

## PROVINCIAL PARTIES NOW NECK-AND-NECK

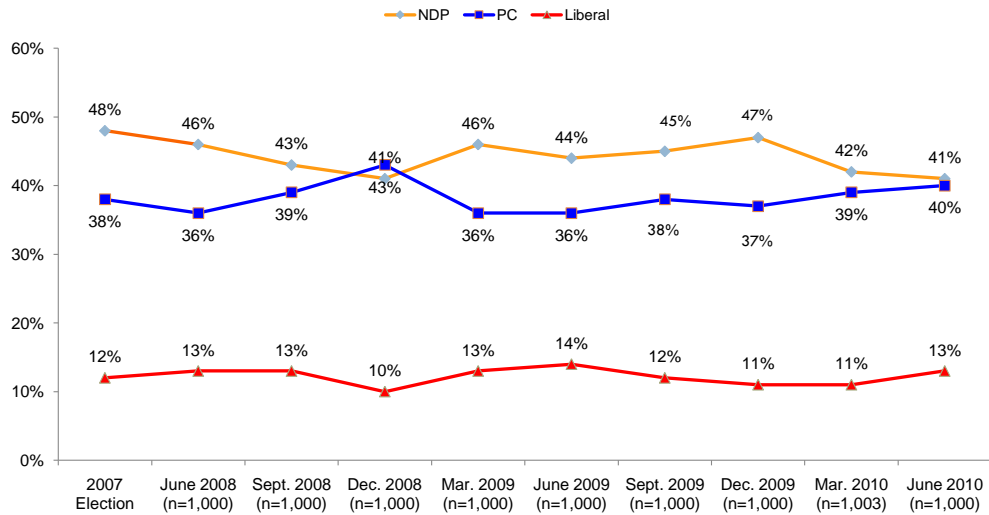
### *NDP, PCs Statistically Tied; New Democrats No Longer Have An Advantage Among Female Voters*

**Winnipeg** – The opposition Progressive Conservative Party has all but erased the long-term advantage in voter support enjoyed by the governing New Democrats and is statistically tied with the NDP for the support of Manitoba voters, a new province-wide Probe Research poll conducted exclusively for the *Winnipeg Free Press* finds.

With a little more than 12 months to go until Manitobans head to the polls, the governing NDP under Premier Greg Selinger now has the support of slightly more than two-in-five decided voters (41%, -1% compared to March 2010). A virtually-equal proportion of Manitobans, meanwhile, would cast ballots for the Hugh-McFadyen-led Progressive Conservatives (40%, +1% versus March). The Liberals led by Jon Gerrard remain well back with the support of 13 percent of decided voters (+2%, up from 11% in March). Other parties not represented in the Manitoba Legislature, such as the Green Party, are preferred by six percent of Manitoba voters (-2% from March). One-in-five Manitoba adults (21%) were undecided or refused to identify their preferred provincial party.

# 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

## Gender Gap Disappears

For most of the 11 years that the NDP has been in power, it has been the preferred party for women in Manitoba. Yet the results of this most recent survey show that members of this previously dependable voting bloc have begun to wander.

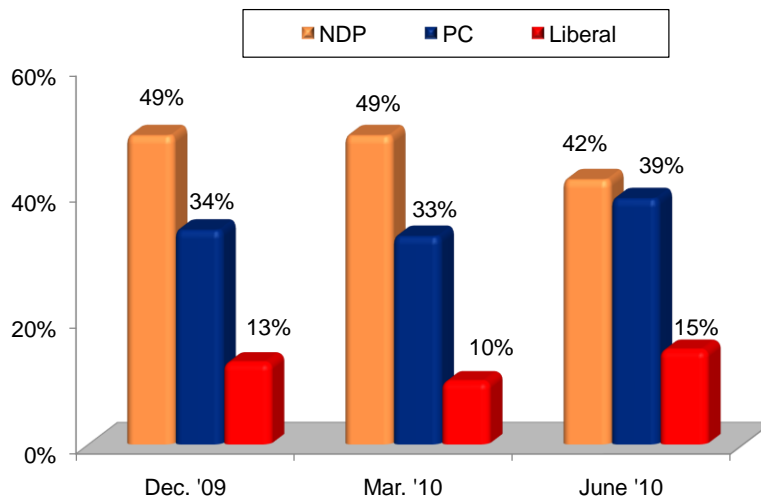
Two-in-five Manitoba women (42%) now indicate that they would vote for the NDP in a hypothetical provincial election. This represents a seven percentage point decrease since Probe's last sounding taken in March, when 49 percent of Manitoba women indicated they would vote for the NDP and it is down considerably from the high point in March 2009, at which time fully 55 percent of Manitoba women backed the NDP. Much of this former NDP support has moved to the Progressive Conservatives, which now enjoys the backing of 39 percent of female voters (up from 33% in March). Female support for the Liberal Party, meanwhile, has also increased in the previous three months (15%, up from 10% in March). This NDP slip among women has been most acute in Winnipeg, where 46

percent of female voters now indicate they would vote for the New Democrats (down from 52% in March 2010 and off considerably from 64% in March 2009).

Among male voters, the Progressive Conservatives continue to enjoy a small lead over the NDP, with more than two-in-five men indicating they would cast ballots for the PCs (42%, down from 45% in March) and only slightly fewer indicating they would back the NDP in an election (40%, up from 36% in March). Eleven percent of male voters in Manitoba (down from 13% in March) prefer the provincial Liberal party.

**P R B E** **Provincial Party Support**  
RESEARCH INC. **- Among Female Voters -**

1. If a provincial election were held tomorrow, which party's candidate would you be most likely to support? (n=516)



Base: All female respondents

Other notable findings among the surveyed sub-populations include:

- Citizens with lower household incomes are far more likely to support the New Democrats (61% of those earning less than \$30,000/year, versus 24% who would vote for the PCs). The PCs, meanwhile, enjoy more support from citizens earning higher household incomes (44% of those earning

more than \$60,000/year prefer the PCs, versus 37% who would vote for the NDP).

- The two parties are statistically tied for support amongst university or college graduates (40% support the PCs and 39% prefer the NDP, respectively).
- There is no statistically significant variation in party preferences among the different age groups surveyed.

**PROVINCIAL PARTY STANDINGS  
AMONG SELECTED SOCIO-DEMOGRAPHIC GROUPS  
-- June 2010 --  
Net Voting Intentions Among Decided Voters**

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

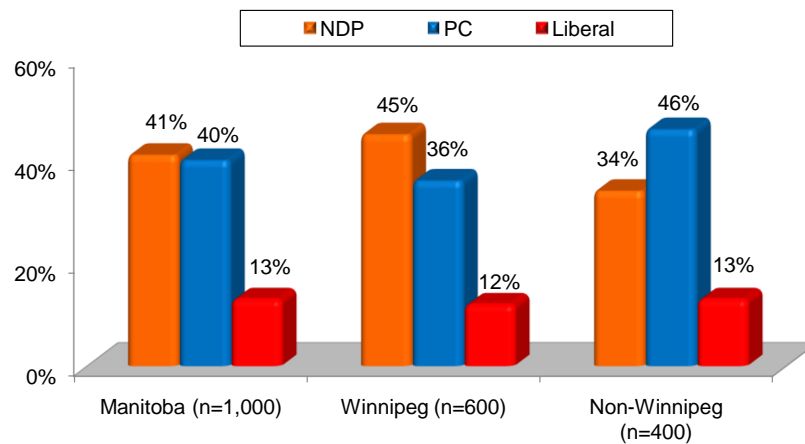
	Total	Gender		Age		
		Men	Women	18-34	35-54	55+
(Base)	(1,000) (%)	(484) (%)	(516) (%)	(321) (%)	(362) (%)	(287) (%)
NDP	41	40	42	37	43	43
PC	40	42	39	34	41	46
Liberal	13	11	15	19	10	8
Others	6	7	4	10	6	3
	Education			Income		
	HS or Less	Some Post-Sec.	Post-Sec. Grad	<\$30K	\$30K-\$59K	\$60K+
(Base)	(311) (%)	(166) (%)	(508) (%)	(143) (%)	(245) (%)	(453) (%)
NDP	39	47	39	61	37	37
PC	44	35	40	24	42	44
Liberal	10	12	14	10	13	14
Others	7	6	7	5	8	5

## NDP's Still Vote Rich in Provincial Capital

In spite of the fact that the two parties presently enjoy near-equal support province-wide, the NDP continues to hold the upper hand in vote-rich Winnipeg while the Progressive Conservatives remain the most popular party in their rural strongholds outside the provincial capital.

### PRBE 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

Forty-five percent of *Winnipeg* voters now say they would cast ballots for a NDP candidate in a provincial election, down from 49 percent in March. Slightly more than one-in-three urban voters prefer the Progressive Conservatives (36%, up from 32% in March) while around one-in-ten Winnipeggers prefer the provincial Liberals (12%, down from 13% in March).

The New Democrats continue to lead the Progressive Conservatives in every section of the city with the exception of northwest Winnipeg, where 49 percent of decided voters would back a PC candidate compared to 32 percent who would support a New Democrat contender. NDP support is at its highest level in the Core Area (with 55% of decided voters there preferring this party, versus 23%

who would vote for the PCs), with the party also leading the Progressive Conservatives in northeast Winnipeg (51%, versus 39% for the PCs), southeast Winnipeg (42%, versus 34% for the PCs) and southwest Winnipeg (46% versus 35% for the PCs).

Outside the provincial capital, 46 percent of decided voters would vote for a PC candidate in a provincial election (down from 51% in March), while 34 percent of non-Winnipeg voters would cast ballots for the NDP (+2% versus March) and 13 percent support the Liberals (+5% versus March).

<b>PROVINCIAL PARTY STANDINGS IN RURAL AND URBAN MANITOBA -- June 2010 -- Net Voting Intention Among Decided Voters</b>					
<i>"If a provincial 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) (%)		
NDP	41	45	34		
PC	40	36	46		
Liberal	13	12	13		
Others	6	7	7		
	<b>Northwest Winnipeg</b>	<b>Southwest Winnipeg</b>	<b>Southeast Winnipeg</b>	<b>Northeast Winnipeg</b>	<b>Core Area</b>
(Base)	(127) (%)	(143) (%)	(96)* (%)	(116) (%)	(117) (%)
NDP	32	46	42	51	55
PC	49	35	34	39	23
Liberal	11	15	17	6	13
Others	8	4	7	4	10

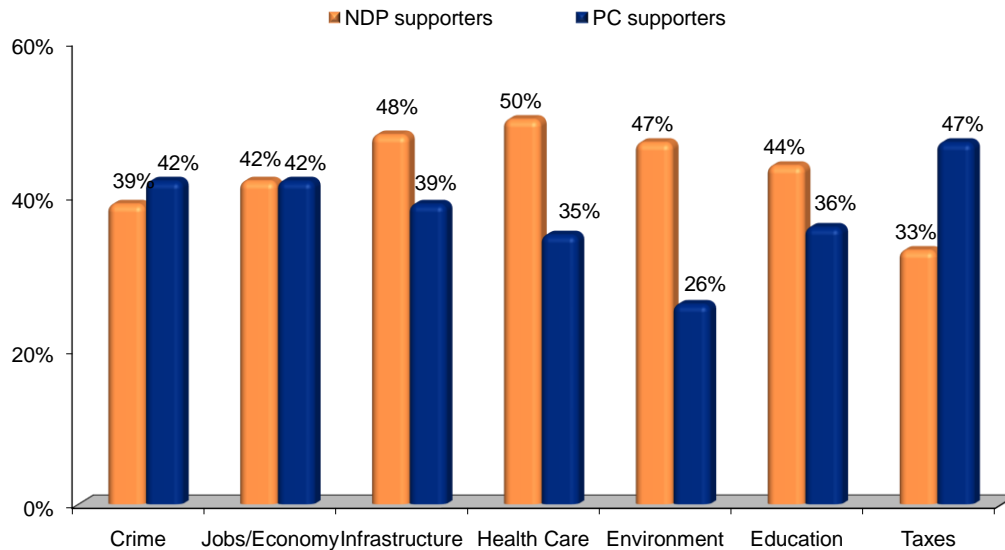
\*Caution: Small Base

## *NDP Appeals To Socially-Minded Voters*

Probe Research regularly asks Manitobans to cite their most pressing community concern. An analysis of these responses shows that New Democratic Party and Progressive Conservative party supporters have different priorities that they would like to see the provincial government address.



*"I would like you to tell me what you consider to be the most important issue or concern facing your community today."*



Base: All Respondents

Presently, citizens who are most concerned with crime are almost equally as likely to support the Progressive Conservatives as they are the NDP (42% of these voters prefer the PCs, compared to 39% who would cast hypothetical ballots for the NDP). The NDP has a significant edge among voters who are focused upon with social issues such as health care (50%, versus 35% PC) and education (44%, versus 36% PC), the environment (47%, versus 26% PC) and infrastructure (48%, versus 39% PC). The only major group of "issue" voters that are more likely to back the PCs over the New Democrats are those who identify "taxes" as an important public policy issue (47%, versus 33% who prefer the NDP). PC and NDP

supporters were equally likely to identify jobs and the economy (42% each) as an important community concern.

*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-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.*

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