

CONSERVATIVES, LIBERALS REBOUND IN MANITOBA

New Democrats Lose Ground Throughout the Province

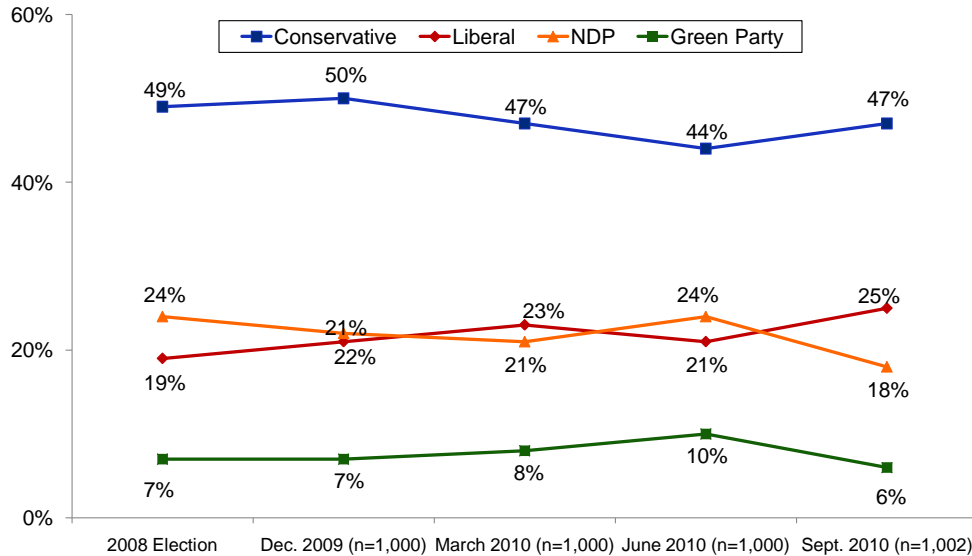
Winnipeg – Federal Conservatives and Liberals in Manitoba have reason to cheer while New Democrats and Greens might be licking their wounds after a new Probe Research Inc. poll for the *Winnipeg Free Press* shows the Conservatives and Liberals have recovered from a slump in voter support in the Keystone Province.

The governing Conservatives continue to enjoy a large lead over their rivals in Manitoba, with nearly one-half of voters (47%) now indicating they would cast ballots for Prime Minister Stephen Harper's party. As the graph on the following page shows, Conservative support has increased by three percentage points in the past three months (from 44% in June to 47%). Meanwhile, Michael Ignatieff's Liberals have leapfrogged the NDP into second place, climbing to 25 percent support in Manitoba (up from 21% in June).

The New Democrats lost the highest share of voter support in the past three months, with just 18 percent of Manitobans (-6% versus June) now indicating they would vote for the Jack Layton-led NDP in a hypothetical federal election. Support for the Green Party in Manitoba has fallen back to single-digit levels (6%, versus 10% in June), while three percent of those surveyed would cast ballots for another party or an independent candidate. Twenty-one percent of those surveyed were undecided or declined to provide their party preference.

Federal Party Support in Manitoba

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



Base: All respondents

NDP Loses Support in Both Rural and Urban Manitoba

The shift in patterns of party support throughout the province can be narrowed down to a couple of key swings in voter intention in different areas of the province.

The New Democrats have lost support in both rural and urban areas of the province. In Winnipeg, about one-in-five voters (21%, -5% versus June) indicate they would back the NDP in a federal election. Just fifteen percent of those residing outside Winnipeg, meanwhile, would now cast ballots for a NDP candidate (down from 21 percent in June).

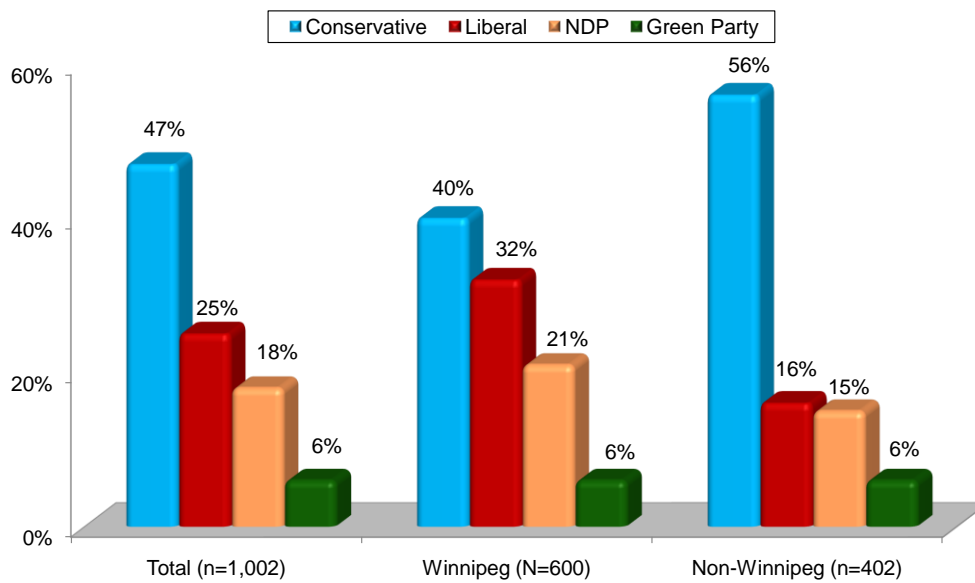
The Liberals appear to be the main beneficiary of both NDP losses in Winnipeg, as this opposition party is now the choice of nearly one-third of decided adult voters (32%, up from 25% in June). The Liberal Party's standing outside Winnipeg,

meanwhile, remains essentially unchanged compared to three months ago (16%, +1% versus June).

The Conservatives has added slightly to its huge lead outside Winnipeg (56% among non-Winnipeg voters, +2% versus June). Within Winnipeg, the Conservatives now enjoy slightly higher levels of support among urban voters (40%, +2% versus June). Green Party support is consistent throughout the province at six percent among both Winnipeg and non-Winnipeg voters.

P R B E **Federal Party Support**
RESEARCH INC.
- By Region -

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



Base: All respondents

Within Winnipeg, the Conservatives continue to lead their rivals by a wide margin in the northeast (53%, versus 20% for the NDP and 16% for the Liberals) and northwest (44%, versus 26% for the NDP and 24% for the Liberals) areas of the city. The Liberals appear to lead the Conservatives in southeast Winnipeg (44% versus 36% respectively), which includes both the bellwether riding of St. Boniface and part of hotly-contested Winnipeg South. The two parties are statistically tied for support in southwest Winnipeg (43% for the Conservatives versus 42% for the Liberals), while in the Core Area the NDP enjoy a slight advantage over their

Liberal and Conservative rivals (35%, versus 31% for the Liberals and 27% for the Conservatives respectively).

FEDERAL PARTY STANDINGS IN RURAL AND URBAN MANITOBA					
-- September 2010 --					
Net Voting Intention Among Decided Voters					
<i>"If a federal election were held tomorrow, which party's candidate would you be most likely to support?"</i>					
	Total Manitoba	Winnipeg	Non-Winnipeg		
(Base)	(1,002) (%)	(600) (%)	(402) (%)		
Conservative	47	40	56		
Liberal	25	32	16		
NDP	19	22	15		
Green Party	6	6	6		
	Northwest Winnipeg	Southwest Winnipeg	Southeast Winnipeg	Northeast Winnipeg	Core Area
(Base)	(131) (%)	(144) (%)	(95)* (%)	(114) (%)	(116) (%)
Conservative	44	43	36	53	27
Liberal	24	42	44	16	31
NDP	26	12	13	20	35
Green Party	4	4	8	7	7

*Caution: Small Base

Women, Low-Income Earners More Likely to Support Other Parties

The federal Conservatives continue to be the most popular federal political party in Manitoba across all demographic sub-groups. However, their lead continues to be more pronounced among male voters (52%, versus 23% who prefer the Liberals and 14% who back the NDP) than among female voters (42%, versus 28% who would vote for a Liberal candidate and 23% who would cast ballots for the NDP). As well, those earning lower incomes are slightly more likely to support either the NDP or the Liberals, although the Conservatives continue to lead among these voters (36% of those earning less than \$30,000/year, versus 27% who would vote for the Liberals and 23% who prefer the NDP).

FEDERAL PARTY STANDINGS AMONG SELECTED SOCIO-DEMOGRAPHIC GROUPS -- September 2010 -- Net Voting Intentions Among Decided Voters							
<i>"If a federal election were held tomorrow, which party's candidate would you be most likely to support?"</i>							
	Total	Gender		Age			
		Men	Women	18-34	35-54	55+	
(Base)	(1,002) (%)	(485) (%)	(517) (%)	(315) (%)	(355) (%)	(281) (%)	
Conservatives	47	52	42	43	49	50	
Liberals	25	23	28	23	23	28	
NDP	18	14	23	19	20	18	
Green Party	6	6	6	8	6	3	
	Education			Income			
	HS or Less	Some Post-Sec.	Post-Sec. Grad	<\$30K	\$30K-\$59K	\$60K-\$99K	\$100K+
(Base)	(305) (%)	(188) (%)	(492) (%)	(142) (%)	(214) (%)	(266) (%)	(193) (%)
Conservatives	52	49	44	36	50	46	48
Liberals	17	25	29	27	22	27	29
NDP	21	18	18	23	20	19	14
Green Party	6	6	6	8	7	6	4

This province-wide Omnibus survey was designed and conducted by Probe Research Inc. via telephone interviews conducted between September 16th and September 30th, 2010 among a random and representative sampling of 1,002 Manitoba adults. With a sample of 1,002, 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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