

## NEW DEMOCRATS STILL HAVE MOST POPULAR LEADER

*Greg Selinger Fails To Match Predecessor's Approval Ratings, But Is More Favourably Regarded Than Hugh McFadyen, Jon Gerrard*

**Winnipeg** –Greg Selinger has a long way to go before he can reach the same levels of popularity as his predecessor, Gary Doer, but the Manitoba premier and NDP leader is the most popular provincial party leader in the province, according to a new Probe Research poll conducted exclusively for the *Winnipeg Free Press*.

Nine months into the job as premier, one-half of Manitoba adults indicate that they approve of Greg Selinger's performance in this position (49%, with 10% who strongly approve and 39% who moderately approve). Slightly more than one-in-five Manitobans do not think the new premier has done a good job (22%, including 10% who strongly disapprove of his job performance). Seven percent of those interviewed provided a neutral score, with an additional 22 percent of those surveyed unable or unwilling to comment on Mr. Selinger's leadership performance.

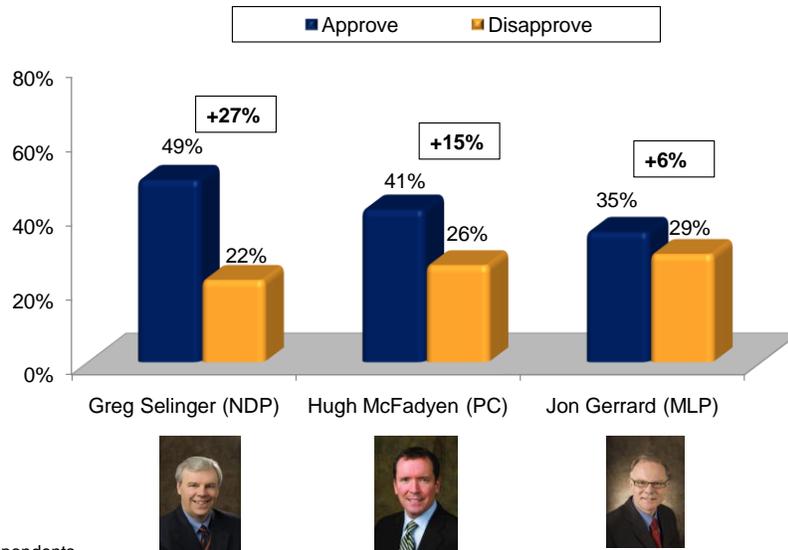
Two-in-five Manitobans voiced support for the job performance of Mr. Selinger's main rival, Progressive Conservative party leader Hugh McFadyen (41%, including 7% who strongly approve his performance). One-quarter of Manitobans indicated that they have not been impressed by Mr. McFadyen's performance in his role as Opposition leader (26%, including 10% who strongly disapprove), while eight percent of those surveyed offered a neutral rating and 25 percent did not respond to this question.

Liberal leader Jon Gerrard, meanwhile, received a passing grade from slightly more than one-in-three Manitoba adults (35%, including 6% who strongly approve of his leadership), while 29 percent (including 11% who strongly disapproved) voiced disapproval of his performance as Liberal leader. Nine percent of those surveyed offered a neutral rating for Dr. Gerrard, with an additional 28 percent of Manitoba adults refusing to comment on Dr. Gerrard's job performance.

**PRBE**  
RESEARCH INC.

# Leadership Approval Ratings

*"Now I'd like to get your views on the leaders of Manitoba's three main political parties. Thinking of (NAME OF PERSON), would you say you generally approve or disapprove of his performance as leader of (NAME OF PARTY). And is that strongly or moderately?" (n=1,000)*



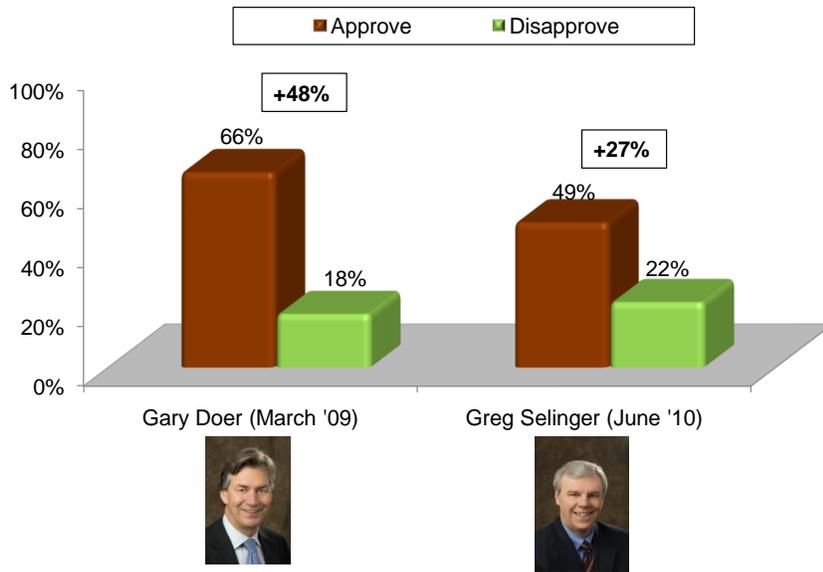
Base: All respondents

With 49 percent of Manitoba adults approving of his job performance and just 22 percent critical with his performance to date, Mr. Selinger has the highest "net" approval rating of the three Manitoba party leaders (+27%). Mr. McFadyen has the second highest overall approval score (+15%), followed by Dr. Gerrard (+6%).

As the following graph illustrates, Greg Selinger's approval rating is nowhere near as high as that of his predecessor, Gary Doer, who earned a "net" approval score of +48% when Probe Research last asked Manitobans to rate the provincial party leaders in 2009 (66% approved of his job performance versus 18% who disapproved).

**PRBE** **NDP Leadership Approval**  
RESEARCH INC. - 2009 vs. 2010 -

*"Now I'd like to get your views on the leaders of Manitoba's three main political parties. Thinking of (NAME OF PERSON), would you say you generally approve or disapprove of his performance as leader of (NAME OF PARTY). And is that strongly or moderately?" (n=1,000)*

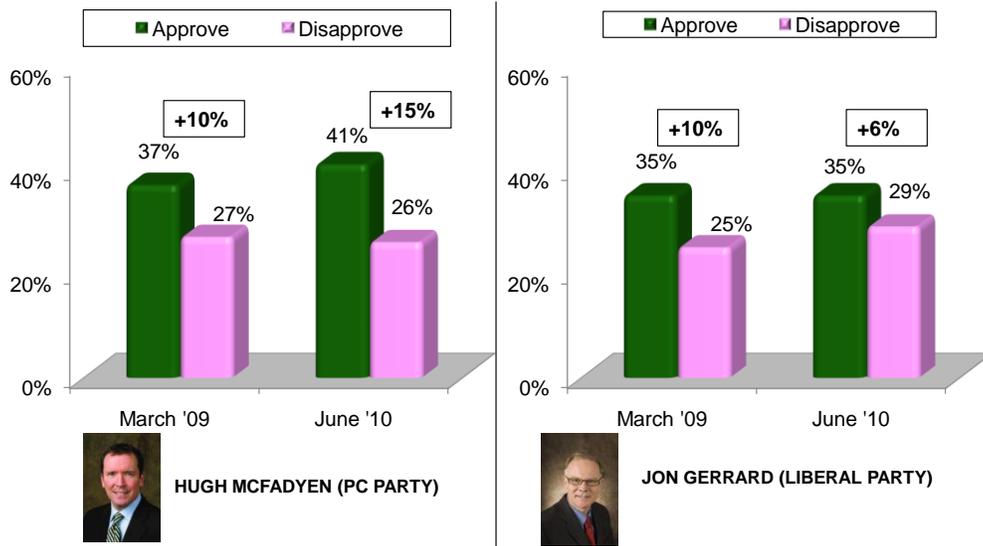


Base: All respondents

Mr. McFadyen's "net" approval rating has increased slightly (from +10% in 2009 to 15% in the current sounding) while Dr. Gerrard's "net" approval rating has decreased slightly since March 2009 (from +10% to +6% in June 2010).

**P R O B E** RESEARCH INC. **PC/Liberal Leadership Approval**  
**- 2009 vs. 2010 -**

*"Now I'd like to get your views on the leaders of Manitoba's three main political parties. Thinking of (NAME OF PERSON), would you say you generally approve or disapprove of his performance as leader of (NAME OF PARTY). And is that strongly or moderately?" (n=1,000)*



Base: All respondents

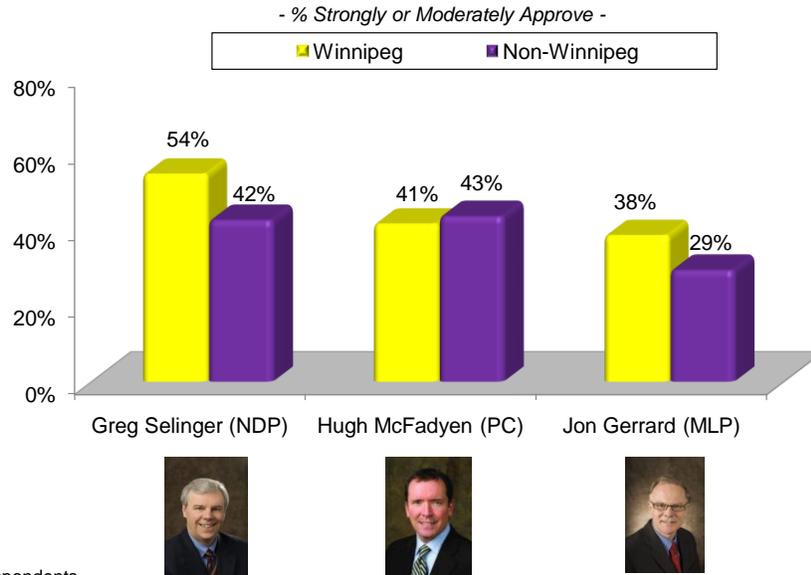
**Mr. Selinger Popular In Winnipeg, Less So in Rural Manitoba**

Not surprisingly given the different partisan preferences exhibited by Winnipeg residents and rural Manitobans, Premier Selinger enjoys a great deal of support inside the provincial capital but has struggled to connect with those living beyond the Perimeter Highway.

A majority of Winnipeg adults (54%) approve of Greg Selinger's leadership compared to just 18 percent who are not pleased with his job performance to date. In rural Manitoba, however, just 42 percent of those surveyed give the premier good marks for his job performance, with more than one-in-four indicating Mr. Selinger has not performed well in his role as premier (27%, including 14% who strongly disapprove of his leadership performance).

# Leadership Approval Ratings - By Region -

"Now I'd like to get your views on the leaders of Manitoba's three main political parties. Thinking of (NAME OF PERSON), would you say you generally approve or disapprove of his performance as leader of (NAME OF PARTY). And is that strongly or moderately?" (n=1,000)



Hugh McFadyen is the most popular party leader in rural Manitoba, with 43 percent applauding him for his job performance (including 8% who strongly approve) and just 24 percent providing a less favourable rating. Four-in-ten Winnipeg adults (41%) approve of McFadyen's performance as PC party leader, with 28 percent of those surveyed in the provincial capital indicating they are not pleased with his job performance. Jon Gerrard, meanwhile, is more popular in Winnipeg, where 38 percent of those surveyed approved of his performance (compared to 29% outside Winnipeg). The proportion of those who do not approve of the Liberal leader's performance, however, is fairly consistent throughout Manitoba (29% disapprove of Dr. Gerrard's leadership in rural Manitoba, compared to 28% in Winnipeg).

Other notable variations among the surveyed sub-populations include:

- Selinger is significantly more popular among those aged 18-34 years (48% of those in this age group approve of his job performance, versus 36% who

think Mr. McFadyen has done a good job and 31% who give high marks to Mr. Gerrard).

- Citizens who earn lower incomes are among most likely to approve of Mr. Selinger's job performance (53% of those earning less than \$30,000/year, versus 36% who approve of Mr. McFadyen's performance and 30% who approve of Mr. Gerrard's performance). However, Mr. Selinger is also the most popular leader among those in higher-income households (51% of those earning more than \$60,000/year approve of his job performance, compared to 46% who approve of Mr. McFadyen and 35% who approve of Mr. Gerrard).

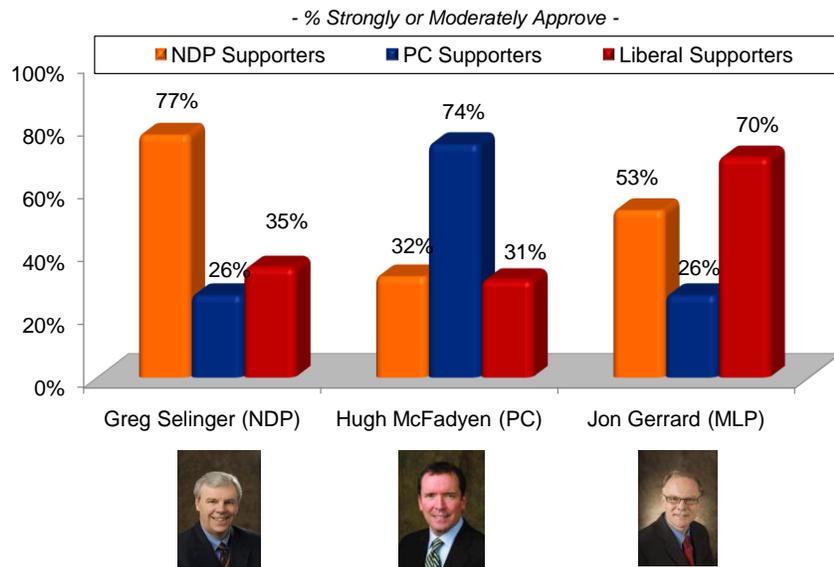
### ***Partisan Preferences More Apparent With Selinger At The Helm***

When party preferences are examined, it is clear that while former premier Doer held significant appeal among his political rivals, Mr. Selinger has a long way to go before he can be seen in a positive light by members of other parties.

Not surprisingly, 77 percent of those who would vote for the NDP in a hypothetical provincial election approve of Mr. Selinger's leadership compared to just seven percent of those surveyed who do not feel he has done a good job. Progressive Conservative voters, however, are more likely to disapprove of Mr. Selinger's job performance as they are to praise his abilities as premier (43% of PC voters disapprove of his job performance, versus 32% who approve). Liberals, however, are more likely to praise Mr. Selinger than they are to criticize his job performance (53% approve, versus 20% who disapprove). By way of comparison, in March 2009, 92 percent of NDP voters, 47 percent of PC voters and 59 percent of Liberal voters approved of then-premier Gary Doer's job performance.

# Leadership Approval - By Party Support -

"Now I'd like to get your views on the leaders of Manitoba's three main political parties. Thinking of (NAME OF PERSON), would you say you generally approve or disapprove of his performance as leader of (NAME OF PARTY). And is that strongly or moderately?" (n=1,000)



Base: All respondents

Hugh McFadyen appeals strongly to PC voters (74% approve of his job performance, versus 9% who disapprove) but he fares poorly among NDP and Liberal supporters (only 26% each of those who would cast ballots for these two parties indicate that Mr. McFadyen is performing well, versus 45% of NDP supporters and 42% of Liberal supporters who say the Progressive Conservative leader is performing poorly).

Jon Gerrard has the backing of seven-in-ten Liberal supporters (70%, with just 7% of Liberals surveyed indicating that he is doing a poor job as leader). Approximately one-third of those who vote for other parties feel that Dr. Gerrard is doing a good job as Liberal leader (35% of NDP supporters and 31% of PC supporters approve of his job performance), with PC party supporters slightly more likely than NDP supporters to disapprove of his leadership performance (39%, versus 31% respectively).

*This province-wide Omnibus survey was designed and conducted by Probe Research Inc. via telephone interviews conducted between June 8<sup>th</sup> and June 25<sup>th</sup>, 2010 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-*

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