

# Jory Capital Probe Research Inc. News Release

## **MANITOBANS' CROSS-BORDER SHOPPING HABITS**

**Release Date: Oct. 7, 2007**

This province-wide Omnibus survey was designed and conducted by Probe Research via telephone interviews taken between September 18<sup>th</sup> and October 1<sup>st</sup>, 2007 among a random and representative sampling of 1,002 adults residing in Manitoba.

With a sample of 1,002 respondents, one can say with 95 percent certainty that the results are within  $\pm 3.2$  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 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' CROSS-BORDER SHOPPING HABITS

*Winnipeg, Manitoba* – Manitoba families are heading for the border in droves to take advantage of the rising value of the Canadian dollar, according to a recent Probe Research survey taken for Jory Capital Inc. Other findings show that Manitoba's cross-border shoppers are largely focused on clothing purchases while working the malls and shops across the line. These results emerged from Jory Capital's quarterly Economic Outlook Monitor which is taken by Probe Research and released exclusively to the *Winnipeg Free Press*.

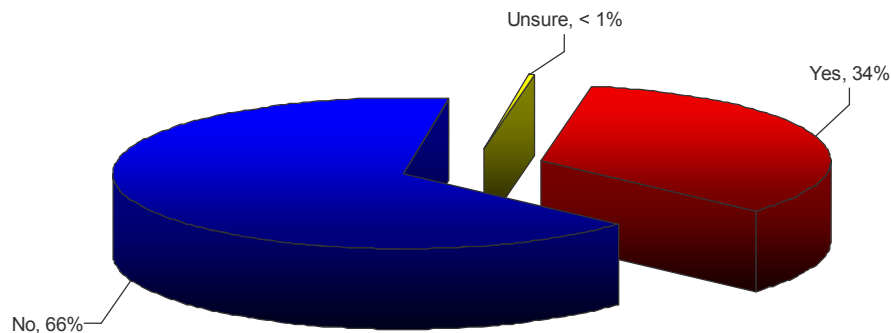
### ***Manitobans Heading for the Border in Large Numbers***

One-third of Manitoba adults (34%) report they have visited the United States on vacation or for other non-work related reasons at least once within the past six months. These forays across the border are particularly popular among those from higher-income households, with nearly one-half (48%) of those living in households with incomes greater than \$80,000 reporting at least one visit to the U.S. for leisure purposes within the past six months.



## Manitobans' U.S. Visitation Patterns

Q2. "Have you been to the U.S. for a vacation or other non-work-related reason in the past six months?" (n=1,002)



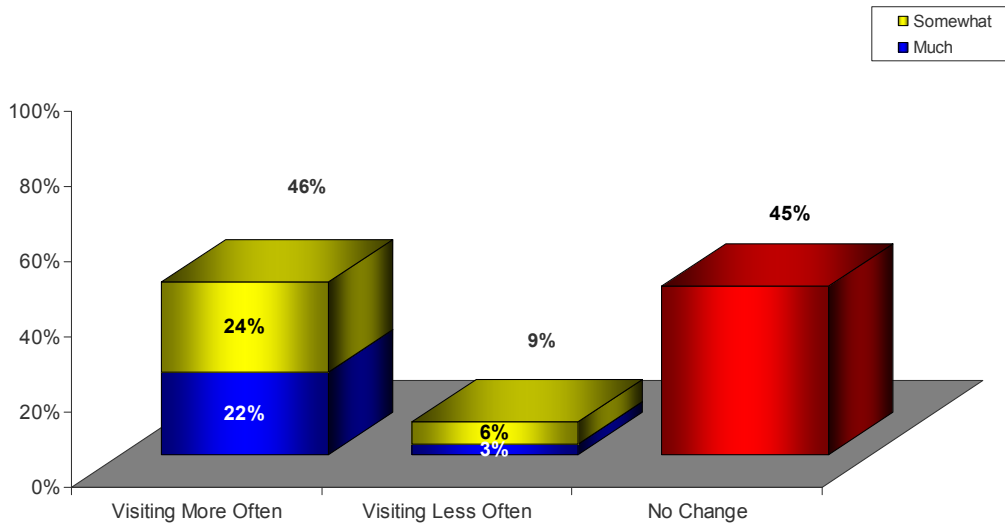
## Many Also Visiting the USA More Often

As illustrated below, nearly one-half (46%) of those who have made a leisure trip to the U.S. within the past six months report that they are now visiting the U.S. *more often* than they did five years ago. This includes about one-fifth (22%) who report visiting the U.S. *much more often*. Interestingly, respondents with children were the most likely to have increased their trips across the border, with nearly two-thirds (63%) of these parents reporting that they are now visiting the U.S. *more often* than they did five years ago.



### Changes in U.S. Visitation Over the Past Five Years

Q3. "Compared to five years ago, would you say that you now visit the U.S. on vacation or for non-work-related reasons..." (n=339)



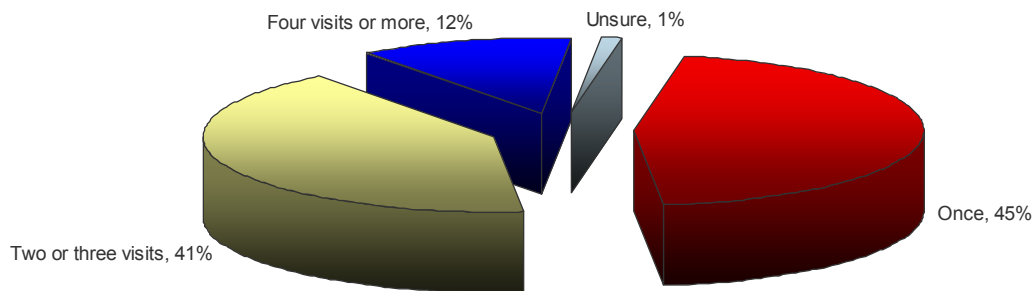
Base: Visited the U.S. on vacation or for reasons not related to work within past six months

As shown below, more than one-half (53%) of Manitobans who have visited the U.S. within the past six months report having made multiple vacation or leisure trips across the border during that time. This includes four-in-ten (41%) who have made *two or three visits* to the U.S. within the past six months (representing 14% of all Manitobans), and one-in-ten (12% of all recent visitors, representing 4% of all Manitobans) who have visited the U.S. *four times or more* in the past six months.



## Number of U.S. Leisure Visits in Past Six Months

Q4. "How many times have you been to the United States for a vacation or other non-work-related reason in the past six months?" (n=339)



Average: 2.4 Visits During the Past Six Months

Base: Visited the U.S. on vacation or for reasons not related to work within past six months

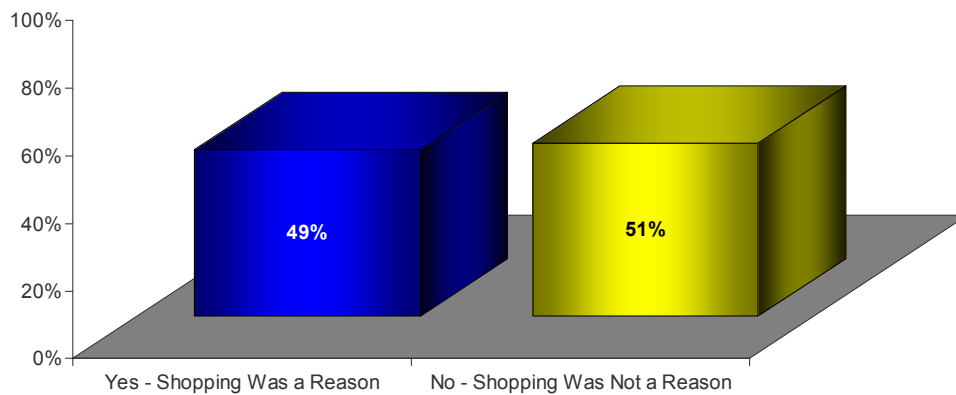
## One-Half of Cross-Border Trips Motivated by Search for Deals

One-half (49%) of Manitobans who report visiting the U.S. for a pleasure trip within the past six months say that shopping was one of the main reasons for their most recent visit. This was a particularly common motivation among younger Manitobans aged 18-34, two-thirds (66%) of whom reported that shopping was one of the main reasons for their most recent visit to the U.S.

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### Shopping as a Rationale for U.S. Visits

Q6. "Thinking about your most recent non-work-related visit to the U.S., was shopping one of the main reasons for your visit?" (n=339)



Base: Visited the U.S. on vacation or for reasons not related to work within past six months

## Clothing, Food and Alcohol Top Draws for Cross-Border Shoppers

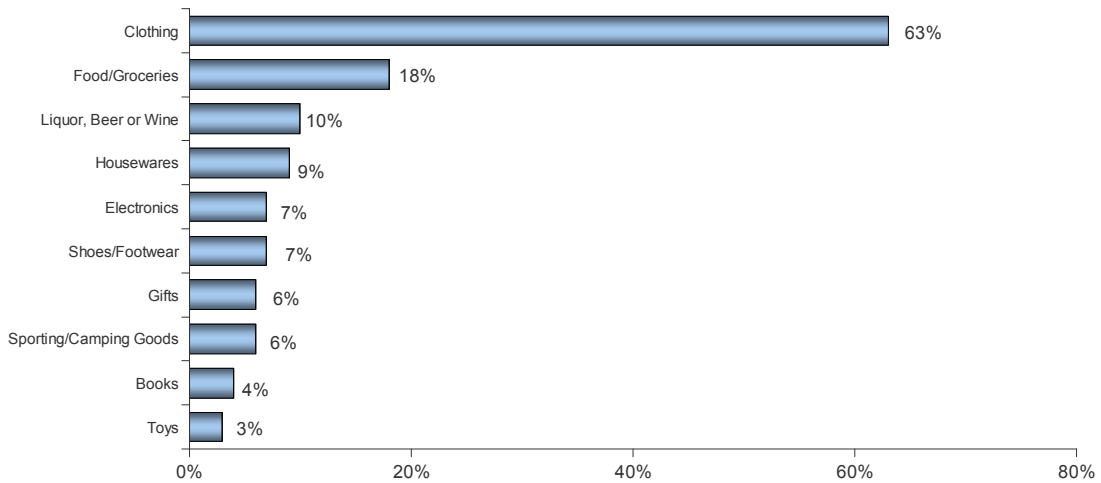
Nearly two-thirds of Manitobans who have visited the U.S. within the past six months for pleasure trips (63%) reported buying *clothing* during their latest visit. One-in-five (18%) reported bringing *food or groceries* back to Canada, and one-in-ten (10%) brought *liquor, beer or wine* back with them. Other items regularly brought back into Canada following these visits include *housewares* (9%), *electronics* (7%), *shoes and footwear* (7%), *gifts* (6%) and *sporting or camping goods* (6%).



### Recent U.S. Purchasing Patterns

Q7. "Regardless of whether or not shopping was one of the main reasons for your most recent visit, what kinds of things, if anything, did you buy in the U.S. to bring back to Canada with you? Anything else?" (n=339)

- Total Mentions -



Base: Visited the U.S. on vacation or for reasons not related to work within past six months

## Higher Income Households Opening Their Wallets The Most

Manitobans who visited the U.S. within the past six months reported spending an average of \$1,478 (U.S.) on goods and services during their latest trip south of the border. As might be expected, spending was highest among households earning \$80,000 or more annually, with respondents in this income bracket having spent an average of \$2,486 during their latest visit. Households earning \$30,000 to \$59,999 annually reported spending the least during their latest visit, with an average outlay of \$591 (U.S.)

**Table 1: Average Amount Spent on Goods and Services in the U.S. During Latest Visit Within Past Six Months, by Annual Household Income**

*"During your most recent non-work-related visit to the U.S., what would you say was the total amount in U.S. dollars that you spent on goods and services in the United States?"*

	Overall (n=339)	< \$30K (n=24)*	\$30K-\$59K (n=95)*	\$60K-\$79K (n=57)*	\$80K+ (n=120)
Average Spending (U.S. \$)	<b>\$1,478</b>	\$697	\$591	\$1,491	\$2,486

Base: Visited the U.S. for non-work related reasons within past six months  
\* - Caution: Small Base

For more information on this survey, please contact:

**Patrick Cooney**  
**Chairman and President**  
 Jory Capital Inc.  
 Suite 2070-360 Main St.  
 Winnipeg, Manitoba  
 R3C 3Z3  
 Tel: (204) 942-7711  
 Fax: (204) 942-0047

**Kevin McDougald, Research Manager**  
 or  
**Scott MacKay, President**  
 Probe Research Inc.  
 Suite 850 – 125 Garry St.  
 Winnipeg, Manitoba  
 R3C 3P2  
 Tel: (204) 926-6565  
 Fax: (204) 926-6566  
 Cell: (204) 955-9777  
 E-mail: [kevin@probe-research.com](mailto:kevin@probe-research.com) or  
[scott@probe-research.com](mailto:scott@probe-research.com)  
 Web site: [www.probe-research.com](http://www.probe-research.com)