

Winnipeg Free Press Probe Research Inc. News Release

PUBLIC ATTITUDES ON A HOG PROCESSING FACILITY IN WINNIPEG

June 2006

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This city-wide Omnibus survey was designed and conducted by Probe Research via telephone interviews taken between June 14, 2006 and June 28, 2006 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 ± 4.1 percentage points of what they would have been if the entire adult population of Winnipeg had been interviewed. The margin of error is higher within each of the survey's population sub-groups.

A region defined as "Affected Area" includes those households proximate to the proposed hog processing facility in the St. Boniface Industrial Park. These include the FSAs of: R2J, R2H, R2C, R3W and R2L.

Modified random digit dialing was employed to ensure that all Winnipeg 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 Winnipeg population.

PUBLIC ATTITUDES ON A HOG PROCESSING FACILITY IN WINNIPEG

Winnipeg, Manitoba, There is no public consensus on the issue of whether or not a new hog processing plant should be built in Winnipeg. This finding was gleaned from a city-wide *Winnipeg Free Press/Probe Research Inc.* survey of 600 Winnipeg adults conducted earlier this month. Other research findings reveal that majorities of residents of Southeast Winnipeg and respondents under 35 years of age reject this proposal. Around one-in-four city adults were unwilling or unable to offer an opinion on this issue.

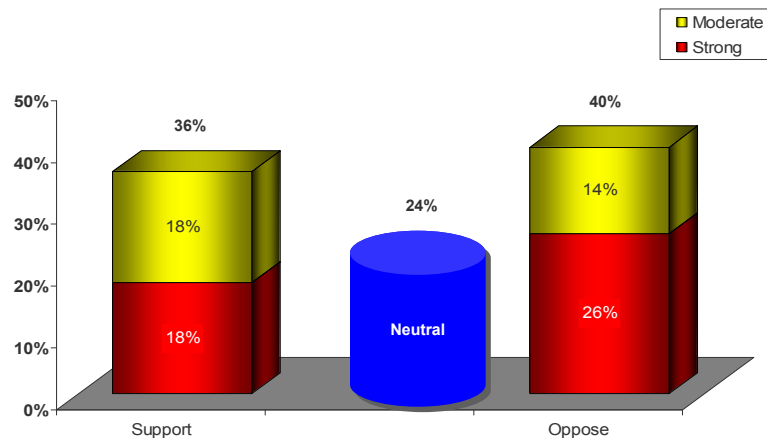
PORK PLANT OPPONENTS NARROWLY OUTWEIGH SUPPORTERS

Just more than one-third of Winnipeg adults (36%) support a plan to build a hog processing plant in Winnipeg. This support level includes 18 percent who indicated they were strong supporters of this plan and 18 percent who were moderate supporters (see Figure 1). On the other side of this issue, 40 percent oppose the creation of this Winnipeg hog processing facility including 26 percent who were strongly opposed and 14 percent who offered less intense opposition. Importantly, 15 percent of those surveyed volunteered that they could see pros and cons on both sides of this issue and an additional nine percent were unable to offer an opinion on this question.

PRBE

Support and Opposition for a Proposed Hog Processing Plant in Winnipeg

WFP1. "There has been some public discussion lately about a plan to build a hog processing plant at the St. Boniface Industrial Park. Based on anything you may have seen, read or heard about this issue, do you support or oppose this plan to develop a hog processing plant in Winnipeg?" (n=600)



PLANT DIVIDES CITY ACROSS AGE, GENDER AND REGIONAL LINES

Support and opposition to a new pork processing facility in Winnipeg is highly correlated with age, gender and the area of the city where respondents reside. Citizens under 35 years of age, for example, were far more likely to reject this proposal (51% were strongly or moderately opposed) than were middle-aged or older respondents (36% among those 35 – 54 years of age oppose the building of this plant and 37% of those over 55 years of age turn down this idea). By gender, 42 percent of men favor the building of this plant (and 35% of males oppose) while the situation is nearly the opposite with women where 44 percent of females give the “thumbs down” to a new hog processing plant and only 32 percent favour the creation of a new facility. Across the city support for the building of this plant reaches its highest point in Northwest Winnipeg (45%) while opposition peaks in neighbourhoods in Southeast Winnipeg (51%) including communities such as St. Boniface and Southdale and in the areas most likely to be affected by the proposed hog plant (48%) (see Figure 2).

Figure 2

PUBLIC SUPPORT AND OPPOSITION FOR A NEW PORK PROCESSING PLANT IN WINNIPEG

“There has been some public discussion lately about a plan to build a hog processing plant at the St. Boniface Industrial Park. Based on anything you may have seen, read or heard about this issue, do you support or oppose this plan to develop a hog processing plant in Winnipeg?” (n=600)

	Total Winnipeg	Men	Women	N.W.	N.E.	S.E.	S.W.	Core	Affected Area
(Base)	(600) (%)	(287) (%)	(313) (%)	(131) (%)	(113) (%)	(91) (%)	(149) (%)	(116) %	(90) %
Strong Support	18	20	17	25	16	12	22	14	10
Moderate Support	18	22	15	20	13	19	17	23	21
Moderate Oppose	14	15	13	13	12	15	14	17	12
Strong Oppose	26	20	31	17	35	36	24	22	36
(Neutral/Unsure)	24	23	24	25	24	18	23	24	21

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