

MANITOBA LIBERALS SQUEEZED BY TWO-WAY RACE

*Progressive Conservatives, NDP Tied Once Again As Liberal
Support Collapses To Single-Digit Levels*

FOR GENERAL AND IMMEDIATE RELEASE

Winnipeg – Nearly three months out from Election Day, the latest Probe Research Inc. survey reveals an increasingly polarized electorate as voters choose between the Progressive Conservative and New Democratic Parties while the Manitoba Liberals fade into obscurity. These findings emerge from a random and representative telephone survey of 1,000 Manitoba adults taken by Probe Research earlier this month.

As the vote draws closer, the governing New Democrats have regained strength and are now tied in popularity with the Progressive Conservatives, who have led in the polls for the past year and who enjoyed a 12-point advantage over the NDP just three months ago. Today, an equal 44 percent of decided voters would vote for either the NDP or PCs. Much of this sudden surge in NDP support is in Winnipeg, where residents are substantially more likely to believe that the province is headed in the right direction. Outside Winnipeg, where there is more skepticism about the overall path of the province, the PCs continue to hold a substantial lead.

Among all three parties, the PCs have the most committed base of potential voters, as their supporters are most likely to be “very certain” to cast a ballot for a PC candidate on October 4th, 2011.

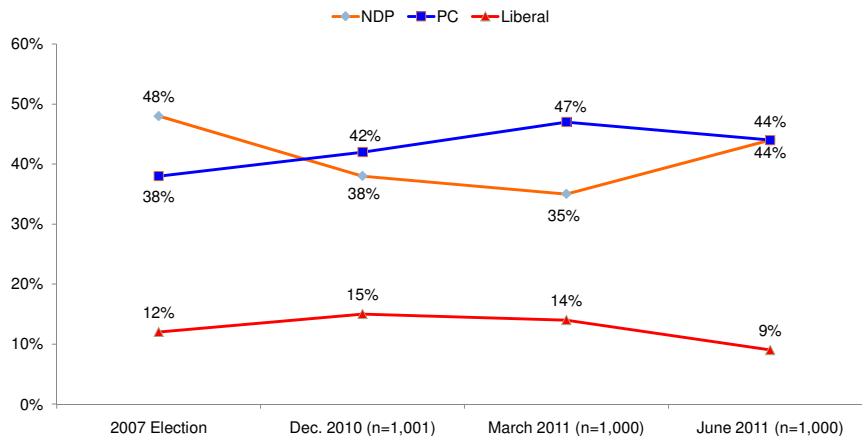
NDP Erases Double-Digit PC Lead

For the first time since June 2010, the Progressive Conservatives and New Democrats are tied for support among decided Manitoba voters, with 44 percent indicating they would cast ballots for either party. This represents a nine-point increase in support for the New Democrats since March 2011 (from 35% to 44%) and a slight decrease of three percentage points (from 47% to 44%) for the PCs.

Meanwhile, the proportion of voters who would cast ballots for the Manitoba Liberals has dropped to single digits for the first time since Probe Research started releasing provincial voting intention polls in 1997. Currently, fewer than one-in-ten decided voters (9%, down from 14% in March) prefer the Liberals. Three percent of decided voters would cast ballots for the provincial Green Party or other parties not represented in the Legislature. Overall, 24 percent of all respondents were undecided or refused to say which party they would vote for in a hypothetical provincial election.

PRBE RESEARCH INC. Provincial Party Support

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



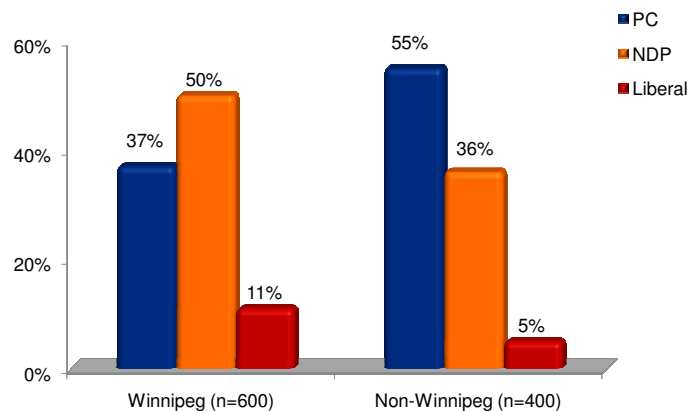
Base: All respondents

New Democrats Make Gains Throughout Manitoba

Much of the NDP's sudden uptick in support can be attributed to gains it has made in Winnipeg, where the party currently holds 25 of 31 constituencies, as well as in the rural and northern areas of the province. Fully one-half of Winnipeg voters (50%, +8% vs. March 2011) indicated they would cast ballots for a NDP candidate. Support for the PC Party in Winnipeg, meanwhile, remains unchanged at 37 percent, while the proportion of urban voters who prefer the Liberals has decreased to 11 percent (down from 16% in March).

While decided voters outside Winnipeg (55%, down from 62% in March) remain overwhelmingly in the Progressive Conservative camp, more than one-in-three residents in this area would cast ballots for a NDP candidate (36%, up from 24% in March). Just five percent of these rural citizens would vote for a Liberal candidate (-6% vs. March).

Provincial Party Support -By Region -



Base: All respondents

The PCs enjoy a small advantage over the NDP in southwest Winnipeg (46%, versus 39% respectively). The two parties are highly competitive in northwest Winnipeg (43% NDP vs. 37% PC). There are signs of a NDP lead in Southeast Winnipeg and the NDP appear to be comfortably ahead in the city's core area. However, due to a high margin of error, these findings should be viewed with caution.

PROVINCIAL PARTY STANDINGS IN RURAL AND URBAN MANITOBA -- June 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	44	37	55		
NDP	44	50	36		
Liberal	9	11	5		
Others	3	2	4		
	Northwest Winnipeg	Southwest Winnipeg	Southeast Winnipeg	Northeast Winnipeg	Core Area
(Base)	(120) (%)	(142) (%)	(97)* (%)	(115) (%)	(125) (%)
PC	37	46	23	40	35
NDP	43	39	69	49	54
Liberal	16	11	9	10	11
Others	4	3	-	2	-

*Caution: Small Base

Other notable findings among the demographic sub-groups include:

- Province-wide younger voters lean to the New Democrats (46% among those aged 18-34 years, versus 37% who would vote for a PC candidate). The Progressive Conservatives continue to hold a significant advantage among older voters aged 55 years and over (53%, versus 40% who prefer the NDP).
- University and college graduates are more likely to cast ballots for a NDP candidate (50%, versus 38% who prefer the PCs) whereas those with Grade 12 or less back the PCs (53%, versus 36% who prefer the NDP).
- Households with incomes of \$100K+ are more likely to prefer the Progressive Conservatives (50%, versus 40% who would vote for the NDP).

**PROVINCIAL PARTY STANDINGS
AMONG SELECTED SOCIO-DEMOGRAPHIC GROUPS**

-- June 2011 --

Net Voting Intentions Among Decided Voters

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

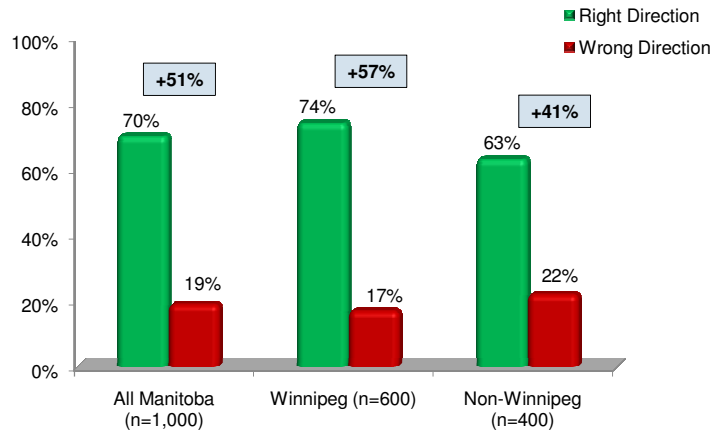
	Total	Gender		Age			
		Men	Women	18-34	35-54	55+	
(Base)	(1,000) (%)	(484) (%)	(516) (%)	(315) (%)	(356) (%)	(281) (%)	
PC	44	45	43	37	44	53	
NDP	44	44	45	46	46	40	
Liberal	9	8	10	14	8	5	
Others	3	3	3	3	2	2	
	Education			Income			
	HS or Less	Some Post-Sec.	Post-Sec. Grad	<\$30K	\$30K-\$59K	\$60K-\$99K	\$100K+
(Base)	(319) (%)	(164) (%)	(500) (%)	(130) (%)	(201) (%)	(308) (%)	(161) (%)
PC	53	48	38	39	44	44	50
NDP	36	43	50	43	48	47	40
Liberal	10	7	9	15	6	7	8
Others	1	3	3	3	2	1	2

Urban/Rural Divide Applies to Views on Manitoba's Progress

While a strong majority of respondents (70%) continue to voice a positive outlook on Manitoba's current direction, there is a significant difference of opinion regarding outlook on the province's trajectory among Winnipeggers and those living outside the provincial capital.

Direction of the Province - By Region -

3. "All things considered, do you feel that Manitoba is heading in the right direction or the wrong direction?"



Base: All respondents

Three-quarters of Winnipeg residents (74%) believe Manitoba is headed in the right direction, while fewer than one-in-five Winnipeggers (17%) feel the province is heading down the wrong path. Outside Winnipeg, meanwhile, enthusiasm for the current direction of the province is more muted. Six-in-ten (63%) say Manitoba is headed on the right track while nearly one-quarter (22%) of those living in rural and northern communities say Manitoba is headed in the wrong direction.

- Not surprisingly, NDP supporters were more likely to regard the province as headed in the right direction (85%, versus 7% who feel Manitoba is headed down the wrong path). However, solid majorities of those who prefer other provincial parties continue to agree that Manitoba is progressing in a positive direction (68% of Liberal supporters and 61% of

Progressive Conservative supporters sense Manitoba is headed in the right direction).

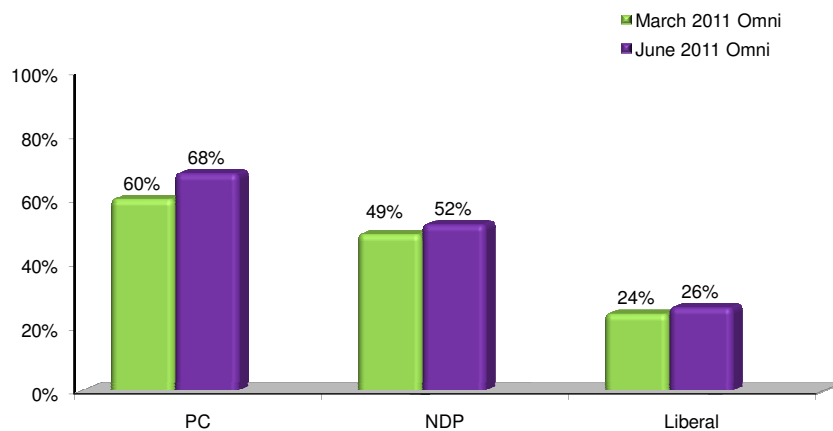
- Younger voters aged 18-34 years (76%, versus 67% of those aged 35-54 years and 66% of those aged 55 years and over) are also more enthusiastic about Manitoba's current path.

PC Supporters Most Certain Of Their Choice

When asked how likely they will be to vote for their chosen party on October 4th, those who plan to vote for a PC candidate expressed the greatest certainty about their choice. More than two-thirds of likely PC voters (68%, up from 60% in March) are now "very certain" to cast a PC ballot on October 4th. Fully one-half of NDP supporters (52%, up from 49% in March) are very certain to vote for this party, while just one-quarter of Liberal voters (26%, vs. 24% in March) are unwavering in their support for this troubled party.

PRB E **Provincial Voting Certainty**
RESEARCH INC. - By Party Preference -

2. As you probably know, the next provincial election is on October 4, 2011. Thinking of how you feel right now, how certain are you that you will actually vote _____ in the upcoming provincial election? Are you ...?



- % Of Decided/Leaning Voters Who Are "Very Certain" They Will Vote -

Base: All respondents

This pattern is also reflected when current voting intentions are compared with previous voting patterns. The "retention analysis" in the table below reveals that, while a significant proportion of Manitobans who voted for the Progressive Conservatives and New Democrats in 2007 would vote for this party today (90% and 84% respectively), only 63 percent of 2007 Liberal voters would vote for that party again.

PARTY RETENTION LEVELS				
- Where Are 2007 Voters Today? -				
Current Voting Intentions	Manitoba Vote 2007			
	NDP (%)	PC (%)	Liberal (%)	Didn't Vote/ (%)
PC (44%)	12	90	13	45
NDP (44%)	84	8	23	33
Liberal (9%)	4	1	63	15

This province-wide Omnibus survey was designed and conducted by Probe Research Inc. via telephone interviews conducted between June 7th and June 25th, 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.

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