



Government of Saskatchewan

Public Opinion Polling

from April 1, 2003 – June 30, 2003

**Saskatchewan
Executive Council**

**Omnibus Polling
Program**

Report of Results
June 2003

Introduction

Objective

The objective of this poll was to query a sample of Saskatchewan residents on a range of issues identified by Saskatchewan Executive Council and its client departments.

A number of the queries are repeats from polls that have been conducted regularly over several years, in ongoing monitoring of issues and trends. Others are unique to this particular survey.

Methodology

Interviews were conducted across Saskatchewan with respondents aged 18 or older in households selected at random by computer. All fieldwork was done by telephone from Sigma's call centre.

A total of 1015 interviews were completed. The results from a sample of this size can be expected to be accurate to within plus or minus 3.1 percentage points, 19 times out of 20.

Queries were supplied by Saskatchewan Executive Council and in some instances modified at the suggestion of Sigma Analytics.

Cautions

Interpreting the results in this report should be done with the following cautionary considerations in mind:

- Sample surveys provide estimates of the prevalence of the measured factors in the total population from which the sample is drawn. The estimates are statistically reliable within the ranges indicated, at the 95% level of confidence. This means that the actual prevalence of the factor could be greater or lesser than the estimate, by the amount of the margin of error. It also means that 5% of the time, the estimate can be expected to differ from reality by more than the margin of error. Results from sample surveys should therefore be treated as contributing to knowledge, but not as defining it precisely.
- While polling results for the entire sample are statistically reliable within the range indicated, results for sub-sets of the sample will have a larger margin of error because they are based on smaller numbers. They should be treated with more caution.
- Polls are “snapshot” approximations of reality. Subject to the foregoing considerations, they can be expected to reflect reality validly, within the indicated

ranges, at the time they are conducted. Opinions change. It is important to bear in mind that a single poll cannot describe a trend.

- Indicators from the sample can be projected to estimate the prevalence of the measured factor in the total population from which the sample was drawn. They cannot be interpreted as describing any other population.

Highlights

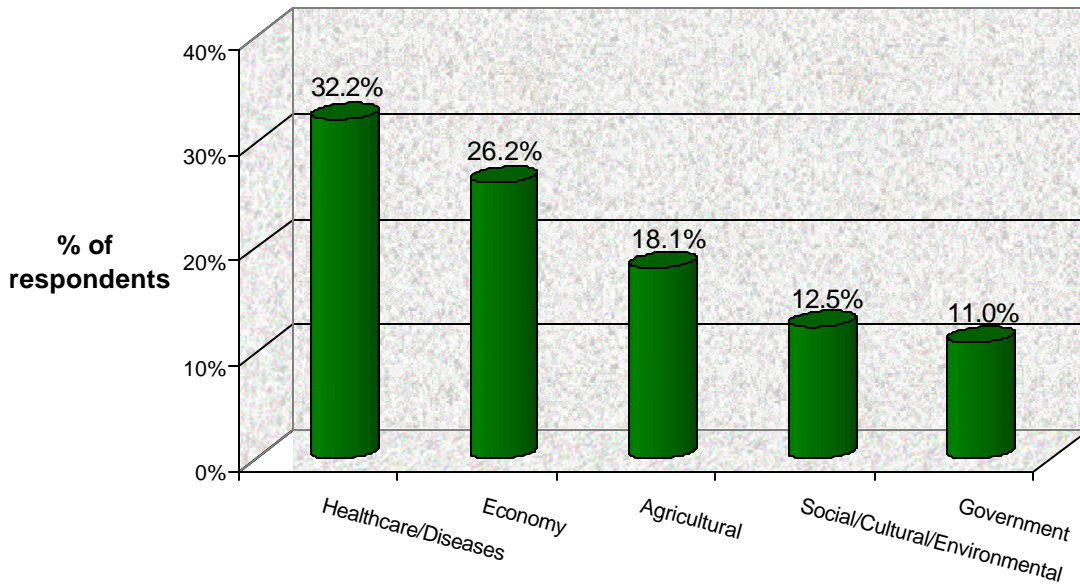
- Healthcare continues to be the leading choice as most important issue facing Canada. Within Saskatchewan, agriculture and rural issues continue to be top choice.
- Wind power is seen as a high-value initiative by a majority in terms of meeting future energy needs. Similar high ratings are given to ethanol production and use, reduction of taxes and royalties to encourage growth in mineral exploration and production, and encouragement of sustainable forestry production.
- Better infrastructure, tax credits for provincial venture capital funds and support for research and development in growth sectors also received substantial support, though moderately less than the other initiatives.
- A strong majority believes the province's post-secondary system is on a par with those of other jurisdictions. Similar numbers find Saskatchewan's system good to excellent.
- The Internet is chosen by the largest segment as the source for information on post-secondary opportunities. It is followed closely by the University, and trailed by SIAST.
- Few respondents (9.1%) have heard of Recognized Prior Learning.
- Apprenticeship, technical training or work-based training would be recommended to young people by two thirds of respondents, university, by one third.
- While a large majority find no barrier to post-secondary education, those who do tend to identify costs, and tuition in particular, as the major concern.
- About four in ten respondents recall the Wide Open Future campaign, and twice as many, over eight in ten, recall generic advertising promoting Saskatchewan.

Section A: Executive Council General Issues

A1. What do you think is the most important issue facing Canada today?

Though the levels of importance varied somewhat, Saskatchewan residents continue to rank healthcare and disease the top issue area, followed by the economy, agriculture and others.

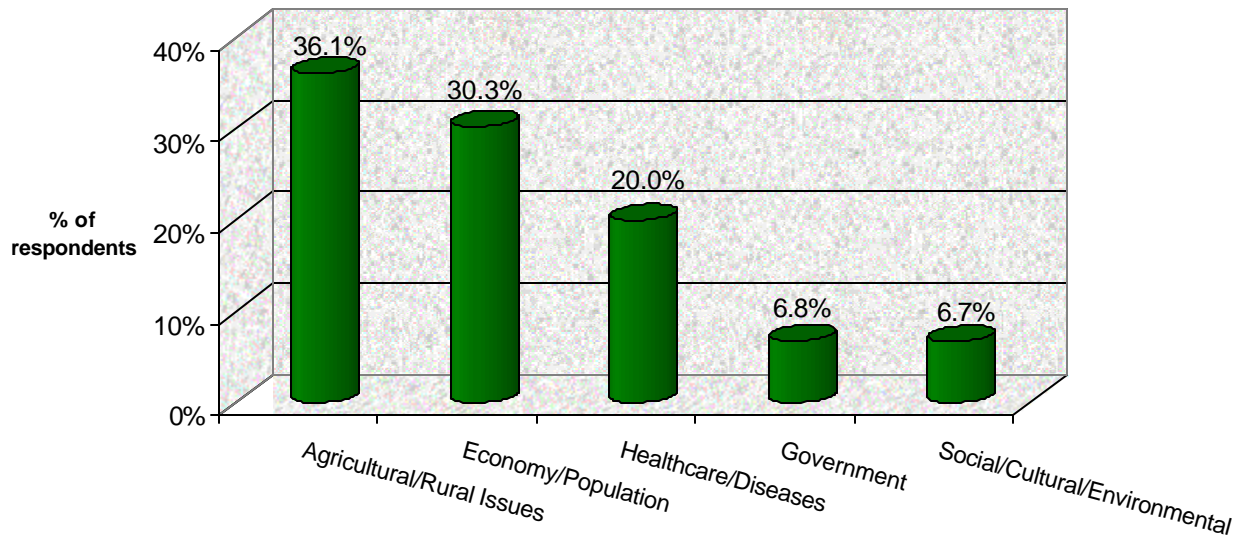
What do you think is the most important issue facing Canada today?



A2. What do you think is the most important issue facing the province of Saskatchewan today?

The June poll found the same ordering of issue areas as was revealed in May. Interestingly, the levels of importance ascribed to each issue area are virtually identical.

What do you think is the most important issue facing the province of Saskatchewan today?

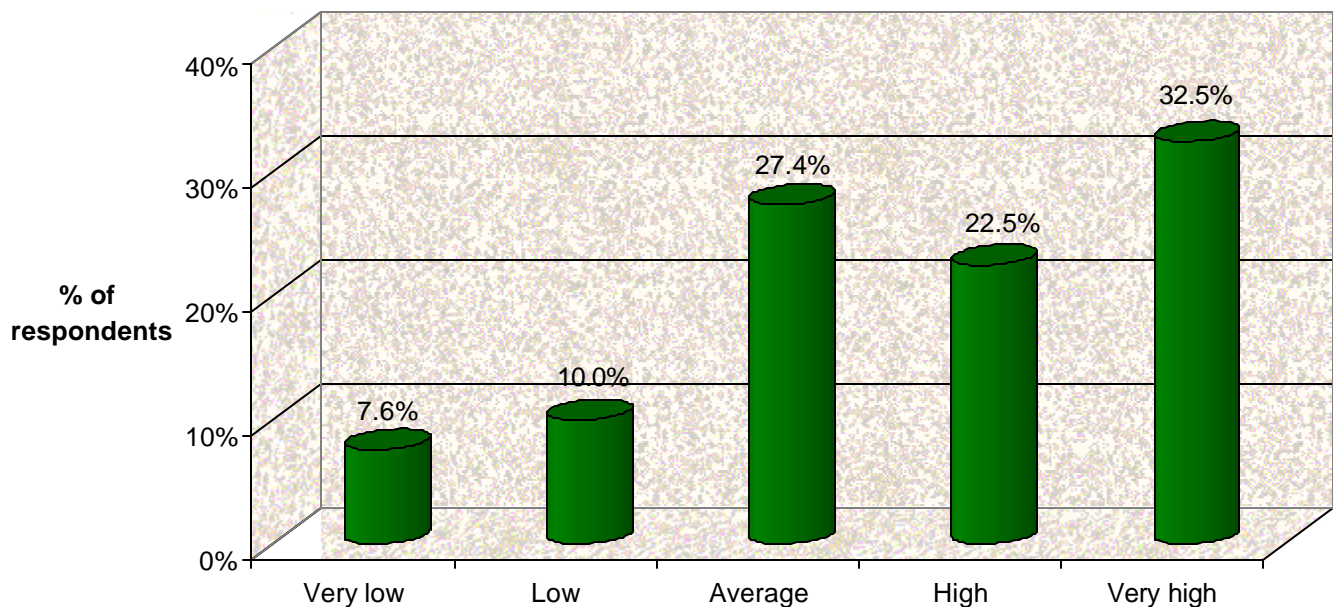


I am going to read a number of economic development initiatives taken in Saskatchewan. What value do you think these initiatives have, where 1 is “very low” value and 5 is “very high” value?

A3a. More use of wind power to help meet future energy needs.

Wind power is perceived as valuable by over half of respondents. The largest single group of respondents, one in three, perceives a very high value in wind power.

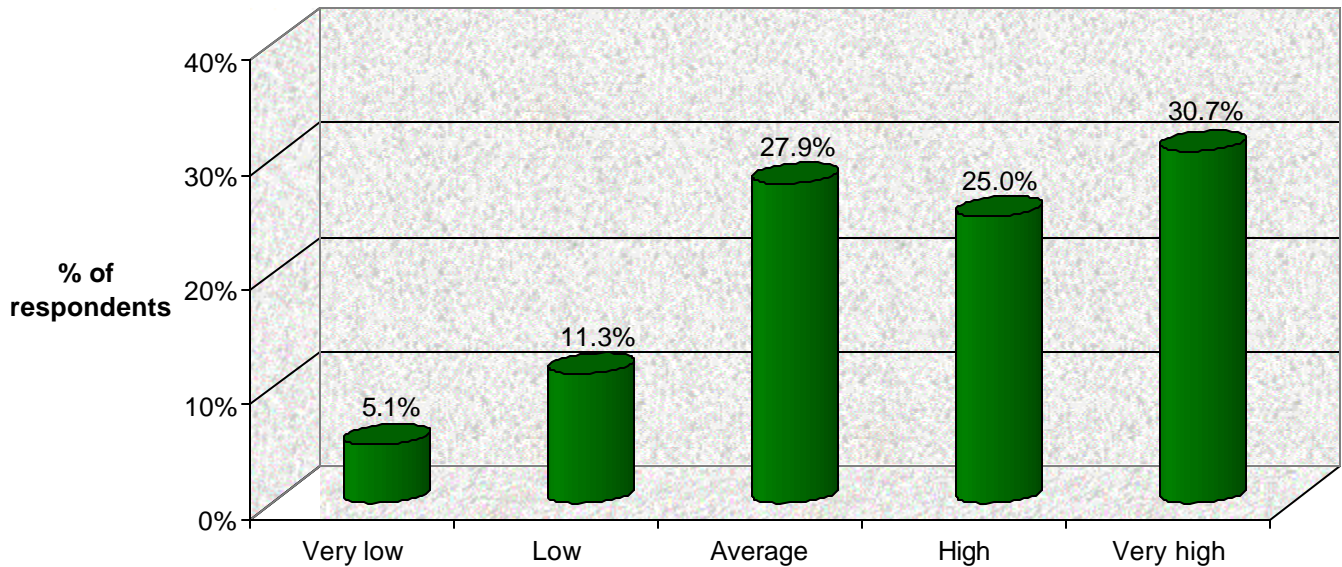
More use of wind power to help meet future energy needs.



A3b. Lowering oil, gas, and mineral royalties and taxes to encourage increased exploration and production.

Reduction of taxes and royalties is seen as having high value by over half of respondents, with the largest single group perceiving this measure to have very high value.

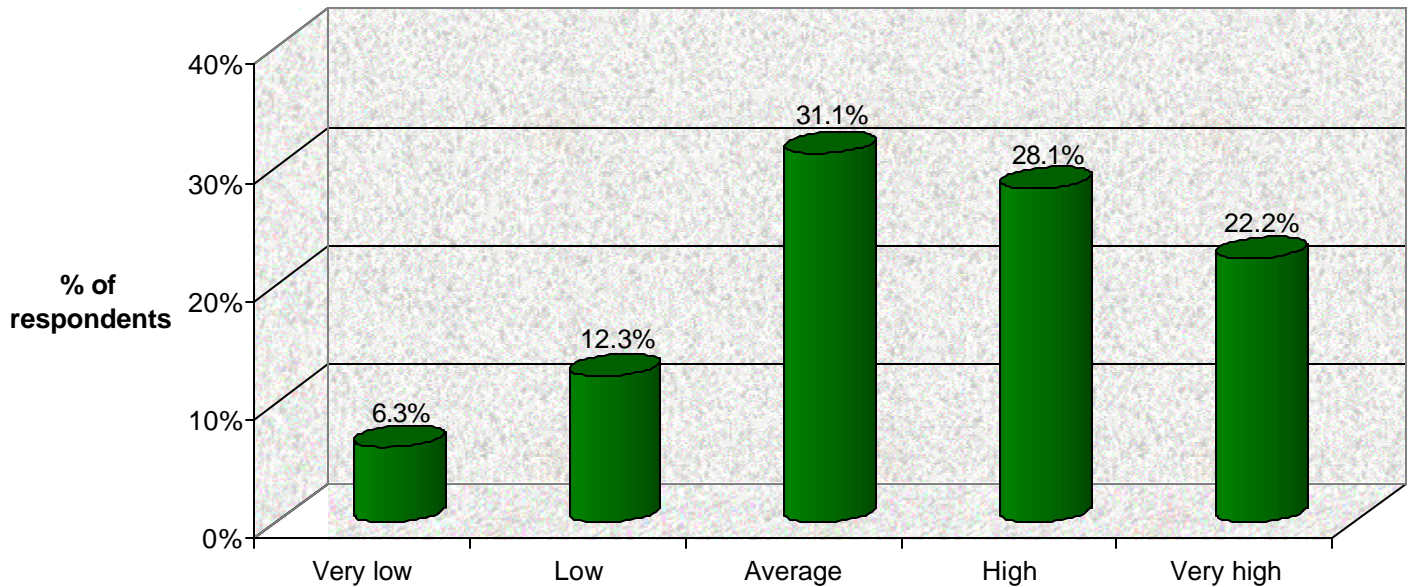
Lowering oil, gas, and mineral royalties and taxes to encourage increased exploration and production.



A3c. Providing tax credits for investments in Saskatchewan-based venture capital funds.

The perception of high value is much more common than perception of low value, with the positive end of the scale outweighing the negative by a ratio of 5:2.

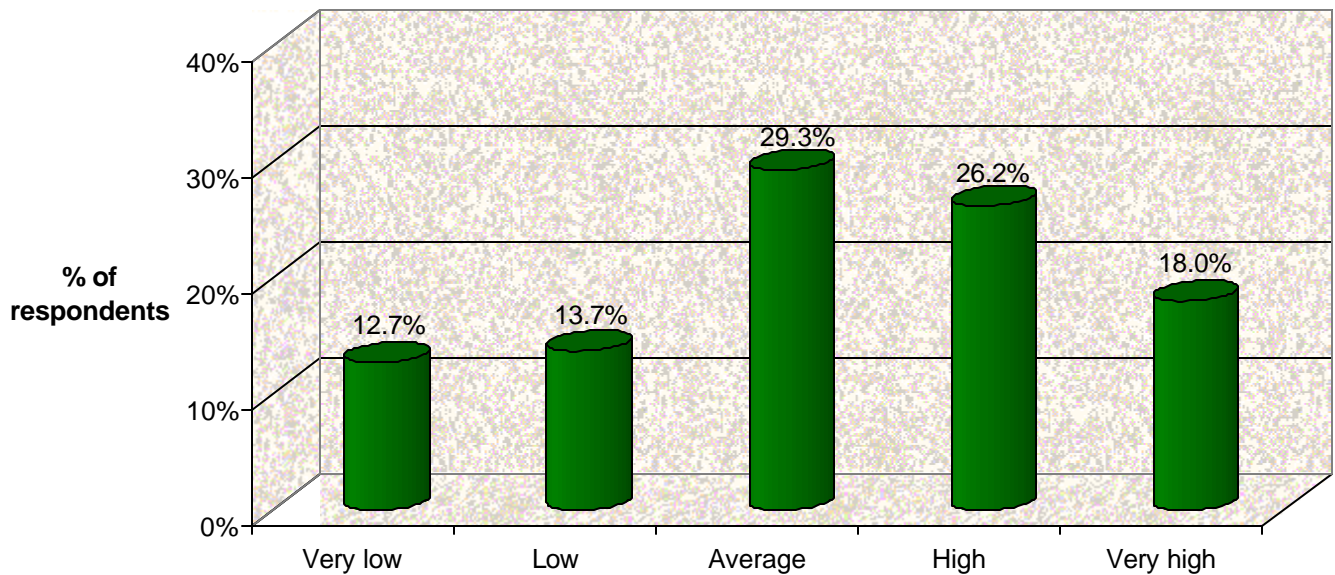
Providing tax credits for investments in Saskatchewan-based venture capital funds.



A3d. Advertising campaigns to spread the word about Saskatchewan's development potential and lower operating costs.

Roughly four in ten respondents perceive that campaigns to promote the province's potential have value. One in four does not.

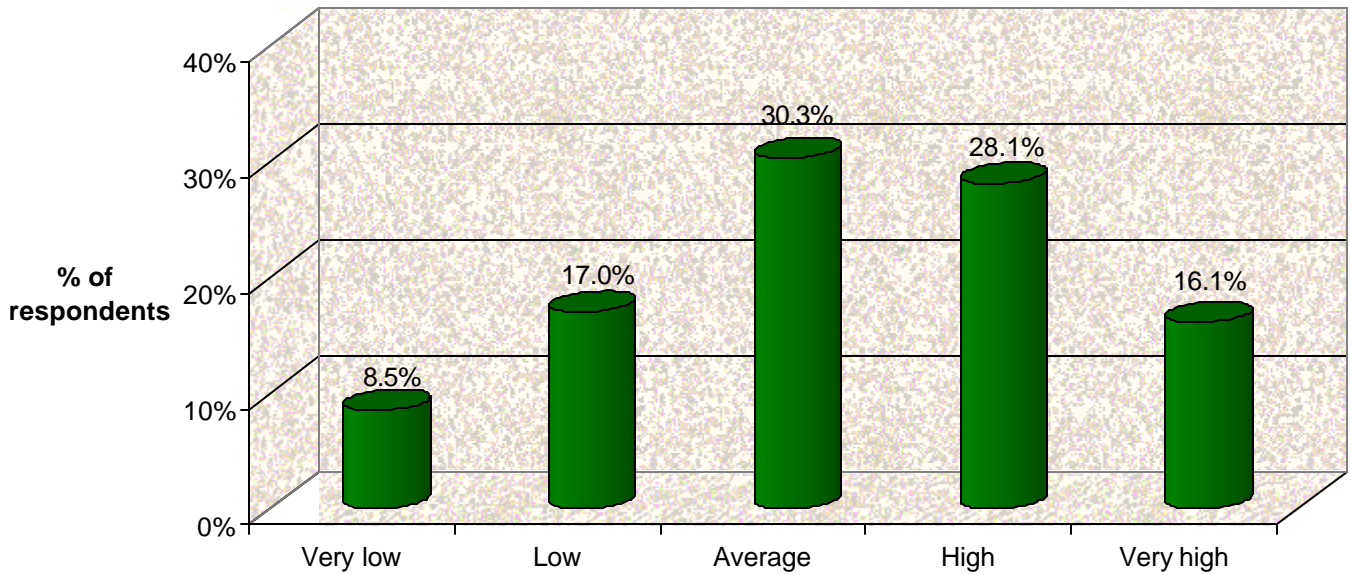
Advertising campaigns to spread the word about Saskatchewan's development potential and lower operating costs.



A3e. More government funding for research and development in economic growth sectors.

Favourable perceptions of additional public funds for growth sectors of the economy outweigh the unfavourable 46% to 26%.

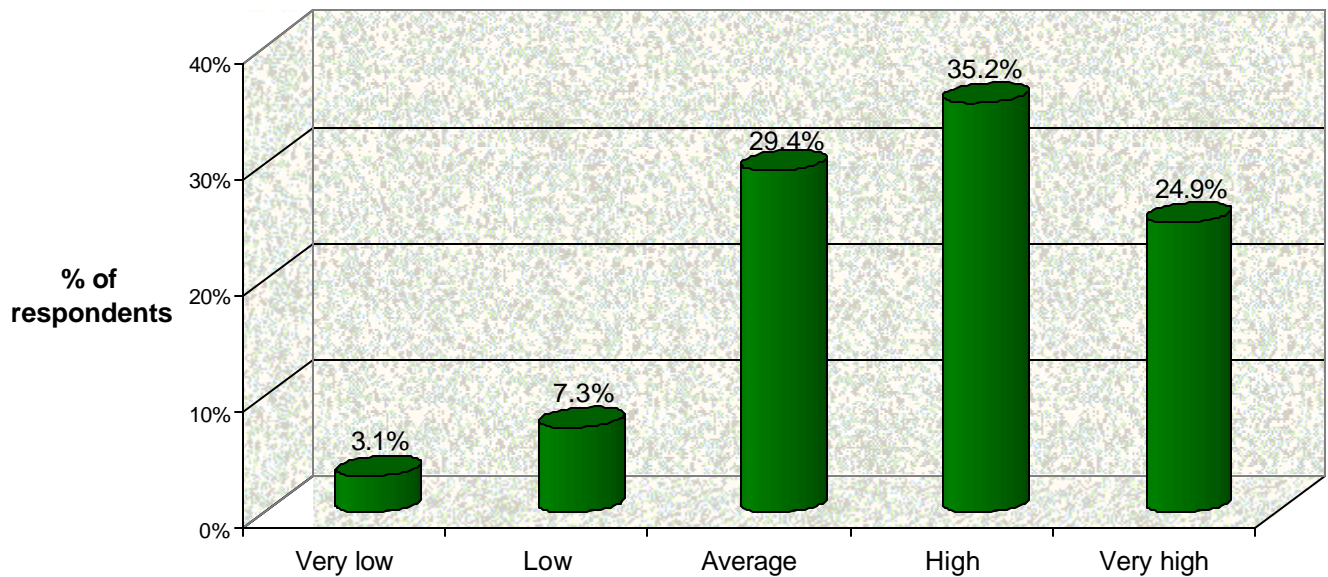
More government funding for research and development in economic growth sectors.



A3f. Encourage sustainable forestry and wood-products production in Saskatchewan.

Six in ten respondents ascribe high value to encouraging sustainable production in forestry. Those perceiving value outweigh those who do not by six to one.

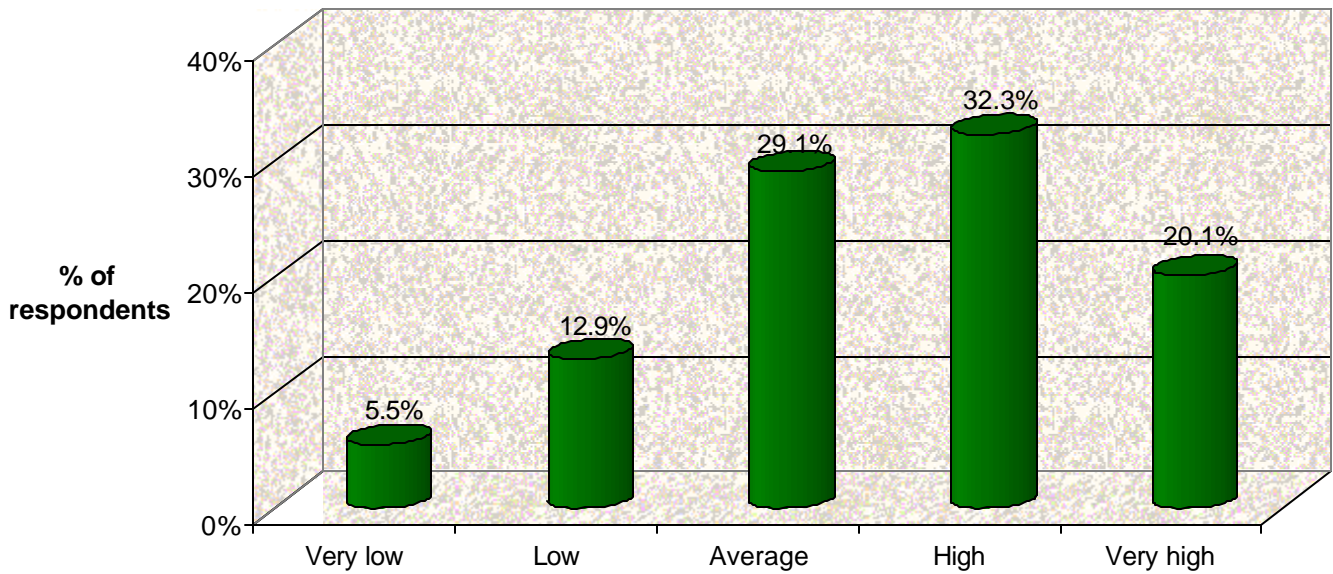
Encourage sustainable forestry and wood-products production in Saskatchewan.



A3g. Better energy, transportation and high-speed Internet systems to support economic development across Saskatchewan.

Also by substantial margins, respondents feel improved infrastructure for economic growth has high value.

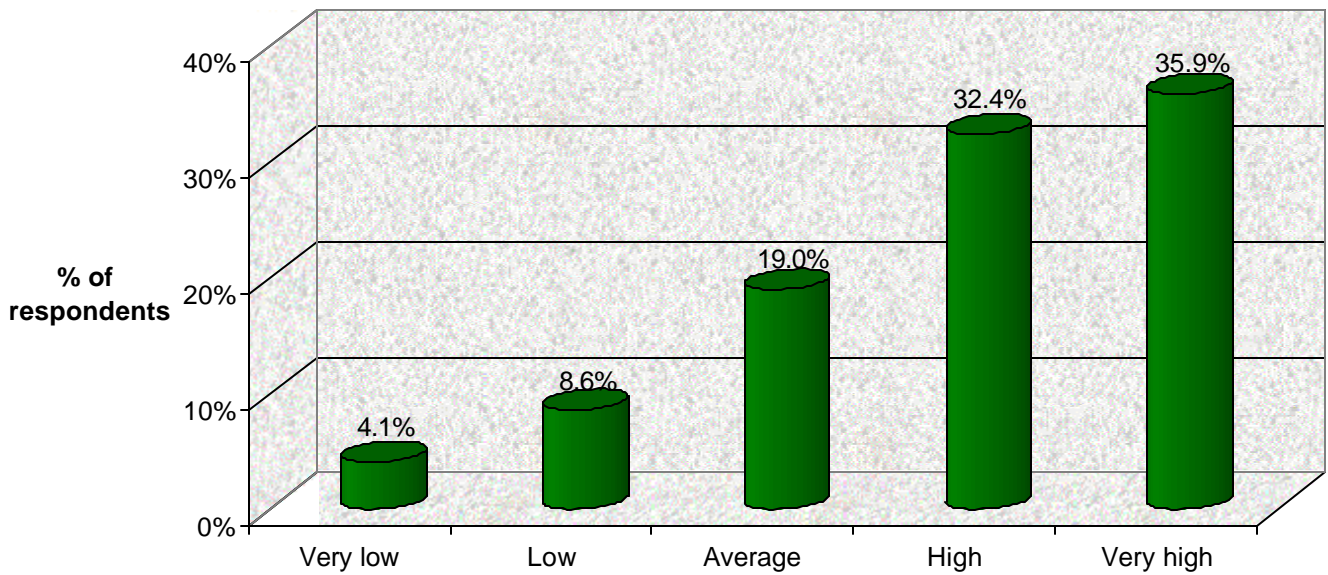
Better energy, transportation and high-speed Internet systems to support economic development across Saskatchewan.



A3h. Encourage the production and use of ethanol as fuel, using Saskatchewan grain.

Ethanol production from Saskatchewan grain, and its use, are seen as having high value by two thirds of respondents.

Encourage the production and use of ethanol as fuel, using Saskatchewan grain.

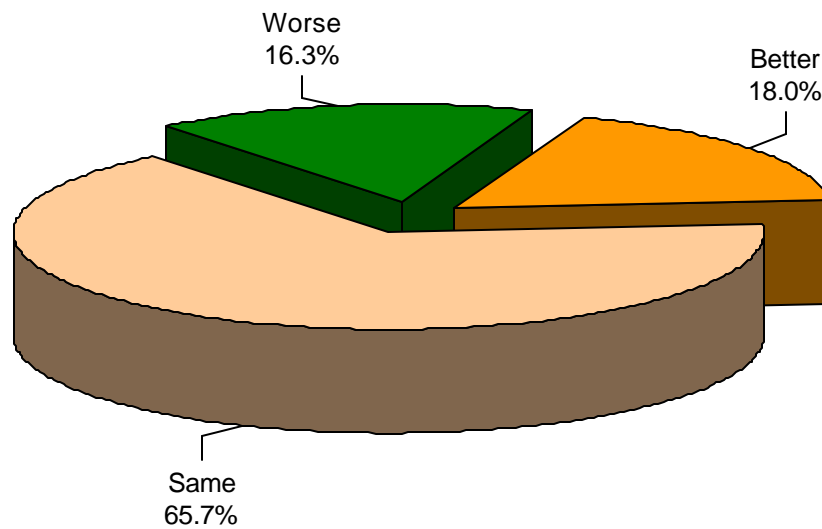


Section B: Learning

B1. Compared to the rest of the country, do you think the post-secondary education and training system in Saskatchewan is better, the same, or worse?

Two thirds of respondents find Saskatchewan's post-secondary system on a par with those of the rest of Canada. Approximately equal proportions of respondents find it better, and worse.

Compared to the rest of the country, do you think the post-secondary education and training system in Saskatchewan is better, the same, or worse?

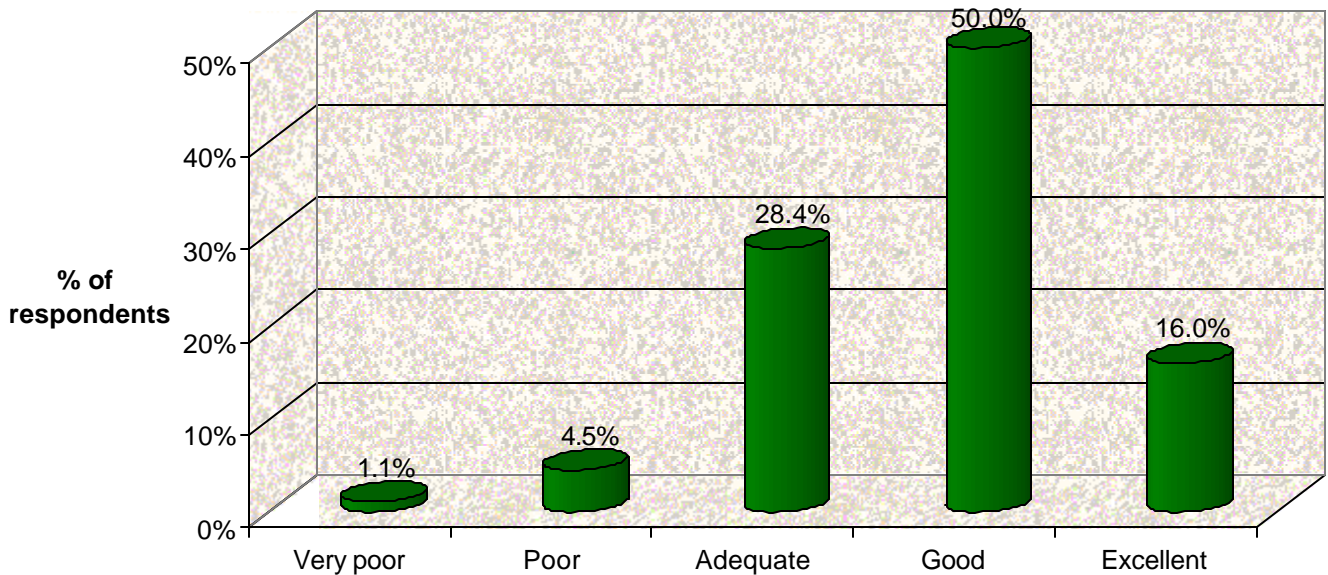


B2. Do you think the quality of Saskatchewan’s post-secondary education and training is generally excellent, good, adequate, poor or very poor?

Half of respondents rate the quality of the province’s post-secondary education good, and another one in six rate it excellent.

By contrast, only one in twenty respondents rate Saskatchewan post-secondary education negatively.

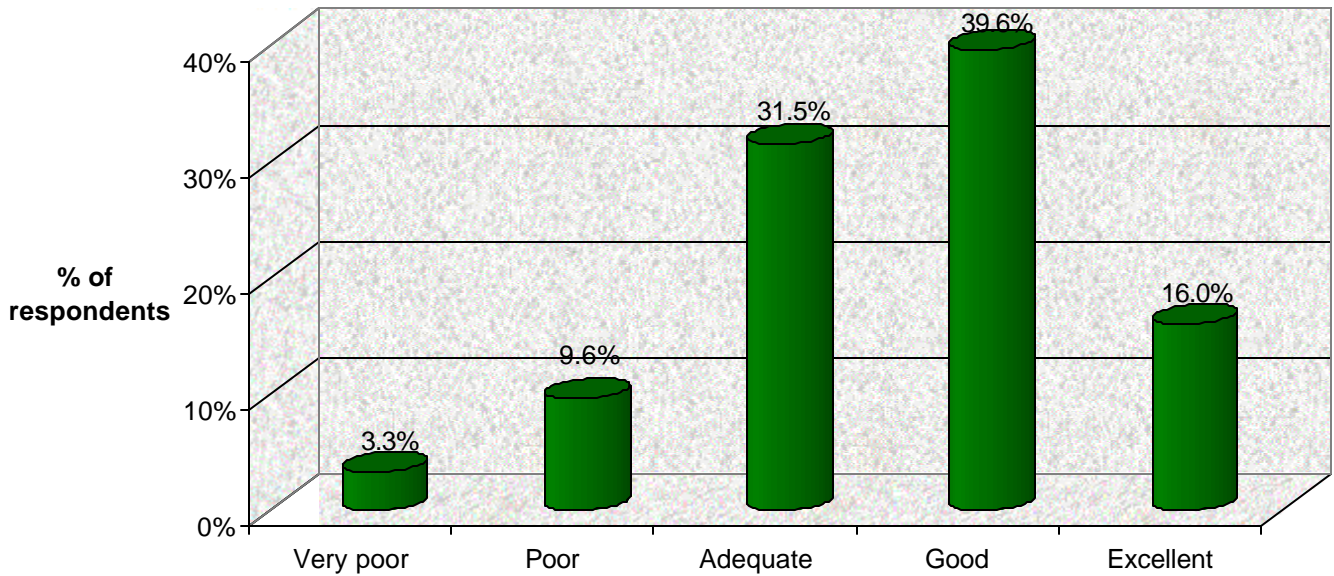
Do you think the quality of Saskatchewan’s post-secondary education and training is generally excellent, good, adequate, poor or very poor?



B3. How would you rate your level of awareness of Saskatchewan's post-secondary education and training system?

Those who feel their awareness of post-secondary education is good to excellent outweigh those who feel it is poor or very poor by five to one.

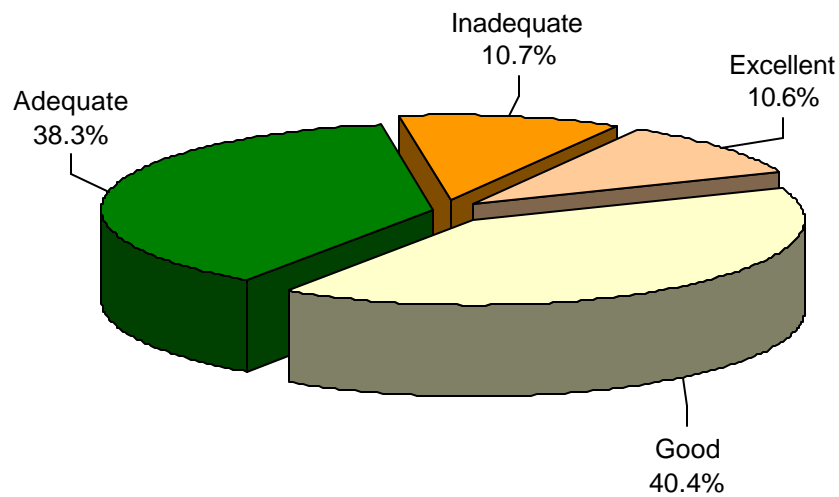
How would you rate your level of awareness of Saskatchewan's post-secondary education and training system?



B4. How well does the post-secondary education and training system in Saskatchewan meet your needs for information about its programs and services?

The large majority of respondents rate the effort to address their information needs in the mid-range categories of Adequate and Good. One in five holds a sharper view, either Inadequate or Excellent, and the numbers in each balance the other.

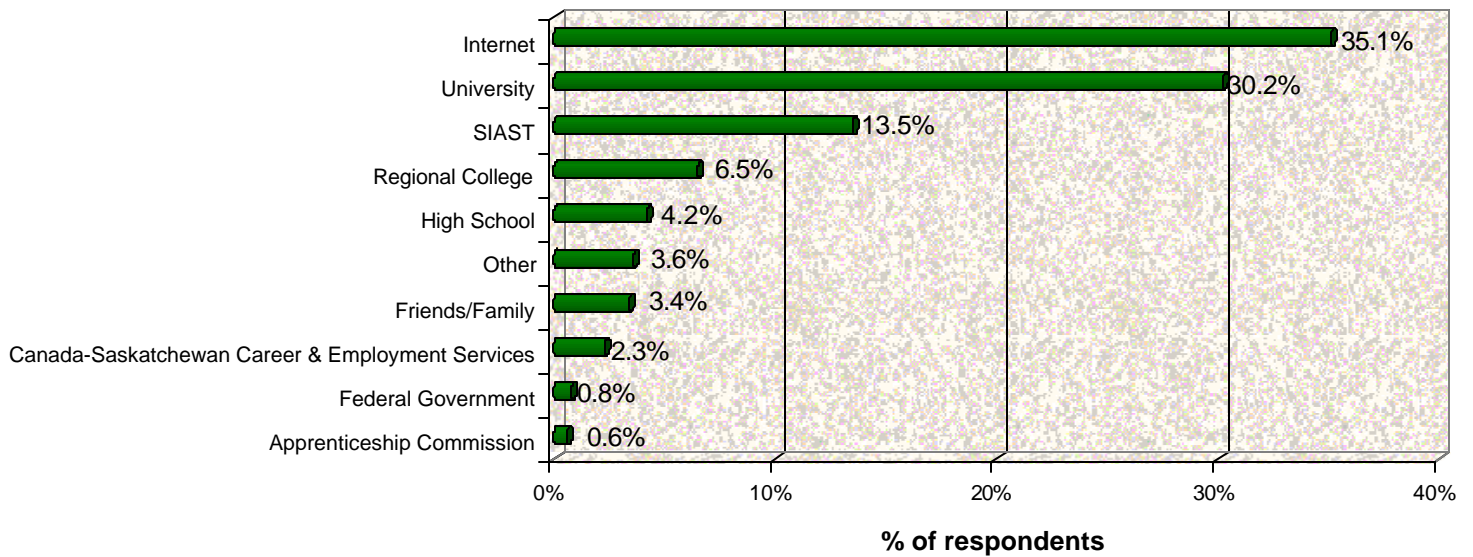
How well does the post-secondary education and training system in Saskatchewan meet your needs for information about its programs and services?



B5. Where would you go to get information about post-secondary education and training opportunities in Saskatchewan?

The largest single group, roughly one third of respondents, would go to the Internet for post-secondary information. Approximately the same number would go to the University, and about half that number would approach SIAST. Other sources attract responses in the single digits.

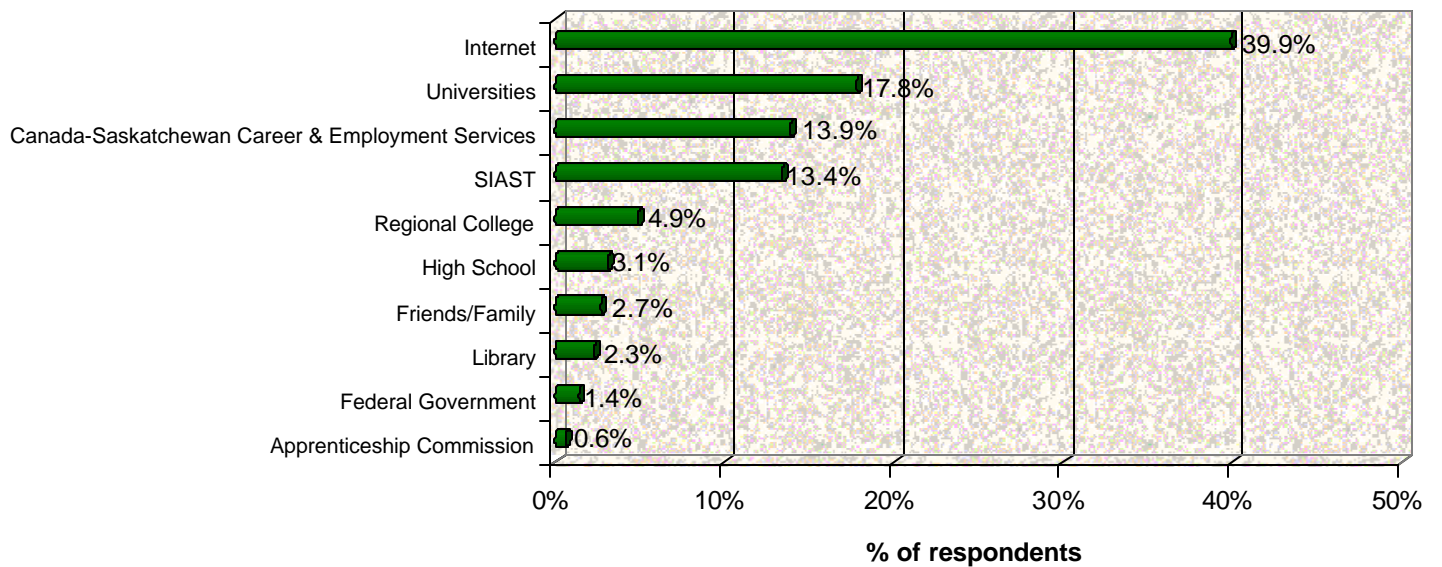
Where would you go to get information about post-secondary education and training opportunities in Saskatchewan?



B6. Where would you go for career information?

Career information would be sought on the Internet by four in ten, a proportion of respondents that more than doubles the number who would approach the University, and triples the numbers who would approach Career and Employment Services or SIAST.

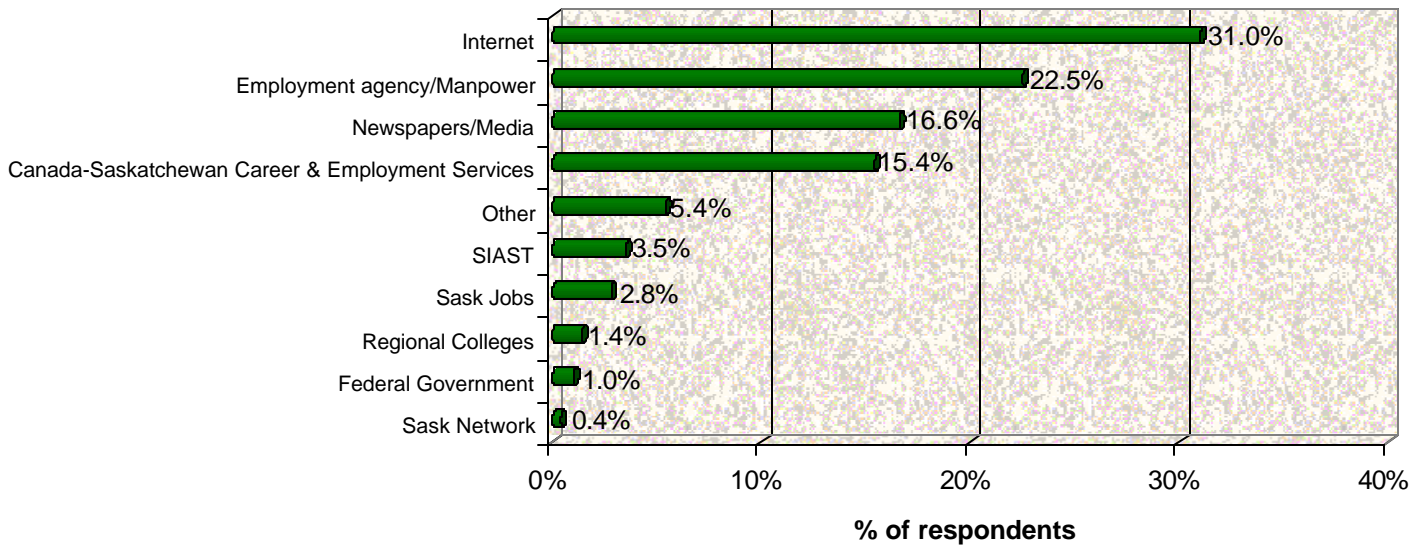
Where would you go for career information?



B7. Where would you go for information about job opportunities or to find workers?

To find a job or to find an employee, three in ten would go to the Internet, two in ten to an employment agency, and one in six respectively would go to the newspaper or other media, or Career and Employment Services.

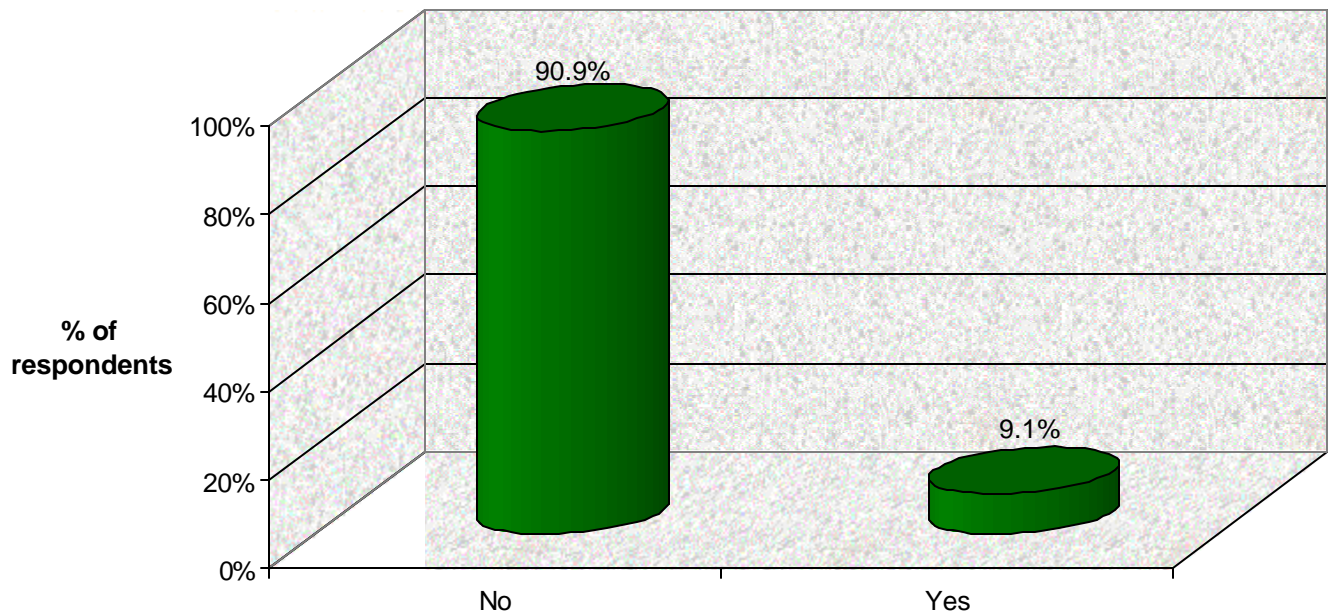
Where would you go for information about job opportunities or to find workers?



B8. Have you heard of Recognized Prior Learning or RPL?

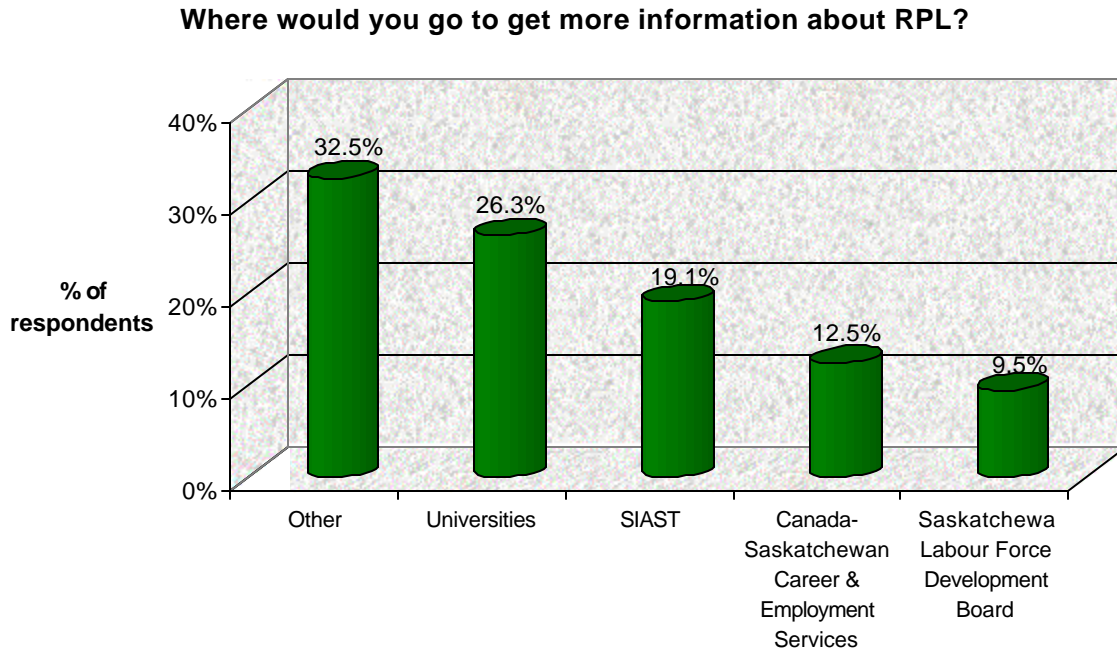
Very few respondents – fewer than one in ten -- have heard of Recognized Prior Learning.

Have you heard of Recognized Prior Learning or RPL?



B8a. Where would you go to get more information about RPL?

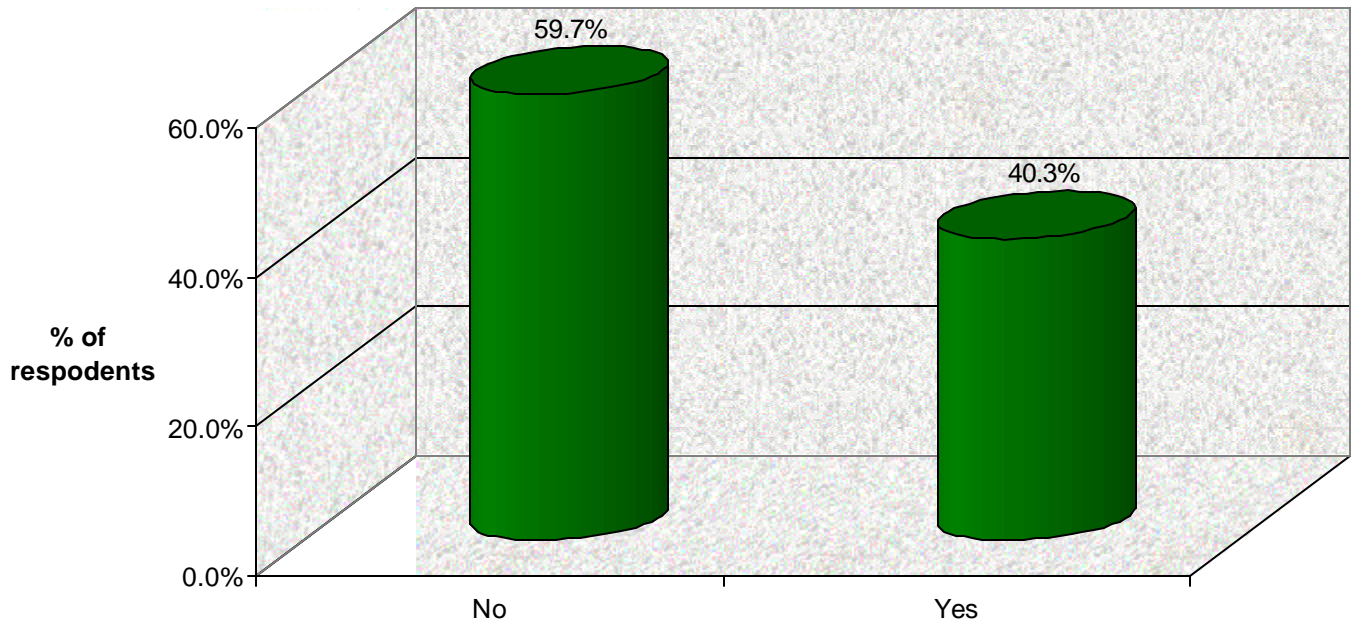
Of those who had heard of RPL, approximately 40% would seek information about Recognized Prior Learning from a post-secondary institution. The largest single group of respondents, one in three, had no clear sense of where to go for information on this topic.



B8b. Have you, or someone you know, used the RPL process?

By a margin of three to two, respondents who had heard of Recognized Prior Learning indicated neither they nor a person they knew had used the RPL process.

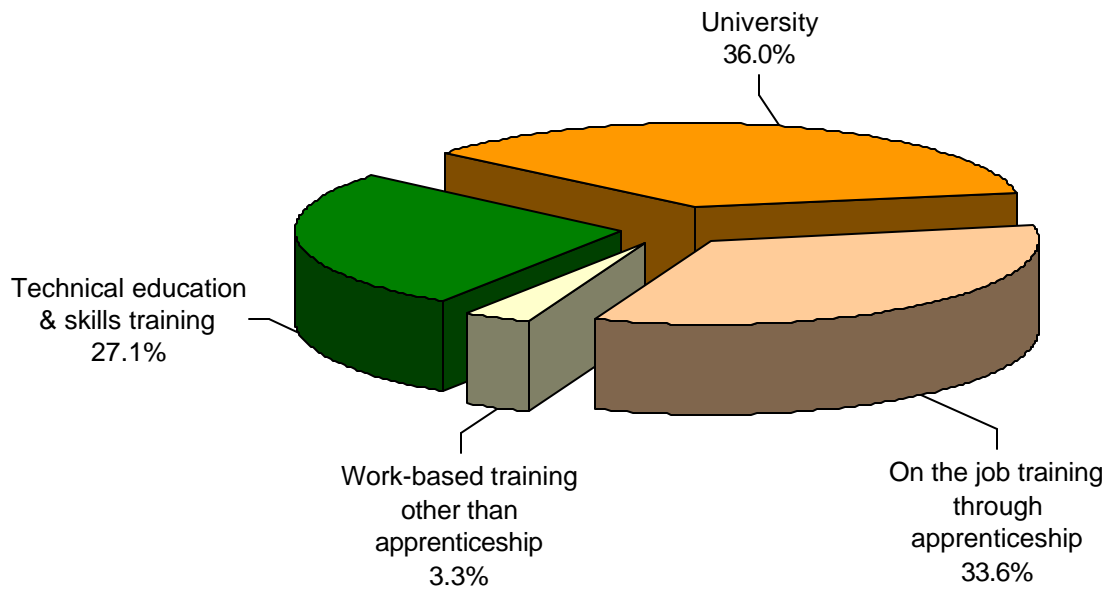
Have you, or someone you know, used the RPL process?



B9. If you were advising a young person today, would you recommend they choose...

About one third would recommend academic education (university) to a young person, compared to over six in ten who would suggest technical or work-related training.

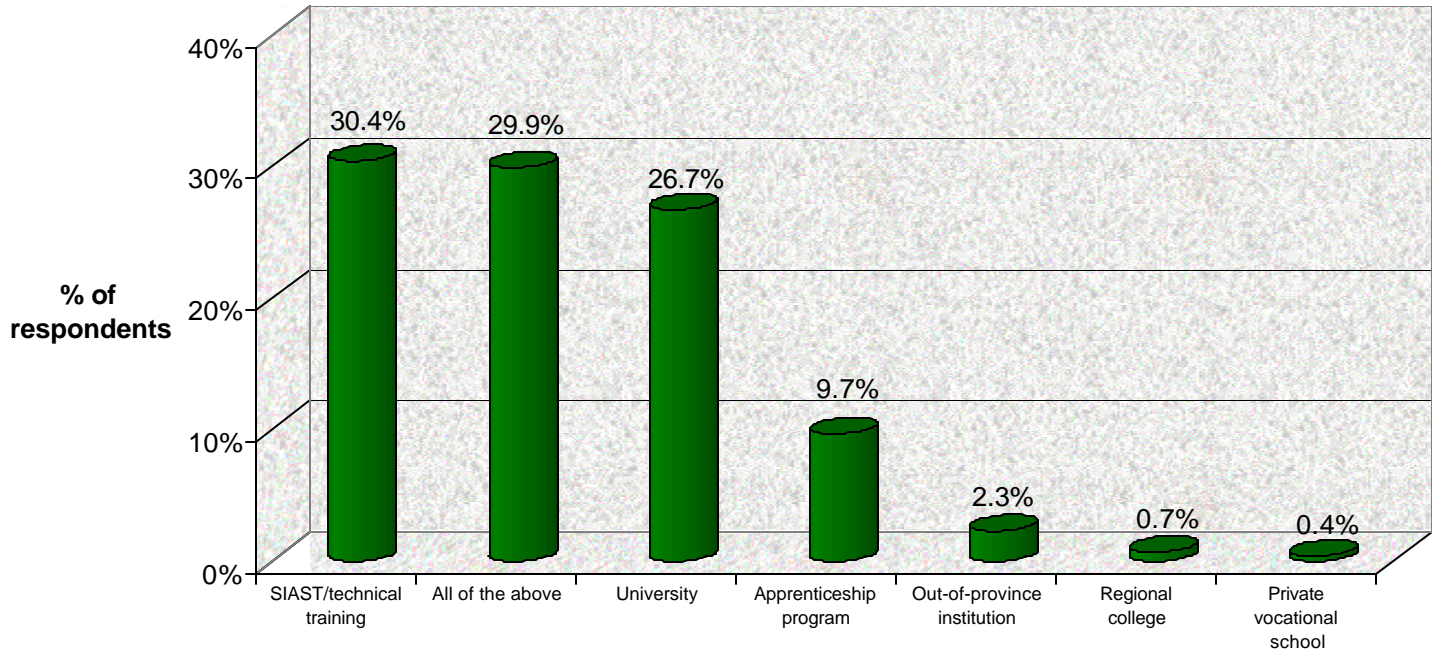
If you were advising a young person today, would you recommend they choose...



B10. Which institute would you suggest they attend?

SIAST and the University attracted very similar numbers of respondents who would suggest them. An approximately equal number would suggest both, and others.

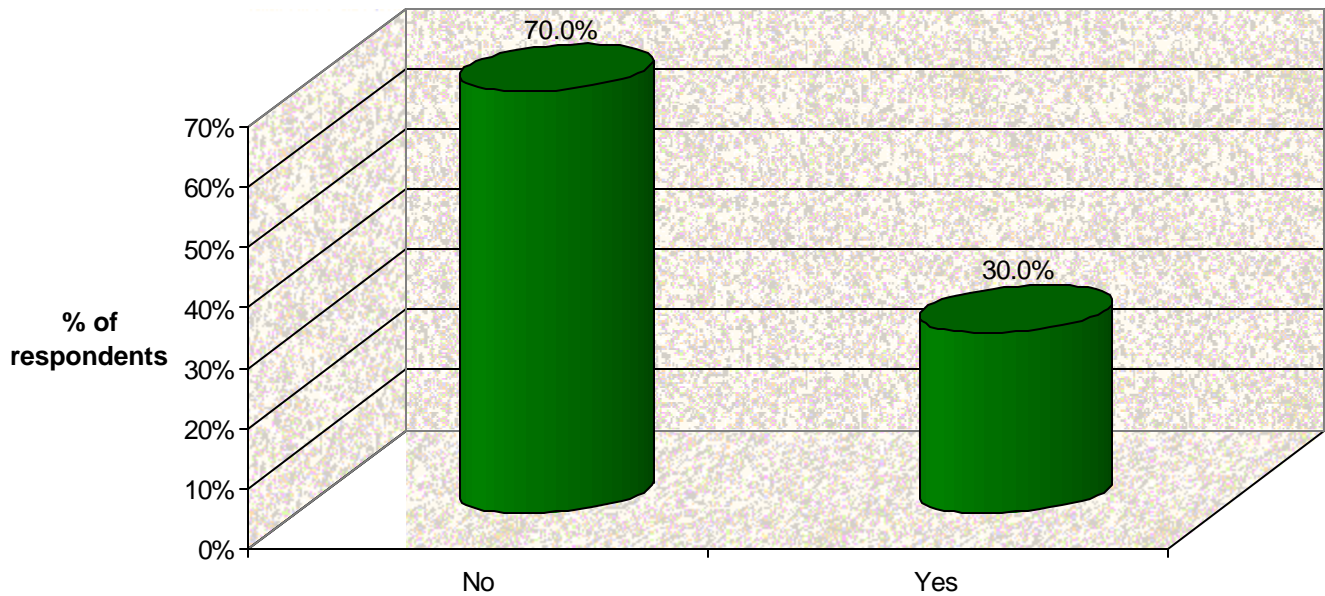
Which institute would you suggest they attend?



B11. Do you experience any barriers which prevent you from taking post-secondary education and skills training?

The proportion that finds they do not experience a barrier to taking post-secondary learning is roughly double the proportion that does.

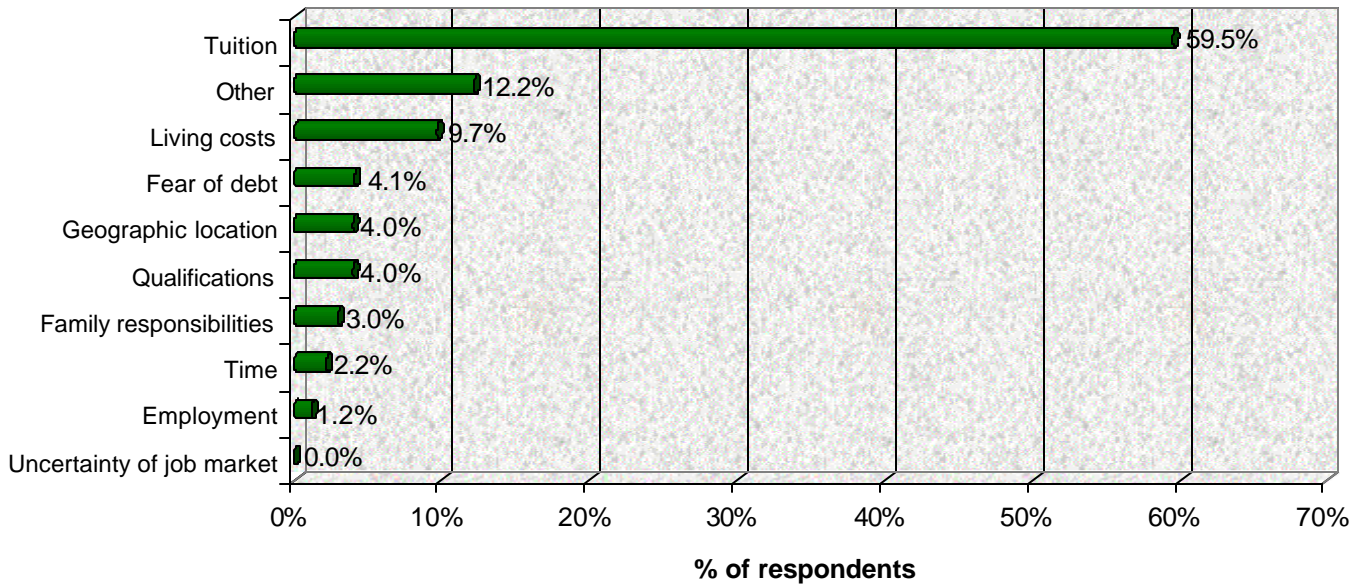
Do you experience any barriers which prevent you from taking post-secondary education and skills training?



B11a. What barriers do you or your family members experience, which prevent you from taking post-secondary education or training?

Of those who experience a barrier to post-secondary learning, the greatest number define it as “tuition.”

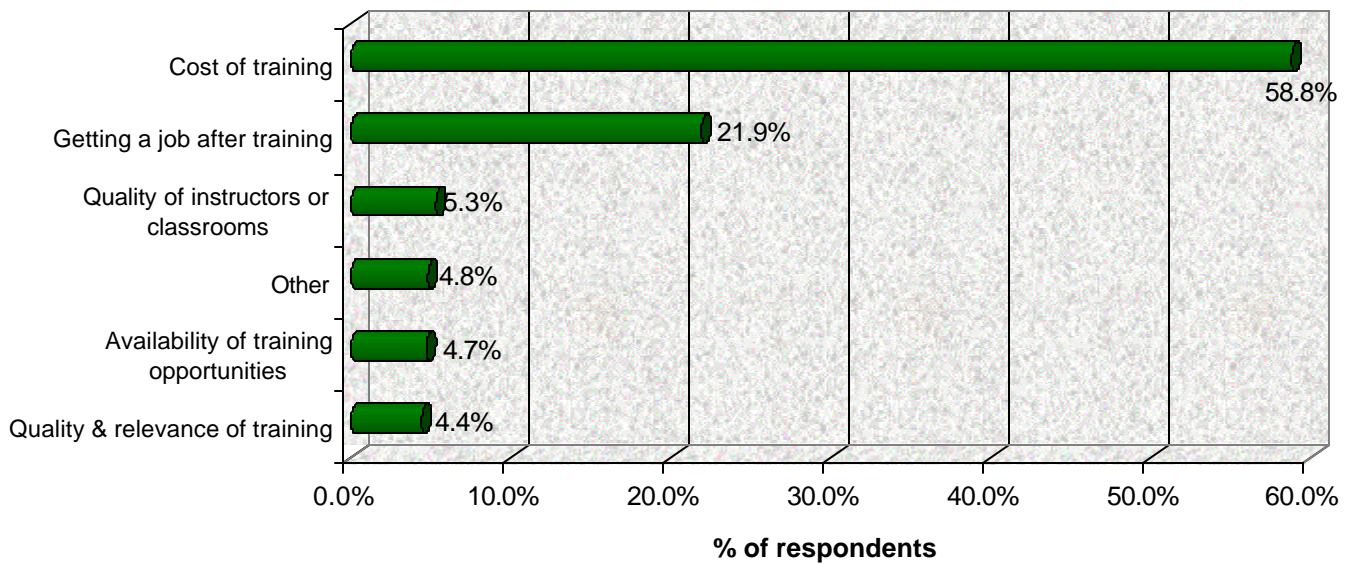
What barriers do you or your family members experience, which prevent you from taking post-secondary education or training?



B12. What do you think is the most important issue facing the post-secondary education and training system in Saskatchewan today?

Consistent with the finding regarding barriers, the issue identified as by far the most important in post-secondary education is the cost.

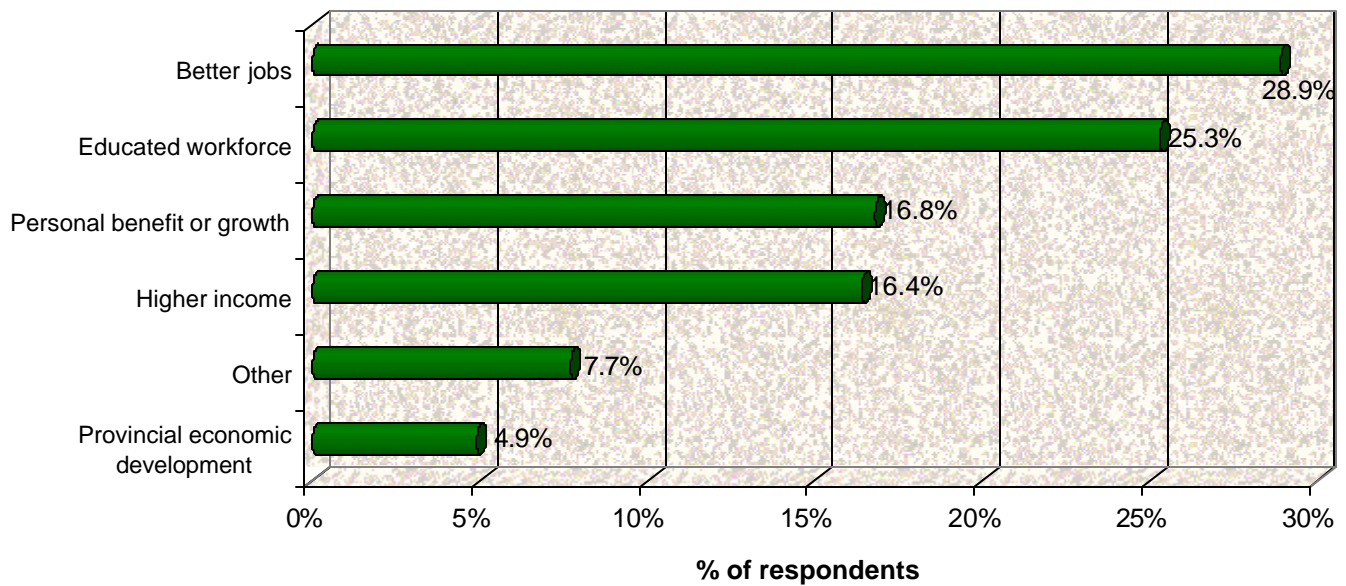
What do you think is the most important issue facing the post-secondary education and training system in Saskatchewan today?



B13. What do you believe is the primary benefit or value derived from the post-secondary education and training system in Saskatchewan?

Better jobs and an educated workforce lead as the two most-cited benefits of post-secondary education.

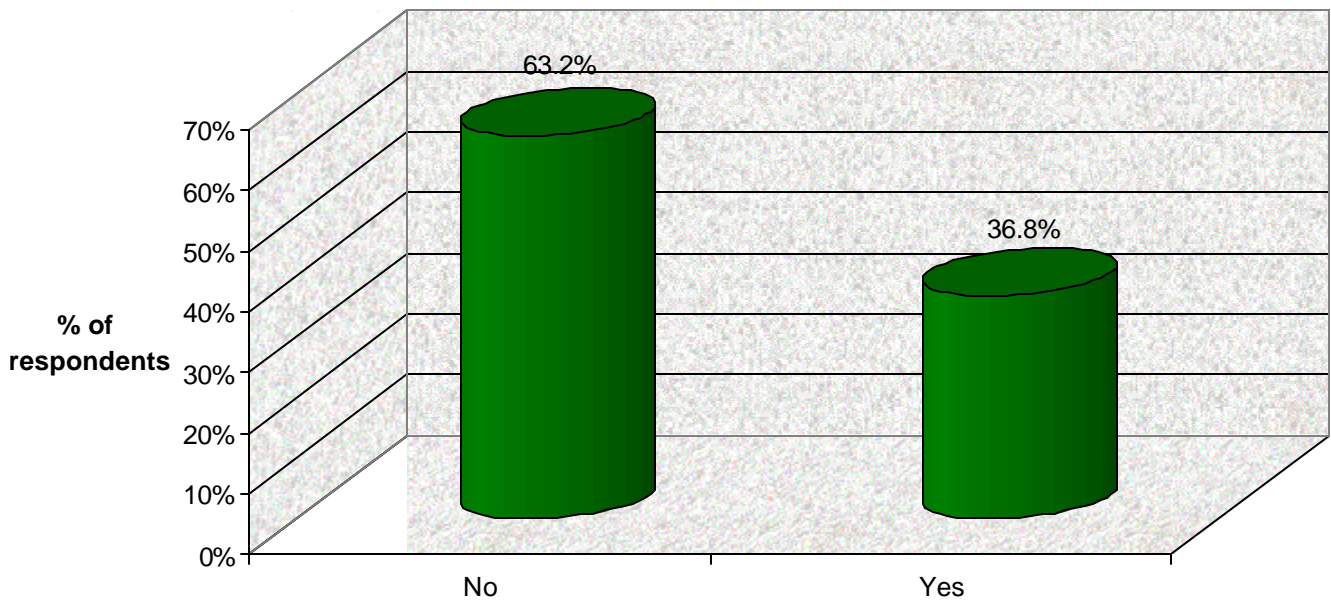
What do you believe is the primary benefit or value derived from the post-secondary education and training system in Saskatchewan?



B14. In the past year have you or one of your immediate family taken credited post-secondary education?

One in three respondents has either taken post-secondary education for credit in the last year, or is part of a family in which another person has done so.

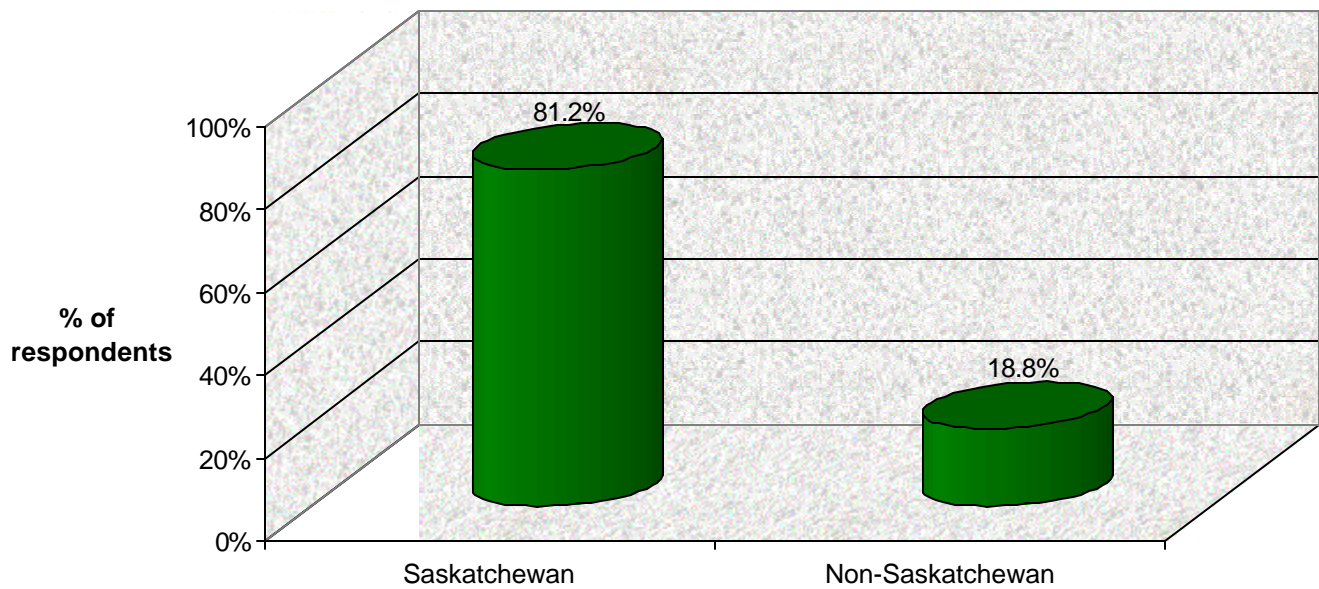
In the past year have you or one of your immediate family taken credited post-secondary education?



B14a. Was this education from a Saskatchewan or non-Saskatchewan institution?

The bulk of respondents report the education was received via a Saskatchewan institution.

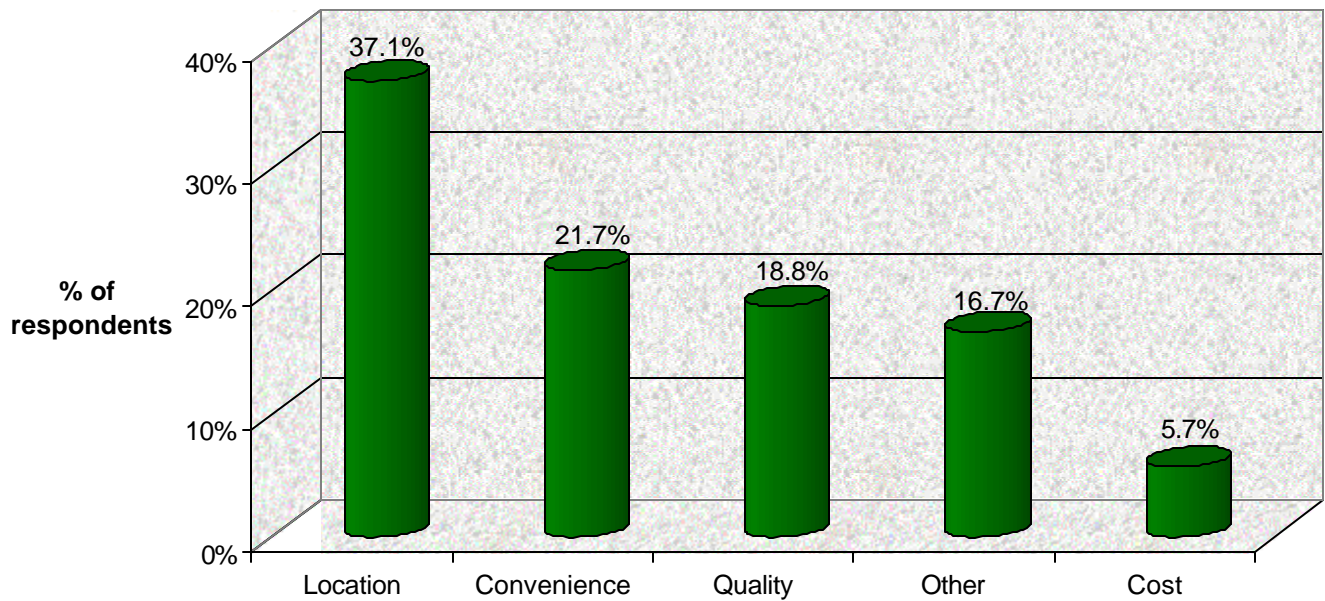
Was this education from a Saskatchewan or non-Saskatchewan institution?



B14b. Why did you choose that particular institution?

Location and convenience, perhaps closely related reasons, dominate as the factors driving selection of institution.

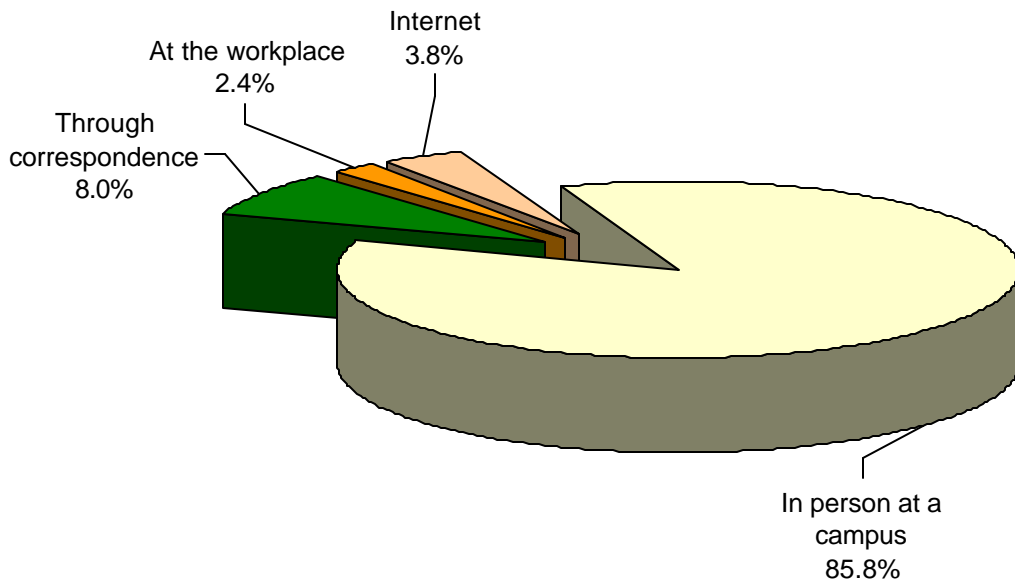
Why did you choose that particular institution?



B14c. Did you or your family member take this training/education in person at a campus location, through correspondence, at the workplace, or via the Internet?

In-person, on-campus venues continue to dominate.

Did you or your family member take this training/education in person at a campus location, through correspondence, at the workplace, or via the Internet?

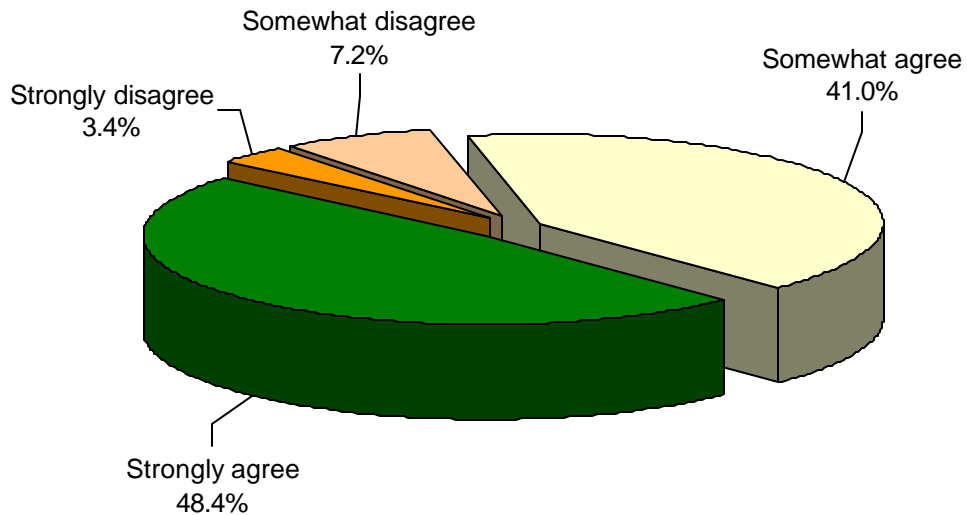


Section C: Industry & Resources

C1. How strongly do you agree or disagree with the following statement? “Saskatchewan is a great place in which to live, work, and do business.” Is that...

Nearly half of respondents agree strongly, and a further four in ten agree somewhat – overshadowing the one in ten who disagree.

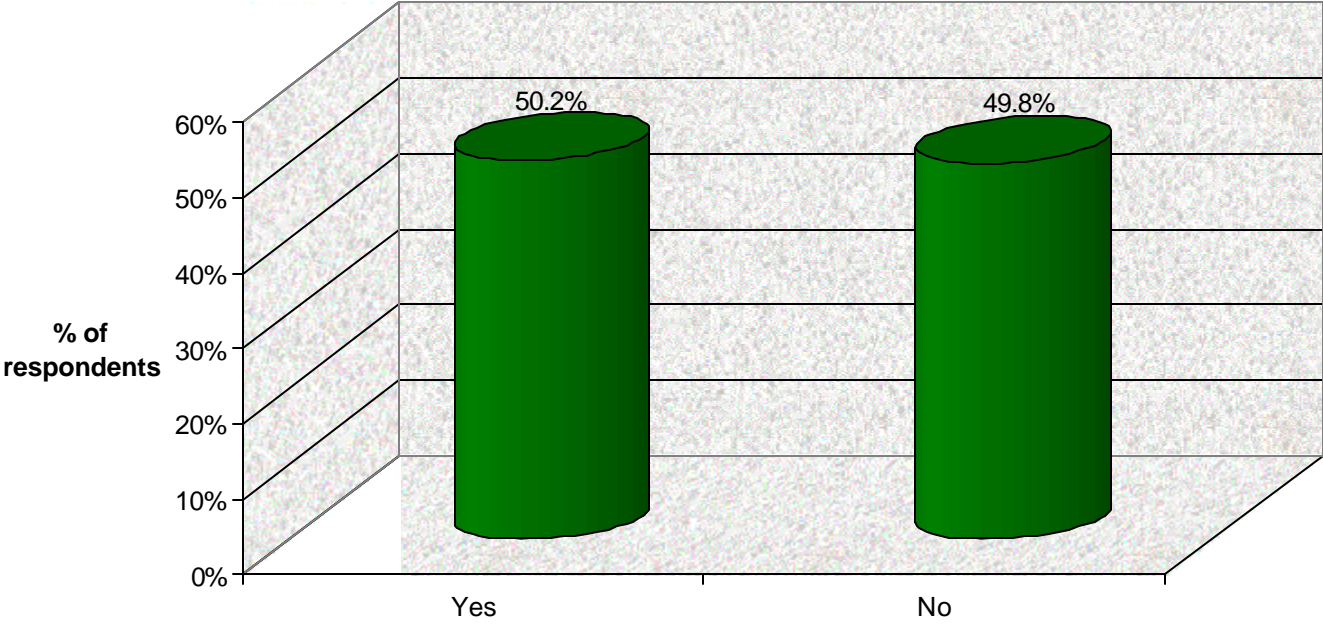
**How strongly do you agree or disagree with the following statement?
“Saskatchewan is a great place in which to live, work, and do business.”**



C2. Are you familiar with the “Our Future is Wide Open” campaign?

Respondents are split equally, with half indicating familiarity with the campaign.

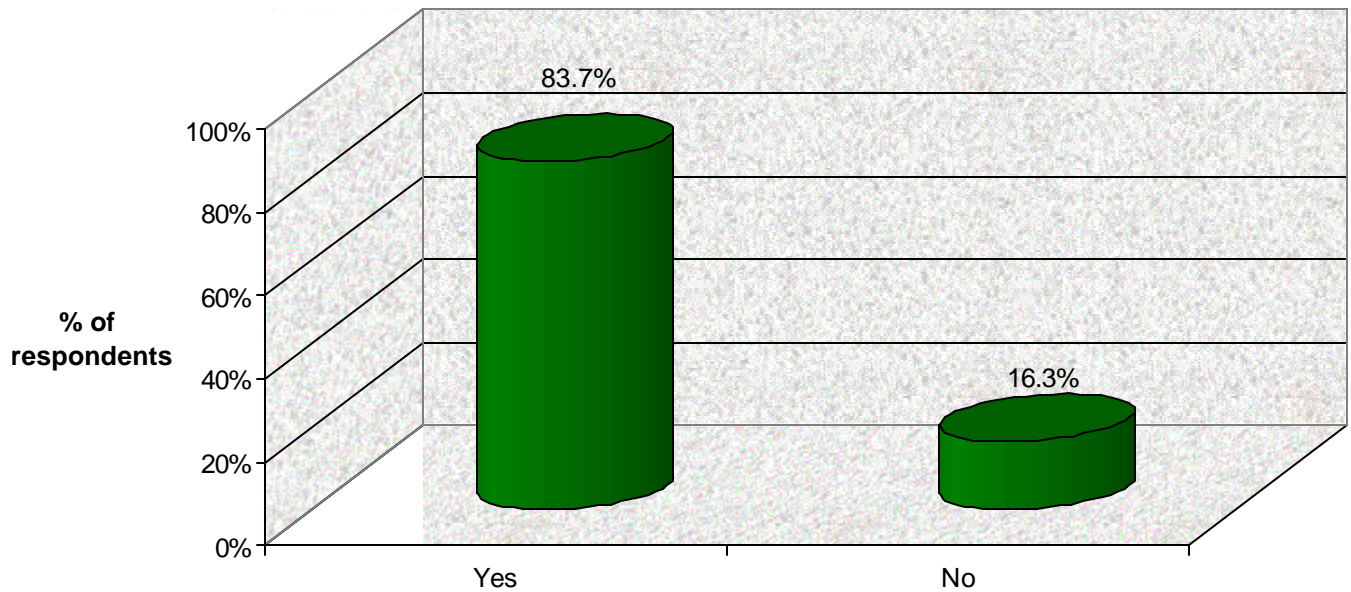
Are you familiar with the “Our Future is Wide Open” campaign?



C3. Do you recall seeing or hearing advertisements promoting Saskatchewan?

Generic recollection of advertising promoting the province is much higher than specific familiarity with the Wide Open Future campaign.

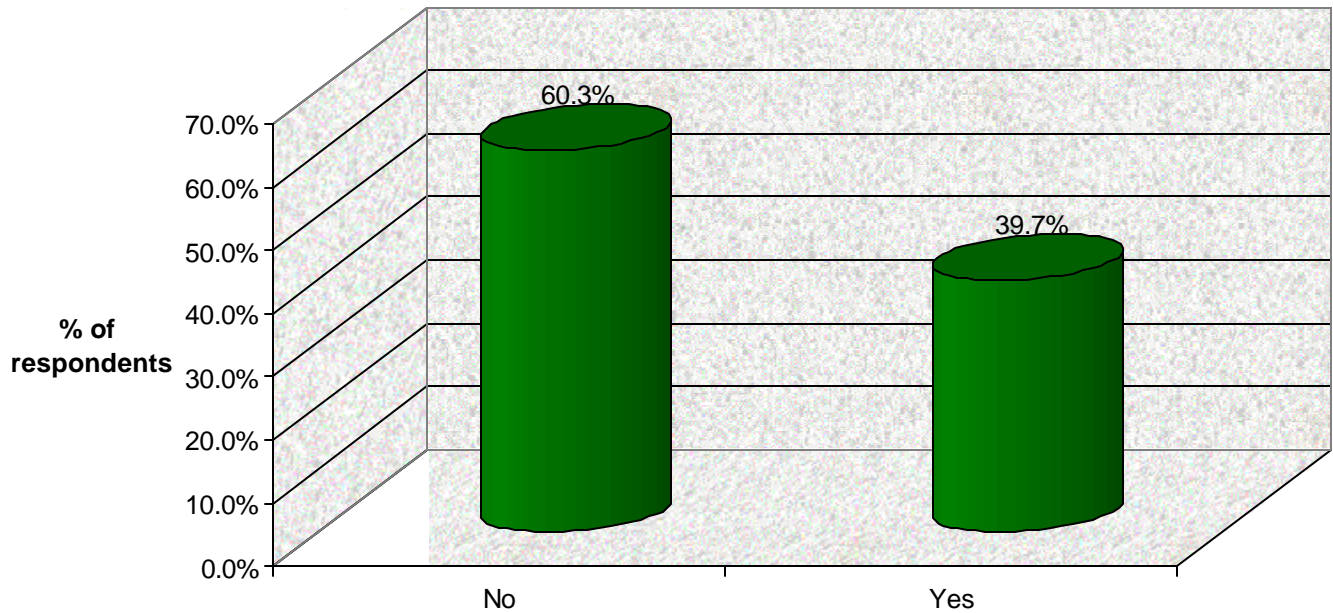
Do you recall seeing or hearing advertisements promoting Saskatchewan?



C4. Do you recall ads related to the “Our Future is Wide Open” campaign?

Fewer respondents recall advertisements about Our Future is Wide Open, than report being “familiar” with the campaign.

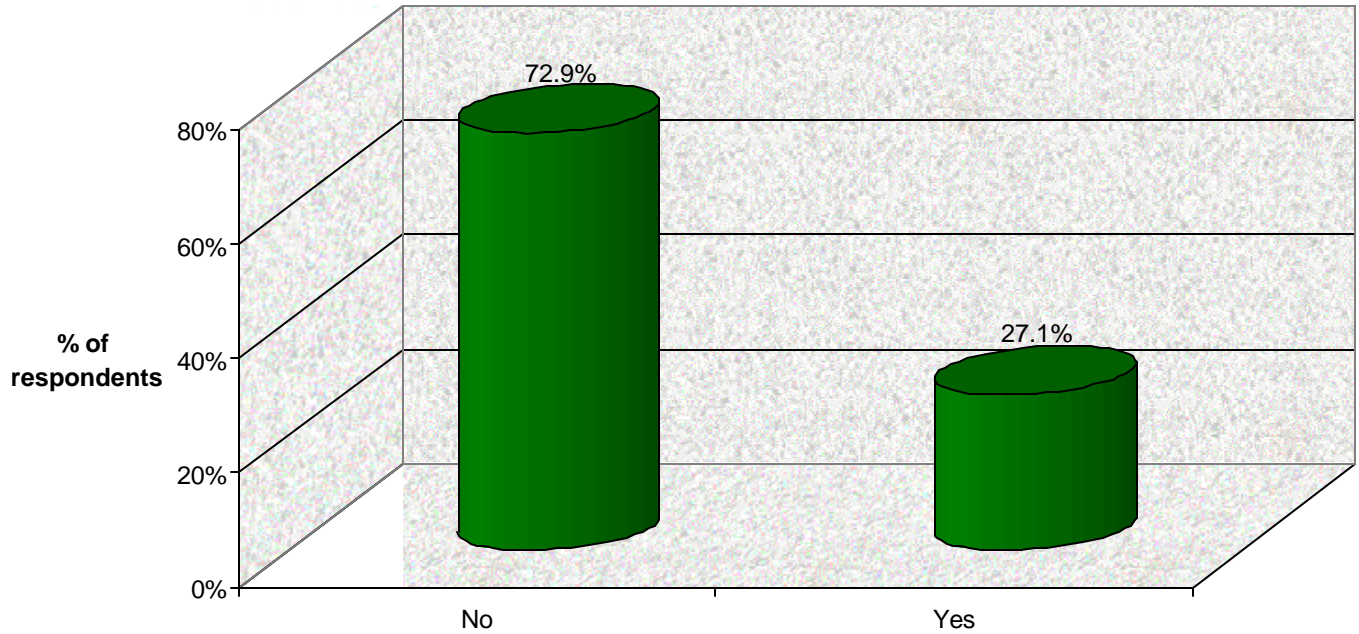
Do you recall ads related to the “Our Future is Wide Open” campaign?



C4a. Did you learn anything new about Saskatchewan from the advertisement?

By a margin of over two to one, respondents indicated they had not learnt anything new.

Did you learn anything new about Saskatchewan from the advertisement?

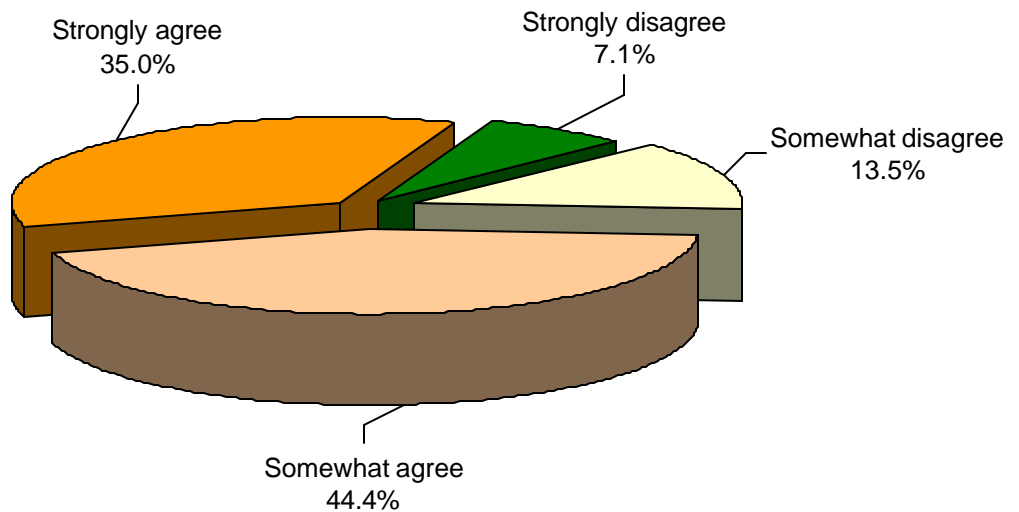


How strongly do you agree or disagree with the following statements about the campaign ads?

C5a. The advertisements made me feel good about living in Saskatchewan:

One in five disagrees, the others agree that to a greater or lesser extent, the advertising made them feel good about the province.

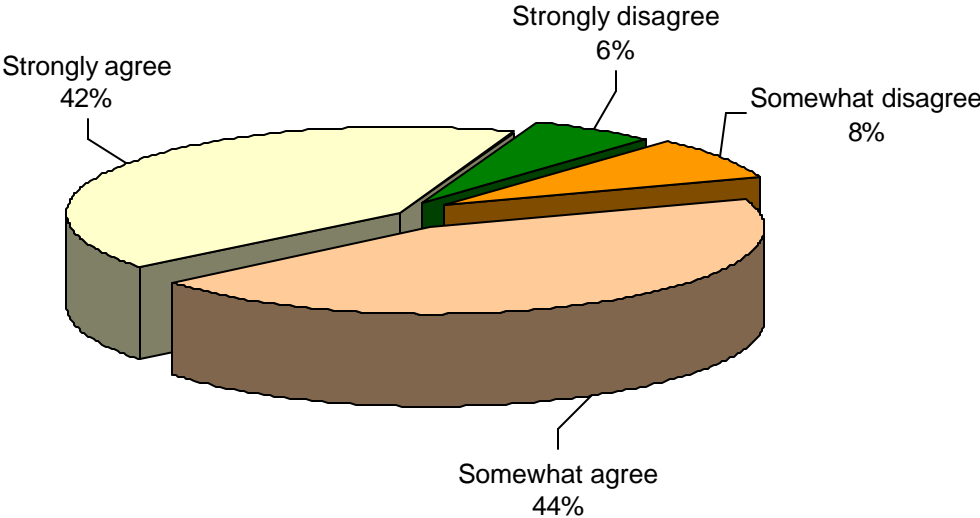
The advertisements made me feel good about living in Saskatchewan:



C5b. I liked the words and images of Saskatchewan in the advertisements:

Large numbers, over four in five, found the presentation of the province in the advertising was appealing.

I liked the words and images of Saskatchewan in the advertisements:



Demographics:

Gender:

Male	50.0%
Female	50.0%

Age:

18 – 34	27.4%
35 – 54	38.9%
55 and over	33.7%

Location:

City	53.2%
Town/Village/Hamlet	29.6%
Rural Municipality	17.2%

Occupation:

Retired	24.4%
Student	6.9%
Homemaker	5.9%
Not employed	2.0%
Farmer	8.6%
Professional	10.8%
Trades person	7.8%
Business owner/self-employed	6.6%
Employee – private sector	6.9%
Employee – local government	2.8%
Employee – provincial/federal government	4.3%
Manager – private sector	1.0%
Manager – public sector	1.3%
Other	10.7%

Education:

Less than grade 12	16.6%
Grade 12	23.4%
Some technical or university	18.8%
Technical diploma	16.0%
University degree	20.4%
Graduate degree	4.8%

Income:

Less than \$25,000	19.3%
\$25,000 - \$50,000	34.2%
\$50,000 - \$100,000	34.8%
Over \$100,000	11.7%

Region:

Saskatoon	20.2%
Regina	18.4%
Moose Jaw	3.5%
Prince Albert	3.2%
Southeast	9.9%
Southwest	9.8%
East Central	10.5%
Central	9.2%
Northwest	11.9%
North	3.5%