

# Jory Capital Probe Research Inc. News Release

## **BEST INVESTMENT CHOICE: REAL ESTATE OR STOCKS?**

December 16, 2005

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This province-wide Omnibus survey was designed and conducted by Probe Research Inc. via telephone interviews conducted between November 29<sup>th</sup> and December 8<sup>th</sup>, 2005 among a random and representative sampling of 1,003 adults residing in Manitoba.

With a sample of 1,003 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 employed 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 age and gender characteristics properly reflect known attributes of the Manitoba population.

## BEST INVESTMENT CHOICE: REAL ESTATE OR STOCKS?

Winnipeg, Manitoba – A new survey sponsored by Jory Capital Inc. and released exclusively to the *Winnipeg Free Press* reveals that Manitobans consider the province’s real estate market a slightly less lucrative place to invest than they did one year ago. The survey also shows a corresponding increase in the number of Manitobans who would consider the stock market as the more favourable of the two investment options. These findings emerged from a province-wide survey of 1,003 Manitoba adults taken by Probe Research Inc. and released exclusively to the *Winnipeg Free Press* by Jory Capital. Jory Capital is sponsoring this public opinion research program to inform consumers about changes in the economic, financial and investment climate in Manitoba.

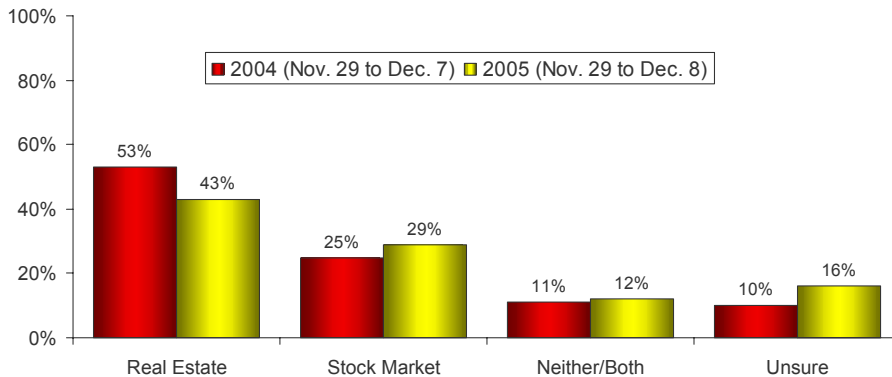
### Real Estate Remains Leading Choice

Manitobans are inclined to see residential real estate (43%) rather than the stock market (29%) as the investment option that would provide better returns over a two-year period. While this tendency to see real estate as the potentially more lucrative of the two options is consistent with findings from one year earlier, the difference in the perceived return on investments in real estate over the stock market is less striking this year than it was last year. Last year, more than one-half of those polled (53%) felt that residential property or land in Manitoba would out-perform the stock market for rates of return.



#### Public Perception of Highest Rate of Return on Investment Choice By Subgroup

JL9 “If you were thinking of investing money for a two-year period, where would you expect to find a higher rate of return on investment? (Options rotated.) In residential real estate in Manitoba or in the stock market?” (n=1,003)



Across the socio-demographic subgroups, the perception of the real estate market as being the most lucrative option was most evident among respondents aged 18-34 (48% versus 42% of those aged 55 or over). The inclination to invest in the stock market was strongest among households earning \$60,000 or more (35% versus 18% of those earning less than \$30,000), men (34% versus 23% of women), college and university graduates (33% versus 23% of those with less than Grade 12) and homeowners (31% versus 23% of renters).

Public Perception of Highest Rate of Return on Investment Choice												
If you were thinking of investing money for a two-year period, where would you expect to find a higher rate of return on investment?												
	Total (n=1,003)	Region		Gender		Age			Education			
		Winnipeg (n=602)	Rural (n=401)	Male (n=486)	Female (n=517)	18-34 (n=318)	35-54 (n=358)	55+ (n=283)	< HS (n=127)	Grade 12 (n=240)	Post-Sec. (n=177)	Univ. Grad (n=449)
Real Estate	43	42	45	42	44	48	43	42	35	44	45	44
Stock Market	29	30	26	34	23	29	34	22	23	26	26	33
(Neither/Both)	12	11	13	13	11	10	10	15	20	12	12	9
(DK/NS)	16	17	16	11	21	13	14	21	22	18	17	13
	Total (n=1,003)	Home Ownership		Household Income			Economic Future		Children in Home		Use Advisor	
		Owners (n=741)	Renters (n=237)	< \$30K (n=179)	\$30K-\$59K (n=282)	\$60K+ (n=367)	Optimist (n=772)	Pessimist (n=172)	Yes (n=313)	No (n=687)	Yes (n=432)	No (n=561)
Real Estate	43	44	42	40	47	46	46	35	45	42	40	46
Stock Market	29	31	23	18	29	35	29	33	30	28	36	24
(Neither/Both)	12	10	16	13	10	9	10	13	9	13	10	13
(DK/NS)	16	15	19	28	14	11	15	18	16	16	14	17

For more information on this survey, please contact:

**Mr. Patrick Cooney, Chairman, CEO & President**

Jory Capital Inc.  
Suite 2070-360 Main St.  
Winnipeg, Manitoba  
R3C 3Z3  
Tel: (204) 942-7711  
Fax: (204) 942-0047

**Mr. Scott MacKay,**  
President

Probe Research Inc.  
Suite 206 – 233 Portage Ave.  
Winnipeg, Manitoba  
R3B 2A7  
Tel: (204) 926-6565  
Fax: (204) 926-6566  
E-mail: [Scott@probe-research.com](mailto:Scott@probe-research.com)