others	Count	3	3					2	1	2	1	
			1%	2%					1%	0%	1%	1%	
	(Will not vote)	Count	11	4	1	3	3		6	5	4	5	2
			2%	3%	1%	3%	2%		2%	2%	2%	2%	1%
	(Refused)	Count	14		3	3	4	5	8	6	3	8	3
			2%		2%	3%	3%	4%	3%	2%	2%	3%	2%
	(DK/NS)	Count	72	15	19	11	17	10	25	47	22	24	26
			12%	12%	17%	10%	11%	9%	9%	15%	12%	10%	15%

PROBE RESEARCH INC. - June 2020 Probe Omnibus Survey

SECTION ES

4a. If a federal election were held tomorrow, which party's candidate would you be most likely to support?

			TOTAL (600)	EDUCATION			CHILDREN <16 AT HOME		RESIDENCE		HOUSEHOLD INCOME			INDIGENOUS	
				HS or less (71)	Post-Sec (188)	Univ Grad (333)	Yes (180)	No (400)	Own (432)	Rent (141)	< \$50K (105)	\$50K-\$99K (189)	\$100K + (221)	Yes (57)	No (513)
BASE: WINNIPEG															
MOST LIKELY SUPPORT IN FED ELECTION	LPC	Count	229	14	71	143	59	163	171	51	27	79	94	11	209
			38%	20%	38%	43%	33%	41%	40%	36%	25%	42%	43%	20%	41%
	NDP	Count	139	25	36	78	47	88	93	38	36	44	51	27	107
			23%	36%	19%	23%	26%	22%	22%	27%	34%	23%	23%	48%	21%
	CPC	Count	94	14	30	49	36	56	79	11	12	33	36	5	85
			16%	20%	16%	15%	20%	14%	18%	8%	11%	18%	16%	8%	17%
	GP	Count	24	1	9	14	5	17	14	8	8	5	11	4	20
			4%	1%	5%	4%	3%	4%	3%	6%	7%	2%	5%	6%	4%
	PPC	Count	14	1	4	8	5	8	10	4	4	4	5	2	12
			2%	2%	2%	3%	3%	2%	2%	3%	4%	2%	2%	3%	2%
	Others	Count	3			1	1	2	1			2	1		1
			1%			0%	1%	0%	0%			1%	1%		0%
	(Will not vote)	Count	11	5	3	3	1	9	4	5	2	3	2	1	9
			2%	7%	2%	1%	0%	2%	1%	4%	2%	1%	1%	1%	2%
(Refused)	Count	14	2	6	5	5	10	8	5	4	1	1	3	9	
		2%	3%	3%	1%	2%	2%	2%	4%	4%	0%	0%	5%	2%	
(DK/NS)	Count	72	8	28	32	21	48	50	18	14	18	19	5	60	
		12%	11%	15%	10%	12%	12%	12%	13%	13%	9%	9%	8%	12%	

PROBE RESEARCH INC. - June 2020 Probe Omnibus Survey

**SECTION ES**

**4b. Even though you have not decided, is there a federal party's candidate that you think you might want to support or are currently leaning toward?**

		TOTAL	WINNIPEG REGION					GENDER		AGE			
			Northwest	Northeast	Southeast	Southwest	Core	Male	Female	18 - 34	35 - 54	55 +	
BASE: WINNIPEG		(600)	(126)	(107)	(107)	(149)	(107)	(286)	(314)	(182)	(242)	(176)	
SUPPORT/ LEANING TOWARD	LPC	Count	241	50	27	48	77	37	109	132	58	93	90
			40%	40%	25%	45%	51%	35%	38%	42%	32%	39%	51%
	NDP	Count	145	24	37	15	26	43	57	88	67	55	23
			24%	19%	34%	14%	17%	40%	20%	28%	36%	23%	13%
	CPC	Count	103	29	23	27	20	5	67	36	22	43	37
			17%	23%	21%	25%	13%	5%	23%	11%	12%	18%	21%
	GP	Count	25	4	2	5	8	6	14	11	13	9	3
			4%	4%	2%	5%	5%	5%	5%	4%	7%	4%	2%
	PPC	Count	14	3	4	2	2	3	11	3	1	9	4
			2%	2%	4%	2%	1%	3%	4%	1%	1%	4%	2%
	Others	Count	3	3					2	1	2	1	
			1%	2%					1%	0%	1%	1%	
	(Will not vote)	Count	11	4	1	3	3		6	5	4	5	2
			2%	3%	1%	3%	2%		2%	2%	2%	2%	1%
	(Refused)	Count	17		4	3	5	5	9	8	5	10	3
			3%		4%	3%	3%	4%	3%	3%	3%	4%	2%
	(DK/NS)	Count	40	8	10	5	10	8	10	30	11	15	15
			7%	7%	9%	4%	6%	7%	4%	10%	6%	6%	8%

PROBE RESEARCH INC. - June 2020 Probe Omnibus Survey

**SECTION ES**

**4b. Even though you have not decided, is there a federal party's candidate that you think you might want to support or are currently leaning toward?**

			TOTAL	EDUCATION			CHILDREN <16 AT HOME		RESIDENCE		HOUSEHOLD INCOME			INDIGENOUS	
				HS or less	Post-Sec	Univ Grad	Yes	No	Own	Rent	< \$50K	\$50K-\$99K	\$100K +	Yes	No
BASE: WINNIPEG			(600)	(71)	(188)	(333)	(180)	(400)	(432)	(141)	(105)	(189)	(221)	(57)	(513)
SUPPORT/ LEANING TOWARD	LPC	Count	241	15	76	150	65	170	182	54	28	81	103	13	221
			40%	22%	40%	45%	36%	43%	42%	38%	27%	43%	46%	22%	43%
	NDP	Count	145	25	38	82	50	92	99	39	36	47	53	28	112
			24%	36%	20%	25%	28%	23%	23%	28%	34%	25%	24%	49%	22%
	CPC	Count	103	15	33	52	37	62	84	15	16	34	39	5	94
			17%	21%	17%	16%	21%	15%	19%	11%	15%	18%	17%	8%	18%
	GP	Count	25	1	9	15	5	19	14	9	9	5	11	4	21
			4%	1%	5%	5%	3%	5%	3%	7%	8%	2%	5%	6%	4%
	PPC	Count	14	1	4	8	5	8	10	4	4	4	5	2	12
			2%	2%	2%	3%	3%	2%	2%	3%	4%	2%	2%	3%	2%
	Others	Count	3			1	1	2	1			2	1		1
			1%			0%	1%	0%	0%			1%	1%		0%
	(Will not vote)	Count	11	5	3	3	1	9	4	5	2	3	2	1	9
			2%	7%	2%	1%	0%	2%	1%	4%	2%	1%	1%	1%	2%
	(Refused)	Count	17	2	8	5	7	10	10	6	5	2	1	3	11
			3%	3%	4%	2%	4%	2%	2%	4%	5%	1%	0%	5%	2%
	(DK/NS)	Count	40	6	18	15	9	30	28	9	6	12	7	3	32
			7%	8%	9%	5%	5%	7%	7%	6%	6%	6%	3%	5%	6%

PROBE RESEARCH INC. - June 2020 Probe Omnibus Survey

**SECTION ES**

**4a. If a federal election were held tomorrow, which party's candidate would you be most likely to support?**

**4b. Even though you have not decided, is there a federal party's candidate that you think you might want to support or are currently leaning toward?**

**\*\* SUMMARY OF DECIDED VOTING/LEANING \*\***

		TOTAL	WINNIPEG REGION					GENDER		AGE		
			Northwest	Northeast	Southeast	Southwest	Core	Male	Female	18 - 34	35 - 54	55 +
BASE: DECIDED VOTERS		(531)	(113)	(92)	(97)	(132)	(95)	(261)	(270)	(163)	(211)	(157)
DECIDED VOTE/ LEANING IN FED ELECTION	LPC	45%	44%	29%	49%	58%	39%	42%	49%	36%	44%	57%
	NDP	27%	21%	40%	16%	19%	46%	22%	32%	41%	26%	15%
	CPC	19%	26%	24%	28%	15%	5%	26%	13%	14%	21%	24%
	GP	5%	4%	2%	5%	6%	6%	5%	4%	8%	4%	2%
	PPC	3%	2%	4%	2%	2%	4%	4%	1%	1%	4%	3%
	Others	1%	3%					1%	0%	1%	1%	

PROBE RESEARCH INC. - June 2020 Probe Omnibus Survey

**SECTION ES**

**4a. If a federal election were held tomorrow, which party's candidate would you be most likely to support?**

**4b. Even though you have not decided, is there a federal party's candidate that you think you might want to support or are currently leaning toward?**

**\*\* SUMMARY OF DECIDED VOTING/LEANING \*\***

		TOTAL	EDUCATION			CHILDREN <16 AT HOME		RESIDENCE		HOUSEHOLD INCOME			INDIGENOUS	
			HS or less	Post-Sec	Univ Grad	Yes	No	Own	Rent	< \$50K	\$50K-\$99K	\$100K +	Yes	No
BASE: DECIDED VOTERS		(531)	(58)	(160)	(309)	(164)	(352)	(390)	(121)	(93)	(173)	(212)	(51)	(461)
DECIDED VOTE/ LEANING IN FED ELECTION	LPC	45%	26%	47%	49%	39%	48%	47%	44%	30%	47%	48%	25%	48%
	NDP	27%	44%	24%	26%	30%	26%	25%	33%	39%	27%	25%	55%	24%
	CPC	19%	26%	21%	17%	23%	18%	22%	12%	17%	20%	18%	9%	20%
	GP	5%	1%	6%	5%	3%	5%	4%	8%	9%	3%	5%	7%	5%
	PPC	3%	2%	3%	3%	3%	2%	3%	3%	4%	2%	2%	3%	3%
	Others	1%			0%	1%	1%	0%				1%	1%	

PROBE RESEARCH INC. - June 2020 Probe Omnibus Survey