

EXECUTIVE SUMMARY

Methodology

In June 2006, Itracks conducted a telephone survey of Saskatchewan residents, which was commissioned by Saskatchewan Industry and Resources (SIR). The main objectives of the survey are:

- To assess perceptions towards Saskatchewan's economic performance and prospects
- To determine what factors Saskatchewan residents view as important to our economic growth
- To determine the awareness of current examples of innovation in the province and the importance placed on innovation and technology on our economic future
- To assess the attitudes of Saskatchewan residents on youth attraction and retention in our labour force

In total, Itracks completed 821 surveys divided into the following demographic groups:

- *General population:* 400 completed interviews (subdivided into urban and rural groups)
- *Youth, ages 16-29:* 151 completed interviews (79 of these are also included in the general population results)
- *Small business employing under 20 employees:* 249 completed interviews
- *Larger businesses with 20 or more employees and that export outside Saskatchewan:* 100 completed interviews

The margins of error for these surveys, at 95% confidence level, were:

<u>Respondent Type</u>	<u>Sample Size</u>	<u>Margin of Error</u>
General population	400	+/- 4.9%
Youth	151	+/- 7.9%
Small business	249	+/- 6.1%
Large business	100	+/- 9.6%

Major findings

Perceptions on the State of the Economy

- Both the general population and the business community were generally optimistic about the state of Saskatchewan's economy in the past year, and were even more optimistic about 2006.
- 74.1% of the general public, 76.8% of the youth, 69.0% of the small businesses and 79.0% of the large businesses believed that Saskatchewan's economy had improved or stayed the same last year.
- 78.3% of the general public, 83.5% of the youth, 77.9% of the small businesses and 87.0% of the large businesses expected that Saskatchewan's economy would improved or stayed the same in 2006.
- The largest proportion of respondents still identified agriculture as Saskatchewan's largest and most important industry, even though oil and gas and mining have overtaking agriculture in terms of contribution to provincial GDP.

Factors Important to Economic Growth

- Among the general population, “encouraging youth to make their careers in Saskatchewan” (65.8%), and “diversifying our economy beyond resources industries” (61.5%), and “lowering the cost of doing business” (52.0%) were considered the most important factors that would help grow the economy. Business respondents also considered these three factors to be most important, but “lowering the cost of doing business” was their No. 1 priority.
- Respondents generally agreed that Saskatchewan had a highly educated workforce, Saskatchewan people had a strong work ethic, Saskatchewan businesses produced innovative products and services, and Saskatchewan research facilities conducted innovative research.
- Among the general population, respondents who agreed Saskatchewan had a highly skilled workforce outnumbered those who disagreed (36.1% vs. 25.8%). However, more small business respondents (33.7%) disagreed with that statement than those who agreed (27.3%).
- An overwhelming majority (93.0% of the general population, 91.4% of the youth respondents, 89.2% of the small businesses, and 88.0% of the large businesses) agreed that the provincial government should promote Saskatchewan to other parts of Canada as a good place to live, work and do business.
- The majorities of the business respondents were aware of the recent tax cuts and agreed that it would help attract investment (71.1% of the small businesses and 72.0% of the large businesses).

Awareness of Saskatchewan Innovation and its Importance in Economic Development

- The vast majority of respondents considered it important to encourage innovation and technological advancement (general public: 80.3%, youth: 78.8%, small business: 81.5%, and large business: 89.0%).
- However, when asked to identify the single most important factor in helping grow Saskatchewan’s economy innovation and technological advancement ranked 5th (public) or 6th (business) out of six options.
- A majority of general public and business respondents agreed that Saskatchewan businesses produce innovative products and services.
- General awareness of Saskatchewan’s achievements in science and technology was good. The majority of respondents were aware of the CLS synchrotron and Saskatchewan’s international reputation in agricultural biotechnology.
- Youth showed the lowest level of awareness of Saskatchewan’s achievements in science and technology.

Attitudes on Youth Attraction and Retention

- In spite of overall optimism about the province’s economic performance, the general public and youth in particular were not entirely satisfied with the career opportunities for young people in the province. Business respondents, however, believed that opportunities for youth employment had improved and were currently good.
- A majority of business respondents found it difficult to find qualified youth employees (small business: 51.8%; large business: 55.0%). Most of the large businesses (57.0%) also indicated that they would be interested in learning more about how to attract and retain youth employees.
- A relatively high percentage of the youth surveyed indicated that they saw themselves outside of Saskatchewan in five years (38.4%). However, the majorities of them would stay if there were more career opportunities (85.9%).

- Youth respondents believed that the most important factors in a job were: a friendly work environment (94.7%), interesting and challenging work (90.7%), opportunities for advancement (89.4%), training or learning opportunities (88.8%), and wage/salary (86.1%).
- The public, youth and businesses all agreed that the key factors in influencing young people to leave Saskatchewan were: higher salaries, better job opportunities, and better career advancement opportunities.
- The public, youth and businesses also agreed that key factors in influencing young people to stay in Saskatchewan were: family, cost of living, job opportunities, and quality of life.
- An overwhelming majority of respondents considered it important to encourage youth to pursue their careers in Saskatchewan (public: 88.1%, youth: 92.7%, small businesses: 85.2%, and large businesses: 92.0%).

INTRODUCTION

Research Objectives

In June 2006, Itracks conducted a telephone survey of Saskatchewan residents, which was commissioned by Saskatchewan Industry and Resources (SIR). The main objectives of the survey are:

- To assess perceptions towards Saskatchewan's economic performance and prospects
- To determine what factors Saskatchewan residents view as important to our economic growth
- To determine the awareness of current examples of innovation in the province and the importance placed on innovation and technology on our economic future
- To assess the attitudes of Saskatchewan residents on youth attraction and retention in our labour force

Survey results will be used by SIR to assist in developing marketing plans to encourage economic growth and attract and retain youth.

Survey Instrument

The questionnaire was designed by Itracks' research team, in conjunction with Saskatchewan Industry and Resources. The survey contained about 50 questions for the general public, 65 questions for respondents who were under the age of 30, and 50 questions for business respondents.

Sample

A random sample of 2,000 Saskatchewan residences and 3,000 Saskatchewan businesses, excluding records from the Weyburn/Big Muddy constituency, was sourced from Marketing Systems Group (Genesys). An additional 1,500 business records targeting companies with 20 employees or more were sourced during the mid-point of field work, and an additional 2,000 residential records targeting households with residents aged 16-29 were sourced as well during the mid-point of the fieldwork.

The survey respondents can be divided into four segments:

1. General population: Random sample of Saskatchewan residents;
2. Youth: Respondents that were between the ages of 16 and 29;
3. Small business: Businesses that have less than 20 employees; and
4. Large business: Businesses that had 20 or more employees and provided goods or services to out of Saskatchewan.

A total of 400 completes for the general public survey. In addition, 72 extra youth interviews were completed to bring the total number of youth interviews to 151. For the business survey portion, 249 interviews were completed with small business owners, and 100 interviews were completed with large businesses. The margins of error for these surveys, at 95% confidence level, were:

<u>Respondent Type</u>	<u>Sample Size</u>	<u>Margin of Error</u>
General population	400	+/- 4.9%
Youth	151	+/- 7.9%
Small business	249	+/- 6.1%
Large business	100	+/- 9.6%

Survey Fieldwork

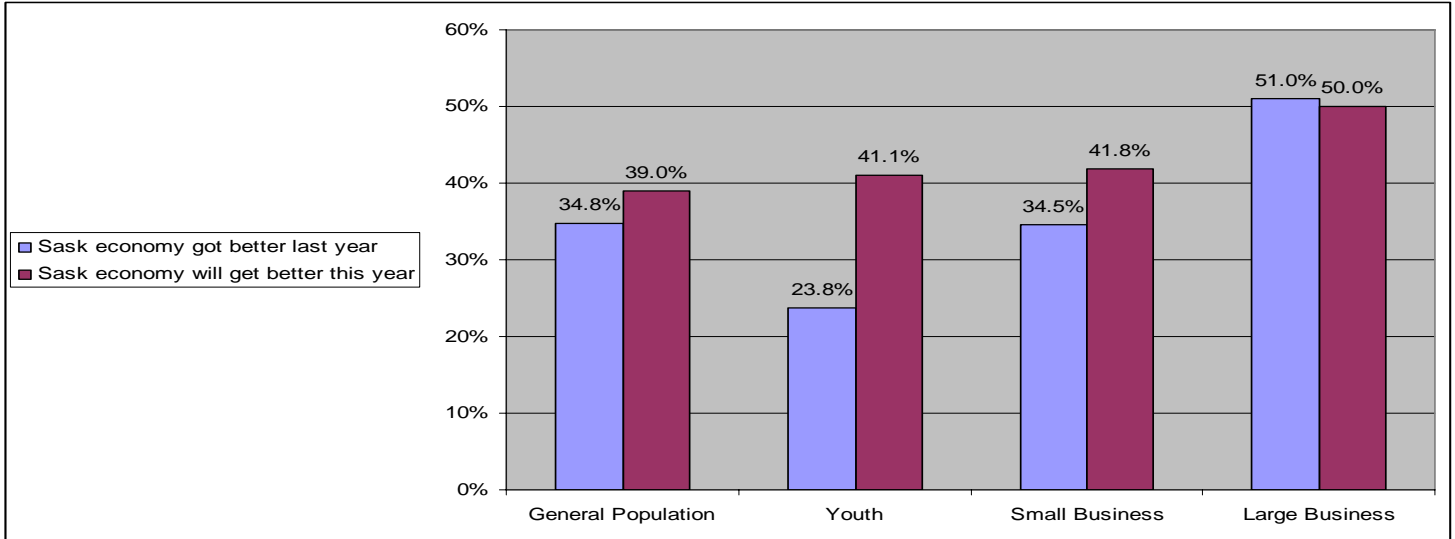
The project was conducted by Itracks between June 7th and June 20th, 2006. The survey was conducted using Itracks' Online CATI (Computer Assisted Telephone Interview) software. 10% of the completed interviews were monitored for quality control purposes.

SECTION 1. GENERAL QUESTIONS

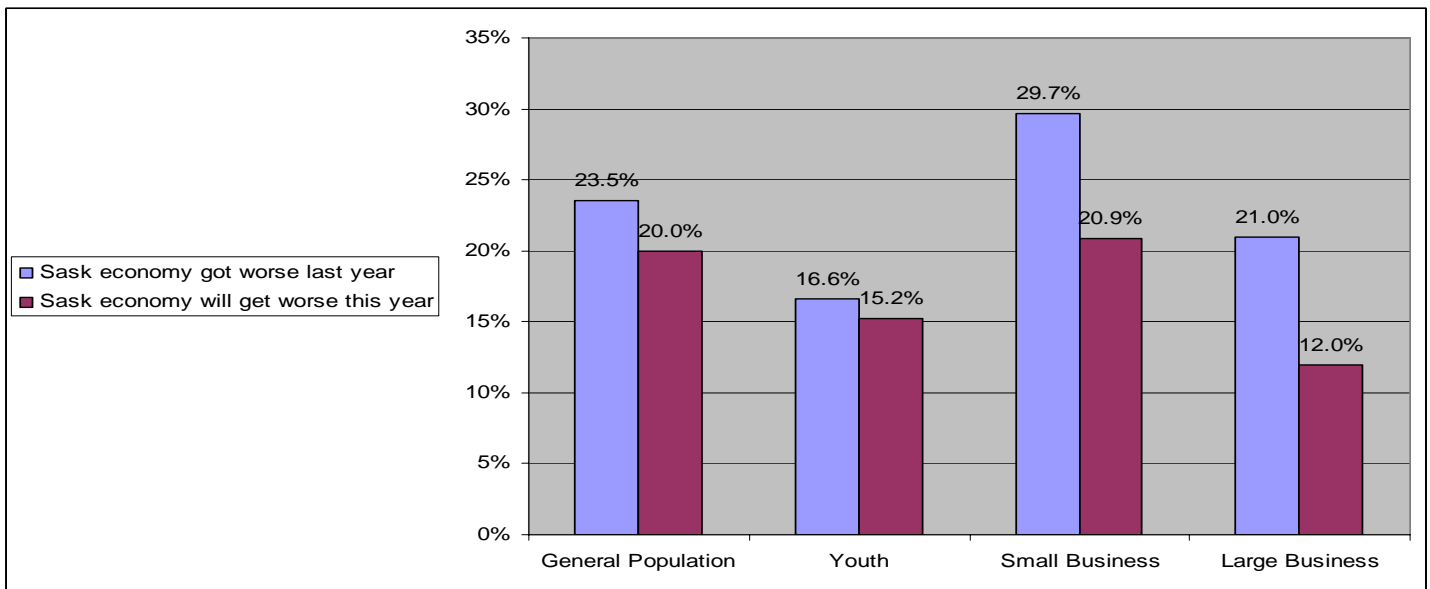
Last year do you believe Saskatchewan’s economy got better, got worse or stayed the same?

This year, in 2006, do you expect Saskatchewan’s economy will get better, get worse or stay the same?

Got Better/Will Get Better



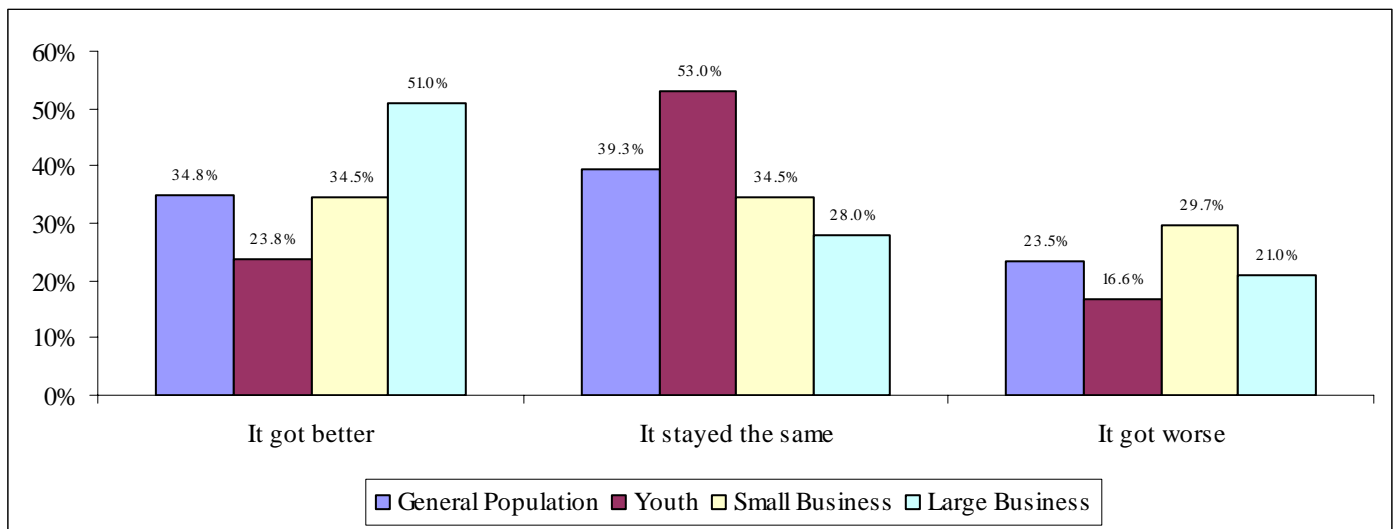
Got Worse/Will Get Worse



Respondents were first asked 2 questions about Saskatchewan’s economy – last year and their expectations for this year (2006). The above 2 chart looks at those respondents who thought the economy got better and those who thought it got worse last year compared to those who think it will get better or worse in 2006.

All groups except large businesses had higher expectations for the current year versus the previous year. On the pessimistic side, a larger proportion of respondents in all groups thought the economy got worse last year versus those who think the economy will get worse this year (2006).

Last year do you believe Saskatchewan's economy got better, got worse or stayed the same?



Respondents were first asked if they believed Saskatchewan's economy had gotten better, gotten worse or stayed the same over the past year.

General population: More than one-third of the respondents (34.8%) indicated that they believed it had gotten better, while 23.5% believed it had gotten worse. Approximately 40% of the respondents (39.3%) did not see any changes in the state of the economy in the province.

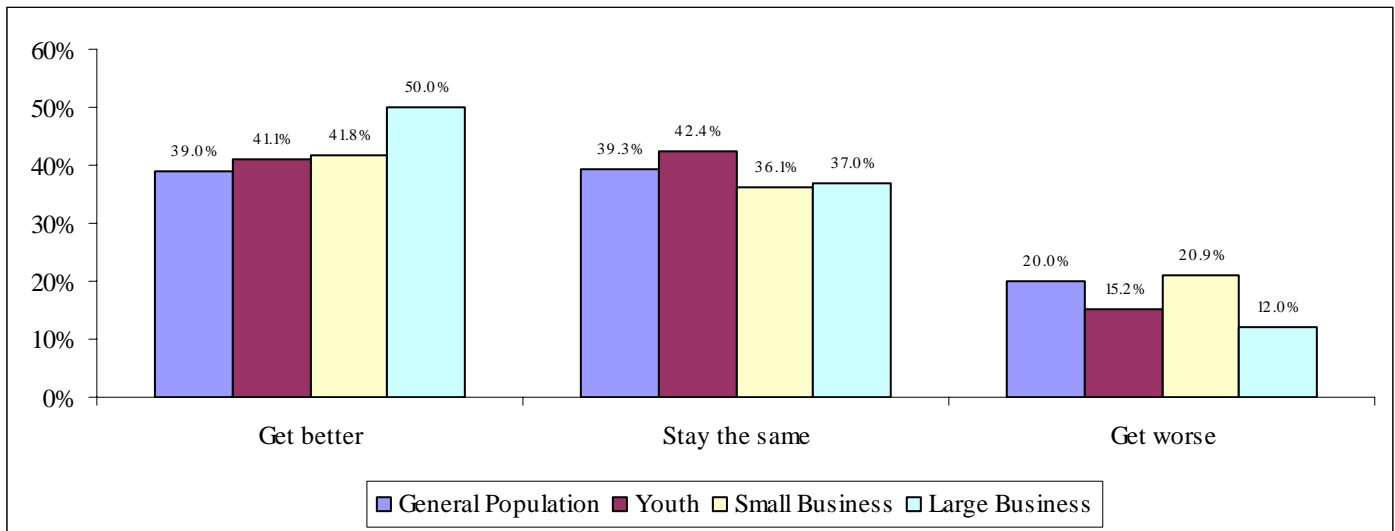
The answer to this question was found to be correlated to the age of the respondent. The older the respondent was, the higher likelihood that he/she believed that the economy had gotten better.

Youth: Youth respondents were more likely than the general population to have believed that the economy had stayed the same (53.0% vs. 39.3%). The proportions of youth respondents who believed that the economy had gotten better or worse were both smaller than those for the general population.

Small business: No statistically significant differences were found between the results from the small business respondents and those from the general population.

Large business: Large businesses that sold goods or services to outside of Saskatchewan were most optimistic about the current state of the economy, with 51.0% of the respondents saying that the economy had gotten better last year.

This year, in 2006, do you expect Saskatchewan's economy will get better, get worse or stay the same?



Respondent were then asked if they expected Saskatchewan's economy to get better, get worse or stay the same in 2006.

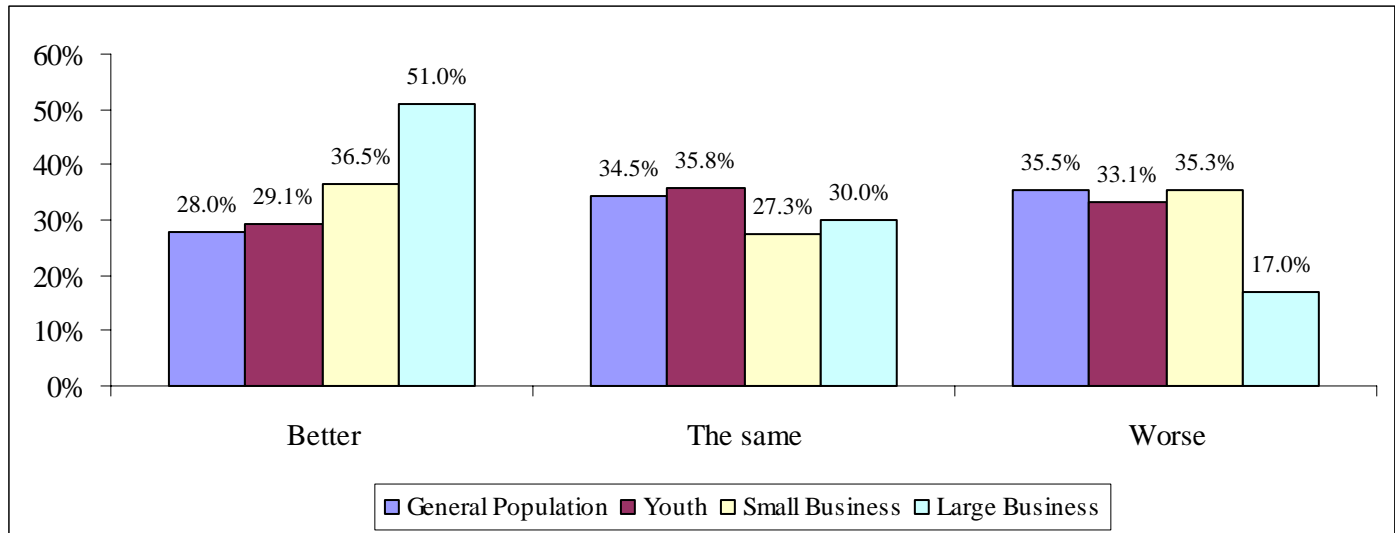
General population: Nearly twice as many respondents believed that it would get better than respondents who believed it would get worse (39.0% vs. 20.0%).

Small business: Results from the small business respondents were not statistically different than those from the general public.

Youth: Results from the youth respondents were not statistically different than those from the general public.

Large business: Again, large businesses were more likely to have expected the economy to get better this year (50.0%).

Thinking back over the past two years, do you believe opportunities in Saskatchewan for young people to find a job are better, worse or the same?



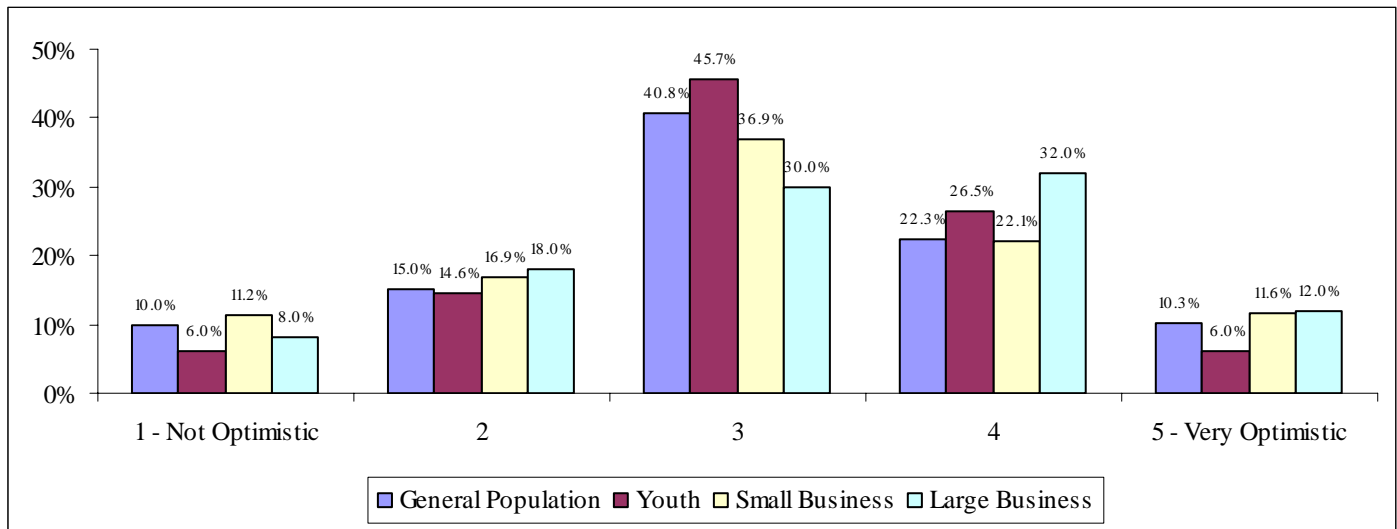
General population: Even though respondents were generally optimistic about the current state of the economy in the province, there were more respondents who believed that opportunities in Saskatchewan for young people to find a job were worse than those who believed that they were better (35.5% vs. 28.0%).

Youth: There were no significant difference between the perceptions of the youth and those of the general population.

Small business: Small business respondents were significantly more optimistic than the general public about the opportunities in Saskatchewan for young people to find a job. Slightly more small business respondents believed that they were better than respondents who believed that they were worse (36.5% vs. 35.3%).

Large business: Large businesses were 3 times more likely to believe that employment opportunities had improved over the past two years (51.0%), than to believe that they had gotten worse (17.0%).

How optimistic are you about the future of Saskatchewan’s economy in the next few years?



General population: When asked how optimistic they were about the future of Saskatchewan’s economy in the next few years, 32.6% of the respondents were “very” or “somewhat” optimistic, while 25.0% were not optimistic.

Youth: Results from the youth respondents were not statistically different than those from the general public.

Small business: Results from the small business respondents were not statistically different than those from the general public.

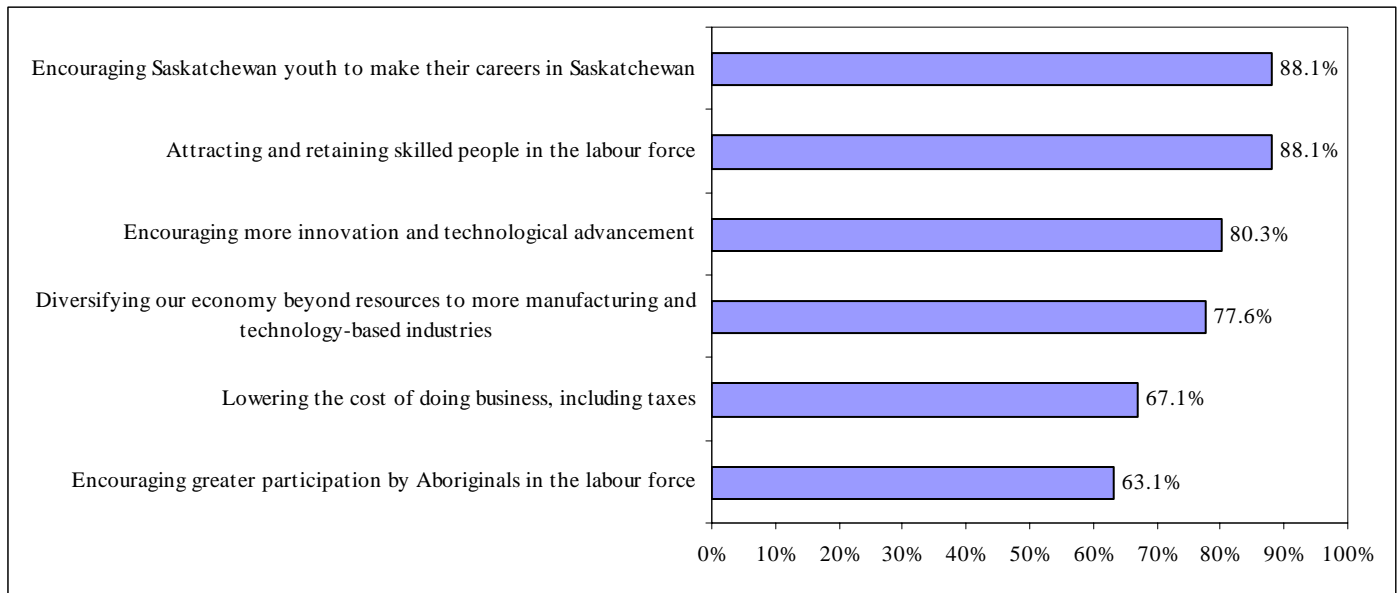
Large business: Large businesses were most optimistic about the future of the province’s economy in the next few years (44.0%).

The mean optimistic ratings for each of the 4 groups were not significantly different and are as follows:

General Population	3.1
Youth	3.1
Small Business	3.1
Large Business	3.2

How important do you believe the following factors are in helping to grow Saskatchewan’s economy?

Percentages of General Population who had rated the factors “Important” or “Very Important”



Percentages of respondents who had rated the factors “important” or “very important” by type of respondent

	Type of Respondent			
	General Population	Youth	Small Business	Large Business
Encouraging Saskatchewan youth to make their careers in Saskatchewan	88.1%	92.7%	85.2%	92.0%
Attracting and retaining skilled people in the labour force	88.1%	89.4%	87.2%	91.0%
Encouraging more innovation and technological advancement	80.3%	78.8%	81.5%	89.0%
Diversifying our economy beyond resources to more manufacturing and technology-based industries	77.6%	68.2%	83.5%	89.0%
Lowering the cost of doing business, including taxes	67.1%	68.2%	80.0%	80.0%
Encouraging greater participation by Aboriginals in the labour force	63.1%	73.5%	57.4%	66.0%

General population: The general population had rated “attracting and retaining skilled people in the labour force” and “encouraging Saskatchewan youth to make their careers in Saskatchewan” the highest (88.1%), followed by “encouraging more innovation and technological advancement” (80.3%).

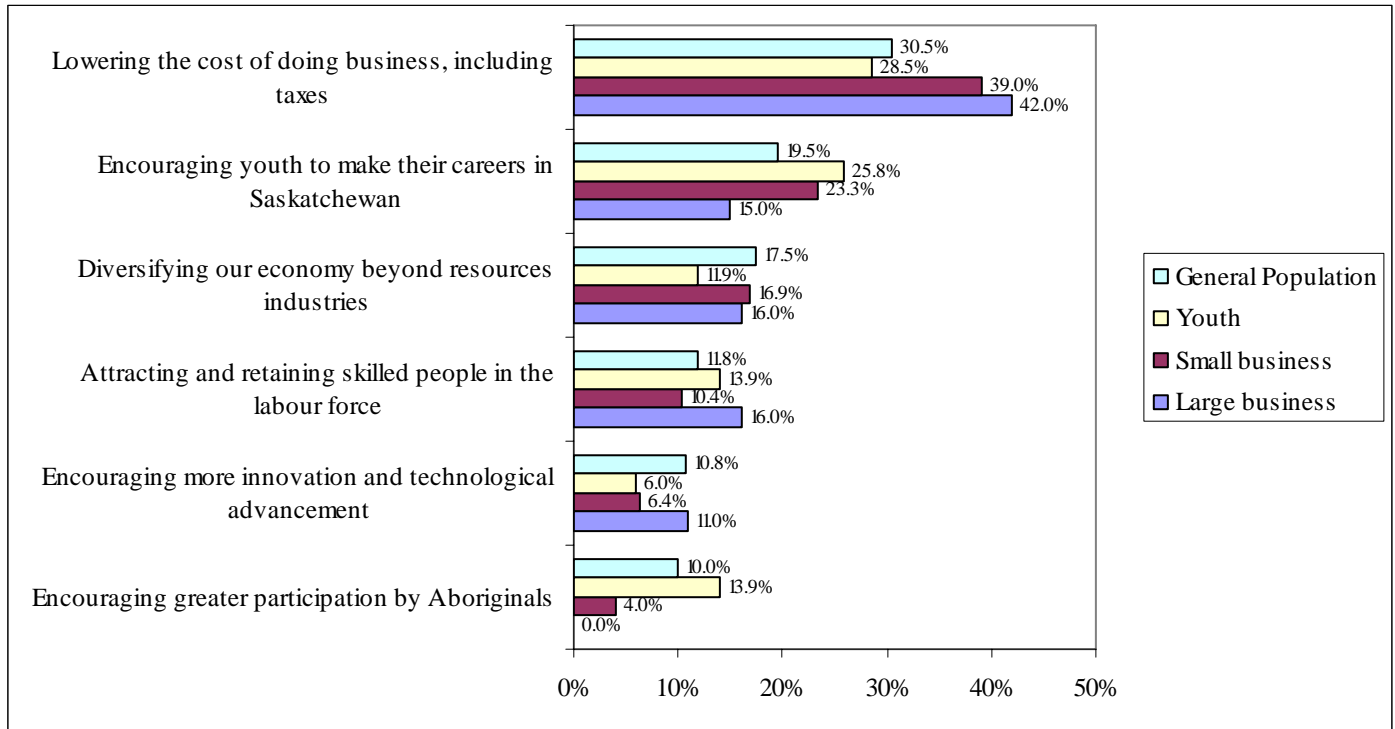
Youth: Youth respondents were more likely than the general population to have rated the importance of “encouraging greater participation by Aboriginals in the labour force” high, while they were less like to have considered “diversifying our economy” important (68.2%).

Small business: Small business respondents were significantly more likely than the general population to have believed that “lowering the cost of doing business” was important (80.0%), while they were less likely to have considered “encouraging greater participation by Aboriginal in the labour force” important (57.4%).

Large business: Large business respondents were more likely than the general population to have considered “lowering the cost of doing business, including taxes”, “encouraging more innovation and technological advancement”, and “diversifying our economy beyond resources to more manufacturing and technology-based industries” important (80.0%, 89.0%, and 89.0% respectively).

Most important factors in helping to grow Saskatchewan's economy

Most important factors in helping to grow Saskatchewan's economy – First response only



Most important factors in helping to grow Saskatchewan's economy – All responses

		Type of Respondent							
		General Population		Youth		Small business		Large business	
		N	%	N	%	N	%	N	%
Most important factors in helping to grow Saskatchewan's economy - all responses	Encouraging youth to make their careers in Saskatchewan	263	65.8%	107	70.9%	145	58.2%	54	54.0%
	Diversifying our economy beyond resources industries	246	61.5%	76	50.3%	152	61.0%	65	65.0%
	Lowering the cost of doing business, including taxes	208	52.0%	73	48.3%	181	72.7%	66	66.0%
	Attracting and retaining skilled people in the labour force	197	49.3%	72	47.7%	109	43.8%	53	53.0%
	Encouraging greater participation by Aboriginals	146	36.5%	73	48.3%	60	24.1%	20	20.0%
	Encouraging more innovation and technological advancement	140	35.0%	52	34.4%	100	40.2%	42	42.0%
	Total	400	100.0%	151	100.0%	249	100.0%	100	100.0%

When only the **first response** is analyzed, all four groups of respondents agreed that the #1 most important factor in helping to grow Saskatchewan's economy was "lowering the cost of doing business, including taxes" (30.5% for general population, 28.5% for youth, 39.0% for small businesses and 42.0% for large businesses).

General population: When **all responses** are analyzed, the top three most important factors were: "encouraging youth to make their careers in Saskatchewan" (65.8%), "diversifying our economy beyond resources industries" (61.5%), and "lowering the cost of doing business, including taxes" (52.0%).

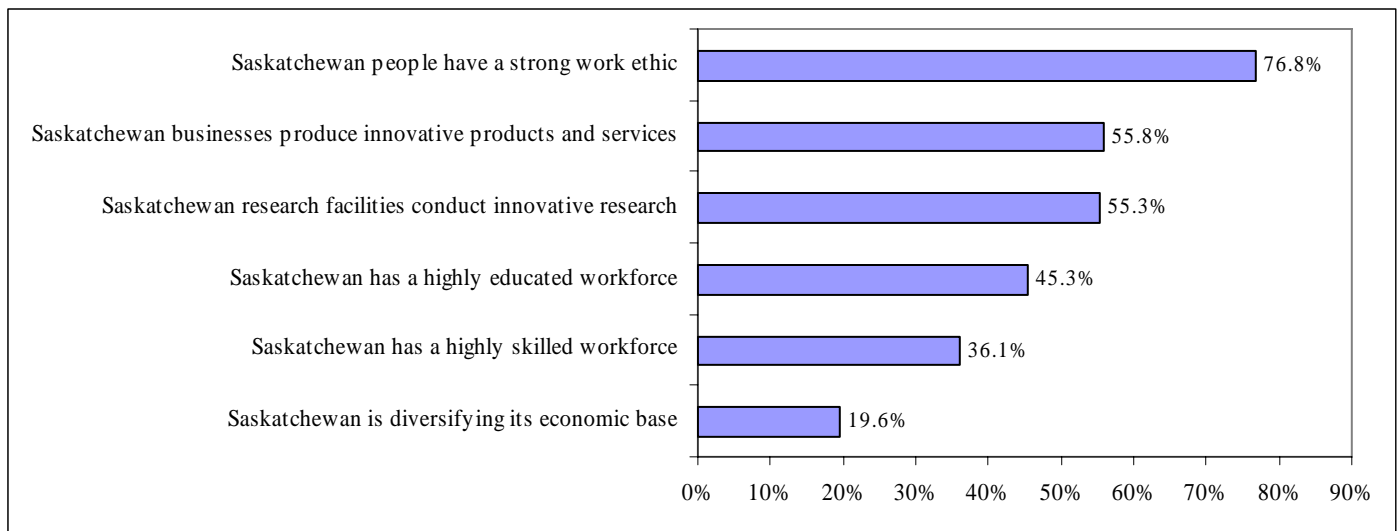
Youth: Youth respondents were more likely to have suggested that "encouraging youth to make their careers in Saskatchewan" and "encouraging greater participation by Aboriginals" were important factors (70.9% and 48.3% respectively).

Small business: Small business respondents tended to be more likely to have mentioned "lowering the cost of doing business" as the most important factor in helping to grow the province's economy (72.7%). The next two most important factors, according to the small business respondents, were: "diversifying our economy" (61.0%), and "encouraging youth to make their careers in Saskatchewan" (58.2%).

Large business: No statistically significant differences were found between the results from the large businesses and those from the small business respondents.

Please indicate how much you agree or disagree with the following 6 statements about Saskatchewan

Percentages of General Population who had indicated "**Somewhat Agree**" or "**Strongly Agree**"



Percentages of respondents who had indicated “**Somewhat Agree**” or “**Strongly Agree**” by type of respondent

	Type of Respondent			
	General Population	Youth	Small Business	Large Business
Saskatchewan people have a strong work ethic	76.8%	74.2%	74.3%	76.0%
Saskatchewan businesses produce innovative products and services	55.8%	45.7%	57.9%	58.0%
Saskatchewan research facilities conduct innovative research	55.3%	49.7%	51.8%	56.0%
Saskatchewan has a highly educated workforce	45.3%	45.0%	39.3%	42.0%
Saskatchewan has a highly skilled workforce	36.1%	41.7%	27.3%	31.0%
Saskatchewan is diversifying its economic base	19.6%	22.6%	16.5%	18.0%

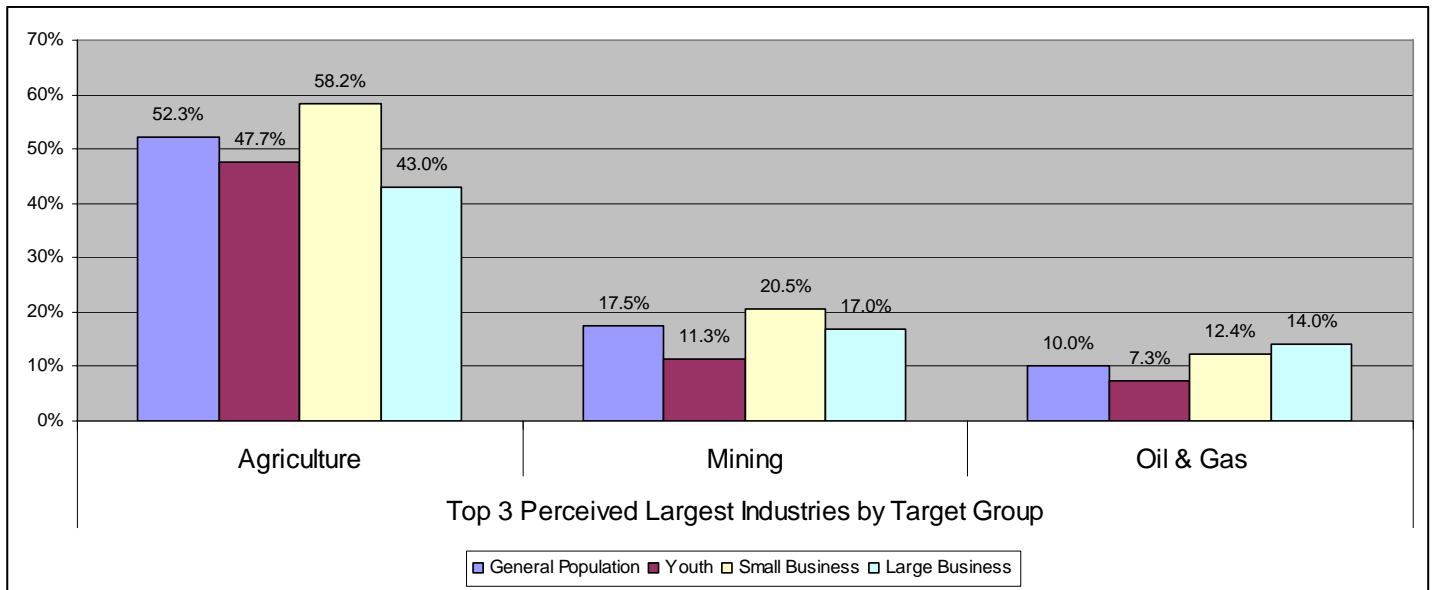
General population: The general population were most likely to have agreed that “Saskatchewan people have a strong work ethic” (76.8%), followed by “Saskatchewan businesses produce innovative products and services” (55.8%) and “Saskatchewan research facilities conduct innovative research” (55.3%).

Youth: Youth respondents were less likely than the general population to have agreed with the statement that “Saskatchewan businesses produce innovative products and services” (45.7%).

Small business: Small business respondents were less likely to have agreed that “Saskatchewan has a highly skilled workforce” than the general population (27.3% vs. 36.1%).

Large business: Similar to small business respondents, large business respondents were also less likely to have agreed that “Saskatchewan has a highly skilled workforce” than the general population (31.0% vs. 36.1%).

What do you think is Saskatchewan's Largest industry?



		Type of Respondent							
		General Population		Youth		Small business		Large business	
		N	%	N	%	N	%	N	%
What do you think is Saskatchewan's largest industry?	Agriculture	209	52.3%	72	47.7%	145	58.2%	43	43.0%
	Mining	70	17.5%	17	11.3%	51	20.5%	17	17.0%
	Oil & gas	40	10.0%	11	7.3%	31	12.4%	14	14.0%
	Service sector	10	2.5%	7	4.6%	3	1.2%	4	4.0%
	Government	10	2.5%	3	2.0%	2	.8%	4	4.0%
	Forestry	10	2.5%	5	3.3%	2	.8%	3	3.0%
	Manufacturing	7	1.8%	4	2.6%	0	.0%	1	1.0%
	Technology/IT	3	.8%	1	.7%	1	.4%	1	1.0%
	Construction	2	.5%	0	.0%	1	.4%	1	1.0%
	Tourism	1	.3%	0	.0%	1	.4%	3	3.0%
	Education	0	.0%	0	.0%	1	.4%	0	.0%
	Don't Know	34	8.5%	28	18.5%	8	3.2%	7	7.0%
	Other	4	1.0%	3	2.0%	3	1.2%	2	2.0%
	Total	400	100.0%	151	100.0%	249	100.0%	100	100.0%

General population: When respondents were asked what Saskatchewan's largest industry was, more than half of them (52.3%) suggested it was agriculture. Mining and oil & gas were mentioned by the second and third largest proportion of the respondents (17.5% and 10.0%).

Less than one-tenth of the respondents (8.5%) indicated that they were unsure what the largest industry in the province was.

While both male and female respondents had selected agriculture and mining of the top two largest industries, male respondents were more likely than female respondents to have selected oil & gas as one of the largest industries (14.1% vs. 6.7%).

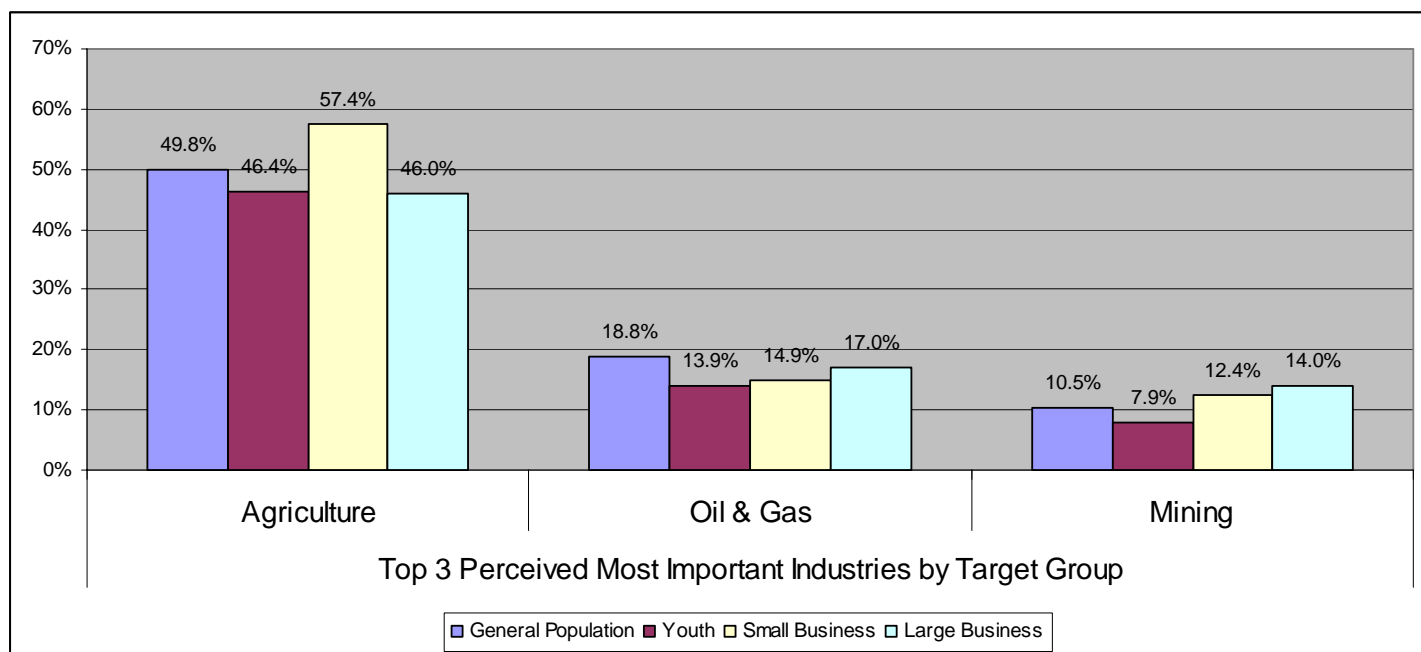
The response to this question tended to be correlated to the education and income of the respondent. The higher the education and income were, the more likely that the respondent had considered mining as one of the largest industries in Saskatchewan.

Youth: No statistically significant differences were found in the answers from the youth respondents, even though youth respondents appeared to be more likely to have answered “don’t know” (18.5%).

Small business: No statistically significant differences were found in the answers from the small business respondents.

Large business: Large businesses were less likely to have considered agriculture as the largest industry in the province, even though the largest proportion of large businesses still believed so (43.0%).

What do you think is Saskatchewan's Most Important industry?



		Type of Respondent							
		General Population		Youth		Small business		Large business	
		N	%	N	%	N	%	N	%
What do you think is Saskatchewan's most important industry?	Agriculture	199	49.8%	70	46.4%	143	57.4%	46	46.0%
	Oil & gas	75	18.8%	21	13.9%	37	14.9%	17	17.0%
	Mining	42	10.5%	12	7.9%	31	12.4%	14	14.0%
	Manufacturing	14	3.5%	4	2.6%	4	1.6%	5	5.0%
	Forestry	9	2.3%	3	2.0%	3	1.2%	1	1.0%
	Technology/IT	9	2.3%	4	2.6%	3	1.2%	2	2.0%
	Government	3	.8%	4	2.6%	3	1.2%	0	.0%
	Tourism	3	.8%	2	1.3%	2	.8%	1	1.0%
	Education	3	.8%	2	1.3%	2	.8%	1	1.0%
	Service sector	0	.0%	1	.7%	2	.8%	3	3.0%
	Construction	0	.0%	0	.0%	1	.4%	1	1.0%
	Don't Know	37	9.3%	25	16.6%	8	3.2%	5	5.0%
	Other	6	1.5%	3	2.0%	10	4.0%	4	4.0%
	Total	400	100.0%	151	100.0%	249	100.0%	100	100.0%

General population: Respondents were then asked what Saskatchewan's most important industry was. Again, the largest proportion of the respondents (49.8%) indicated it was agriculture. However, there were more respondents who believed that the oil & gas industry was the most important sector than those who considered mining to be the most important.

Similar to the previous questions, a higher proportion of the male respondents than female respondents had selected oil & gas as the most important industry in Saskatchewan (24.9% vs. 13.9%).

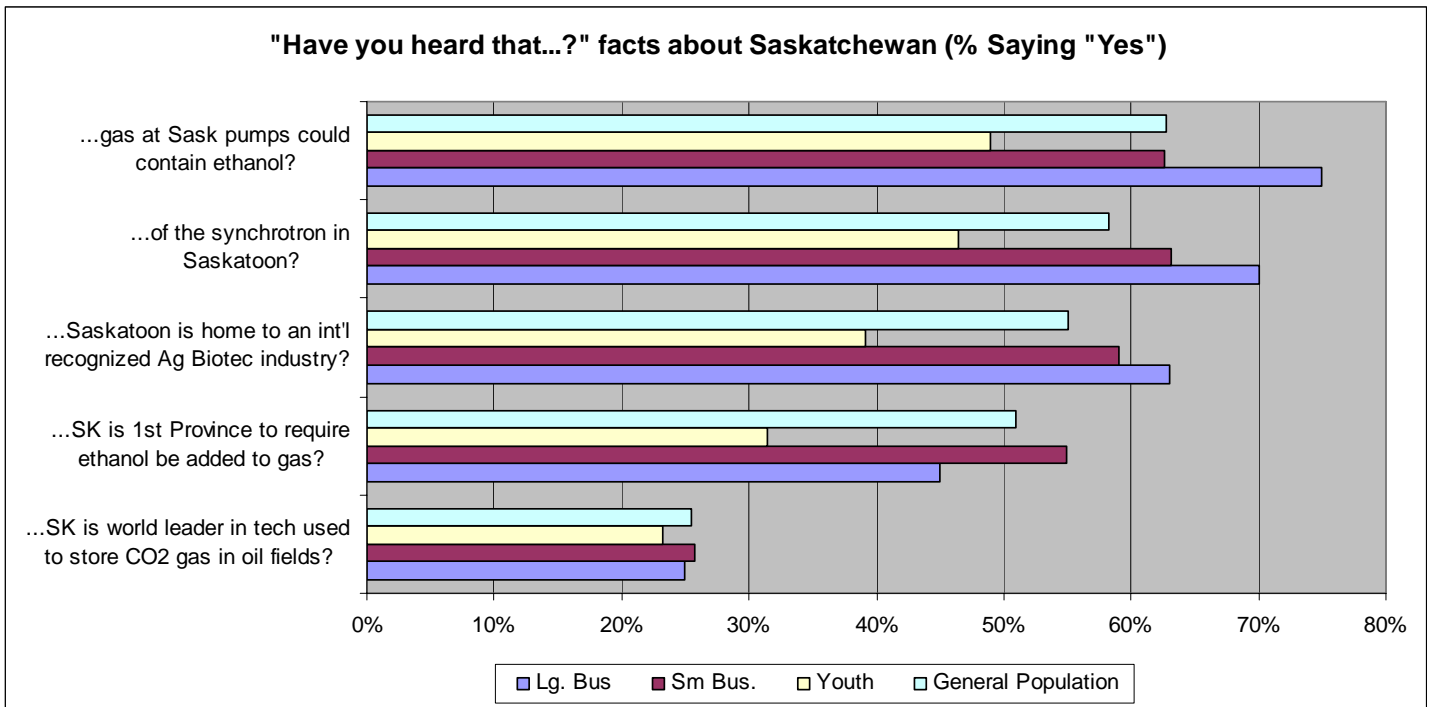
Respondents who had a university or higher education were more likely than other respondents to have considered oil & gas as the most important industry (31.1% vs. 18.8% average). The same also applied to respondents who had a household income of \$80,000 or more (32.8% vs. 18.8% average).

Youth: No statistically significant differences were found in the answers from the youth respondents. However, youth respondents were more likely to be unsure of what the Saskatchewan's most important industry was (16.6%).

Small business: No statistically significant differences were found in the answers from the small business respondents.

Large business: No statistically significant differences were found in the answer from the large business respondents.

Awareness of 5 Saskatchewan Business Facts

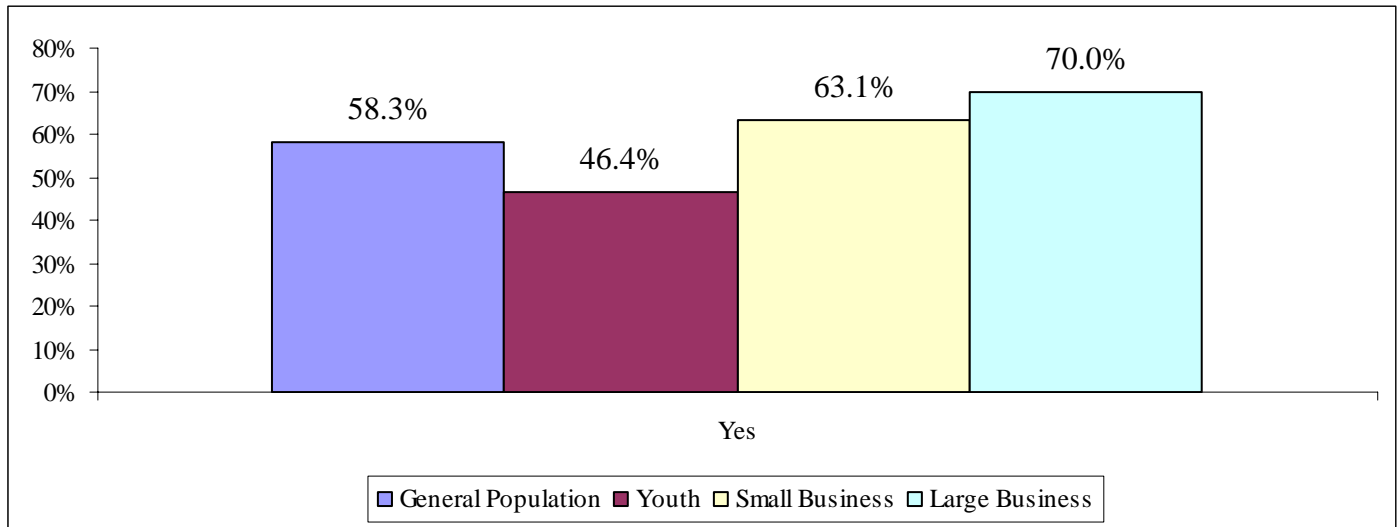


Generally speaking, business respondents were the most aware of the 5 business facts about Saskatchewan, with higher awareness scores for all questions except “Saskatchewan being the first province to require ethanol to be added to gasoline”.

For 4 of the 5 questions, respondents had awareness levels in the 40% to 70% range. Awareness of Saskatchewan being a world leader in technology used to store Carbon Dioxide gas in oil fields was equally lowest at around 25% awareness for all target groups.

For all 5 business facts about Saskatchewan, youth had the lowest awareness of all target groups.

More detailed analysis of these 5 questions follow below.

Have you heard of the Canadian Light Source synchrotron in Saskatoon?

General population: Nearly three-fifths of the respondents (58.3%) indicated that they had heard of the Canadian Light Source synchrotron in Saskatoon.

Male respondents were more likely to have heard of the synchrotron than female respondents (66.1% vs. 52.0%). Education and income were also found to be positively correlated to the awareness of the synchrotron.

Youth: Youth respondents were less likely than the general population to be aware of the synchrotron (46.4%).

Small business: Small business respondents were slightly more likely to have heard of the CLS synchrotron than the general public (63.1%).

Large business: Large business respondents were most likely to have heard of the CLS synchrotron (70.0%).

What do you know about the Canadian Light Source synchrotron in Saskatoon?

		Type of Respondent							
		General Population		Youth		Small business		Large business	
		N	%	N	%	N	%	N	%
What do you know about the Canadian Light Source synchrotron in Saskatoon?	Innovative/World class facility/among the first of its kind	43	18.5%	15	21.4%	29	18.5%	22	31.4%
	General research purposes/facility (non-specific)	33	14.2%	5	7.1%	18	11.5%	8	11.4%
	Used for specific research purposes	27	11.6%	17	24.3%	19	12.1%	8	11.4%
	Employment/business opportunities/Good for SK economy	13	5.6%	1	1.4%	24	15.3%	3	4.3%
	Located in Saskatoon/Located at the U of S	9	3.9%	4	5.7%	9	5.7%	4	5.7%
	Expensive/large investment	8	3.4%	1	1.4%	2	1.3%	1	1.4%
	Used by organizations from all over the world	7	3.0%	1	1.4%	4	2.5%	0	.0%
	Nothing/Don't know	80	34.3%	20	28.6%	44	28.0%	19	27.1%
Other	13	5.6%	6	8.6%	8	5.1%	5	7.1%	
Total	233	100.0%	70	100.0%	157	100.0%	70	100.0%	

Respondents who said they had heard of the synchrotron were asked what they knew about it. The top 3 mentioned items were as follows:

- That it was an innovative and a world-class facility
- That it is used for research purposes (non-specific)
- That it is used for specific research purposes

Generally speaking, these were the top 3 reasons mentioned by all target groups except small businesses who also frequently mentioned the employment and business opportunities that it represented for the province.

For all target groups, approximately 30% of all respondents were unable to answer the question.

General population: The top 3 mentioned items that the general population knew about the synchrotron were as follows:

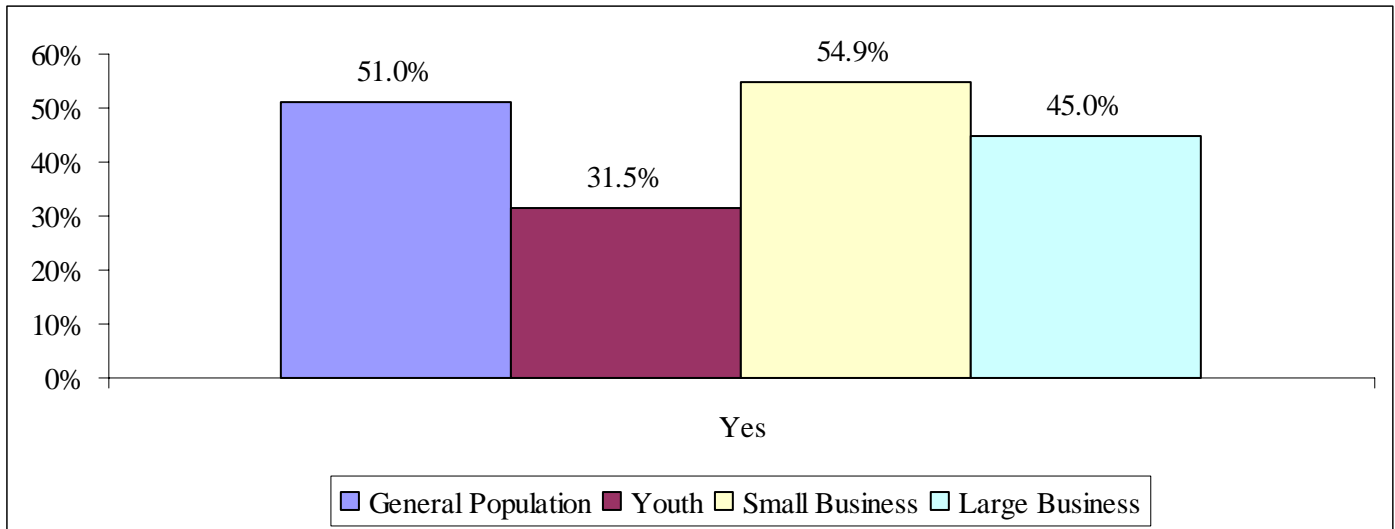
That it was an innovative and a world-class facility	18.5%
That it is used for research purposes (non-specific)	14.2%
That it is used for specific research purposes	11.6%.

Youth: Youth respondents who were aware of the synchrotron were more likely than the general population to be able to name the specific research purposes of the facility (24.3% vs. 11.6%). Beside specific research purposes another 21.4% of them indicated that it was innovative and a world-class facility.

Small business: The largest proportion of the small business respondents indicated that the synchrotron was a world-class innovative research facility (18.5%).

Large business: Large business respondents were most likely to have indicated that the synchrotron was a world-class innovative research facility (31.4%).

Have you heard that SK is the first province to require that ethanol be added to gasoline sold in the province?



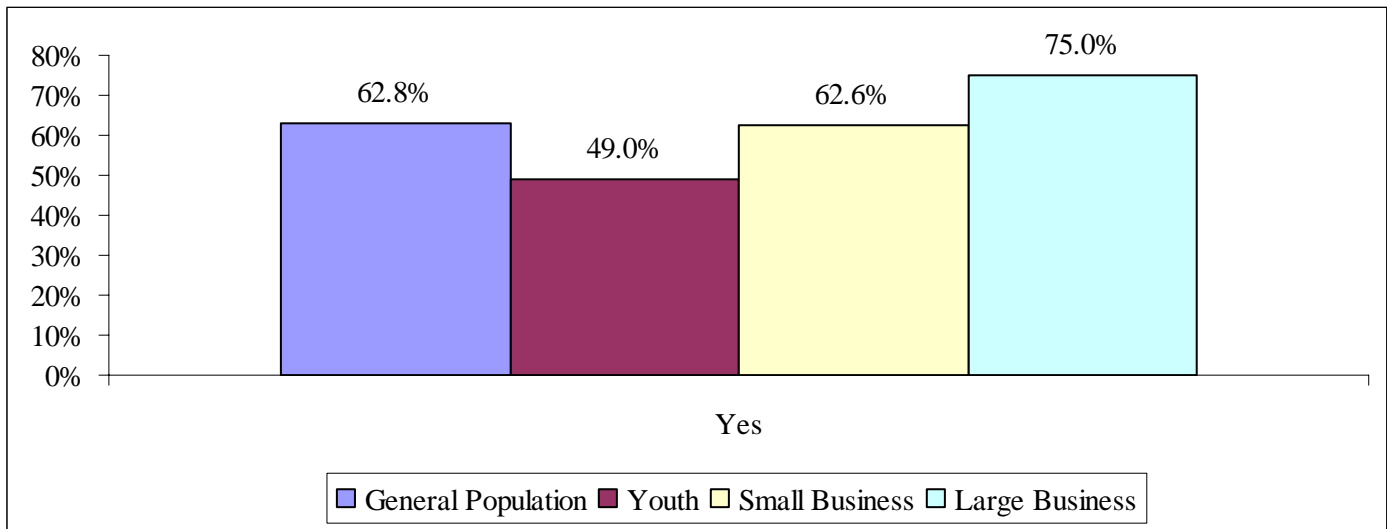
General population: Approximately half of the respondents (51.0%) were aware that Saskatchewan was the first province to require that ethanol be added to gasoline sold in the province.

It is interesting to note that respondents who had a university degree or higher were less likely to be aware of this than respondents who did not have a degree.

Youth: Youth respondents were less likely to be aware of the fact that Saskatchewan was the first province to require that ethanol be added to gasoline sold in the province (31.5%).

Small business: No significant differences were found between the responses from the small business respondents and those from the general public.

Large business: Large business respondents were slightly less likely than the general population to have heard about Saskatchewan being the first province to require that ethanol be added to gasoline (45.0%).

Did you know that the gas you buy now at the pumps could contain ethanol?

General population: The majority of the respondents (62.8%) indicated that they knew that the gas they bought at the pumps could contain ethanol.

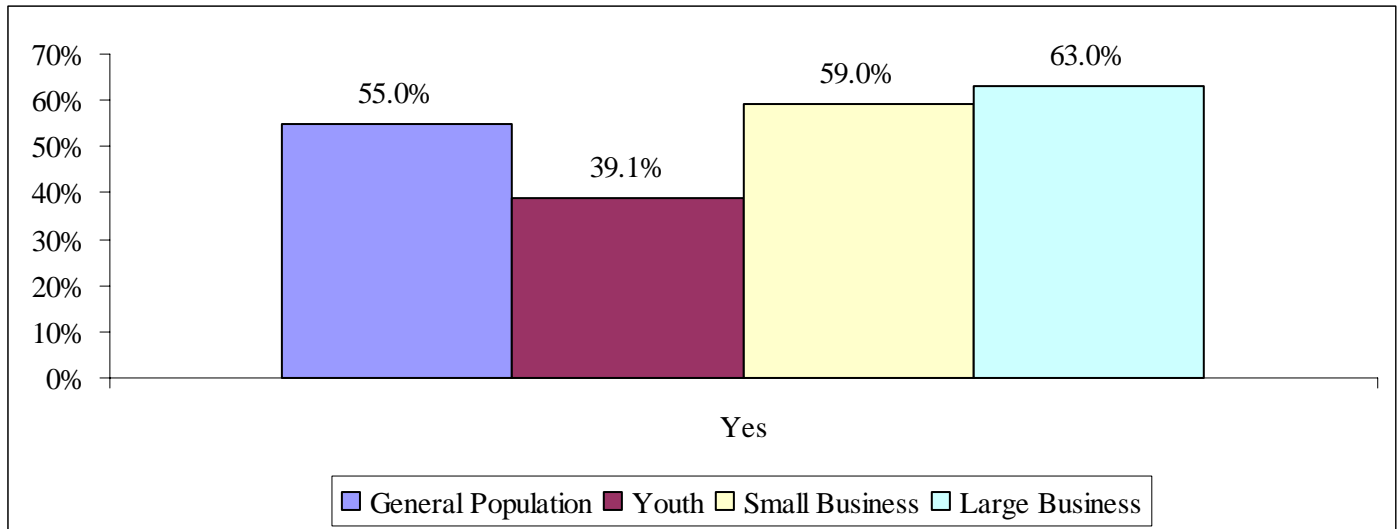
Male respondents were more aware of this than female respondents (75.7% vs. 52.6%). Also, education and income were found to be positively correlated to the awareness.

Youth: Youth respondents were less likely to be aware that the gas they bought at the pumps could contain ethanol (49.0%).

Small business: No significant differences were found between the responses from the small business respondents and those from the general public.

Large business: Large business respondents were most likely to be aware that the gas they purchased could contain ethanol (75.0%).

Have you heard that Saskatoon is home to an internationally recognized agricultural biotechnology industry?



General population: Slightly more than half of the respondents (55.0%) were aware that Saskatoon was home to an internationally recognized agricultural biotechnology industry.

Male respondents were more likely to have heard of this than female respondents (61.6% vs. 49.8%).

Respondents who had a university or higher education were significantly more likely to have heard about the reputation of Saskatoon's agricultural biotechnology industry (70.3% vs. 55.0% average).

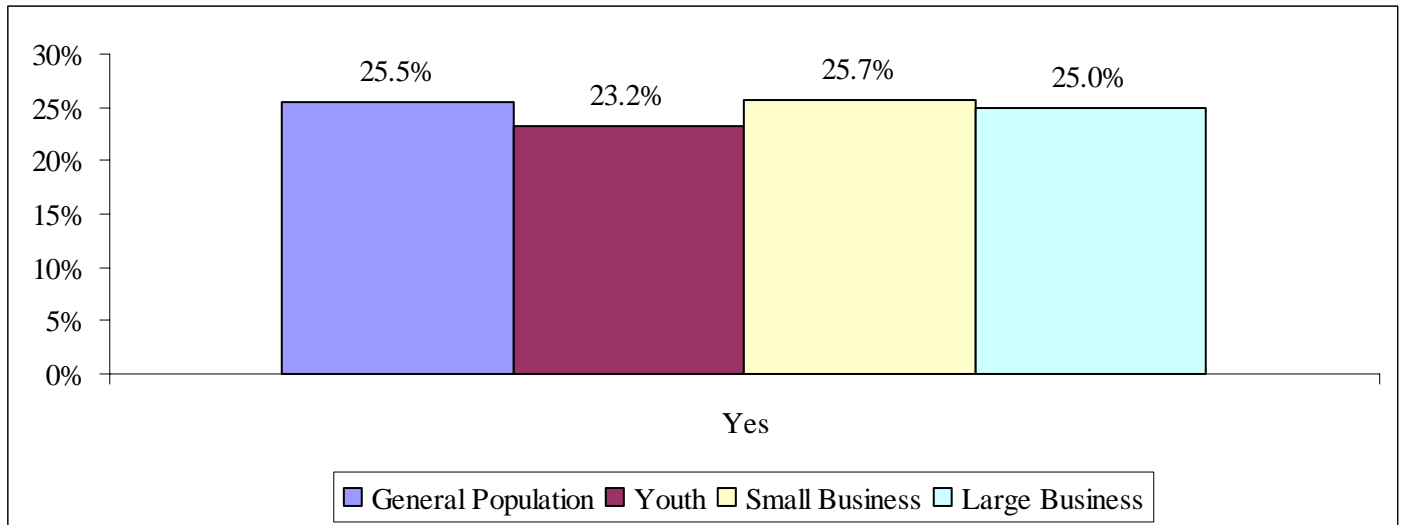
Respondents who had a household income of \$40,000 or less were significantly less likely to be aware of the reputation of the industry (44.5% vs. 55.0% average)

Youth: Youth respondents were less likely than the general population to have heard about Saskatoon's internationally recognized agricultural biotechnology industry (39.1%).

Small business: No significant differences were found between the responses from the small business respondents and those from the general public.

Large business: Large business respondents were most likely to be aware of the international reputation of the Saskatoon agricultural biotechnology industry (63.0%).

Have you heard that Saskatchewan is a world leader in the technology used to store carbon dioxide gases in oil fields?



General population: Approximately three-quarters of the respondents (74.5%) had not heard that Saskatchewan was a world leader in the technology used to store carbon dioxide gases in oil fields.

Male respondents were more likely than female respondents to have heard of this (33.9% vs. 18.8%).

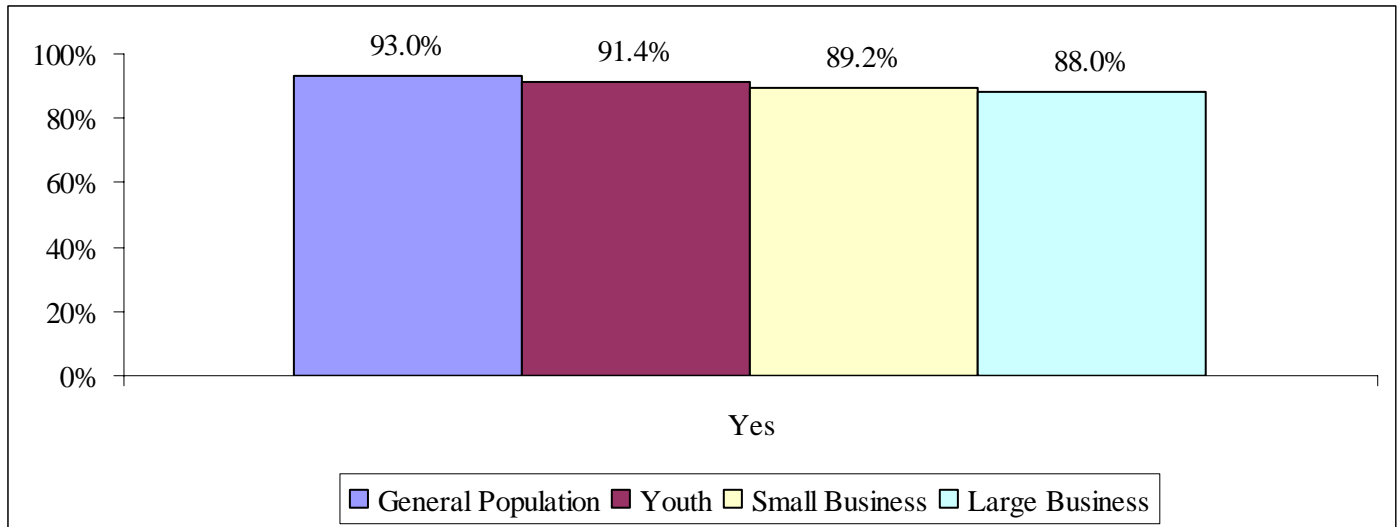
Respondents who had a household income of \$40,000 were less likely to be aware of this (15.9% vs. 25.5% average).

Youth: No statistically significant differences were found in the answers from the youth respondents.

Small business: No statistically significant differences were found in the answers from the small business respondents.

Large business: No statistically significant differences were found in the answers from the large business respondents.

Should the provincial government promote Saskatchewan to other parts of Canada as a good place to live, work and do business?



General population: The vast majority of the respondents (93.0%) indicated that the provincial government should promote Saskatchewan to other parts of Canada as a good place to live, work, and do business.

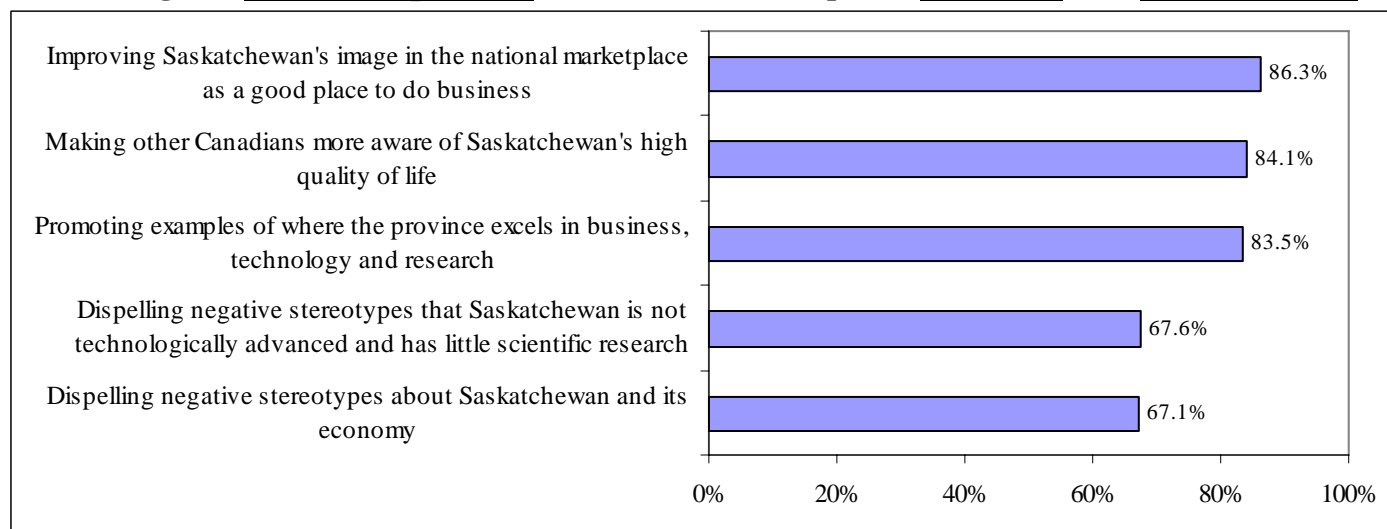
Youth: No significant differences were found between the responses from the youth respondents and those from the general public.

Small business: Small business respondents appeared to be slightly less enthusiastic about promoting Saskatchewan by the provincial government.

Large business: Results from the large business respondents were similar to those from the small business respondents.

When the province is marketing itself in other parts of Canada, there are several aspects that could be emphasized. We are seeking your opinion on what should be emphasized.

Percentages of General Population who had rated the aspects “Important” or “Very Important”



Mean Importance Rating of 5 Aspects the Province Could Use to Market Itself to Other Parts of Canada

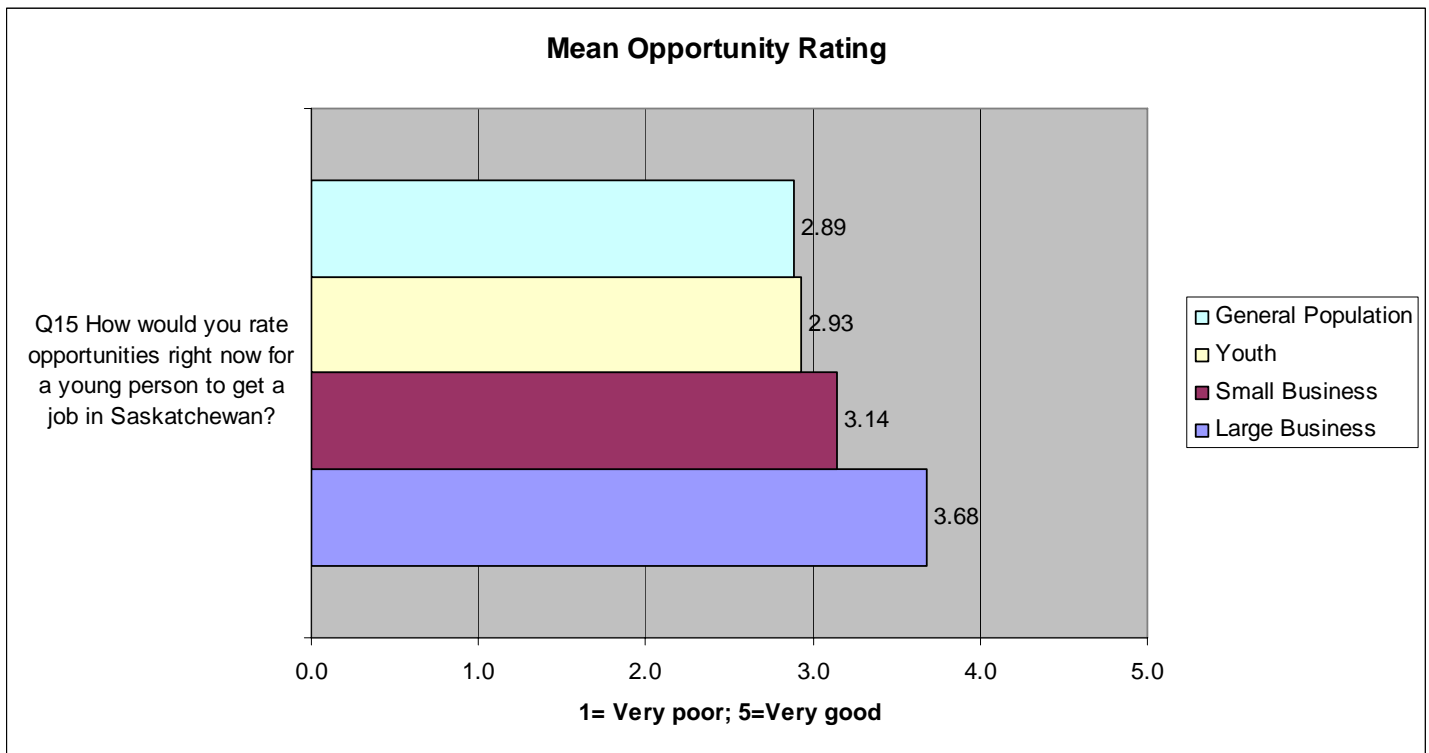
	Type of Respondent			
	General Population	Youth	Small Business	Large Business
Improving Saskatchewan's image in the national marketplace as a good place to do business	4.38	4.32	4.49	4.43
Making other Canadians more aware of Saskatchewan's high quality of life	4.33	4.37	4.44	4.39
Promoting examples of where the province excels in business, technology and research	4.33	4.23	4.28	4.45
Dispelling negative stereotypes that Saskatchewan is not technologically advanced and has little scientific research	3.94	3.73	3.98	4.02
Dispelling negative stereotypes about Saskatchewan and its economy	3.90	3.87	4.00	4.11

General population: Based on the mean importance ratings, the 3 most important aspects were:

Improving Saskatchewan's image in the national marketplace as a good place to do business	4.38
Making other Canadians more aware of Saskatchewan's high quality of life	4.33
Promoting examples of where the province excels in business, technology and research	4.33

Youth, small business and large business: No statistically significant differences were found between the responses from these groups and those from the general population.

How would you rate opportunities right now for a young person to get a job in Saskatchewan?

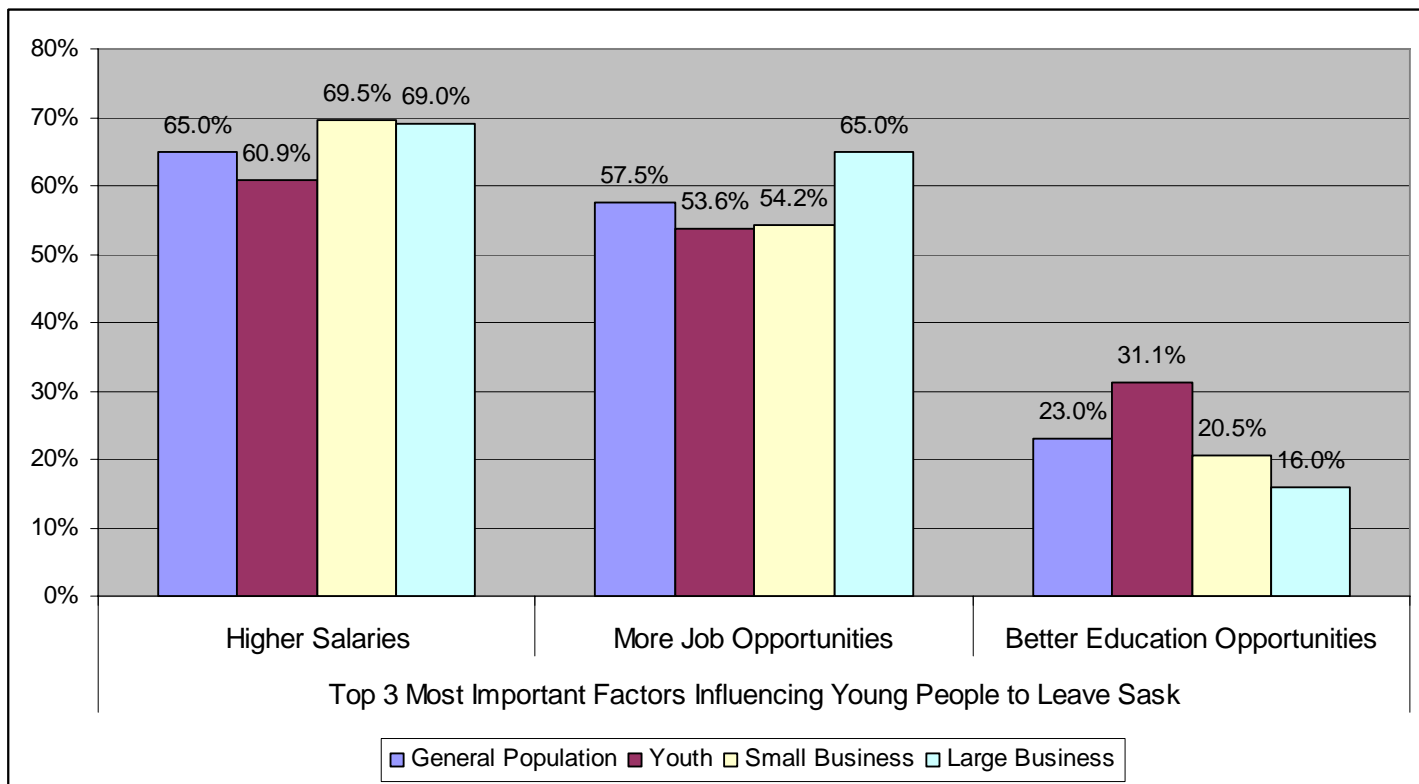


General population and Youth: Respondents were then asked to rate the opportunities right now for young people to get a job in Saskatchewan. Both groups had the lowest mean rating of approximately 3 on the 5-point scale. No significant differences were found between the responses from the youth respondents and those from the general public.

Small business: Small business respondents appeared to be slightly more optimistic about employment opportunities for young people in the province, with a mean opportunity rating of 3.14 on the 5-point scale.

Large business: Large business respondents were most optimistic about the employment opportunities for young people in the province with a mean opportunity rating of 3.68 – significantly higher than all of the other 3 target groups.

Most important factors influencing young people to Leave Saskatchewan - Unaided



		Type of Respondent							
		General Population		Youth		Small business		Large business	
		N	%	N	%	N	%	N	%
Most important factors influencing young people to leave Saskatchewan	Higher salaries	260	65.0%	92	60.9%	173	69.5%	69	69.0%
	More job opportunities	230	57.5%	81	53.6%	135	54.2%	65	65.0%
	Better education opportunities	92	23.0%	47	31.1%	51	20.5%	16	16.0%
	Better career advancement opportunities	35	8.8%	9	6.0%	16	6.4%	6	6.0%
	Desire for adventure/exploration	28	7.0%	5	3.3%	16	6.4%	3	3.0%
	General negative perceptions/misconceptions	19	4.8%	4	2.6%	11	4.4%	5	5.0%
	High taxes	16	4.0%	6	4.0%	11	4.4%	5	5.0%
	More night life/leisure/sports options	12	3.0%	12	7.9%	13	5.2%	4	4.0%
	Friends/family are moving/have left	7	1.8%	2	1.3%	4	1.6%	2	2.0%
	Other 1	40	10.0%	14	9.3%	24	9.6%	8	8.0%
	Other 2	5	1.3%	1	.7%	2	.8%	0	.0%
Don't Know	16	4.0%	10	6.6%	2	.8%	2	2.0%	

All respondents were asked unaided to state the 2 MOST important factors influencing young people **to leave Saskatchewan** for education or work. The above graph and table clearly indicates that for all 4 target groups, the 3 most often mentioned factors were “Higher salaries”, “More job opportunities” and “Better education opportunities”.

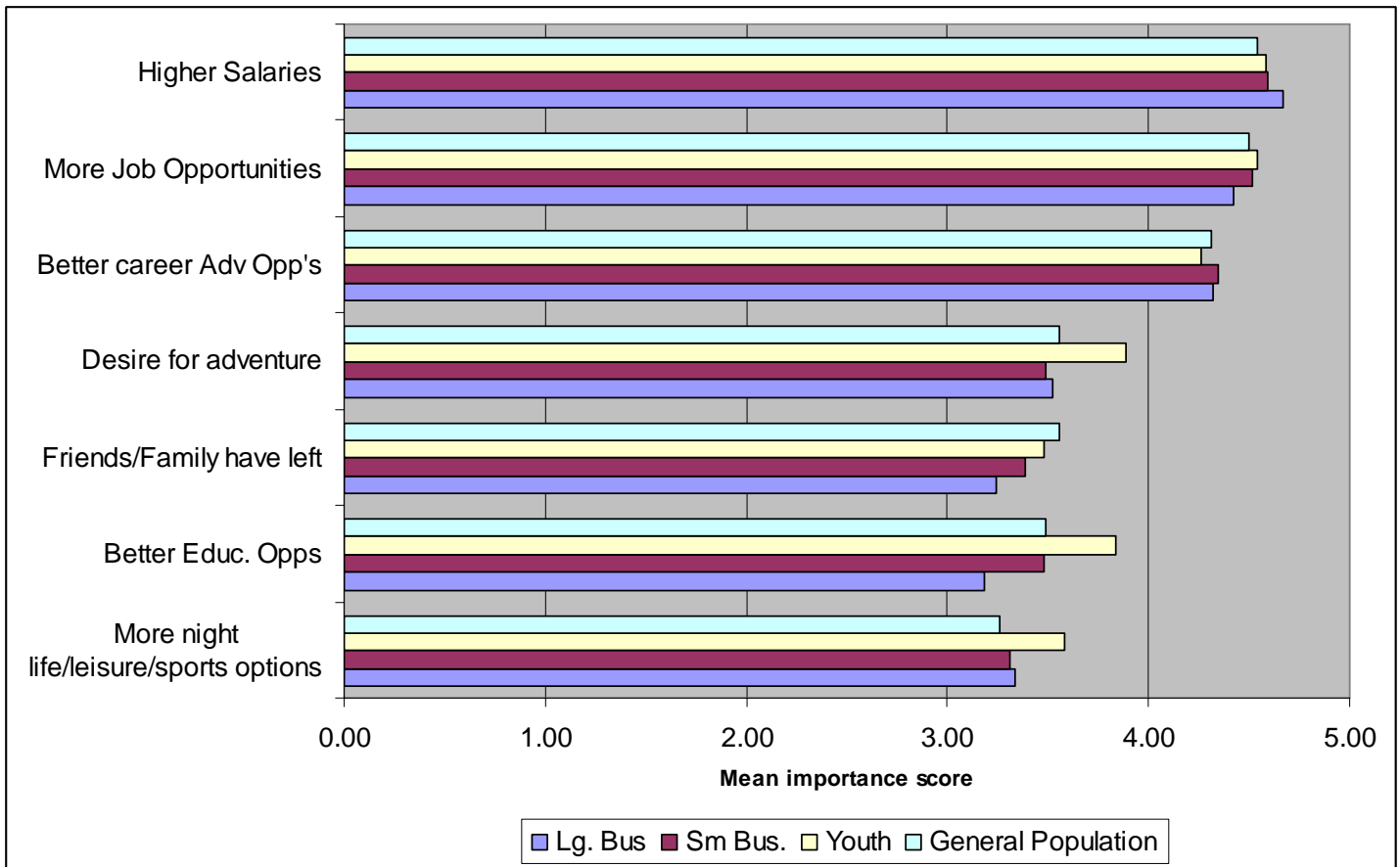
General population: In the general population the 3 most important factors influencing young people to leave Saskatchewan were “higher salaries” (65.0%), “more job opportunities” (57.5%) and “better education opportunities outside of the province” (23.0%). All other reasons were mentioned by less than 10% of respondents.

Youth: Younger respondents had the same top 3 factors as the general population and were significantly more likely to have suggested that “better education opportunities” and “more night life/leisure/sports options” were important factors influencing young people’s decision to leave Saskatchewan (31.1% and 7.9% respectively).

Small business: No significant differences were found between the responses from the small business respondents and those from the general public.

Large business: Similar to other respondent groups, large business respondents also considered “higher wages” the most important factor in influencing young people to leave the province (69.0%). A high percentage of them also believed that there were more employment opportunities out of the province (65.0%).

Please rate how important you think the following 7 factors are in influencing young people to leave Saskatchewan for education or work



All respondents were then asked to rate 7 specific factors on their importance in influencing young people to **leave** Saskatchewan for education or work. Two of the 3 unaided factors mentioned came out on top - “Higher salaries”, “More job opportunities”. The 3rd highest rated factor by all groups was “Better career advancement opportunities”.

General population: When respondents were asked to rate the importance of 7 different factors in influencing young people to leave Saskatchewan, the three factors that were rated the highest were:

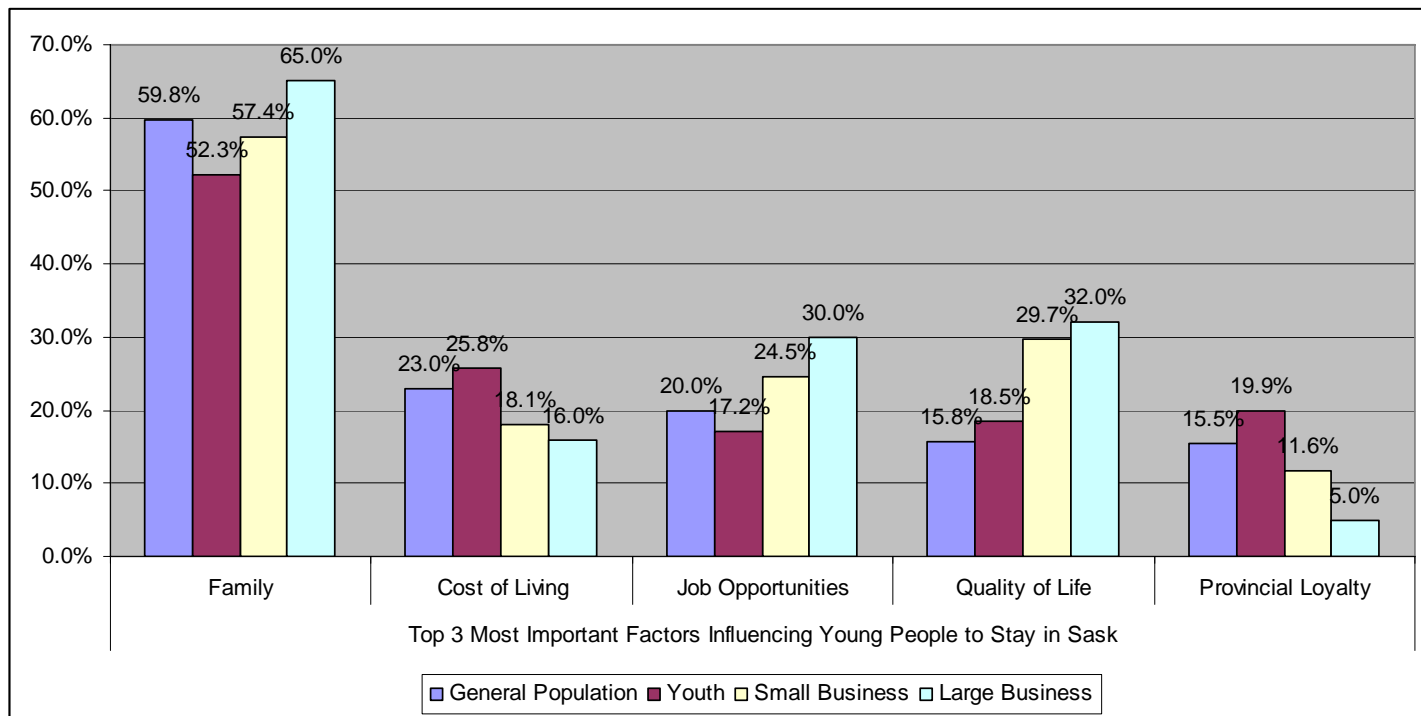
Higher salaries	4.54
More job opportunities	4.50
Better career advancement opportunities	4.31

Youth: Youth respondents were more likely than the general population to have provided higher importance ratings for:

Better education opportunities	3.84 vs. 3.49
More night life/leisure sports options	3.58 vs. 3.26
Desire for adventure/exploration	3.89 vs. 3.56

Small and Large business: No significant differences were found between the responses from the small or large business respondents versus those from the general public.

Most important factors influencing young people to Stay in Saskatchewan - Unaided



		Type of Respondent							
		General Population		Youth		Small business		Large business	
		N	%	N	%	N	%	N	%
Most important factors influencing young people to stay in Saskatchewan	Family	239	59.8%	79	52.3%	143	57.4%	65	65.0%
	Cost of living	92	23.0%	39	25.8%	45	18.1%	16	16.0%
	Job opportunities	80	20.0%	26	17.2%	61	24.5%	30	30.0%
	Quality of life	63	15.8%	28	18.5%	74	29.7%	32	32.0%
	Provincial loyalty	62	15.5%	30	19.9%	29	11.6%	5	5.0%
	Education opportunities	28	7.0%	13	8.6%	22	8.8%	11	11.0%
	Taxes/wages	28	7.0%	6	4.0%	18	7.2%	5	5.0%
	Better career advancement opportunities	18	4.5%	6	4.0%	15	6.0%	3	3.0%
	Family farm	12	3.0%	6	4.0%	5	2.0%	3	3.0%
	Negative perceptions of other provinces	10	2.5%	2	1.3%	4	1.6%	5	5.0%
	Culture and recreation opportunities	6	1.5%	4	2.6%	2	.8%	1	1.0%
	Opportunities for community leadership	5	1.3%	3	2.0%	0	.0%	0	.0%
	Quality health care	2	.5%	3	2.0%	3	1.2%	3	3.0%
	Other 1	22	5.5%	3	2.0%	6	2.4%	2	2.0%
Other 2	11	2.8%	4	2.6%	0	.0%	0	.0%	
Don't Know	34	8.5%	13	8.6%	12	4.8%	4	4.0%	

All respondents were asked unaided to state the 2 MOST important factors influencing young people to **stay in Saskatchewan**. The above graph and table clearly indicates that for all 4 target groups, the 4 most often mentioned factors were “Family”, “Cost of Living”, “Job opportunities” and “Quality of life”. Three of the 4 target groups also most frequently mentioned “Provincial loyalty”.

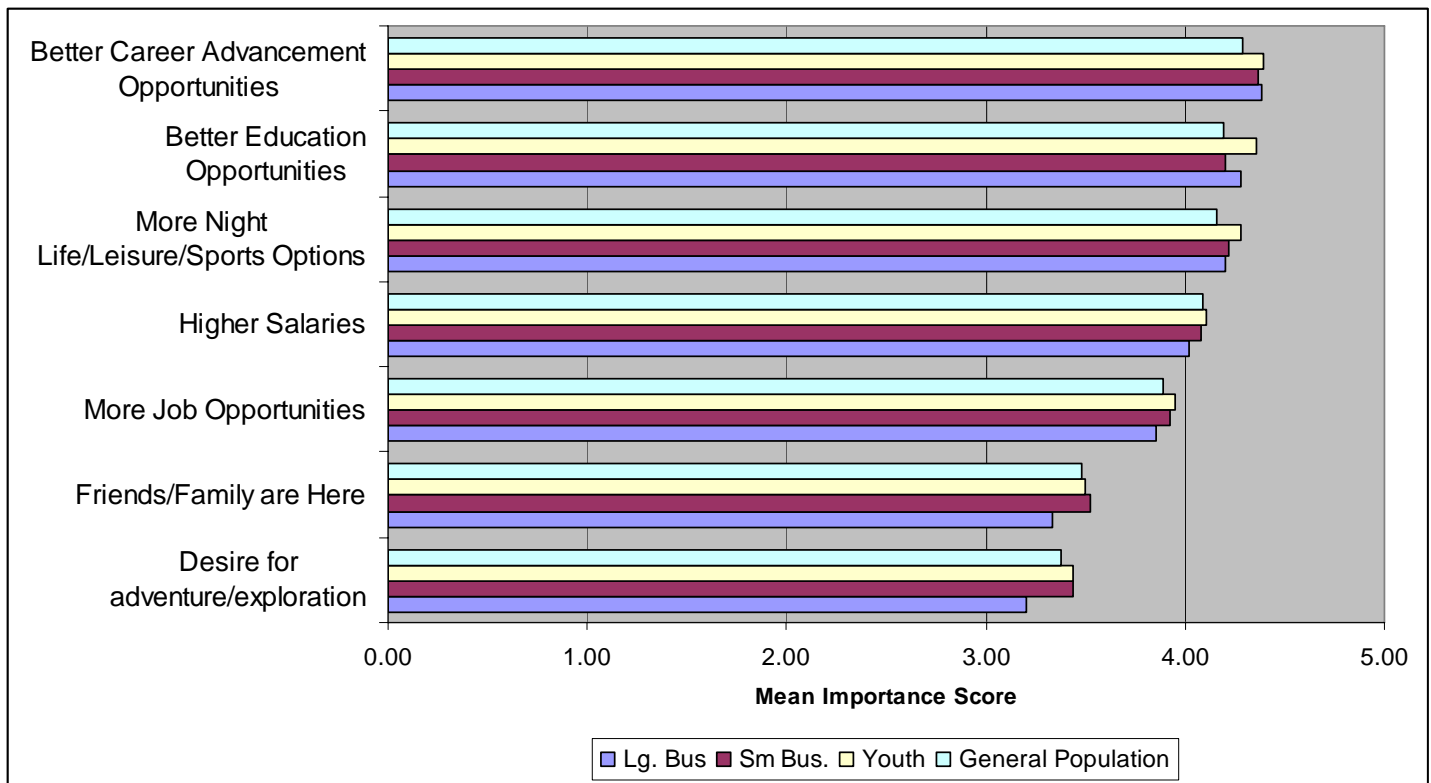
General population: Respondents were then asked what the most important factors influencing young people to stay in Saskatchewan were. Approximately three-fifths of the respondents (59.8%) indicated that it was “family”, followed by “cost of living” (23.0%), “job opportunities” (20.0%), and “quality of life” (15.8%).

Youth: No significant differences were found between the responses from the youth respondents and those from the general public.

Small business: Small business respondents were more likely than the general public to have considered “quality of life” an important factor (29.7%).

Large business: Large business respondents were most likely to have suggested that “family”, “quality of life”, and “job opportunities” to be the most important factors in influencing young people to stay in the province (65.0%, 32.0%, and 30.0% respectively).

Please rate how important you think the following 7 factors are in influencing young people to stay in Saskatchewan for education or work



All respondents were then asked to rate 7 specific factors on their importance in influencing young people to **stay in Saskatchewan** for education or work. The top rated factor by all groups was “Better career advancement opportunities” with an average rating of approximately 4.3 on the 5-point scale. Three other factors also scored an average importance rating of 4.0 or higher by all target groups: “Better education opportunities”, “More night life/leisure/sports options” and “Higher salaries”.

General population: While “family ties” was rated as the most important factor influencing young people to stay in Saskatchewan in the unaided part of this question, it was only the 6th highest rated item of seven in the aided part of the question. There was not a lot of variation between the general population’s responses to the 7 factors when compared to the other 3 target groups.

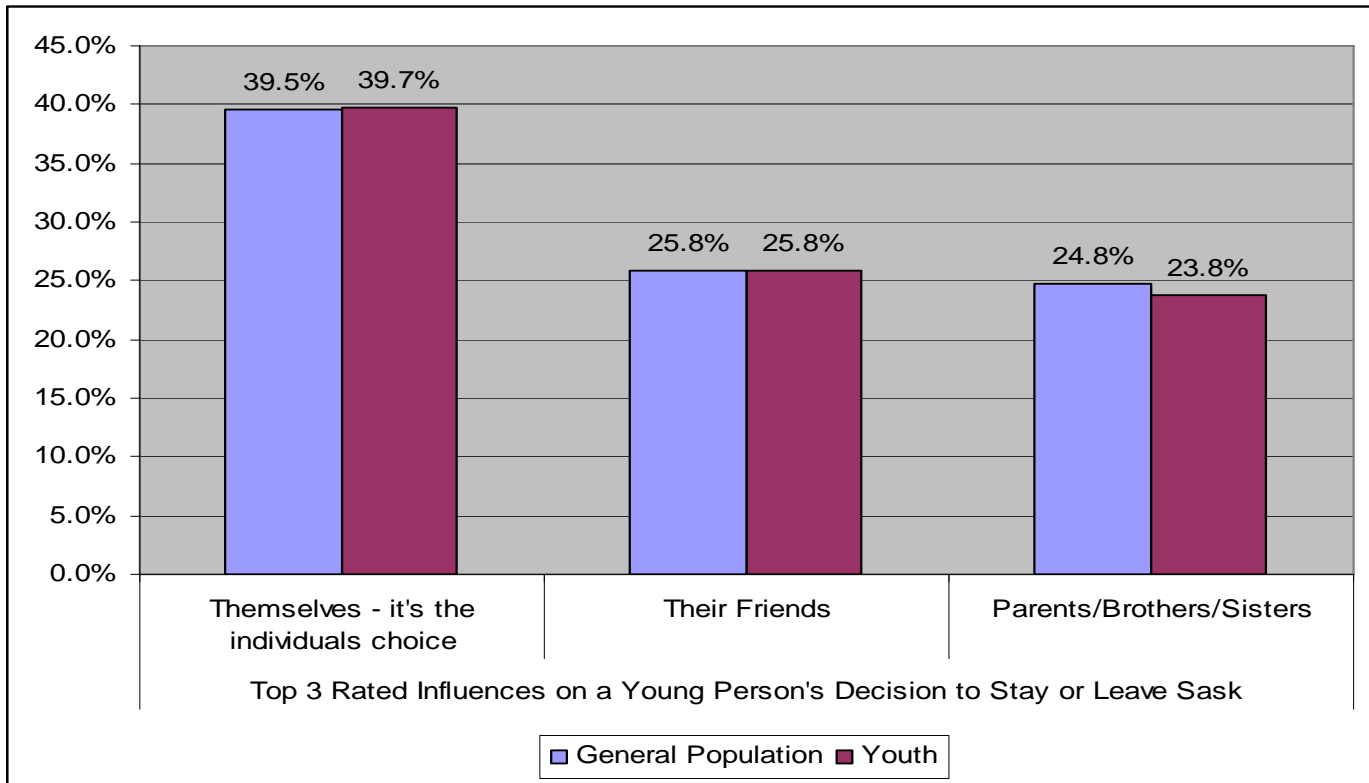
Youth: No statistically significant differences were found in the answers from the youth respondents.

Small business: No statistically significant differences were found in the answers from the small business respondents.

Large business: No statistically significant differences were found in the answers from the large business respondents.

Only the General Population and Youth target groups were asked the next 2 questions:

Who do you believe has the most influence on a young person’s decision to stay or leave the province?

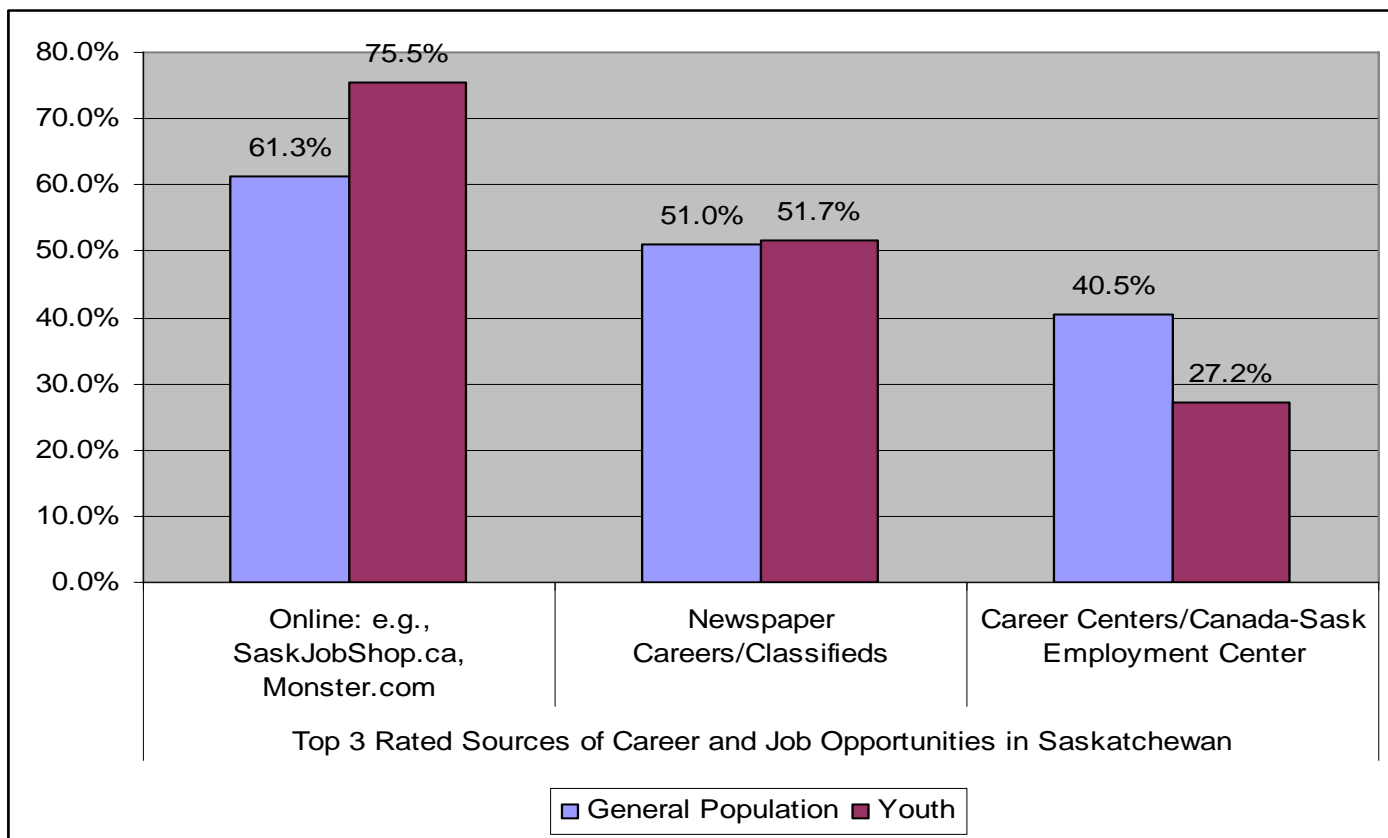


		Type of Respondent			
		General Population		Youth	
		N	%	N	%
Who do you believe has the most influence on a young person’s decision to stay or leave the province?	Themselves - it’s the individual’s choice	158	39.5%	60	39.7%
	Their friends	103	25.8%	39	25.8%
	Parents/Brothers/Sisters	99	24.8%	36	23.8%
	Teachers/school system	14	3.5%	8	5.3%
	Other family members	10	2.5%	5	3.3%
	Someone else	16	4.0%	3	2.0%
	Total	400	100.0%	151	100.0%

General population: While the largest proportion of the respondents (39.5%) believed that it was the individual’s choice for a young person to stay or leave the province, approximately a quarter of all respondents thought that “friends” and “family” had the most influence on a young person’s decision to stay or leave the province (25.8% and 24.8% respectively).

Youth: No statistically significant differences were found in the answers from the youth respondents.

When Job Hunting, Where would you go to find Information about Career and Job Opportunities in Saskatchewan?



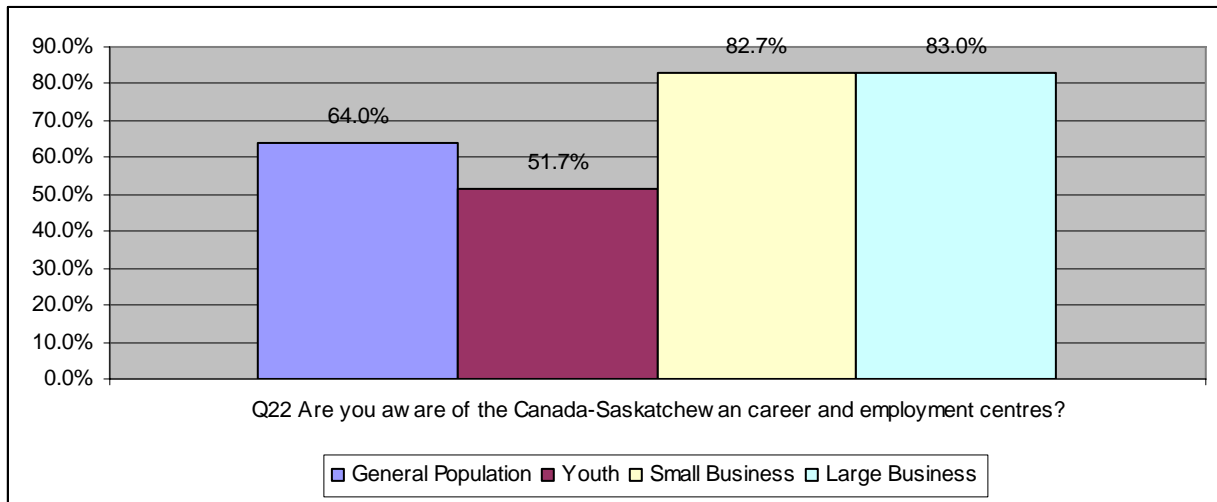
		Type of Respondent			
		General Population		Youth	
		N	%	N	%
Sources of career and job opportunities in Saskatchewan	Online: E.g. SaskJobShop.ca, Monster.com, SaskNetWork.ca, SaskJobs etc.	245	61.3%	114	75.5%
	Newspaper career section/classified job ads	204	51.0%	78	51.7%
	Career centres/Canada-Sask Employment Center	162	40.5%	41	27.2%
	Friends/neighbours	62	15.5%	24	15.9%
	School/Career Counsellors	57	14.3%	20	13.2%
	Parents/Relatives	28	7.0%	10	6.6%
	Career fairs	3	.8%	3	2.0%
	Other 1	13	3.3%	6	4.0%
	Other 2	10	2.5%	1	.7%
	Other 3	4	1.0%	1	.7%
	Don't know	39	9.8%	5	3.3%

General population: The top three sources of career and job opportunities in Saskatchewan when job hunting: online resources (61.3%), newspaper career section or classified job ads (51.0%), and career centers or Canada-Saskatchewan Employment Center (40.5%).

Education was positively correlated to the use of online job searching tools, as well as the use of newspaper ads. Respondents with higher education were more likely to have used online and newspaper resources when hunting for jobs.

Youth: Youth respondents were less likely to have used career centres/Canada-Saskatchewan Employment Center (22.5%), but they were more likely to have used online resources than the general population (75.5%).

Are you aware of the Canada-Saskatchewan career and employment centres?

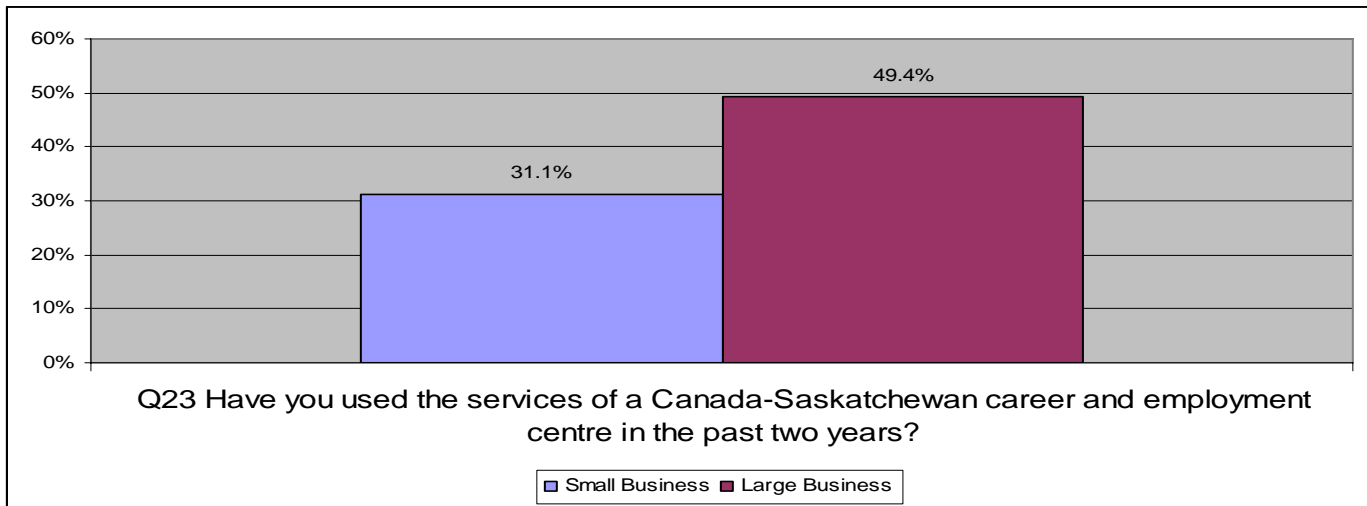


General population: The majority of the respondents (64.0%) indicated that they were aware of the Canada-Saskatchewan career and employment centers. Education was positively correlated with center awareness - respondents with higher education were more likely to have heard of the centers.

Youth: Youth respondents were less aware of the centers (51.7%).

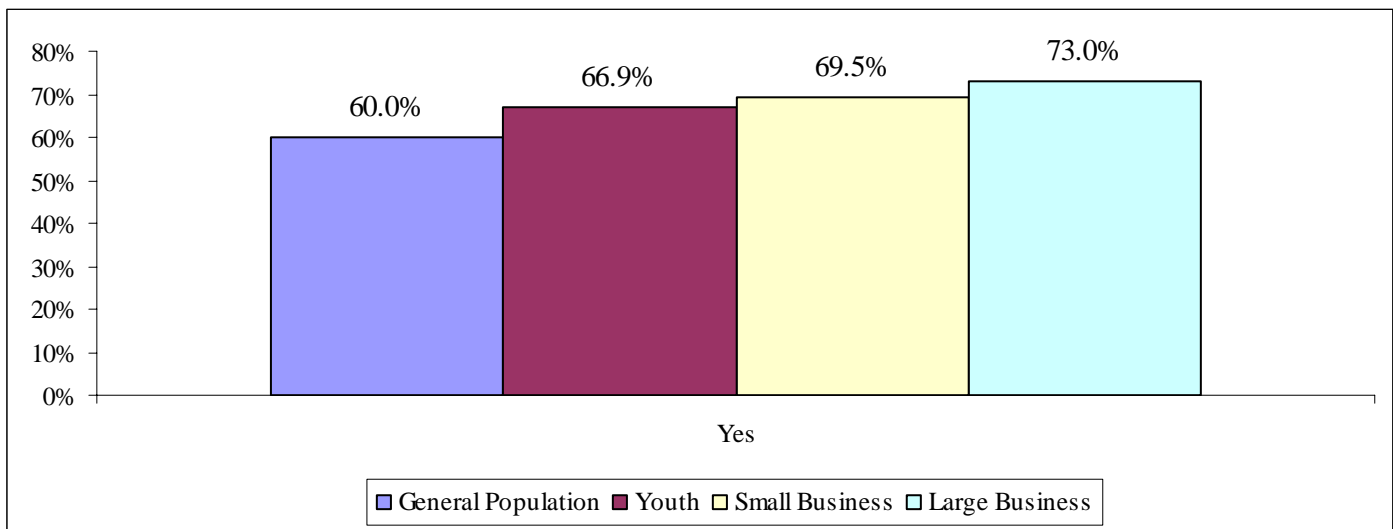
Small and Large businesses: Small and large business respondents both had a much higher degree of familiarity of the Canada-Saskatchewan career and employment centers - 82.7% and 83% respectively.

Have you used the services of a Canada-Saskatchewan career and employment centre in the past 2 years?



Although both small and large businesses were equally aware of the Canada-Saskatchewan career and employment centers (approximately 83%), large businesses were significantly more likely to have used the services of a Canada-Saskatchewan career and employment center in the past 2 years - 49% vs. 31% respectively.

Are you aware of the provincial government’s jobs web site – www.sasknetwork.ca also called “SaskJobs”?



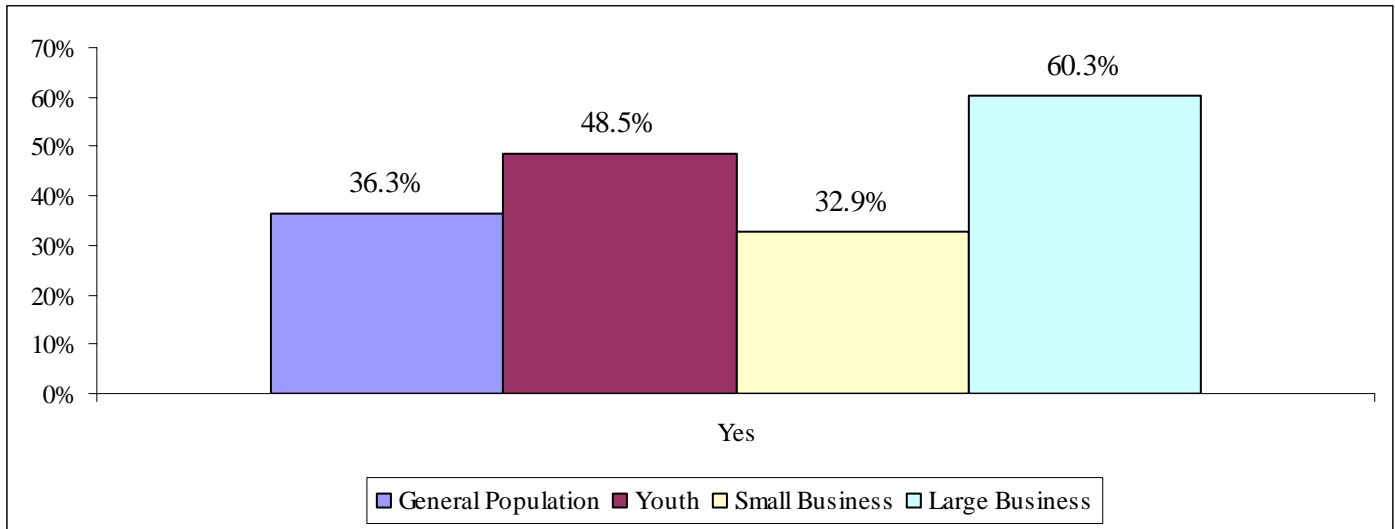
General population: Approximately three-fifths of the respondents (60.0%) indicated that they were aware of the provincial government’s job website – www.sasknetwork.ca, as known as “SaskJobs”.

Education was positively correlated to the awareness of the jobs website. Respondents with higher education were more likely to have heard of the website.

Youth: No significant differences were found between the responses from the youth respondents and those from the general public, even though it appeared that youth respondents were slightly more likely to be aware of the website (66.9%)

Small business: Small business respondents were more likely to be aware of the provincial government’s jobs website than the general public (69.5%).

Large business: Results from the large business respondents were similar to those from the small business respondents.

If Aware of SaskJobs: Have you used the SaskJobs website in the past two years?

General population: Among the respondents who were aware of the job website, 36.3% indicated that they had used the website in the past two years.

The income of the respondent was negatively correlated to the usage of the website. In other words, the higher the income of a respondent, the less likelihood of the respondent had used the website.

Youth: Youth respondents were more likely to have used the website in the past two years than the general population (48.5% vs. 36.3%).

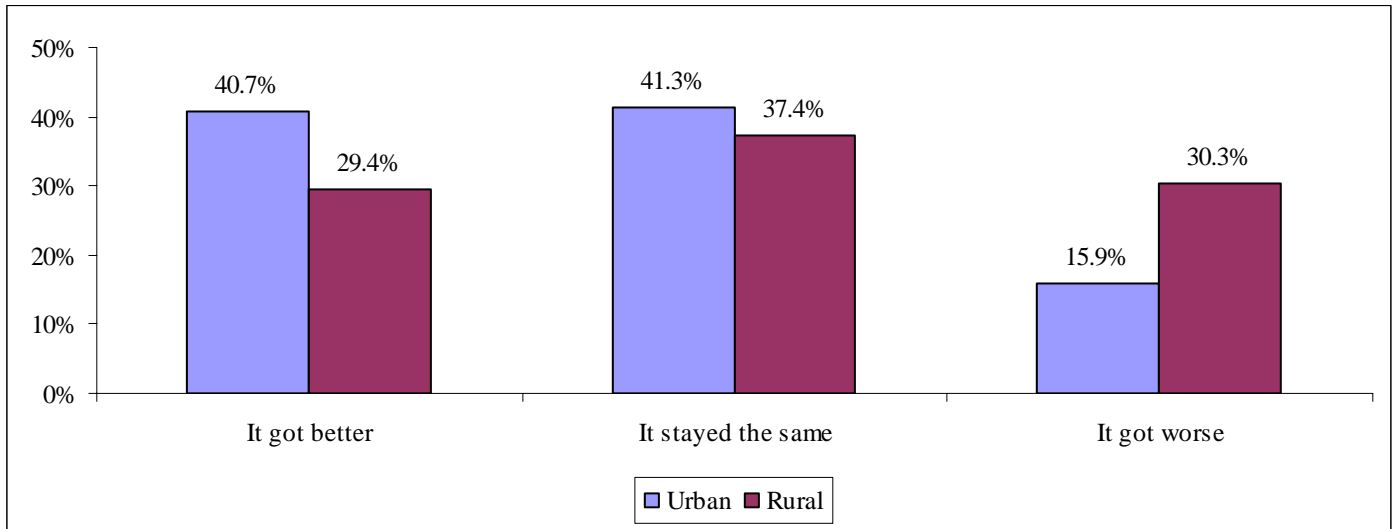
Small business: No significant differences were found between the responses from the small business respondents and those from the general public.

Large business: Large business respondents were most likely to have used the website in the past two years (60.3%).

SECTION 2. GENERAL POPULATION – URBAN VS. RURAL

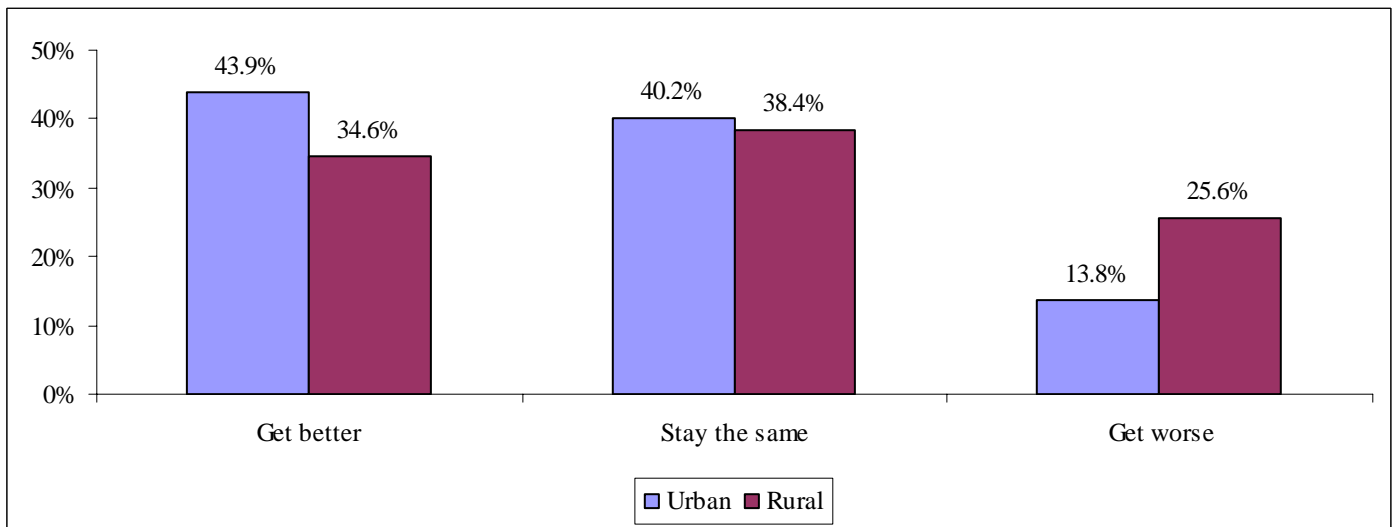
This section compares urban and rural results presenting only statistically significant differences.

Last year do you believe Saskatchewan’s economy got better, got worse or stayed the same?



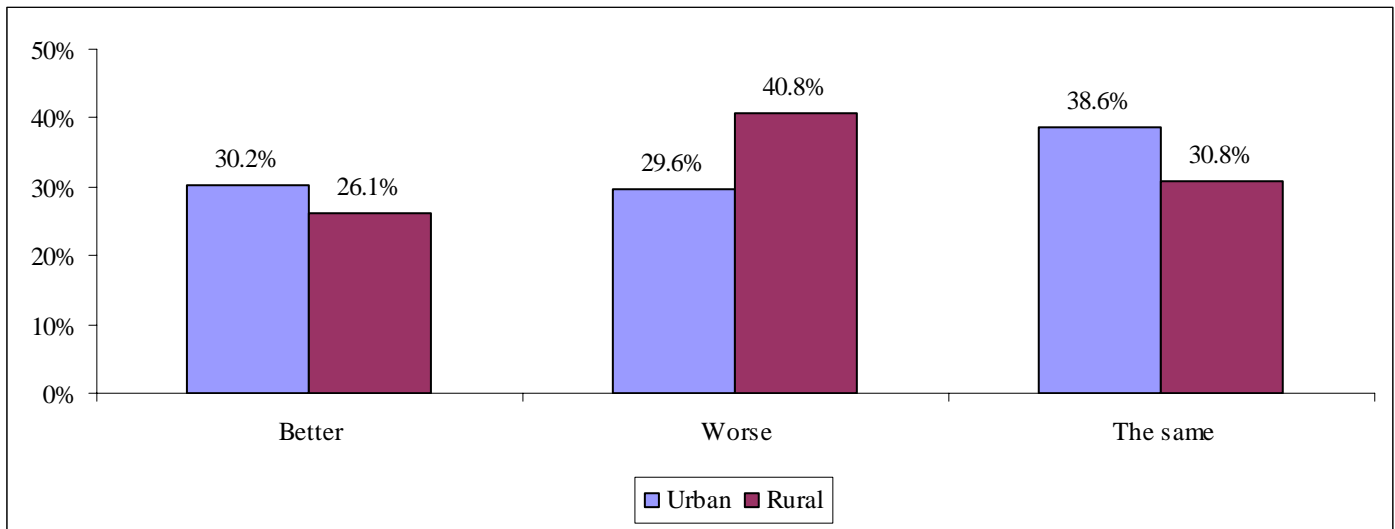
There were significant differences between urban and rural respondents in terms of how they interpreted Saskatchewan’s economic performance in the past year. Urban respondents tended to be much more likely than rural respondents to have indicated that the economy had gotten better in the past year (40.7% vs. 29.4%).

This year, in 2006, do you expect Saskatchewan’s economy will get better, get worse or stay the same?



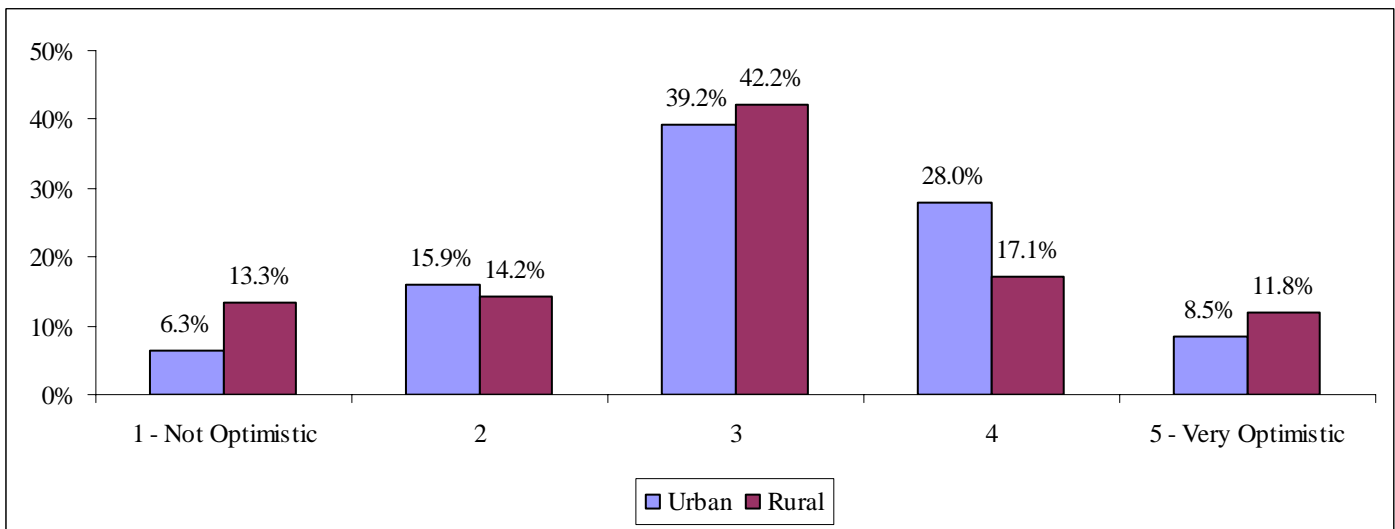
There were significant differences between urban and rural respondents in terms of how they expected Saskatchewan’s economy to perform in 2006. Urban respondents tended to be more likely than rural respondents to have expected the economy to get better (43.9% vs. 34.6%).

Thinking back over the past two years, do you believe opportunities in Saskatchewan for young people to find a job are better, worse or the same?



Significantly more rural respondents than urban respondents indicated that opportunities in Saskatchewan for young people to find a job had gotten worse over the past two years (40.8% vs. 29.6%). In urban areas, there were more respondents who believed the opportunities for young people had gotten better (30.2% vs. 29.6%). In rural areas, however, more respondents were pessimistic than those who were optimistic (40.8% vs. 26.1%).

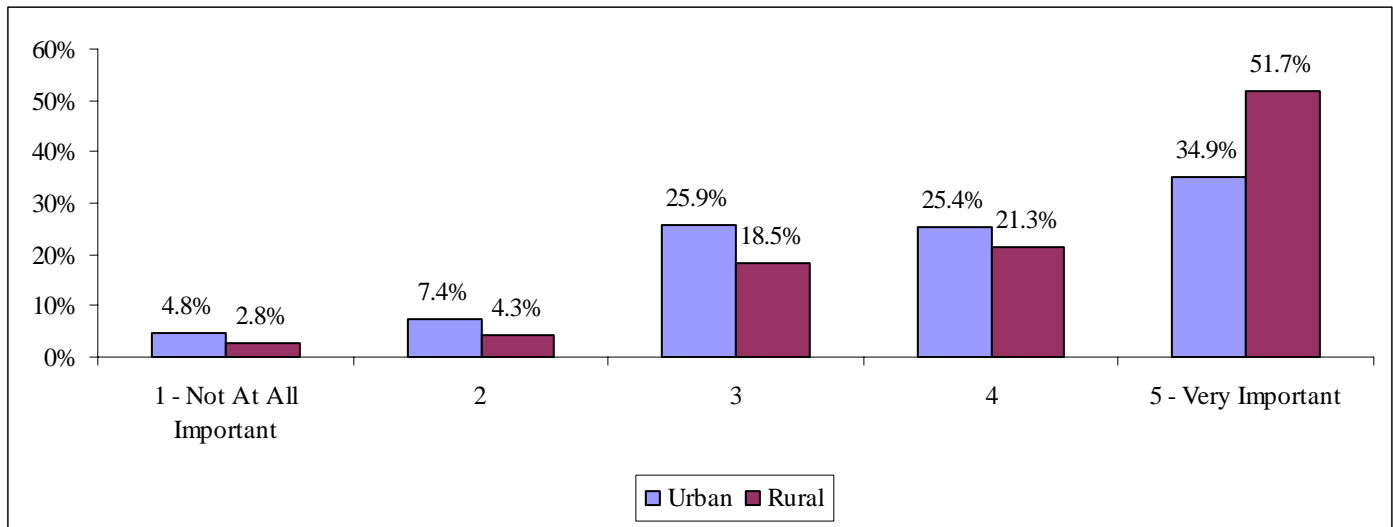
How optimistic are you about the future of Saskatchewan’s economy in the next few years?



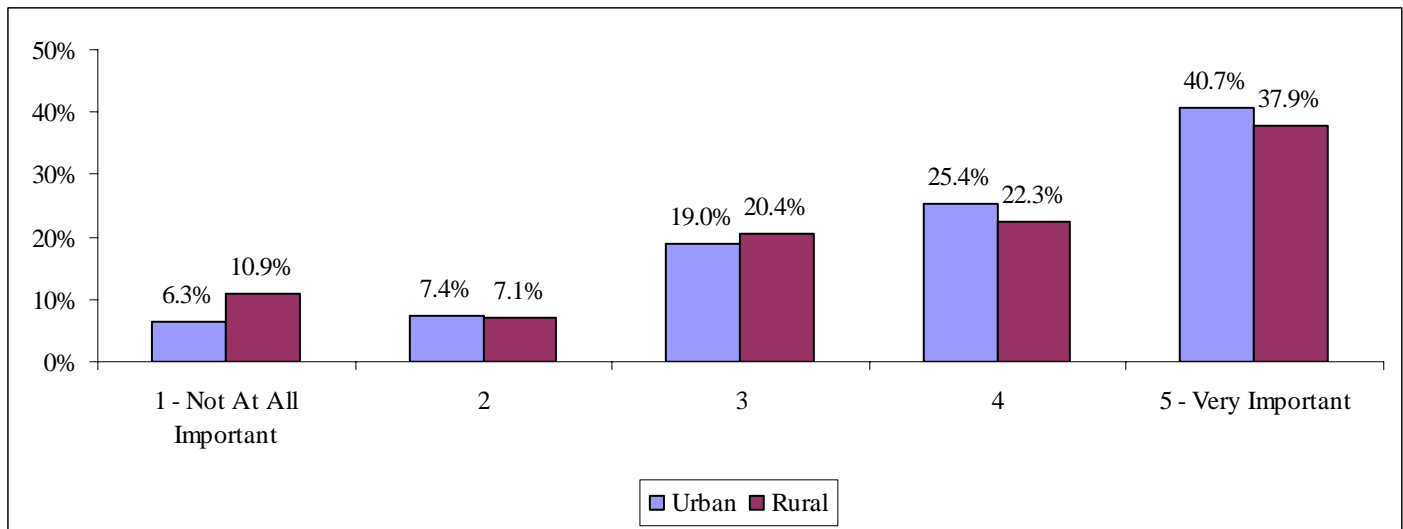
Urban respondents were more optimistic than rural respondents about the future of Saskatchewan’s economy in the next few years (36.5% vs. 28.9%).

How important do you believe the following factors are in helping to grow Saskatchewan’s economy?

Importance: Lowering the cost of doing business, including taxes



Importance: Encouraging greater participation by Aboriginals in the labour force



When respondents were asked to rate the importance of various factors in helping to grow Saskatchewan’s economy, no significant differences were found between the ratings of urban and rural respondents in “encouraging more innovation and technological advancement”, “diversifying our economy beyond resources to more manufacturing and technology-based industries”, “attracting and retaining skilled people in the labour force”, and “encouraging Saskatchewan youth to make their careers in Saskatchewan”.

Rural respondents were more likely to have indicated that “lowering the cost of doing business” was “important” or “very important” (73.0% vs. 60.3%).

Urban respondents were more likely than rural respondents to have indicated that “encouraging greater participation by Aboriginals in the labour force” was “important” or “very important” (66.1% vs. 60.2%).

Most important factors in helping to grow Saskatchewan's economy

		Urban vs. Rural					
		Urban		Rural		Total	
		N	%	N	%	N	%
Most important factors in helping to grow Saskatchewan's economy - 1st response	Lowering the cost of doing business, including taxes	50	26.5%	72	34.1%	122	30.5%
	Encouraging youth to make their careers in Saskatchewan	31	16.4%	47	22.3%	78	19.5%
	Diversifying our economy beyond resources industries	28	14.8%	42	19.9%	70	17.5%
	Attracting and retaining skilled people in the labour force	32	16.9%	15	7.1%	47	11.8%
	Encouraging more innovation and technological advancement	25	13.2%	18	8.5%	43	10.8%
	Encouraging greater participation by Aboriginals	23	12.2%	17	8.1%	40	10.0%
	Total	189	100.0%	211	100.0%	400	100.0%
All responses (Multiple responses allowed)	Encouraging youth to make their careers in Saskatchewan	120	63.5%	143	67.8%	263	65.8%
	Diversifying our economy beyond resources industries	109	57.7%	137	64.9%	246	61.5%
	Lowering the cost of doing business, including taxes	88	46.6%	120	56.9%	208	52.0%
	Attracting and retaining skilled people in the labour force	106	56.1%	91	43.1%	197	49.3%
	Encouraging greater participation by Aboriginals	74	39.2%	72	34.1%	146	36.5%
	Encouraging more innovation and technological advancement	70	37.0%	70	33.2%	140	35.0%
	Total number of respondents	189	100.0%	211	100.0%	400	100.0%

For **rural respondents**, the three most important factors were “encouraging youth to make their careers in Saskatchewan” (67.8%), “diversifying our economy” (64.9%), and “lowering the cost of doing business, including taxes” (56.9%).

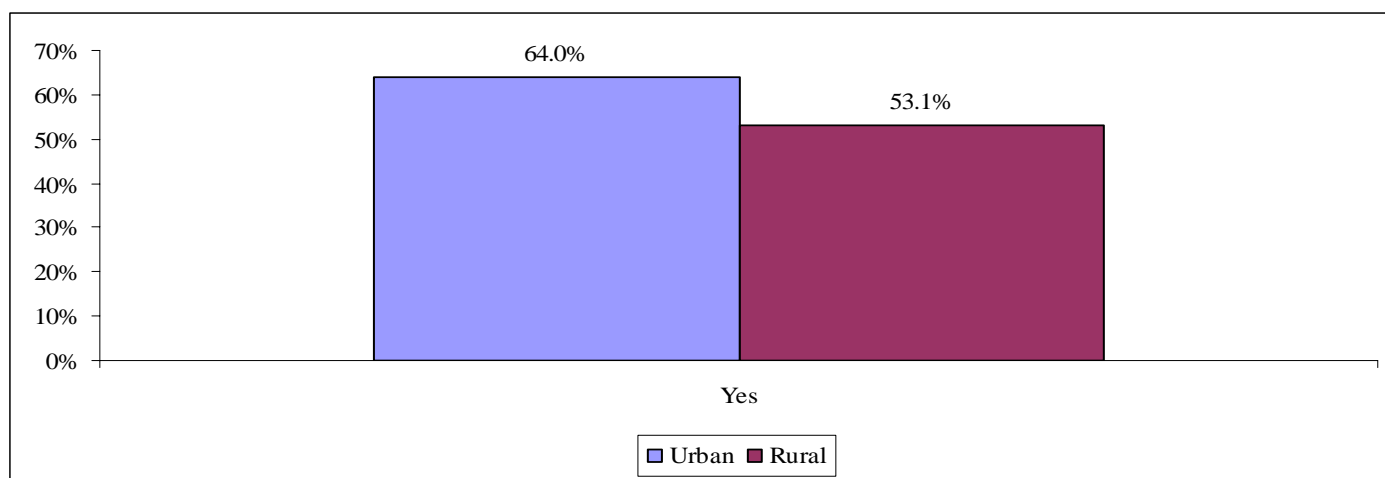
While the top two factors were the same for **urban respondents**, they were more likely to have believed that “attracting and retaining skilled people in the labour force” was one of the three most important factors (56.1%).

What do you think is Saskatchewan’s largest industry?

	Urban vs. Rural					
	Urban		Rural		Total	
	N	%	N	%	N	%
Agriculture	88	46.6%	121	57.3%	209	52.3%
Mining	41	21.7%	29	13.7%	70	17.5%
Oil & gas	18	9.5%	22	10.4%	40	10.0%
Service sector	8	4.2%	2	.9%	10	2.5%
Government	4	2.1%	6	2.8%	10	2.5%
Forestry	5	2.6%	5	2.4%	10	2.5%
Manufacturing	3	1.6%	4	1.9%	7	1.8%
Technology/IT	2	1.1%	1	.5%	3	.8%
Construction	1	.5%	1	.5%	2	.5%
Tourism	0	.0%	1	.5%	1	.3%
Other	2	1.1%	2	.9%	4	1.0%
Don't Know	17	9.0%	17	8.1%	34	8.5%
Total	189	100.0%	211	100.0%	400	100.0%

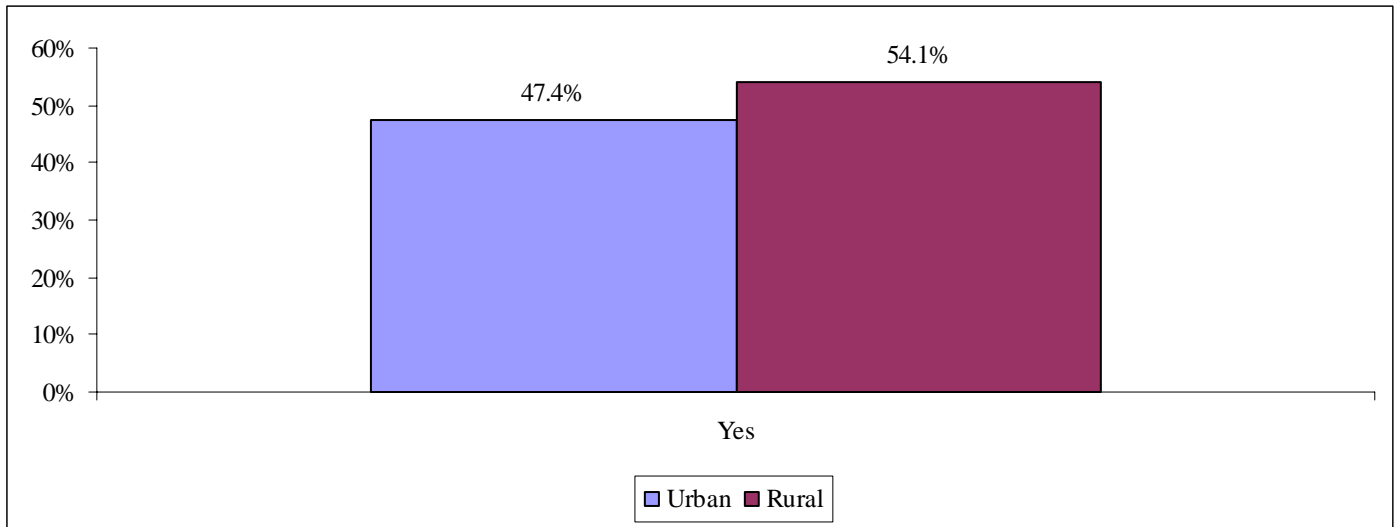
Both urban and rural respondents agreed that agriculture was the largest industry but with a higher proportion of the rural respondents mentioning that industry (57% vs. 47%). Mining was the 2nd most often mentioned industry thought to be largest with slightly more urban respondents making this choice (22% vs. 14%).

Have you heard of the Canadian Light Source synchrotron in Saskatoon?



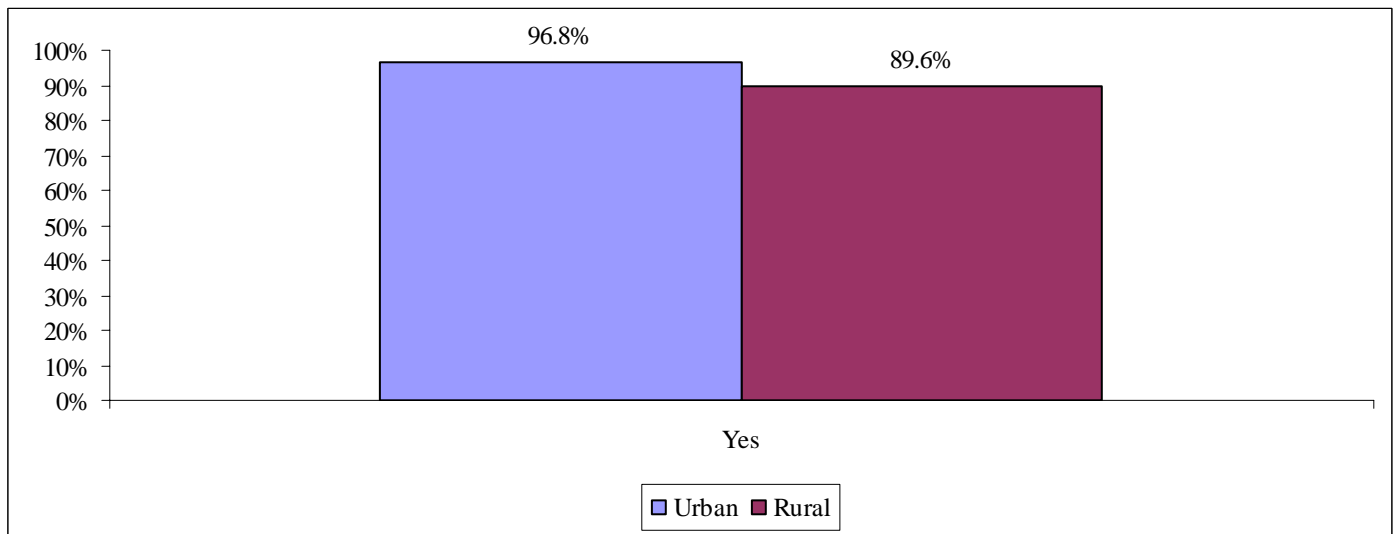
Urban respondents were more likely than rural respondents to have heard of the synchrotron (64.0% vs. 53.1%).

Have you heard that SK is the first province to require that ethanol be added to gasoline sold in the province?



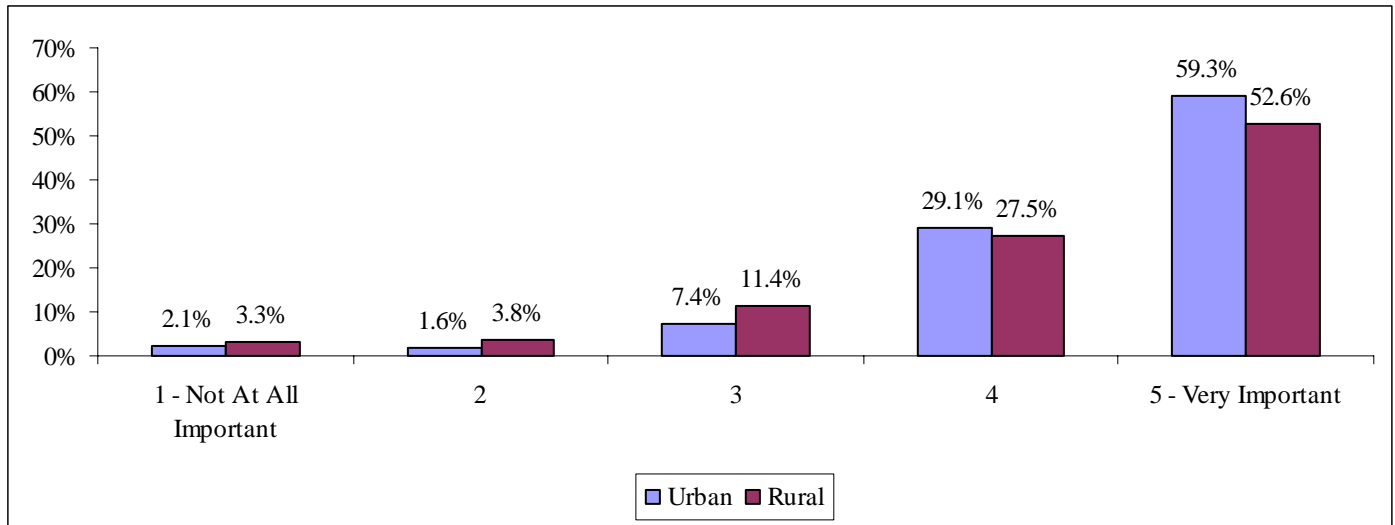
Rural respondents were slightly more likely to be aware of the fact that Saskatchewan was the first province to require that ethanol be added to gasoline sold in the province (54.1% vs. 47.4%).

Should the provincial government promote Saskatchewan to other parts of Canada as a good place to live, work and do business?



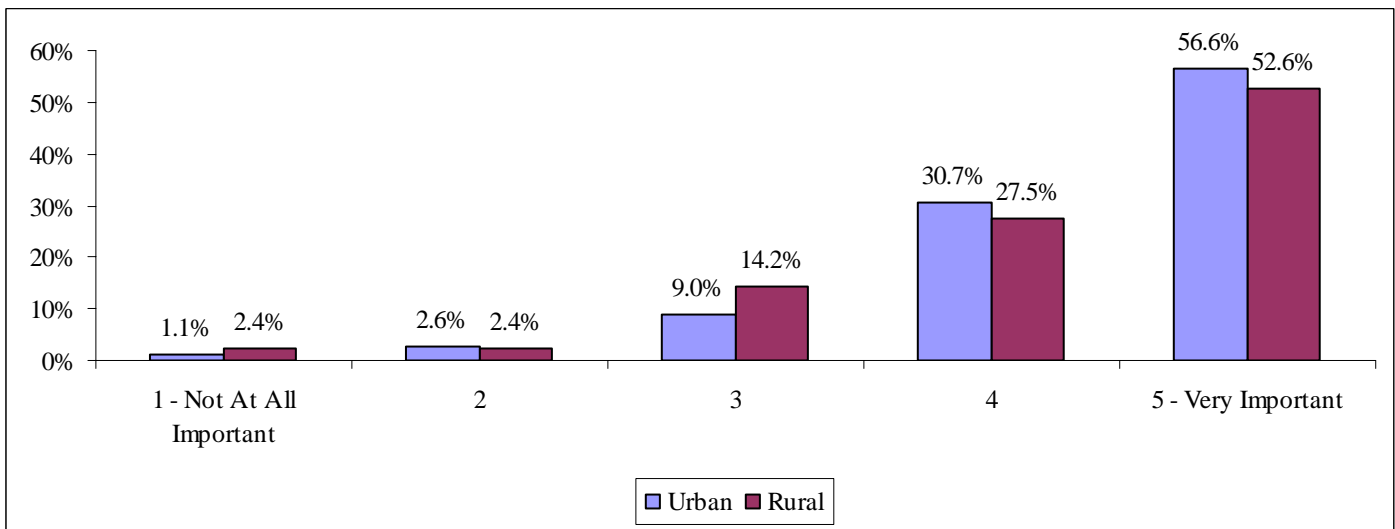
Urban respondents were more likely to have supported the idea of promoting Saskatchewan to other parts of Canada (96.8% vs. 89.6%).

Aspects that the province should emphasize: Making other Canadians more aware of Saskatchewan’s high quality of life



Urban respondents were more likely to have suggested that “making other Canadians more aware of Saskatchewan’s high quality of life” was “important” or “very important” (88.4% vs. 80.1%).

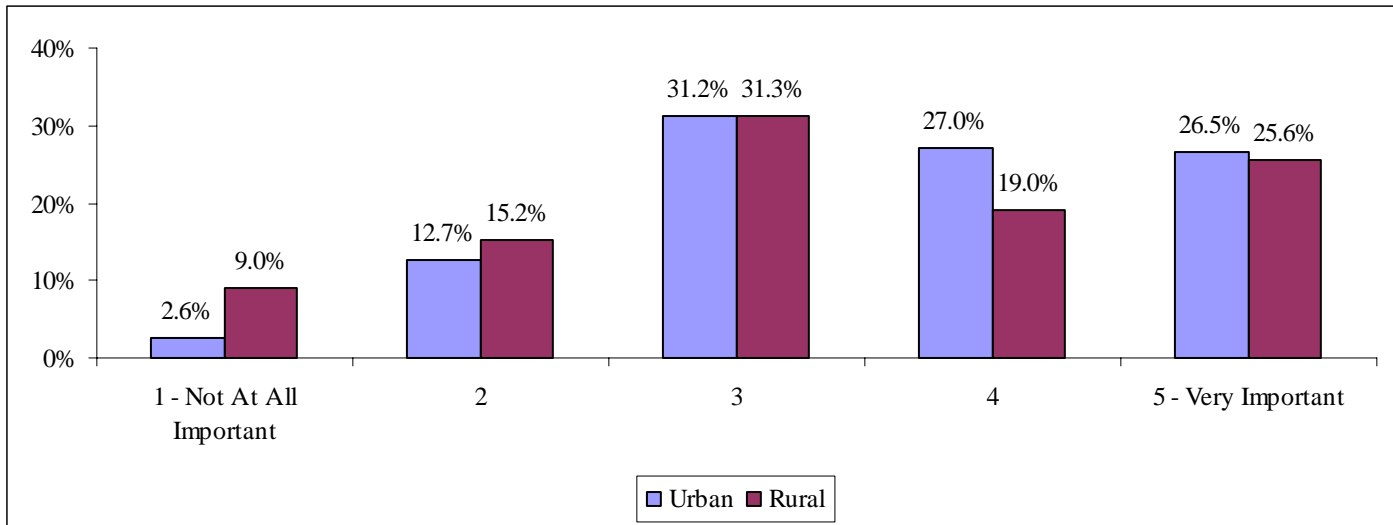
Aspects that the province should emphasize: promoting examples of where the province excels in business, technology and research



Urban respondents were more likely to have suggested that “promoting examples of where the province excels in business, technology and research” was “important” or “very important” (87.3% vs. 80.1%).

Please rate how important you think the following 7 factors are in influencing young people to leave Saskatchewan for education or work?

Better education opportunities

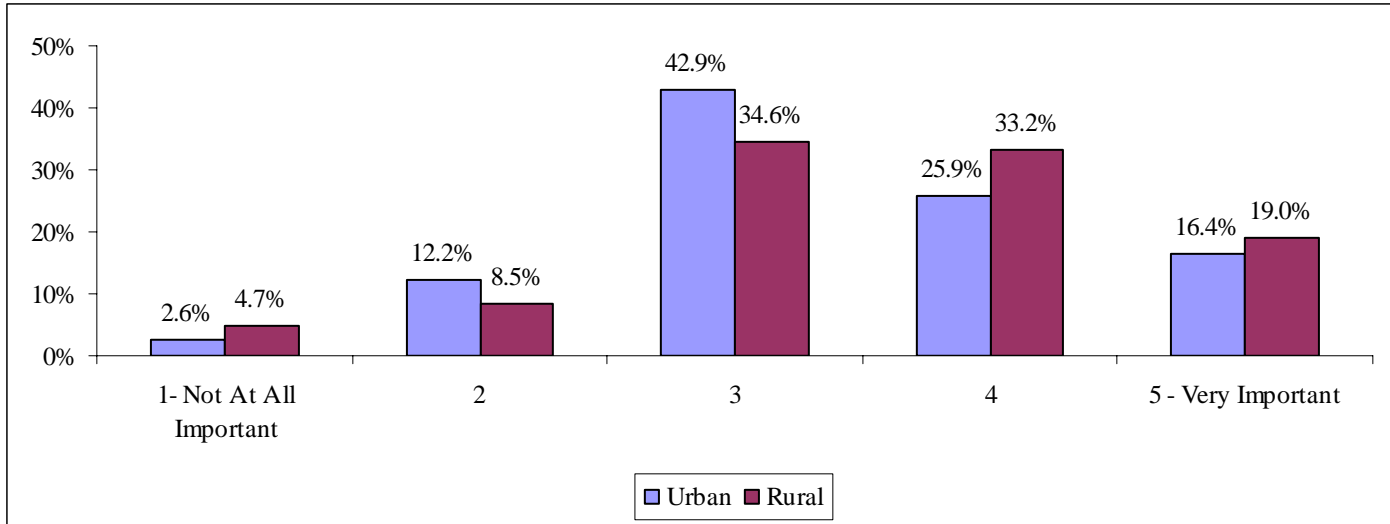


Of the 7 factors in influencing young people to leave Saskatchewan for education or work, only “Better education opportunities” showed a significant difference between urban and rural residents. Urban respondents were more likely to have rated “**Better education opportunities**” as “Important” or “Very Important” (53.5% vs. 44.6%).

No significant differences were found between urban and rural respondents in their ratings of the importance of “higher salaries”, “more job opportunities”, “better career advancement opportunities”, “more night life/leisure/sports options”, “friends/family are moving/have left” or “desire for adventure/exploration”.

Please rate how important you think the following 7 factors are in influencing young people to stay in Saskatchewan for education or work

Friends/Family are Here



Of the 7 factors in influencing young people to stay in Saskatchewan for education or work, only “Friends/family are here” showed a significant difference between urban and rural residents. Rural respondents were more likely to have rated “**Friends/family are here**” as “Important” or “Very Important” (52.2% vs. 42.3%).

No significant differences were found between urban and rural respondents in their ratings of the importance of “higher salaries”, “more job opportunities”, “better career advancement opportunities”, “better education opportunities”, “more night life/leisure/sports options”, and “desire for adventure/exploration”.

Who do you believe has the most influence on a young person's decision to stay or leave the province?

	Urban vs. Rural					
	Urban		Rural		Total	
	N	%	N	%	N	%
Themselves - it's the individual's choice	66	34.9%	92	43.6%	158	39.5%
Their friends	48	25.4%	55	26.1%	103	25.8%
Parents/Brothers/Sisters	58	30.7%	41	19.4%	99	24.8%
Or someone else?	7	3.7%	9	4.3%	16	4.0%
Teachers/school system	7	3.7%	7	3.3%	14	3.5%
Other family members	3	1.6%	7	3.3%	10	2.5%
Total	189	100.0%	211	100.0%	400	100.0%

The 3 most often mentioned influencers on a young person's decision to stay or leave the province were:

- Themselves - it's the individual's choice
- Their friends
- Parents/Brothers/Sisters

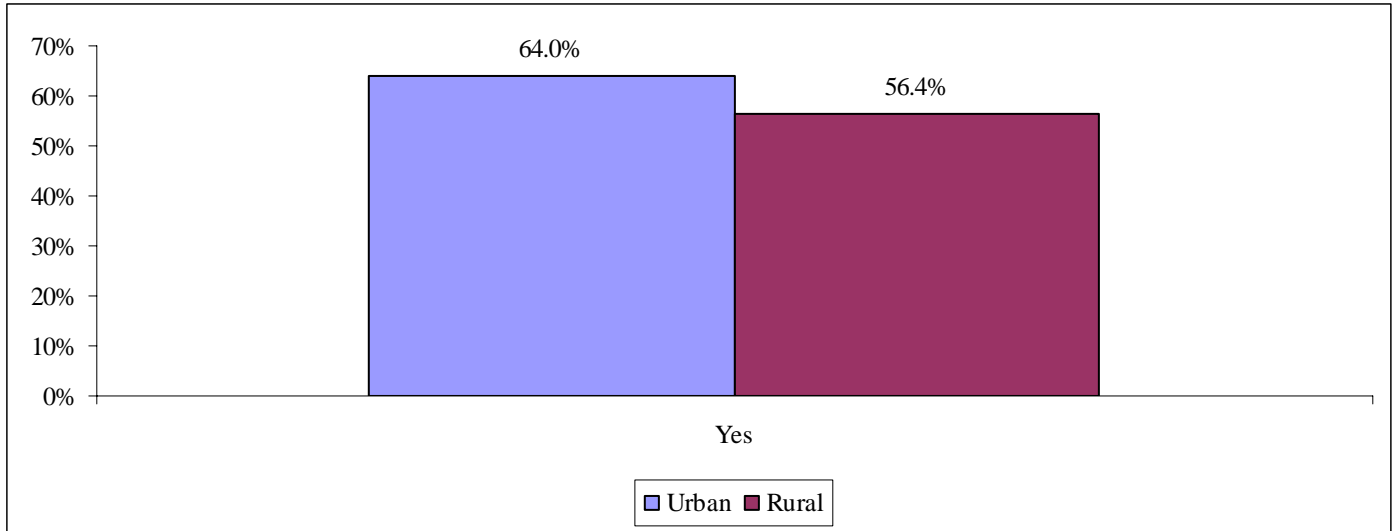
Rural respondents were more likely to believe that it is the **individual's choice** (43.6% vs. 34.9%) while urban respondents were more likely to consider **the family** had the most influence on a young person's decision to stay or leave the province (30.7% vs. 19.4%).

Sources of career and job opportunities in Saskatchewan

	Urban vs. Rural					
	Urban		Rural		Total	
	N	%	N	%	N	%
Online: E.g. SaskJobShop.ca, Monster.com, SaskNetWork.ca, SaskJobs etc.	130	68.8%	115	54.5%	245	61.3%
Newspaper career section/classified job ads	102	54.0%	102	48.3%	204	51.0%
Career centres/Canada-Sask Employment Center	73	38.6%	89	42.2%	162	40.5%
Friends/neighbours	30	15.9%	32	15.2%	62	15.5%
School/Career Counsellors	23	12.2%	34	16.1%	57	14.3%
Parents/Relatives	12	6.3%	16	7.6%	28	7.0%
Career fairs	0	0.0%	3	1.4%	3	0.8%
Other 1	9	4.8%	4	1.9%	13	3.3%
Other 2	6	3.2%	4	1.9%	10	2.5%
Other 3	3	1.6%	1	0.5%	4	1.0%
Don't know	16	8.5%	23	10.9%	39	9.8%

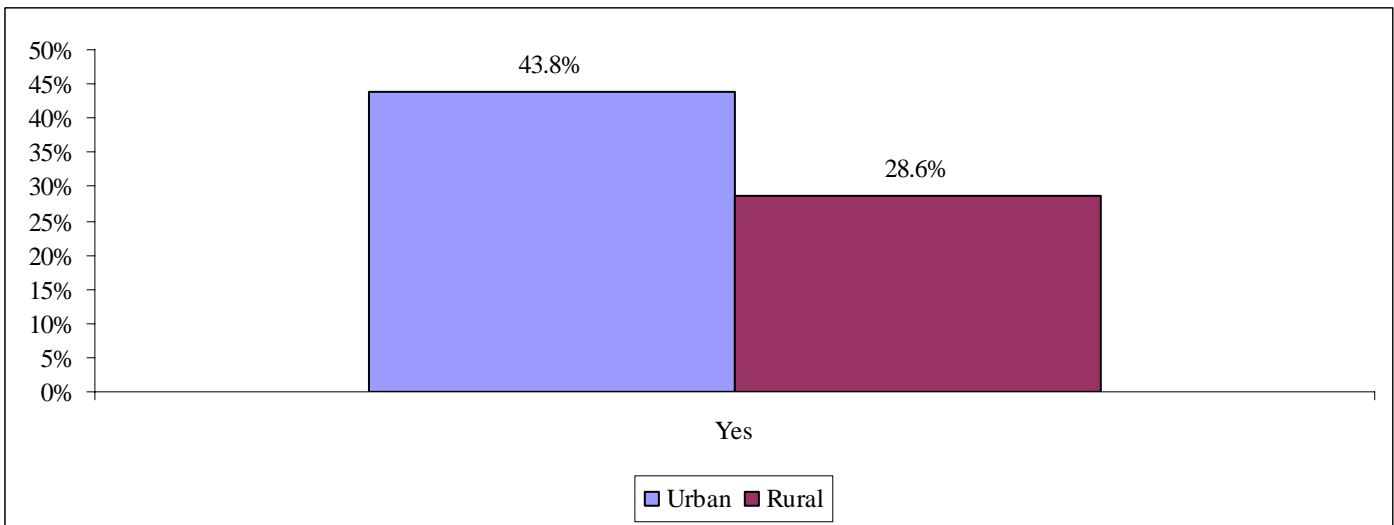
The 3 most often mentioned sources of career and job opportunities in Saskatchewan were the same for urban and rural residents. Urban respondents, however, were more likely to have indicated that they used online resources for job hunting (68.8% vs. 54.5%). No differences were observed between any other sources.

Are you aware of the provincial government’s jobs web site – www.sasknetwork.ca also called “SaskJobs”?



Urban respondents were more likely to be aware of the SaskJobs website (64.0% vs. 56.4%).

Have you used the SaskJobs website in the past two years?



Of all urban and rural respondents who were aware of the SaskJobs website, urban respondents were significantly more likely than rural respondents to have used the website in the past two years (43.8% vs. 28.6%).

SECTION 3. YOUTH-SPECIFIC QUESTIONS

Questions in this section were specifically for the 151 respondents who were between the ages of 16 and 29.

Education

Education Level Attained	N	%
I didn't finish high school	9	6.0%
I'm still a student in high school	22	14.6%
I graduated from high school	33	21.9%
I have completed some post-secondary education	48	31.8%
I have a University or college degree	34	22.5%
I'm in graduate school or have a graduate degree	3	2.0%
Something else	2	1.3%
Total	151	100.0%

Approximately two-fifths of the youth respondents (42.5%) had an education of high school or lower, 31.8% had completed some post-secondary education. Another 24.5% had a university degree or higher.

What are your plans when you graduate? (Multiple responses allowed)

Plans After Graduation	N	%
Study at a Saskatchewan technical institute	7	31.8%
Study at a Saskatchewan university	5	22.7%
Work in Saskatchewan	4	18.2%
Study outside the province at a university	2	9.1%
Work outside the province	2	9.1%
Study outside the province at a technical institute	1	4.5%
Other	7	31.8%
Total respondents	22	100%

The twenty-two respondents who were still a student in high school were asked what their plans would be when they graduate from high school. The majority (54.5%) indicated that they intended to study at a Saskatchewan technical institute or university (31.8% and 22.7% respectively). Another 18.2% indicated that they planned to work in Saskatchewan. Three of the twenty-two respondents planned to study or work outside of the province.

Due to the small number of respondents who answered this question, the results are not statistically significant.

Why are you planning to study or work outside of Saskatchewan?

Reason	N	%
No jobs here in Saskatchewan in my field	1	33.3%
What I want to study is not offered here in Sask.	1	33.3%
I'd like to see other places and meet different people. I'd like to see all of Canada.	1	33.3%
Total	3	100.0%

The 3 respondents who planned to study or work outside of Sask. each had their own reason as indicated in the table above.

Which of the following categories best fits you at this time?

Category	N	%
I work in Saskatchewan	67	57.3%
I am studying at a Saskatchewan university	16	13.7%
I am unemployed but looking for work in Saskatchewan	12	10.3%
I am unemployed and not looking for work	9	7.7%
I am unemployed but looking for work outside of Sask.	2	1.7%
I am studying at a Saskatchewan technical institute	1	.9%
Something else	10	8.5%
Total	117	100.0%

Of the 117 respondents who were not currently in high school, the majority (57.3%) were working in Saskatchewan. A much smaller percentage of the respondents were:

Studying at a Saskatchewan university	13.7%
Unemployed and looking for work in Saskatchewan	10.3%
Unemployed and not looking for work	7.7%

Most important reasons why you decided to stay in Saskatchewan

Reason to Stay in Saskatchewan	N	%
To stay close to family	62	65.3%
The cost of living	27	28.4%
Good job opportunities in Saskatchewan	27	28.4%
Provincial loyalty	18	20.2%
Good educational opportunities here in Saskatchewan	17	17.9%
To stay close to friends	10	10.5%
Other 1	9	9.5%
Other 2	3	3.2%
Don't Know	1	1.1%
Total	96	100%

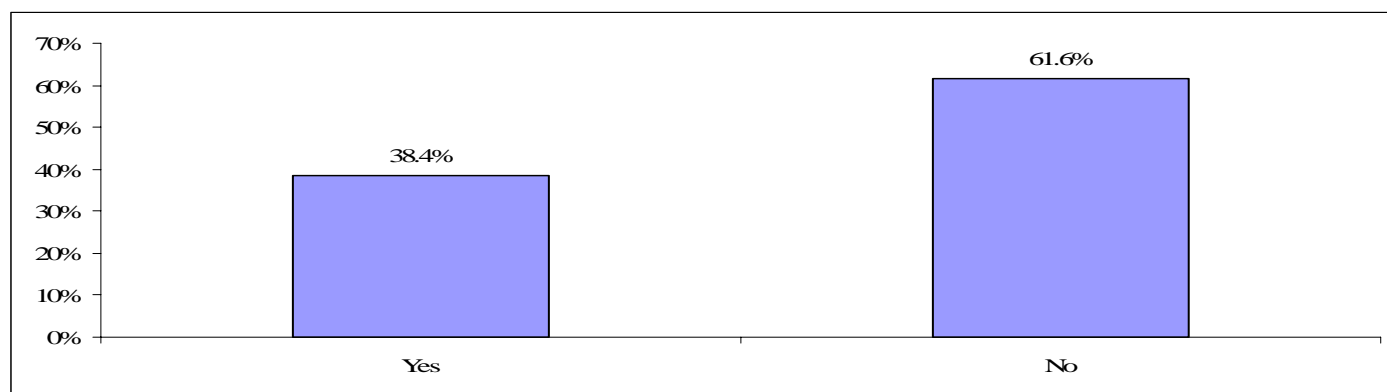
Of the 96 respondents who were studying, working, or looking for work in Saskatchewan, 65.3% indicated that they decided to stay because they wanted to **stay close to the family**. Other main reasons for staying in Saskatchewan included: the **cost of living** and **good job opportunities in Saskatchewan** (both at 28.4%).

Whether or not you have started your career, what is your chosen field of work?

Chosen Field of Work	N	%
Trades	28	18.5%
Healthcare, social services and related	22	14.6%
Education	22	14.6%
Service sector (retail, foodservice, accommodation)	18	11.9%
Administration	11	7.3%
Technical/IT	7	4.6%
Government/civil service	7	4.6%
Oil industry	6	4.0%
Agriculture and related	5	3.3%
Protective Services (policing)	4	2.6%
Entertainment/Media	2	1.3%
Other	7	4.6%
Not sure/undecided	12	7.9%
Total	151	100.0%

In terms of career choice, trades, health care, education and the service sector were the most pursued fields of work (18.5%, 14.6%, 14.6% and 11.9% respectively).

Have you ever lived outside of Saskatchewan?



Slightly less than two-fifths of youth respondents (38.4%) indicated they had lived outside of Saskatchewan.

What was the main reason why you lived outside of Saskatchewan?

Reason	N	%
My family moved there – I had no choice	14	24.1%
Was born outside of Saskatchewan	12	20.7%
Work opportunity	12	20.7%
School	11	19.0%
Other	9	15.5%
Total	58	100.0%

Of the 58 youth who had lived outside of Saskatchewan 4 fairly equal main reasons accounted for 84% of them: “My family moved there” (24.1%), “Born outside of Sask” (20.7%), “Work” (20.7%), and “School” (19.0%).

Why did you return?

Reason for Return	N	%
Family	23	39.7%
Job opportunity	9	15.5%
Cost of living	8	13.8%
Education opportunity	6	10.3%
Friends	2	3.4%
Other	10	17.2%
Total	58	100.0%

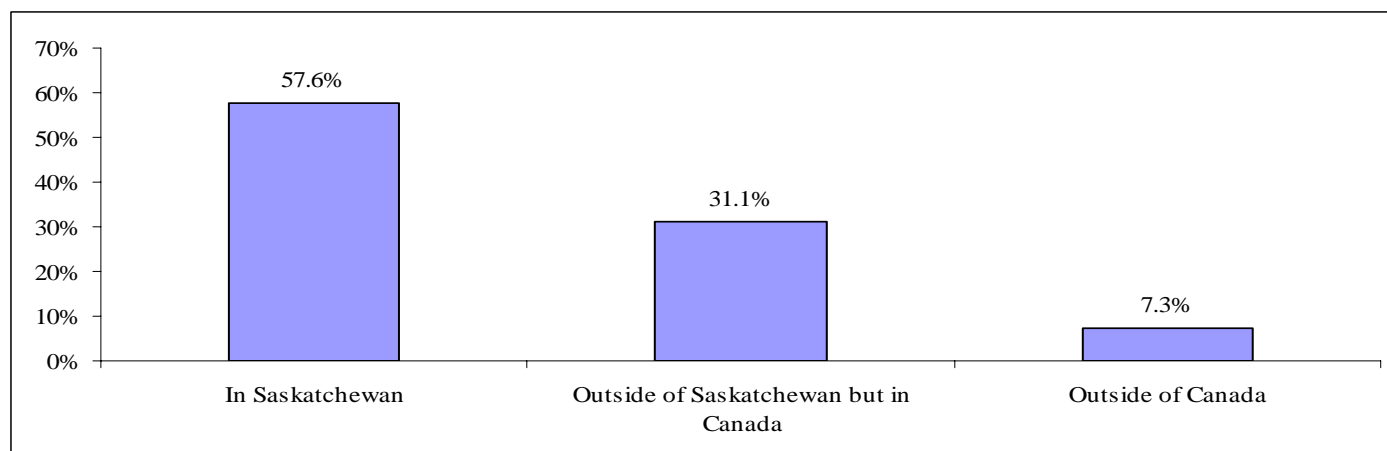
Of the 58 respondents who had lived outside of Saskatchewan, the largest proportion of them (40%) returned because of family. Another 40% returned because of the following 3 reasons “Job Opportunities”, “The cost of living” and “Education opportunities”.

What is it that keeps you here in Saskatchewan? (Multiple responses recorded)

Retention Reason	N	%
Family/friends	73	78.5%
Career opportunities	17	18.3%
Cost of living	16	17.2%
Lifestyle/pace of living	15	16.1%
Quality of living	10	10.8%
Education	8	8.6%
Population	2	2.2%
Other	6	6.5%
Total	93	100%

The 93 respondents who had not lived outside of Saskatchewan were asked for the reasons that keep them in Saskatchewan. The large majority (78.5%) indicated that it was their families or friends. The 3 other top reasons mentioned were “Career opportunities” (18%), “Cost of living” (17%) and “Lifestyle/pace of living” (16%).

Where do you see yourself living in five years?



When respondents were asked where they saw themselves in five years, 57.6% said “in Saskatchewan”, while 31.1% indicated “outside of Saskatchewan but in Canada” and 7.3% said “outside of Canada”.

Why do you see yourself living outside of Saskatchewan in 5 years?

Reason to be Gone in 5 Years	N	%
More job opportunities/Better business potential	25	43.1%
Want to travel/explore/see areas outside of SK	7	12.1%
To be with friends/family	7	12.1%
Don't like SK/General negative opinion of SK	5	8.6%
Other	13	22.4%
Don't know	1	1.7%
Total	58	100.0%

Of the 58 respondents who saw themselves living outside of Saskatchewan in 5 years, 25 (43.1%) indicated that the primary reason was “More job opportunities/better business potential”. To travel, to be with friends/family and general negative opinions of Saskatchewan were the 3 other most often mentioned reasons.

If there were more career opportunities would you be more likely to stay in Saskatchewan?

	N	%
Yes	55	85.9%
No	9	14.1%
Total	64	100.0%

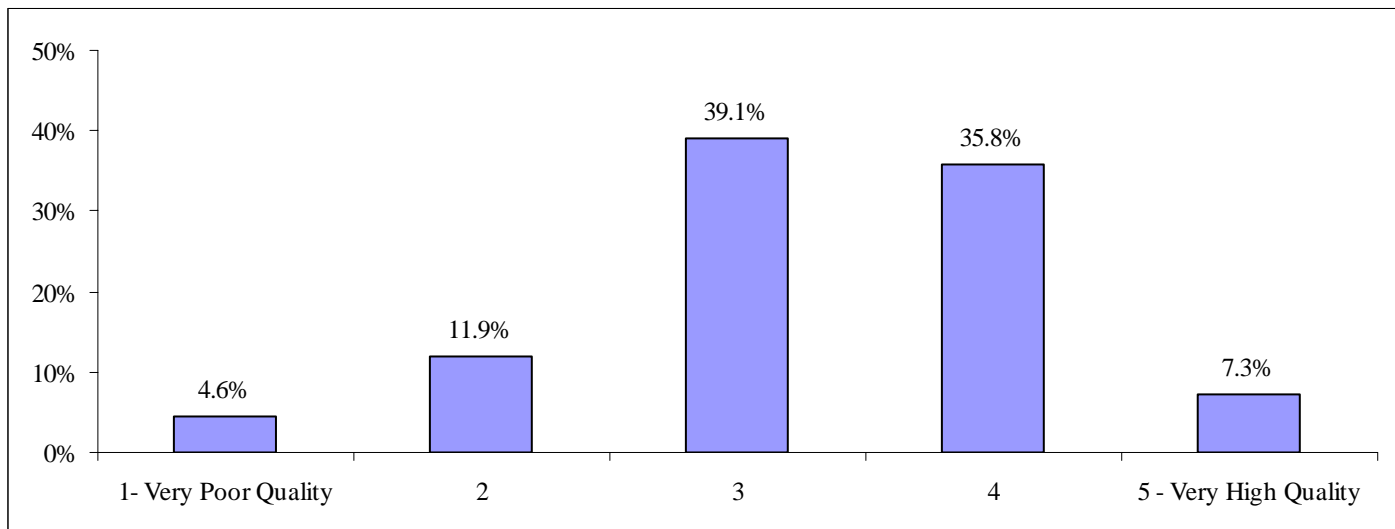
The 58 respondents who saw themselves living outside of Saskatchewan in 5 years and the 6 respondents who were “Unsure” were asked if they would be more likely to stay if there were more career opportunities. The vast majority (85.9%) indicated they would.

Why do you see yourself living in Saskatchewan in 5 years?

Reason to Stay in Saskatchewan	N	%
Career/Job opportunities	27	31.0%
Family/Friends are here	21	24.1%
Good quality of life/comfortable/feels like home	20	23.0%
Education/Will be in school/Family member will be in school	7	8.0%
Cheaper cost of living in SK	6	6.9%
Other	5	5.7%
Don't know	1	1.1%
Total	87	100.0%

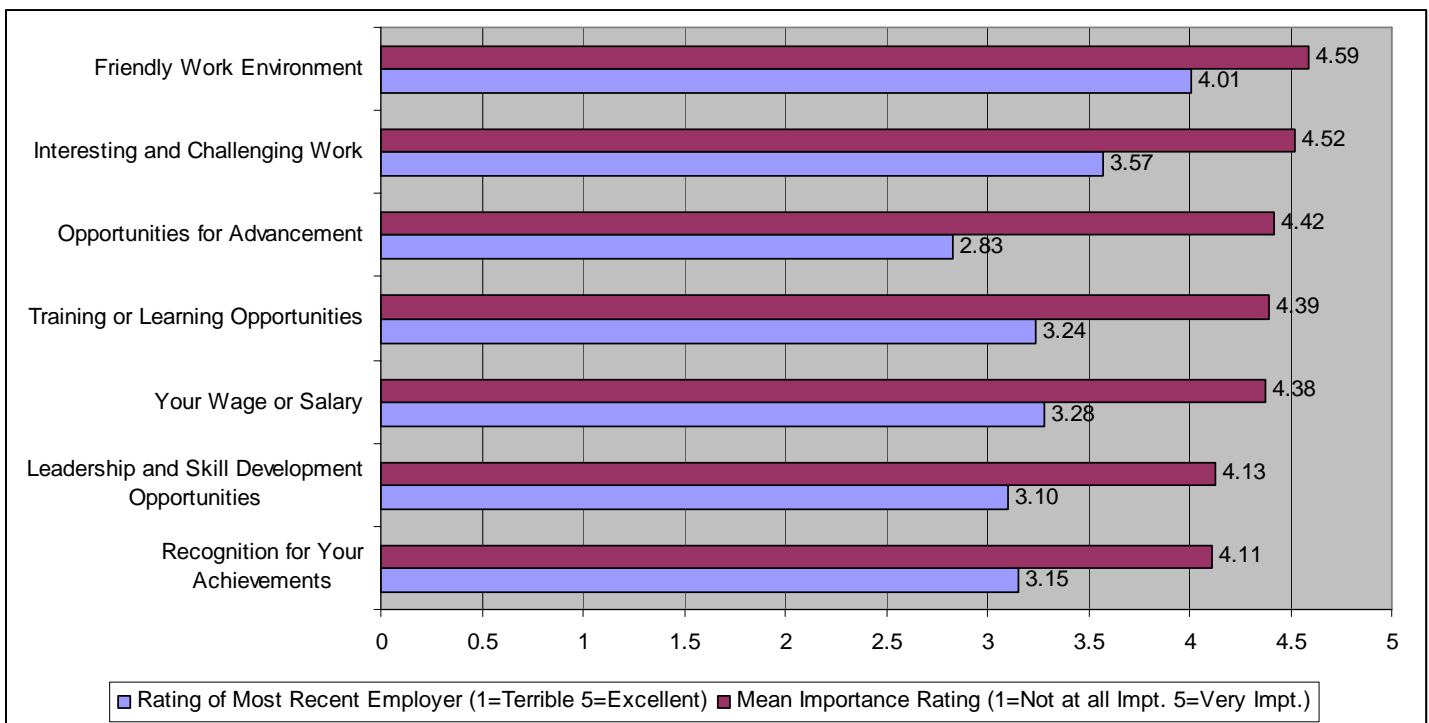
The 87 respondents who saw themselves living in Saskatchewan in 5 years stated that “Career or job opportunities”, “Family or friends” and “Good quality of life” were the primary reasons for them to stay (31.0%, 24.1%, and 23.0% respectively).

How would you rate the quality of career opportunities in Saskatchewan?



All 151 youth respondents were asked to rate the quality of career opportunities in Saskatchewan. Interestingly, a large proportion rated the quality of career opportunities in Saskatchewan as “High” or “Very High” (43.1%), while only 16.5% rated “Poor” or “Very Poor”. The mean quality rating on the 5-point scale was 3.3

Importance of 7 Factors to Youth in a Job Vs Most Recent Employer on Same Attributes

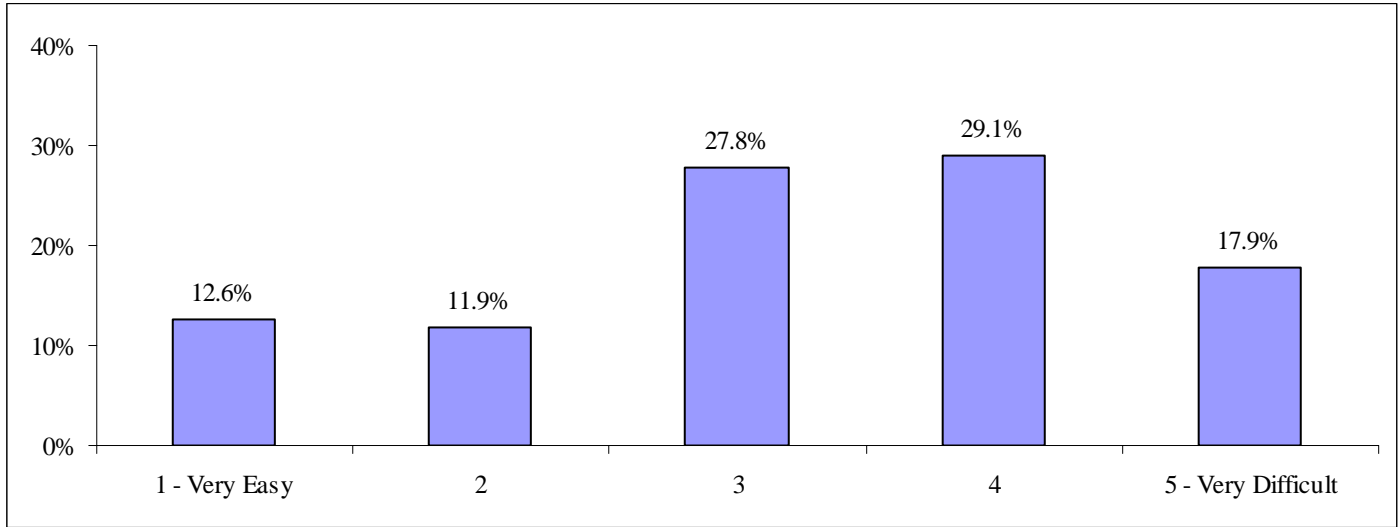


Youth respondents were asked to rate the importance of 7 job factors on a 5-point scale where 1=Not at all Important and 5=Very Important. “A friendly work environment” was rated highest with a mean rating of 4.6. This factor was closely followed by “Interesting and challenging work” (4.5), “Opportunities for advancement” (4.4), “Training or learning opportunities” (4.4) and “Wage or salary” (also 4.4).

The youth respondents were then asked to rate their current or most recent employer on these same 7 job factors using a 5-point scale where 1=Terrible and 5=Excellent. These results are matched against the Importance ratings in the above graph. “Friendly work environment” had the highest mean rating of 4.0. All other items scored a mean rating of 3.6 or lower with “Opportunities for advancement” scoring the lowest at 2.8.

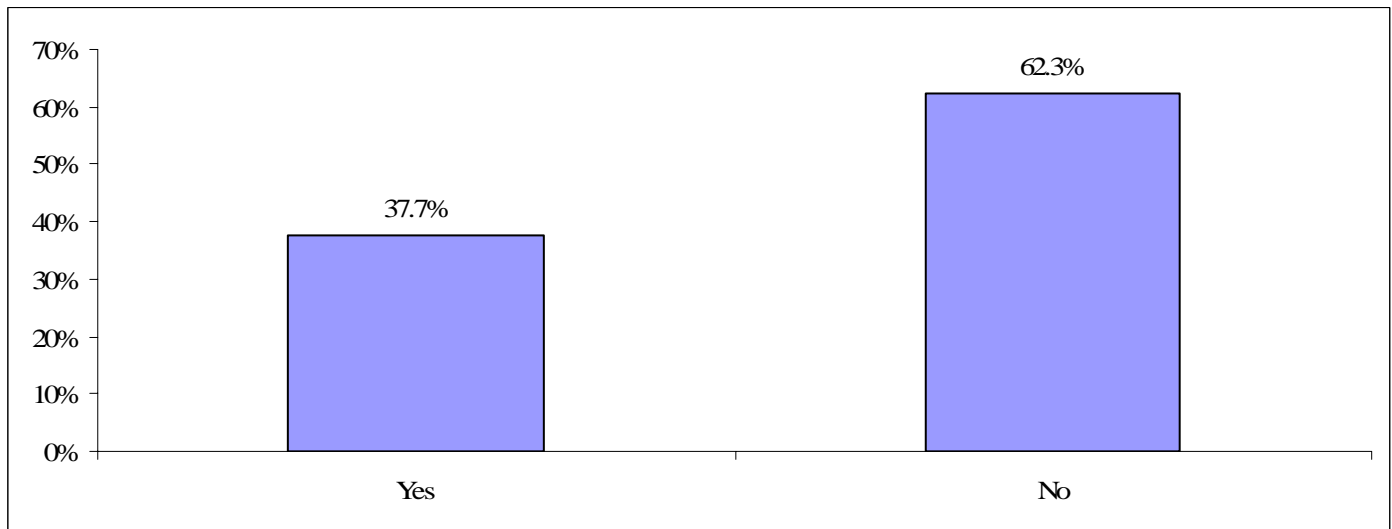
For all factors there was a significant gap between the mean importance rating and their current or most recent employer. The smallest gap (0.6) was on “Friendly work environment” and the largest gap (1.6) was for “Opportunities for advancement”.

How would you rate the task of finding a job in your chosen field in Saskatchewan?



Nearly half of the respondents (47.0%) rated the task of finding a job in their chosen fields in Saskatchewan difficult, while only 24.5% rated the task easy. The mean difficulty rating on the 5-point scale was 3.3.

Do you feel enough is being done in high schools and post high school institutions to inform youth of the job sectors?



The majority of the youth respondents (62.3%) did not feel that enough was being done in high schools and post high school institutions to inform youth of the job sectors in Saskatchewan.

What else could be done to educate youth on the best employment and career advancement opportunities?

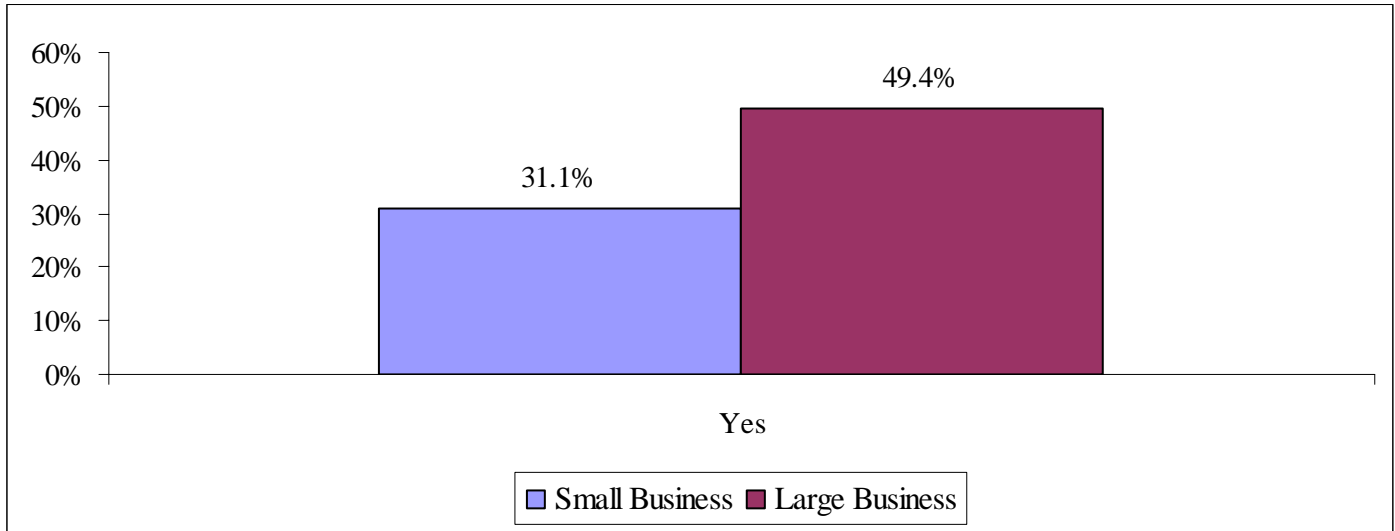
Suggestions	N	%
Host career fairs/more career fairs	16	17.0%
Promote awareness of career opportunities/advertise more	14	14.9%
Provide guest speakers /more guest speakers	9	9.6%
Emphasize the trades opportunities within SK	7	7.4%
Work placement/Send youth/students to job sites	6	6.4%
Provide more detailed information	6	6.4%
Have in school classes/programs	4	4.3%
Nothing	1	1.1%
Other	19	20.2%
Don't know	12	12.8%
Total	94	100.0%

When respondents were asked what could be done to educate youth on the best employment and career advancement opportunities the top 2 suggestions mentioned were “Host career fairs/more career fairs” (17%) and “Promote awareness of career opportunities/advertise more” (15%). A number of other suggestions were each made by less than 10% of the respondents.

SECTION 4. BUSINESS-SPECIFIC QUESTIONS

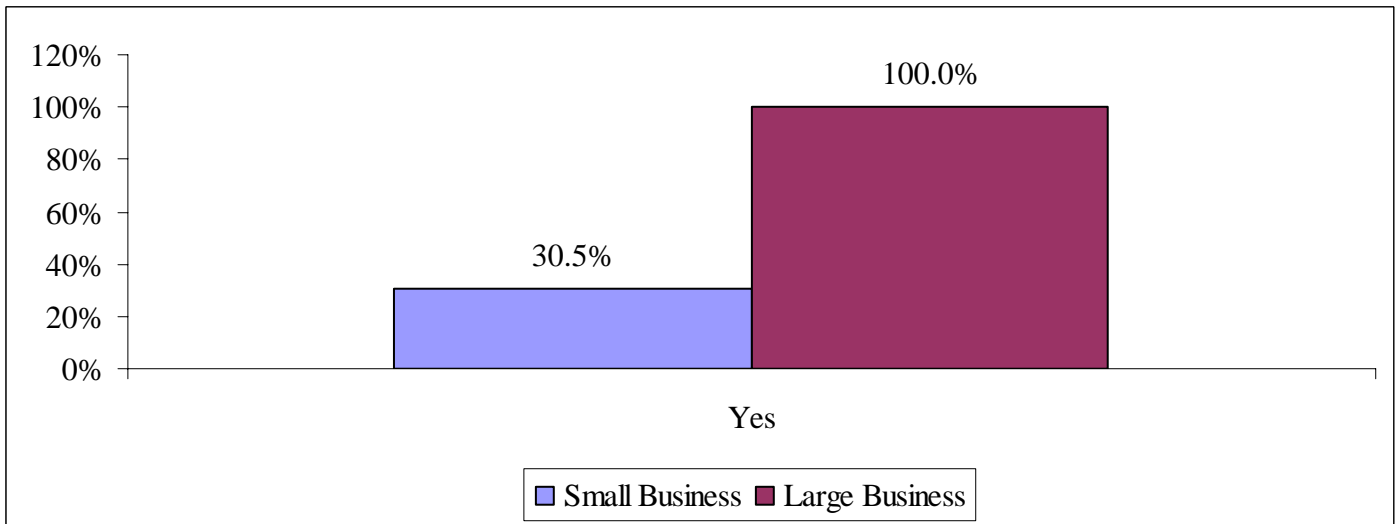
Questions in this section were specifically for the 349 business respondents (249 small and 100 large).

Have you used the services of a Canada-Saskatchewan career and employment centre in the past two years?



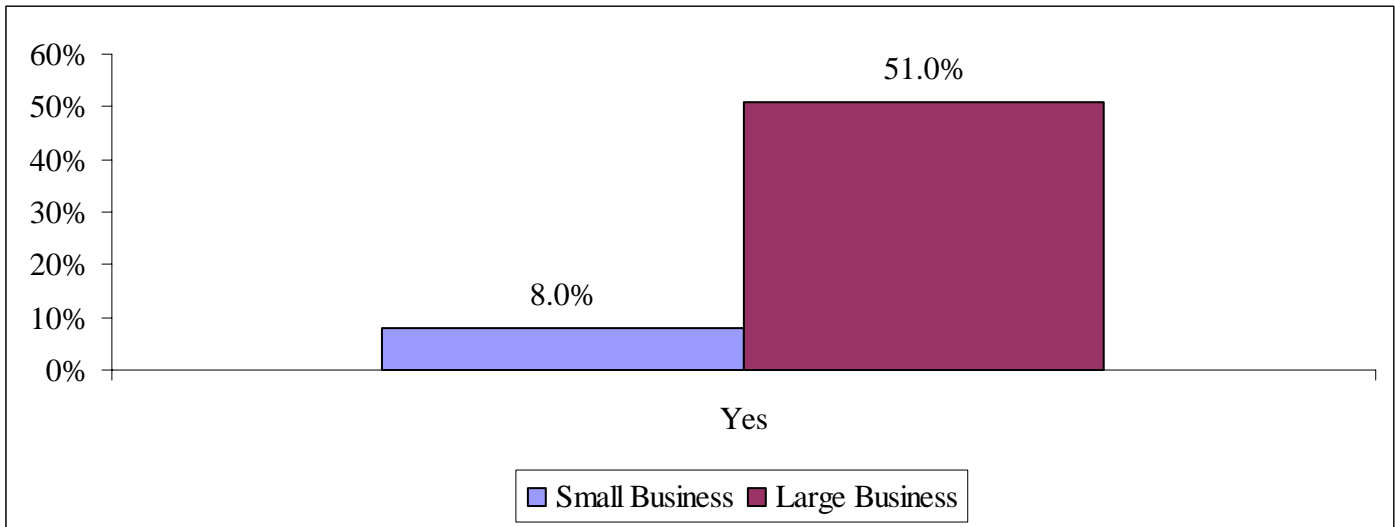
Nearly one-third of the small businesses (31.1%) indicated that they had used the services of a Canada-Saskatchewan career and employment centre in the past two years which was significantly less than the 49% of large businesses that had used the same services.

Does your company sell any of its goods or services outside Saskatchewan?



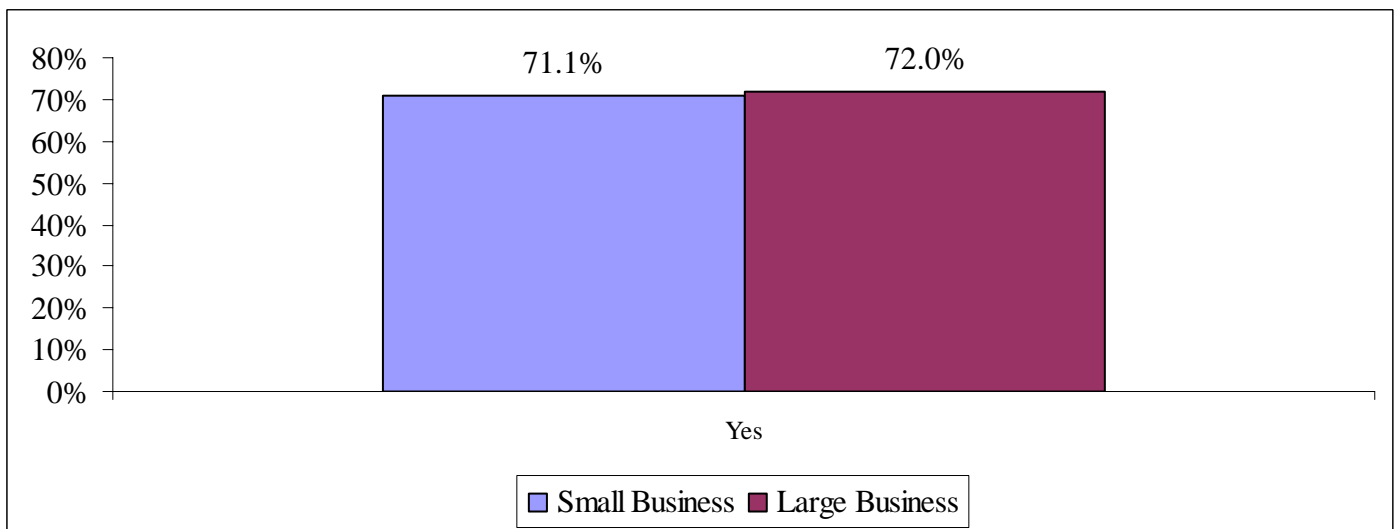
Nearly one-third of the small businesses surveyed (30.5%) indicated that they sold their goods or services outside Saskatchewan. All large businesses sold their goods or services outside Saskatchewan.

Does your company have operations located outside Saskatchewan?



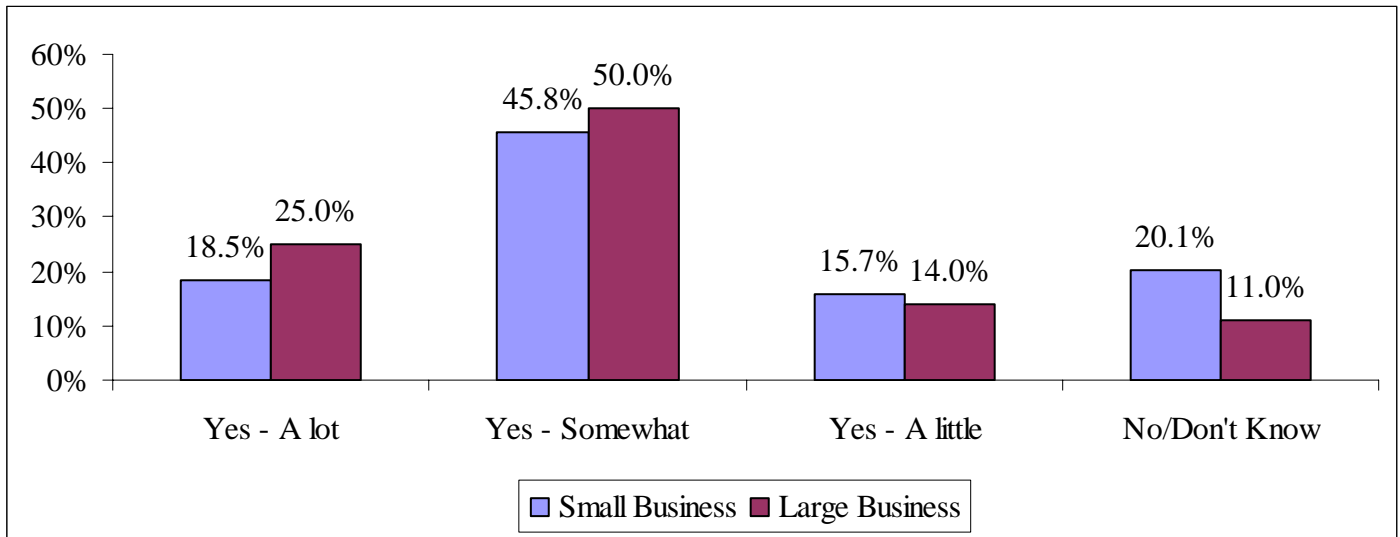
Less than one-tenth of the small businesses surveyed (8.0%) indicated that they had operations located outside Saskatchewan compared to 51% of the large businesses.

Have you heard that Saskatchewan announced the largest business tax cuts in its history in its 2006 budget?



Nearly three-quarters of both the small and large business respondents (71.1% and 72% respectively) indicated that they had heard that Saskatchewan announced the largest business tax cuts in its history in its 2006 budget.

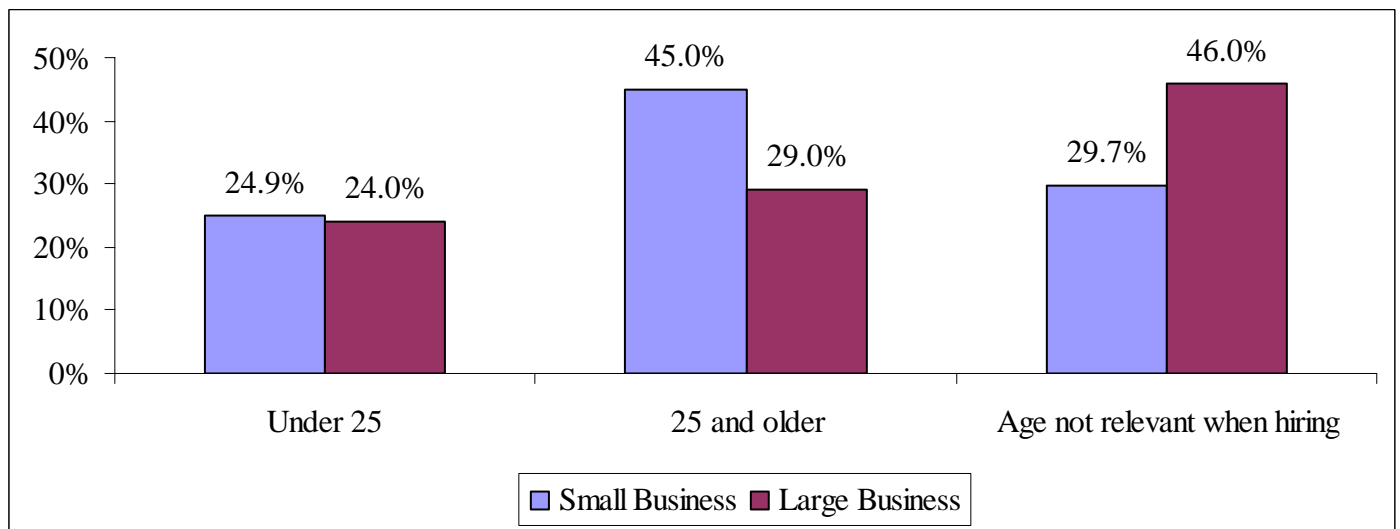
Do you think these tax cuts will encourage investment?



Approximately 64% of the small business respondents believed that the tax cuts would encourage investment in Saskatchewan “A lot” or “Somewhat”. Comparatively, large businesses were slightly more likely (75%) to believe that the tax cuts would encourage investment “A lot” or “Somewhat”.

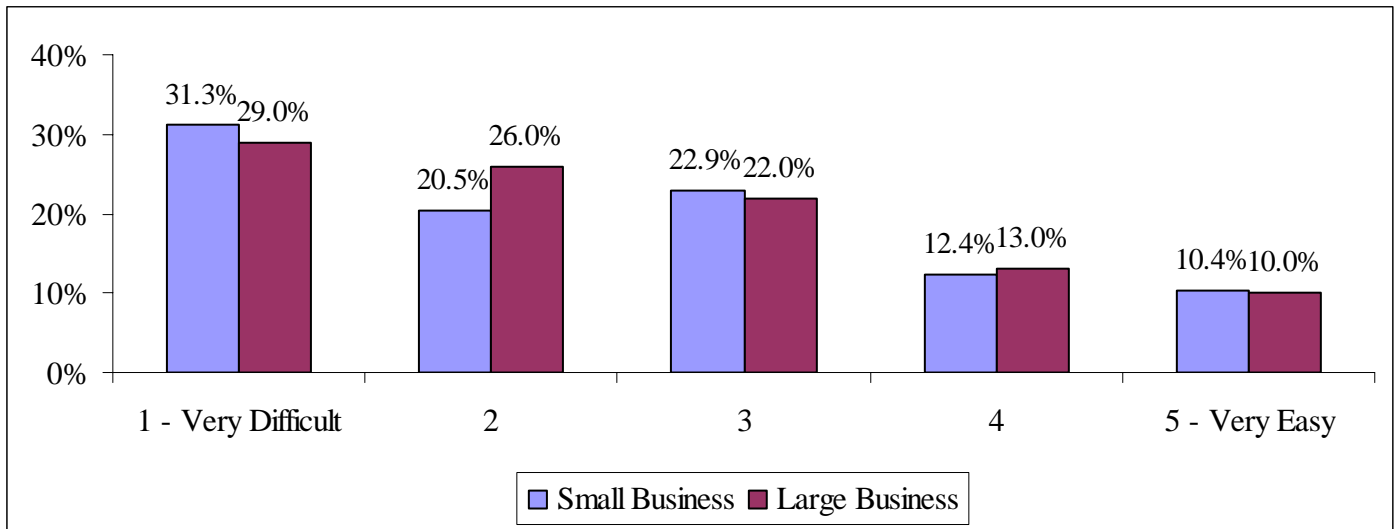
Nearly twice as many small business respondents versus large business respondents indicated that they “Did not know” if the tax cuts would encourage investment (20% vs. 11%)

When hiring, are you more often looking for people “Under the age of 25” or “25 and older”?



Approximately one-quarter of both small and large businesses surveyed were often looking for people under the age of 25. Small business respondents were more likely to be looking for people 25 and older (45% vs. 29%) and less likely say that age was “Not relevant when hiring” (30% vs. 46%)

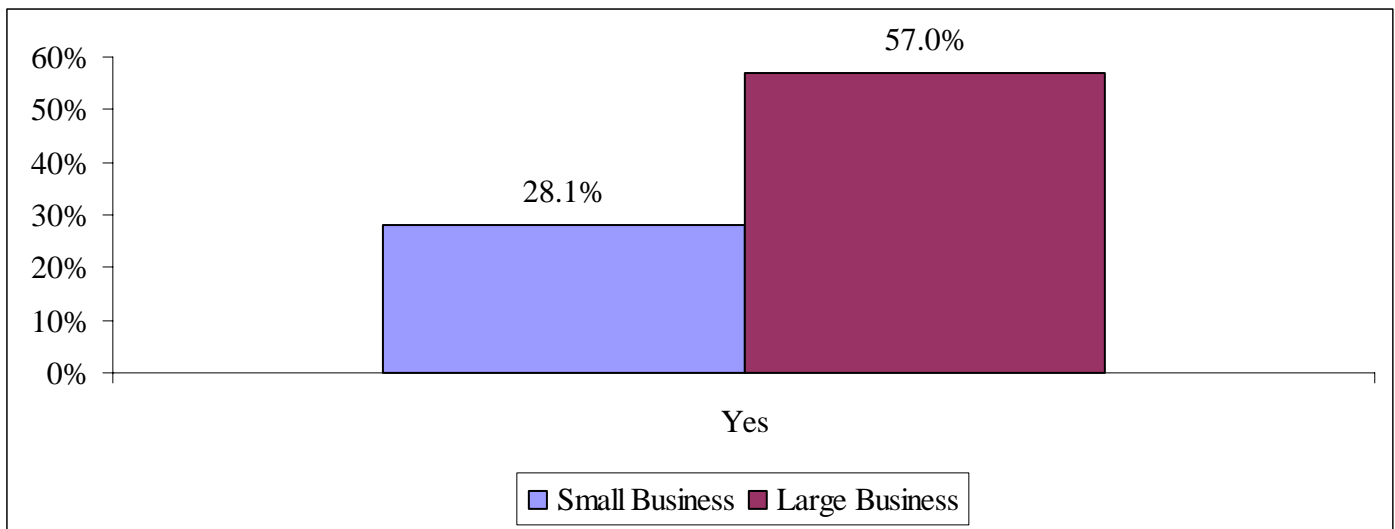
How would you rate the challenge of finding qualified employees 25 years and younger?



No statistically significant differences were found between the results from the large business respondents and those from the small business respondents.

The mean difficulty rating for both small and large businesses on the 5-point scale was 2.49.

Would your company be interested in learning more about how to attract and retain staff 25 years and younger?



Large businesses were significantly more likely than small businesses to be interested in learning more about how to attract and retain staff 25 years and younger (57% vs. 28%).

Information tools believed to be useful in helping to learn more about attracting and retaining young people

	Type of Respondent			
	Small Business		Large Business	
	N	%	N	%
Written material on best HR practice	54	77.1%	38	66.7%
Success stories from other businesses that have developed successful strategies on attracting and retaining youth	50	71.4%	39	68.4%
Internet material on best HR practice	45	64.3%	45	78.9%
Presentations from youth leaders about what they look for in an employer	42	60.0%	33	57.9%
A seminar from a recognized expert	33	47.1%	27	47.4%
None of the above	2	2.9%	4	7.0%

Small business: In terms of useful information tools in helping to learn more about attracting and retaining young people both small and large businesses rated the listed information tools quite similarly. Slightly more small businesses agreed that “Written materials on best HR practices” would be useful (77% vs. 67%) and large businesses respondents were more likely to indicate that “Internet material on best HR practice” would be useful (79% vs. 64%).

APPENDIX 1

SURVEY QUESTIONNAIRE

General Questions

BusVsGen. Interviewer, please record if this survey is a business survey or a general public survey

1. Business Survey
2. General Public Survey

GenIntro:

Good afternoon/evening. This is _____ calling from Itracks and we are randomly calling Saskatchewan households to obtain their opinions and attitudes regarding growth and employment opportunities within Saskatchewan. This is not a sales call, and your responses will be kept confidential. Would you have about 12-15 minutes to complete the survey right now?

BusIntro:

Could I please speak with one of the decision makers in the company?

Good morning/afternoon. This is _____ calling from Itracks and we are randomly calling Saskatchewan businesses to obtain their opinions and attitudes regarding businesses and economic growth in Saskatchewan. Would you have about 12-15 minutes to complete the survey right now?
I assure you this is not a sales call, and all responses will be kept confidential.

GY

Ask if BusVsGen = 2

Age1. First of all, to help us ensure we ask you only those questions relevant to you, into which of the follow 2 categories does your age fall: 16-29 or 30 and older?

1. Under 16 (**terminate**)
2. 16-29 (**Youth quota**)
3. 30 and older
4. Refused – 2nd effort and then thank and terminate

BGY

1. Last year do you believe Saskatchewan's economy got better, got worse or stayed the same?

1. It got better
2. It got worse
3. It stayed the same
9. Don't know

BGY

2. This year, in 2006, do you expect Saskatchewan's economy will get better, get worse or stay the same?

1. Get better
2. Get worse
3. Stay the same
9. Don't know

BGY

3. Thinking back over the past two years, do you believe opportunities in Saskatchewan for young people to find a job are better, worse or the same?

1. Better
2. Worse
3. The same
9. Don't know

BGY

4. On a scale from 1 to 5 where 1 is "Not Optimistic" and 5 is "Very Optimistic", how optimistic are you about the future of Saskatchewan's economy in the next few years?

1	2	3	4	5	9
Not Optimistic				Very Optimistic	DK

BGY

5. On a scale from 1 to 5 where 1 is "Not at all Important" and 5 is "Very Important", how important do you believe [Read first option] is in helping to grow Saskatchewan's economy?

Programmer: Randomize list...[Repeat for each item on list]

1	2	3	4	5	9
Not at all Important				Very Important	DK

- a) Lowering the cost of doing business, including taxes
- b) Developing an environment that encourages innovation and technological advancement
- c) Diversifying our economy beyond resources to more manufacturing and technology-based industries
- d) Attracting and retaining skilled people in the labour force
- e) Encouraging Saskatchewan youth to make their careers in Saskatchewan
- f) Encouraging greater participation by Aboriginals in the labour force

- 5a. Out of the following list, please pick the top three most important factors, in your mind.

- a) Lowering the cost of doing business, including taxes
- b) Developing an environment that encourages innovation and technological advancement
- c) Diversifying our economy beyond resources to more manufacturing and technology-based industries
- d) Attracting and retaining skilled people in the labour force
- e) Encouraging Saskatchewan youth to make their careers in Saskatchewan
- f) Encouraging greater participation by Aboriginals in the labour force

BGY

6. Please indicate how much you agree or disagree with the following 6 statements about Saskatchewan, using a 5 point scale where 1 = Strongly Disagree and 5 = Strongly agree...

1. Strongly Disagree,
2. Disagree,
3. Neither Agree nor Disagree,
4. Agree, or
5. Strongly Agree
9. DK

Repeat list as necessary

- 1) Saskatchewan is diversifying its economic base
- 2) Saskatchewan has a highly skilled workforce
- 3) Saskatchewan has a highly educated workforce
- 4) Saskatchewan people have a strong work ethic
- 5) Saskatchewan businesses produce innovative products and services
- 6) Saskatchewan research facilities conduct innovative research

7. What do you think is Saskatchewan's largest industry? (Do not read)

1. mining
2. agriculture,
3. oil and gas,
4. manufacturing,
5. service sector,
6. government,
7. finance,
8. forestry
9. Other (specify _____)
10. Don't know

8. What do you think is Saskatchewan's most important industry?

1. mining
2. agriculture,
3. oil and gas,
4. manufacturing,
5. service sector,
6. government,
7. finance,
8. forestry
9. Other (specify _____)
10. Don't know

9. Have you heard of the Canadian Light Source synchrotron in Saskatoon?

1. Yes – Continue
2. No – Go to Q10a

10. What do you know about it?

[Record Verbatim]

Q10a. Have you heard that SK is the first province to require that ethanol be added to gasoline sold in the province?

1. Yes
2. No

Q10b. Did you know that the gas you buy now at the pumps could contain ethanol?

1. Yes
2. No

11. Have you heard that Saskatoon is home to an internationally recognized agricultural biotechnology industry?

1. Yes
2. No

12. Have you heard that Saskatchewan is a world leader in the technology used to store carbon dioxide gases in oil fields?

1. Yes
2. No

BGY

13. Should the provincial government promote Saskatchewan to other parts of Canada as a good place to live, work and do business?

1. Yes
2. No

BGY

14. When the province is marketing itself in other parts of Canada, there are several aspects that could be emphasized. We are seeking your opinion on what should be emphasized.

On a scale from 1 to 5 where 1 is “Not at all Important” and 5 is “Very Important” how important is...

Programmer: Randomize list

- a. ...improving Saskatchewan’s image in the national marketplace as a good place to do business?
- b. ...making other Canadians more aware of Saskatchewan’s high quality of life?
- c. ...promoting examples of where the province excels in business, technology and research?

- d. ...dispelling negative stereotypes about Saskatchewan and its economy? (Things like “nothing is going on in Saskatchewan”, “no economy growth” and “mostly farming”)
- e. ...dispelling negative stereotypes that Saskatchewan is not technologically advanced and has little scientific research?

1	2	3	4	5	9
Not at all				Very	DK
Important				Important	

Youth Employment Related Questions

BGY

15. On a scale from 1 to 5, where 1 is “Very Poor” and 5 is “Very Good” how would you rate opportunities right now for a young person to get a job in Saskatchewan?

1	2	3	4	5	9
Very Poor				Very Good	DK

BGY

16. What do you think are the 2 MOST important factors influencing young people to leave Saskatchewan for education or work?

NOTE: Unaided checkbox

- 1) Higher salaries
- 2) More job opportunities
- 3) Better career advancement opportunities
- 4) Better education opportunities
- 5) More night life/leisure/sports options
- 6) Friends/family are moving/have left
- 7) Desire for adventure/exploration
- 8) Other1: _____
- 9) Other2: _____

BGY

17. On a scale from 1 to 5 where 1 is “Not at all Important” and 5 is “Very Important” please rate how important you think the following 7 factors are in influencing young people to **leave** Saskatchewan for education or work?

- 1) Higher salaries
- 2) More job opportunities
- 3) Better career advancement opportunities
- 4) Better education opportunities
- 5) More night life/leisure/sports options
- 6) Friends/family are moving/have left
- 7) Desire for adventure/exploration

18. What do you think are the 2 MOST important factors influencing young people to **stay** in Saskatchewan?

NOTE: Unaided checkbox

- 1) job opportunities
- 2) better career advancement opportunities
- 3) family
- 4) cost of living
- 5) quality of life
- 6) culture and recreation opportunities
- 7) opportunities for community leadership
- 8) Other1: _____
- 9) Other2: _____

19. On a scale from 1 to 5 where 1 is “Not at all Important” and 5 is “Very Important” please rate how important you think the following 7 factors are in influencing young people to stay in Saskatchewan for education or work?

1. Higher salaries
2. More job opportunities
3. Better career advancement opportunities
4. Better education opportunities
5. More night life/leisure/sports options
6. Friends/family are here
7. Desire for adventure/exploration

GY

20. Who do you believe has the most influence on a young person’s decision to stay or leave the province?

READ LIST - AIDED

1. Their friends
2. Teachers/school system
3. Parents/Brothers/Sisters
4. Other family members
5. Themselves - it’s the individual’s choice
6. Or someone else?: _____

GY

21. When job hunting, where would you go to find information about career and job opportunities in Saskatchewan?

DO NOT read list - choose all that apply

Probe: Anywhere else?

1. Friends/neighbours
2. Parents/Relatives
3. School/Career Counsellors
4. Career centres/Canada-Sask Employment Center

5. Online: E.g. SaskJobShop.ca, Monster.com, SaskNetWork.ca, SaskJobs etc.
6. Newspaper career section/classified job ads
7. Career fairs
8. Other1: _____
9. Other2: _____
10. Other3: _____
99. Don't know

BGY

22. Are you aware of the Canada-Saskatchewan career and employment centres?

1. Yes
2. No

BY

If "Yes" to Aware of Can-Sask (Q22 = 1):

23. Have you used the services of a Canada-Saskatchewan career and employment centre in the past two years?

1. Yes
2. No

BGY

24. Are you aware of the provincial government's jobs web site – www.sasknetwork.ca also called "SaskJobs"?

1. Yes
2. No

If "Yes" to Aware of www.sasknetwork.ca or "SaskJobs" (Q24 = 1):

25. Have you used that website in the past two years?

1. Yes
2. No

Youth Only Questions**Y**

31. Which of the following categories best describes the highest level of education you have currently achieved?

1. I didn't finish high school
2. I'm still a student in high school
3. I graduated from high school
4. I have completed some post-secondary education
5. I have a University or college degree
6. I'm in graduate school or have a graduate degree
7. Or something else? Specify: _____

If Q31=2 "I'm still a student in high school" ask:

32. What are your plans when you graduate?

DO NOT READ – UNAIDED – Check all that are mentioned.**Probe: Any other plans?**

- 1) Study at a Saskatchewan university
- 2) Study at a Saskatchewan technical institute
- 3) Work in Saskatchewan
- 4) Study outside the province at a university
- 5) Study outside the province at a technical institute
- 6) Work outside the province
- 7) Other: _____

If options 4, 5 or 6 in Q32 (Plans when I graduate) ask

33. Why are you planning to study or work outside of Saskatchewan? (Unaided right?)

- 1) No jobs here in Saskatchewan in my field
- 2) What I want to study is not offered here in Saskatchewan
- 3) Less expensive program somewhere else
- 4) Scholarships offered by outside educational institute
- 5) Other: _____

If education level question =3, 4, 5 or 6 (Q32) ask:

34. Which of the following categories best fits you at this time?

Read List

1. I am studying at a Saskatchewan university
2. I am studying at a Saskatchewan technical institute
3. I work in Saskatchewan
4. I am unemployed but looking for work in Saskatchewan
5. I am unemployed but looking for work outside of Saskatchewan, or
6. I am unemployed and not looking for work
7. Something else? Specify: _____

Ask if answer to question above = 1, 2, 3 or 4 (Q34) ask:

35. What would you say are the 2 MOST important reasons why you decided to stay in Saskatchewan to work or go to school?

NOTE: DO NOT READ – UNAIDED

- 1) The cost of living
- 2) To stay close to family
- 3) To stay close to friends
- 4) Good educational opportunities here in Saskatchewan
- 5) Good job opportunities in Sask
- 6) Other1: _____
- 7) Other2: _____
- 8) Don't know

36. Whether or not you have started your career, what is your chosen field of work (Do not read)?

1. Trades
2. Administration
3. Service sector (retail, foodservice, accommodation)
4. Technical/IT
5. Healthcare, social services and related
6. Education
7. Agriculture and related
8. Entertainment/Media
9. Protective Services (policing)
10. Government/civil service
11. Other: _____
12. Not sure/undecided

37. Have you ever lived outside of Saskatchewan?

1. Yes
2. No

If "Yes" to Q37 ask the following 2 questions:

Note: Unaided

Q37a. What was the main reason why you lived outside of Saskatchewan?

1. Was born outside of Saskatchewan
2. Work opportunity
3. School
4. My family moved there – I had no choice
5. Other: _____

Q37b. And why did you return?

1. Family
2. Job opportunity
3. Education opportunity
4. Cost of living
5. Friends
6. Other: _____

If “No” to Q37-Ever live outside of SK, ask

Q37c. What is it that keeps you here in Saskatchewan?

1. Career opportunities
2. Family/friends
3. Quality of living
4. Cost of living
5. Affordable housing
6. Education
7. Population
8. Lifestyle/pace of living
9. Other1: _____
10. Other2: _____
11. Other3: _____

38. Where do you see yourself living in five years?

READ LIST except for “Don’t Know”

1. In Saskatchewan
2. Outside of Saskatchewan but in Canada
3. Outside of Canada
4. Don’t Know (**skip to Q39**)

Q38a. Why do you see yourself (living there / living in Saskatchewan) in 5 years?

Text box for answer

39. On a scale from 1 to 5 where 1 is “Very poor quality” and 5 is “Very High Quality”, how would you rate the quality of career opportunities in Saskatchewan?

1	2	3	4	5	9
Very poor Quality				Very High Quality	DK

40. How important are the following factors to you in a job? Please rate each one on a scale from 1 to 5, where 1 is “Not at all Important” and 5 is “Very Important”.

Programmer note: Randomize list

1. Your wage or salary
2. Opportunities for advancement
3. Training or learning opportunities
4. A friendly work environment
5. Interesting and challenging work
6. Recognition for your achievements
7. Opportunities to take leadership/develop leadership skills

1	2	3	4	5	9
Not at all Important				Very Important	DK

41. If you are currently working or have recently worked in Saskatchewan, how would you rate your most recent employer on these same factors? Please rate each one on a scale from 1 to 5 where 1 is “Terrible” and 5 is “Excellent”

- a. Your wage or salary
- b. Opportunities for advancement
- c. Training or learning opportunities
- d. A friendly work environment
- e. Interesting and challenging work
- f. Recognition for your achievements
- g. Opportunities to take leadership/develop leadership skills

1	2	3	4	5	9
Terrible				Excellent	DK/NA

42. On a scale from 1 to 5 where 1 is “Very Easy” and 5 is “Very Difficult” how would you rate the task of finding a job in your chosen field in Saskatchewan?

1	2	3	4	5	9
Very Easy				Very Difficult	DK

If they don’t see themselves in SK in 5 years...Q38 then ask:

43. If there were more career opportunities would you be more likely to stay in Saskatchewan?

1. Yes
2. No

44. Do you feel enough is being done in high schools and post high school institutions to inform youth of the job sectors that offer the best opportunities for employment and career advancement in Saskatchewan?

1. Yes
2. No

If “No”, ask:

44a. What else could be done to educate youth on the best employment and career advancement opportunities?

Text box for answer

Businesses Section**B**

51. Does your company sell any of its goods or services outside Saskatchewan?

1. Yes
2. No
9. Refused

52. Does your company have operations located outside Saskatchewan?

1. Yes
2. No
9. Refused

53. Have you heard that Saskatchewan announced the largest business tax cuts in its history in its 2006 budget?
It will reduce corporate income tax and gradually eliminate the corporate capital tax in most sectors.

1. Yes
2. No/Don't Know

54. Do you think these tax cuts will encourage investment?

Probe "Yes": To what degree – A lot, somewhat or a little?

1. Yes – A lot
2. Yes – Somewhat
3. Yes – A little
4. No/Don't Know

Youth Employment Section for Businesses:

55. When hiring, are you more often looking for people under the age of 25 or 25 and older?

1. Under 25
2. 25 and older.
9. Don't know

56. On a scale from 1 to 5 where 1 is "Very Difficult" and 5 is "Very Easy", how would you rate the challenge of finding qualified employees 25 years and younger – (that is recent grads with little or no work experience)?

1	2	3	4	5	9
Very Difficult				Very Easy	DK

57. Would your company be interested in learning more about how to attract and retain staff under the age of 30?
1. Yes
 2. No

If “Yes” to Q57:

58. Which of the following information tools would you find useful in helping you to learn more about attracting and retaining young people?

Check boxes – read all options

- a. Written material on best HR practices for attracting and retaining youth
- b. Internet material on best HR practices for attracting and retaining youth
- c. A seminar from a recognized expert on attracting and retaining youth
- d. Success stories from other businesses that have developed successful strategies on attracting and retaining youth
- e. None of the above
- f. Don't know

Demographic Questions**GY****General Population/Youth Survey Demographics**

Now, I just have a few last demographic questions to ask you for classification purposes. Again, your responses will be kept confidential and will only be used as aggregate data.

Demo1. RECORD GENDER (DO NOT READ)

1. Male
2. Female

Demo2. Please stop me when I come to the category within which your age falls...

1. 16 to 20
2. 21 to 25
3. 26 to 29
4. 30 to 39
5. 40 to 49
6. 50 to 59
7. 60 to 69
8. 70 and over
9. Refused

Demo3. What is the highest level of formal education that you have completed?

Some Elementary School.....	1
Elementary School Graduate	2
Some High School	3
High school graduate	4
Some College/Technical School.....	5
College/Technical School Graduate	6
Some University.....	7
University Graduate.....	8
Don't Know	9
Refused	10

Demo4 Which of the following best describes your current employment situation?
(ONE RESPONSE ONLY)

- Employed full-time1
- Employed part-time2
- Self-employed3
- Unemployed4
- Student5
- Retired6
- Homemaker7

- DO NOT READ**
- Other (Specify)8
- Don't Know9
- Refused10

Demo5. Would you say that your total household income before taxes is...

- 1. Less than \$20,000
- 2. \$20,000 to under \$40,000
- 3. \$40,000 to under \$60,000
- 4. \$60,000 to under \$80,000
- 5. \$80,000 to \$100,000
- 6. Over \$100,000
- 8. Don't Know
- 9. Refused

Demo6. What is the population of the community, town or city in which you live?

- 1. Less than 1,000
- 2. Between 1,000 and 5,000
- 3. Between 5,000 and 20,000
- 4. Between 20,000 and 50,000
- 5. Over 50,000
- 9. Don't Know

That is all the questions I have for you today. Thank you very much for your time; it is appreciated!

Business Demographics

B

BD1. Is the head office of your company located in Saskatchewan?

1. Yes
2. No

BD2. Which of the following best describe the business sector that you are in?

(READ)

1. Agriculture and related
2. Forestry/Mining
3. Oil and Gas
4. Wholesale/Retail
5. Finance/Insurance/Real Estate
6. Business Services
7. Government Services
8. Education Services
9. Health & Social Services
10. Accommodation, Food, and Beverage
88. Other (Specify: _____)
99. Don't Know/Refused

BD3. Into which of the following categories does your company's total employee size fall into...

1. 10 or less
2. 11 to 20
3. 21 to 49
4. 50 to 99
5. 100 or more
6. Don't know/Refused (2nd effort first, if still no response, thank and terminate)

Those are all the questions I have for you today. Thank you very much for your time; it is appreciated!

APPENDIX 2

DEMOGRAPHICS

General Population & Youth**Gender**

	Type of Respondent			
	General Population		Youth	
	N	%	N	%
Male	177	44.3%	66	43.7%
Female	223	55.8%	85	56.3%
Total	400	100.0%	151	100.0%

Age

	Type of Respondent			
	General Population		Youth	
	N	%	N	%
16 to 20	20	5.0%	42	27.8%
21 to 25	27	6.8%	53	35.1%
26 to 29	30	7.5%	54	35.7%
30 to 39	64	16.0%	0	.0%
40 to 49	76	19.0%	0	.0%
50 to 59	91	22.8%	0	.0%
60 to 69	45	11.3%	0	.0%
70 and over	46	11.5%	0	.0%
Refused	1	.3%	2	1.3%
Total	400	100.0%	151	100.0%

Education

	Type of Respondent			
	General Population		Youth	
	N	%	N	%
Some Elementary School	4	1.0%	0	.0%
Elementary School Graduate	11	2.8%	1	.7%
Some High School	53	13.3%	30	19.9%
High school graduate	106	26.5%	34	22.5%
Some College/Technical School	49	12.3%	23	15.2%
College/Technical School Graduate	69	17.3%	26	17.2%
Some University	32	8.0%	16	10.6%
University Graduate	74	18.5%	20	13.2%
Don't Know	1	.3%	0	.0%
Refused	1	.3%	1	.7%
Total	400	100.0%	151	100.0%

Current Employment Situation

	Type of Respondent			
	General Population		Youth	
	N	%	N	%
Employed full-time	157	39.3%	58	38.4%
Employed part-time	43	10.8%	34	22.5%
Self-employed	64	16.0%	14	9.3%
Unemployed	23	5.8%	21	13.9%
Student	7	1.8%	10	6.6%
Retired	73	18.3%	0	.0%
Homemaker	21	5.3%	9	6.0%
Other	12	3.0%	4	2.6%
Refused	0	0.0%	1	.7%
Total	400	100.0%	151	100.0%

Household Income

	Type of Respondent			
	General Population		Youth	
	N	%	N	%
Less than \$20,000	67	16.8%	48	31.8%
\$20,000 to under \$40,000	97	24.3%	35	23.2%
\$40,000 to under \$60,000	80	20.0%	23	15.2%
\$60,000 to under \$80,000	56	14.0%	18	11.9%
\$80,000 to \$100,000	32	8.0%	10	6.6%
Over \$100,000	35	8.8%	4	2.6%
Don't Know	9	2.3%	11	7.3%
Refused	24	6.0%	2	1.3%
Total	400	100.0%	151	100.0%

Population of the Community, Town or City in Which you Live

	Type of Respondent			
	General Population		Youth	
	N	%	N	%
Less than 1,000	102	25.5%	29	19.2%
Between 1,000 and 5,000	71	17.8%	23	15.2%
Between 5,000 and 20,000	37	9.3%	14	9.3%
Between 20,000 and 50,000	27	6.8%	13	8.6%
Over 50,000	152	38.0%	60	39.7%
Don't Know	11	2.8%	12	7.9%
Total	400	100.0%	151	100.0%

Urban vs. Rural**Gender**

	Urban vs. Rural					
	Urban		Rural		Total	
	N	%	N	%	N	%
Male	86	45.5%	91	43.1%	177	44.3%
Female	103	54.5%	120	56.9%	223	55.8%
Total	189	100.0%	211	100.0%	400	100.0%

Age

	Urban vs. Rural					
	Urban		Rural		Total	
	N	%	N	%	N	%
16 to 20	8	4.2%	12	5.7%	20	5.0%
21 to 25	19	10.1%	8	3.8%	27	6.8%
26 to 29	15	7.9%	15	7.1%	30	7.5%
30 to 39	35	18.5%	29	13.7%	64	16.0%
40 to 49	31	16.4%	45	21.3%	76	19.0%
50 to 59	41	21.7%	50	23.7%	91	22.8%
60 to 69	19	10.1%	26	12.3%	45	11.3%
70 and over	21	11.1%	25	11.8%	46	11.5%
Refused	0	.0%	1	.5%	1	.3%
Total	189	100.0%	211	100.0%	400	100.0%

Education

	Urban vs. Rural					
	Urban		Rural		Total	
	N	%	N	%	N	%
Some Elementary School	0	.0%	4	1.9%	4	1.0%
Elementary School Graduate	3	1.6%	8	3.8%	11	2.8%
Some High School	23	12.2%	30	14.2%	53	13.3%
High school graduate	42	22.2%	64	30.3%	106	26.5%
Some College/Technical School	26	13.8%	23	10.9%	49	12.3%
College/Technical School Graduate	34	18.0%	35	16.6%	69	17.3%
Some University	20	10.6%	12	5.7%	32	8.0%
University Graduate	40	21.2%	34	16.1%	74	18.5%
Don't Know	0	.0%	1	.5%	1	.3%
Refused	1	.5%	0	.0%	1	.3%
Total	189	100.0%	211	100.0%	400	100.0%

Employment Status

	Urban vs. Rural					
	Urban		Rural		Total	
	N	%	N	%	N	%
Employed full-time	93	49.2%	64	30.3%	157	39.3%
Employed part-time	20	10.6%	23	10.9%	43	10.8%
Self-employed	15	7.9%	49	23.2%	64	16.0%
Unemployed	11	5.8%	12	5.7%	23	5.8%
Student	3	1.6%	4	1.9%	7	1.8%
Retired	36	19.0%	37	17.5%	73	18.3%
Homemaker	7	3.7%	14	6.6%	21	5.3%
Other	4	2.1%	8	3.8%	12	3.0%
Total	189	100.0%	211	100.0%	400	100.0%

Household Income

	Urban vs. Rural					
	Urban		Rural		Total	
	N	%	N	%	N	%
Less than \$20,000	25	13.2%	42	19.9%	67	16.8%
\$20,000 to under \$40,000	42	22.2%	55	26.1%	97	24.3%
\$40,000 to under \$60,000	46	24.3%	34	16.1%	80	20.0%
\$60,000 to under \$80,000	28	14.8%	28	13.3%	56	14.0%
\$80,000 to \$100,000	14	7.4%	18	8.5%	32	8.0%
Over \$100,000	21	11.1%	14	6.6%	35	8.8%
Don't Know	2	1.1%	7	3.3%	9	2.3%
Refused	11	5.8%	13	6.2%	24	6.0%
Total	189	100.0%	211	100.0%	400	100.0%

Community Size

	Urban vs. Rural					
	Urban		Rural		Total	
	N	%	N	%	N	%
Less than 1,000	0	.0%	102	48.3%	102	25.5%
Between 1,000 and 5,000	0	.0%	71	33.6%	71	17.8%
Between 5,000 and 20,000	0	.0%	37	17.5%	37	9.3%
Between 20,000 and 50,000	27	14.3%	0	.0%	27	6.8%
Over 50,000	152	80.4%	0	.0%	152	38.0%
Don't Know	10	5.3%	1	.5%	11	2.8%
Total	189	100.0%	211	100.0%	400	100.0%

Small Business & Large Business**Head office in SK**

	Type of Respondent					
	Small business		Large business		Total	
	N	%	N	%	N	%
Yes	236	94.8%	76	76.0%	312	89.4%
No	13	5.2%	24	24.0%	37	10.6%
Total	249	100.0%	100	100.0%	349	100.0%

Industry sector

	Type of Respondent					
	Small business		Large business		Total	
	N	%	N	%	N	%
Agriculture and related	24	9.6%	15	15.0%	39	11.2%
Forestry/Mining	3	1.2%	4	4.0%	7	2.0%
Oil and Gas	8	3.2%	11	11.0%	19	5.4%
Wholesale/Retail	70	28.1%	28	28.0%	98	28.1%
Finance/Insurance/Real Estate	11	4.4%	5	5.0%	16	4.6%
Business Services	24	9.6%	8	8.0%	32	9.2%
Government Services	15	6.0%	1	1.0%	16	4.6%
Education Services	6	2.4%	1	1.0%	7	2.0%
Health & Social Services	21	8.4%	2	2.0%	23	6.6%
Accommodation, Food & Beverage	20	8.0%	7	7.0%	27	7.7%
Manufacturing	10	4.0%	10	10.0%	20	5.7%
Construction	8	3.2%	4	4.0%	12	3.4%
Transportation	10	4.0%	1	1.0%	11	3.2%
Other	17	6.8%	3	3.0%	20	5.7%
Don't Know/Refused	2	.8%	0	.0%	2	.6%
Total	249	100.0%	100	100.0%	349	100.0%

Company size

	Type of Respondent					
	Small business		Large business		Total	
	N	%	N	%	N	%
10 or less	224	90.0%	0	.0%	224	64.2%
11 to 20	25	10.0%	0	.0%	25	7.2%
21 to 49	0	.0%	49	49.0%	49	14.0%
50 to 99	0	.0%	20	20.0%	20	5.7%
100 or more	0	.0%	31	31.0%	31	8.9%
Total	249	100.0%	100	100.0%	349	100.0%

APPENDIX 3

CALL DISPOSITION REPORT

					Business	Residential
Live Numbers					1181	1407
Busy					31	35
No Answer/AM					670	1277
Scheduled call back					297	63
Unscheduled call back					183	32
Unable to Contact (FINAL)					1190	451
Disconnect (Not In Service)					249	236
Cell Pager/Fax modem					18	18
Duplicate Number					5	2
Wrong Number					755	25
Hearing Problem					1	43
Language Barrier					7	18
Do Not Call/Never Call					21	87
Respondent Not Available					134	22
Refusals					459	1410
Pre-intro Refusals					33	318
Post-intro Refusals					426	1092
Ineligible, Not Qualified					62	90
Disqualified					62	90
Eligible, but not Completed					47	61
Respondent/Interviewer Termination					47	61
Eligible, Over quota					211	709
Quota Filled					211	709
Completes					349	472
TOTAL DIALED SAMPLE					3500	4600
TOTAL FINALIZED SAMPLE					2286	2875
TOTAL CONTACTS					670	1332
TOTAL NON-FINALIZED SAMPLE					1214	1725
TOTAL UNDIALED SAMPLE					0	400
Incidence & Cooperation & Flow Rate						
Net Effective Incidence					59.3%	40.0%
Cooperation					55.2%	46.4%
Term Rate					11.8%	11.4%

APPENDIX 4

OPEN-ENDED RESPONSES

Q7. What do you think is Saskatchewan's biggest industry?

- Trucking, transportation
- Trucking
- Telecommunications
- Telecommunications
- Social programs
- Small business
- Research
- Political
- Medical
- Health care
- Gaming Authority

Q8. What do you think is Saskatchewan's most important industry?

- Transportation Truck Drivers
- Sustainable development
- Small business
- Small business
- Research
- Research
- People
- People
- People
- People
- Minimum wage
- Medical
- Labour force
- IPSCO
- Human resources
- Health care
- Health care
- Health care
- Exports
- Culture

Q10. What do you know about it?

- Yes, it's real interesting. It gives more jobs. It provides different skills.
- World class facility that allow us to do world class research. Shoots light beams to see small particles and it is very expensive.

- Why do we have it here if it was such a huge thing the world needed. Why here, why now? What has it done up till now there are no visible signs, or is it just a money making thing. It is a high profile research tool.
- When they did the opening, it's world class and it attracts people from all over the world for research.
- Well people are using it and it has been used by many, many different people for research. It seems to be a state of the art. We need more things like that. They rent it out to different people for research.
- Well it encourages businesses to come into this province.
- Well I work right beside it. It is Canada's largest funded research facility located in the university campus. There are researchers around the world who are excited.
- Well I toured it twice so I know the basic theory of how it works and that it could be quite important for Saskatchewan.
- Well I know that it's used to produce scientific experiments. I think it's fantastic that we have it here and the government should be applauded, and we should advertise it more.
- We toured there with our community association. It was interesting and they just explained the whole process and answered questions and I was wowed.
- We have no earth earthquakes and people buy time on it
- We have all kinds of scientist coming and doing test with it.
- Virtually nothing, just heard about the ribbon cutting ceremony.
- Very little. Well, the money we spent on it that's what its worth. I must say I know nothing of it other than it's there.
- Very little. Nothing other than it's in Saskatoon.
- Very little. Just research innovation.
- Very little. It is a new source of energy that they are trying to work with.
- Very little. It has been mentioned in the news.
- Very little. I seen it mentioned in the newspaper.
- Very little. I know where it is.
- Very little. I know that it is a one of a kind thing and very innovative.
- Very little. I know its right up there at the top of the list for technology. I know it has something to do with a light source.
- Very little. I just know the money that was invested and there doing some experimenting.
- Very little. It's for research and it's booked for the next five years.
- Very little.
- Very little.
- Very little.
- Very little, we've tried to get a tour there but they do tours only during working hours. Night tours would be more beneficial to the working public.
- Very little, they were trying to make chocolate sweeter, I know very little
- Very little, nothing.
- Very Little, I know that it's on the university campus and I drive by it on the way to school.
- Very little, I know its high tech.
- Very little, I just know that it is innovative they have had people come from all over the world.
- Very little, all I know is that it's innovative and people are coming from all over the world to see it or use it.

- Very little other than it seems to have been innovative. I think it is important for our future as far as mechanics I don't know.
- Very little can't say anything.
- Very innovative. I'm hoping that it's bringing lots of skilled workers into our province. I hope that it will help us get our health care under control.
- Used for atomic research, costs us a fortune, we have researchers from all over the world, the money it cost could put people to work. They spent too much money on it.
- Top facility in North America, researchers all over the world coming to work on the experiment. It really put Saskatchewan on the map in the scientific community.
- They use lasers to do scientific research.
- They use it to split atoms, and do research.
- They use it for research.
- They say that it will be bigger than agriculture in Saskatchewan. It is one of a kind in North America. It is supposed to draw people from all over the world to make use of it.
- They help in research; scientists come here to use it from all over the world.
- They do testing on various products and various experiments it used by people all over the world.
- They do something with atoms. It cost us a fortune.
- They are making progress and receiving grants.
- They are doing experiments on light source, densities and light beams.
- There are all kinds of things about it. Mining, minerals, and potash. They are expanding into other fields and other industries. Don't know how it works, all I hear about it is on the news.
- There was a big TV show a year ago. Just flipped through and saw it, didn't watch it for very long. News clip.
- There used in designing products, physics, medicine, and its open the all facets of research.
- There is not much that I know about it except the name.
- There is a lot of money in it, I don't know much else.
- Their doing test with atoms
- The synchrotron system in largest in the world. Lots of education opportunities. It's particle Acceleration. A lot of spin off opportunities.
- The purpose I have read the literature.
- The kids went to a class there.
- That's the thing that opened up last summer.
- That's splits an atom or that they can or try to. That it brings a lot of people from other countries, it creates more jobs in Saskatoon.
- That they are leading research in the field, people I know work there. It's on campus, and it's a worldly used facility.
- That the only biggest one in all North America. It's a fairly big project catching all kinds of light and technology. Located at the University of Saskatchewan.
- That people from all over the world are using it.
- That its world renowned for the research it does.
- That it's unique and there aren't very many of them in the world, and people all over the world access its services.
- That it's there, I don't know nothing. I just know they built it at the university, I don't know what it does though.

- That it's the only one of its kind in Canada. I don't think any other city has one.
- That it's an awful good thing that it happened to Saskatchewan. It's being used, and drawing a lot of skilled laborers from other parts of the world and it's a big asset. It was a real good idea.
- That it's a world class research facility. It attracts a few people to the province from around the world. I don't know if it creates jobs hopefully it does.
- That it was developed here in Saskatoon, that it's a medical thing where it can take something down to molecules. I think it was developed through the Saskatchewan Research Council, and as far as I know it's going to help a great deal in research.
- That it uses magnetic energy which interacts with atoms and helps us understand different elements.
- That it is world class facility that scientist use to test all kind of technology.
- That it is the only one in Canada.
- That it is scientific stuff.
- That it is one of three in the world, potential cures for cancer,
- That it is an accelerator for breaking apart molecules, and its one of the few in the world. It's pretty important for the US.
- That it basically provides information for research. Primarily through magnification projects and microscopes resolutions (microscopic based projects).
- That is it a research facility and it uses light and attracts researchers from around the world. It is partnered with the University.
- That it exists.
- That it does innovative research.
- Technically, not very much. It shows a lot of promise as far as inviting people to use it from a great many industries and research from around the world. It is either the only one or the largest one of its kind in North America.
- Sounds like a great thing. Sounds good.
- Something to do with particles running around. Producing light. Don't really know.
- Something to do with power, having new ways of developing power, wind power.
- Scientists are very excited about it, a lot of our taxes went into it, and federal government is trying to support SK by putting this project in Saskatoon. It's good science for the young people.
- Saw the building on the university grounds.
- Research, ability to see subatomic particles. Lot better than your standard microscope and they can do scientific tests on it. Benefit in research.
- Research facility, particle accelerator.
- Research and development and uranium
- Recently completed. International and National research is done there. It is located at the U of S. That there is a newer technology that is going to replace it and it won't be here.
- Quite a bit. I know where it is. It has a number of things it does. A lot of research for medical stuff and I'm pretty sure they use it in some of the space stuff.
- Particle accelerator for doing experiments and research.
- Only what the media's told us about it, I don't understand it totally, it's brought business to the province but I'm not versed in the technology. My information is just what the media told us.
- Only that it exists.
- Only one in North America and its high tech brings a lot of business in Saskatchewan.

- Not much.
- Not much, very little. Big things are coming in, and it should motivate people to move to the area.
- Not much, other than it looks pretty cool I saw in on TV once.
- Not much, just that it's technology and its innovative ways to work with medicine and other research that requires the type of light that their able to use there.
- Not much just that it's one of a kind in the world.
- Not much, it's there, not sure what it does, but I've heard of it.
- Not much, it is one of the only ones in Canada. I can't remember.
- Not much, it is good for research.
- Not much, I know where it is.
- Not much just what they tell me on TV.
- Not much just what I read in the paper, not really no.
- Not much. I've just heard of it.
- Not much just what was said on the news.
- Not being used to its potential, it's the only one in Canada.
- Not as much as my wife. It's a light beam that is used for research.
- Not an awful lot, I know my grandson was offered a summer job there, that's as far as I know. He's taking lecture engineering and he was offered a job.
- Not a lot, its up and coming new technology.
- Not all that much.
- Not a whole lot. Well I know they do a bunch of research in terms of medical. And it puts us on the global scale.
- Not a whole lot. It's going attract a bunch of scientists and it should provide more opportunities (research) in town with that. Should help with technology sector. Could create more jobs in town.
- Not a whole lot. It is a research facility for subatomic and atomic particles.
- Not a whole lot. Big possibilities having it here, the opportunities with having it here is a very good thing.
- Not a whole lot. Other than the fact that they are doing testing with it. I don't really know what a synchrotron does.
- Not a whole lot.
- Not a whole lot, just that it's scientific projects. And I read a couple things in the paper. They do experiments in medicine and stuff like that.
- Not a whole lot, (P) I'm not sure.
- Not a whole bunch. People are doing something there but nothing is happening.
- Not a whole bunch.
- Not a lot. I've actually seen where it is, and I think it has something to do with energy.
- Not a lot. It's probably one of the most innovative facilities in the world.
- Not a lot. I know that it attracts international attention, and Saskatoon has been noted for the invention of that Synchrotron. It is a light energy source.
- Not a lot. I don't know a whole lot about it.
- Not a lot.
- Not a lot.
- Not a lot.

- Not a lot, I think they should have more tours to go through it, not a lot of people know exactly what it does.
- Not a lot, I know people have told me about it before but not much, I know it's important but that's it.
- Not a lot yet. Waiting for more information to be published. Hopefully they will put out more material so you can see what is being put out. It is so advanced. Not all of us can understand their advancements.
- Not a lot just that I know that it's the largest in Canada. I don't know what else to say about it.
- Not a lot in particular. I haven't really heard many details about it.
- Not a lot I know that we did some work there, it is supposed to bring a lot of work to Saskatchewan. I don't know what they do, but I think it's very good.
- Not a lot except that it is massive and brings a certain number of skilled people to Saskatoon. It speeds up protons to massive speed and crashes them into each other and scientists observe the effect.
- Not a lot, I just know the name.
- Not a heck of a lot. I know it is used in international research. It was expensive.
- Not a heck of a lot. I haven't been paying a lot of attention to it. It's a scientific thing.
- Not a great deal, there are several world wide. They touch different areas like education and studying science. Developing new technology for medical research.
- No, I think I saw it on a commercial.
- My cousin runs it, that's all I know.
- Little or nothing.
- Light source generating energy done on a circle.
- Let's see this one guy was telling me that something about technology, a 5 weeks course or something like that.
- Largest projects of it's time.
- Know it's in Saskatoon. Know it's the only one in Saskatchewan. Don't know what it does.
- Just what was on TV.
- Just the name.
- Just the great potential it has for innovation and research development.
- Just that what I have seen on TV, that there doing a lot of research and it will be a very important part of the provincial economy in the future. But I am not all sure of what is being done.
- Just that they do a lot of testing different testing. They buy time on the synchrotron for medical.
- Just that it's there and it's a research facility
- Just that it's the only one in Saskatchewan. It was a big investment, and it's helping a lot with research.
- Just that it's here. I don't know anything about it.
- Just that it will attract people from all over the world. They are doing research on different types of cancers. It will make Saskatoon known around the world.
- Just that it was built at the U of S.
- Just that it is what you said that it is the synchrotron.
- Just that it is up and running and what it cost, and that it is attracting scientists.
- Just that it can do a lot of great things, scientific experiments. It's great to have it.
- Just layman's knowledge, it's a high tech research facility, but I don't know exactly what it does.
- Just heard of one guy who works there. That's a light thing right?
- I've toured it, its ability to look into the power of light source; they can look into genetics and cancer research, its leading edge technology for high business to attract, for R and D.

- I've seen a couple specials on it, I guess in the end I'm not all the knowledgeable. (News specials where they've taken tours in it. I remember how big it is, the long tunnel, cylinder, that goes around.
- I've heard that it's electronically based. It is about electronic manufacturing.
- I've heard on the news that it is ready to be put to use. It's supposed to attract scientists from all over the world.
- I've heard of it but I'm not sure what all it entails.
- I've had a tour. It's accelerated light source and that it is being used for research.
- I've got a general idea of what it provides to research, the particle acceleration and what not. From what I understand it is a particle accelerator.
- I've been on tours. Basically it's attracting a lot of skilled professionals to the city, and opening up the doors in other fields, like agriculture and medicine. They're expanding.
- It's world class. It's well-known all over the world; it's a great opportunity to encourage people to come to our province.
- It's very advanced a major enterprise if they can get it going.
- It's used to break down things to a molecular level. It puts Saskatoon and U of S on the map.
- It's used in research in splitting atoms, and it was very expensive to build.
- It's used for scientific investigations.
- It's used for research, its state of the art.
- It's the top research one in Canada. It researches cell level stuff. Biological genetic, attracts lots of people with scientific background.
- It's the only one in Western Canada or Canada They keep telling us how lucky we are to have it. I don't know what use it has to me or anyone else I know. Except that it brings a few scientists to Saskatoon.
- It's the only one in North America or at least Canada.
- It's the largest one in North America. It shoots light at stuff.
- It's the first one ever built in the world.
- It's the cutting edge of technological research in the world. It's going to do a lot to add to the skilled workforce being retained in Saskatchewan.
- It's supposed to be biggest in Saskatchewan, and it is innovative and is technologically advanced.
- It's supposed to be the greatest thing that will attract the smartest people with the most money on this side of the moon. Would expand our population around here. They don't promote themselves. Not too much advertising on the progress being made.
- It's supposed to be good for the city and good for Saskatchewan. It promises a lot of things in the future.
- It's supposed to be fantastic and the experiments they conduct are awesome.
- Its super microscope (subatomic) that you can rent. Pharmaceutical companies use it for experiments to create new drugs. I think there is like 4 or 5 of them in the world.
- It's something to do with glass, it does research.
- It's science in a state of the art facility that will bring a lot of opportunities and others from out of country. It will be good scientifically and economically.
- Its research and university related. It does a vast amount of research on resources, energy, and agriculture.
- Its part of an arrangement with the university to provide and do research.
- Its one of very few in the world and it attracts a lot of scientists to do light source experimentation.
- Its one of two in the world. It's one of the most technically advanced pieces of equipment in the world. It puts us into a leading edge in scientific research in the world.

- Its one of thirteen in the world, and it could be bringing all kinds of possibilities to the province. It's the leading edge high tech stuff.
- Its one of the first of its kind.
- It's one of the few in the world, its uses some energy beams and inventing things.
- It's one of a kind, very innovative. I don't know what it does.
- It's making some big steps for the province in innovation and developing new technology. It's got a lot of possibilities for the province to broaden its horizons. Pretty nice looking building.
- It's leading edge technology in terms of research. It has retained very high level skilled scientists. Hopefully new technology will be obtained. It will spin off new business opportunities.
- It's kind of a big microscope, the biggest in the world.
- It's innovative. It cost a lot of money. It is one of the few in the world. It was a great coup for Saskatoon
- Its innovative but its not new, there is outfits like that elsewhere. It's good for Saskatoon but what does it do for the rural.
- It's innovative and one of the first of its kind. Good for Saskatchewan.
- It's in Saskatoon.
- It's great for the economy; it brings in jobs and business.
- It's got something to do with cancer research and something to do with light; I really haven't paid too much attention to it.
- It's going to be very good for health and lots of things.
- It's going to be useful for technology, for research in discovering medical research.
- It's for a bit of study and education purposes.
- It's doing things that Saskatchewan has never had before. We spent a lot of time developing the system.
- Its cutting edge research.
- It's been a big boom to Saskatchewan, Saskatoon particularly. Someone tried to explain it to me but I can't recall what it was.
- It's at the University of Saskatchewan, and it's used for mining research, and it's used for lots of things.
- It's at the U of S, and it's one of the most innovative technological advances in Canada, research people will come to Canada to do research with it. Because of it, it will help Saskatchewan grow.
- It's at research facility for fast moving particles.
- It's amazing. It's big. They hope it's useful.
- Scientists all over the world come to Saskatoon to do research.
- It's a world renowned facility, state of the art.
- It's a world leading research facility.
- It's a very state of the art research facility.
- It's a thing for scientific people to work with and do things with.
- It's a testing facility for numerous things. For testing research. It's a good place to work.
- It's a synchrotron emitting light particles. So they can use it as a microscope.
- It's a state of the art research tool. I'm not sure exactly what it does.
- It's a state of the art piece of equipment for medical research. One of very few in the world.
- It's a research facility. It's good for the province. Saskatchewan became a well known province because of it; we are in the maps internationally. There's a lot of opportunity for technological advancement for the province and the country.
- It's a research facility; I think it's at the university. I don't know enough about it to say much more.

- It's a research facility that's the envy of Canada. I know it's very difficult to book time to get in there to use it, so I know it's something that's in high demand.
- It's a one of a kind. We're lucky to have it here; it assists in all types of research and implied sciences. Research and development.
- It's a one of a kind facility it's the only one or two in North America. I heard about it when it was being built but not any more.
- It's a new and advanced technology that will attract people from other countries to work with it. Its light gets images that gets far more details, for medical research etc.
- It's a light accelerator that allows you to see very small things. It's a research facility used all over the world. Its one of the world's largest light source.
- It's a hypertronic atom smasher. It allows scientists to look at certain material in a particular way. It's a large scientific tool used to create technology.
- It's a huge resource base in Saskatoon. Only one in Canada, one of the few in the world. Once it's all up to speed people from all over the world can come do research. I think that when we got this it was a huge benefit to Saskatoon.
- It's a building that experiments with light.
- It's a big scientific project, and one the three synchrotron's in the world.
- It's a big, big light that you can see tiny pieces and it's important to many areas of science. Well it's one of the only ones in the world and it's very prestigious for the city to have that.
- It was put in here about 5, 6, 7 years ago. A way to analyze substances through molecular analysis.
- It the largest light source in North America, it was open last summer, at the University in Saskatchewan uses it, and lets big industries use it. They do medical research with it.
- It speeds up photons and it helps in greater magnification of microscopes.
- It sounds very interesting, but I don't know much about it.
- It slows down the molecules so can use a microscope to view the atoms. It's the only one in Canada. You need a degree in engineering physics to work there.
- It is world renowned. It is technology beyond what we expected to show up in Saskatchewan. It is very effective in its use.
- It is world renowned; it magnifies stuff so you can break it down easier.
- It is very popular, and it's innovative, and unique. It's a worthwhile investment.
- It is very good for the city and province.
- It is used for experimentation.
- It is the only one of its type in North America and one of the only ones in the world. World class facility for research.
- It is the largest research project in Canada, it employs 150 people directly. It ties in nicely with the work of innovation place and the U of S.
- It is the biggest world. It is an achievement that hasn't been done by anyone else. It show's that we are on the cutting edge of technology.
- It is something that my business will never be using.
- It is one of the only ones in North America. It is the most advanced.
- It is one of the most advanced light source projects in the world it is a state of the art facility.
- It is like a huge microscope for seeing very small particles. It is world class; it is second to none for what it does.
- It is leading edge technology. I know that it is one of the largest in the world.

- It is involved in academics for research. They don't spend enough time with business's they waist time on academics, they research things that have zero practicality.
- It is experimental in that they are using innovative techniques for energy creation.
- It is bringing a lot of money in Saskatchewan for research.
- It is attracting researchers to our facility. Attracting scientists from around the world.
- It is at the university and technologically advanced.
- It is an instrument for measuring sub-atomic particulars, I believe.
- It is an expensive toy.
- It is a university facility. Some kind for energy.
- It is a system of ultra high speed subatomic light particles; it is used to break up other compounds, material or atoms so that they can research what it is made of.
- It is a state of the art to do with atom technology.
- It is a research tool and very well thought of in scientific community. It is funded across the country not Saskatchewan initiative and has many uses. I guess research.
- It is a major research facility for pretty much all sectors.
- It is a facility to enable research of various things.
- It is a big scientific tool and drawing a lot of investment.
- It is a big huge microscope and they are using it from all over the world to do research on various things.
- It is a big circle that makes objects travel at the speed of light using magnets ;
- It has future. Don't really know about it.
- It has brought employees to Saskatoon. It's a real plus for people to have access to it. It's very good for the economy its makes the university unique.
- It gives good jobs. Good for the university, such as medicine.
- It does something with the light, I'm not sure. Or does it test energy or something like that.
- It does some medical research.
- It does innovative research.
- It does a lot of good things.
- It deals with lasers. I do not know a lot about it.
- It costs a lot of money, it gives better opportunity for medical research, I don't know exactly.
- It can observe things very tiny minute reactions, looking into the human body as an example, our genes. Its research for observing those very tiny otherwise unseen things that you can't see with other technology.
- It can detect small diseases and stuff like that.
- It can be used as a diagnostic tool by sending light and because of the brightness of light they are able to see very minute particles. A super duper microscope.
- It brings people from other parts of Canada and from other parts of the world to do research.
- It's at the University.
- It analyses isotopes.
- It accelerates electrons and gives off a large amount of light. Nano particle research is conducted by the large microscope. It has great opportunities for SK.
- It's a world renown facility for research and manufacturing. It was built here because of the stability of the Canadian Shield.
- It's a huge research project. I know the theory on how it works but I am at loss it works.
- I work out there; it's for technology to examine new studies.

- I work on occasion. We use to study protein structure, build on the old liner reactor. The liner reactor study structures. The largest federally funded finance in Canada.
- I used to work at the university. I know what it is and that there expanding. They have to follow the Canadian nuclear safety standards. That 10-15% of the beams is working and they are expanding the building to add more beams.
- I understand it is top of line in terms of innovation and attracting people from all over to do research.
- I understand it is for doing specialized research in cancer, I don't really know too much. I know it is Saskatoon, the largest/only one in North America.
- I toured it. I know what it is for. It's a really powerful microscope basically. It uses beams of light going around the track; it accelerates the power of the microscope that is used for research.
- I toured it, talked to some of the people working with it. I'm also a travel agent so I have some clients that work with the synchrotron, and I read some articles about it. Discussed it with different levels of people working on it.
- I toured it, I think it's very important for our province to get into this and there are lots of opportunities for the University to make lots of gains in lots of things in our industry.
- I toured it and there is economical spin-off from that, it is great for Saskatchewan. If it expanded we would have a lot more people come to Saskatoon and it would be great for business and opportunities.
- I toured it ,and its still developing, its one of the largest in the world, and its impressive,
- I think that it an excellent way to attract more research and employ a lot of professionals.
- I think it's very important for our province and help make a lot of the changes needed here.
- I think it is used in physics experiments. It is the only one on North America. It is attracting people from all over the world to come to Saskatoon.
- I think it is the only one in the world, and is the leading edge technology and research. I remember seeing pictures of it. It would be bringing business to Saskatchewan
- I think I have money invested in it.
- I say there is so much possibility there, it's a great thing, and the possibilities are endless and what it could bring to Saskatchewan.
- I saw it on news, so I know it exists.
- I recall.
- I really don't know much about it at all. I have heard about it and that it attracts a lot of interest around the country.
- I pretty much know what it does. Uses beam light to take a look at really small matter or high magnification. Uses light to conduct experiments on different types of materials. Light allows seeing whatever material they are using at a molecular level.
- I met some girl that worked there and gave me an explanation but it was so technical that it went in one ear and out the other.
- I know where it is. I have an idea how it works. It uses light to look at atoms at how things are made up. I know that it attracts people from out province to work here. I think it is a really good thing for the economy.
- I know what is does such as medical purposes and for agriculture
- I know very little I just heard I should go see it.
- I know very little about it. Basically nothing, I don't even know where it is. I went to a conference and the conference had a tour. I've only heard about it.
- I know very little about it.
- I know they're using it for research, but I don't know what kind of research.

- I know they do a lot of research.
- I know they came here since about 3 or 4 years ago. I know that lots of people came and that it was a good thing for the economy. Because people came to work so that's a good thing for the economy.
- I know the basic stuff.
- I know that's what their doing, it's great for pharmaceutical, farming and agriculture. For growing new wheat and cereal grains. I think it's great for our province I think there is 16 all over the world. .
- I know that we've attracted some of the world's top scientists. I think that in terms of medicine it's going to leave a mark in history on health. I think that it's innovative and it will create jobs.
- I know that there was stuff in the paper about what someone had done there. I know that there are a lot of people in community that came to live and work there. It is a scientific project
- I know that there doing lots for health care and other industries.
- I know that it's used around the world with different people and they look at atoms and molecules don't know the technical term for it. I know that it attracts lots of people and is growing the population in Saskatoon which is awesome!
- I know that its there and it's the only one in western Canada I am hoping to see good results.
- I know that it's the large scientific project that is supposed to attract researchers. Supposed to produce commercialized research.
- I know that it's one of perhaps half a dozen in the world. And they conduct cutting edge research. And that they can bring research dollars into the province.
- I know that its one of a kind, there's not very many around the world, its innovated and attracting people from all over the world; it's a mutli million dollar project. It's used for research, one of the things it can do is make better fertilizer.
- I know that its one of a kind in the world, and it attracts scientists from all over the world, and it's very beneficial to our province and Saskatoon.
- I know that it's leading edge technology and research that has the potential to do things like improve medical care and improve science, and that it's one of only a handful in the world. It's an attraction to Saskatoon.
- I know that it's bringing in a lot of people to use the facilities to do research on what each particular party has to do. I know a little bit about how it works.
- I know that it's a synchrotron used for research for medicine and physics.
- I know that it's a machine that speeds up molecules at a very high speed so they can study properties to do research on matter to further science.
- I know that it's a big project, on campus at the university. A lot of research went into it. Employs lots of people. They believe there's a lot of potential in the synchrotron project.
- I know that it world and leading edge technology.
- I know that it on the U of S campus. It is used for research; it can do a bunch of stuff. I have never been on a tour.
- I know that it is very important to any research that goes along with it.
- I know that it is valuable in terms of industry; it is adding value to industry.
- I know that it is used in research. I went on the tour.
- I know that it is their and an up to date and modern thing that is all I know about it.
- I know that it is the biggest science project in Canada. I know that it is on the U of S, and that it is costing a lot of money. It puts Saskatoon, Saskatchewan on the map a little bit.
- I know that it is something that they should be able in the future to do cancer type halting and removal. They use it for research.

- I know that it is providing some jobs, and it is one of the few in the country.
- I know that it is new. It is at the university it is for research.
- I know that it is located at the U of S, it's basically a gigantic electron microscope, it conducts all sorts of experiments but I'm not sure what.
- I know that it is basically a machine that helps with diagnostic research.
- I know that it is at the University Hospital in Saskatoon. I don't know if it is for Medical purposes or not.
- I know that it is a world class research facility and that it attracts scientists from around the world. It has put Saskatoon on the map for research and it has brought other economic benefits to Saskatoon.
- I know that it is a very advanced piece of equipment for doing research.
- I know that it is a significant opportunity for research; it is a beam line that allows you to deal with small particles. And has lots of opportunity for growth, attracting technology and research into the province.
- I know that it is a research facility.
- I know that it is a research facility, they accelerate electrons or light and they bend the path of those electrons using large magnets as the path is diverted it gives off light that is useful in examining things in a much finer detail.
- I know that it is a real innovation. They are hooked into this cancer research at the city hospital. It will find something twenty times smaller. It is packed with industry that has booked time to use it.
- I know that it is a cutting edge technology.
- I know that it has brought some real high tech jobs in Saskatoon. It has started to build a high tech base up there for research.
- I know that it gave work to quite a few contractors, and our company (industrial insulation) didn't do any work on it. My husband is quite impressed by it, that they came to Saskatchewan opposed to anywhere else in the world
- I know that I go to the U of S and they talk about it all the time it's some kind of particle accelerator and they are going to use it engineering and medical use.
- I know roughly how it is constructed, I know a little bit about what kind of research will come of that. I know about the particles being accelerated around the synchrotron.
- I know more about how to build one than what they're using it for. I haven't kept up to date with current.
- I know it's used for lots of different research. For lots of different technologies.
- I know it's there.
- I know it's there.
- I know it's there.
- I know it's there.
- I know its doing some unique research it's got a lot of researchers excited about things they can do with it. I am not sure of the practical applications.
- I know its cutting edge technology, research facility, that does function not done any where else
- I know it's big, I met a nuclear physicist that works there; I don't really know the scientific part of it. I know it's a huge thing and it's viewed as a positive thing.
- I know it's a research project; it's an accelerator, to do with physics. Lots of potential to attract lots of projects to the city. It's a very positive endeavor. Well its put Saskatoon on the map for scientific progress.
- I know it's a research facility, the biggest of its kind in the world.
- I know it's a big thing for Saskatoon and Saskatchewan, and it's attracting people from all over the world.
- I know it's a big MRI machine that is more sophisticated.

- I know it is used for research and it is expected to double size of city in seven years. It will attract more skilled workforce to the city. It does research for agriculture and mining and medical community. Research can be applied anywhere.
- I know it is possibly going to be good for the province and open the doors for some spin off business. I am sure there will be people to be come to the province to do research and technology.
- I know it is at the U of S and it's big.
- I know it is a very high tech intensive light system that evaluates all aspects of science whether it is agriculture, medicine or chemistry. All aspect of molecular biology. To grow science base.
- I know it is a research facility that uses light to examine and to do tests on things. I heard on the news it is going to be used for forensic stuff.
- I know it is a light source that is used for some type of research. It is quite an influential thing in the world market. Other countries come to make use of it.
- I know it is a big research project. Something for the energy sector.
- I know it came here a couple years ago and it's a highly developed microscope.
- I know it attracts a lot of people to it. It is a big attraction to the province. Good for the economy.
- I know is used for research on High Tech project.
- I know I have talked to them, and I am a sales agent and I have made business calls there.
- I know how important it is and how exciting it is and how great it is that it is in this province not in Alberta. It is just an amazing amount of highly educated people who work there and it puts us on the cutting edge.
- I know about it but I haven't seen it. It's a good thing.
- I kind of know the process of how it works. It is supposed to be one of the most advanced of its kind.
- I just know the name, and it's apparently going to assist us in scientific ways.
- I just know that it is one of leading in the world of technology, it is very important.
- I just know its something that could be good. If they are successful, then it's good for the province.
- I just know it is there, I have no idea who uses it or what the application's are for. I know that it is a big deal and I am glad that it is in Saskatchewan.
- I just know about it.
- I heard the name.
- I heard that is supposed to help people stay.
- I heard about it on the news, but don't remember what it is.
- I haven't been in it, I've read a little on it, but I don't know a lot about it.
- I have seen the television programs and news releases. It could lead to a bunch of break throughs in the medical field and agricultural genetics as well.
- I have no technological knowledge. I know it's there and what people use it for. Very intense research.
- I have heard that it breaks down light into particles and energy, they do research.
- I have heard of it, but I don't know a great deal about it.
- I have a nephew working for them. We're very fortunate that we have it in Saskatoon.
- I had a tour through it, but it wasn't completed. It was just getting up and running, they hadn't done any testing yet. I think its great advancement, and good chances for people to do some research.
- I guess I have a very poor general understanding of what it does, I understand it employs a lot of people and provides potential for future research. Just that it brought in expertise from outside the province.
- I don't remember.
- I don't really know about, I've heard of it.

- I don't know. It's operating and has something to do with our electricity. I can't comment on it. I'm not for or against it.
- I don't know.
- I don't know.
- I don't know what it is, I've only heard about it through the media.
- I don't know very much I've seen it on TV. There really isn't a lot of information out there on it.
- I don't know very much about it. I know it will benefit Saskatchewan when everything will be up and running properly.
- I don't know too much.
- I don't know anything. I just heard it mentioned.
- I don't know anything about it.
- I don't know much about it.
- I don't know a lot but I do know that it is world renown.
- I do some work for them. Just they are advancing technology and research.
- I did work there. It's one of a kind of research. Good for the economy of Saskatoon.
- I did a tour, its got great potential for job creation. We should stick with it. They run the high-speed beams through x-ray and stuff like that, for medical. Better than any equipment we have right now.
- I can't think of anything.
- I can't remember.
- I can't recall. It's for research purposes.
- Has a multi purposes. Medical agricultural tech It business an outstanding coup.
- General information. Just it's a high tech experimentation at the University and they have their own complex and they are monitoring light patterns.
- From what I've read in the papers and the media, it's a research facility that studies light at the molecular level to use in science research for physics and health.
- For research, it's on the university grounds; it puts us on the map.
- Very little, heard of it but that's all.
- Electron accelerator and then they strike other particles they emit light.
- Don't know too much. It makes advances to scientific research and helps to push it forward.
- Don't know much.
- Connect of the U of S.
- Breaks down particles to investigate them and have a look at their use between one factor and another for industry. Development of new products.
- Best thing going for this province. The research of it and employment. They are finding it hard enough to find qualified employees.
- As far as its operation I know very little, but it is supposed to bring lots of scientific minds to Saskatchewan which is good.
- All I know is that it produced lasers shot through the sky on Christmas a few years ago.
- All I know is that is known around the world and its some big scientific thing.
- A research project, I know its one of very few in the world, pretty important, because of what it can accomplish.
- A mega expensive thing and I don't know much about it, it's supposed to do a bunch of things but I don't know.

- A little bit. It is quite important for research and development for different products. The technical people coming in are phenomenal and it is creating employment. They are adding on something another phase to the synchrotron
- A fair bit, I've toured it and read articles on it.
- It provides research for the academic side that can be expanded beyond Saskatchewan borders. They are contracting out to industry, they do work for the private sector, and that approximately constitutes one third of the work they do.
- I don't know.

Q16. What do you think are the 2 MOST important factors influencing young people to leave Saskatchewan for education or work?

- Weather
- Way of life.
- Trend
- Too far from the city
- To much oil field here
- To get away from family.
- The quality of life.
- The programs are not in Saskatchewan.
- The political climate.
- The political climate isn't conducive for young people to develop businesses.
- The decline in the profitability of farming.
- The cost.
- The cost of living.
- The cost of living here.
- Technology
- Standard of living.
- Standard of living
- Small population
- Security
- Scenery
- Saskatchewan party.
- Saskatchewan and how its run.
- Quality of life.
- Quality of life.
- Quality of life.
- Quality of life
- Population
- Poor self-image.
- Our Government. Well I think our government is more of a socialist government and they have a bad reputation.
- Other provinces advertising.
- Optimism

- Older moms want to work and there is no room for the younger ones.
- Not waiting to take over the family farm.
- No services left in smaller communities.
- More perks.
- More diversity in other provinces.
- Media.
- Media
- Marketing of other provinces.
- Location
- Lifestyle they have chosen
- Lifestyle
- Leadership in government.
- Lacking of funding in the province
- Lack of vision by the Government.
- Lack of communication.
- It's a better place to live.
- Healthcare
- Growth. Saskatchewan is boring.
- Government
- Government
- Government
- Government has thrown rural Saskatchewan into the wind.
- Good place to live.
- Get away from socialist government.
- General Economy.
- Gas prices.
- Encouragement
- Economic growth.
- Diversity of industry.
- Diversity
- Development or lack of.
- Crime
- Cost of living.
- Cost of living.
- Cost of living.
- Cost of living.
- Cost of living
- Condition of the highways
- Cold winters.
- Climate.
- Climate
- Climate
- Cheaper living.
- Businesses are closing.

- Better weather.
- Better climate.
- Better atmosphere.
- Bad roads.
- Aging population.

Q16(2). What do you think are the 2 MOST important factors influencing young people to leave Saskatchewan for education or work?

- Weather
- Things are cheaper elsewhere.
- They are bored.
- The lack of intelligence in the political climate to make this a prosperous province.
- Province needs to focus on promoting.
- Parents are not encouraging their kids.
- No opportunity for the agriculture industry here.
- Lack of skills.
- Health system.

Q18(1). What do you think are the 2 MOST important factors influencing young people to stay in Saskatchewan?

- We have that synchrotron thing.
- Transportation ease.
- Training
- They're not old enough to leave.
- They can't afford to move.
- The province is not as populated.
- The oil industry.
- The low crime rate compared to something like Toronto
- The infrastructure has not been thought off ahead enough.
- The government
- The climate.
- The bonuses the government gives to stay, like financial incentives.
- Social base.
- Security.
- Security
- Real estate is lower.
- Political and economic climate that is conducive for personal advancement.
- Oil market.
- Oil
- More opportunities to be an entrepreneur.
- Lowering the drinking age.
- Lower crime rates.

- Less crime.
- Lack of finances.
- I haven't got a car and can't drive to Alberta.
- I haven't found a job outside Saskatchewan yet.
- History.
- Experience new things.
- Everything is accessible.
- Crime
- Clean air.
- Beer.
- Affordable housing.
- Affordability of housing.

Q18(2). What do you think are the 2 MOST important factors influencing young people to stay in Saskatchewan?

- We get more sun in North America than most places.
- Training
- The weather.
- The price of grain.
- Promote ourselves.
- Pot or marijuana.
- No money to leave.
- Nice Culture
- Mining
- Lowering the driving age.
- Less Government intervention to make job creation available.
- Lack of funds.
- Better investment opportunities.

Q20. Who do you believe has the most influence on a young person's decision to stay or leave the province?

- What's here for them in terms of jobs?
- The Saskatchewan government.
- The media.
- The media
- The government, they aren't doing enough to keep the youth in the province, taxes are going through the roof, and they can't make a living.
- The government
- The government
- The government
- Rumors of how good it is elsewhere
- Potential employers

- Job opportunities
- Job creators.
- I don't know
- Government
- Government
- employers
- A career opportunity company

Q21(1). When job hunting, where would you go to find information about career and job opportunities in Saskatchewan?

- Walking in and applying.
- Walk around and drop off resumes.
- There is a headhunter in the province called the Grasslands group based in Swift Current.
- Specific employers
- Specific companies.
- Specific businesses and ask if they are hiring.
- Searching different places.
- Resumes [handing them out]
- Put out resumes.
- Put applications in
- Pounding the pavement.
- Offices and businesses.
- Going out and putting out resumes.
- Go to the businesses
- Driving around looking.
- Alberta
- Alberta
- Alberta
- Actually going to the business.

Q21(2). When job hunting, where would you go to find information about career and job opportunities in Saskatchewan?

- Word of mouth.
- Volunteering
- Send a resume in.
- Networking with the different business and different people in the community.
- Just go to businesses.
- Job Fines
- Driving down the street seeing the sign
- Dealerships and mining.
- Construction sites.
- Companies

Q21(3). When job hunting, where would you go to find information about career and job opportunities in Saskatchewan?

- Word of mouth.
- Quint Development
- Oil industry or farmers.
- Associations

Q31. Which of the following categories best describes the highest level of education you have currently achieved?

- Trade degree.
- Technical School

Q32. What are your plans when you graduate?

- Go to bible college for a year
- Vacation, open day care.
- Travel
- To get a full time job and try to stay here.
- No plans yet.
- Find a job and start a new living.
- Bible school and university.

Q33. Why are you planning to study or work outside of Saskatchewan?

- I'd like to see other places and meet different people. See all of Canada.

Q34. Which of the following categories best fits you at this time?

- Working in different province.
- Working in Cold Lake.
- Stay at home mom.
- I go to university and work.
- I am working in Alberta.
- I am on a maternity leave but will return to work.
- Hope to be enrolled in the University of Saskatchewan.
- Employed but not in Canada.
- Being educated by federal government.
- A technical institute in Alberta.

Q35(1). What would you say are the 2 MOST important reasons why you decided to stay in Saskatchewan to work or go to school?

- Scared to leave.
- Real Estate
- Proximity
- Not enough funding.
- Lack of money.
- For personal reasons.
- Financial issues
- Convenience
- Availability

Q35(2). What would you say are the 2 MOST important reasons why you decided to stay in Saskatchewan to work or go to school?

- Playing football
- No transportation.
- Great location to lakes and parks.

Q36(1). Whether or not you have started your career, what is your chosen field of work?

- Stay at home mom.
- Mom
- I work for a charity.
- I was a receptionist but now I'm a stay at home mom.
- Homemaker.
- Electronics

Q37A. What was the main reason why you lived outside of Saskatchewan?

- To see what else was out there.
- They wanted skilled labor.
- I moved to Saskatchewan from a different province.
- I lived in Manitoba.
- I didn't like it here.
- For a girl
- For a change.
- Adventure or travel.
- A better place to live.

Q37B. And why did you return?

- Wanted to get away.
- This is where we want live, it's home.
- School was not for me.
- Only a temporary job; I only wanted it temporarily. My whole intent was to return.
- Not to fond of the oil field.
- No reason just moving.
- I was bored, homesick, and I missed home.
- I wanted a change.
- Holidays and graduations.
- Broke up with the girl.

Q37C. What is it that keeps you here in Saskatchewan?

- The fact that I cannot move out yet.
- Oil fields.
- Not old enough to leave.
- I have my driver's license.
- Good government.
- Agriculture

Q44A. What else could be done to educate youth on the best employment and career advancement opportunities?

- You know I think educating the parents even because parents have a huge influence on their children. Even going into the schools and having work fairs or educating the whole population.
- When I ended high school we had no career education, but I think they have that now. I think they should show kids on the internet where to find a job.
- Well they could emphasize trades a little better, SIAST has been doing pretty good at that lately, promoting themselves. Everything is being emphasized on computers and oil they're kind of pushing that on the kids.
- Unsure.
- To go out and meet them one on one, ask them about their career, direct them in the right direction, basically let them know what employment opportunities are available to them. Instilling a sense of pride in being a person from Saskatchewan.
- They would do their practicums in Saskatchewan and if they had jobs available for them, they would stay. There are a lot of courses not available in Saskatchewan, so people leave, and then they do their practicum there, and get hired in those other provinces.
- They should market it more to the kids, for the most part kids had to do the research of what is available, and I've never heard anybody say what you could do here.
- They should have a class in high school about it.
- They could have recruiting at trade schools. Human resources from different companies come into schools and tell what their company has to offer.

- They can go out to the work force and spend a day at a job site. More information available, more work fairs to educate them about their place of employment.
- There could be a program and when you're taking certain classes for certain fields then you could talk more about the opportunities in those fields. Most people are looking outside of Saskatchewan.
- The main thing they need to do is make youth more aware of what is out there. Tell them get them on websites so they can see what is out there
- Start younger than high school, they start talking to kids in grade 10 or later but they don't go into detail they should be more honest with them and focus on kids in grades 8 & 9.
- Put more university instructors in and teach them about lectures and ways we can achieve.
- Provide more information ,give students a better direction, more ideas where they can look for employment , provide better direction for career choices
- Probably some of the schools would need more money to advance some of their stuff like their equipment. And probably a higher education schedule like more advanced.
- Probably do more conferences and job fairs. Do it more as a conference style and have both. Do it in the younger years.
- Positive role models.
- Offer field trips and more hands on learning on what's all out there, and what people do.
- Nothing really.
- Nothing.
- Nothing.
- Most of the jobs are in the trades. Let students know about the trades in high school
- More volunteer positions credited towards their education.
- More variety of job fairs for varying education levels.
- More training. Training for jobs that provide higher wages.
- More training, more opportunity.
- More representation of Saskatchewan job opportunities at job fairs. Posters of the sites posting jobs.
- More promotion of Saskatchewan post-secondary schools and their research facilities.
- More promotion of industrial trades over the aspect of always forcing people to go to university. I think it would be easier to promote that if there were higher wages in Saskatchewan or just higher wages.
- More people coming into schools and talking about their chosen career.
- More options.
- More job fairs.
- More involvement in high schools by the leadership of the province.
- More interaction between the company's and the people that want to work for them.
- More information. I'm not quite sure.
- More general information, more accessible information.
- More decisions. More opportunities.
- More career fairs at the schools. Advertising the different industries at the schools.
- More career days and workshops. More public awareness.
- More awareness.
- More advertising of job opportunities and what ever is needed to help young people stay in the province.
- Maybe there should be a mandatory, like some sort of 2 week course thing, like maybe in school they should be told more about what's going on. Teachers should be better informed about the opportunities.

- Making it mandatory to do work placements in their final years of school so they know what they do or don't like. Take a child to work with you day with the parents.
- Just visit high schools and have presentations.
- Just tell us about it. We have a career day, but I would rather they ask us what we're interested in.
- Just have more information on chosen fields.
- Just have more information given out at school. Like what schooling you need to work certain fields, and rough estimates of salaries.
- Job fairs, career counselors in school, parents should encourage their kids to find out what is out there. Companies could hold open houses for students.
- Job fairs during high school, work placement programs.
- It's hard when there is nothing to show. They have all these resources but no work for them.
- Informing students of what kind of jobs are out there.
- Industry communicates to school showing what is available. Instead of the government encouraging you to stay it should employer encouragement.
- In the high school put more emphasis on what fields are reasonable in that respect. Give them more of an outlook as to what is available.
- If they had internet. Show them some sites as part of the curriculum.
- If other people went to the schools. Taught them the reality and stuff.
- I wouldn't know.
- I think we put too much emphasis on university education. There are huge numbers of jobs on the trades that people would be able to access.
- I think more jobs could happen. More job fairs. Inform them about job opportunities.
- I think it should be part of a class in high school. Where you would find more advancement opportunities, in terms of high school they need to educate where the needs are more such as the Trades, that is where we really need people.
- I think if there should be more options available to choose from.
- I think businesses and companies need to start marketing themselves to young people.
- I think a lot of the time there are not that much options.
- I don't think you need to educate youth on job opportunities, if the province was run right they would know.
- I don't know. Maybe more advertisements.
- I don't know. People could come to the schools and talk to the students about job opportunities.
- I don't know.
- I don't know.
- I don't know.
- I don't know.
- I don't know, smack kids around and send them out. There's really nothing you can do because it's the kids choices.
- I don't know
- I believe that they should have military showing up and stuff like that. More trades, because that's where the moneys at.
- Holding more job fairs and more career guidance councilors. More guidance into careers.
- Have workshops or conferences to let young people know what is out there. Employment exhibitions
- Have speakers come in. Like university speakers to try and promote it.

- Have people come from the companies themselves to promote the jobs.
- Have career days even in small town schools. Have a variety of people come from different fields of work, and have them explain where kids can go to apply for the job and what type of training they would need for the job.
- Give them more information. I'd love to stay in Saskatchewan but there's just not the opportunity that there is in Alberta.
- Give them more information, allow them to job shadow, like try out the job for a day or a week like work education.
- Give them a better idea of the industries in Saskatchewan, fields that they could go into and get their jobs.
- Get rid of the government that we have.
- Finding some ways to relate any given course to a job.
- Do more recruiting of youth to stay here.
- Do job fairs within the school.
- DK.
- Changing the mind set of the youth about job opportunities.
- Career fairs, internet sites.
- Bring in more guest speakers.
- Better education, better teachers, more trades education.
- Better education on what the job actually entails.
- Better education in high schools. More realistic education in high school.
- Aside from telling them, job fairs, just kind of having people come in that need employees and tell them what they do in that particular sector of that work force and the schooling required to get there.
- Advertise what's here, they should start in junior high so they no what's available. Notify students what there chances are of getting that job.

Demo 4. Which of the following best describes your current employment situation?

- Term employee.
- School and work part time.
- Part time student
- On a disability right now.
- Maternity leave
- Maternity leave
- Have several part-time jobs.
- Farmer
- Farmer
- Employed part-time/retired/homemaker
- Employed part-time to full-time
- Employed Fulltime casual, self employed, and "Mr. mom" homemaker
- Disabled