

# Jory Capital Probe Research Inc. News Release

## **MANITOBANS COPING WITH HIGHER FUEL PRICES**

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**Release Date: July 12, 2008**

This province-wide Omnibus survey was designed and conducted for Jory Capital by Probe Research via telephone interviews taken between June 10<sup>th</sup> and June 26<sup>th</sup>, 2008 among a random and representative sampling of 1,002 adults residing in Manitoba.

With a sample of 1,002, one can say with 95 percent certainty that the results are within  $\pm 3.1$  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 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 Manitoba population.

## MANITOBANS COPING HIGHER FUEL PRICES

Winnipeg, Manitoba – As fuel prices reach record levels, Manitobans are spending less time behind the wheel in order to save money, a Jory Capital/Probe Research Poll finds. But while many Manitobans are coping with high fuel prices by driving less, taking the bus or getting to school or work some other way, one-in-three citizens (32%) have not yet made any changes to their daily routine as a result of high fuel prices. Jory Capital Inc. sponsors this quarterly public opinion tracking survey to provide Manitobans with current updates and forecasts on issues affecting Manitobans.

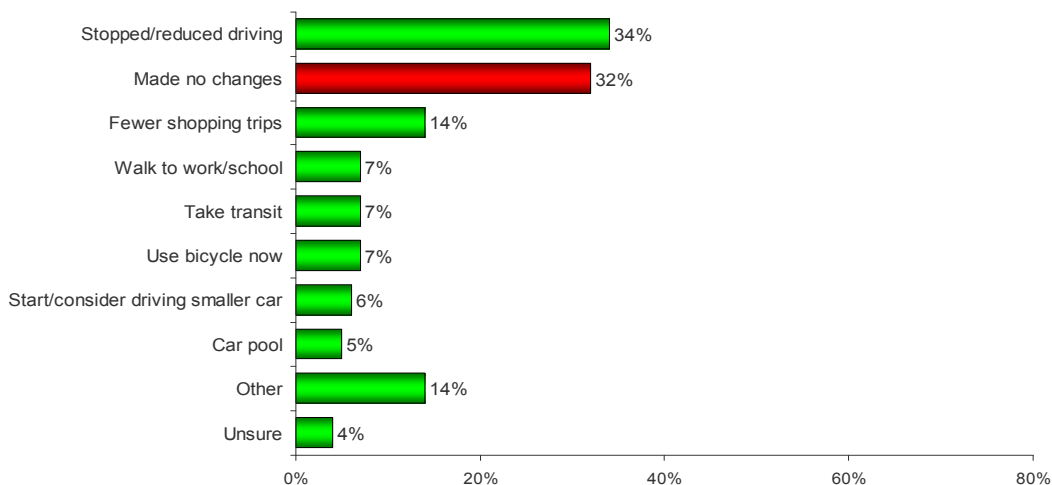
### Fewer Trips, More Savings

When asked to describe what changes, if any, they have made in their day-to-day life as a result of record pump prices, one-third of Manitobans (34%) volunteered that they now drive less or have given up driving altogether. A similar proportion (32%) report that they have made no changes in spite of higher fuel prices, while 14 percent of citizens stated that they take fewer shopping trips than before. Almost one-in-ten Manitobans stated that they have begun to walk, ride a bicycle or take transit to work or school (7% each). Six percent of respondents stated that they have started or have considered driving a smaller car, while five percent reported that they now carpool to get to where they need to go.



## Adjustments Made in Response to Higher Gas Prices

*“As you may know, the current price of regular unleaded gasoline in Manitoba is currently over \$1.30 a litre, which is the highest level ever recorded for gasoline in this province. What changes, if any, have you personally made in your day-to-day life as a result of this increase in fuel prices? And have you made any other changes as a result of these gasoline prices?” (n=1,002)\**



\*Multiple mentions permitted: Totals will be greater than 100%

Base: All respondents province-wide

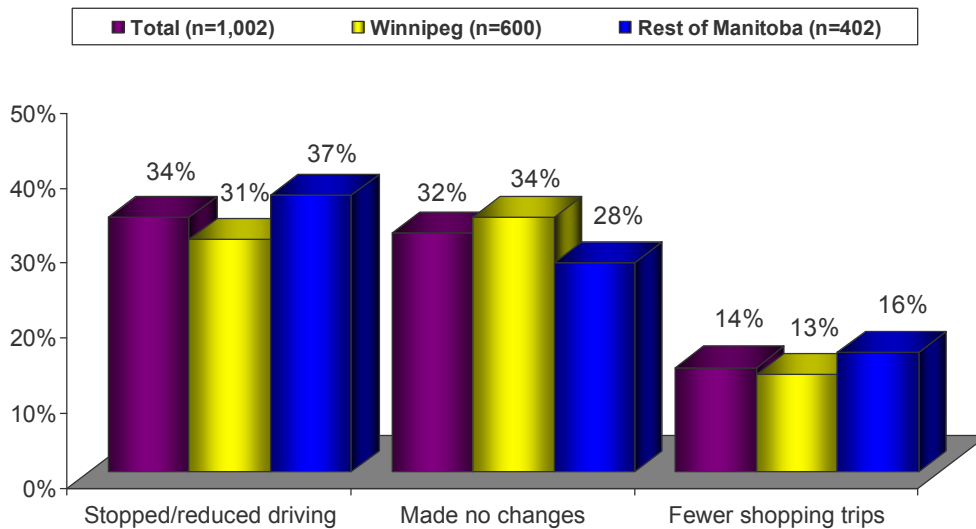
## Rural and Northern Manitobans More Likely To Make Changes

Manitobans living outside Winnipeg may not have as many practical alternatives to the use of their vehicles as urban Manitobans, but residents of the province’s rural and northern regions are more likely than their counterparts in the provincial capital to have altered their behaviour due to skyrocketing fuel prices. Nearly four-in-ten non-Winnipeg residents (37%) have reduced the amount of time they spend driving compared to 31 percent of Winnipeg residents. A higher proportion of Winnipeg residents than non-Winnipeg residents, meanwhile, reported that they have made no changes due to higher pump prices (34% versus 28% respectively).



### Adjustments Made Due To High Gas Prices - By Region -

*“What changes, if any, have you personally made in your day-to-day life as a result of this increase in fuel prices? And have you made any other changes as a result of these gasoline prices?” (n=1,002)*



## How Different Groups Deal With Rising Gas Prices

In addition to regional variations, there are also differences across socio-demographic groups when it comes to what changes, if any, people are making in their daily routines as a result of higher fuel prices. As Table 1 shows, older respondents and those earning higher incomes are more likely to be making fewer car trips than younger residents and those earning lower incomes.

<b>Personal Changes Made Due To Fuel Prices – June 2008</b>						<b>Table 1</b>
<i>“What changes, if any, have you personally made in your day-to-day life as a result of the increase in fuel prices?”</i>						
	Total Manitoba	Gender		Age		
		Men	Women	18-34	35-54	55+
(Base)	(1,002) (%)	(485) (%)	(517) (%)	(318) (%)	(358) (%)	(284) (%)
Stopped/reduced driving	34	35	32	30	33	40
Made no changes	32	32	31	28	32	33
Fewer shopping trips	14	11	17	10	17	16

<b>Personal Changes Made Due To Fuel Prices – June 2008</b>							<b>cont'd</b>
<i>“What changes, if any, have you personally made in your day-to-day life as a result of the increase in fuel prices?”</i>							
	Total Manitoba	Education			Household Income		
		HS or Less	Some Post Sec.	Grad.	<\$30K	\$30K-\$59K	\$60K+
(Base)	(1,002) (%)	(314) (%)	(205) (%)	(472) (%)	(169) (%)	(242) (%)	(435) (%)
Stopped/reduced driving	34	32	36	34	27	38	35
Made no changes	32	34	28	32	33	25	32
Fewer shopping trips	14	16	14	14	13	19	14

## Alternate Forms of Transportation within Winnipeg

While many people in all areas of Winnipeg are opting to drive less, use of alternative methods of transportation is higher among some Winnipeggers than among others. As Table 2 shows, core area residents and younger Winnipeg residents aged 18-34 years are more likely than their fellow citizens to have changed how they get around town in response to high fuel prices.

<b>Table 2</b>						
<b>Alternative Transportation Choices For Winnipeg Residents – June 2008</b>						
<i>“What changes, if any, have you made in your day-to-day life as a result of this increase in fuel prices?”</i>						
	Total Winnipeg	Region				
		NW	NE	SE	SW	Core
(Base)	(600) (%)	(123) (%)	(119) (%)	(100) (%)	(148) (%)	(110) (%)
Take transit to work/school	11	11	7	13	7	19
Use bicycle now	10	8	9	9	10	13
Walk	7	2	6	4	9	12

<b>cont'd</b>						
<b>Alternative Transportation Choices For Winnipeg Residents – June 2008</b>						
<i>“What changes, if any, have you made in your day-to-day life as a result of this increase in fuel prices?”</i>						
	Total Winnipeg	Gender		Age		
		Men	Women	18-34	35-54	55+
(Base)	(600) (%)	(287) (%)	(313) (%)	(174) (%)	(227) (%)	(165) (%)
Take transit to work/school	11	11	11	21	6	6
Use bicycle now	10	10	9	16	9	4
Walk	7	6	8	10	5	8

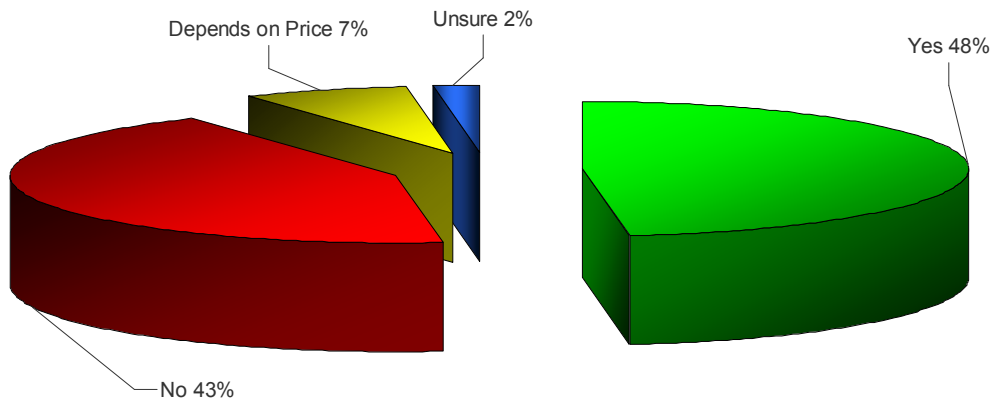
### The Fuel Price Tipping Point

Manitobans who reported making no changes in their daily routine were asked if they might alter their behaviour if gas prices continue to rise. On this question citizens were almost equally split, with 48 percent stating they may change their behaviour if gasoline becomes even more expensive than it is presently and 43 percent reporting they would probably continue to resist making changes. Seven percent stated it “depends how much” fuel prices rise by, while two percent were unable to offer a view on this question.



## Sensitivity to Further Rises in Gas Prices

2. “Even though you have not yet made any changes in your daily life because of current gasoline prices, if gas prices continue to rise, do you think you might start to make changes in your life?” (n=317)



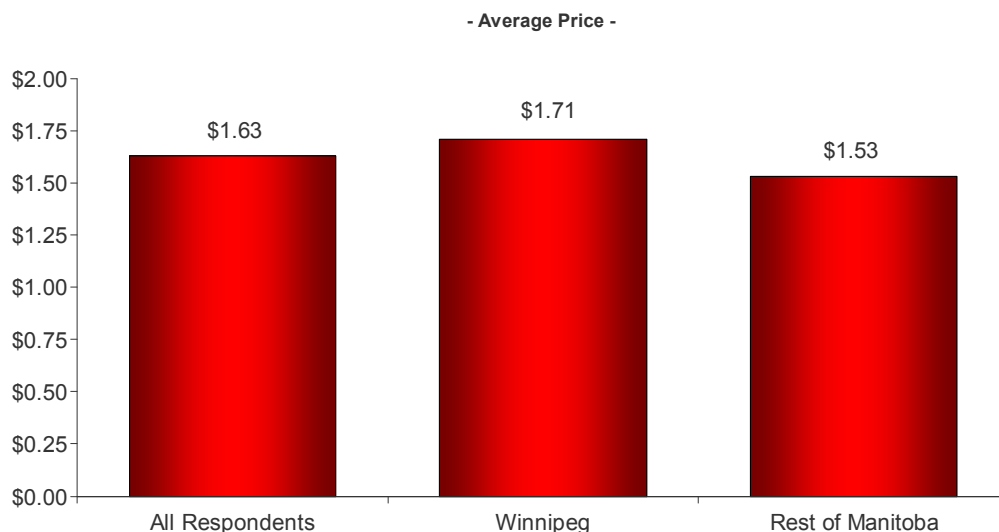
Base: Have made no changes to date

Those who said they would change their behaviour were specifically asked which posted pump price would act as the tipping point for altering their habits. Twenty-two percent would make changes before the price hits \$1.50 per litre, while 32 percent would make changes between \$1.50 and \$2 per litre. Fifteen percent would only change their habits after the price of gas goes above \$2 per litre, while 31 percent were unable to estimate a specific price that would motivate them to drive less or find other ways to travel. The average (or the mean) price that would precipitate changes was \$1.63 per litre, with Winnipeg residents reporting a higher average threshold for changing their habits (\$1.71 per litre) than non-Winnipeg residents (\$1.53 per litre).



## Average Price at Which Lifestyle Changes Will Become Likely

"What price will fuel have to reach before you begin to make changes?" (n=175)



Base: Have made no changes to date, but will do so if gas prices continue rising

For more information on this survey, please contact:

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