

# Winnipeg Free Press Probe Research Inc. News Release

## **PROVINCIAL PARTY STANDINGS AND LEADERSHIP**

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This province-wide Omnibus survey was designed and conducted by Probe Research Inc. via telephone interviews conducted between March 9<sup>th</sup> and March 25<sup>th</sup>, 2009 among a random and representative sampling of 1,000 Manitoba adults.

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 interviewed. The margin-of-error is higher within each of the survey's population sub-groups.

Modified random digit dialling was used to ensure that all Manitoba adults would have an equal opportunity to participate in this Probe Research survey. Minor statistical weighting has been applied to this sample to ensure that the age and gender balance corresponds with that of the province as a whole.

## PROVINCIAL PARTY STANDINGS AND LEADERSHIP

Winnipeg, Manitoba – After nearly 10 years as premier, Gary Doer’s leadership continues to win praise from two-thirds of Manitoba adults, double the approval ratings given to Progressive Conservative leader Hugh McFadyen or Liberal leader Jon Gerrard. As well, the NDP now holds a ten-point lead in voter support, largely based on strong support from Winnipeg voters. Probe Research conducted this most recent random and representative sampling of 1,000 Manitoba adults for the Winnipeg Free Press between March 9<sup>th</sup> and March 25<sup>th</sup>, 2009.

### Widespread Approval of Doer’s Leadership of the NDP

Probe Research asked Manitobans whether they approve or disapprove of the performance of Gary Doer as leader of the NDP, Hugh McFadyen as leader of the Progressive Conservatives and Jon Gerrard as Liberal Party leader. Gary Doer continues to hold strong approval ratings as leader of the Manitoba NDP (66% *approve*, including 27% *strongly approve*). This is almost double the approval rating that respondents offer either PC leader Hugh McFadyen (36% *approve*, including 8% *strongly approve*) or to Liberal leader Jon Gerrard (35% *approve*, including 6% *strongly approve*).

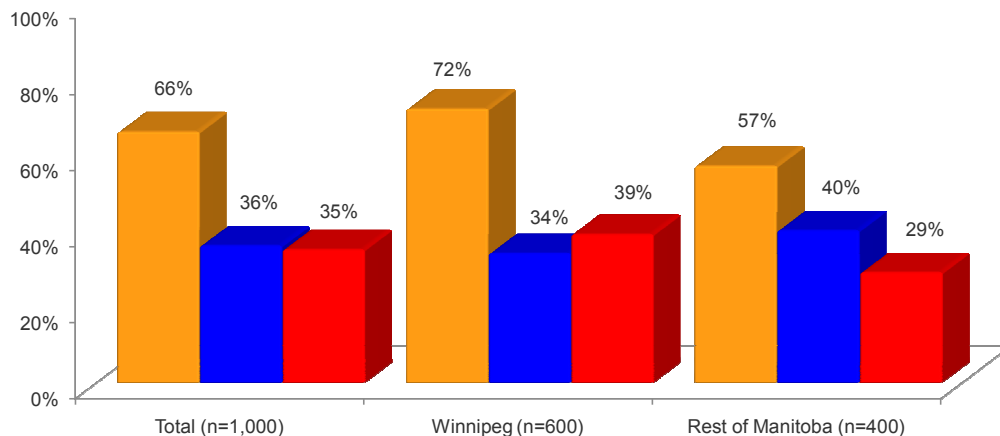


### Leadership Approval by Region

1. “Now I’d like to get your views on the leaders of Manitoba’s three main political parties. Thinking of (READ NAME OF PERSON), would you say you generally approve or disapprove of his performance as leader of (READ NAME OF PARTY)? And is that strongly or moderately?”

- % Strongly or Moderately Approve -

■ NDP leader Gary Doer ■ PC leader Hugh McFadyen ■ Liberal leader Jon Gerrard



The gap between the premier and the two opposition leaders is particularly wide in Winnipeg, where Doer holds the approval of more than seven-in-ten voters (72%, including 30% *strongly approve*), while fewer than four-in-ten city voters approve of Jon Gerrard’s leadership of the Liberals (39%, including 6% *strongly approve*) or Hugh McFadyen’s leadership of the Progressive Conservatives (34%, including 6% *strongly approve*).

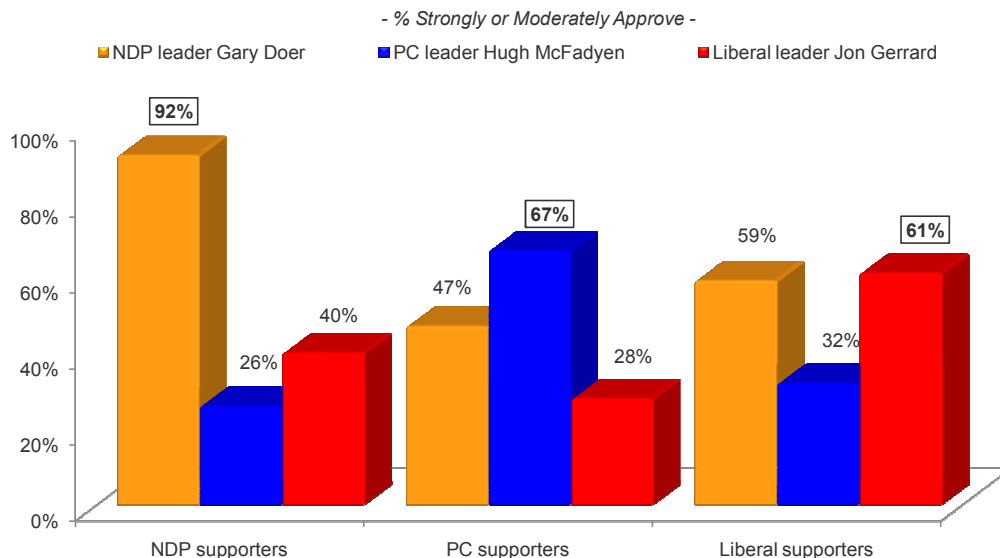
Approval of Gary Doer’s leadership of the NDP is somewhat lower outside of Winnipeg (57%, including 21% *strongly approve*), though still stronger than the approval ratings offered to PC leader Hugh McFadyen (40%, including 10% *strongly approve*) or Liberal leader Jon Gerrard (29%, including 7% *strongly approve*).

As might be expected, those who indicate that they would vote NDP in an upcoming provincial election held today offer high levels of approval for Gary Doer’s leadership of the party (92% *approve*, including 51% *strongly approve*). More surprising, however, might be the level of approval that Mr. Doer receives from Liberal voters (59% of whom approve of Doer, virtually tied with the 61% of Liberal voters who approve of Jon Gerrard’s leadership) and from PC voters (47% of whom approve of Doer, though still lower than the 67% who approve of Hugh McFadyen’s leadership).

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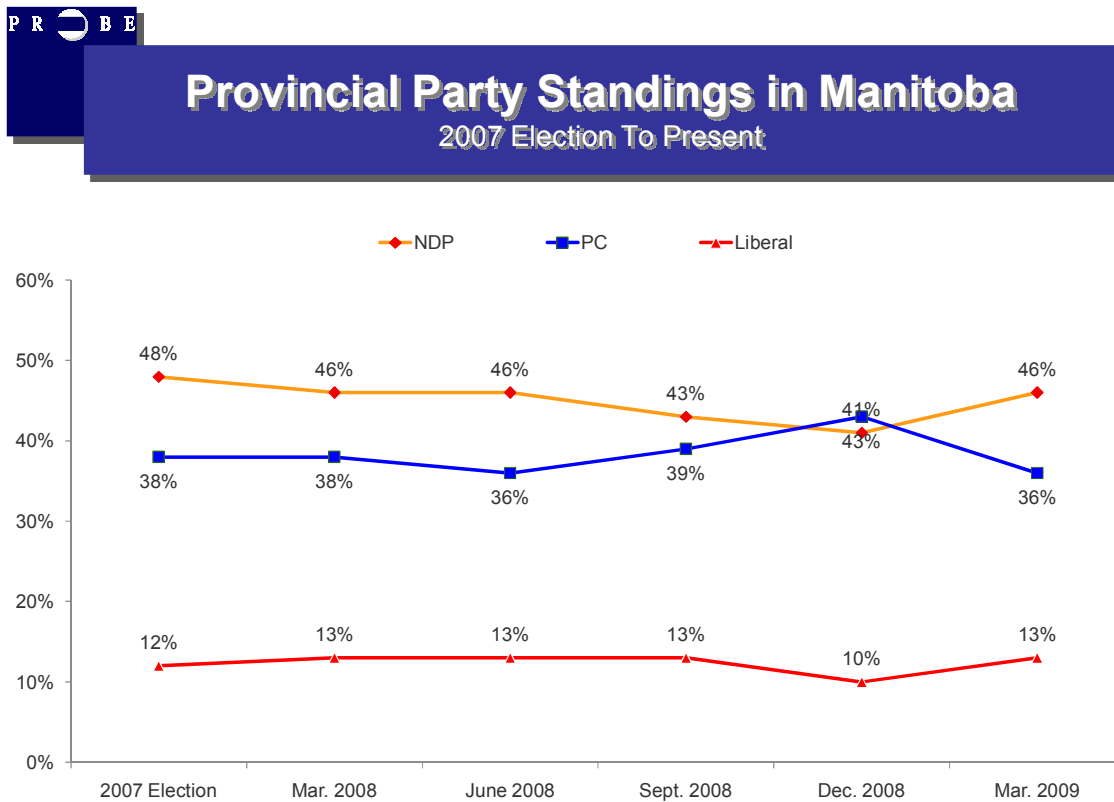
## Leadership Approval by Party Support

1. “Now I’d like to get your views on the leaders of Manitoba’s three main political parties. Thinking of (READ NAME OF PERSON), would you say you generally approve or disapprove of his performance as leader of (READ NAME OF PARTY)? And is that strongly or moderately?”



### NDP Regains Lead in Voter Support

After narrowing into a dead heat during the second half of 2008, the provincial NDP has regained a ten-point lead in voter support in recent weeks, leading the Progressive Conservatives by 46 percent to 36 percent province-wide. The provincial Liberals remain in third place with the support of 13 percent of Manitoba voters.

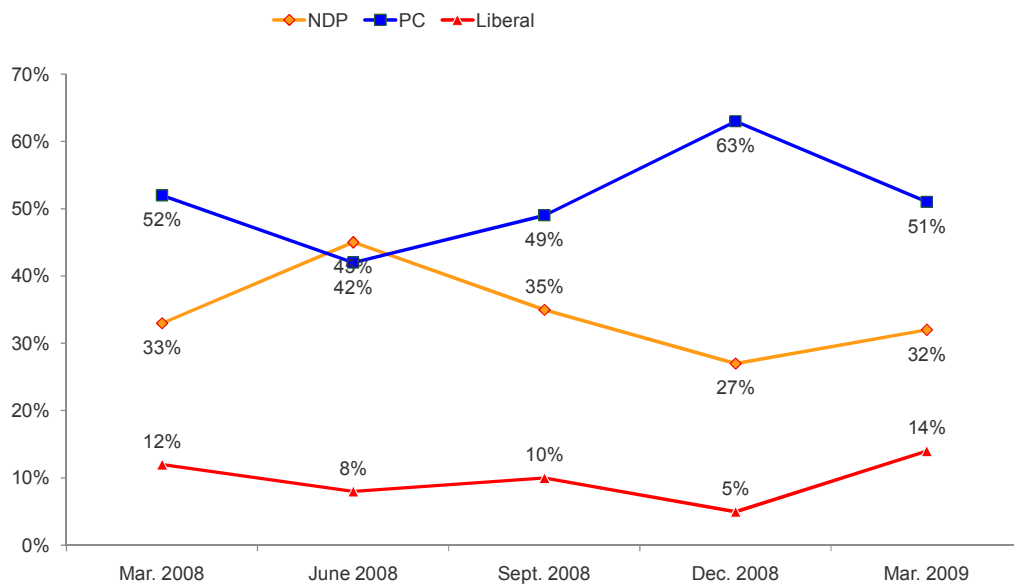


### PCs Remain Leading Choice Outside of Winnipeg

As illustrated below, the political landscape looks much different outside of Winnipeg than it does within the provincial capital. Beyond the Perimeter, the Progressive Conservatives hold a lead of nearly 20 percentage points over the governing New Democrats (51% PC versus 32% NDP). The Liberal Party is supported by 14 percent of voters outside of Winnipeg.



## Provincial Party Standings in Rural Manitoba March 2008 to March 2009

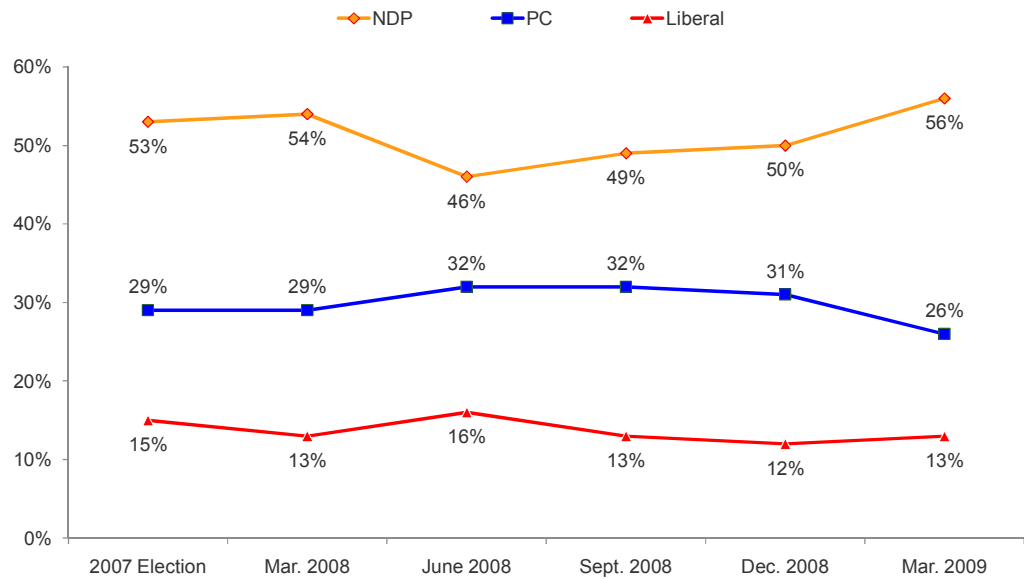


## NDP Holds 30-Point Lead in Winnipeg

Just as the mainly rural areas of the province are now a Progressive Conservative stronghold, Winnipeg remains a bastion of NDP support. In this latest sounding, more than one-half of Winnipeg voters report they would vote for the NDP in a provincial election (56%), giving the governing party a decisive lead over the Progressive Conservatives (26%) and the Liberals (13%).



### Provincial Party Standings in Winnipeg 2007 Election To Present



## Party Preference Varies Based on Age and Education Level

As the following tables reveal, voter preference is influenced to some degree by voter demographics. For example, PC support tends to be distributed evenly across generational groups, while NDP support is more heavily concentrated among voters aged 55 years and over (50% NDP). For its part, Liberal support is somewhat higher among voters aged 18-34 years (20% Liberal). There is also evidence that PC support tends to strengthen at higher income levels, with residents from households earning \$80,000 or more annually being more likely to support that party (38%) than those with annual incomes of \$30,000 or less (21%).

	Total (n=1,000) (%)	Region		Age			Gender	
		Winnipeg (n=600) (%)	Rest of MB (n=400) (%)	18-34 (n=315) (%)	35-54 (n=356) (%)	55+ (n=281) (%)	Male (n=484) (%)	Female (n=516) (%)
NDP	46	56	32	40	48	50	38	55
PC	36	26	51	33	38	37	42	29
Liberal	13	13	14	20	11	10	15	11
Other	5	5	3	7	3	3	5	5

	Total (n=1,000) (%)	Education			Household Income			
		Gr. 12 or less (n=331) (%)	Some Post-Sec. (n=158) (%)	Coll. / Univ. Graduate (n=493) (%)	< \$30K (n=143) (%)	\$30K-\$59K (n=263) (%)	\$60K-\$79K (n=162) (%)	\$80K+ (n=248) (%)
NDP	46	42	46	49	50	45	47	45
PC	36	42	28	34	21	33	41	38
Liberal	13	11	20	13	20	17	7	12
Other	5	5	6	4	9	5	5	5

For more information on this survey, please contact:

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