

## NDP MOST POPULAR PARTY IN BRANDON

### *Nearly One-Half of City Voters (45%) Back Governing Party*

**Brandon** – Two years since the party lost Brandon West by the narrowest of margins, it appears as if the provincial New Democratic Party could recapture its former seat in the Wheat City if a provincial election were held today.

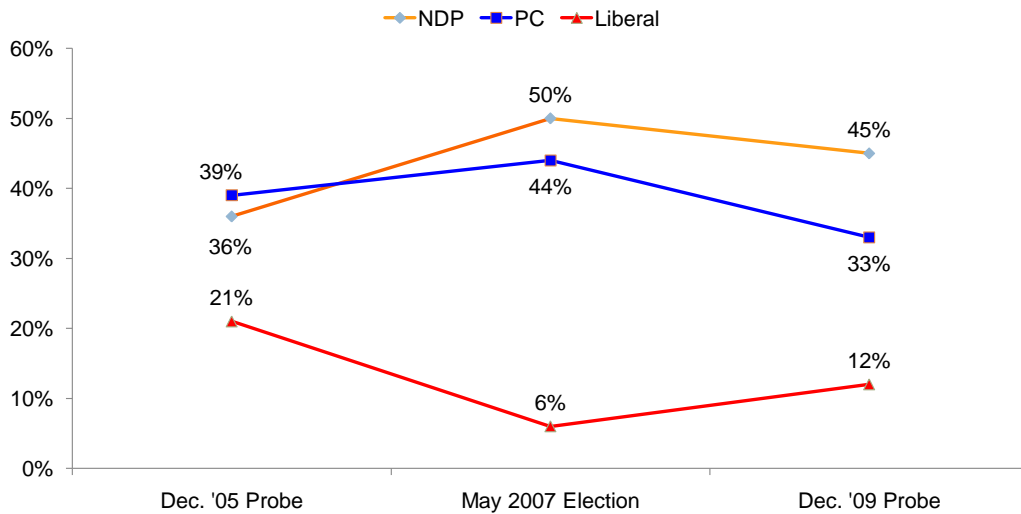
A Probe Research poll conducted exclusively for the Brandon Sun reveals that the governing NDP leads the rival Progressive Conservative Party throughout Brandon. The NDP, which currently holds one of the city's two seats in the Manitoba Legislature, is supported by 45 percent of decided voters city-wide. The Progressive Conservatives, whose MLA Rick Borotsik wrested Brandon West from NDP cabinet minister Scott Smith in the 2007 provincial election, enjoy the support of one in three Brandon adults (33%). Twelve percent of decided voters would cast a ballot for a Manitoba Liberal Party candidate, while a slightly smaller proportion (10%) support parties that are not represented in the Legislature. Thirteen percent of voters were undecided.

As the graph below shows, both the NDP and the PCs have lost support among Brandon voters during the past two years. However, NDP support (45%, -5% from the May 2007 election) has decreased by a less significant margin than support for the Progressive Conservatives (33%, -11% from May 2007) during that two-year period. The Liberals, on the other hand, have gained support in the Wheat City (12%, +6% from May 2007).

**P R B E**  
RESEARCH INC.

# Provincial Party Support

1. If a provincial election were held tomorrow, which party's candidate would you be most likely to support?  
(n=400)



Base: All respondents

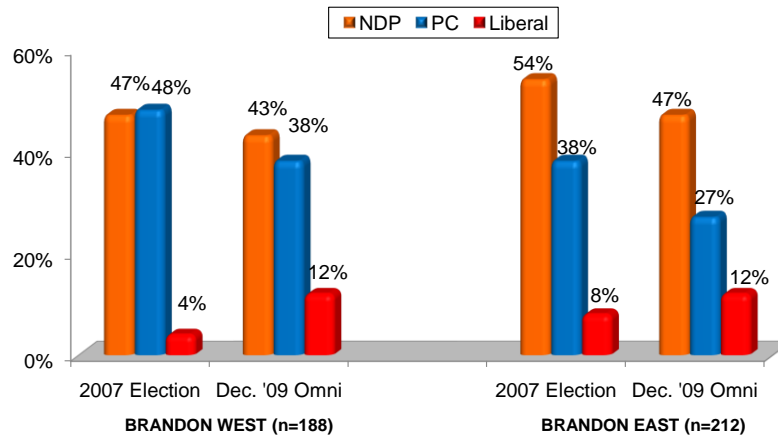
## *NDP Holds Greater Lead East of 18<sup>th</sup> Street*

The New Democrats currently enjoy a slight edge over the Progressive Conservatives in PC-held Brandon West. Brandon West is a well-known battleground constituency that changed hands in both the 1999 and 2007 elections. More than four in ten (43%, -4% from the May 2007 election) decided voters west of 18<sup>th</sup> Street would cast ballots for a hypothetical NDP candidate, while a slightly smaller proportion (38%, -10% from 2007) would vote for the Progressive Conservative party. More than one in ten decided voters would back a hypothetical Liberal candidate (12%, +8% from 2007).

East of 18<sup>th</sup> Street, the NDP continues to enjoy a comfortable advantage over the Progressive Conservatives in this long-held NDP bastion. Nearly one-half of the voters in this area (47%, -7% from May 2007) would vote for the NDP, while just 27 percent (-11%) would cast ballots for a Progressive Conservative candidate. Twelve percent of voters (+4%) in Brandon's eastern half would vote for a Liberal candidate.

### Provincial Party Support - By Constituency -

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



Base: Decided voters

## *NDP Advantage Lies With Educated, Affluent Voters*

Those who have graduated from university or college are slightly more likely to support the NDP than those who have not pursued post-secondary studies. One-half of university and college graduates prefer the NDP (49%, versus 29% who back the PCs and 14% who prefer the Liberals), while the NDP's lead is much narrower among those with a high school diploma or less (42%, versus 33% who back the PCs and 11% who would cast ballots for the Liberals).

Households earning higher incomes are also slightly more likely to support the NDP (50% of those earning more than \$60,000/year). While the NDP is also the most popular among those earning lower incomes, members of this socio-economic group are almost as likely to back the Progressive Conservatives (45% of those earning less than \$30,000/year would cast ballots for the NDP, versus 40% who back the PCs).

<b>PROVINCIAL PARTY STANDINGS</b>								
<b>Net Intentions Among Decided Voters</b>								
<b>- December 2009 -</b>								
<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)	(400) (%)	(188) (%)	(212) (%)	(127) (%)	(130) (%)	(124) (%)		
NDP	45	43	47	46	47	45		
PC	33	35	31	20	32	44		
Liberal	12	9	15	13	15	7		
Others	10	13	8	21	6	4		
	Total	EDUCATION			HOUSEHOLD INCOME			
		HS or Less	Some Post Sec.	Grad. Post-Sec.	<\$30K	\$30K-\$59K	\$60K-\$79K	\$80K+
(Base)	(400) (%)	(124) (%)	(82) (%)	(189) (%)	(64) (%)	(90) (%)	(62) (%)	(104) (%)
NDP	45	42	41	49	45	42	50	50
PC	33	33	40	29	40	31	23	31
Liberal	12	11	9	14	7	9	17	12
Others	10	14	10	7	8	18	10	7

Support for the NDP is consistent among members of all age groups, but older voters are almost equally as likely to back the PCs (45% of those aged 55 years would vote for the NDP versus 44% who prefer the PCs). Younger voters aged 18-34 years are much more likely to prefer other parties not represented in the Legislature (21%, versus 6% among those aged 35-54 years and 4% among those 55 years and over).

*This Brandon-wide Omnibus survey was designed and conducted by Probe Research Inc. via telephone interviews conducted between December 16<sup>th</sup> and December 21<sup>st</sup>, 2009 among a random and representative sampling of 400 adults residing in Brandon. With a sample of 400, one can say with 95 percent certainty that the results are within +/- 4.9 percentage points of what they would have been if the entire adult population of Brandon 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 Brandon 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 city as a whole.*

For more information on this survey, please contact:

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