

PROGRESSIVE CONSERVATIVES TAKE A SLIGHT LEAD

More Voters Also Think It's Time For A New Government

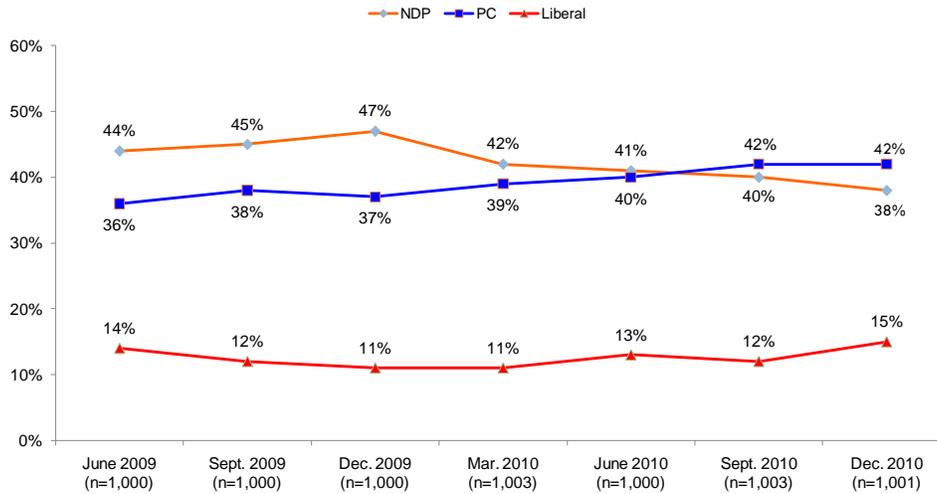
Winnipeg – Manitoba's Progressive Conservatives have opened up a slight lead over the governing New Democrats, but the race between the two major parties remains very close, a new Probe Research Inc. telephone survey conducted for the *Winnipeg Free Press* reveals.

With ten months to go until Manitobans go to the polls, the Progressive Conservatives continue to be favoured by more than four-in-ten decided adult voters (42%, unchanged from September). Support for the NDP has decreased slightly since September (from 40% to 38%), while there has been a slight uptick in the proportion of adult citizens would cast ballots for the Manitoba Liberals (15%, +2% versus September).

Just five percent of those surveyed, meanwhile, would cast ballots for other parties not represented in the Manitoba Legislature, such as the Manitoba Green Party. Overall, 18 percent of those surveyed were undecided as to which party they would vote for, and five percent refused to identify their party preference.

Provincial Party Support

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



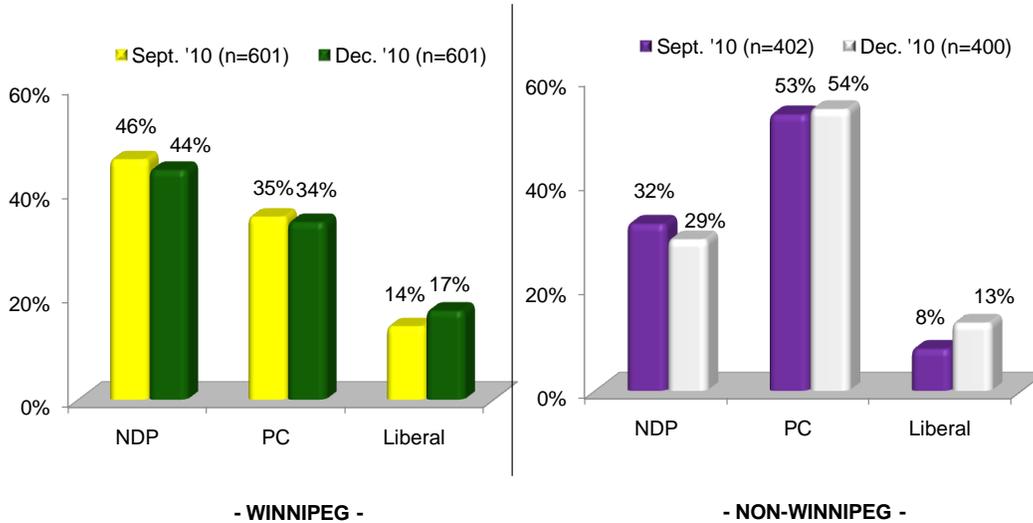
Base: All respondents

NDP Still Holds Lead in Winnipeg

Within vote-rich Winnipeg, the NDP continue to lead the Progressive Conservatives, with more than four-in-ten urban voters indicating they would support an NDP candidate in a hypothetical provincial election (44%, -2% versus September). The Progressive Conservatives continue to draw support from approximately one-in-three Winnipeg adults (34%, -1% versus September), while support for the Liberal Party has increased slightly among urban adults (17%, +3% versus September).

Provincial Party Support - By Region -

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



Base: All respondents

Outside Winnipeg, the Progressive Conservatives continue to hold a commanding advantage over their rivals (54%, +1% versus September). Fewer than three-in-ten non-Winnipeg adults would cast ballots for the NDP (29%, -3% versus September) while slightly more than one-in-ten (13%, +5% versus September) would vote for a Liberal candidate in a hypothetical election.

As the table below reveals, the NDP hold a significant lead over the Tories in its traditional strongholds in northeast Winnipeg (49%, versus 31%) and in the Core area (58%, versus 22%) while the PCs hold a double-digit lead over the NDP in northwest Winnipeg (46%, versus 33% respectively). The contest between the two parties is tight in the battleground constituencies of southwest (41% NDP, versus 39% PC) and southeast Winnipeg (40% NDP, versus 33% PC).

PROVINCIAL PARTY STANDINGS IN RURAL AND URBAN MANITOBA -- December 2010 -- Net Voting Intention Among Decided Voters					
<i>"If a provincial election were held tomorrow, which party's candidate would you be most likely to support?"</i>					
	Total Manitoba	Winnipeg	Non- Winnipeg		
(Base)	(1001) (%)	(601) (%)	(400) (%)		
PC	42	34	54		
NDP	38	44	29		
Liberal	15	17	13		
Others	5	5	4		
	Northwest Winnipeg	Southwest Winnipeg	Southeast Winnipeg	Northeast Winnipeg	Core Area
(Base)	(128) (%)	(147) (%)	(88)* (%)	(113) (%)	(124) (%)
PC	46	39	33	31	22
NDP	33	41	40	49	58
Liberal	21	16	19	13	18
Others	-	4	8	7	2

*Caution: Small Base

Other notable findings among the surveyed sub-populations include:

- Among female voters, support for the NDP and Progressive Conservatives is now statistically tied (39% would vote for the NDP, compared to 38% for the PCs). Men are much more likely to prefer the PCs (46%, versus 37% for the NDP).
- The two parties are tied in support among those aged 35-54 years (41% each). The PCs enjoy slightly more support than the NDP among older voters aged 55 years and over (47%, versus 41% respectively) and among those aged 18-34 years (39%, versus 32% respectively).
- Younger voters are also slightly more likely to cast ballots for the Liberals (22% among those aged 18-34 years, versus 13% of those aged 35-54 years and 11% of those aged 55 years and over).

**PROVINCIAL PARTY STANDINGS
AMONG SELECTED SOCIO-DEMOGRAPHIC GROUPS
-- December 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)	(1,001) (%)	(485) (%)	(516) (%)	(310) (%)	(351) (%)	(277) (%)	
PC	42	46	38	39	41	47	
NDP	38	37	39	32	41	41	
Liberal	15	13	18	22	13	11	
Others	5	4	5	7	5	1	
	Education			Income			
	HS or Less	Some Post-Sec.	Post-Sec. Grad	<\$30K	\$30K-\$59K	\$60K-\$99K	\$100K+
(Base)	(272) (%)	(179) (%)	(530) (%)	(107) (%)	(240) (%)	(308) (%)	(177) (%)
PC	43	45	42	42	37	44	42
NDP	34	41	38	46	42	34	38
Liberal	15	12	17	12	13	17	19
Others	8	2	3	-	7	5	1

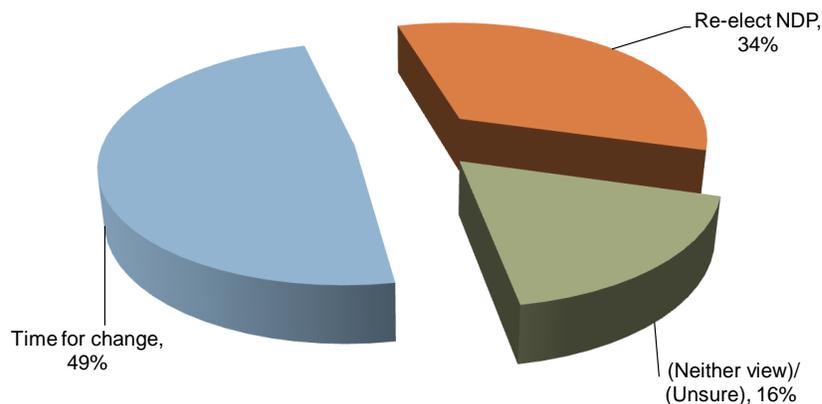
Majority of Voters Think It's Time For A New Government

The governing NDP, which has been in power since 1999, is attempting to win its fourth consecutive majority government in October 2011. Regardless of which party they support, Manitobans were asked if they felt the NDP should be re-elected to another term, or if the time has come for a new party to take office.

Nearly one-half of those surveyed (49%) believe it's time for a new government in Manitoba, while one-third (34%) said the NDP should be re-elected to a fourth term. Fewer than one-in-five (17%) did not indicate a particular preference regarding which party should come into power following the next provincial election.



7. "As you may know, a provincial election will take place in October 2011. Some people believe the New Democrats, led by Greg Selinger, deserve to be re-elected in the upcoming provincial election based on their record and accomplishments over the past 11 years, while others feel the NDP have been in power for too long and it is now time for a change. Which of these two general views comes closest to your own view?" (n=1,001)



Base: All respondents

Not surprisingly, practically all of those who would cast ballots for the Progressive Conservatives (87%) and more than one-half of those who prefer the Liberals (57%) feel it is time for a change. Conversely, eight-in-ten NDP supporters (81%) feel the NDP deserves a fourth mandate. Undecided voters, meanwhile, are

more likely to feel that it is time for a new government in Manitoba (45%, versus 16% who say the NDP should be re-elected).

Those living outside Winnipeg (55%, versus 45% of those living in the provincial capital) were among those most likely to feel that it is time for a new provincial government. As the table below indicates, all members of other demographic sub-groups were more likely to suggest that it is "time for a change" on Broadway and less likely to feel that the NDP should be re-elected.

DESIRE FOR A NEW GOVERNMENT IN MANITOBA AMONG SELECTED SOCIO-DEMOGRAPHIC GROUPS							
-- December 2010 --							
<i>"As you may know, a provincial election will take place in October 2011. Some people believe the NDP, led by Greg Selinger, deserve to be re-elected in the upcoming provincial election based on their record and accomplishments during the past 11 years, while others feel the NDP have been in power for too long and it is now time for change. Which of these two general views comes closest to your own?"</i>							
	Total	Gender		Age			
		Men	Women	18-34	35-54	55+	
(Base)	(1,001) (%)	(485) (%)	(516) (%)	(310) (%)	(351) (%)	(277) (%)	
Time for change	49	51	47	48	49	49	
Re-elect NDP	34	34	33	31	35	35	
		Education			Income		
		HS or Less	Some Post-Sec.	Post-Sec. Grad	<\$30K	\$30K-\$59K	\$60K-\$99K
(Base)	(272) (%)	(179) (%)	(530) (%)	(107) (%)	(240) (%)	(308) (%)	(177) (%)
Time for change	50	54	46	44	45	55	50
Re-elect NDP	31	30	35	33	37	33	36
		Region		Party Support			
		Winnipeg	Non-Winnipeg	PC	NDP	Liberal	(Unsure)
(Base)	(601) (%)	(400) (%)	(400) (%)	(309) (%)	(276) (%)	(112) (%)	(178) (%)
Time for change	45	55	55	87	9	57	45
Re-elect NDP	36	29	29	7	81	29	16

This province-wide Omnibus survey was designed and conducted by Probe Research Inc. via telephone interviews conducted between November 25th and December 12th, 2010 among a random and representative sampling of 1,001 Manitoba adults. With a sample of 1,001, 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:

Scott MacKay
President,

Probe Research Inc.
Suite 850-125 Garry Street,
Winnipeg, Manitoba
R3C 3P2

Tel.: 926-6567

Cell: (204) 955-9777

Fax: 926-6566

E-mail: scott@probe-research.com

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