

## SELINGER MAINTAINS NDP'S POPULARITY

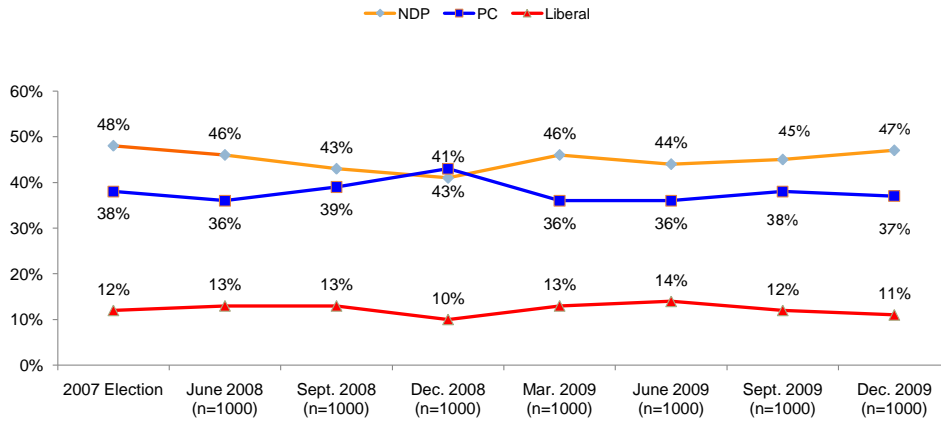
### *NDP Lead Increases after New Premier Takes Office*

**Winnipeg** – There may be a new face in the premier's chair, but the governing New Democratic Party has maintained its familiar place in front of its rivals as Manitoba most-popular political party.

A new Probe Research Inc./Winnipeg Free Press survey finds that new Premier Greg Selinger and his NDP government would be re-elected by nearly one-half (47%) of decided Manitoba voters if a provincial election were held today. The NDP now enjoys a 10-percentage point advantage over its nearest rivals, the Progressive Conservative party, which is the first choice of 37 percent of decided voters. The Manitoba Liberal Party, meanwhile, remains a distant third with the support of 11 percent of decided voters. Four percent of decided voters would cast ballots for parties not represented in the Legislature. Nearly one in five voters (19%) are undecided.

# Provincial Party Support

1. If a provincial election were held tomorrow, which party's candidate would you be most likely to support?  
(n=1,000)



Base: All respondents

As the graph on the following page illustrates, support for the NDP has increased by two percentage points since September (from 45% to 47%), while the Progressive Conservatives and Liberals (-1% each) experienced slight decreases in overall support since Probe's last sounding.

## Rural and Northern Manitobans Warming Up To The NDP

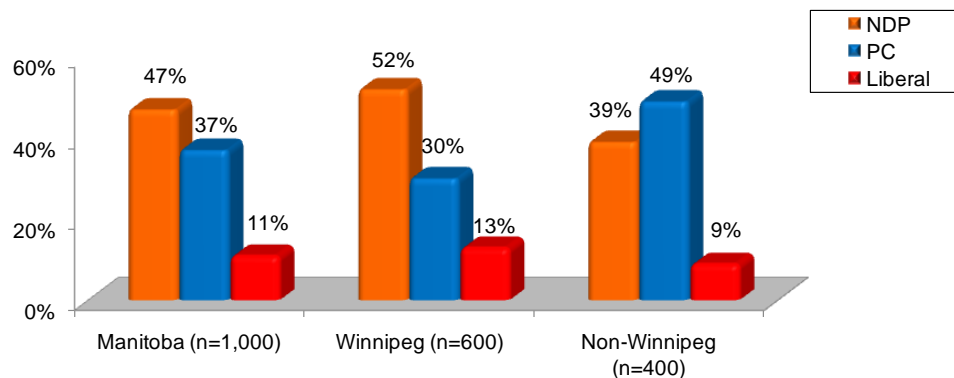
While the Progressive Conservatives remain the most popular party in rural Manitoba, the New Democrats have narrowed the PC lead outside Winnipeg. Four in ten Manitobans living outside the provincial capital (39%, +5% from September) would vote for the NDP, while nearly one-half of non-Winnipeg residents would cast a ballot for the Progressive Conservatives (49%, -2% from September). Liberal support, meanwhile, has decreased three percentage points (from 12% to 9%) in the rest of Manitoba during the past three months.

**P R B E**  
RESEARCH INC.

# Provincial Party Support

- By Region -

1. If a provincial election were held tomorrow, which party's candidate would you be most likely to support?  
(n=1,000)



Base: All respondents

Among Winnipeg-based voters, the NDP continues to benefit from a significant advantage compared to its Progressive Conservative and Liberal rivals (52% versus 30% and 13% respectively). The NDP has double-digit leads over the Progressive Conservatives in all areas of the city with the exception of southeast Winnipeg, where the PCs hold a slight edge over the governing party (42% versus 39% respectively).

**PROVINCIAL PARTY STANDINGS IN  
RURAL AND URBAN MANITOBA  
-- December 2009 --  
Net Voting Intention Among Decided Voters**

*"If a provincial election were held tomorrow, which party's candidate would you be most likely to support?"*

	<b>Total Manitoba</b>	<b>Winnipeg</b>	<b>Non-Winnipeg</b>		
(Base)	(1000) (%)	(600) (%)	(400) (%)		
NDP	47	52	39		
PC	37	30	49		
Liberal	11	13	9		
Others	4	5	3		
	<b>Northwest Winnipeg</b>	<b>Southwest Winnipeg</b>	<b>Southeast Winnipeg</b>	<b>Northeast Winnipeg</b>	<b>Core Area</b>
(Base)	(124) (%)	(143) (%)	(92) (%)	(114) (%)	(128) (%)
NDP	54	47	39	57	64
PC	33	27	42	26	23
Liberal	10	18	9	13	11
Others	3	9	9	3	3

## Old and Young Back The NDP

NDP support is most pronounced among seniors and young adults, while middle-aged adults are slightly more likely to back the Progressive Conservatives. A slight majority of those aged 18-34 years (53%) would vote for the NDP, while 29 percent of young adults prefer the Progressive Conservatives and 12 percent would vote Liberal. A slightly smaller proportion of those aged 55 years and over (49%) prefer the NDP compared to 38 percent in this age bracket who would vote for the PCs and nine percent who back the Liberals. Among adults aged 35-54 years, however, 43 percent would cast a ballot for the Progressive Conservatives compared to 41 percent who would vote for the NDP and 13 percent who back the Liberals.

### PROVINCIAL PARTY STANDINGS AMONG SELECTED SOCIO-DEMOGRAPHIC GROUPS

-- December 2009 --

#### Net Voting Intentions Among Decided Voters

*"If a provincial election were held tomorrow, which party's candidate would you be most likely to support?"*

	Total	Gender		Age		
		Men	Women	18-34	35-54	55+
(Base)	(1000) (%)	(484) (%)	(516) (%)	(319) (%)	(360) (%)	(285) (%)
NDP	47	45	49	53	41	49
PC	37	40	34	29	43	38
Liberal	11	10	13	12	13	9
Others	4	4	5	6	4	3
	Education			Income		
	HS or Less	Some Post-Sec.	Post-Sec. Grad	<\$30K	\$30K-\$59K	\$60K+
(Base)	(298) (%)	(190) (%)	(492) (%)	(156) (%)	(244) (%)	(427) (%)
NDP	39	45	52	47	51	46
PC	47	33	34	32	33	39
Liberal	11	14	10	15	11	11
Others	2	8	4	6	5	4

The New Democrats are the preferred option for individuals in all income categories as well as those with higher levels of education (52% of those with a post-secondary degree or diploma opted for the NDP versus 34% for the PCs and 10% for the Liberals). Among those with a high school diploma or less, however,

the Progressive Conservatives are the most popular party (47% versus 39% for the NDP and 11% for the Liberals).

*This province-wide Omnibus survey was designed and conducted by Probe Research Inc. via telephone interviews conducted between November 25<sup>th</sup> and December 5<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 +/- 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 dialing 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 correspond with the province as a whole.*

For more information on this survey, please contact:

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