

Winnipeg Free Press Probe Research Inc. News Release

THE INTERNET AND MANITOBA'S HOLIDAY SHOPPING MARKETPLACE

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This province-wide Omnibus survey was designed and conducted by Probe Research Inc. via telephone interviews conducted between November 29th and December 8th, 2005 among a random and representative sampling of 1,003 adults residing in Manitoba.

With a sample of 1,003, 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 employed 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 age and gender characteristics properly reflect known attributes of the Manitoba population.

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Winnipeg, Manitoba – A sizeable proportion of Manitoba consumers reveal they will be substituting mouse-clicks for visits to the mall for at least some of this year's holiday gift-buying. This finding was gleaned from a *Winnipeg Free Press/Probe* Research survey of a random and representative cross-section of 1,003 adults taken earlier this month. Other survey results reveal that Manitoba's on-line shoppers are most likely to buy books, CDs/DVDs or electronics, although women who shop on-line this season report a keen interest in buying clothing via this virtual shopping mode.

Manitoba's "Cyber-Shoppers" Form Important Market Segment

One-in-six Manitoba adults (17%) report they will be purchasing gifts through the Internet this holiday season, and an additional six percent said they are at least considering this method of holiday gift buying.

Internet shopping during this holiday season is most popular among relatively younger Manitobans (27% under 35 years) as well as among more highly educated (26% among university grads) and more affluent consumers (28% over \$60,000 annual household incomes). Those with children at home were also more likely than those from childless households to report they will be buying gifts via the Internet this holiday season (21% vs. 16%).

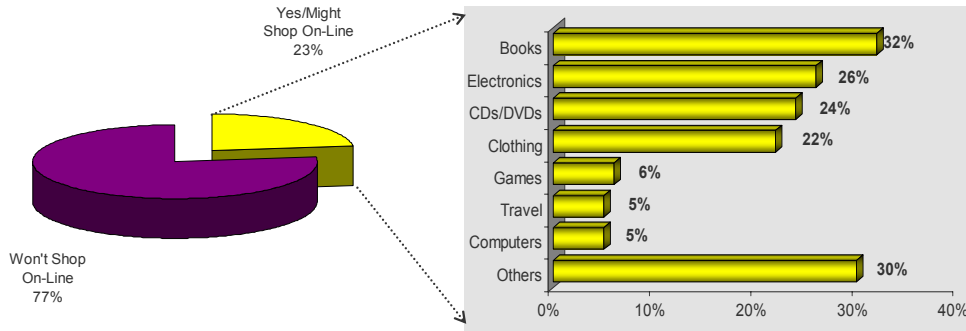
Books and Electronics Top List of Web-Purchases

Books and electronics (32% and 26%) are the most common items to be purchased by Internet shoppers this holiday season. Other popular on-line buys include CDs/DVDs (24%), clothing (22%), and games and toys (6%). Men are particularly drawn to electronics (32% vs. 18% among women) and to CDs/DVDs (29% vs. 18% among women). Women, meanwhile, are more likely to buy clothing on-line (31% vs. 14% among men).

The Internet and Manitoba's Holiday Shopping Marketplace

"Do you plan on purchasing anything on-line during this holiday shopping season?" (n=1,003)

"What type of products do you think you might purchase through the Internet?" (n=238)



Manitoba's On-Line Consumer Marketplace

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	Total MB (1,003)	Region		Gender		Age			Income		
		Rural (401)	Wpg. (602)	Men (486)	Women (517)	18-34 (318)	35- 54 (358)	55+ (283)	<\$30K (179)	\$30- 60K (282)	\$60K+ (367)
Will Buy											
- On-Line	17	17	18	19	16	27	19	6	7	16	28
Consumer Purchase											
- Books	32	30	33	33	31	32	33	28	40	26	36
- Electronics	26	26	26	32	18	27	24	21	27	26	26
- CDs/DVDs	24	23	25	29	18	26	20	27	32	29	20
- Clothing	22	27	19	14	31	27	17	20	17	24	22
- Games/Toys	6	5	6	5	6	5	7	3	5	6	7
- Travel	5	2	7	5	6	5	4	7	0	7	6
- Computers	5	3	5	6	3	5	2	7	0	8	4
- Other	30	21	35	29	32	31	27	28	13	29	31

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