

SELINGER IS 'PEOPLE'S CHOICE' FOR PREMIER

Ex-Finance Minister Most Popular Candidate for NDP Leadership

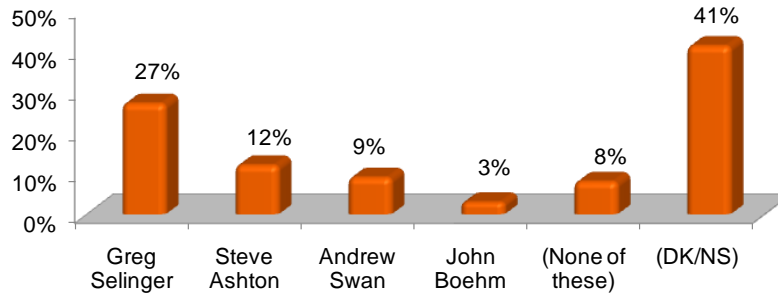
For Immediate Release – September 29, 2009

Winnipeg – As the race for the leadership of the New Democratic Party draws to a close, a new Probe Research Inc./Winnipeg Free Press survey of 1,000 Manitobans reveals that Greg Selinger stands head and shoulders above rival Steve Ashton and former candidate Andrew Swan as the most popular choice for the party leadership and the premier's chair.

More than one in four Manitoba adults (27%) indicated that Greg Selinger, the province's finance minister for the past 10 years, is the best candidate to lead the New Democrats and succeed outgoing premier Gary Doer. Just better than one in ten citizens (12%), meanwhile, pointed to Thompson MLA Steve Ashton as the best candidate for the NDP's top job. Minto MLA Andrew Swan – who bowed out of the race on September 28 – received the backing of nine percent of adult voters. Party member John Boehm, who had announced to some media outlets that he was running for the party's leadership, received support from only three percent of respondents.

Public Support for NDP Leadership Candidates - First Choice -

*"Regardless of whether or not you personally support the NDP, please tell me which one of these candidates you think would make the **best** choice as NDP leader?" (n=1,000)*



Base: All respondents

At the same time, nearly 41 percent of Manitobans do not have a preferred candidate in this NDP leadership race or declined to respond. An additional eight percent of respondents were unable or unwilling to point to a favourite among those candidates seeking the NDP crown.

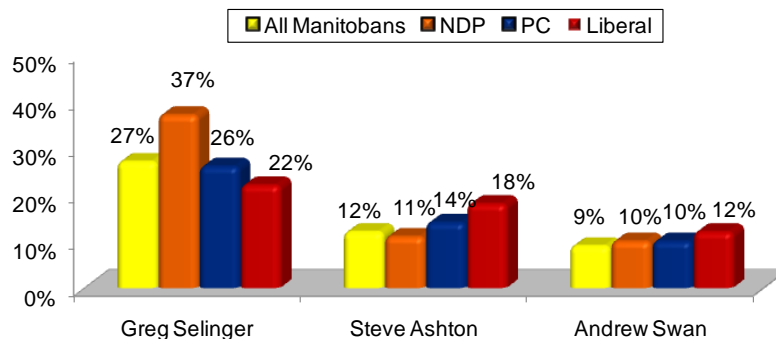
Selinger Top Choice for NDP Voters

As members of the New Democratic Party will choose the next premier on Oct. 17, it is important to highlight how each of the leadership candidates fares among not only NDP supporters, but also those who back the provincial PCs, the Liberals and uncommitted voters.

Among those who plan to vote NDP in the next provincial election, Greg Selinger is the overwhelming favourite to lead the party – 37 percent of NDP backers say Mr. Selinger is the best choice versus 11 percent who back Mr. Ashton and 10 percent who support Mr. Swan. Among Progressive Conservative voters, 26 percent opted for Mr. Selinger while 14 percent preferred Mr. Ashton and 10 percent backed Mr. Swan. Approximately one in five supporters of the provincial Liberal party (22%), meanwhile, would prefer to have Greg Selinger in the premier's chair, with 18 percent preferring Mr. Ashton and 12 percent backing Mr. Swan.

Public Support for NDP Leadership Candidates - By Party Preference -

*“Regardless of whether or not you personally support the NDP, please tell me which one of these candidates you think would make the **best** choice as NDP leader?” (n=1,000)*



Base: All respondents

Greg Selinger was also the favourite among those without a stated party preference: one in four undecided voters (25%) backed the former finance minister, with just nine percent preferring Andrew Swan and eight percent favouring Steve Ashton. One-half of those undecided voters (50%) did not have a preferred candidate in the race.

Selinger Enjoys Broad Appeal

Greg Selinger enjoys broad appeal with Manitobans from all walks of life. Mr. Selinger captures a near-equal level of support among women and men (27% versus 26%). Middle-aged (28% of those aged 35-54 years) and older voters (38% of those aged 55 years and over) were also most likely to back Mr. Selinger, though Mr. Ashton was slightly more popular among younger voters aged 18-34 years (15% Ashton versus 14% Selinger respectively), though it should be noted that nearly two-thirds of voters aged 18-34 years (65%) were undecided or chose “none” of these candidates. As the table below indicates, individuals of every age and income level were most likely to perceive Greg Selinger as the best person to lead the province and the New Democratic Party.

SUPPORT FOR NDP LEADERSHIP CANDIDATES AMONG SELECTED SOCIO-DEMOGRAPHIC GROUPS - September 2009 -						
<i>“Which one of these candidates would make the best choice for NDP leader?”</i>						
	Total	Gender		Age		
		Men	Women	18-34	35-54	55+
(Base)	(1000) (%)	(484) (%)	(516) (%)	(311) (%)	(353) (%)	(278) (%)
Selinger	27	27	26	14	28	38
Ashton	12	14	9	15	11	10
Swan	9	9	10	6	9	15
Unsure/None /Other	52	50	55	65	52	
	Education			Income		
	HS or Less	Some Post-Sec.	Post-Sec. Grad	<\$30K	\$30K-\$59K	\$60K+
(Base)	(266) (%)	(223) (%)	(487) (%)	(122) (%)	(231) (%)	(481) (%)
Selinger	23	23	30	24	26	28
Ashton	10	11	13	9	9	15
Swan	11	7	10	13	11	9
Unsure/None /Other	56	59	47	54	54	48

Swan Would Have Been Second Choice

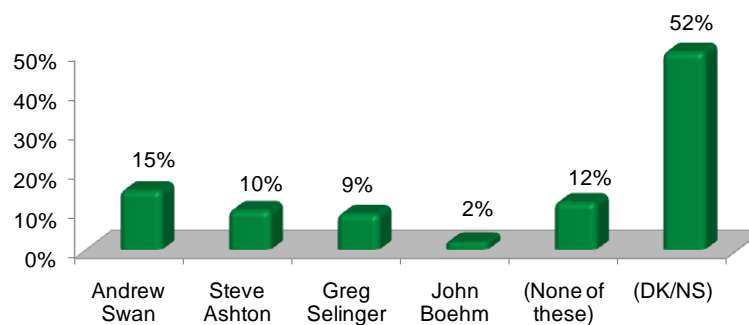
When asked who would be their second choice to lead the party if their first choice went off the ballot, former Competitiveness, Training and Trade Minister Andrew Swan emerged as the highest-rated second choice candidate among Manitoba voters. Fifteen percent of Manitobans said Mr. Swan would be their backup choice as Premier, with Mr. Ashton (10%) and Mr. Selinger (9%) close behind Mr. Swan as the most likely second option for the party leadership.

Importantly given the shifting slate of candidates, those who would prefer Mr. Swan as their first choice were most likely to back Greg Selinger over Steve Ashton as their backup candidate (46% versus 22% respectively), while Mr. Ashton's first ballot backers were also more likely to favour Mr. Selinger over Mr. Swan (37% versus 29% respectively) if their candidate was no longer in contention for the NDP leadership. Those voters who opted for Mr. Selinger as their first option were slightly more likely to pick Mr. Swan over Mr. Ashton as a second choice (38% versus 29% respectively).

P R B E
RESEARCH INC.

Public Support for NDP Leadership Candidates - Second Choice -

"Which one of these candidates would be your **second choice** as NDP leader?" (n=1,000)



Base: All respondents

Fully one-half of those surveyed (52%) could not name a candidate to be their second choice for the party's leadership, with 12 percent of those surveyed stating that "none" of the candidates presented to them would be their reserve candidate for the NDP leadership.

This province-wide Omnibus survey was designed and conducted by Probe Research Inc. via telephone interviews conducted between September 14th and September 27th, 2009 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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