

Jory Capital Probe Research Inc. News Release

TAXES AND CITY PRIORITIES

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This city-wide Omnibus survey was designed and conducted for Jory Capital by Probe Research via telephone interviews taken between February 27th and March 6th, 2008 among a random and representative sampling of 600 adults residing in Winnipeg.

With a sample of 600, one can say with 95 percent certainty that the results are within ± 4.0 percentage points of what they would have been if the entire adult population of Winnipeg 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 Winnipeg adults would have an equal opportunity to participate in this Jory Capital/Probe Research Inc. survey. Minor statistical weighting has been applied to this sample to ensure that age and gender characteristics properly reflect known attributes of the city's population.

TAXES AND CITY PRIORITIES

Winnipeg, Manitoba – Most Winnipeg adults would opt to preserve the city's decade-long property tax freeze in spite of the declining state of public infrastructure and the continuing escalation of civic construction and maintenance costs. This finding emerged from a Jory Capital-sponsored survey released exclusively to the *Winnipeg Free Press*. Other findings from the survey show the public is solidly in favour of focusing city resources on road and infrastructure repair rather than investing in rapid transit, if they were given a choice to concentrate on only one of these priorities. Probe Research surveyed a random and representative sampling of 600 adults earlier this month. The survey is accurate to within ± 4.0 percentage points, 19 times out of 20.

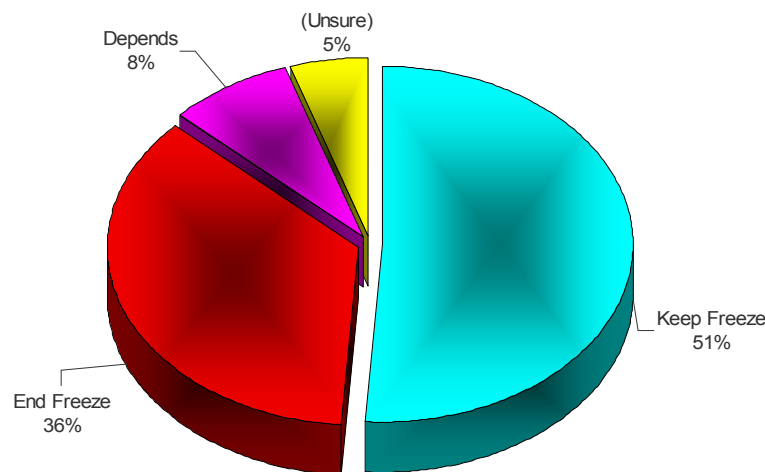
WINNIPEGGERS URGE CONTINUED TAX FREEZE

A majority of Winnipeg adults (51%) would opt to continue the city's decade long tax freeze. This view was expressed even when citizens were reminded that the cost of maintaining and building city roads and general infrastructure have escalated since 1998. On the other hand, better than one-in-three citizens surveyed (36%) suggest that the time has now come to end the property tax freeze. (Five percent of those surveyed were unable to take a position on this question, and eight percent said they would want to know about specific details of a tax increase and infrastructure development before they could provide an opinion on this question).

P R O B E

Attitudes on Winnipeg's Property Tax Freeze

"Municipal property taxes have not increased in Winnipeg since 1998. Some people have suggested that, given the current state of our city's roads and general infrastructure and the increased costs of building and maintaining our city since 1998, it is now time to end the freeze of Winnipeg property taxes. What do you think?" (n=600)



Women were somewhat more likely than men (55% versus 46%) to insist that the city property tax freeze remain in place, while home owners (53% versus 45% among renters) also expressed strong support for a continued municipal property tax freeze. Residents of southeast Winnipeg, on the other hand, were the only survey sub-group in which a plurality of respondents would opt to end the tax freeze rather than see it continue (45% of these southeasterners would end the tax freeze versus 41% who opt for a continued freeze).

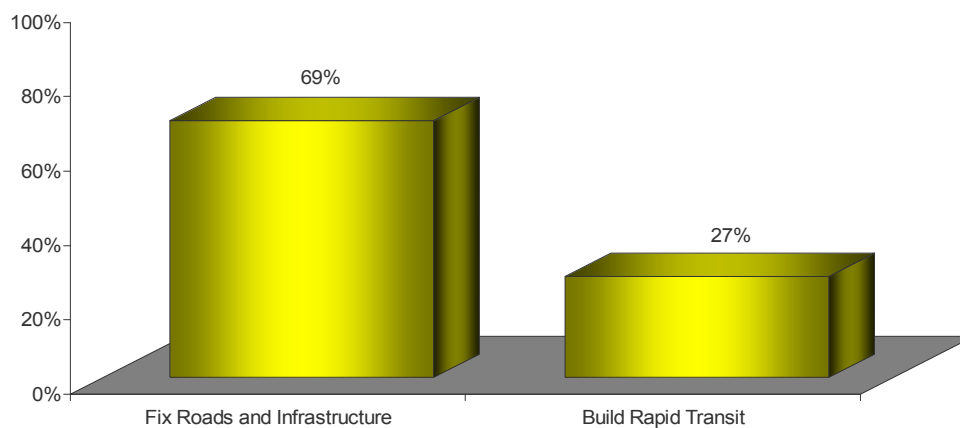
ROAD REPAIRS TRUMP RAPID TRANSIT

There is a strong consensus within Winnipeg that a civic priority should be placed on *fixing roads and upgrading civic infrastructure* (69%) rather than devoting *resources and attention to rapid transit* (27%). Citizens from all walks of life would prefer to see the emphasis placed on infrastructure and road repair although those with Grade 12 education or less (78%) and older respondents (74% among those aged 55 years and over, versus only 63% among those under age 35) were all among the strongest proponents of focusing on infrastructure and roads.

P R B E

Citizens' Spending Priorities in Winnipeg: Roads or Rapid Transit?

"Building a bus rapid transit system that would link Winnipeg's suburbs with the downtown and repairing the city's roads and infrastructure have both been in the news lately. If you would tell the city to devote its attention and resources to just one of these two things which one would it be?"
(n=600)



Younger citizens (35% among those under 35 years of age), those with university degrees (33%) and citizens residing in the city's core area (35%) were among those most supportive of placing a focus on rapid transit rather than infrastructure, although even among these citizens, most would opt for road repair over the development of rapid transit.

For more information on this survey, please contact:

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