

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

MANITOBANS AND THE ECONOMIC STORM

Release Date: Dec. 24, 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.

MANITOBANS AND THE ECONOMIC STORM

Winnipeg, Manitoba –Three-quarters of Manitobans are making efforts to off-set negative effects of the global financial downturn. Indeed, citizens are currently partaking in many activities to try to weather the global financial storm, including setting stricter household budgets, paying down debts and shelving “big ticket” purchases. These findings emerged from a random and representative cross-section of 1,000 Manitoba adults who were interviewed via telephone by Probe Research Inc. between November 27th and December 7th, 2008. This survey was sponsored by Jory Capital and released exclusively to the *Winnipeg Free Press*.

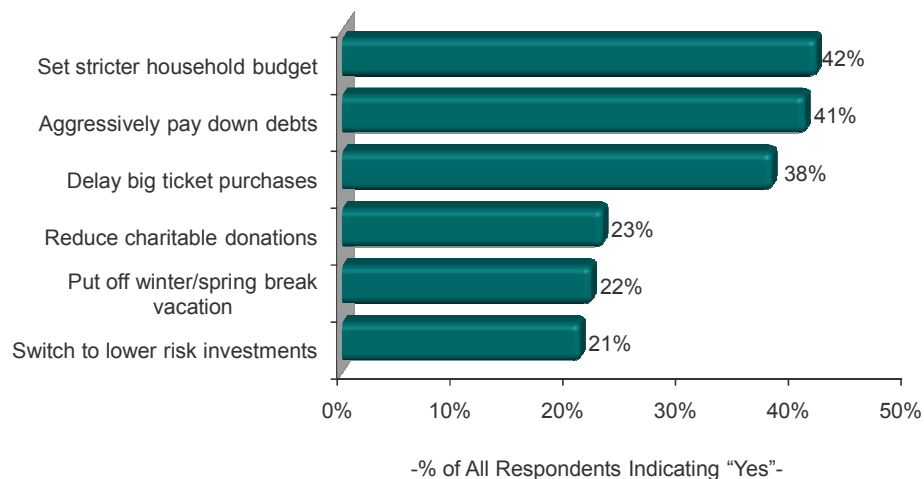
Strategies to Deal with Economic Downturn

Four-in-ten Manitobans say they have set stricter household budgets (42%) or are aggressively paying down debts (41%). Many also report they are delaying buying big ticket items (38%), while two-in-ten consumers have reduced the amount they give to charities (23%), put off a winter or spring break vacation (22%), or switched to lower risk investments like GICs (21%).

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Manitobans' Strategies to Deal With the Global Economic Downturn

Q.2 “As you may know, there has been significant global economic turmoil recently. This may or may not be having an effect on consumers like you. Have you or has anyone in your household decided to... (READ ITEMS IN RANDOM ORDER) ...as a result of these economic concerns?” (n=1,000)



Those most likely to be curtailing their spending included:

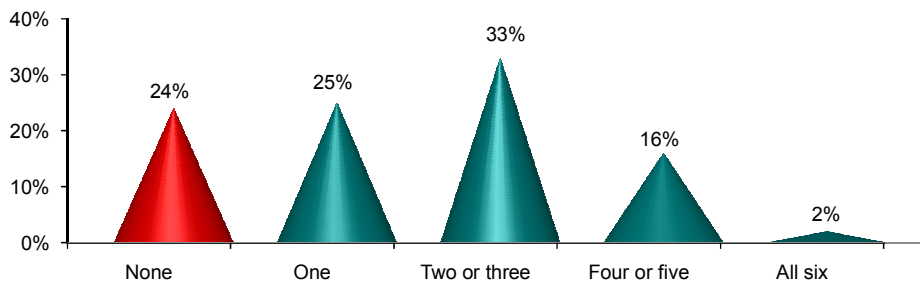
- ✓ Women were more likely than their male counterparts to indicate they had **set a stricter household budget** (47% versus 36%).
- ✓ **Paying down debts more aggressively** was something that younger and middle-aged citizens were more likely to do compared to older Manitobans (48% among those aged 35-54 years and 43% among those aged 18-34 years versus 30% among those aged 55+) as were those residing in northeast Winnipeg (56%).
- ✓ Respondents from low income households earning less than \$30,000 annually reported they were **putting off big-ticket purchases**, compared to those from households earning \$60,000 or more annually (46% versus 36%).
- ✓ **Reducing the amount of charitable donations** was more common among middle-aged Manitobans, compared to younger citizens (29% among those aged 35-54 years versus 14% among those aged 55+).

A Significant Number of Manitobans Making an Effort to Save

Three-quarters of Manitobans are making some kind of effort to prepare for the effects of an economic storm, including approximately one-third of Manitobans who are participating in at least two or three of the six austerity measures presented. Only one-in-four Manitoba adults are not yet adopting any of the cost-cutting actions tested in this survey (24%).

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Number of Cost-Saving Activities Participating In



- % of All Respondents -

For more information on this survey, please contact:

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