Mainstreet Research Survey - Manitoba

About Mainstreet

Founded in 2010, Mainstreet Research is recognized as one of Canada's top public opinion and market research firms. Since our founding, we have been providing actionable and data-driven insights to our clients to help them make their most important evidence-based strategic decisions.

Mainstreet has an impressive track record in accurately forecasting election results in Canada and the United States and has become a trusted source for comprehensive market research, analysis and advice. Our insights are found in major media outlets across the country.

Our diverse team has decades of experience in conducting both quantitative and qualitative research, ranging from broad national surveys, to focus groups, to membership surveys, and all points in between.

Mainstreet Research is a proud corporate member of CRIC and exceeds all Canadian and international standards for market research and public opinion research.
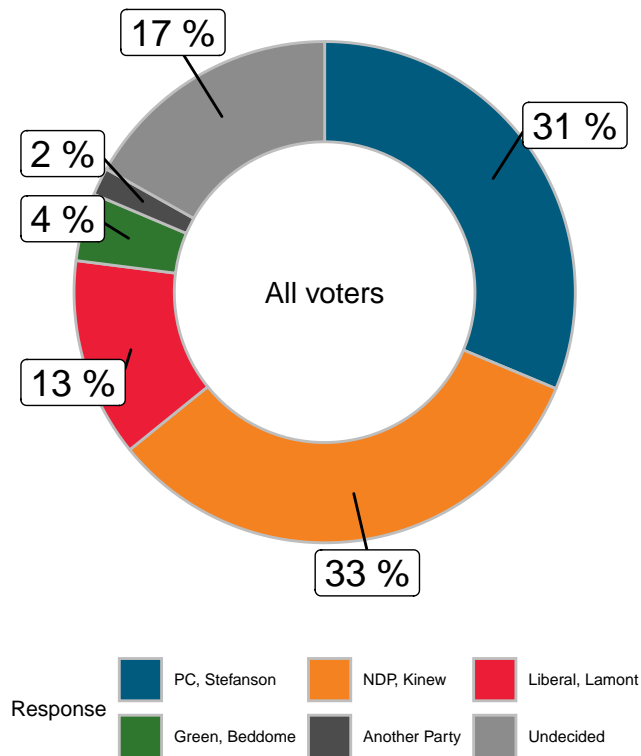
Methodology

The analysis in this report is based on results of a survey conducted from Tuesday, January 24th to Thursday, January 26th, 2023, among a sample of 514 adults, 18 years of age or older, living in Manitoba. The survey was conducted using automated telephone interviews (Smart IVR). Respondents were interviewed on landlines and cellular phones. The survey is intended to represent the voting population in Alberta.

The margin of error for the poll is +/- 4.3% at the 95% confidence level. Margins of error are higher in each subsample. Totals may not add up 100% due to rounding.

If a provincial election were held today, how would you vote? (All voters)

All voters

■ PC, Stefanson	■ NDP, Kinew	■ Liberal, Lamont
■ Green, Beddome	■ Another Party	■ Undecided

Response

31 %
33 %
13 %
4 %
2 %
17 %

broken out by age, gender, and region

	Total	Gender			Age				Region	
		Male	Female	Other/Prefer Not to say	18-34	35-49	50-64	65+	Winnipeg	Rest of MB
PC, Stefanson	31.3%	38%	24.6%	23.9%	22.8%	33.5%	35.1%	32.8%	23.7%	38.5%
NDP, Kinew	32.9%	37%	28.6%	30.6%	38.5%	38.9%	32.7%	22.3%	40.8%	25.4%
Liberal, Lamont	12.8%	8.7%	16.7%	21.8%	5.5%	11.5%	14.3%	19.2%	13.8%	11.9%
Green, Beddome	4.4%	4.7%	4%	4.7%	9.2%	3.4%	2%	3.6%	4.2%	4.5%
Another Party	1.8%	2.9%	0.5%	2.9%	5%	0.9%	1.3%	0.2%	0.3%	3.2%
Undecided	16.8%	8.6%	25.6%	16%	19%	11.9%	14.7%	21.8%	17.2%	16.5%
Unweighted Frequency	514	266	211	37	55	103	138	218	308	206
Weighted Frequency	514	253	240	13	117	120	141	128	247	260

broken out by education and income

	Total	Education			Income			
		Highschool or Less	College	University	$50k or less	$50-75k	$75-100k	$100k+
PC, Stefanson	31.3%	33.8%	35.3%	23.3%	27.2%	30.1%	32.7%	39%
NDP, Kinew	32.9%	31%	30.6%	38.3%	32.5%	39.8%	24.4%	30.7%
Liberal, Lamont	12.8%	17.3%	5.9%	11.9%	13.9%	13%	18%	8.3%
Green, Beddome	4.4%	2.3%	4.5%	7.8%	5.1%	3.8%	0.9%	5.5%
Another Party	1.8%	1.6%	2.8%	1.1%	0.3%	0.4%	3.5%	4.9%
Undecided	16.8%	14%	21%	17.6%	21%	12.9%	20.5%	11.6%
Unweighted Frequency	514	121	154	239	193	113	73	135
Weighted Frequency	514	235	132	140	209	121	59	117

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If a provincial election were held today, how would you vote? (Decided and Undecided voters)
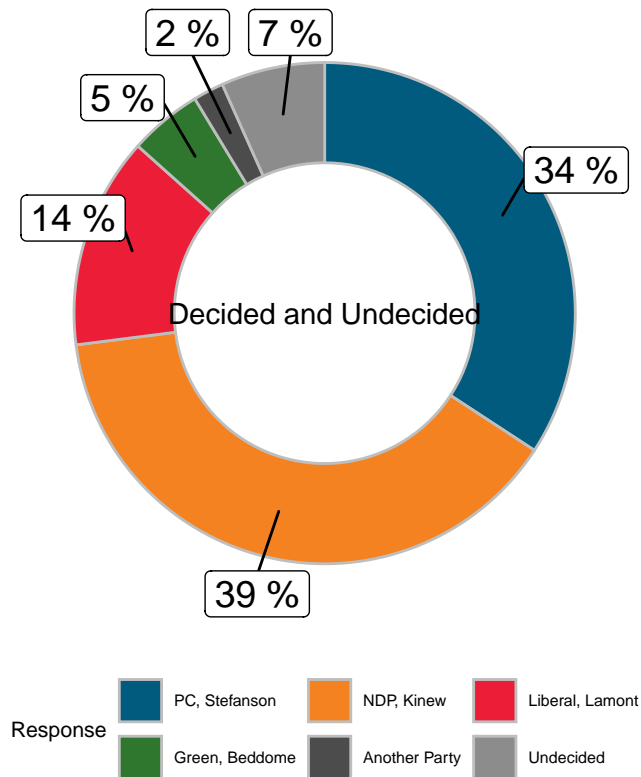
Decided and Undecided

2 %
7 %
5 %
14 %
34 %
39 %

Response

- PC, Stefanson
- NDP, Kinew
- Liberal, Lamont
- Green, Beddome
- Another Party
- Undecided

broken out by age, gender, and region

	Total	Gender			Age				Region	
		Male	Female	Other/Prefer Not to say	18-34	35-49	50-64	65+	Winnipeg	Rest of MB
PC, Stefanson	34.2%	40.1%	28.6%	23.9%	26.7%	36%	38.2%	35.1%	27.2%	40.9%
NDP, Kinew	38.8%	38.5%	39.5%	30.6%	47.8%	42.8%	37.5%	28%	44.6%	33.2%
Liberal, Lamont	13.6%	8.8%	18.3%	21.8%	5.5%	11.5%	16.3%	20.2%	15.2%	12.1%
Green, Beddome	4.7%	5.1%	4.3%	4.7%	9.2%	3.4%	2%	4.9%	4.3%	5.1%
Another Party	2%	3.1%	0.6%	5.8%	5%	1.2%	1.5%	0.4%	0.6%	3.3%
Undecided	6.7%	4.4%	8.7%	13.2%	5.8%	5.1%	4.4%	11.4%	8.1%	5.3%
Unweighted Frequency	514	266	211	37	55	103	138	218	308	206
Weighted Frequency	514	253	240	13	117	120	141	128	247	260

broken out by education and income

	Total	Education			Income			
		Highschool or Less	College	University	$50k or less	$50-75k	$75-100k	$100k+
PC, Stefanson	34.2%	35.7%	39.6%	26.7%	29%	30.9%	39.5%	44.4%
NDP, Kinew	38.8%	38.2%	37%	41.4%	42.3%	42%	32.4%	32.3%
Liberal, Lamont	13.6%	18.4%	6.4%	12.6%	14.2%	15.8%	18%	8.3%
Green, Beddome	4.7%	2.3%	5.6%	8%	5.7%	4.1%	0.9%	5.5%
Another Party	2%	1.6%	2.8%	1.8%	0.4%	0.4%	3.5%	5.6%
Undecided	6.7%	3.9%	8.7%	9.6%	8.4%	6.9%	5.7%	4%
Unweighted Frequency	514	121	154	239	193	113	73	135
Weighted Frequency	514	235	132	140	209	121	59	117

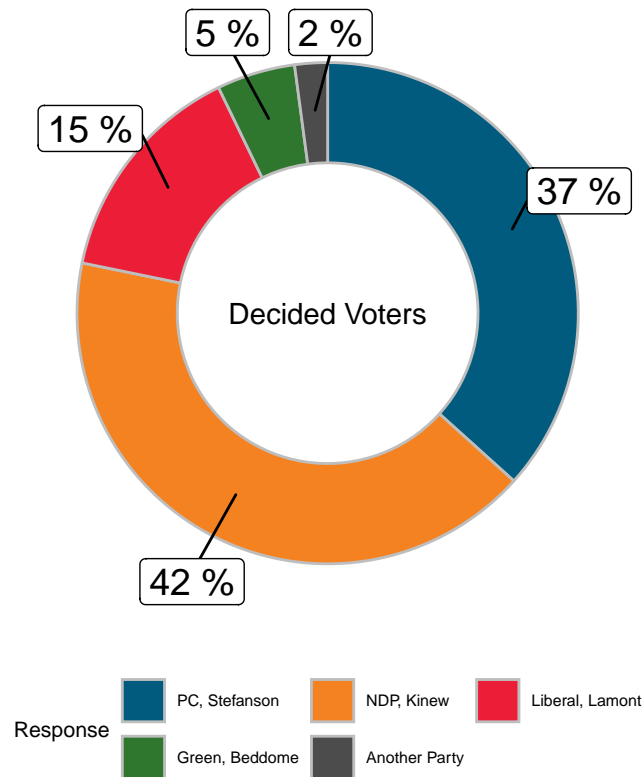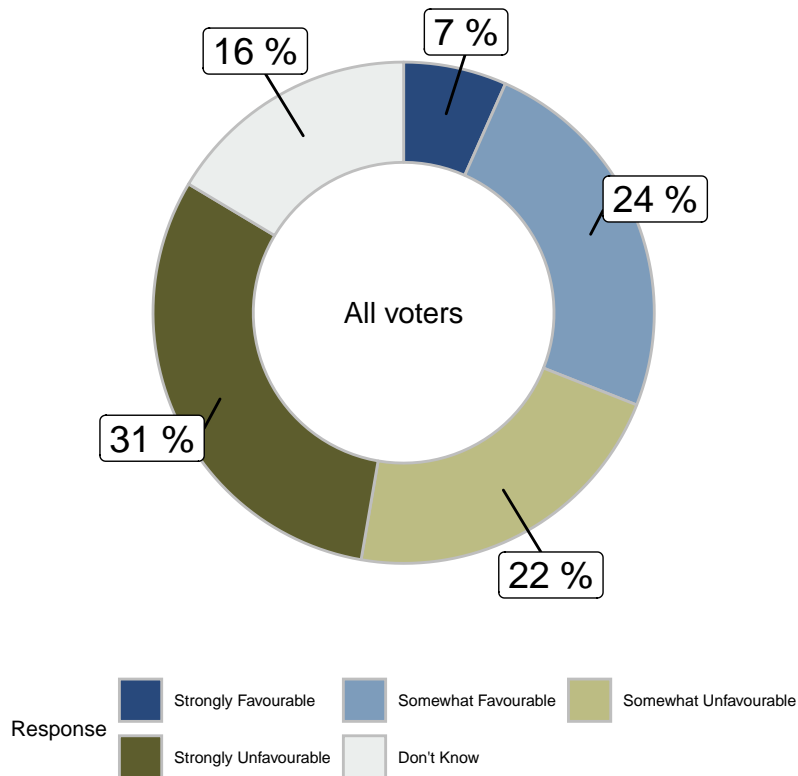# If a provincial election were held today, how would you vote? (Decided voters)

Decided Voters

37 %
42 %
15 %
5 %
2 %

Response

- PC, Stefanson
- NDP, Kinew
- Liberal, Lamont
- Green, Beddome
- Another Party

broken out by age, gender, and region

	Total	Gender			Age				Region	
		Male	Female	Other/Prefer Not to say	18-34	35-49	50-64	65+	Winnipeg	Rest of MB
PC, Stefanson	36.7%	41.9%	31.4%	27.6%	28.3%	37.9%	40%	39.6%	29.6%	43.2%
NDP, Kinew	41.5%	40.3%	43.2%	35.2%	50.8%	45.1%	39.3%	31.6%	48.5%	35.1%
Liberal, Lamont	14.6%	9.2%	20%	25.1%	5.8%	12.1%	17.1%	22.8%	16.6%	12.8%
Green, Beddome	5.1%	5.3%	4.7%	5.5%	9.7%	3.6%	2%	5.6%	4.7%	5.4%
Another Party	2.1%	3.2%	0.6%	6.7%	5.3%	1.3%	1.6%	0.4%	0.6%	3.5%
Unweighted Frequency	468	251	186	31	52	94	129	193	276	192
Weighted Frequency	468	242	219	12	110	114	135	113	227	246

broken out by education and income

	Total	Education			Income			
		Highschool or Less	College	University	$50k or less	$50-75k	$75-100k	$100k+
PC, Stefanson	36.7%	37.1%	43.3%	29.5%	31.6%	33.1%	41.8%	46.2%
NDP, Kinew	41.5%	39.7%	40.5%	45.8%	46.2%	45.1%	34.4%	33.6%
Liberal, Lamont	14.6%	19.1%	7%	13.9%	15.5%	16.9%	19.1%	8.6%
Green, Beddome	5.1%	2.4%	6.1%	8.8%	6.2%	4.4%	1%	5.7%
Another Party	2.1%	1.7%	3%	2%	0.5%	0.5%	3.7%	5.8%
Unweighted Frequency	468	113	136	219	173	103	65	127
Weighted Frequency	468	226	121	126	191	113	56	113

Do you have a favourable or unfavourable view of Premier Heather Stefanson, leader of the Manitoba PC Party? (All voters)

All voters

7 %
24 %
22 %
31 %
16 %

Response

- Strongly Favourable
- Somewhat Favourable
- Somewhat Unfavourable
- Strongly Unfavourable
- Don't Know

broken out by age, gender, and region

	Total	Gender			Age				Region	
		Male	Female	Other/Prefer Not to say	18-34	35-49	50-64	65+	Winnipeg	Rest of MB
Strongly Favourable	6.7%	11.8%	0.9%	12.4%	7.4%	2%	8.3%	8.5%	6.3%	7%
Somewhat Favourable	24.3%	23.6%	25.8%	12.4%	19.7%	23.1%	28.3%	25.4%	21.5%	27%
Somewhat Unfavourable	21.7%	24.5%	19.3%	11.3%	23.7%	22.9%	21%	19.7%	14.4%	28.7%
Strongly Unfavourable	30.9%	28.1%	32.7%	50.6%	35.1%	30.2%	28.8%	29.9%	40.8%	21.4%
Don't Know	16.4%	12%	21.3%	13.4%	14.1%	21.8%	13.6%	16.6%	16.9%	15.9%
Unweighted Frequency	514	266	211	37	55	103	138	218	308	206
Weighted Frequency	514	253	240	13	117	120	141	128	247	260

broken out by education and income

	Total	Education			Income			
		Highschool or Less	College	University	$50k or less	$50-75k	$75-100k	$100k+
Strongly Favourable	6.7%	8.6%	4.8%	5.2%	7.6%	4.1%	5%	8.4%
Somewhat Favourable	24.3%	26.9%	24.9%	19.4%	26.7%	22.8%	20.1%	23.9%
Somewhat Unfavourable	21.7%	22.1%	22.8%	20%	14.8%	26.8%	23.6%	27.7%
Strongly Unfavourable	30.9%	24.1%	27.5%	45.4%	21.7%	36.2%	44.7%	34.8%
Don't Know	16.4%	18.3%	19.9%	9.9%	29.2%	10.1%	6.5%	5.1%
Unweighted Frequency	514	121	154	239	193	113	73	135
Weighted Frequency	514	235	132	140	209	121	59	117

broken out by vote intention

	Total	Vote Intention					
		PC, Stefanson	NDP, Kinew	Liberal, Lamont	Green, Beddome	Another Party	Undecided
Strongly Favourable	6.7%	16.4%	3.6%	1.4%	2.5%	0%	0.4%
Somewhat Favourable	24.3%	42.8%	13.4%	23.4%	10.8%	0%	18.3%
Somewhat Unfavourable	21.7%	26.3%	17.3%	16.1%	28.8%	77.1%	18.3%
Strongly Unfavourable	30.9%	8.3%	47.6%	52.2%	44.6%	17.1%	21.7%
Don't Know	16.4%	6.2%	18.2%	7%	13.3%	5.8%	41.2%
Unweighted Frequency	514	153	171	69	20	7	94
Weighted Frequency	514	158	167	65	22	9	85

Do you have a favourable or unfavourable view of Opposition leader Wab Kinew, leader of the NDP? (All voters)
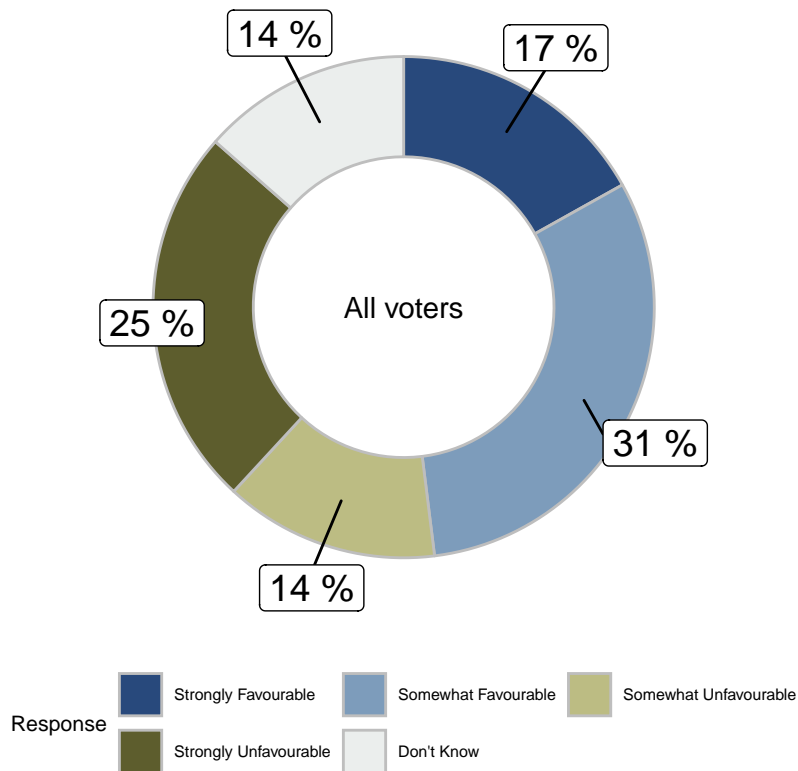
14 %

17 %

All voters

31 %

25 %

14 %

Response

Strongly Favourable   Somewhat Favourable   Somewhat Unfavourable

Strongly Unfavourable   Don't Know

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broken out by age, gender, and region

	Total	Gender			Age				Region	
		Male	Female	Other/Prefer Not to say	18-34	35-49	50-64	65+	Winnipeg	Rest of MB
Strongly Favourable	16.9%	18%	15.4%	22.9%	24.6%	18.5%	16.3%	8.9%	23%	11.1%
Somewhat Favourable	31.1%	30.8%	32%	20.8%	29.6%	29.6%	34%	30.9%	33.2%	29.2%
Somewhat Unfavourable	13.8%	14.2%	13.8%	6.6%	11.8%	13.2%	11.3%	19%	11.7%	15.8%
Strongly Unfavourable	24.6%	30.3%	17.8%	39.2%	19.9%	26.1%	30.2%	21.5%	19.1%	29.9%
Don't Know	13.5%	6.6%	21%	10.5%	14.1%	12.7%	8.2%	19.7%	13%	14%
Unweighted Frequency	514	266	211	37	55	103	138	218	308	206
Weighted Frequency	514	253	240	13	117	120	141	128	247	260

broken out by education and income

	Total	Education			Income			
		Highschool or Less	College	University	$50k or less	$50-75k	$75-100k	$100k+
Strongly Favourable	16.9%	14.7%	16.5%	20.9%	17.9%	19%	13%	14.8%
Somewhat Favourable	31.1%	32.2%	25.7%	34.4%	30.8%	39%	29.6%	24.3%
Somewhat Unfavourable	13.8%	13.2%	12.8%	15.8%	12.1%	15.7%	13.8%	14.9%
Strongly Unfavourable	24.6%	25.5%	26.8%	21.1%	17.3%	20.3%	28.9%	40%
Don't Know	13.5%	14.3%	18.2%	7.8%	21.8%	6%	14.7%	6%
Unweighted Frequency	514	121	154	239	193	113	73	135
Weighted Frequency	514	235	132	140	209	121	59	117

broken out by vote intention

	Total	Vote Intention					
		PC, Stefanson	NDP, Kinew	Liberal, Lamont	Green, Beddome	Another Party	Undecided
Strongly Favourable	16.9%	2.6%	41.2%	7.1%	9.9%	0%	7.1%
Somewhat Favourable	31.1%	11.7%	46%	44%	29.1%	0%	32.4%
Somewhat Unfavourable	13.8%	21.3%	7.1%	13.8%	18.7%	2.7%	13%
Strongly Unfavourable	24.6%	54.1%	0.8%	21.9%	11.8%	91.4%	14.7%
Don't Know	13.5%	10.4%	4.9%	13.2%	30.5%	5.8%	32.9%
Unweighted Frequency	514	153	171	69	20	7	94
Weighted Frequency	514	158	167	65	22	9	85