



Government of Saskatchewan

**Public Opinion Polling
and Market Research**

from October 1, 2001 – December 31, 2001

OMNIBUS
Provincial Public Opinion Survey

November 2001

Omnibus
Provincial Public Opinion Survey

Prepared for:

Saskatchewan Executive Council
113 Legislative Building
Regina, Saskatchewan
S4S 0B3

Submitted by:



112 – 112 Research Drive
Saskatoon, Saskatchewan
S7N 3R3
Tel: 956-3070
Fax: 956-3663

November 2001

TABLE OF CONTENTS

November 2001

<i>Executive Summary</i>	<i>i</i>
<i>Methodology</i>	<i>iii</i>
1.0 GENERAL ISSUES	1
2.0 SASKATCHEWAN OPPORTUNITIES CORPORATION.....	4
3.0 SOCIAL SERVICES.....	13
4.0 HIGHWAYS & TRANSPORTATION.....	15
5.0 EDUCATION.....	18
6.0 POST-SECONDARY EDUCATION & SKILLS TRAINING.....	26
7.0 FINANCE	34

Appendix I
Appendix II

Survey Instrument
Survey Demographics

EXECUTIVE SUMMARY

- Federal issues that Saskatchewan residents tend to be most concerned with include health care, the economy, jobs and unemployment and international issues.
- Provincial issues that Saskatchewan residents tend to be most concerned with include health care, agriculture, jobs and unemployment and the provincial economy.
- The majority of residents approve of the way the provincial government is handling the environment, education and the policing of communities.
- Few Saskatchewan residents are aware of the Saskatchewan Opportunities Corporation (SOCO), Innovation Place or Regina Research Park.
- The majority of residents approve of SOCO's mandate to invest in businesses and to operate research parks in order to contribute to economic development and support job creation.
- The majority of residents think the number of people in Saskatchewan receiving welfare has been increasing over the past four years.
- More than one third of Saskatchewan residents are satisfied with the overall provincial highway system and the majority rate provincial highway repaving, accelerated twinning and rural highway rebuilding as important. The majority of residents feel safe when they are driving on Saskatchewan highways.
- More than three quarters of residents think the education system in Saskatchewan is the same or better than that of the rest of the country.
- The large majority of residents think Saskatchewan's education system is doing an adequate or better job in using new technology to enhance learning opportunities for students.
- More than three quarters of Saskatchewan residents think the quality of elementary and secondary education in Saskatchewan is adequate or better.
- Three quarters of residents think the post-secondary education and training system in Saskatchewan does an adequate or better job at meeting their needs for information about its programs and services.
- Approximately one half of residents think the most important issue facing the post-secondary education and training system in Saskatchewan today is the cost of training. Benefits associated with post-secondary education training include better jobs, an educated workforce and personal benefit or growth.
- Approximately one half of Saskatchewan residents approve of the way the government is handling the province's finances.
- One half of residents think Saskatchewan's sale tax is about average in Canada.

- The large majority of residents support the provincial government's decision in its recent budget to lower income taxes for small business from 8% to 6%.
- The majority of residents think Saskatchewan is heading in the right direction where taxes are concerned.
- The majority of Saskatchewan residents think the provincial government should focus on making sure core public services like health and education and infrastructure like roads, water and sewer are maintained while holding the line on taxes and other services.
- More than one third of residents think the province should not run a deficit for any reason.

METHODOLOGY

Fast Consulting was retained by the Government of Saskatchewan to conduct the November 2001 public opinion survey with a representative sample of the Saskatchewan population. The November Omnibus Survey contains questions designed to explore public opinion in the areas of:

- federal issues of importance to Saskatchewan residents;
- provincial issues of importance to Saskatchewan residents;
- Saskatchewan Opportunities Corporation;
- social services;
- highways and transportation;
- education;
- post-secondary education and skills training; and
- finance.

Questions for the survey were provided by Saskatchewan Executive Council and assembled into an interview format by Fast Consulting. The questionnaire was pre-tested to ensure that all of the questions being asked in the interview were understood by the general public and the information being gathered addressed the public opinion research objectives.

The sample frame for this public opinion research survey was constructed to obtain complete interviews from a random sample of 1,000 households throughout Saskatchewan. To ensure proportionate representation from all areas of Saskatchewan, the province was divided into nine geographic sampling districts. Interview respondents were selected randomly from Saskatchewan telephone directories in each region using standard polling practices to ensure random selection of households and respondents. The sampling frame was also constructed to ensure proportionate representation of other important demographic characteristics evident within the provincial population such as gender, age, occupation, level of education and level of household income. This ensures that the opinions of all the various types of people who reside in Saskatchewan are proportionately represented in the statistical measurements documented in this report.

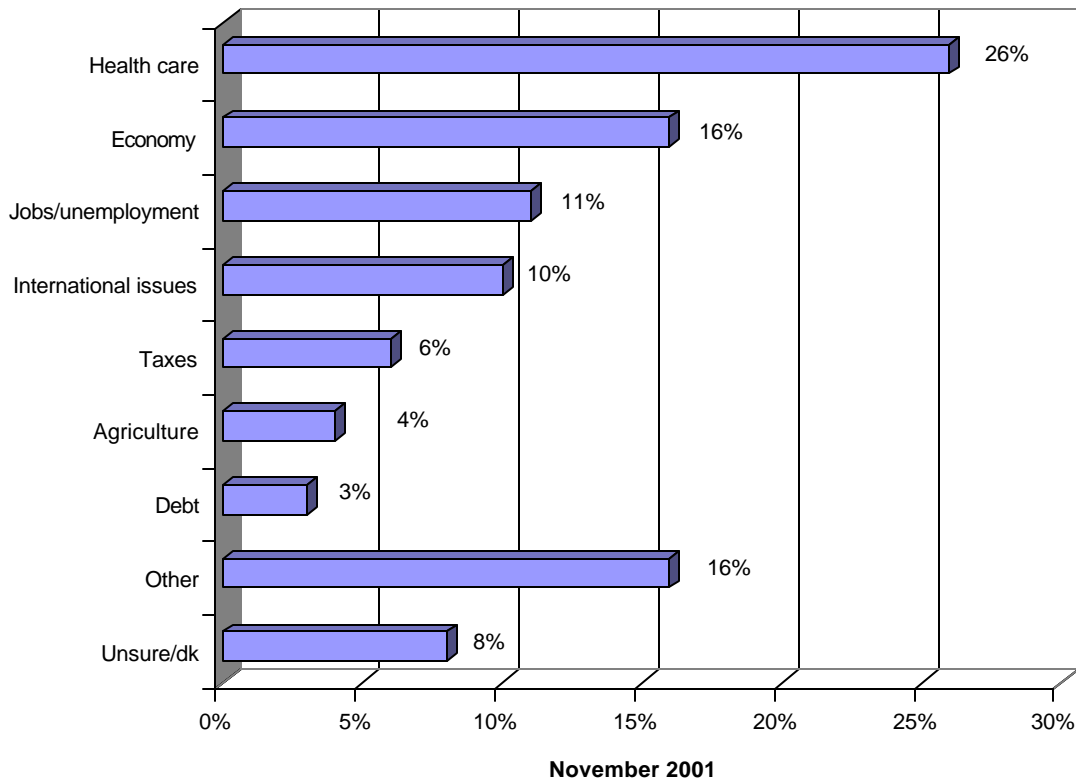
One thousand residents of the province were interviewed between Monday, November 12 and Tuesday, November 27, 2001. Interviews were conducted by telephone at times that were appropriate and convenient for respondents - weekdays between the hours of 5:00 p.m. and 9:00 p.m. and weekends between the hours of 11:00 a.m. and 3:00 p.m. All interviews were conducted by Fast Consulting's in-house public opinion interviewers using our *Computer Aided Telephone Interviewing* (CATI) call centre.

The Omnibus survey sample size of 1,000 people yields public opinion measurements with a statistical level of confidence of 95 percent within an overall margin of error of plus or minus 3.1 percentage points: reliable results with low variability. Frequency charts for all public opinion issues are illustrated in this report.

Fast Consulting designed and implemented programs to facilitate the statistical analysis of data using the industry standard SPSS computer program (Statistical Package for Social Sciences). Data checking procedures were utilized at all times to ensure accuracy of the data. In addition, statistical tests were conducted on the demographics to check for reliability and validity of the survey data.

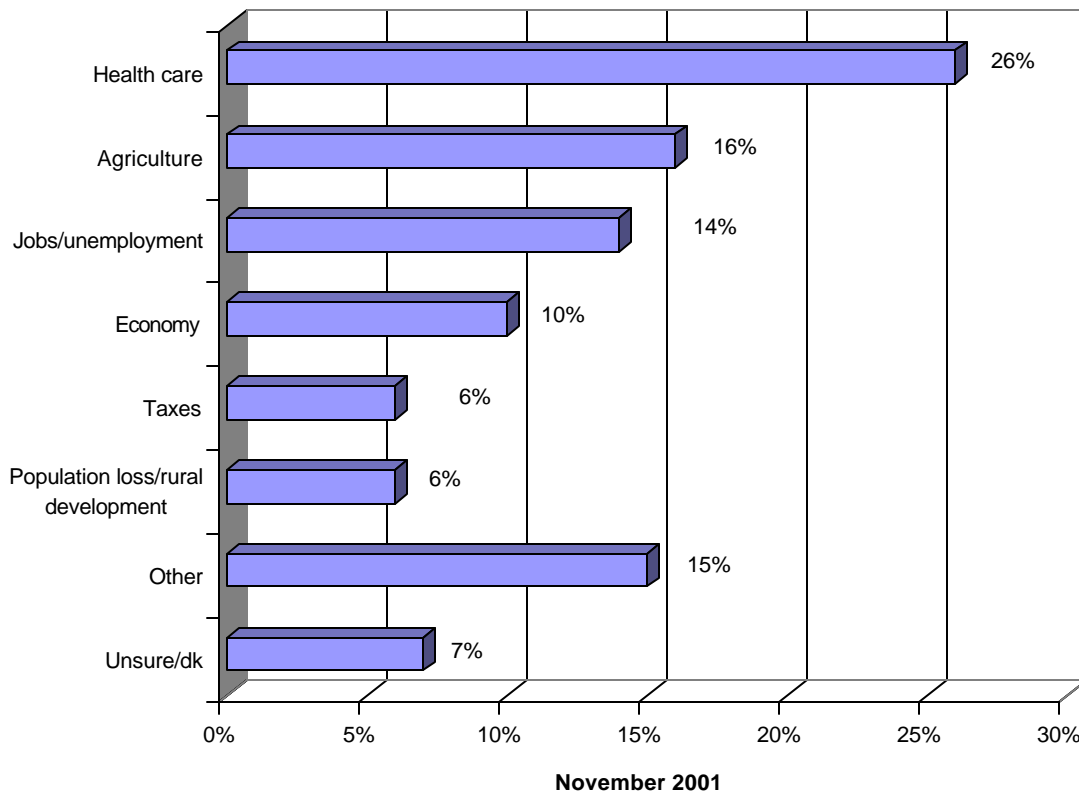
1.0 GENERAL ISSUES

Question 1. What do you think is the most important issue facing Canada today?



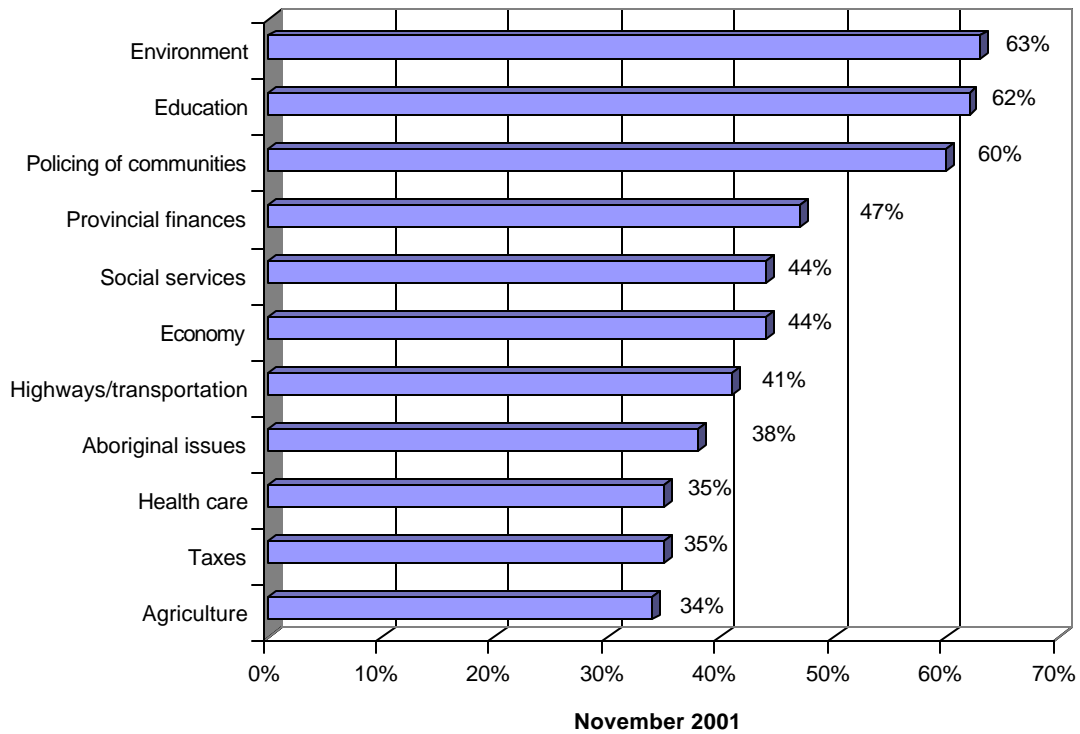
- According to 26% of Saskatchewan residents, the most important issue facing Canada today is the health care system. Other important issues include the economy (16%), jobs and unemployment (11%), international issues (10%), federal taxes (6%), agriculture (4%) and the national deficit and accumulated debt (3%).
- Approximately 16% of respondents are primarily concerned with 'other' issues such as the federal government in general (4%), education (2%), crime and poverty (2%) and national unity (1%).

Question 2. What do you think is the most important issue facing the province of Saskatchewan today?



- The most important issue facing the province today, according to 26% of Saskatchewan residents, is health care. Approximately 16% of residents are concerned primarily with agriculture, 14% with jobs and unemployment, 10% with the provincial economy, 6% with provincial taxes and another 6% are concerned with population loss and rural development.
- Included among 'other' important issues identified by 15% of respondents are the provincial government in general (3%), the provincial debt (2%), Native issues (2%), education (2%), crime and poverty (1%) and the environment (1%).

Question 3. How much do you approve of the way the provincial government is handling the following...

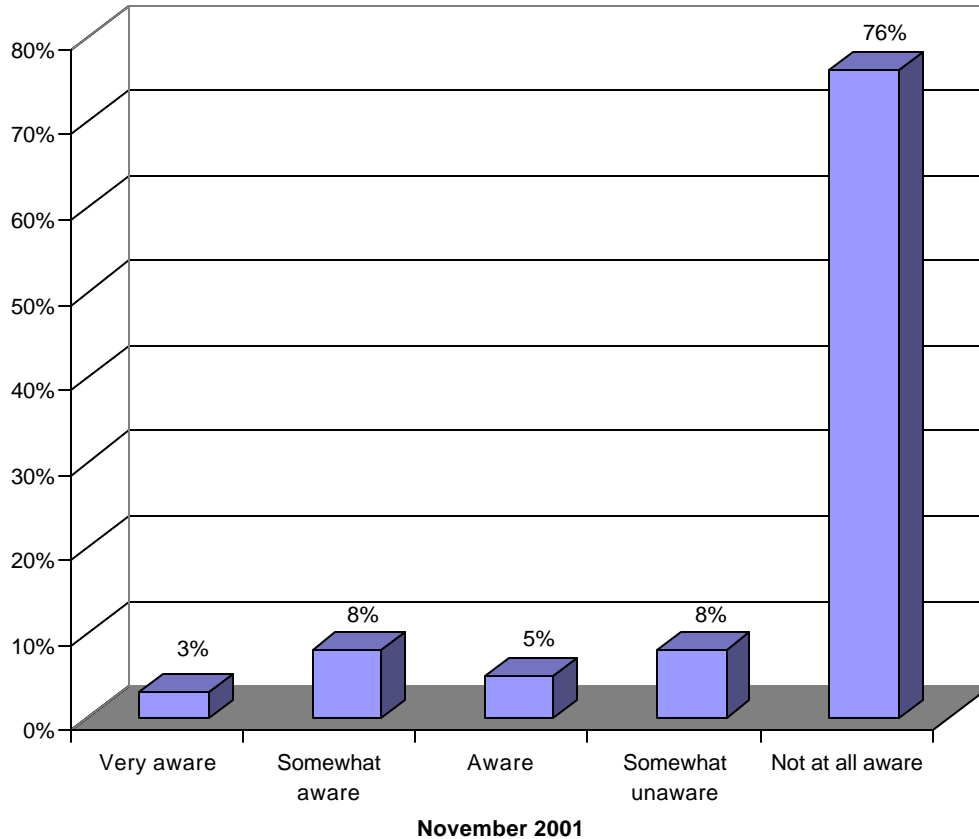


Note: the above chart combines strongly and moderately approve to give a combined approval rating.

- The majority of Saskatchewan residents approve of the way the provincial government is handling the environment (63%), education (62%) and the policing of communities (60%).
- More than one third approve of the way the provincial government is handling provincial finances (47%), social services (44%), the economy (44%), highways and transportation (41%), Aboriginal issues (38%), health care (35%), taxes (35%) and agriculture (34%).

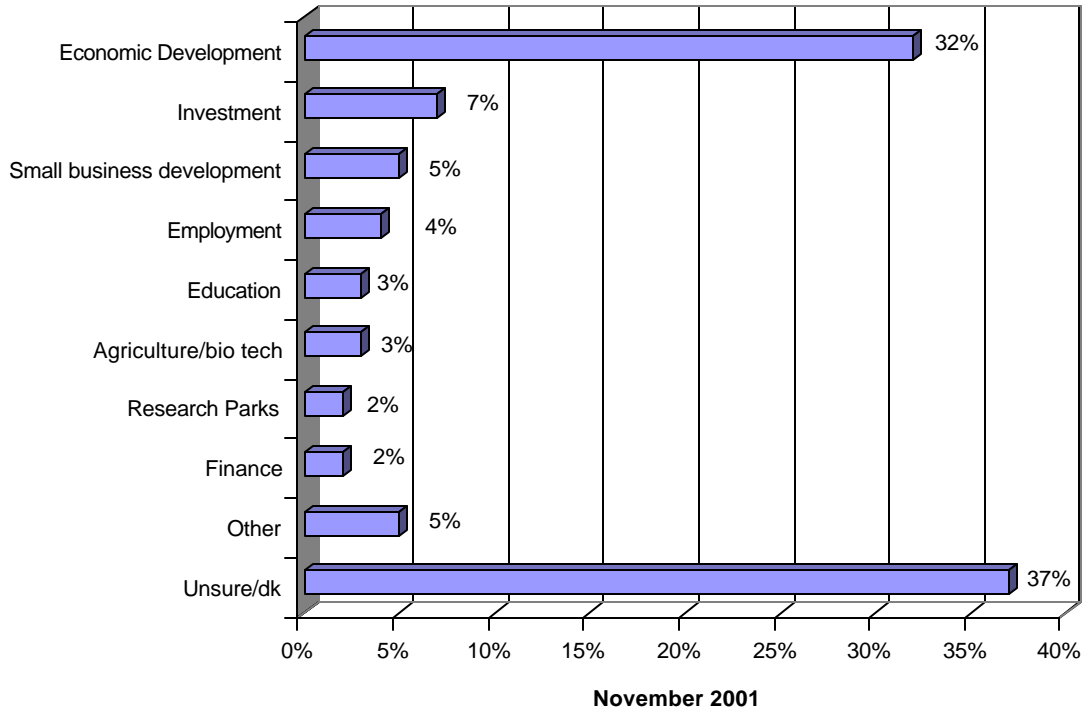
2.0 SASKATCHEWAN OPPORTUNITIES CORPORATION

Question 4. How aware are you of the Saskatchewan Opportunities Corporation, also called SOCO?



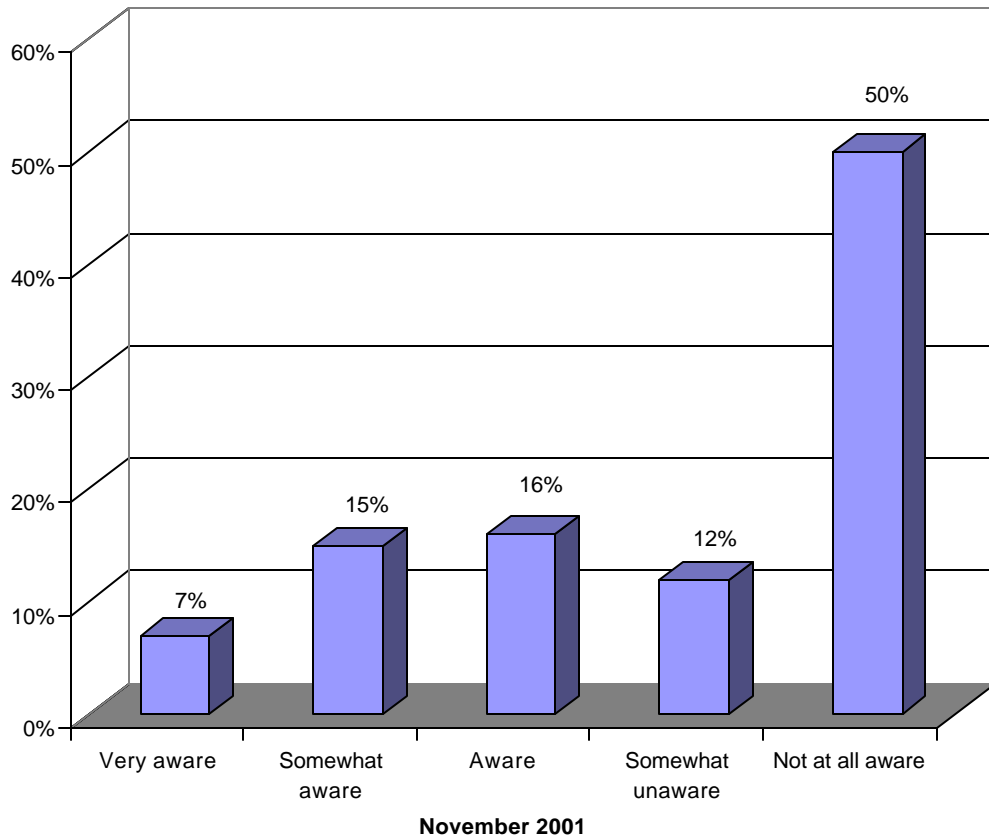
- Three quarters (76%) of residents are not aware of the Saskatchewan Opportunities Corporation.

Question 5. What business would you say SOCO is in?



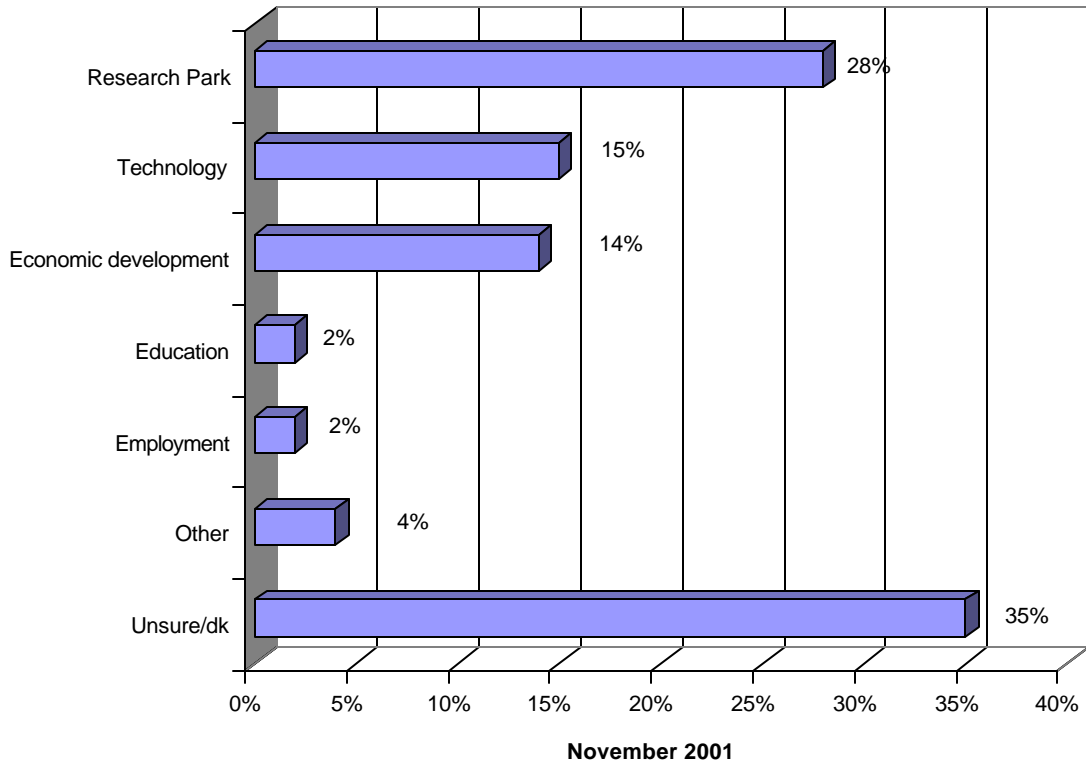
- More than one quarter (32%) of those residents who are aware of SOCO think the organization is involved in economic development (5% of all respondents), 7% think SOCO is involved in investments (1% of all respondents) and 5% think SOCO is involved small business development (1% of all respondents).

Question 6. How aware are you of Innovation Place in Saskatoon?



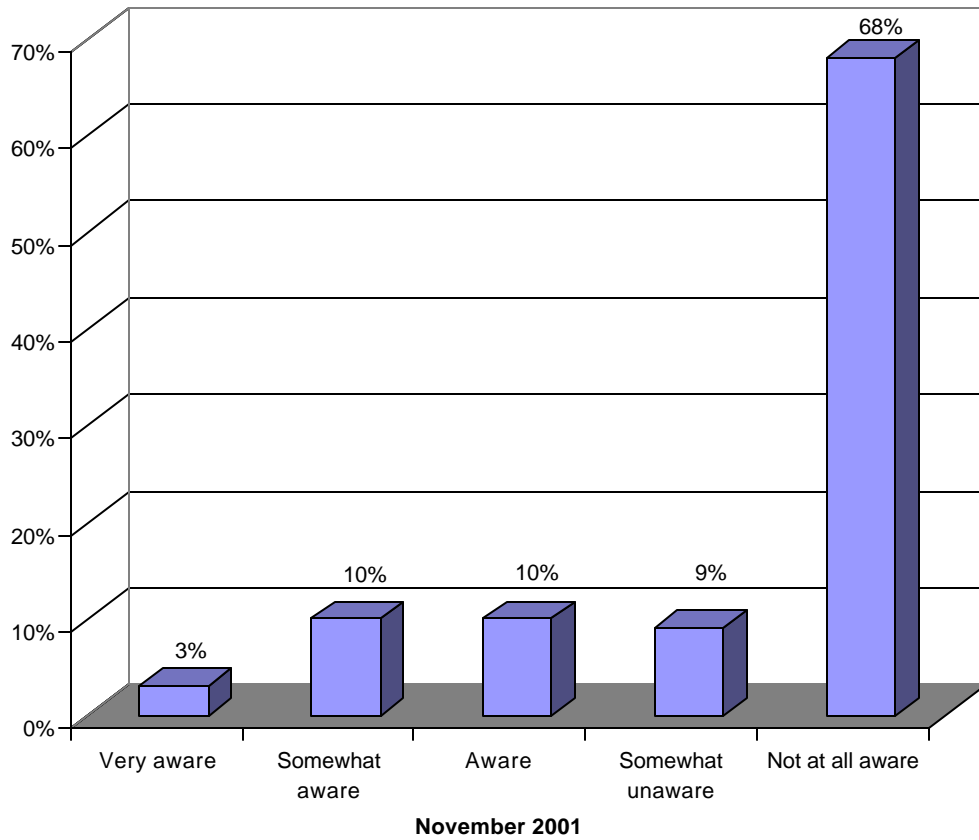
- Although one half (50%) of residents are not aware of Innovation Place in Saskatoon, almost one quarter (22%) of the population are at least somewhat aware of it.

Question 7. What would you say its purpose is?



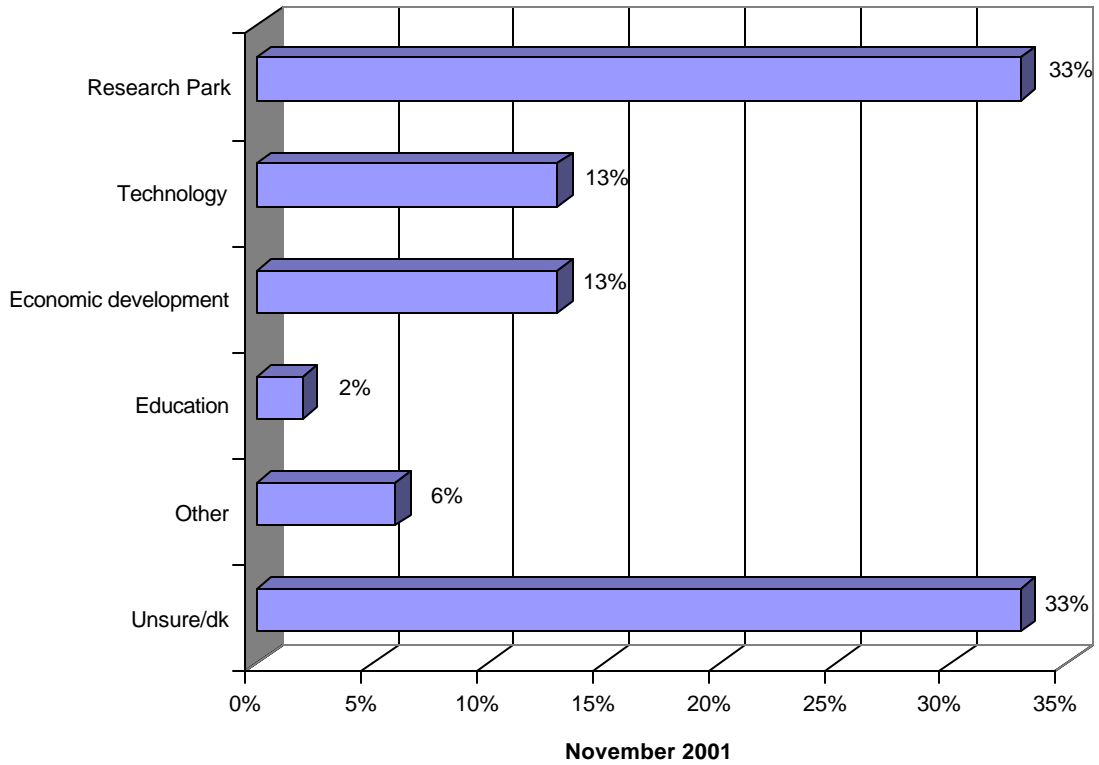
- More than one quarter (28%) of those residents who are aware of Innovation Place think it is a research park (11% of all respondents), 15% think its purpose is technology (6% of all respondents) and 14% think Innovation Place's purpose is economic development (6% of all respondents).

Question 8. How aware are you of the Regina Research Park?



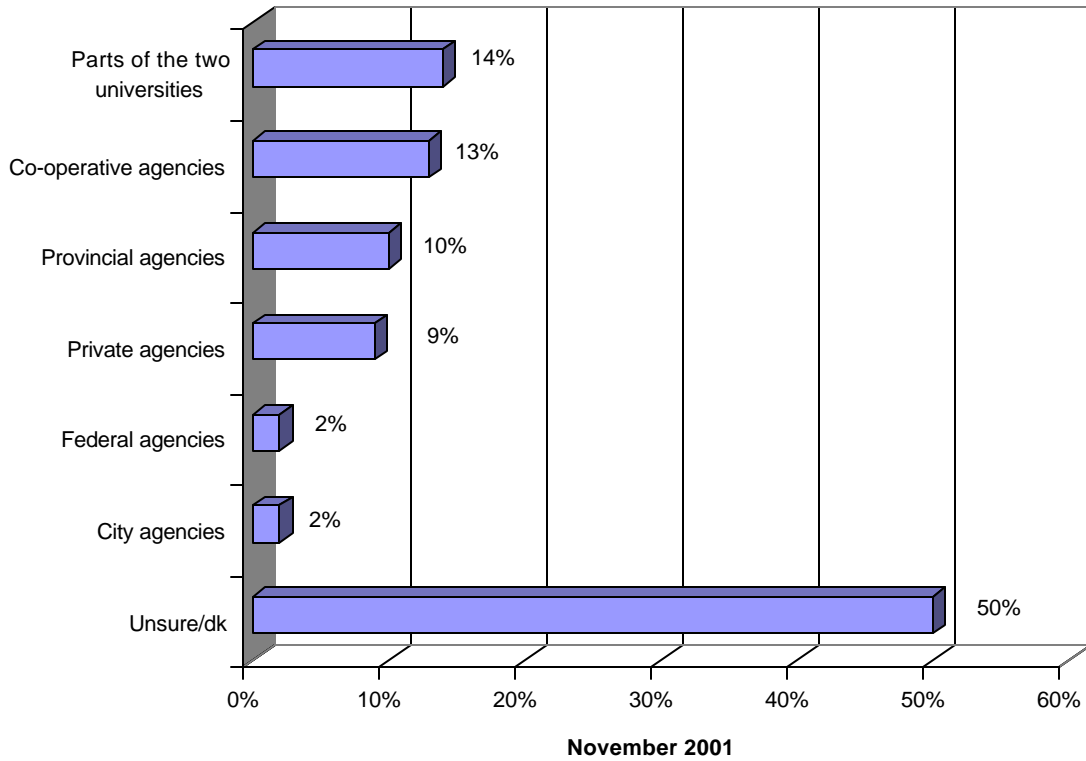
- More than two thirds (68%) of Saskatchewan residents are not at all aware of Regina Research Park.

Question 9. What would you say its purpose is?



- One third (33%) of those residents who are aware of Regina Research Park think it is a research park (7% of all respondents), 13% think its purpose is technology (3% of all respondents) and another 13% think the Regina Research Park's purpose is economic development (3% of all respondents).

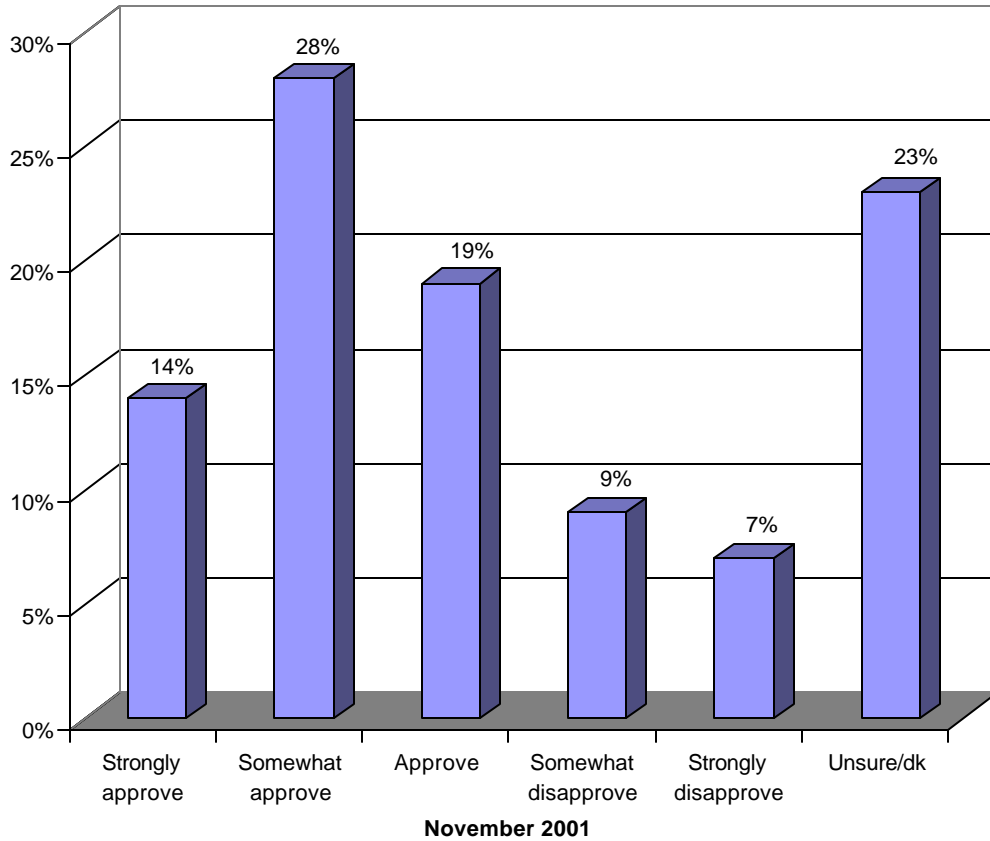
Question 10. What type of operations are Innovation Place and Regina Research Park?
Would you say they are:



- One half (50%) of Saskatchewan residents are unsure of the type of operations at Innovation Place and Regina Research Park, 14% think they are part of the two universities, 13% indicate co-operative agencies and 10% think they are provincial agencies.

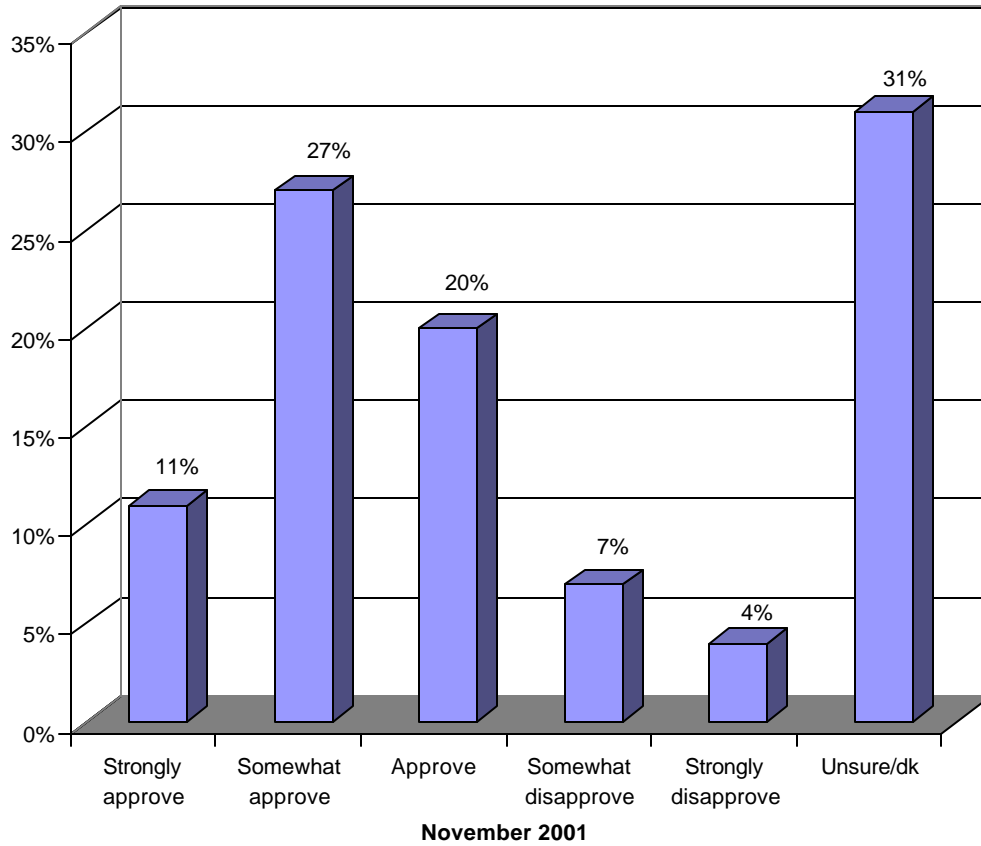
The Saskatchewan Opportunities Corporation's mandate is to facilitate economic growth in Saskatchewan through investment in viable businesses and in infrastructure which supports business development.

Question 11. Please indicate your level of approval of SOCO's mandate to invest in businesses. Do you strongly disapprove, somewhat disapprove, approve, somewhat approve or strongly approve?



- The majority (61%) of residents approve of SOCO's mandate to invest in businesses.

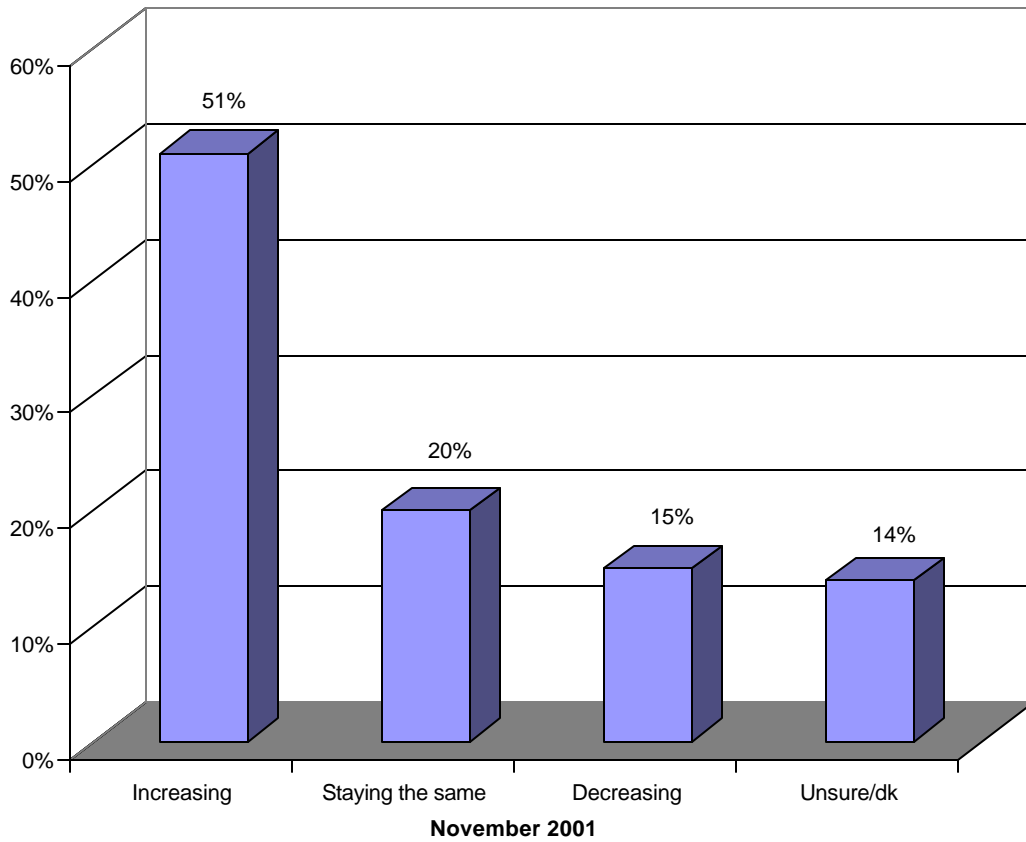
Question 12. Please indicate your level of approval of SOCO's mandate to operate research parks. Do you strongly disapprove, somewhat disapprove, approve, somewhat approve or strongly approve?



- The majority (58%) of residents approve of SOCO's mandate to operate research parks.

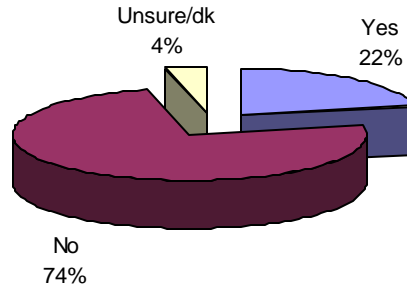
3.0 SOCIAL SERVICES

Question 13. On the whole, would you say the number of people in Saskatchewan receiving welfare has been increasing, decreasing or staying the same over the past four years?



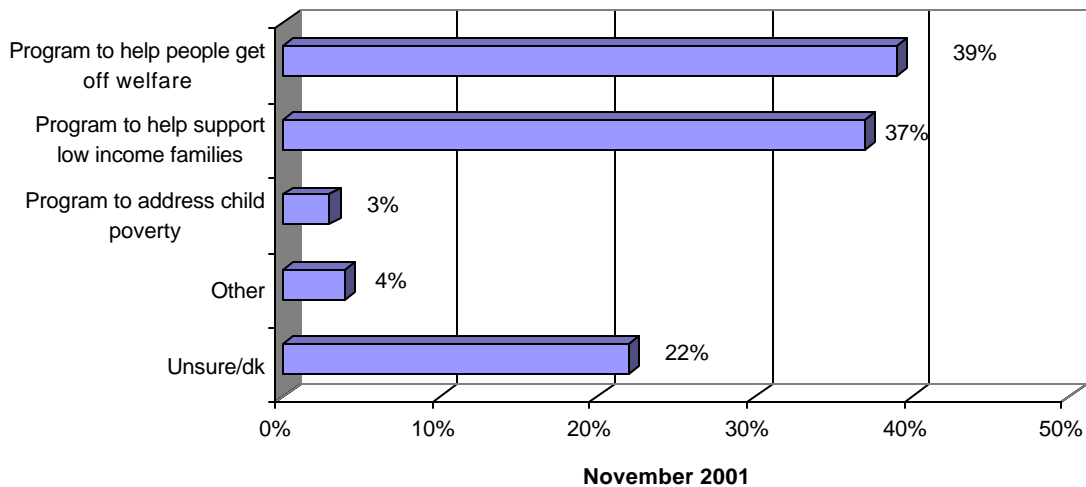
- The majority (51%) of residents think the number of people in Saskatchewan receiving welfare has been increasing over the past four years.

Question 14. Have you heard about the government program called "Building Independence"?



- More than one in five (22%) Saskatchewan residents have heard about the government program called "Building Independence".

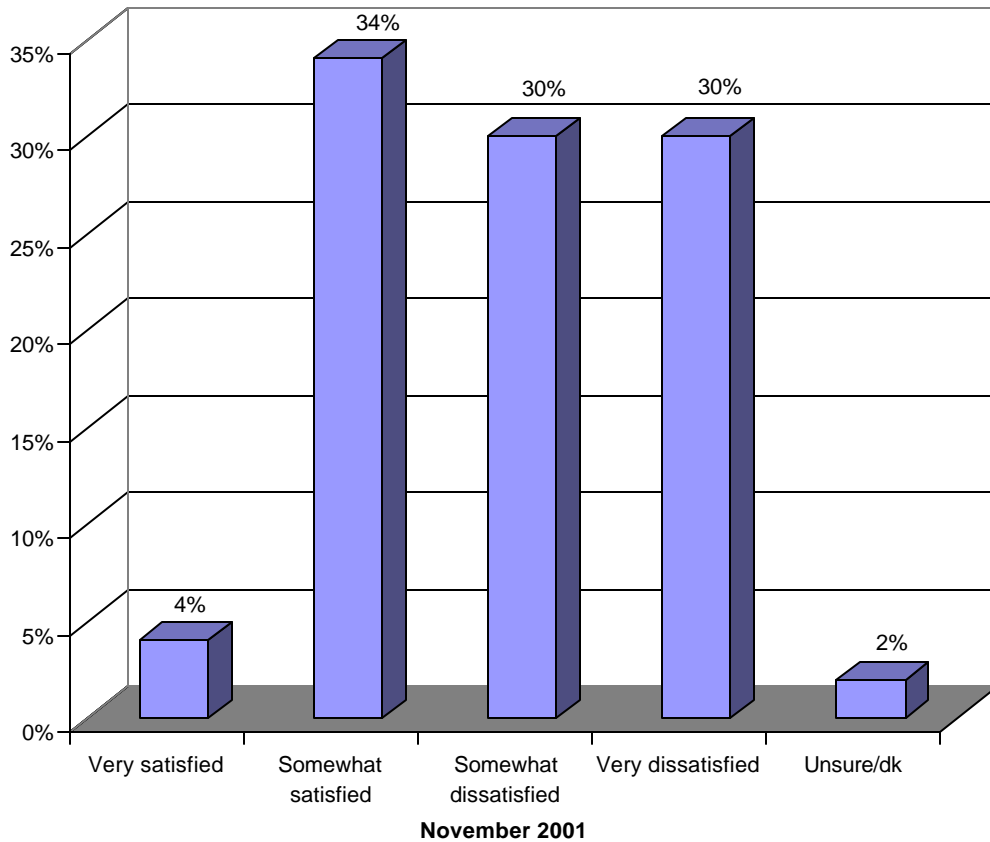
Question 14b. Can you tell me, what kind of program is it?



- Approximately 39% of those residents who have heard of the government program "Building Independence" think the program is designed to help people get off welfare (9% of all respondents) and 37% think the program is designed to help support low income families (8% of all respondents).

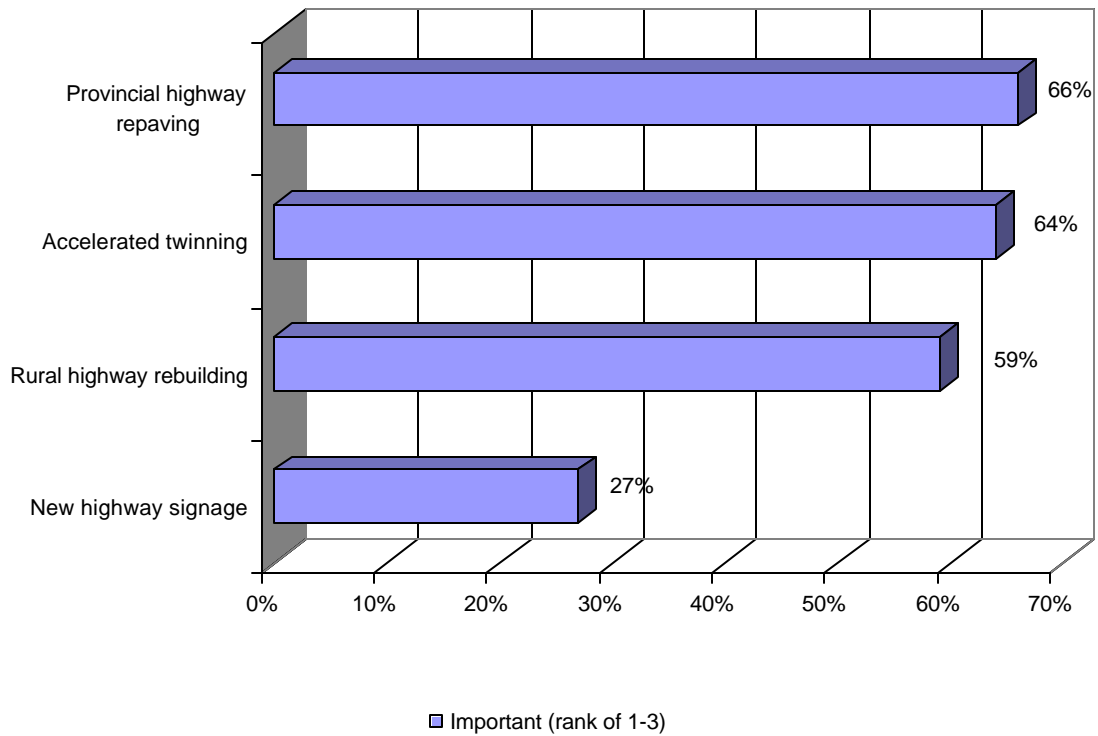
4.0 HIGHWAYS & TRANSPORTATION

Question 15. When you think of the overall provincial highway system, are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the system?



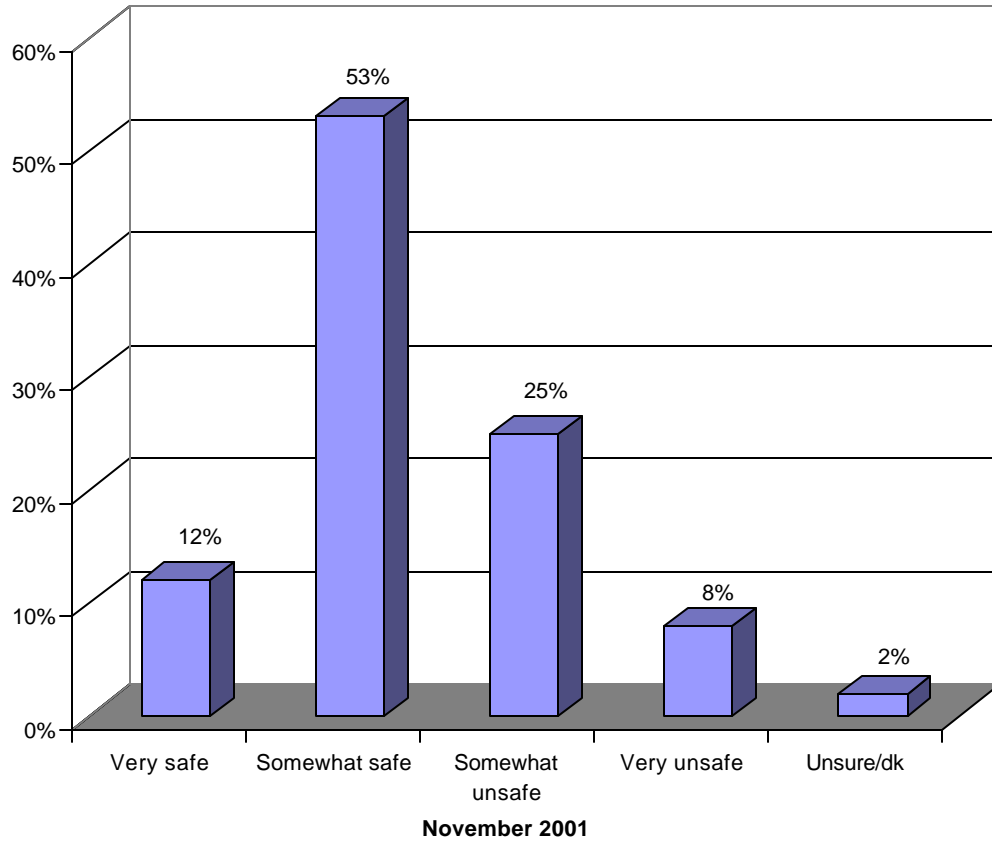
- More than one third (38%) of Saskatchewan residents are satisfied with the overall provincial highway system; 60% are dissatisfied.

Question 16. Out of a scale of 1 to 10, with 1 being very important and 10 being very unimportant, how important do you rate each of the following:



- The majority of Saskatchewan residents rate provincial highway repaving (66%), accelerated twinning (64%) and rural highway rebuilding (59%) as important (rank of 1 to 3).

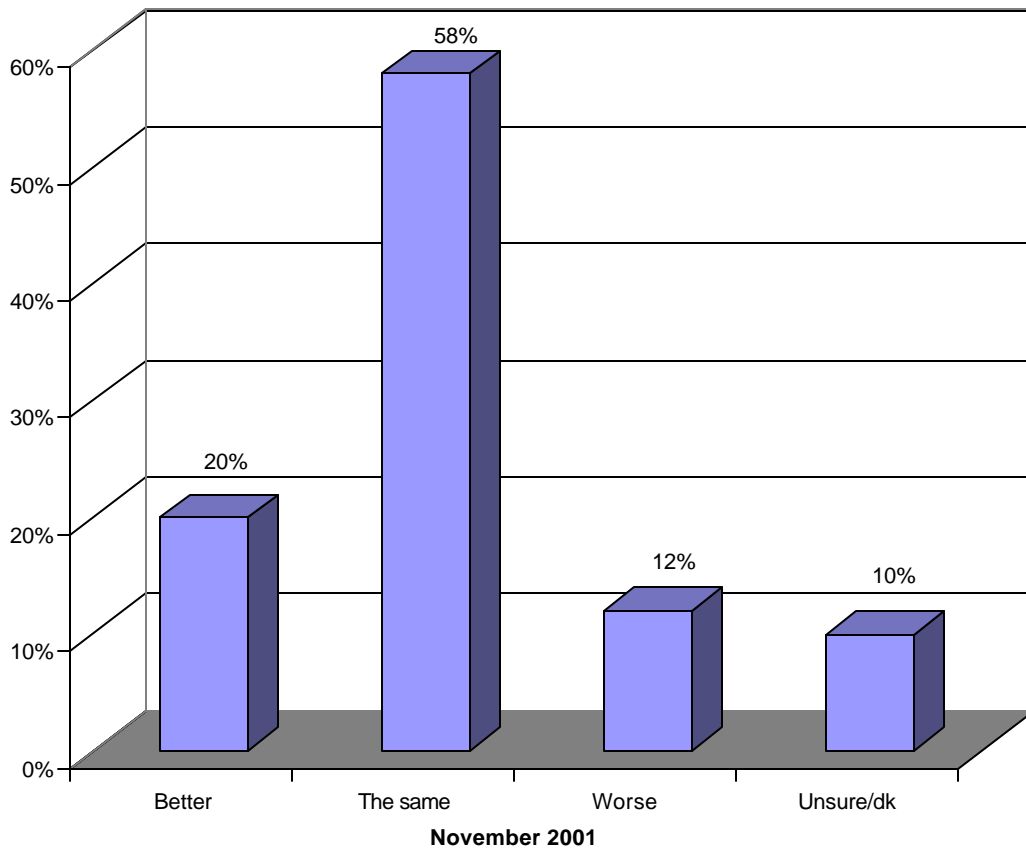
Question 17. Overall, when driving on Saskatchewan's highways do you personally feel very safe, somewhat safe, somewhat unsafe, or very unsafe?



- The majority (65%) of residents feel safe when they are driving on Saskatchewan highways.

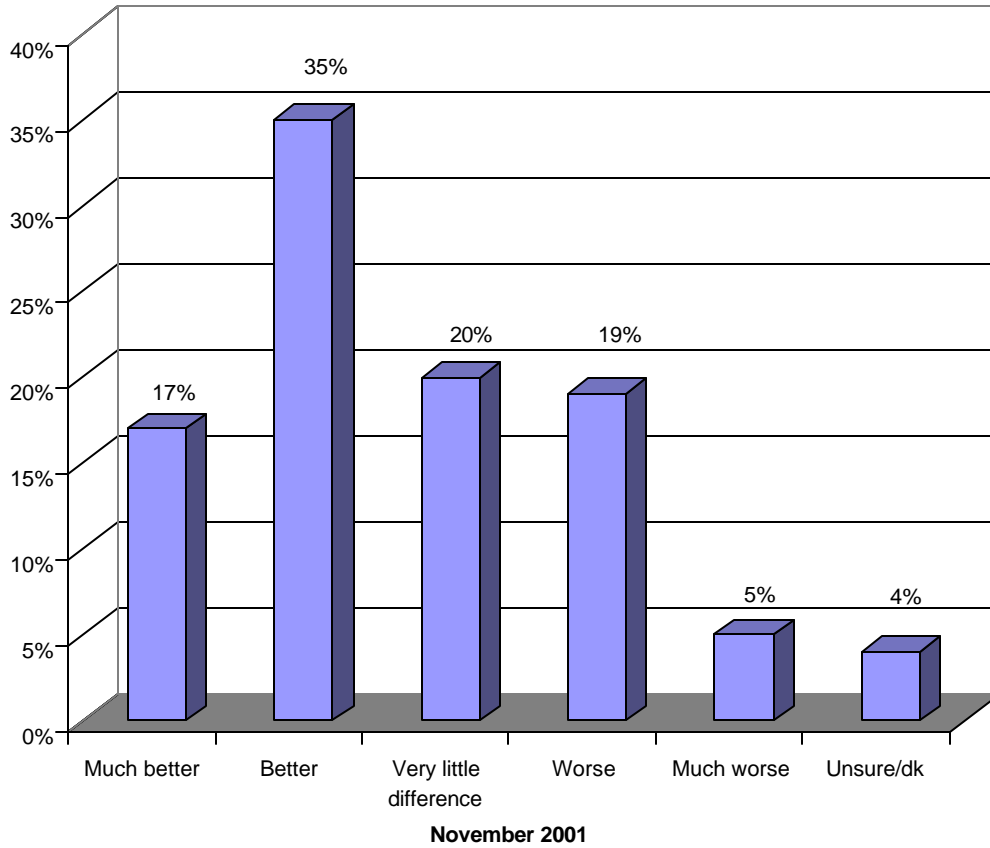
5.0 EDUCATION

Question 18. Compared to the rest of the country, do you think the education system in Saskatchewan is better, the same or worse?



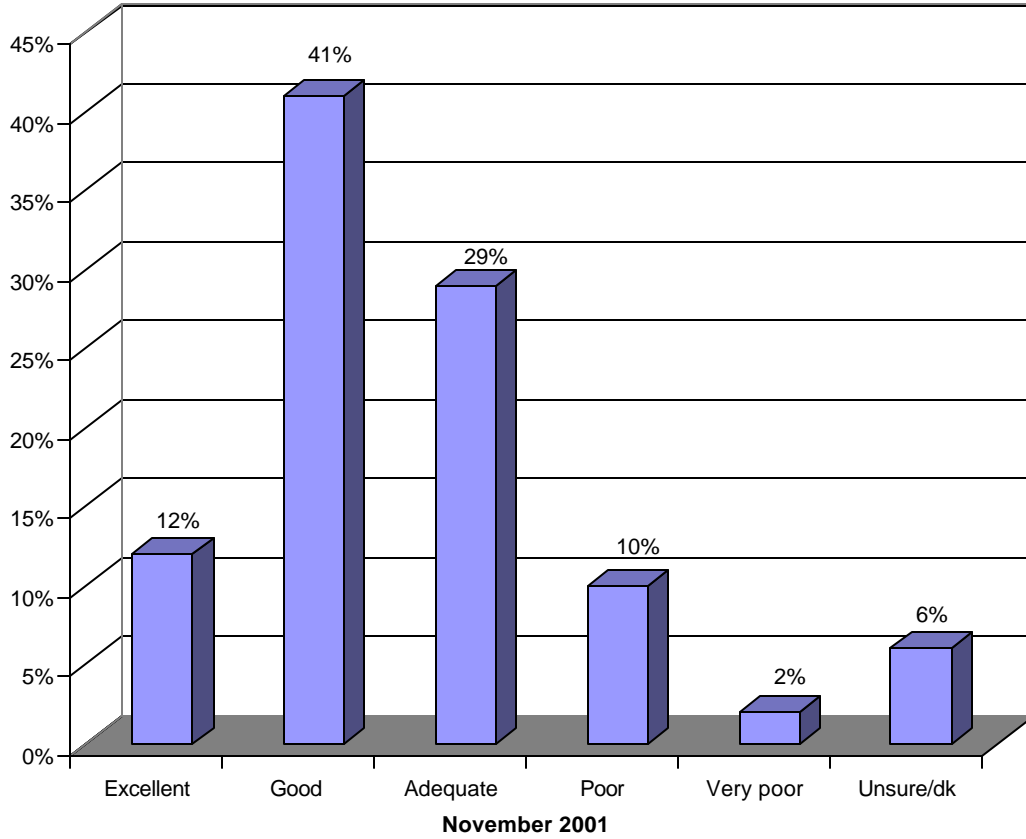
- More than three quarters (78%) of residents think the education system in Saskatchewan is the same or better than that of the rest of the country.

Question 19. When you think of your own school education, do you believe students' education today is much better, better, worse, much worse or very little different compared to yours?



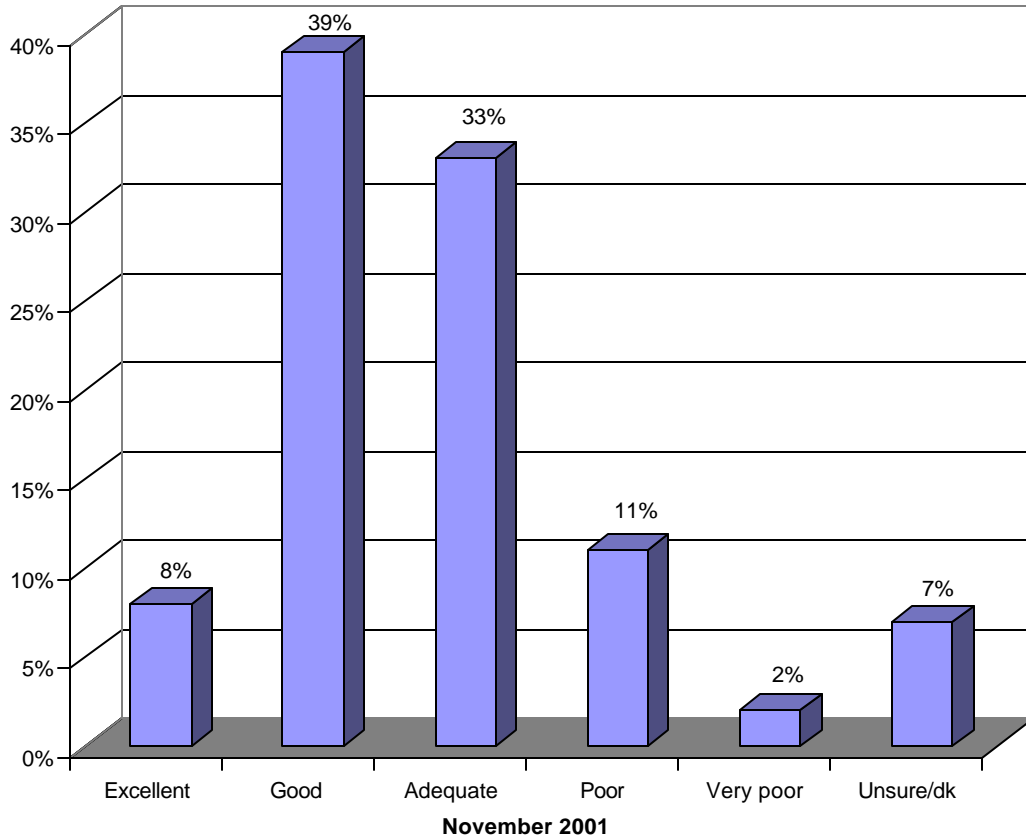
- The majority (52%) of Saskatchewan residents believe students' education today is better than the education they received; 20% believe there is very little difference.

Question 20. Do you think the quality of elementary education in Saskatchewan is generally excellent, good, adequate, poor or very poor?



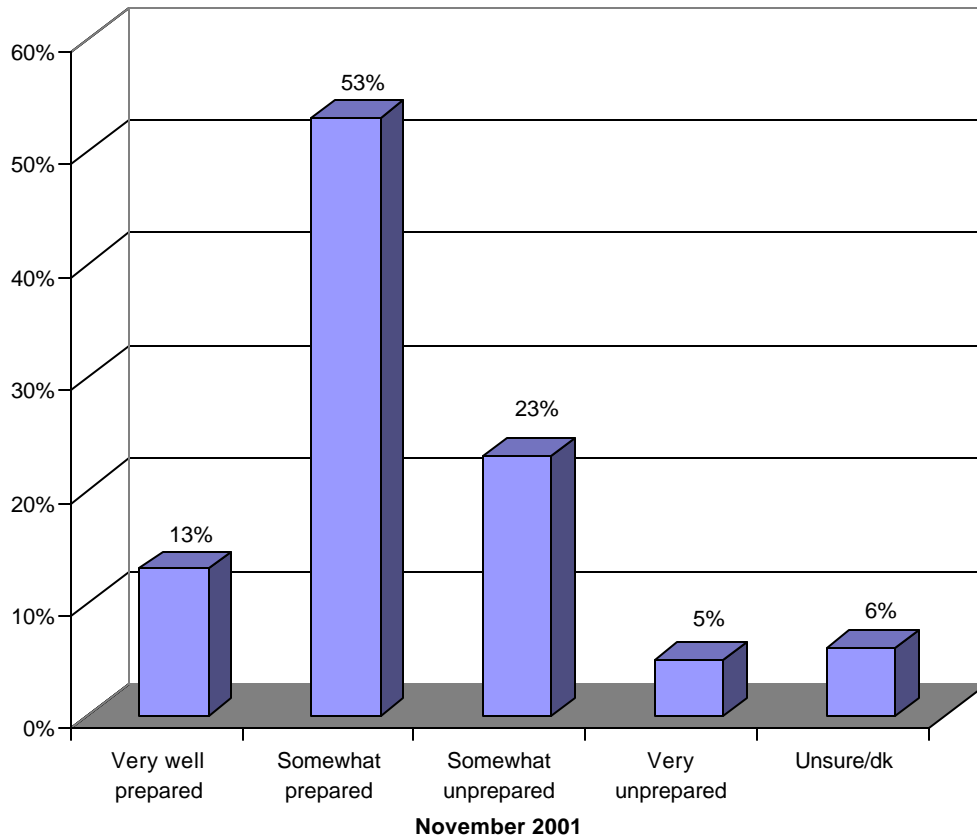
- The large majority (82%) of Saskatchewan residents think the quality of elementary education in Saskatchewan is adequate or better.

Question 21. Do you think that the quality of secondary or high school education in Saskatchewan is generally excellent, good, adequate, poor or very poor?



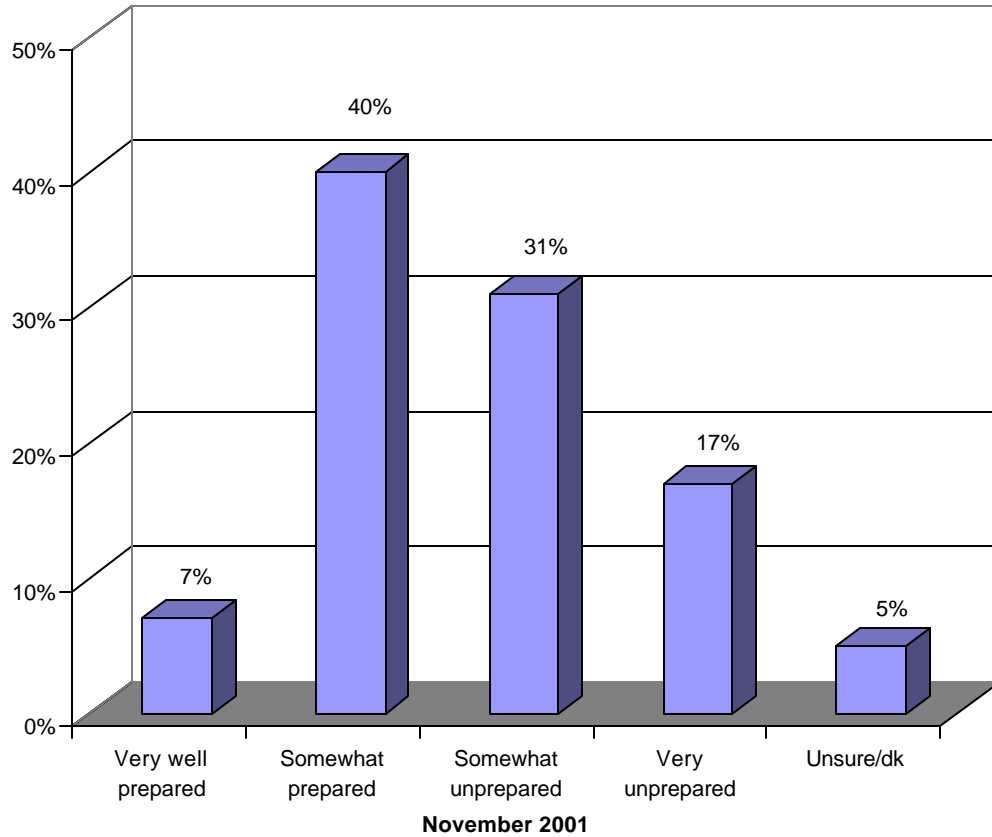
- More than three quarters (80%) of residents think the quality of secondary or high school education in Saskatchewan is adequate or better.

Question 22. Which best describes how well prepared you think Saskatchewan high school students are for entering post-secondary institutions like colleges or universities? Do you think they are very well prepared, only somewhat prepared, somewhat unprepared or very unprepared?



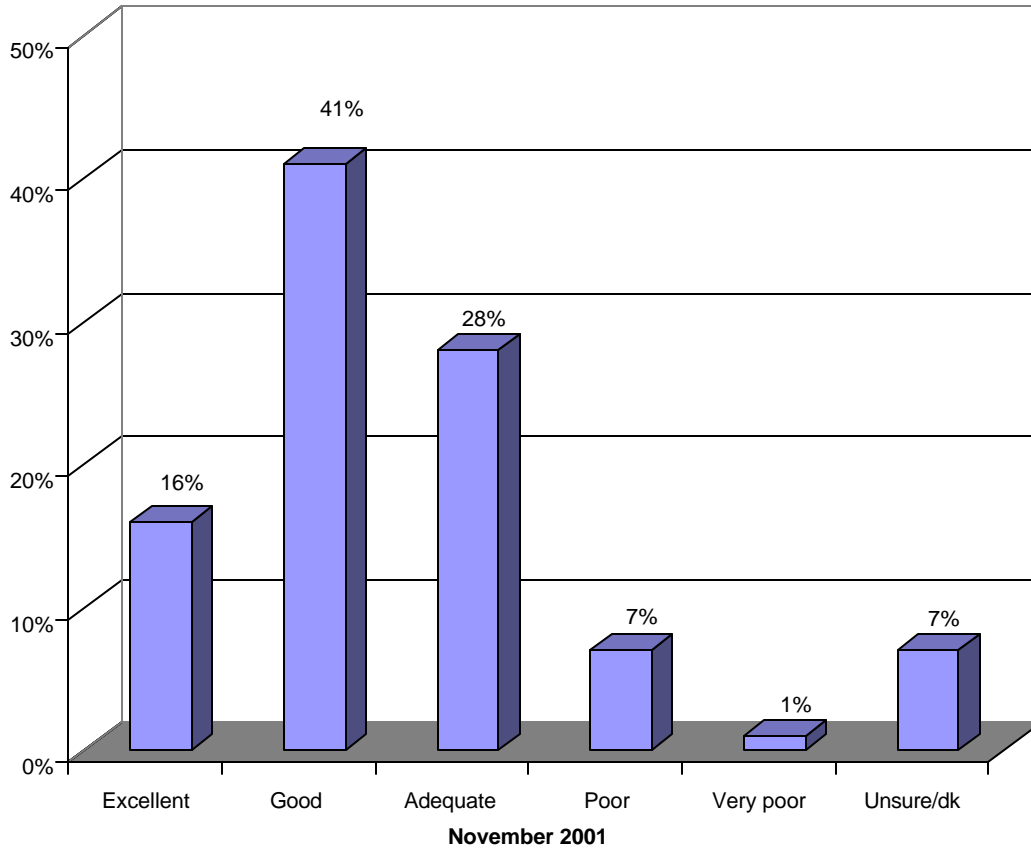
- Approximately two thirds (66%) of residents think Saskatchewan high school students are prepared for entering post-secondary institutions like colleges or universities.

Question 23. How well prepared do you think high school students are for entering the workforce? Do you think they are very well prepared, only somewhat prepared, somewhat unprepared or very unprepared?



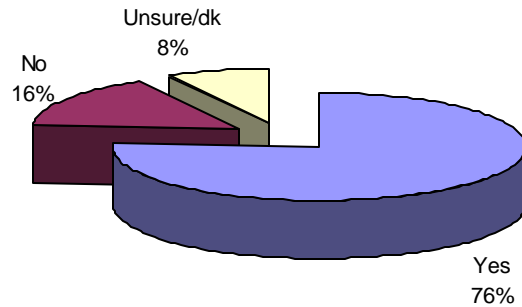
- Almost one half (47%) of residents think Saskatchewan high school students are prepared for entering the workforce.

Question 24. How well do you believe Saskatchewan's education system is doing in using new technology like computers and the Internet to enhance learning opportunities for students?



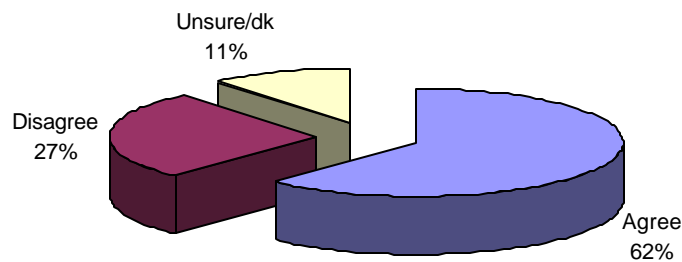
- The large majority (85%) of residents believe Saskatchewan's education system is doing an adequate or better job in using new technology like computers and the Internet to enhance learning opportunities for students.

Question 25. Do you agree all schools should be the centre for the delivery of services such as access to counsellors, police resource officers, and parenting classes in order to better meet the needs of children and families?



- Three quarters (76%) of Saskatchewan residents agree all schools should be the centre for the delivery of services such as access to counsellors, police resource officers, and parenting classes in order to better meet the needs of children and families

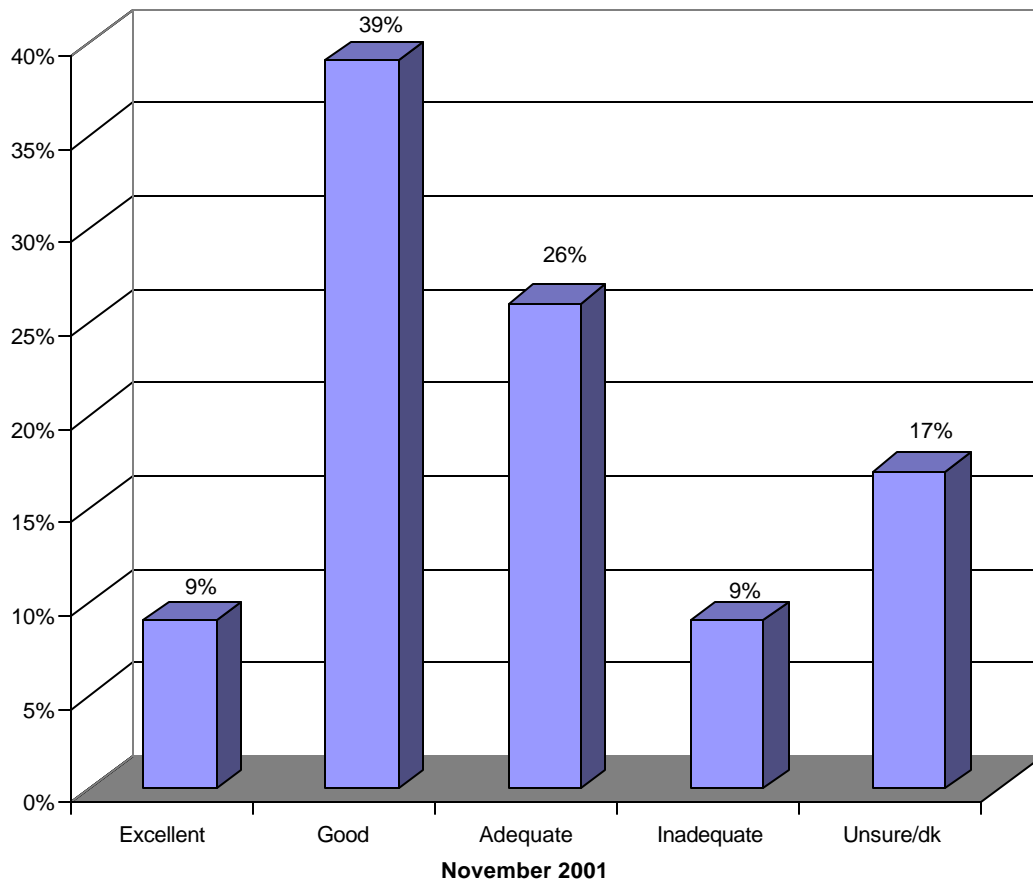
Question 26. Would you agree that strengthening school-based services in rural communities will contribute to the revitalization of rural Saskatchewan?



- The majority (62%) of residents agree that strengthening school-based services in rural communities will contribute to the revitalization of rural Saskatchewan.

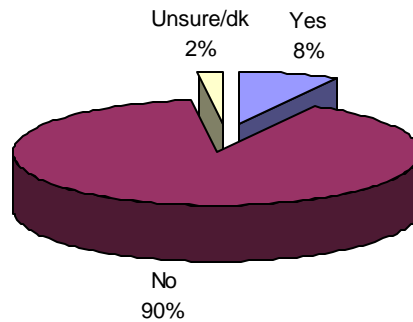
6.0 POST-SECONDARY EDUCATION & SKILLS TRAINING

Question 27. How well does the post-secondary education and training system in Saskatchewan meet your needs for information about its programs and services?



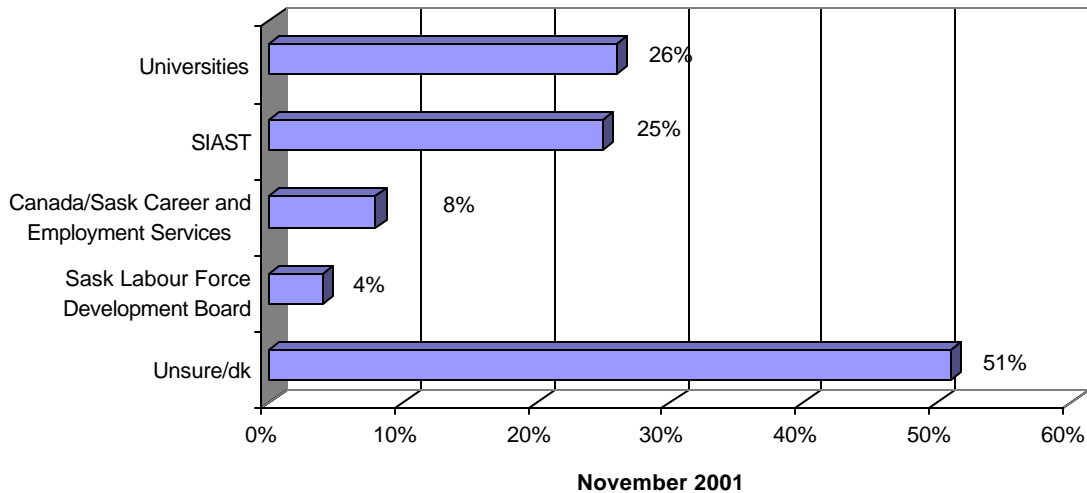
- Approximately three quarters (74%) of residents think the post-secondary education and training system in Saskatchewan does an adequate or better job at meeting their needs for information about its programs and services.

Question 28. Have you heard of Prior Learning Assessment and Recognition, P.L.A.R.?



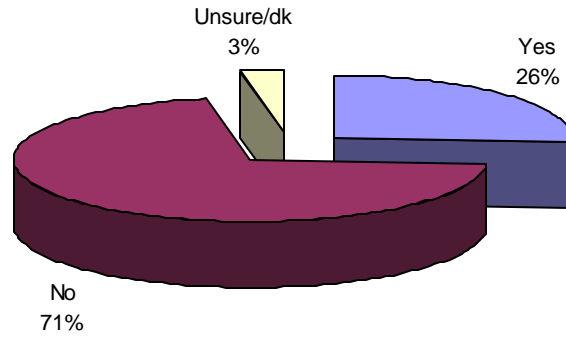
- Approximately 8% of Saskatchewan residents have heard of Prior Learning Assessment and Recognition (P.L.A.R.).

Question 29. Where would you go to get more information about P.L.A.R.?



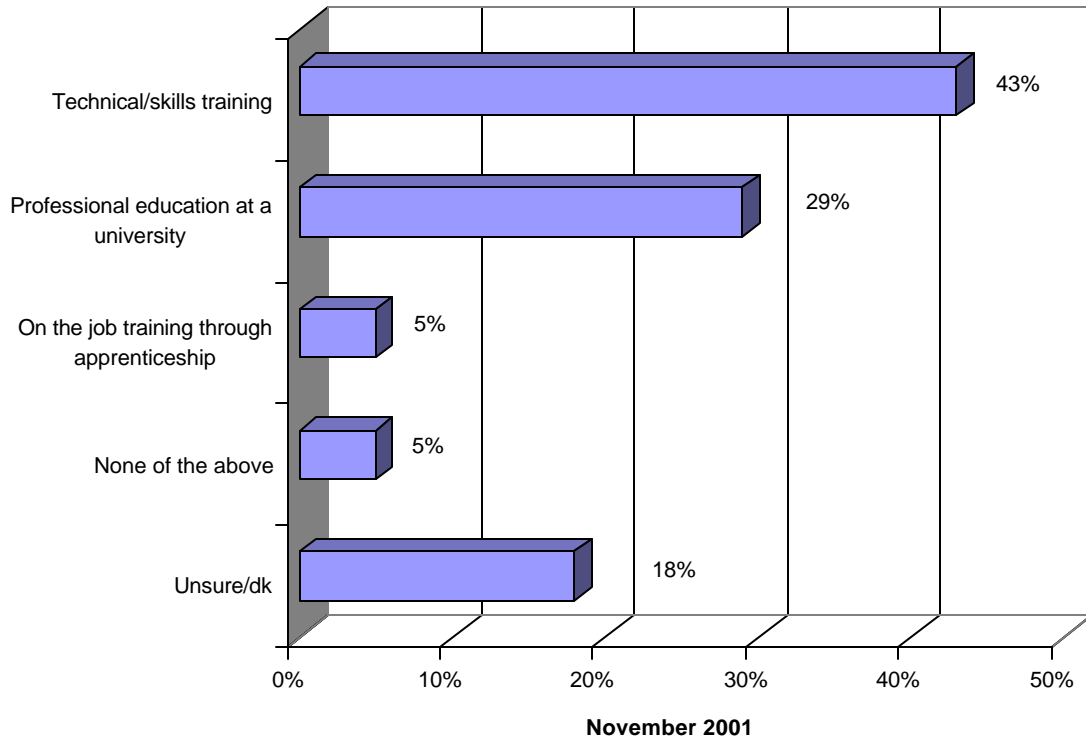
- One quarter (26%) of those residents who have heard of P.L.A.R. indicate they would go to the universities to get more information (2% of all respondents) and 25% would go to SIAST (2% of all respondents).

Question 30. Have you, or someone you know used the P.L.A.R. process?



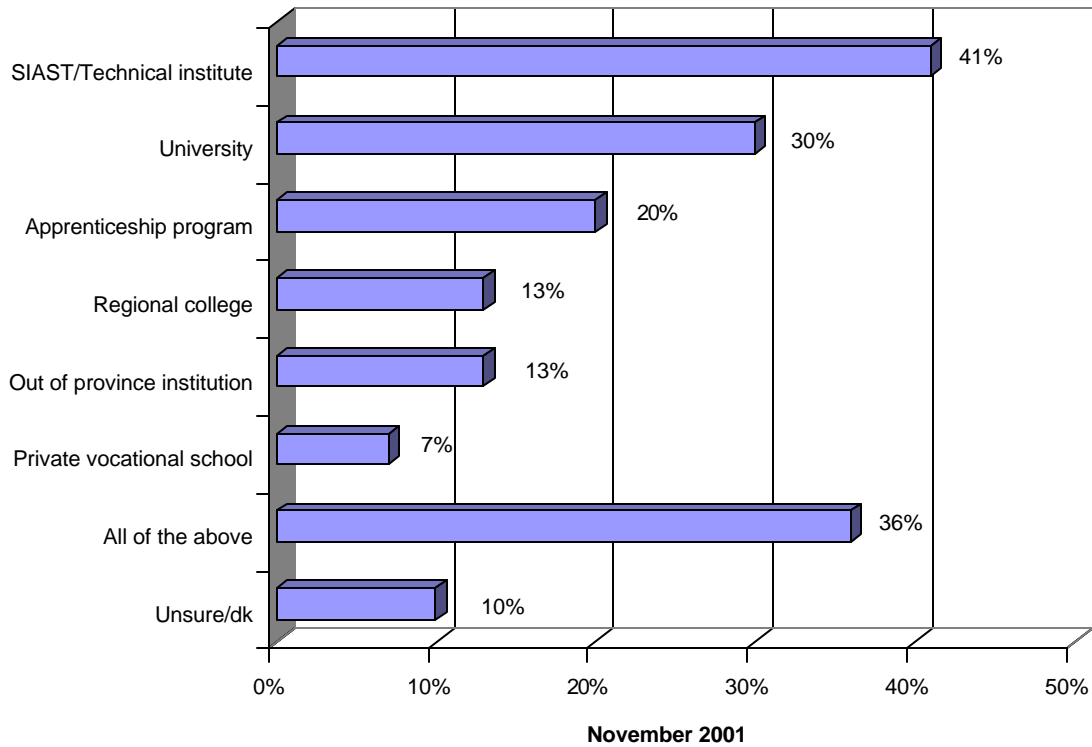
- Approximately one quarter (26%) of those residents who have heard of P.L.A.R. indicate they or someone they know has used the process (2% of all respondents).

Question 31. Generally speaking, if you were advising a young person today, would you recommend they choose technical education and skills training or a university education?



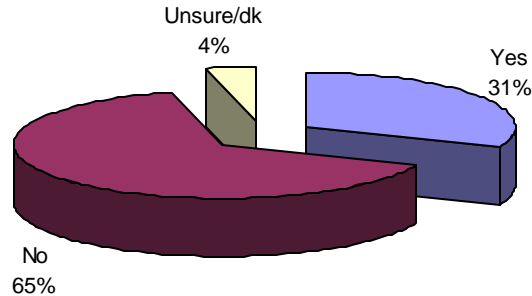
- Approximately 43% of Saskatchewan residents would recommend technical education and skills training if they were advising a young person today; 29% would recommend a professional education at a university.

Question 32. Which institution would you suggest they attend? Would you recommend SIAST/Technical training, university, apprenticeship program, out-of-province institution, regional college, private vocational school, or all of the above?



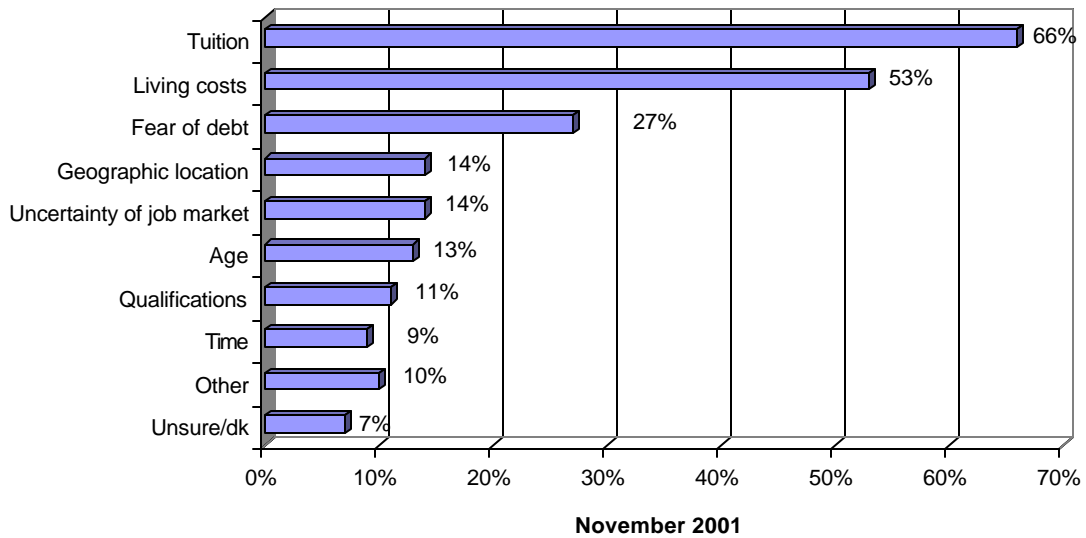
- If they were advising a young person today, Saskatchewan residents would recommend they attend SIAST or a technical training school (41%), university (30%) or an apprenticeship program (20%).

Question 33. Do you or your family members experience any barriers, which prevent you from taking post-secondary education or training?



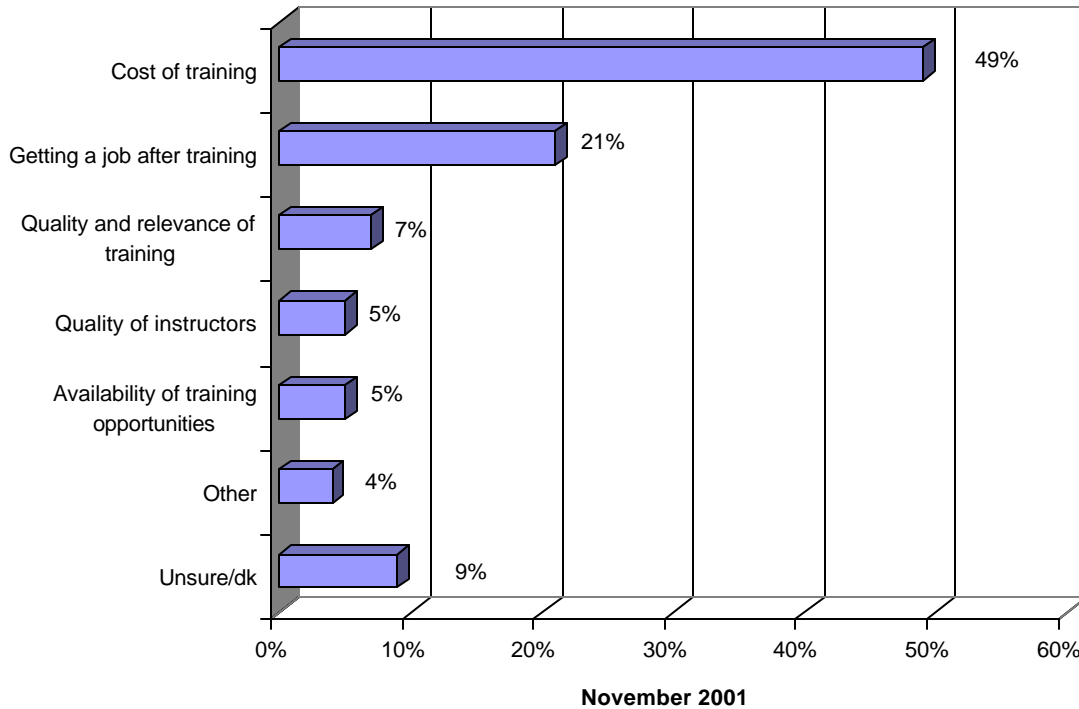
- More than one quarter (31%) of Saskatchewan residents indicate they or their family members experience barriers which prevent them from taking post-secondary education or training.

Question 33b. What barriers do you or your family members experience which prevent you from taking post-secondary education or training?



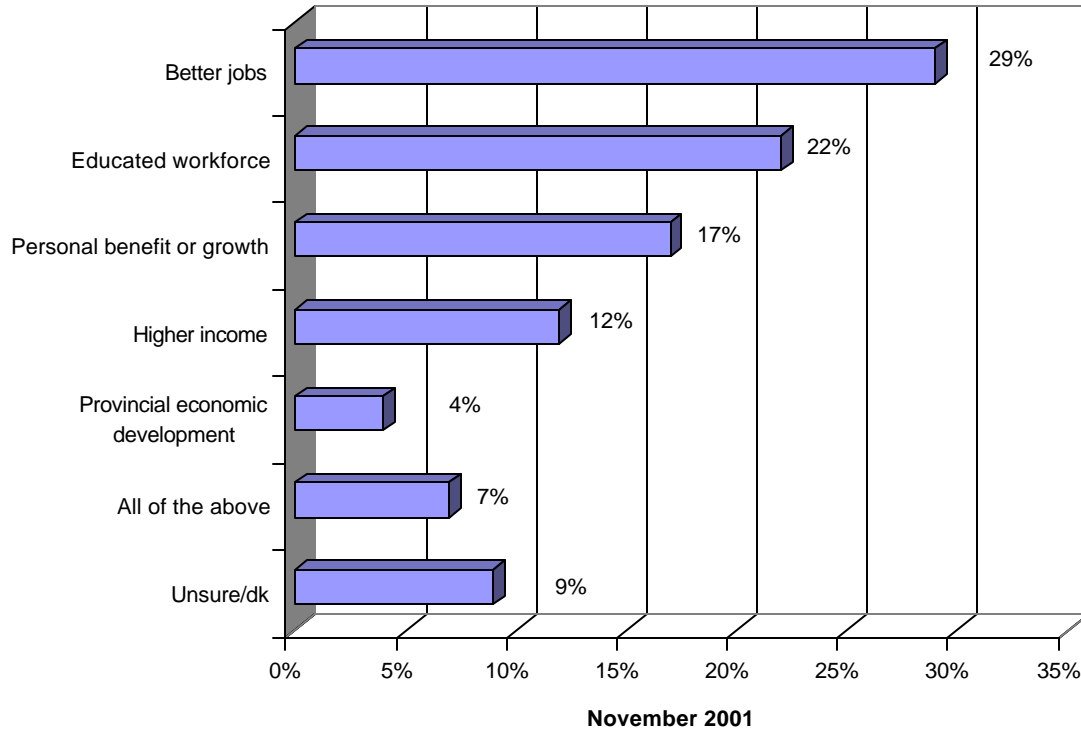
- The majority (66%) of those residents who experience barriers to post-secondary education identify tuition costs (20% of all respondents) and 53% say living costs are a barrier (16% of all respondents)..

Question 34. What do you think is the most important issue facing the post-secondary education and training system in Saskatchewan today?



- Almost one half (49%) of residents think the most important issue facing the post-secondary education and training system in Saskatchewan today is the cost of training; 21% think the most important issue is finding employment after completing training.

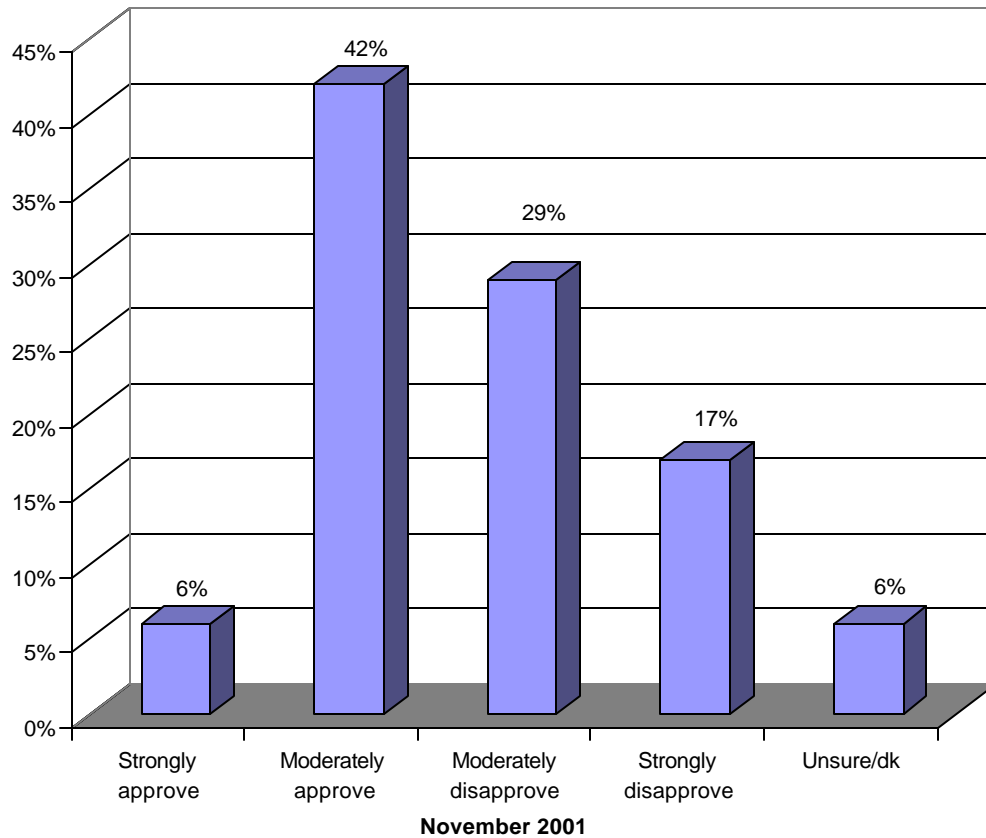
Question 35. What do you believe is the primary benefit or value derived from the post-secondary education and training system in Saskatchewan?



- Approximately 29% of residents believe the primary benefit or value gained from the post-secondary education and training system in Saskatchewan is better jobs, 22% think an educated workforce and 17% indicate personal benefit or growth.

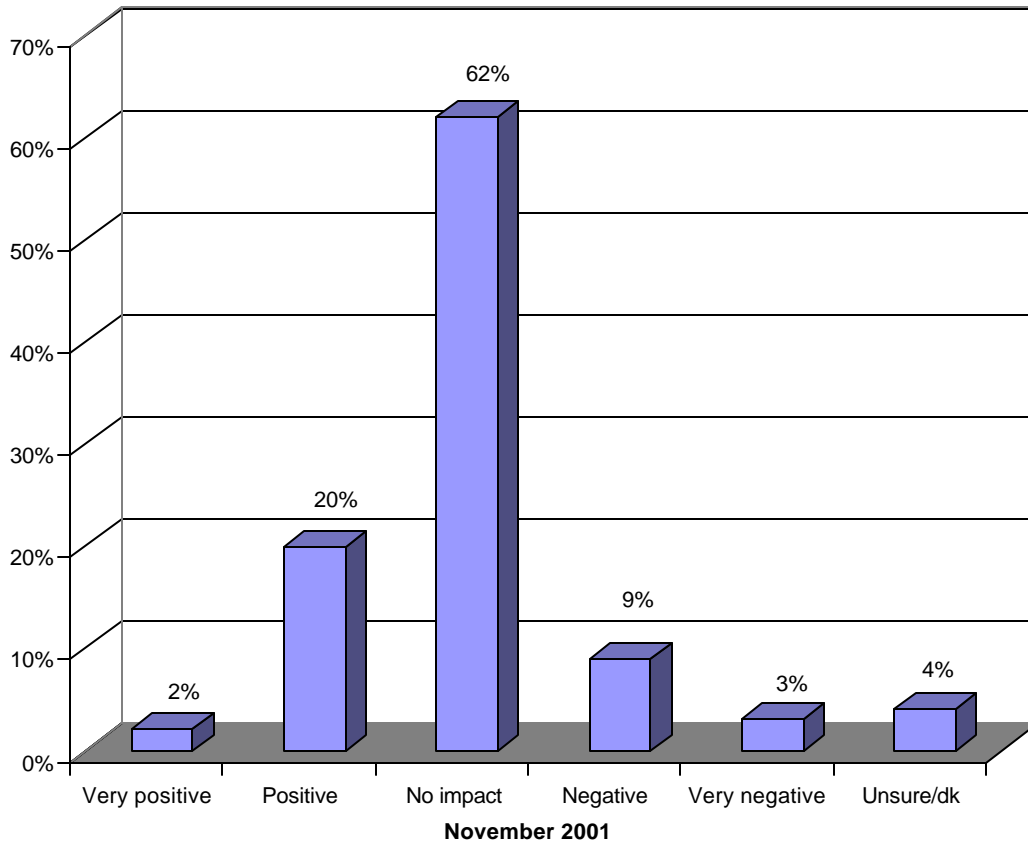
7.0 FINANCE

Question 36. Generally speaking do you strongly approve, moderately approve, moderately disapprove, or strongly disapprove of the way the government is handling the province's finances?



- Approximately one half (48%) of Saskatchewan residents approve of the way the government is handling the province's finances; 46% disapprove.

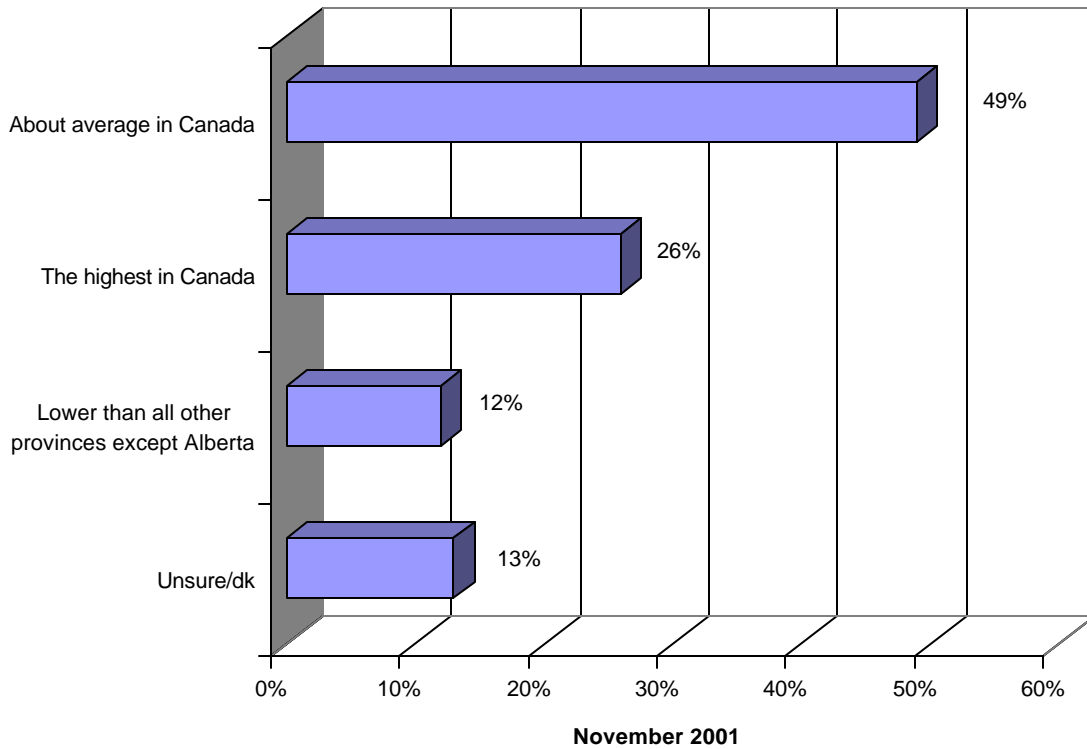
Question 37. In January 2001, the provincial government lowered personal income taxes as part of its four-year personal tax reform plan. Would you say the impact on your household income has been....



- The majority (62%) of residents think the lowered personal income taxes as part of the provincial government's four-year personal tax reform plan has had no impact on their household income; 22% think the impact has been positive.

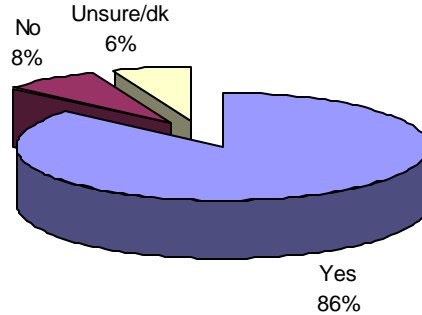
Question 38. In your opinion, which of the following statements is most accurate?

- 1) Saskatchewan's sales tax is the highest in Canada.
- 2) Saskatchewan's sales tax is about average in Canada.
- 3) Saskatchewan's sales tax is lower than all other provinces except Alberta.



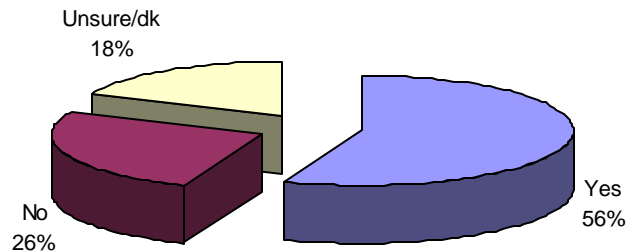
- About one half (49%) of residents think Saskatchewan's sales tax is about average in Canada.

Question 39. Do you support the provincial government's decision in its recent budget to lower income taxes for small business from 8 per cent to 6 per cent?



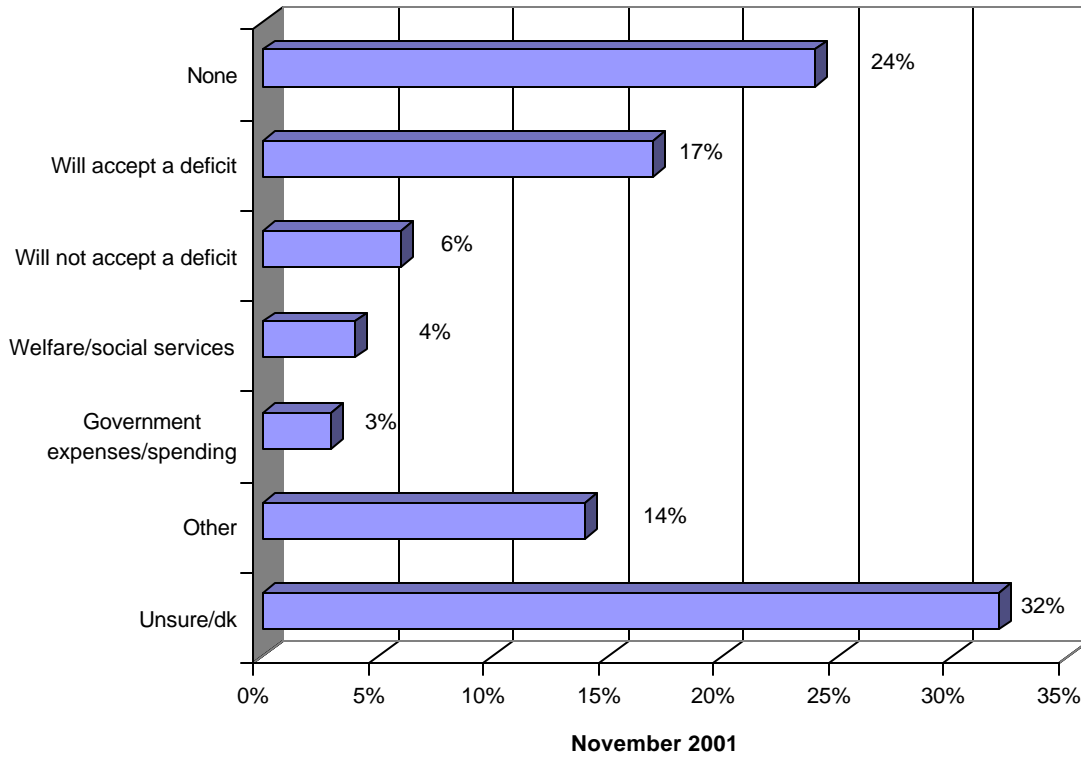
- The large majority (86%) of Saskatchewan residents support the provincial government's decision in its recent budget to lower income taxes for small business from 8 per cent to 6 per cent.

Question 40. In your opinion, is Saskatchewan heading in the right direction where taxes are concerned?



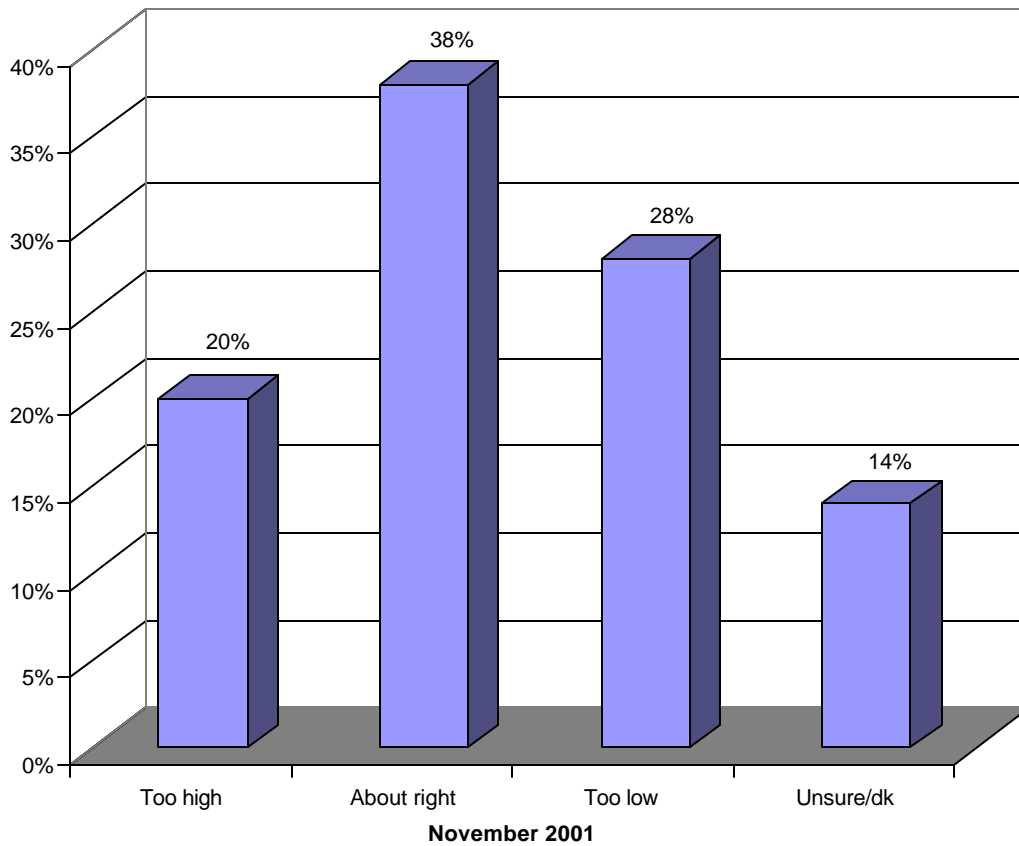
- The majority (56%) of residents think Saskatchewan is heading in the right direction where taxes are concerned.

Question 41. If taxes were to be lowered further, what services would you be willing to give up, or would you accept a deficit?



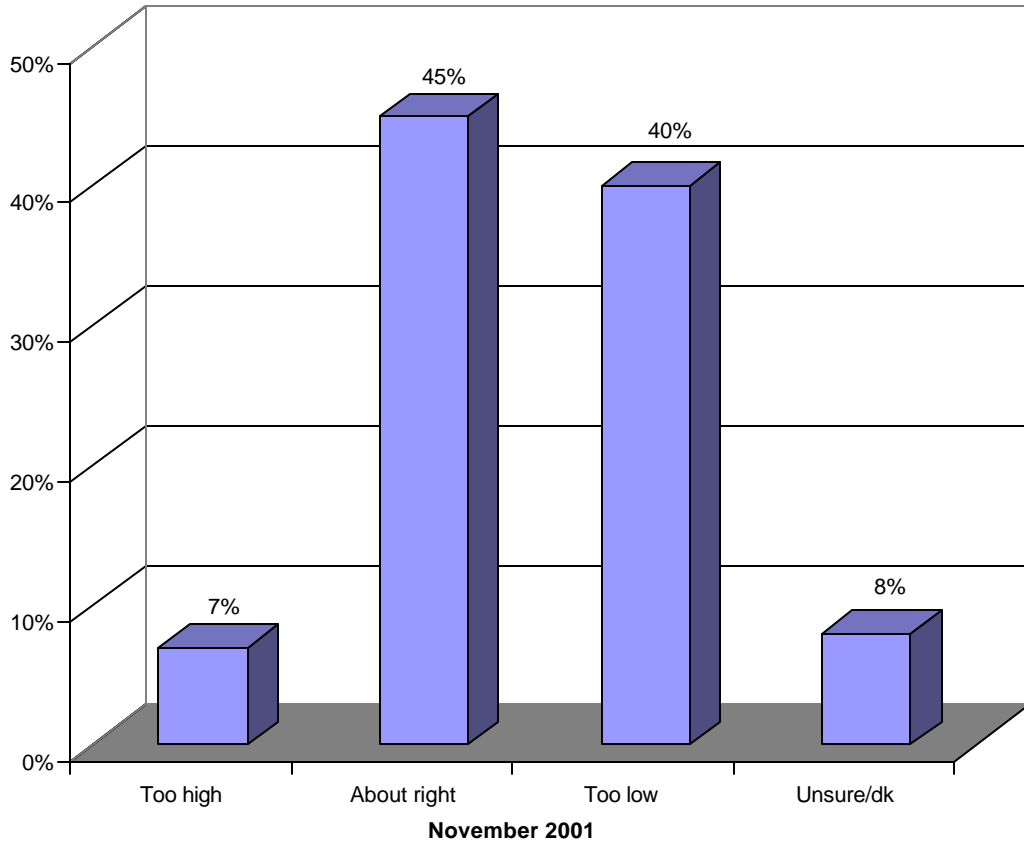
- Approximately one quarter (24%) of Saskatchewan residents would not be willing to give up any services to lower taxes any further; 17% indicate they would be willing to accept a deficit to have lower taxes.
- Included among 'other' services they would be willing to give if taxes were to be lowered identified by 14% of respondents include charging a user fee on health care (2%), reduce some services (2%), all services should be lowered (2%), give up health care (2%) and reduce the size of government (2%).

Question 42. The provincial government assists the agriculture industry through a combination of targeted tax reductions and spending on income support and stabilization programs. This provincial farm assistance has totaled \$970 million in the last three years - an average of more than \$323 million a year. In your opinion, is this level of assistance from the provincial government...



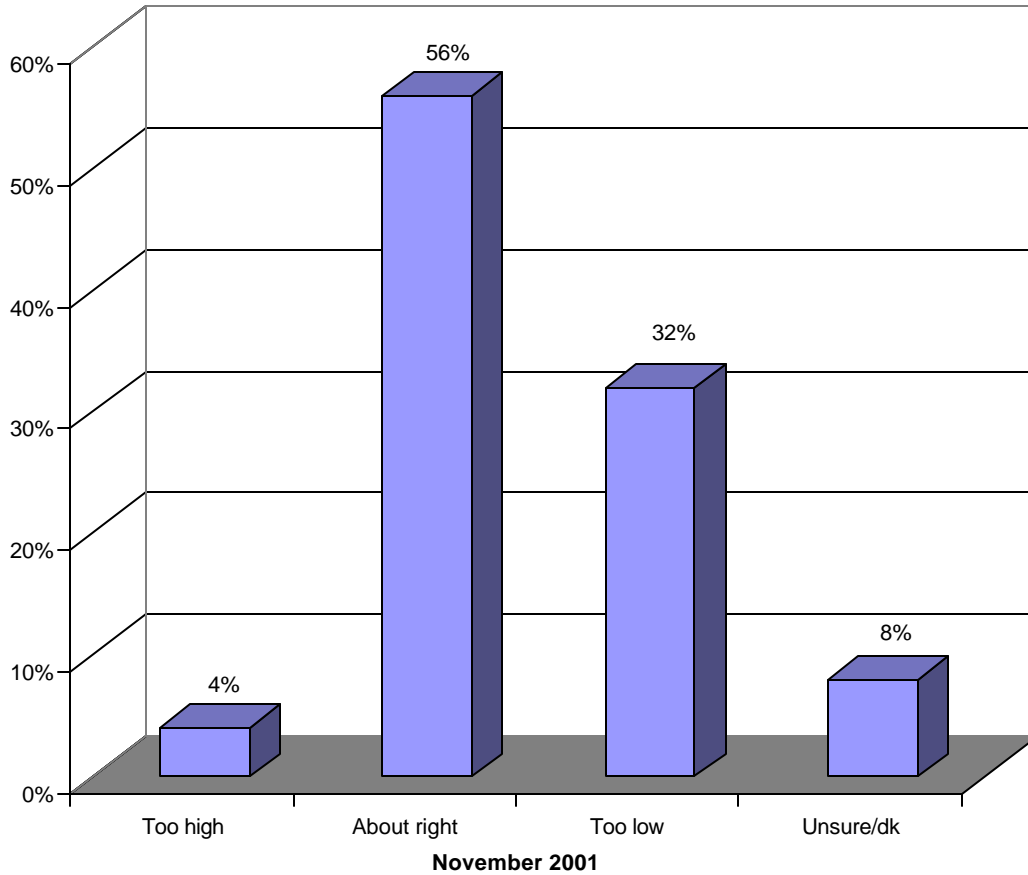
- More than one third (38%) of residents think the provincial farm assistance of more than \$323 million a year is about right; 28% think the assistance is too low and 20% think it is too high.

Question 43. This year, the provincial government will spend 39 per cent of its annual budget (\$2.2 billion) on health care. In your opinion, is this level of assistance from the provincial government...



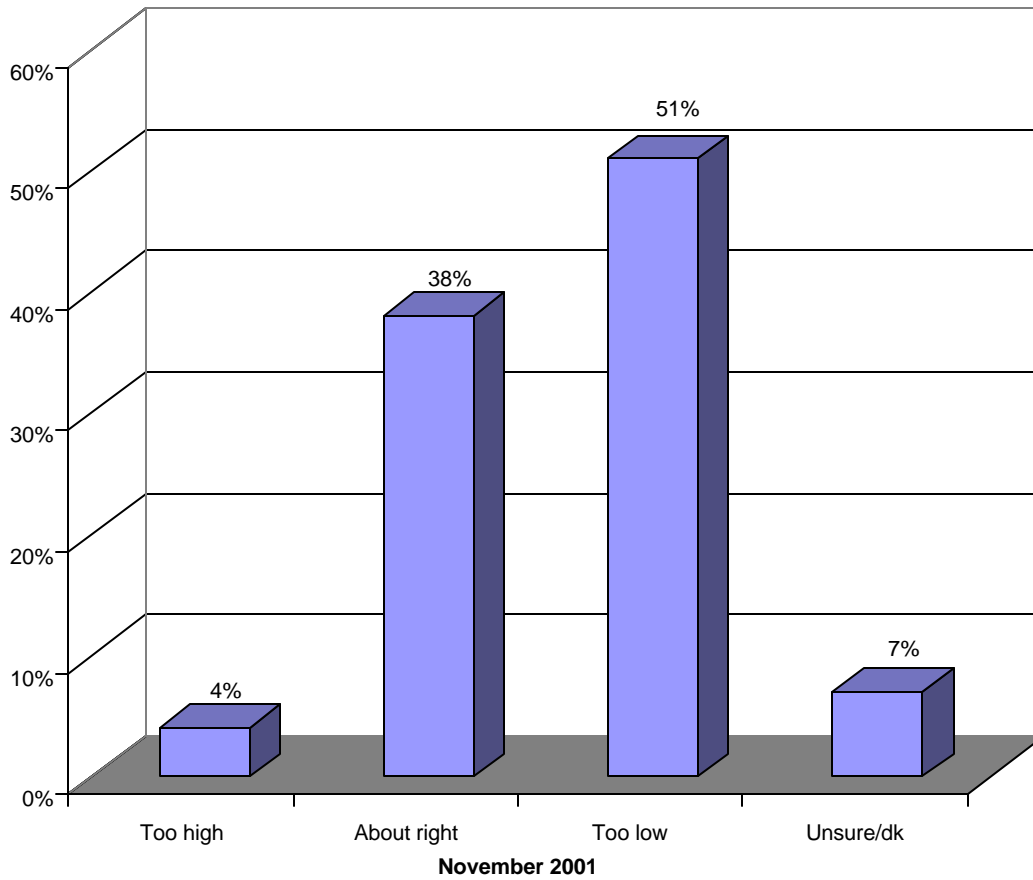
- Approximately 45% of Saskatchewan residents think the level of health care spending by the provincial government is about right; 40% think it is too low.

Question 44. This year, the provincial government will spend 20 per cent of its annual budget (\$1.1 billion) on all levels of education and training. In your opinion, is this level of assistance...



- The majority (56%) of residents think the level of provincial government support for all levels of education and training is about right.

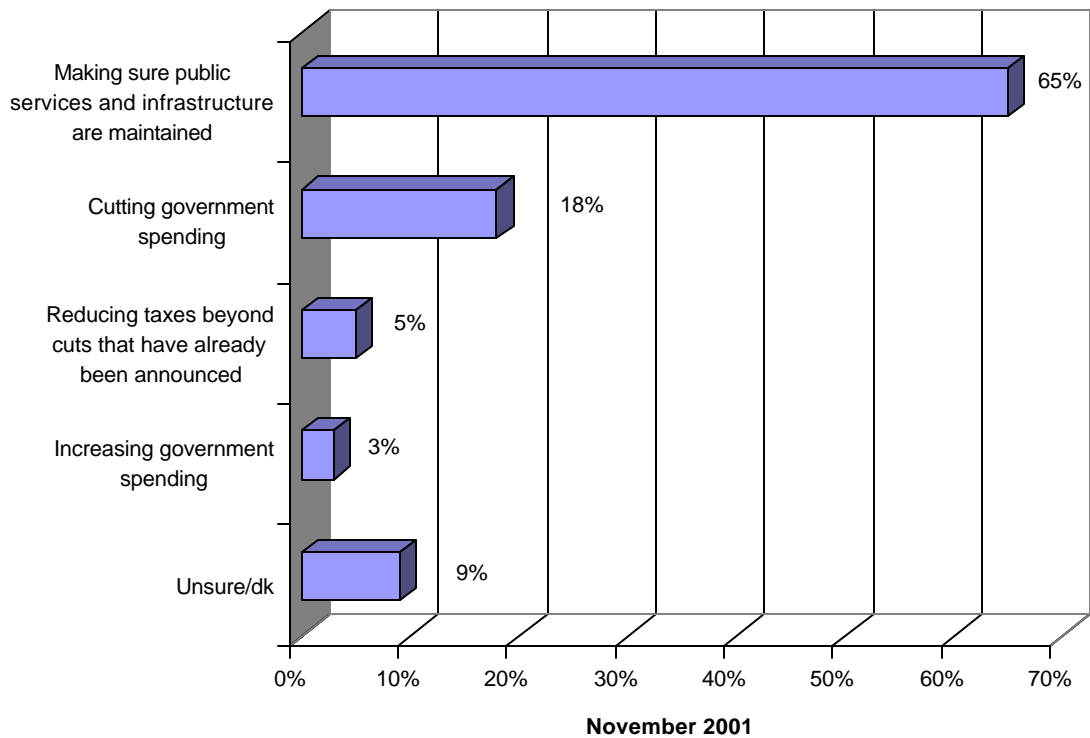
Question 45. This year, the provincial government will spend 6 per cent of its budget (\$311 million) on highways. In your opinion, is this level of assistance...



- The majority (51%) of Saskatchewan residents think the level of provincial government spending for highways is too low; 38% think it is about right.

Question 46. Given the current downturn in the global economy, should the provincial government's focus be on:

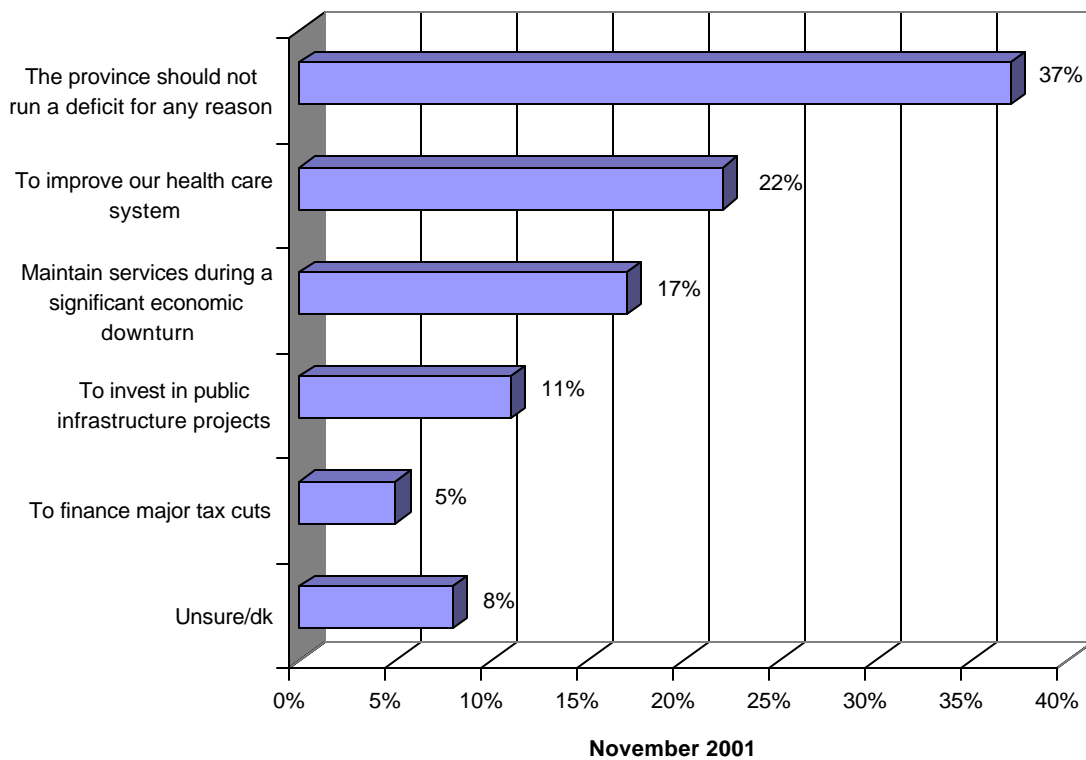
- 1) Reducing taxes beyond cuts that have already been announced.
- 2) Cutting government spending.
- 3) Increasing government spending.
- 4) Making sure core public services (health, education, etc.) and infrastructure (roads, water & sewer, etc.) are maintained while holding the line on taxes and other services.



- The majority (65%) of Saskatchewan residents think the provincial government should focus on making sure core public services like health and education and infrastructure like roads, water and sewer are maintained while holding the line on taxes and other services.

Question 47. Which of the following statements most accurately reflects your viewpoint?

- 1) A deficit would be acceptable in the short term to invest in public infrastructure projects such as roads or sewer & water improvements.
- 2) A deficit would be acceptable in the short term to improve our health system.
- 3) A deficit would be acceptable in the short term to finance major tax cuts.
- 4) A deficit would be acceptable in the short term to maintain services during a significant economic downturn.
- 5) The province should not run a deficit for any reason.



- More than one third (37%) of residents think the province should not run a deficit for any reason. Approximately 22% think a deficit would be acceptable in the short term to improve our health system, 17% indicate a deficit would be acceptable in the short term to maintain services during a significant economic downturn and 11% think a deficit would be acceptable in the short term to invest in public infrastructure projects such as roads or sewer and water improvements.

APPENDIX I SURVEY INSTRUMENT

Hello, my name is _____ and I'm calling from Fast Consulting. We're a professional public opinion research firm that gathers opinions from people. This evening we are talking to people about some important issues facing residents of Saskatchewan.

Are you 18 years of age or older?

Yes - (Continue)

No - May I speak with someone who is?
(Repeat Introduction)

PLEASE RECORD - BUT DO NOT ASK

A. TELEPHONE DIRECTORY

- 1) Prince Albert & District
- 2) North Battleford & District
- 3) Swift Current & District
- 4) Melville/Yorkton & District
- 5) Estevan/Weyburn & District
- 6) Moose Jaw & District
- 7) Regina
- 8) Regina District
- 9) Saskatoon
- 10) Saskatoon District

B. GENDER - WATCH QUOTA - 50/50 SPLIT REQUIRED.

- 1) male
- 2) female

1. What do you think is the most important issue facing Canada today? **(RECORD ONE RESPONSE ONLY - ie. MOST IMPORTANT ISSUE OF CONCERN.)**

2. What do you think is the most important issue facing the province of Saskatchewan today? **(RECORD ONE RESPONSE ONLY - ie. MOST IMPORTANT ISSUE OF CONCERN.)**

3. Generally speaking, do you strongly approve, moderately approve, moderately disapprove or strongly disapprove of the way the provincial government is handling the following:

	Strongly approve	Moderately approve	Moderately disapprove	Strongly disapprove
a) The economy	1	2	3	4
b) Taxes	1	2	3	4
c) Education	1	2	3	4
d) Crime/policing communities	1	2	3	4
e) Social services	1	2	3	4
f) The environment	1	2	3	4
g) Agriculture	1	2	3	4
h) Health care	1	2	3	4
i) Aboriginal issues	1	2	3	4
j) Highways/transportation	1	2	3	4
k) Provincial finances	1	2	3	4

4. How aware are you of the Saskatchewan Opportunities Corporation, also called SOCO?

- 1)not at all aware → SKIP TO Q6
- 2)somewhat unaware → SKIP TO Q6
- 3)aware
- 4)somewhat aware
- 5)very aware

5. What business would you say SOCO is in? **(DO NOT READ)**

- 1) education
- 2) employment
- 3) economic development
- 4) investment
- 5) finance
- 6) health
- 7) tourism
- 8) research parks
- 9) technology
- 10) other
- 11) unsure/dk

6. How aware are you of Innovation Place in Saskatoon?

- 1) not at all aware → SKIP TO Q8
- 2) somewhat unaware → SKIP TO Q8
- 3) aware
- 4) somewhat aware
- 5) very aware

7. What would you say its purpose is? **(DO NOT READ)**

- 1) education
- 2) employment
- 3) economic development
- 4) investment
- 5) finance
- 6) health
- 7) tourism
- 8) research parks
- 9) technology
- 10) other
- 11) unsure/dk

8. How aware are you of the Regina Research Park?

- 1) not at all aware → SKIP TO Q10
- 2) somewhat unaware → SKIP TO Q10
- 3) aware
- 4) somewhat aware
- 5) very aware

9. What would you say its purpose is? **(DO NOT READ)**

- 1) education
- 2) employment
- 3) economic development
- 4) investment
- 5) finance
- 6) health
- 7) tourism
- 8) research parks
- 9) technology
- 10) other
- 11) unsure/dk

10. What type of operations are Innovation Place and Regina Research Park? Would you say they are: **(READ FIRST SIX - SELECT ONE)**

- 1) private agencies
- 2) parts of the two universities
- 3) federal agencies
- 4) provincial agencies
- 5) city agencies
- 6) co-operative agencies
- 7) unsure/dk

The Saskatchewan Opportunities Corporation's mandate is to facilitate economic growth in Saskatchewan through investment in viable businesses and in infrastructure which supports business development.

11. Please indicate your level of approval of SOCO's mandate to invest in businesses. Do you strongly disapprove, somewhat disapprove, approve, somewhat approve or strongly approve?

- 1) strongly disapprove
- 2) somewhat disapprove
- 3) approve
- 4) somewhat approve
- 5) strongly approve
- 6) unsure/dk

12. Please indicate your level of approval of SOCO's mandate to operate research parks. Do you strongly disapprove, somewhat disapprove, approve, somewhat approve or strongly approve?

- 1) strongly disapprove
- 2) somewhat disapprove
- 3) approve
- 4) somewhat approve
- 5) strongly approve
- 6) unsure/dk

13. On the whole, would you say the number of people in Saskatchewan receiving welfare has been increasing, decreasing or staying the same over the past four years?

- 1) increasing
- 2) decreasing
- 3) staying about the same
- 4) unsure/dk

14. Have you heard about the government program called "Building Independence"?

- 1) yes
- 2) no → SKIP TO Q15
- 3) unsure/dk → SKIP TO Q15

14b. Can you tell me, what kind of program is it? **(Record response or select best fit - DO NOT READ OPTIONS)**

- 1) record response
- 2) program to address child poverty
- 3) programs to help get people off welfare
- 4) program to help support low income families
- 5) unsure/dk

15. When you think of the overall provincial highway system, are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the system?

- 1) very satisfied
- 2) somewhat satisfied
- 3) somewhat dissatisfied
- 4) very dissatisfied
- 5) unsure/dk

16. Out of a scale of 1 to 10, with 1 being very important and 10 being very unimportant, how important do you rate each of the following:

a) New highway signage.	1	2	3	4	5	6	7	8	9	10
b) Accelerated twinning.	1	2	3	4	5	6	7	8	9	10
c) Rural highway rebuilding.	1	2	3	4	5	6	7	8	9	10
d) Provincial highway repaving.	1	2	3	4	5	6	7	8	9	10

17. Overall when driving on Saskatchewan's highways do you personally feel very safe, somewhat safe, somewhat unsafe, or very unsafe?

- 1) very safe
- 2) somewhat safe
- 3) somewhat unsafe
- 4) very unsafe
- 5) unsure/dk

18. Compared to the rest of the country, do you think the education system in Saskatchewan is better, the same or worse?

- 1) better
- 2) the same
- 3) worse
- 4) unsure/dk

19. When you think of your own school education, do you believe students' education today is much better, better, worse, much worse or very little different compared to yours?

- 1) much better
- 2) better
- 3) worse
- 4) much worse
- 5) very little difference
- 6) unsure/dk

20. Do you think the quality of elementary education in Saskatchewan is generally excellent, good, adequate, poor or very poor?

- 1) excellent
- 2) good
- 3) adequate
- 4) poor
- 5) very poor
- 6) unsure/dk

21. Do you think that the quality of secondary or high school education in Saskatchewan is generally excellent, good, adequate, poor or very poor?

- 1) excellent
- 2) good
- 3) adequate
- 4) poor
- 5) very poor
- 6) unsure/dk

22. Which best describes how well prepared you think Saskatchewan high school students are for entering post-secondary institutions like colleges or universities? Do you think they are very well prepared, only somewhat prepared, somewhat unprepared or very unprepared?

- 1) very well prepared
- 2) somewhat prepared
- 3) somewhat unprepared
- 4) very unprepared
- 5) unsure/dk

23. How well prepared do you think high school students are for entering the workforce? Do you think they are very well prepared, only somewhat prepared, somewhat unprepared or very unprepared?

- 1) very well prepared
- 2) somewhat prepared
- 3) somewhat unprepared
- 4) very unprepared
- 5) unsure/dk

24. How well do you believe Saskatchewan's education system is doing in using new technology like computers and the internet to enhance learning opportunities for students? Do you think the education system is doing an...

- 1) an excellent job
- 2) a good job
- 3) an adequate job
- 4) a poor job
- 5) a very poor job
- 6) unsure/dk

25. Do you agree all schools should be the centre for the delivery of services such as access to counsellors, police resource officers, and parenting classes in order to better meet the needs of children and families?

- 1) yes
- 2) no
- 3) unsure/dk

26. Would you agree that strengthening school-based services in rural communities will contribute to the revitalization of rural Saskatchewan?

- 1) agree
- 2) disagree
- 3) unsure/dk

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

- 1) excellent
- 2) good
- 3) adequate
- 4) inadequate
- 5) unsure/dk

28. Have you heard of Prior Learning Assessment and Recognition, P.L.A.R.?

- 1) yes
- 2) no → SKIP TO Q31
- 3) unsure/dk → SKIP TO Q31

29. Where would you go to get more information about P.L.A.R.?

- 1) Universities
- 2) SIAST
- 3) Canada-Saskatchewan Career and Employment Services
- 4) Saskatchewan Labour Force Development Board
- 5) Other
- 6) unsure/dk

30. Have you, or someone you know used the P.L.A.R. process?

- 1) yes
- 2) no
- 3) unsure/dk

31. Generally speaking, if you were advising a young person today, would you recommend they choose technical education and skills training or a university education?

- 1) on-the-job training through apprenticeship
- 2) technical/skills training
- 3) professional education at a university
- 4) none of the above - do not read
- 5) unsure/dk

32. Which institution would you suggest they attend? Would you recommend SIAST/Technical training, university, apprenticeship program, out-of-province institution, regional college, private vocational school, or all of the above? **(SELECT AS MANY AS APPLY)**

- 1) SIAST/Technical institute
- 2) Apprenticeship programs
- 3) University
- 4) Out-of-province institution
- 5) Regional college
- 6) Private vocational school
- 7) all of the above
- 8) unsure/dk

33. Do you or your family members experience any barriers, which prevent you from taking post-secondary education or training?

- 1) yes
- 2) no → SKIP TO Q34
- 3) unsure/dk → SKIP TO Q34

33b. What barriers do you or your family members experience which prevent you from taking post-secondary education or training? **(Read first 8 – SELECT AS MANY AS APPLY)**

- 1) tuition
- 2) living costs
- 3) fear of debt
- 4) uncertainty of job market
- 5) don't have the time
- 6) don't have previous education or qualifications
- 7) location
- 8) age
- 9) other (please specify)
- 10) unsure/dk
- 11) none

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

- 1) cost of training
- 2) quality and relevance of training
- 3) availability of training opportunities
- 4) quality of instructors or classrooms
- 5) getting a job after training
- 6) other
- 7) unsure/dk

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

- 1) Better jobs
- 2) Higher income
- 3) Provincial economic development
- 4) Personal benefit or growth
- 5) Educated workforce
- 6) Other
- 7) unsure/dk

36. Generally speaking do you strongly approve, moderately approve, moderately disapprove, or strongly disapprove of the way the government is handling the province's finances?

- 1) strongly approve
- 2) moderately approve
- 3) moderately disapprove
- 4) strongly disapprove
- 5) unsure/dk

37. In January 2001, the provincial government lowered personal income taxes as part of its four-year personal tax reform plan. Would you say the impact on your household income has been....

- 1) very positive
- 2) positive
- 3) no impact
- 4) negative
- 5) very negative
- 6) unsure/dk

38. In your opinion, which of the following statements is most accurate?

- 4) Saskatchewan's sales tax is the highest in Canada
- 5) Saskatchewan's sales tax is about average in Canada
- 6) Saskatchewan's sales tax is lower than all other provinces except Alberta
- 7) unsure/dk

39. Do you support the provincial government's decision in its recent budget to lower income taxes for small business from 8 per cent to 6 per cent?

- 1) yes
- 2) no
- 3) unsure/dk

40. In your opinion, is Saskatchewan heading in the right direction where taxes are concerned?

- 1) yes
- 2) no
- 3) unsure/dk

41. If taxes were to be lowered further, what services would you be willing to give up, or would you accept a deficit?

- 1) record verbatim response
- 2) unsure/dk
- 3) none

42. The provincial government assists the agriculture industry through a combination of targeted tax reductions and spending on income support and stabilization programs. This provincial farm assistance has totaled \$970 million in the last three years - an average of more than \$323 million a year. In your opinion, is this level of assistance from the provincial government...

- 1) too high
- 2) too low
- 3) about right
- 4) unsure/dk

43. This year, the provincial government will spend 39 per cent of its annual budget (\$2.2 billion) on health care. In your opinion, is this level of assistance from the provincial government...

- 1) too high
- 2) too low
- 3) about right
- 4) unsure/dk

44. This year, the provincial government will spend 20 per cent of its annual budget (\$1.1 billion) on all levels of education and training. In your opinion, is this level of assistance...

- 1) too high
- 2) too low
- 3) about right
- 4) unsure/dk

45. This year, the provincial government will spend 6 per cent of its budget (\$311 million) on highways. In your opinion, is this level of assistance...

- 1) too high
- 2) too low
- 3) about right
- 4) unsure/dk

46. Given the current downturn in the global economy, should the provincial government focus be on:

- 5) Reducing taxes beyond cuts that have already been announced.
- 6) Cutting government spending.
- 7) Increasing government spending.
- 8) Making sure core public services (health, education, etc.) and infrastructure (roads, water & sewer, etc.) are maintained while holding the line taxes and other services.
- 9) unsure/dk

47. Which of the following statements most accurately reflects your viewpoint?

- 6) A deficit would be acceptable in the short term to invest in public infrastructure projects such as roads or sewer & water improvements.
- 7) A deficit would be acceptable in the short term to improve our health system.
- 8) A deficit would be acceptable in the short term to finance major tax cuts.
- 9) A deficit would be acceptable in the short term to maintain services during a significant economic downturn.
- 10) The province should not run a deficit for any reason.
- 11) unsure/dk

48. Thank-you. Now I just have a few questions to help us analyze the data. Please stop me when I reach the category under which your age falls.

- 1) 18 to 24
- 2) 25 to 34
- 3) 35 to 44
- 4) 45 to 54
- 5) 55 to 64
- 6) 65 plus
- 7) refused

49. Please stop me when I reach the category that best describes the level of education that you have completed.

- 1) Some high school (or less)
- 2) Completed high school diploma
- 3) Some technical or university education
- 4) Technical diploma
- 5) University degree
- 6) No response

50. Can you please tell me what your occupation is? **(CHECK CATEGORY THAT BEST CORRESPNDS.)**

- | | |
|--------------------------------------|----------------------------|
| 1) Management & Professional Service | 9) Farmer |
| 2) Teaching and related | 10) Homemaker |
| 3) Medical and health | 11) Student |
| 4) Clerical/sales/service | 12) Unemployed |
| 5) Natural resource related | 13) Retired |
| 6) Processing & Manufacturing | 14) Self employed |
| 7) Construction trades | 15) Civil Servant |
| 8) Transportation | 16) Other (Please specify) |
| | 17) No response |

51. Can you please tell me approximately what your current gross annual family income is?

- 1) Less than \$25,000
- 2) \$25,000 to \$49,999
- 3) \$50,000 to \$100,000
- 4) More than \$100,000
- 5) Refused

52. Are you a resident of one of the province's cities?

- | | | |
|--------------------------|-----------------|---------------------|
| 1) yes ---> (Which one?) | 1) Regina | 7) Moose Jaw |
| | 2) Saskatoon | 8) North Battleford |
| | 3) Estevan | 9) Prince Albert |
| | 4) Lloydminster | 10) Swift Current |
| | 5) Melfort | 11) Weyburn |
| | 6) Melville | 12) Yorkton |

- 1) NO - RURAL (Town, village, hamlet and farm residences) **Make sure you record community code.**

53. Does anyone in your household spend one half or more of their working time in farming?

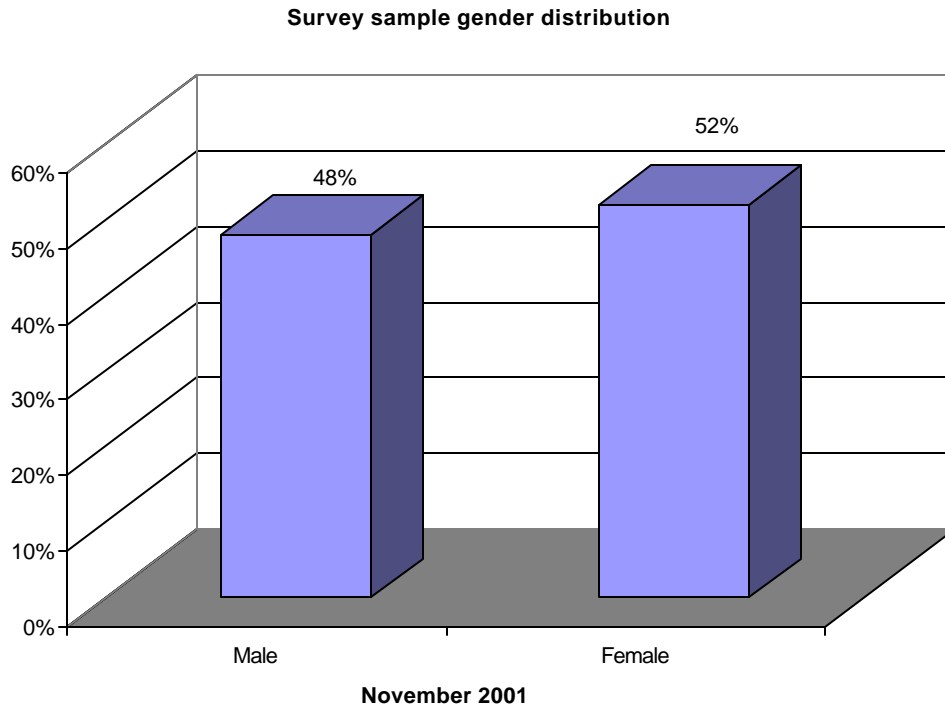
- 1) yes
- 2) no

This concludes our survey interview. On behalf of the Government of Saskatchewan and Fast Consulting, thank you very much for taking time to give us your opinions. They are important and appreciated. Have a pleasant evening.

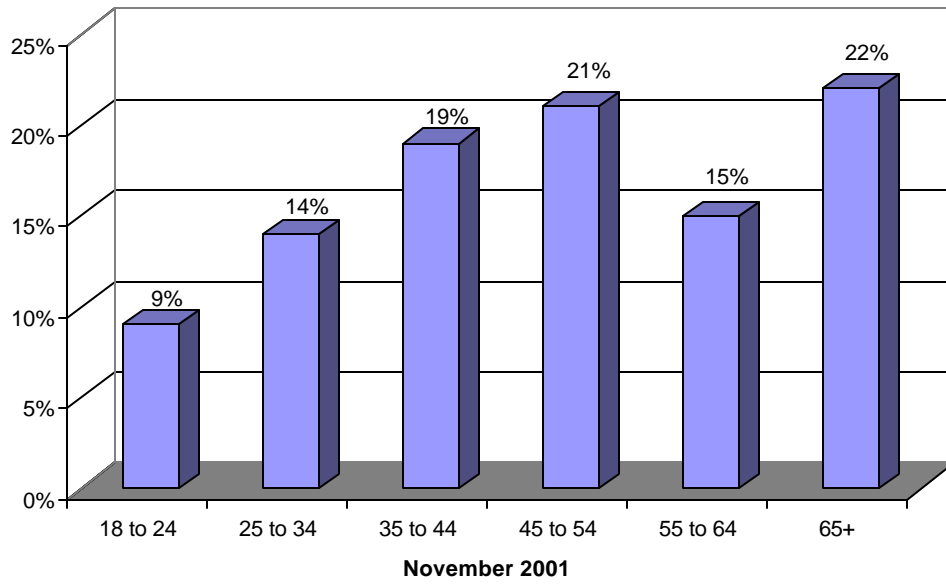
APPENDIX II SURVEY DEMOGRAPHICS

The omnibus public opinion sample frame is constructed to facilitate proportionate representation of various demographic characteristics evident within the province of Saskatchewan. This ensures that opinions of all the various types of residents in Saskatchewan are proportionately represented in the statistical measurements documented in this report. The demographic distributions from the survey sample generally parallel the province's actual population distributions, as measured by Statistics Canada census data.

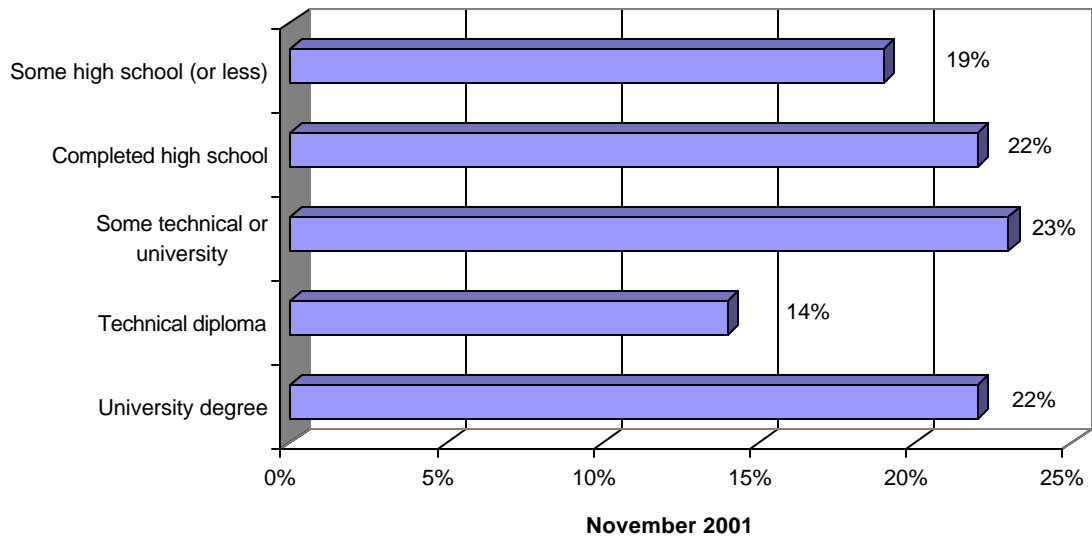
The omnibus survey sample size of 1,000 people yields public opinion measurements with a statistical level of confidence of 95 percent within an overall margin of error for the point estimates contained in this report of plus or minus 3.1 percentage points.



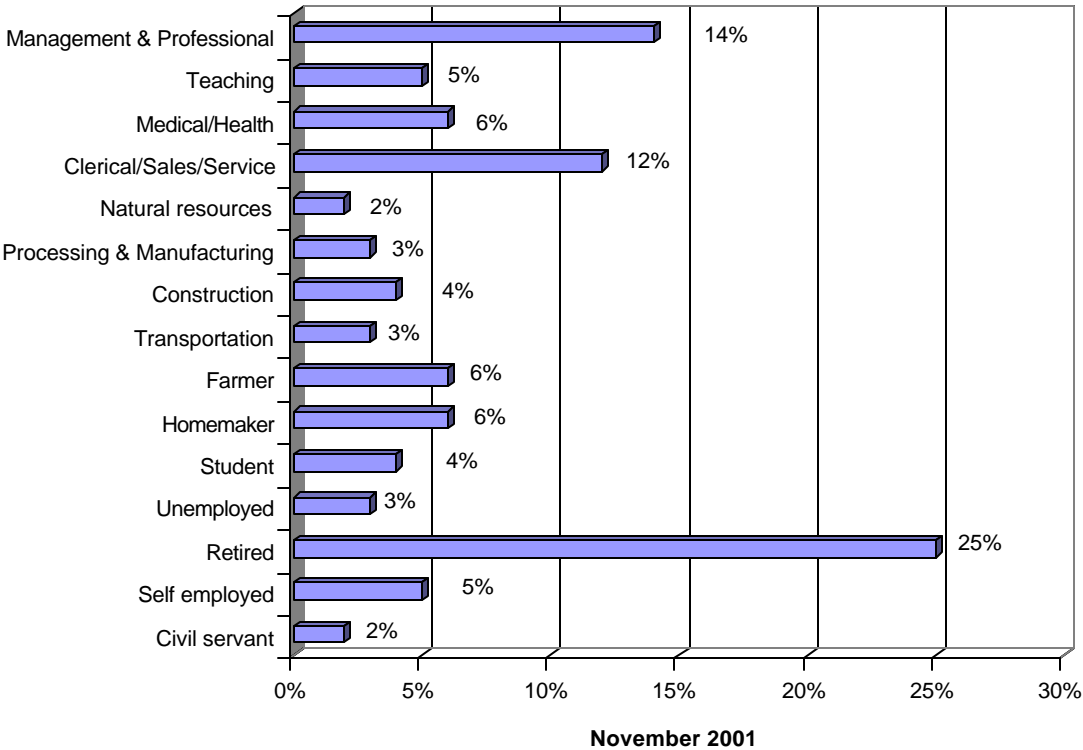
Survey sample age distribution



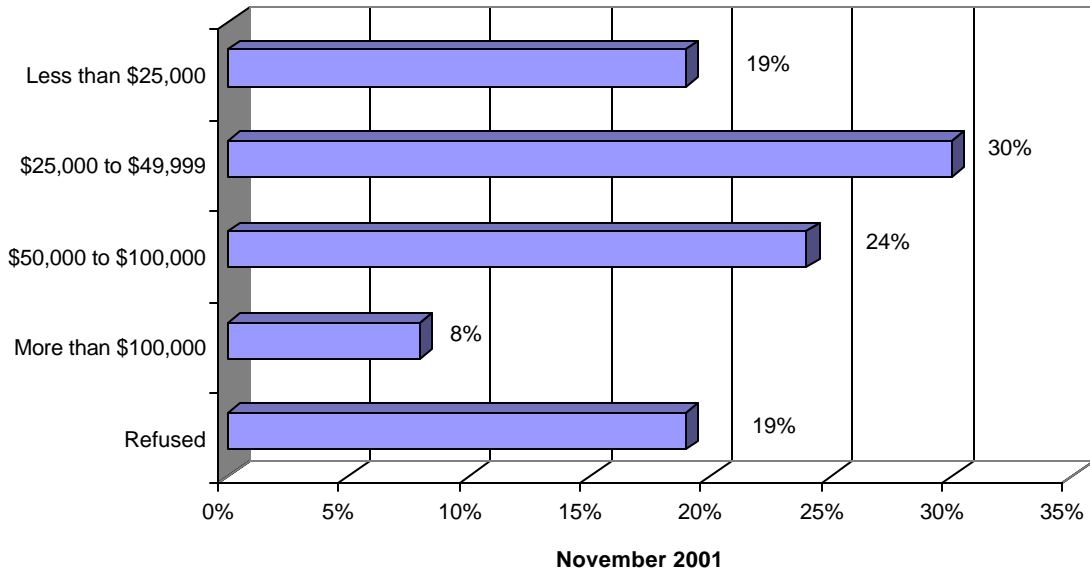
Survey sample education distribution



Survey sample occupation distribution



Survey sample income distribution



Survey sample regional distribution

