

MANITOBA PUBLIC OPINION REPORT

SEPTEMBER 28, 2023

PREPARED BY: COUNSEL PUBLIC AFFAIRS INC.



COUNSEL

Victoria | Vancouver | Calgary | Edmonton | Regina | Winnipeg | Toronto | Ottawa

MANITOBA POLL

METHODOLOGY



505

505 Manitoba residents 18+ were surveyed between September 11 – September 16, 2023.

The survey were conducted online by way of the *Leger Opinion (LEO) Panel*.

Margin of error is not applicable for online surveys, however, if the surveys were probability-based random samples of the same size, it would be considered accurate to $\pm 4\%$ nineteen times out of twenty.

Results are weighted for:

- Age, gender, and region according to the most recent Census.





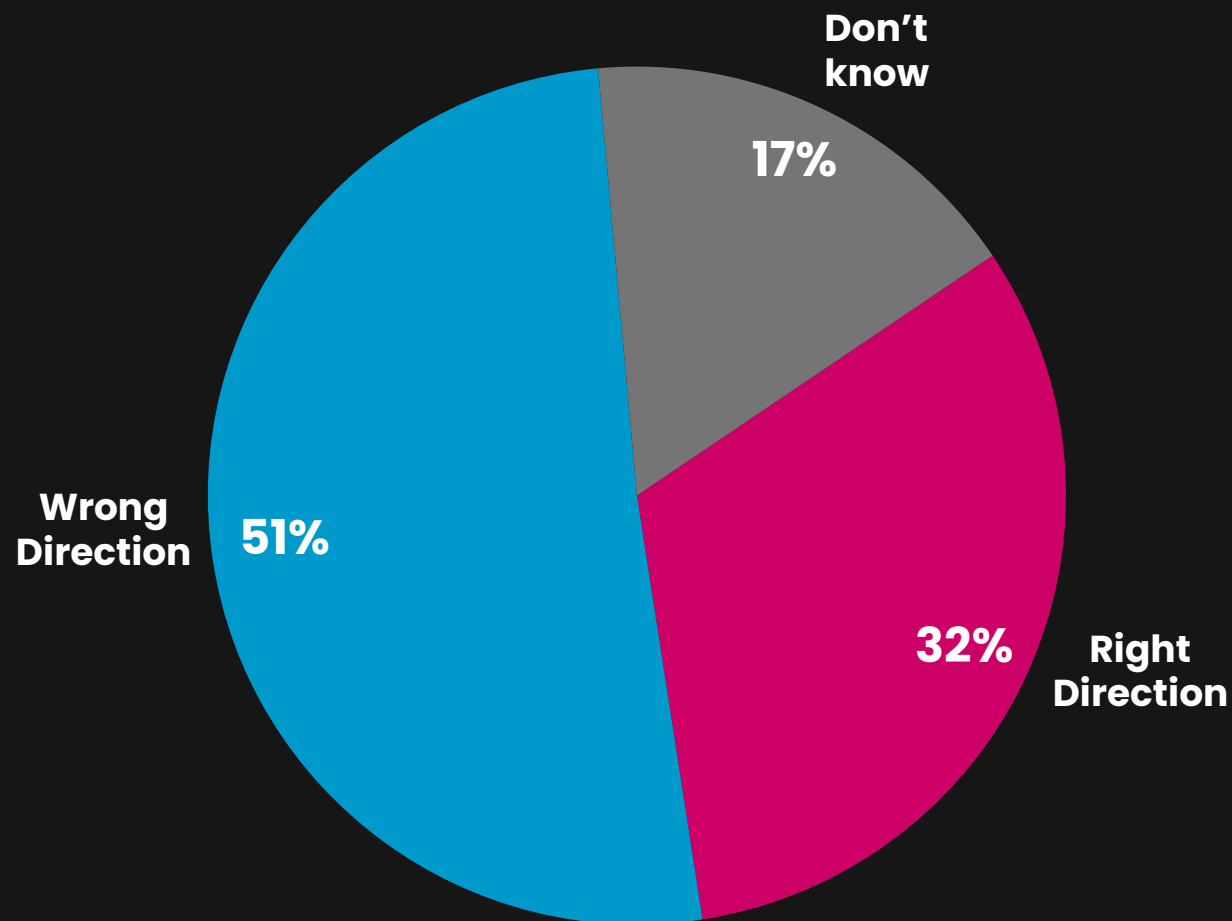
GOVERNMENT PERFORMANCE

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MANITOBA

RIGHT DIRECTION/ WRONG DIRECTION

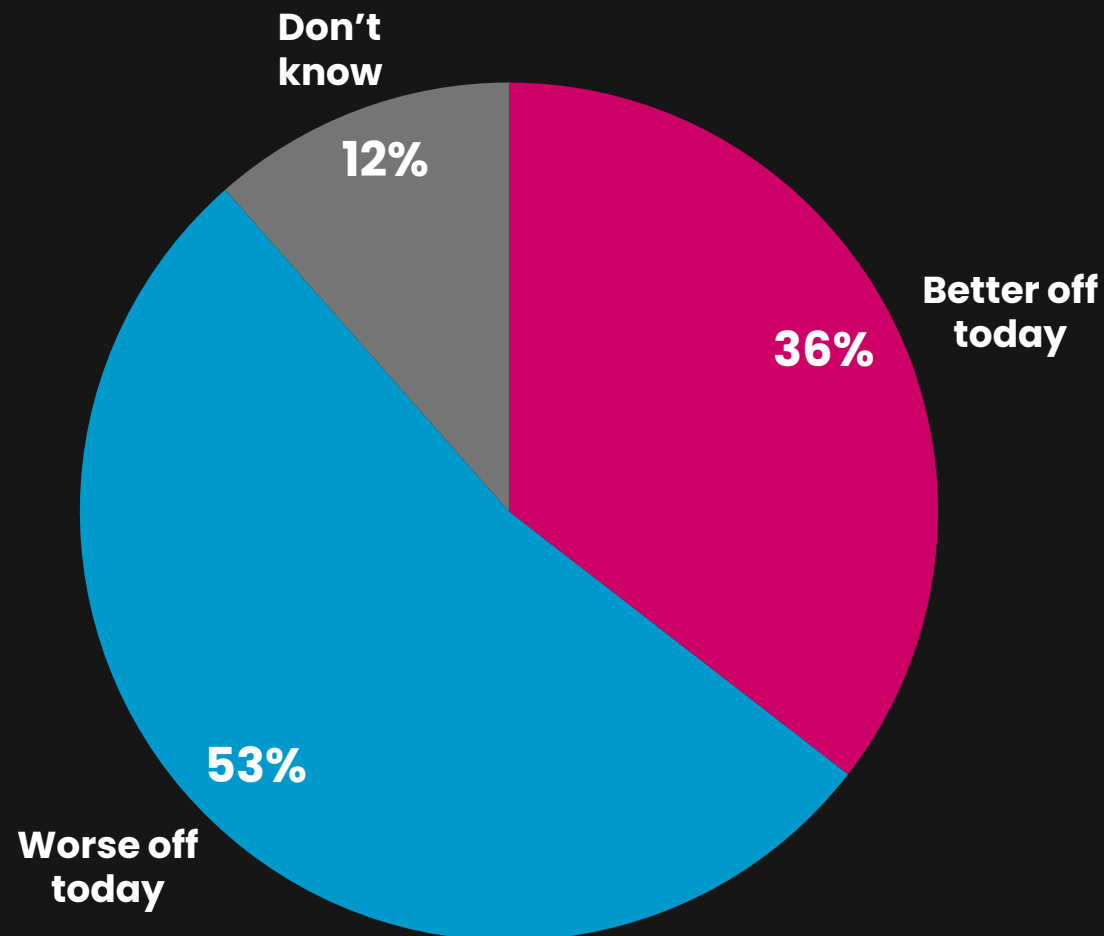
Q: Overall, do you think the province of Manitoba is headed in the right direction or the wrong direction?

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BETTER OFF TODAY/ WORSE OFF TODAY

Q: In general, would you say that you and your family are better off today than you were four years ago, or worse off today than you were four years ago?

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BETTER OFF TODAY/ WORSE OFF TODAY

Manitobans overall

Men

Women

Men 18-34

Men 35-54

Men 55+

Women 18-34

Women 35-54

Women 55+

Under \$40,000

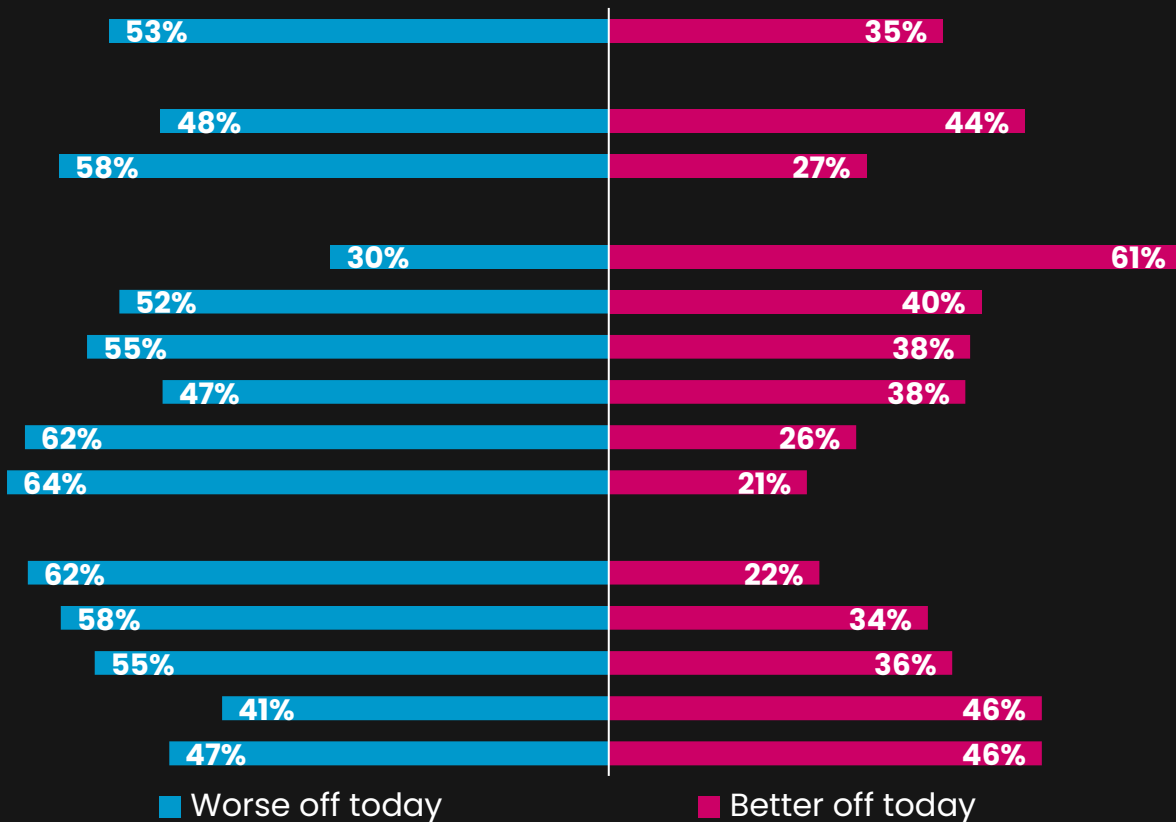
\$40,000 to under \$60,000

\$60,000 to under \$80,000

\$80,000 to under \$100,000

\$100,000 or more

Q: In general, would you say that you and your family are better off today than you were four years ago, or worse off today than you were four years ago?



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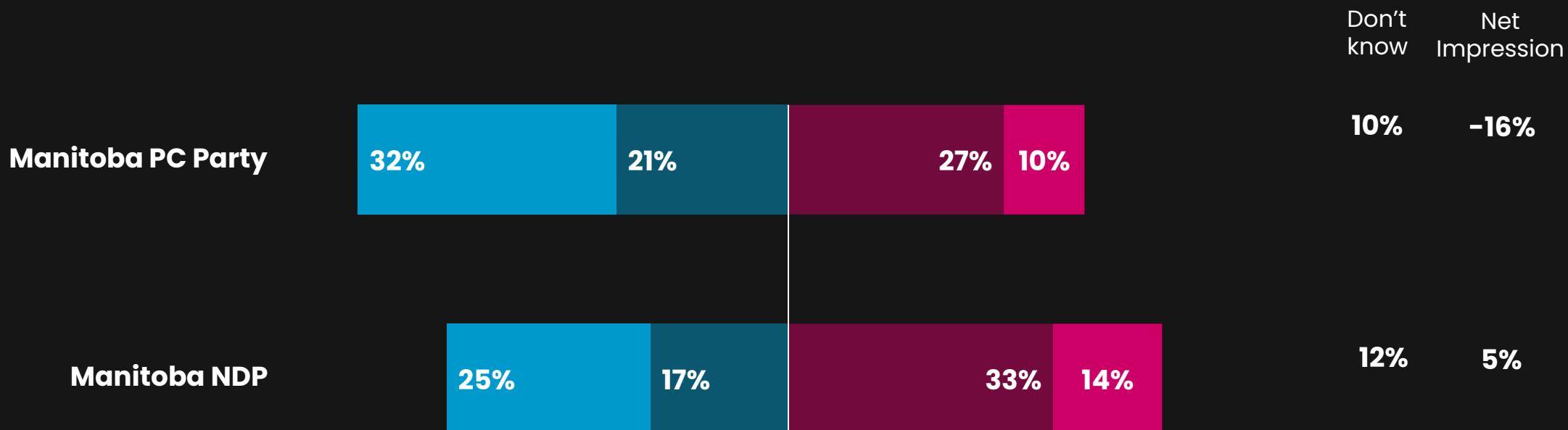


LEADERSHIP & PARTY EVALUATIONS

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PARTY EVALUATIONS

Q: Please tell us whether you have a positive or negative impression of the political parties listed below:

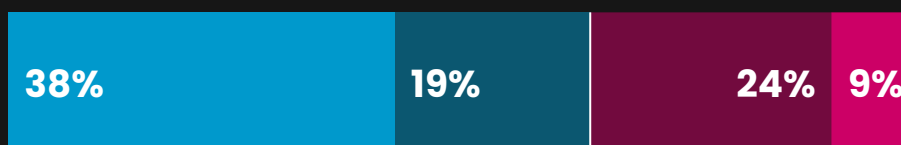


■ Somewhat negative impression ■ Very negative impression ■ Somewhat positive impression ■ Very positive impression

LEADER EVALUATIONS

Q: Please tell us whether you have a positive or negative impression of the political leaders listed below:

Heather Stefanson



Don't know
Net Impression

11% -24%

Wab Kinew



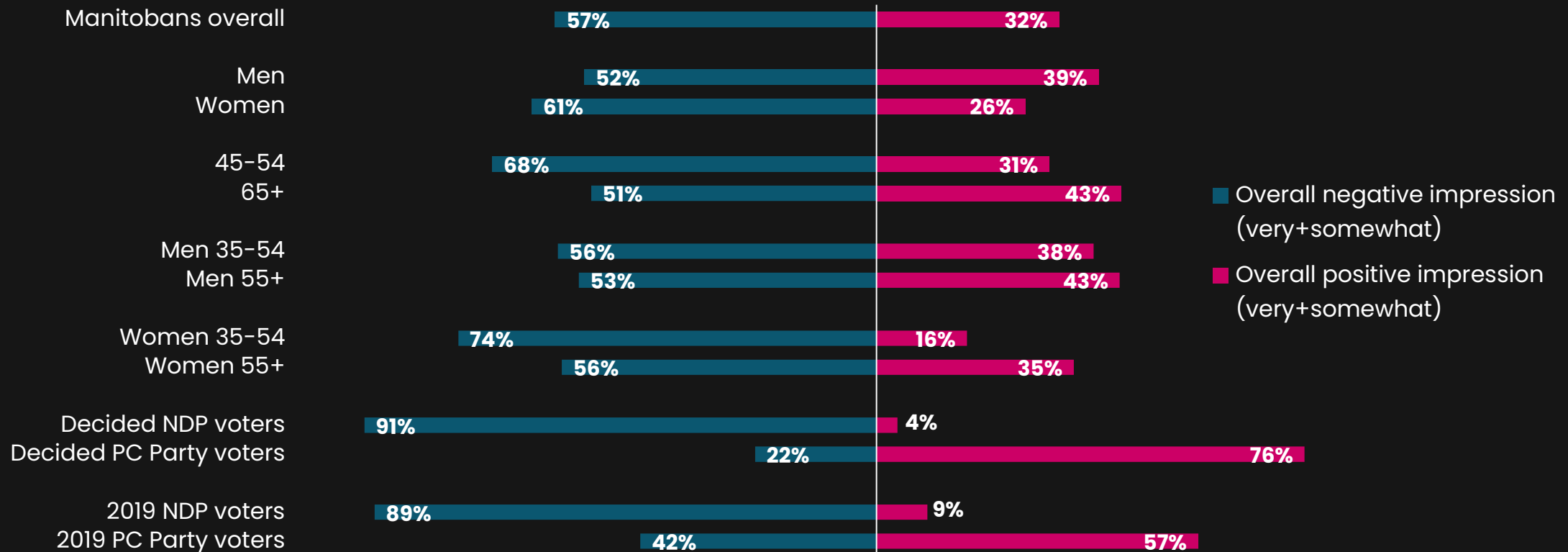
12% 6%

■ Somewhat negative impression
 ■ Very negative impression
 ■ Somewhat positive impression
 ■ Very positive impression

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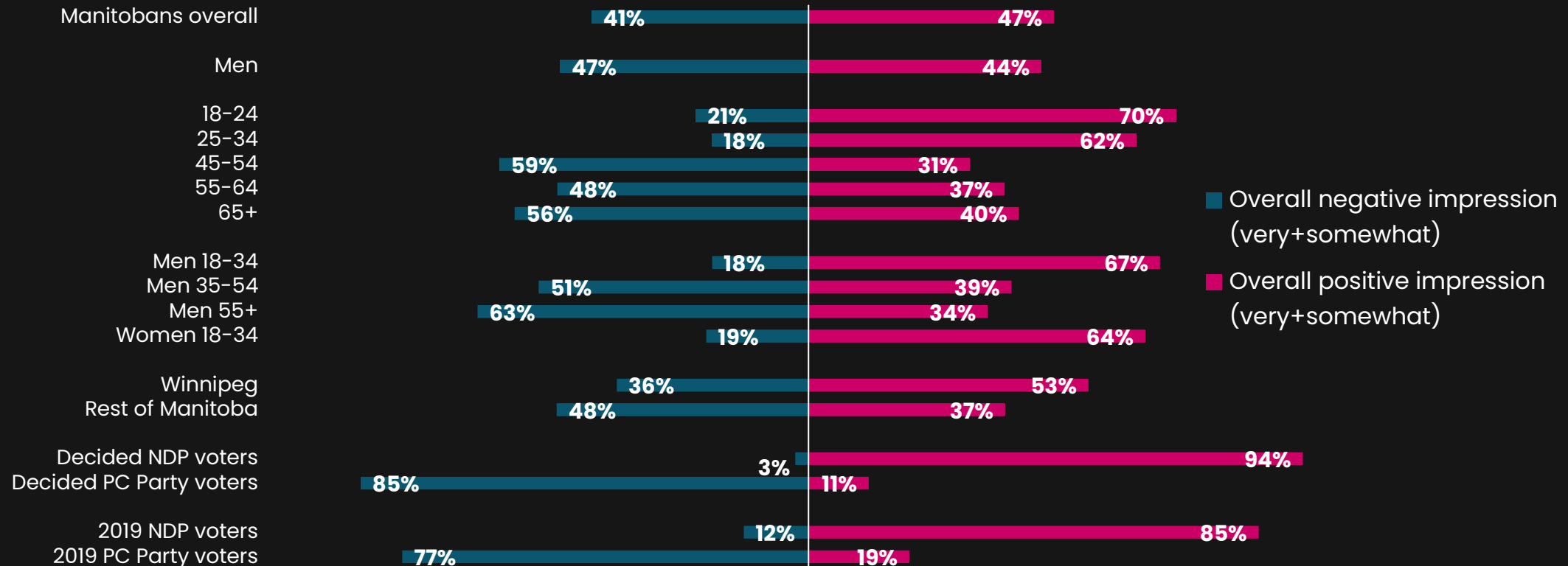
LEADER EVALUATIONS – HEATHER STEFANSON

Q: Please tell us whether you have a positive or negative impression of the political leaders listed below:



LEADER EVALUATIONS – WAB KINEW

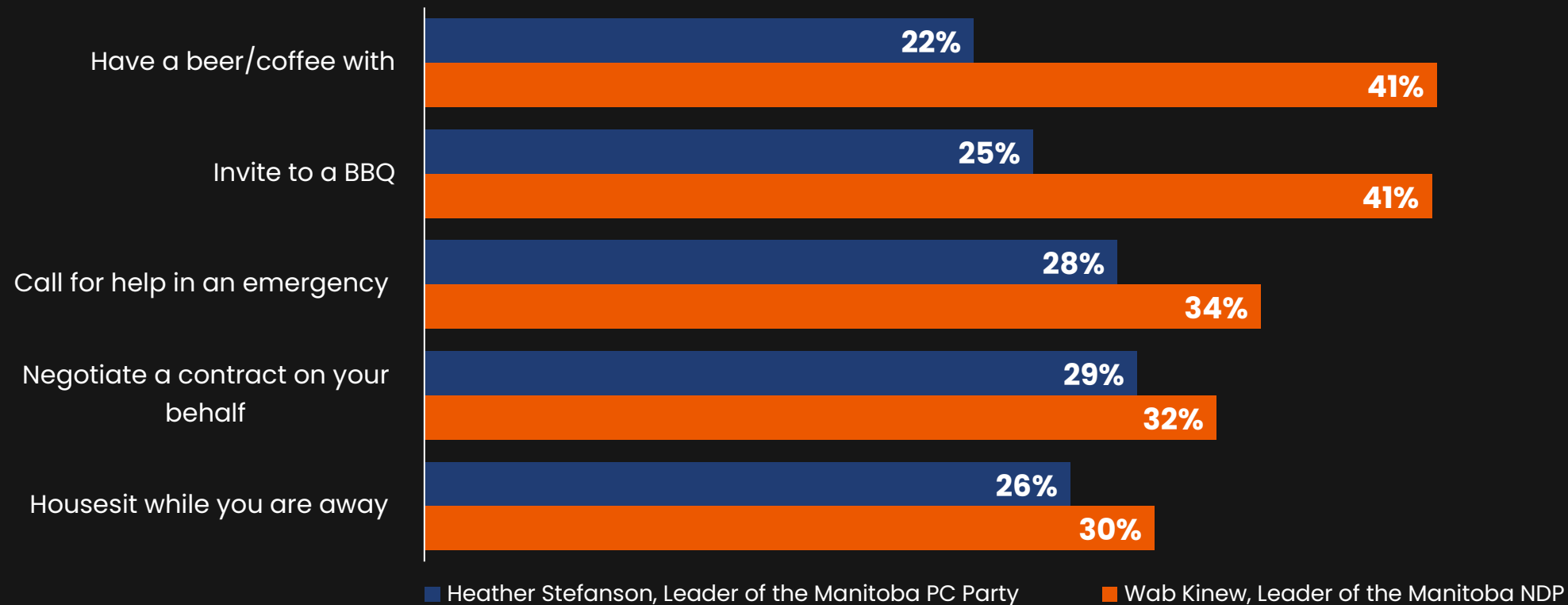
Q: Please tell us whether you have a positive or negative impression of the political leaders listed below:



MANITOBA

WHO WOULD YOU RATHER...

Q: Please tell us which political leader you would be more likely to choose to do the following tasks or activities listed below:

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