

Winnipeg Free Press/Jory Capital Probe Research Inc. News Release

MANITOBANS' FORECAST FOR HOLIDAY SPENDING

Release Date: Dec. 18, 2008

This province-wide Omnibus survey was designed and conducted by Probe Research via telephone interviews taken between November 27th and December 7th, 2008 among a random and representative sampling of 1,000 adults residing in Manitoba.

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 dialing was used to ensure that all Manitoba adults would have an equal opportunity to participate in this 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. All data analysis was performed using SPSS statistical analysis software.

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Winnipeg, Manitoba – Three times as many Manitobans report they will be cutting back rather than spending more on gifts and entertainment this holiday season. This telephone survey of 1,000 adults taken by Probe Research in between November 27th and December 7th, also reveals around one-in-ten consumers intend to drastically curtail their holiday season spending. Jory Capital sponsors this quarterly survey into Manitobans' financial and economic status and releases this information exclusively to the *Winnipeg Free Press*.

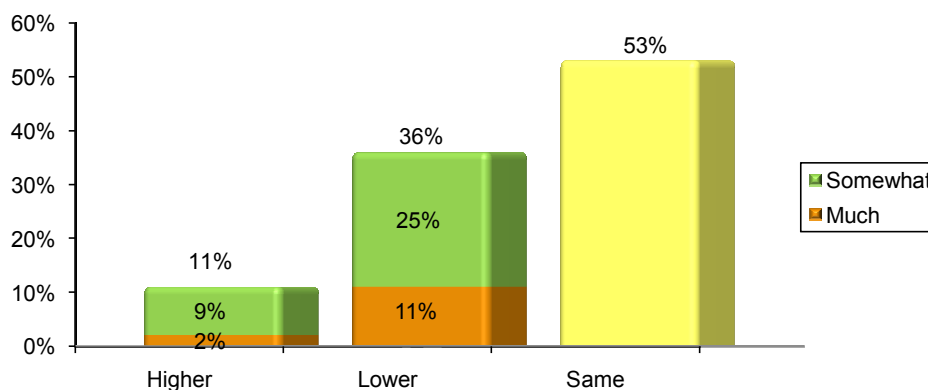
One-Third of Manitobans Cutting Back on Gifts and Entertainment

Thirty-six percent of Manitobans say their holiday spending will be lower this year than last, with 11 percent indicating much lower intended expenditures. This is in stark contrast to the proportion anticipating an *increase* in the amount they intend to spend this holiday season on gifts and entertainment (11% higher including only 2% “much” higher). The majority of Manitobans, however, expect they will be spending about the same amount as they did last year (53%).



Manitobans' Anticipated Holiday Season Spending

Q.1 "Thinking about the upcoming holiday season, do you expect that your household's spending on gifts and entertainment will be...?" (n=1000)



- % of All Respondents -

Notable variations among the public include:

- * Respondents from households earning less than \$30,000 were the most likely to say that they will spend less this holiday season (55%).
- * Younger Manitobans were more likely than the rest of the population to report that they plan on increasing their holiday spending this holiday season (18%).

	Region			Household Income			Age		
	Total Manitoba (n=1,000)	Winnipeg (n=600)	Rest of MB (n=400)	<\$30K (n=116)	\$30K-\$59K (n=281)	\$60K+ (n=446)	18-34 (n=310)	35-54 (n=350)	55+ (n=227)
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Expect to spend more	11	11	11	8	13	12	18	10	5
Expect no change	53	51	56	36	55	53	50	49	61
Expect to spend less	35	37	33	55	32	34	30	41	34
Unsure	1	1	-	1	-	1	2	-	-

For more information on this survey, please contact:

Scott MacKay
 President
 Probe Research Inc.
 850-125 Garry St.
 Winnipeg, MB R3C 3P2
 Tel.: (204) 926-6567
 Cell: (204) 955-9777
 Fax: (204) 926-6566
 E-mail: scott@probe-research.com