



# Canada This Month Manitoba Politics

Public Opinion Research  
Release Date: May 12, 2020  
Field Dates: May 01, 2020 to May 07, 2020

# Spotlight on Manitoba Politics

The COVID-19 outbreak has set off a series of changes in the Canadian political landscape. In Manitoba, Pallister is seeing strong approval numbers on his handling of the COVID-19 outbreak, that has translated into strong results for himself as a leader.

Today, INNOVATIVE is releasing a spotlight on Manitoba from our May 2020 Canada This Month survey. This online survey was in field from May 1<sup>st</sup> to May 7<sup>th</sup> with a weighted sample size of 200 Manitoba residents. Detailed methodology is provided in the appendix.

This report covers key results on how those from Manitoba are rating their government's handling of the COVID-19 outbreak and the impacts that is having on more general government approval and provincial vote choice.

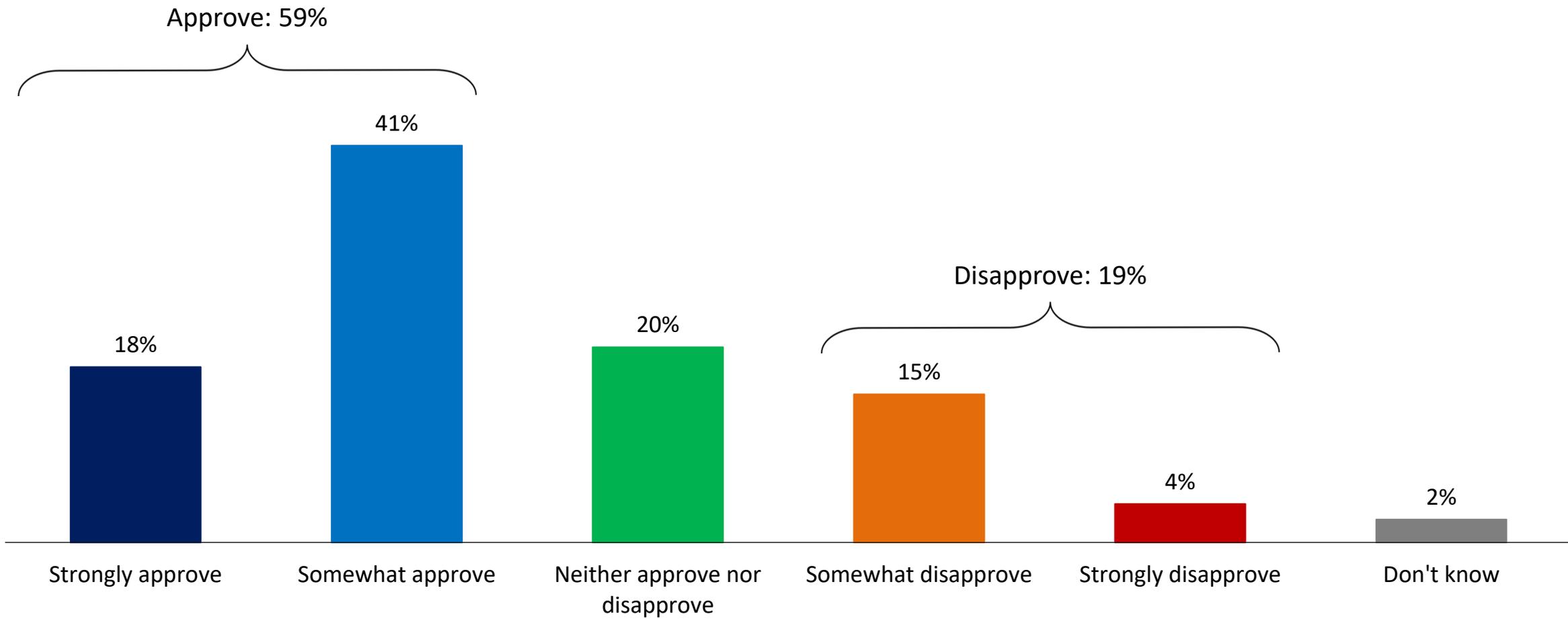
**The Manitoba government is receiving strong support on their response to the COVID-19 outbreak as well as more general government satisfaction**

# COVID-19 Handling: More than half (59%) approve of the Manitoban government's handling of the COVID-19 outbreak



Do you approve or disapprove of the way the Manitoba Government has handled the outbreak of COVID-19?

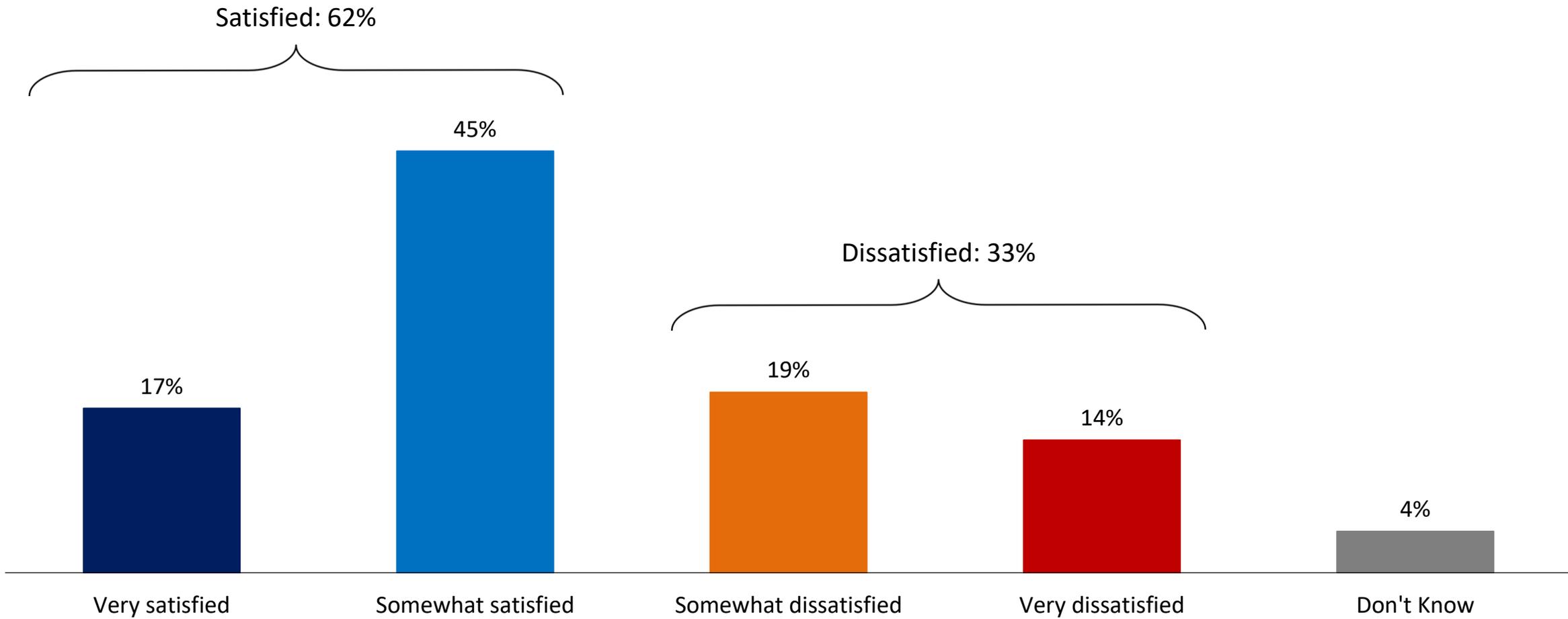
[asked of all respondents; n=200]



# Manitoba Mood: A majority (62%) are satisfied with the performance of the Manitoba provincial government; only 33% are dissatisfied

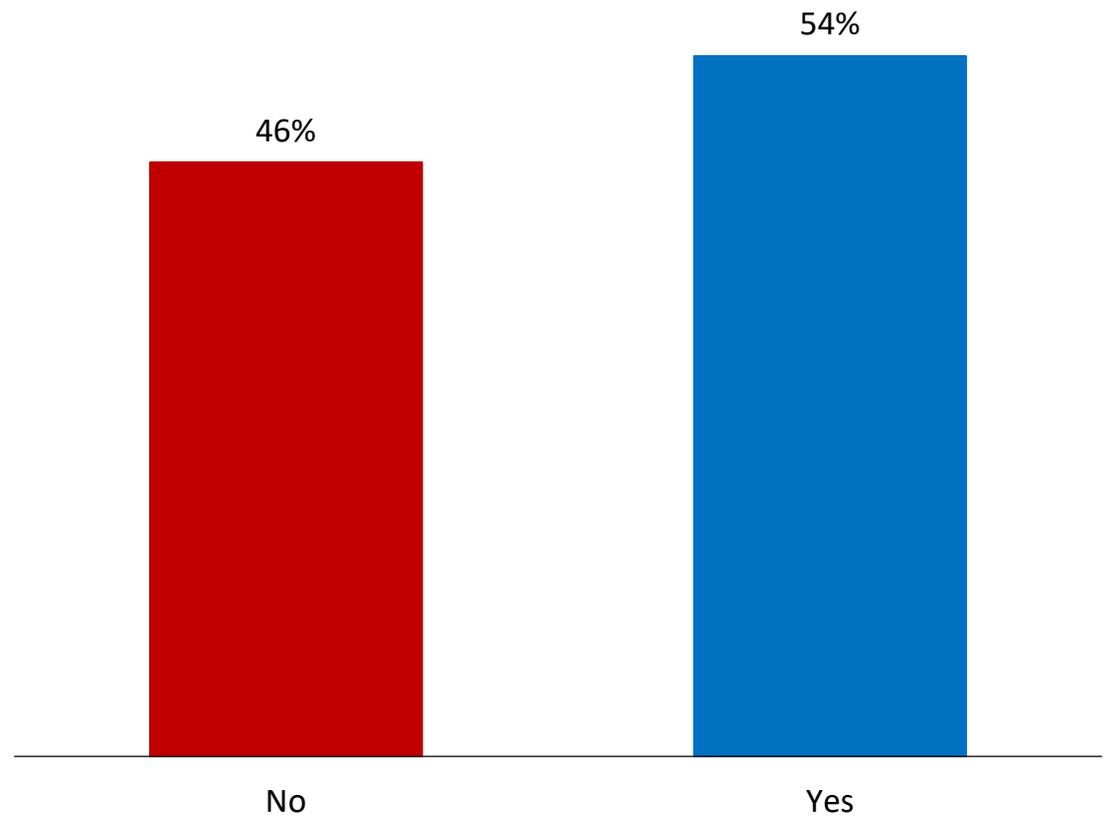


Generally speaking, how satisfied are you with the performance of the PROVINCIAL government in Manitoba? Would you say you are...?  
[asked of all respondents; n=200]

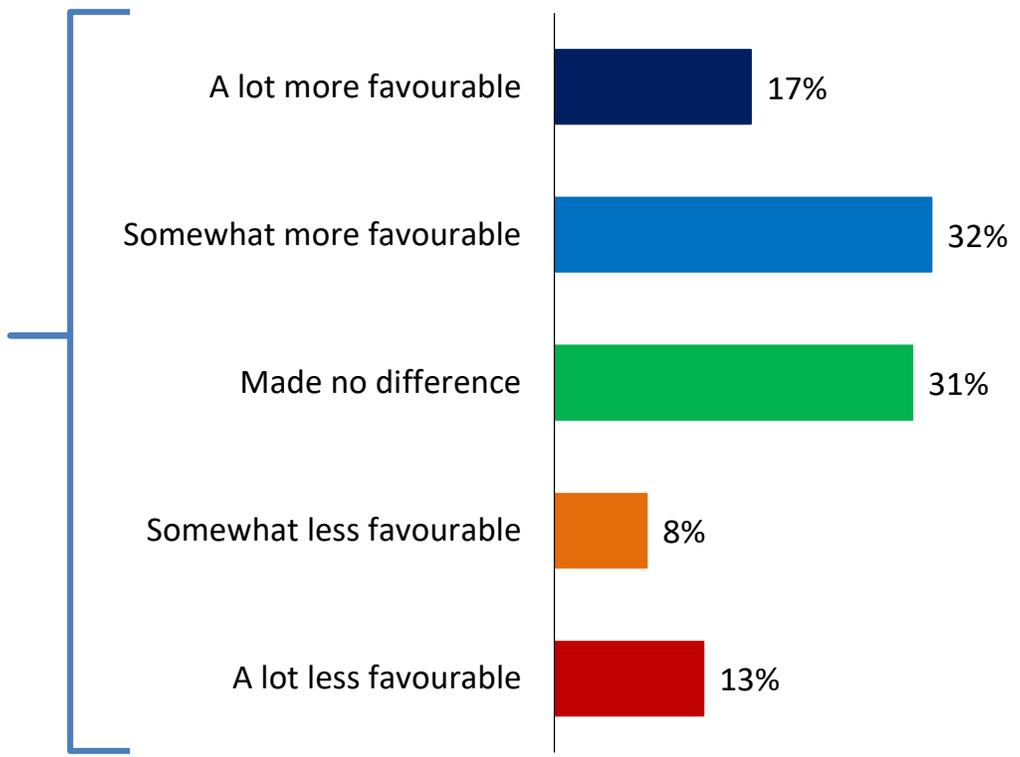


# Manitoba Read, Seen, Heard: Among the 54% who have heard about Pallister, half (49%) say it left them more favourable towards him

**Q** Have you read, seen or heard anything about Brian Pallister in the last few days?  
[asked of all respondents; n=200]



**Q** Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Brian Pallister, or did it make no difference?  
[Asked of those who have RSH; n=108]

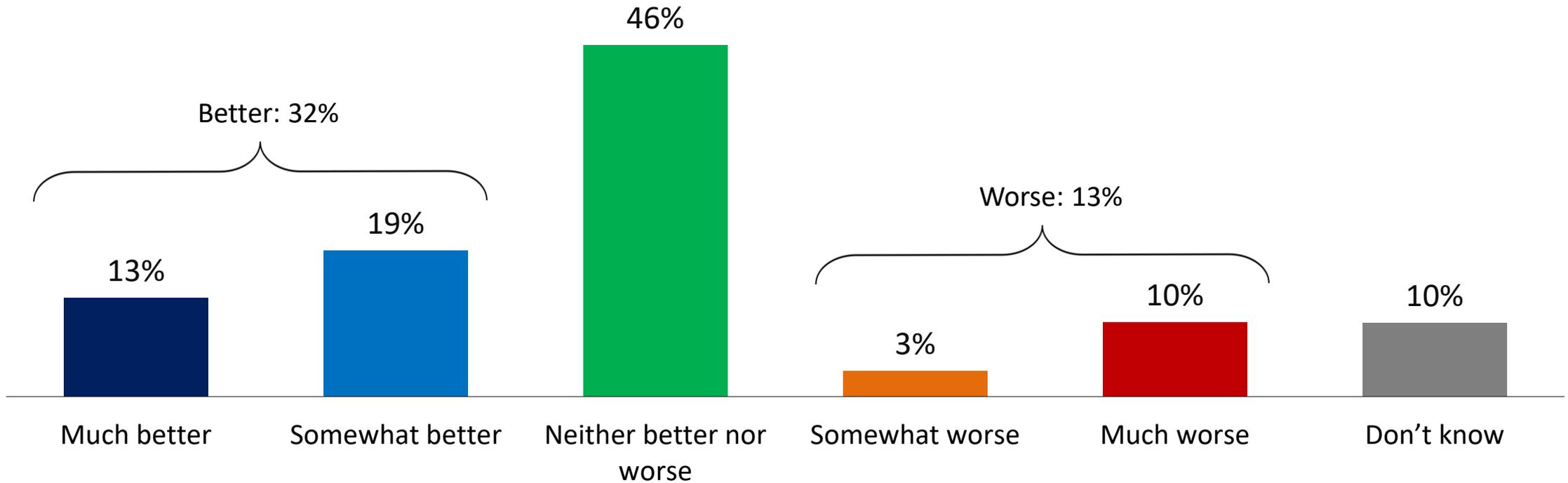


**The Premier is seen the most favourably  
compared to other party leaders in  
Manitoba**

# Impact on Brian Pallister: Nearly half (46%) say that Pallister's response to COVID-19 has not had an impact of their impression of him



Has the way premier Brian Pallister has responded to the COVID-19 outbreak left you with a better or worse impression of him?  
[asked of all respondents, n=200]

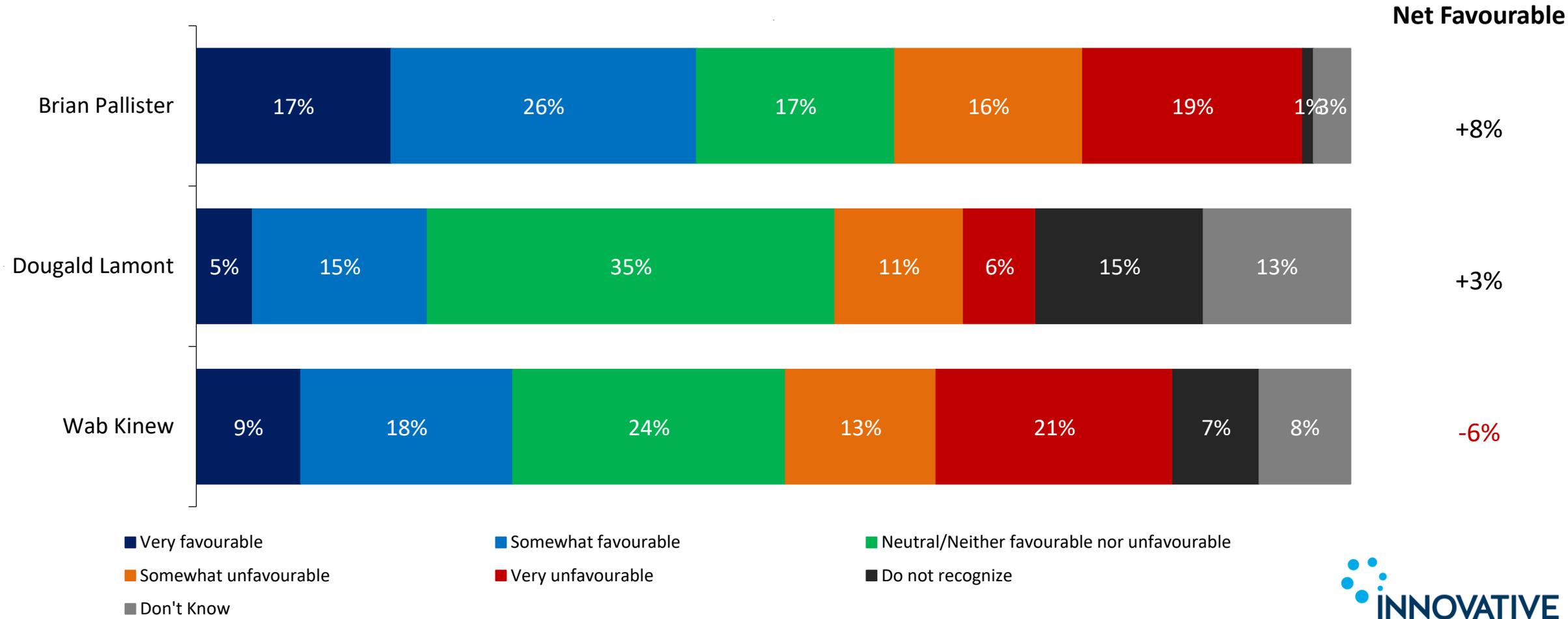


# Leader Favourables: Pallister has the strongest leader favourable, followed by Dougald Lamont of the Liberal Party



Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just indicate.

[asked of all respondents; n=200]

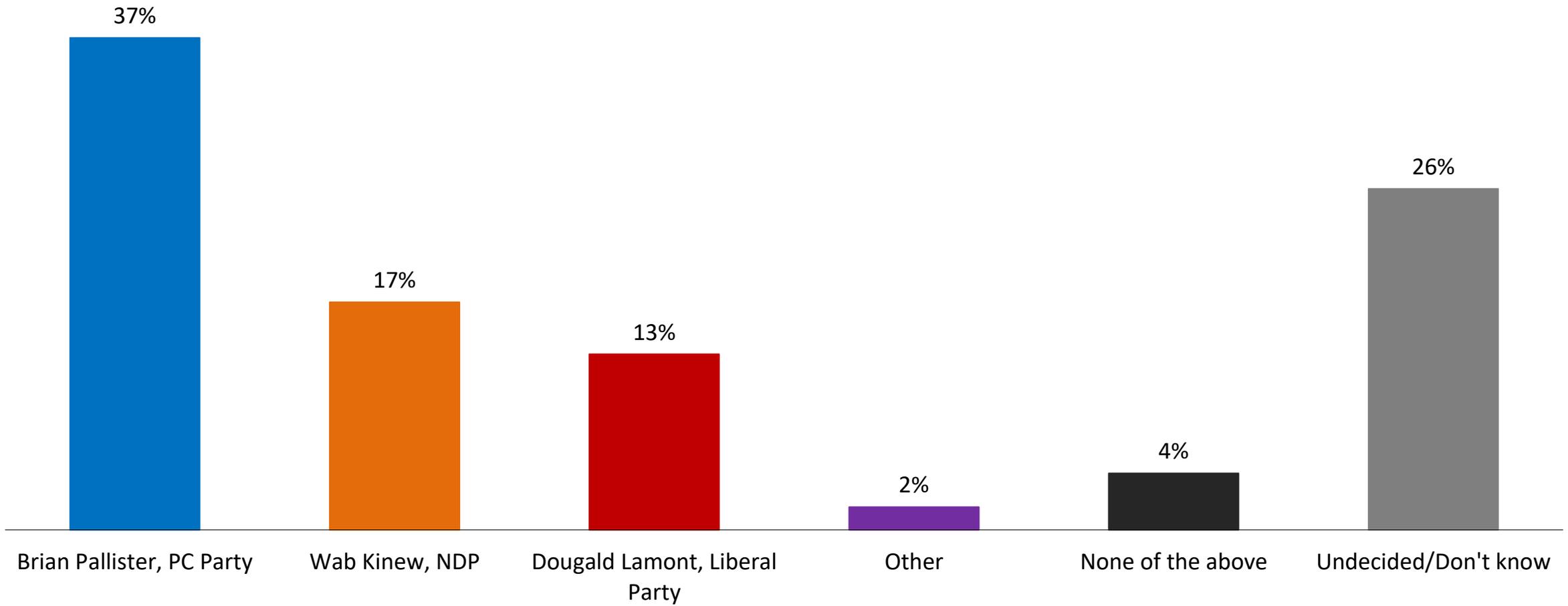


# Best Premier: A plurality (37%) say Pallister would be the best Premier;<sup>10</sup> another 1-in-4 (26%) are undecided



Which of the following leaders would make the best Premier of Manitoba?

[asked of all respondents; n=200]

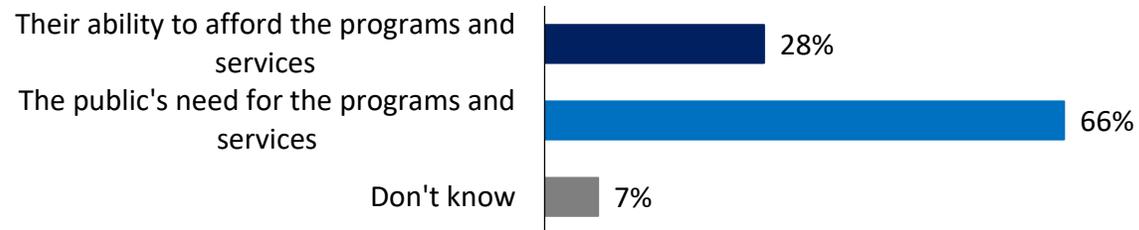


**We group individuals into segments based on key political and economic values and attitudes**

# Core Political Values: Two thirds (66%) say governments should focus on needs rather than ability to afford programs

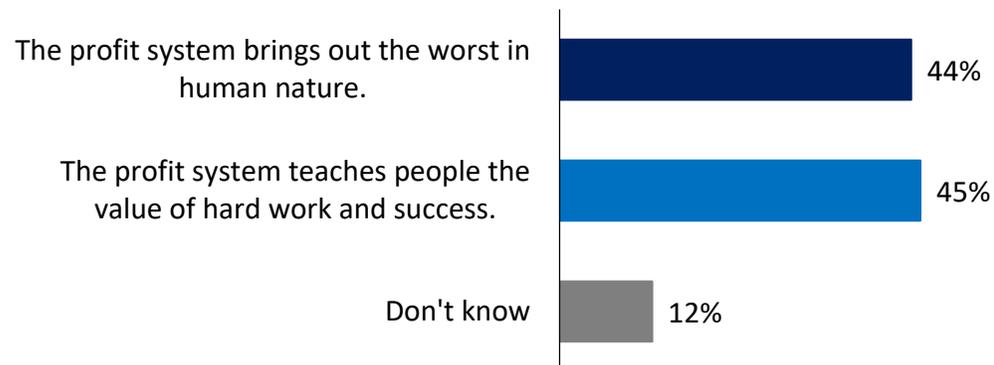
**Q** Now we would like to ask a few questions about basic values and society...When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on...?

[asked of all respondents; n=200]



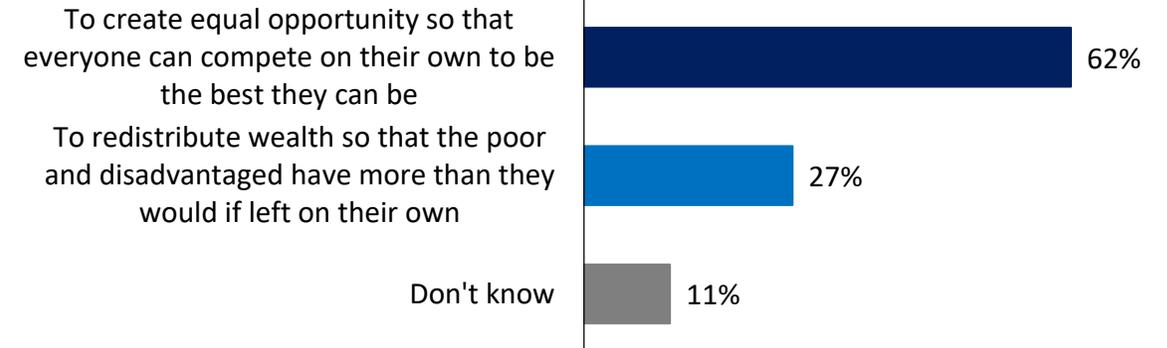
**Q** Which of the following statements comes closest to your view?

[asked of all respondents; n=200]



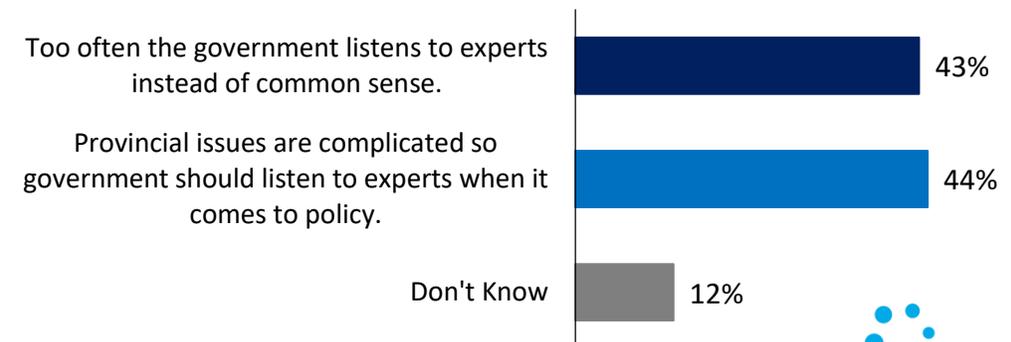
**Q** Is the main role of government to...?

[asked of all respondents; n=200]



**Q** When it comes to government decision making, which of the following statements is closest to your view?

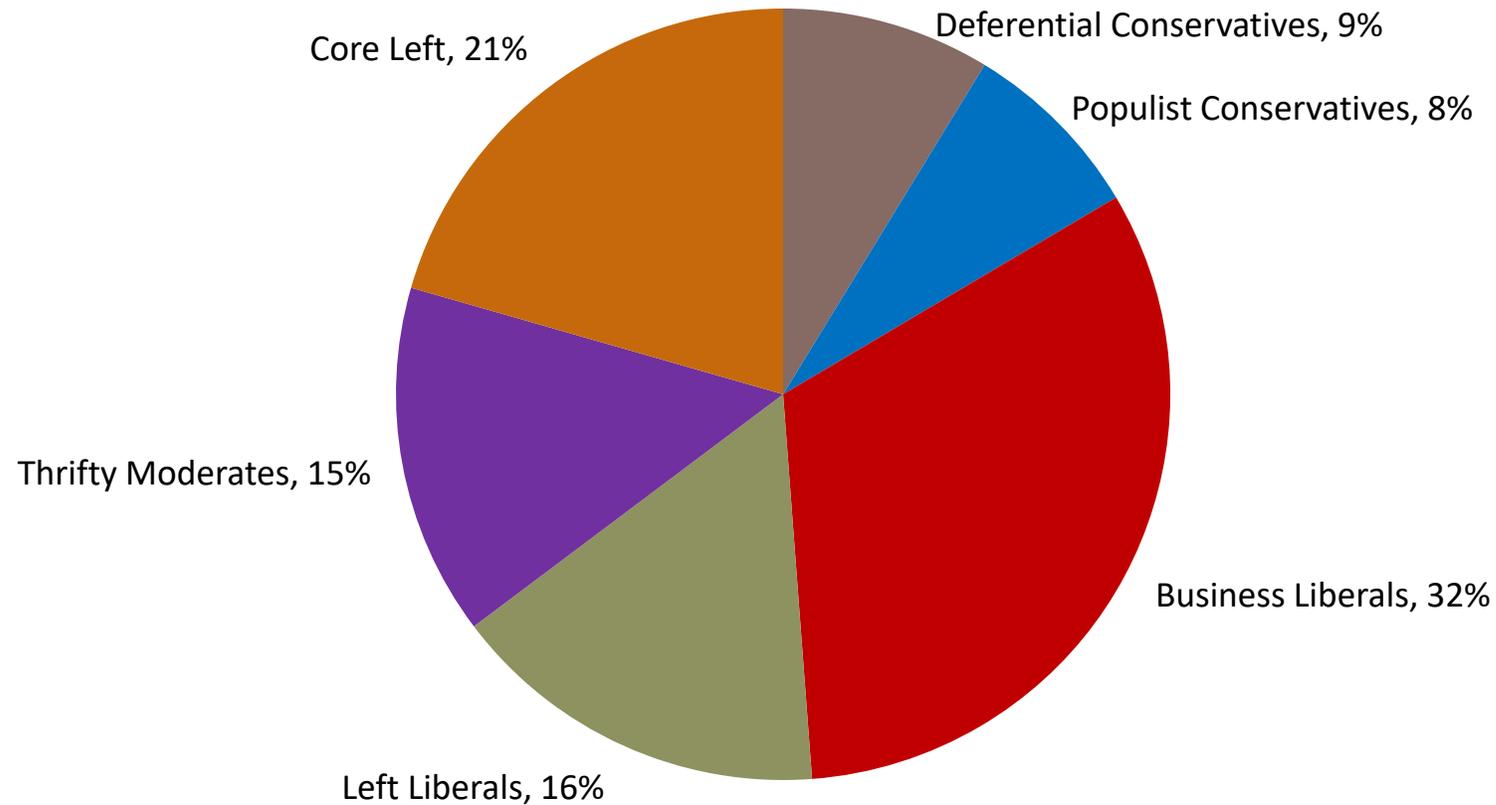
[asked of all respondents; n=200]



# Value Clusters: Most (32%) are Business Liberals; 21% are in the Core Left cluster

**Value clusters:** Clusters are based on 4 basic values: equal opportunity versus redistribution; trust in the profit system; whether spending should be based on ability to afford or public need; and whether government should listen to experts or common sense.

[asked of all respondents; n=200]



# Defining Value Clusters: 6 value clusters are defined by 4 key political values

Core Political Values by Value Clusters

Column %		Deferential Conservatives	Populist Conservatives	Business Liberals	Left Liberals	Thrifty Moderates	Core Left
Governments should base decisions on...	Ability to afford	90%	89%	0%	0%	88%	0%
	Public Need	0%	0%	94%	100%	0%	94%
Is the main role of government to .?	Create equal Opportunity	82%	100%	77%	95%	51%	0%
	Redistribute wealth	18%	0%	9%	0%	20%	93%
When it comes to government decision making...	Rely on common sense	0%	100%	32%	50%	50%	48%
	Listen to experts	92%	0%	50%	39%	30%	48%
The profit system...	Brings out the worst in human nature	0%	0%	0%	86%	77%	91%
	Teaches value of hard work and success	100%	77%	93%	0%	0%	0%

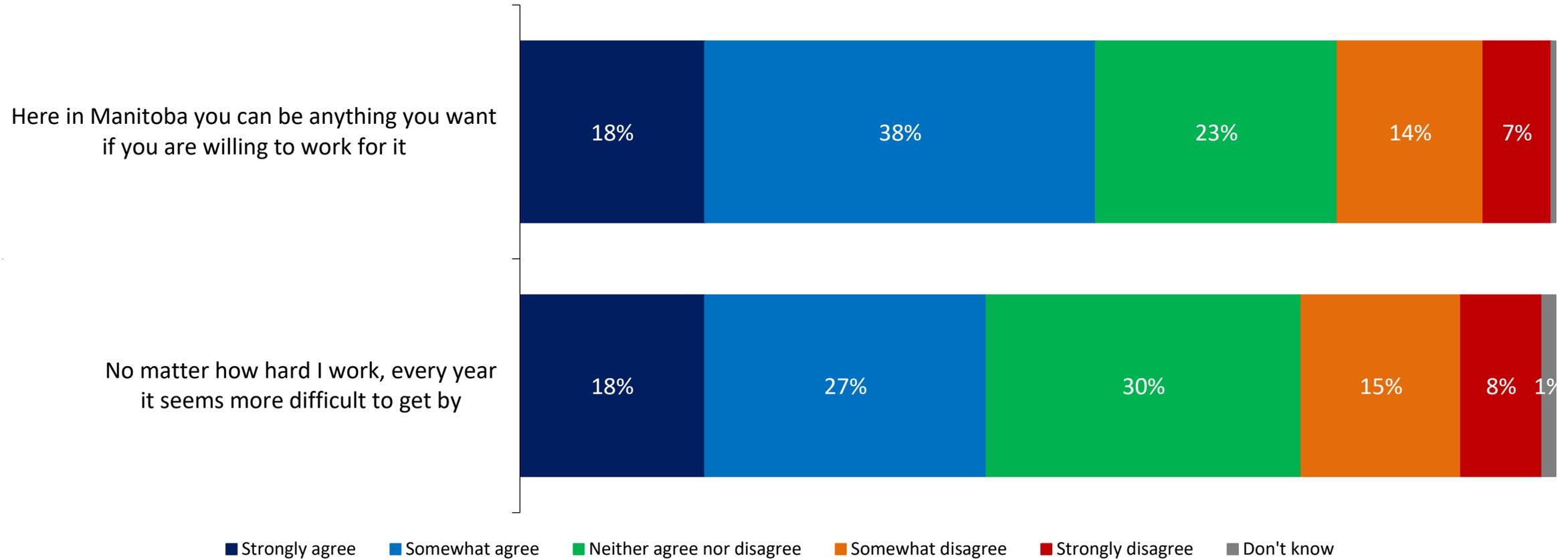
Note: Current data: May 2020

# Segmentation Attitudes: More than half agree that in Manitoba you can be anything you want if you are willing to work for it



Do you agree or disagree with the following statements?

[asked of all respondents; n=200]

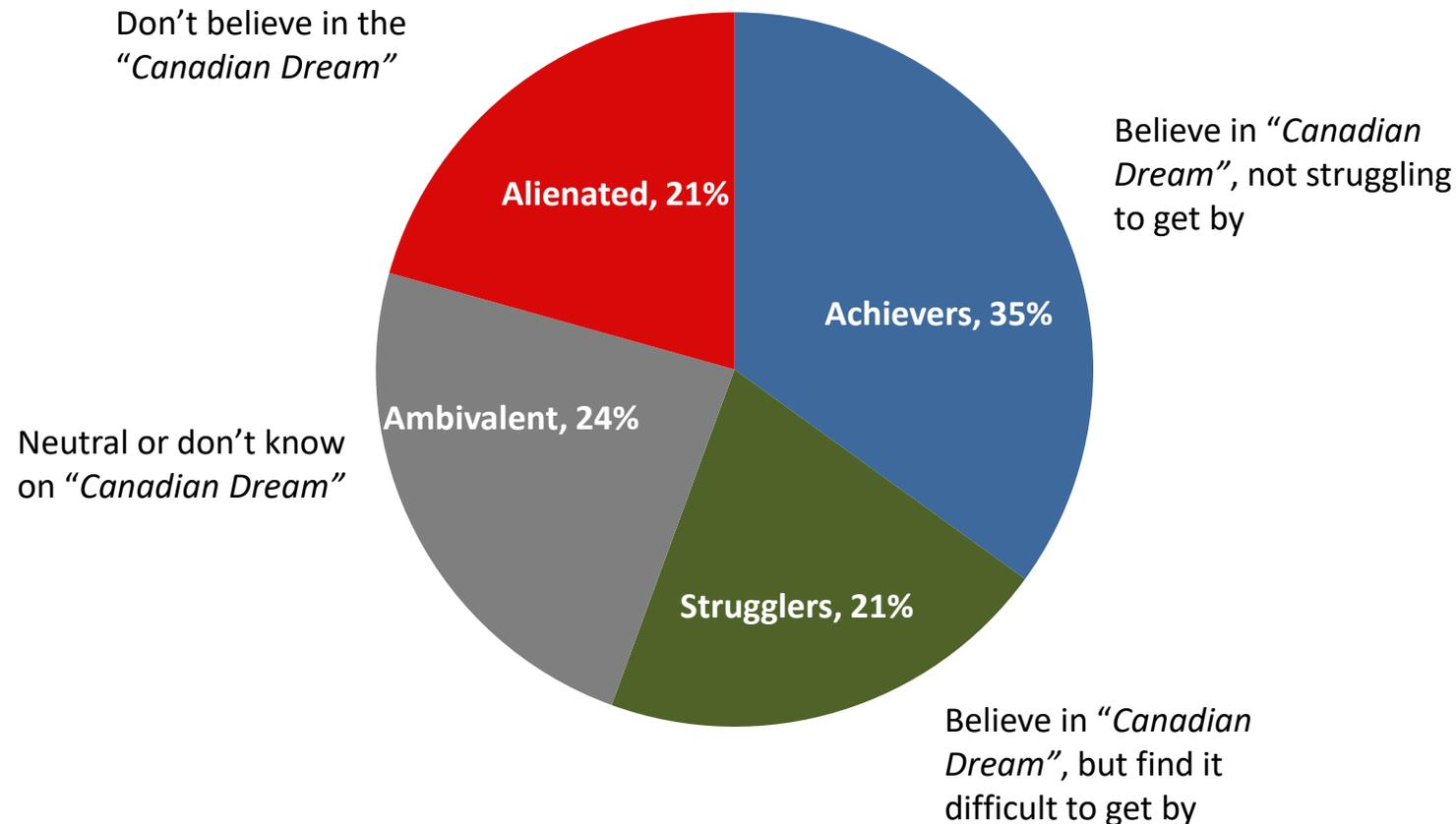


■ Strongly agree  
 ■ Somewhat agree  
 ■ Neither agree nor disagree  
 ■ Somewhat disagree  
 ■ Strongly disagree  
 ■ Don't know

# Economic Gap Segmentation: More than a third (35%) believe in the Canadian Dream and are not struggling to get by

**Gap segmentation:** Agree with 'Here in Manitoba you can be anything you want if you are willing to work for it' ("*the Canadian Dream*") BY Agree with 'No matter how hard I work, every year it seems more difficult to get by'.

[asked of all respondents; n=200]

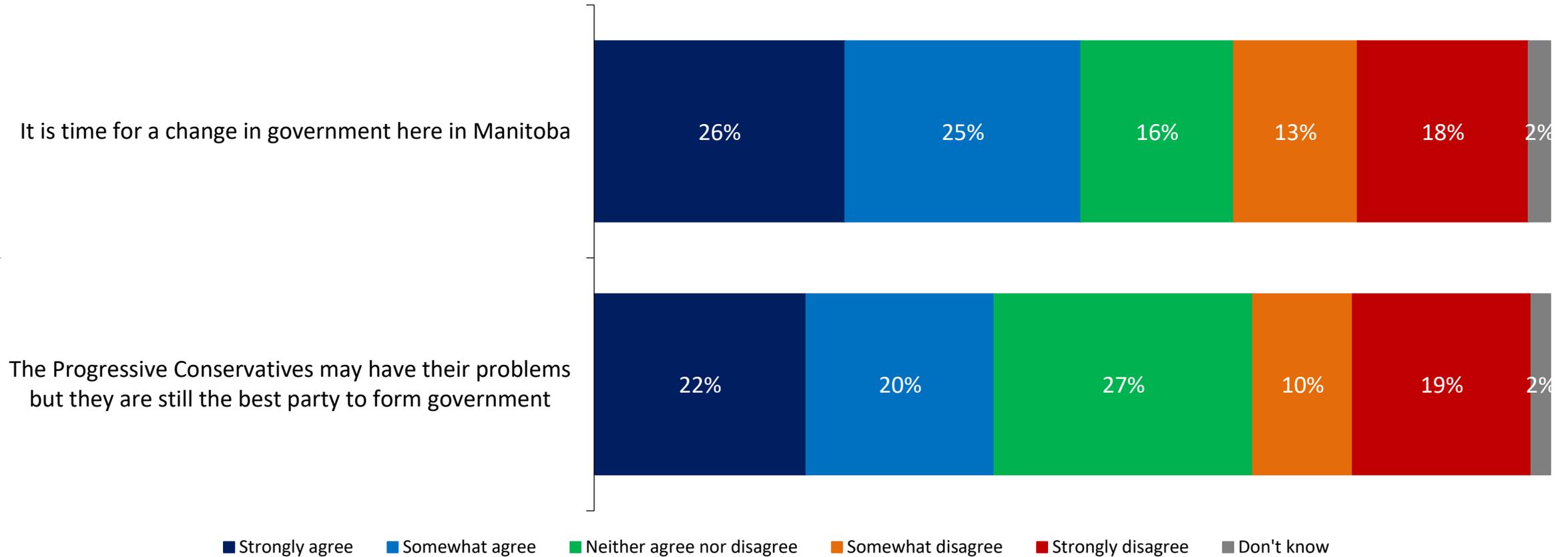


# Time for Change Attitudes: Half (51%) of respondents agree that it is time for a change in government in Manitoba



Do you agree or disagree with the following statements?

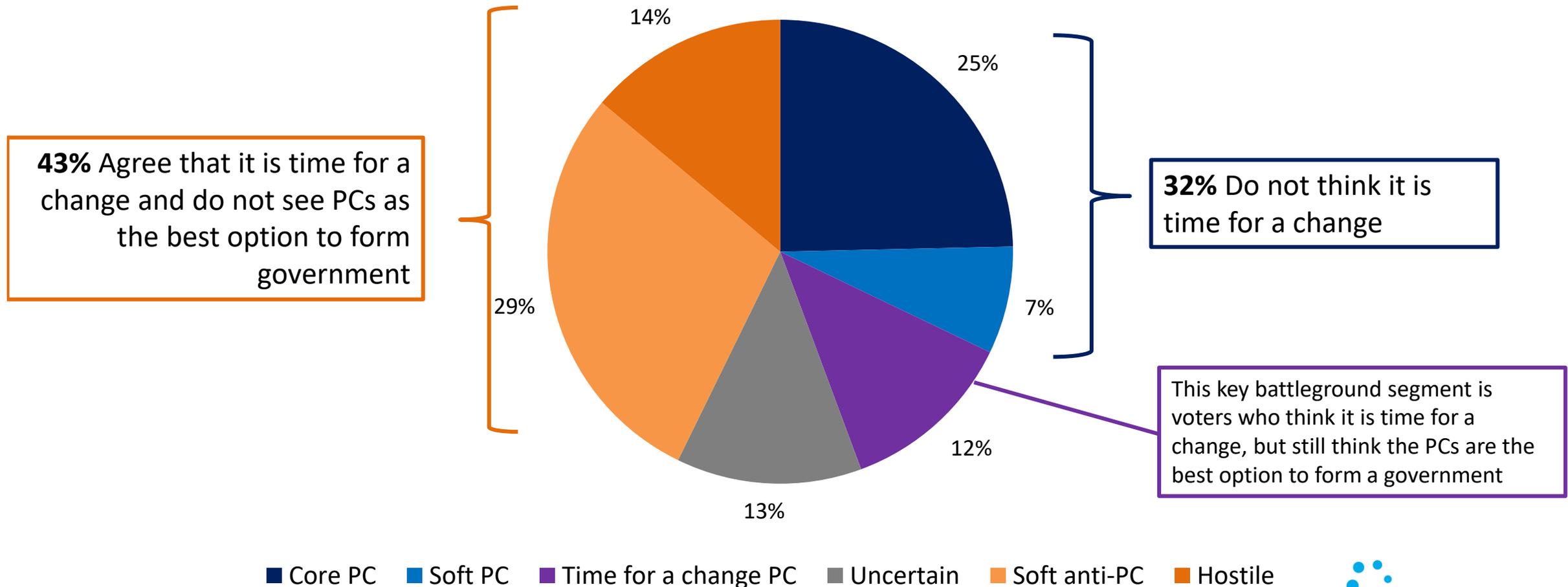
[asked of all respondents; n=200]



# Time for Change Segmentation: 43% of respondents say it is time for a change and don't agree the PCs are the best party to form government <sup>18</sup>

Time for Change segmentation: Agree with 'The PCs may have their problems but they are still the best party to form government' BY Agree with 'It is time for a change in government here in Manitoba'.

[asked of all respondents; n=200]



# The Progressive Conservatives are ahead in the horserace

Innovative reports on vote intention in two ways.

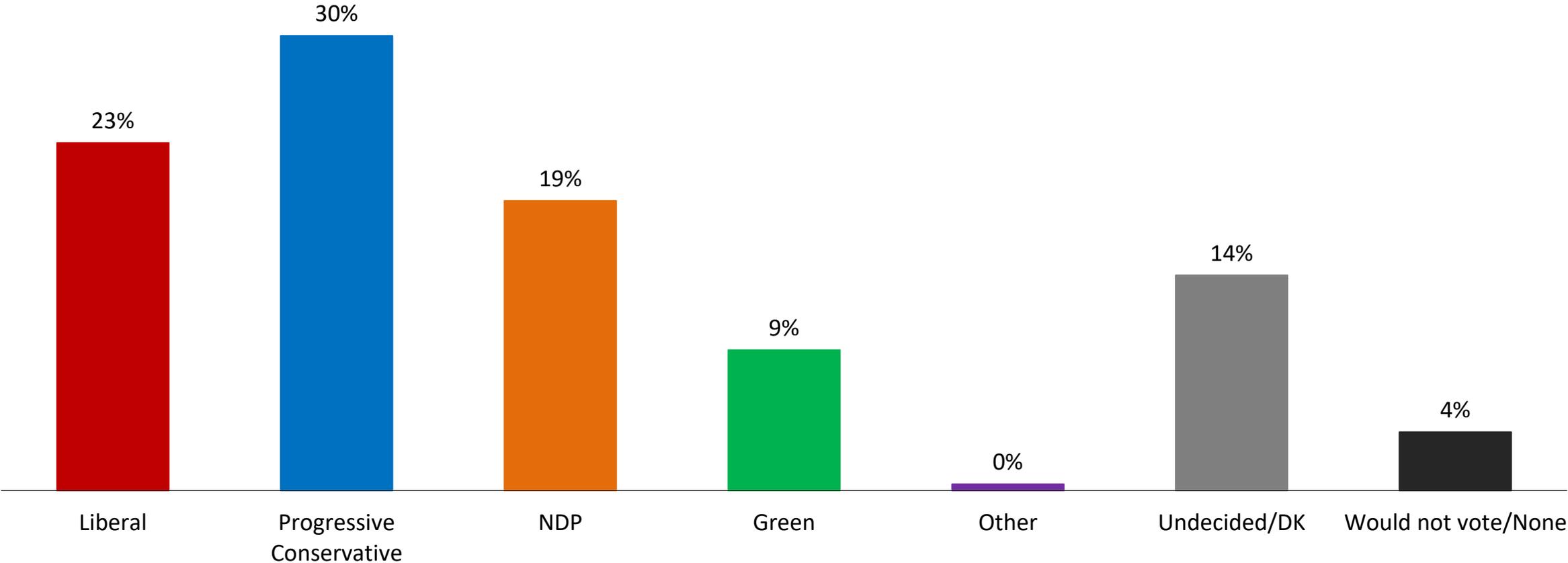
When we ask people who they would vote for if an election were held today, and who they lean towards if they are unsure, we call those results **Combined vote**. This accounts for the views of everyone in the population including decided voters, undecided voters, and non-voters.

When we look at the results among *only* decided voters, we call that **Decided vote**. These results most tell us what the election results would be like if the survey results matched the election exactly.

# Provincial Combined Vote: The PCs (30%) lead the Liberals (23%) and the NDP (19%)



If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [Vote + Lean]  
[asked of all respondents; n=200]

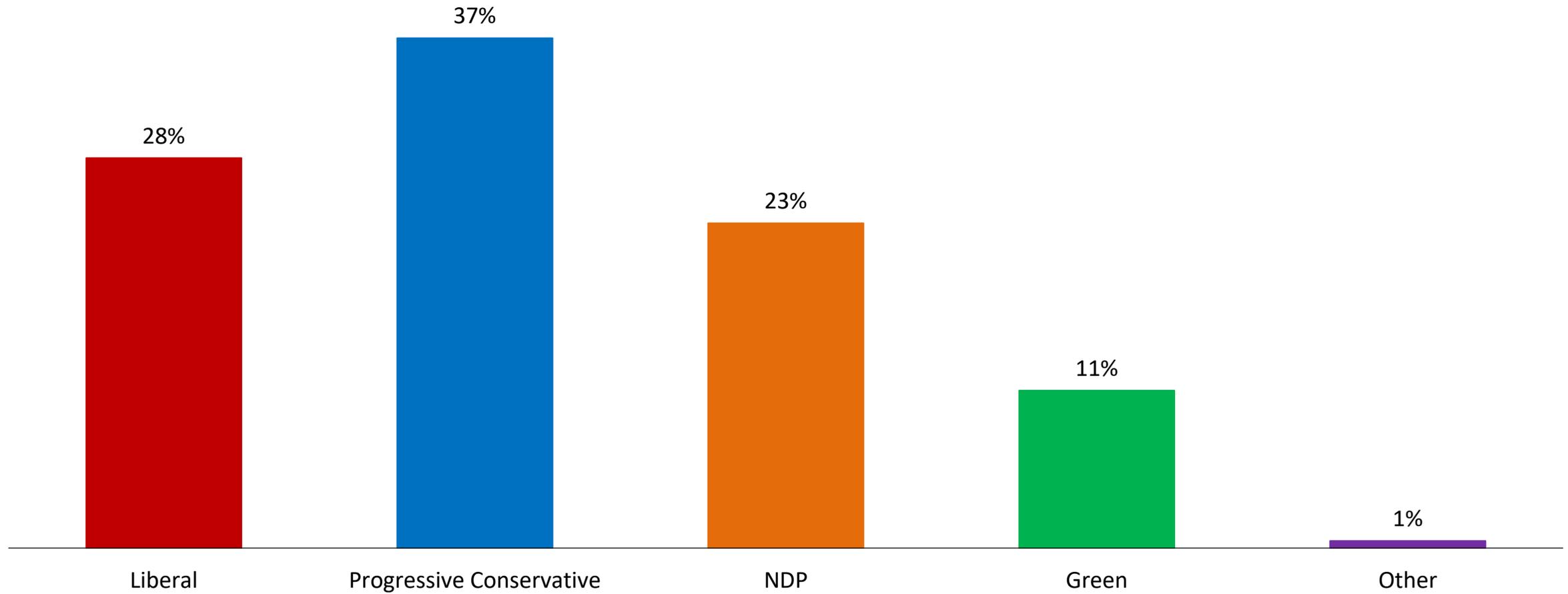


# Provincial Decided Vote: The PCs (37%) are up by 9 points over the Liberals among decided voters



If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[DECIDED]**

[decided voters only; n=164]



# Decided Vote by Value Cluster: The Progressive Conservatives lead among Deferential and Populist Conservatives, and Business Liberals

		Value Clusters				
		Deferential/Populist Conservatives (N=32)	Business Liberals (N=55)	Left Liberals* (N=26)	Thrifty Moderates* (N=20)	Core Left (N=33)
Provincial Decided Vote	Liberal	21%	30%	36%	30%	25%
	Progressive Conservative	66%	39%	30%	29%	16%
	NDP	6%	24%	24%	29%	33%
	Green	5%	7%	10%	12%	26%
	Other	3%	0%	0%	0%	0%

Note: Current data: May 2020

\*Small sample sizes (n<30); treat results with caution.; Deferential and Populist Conservatives grouped due to small sample sizes

# Decided Vote by Economic Gap: The PCs lead among both Achievers and Strugglers, but trail among Alienated voters

		Economic Gap			
		Achievers (N=62)	Strugglers (N=35)	Ambivalent (N=35)	Alienated (N=32)
Provincial Decided Vote	Liberal	23%	28%	25%	41%
	Progressive Conservative	50%	36%	24%	25%
	NDP	19%	25%	36%	17%
	Green	7%	10%	15%	18%
	Other	1%	0%	0%	0%

Note: Current data: May 2020

# Decided Vote by Time for Change: 40% of Soft anti-PC/Hostile voters say they would vote for the NDP

		Time for Change		
		Core/Soft PC	Time for a change PC*	Soft anti-PC/Hostile
		(N=48)	(N=23)	(N=66)
Provincial Decided Vote	Liberal	13%	45%	35%
	Progressive Conservative	70%	36%	10%
	NDP	10%	15%	40%
	Green	5%	4%	15%
	Other	1%	0%	0%

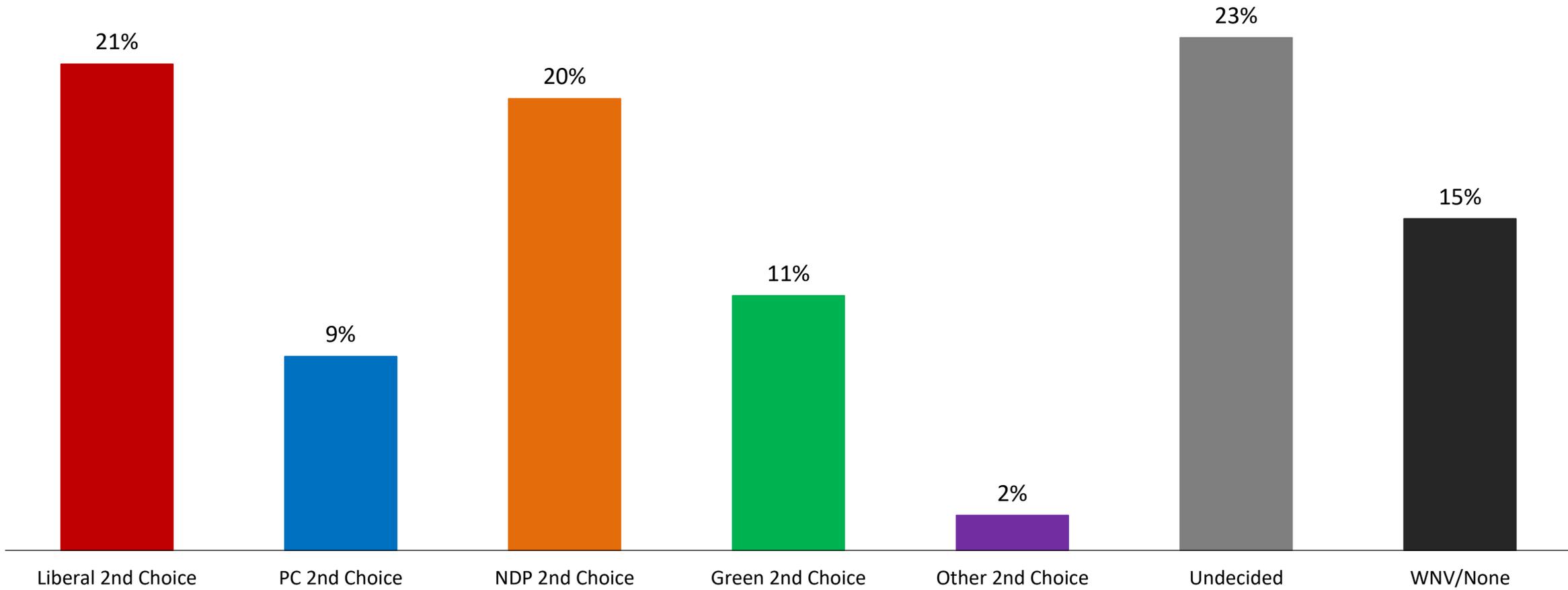
**Note:** Current data: May 2020

\*Small sample sizes (n<30); treat results with caution.; Core and Soft PC groups as well as Soft anti-PC and Hostile groups combined due to insufficient sample size of Soft PC group; 'Uncertain' not shown due to insufficient sample size

# Provincial 2nd Choice: Liberals and NDP are tied as the most common second choice; 48% are either undecided or have no 2<sup>nd</sup> choice



And which party would be your second choice?  
[only decided voters; n=164]



# Provincial 2nd Choice: The Liberals and the top 2<sup>nd</sup> choice of NDP voters, and the NDP are the top 2<sup>nd</sup> choice of Liberal voters

And which party would be your second choice? BY [Vote+Lean]

First Choice

	Liberal 1st Choice	PC 1st Choice	NDP 1st Choice	Green 1st Choice*
	(N=46)	(N=60)	(N=38)	(N=19)
Liberal 2nd Choice		21%	46%	27%
PC 2nd Choice	15%		14%	10%
NDP 2nd Choice	43%	14%		24%
Green 2nd Choice	21%	6%	14%	
Other 2nd Choice	0%	4%	0%	0%
Undecided	18%	38%	16%	0%
WNV/None	3%	18%	9%	40%

**Note:** 'Other' in Combined Vote not shown due to insufficient sample size.

Current data: May 2020

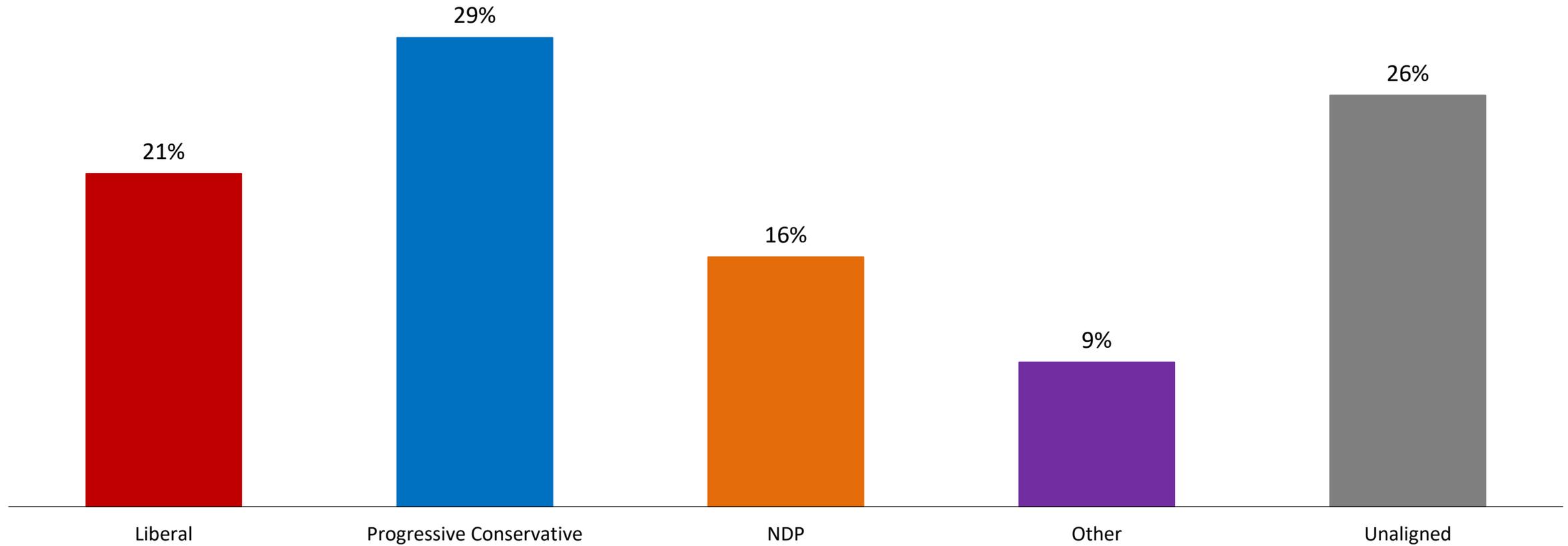
\*Small sample sizes (n<30); treat results with caution.

# Provincial Party ID: Just under 3-in-10 (29%) identify as progressive conservatives; 26% say they are unaligned



Thinking about politics in Manitoba, generally speaking, do you usually think of yourself as a...

[asked of all respondents; n=200]



# Combined Vote by Party ID: Progressive Conservative and Liberal partisans are the most loyal to their party

Provincial Party Identification

		Liberal	Progressive Conservative	NDP	Other*	Unaligned
		(N=41)	(N=58)	(N=31)	(N=18)	(N=51)
Provincial Combined Vote	Liberal	77%	9%	11%	5%	9%
	Progressive Conservative	6%	80%	6%	15%	13%
	NDP	9%	6%	70%	15%	14%
	Green	3%	0%	6%	60%	9%
	Other	0%	1%	0%	0%	0%
	Undecided/DK	4%	4%	3%	5%	44%
	Would not vote/None	0%	0%	5%	0%	12%

Note: Current data: May 2020

\*Small sample sizes (n<30); treat results with caution.

# Methodology

# Survey Methodology

**These are the results of an online survey conducted between May 1<sup>st</sup> and May 7<sup>th</sup>, 2020.**

**Method:** This online survey was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Lucid, a leading provider of online sample. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data to provide results that are intended to approximate a probability sample.

**Sample Size:** n=210 Manitoba residents, 18 years or older. The results are weighted to n=200 based on Census data from Statistics Canada.

**Field Dates:** May 1st and May 7th, 2020.

**Weighting:** Results for Manitoba are weighted by age and gender to ensure that the overall sample's composition reflects that of the actual population according to Census data; in order to provide results that are intended to approximate a probability sample. Weighted and unweighted frequencies are reported in the table.

**Margin of Error:** This is a representative sample. However, since the online survey was not a random probability based sample, a margin of error cannot be calculated. Statements about margins of sampling error or population estimates do not apply to most online panels.

**Note:** Graphs may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
<b>Males 18-34</b>	33	15.7%	30	15.2%
<b>Males 35-54</b>	23	11%	33	16.5%
<b>Males 55+</b>	41	19.5%	35	17.3%
<b>Females 18-34</b>	32	15.2%	30	14.8%
<b>Females 35-54</b>	39	18.6%	33	16.7%
<b>Females 55+</b>	42	20%	39	19.4%

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