

PROVINCIAL POLITICS STUCK IN A HOLDING PATTERN

As Public Awaits PC, Liberal Leadership Race Outcomes, Support for Each Party Remains at 2011 Election Levels

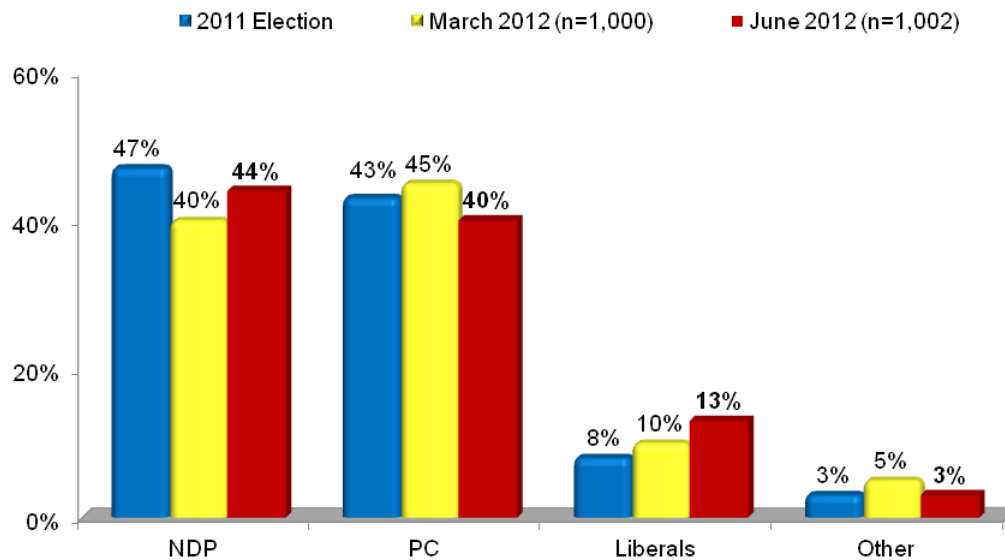
FOR IMMEDIATE RELEASE

Winnipeg – In the absence of new leaders or a dynamic provincial political scene, Manitoba voters would essentially vote the same way as they did in the October 2011 election if they had to do it all over again, suggests a Probe Research telephone survey of 1,002 Manitoba adults.

The survey, undertaken exclusively for the *Winnipeg Free Press*, shows that voting intentions are essentially the same now as they were when Manitobans voted nine months ago, with the NDP narrowly leading at 44 percent today (versus 47% in the election), the PCs close behind at 40 percent (versus 43% in the election) and the Liberals a distant third at 13 percent (versus 8% in the election). The differences between these findings and the results of the 2011 election are almost all within the survey's margin of error.

One-in-four (24%) are unsure how they would vote in a provincial election.

"If a provincial election were held tomorrow, which party's candidate would you be most likely to support?" (June 2012 n=1,002)



Base: Decided Voters

Parties Retain Regional Dominance

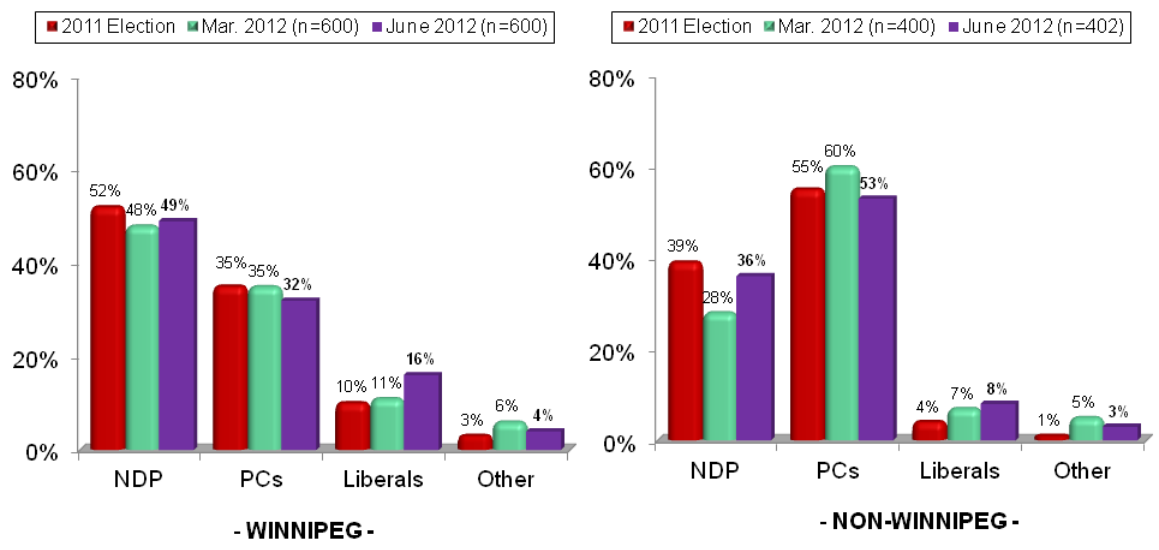
As the following graph illustrates, Manitoba's political landscape remains divided between Winnipeg, where the NDP dominates, and the rest of Manitoba, where the Progressive Conservatives dominate.

Within Winnipeg, the NDP's 49 percent support places the party well ahead of the opposition Progressive Conservatives (32%) and Liberals (16%). These figures have shown little change since the 2011 election, when 52 percent of city residents voted NDP, 35 percent voted PC and 10 percent voted Liberal.

The Progressive Conservatives continue to lead in the rest of the province, with 53 percent support outside of the Perimeter, followed by the NDP at 36 percent and the Liberals at eight percent. As in Winnipeg, rural support patterns continue to mirror the 2011 election, when 55 percent voted PC, 39 percent voted NDP and four percent voted Liberal.

PRBE **PROVINCIAL PARTY SUPPORT**
RESEARCH INC.
-By Region -

"If a provincial election were held tomorrow, which party's candidate would you be most likely to support?" (June 2012 n=1,002)



Base: Decided Voters

As shown in the table on the following page, the NDP tends to be the stronger party brand throughout the city, with leads ranging from four points in southwest Winnipeg to 28 points in the Core Area. The Progressive Conservatives are consistently the second-place party throughout the city, except for in the Core Area, where the Liberal Party appears to edge out the PCs for second spot (25% versus 20% support, respectively).

**PROVINCIAL PARTY STANDINGS IN
RURAL AND URBAN MANITOBA
-- June 2012 --
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 Manitoba	Winnipeg	Non-Winnipeg		
(Base)	(1,002) (%)	(600) (%)	(402) (%)		
NDP	44	49	36		
PC	40	32	53		
Liberal	13	16	8		
Other	3	3	3		
	Northwest Winnipeg	Northeast Winnipeg	Southeast Winnipeg	Southwest Winnipeg	Core Area
(Base)	(118) (%)	(110) (%)	(97)* (%)	(146) (%)	(129) (%)
NDP	47	54	49	43	53
PC	38	32	27	39	20
Liberal	11	8	22	15	25
Other	4	6	2	3	2

* - Caution: Small sample

Age, Gender and Education Key Predictors of Party Support

In addition to the urban/rural divide discussed above, party brand strength tends to be stronger among certain segments of the province's population than among others. Key dividing lines include:

- The NDP brand tends to appeal strongly to Manitobans who have completed post-secondary education (48%, versus 36% NDP support among those with Grade 12 education or less).
- The Progressive Conservative brand tends to gain disproportionate support among male voters (47%, versus 34% support among women) and older voters aged 55 years and over (47%, versus 39% among those aged 35-54 years and 34% among those aged 18-34 years).
- The Liberals tend to enjoy stronger appeal among women than among men (17% versus 8% support, respectively), and to be weak among the critical older-voter group (only 8% support among those aged 55 years and over).

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

-- June 2012 --

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)	(1,002) (%)	(485) (%)	(517) (%)	(314) (%)	(354) (%)	(280) (%)	
NDP	44	42	45	45	44	41	
PC	40	47	34	34	39	47	
Liberal	13	8	17	20	12	8	
Other	3	3	4	1	5	4	
	Education			Income			
	HS or Less	Some Post-Sec.	Post-Sec. Grad	<\$30K	\$30K-\$59K	\$60K-\$99K	\$100K+
(Base)	(302) (%)	(189) (%)	(496) (%)	(110) (%)	(243) (%)	(306) (%)	(174) (%)
NDP	36	45	48	52	47	37	45
PC	49	36	37	33	40	42	44
Liberal	13	15	11	12	10	15	10
Other	2	4	4	3	3	6	1

This province-wide survey was designed and conducted by Probe Research Inc. via telephone interviews conducted between June 6 and June 29, 2012 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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