

IT'S 1998 ALL OVER AGAIN

Progressive Conservatives Record Highest Level Of Support Since Filmon Era; PCs Also Have Most Committed Voters

Winnipeg – The last time Manitoba's Progressive Conservatives enjoyed the support of nearly half the Manitoba electorate, Gary Filmon was still premier, U.S. President Bill Clinton was being impeached for having an affair with a White House intern and the movie Titanic was shattering records at the box office.

More than a decade later, the latest Probe Research Inc. quarterly survey reveals that support for the Progressive Conservative Party has soared, as 47 percent of decided voters now say they would cast ballots for this party. This survey also reveals that those who would cast ballots for the Progressive Conservatives are among the most committed voters, with fully six-in-ten indicating they are *very likely* to cast ballots for the PCs in the Oct. 4 provincial election (60%, versus 49% of NDP supporters and only 24% among Liberal supporters).

Despite the fact the opposition Progressive Conservatives have jumped into the lead (except in vote-rich Winnipeg, where the party remains statistically tied with the governing New Democrats), a majority of Manitoba adults feel that the province is heading in the right direction. Nearly two-thirds of those surveyed (65%) report Manitoba is on the right track, versus just one-in-five (21%) who believe the province is on the wrong path.

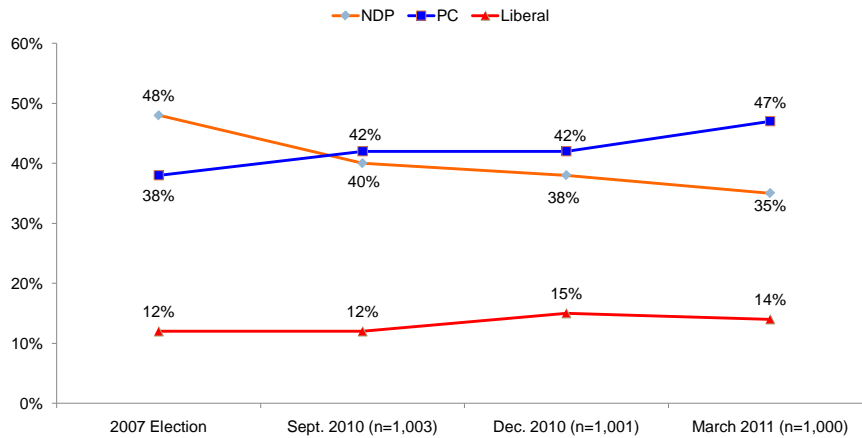
Progressive Conservatives Take A Double-Digit Lead

Province-wide, support for the Progressive Conservative Party increased five percentage points since December, with 47 percent now indicating they would cast ballots for this party. Support for the New Democrats decreased three percentage points (from 38% in December to 35%), while support for the provincial Liberal Party currently sits at 14% of decided voters (-1% vs. December). Four percent of those surveyed (+1% vs. December) would cast ballots for parties not represented in the Manitoba Legislature. Twenty-six percent were undecided or refused to indicate which party they would support in a provincial election.



Provincial Party Support

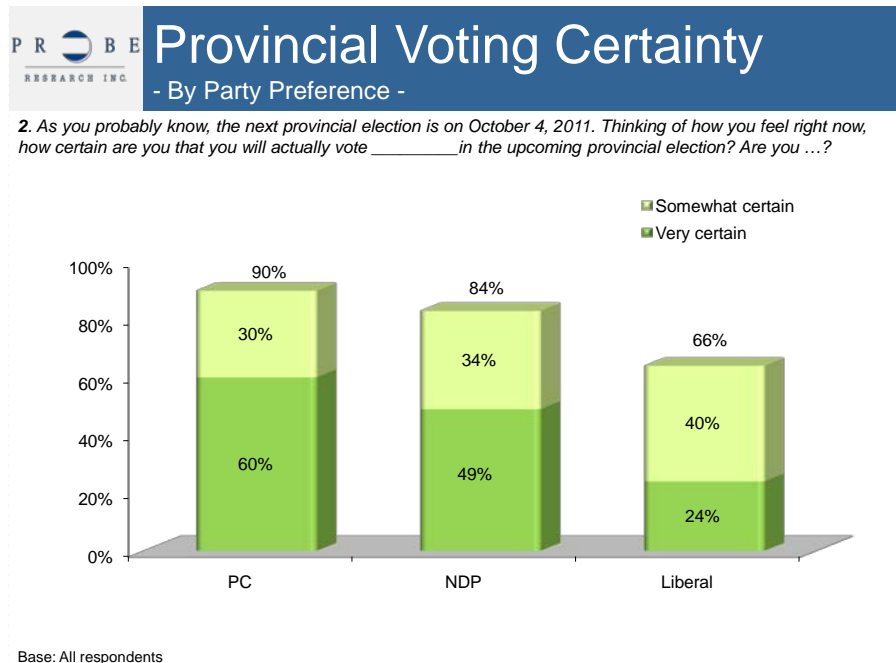
1. "If a provincial election were held tomorrow, which party's candidate would you be most likely to support?"



Base: All respondents

PC Supporters Most Determined To Vote For This Party

In addition to stating their party preference, respondents were also asked to reveal a level of commitment to their favored party. Those who indicated they would cast ballots for the PCs were the most likely to be committed to following through on this choice in October, with fully six-in-ten (60%) insisting they are *very likely* to vote for a PC candidate. As the graph below illustrates, only one-half (49%) of NDP supporters are *very certain* to vote for this party in October, with those who prefer the provincial Liberals exhibiting an even lower level of voter certainty (just 24% are *very likely* to do so).



Older voters also tended to be more certain about their party preference (61% of those aged 55 years and over were *very likely* to stand by their chosen party, dropping to 51% among those aged 35-54 years and hitting bottom at 38% among those aged 18-34 years).

Rural Manitobans (53%, vs. 47% of Winnipeg residents), and men (52% *very likely*, versus 47% of women) were also slightly more likely to be *very certain* about the party they will vote for in October.

PCs, NDP Nearly Deadlocked in Winnipeg

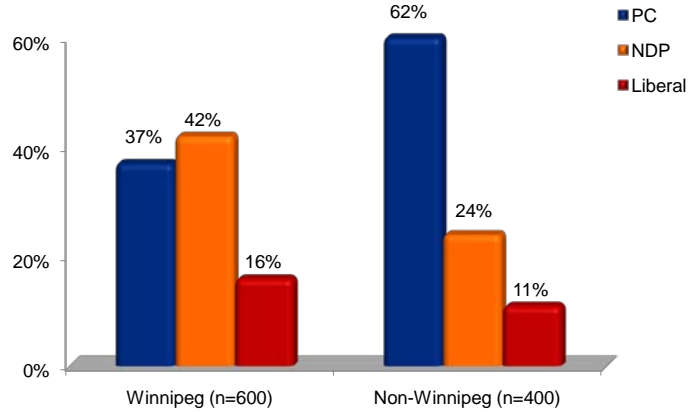
Despite the province-wide increase in the Progressive Conservative lead over the NDP, the two parties are statistically tied in Winnipeg, where the NDP currently hold 26 of the city's 31 provincial constituencies. More than four-in-ten decided Winnipeg voters continue to support the governing NDP (42%, down 2% from December), while a slightly smaller proportion of urban residents indicate they would cast a ballot for a PC candidate (37%, +3% versus December). A steady 16 percent of Winnipeg voters, meanwhile, prefer the Liberal Party.

As the table below shows, the two main parties are statistically deadlocked in the battleground constituencies of southeast Winnipeg (40% prefer the NDP, versus 38% who would vote for the PCs), while there is a three-way race in southwest Winnipeg (34% NDP, versus 33% PC and 27% Liberal). The NDP remain well in front of their rivals in the Core Area (51%, versus 29% PC) and northeast Winnipeg (51%, versus 35% PC), while the Progressive Conservatives enjoy their greatest urban support in northwest Winnipeg (48%, versus 36% NDP).

| PROVINCIAL PARTY STANDINGS IN RURAL AND URBAN MANITOBA -- March 2011 -- 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) | (1,000) (%) | (600) (%) | (400) (%) | | |
| PC | 47 | 37 | 62 | | |
| NDP | 35 | 42 | 24 | | |
| Liberal | 14 | 16 | 11 | | |
| Others | 4 | 5 | 2 | | |
| | Northwest Winnipeg | Southwest Winnipeg | Southeast Winnipeg | Northeast Winnipeg | Core Area |
| (Base) | (127) (%) | (139) (%) | (104) (%) | (116) (%) | (115) (%) |
| PC | 48 | 33 | 38 | 35 | 29 |
| NDP | 36 | 34 | 40 | 51 | 51 |
| Liberal | 14 | 27 | 18 | 9 | 12 |
| Others | 2 | 5 | 4 | 5 | 8 |

Provincial Party Support

-By Region -



Base: All respondents

Outside of Winnipeg, more than six-in-ten voters currently prefer the Progressive Conservatives (62%, up from 54% in December). Just one-quarter of rural and northern Manitobans would cast ballots for the NDP (24%, -5% versus December), while one-in-ten decided voters back the Liberals (11%, -2% versus December).

Other notable findings among the demographic sub-groups (shown in the table below) include:

- The appeal of the Progressive Conservatives crosses all age groups. This includes 49 percent of those aged 55 years and over (versus 39% who prefer the NDP and 9% who back the Liberals), 48% of those aged 35-54 years (versus 34% NDP and 14% Liberal), and 44% among those aged 18-34 years (versus 31% NDP and 21% Liberal).
- Women – who were once significantly more likely to prefer the NDP – are now slightly more likely to vote for the PCs (41%, versus 37% who would vote for the NDP). The PCs remain much more popular than the NDP among the province’s male voters (53%, versus 32% respectively).
- The two main parties are statistically tied for the support among university and college graduates (41% PC versus 40% NDP), while those with lower levels of formal education are more likely to prefer the PCs (59%, versus 24% respectively).
- Lower-income earners are equally likely to support the PCs as they are the NDP (36%, versus 34% respectively). The PCs are more popular among voters earning higher household incomes.

| PROVINCIAL PARTY STANDINGS AMONG SELECTED SOCIO-DEMOGRAPHIC GROUPS -- March 2011 -- Net Voting Intentions Among Decided Voters | | | | | | | |
|---|----------------|----------------|----------------|--------------|--------------|--------------|--------------|
| <i>"If a provincial 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) | (1,000) (%) | (484) (%) | (516) (%) | (304) (%) | (343) (%) | (271) (%) | |
| PC | 47 | 53 | 41 | 44 | 48 | 49 | |
| NDP | 35 | 32 | 37 | 31 | 34 | 39 | |
| Liberal | 14 | 10 | 19 | 21 | 14 | 9 | |
| Others | 4 | 5 | 3 | 4 | 3 | 4 | |
| | Education | | | Income | | | |
| | HS or Less | Some Post-Sec. | Post-Sec. Grad | <\$30K | \$30K-\$59K | \$60K-\$99K | \$100K+ |
| (Base) | (312) (%) | (187) (%) | (483) (%) | (111) (%) | (228) (%) | (272) (%) | (200) (%) |
| PC | 59 | 45 | 41 | 36 | 51 | 48 | 47 |
| NDP | 24 | 34 | 40 | 34 | 30 | 40 | 34 |
| Liberal | 14 | 15 | 15 | 24 | 14 | 12 | 16 |
| Others | 3 | 5 | 3 | 5 | 5 | 1 | 2 |

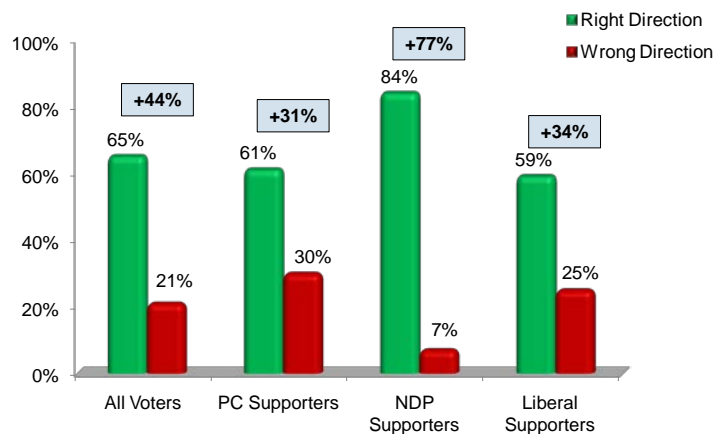
Most Manitobans Think Province Headed In Right Direction

Although the NDP trails its main rivals by a substantial margin for the first time since forming government 12 years ago, a majority of Manitoba voters – even those who plan to vote for the PC and Liberal parties – think that the province is generally headed down the right path.

Province-wide, nearly two-in-three voters (65%) agree that Manitoba is heading in the right direction. One-in-five (21%) believe Manitoba is headed in the wrong direction, while 13 percent were unsure or did not respond. As the graph below reveals, while NDP supporters tend to be among those most enthusiastic about Manitoba's trajectory, (84% right direction, versus 7% wrong direction), supporters of both the Progressive Conservatives (61% right track, versus 30% wrong track) and Liberals (59% right track, versus 25% wrong track) are also inclined to believe things are going well in the province.

PRBE RESEARCH INC. Direction of the Province

3. "All things considered, do you feel that Manitoba is heading in the right direction or the wrong direction?"
(n=1,000)



Base: All respondents

Others who tended to be more enthusiastic about the current direction of the province included:

- Younger adults (75% of those aged 18-34 years feel things in Manitoba are going in the *right direction*, versus 61% of those aged 35-54 years and 65% of those aged 55 years and over).
- Residents of Winnipeg (68% *right track*, versus 62% among those living outside the provincial capital).

This province-wide Omnibus survey was designed and conducted by Probe Research Inc. via telephone interviews conducted between March 9th and March 23th, 2011 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:

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