

## FEDERAL CONSERVATIVES GAIN MOMENTUM

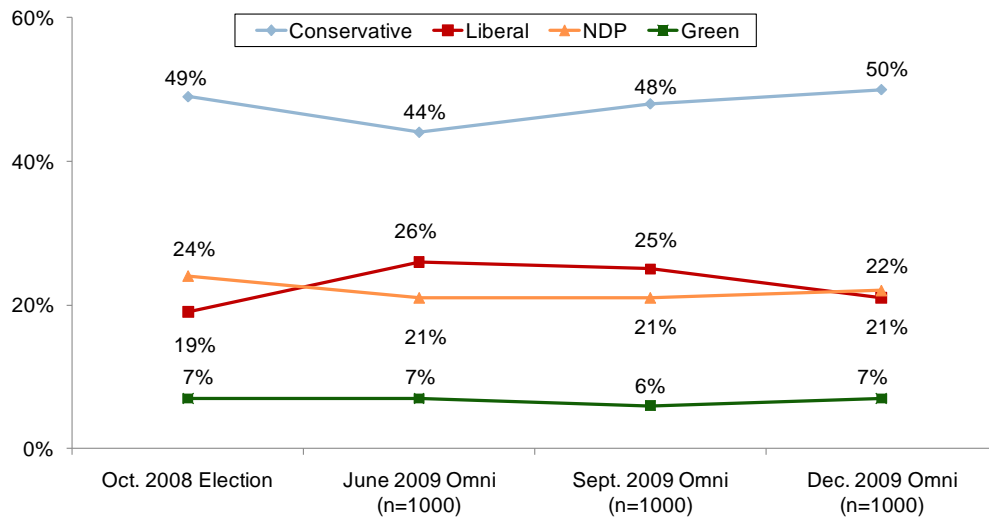
### *Governing Party Reaches 50-Percent Mark in Manitoba*

**Winnipeg** – Prime Minister Stephen Harper and the governing Conservative Party have rebounded from a slight mid-year dip and now enjoy the support of one out of every two decided Manitoba voters.

A new poll conducted exclusively for the *Winnipeg Free Press* by Probe Research Inc. shows that the Conservatives have surpassed the same level of support that they enjoyed in the most recent election held in October 2008. As the graph on the following page shows, the Conservatives now have the backing of one-half (50%) of decided voters. The Conservative Party's current level of support represents an increase of two percentage points since September 2009 and a six-point increase since June 2009.

# Federal Party Support

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



Base: All respondents

The increase in Conservative fortunes in Manitoba has come mainly at the expense of the Michael Ignatieff-led Liberals (21%), which has dropped by three percentage points since September and five percentage points since June. The Liberal decline has catapulted Jack Layton and the New Democratic Party into a distant second-place position (22%, +1% since September), though the two parties are statistically tied. The Green Party, led by Elizabeth May, is the preferred choice of less than one in ten decided voters (7%, -1% from September). Fifteen percent of all voters, meanwhile, are undecided.

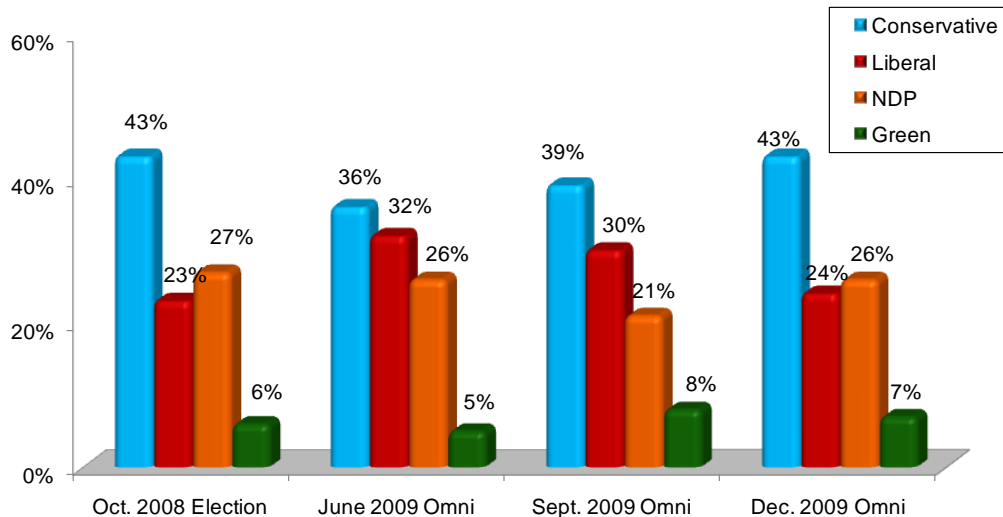
## *Liberal Vote Sliding in Winnipeg*

The shift in the overall party standings can be attributed to changes in Winnipeg, where the Conservative Party's fortunes have improved and the Liberals have slumped during the past six months.

After cutting the Conservative advantage to four percentage points in June, the Liberals now trail the governing party by 17 percentage points among decided voters. As the graph below shows, the Conservatives (43%, +4% since September) have reached the same level of support they attained in October 2008, while within Winnipeg the Liberals (24%, -6% since September) also trail the NDP (26%, +5% since September), which has also boosted its support among urban voters at the expense of the Liberals. The Greens, meanwhile have the support of seven percent (-1%) of decided voters.

### Federal Party Support - Winnipeg Voters -

2. If a federal election were held tomorrow, which party's candidate would you be most likely to support?  
(n=600)



Base: All respondents

## *Conservatives Lead in South Winnipeg*

Focusing on specific neighbourhoods – especially the once-Liberal and now mostly Conservative-held areas of southwest and southeast Winnipeg – the Conservatives maintain double-digit leads over its competitors in all areas with the exception of the southwest (where 39% of decided voters back the Conservatives versus 32% who prefer the Liberals and 20% who back the NDP) and the Core area, where the NDP (43%) currently leads the Conservatives (31%) by 12 percentage points, with the Liberals trailing far behind at 17 percent.

<b>FEDERAL PARTY STANDINGS IN RURAL AND URBAN MANITOBA -- December 2009 -- Net Voting Intention Among Decided Voters</b>					
<i>"If a federal election were held tomorrow, which party's candidate would you be most likely to support?"</i>					
	<b>Total Manitoba</b>	<b>Winnipeg</b>	<b>Non- Winnipeg</b>		
(Base)	(1000) (%)	(600) (%)	(400) (%)		
Conservative	50	43	59		
NDP	22	26	15		
Liberal	21	24	17		
Green Party	7	7	7		
	<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) (%)
Conservative	52	39	51	45	31
NDP	23	20	12	31	43
Liberal	21	32	27	21	17
Green Party	3	9	10	4	8

## *Little Change Outside The Provincial Capital*

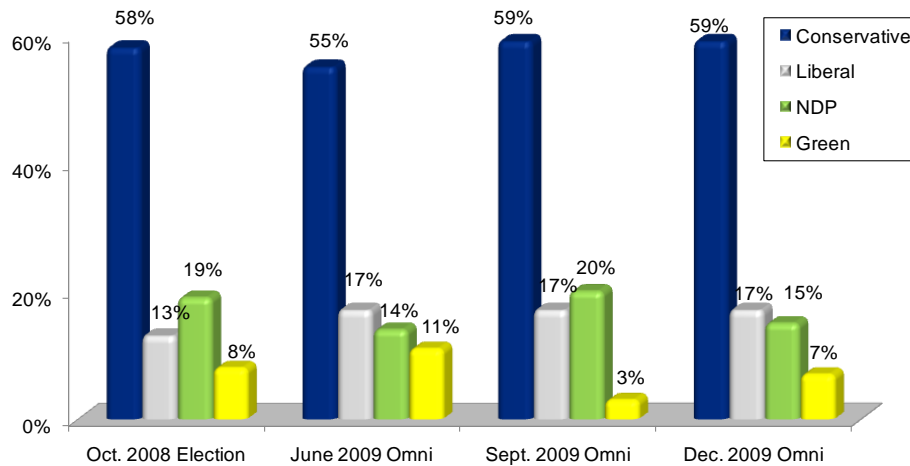
Outside Winnipeg, meanwhile, there has been very little change in voter intention, with the Conservatives retaining support from six in ten decided voters in this area (59%, no change) and the NDP (15%, -5% from September) now slightly less popular outside Winnipeg. Liberal support (17%) remains the same as three months ago, while the Greens experienced a modest increase in support (7%, +4% since September).

### PRBE RESEARCH INC.

## Federal Party Support

### - Manitobans Living Outside of Winnipeg -

2. If a federal election were held tomorrow, which party's candidate would you be most likely to support?  
(n=400)



Base: All respondents

## **Conservatives Popular Among All Manitobans**

The Conservative Party is the top choice for voters in all demographic and socio-economic categories. Not only is it the preferred party for a majority of male voters (53% versus 21% for the Liberals and 19% for the NDP), but a large contingent of women also back the Conservatives (45% versus 25% for the NDP and 21% for the Liberals). As well, the Conservative Party is also the top choice of younger voters (41% of those aged 18-34 years would cast a ballot for the Conservatives versus 31% of young adults who back the NDP and 18% who prefer the Liberals) and enjoys an overwhelming advantage among members of other age groups as well. These results are found in the table on the following page.

**FEDERAL PARTY STANDINGS  
AMONG SELECTED SOCIO-DEMOGRAPHIC GROUPS  
-- December 2009 --  
Net Voting Intentions Among Decided Voters**

*"If a federal 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) (%)
Conservative	50	53	45	41	53	55
NDP	22	19	25	31	20	15
Liberal	21	21	21	18	21	25
Green Party	7	6	7	9	6	5
	HS or Less	Education		Income		
		Some Post-Sec.	Post-Sec. Grad	<\$30K	\$30K-\$59K	\$60K+
(Base)	(298) (%)	(190) (%)	(492) (%)	(156) (%)	(244) (%)	(427) (%)
Conservative	60	43	47	42	48	52
NDP	17	30	21	32	18	20
Liberal	18	19	24	17	24	22
Green Party	4	7	8	8	10	6

*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:

**Chris Adams**  
Vice President - Probe Research Inc.  
Suite 850-125 Garry Street  
Winnipeg, Manitoba  
R3C 3P2  
Tel.: 926-6569  
Cell: 997-2567  
Fax: 926-6566  
E-mail: [cadams@probe-research.com](mailto:cadams@probe-research.com)