

Winnipeg Free Press Probe Research Inc. News Release

PUBLIC ATTITUDES ON CONDOS IN THE PARK

September 29, 2005

Release Date: TBA

This city-wide Omnibus survey was designed and conducted by Probe Research Inc. via telephone interviews conducted between September 20th and September 27th among a random and representative sampling of 607 adults residing in Winnipeg.

With a sample of 607, one can say with 95 percent certainty that the results are within +/- 4.0 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.

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

PUBLIC ATTITUDES ON CONDOS IN THE PARK

Winnipeg, Manitoba – Citizens are more likely to oppose rather than endorse Mayor Sam Katz's suggestion that a residential condominium development be created within Assiniboine Park. These findings were gleaned from a city-wide *Winnipeg Free Press/Probe* Research Inc. survey of a random and representative sampling of 607 adults taken between September 20th and September 27th, 2005. Other survey findings show that opposition was strongest among women and those from less affluent households.

Half Reject Mayor's Condo Plan

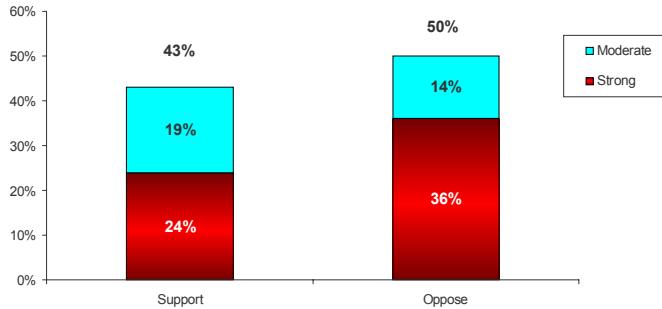
One-half of Winnipeg adults (50%) are opposed to Mayor Sam Katz's proposal to develop a residential condominium complex within Winnipeg's Assiniboine Park. More than one-third of all surveyed adults (36%) voiced strong opposition to the condo plan while an additional 14 percent were moderately opposed.

Support for this plan, on the other hand, was registered by 43 percent of respondents (including 24% who were enthusiastic supporters), while seven percent were unable or unwilling to take a position on this issue.

Those most inclined to express support for this condo plan included men and those from households with annual incomes of \$60,000 or more (48% and 47% respectively), while opposition was most evident among women (55%) and those earning less than \$30,000 per year (57%). Residents of the southwestern quadrant of the city, where the condominiums would be located, were as likely as the city as a whole to support (41%) or oppose the proposal (52%) while opinion was almost evenly split in the city's southeast and northeast neighbourhoods.

Support and Opposition to Condos in Assiniboine Park

Q1 "Winnipeg Mayor Sam Katz wants to allow up to 280 condominiums to be built on two parking lots just inside the southern boundary of Assiniboine Park: (ROTATE ARGUMENTS)
 •The mayor says money generated by this development would be used to improve the park, which is badly in need of repairs.
 •Others argue that this is a public park that belongs to all citizens and no part of it should be used for residential development.
 Based on what you know about this issue, do you support or oppose going ahead with the mayor's proposal to build these condominiums?" (n=607)



Support and Opposition for Condominium Development in Assiniboine Park - Across Major Socio-Demographic Groups -

	Total Wpg.	Gender		Income			Area				
		Men	Women	<30K	\$30-60K	\$60K+	N.W.	Core	S.W.	S.E.	N.E.
(Base)	(607)	(295)	(312)	(139)	(171)	(194)	(130)	(125)	(144)	(100)	(109)
Strong Support	24	28	20	17	26	27	24	20	23	24	27
Moderate Support	19	20	17	18	19	20	17	17	18	22	20
Moderate Oppose	14	9	18	16	12	13	11	18	16	10	12
Strong Oppose	36	36	37	41	36	33	39	36	36	32	37
(Unsure)	7	7	8	8	7	7	9	9	7	12	4

For more information on this survey, please contact:

Scott MacKay

President - Probe Research Inc.
Suite 206 – 233 Portage Ave.
Winnipeg, Manitoba - R3B 2A7
Tel: (204) 926-6565
Cell: (204) 955-9777
Fax: (204) 926-6566
E-mail: scott@probe-research.com
Website: www.probe-research.com

-30-