

## WHAT KIND OF PERSON ARE YOU?

*Survey Reveals Consumer Preferences  
And Personal Habits of Winnipeg Residents*

**Winnipeg** – Men drink merlot, women sip chardonnay and both sexes prefer dogs to cats and showers to baths. These are but of a few of the findings taken from a new Probe Research survey conducted for the *Winnipeg Free Press* which reveals a number of consumer tastes and preferences among a random and representative sample of 600 Winnipeg adults.

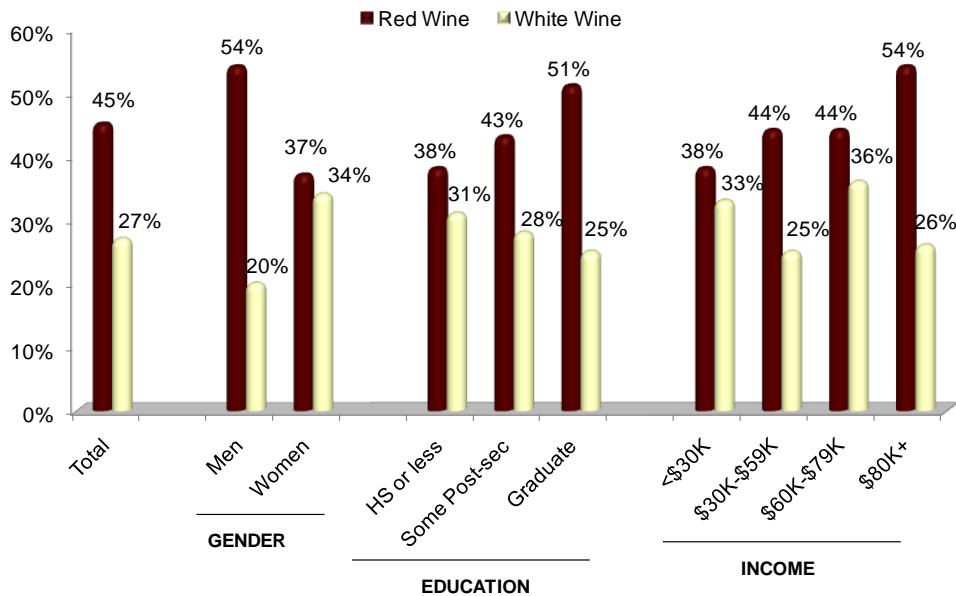
In addition to analyzing the differences in Winnipeggers' consumer tastes based on age, gender, income and education, this survey also reveals variations among those who support different political parties. For example, Liberal voters are more likely to splurge on pumpkin spice lattes from Starbucks, while many of the people you see lining up at your neighbourhood Tim Horton's for double-doubles are more likely to be fans of Prime Minister Stephen Harper and the federal Conservative Party.

## Do You Prefer ... Red Wine or White Wine?

Nearly twice as many Winnipeggers prefer red wine to white wine (45% versus 27% respectively), while 28 percent did not state a preference for either type of wine (2% were undecided).

### P R B E RESEARCH INC. Wine Drinking Preferences - Among Selected Sub-Populations -

2b. "Would you say you are a red wine drinker or a white wine person?" (n=600)



Base: All respondents

The key differences include:

- Men are more likely to drink red wines like merlot and cabernet sauvignon (54% versus 37% of women), while female Winnipeggers are partial to white wines like chardonnay, chablis and sauvignon blanc that sit on the shelves of your local Liquor Mart or wine store (34% versus 20% of men).
- Residents of southwest Winnipeg are the biggest fans of red wine (53%), while there is very little difference throughout the city among those who consider themselves white wine drinkers.



- Preference for red wine corresponds to those with more education (51% of university and college graduates prefer this type of wine compared to 38% of those with a high school diploma or less) and higher incomes (54% of those earning more than \$80,000/year drink red wine versus 38% of those earning less than \$30,000/year). Interestingly, there is little difference among those partial to white wine or among those who do not consider themselves fans of either variety of grape.
- Contrary to popular belief, there is no such thing as a “white wine socialist” – supporters of the provincial NDP (27%) are actually slightly less likely to be white wine drinkers than their provincial Liberal (39%) or Progressive Conservative (32%) counterparts. Similarly, federal NDP supporters are not significantly more likely to sip white wine than supporters of other parties (31% compared to 30% of those who would vote for the federal Conservatives and 26% of those who back the federal Liberals).



## Do You Prefer ... Tim Horton's or Starbucks?

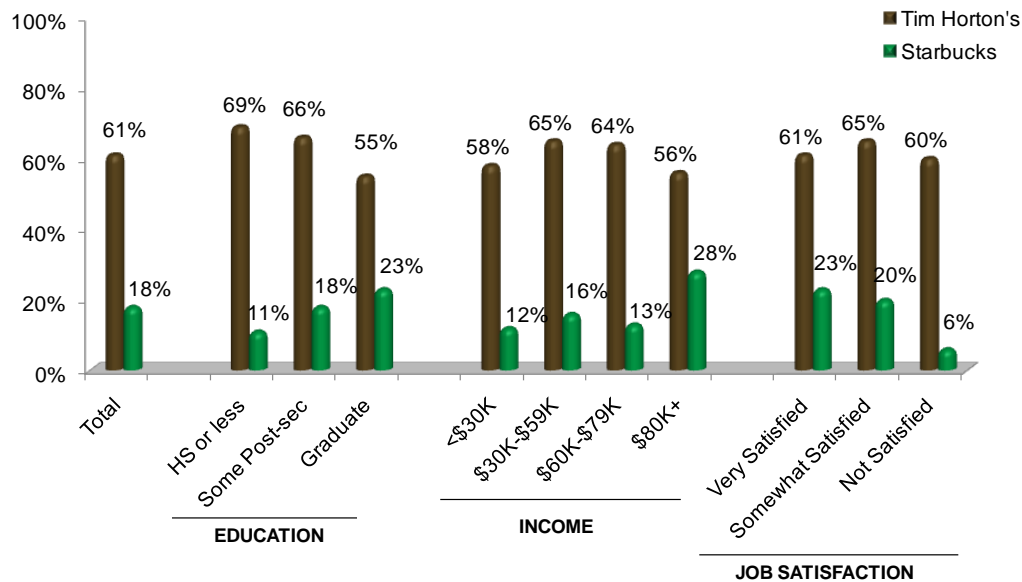


Most Winnipeg adults (61%) prefer Tim Horton's coffee, three times the number (18%) who indicate they would rather get their caffeine fix at Starbucks. One in five (19%) do not have a preference for either coffee chain, while two percent did not say whether they are a "Tim's person" or a "Starbucks person."



### PRBE RESEARCH INC. Coffee Chain Preferences - Among Selected Sub-Populations -

2d. "Would you say you are a Starbucks person or a Tim Horton's person?" (n=600)



Base: All respondents

Notable differences include:

- Tim Horton's is the preferred source of coffee among all three age groups. However, younger and middle-aged adults are more likely to consider themselves "Starbucks people" than seniors (23% of those aged 18-34 years and 20% of those aged 35-54 years like Starbucks versus 12% of those aged 55 years and over), while older Winnipeg adults are more likely to say that they don't have a preference for one chain or the other (28% versus 18% of those aged 35-54 years and 12% of those aged 18-34 years).

- Those who would vote for the federal Conservative party (67%) are slightly more partial to Tim Horton's coffee than those who would cast ballots for the federal New Democratic or Liberal parties (55% and 52% respectively).

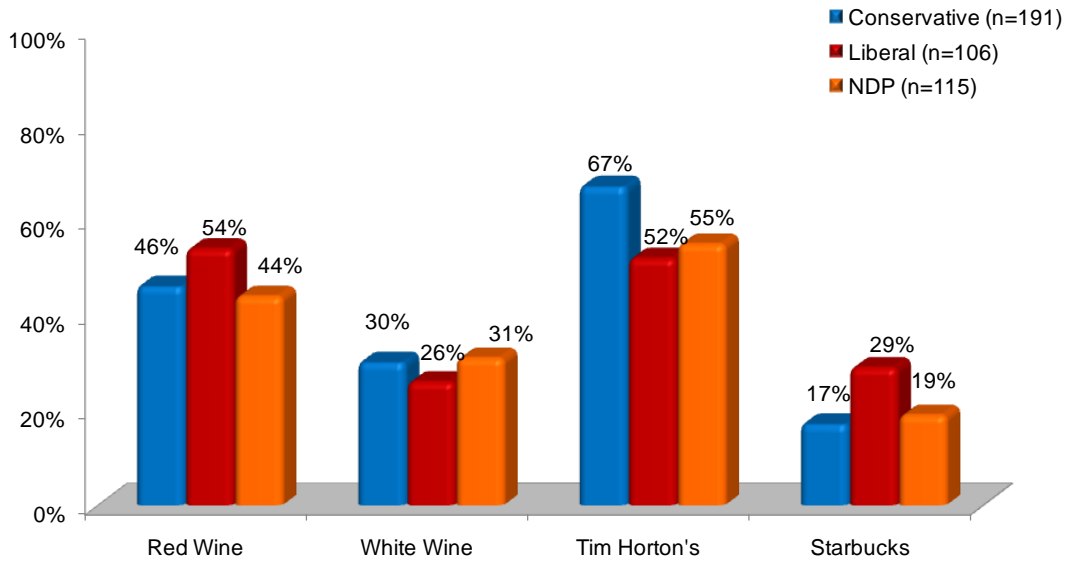


- Federal Liberal supporters, meanwhile, are slightly more likely than Conservative- and NDP-supporting citizens to get coffee from Starbucks (29% of those who would vote Liberal prefer Starbucks compared to 19% of NDP supporters and 17% of Conservative supporters).
- The wealthiest Winnipeggers are more likely to purchase Starbucks coffee than those who earn less money (28% of those earning more than \$80,000/year versus 13% of those earning \$60,000-\$79,999/year, 16% of those earning \$30,000-\$59,999/year and 12% of those earning less than \$30,000/year).
- University and college graduates are less likely to prefer Tim Horton's (55% versus 69% of those with high school or less and 66% of those with some post-secondary) and more likely to be Starbucks lovers (23% versus 18% of those with some post-secondary and 11% of those with a Grade 12 diploma or less).

The following graph illustrates differences between supporters of federal political parties when it comes to their coffee and wine-drinking preferences:

**P R B E** **Partisan Preferences**  
RESEARCH INC. **- Among Identified Supporters of Federal Parties -**

2d. "Would you say you (prefer) ... ?"



Base: Decided voters

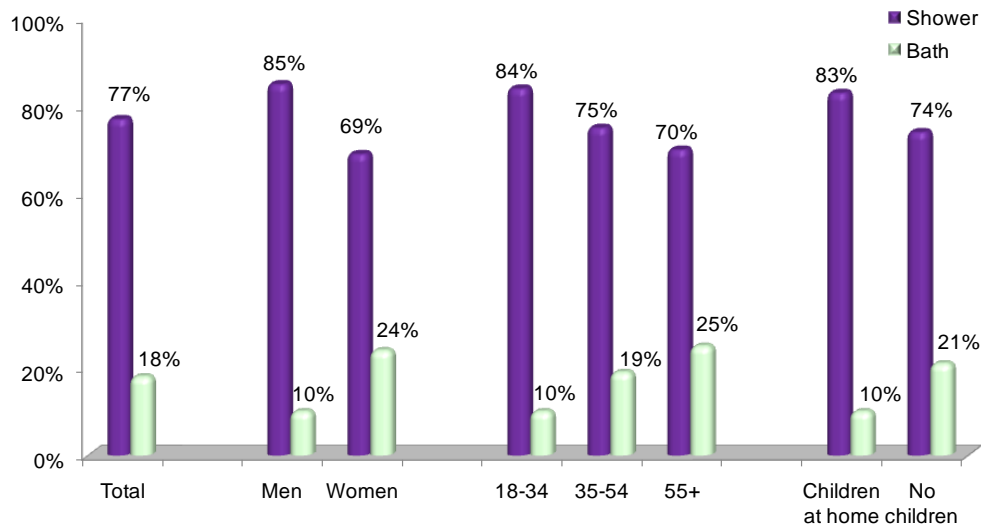
## Do You Prefer ... Showers or Baths?



Nearly eight in ten Winnipeg adults (77%) would rather stand in the shower than lie in a bath, while 18 percent would prefer to bathe rather than shower to get clean. Two percent did not state a preference for either showers or baths, while three percent were undecided.

### PRBE RESEARCH INC. Bathing Preferences - Among Selected Sub-Populations -

2e. "Would you say you are a shower person or a bath person?" (n=600)



Base: All respondents

- Men are more likely than women to prefer to shower (85% versus 69% respectively), while women are more predisposed to a soak in the tub than their male counterparts (24% versus 10% respectively).
- The likelihood of preferring a bath to a shower increases with age (25% of those aged 55 years and over would rather get clean this way versus 19% of those aged 35-54 years and 10% of those aged 18-34 years).
- People with children at home are more likely to be "shower people" (83% versus 74% of households without children), while those without kids under 15 are more likely than parents of young children to prefer baths to showers (21% versus 10% respectively).

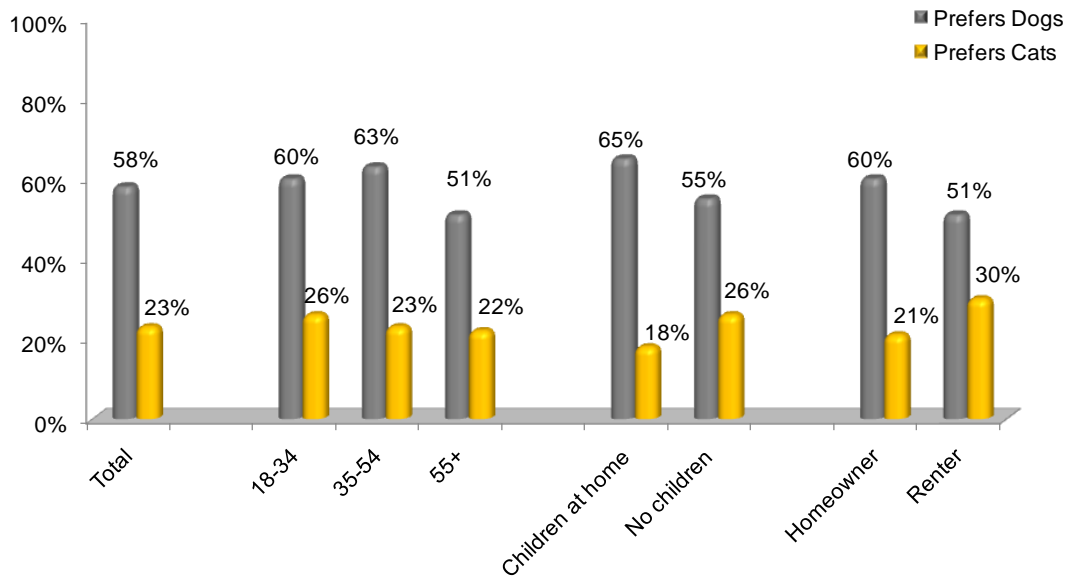
## Do You Prefer ... Dogs or Cats?

Winnipeg adults are more likely to consider themselves “dog people” rather than “cat people” (58% prefer dogs compared to 23% who like cats). Sixteen percent did not offer a preference for either Fido or Fluffy, while three percent were unsure or did not respond.



### P R B E RESEARCH INC. Pet Preferences - Among Selected Sub-Populations -

2a. “Would you say you are a dog person or a cat person?” (n=600)



Base: All respondents

- Households with children at home are more likely to prefer dogs (65% versus 55% of those with no children at home), while individuals without kids are slightly more inclined to want a cat for a pet (26% versus 18% of households with children under 15 years of age).
- Homeowners (60%) are slightly more likely to consider themselves “dog people” than those who rent (51%).
- Those who earn \$60,000-\$79,999/year are among those most likely to think of themselves as dog lovers (69%, compared to 45% of those earning less than \$30,000/year).

*This city-wide Omnibus survey was designed and conducted by Probe Research Inc. via telephone interviews conducted between November 25<sup>th</sup> and December 5<sup>th</sup>, 2009 among a random and representative sampling of 600 Winnipeg adults. With a sample of 600, 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 used 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 the age and gender balance correspond with the city as a whole.*

For more information on this survey, please contact:

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- 30 -