

Winnipeg Free Press Probe Research Inc. News Release

SUPPORT FOR BOTTLED WATER SALE BAN

Release Date: October 11, 2008

This province-wide Omnibus survey was designed and conducted by Probe Research Inc. via telephone interviews conducted between September 15th and September 29th, 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 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.

SUPPORT FOR BOTTLED WATER SALE BAN

Winnipeg, Manitoba – As Winnipeg's city council prepares to vote on a potential ban on the sale of bottled water at municipal-owned facilities such as community centers, a Probe Research poll shows residents are split down the middle on this issue. Probe Research conducted this latest random and representative sampling of 600 city adults for the *Winnipeg Free Press* between September 15th and September 29th, 2008.

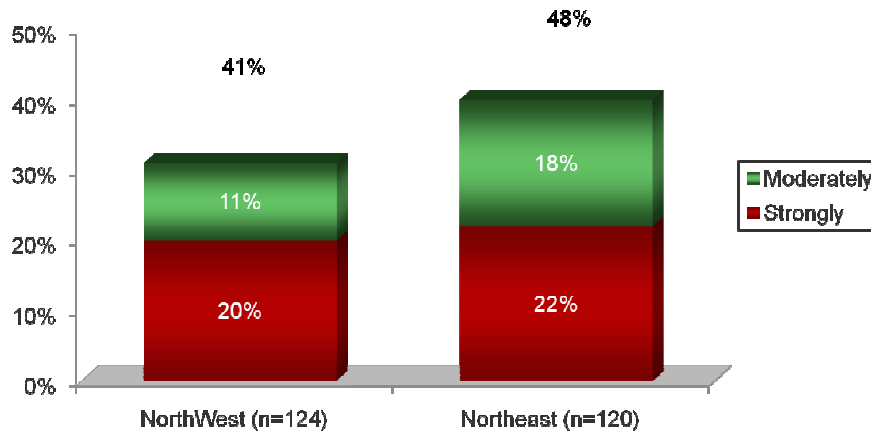
Support, Opposition to Bottled Ban Deadlocked

Nearly one-half of city residents (48%) are *opposed* to a proposed bottled water ban, while only a slightly smaller proportion of citizens (41%) support the city curbing the sale of bottled water at municipal facilities. Approximately one-in-ten Winnipeg residents (9%) *neither support nor oppose* such a move, while two percent were unable to offer a view on this question.

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Residents' Views on Bottled Water Ban

Q.1 Some Canadian cities are debating whether or not they should stop selling bottled water at municipal facilities such as swimming pools, arenas and golf courses. Some people support this move because they believe that these empty water bottles are harmful to the environment, and people should be encouraged to drink tap water. Others argue that bottled water is convenient and that if cities stop selling bottled water, people may resort to drinking pop or other less healthy beverages. Thinking about these arguments, do you support or oppose the City of Winnipeg banning the sale of bottled water in city-owned facilities? (Is that strongly or moderately?)



Support Strongest in South Winnipeg

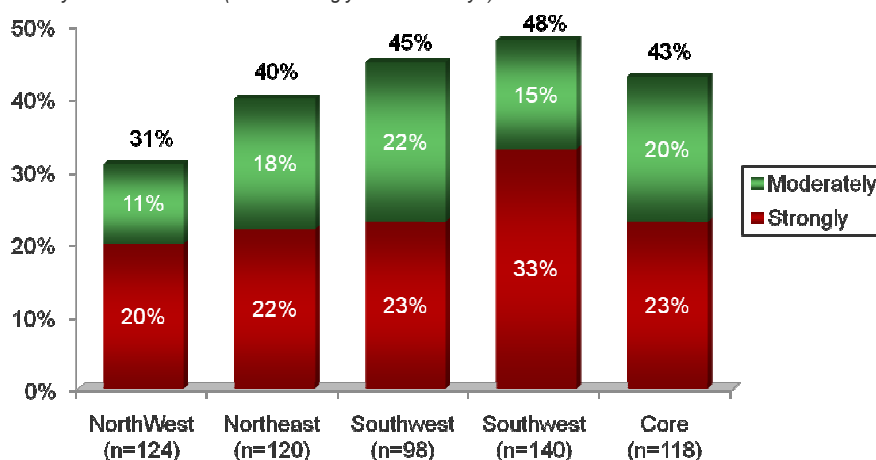
Support for the ban was highest in southwest Winnipeg, where nearly one-half of residents (48%) urge the city to stop selling bottled water at municipal facilities. Opposition to the ban, meanwhile, was highest in northwest Winnipeg, where more than one-half of residents (57%) are against this measure.



Residents' Views on Bottled Water Ban

-by Area-

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-% of respondents who strongly or moderately support ban-

Other findings from the survey include:

- Winnipeg residents aged 55 years and over tend to support this idea more than younger adults (49% versus 38% of those aged 35-54 years and 37% of those aged 18-34 years).
- Respondents with children tend to be more likely to *oppose* the ban than those without children at home (54% versus 44%).

For more information on this survey, please contact:

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