Canada This Month
Manitoba Politics

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Spotlight on Manitoba Politics

Today, INNOVATIVE is releasing a spotlight on Manitoba from our ongoing provincial politic survey. This online survey was in field from September 24th to October 5th, 2021, with a weighted sample size of 500 Manitoba residents. Detailed methodology is provided in the appendix.

This report divides Manitoba residents into key political and economic segments and looks at vote intent within each of those groups.
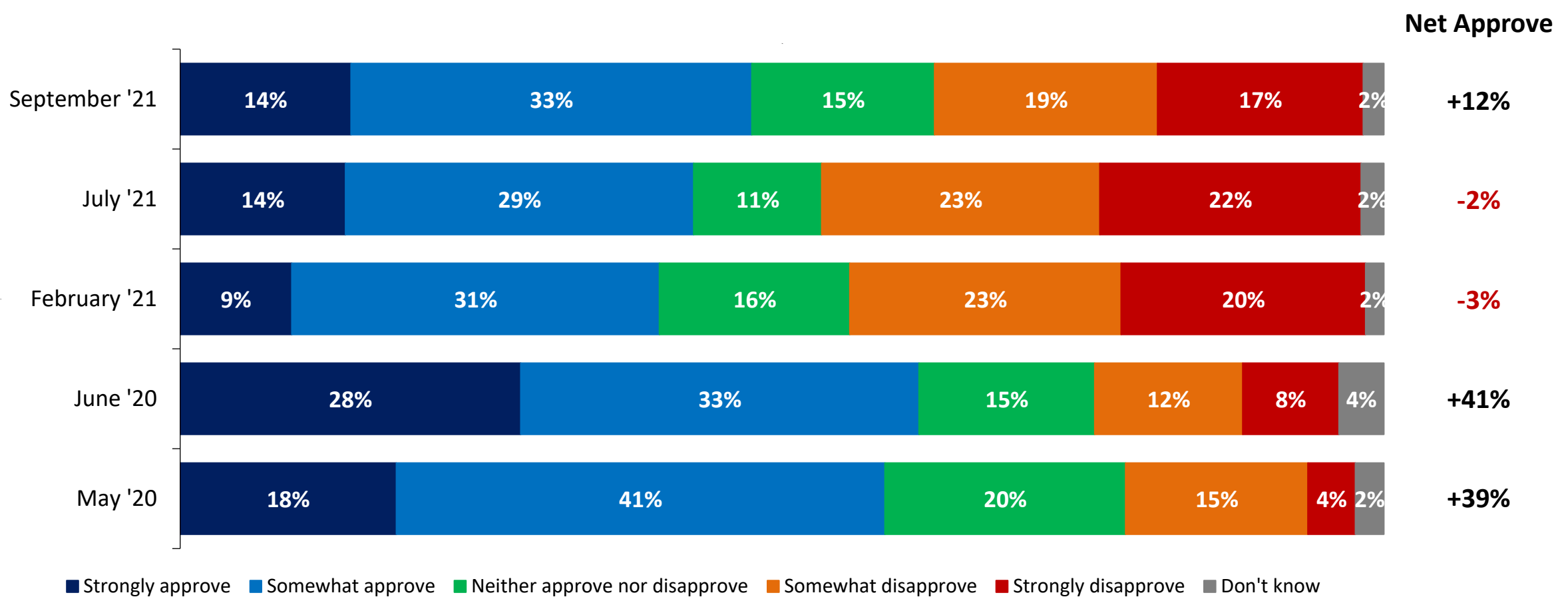
Government Approval

Approval of the government handling of COVID-19 has improved steadily since February, although not to the level of last years numbers.

COVID-19 Handling Tracking: Approval rates have been steadily increasing since February with net approval back in the positives
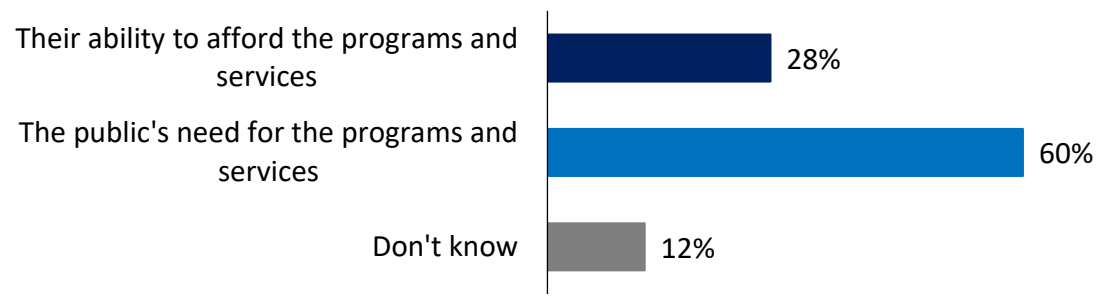
Q Do you approve or disapprove of the way the Manitoba Government has handled the outbreak of COVID-19?
[asked of all respondents; n=500]

Net Approve

Month	Strongly approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Strongly disapprove	Don't know	Net Approve
September '21	14%	33%	15%	19%	17%	2%	+12%
July '21	14%	29%	11%	23%	22%	2%	-2%
February '21	9%	31%	16%	23%	20%	2%	-3%
June '20	28%	33%	15%	12%	8%	4%	+41%
May '20	18%	41%	20%	15%	4%	2%	+39%

■ Strongly approve ■ Somewhat approve ■ Neither approve nor disapprove ■ Somewhat disapprove ■ Strongly disapprove ■ Don't know
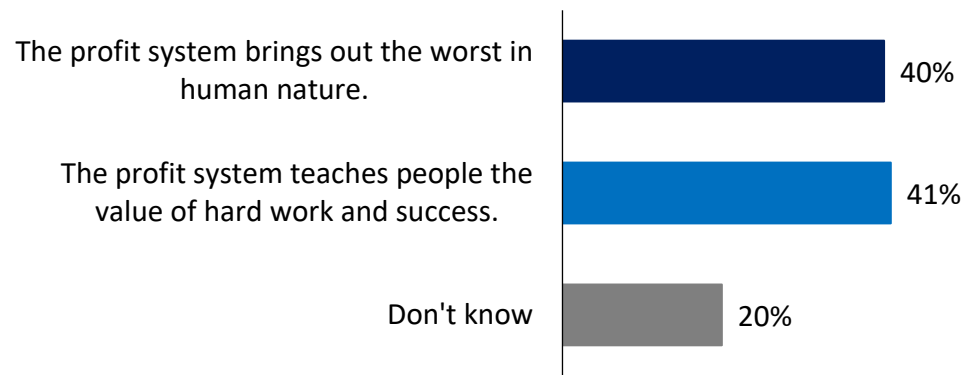
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We group individuals into segments based on key political and economic values and attitudes

Core Political Values: 3-in-5 (60%) of respondents believe public need is more important than affordability
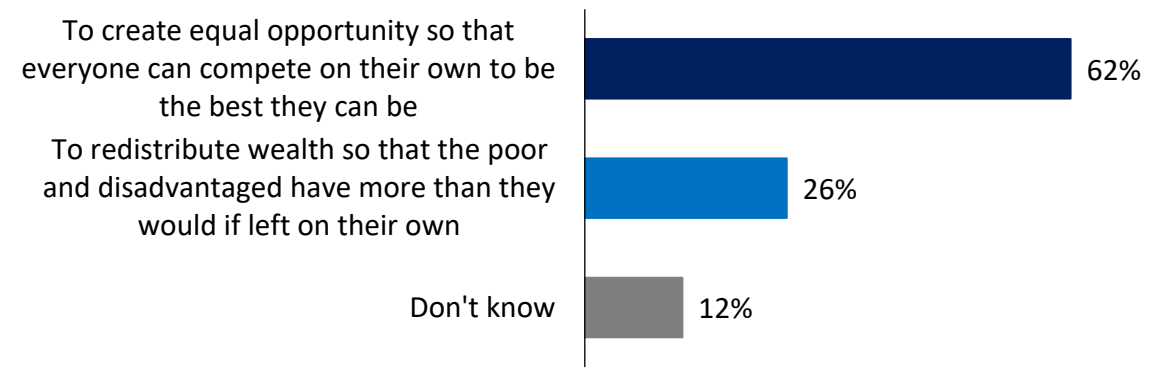
Q Now we would like to ask a few questions about basic values and society...When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on...?
[asked of all respondents; n=500]

Their ability to afford the programs and services	28%
The public's need for the programs and services	60%
Don't know	12%

Q Is the main role of government to...?
[asked of all respondents; n=500]

To create equal opportunity so that everyone can compete on their own to be the best they can be	62%
To redistribute wealth so that the poor and disadvantaged have more than they would if left on their own	26%
Don't know	12%

Q Which of the following statements comes closest to your view?
[asked of all respondents; n=500]

The profit system brings out the worst in human nature.	40%
The profit system teaches people the value of hard work and success.	41%
Don't know	20%

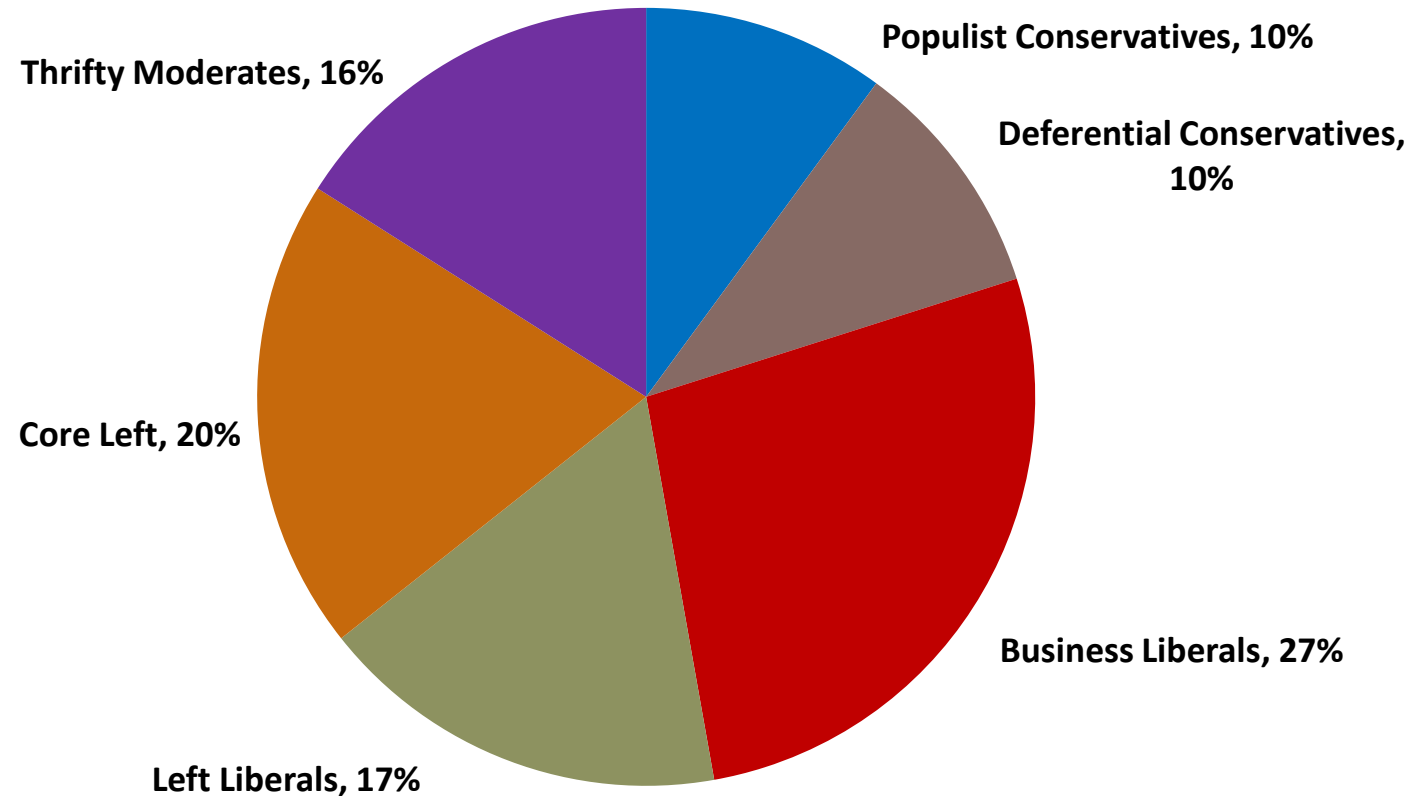**Q** When it comes to government decision making, which of the following statements is closest to your view?
[asked of all respondents; n=500]

Too often the government listens to experts instead of common sense.	47%
Provincial issues are complicated so government should listen to experts when it comes to policy.	35%
Don't know	18%

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Value Clusters: Most Manitobans are either Business Liberals (27%), Core Left (20%), or Left Liberals (17%)

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=500]

Populist Conservatives, 10%

Deferential Conservatives, 10%

Thrifty Moderates, 16%

Core Left, 20%

Business Liberals, 27%

Left Liberals, 17%

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Defining Value Clusters: The Business Liberals cluster find that the government should base their decision on public need

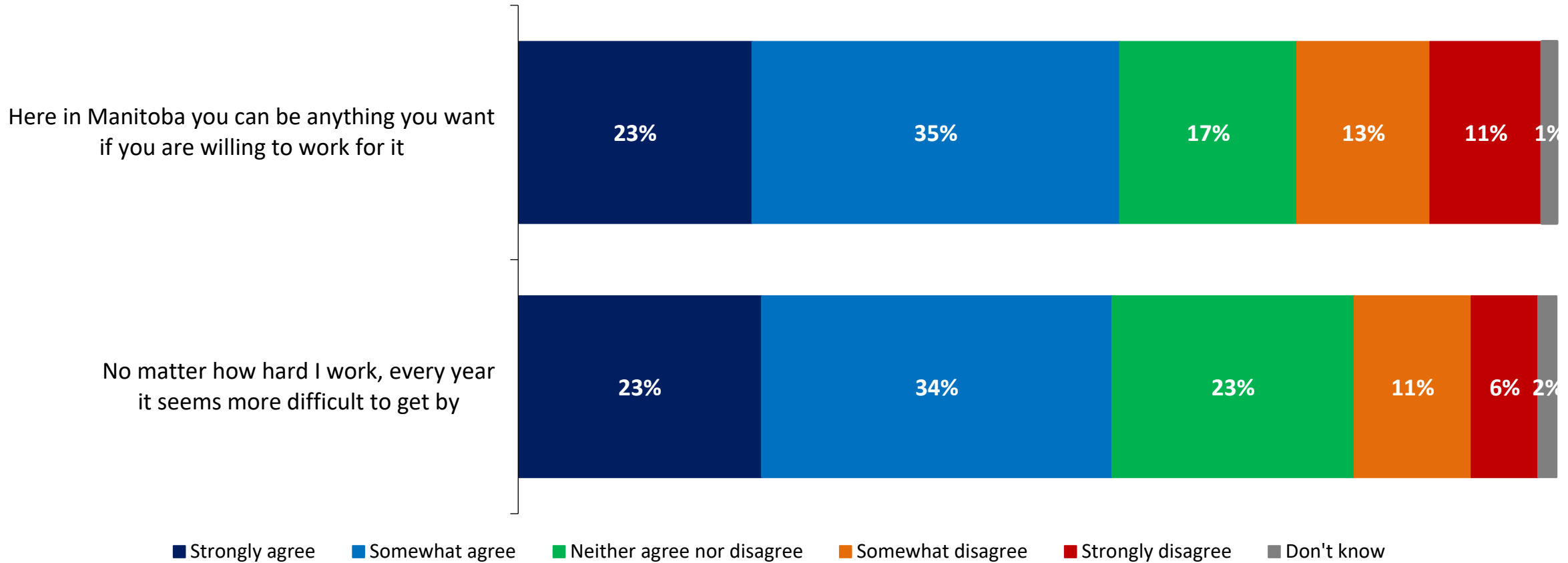| Column %		Deferential/ Populist Conservatives (N=100)	Business Liberals (N=136)	Left Liberals (N=86)	Core Left (N=98)	Thrifty Moderates (N=80)
Governments should base decisions on...	Ability to afford	87%	0%	0%	0%	66%
	Public Need	0%	99%	86%	93%	0%
Is the main role of government to .?	Create equal Opportunity	89%	78%	91%	0%	46%
	Redistribute wealth	5%	12%	0%	95%	18%
When it comes to government decision making...	Rely on common sense	50%	38%	59%	53%	41%
	Listen to experts	43%	45%	22%	32%	25%
The profit system...	Brings out the worst in human nature	0%	0%	74%	89%	60%
	Teaches value of hard work and success	89%	82%	0%	0%	2%

Note: Conservative groups combined due to small sample size.

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Segmentation Attitudes: Respondents are split on agreeing to 'you can be anything you want if you work for it' & 'it's more difficult to get by'

Q Do you agree or disagree with the following statements?
[asked of all respondents; n=500]

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
Here in Manitoba you can be anything you want if you are willing to work for it	23%	35%	17%	13%	11%	1%
No matter how hard I work, every year it seems more difficult to get by	23%	34%	23%	11%	6%	2%

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

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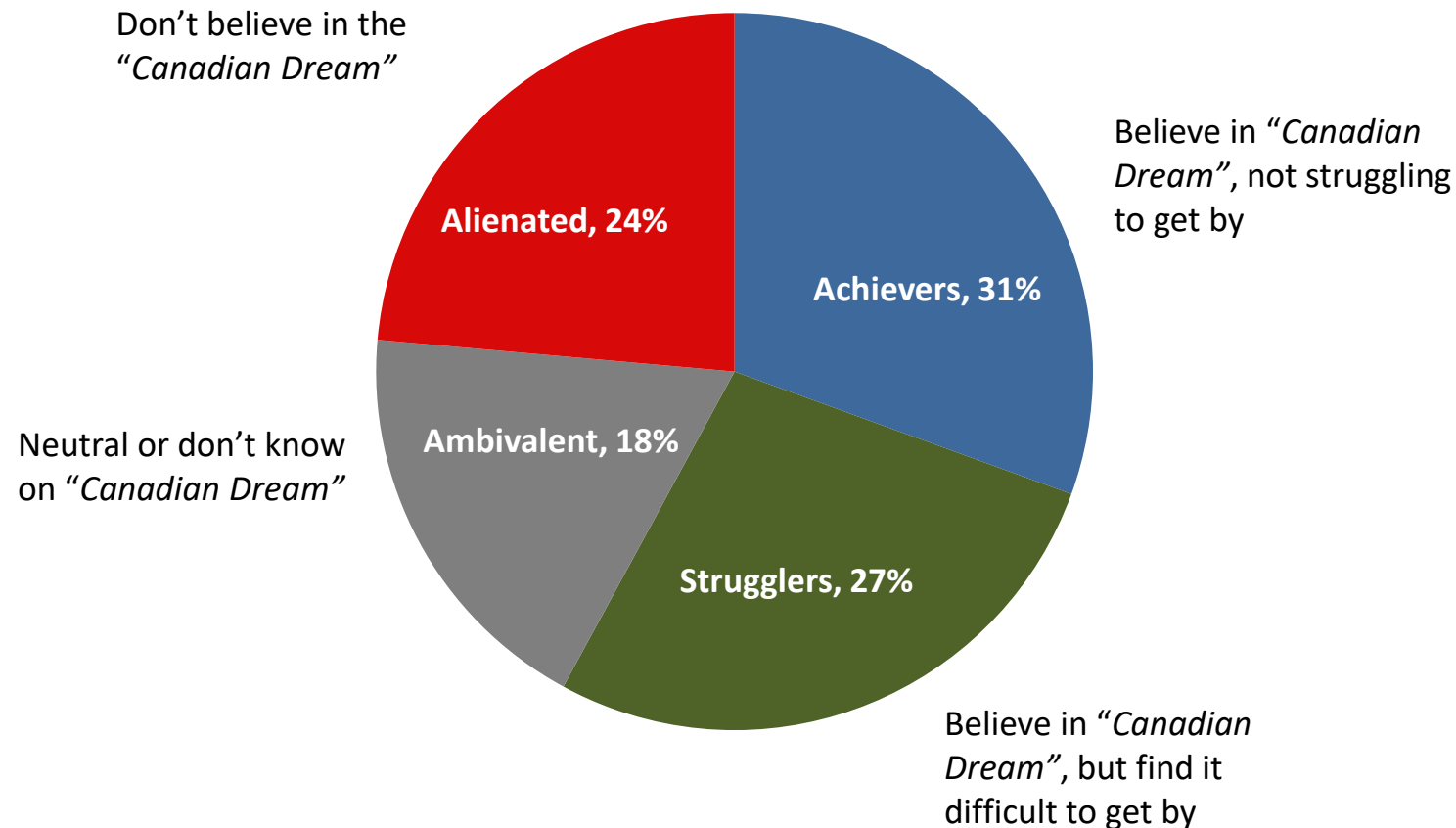RESEARCH GROUP

Economic Gap Segmentation: Almost 1-in-3 (31%) are Achievers, followed by Strugglers (27%)

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=500]

Don't believe in the "*Canadian Dream*"

Believe in "*Canadian Dream*", not struggling to get by

Alienated, 24%

Achievers, 31%

Neutral or don't know on "*Canadian Dream*"

Ambivalent, 18%

Strugglers, 27%

Believe in "*Canadian Dream*", but find it difficult to get by
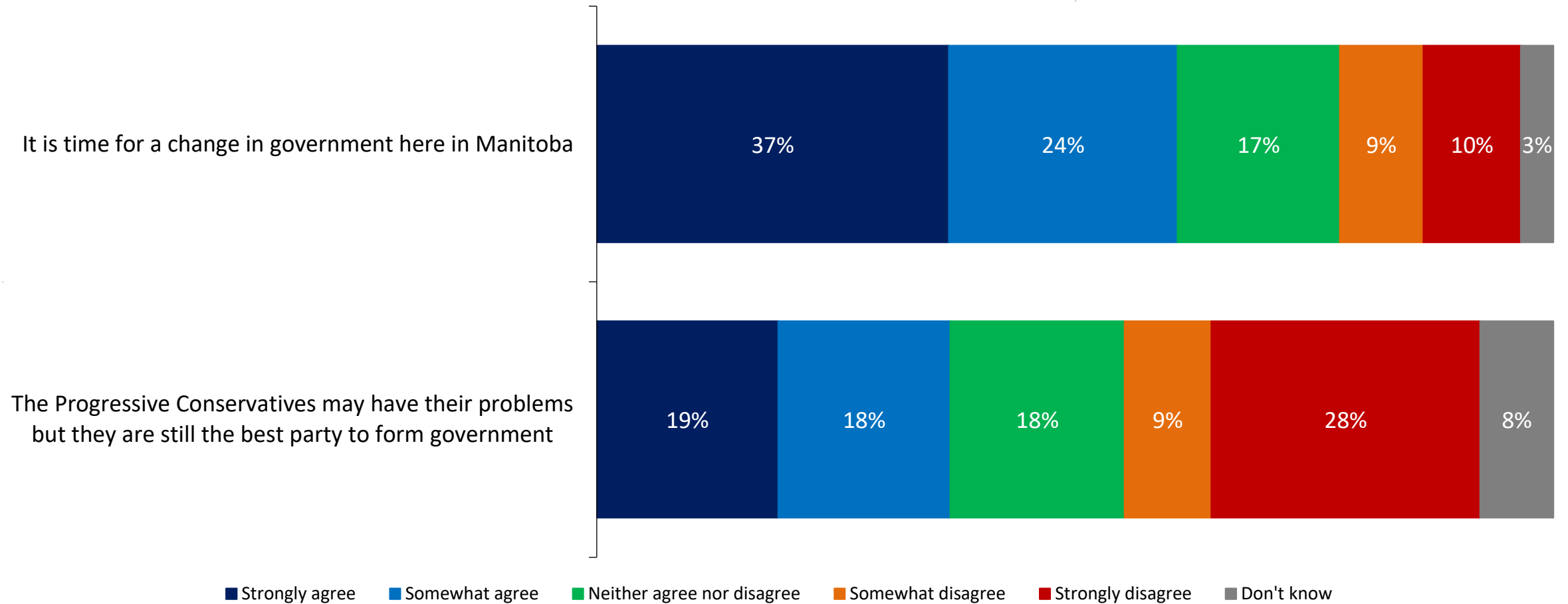
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Time for Change Attitudes: More than half (61%) of respondents agree that it is time for a change in government in Manitoba

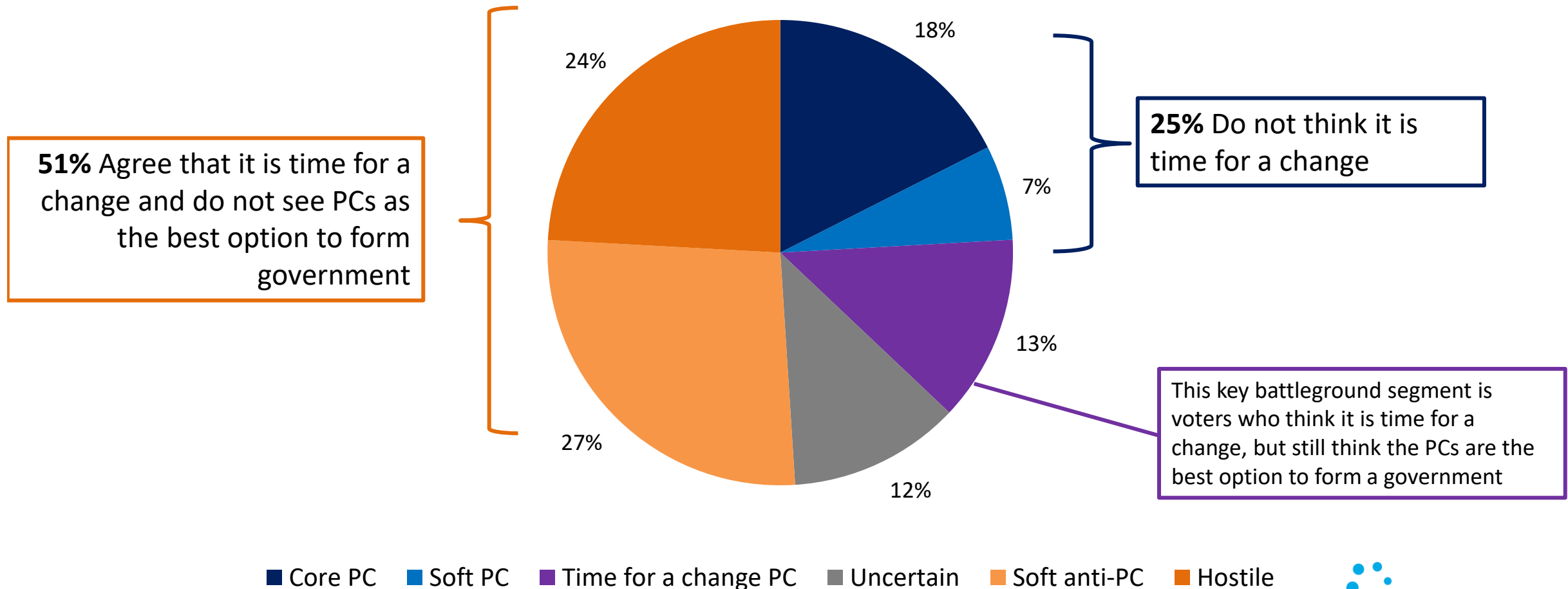**Q** Do you agree or disagree with the following statements?
[asked of all respondents; n=500]

It is time for a change in government here in Manitoba
- Strongly agree: 37%
- Somewhat agree: 24%
- Neither agree nor disagree: 17%
- Somewhat disagree: 9%
- Strongly disagree: 10%
- Don't know: 3%

The Progressive Conservatives may have their problems but they are still the best party to form government
- Strongly agree: 19%
- Somewhat agree: 18%
- Neither agree nor disagree: 18%
- Somewhat disagree: 9%
- Strongly disagree: 28%
- Don't know: 8%

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

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Time for Change Segmentation: 51% of respondents say it is time for a change and don't agree the PCs are the best party to form government

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=500]

51% Agree that it is time for a change and do not see PCs as the best option to form government

18%

7%

25% Do not think it is time for a change

13%

12%

This key battleground segment is voters who think it is time for a change, but still think the PCs are the best option to form a government

27%

24%

■ Core PC   ■ Soft PC   ■ Time for a change PC   ■ Uncertain   ■ Soft anti-PC   ■ Hostile

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The PC Party has taken the lead over NDPs and Liberals

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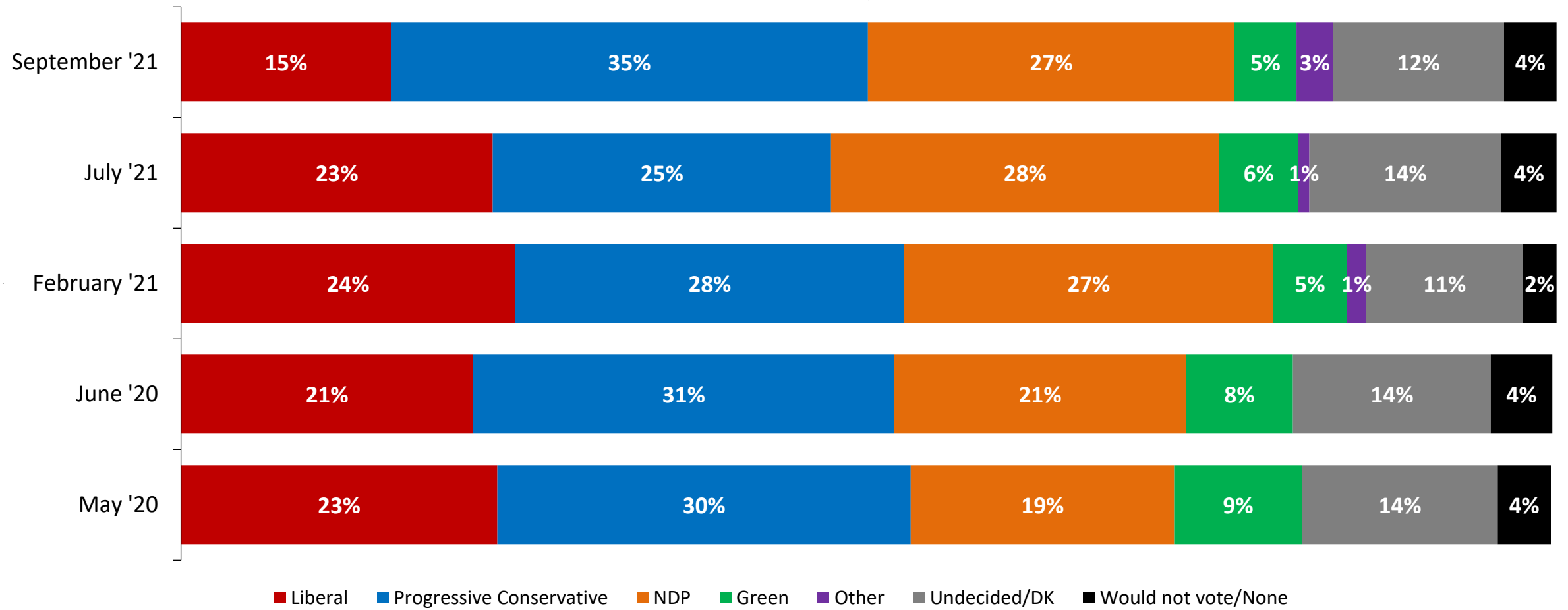
When we look at the results among *only* decided voters, we call that **Decided vote.** These results most tell us what the election results would be like if the survey results matched the election exactly.

Provincial Combined Vote: The PC party (35%) has gained 10-points since Pallister's resignation and now holds an 8-point lead

Q 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]**
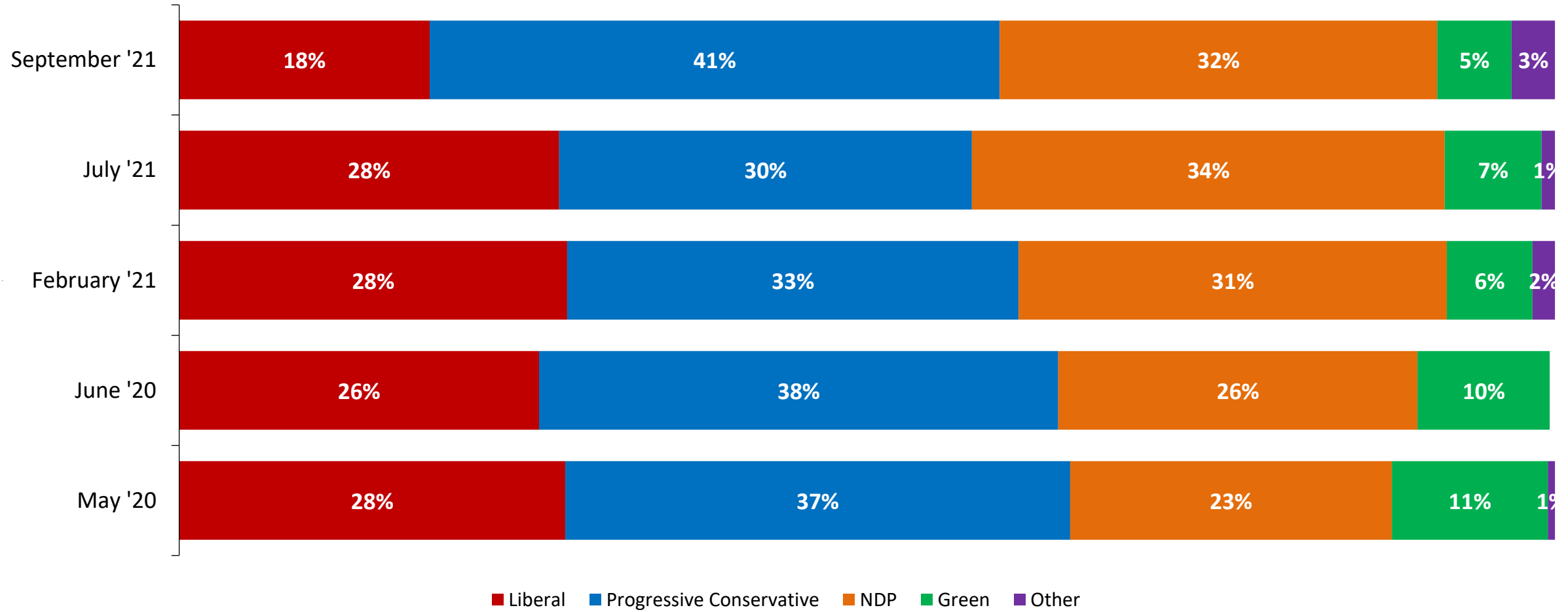[asked of all respondents; n=500]

	Liberal	Progressive Conservative	NDP	Green	Other	Undecided/DK	Would not vote/None
September '21	15%	35%	27%	5%	3%	12%	4%
July '21	23%	25%	28%	6%	1%	14%	4%
February '21	24%	28%	27%	5%	1%	11%	2%
June '20	21%	31%	21%	8%		14%	4%
May '20	23%	30%	19%	9%		14%	4%

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Provincial Decided Vote: The PC party gains have come at the expense of the Liberals, NDP holding their support

Q If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[DECIDED]**
[only decided voters; n=419]

	Liberal	Progressive Conservative	NDP	Green	Other
September '21	18%	41%	32%	5%	3%
July '21	28%	30%	34%	7%	1%
February '21	28%	33%	31%	6%	2%
June '20	26%	38%	26%	10%	
May '20	28%	37%	23%	11%	1%

Legend: ■ Liberal ■ Progressive Conservative ■ NDP ■ Green ■ Other

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Combined Vote by Value Cluster: Top choice for Core Left is NDP; top choice among Deferential/ Populist Conservatives is PCs (69%)

Value Clusters

Provincial Combined Vote	Deferential/Populist Conservatives (N=100)	Business Liberals (N=136)	Left Liberals (N=86)	Core Left (N=98)	Thrifty Moderates (N=80)
Liberal	8%	20%	20%	11%	16%
Progressive Conservative	69%	43%	23%	7%	24%
NDP	11%	20%	30%	55%	19%
Green	1%	0%	4%	7%	14%
Other	4%	1%	1%	5%	2%
Undecided/DK	8%	11%	17%	10%	20%
Would not vote/None	0%	4%	4%	5%	5%

Note: Conservative groups combined due to small sample size.

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Combined Vote by Economic Gap: Almost 3-in-5 of Achievers give their vote to PCs, while 40% of Alienated give their vote to the NDP

Economic Gap

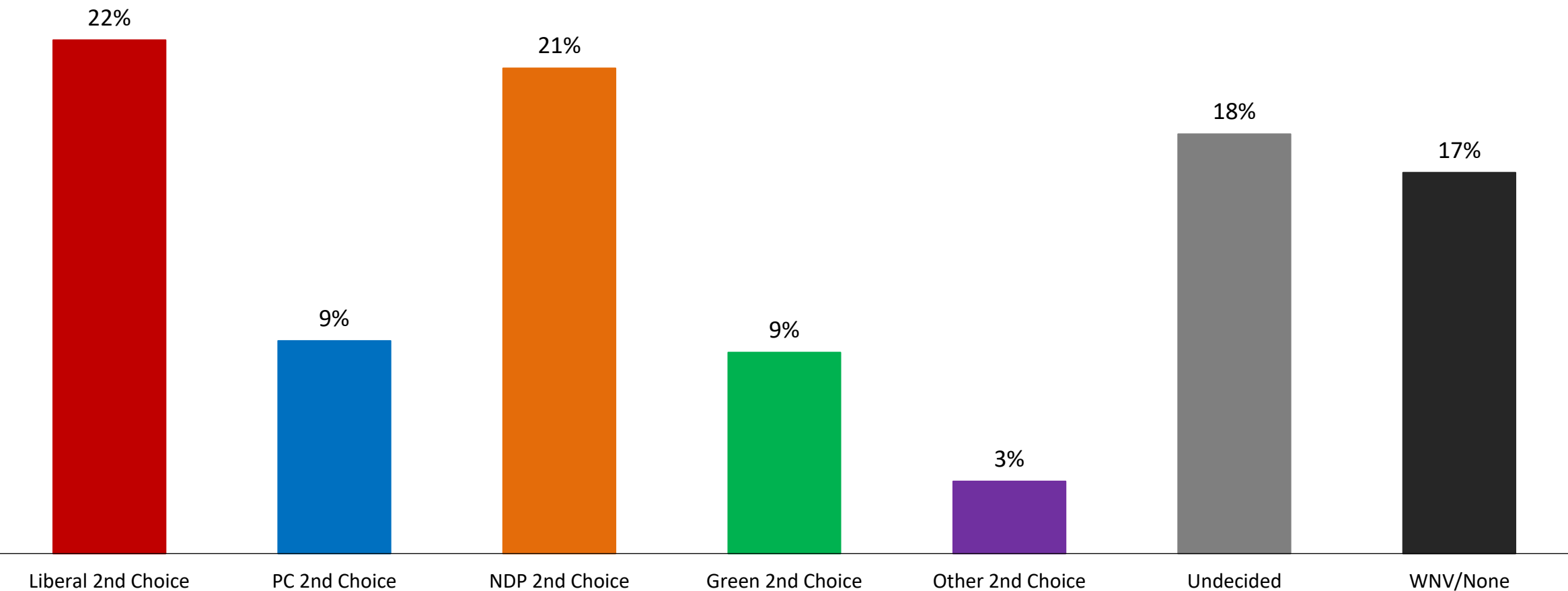| Provincial Combined Vote	Achievers (N=153)	Strugglers (N=137)	Ambivalent (N=92)	Alienated (N=118)
Liberal	11%	17%	16%	18%
Progressive Conservative	57%	36%	19%	17%
NDP	18%	23%	30%	40%
Green	1%	3%	9%	7%
Other	3%	2%	3%	4%
Undecided/DK	9%	14%	18%	11%
Would not vote/None	0%	6%	7%	4%

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Combined Vote by Time for Change: Just over half of Time for a Change voters would vote PC still

Time for Change

Provincial Combined Vote	Core PC (N=88)	Soft PC (N=33)	Time for a Change PC (N=65)	Uncertain (N=60)	Soft anti-PC (N=134)	Hostile (N=121)
Liberal	1%	2%	12%	24%	19%	23%
Progressive Conservative	95%	85%	54%	14%	12%	3%
NDP	1%	5%	16%	4%	31%	63%
Green	2%	0%	1%	2%	11%	4%
Other	1%	0%	5%	1%	4%	3%
Undecided	0%	8%	11%	45%	18%	2%
Would not vote	0%	0%	0%	11%	7%	3%

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Provincial 2nd Choice: Liberals (22%) and NDP (21%) are almost tied for the lead as 2nd choice

Q **And which party would be your second choice?**
[only decided voters; n=419]

Liberal 2nd Choice	PC 2nd Choice	NDP 2nd Choice	Green 2nd Choice	Other 2nd Choice	Undecided	WNV/None
22%	9%	21%	9%	3%	18%	17%

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Provincial 2nd Choice: The Liberals (49%) are the top 2nd choice for NDP voters, and the NDP (46%) are the top 2nd choice for Liberal voters

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

	First Choice		
	Liberal 1st Choice	**PC 1st Choice**	**NDP 1st Choice**
	(N=76)	(N=173)	(N=133)
Liberal 2nd Choice		14%	49%
PC 2nd Choice	21%		12%
NDP 2nd Choice	46%	26%	
Green 2nd Choice	7%	6%	16%
Other 2nd Choice	1%	6%	1%
Undecided	15%	25%	12%
WNV/None	11%	22%	10%

Second Choice

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Note: 'Other' and 'Green' in First Choice Combined Vote not shown due to insufficient sample size.

Provincial Party ID: 1-in-3 (33%) of Manitobans say they are aligned with the PC party, while only 23% consider themselves as NDP partisans

Q Thinking about politics in Manitoba, generally speaking, do you usually think of yourself as a...
[asked of all respondents; n=500]

Liberal	PC	NDP	Green	Other	Unaligned
15%	33%	23%	4%	2%	23%

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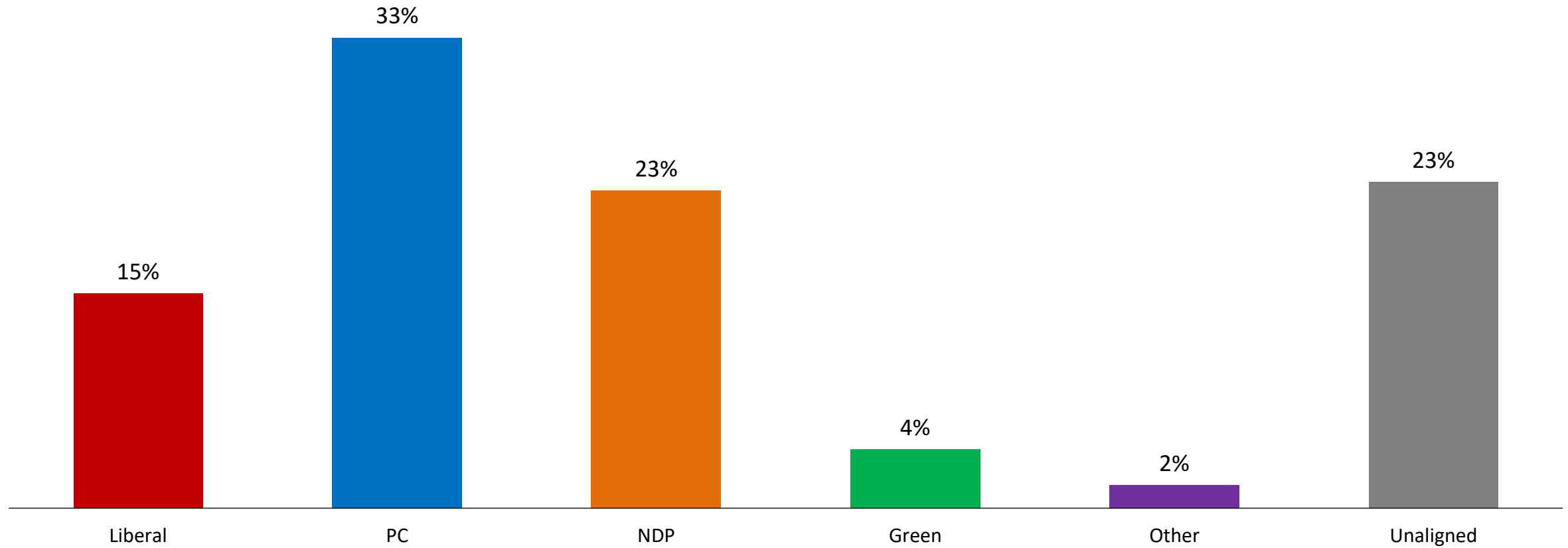
Combined Vote by Party ID: Progressive Conservative (87%) and NDP (86%) partisans are the most loyal to their party, unaligned vote split

Provincial Party Identification

	Liberal	Progressive Conservative	NDP	Unaligned
	(N=76)	(N=167)	(N=113)	(N=116)
Liberal	64%	1%	4%	13%
Progressive Conservative	8%	87%	5%	12%
NDP	19%	4%	86%	12%
Green	5%	1%	0%	5%
Other	0%	3%	1%	3%
Undecided/DK	5%	5%	3%	40%
Would not vote/None	0%	0%	1%	15%

Provincial Combined Vote

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Note: 'Green' in Party ID not shown due to insufficient sample size.

Leadership

Leader Favourables: Kelvin Goertzen leads in net favourablilty (+10%) while Dougald Lamont falls behind with -1% net favourability
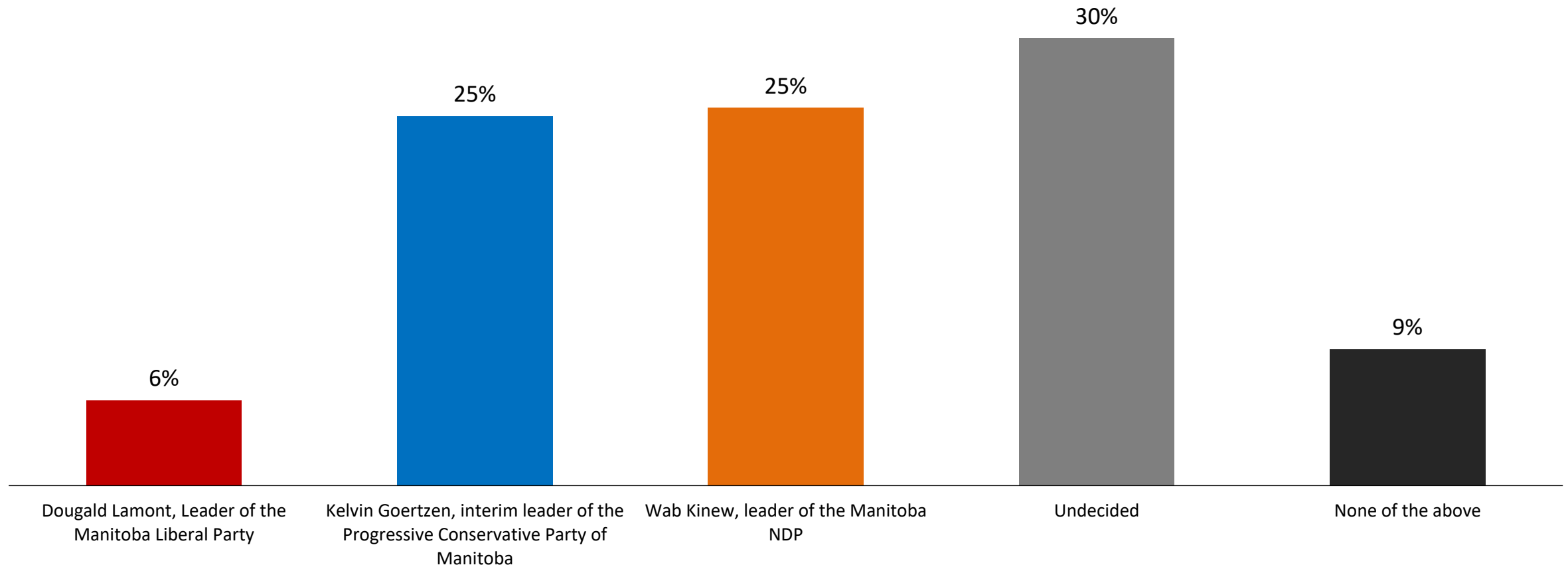
Q Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just indicate.

[asked of all respondents; n=500]

Net Favourable

Name	Very favourable	Somewhat favourable	Neutral/Neither	Somewhat unfavourable	Very unfavourable	Do not recognize	Don't Know	Net Favourable
Kelvin Goertzen, interim leader of the Progressive Conservative Party of Manitoba	9%	22%	30%	8%	12%	8%	11%	+10%
Wab Kinew, leader of the Manitoba NDP	11%	23%	20%	12%	17%	7%	9%	+5%
Dougald Lamont, leader of the Manitoba Liberal Party	3%	14%	35%	9%	9%	15%	14%	-1%

■ Very favourable
■ Somewhat favourable
■ Neutral/Neither favourable nor unfavourable
■ Somewhat unfavourable
■ Very unfavourable
■ Do not recognize
■ Don't Know

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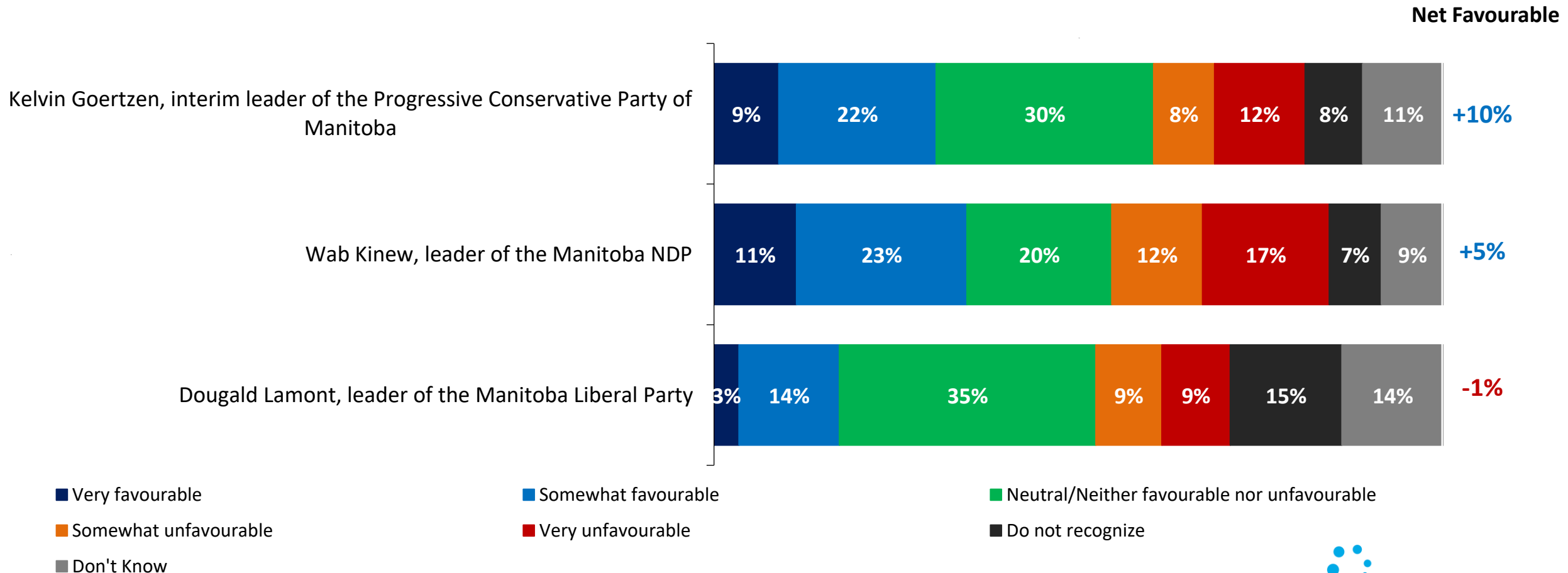
Best Premier: Voters seem to be evenly split between Kelvin Goertzen and Wab Kinew, with Dougald Lamont lagging behind

Q Which of the following leaders would make the best Premier of Manitoba?
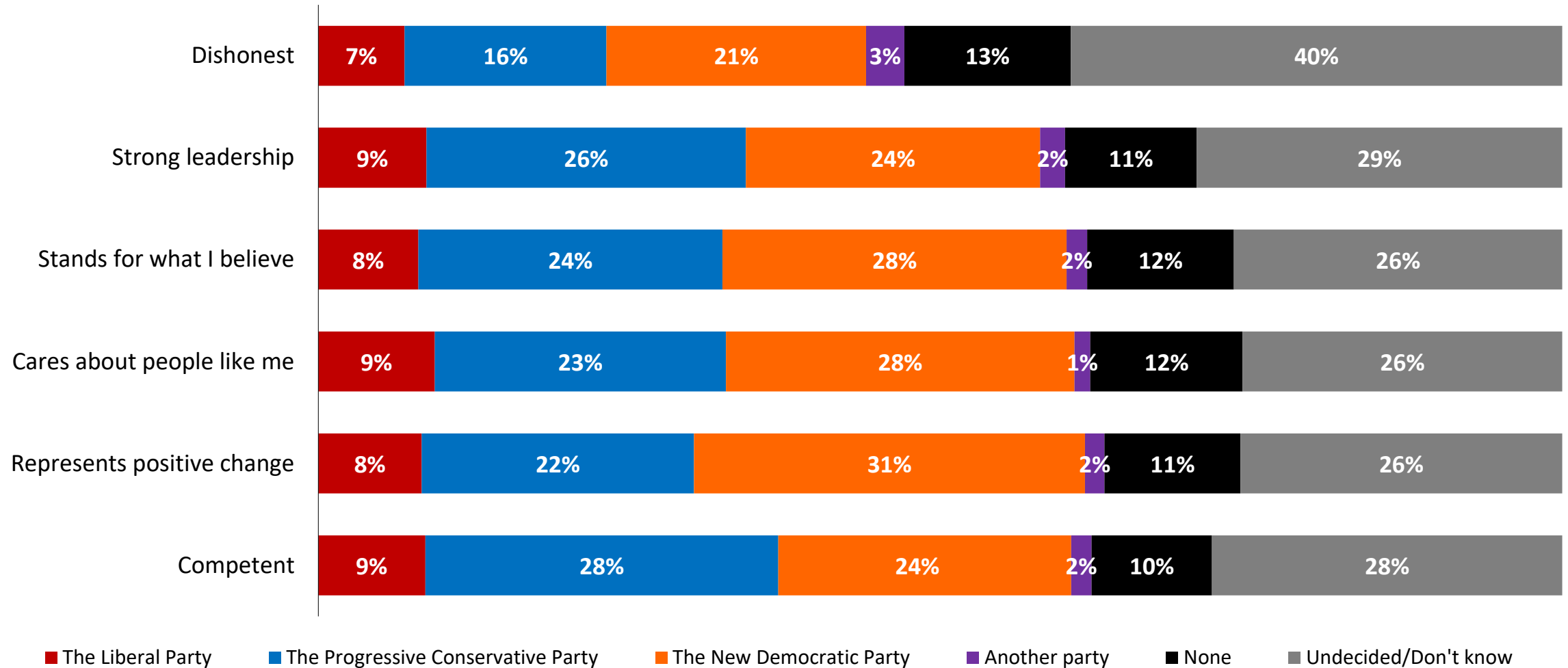[asked of all respondents; n=500]

6%	25%	25%	30%	9%
Dougald Lamont, Leader of the Manitoba Liberal Party	Kelvin Goertzen, interim leader of the Progressive Conservative Party of Manitoba	Wab Kinew, leader of the Manitoba NDP	Undecided	None of the above

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Leader Attributes: Almost 1-in-3 believe the NDP leader, Wab Kinew best represents positive change (31%)

Q Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes…
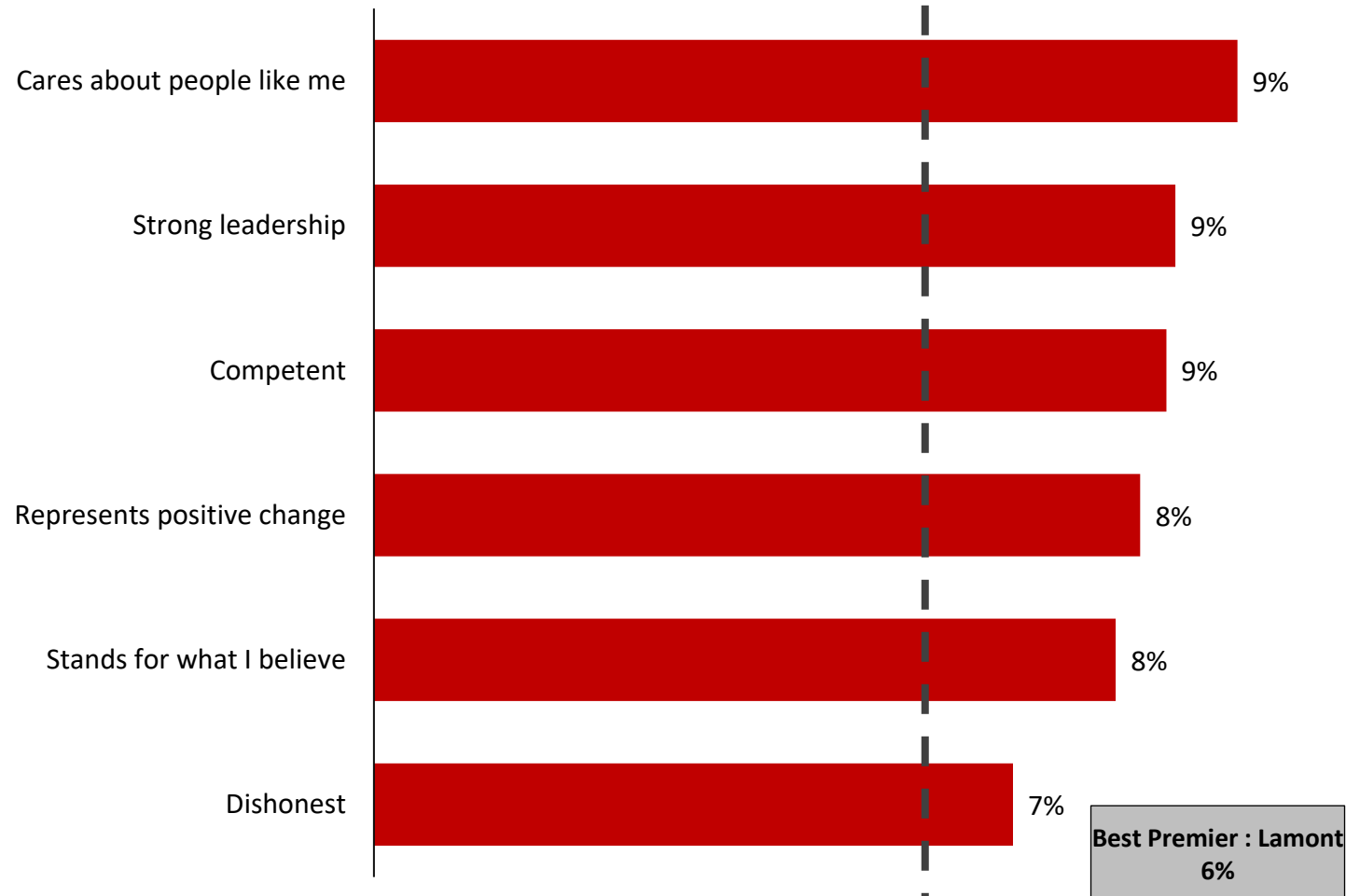
[asked of all respondents; n=500]

Attribute	The Liberal Party	The Progressive Conservative Party	The New Democratic Party	Another party	None	Undecided/Don't know
Dishonest	7%	16%	21%	3%	13%	40%
Strong leadership	9%	26%	24%	2%	11%	29%
Stands for what I believe	8%	24%	28%	2%	12%	26%
Cares about people like me	9%	23%	28%	1%	12%	26%
Represents positive change	8%	22%	31%	2%	11%	26%
Competent	9%	28%	24%	2%	10%	28%

■ The Liberal Party ■ The Progressive Conservative Party ■ The New Democratic Party ■ Another party ■ None ■ Undecided/Don't know

Liberal Leader Qualities: The Liberal leader, Lamont, is consistent across all qualities with people believing he cares the most (9%)

Q Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes…
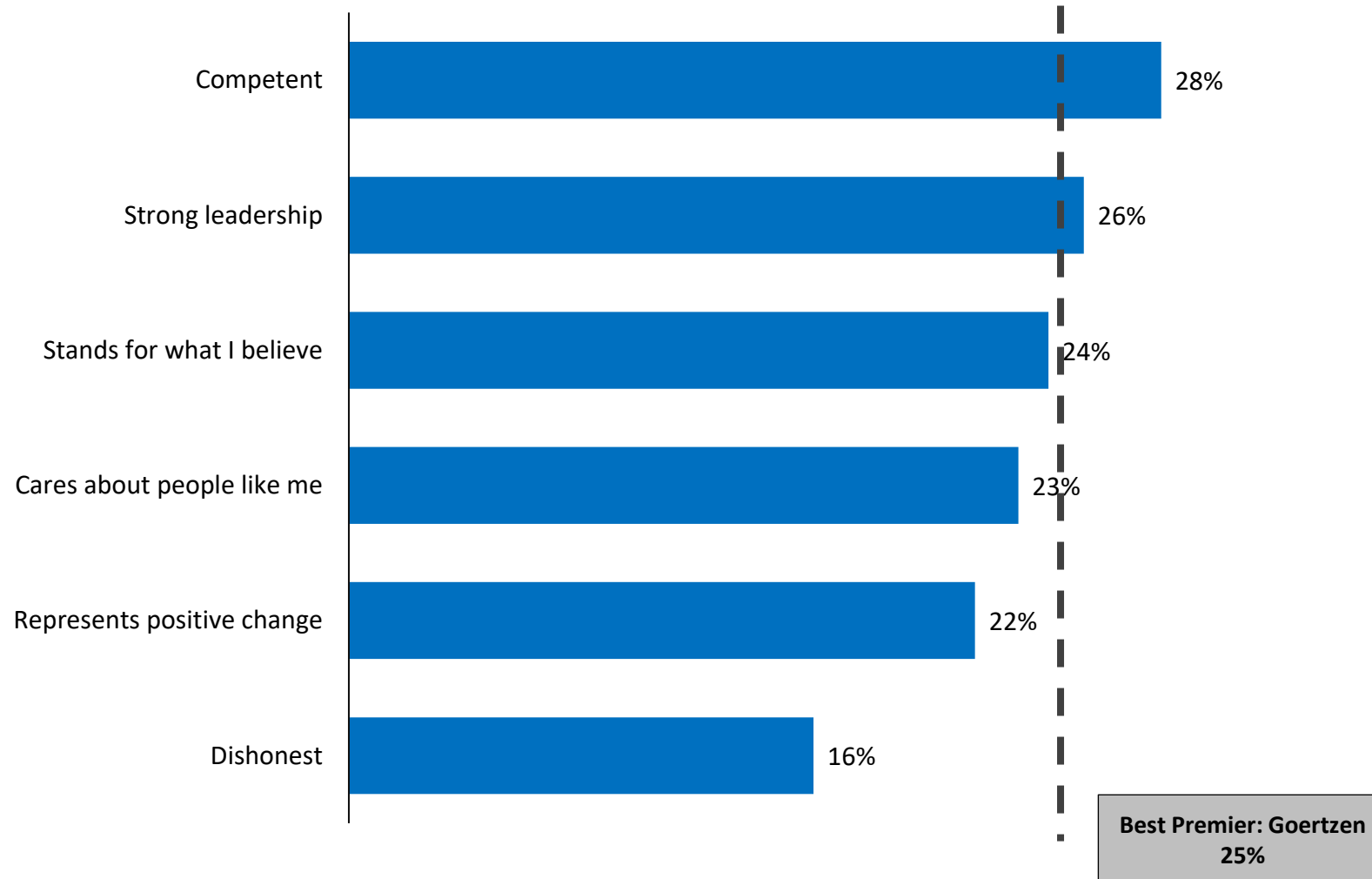
[asked of all respondents; n=500]

Quality	Value
Cares about people like me	9%
Strong leadership	9%
Competent	9%
Represents positive change	8%
Stands for what I believe	8%
Dishonest	7%

Best Premier : Lamont 6%

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Progressive Conservative: The PC interim leader, Goertzen, is most known for being competent (28%)

Q Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes...
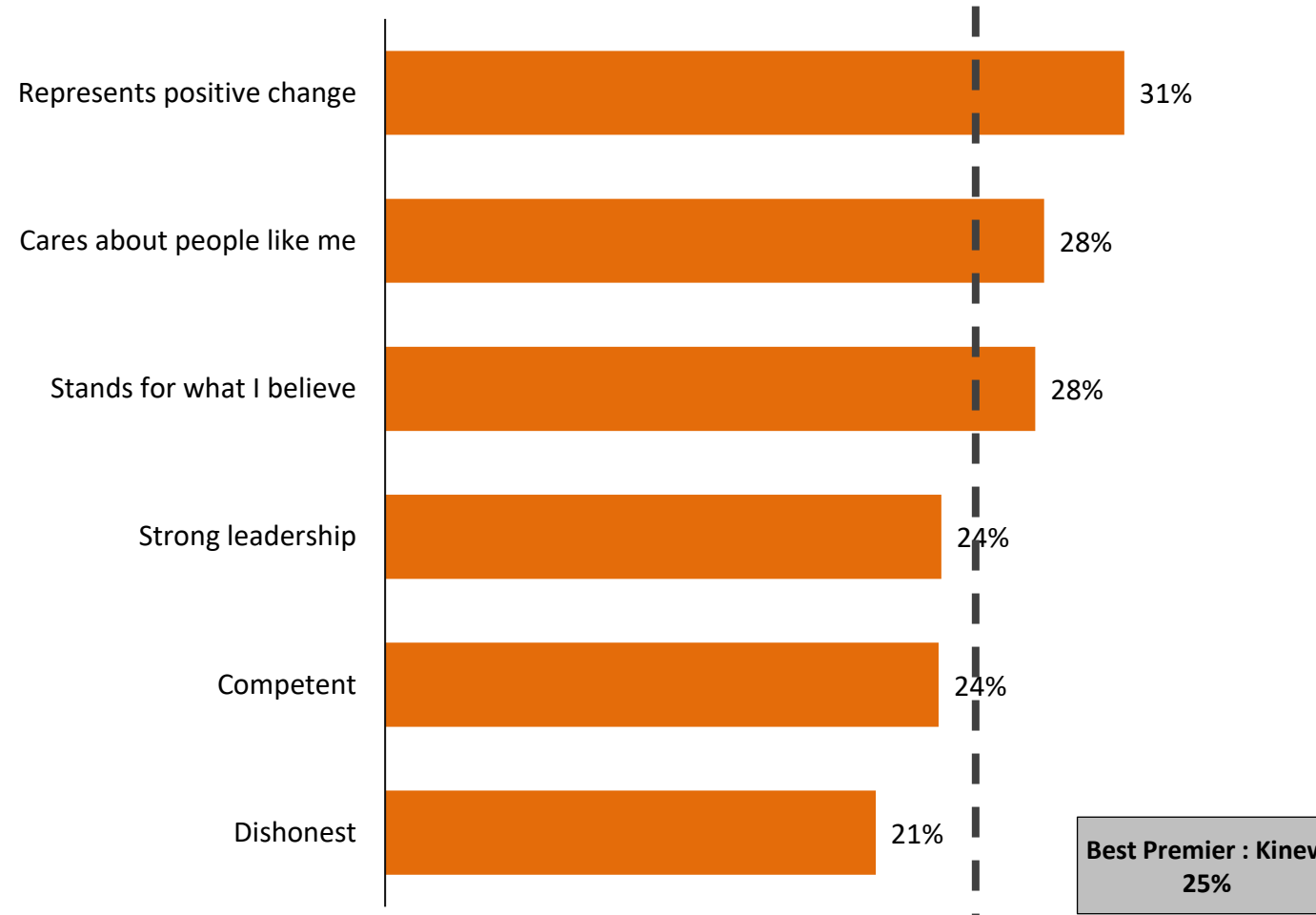
[asked of all respondents; n=500]

Phrase	Percentage
Competent	28%
Strong leadership	26%
Stands for what I believe	24%
Cares about people like me	23%
Represents positive change	22%
Dishonest	16%

Best Premier: Goertzen 25%

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NDP Leader Qualities: The NDP leader, Kinew, is most known for representing change (31%) but not as competent (24%)

Q Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes…
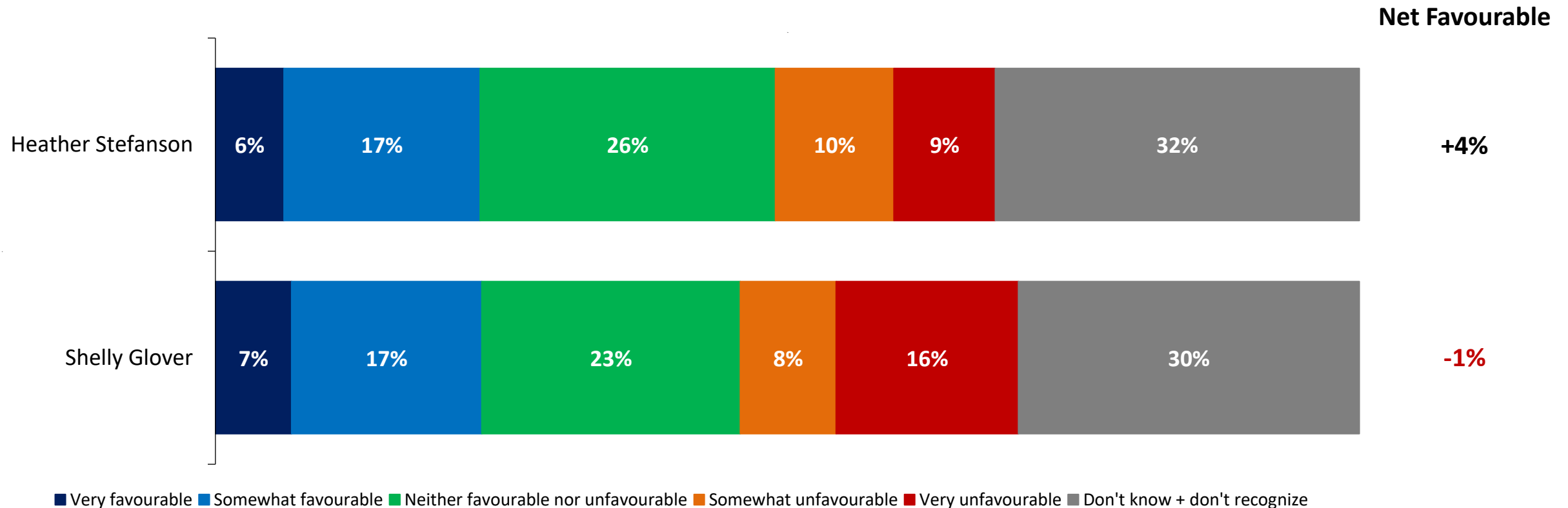
[asked of all respondents; n=500]

Quality	Percentage
Represents positive change	31%
Cares about people like me	28%
Stands for what I believe	28%
Strong leadership	24%
Competent	24%
Dishonest	21%

Best Premier : Kinew 25%

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PC Leadership Race

Leader of the PCP Favourables: Both candidates have similar favourables but Shelly Glover has more unfavourables

Q Below are the names of several individuals who are running to be the next leader of the Progressive Conservative Party of Manitoba. 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=500]

Net Favourable

Candidate	Very favourable	Somewhat favourable	Neither favourable nor unfavourable	Somewhat unfavourable	Very unfavourable	Don't know + don't recognize	Net Favourable
Heather Stefanson	6%	17%	26%	10%	9%	32%	+4%
Shelly Glover	7%	17%	23%	8%	16%	30%	-1%

■ Very favourable ■ Somewhat favourable ■ Neither favourable nor unfavourable ■ Somewhat unfavourable ■ Very unfavourable ■ Don't know + don't recognize

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Best Premier for the PCP: Stefanson leads Glover as best Premier, but a large majority simple don't have a view

Q **Which of the following leaders would make the best Premier of Manitoba?**
[asked of all respondents; n=500]

Shelly Glover	Heather Stefanson	Don't know
16%	21%	63%

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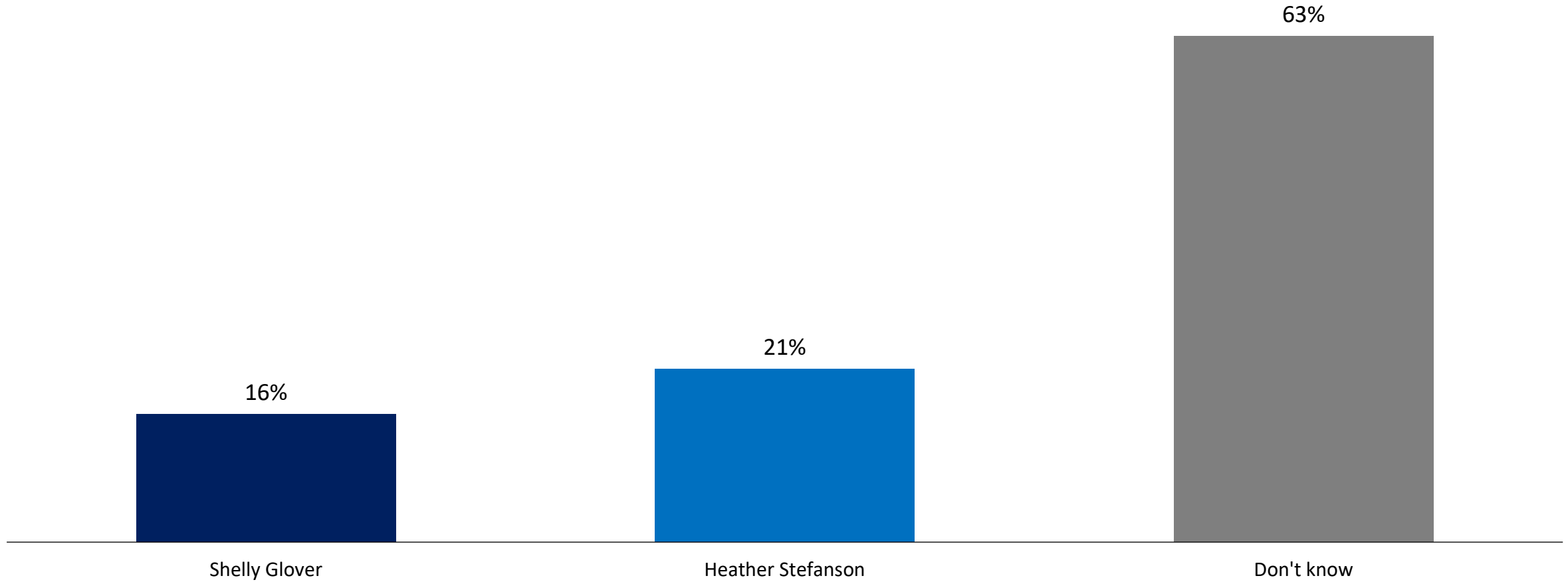
Best Premier by Value Cluster: Heather Stefanson leads among all groups except the core left where both are tied

Value Clusters

Best Premier	Deferential/Populist Conservatives	Business Liberals	Left Liberals	Core Left	Thrifty Moderates
	(N=100)	(N=136)	(N=86)	(N=98)	(N=80)
Shelly Glover	21%	15%	13%	15%	16%
Heather Stefanson	26%	23%	16%	15%	27%
Don't know	54%	62%	70%	71%	57%

Note: Conservative groups combined due to small sample size.

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Best Premier by Economic Gap: Stefanson leads in every group; up 8 points among Achievers

Economic Gap

Best Premier	Achievers (N=153)	Strugglers (N=137)	Ambivalent (N=92)	Alienated (N=118)
Shelly Glover	20%	18%	13%	10%
Heather Stefanson	28%	20%	21%	15%
Don't know	52%	63%	66%	75%

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Best Premier by Time for Change: Glover leads among Time for a Change PCs and soft PCs but trails in other groups

Time for Change

Best Premier	Core PC (N=88)	Soft PC (N=33)	Time for a Change PC (N=65)	Uncertain (N=60)	Soft anti-PC (N=134)	Hostile (N=121)
Shelly Glover	20%	24%	31%	8%	12%	11%
Heather Stefanson	38%	19%	23%	6%	17%	22%
Don't know	42%	56%	46%	86%	71%	67%

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Best Premier by Party ID: Stefanson leads in every group except unaligned voters

Provincial Party Identification

Best Premier	Liberal (N=76)	Progressive Conservative (N=167)	NDP (N=113)	Unaligned (N=116)
Shelly Glover	14%	22%	17%	10%
Heather Stefanson	25%	26%	22%	10%
Don't know	61%	52%	61%	80%

Note: 'Green' in Party ID not shown due to insufficient sample size.

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Provincial Combined Vote: The main impact of replacing Pallister appears to already be factored into voting preference

Q Now, if a provincial election were held today with your preferred candidate as the leader of the PC Party, which party would you vote for? **[Vote + Lean]**
[asked of all respondents; n=500]

Prefered PC Leader

Liberal	Progressive Conservative	NDP	Green	Other	Undecided/DK	Would not vote/None
12%	36%	28%	5%	2%	14%	3%

Q 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=500]

With the current leaders

Liberal	Progressive Conservative	NDP	Green	Other	Undecided/DK	Would not vote/None
15%	35%	27%	5%	3%	12%	4%

■ Liberal ■ Progressive Conservative ■ NDP ■ Green ■ Other ■ Undecided/DK ■ Would not vote/None

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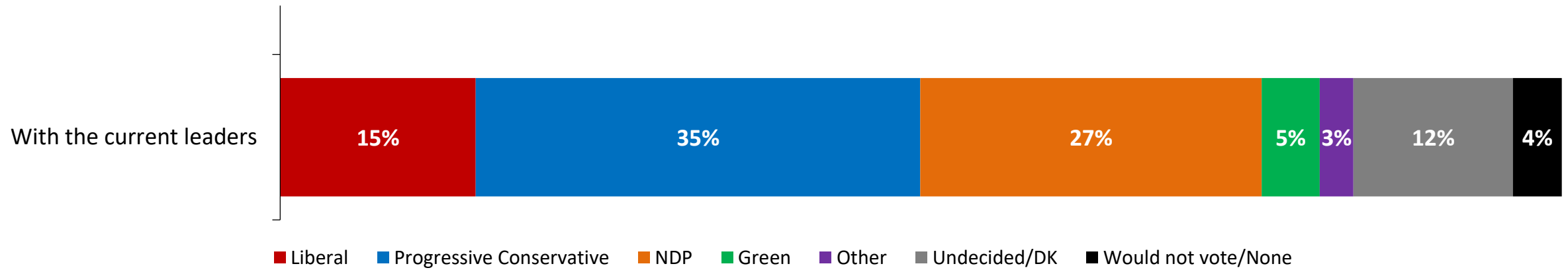
Methodology

Survey Methodology

These are the results of an online survey conducted between: September 24th to October 5th, 2021.

Method: This online survey was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Dynata, 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 Manitoba population according to Census data to provide results that are intended to approximate a probability sample.

Sample Size: n=678 Manitoba residents, 18 years or older. The results are weighted to n=500 based on Census data from Statistics Canada.

Field Dates: September 24th to October 5th, 2021.

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.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Men 18-34	43	6.4%	50	10.2%
Men 35-54	91	13.5%	85	17.2%
Men 55+	141	20.9%	101	20.6%
Women 18-34	87	12.9%	58	11.9%
Women 35-54	154	22.8%	97	19.7%
Women 55+	159	23.6%	101	20.5%

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

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