

# Jory Capital Probe Research Inc. News Release

## **CONSUMERS AND THE COST OF ENVIRONMENTAL PROTECTION**

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**Release Date: March 23, 2007**

This province-wide Omnibus survey was designed and conducted by Probe Research Inc. via telephone interviews conducted between February 28<sup>th</sup> and March 13<sup>th</sup>, 2007 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 dialling 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.

## CONSUMERS AND THE COST OF ENVIRONMENTAL PROTECTION

Winnipeg, Manitoba – Manitobans place a high priority on protecting the environment, and most consumers are willing to see their taxes increase for stepped-up environmental measures. This finding emerged from a random and representative survey of 1,000 adults conducted by Probe Research, Inc. and sponsored by Jory Capital. Other survey findings reveal that citizens are highly amenable to the introduction of environmental levies for electronic goods and for curbside garbage collection services, although solid resistance was offered to hiking the price of hydroelectricity and gasoline in the interests of environmental protection.

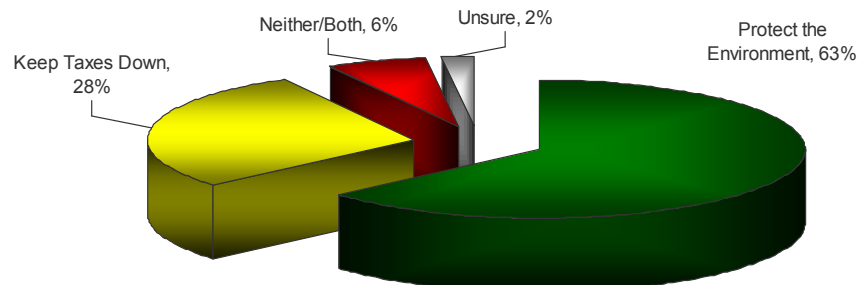
### *Environment Perceived as Higher Priority than Taxes*

A majority of Manitobans come down on the side of the environment when given the choice between the government of Manitoba doing more to protect the environment even if it meant paying more taxes, or holding the line on taxes even if this meant less environmental protection. Nearly two-thirds of Manitoba adults (63%) were of the opinion that protecting the environment should be given priority over keeping taxes down. On the other side of the issue, nearly three-in-ten (28%) held the view that the provincial government should avoid raising taxes, even if this means a lower level of environmental vigilance.



### Public Opinion on Keeping Taxes Down Versus Protecting the Environment

1. "I'd like to read you two statements about the environment and the economy. Please let me read you both statements and then I'd like you to tell me which one statement most closely reflects how you feel. (ROTATE STATEMENTS A & B) a) The government of Manitoba should do more to protect the environment even if this means we will have to pay more taxes OR b) The government of Manitoba should keep taxes from going up even if this means less protection for the environment?"  
(n=1,000)



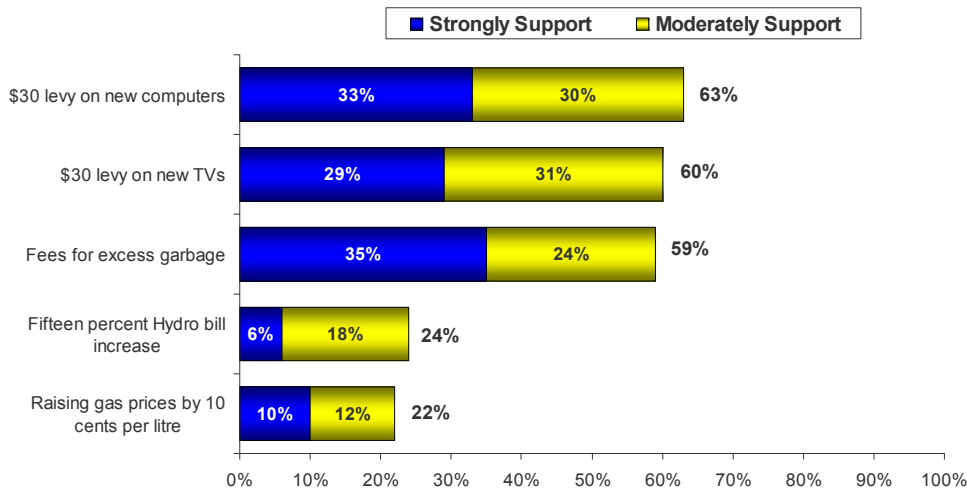
## Little Support for Higher Gas Prices or Power Rates

Respondents were presented with five potential environmental protection initiatives that could be taken, and asked whether or not they would support each one. As the following graph illustrates, a majority of Manitobans would support a \$30 levy on new computers (63% “strongly” or “moderately support”) and TV sets (60%) to cover future recycling costs. Similarly, a \$1.00 charge on every curbside or back lane garbage bag pickup in excess of two bags was an initiative supported by nearly six in ten consumers (59%). Manitobans, on the other hand, gave a firm “thumbs down” to paying an additional 15 percent on their Hydro bills (24% support) or an additional 10 cents per litre for gasoline (22%, dropping to 15% outside of Winnipeg) in the interest of protecting the environment.

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### Citizens' Willingness to Make a Financial Commitment to Environmental Protection

2. "Addressing environmental problems may require a financial commitment from citizens and taxpayers. I want to describe a few environmental protection initiatives that could be taken and, for each one, I'd like you to tell me if you personally would be willing to pay more to see this initiative go forward. Okay, the first one is..." (n=1,000)



As shown in the summary table below, younger Manitobans aged 18-34 years and respondents with higher education levels tend to demonstrate a greater willingness to accept a financial surcharge in support of protecting the environment. Women are also more willing to accept a tax increase in the name of protecting the environment, even though there is majority support for this concept evident among men and women.

<b>Summary Table of Manitobans' Commitment to Environmental Protection</b>									
	Total (n=1,000) (%)	Education			Gender		Age		
		HS or Less (n=343) (%)	Partial Post- Sec (n=179) (%)	Univ./ Coll. (n=470) (%)	Male (n=484) (%)	Female (n=516) (%)	18-34 (n=321) (%)	35-54 (n=362) (%)	55+ (n=287) (%)
<b>Preferred Course of Action for Manitoba Government</b>									
Protect Environment	63	57	67	67	57	68	66	60	66
Keep Taxes Down	28	34	24	25	32	24	26	30	26
(Neither/Both)	6	6	7	6	7	6	7	7	5
Unsure	2	4	2	2	3	2	1	3	3
<b>Willingness to Make Financial Commitments to Protect Environment (% "strongly" or "moderately" support)</b>									
\$30 levy on new computers	63	54	56	72	62	63	75	59	57
\$30 levy on new TVs	60	50	58	69	60	60	67	60	55
\$1/bag excess garbage fee	59	51	55	66	55	62	62	58	56
15% Hydro bill increase	24	20	29	27	26	23	29	20	27
Gas prices raised 10 cents/litre	22	16	22	25	22	21	23	18	22

For more information on this survey, please contact:

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