

**Government of  
Saskatchewan**

**Management Survey  
Series  
Project #1, Summer 2005**

**Report of Results**

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## Background

This report displays data captured in a telephone survey conducted as part of an omnibus poll organized by Sigma Analytics. The fieldwork was done in late May 2005.

## Methodology

Interviews were conducted with a randomly selected sample of Saskatchewan residents aged 18 or more. The sample was stratified geographically to provide representative coverage of the province. A total of 799 interviews were completed. This sample size yields a precision level for estimates of population proportions of plus or minus 3.5% at the 95% confidence level. Data were analyzed using SPSS and Excel software applications.

# Survey Results

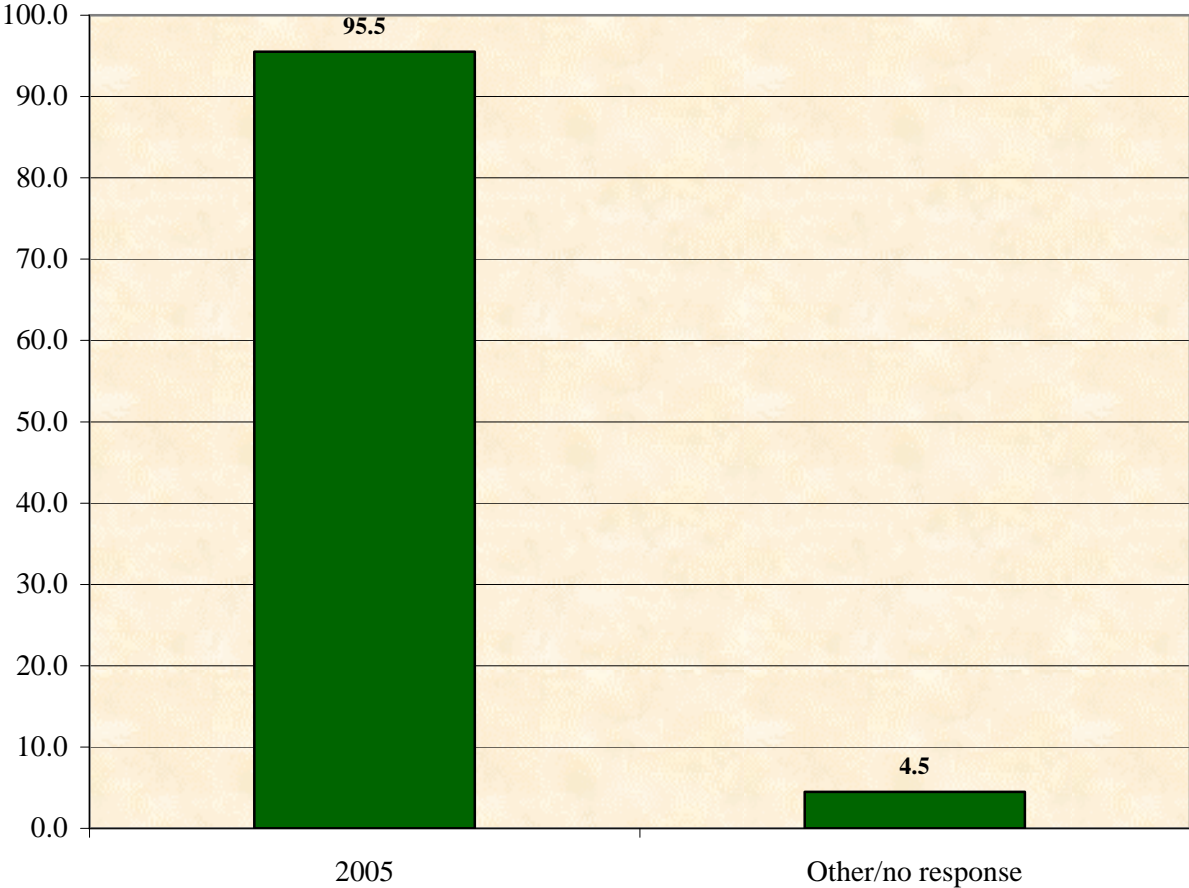
## SECTION A: Saskatchewan Centennial

### A1. In what year will Saskatchewan celebrate its 100<sup>th</sup> anniversary as a province?

Almost all residents (96%) are aware of the Saskatchewan Centennial celebration and that it is happening this year.

(This proportion is virtually identical to the result from the same question asked of Saskatchewan residents for the published Regina Leader-Post poll in November 2004, when 95% were able to identify 2005 as the Centennial year.)

A1. In what year will Saskatchewan celebrate its 100th anniversary as a province?

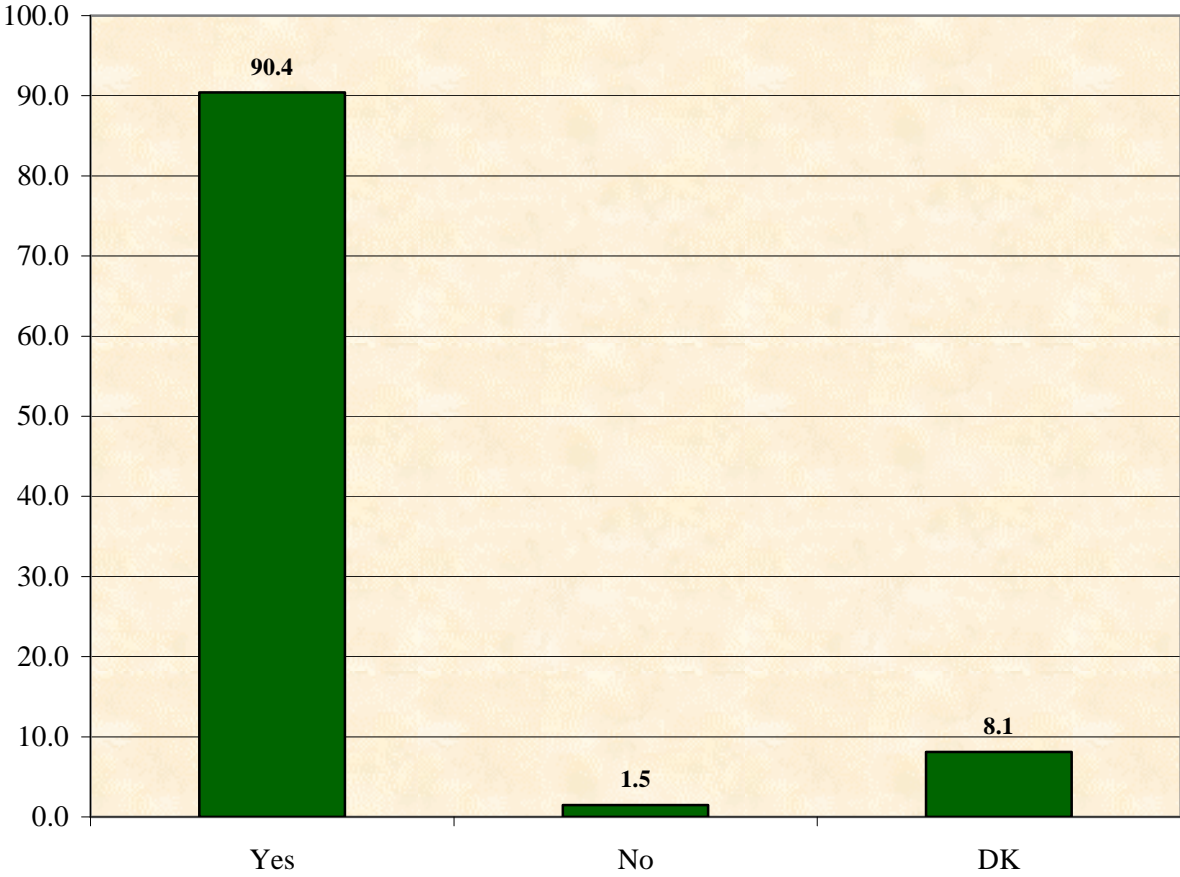


**A2. Will the provincial government be involved in plans for the Centennial celebrations?**

Awareness of the province’s involvement in the Centennial celebration is also very high, with 90% of residents saying it will be involved.

(When a somewhat different question – “have you heard of the Province’s plans for celebrating the 100<sup>th</sup> anniversary” – was asked of Saskatchewan residents for the Leader-Post in November 2004, a much smaller proportion (55%) said “Yes”.)

A2. Will the Provincial Government be involved in plans for the Centennial celebrations?

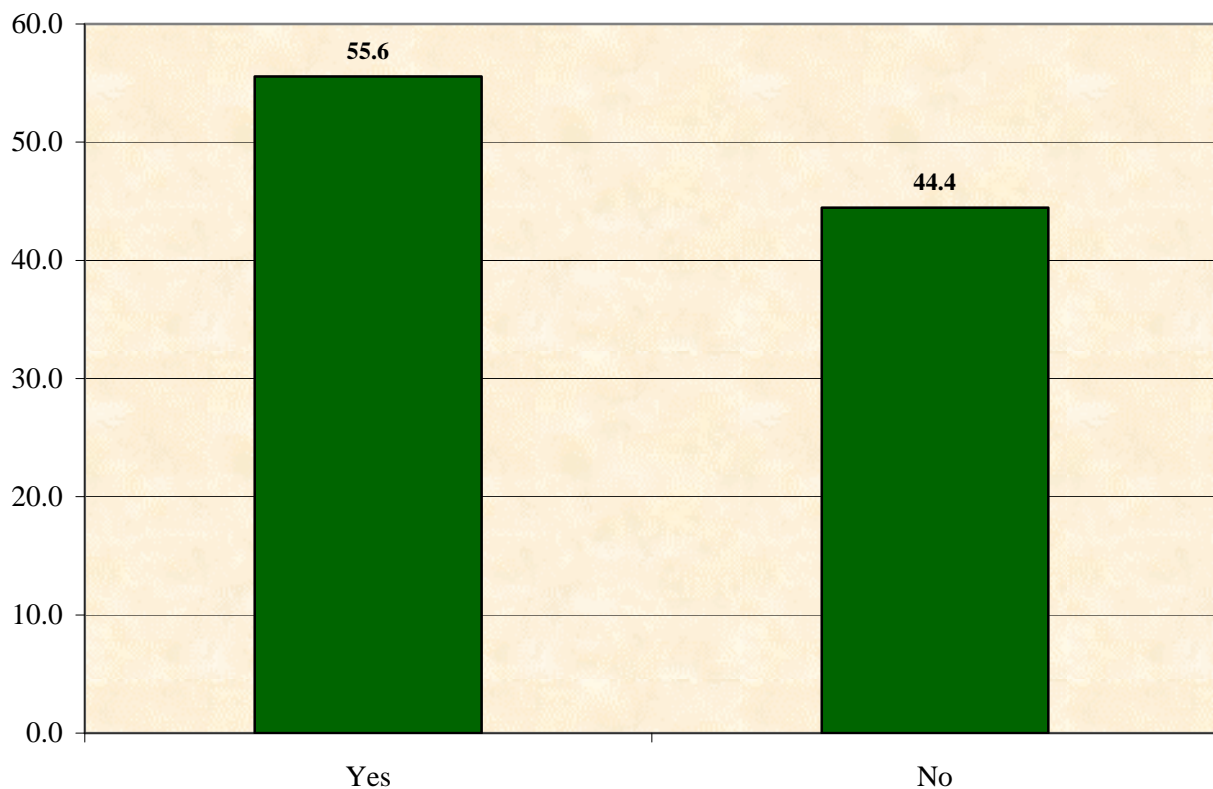


### A3. Do you intend to do something other than a routine activity to celebrate the 100<sup>th</sup> anniversary?

A majority (56%) of Saskatchewan residents intend to do something special to celebrate the Centennial.

(A smaller proportion {50% } of Saskatchewan residents said in the Leader-Post poll in November 2004 that they would do something out of routine to celebrate the Centennial.)

A3. Do you intend to do something other than a routine activity to celebrate the 100th anniversary?



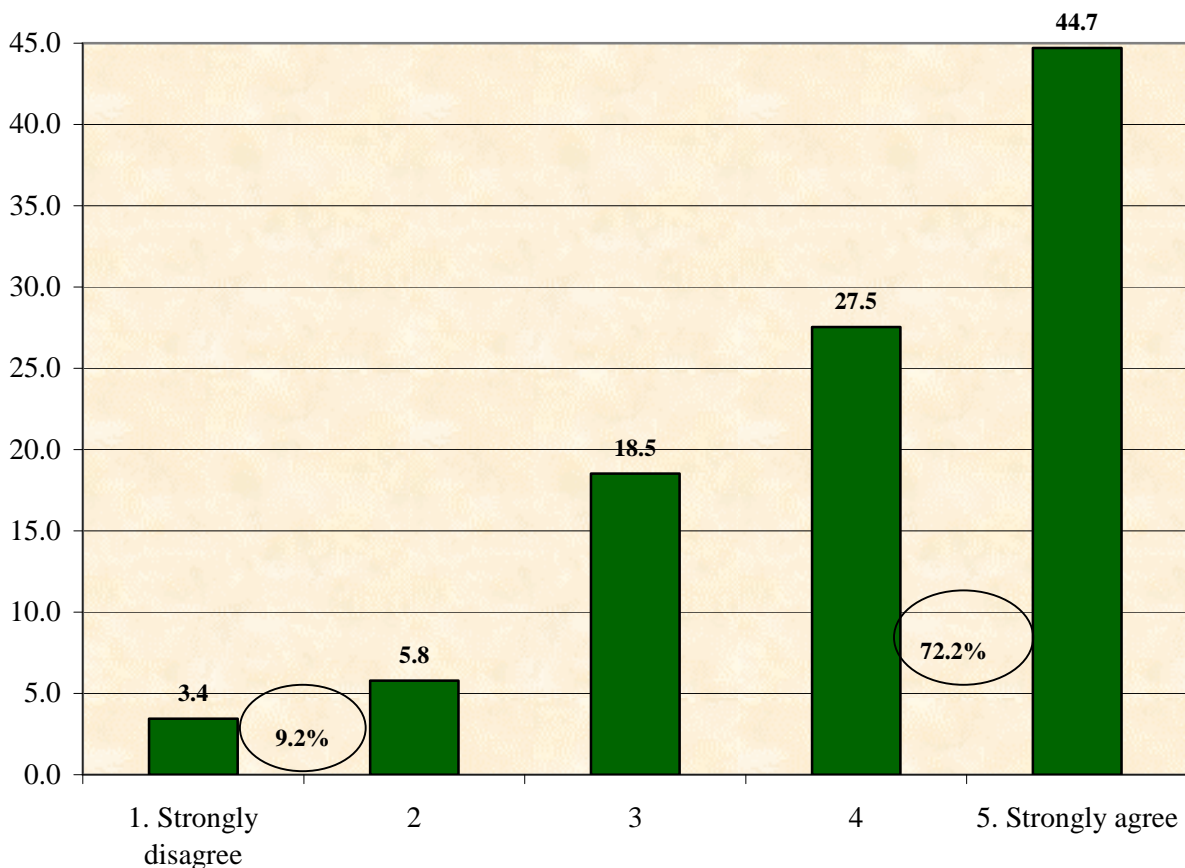
**A4. Do you agree or disagree with the following statements? Use a 1 to 5 scale where 1 is “Strongly disagree” and 5 is “Strongly agree”.**

**A4a. The Centennial celebrations are helping to build pride in our province.**

There is a strong sense among Saskatchewan people that the Centennial celebrations are building pride in the Province.

- Those on the positive side of the scale (72%), overwhelmingly outnumber those on the negative side (9%).
- The mean response level of 4.04 is exceptionally high.

A4a. The Centennial celebrations are helping to build pride in our province.  
Mean Response Level = 4.04

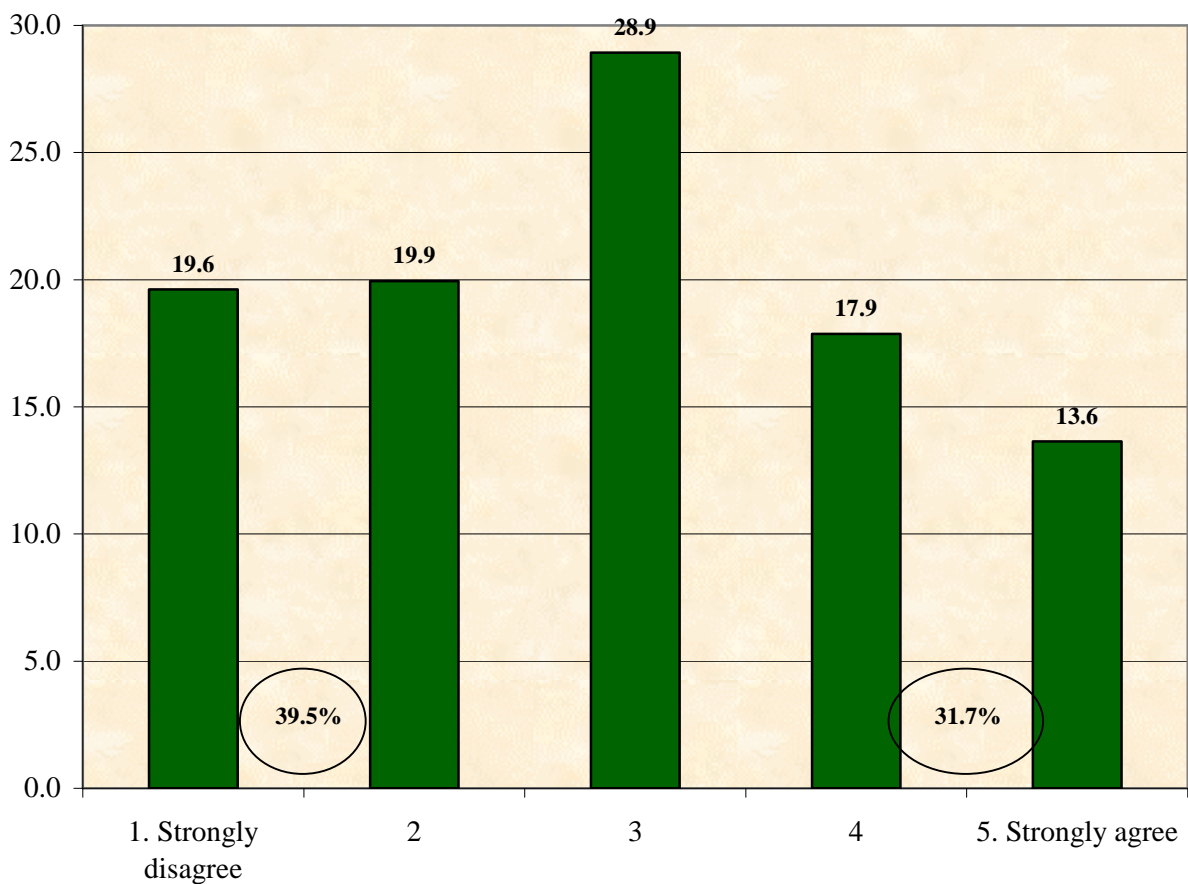


## A4b. The Centennial celebrations are increasing my knowledge about future opportunities in Saskatchewan.

Saskatchewan residents generally do not associate the Centennial celebrations with more awareness of future opportunities in the province.

- Those (40%) on the negative side of the scale outnumber those (32%) on the positive side, including a substantially proportion (20%) that strongly disagrees.
- Overall, the mean response level of 2.86 is on the negative side of “neutral” response level.

A4b. The Centennial celebrations are increasing my knowledge about future opportunities in Saskatchewan.  
Mean Response Level = 2.86



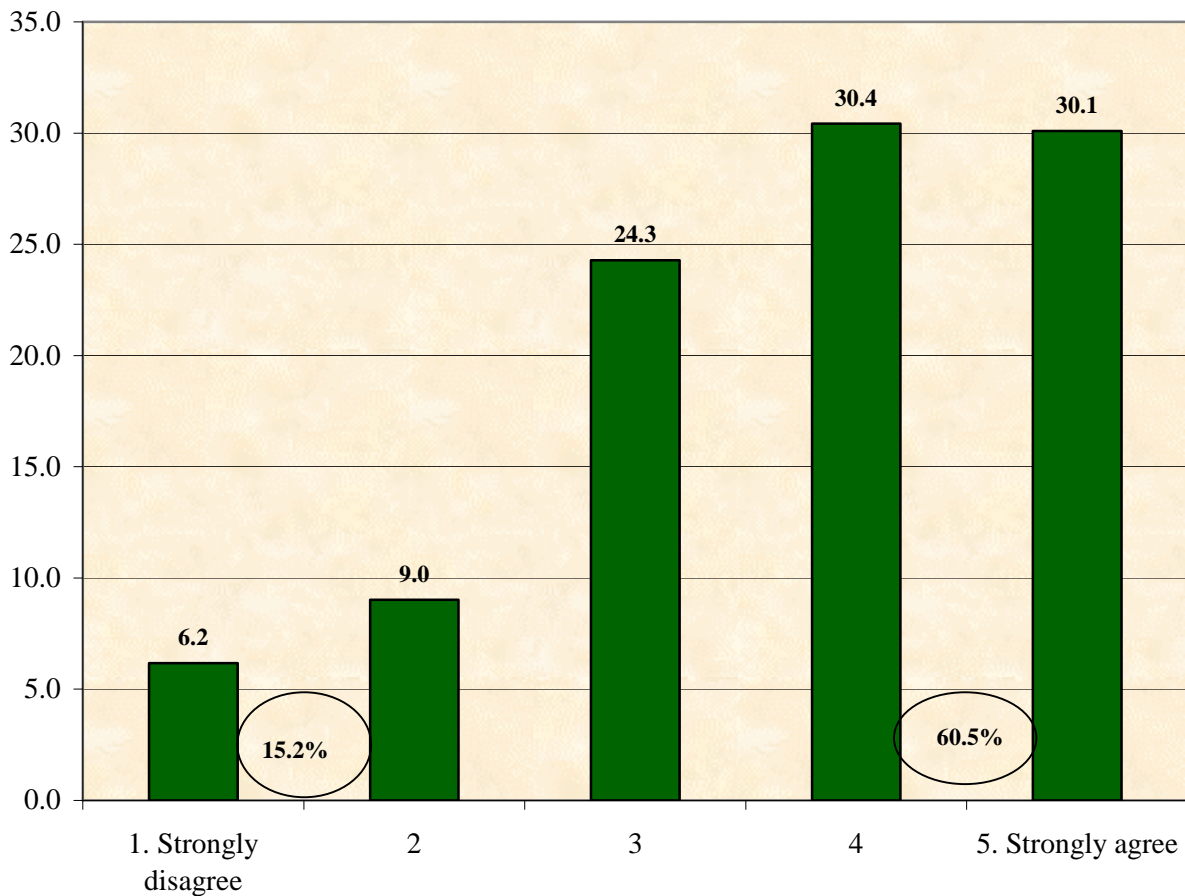


### A4c. The Provincial Government's role in celebrating the Centennial is bringing attention to Saskatchewan's achievements.

There is a strong sentiment among Saskatchewan residents that the Centennial is focusing attention on the Province's achievements.

- Four times as many respondents (61%) are on the positive side of the scale, compared to those (15%) on the negative side, including a substantial proportion (30%) that strongly agrees.
- The mean response level of 3.69 is high.

A4c. The Provincial Government's role in celebrating the Centennial is bringing attention to Saskatchewan's achievements.  
Mean Response Level = 3.69

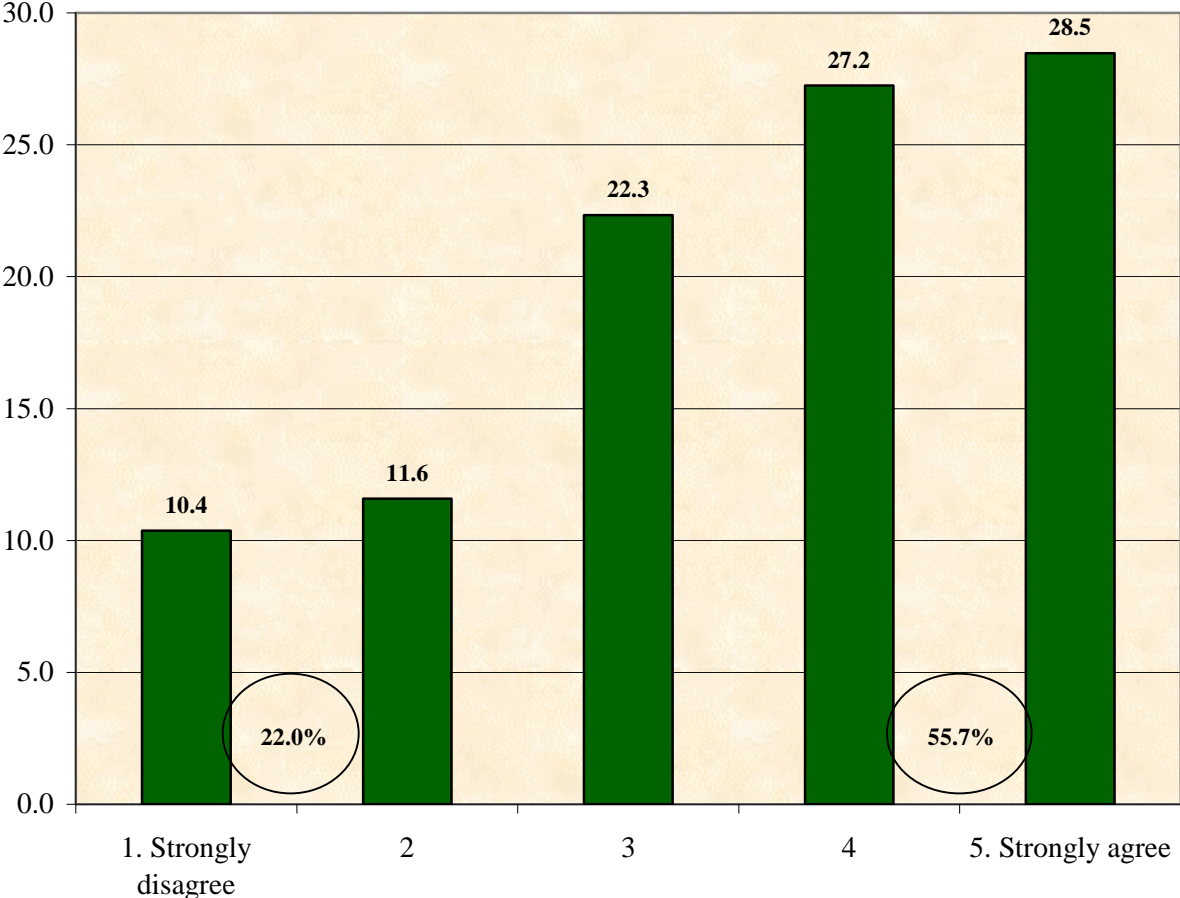


**A4d. The Centennial celebrations make me feel more positive about Saskatchewan and its future.**

Likewise, Saskatchewan residents are in fairly strong agreement that the Centennial celebrations make them more positive about Saskatchewan and its future.

- Those on the positive side of the scale (56%) far outnumber those (22%) on the negative side.
- The mean response level of 3.52 is fairly high.

A4d. The Centennial celebrations make me feel more positive about Saskatchewan and its future.  
Mean Response Level = 3.52

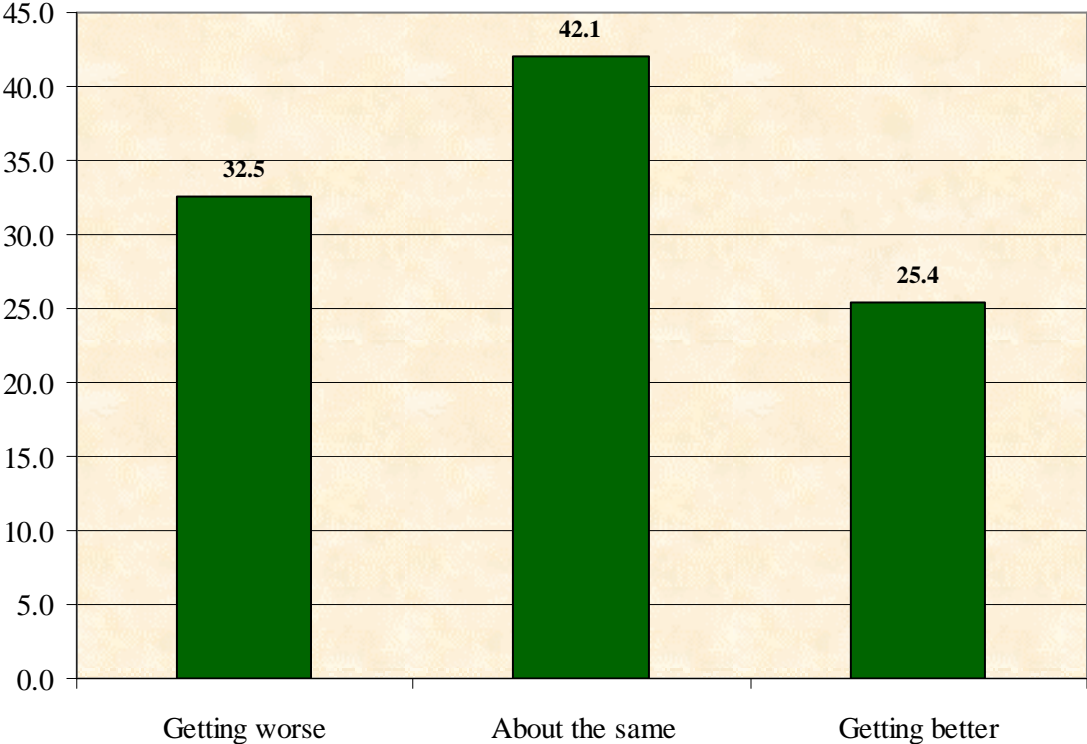


# SECTION B: Industry & Resources

## B1. How do you feel about the Saskatchewan economy right now? In general, do you think the economy is getting worse, staying about the same, or getting better?

Saskatchewan people have a slightly negative view of the current state of the provincial economy, with the one-third (33%) saying it is getting worse outweighing the one-quarter (25%) that feels it is getting better. The rest feel the economy is staying the same.

B1. How do you feel about the Saskatchewan economy right now? In general, do you think the economy is getting worse, getting better, or staying about the same? (Worse=1, Same=2, Better=3)

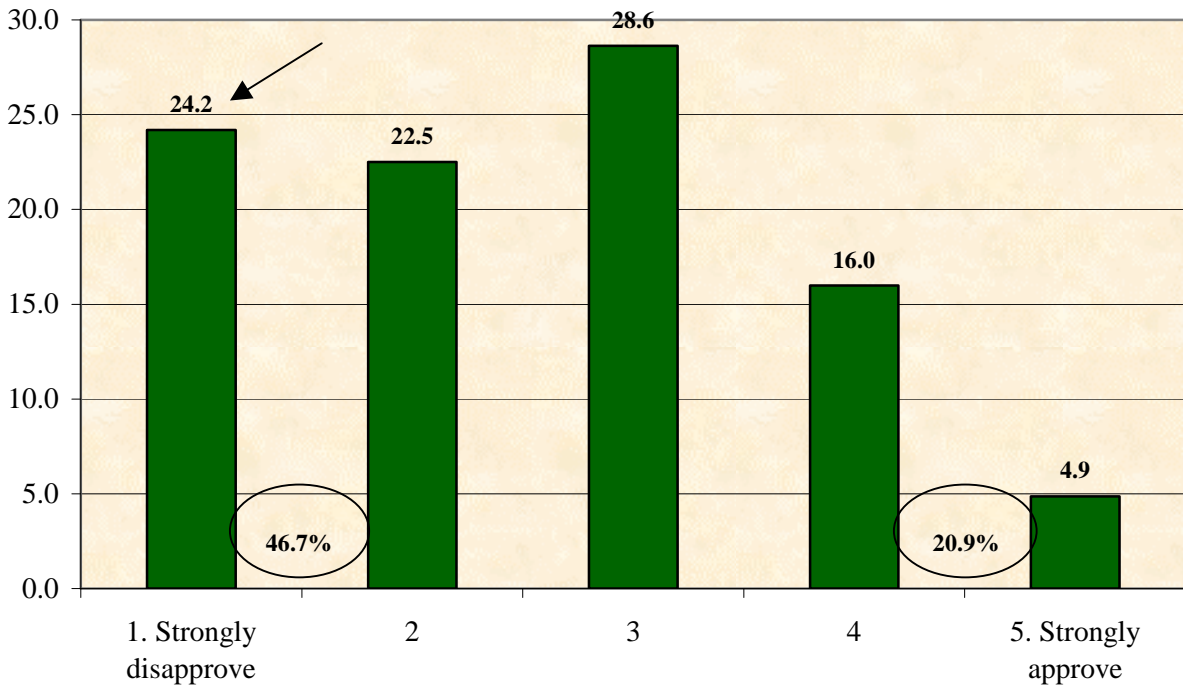


**B2. Generally, do you approve or disapprove of the way the Provincial Government is handling the economy? Use a 1 to 5 scale where 1 is “Strongly disapprove” and 5 is “Strongly approve”.**

Saskatchewan residents generally do not approve of the way the Provincial Government is handling the economy.

- Nearly half (47%) of respondents fall on the negative side of the scale, compared to just over one fifth (21%) on the positive side. The imbalance is reflected in the relatively low mean response of 2.66.
- Notably, a substantial proportion (24% -- nearly five times the proportion that strongly approves) of residents strongly disapproves of the government’s handling of the economy.

B2. Generally, do you approve or disapprove of the way the Provincial Government is handling the economy?  
Mean Response Level = 2.66

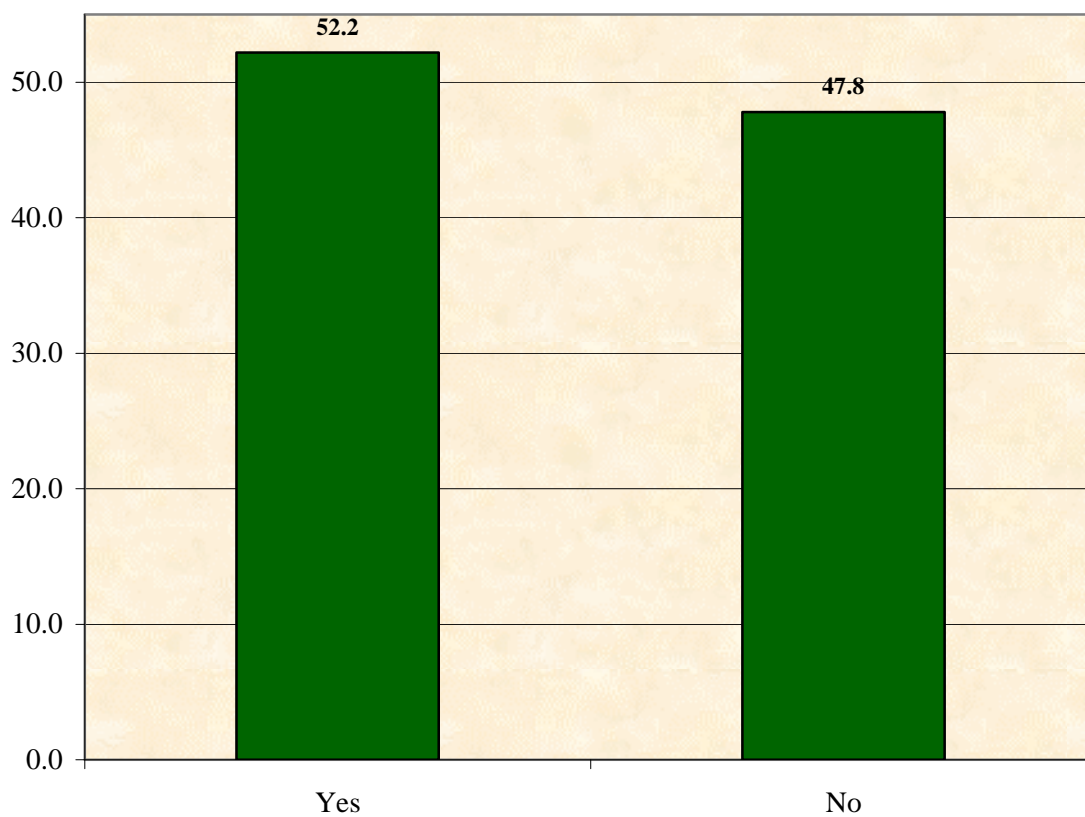


## SECTION C: Community Resources & Employment

### C1. Have you heard of Saskatchewan Community Resources and Employment?

A small majority of Saskatchewan residents (52%) have heard of the provincial Department of Community Resources and Employment (DCRE).

C1. Have you heard of Saskatchewan Community Resources and Employment?



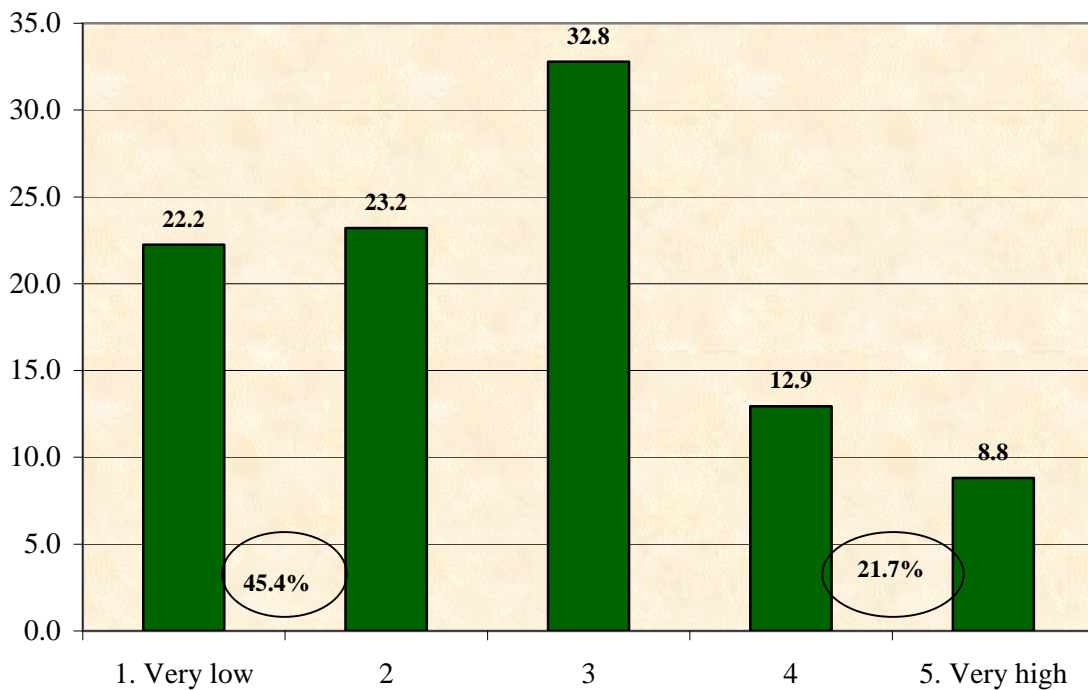
**C2. How would you rate your level of awareness with the programs and services provided by Saskatchewan Community Resources and Employment? Use a 1 to 5 scale where 1 is “Very low” and 5 is “Very high”. Is your level of awareness ...**

Among those who have heard of DCRE, their level of awareness of its programs and services is below “average”.

- Nearly half (45%) are candid about having a low level of awareness, compared to 22% on the high side of the scale.

C2. How would you rate your level of awareness with the programs and services provided by Saskatchewan Community Resources and Employment?

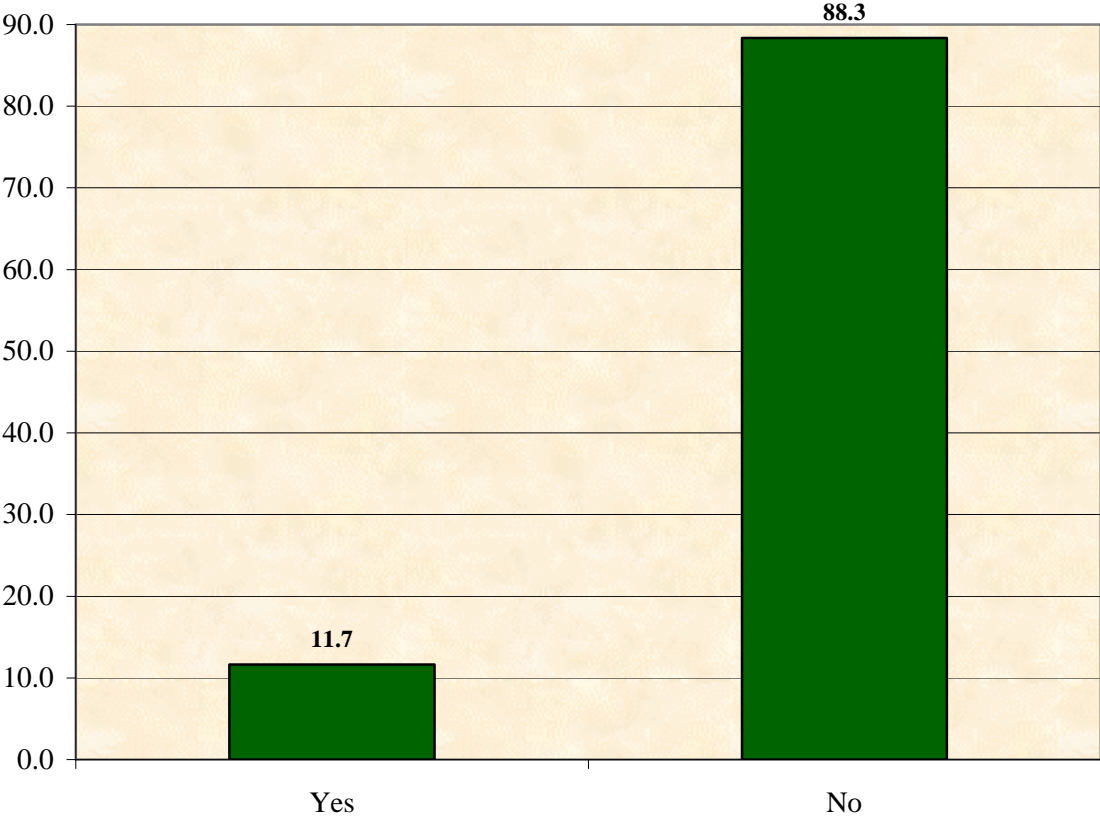
Mean Response Level = 2.63



### C3. In the past year, have you used the services of Saskatchewan Community Resources and Employment?

A relatively small proportion (12%) of Saskatchewan residents reported using the services of DCRE in the past year.

C3. In the past year, have you used the services of Saskatchewan Community Resources and Employment?



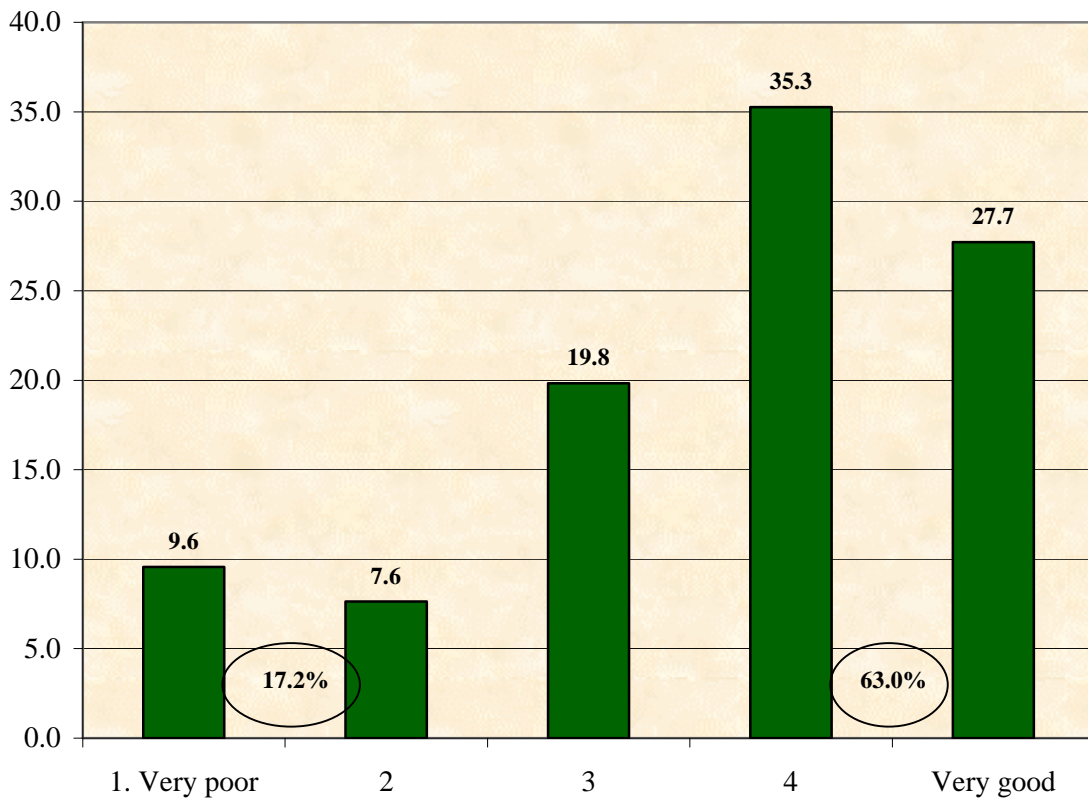


### C4. How would you rate the service you received on a 1 to 5 scale where 1 is “Very poor” and 5 is “Very good”?

Those who used DCRE’s services, rate the quality of service high.

- Nearly two-thirds (63%) rate the service high, compared to less than one-in-five (17%) rating the service on the low side.
- The mean response level of 3.64 is quite high.

C4. How would you rate the service you received on a 1 to 5 scale where 1 is "Very poor" and 5 is "Very good"?  
Mean Response Level = 3.64



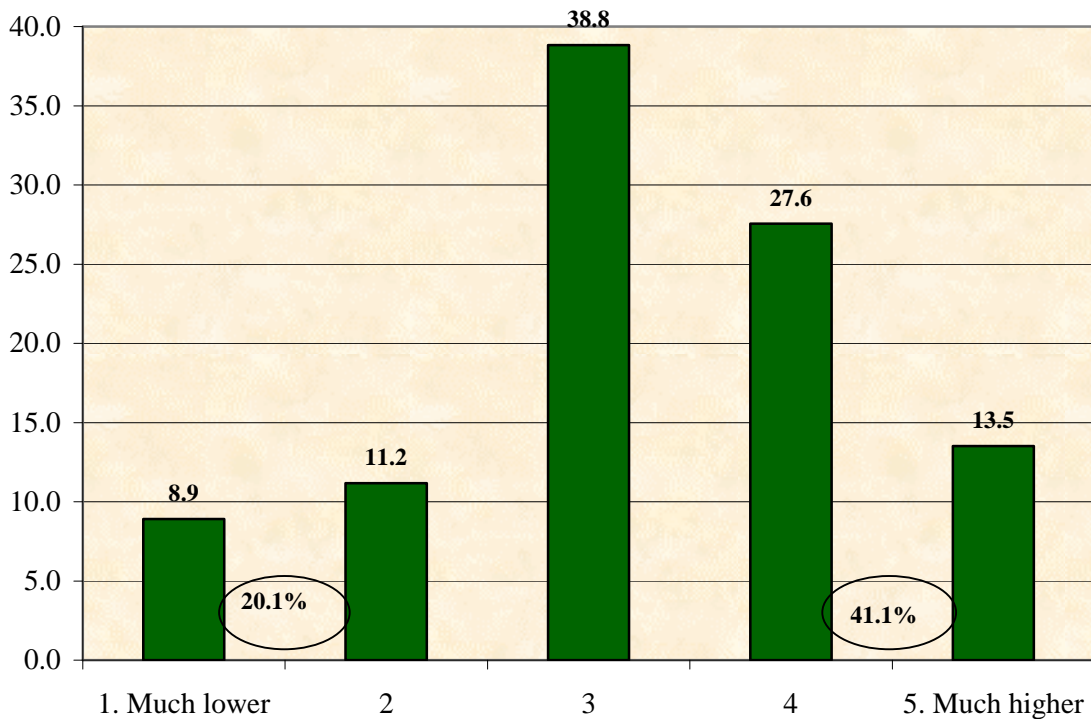


## C5a. Compared to other professions, would you say the social workers' level of caring for their clients is ...

Social workers' level of caring is rated somewhat above "average" compared to other professions.

- Twice as many respondents (41%) rate social workers' level of caring higher than those (20%) rating it lower.

C5a. Compared to other professions, would you say the social workers' level of caring for their clients is ...  
Mean Response Level = 3.26

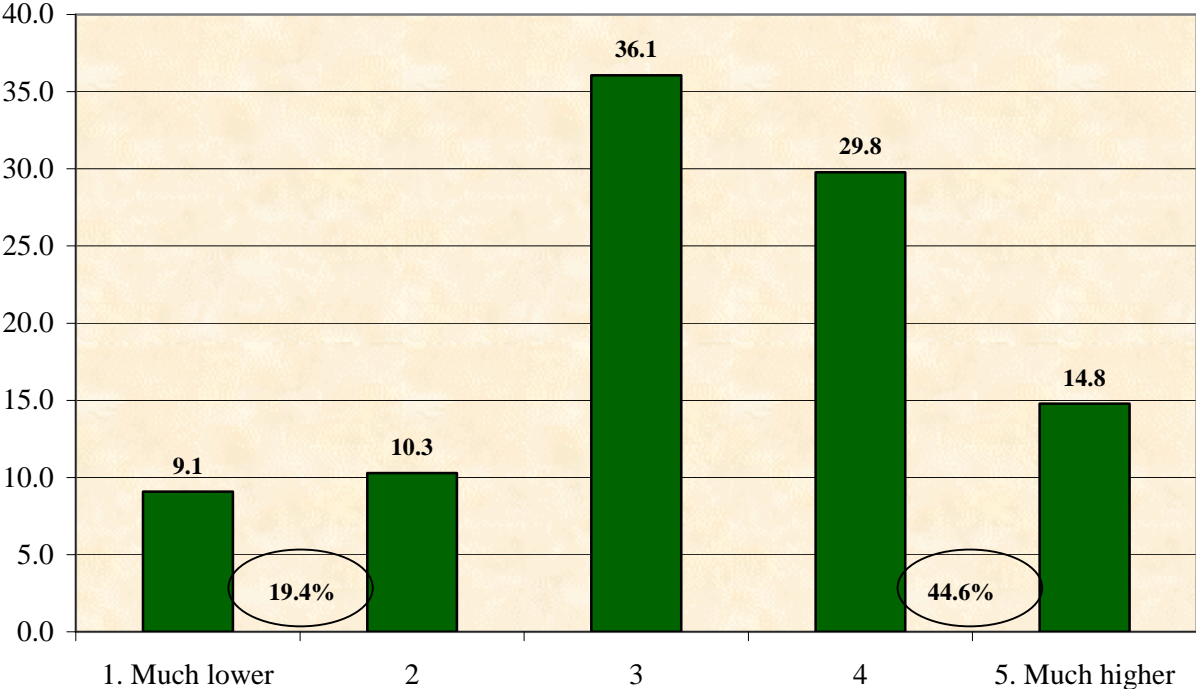


**C5b. Compared to other professions, would you say that the contribution of social workers to the community is ...**

Likewise, Saskatchewan residents rate social workers' contribution to the community above "average".

- Nearly half (45%) of respondents rate their contribution higher compared to one-in-five (19%) rating it lower.

C5b. Compared to other professions, would you say that the contribution of social workers to the community is ...  
Mean Response Level = 3.21

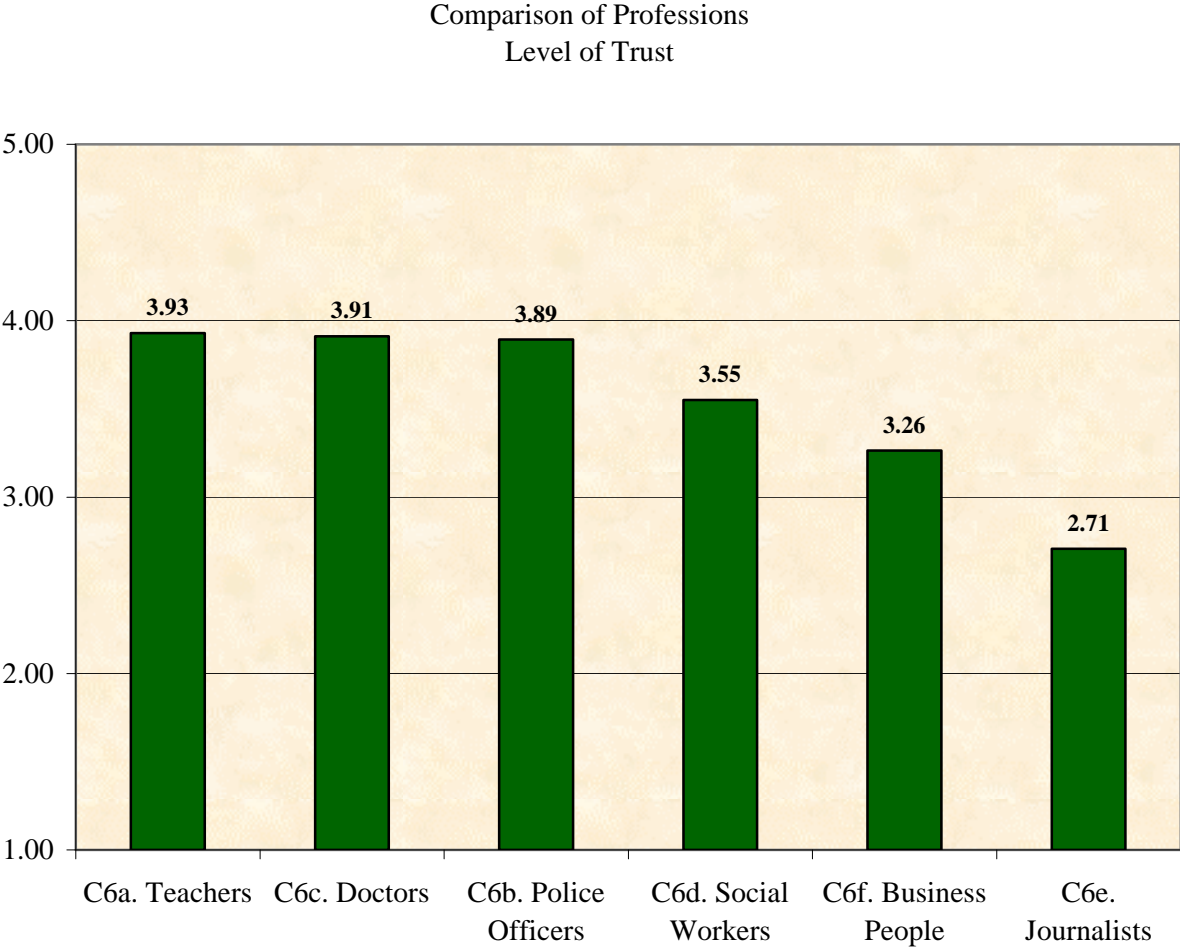


**C6. On a scale of one to five, where 1 is “Very low” and 5 is “Very high”, please indicate your level of trust in the following professions:**

**Comparison of Professions**

With respect to public trust, social workers come out about in the middle among a group of professions among which they were compared.

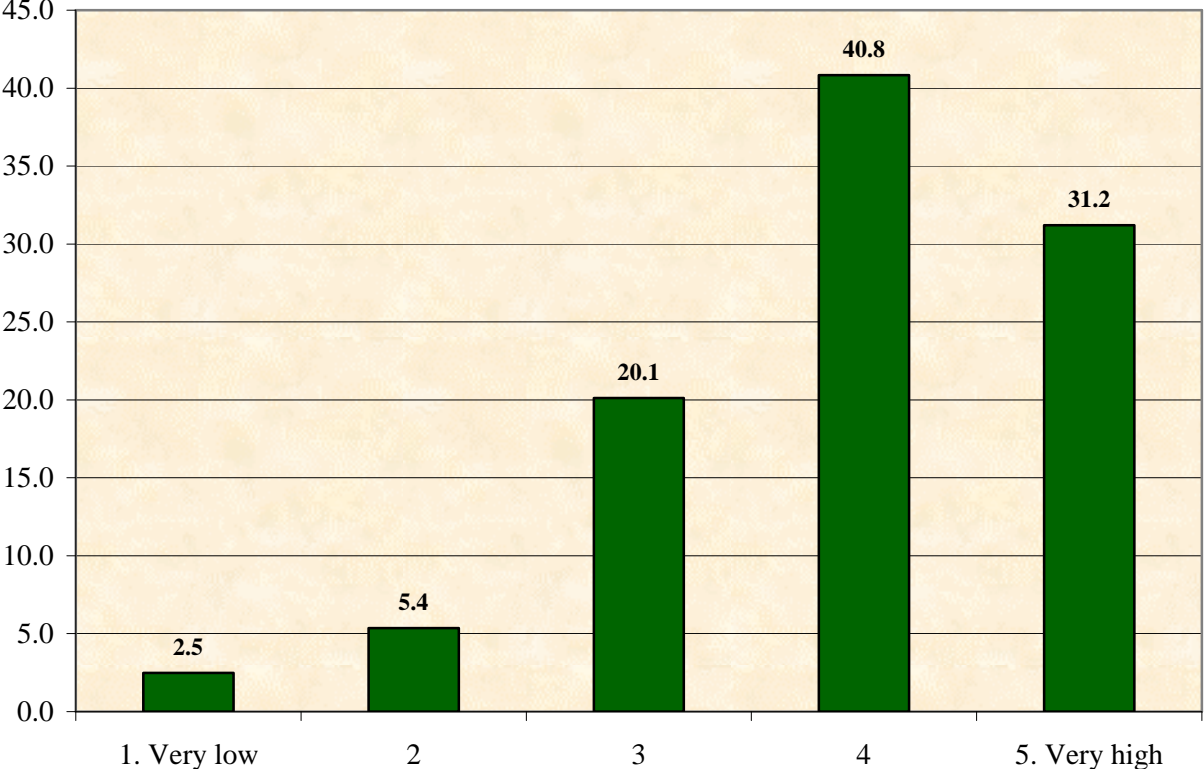
- The mean level of trust of 3.55 for social workers is quite high.



The charts to follow show the individual frequency distributions for level of trust in individual professions.

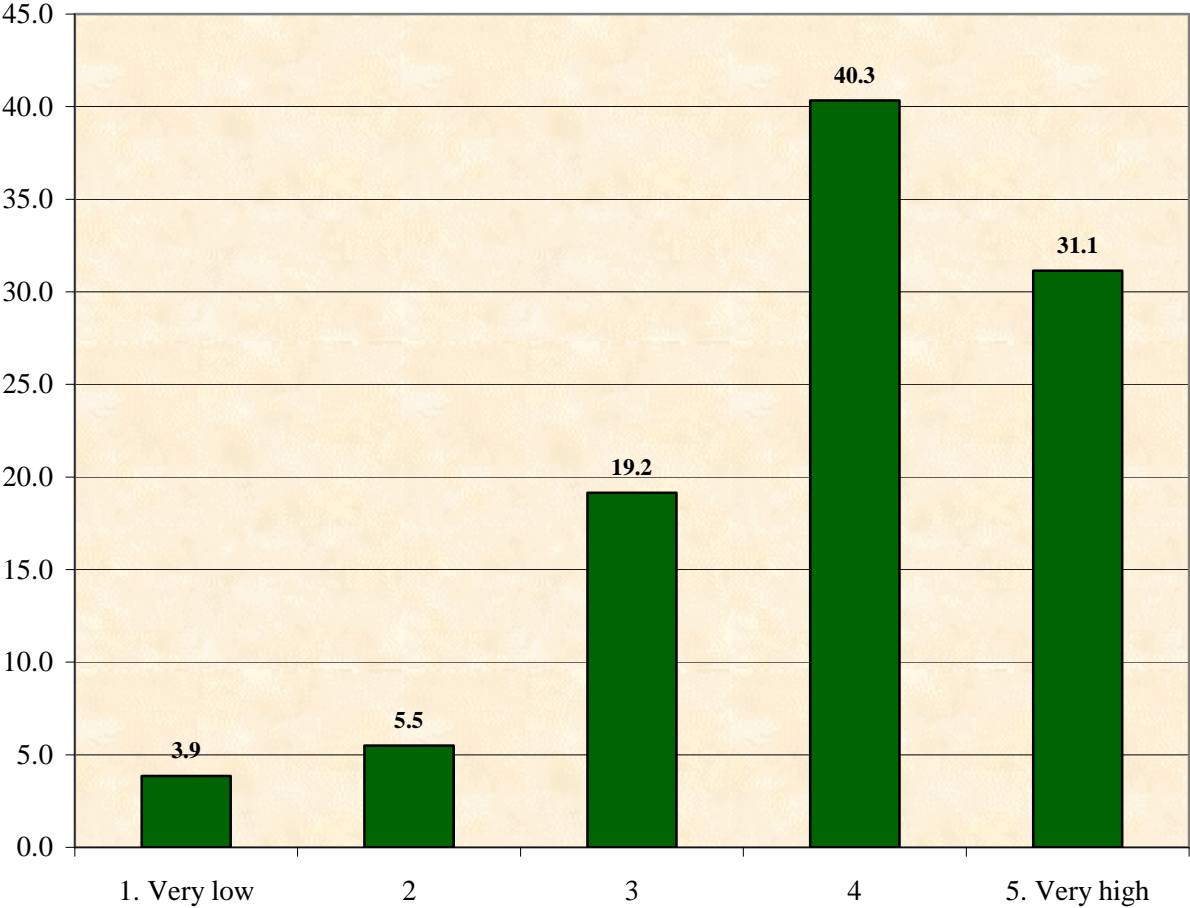
**C6a. Teachers**

C6a. Teachers  
Mean Response Level = 3.93



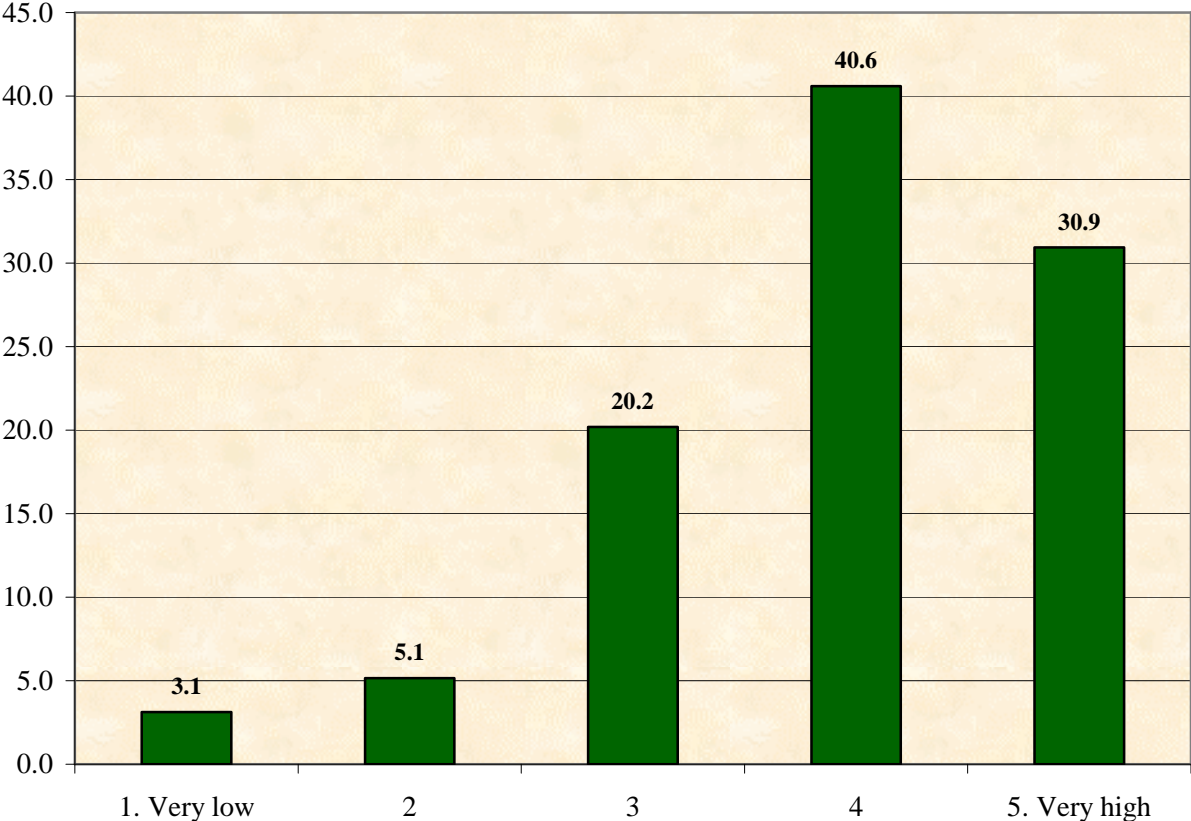
**C6b. Police Officers**

C6b. Police Officers  
Mean Response Level = 3.89



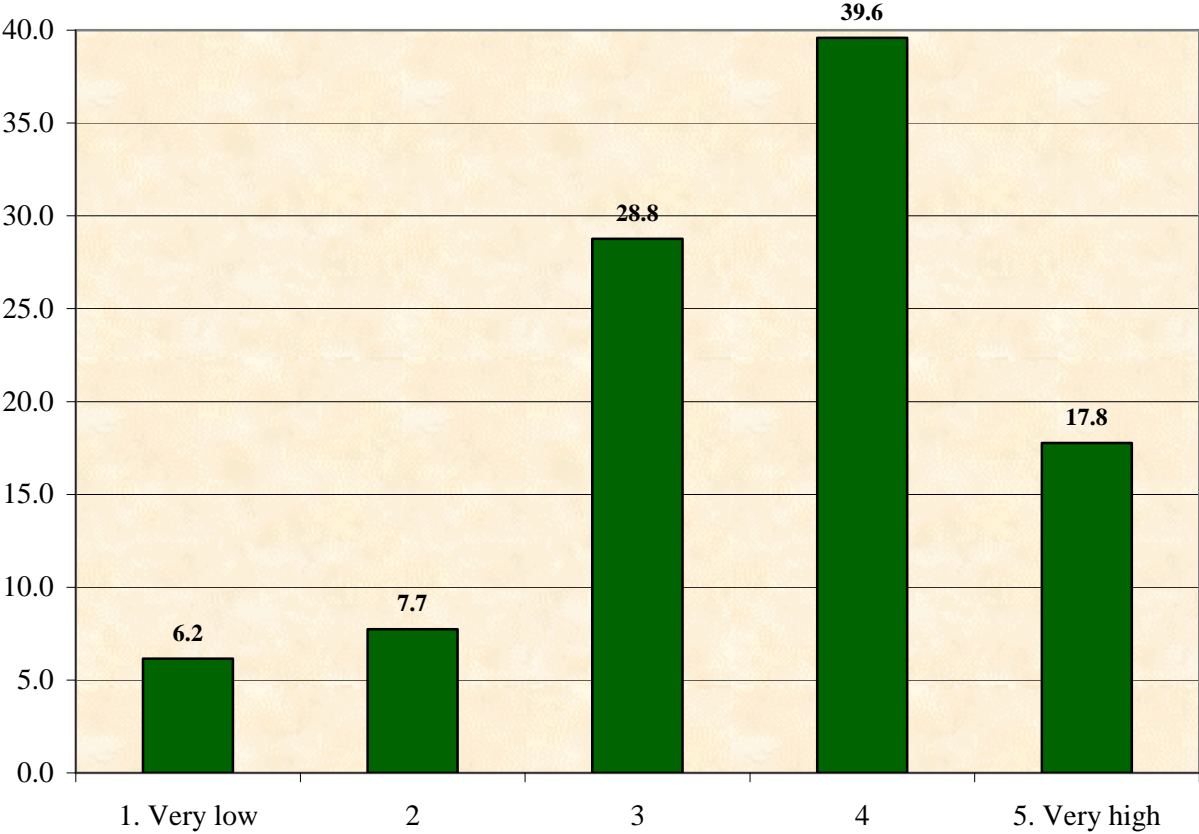
**C6c. Doctors**

C6c. Doctors  
Mean Response Level = 3.91



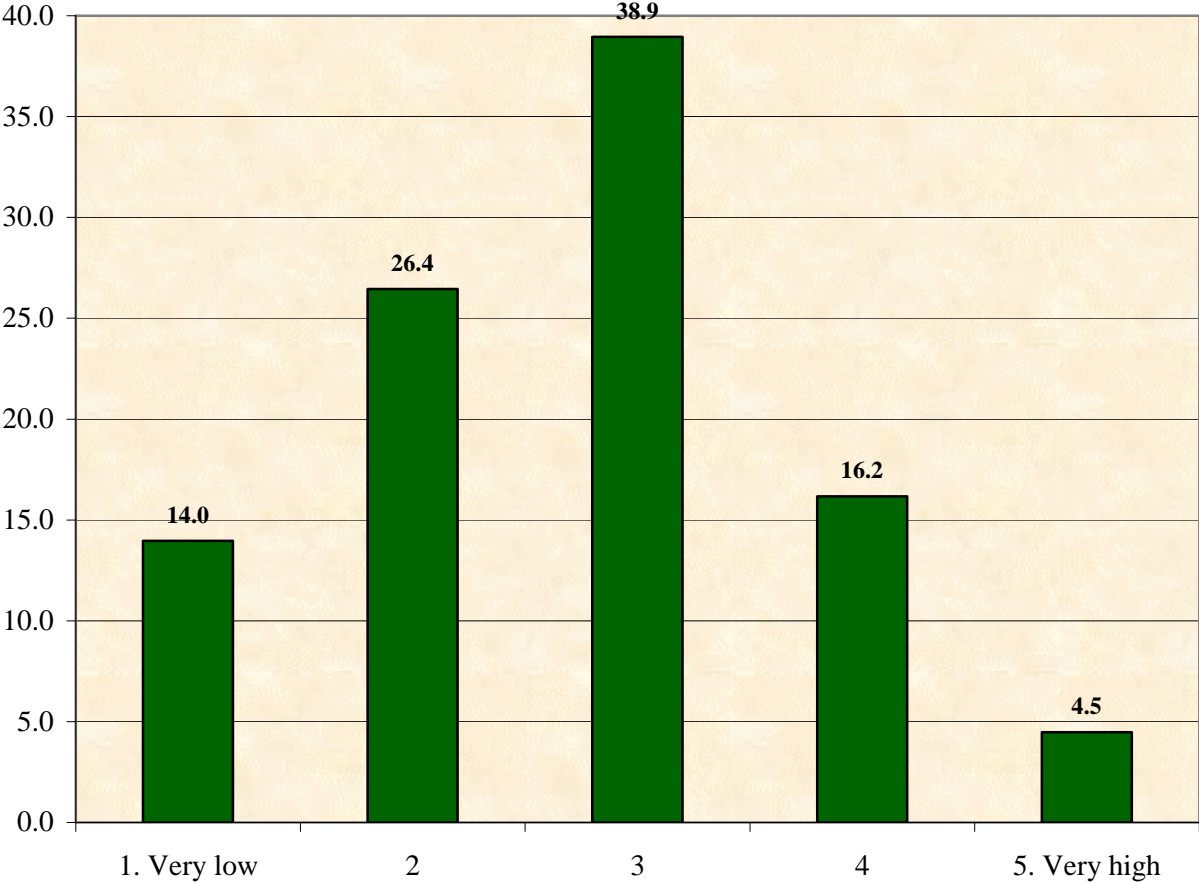
**C6d. Social Workers**

C6d. Social Workers  
Mean Response Level = 3.55



**C6e. Journalists**

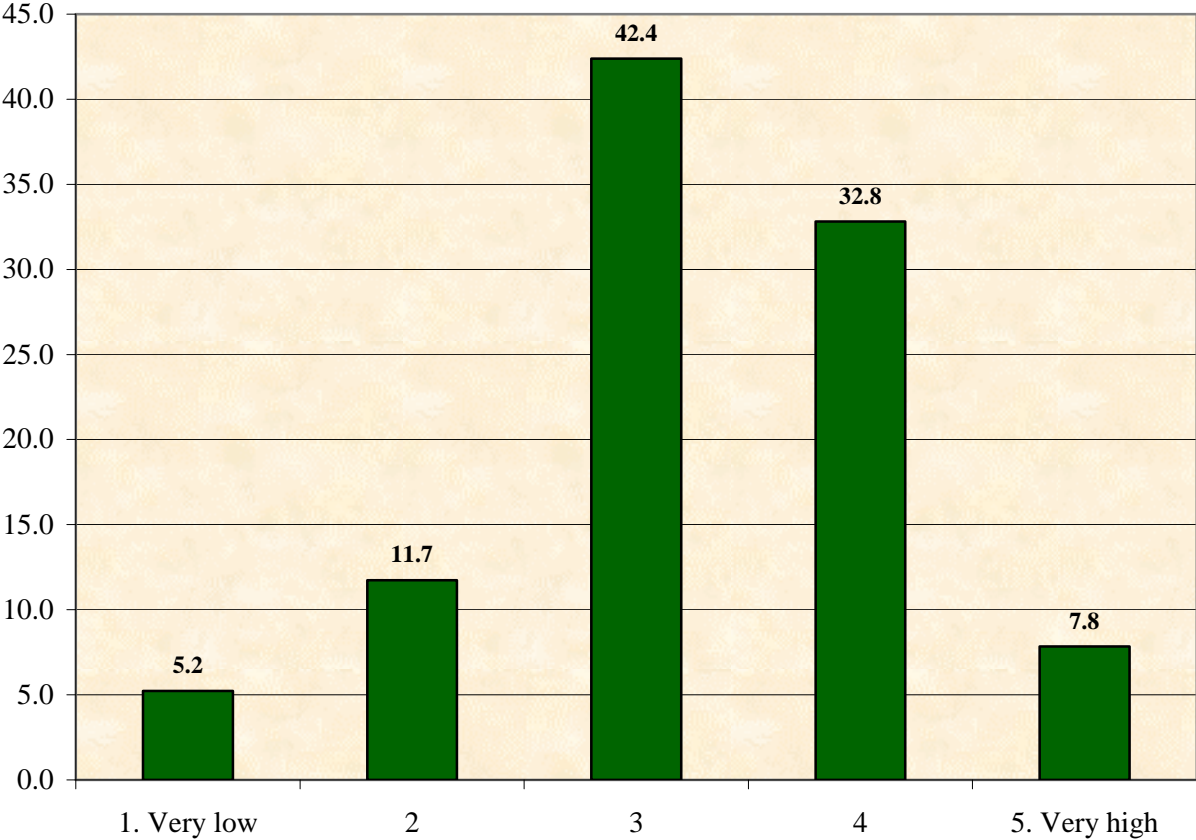
C6e. Journalists  
Mean Response Level = 2.71





# C6f. Business People

C6f. Business People  
Mean Response Level = 3.26



**C7. Generally, when you hear that “Social Services” is involved with a situation, what do you usually think ... that the outcome for the people in the situation will be worse, about the same, or better than before?**

Saskatchewan residents appear to have a very high level of faith in the ability of those working in “social services” to produce good outcomes for people.

- A majority of Saskatchewan people (53%) feel that the people in need of help will have their situation improved, compared to a relatively small proportion (13%) that would expect a negative outcome.

Note that the term “social services” was also being tested. The term is both the former name of the Department and a commonly used phrase to describe work done by the Department and its social workers. The latter use of the term is known to sometimes have a negative connotation among the public, where the perceived value of their client service efforts is diminished by being associated with the typically problematic and often crisis-laden nature of the work.

- In this context, it is a particularly positive finding that the public associates good outcomes with “social services”.

C7. Generally, when you hear that "Social Services" is involved with a situation, what do you usually think ... that the outcome for the people in the situation will be worse, about the same, or better than before?

