



MORE SANTAS, FEWER SCROOGES THIS CHRISTMAS

Smaller Percentage of Manitobans (29%) Cutting Back on their Spending This Holiday Season

For Immediate Release

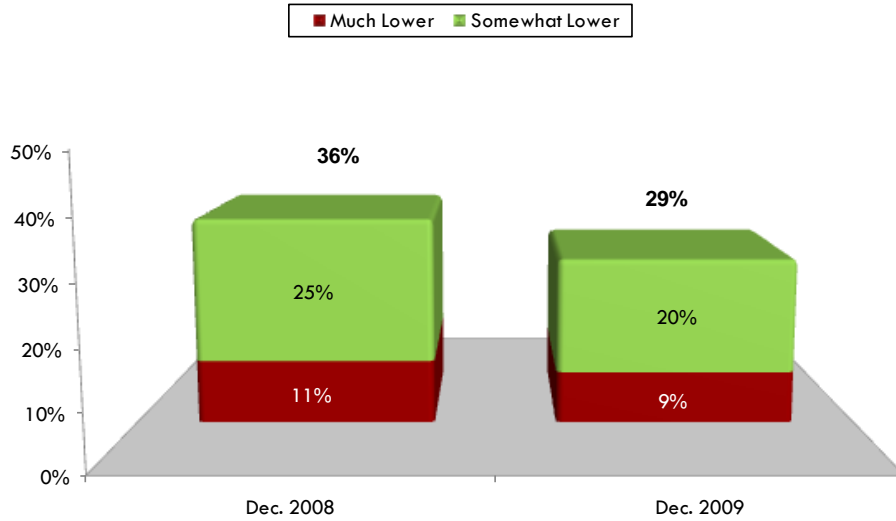
Winnipeg – There should be more Santas and fewer Scrooges in Manitoba this holiday season, as a new Probe Research Inc. poll conducted for Jory Capital and the Winnipeg Free Press finds that fewer Manitobans plan to reduce their spending on gifts this holiday season.

With just two weeks to go until Christmas, just three in ten Manitobans (29%) say they plan to spend less money on gifts and entertainment this holiday season. This represents a seven percentage point drop since last December, when 36 percent of Manitobans said they would cut back on their holiday spending.

The percentage of Manitobans who plan to spend more money this year remains unchanged from one year ago (11%), while the proportion of Manitobans who plan to shell out the same amount they spent last Christmas has increased slightly (from 53% in December 2008 to 58%).

Anticipated Decrease in Holiday Spending

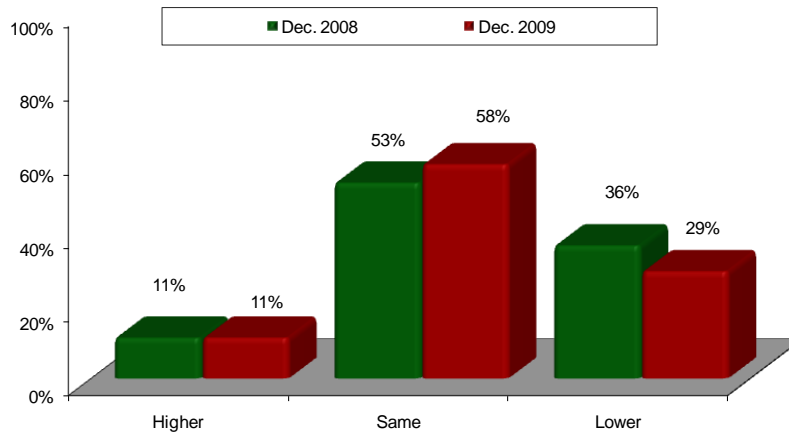
Q. JL1. "Thinking about the upcoming holiday season, do you expect that your household spending on gifts and entertainment will be higher or lower than last year?" (n=1,000)



Base: All Respondents

Anticipated Holiday Season Spending

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Base: All respondents

Young Adults Will Spend More On Gifts This Year

As the table below shows, younger adults expect to spend more on presents and other items this holiday season (16% of those aged 18-34 years old say they will spend more versus 7% of those aged 55 years and over).

People from middle-income and upper-income families are more likely than those earning less money to say they will spend the same amount this holiday season (64% of those earning \$30,000-\$59,999/year and 61% of those earning more than \$60,000/year say their holiday spending will remain unchanged compared to 43% of those earning less than \$30,000/year). However, households that earn less than \$30,000/year are more likely than others to say their holiday gift spending will be higher (18%) or lower (37%) than it was in 2008.

Residents of southeast Winnipeg (38%) are more likely than other Winnipeggers to reduce what they spend on presents this year. Other differences within the City of Winnipeg are not considered statistically significant.

ANTICIPATED HOLIDAY SPENDING								
– December 2009 –								
<i>“Thinking about the upcoming holiday season, do you expect that your household’s spending on gifts and entertainment will be...?”</i>								
	Total	AGE			HOUSEHOLD INCOME			
		18-34	35-54	55+	<\$30K	\$30K-\$59K	\$60K+	
(Base)	(1,000) (%)	(319) (%)	(360) (%)	(285) (%)	(156) (%)	(244) (%)	(427) (%)	
Higher	11	16	11	7	18	7	11	
Same	58	60	54	64	43	64	61	
Lower	29	24	34	27	37	29	27	
(Unsure)	1	<1	2	1	3	<1	<1	
	Total	REGION						
		Winnipeg						Rest of MB
		NW	NE	SE	SW	Core	Total Wpg	
(Base)	(1,000) (%)	(124) (%)	(114) (%)	(92) (%)	(143) (%)	(128) (%)	(600) (%)	(400) (%)
Higher	11	8	16	7	7	12	10	13
Same	58	63	58	54	62	61	60	56
Lower	29	27	25	38	29	26	29	30
(Unsure)	1	1	1	1	1	1	1	1

This province-wide Omnibus survey was designed and conducted by Probe Research Inc. via telephone interviews conducted between November 25th to December 5th, 2009 among a random and representative sampling of 1,000 Manitoba adults. 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 survey. Minor statistical weighting has been applied to this sample to ensure that the age and gender balance correspond with the province as a whole.

For more information on this survey, please contact:

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