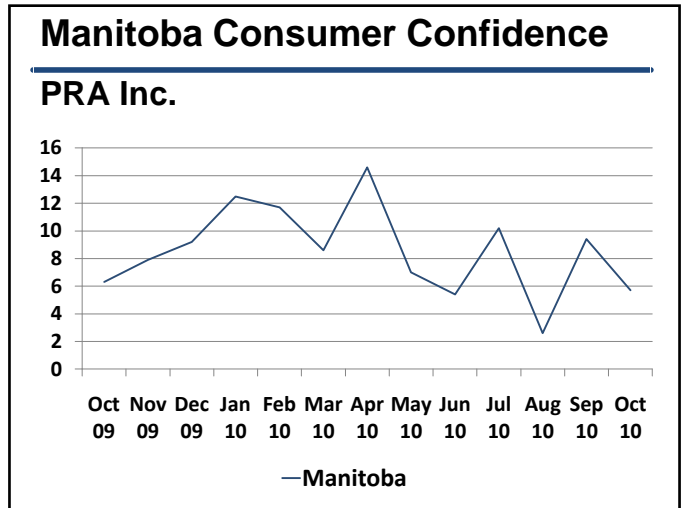


# Manitoba Consumer Outlook

For Release: November 26, 2010

## Manitoba consumer confidence falters...again

One month up...one month down...is a continuing pattern for consumer confidence in Manitoba. The province has spent the last seven months alternating between being above and below an average confidence index rating of 6.7. Although the September to October swing was not the largest seen in recent months, it certainly continues the pattern of confidence movement in Manitoba. No steady gains and no steady loss, just a continued back and forth. PRA Omnibus survey results will confirm if the current rating of 5.7 will be followed by another upward shift, continuing this volatile movement.



### Interpreting the index

The PRA consumer confidence index captures the mood of the general population regarding their finances. The index represents the difference between the percentage of Manitobans expecting to have a better financial situation in the coming year (optimists) and the percentage expecting to have a worse financial situation (pessimists). A positive index means more respondents are optimistic than are pessimistic about their upcoming financial situations.

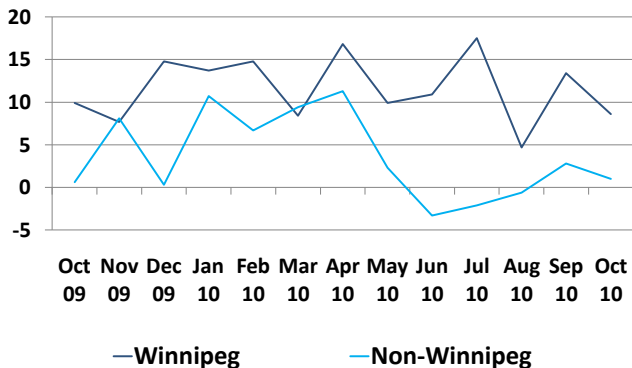
A series of follow-up questions provides insight into the PRA consumer confidence index. These questions allow respondents to elaborate on why they feel their financial situations will be better or worse in the next year.

## Provincial regions moving in tandem on confidence

In September, consumers in Winnipeg and the rest of the province shared a similar outlook, changing their perspectives on the future to take a more positive view. This month, there was evidence of financial concern as the indices for both regions dropped together. Those living outside of Winnipeg registered a relatively modest drop of 1.8 points while those living in the city saw their index fall by 4.8 points. Despite these differences, this resulted in two consecutive months of tandem movement in confidence in different regions of the province. This pattern of paired upward and downward movement was often not seen during much of 2010. Again, data from the December PRA Omnibus survey will provide a better indication of whether this type of regional pattern is here to stay.

## Confidence by Region

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## Despite stumbling confidence, 25 to 39-year-olds still mainly positive about future

Downgrading their expectations slightly in October, confidence for 25 to 39-year-olds settled at 23.1, down 4.1 percentage points from September's 27.2. Yet, this group still came out ahead of the other age groups in Manitoba, not to mention quite a bit higher than 12 months ago.

Back in October 2009, confidence sat at 15.3 for 25 to 39-year-olds. Skip forward 12 months to October 2010 and the number of optimists in this category has gone up, which has increased their level of confidence by 7.8 points.

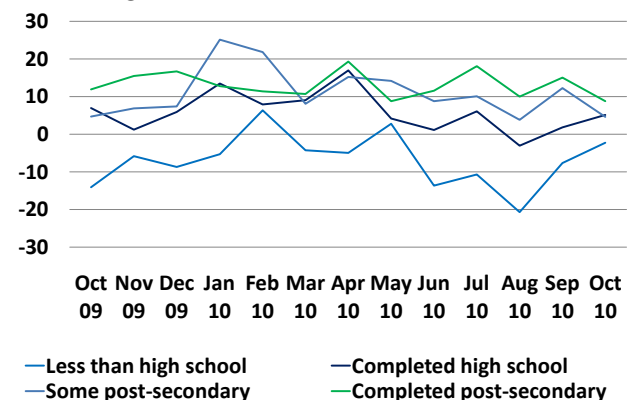
However, 25 to 39-year-olds are not the only ones that have become more optimistic than they were 12 months ago. Those who are 18 to 24 years of age have become more confident, increasing their level of confidence by 3.6 points from 18.4 in October 2009.

## Increase in optimism not shared among all education groups

A number of Manitobans with a post-secondary degree, diploma, or some post-secondary education revised their opinions about the future in October. This revision was seen in a downward movement in the confidence index for these educational groups. At the same time, some Manitobans with less educational attainment were thinking more positively about the future. The index rating for those who completed high school and with less than a high school education rose by 3.3 and 5.4 points, respectively. These opposing trends have moved the confidence of all educational groups closer together in October.

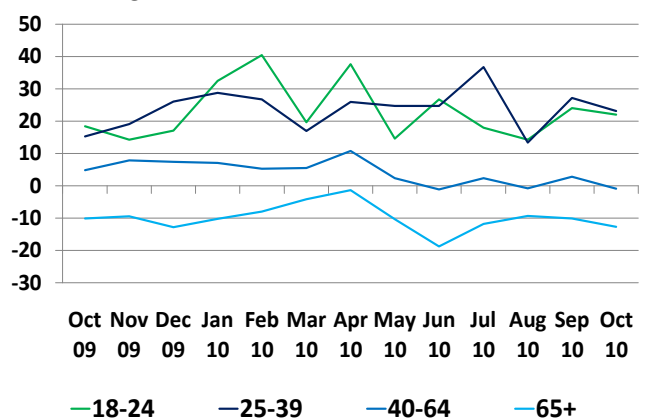
## Confidence by Education

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## Confidence by Age

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PRA will continue to track these and other developments over the coming months.

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Greg Mason at (204) 987-2030 or toll-free at 1-888-877-6744.**

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Brigitte Bouchard-Morris at (613) 233-5474 or toll-free at 1-866-422-8468.**

## **METHODOLOGY**

PRA interviews respondents by telephone and selects individuals using random digit dialling. This allows the inclusion of individuals with unlisted or new telephone numbers, ensuring a random sample with the best possible representation of eligible respondents.

|                           |                              |
|---------------------------|------------------------------|
| Survey dates              | October 2009 to October 2010 |
| Interviewing method       | Telephone                    |
| Sample selection          | Random digit dialling        |
| Monthly sample size       | Ranges from 800 to 808       |
| Approximate maximum error | ±3.5%, 19 times out of 20    |

As any random sample may not perfectly represent the population, PRA statistically corrects for discrepancies in gender, age, and income to ensure the *Manitoba Consumer Outlook* sample corresponds as closely as possible to Statistics Canada and Revenue Canada population information.

PRA is an independent research and consulting company based in Winnipeg with offices in Ottawa, Edmonton, and Regina. Its main office in Winnipeg houses a research call centre and focus group facilities where clients can observe ongoing research work.

Founded in 1988, the company conducts large- and small-scale quantitative and qualitative research in both official languages. It provides program evaluation, market research, and economic analysis services to government, private business, and non-profit organizations across Canada.

For more information about PRA's services or facilities, please contact its offices directly or visit [www.pra.ca](http://www.pra.ca).

**500-363 Broadway  
Winnipeg, Manitoba  
R3C 3N9**  
Phone (204) 987-2030  
Fax (204) 989-2454

**708-350 Sparks Street  
Ottawa, Ontario  
K1R 7S8**  
Phone (613) 233-5474  
Fax (613) 233-5673

**3-1919 Rose Street  
Regina, Saskatchewan  
S4P 3P1**  
Phone (306) 347-2543  
Fax (800) 717-5456

**900-10665 Jasper Ave N.W.  
Edmonton, Alberta  
T5J 3S9**  
Phone (780) 428-4552  
Fax (800) 717-5456