

Saskatchewan Industry and Resources

"Our Future is Wide Open" Opinion Poll

Objectives

- Conduct a public opinion poll on the impact of "Our Future is Wide Open" advertising campaign
- Provide data that quantifies: advertising recall, emotions, key messaging, impressions and impacts of the advertising campaign

The Poll

- Phone poll
- Conducted December 10-14, 2002 between 5-9 PM
- Sample of Saskatchewan households was drawn by simple random sampling
- 670 surveys were completed
- 15 questions in total-two open ended
- The results from a sample of this size are considered accurate within plus or minus 5% points, 99 times out of 100. (99% confidence level with a \pm 5% margin of error)

Key Findings

- 57.98 % of adults in Saskatchewan indicated that they were aware of the "Future is Wide Open Campaign"
- 90.5% of respondents, who recalled hearing or seeing the advertising, said they saw it on television, while 29.36% said they heard the advertising on radio
- 46.43% of respondents saw or heard the advertising more than 10 times
- 69.97% of respondents indicated that the key message recalled was "Saskatchewan is a great place to live, work and play"
- 32.6% of respondents indicated recalling the key message, "Saskatchewan has a strong economy"
- 20.33% of total respondents agreed that they learned something new about Saskatchewan from the advertisements

- 46.67% of the youngest age segment (18 to 24), indicated that they learned something new about Saskatchewan from the advertisements
- 11.0% of total respondents agreed that the advertisements changed their attitude towards the Province
- 26.67% of the youngest age segment (18 to 24), indicated that the advertisements changed their attitudes towards the Province
- The advertising appealed most to the 18-35 age segment and least to the 66-74 age segment

[Results from Polling](#)

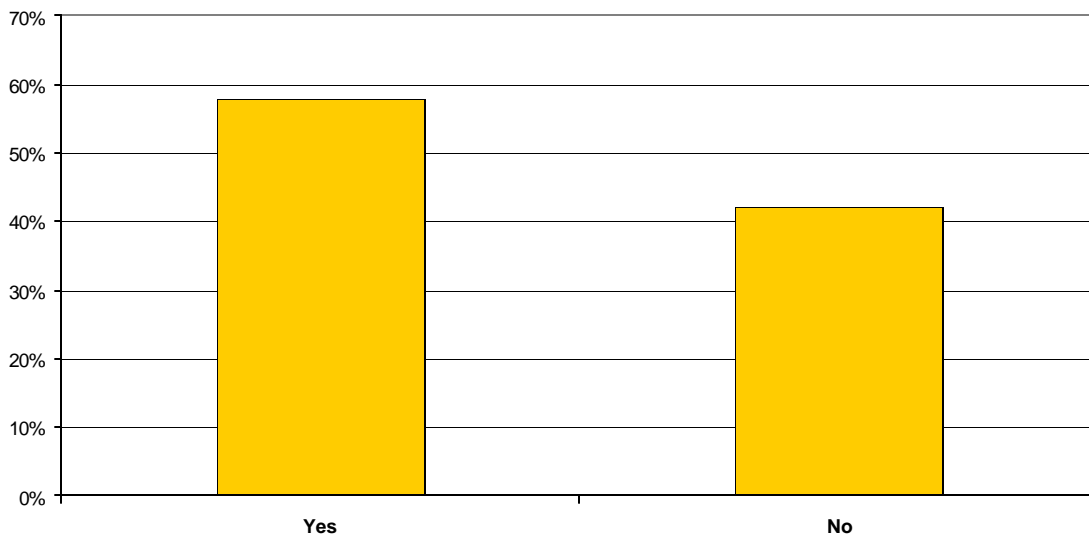
Questions 1-15

Question 1:

Do you recall hearing or seeing the advertisements?

Table 1. Do you recall hearing or seeing the advertisements?		
Yes	705	57.98%
No	511	42.02%
Total	1216	100.00%

Chart 1. Do you recall hearing or seeing the advertisements

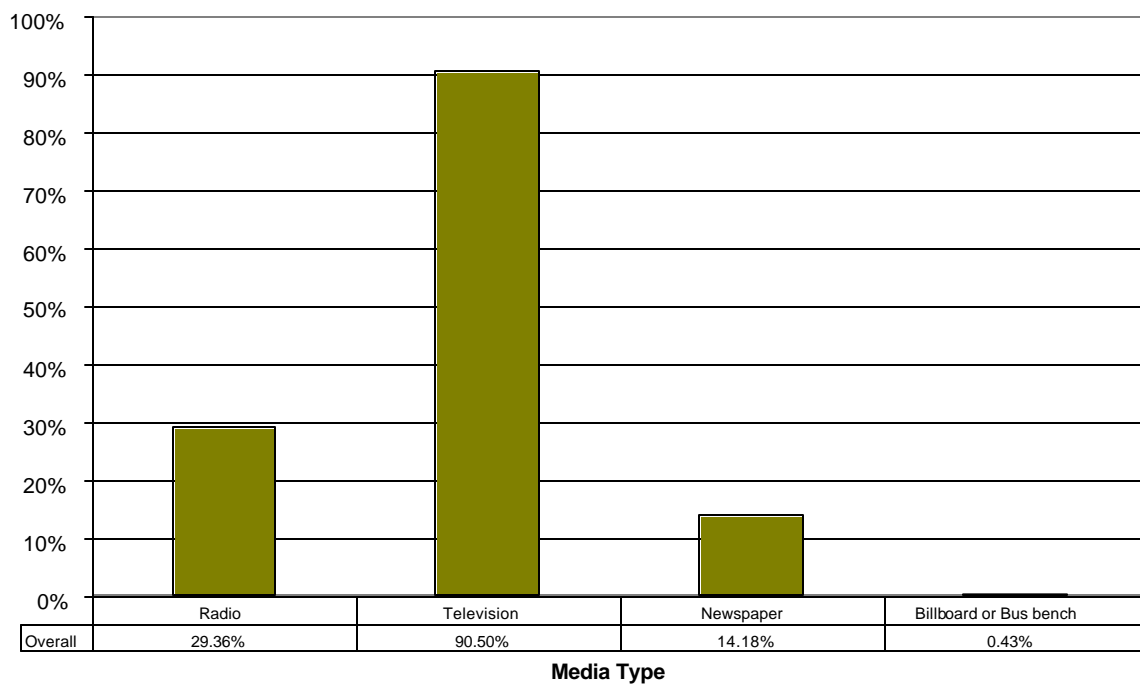


Question 2:

Where did you see or hear the advertising?

- *Radio*
- *Television*
- *Newspaper*
- *Billboard or Bus bench*

Chart 2. Where did you see or hear the advertising?



Question 3:

How many times have you seen or heard the advertising?

- *1-3*
- *4-10*
- *10+*

Table 2. How many times have you heard or seen the advertising by Media?						
	Radio	Television	Newspaper	Billboard or Bus bench	Overall	Percent
1 - 3	26	127	24		156	22.71%
4 - 10	64	192	25	2	212	30.86%
10 +	113	305	46	1	319	46.43%
Total Response	203	624	95	3	687	100.00%

Question 4:

What messages do you recall from the advertising?

Table 3. Unprompted recall of advertising messages		
	Frequency	Percent
Great place to live	128	47.9%
Wide Open	26	9.7%
Great place for business	22	8.2%
Opportunities	20	7.5%
Forest	18	6.7%
Fishing	17	6.4%
Waste of money	17	6.4%
Fishing, forest	6	2.2%
Great place to live, opportunities	5	1.9%
Great place to live, great place for business	4	1.5%
Fishing, wide open	4	1.5%
Total Response	267	100.0%

*note responses fewer in number than 4 were not recorded

Question 5:

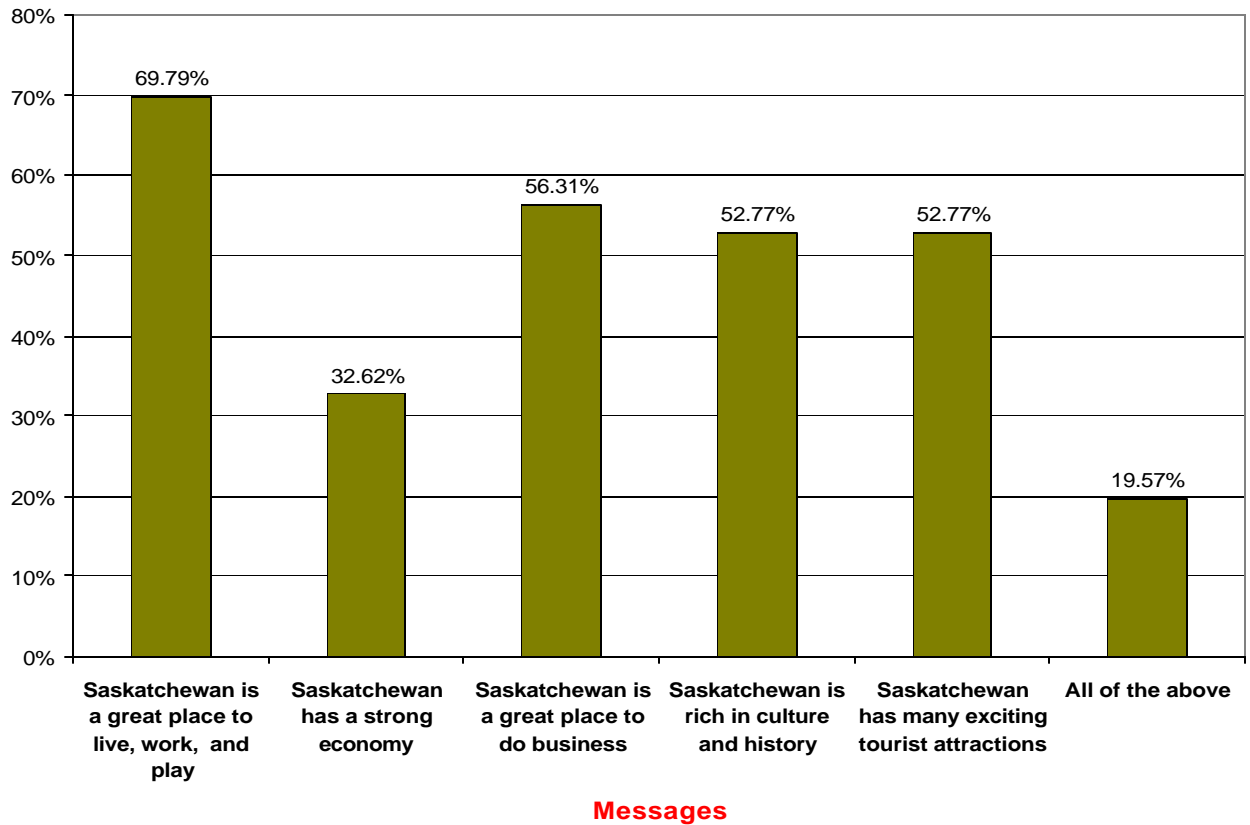
Please respond with a yes or no to whether you recall the message.

- *Saskatchewan is a great place to live, work, and play*
- *Saskatchewan has a strong economy*
- *Saskatchewan is a great place to do business*
- *Saskatchewan is rich in culture and history*
- *Saskatchewan has many exciting tourist attractions*
- *All of the above*

- *None of the above*
- *Don't recall*
- *Other*

Table 4. Respondents Recall of Five Key Messages.				
	Frequency		Percent	
	Yes	No	Yes	No
Saskatchewan is a great place to live, work, and play	492	213	69.79%	30.21%
Saskatchewan has a strong economy	230	475	32.62%	67.38%
Saskatchewan is a great place to do business	397	308	56.31%	43.69%
Saskatchewan is rich in culture and history	372	333	52.77%	47.23%
Saskatchewan has many exciting tourist attractions	372	333	52.77%	47.23%
All of the above	138		19.57%	0.00%
None of the above	4	701	0.57%	99.43%
Don't recall	4	701	0.57%	99.43%

Chart 3. Respondent's Recall of the Five Key Messages in the Advertisement



Question 6:

Using a scale from 1 to 5 with 1 being Strongly Disagree and 5 being Strongly Agree, please answer the following statements:

- *You found the advertisements made you feel good about living in Saskatchewan*
1 2 3 4 5
- *You liked the images and pictures of Saskatchewan*
1 2 3 4 5
- *You liked the music on the television and radio advertisements*
1 2 3 4 5
- *The advertisements reflected the diversity of our culture and communities (i.e. race, people of different ages, gender and professions)*
1 2 3 4 5

Chart 4. Average Score of the Statements about Saskatchewan

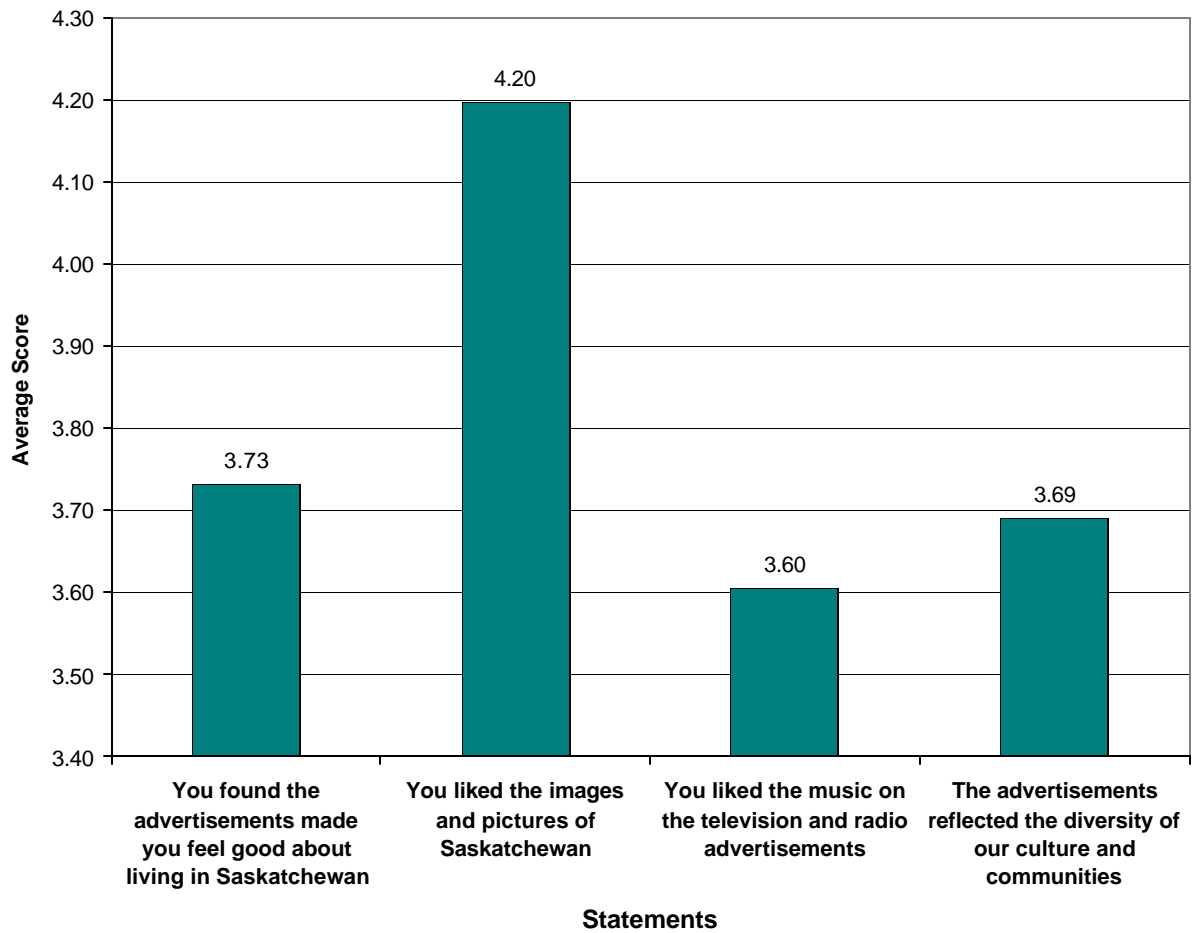
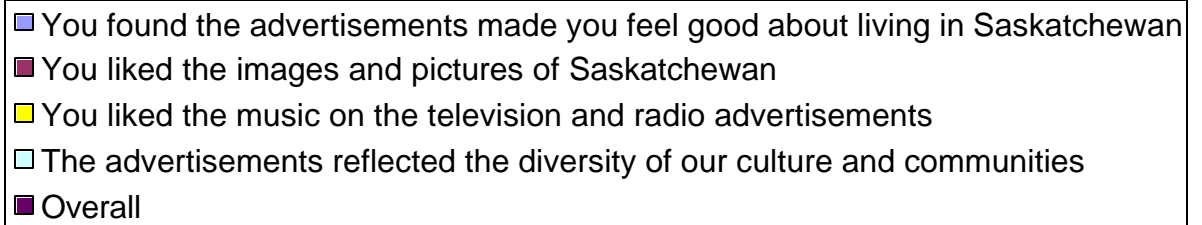
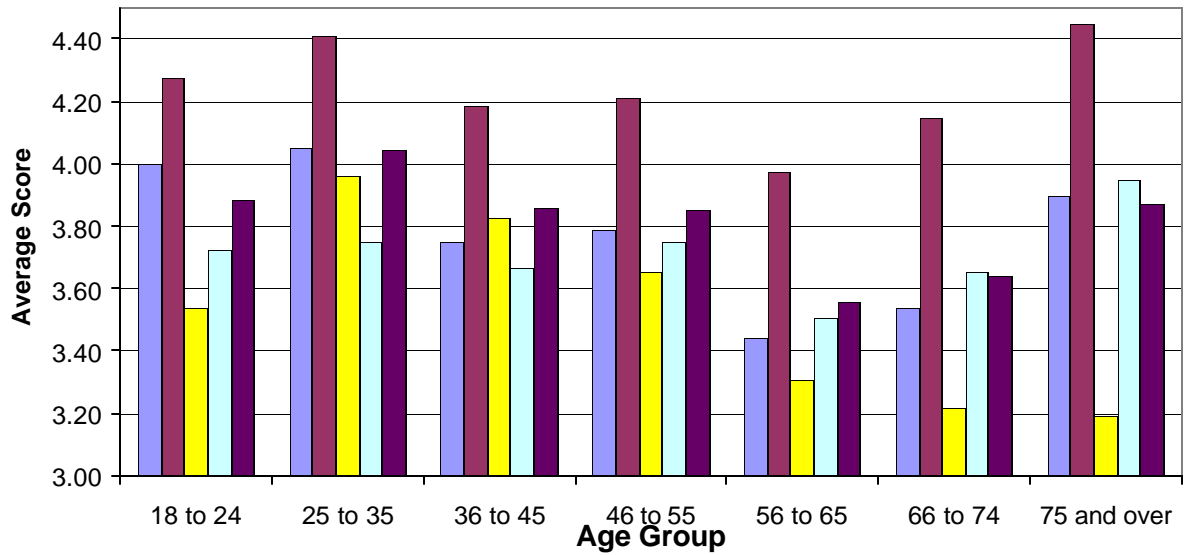


Table 5. Average Score of the Following Statements

Response	Rank
You found the advertisements made you feel good about living in Saskatchewan	3.73
You liked the images and pictures of Saskatchewan	4.20
You liked the music on the television and radio advertisements	3.60
The advertisements reflected the diversity of our culture and communities	3.69

Chart 5. Average Score by Age Group

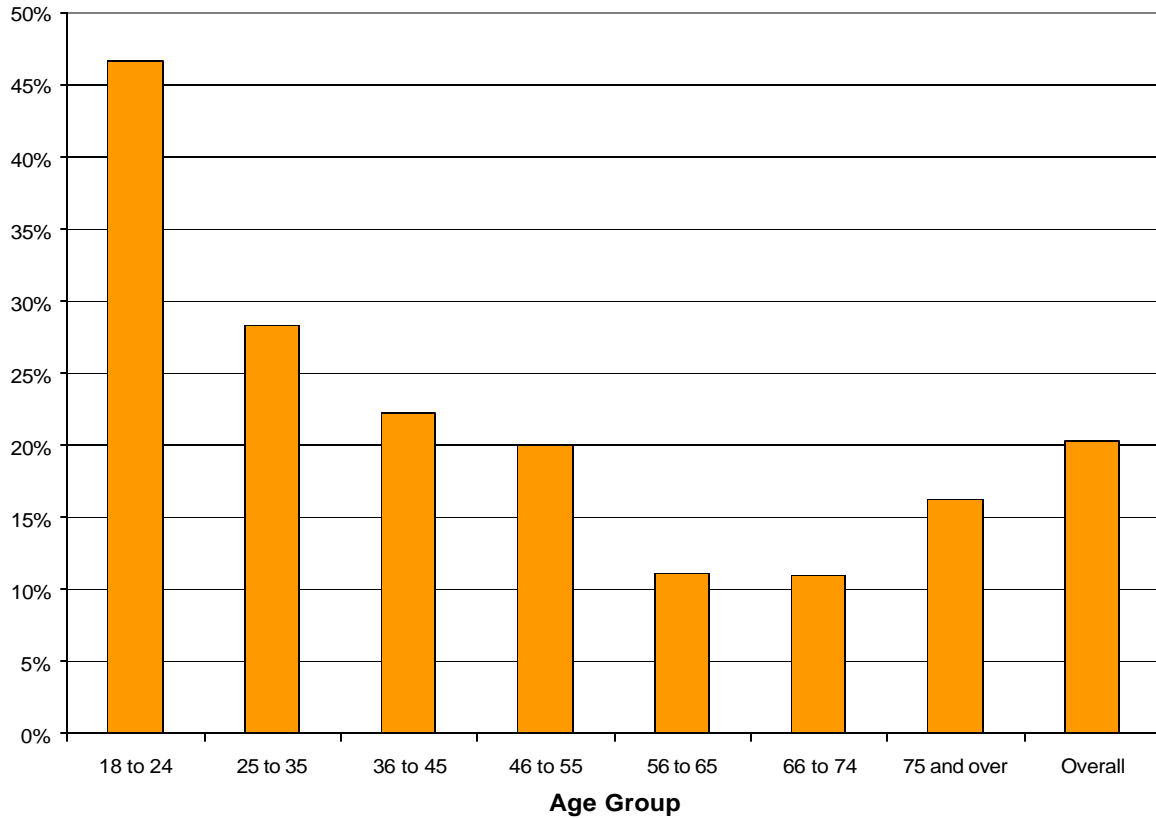


Question 7:

Did you learn something new about Saskatchewan from the advertisements?

- Yes
- No

Chart 6. Percent of Respondent Learn something new about Saskatchewan from the advertisements



Question 8:

How did these advertisements make you feel?

(Unprompted – Do Not Read Responses)

- *Happy*
- *Proud*
- *Optimistic*
- *Sad*
- *None*
- *Other ____*

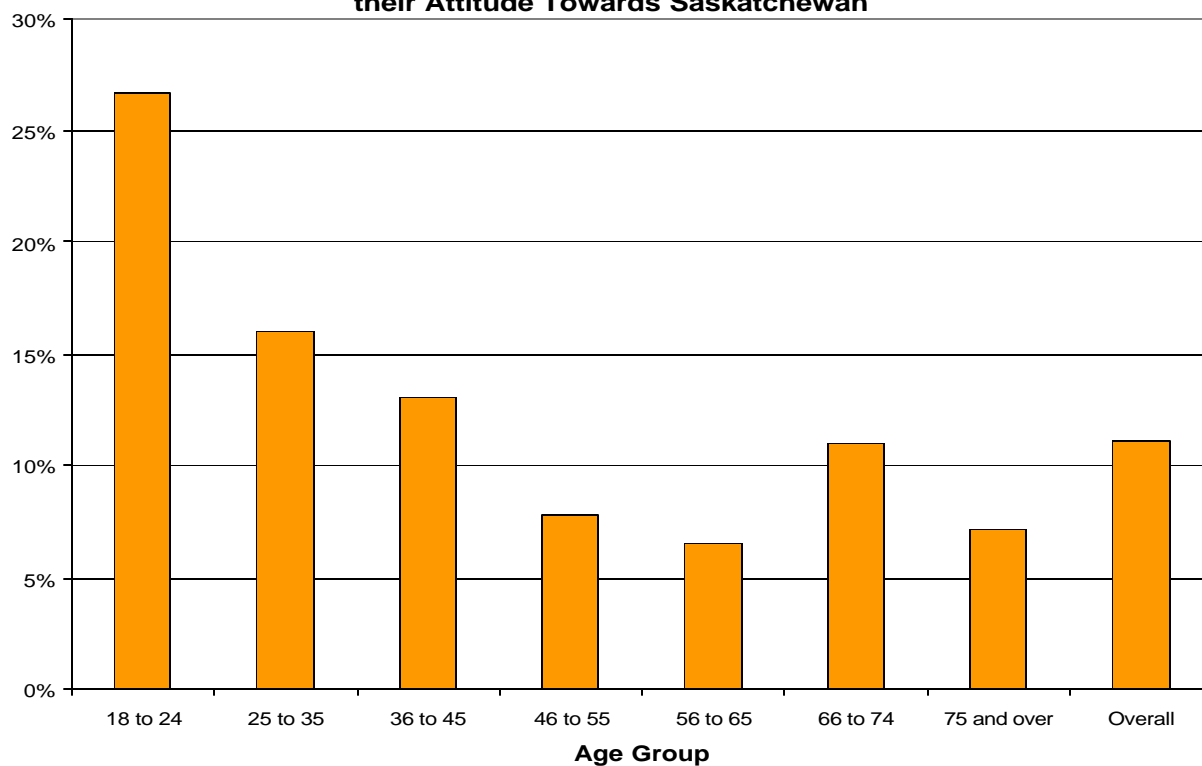
Table 6. How did these advertisements make you feel?		
Response	Frequency	Percent
Happy	224	34.1%
Proud	161	24.5%
Optimistic	59	9.0%
Negative	117	17.8%
None	96	14.6%
Total	657	100.0%

Question 9:

Did the advertisements change your attitude towards Saskatchewan?

- Yes
- No

Chart 7. Percent of Respondent Said that the Advertisements Change their Attitude Towards Saskatchewan



Question 10:

Using a scale from 1 to 5 with 1 being Strongly Disliked and 5 being Strongly Liked, how would you rate the advertising overall...

- *on Television?* 1 2 3 4 5
- *on the Radio?* 1 2 3 4 5
- *in the Newspaper?* 1 2 3 4 5

Question 11:

Please stop me when I reach the category in which your age falls...

- *18 to 24*
- *25 to 35*
- *36 to 45*
- *46 to 55*
- *56 to 65*
- *66 to 74, or*
- *75 and over*
- *Refused*

Table 7. Distribution of Age		
Age Group	Frequency	Percent
18 to 24	30	4.4%
25 to 35	107	15.9%
36 to 45	140	20.7%
46 to 55	171	25.3%
56 to 65	110	16.3%
66 to 74	73	10.8%
75 and over	44	6.5%
Total Response	675	

Question 12:

How many people live in your household?

- 1
- 2
- 3
- 4
- 5 or more

Table 8. Household Size of Respondents		
Size of Household	Frequency	Percent
1	111	16.5%
2	275	40.9%
3	102	15.2%
4	106	15.8%
5 or more	79	11.7%
Total Response	673	

Question 13:

What is your current occupation? (Do not read responses)

- *Public sector management*
- *Private sector management*
- *Teaching*
- *Medical/Health*
- *Clerical/Sales/Service*
- *Processing and Manufacturing*
- *Construction/Trades*
- *Farmer*
- *Transportation*
- *Homemaker*
- *Student*
- *Unemployed*
- *Retired*
- *Small business owner/operator*
- *Other (specify):*
- *Refused*

Occupation of respondent

Table 9. Occupation		
	Frequency	Percent
Public sector management	16	2.6%
Private sector management	12	1.9%
Teaching	36	5.8%
Medical/Health	29	4.6%
Clerical/Sales/Service	53	8.5%
Processing and Manufacturing	5	0.8%
Construction/Trades	17	2.7%
Farmer	69	11.1%
Transportation	9	1.4%
Homemaker	28	4.5%
Student	24	3.8%
Unemployed	8	1.3%
Retired	152	24.4%
Small business owner/operator	22	3.5%
Other	144	23.1%
Total Response	624	

Question 14:

What is the highest level of education you have completed? (Do not read responses)

- *less than Grade 9,*
- *some high school,*
- *high school,*
- *some trade school,*
- *trade school with diploma,*
- *some university,*
- *university degree or higher*
- *Refused*

Maximum education level of survey respondents

Table 10. Education		
	Frequency	Percent
Less than Grade 9	22	3.3%
Some high school	59	8.8%
High school	149	22.3%
Some trade school	35	5.2%
Trade school with diploma	92	13.8%
Some university	94	14.1%
University degree or higher	216	32.4%
Total Response	667	

Question 15:

Gender (Do not read)

- *Male*
- *Female*
- *Unknown*

Gender of respondent

Table 11. Gender		
	Frequency	Percent
Male	355	53.2%
Female	312	46.8%
Total Response	667	100.0%