

Jory Capital Probe Research Inc. News Release

PUBLIC VIEWS ON LOCAL AND CROSS-BORDER SHOPPING

Release Date: Dec. 26, 2007

This province-wide Omnibus survey was designed and conducted by Probe Research Inc. for Jory Capital via telephone interviews conducted between November 28th and December 17th, 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 Jory Capital/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.

PUBLIC VIEWS ON LOCAL AND CROSS-BORDER SHOPPING

Winnipeg, Manitoba – According to a new survey sponsored by Jory Capital released exclusively to the *Winnipeg Free Press*, most Manitobans voice a sense of loyalty and support for local stores despite a recent frenzy of cross-border shopping. Probe Research Inc. surveyed a random and representative cross-section of 1,000 Manitobans by telephone earlier this month.

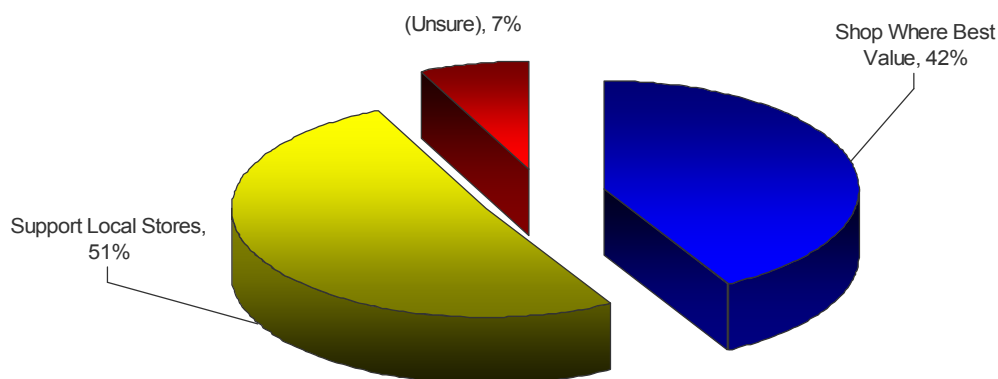
Many See Local Support as Obligation

A bare majority of Manitoba adults (51%) agreed that they felt obliged to shop at local retail venues in the interest of protecting home grown jobs and incomes even if this costs more than purchasing similar items in the U.S. Slightly fewer (42%) disagreed, suggesting that they only felt obliged to shop at places offering the best value, regardless of where these stores were located.



Public Views on Cross-Border Shopping

"With the recent rise in the value of the Canadian dollar, many Manitobans have begun shopping in the United States. I am going to read you two statements about cross-border shopping, and I would like you to tell me which one is closest to your own view on this issue: Some people say that, Manitoba consumers should shop at stores that offer them the best value for their money, regardless of where they are located. Other people say that Manitoba consumers have an obligation to shop at local stores that provide jobs and incomes here even if this costs more than shopping in the U.S. Which one of these two views is closest to your own?" (n=1,000)



Base: All Respondents

Population groups that were most inclined to support a “buy local” approach included women (58%, versus only 43% among men), older citizens (58% among those over 55 years, versus only 43% among those under 35 years), and those from households earning \$30,000 to \$59,999 (60%). Likely cross-border shoppers, on the other hand, were found most often among citizens aged 18-34 (52%) and households earning \$60,000 or more (50%).

Table 1: "Mobile-Value" and "Buy Local" Shoppers In Manitoba						
	Region			Gender		
	Total MB %	Winnipeg %	Rest of MB %	Men %	Women %	
Support Local Stores and Jobs	51	50	53	43	58	
Shop Wherever Value is Best	42	43	40	47	36	
Unsure	7	7	7	10	6	
	Age			Household Income		
	18-34 %	35-54 %	55+ %	<\$30K %	\$30K-\$60K %	\$60K+ %
Support Local Stores and Jobs	43	51	58	55	60	42
Shop Wherever Value is Best	52	42	32	37	35	50
Unsure	5	7	10	8	5	8

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