

# **Government of Saskatchewan**

## **Context Survey Report**

**October 2005**

# Background

The Context survey is designed to gather information on aspects of the attitudinal environment in Saskatchewan. The project is an adaptation of the former omnibus research program.

Fieldwork was conducted province wide in the week ending September 5, 2005. Using a stratified sample that allocated interviews to one on 10 regions based on population, 821 interviews were completed.

The results in this document can be expected to be accurate to within a margin of 3.5%, 19 times in 20.

# Highlights

- Overall there is a strong level of satisfaction with qualities of life.

<b>Qualities of Life</b>			
<b>Comparing Importance to Satisfaction</b>			
<i>All numbers represent average response on scale of 1-5</i>			
<b>Quality</b>	<b>Importance</b>	<b>Satisfaction</b>	<b>Gap</b>
Safety and security	4.49	3.93	-.56
Clean environment	4.42	4.19	-.23
Access to medical care	4.35	3.90	-.45
Cost of living	4.24	3.65	-.59
Job security	4.20	3.74	-.46
Well-paying job	4.17	3.62	-.55
Opp for career advance	3.99	3.43	-.56
Being close to family	3.90	3.87	+.03
Good schools	3.86	3.88	+.02
Access to recreation	3.40	3.64	+.24
Access to shopping	3.36	3.61	+.25
Access to entertainment	3.18	3.53	+.35

- The quality of life with which average satisfaction is highest is cleanliness of the environment, while the quality on which satisfaction averages lowest is opportunity for career advancement.
- The most important quality is safety and security, and the least, access to entertainment. Safety shows the second largest gap between importance and satisfaction, though the satisfaction level is nevertheless a strong 3.93.
- The greatest negative gap registers for cost of living -- .59.
- Respondents showed strong satisfaction levels regarding their work and their lifestyles (3.86 and 3.81 respectively.) However, recognition of their contribution, and income earned, are considerably less satisfying and only modestly in positive territory, at 3.16 and 3.13 respectively.
- Individuals generally feel safe when they leave their homes. The average response is a very strong 4.01. When asked if “people like me” are not usually affected by crime, responses is still positive, but at a much reduced level, averaging 3.09.

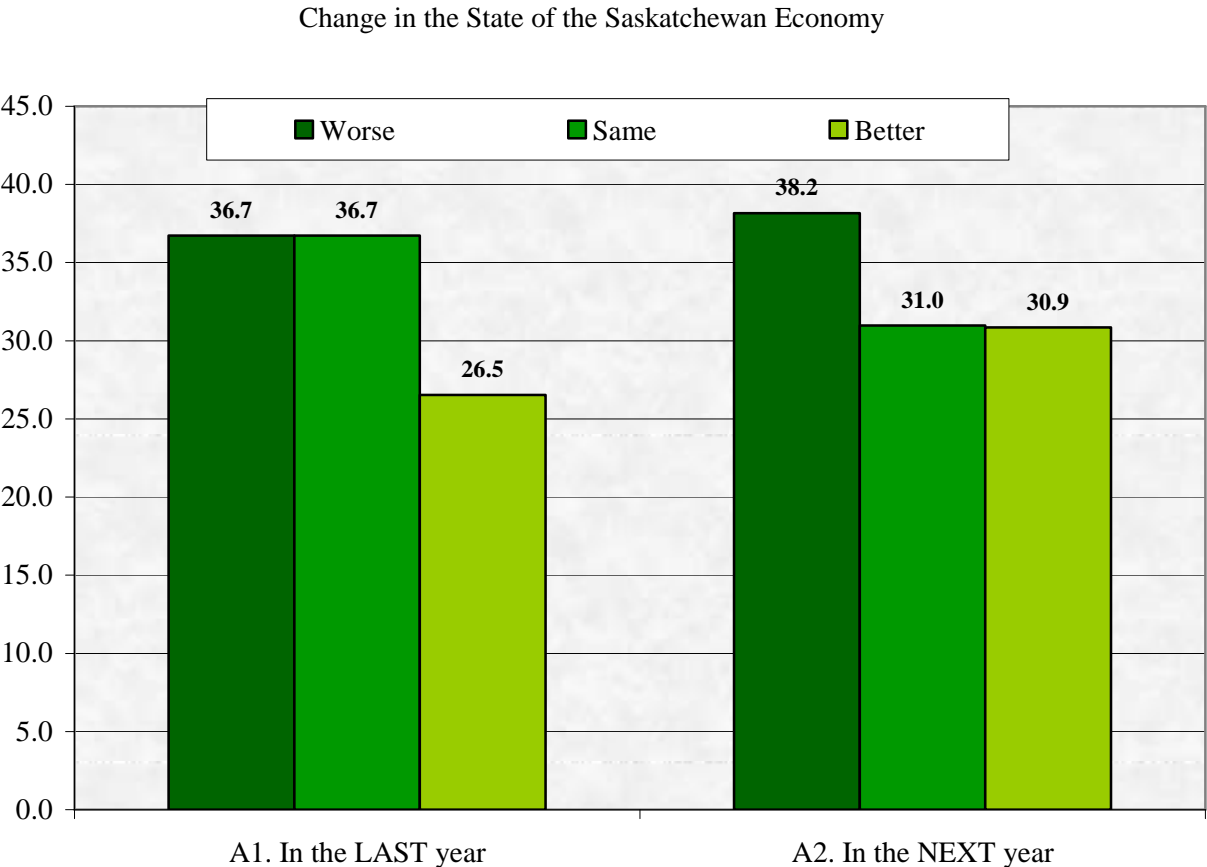
- Respondents are very proud to live in Saskatchewan (4.11 average response), and find a strong bond with others in their communities around shared values (3.73) and common view of what is right and wrong (3.87).
  - Religious belief is quite important (3.62).
  - People are less certain that others in Saskatchewan share their values (3.43, a gap of -.30), or views of right and wrong (3.56, a gap of -.31).
  - Respondents feel their values are not shared by other Canadians, with an average rating of 2.99.
  - The sense that people are willing to help each other is negative between rural and urban, and between those with higher and lower incomes.
- About half (48.4%) sense that the quality of life of Aboriginal people is unchanged over the last five years, but the proportion that thinks it has improved (36.3%) more than doubles the proportion thinking it has deteriorated (15.3%).
  - A slightly lower proportion (44.6%) believes day-to-day relations are about the same, and the numbers thinking they have improved or deteriorated are evenly matched (27.6% vs 27.7%).
  - Interestingly, the largest single group (41.2%) feels ability to discuss issues that affect Aboriginals has improved. It doubles the number (19.1%) that feels the ability to discuss has worsened.
- People attribute great importance to agriculture in the provincial economy. The average response is a very high 4.36, with fully 55% rating it very important, the highest possible rating.
  - The value agriculture contributes is also rated very highly, at levels far in excess of its actual contribution. Only 13.2% of respondents estimated its direct contribution at less than 25%. (The actual number for recent years is generally estimated at around 10%.)
  - Agriculture is seen by the largest fraction (43.9%) to have declined in importance in the last five years. Roughly the same numbers believe it will increase in the next five years (26.6%) as decline further (29.3%).
- Saskatchewan is rated favourably as a place to live (4.24 average response), work (3.91), and to do business (3.49). It people are rated as strongly innovative as well (4.02).

# Survey Results

## SECTION A: Provincial Economy

**A1. In the LAST year did the state of the Saskatchewan economy get better, get worse, or stay about the same?**

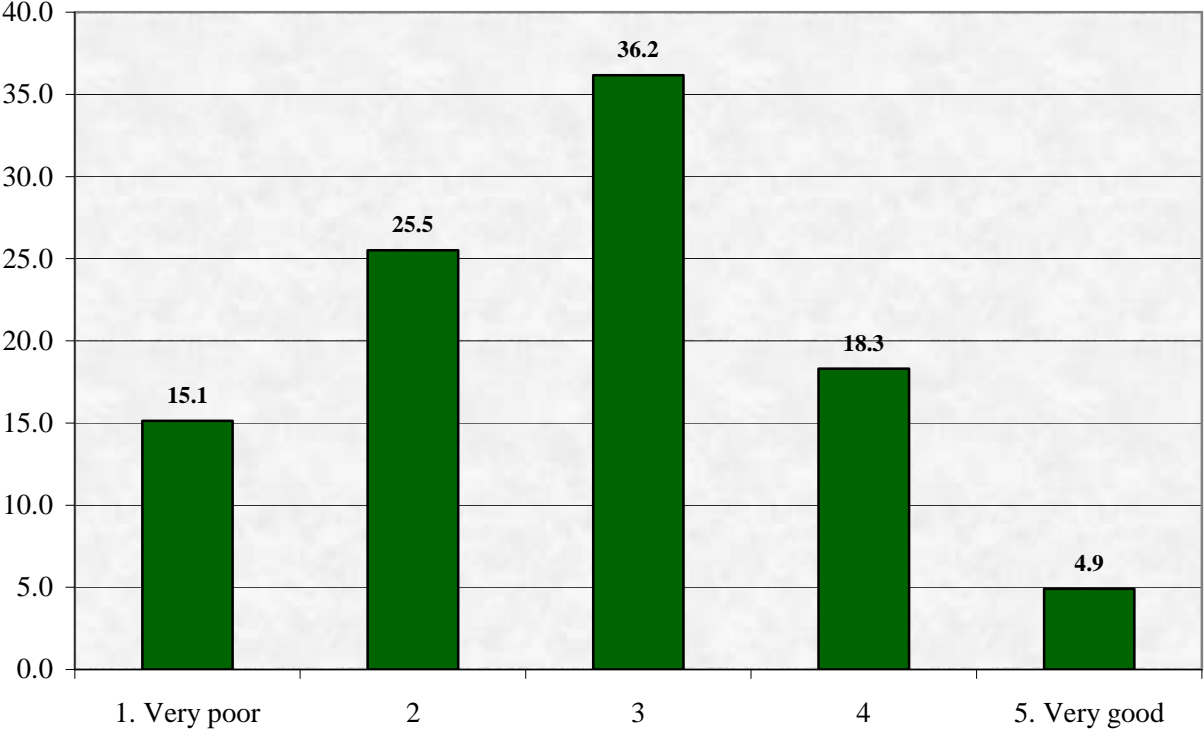
**A2. In the NEXT year do you expect the state of the Saskatchewan economy to get better, get worse, or stay about the same?**



In both cases, respondents reporting “worse” outnumber those reporting “better.”

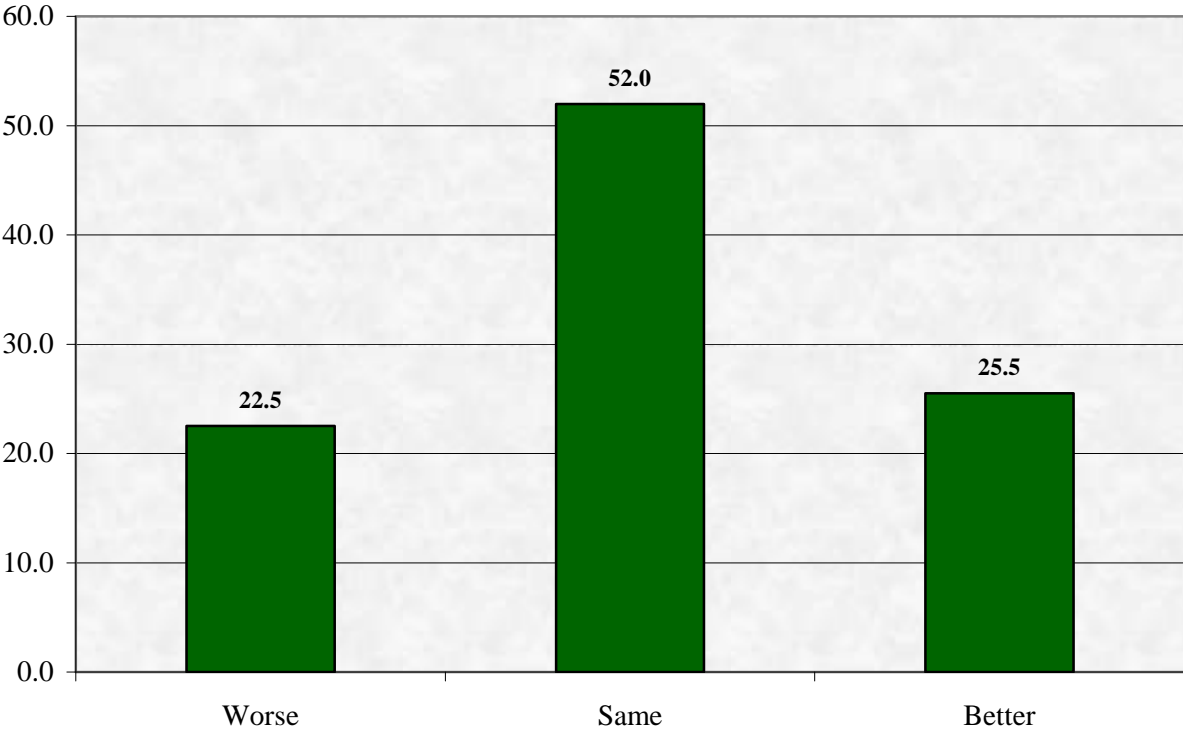
**A3. On a 1 to 5 scale where 1 is 'Very poor' and 5 is 'Very good', how good are the opportunities in Saskatchewan right now for a young person to get a job?**

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Mean Response Level = 2.72



**A4. Thinking of how things have been changing in Saskatchewan over the past year or two, do you think opportunities for young people to get a job are better, worse, or about the same?**

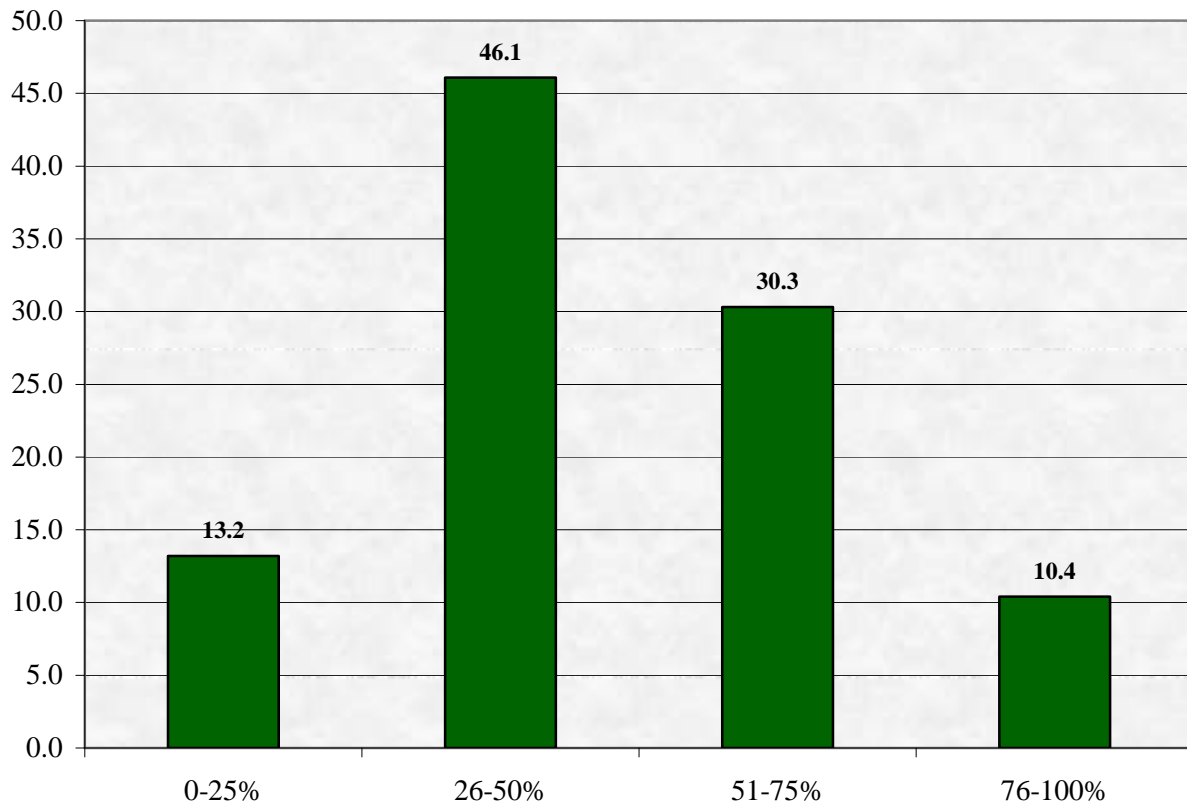
A4. Thinking of how things have been changing in Saskatchewan over the past year or two, do you think opportunities for young people to get a job are better, worse, or about the same?



Assessment of the trend is very nearly balanced, with a slightly higher number reporting improvement than reporting worsening.

## A5. Thinking of all the goods and services produced in Saskatchewan, what percentage comes directly from agriculture?

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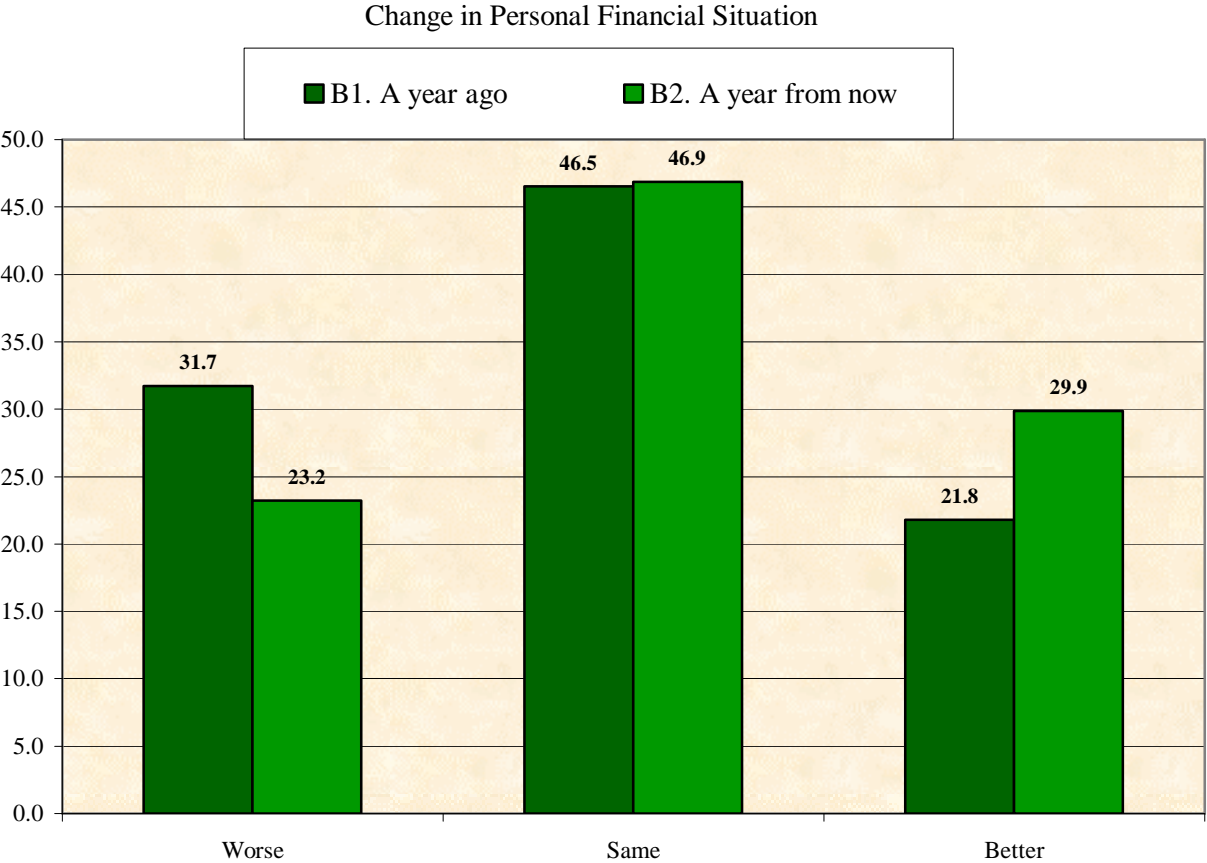
Respondents heavily over-estimate the value of good and services produced directly by agriculture.



# SECTION B: Personal Economic Circumstances

**B1. Thinking of your own personal financial situation today, would you say that you are better off, worse off, or about the same as you were a year ago?**

**B2. Thinking of your own personal financial situation a year from now, do you expect to be better off, worse off or about the same as you are today?**



Perceptions looking forward are better than those for the year past.

**B3. If you had to get a job within three months that is as good or better than your current one, WITHOUT MOVING, how likely would you be to get one?**

Roughly half of respondents gave 1 or 2 (negative) compared to just over one in five that gave 4 or 5 (positive.) The average response was 2.29.

**B4. If you had to MOVE to get a similar or better job, do you think you could get one within Saskatchewan?**

More than half (55.1%) of respondents think they could get a similar or better job by moving within Saskatchewan.

**B5. Do you think you could get a similar or better job elsewhere in Canada?**

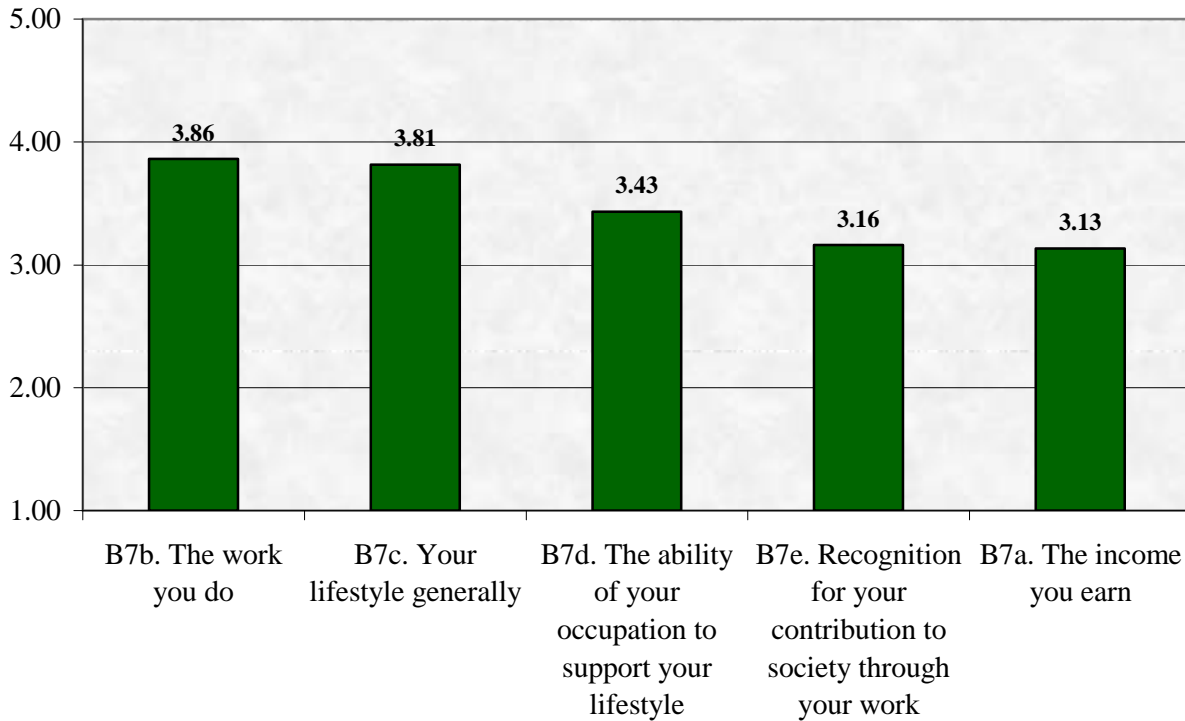
Among those who do not think they could get a similar job in Saskatchewan, a large proportion (83.3%) feel they could get one elsewhere in Canada.

**B6. If you could choose which province to move to for a job, which one would it be?**

Among those expressing a choice, Alberta was chosen by over seven in 10, followed by British Columbia, with roughly one in seven.

**B7. On a 1 to 5 scale where 1 is “Very dissatisfied” and 5 is “Very satisfied”, how satisfied are you with the following aspects of your situation?**

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Mean Response Levels

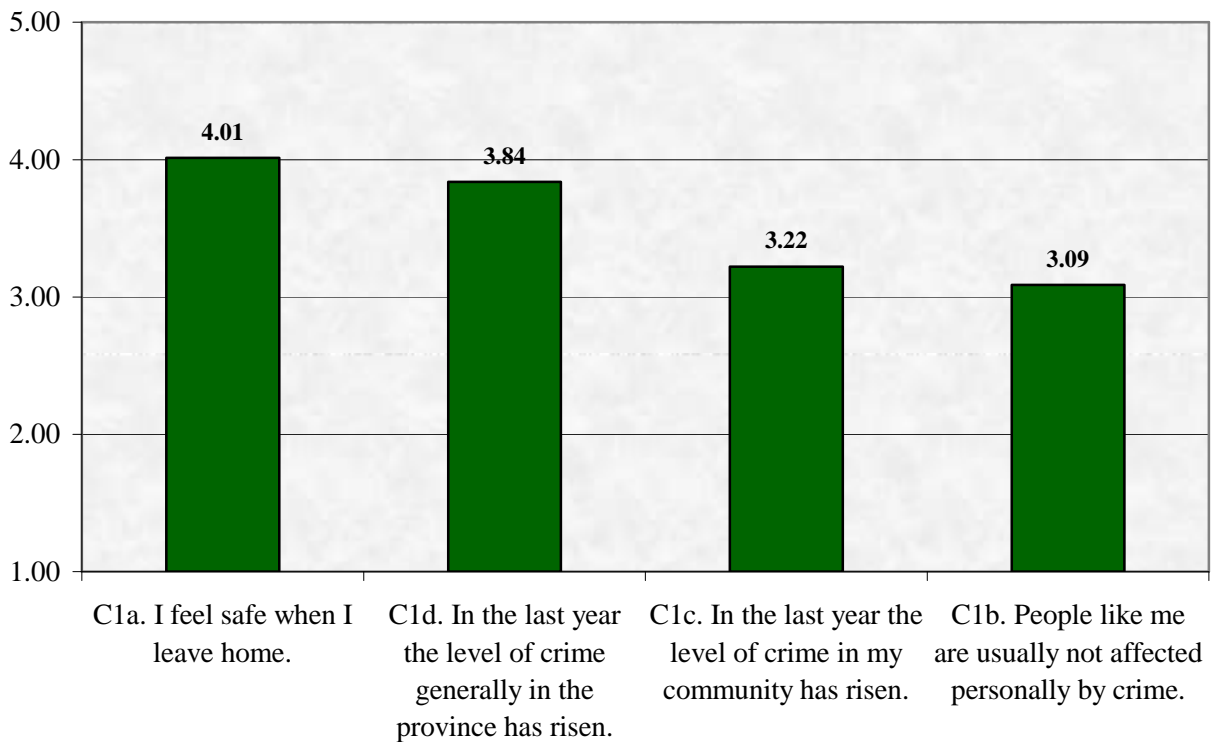


Satisfaction with work and lifestyle is strongly positive – as it typically has been in the province. Respondents also rate the recognition of their contributions, and the level of income earned positively, but a lower levels than the work itself.

## SECTION C: Personal Security

**C1. On a 1 to 5 scale where 1 is “Strongly disagree” and 5 is “Strongly agree”, do you agree or disagree with the following statements?**

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Mean Response Levels



Perceptions of personal safety are very positive. Respondents nevertheless tend to give a lower rating when asked whether persons like them are usually not affected by crime, suggesting that perception of crime exceeds its incidence as indicated perception of safety. A similar pattern applies when comparing perception of crime in the province as a whole, to perception of crime in the community where the respondent lives.

## C2. In the last year have you or someone in your household been the victim of crime?

About one-quarter (24.2%) of Saskatchewan residents report they were victims of crime in the last year.

## C3. What the crime you experienced against property, or against a person, or both?

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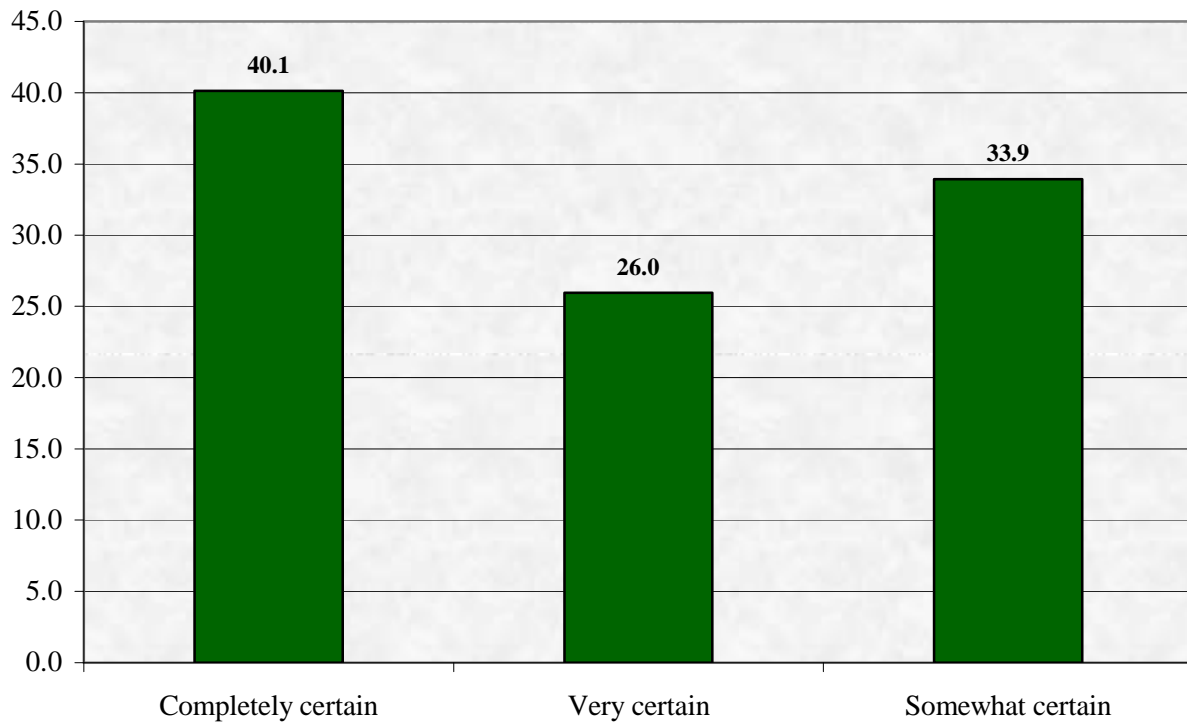


## C4. Did the crime involve drugs?

More than one-quarter (27.5%) said the crime involved drugs.

### C4a. How certain were you that the crime involved drugs?

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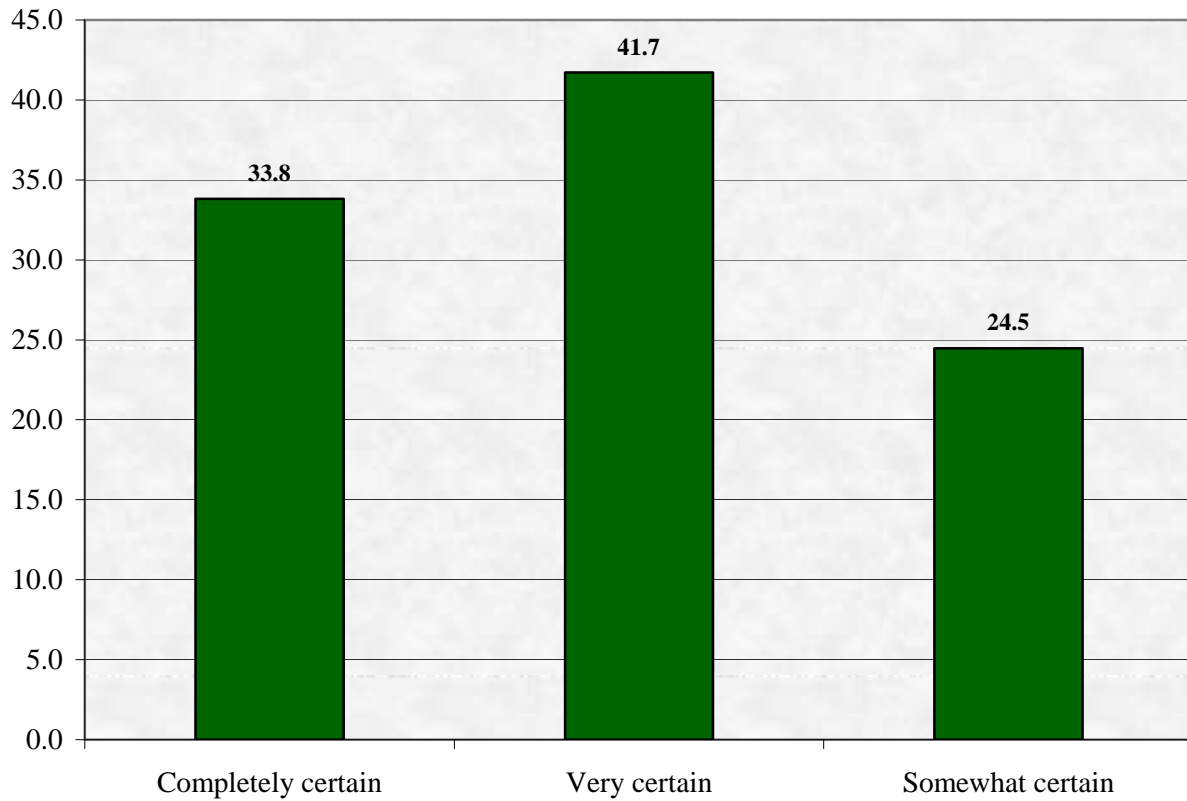


## C5. Did the crime involve gangs?

About one-quarter (26.0%) of respondents said the crime involved gangs.

### C5a. How certain are you that gangs were involved in the crime?

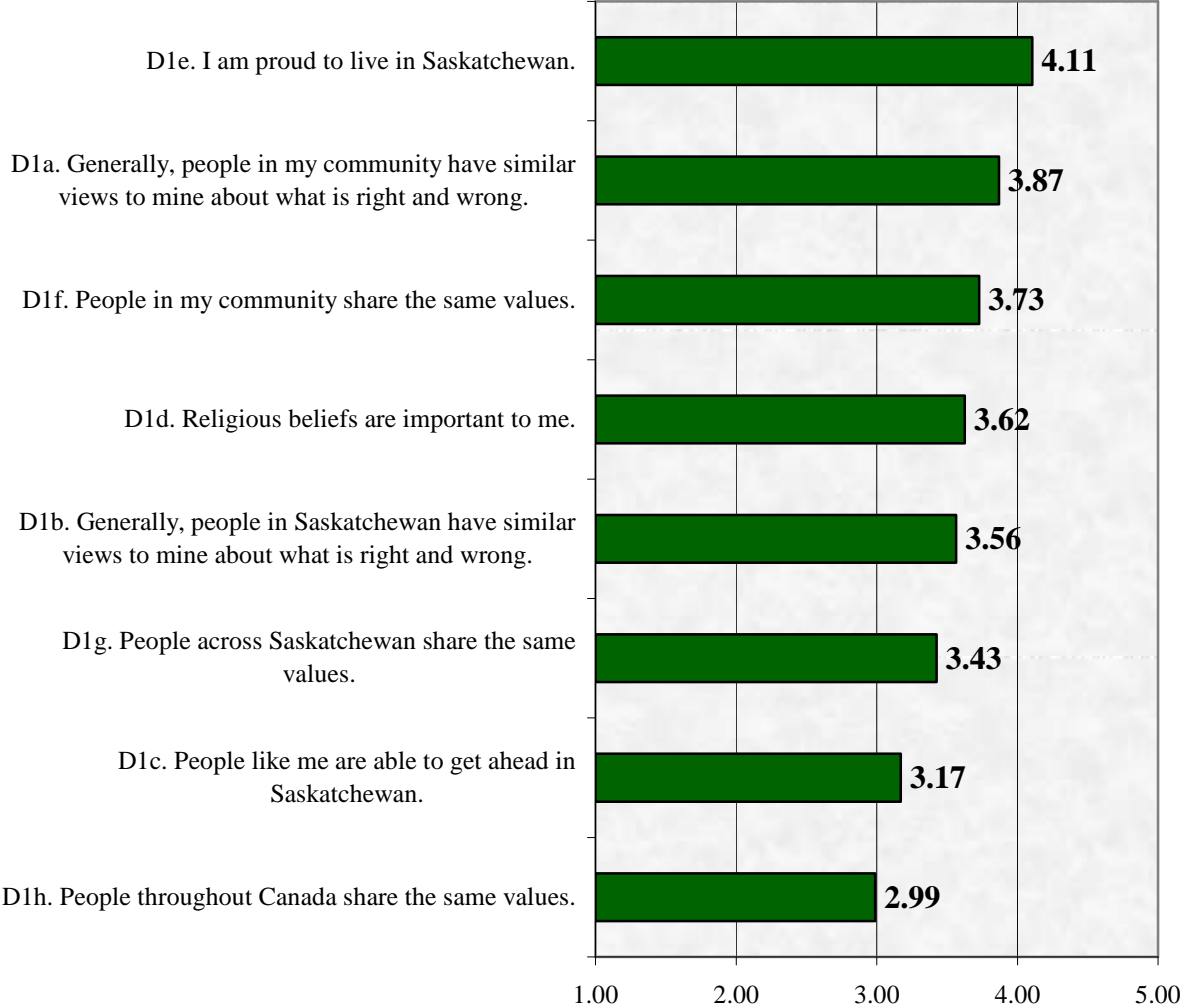
C5a. How certain are you that gangs were involved in the crime? Is that .



# SECTION D: Social Context

**D1. On a 1 to 5 scale where 1 is “Strongly disagree” and 5 is “Strongly agree”, do you agree or disagree with the following statements?**

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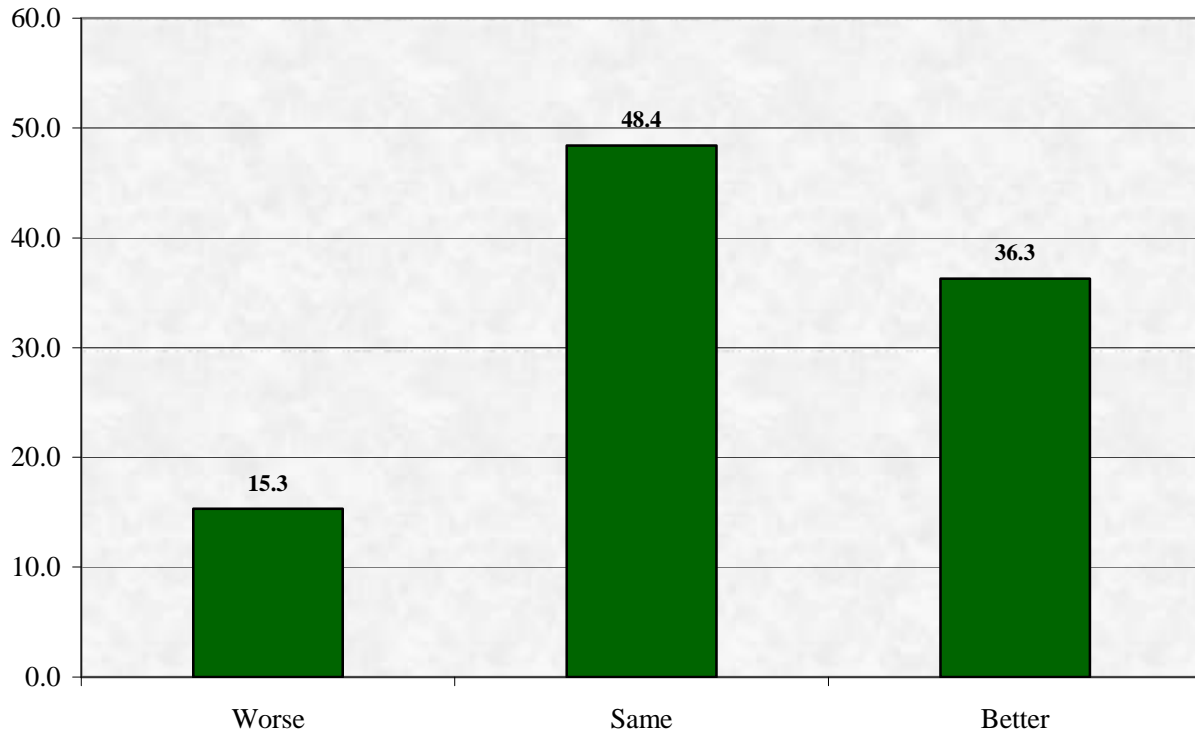
Saskatchewan people are much more likely to feel they share similar values with others in their communities or their province, than with other Canadians. They are also very proud of their province, and quite strongly religious.



**D2. Over the past five years, do you think the following aspects of the relationship between Aboriginal people and others today is better, worse, or about the same?**

**D2a. The overall quality of life for Aboriginal people.**

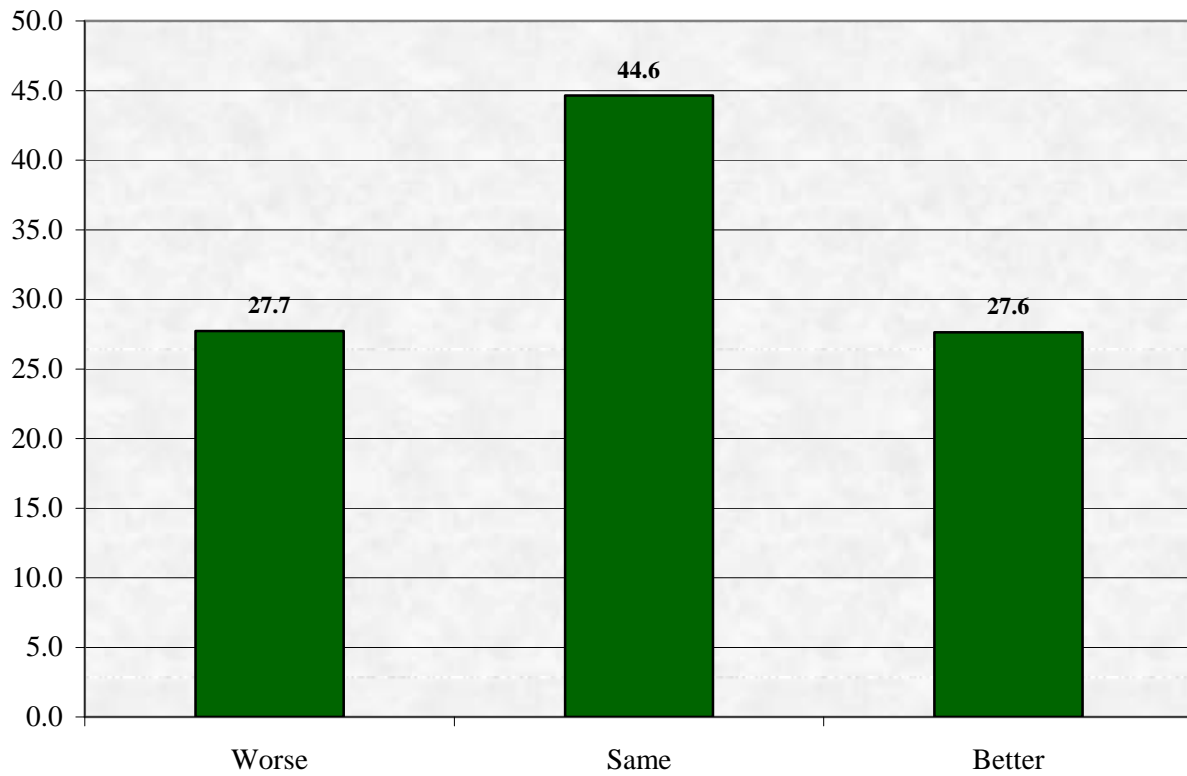
D2a. The overall quality of life for Aboriginal people.



The proportion reporting improvement is more than double the proportion reporting worsening.

## D2b. Day-to-day relations between Aboriginal people and others.

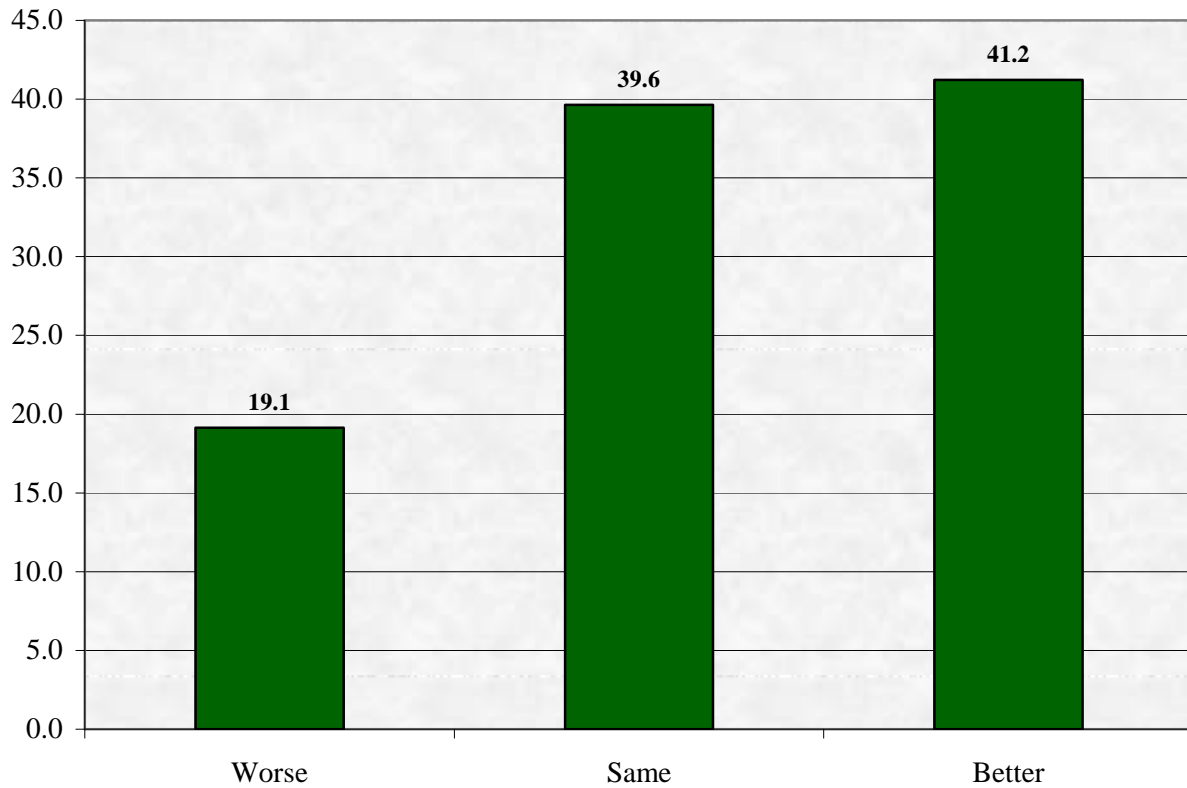
D2b. Day-to-day relations between Aboriginal people and others.



The numbers perceiving worsening are balanced by those perceiving improvement.

## D2c. The ability to discuss issues that affect Aboriginal people.

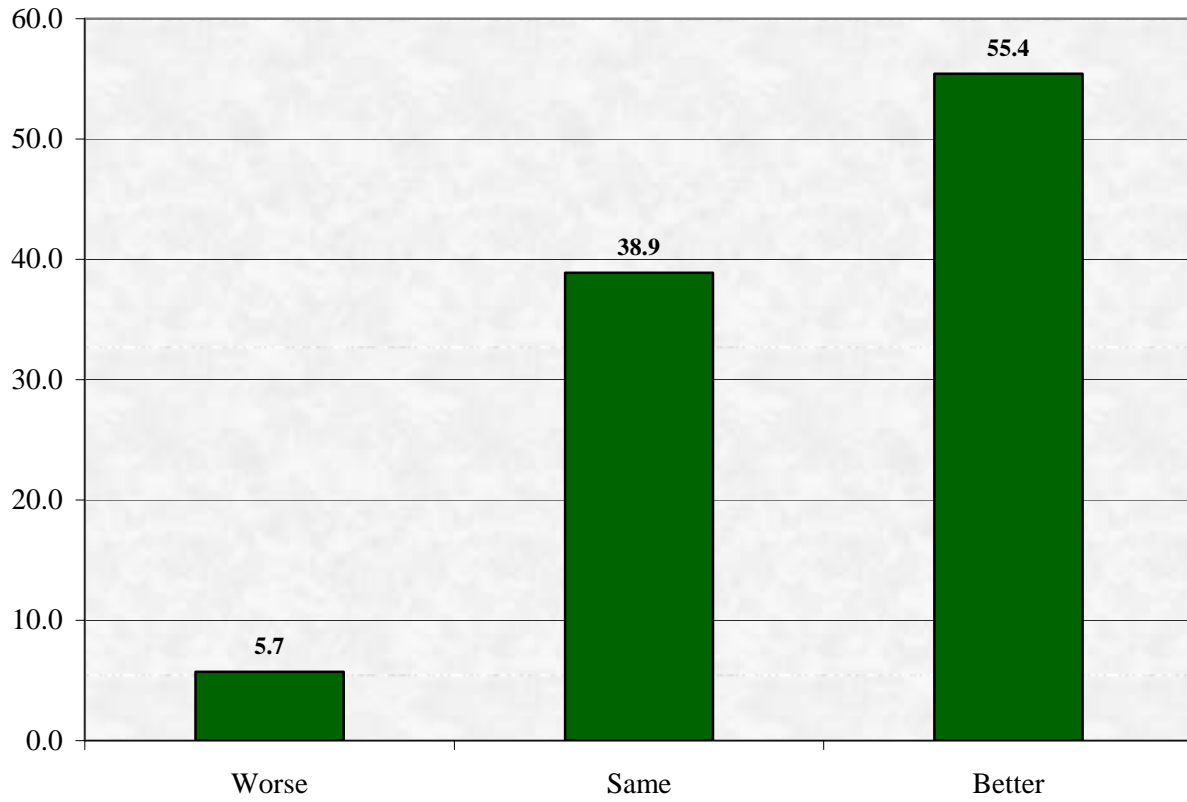
D2c. The ability to discuss issues that affect Aboriginal people.



About twice as many feel they are able to discuss issues as feel they are not.

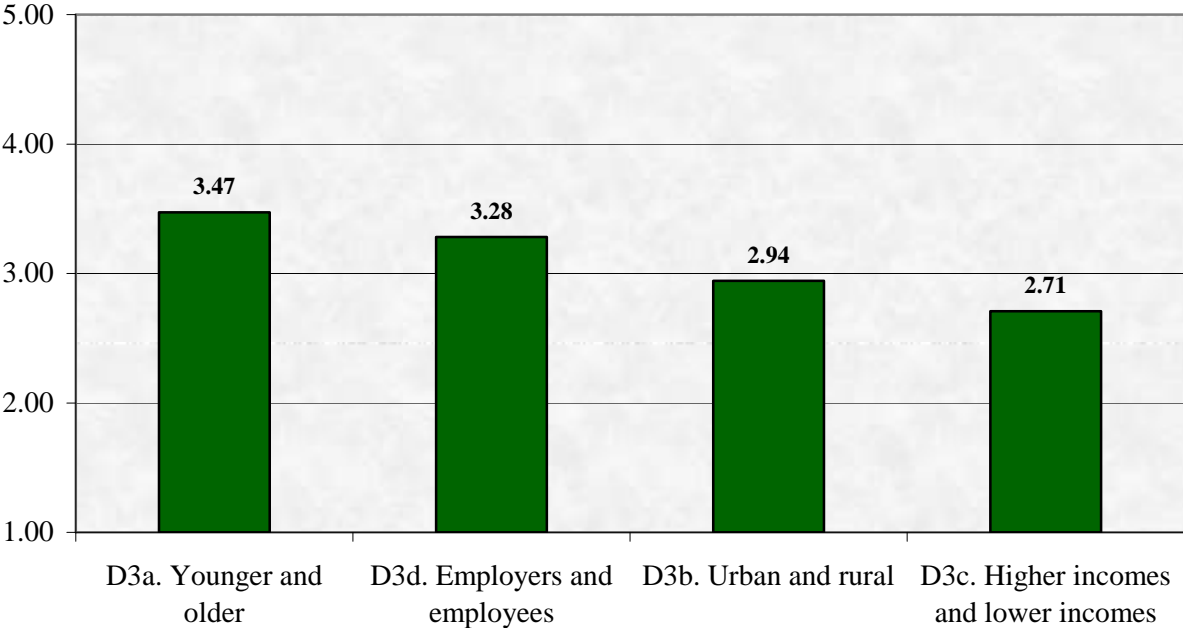
## D2d. Your knowledge of current Aboriginal issues.

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**D3. Saskatchewan is sometimes described as a place where people are willing to help each other. On a 1 to 5 scale where 1 is “Very poorly” and 5 is “Very well”, how well do the following groups in Saskatchewan help each other?**

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Mean Response Levels



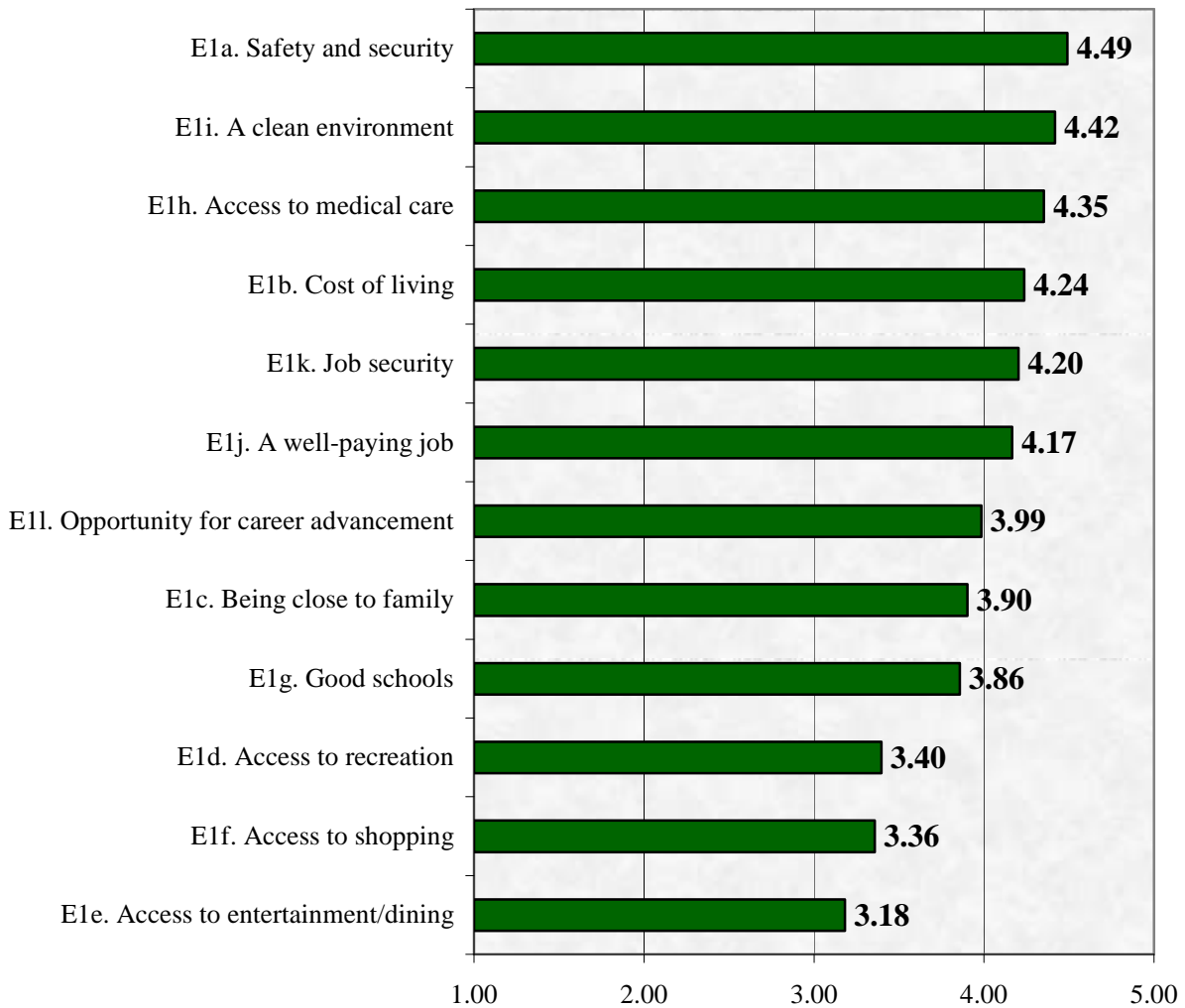
Helpful relationships are more likely to be reported between age groups and on the job, than between town and country or between income groups.

## SECTION E: Quality of Life

**E1. On a 1 to 5 scale where 1 is “Very unimportant” and 5 is “Very important”, how important to you are the following factors in choosing where to live?**

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Mean Response Levels

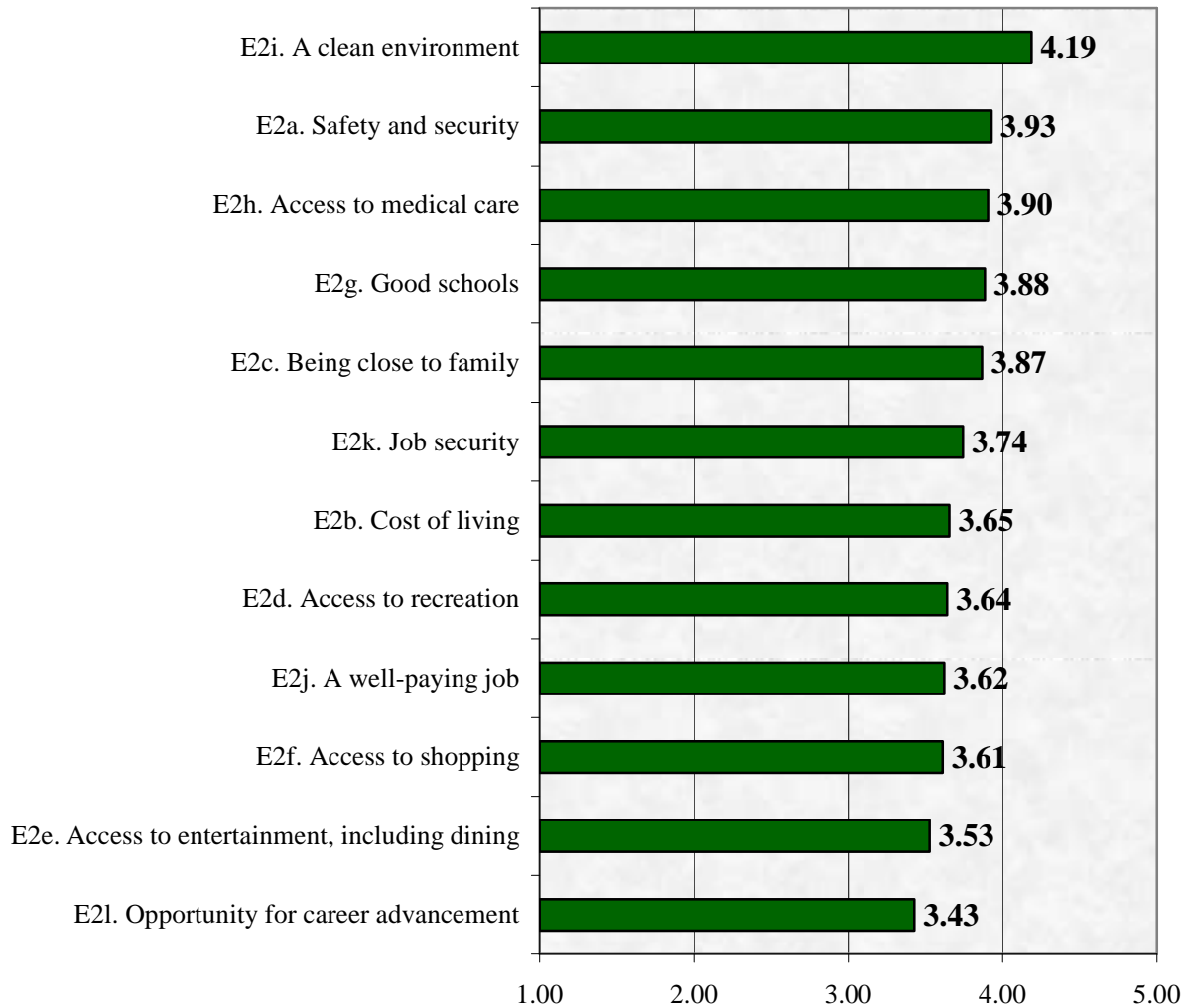


Cost of living, job security and good pay cluster together in a second tier with very similar ratings that give them high importance. Dining, shopping and recreation, all also important, form another but looser cluster with a lower level of importance, perhaps suggesting a practical bent among respondents.

**E2. On a 1 to 5 scale where 1 is “Very dissatisfied” and 5 is “Very satisfied, how satisfied are you with these aspects of living in Saskatchewan?**

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Mean Response Levels

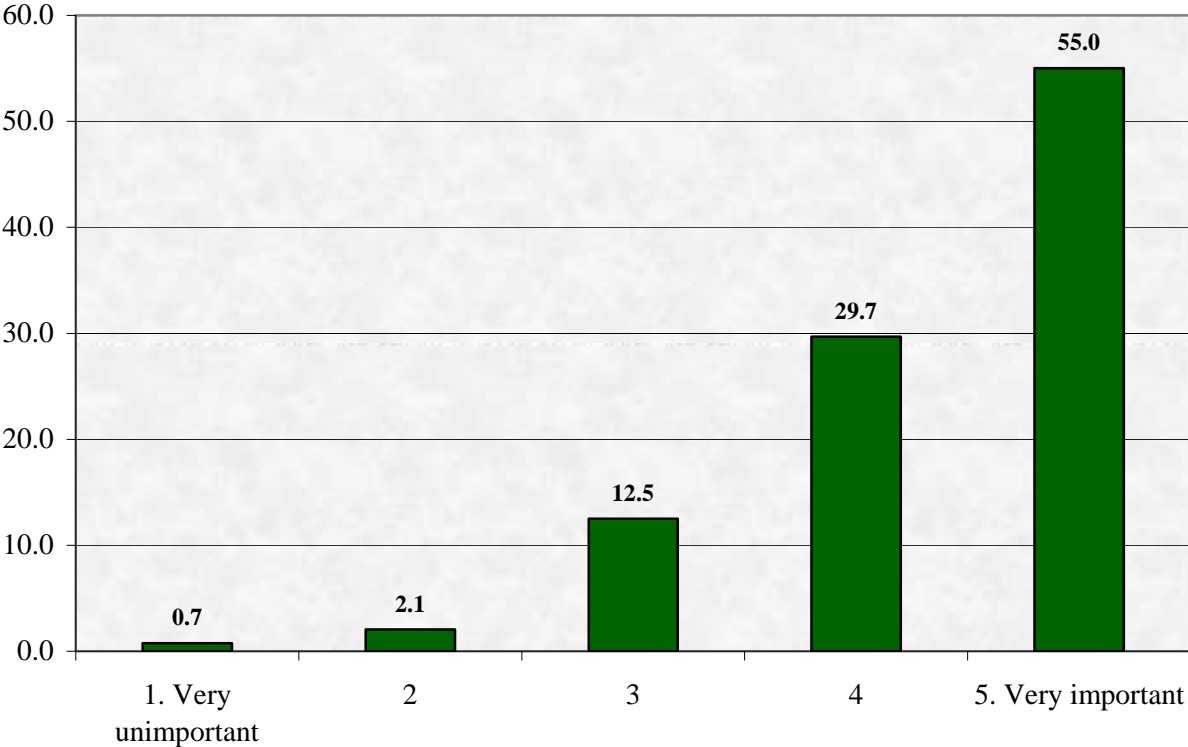


# SECTION F: Agriculture

**F1. On a 1 to 5 scale where 1 is 'Very unimportant' and 5 is 'Very important', how important is agriculture to the economy of Saskatchewan today.**

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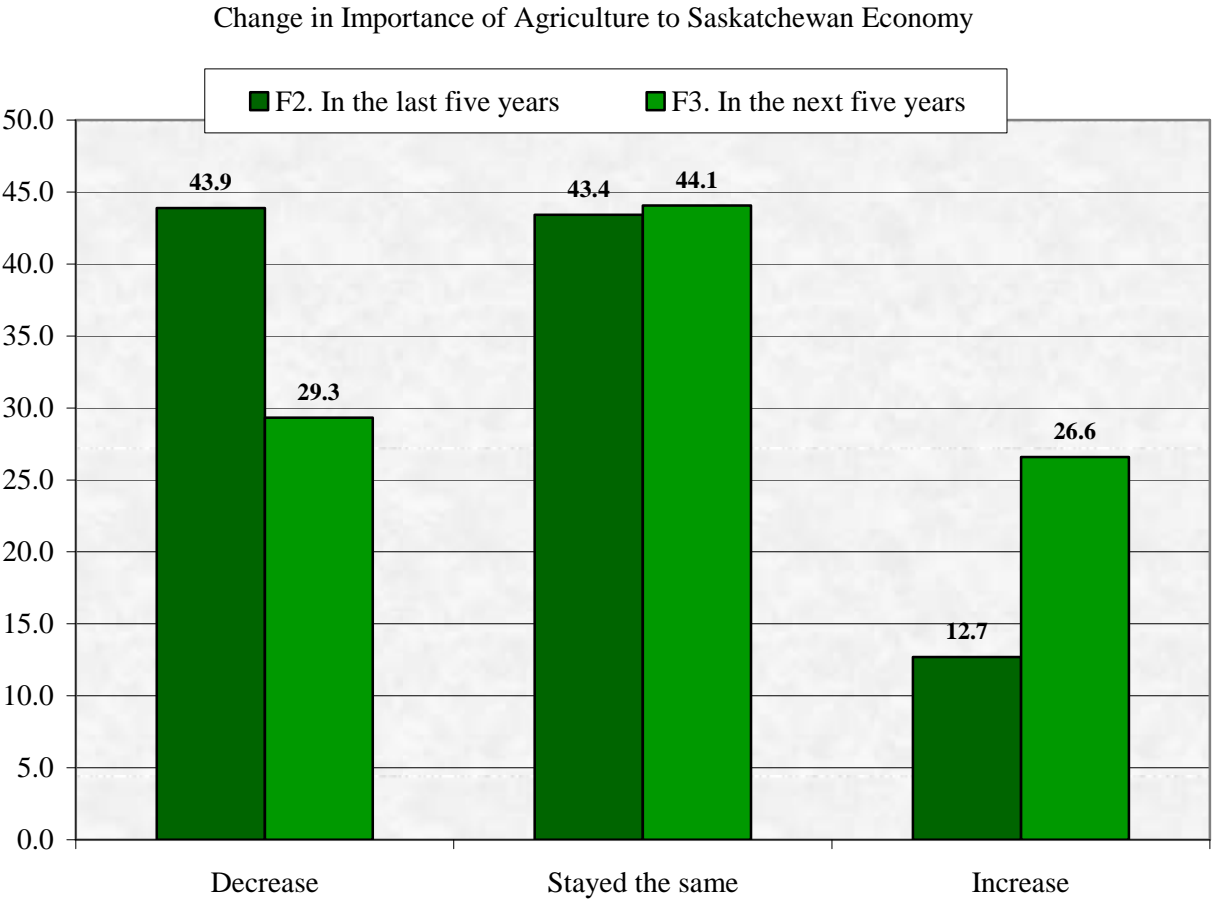
Mean Response Level = 4.36





**F2. In the last five years, has the importance of agriculture to the Saskatchewan economy increased, decreased, or stayed the same?**

**F3. In the next five years, do you expect the importance of agriculture to the Saskatchewan economy to increase, decrease, or stay the same?**



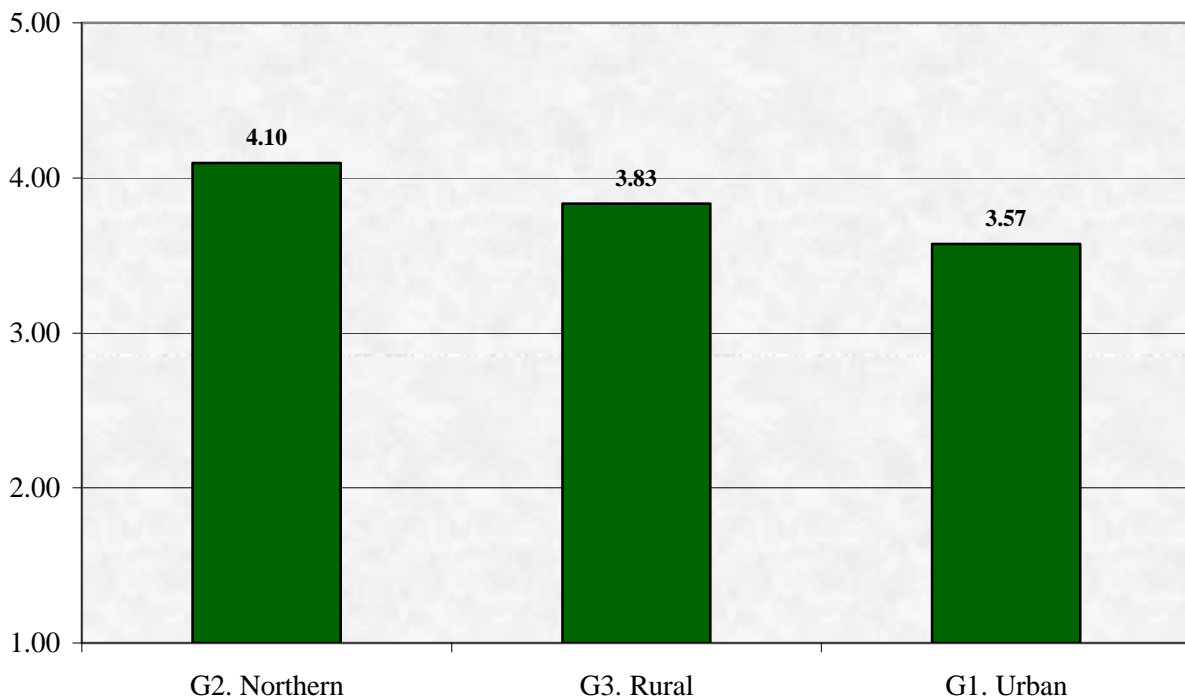
## SECTION G: Environment

**G1. Thinking of urban areas in Saskatchewan, how would you rate the quality of the natural environment on a 1 to 5 scale where 1 is “Very low” and 5 is “Very high”?**

**G2. Thinking of northern Saskatchewan, how would you rate the quality of the natural environment on a 1 to 5 scale where 1 is “Very low” and 5 is “Very high”?**

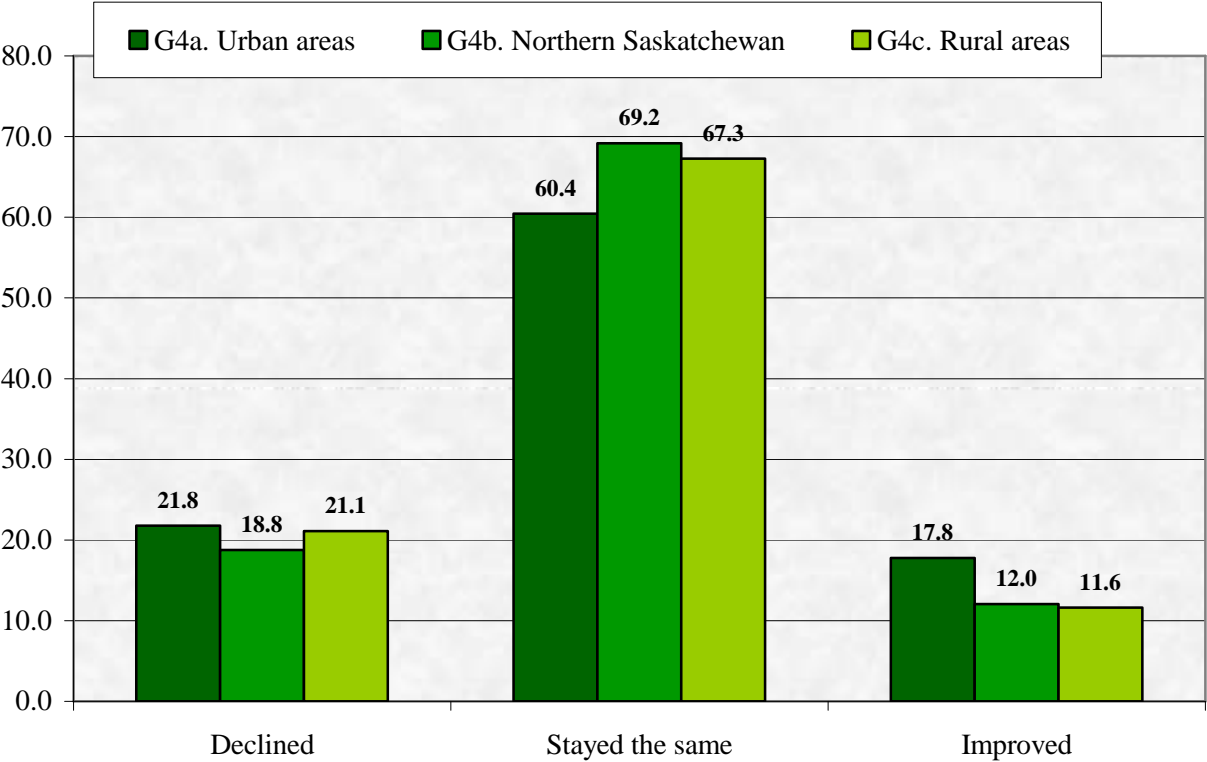
**G3. Thinking of rural areas in Saskatchewan, how would you rate the quality of the natural environment on a 1 to 5 scale where 1 is “Very low” and 5 is “Very high”?**

Thinking of the following areas in Saskatchewan, how would you rate the quality of the natural environment on a 1 to 5 scale where 1 is “Very low” and 5 is “Very high”?



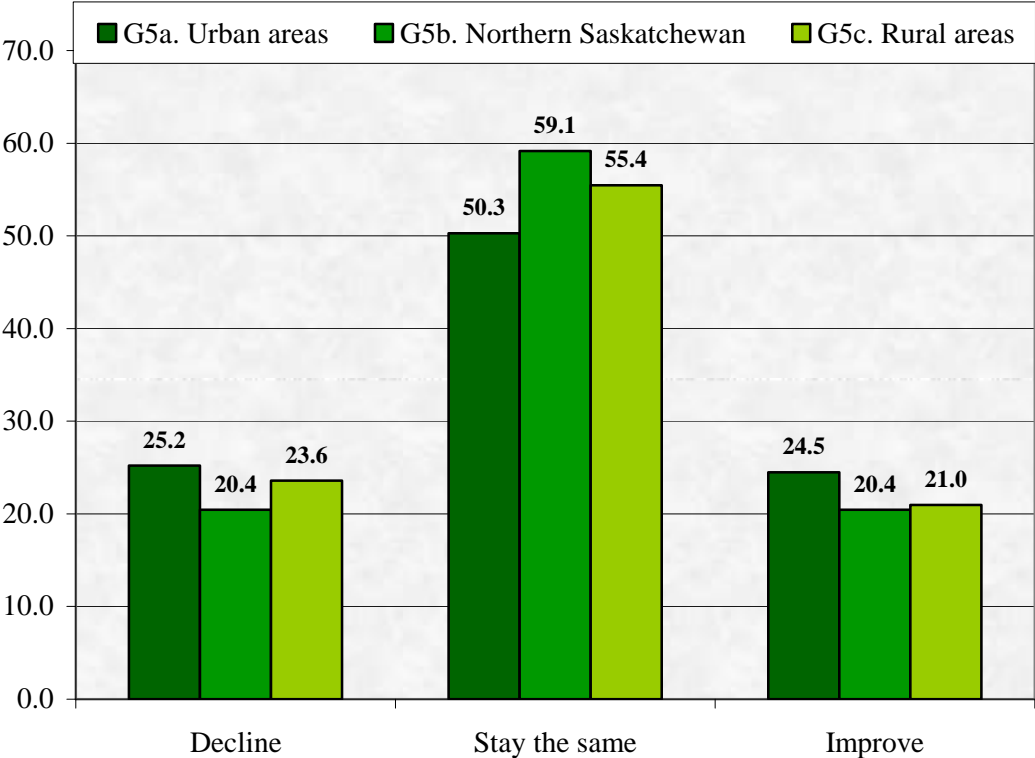
**G4. Over the past five years, has the natural environment in each of these areas improved, declined, or stayed the same?**

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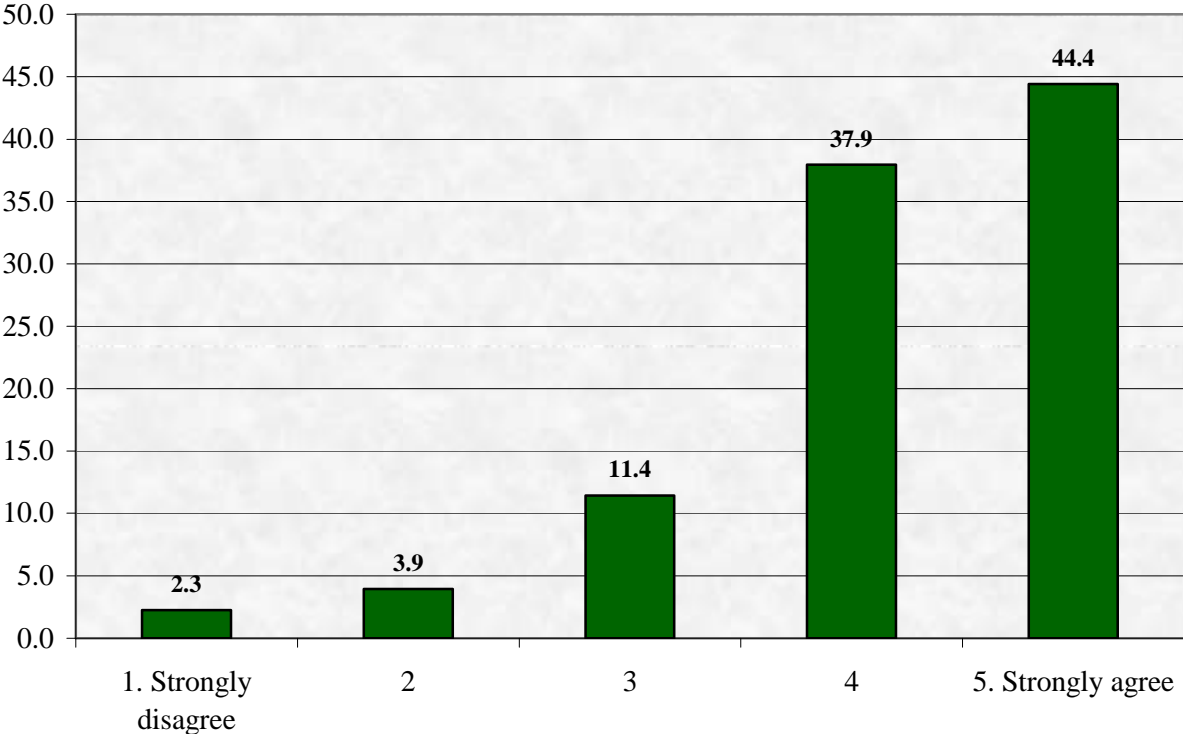
**G5. Over the next five years, do you expect the natural environment in each of these areas to improve, decline, or stay the same?**

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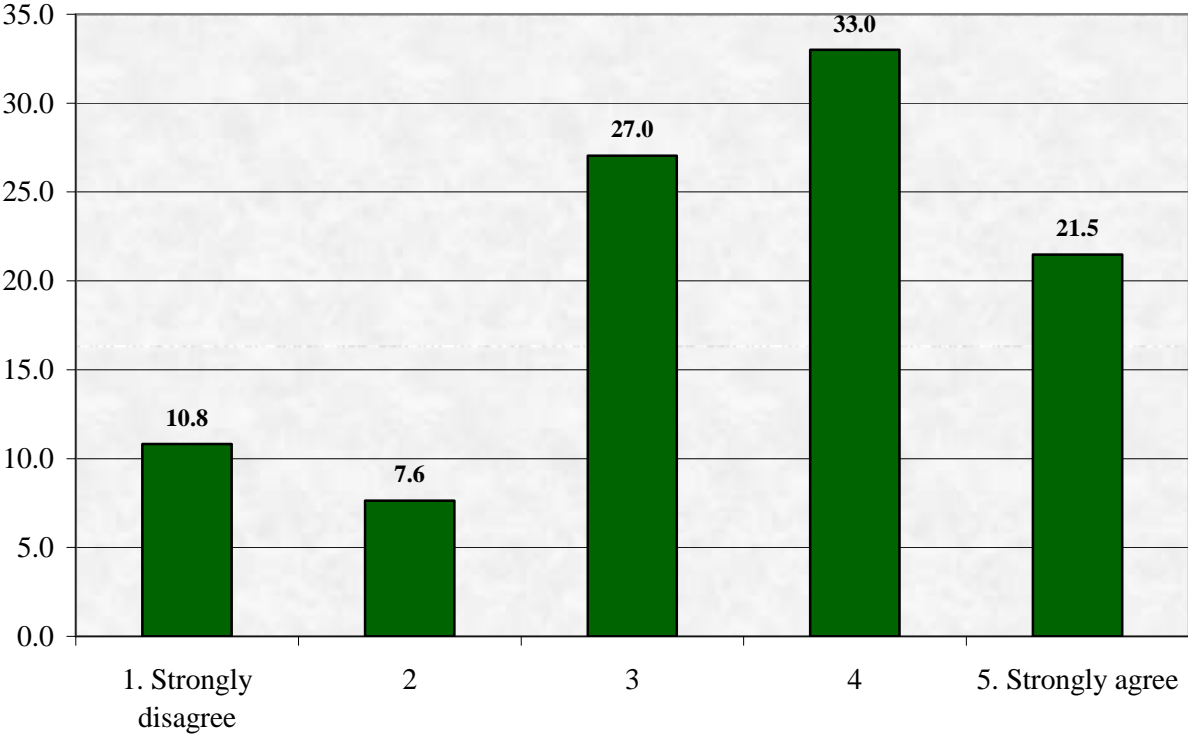
**G6. On a 1 to 5 scale where 1 is 'Strongly disagree' and 5 is 'Strongly agree', do you agree or disagree with the following statement? We can maintain a healthy environment while achieving economic growth.**

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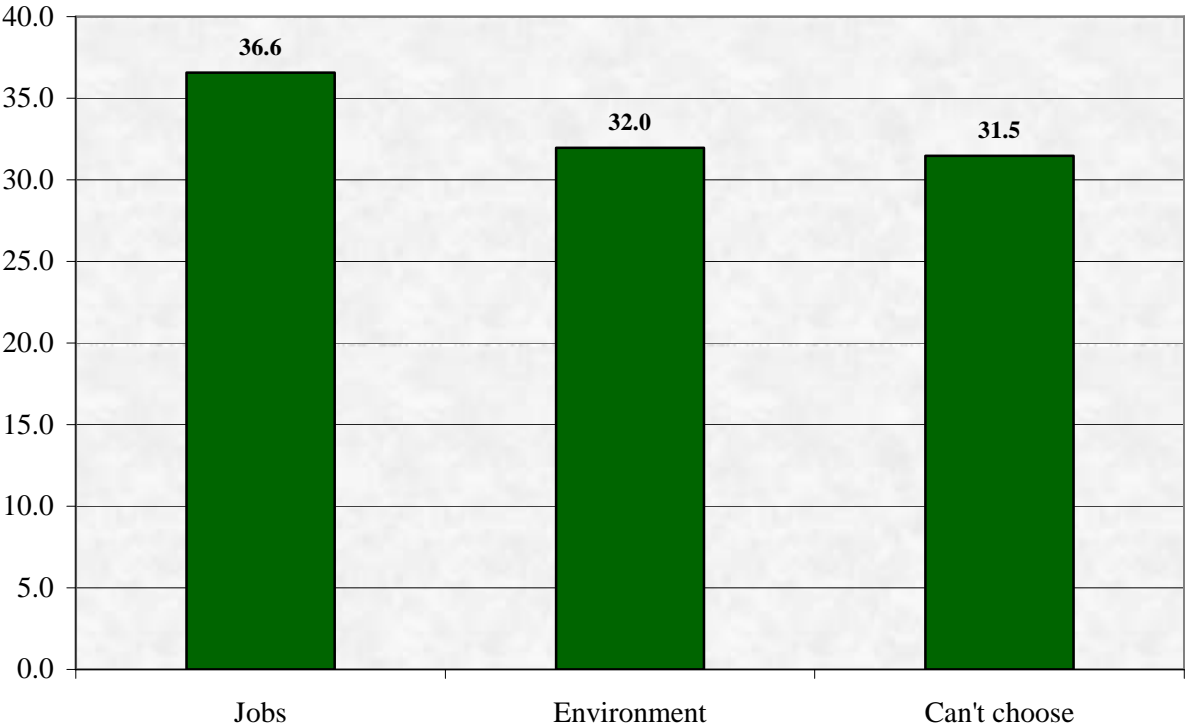
**G7. On a 1 to 5 scale where 1 is 'Strongly disagree' and 5 is 'Strongly agree', do you agree or disagree with the following statement? I am willing to pay more for products that are environmentally friendly.**

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**G8. If it comes to choosing between more jobs for young people or maintaining a healthy environment, which would you choose?**

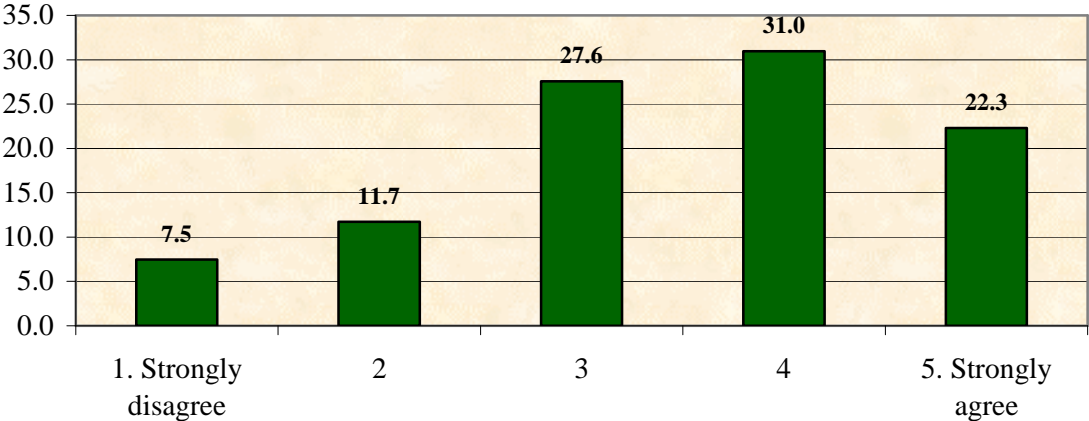
G8. If it comes to choosing between more jobs for young people or maintaining a healthy environment, which would you choose?



# Section H: Business, Working, Living

## H1a. Saskatchewan is a good place to do business.

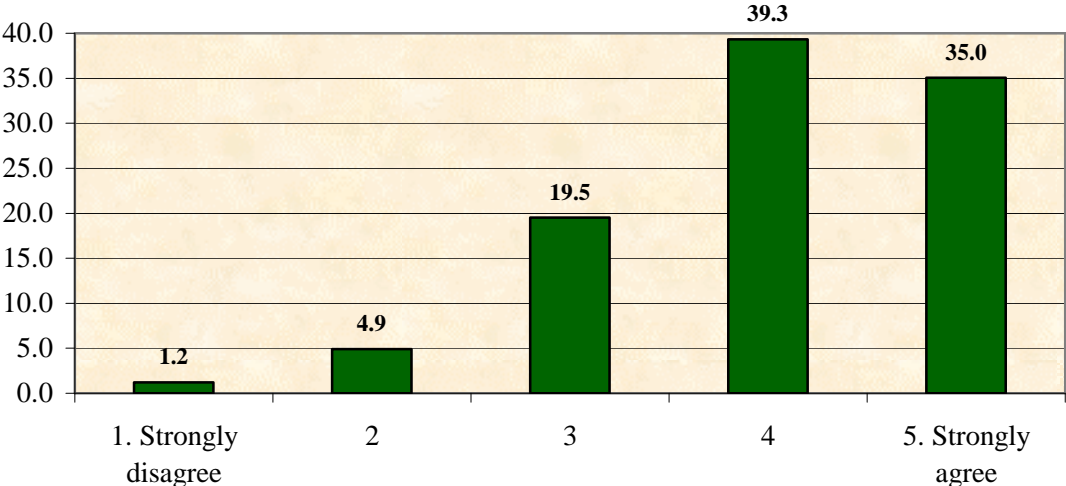
H1a. Saskatchewan is a good place to do business.  
Mean response level = 3.49





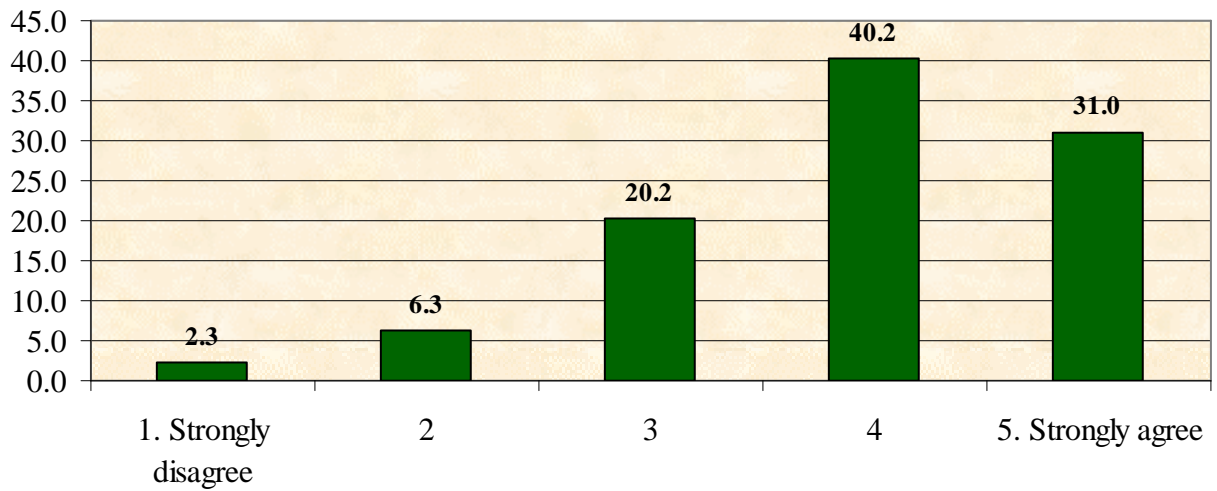
**H1b. Saskatchewan people are innovative.**

H1b. Saskatchewan people are innovative.  
Mean response level = 4.02



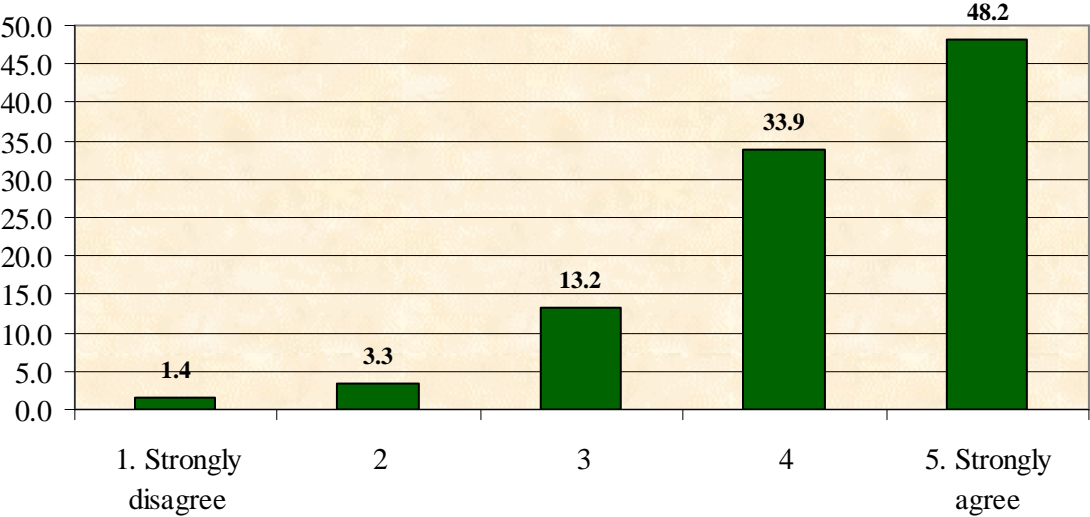
### H1c. Saskatchewan is a good place to work.

H1c. Saskatchewan is a good place to work.  
Mean response level = 3.91



**H1d. Saskatchewan is a good place to live.**

H1d. Saskatchewan is a good place to live.  
Mean response level = 4.24



This contention received very strong endorsement, the highest of the four offered.