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## Executive Summary

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The purpose of this survey is to determine the impressions and knowledge of Saskatchewan residents regarding Innovation Place and the Regina Research Park. A similar survey was conducted in 2003 and 2004; results from those surveys were used to compare to this year's data. The specific goals for this survey were to determine the awareness of Innovation Place and the Regina Research Park throughout Saskatchewan, to determine the public's impression of the research parks, and to determine whether or not the public feels the research parks contribute to the economic development of Saskatchewan.

### Response Rate

With 1017 completed surveys and a confidence level of 95% the margin of error is +/- 3.07%. This means that we can be 95% sure that the results are within 3% of what the figures would be if the entire population was surveyed.

### Innovation Place

44% of those surveyed indicated they had heard of Innovation Place, while 54.7% of respondents indicated they had NOT heard of Innovation Place. These results are similar to the results of the 2003 and 2004 surveys where 46.6% and 49.2% of the respondents respectively had heard of Innovation Place.

Those most familiar with the park are males, people living in a city, and people between the ages of 35 and 54. The occupations which are most aware are managers (public and private), government employees (all types), professionals, and business owners. The vast majority of respondents from Saskatoon had heard of Innovation Place (83.7%).

The demographic profile of those aware of Innovation Place was very similar in 2003 and 2004.

For this year's survey, the majority of people who have NOT heard of Innovation Place are individuals who are unemployed, retired, students, homemakers, and farmers.

Of the people who have heard of and who have an opinion regarding their impression of Innovation Place, the majority have a positive impression of the facility (68%). Since 2004, the number of respondents who indicated that they have no opinion has decreased, while those with a neutral opinion have increased. As far as positive and negative impressions go, we cannot say that residents' opinions of Innovation Place have changed significantly over the past three years.

## **Regina Research Park**

Fewer respondents have heard of the Regina Research Park (28.9%) compared with the 44% who have heard of Innovation Place. These results are similar to the 2003 and 2004 surveys.

Respondents who live in cities, particularly Regina, are most likely to have heard of Regina Research Park. Saskatoon residents are much more likely to have heard of Innovation Place (83.7%) than Regina residents are to have heard of Regina Research Park (54.3%). Also, a greater proportion of people in Regina have heard of Innovation Place (36%) than those people in Saskatoon who had heard of the Regina Research Park (23.4%). These results mirror the results from the 2004 study.

Of the respondents who have heard of the Regina Research Park, 36.7% have a positive image of the facility, while 34.7% had no opinion. The number of respondents who indicated that they have no opinion has decreased, while those with a neutral opinion have increased. As far as positive and negative impressions, we cannot say that residents' opinions of Regina Research Park have changed significantly over the past three years.

Excluding the respondents with no opinion 56.3% have a positive image of the facility.

## **Economic Development**

Of the respondents with an opinion (excludes 'don't know' responses), 87.5% believe the parks support the economic development of the province. This figure has decreased slightly from 2004, in which 94% of the respondents, who expressed an opinion, believed the parks supported the economic development of the province.

Age, gender and occupation are not factors for whether or not individuals believe that the research parks support economic development, while location is a factor. People living in a city believe the parks support economic development in the province, more so than those living in towns/villages, farms, or acreages.

The majority of people from Saskatoon (57.4%) and Regina (56.3%) believe the research parks support the economic development of Saskatchewan. There is no significant difference between Saskatoon and Regina residents with regards to their belief of the parks supporting the economic development of the province.

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## **Objectives and Methodology**

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### ***Goals and Objectives***

The purpose of this survey is to gain insight into Saskatchewan residents' perception and awareness of Innovation Place and the Regina Research Park. A similar awareness survey was conducted in 2003 and 2004; results from that survey were used to compare to this year's data. The specific goals for this survey were:

- To determine the awareness of Innovation Place and the Regina Research Park throughout Saskatchewan
- To determine the public's impression of the research parks
- To determine whether or not the public feels the research parks contribute to the economic development of the province

### ***Scope of Work***

Innovation Place contracted Insightrix Inc. to conduct an awareness survey. The survey was conducted using a web based computer assisted telephone interviewing (CATI) system. A random sample of Saskatchewan residents was conducted by telephone.

### ***Survey Design***

In 2003, Insightrix developed the survey while working with Innovation Place. The same survey instrument was used in 2004 and for this year's survey to allow for comparison analysis and benchmarking.

### ***Survey Distribution***

Insightrix downloaded every n<sup>th</sup> resident in Saskatchewan. The list was further randomized to ensure a representative list of contacts was selected. The sample was loaded into the contact database system for the survey. The Insightrix call centre contacted the potential respondents, introduced the study to them, and asked for their participation. If the potential respondent agreed to participate, the surveyor utilized the web based CATI system and entered the respondents' answers immediately and directly into the computer system.

## ***Response Rates***

Data was collected October 25, 2005 to October 27, 2004. Inshtrix attempted to contact 6566 residents of Saskatchewan.

Of the residents Inshtrix contacted, 1017 agreed to complete the survey representing a response rate of 15.5%.

## ***Confidence Intervals***

With 1017 completed surveys and a confidence level of 95% the margin of error is +/- 3.07%. This means that we can be 95% sure that the results are within 3% of what the figures would be if the entire population was surveyed.

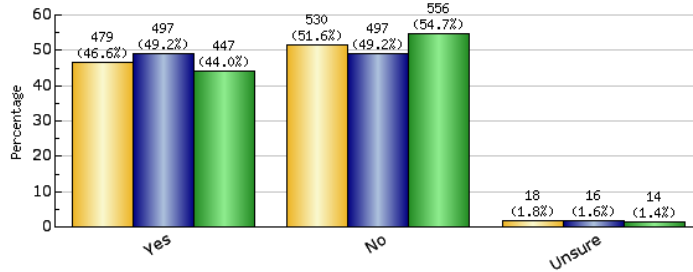
## ***Data Analysis***

Inshtrix ran descriptive statistics to view the data. Depending on the variable type, additional analyses were conducted, including: samples t-tests, and analyses of variance (ANOVA). All significant results are reported. For all analyses, results were considered statistically significant if a *p* value of .05 or less was obtained (i.e., if there was less than a 5 percent likelihood that the outcome occurred by chance).

## RESEARCH FINDINGS

### Innovation Place

#### Have you heard of Innovation Place?



2003: 1027 responses 2004: 1010 responses 2005: 1017 responses

Label	2003		2004		2005	
	Total #	% of Responses	Total #	% of Responses	Total #	% of Responses
Yes	479	46.6	497	49.2	447	44.0
No	530	51.6	497	49.2	556	54.7
Unsure	18	1.8	16	1.6	14	1.4
<b>Total</b>	<b>1027</b>	<b>100</b>	<b>1010</b>	<b>100</b>	<b>1017</b>	<b>100</b>

#### Key Findings:

- 44% of those surveyed indicated they had heard of Innovation Place, while 54.7% indicated they had NOT heard of Innovation Place. In 2004, 49.2% of respondents had heard of Innovation Place. We cannot say that the decrease is statistically significant.

#### Heard of Innovation Place by Locale

			Hear of Innovation Place			Total
			Yes	No	Unsure	
Locale	City	Count	285	258	9	552
		%	51.6%	46.7%	1.6%	100.0%
	Town/Village	Count	103	192	3	298
		%	34.6%	64.4%	1.0%	100.0%
	Farm	Count	34	85	2	121
		%	28.1%	70.2%	1.7%	100.0%
	Acreage	Count	25	21	0	46
		%	54.3%	45.7%	.0%	100.0%
Total		Count	447	556	14	1017
		%	44.0%	54.7%	1.4%	100.0%

- Respondents from cities and acreages are most likely to have heard of Innovation Place. Those who live on farms are least likely to have heard of it.

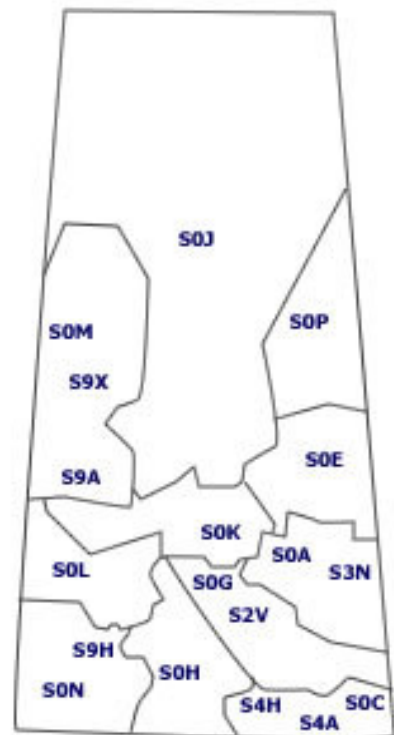
#### Heard of Innovation Place by Gender

			Hear of Innovation Place			Total
			Yes	No	Unsure	
Gender	Male	Count	192	193	4	389
		%	49.4%	49.6%	1.0%	100.0%
	Female	Count	255	363	10	628
		%	40.6%	57.8%	1.6%	100.0%
Total		Count	447	556	14	1017
		%	44.0%	54.7%	1.4%	100.0%

- Males are significantly more likely than females to have heard of Innovation Place.

**Heard of Innovation Place by Regional Location**

		Hear of Innovation Place			Total	
		Yes	No	Unsure		
Quota Group	Estevan	Count	4	8	0	12
		%	33.3%	66.7%	.0%	100.0%
	Lloydminster	Count	3	9	0	12
		%	25.0%	75.0%	.0%	100.0%
	MeadowLake	Count	0	6	0	6
		%	.0%	100.0%	.0%	100.0%
	MooseJaw	Count	7	28	1	36
		%	19.4%	77.8%	2.8%	100.0%
	NorthBattleford	Count	7	11	0	18
		%	38.9%	61.1%	.0%	100.0%
	PrinceAlbert	Count	20	23	1	44
		%	45.5%	52.3%	2.3%	100.0%
	Regina	Count	71	122	4	197
		%	36.0%	61.9%	2.0%	100.0%
	S0A	Count	14	45	0	59
		%	23.7%	76.3%	.0%	100.0%
	S0C	Count	3	21	0	24
		%	12.5%	87.5%	.0%	100.0%
	S0E	Count	12	22	2	36
		%	33.3%	61.1%	5.6%	100.0%
	S0G	Count	10	22	1	33
		%	30.3%	66.7%	3.0%	100.0%
	S0H	Count	8	19	0	27
		%	29.6%	70.4%	.0%	100.0%
	S0J	Count	15	31	0	46
		%	32.6%	67.4%	.0%	100.0%
	S0K	Count	46	24	2	72
		%	63.9%	33.3%	2.8%	100.0%
	S0L	Count	12	21	0	33
		%	36.4%	63.6%	.0%	100.0%
	S0M	Count	11	35	0	46
		%	23.9%	76.1%	.0%	100.0%
	S0N	Count	5	18	0	23
		%	21.7%	78.3%	.0%	100.0%
	S0P	Count	1	5	0	6
		%	16.7%	83.3%	.0%	100.0%
	S2V	Count	12	18	1	31
		%	38.7%	58.1%	3.2%	100.0%
	Saskatoon	Count	175	34	0	209
		%	83.7%	16.3%	.0%	100.0%
	SwiftCurrent	Count	5	13	0	18
		%	27.8%	72.2%	.0%	100.0%
	Weyburn	Count	2	9	0	11
		%	18.2%	81.8%	.0%	100.0%
	Yorkton	Count	4	12	2	18
		%	22.2%	66.7%	11.1%	100.0%
Total		Count	447	556	14	1017
		%	44.0%	54.7%	1.4%	100.0%



- The cross-tabulation above shows that, besides those from Saskatoon, respondents from the S0K postal code region (the area surrounding Saskatoon) are most likely to have heard of Innovation Place, followed by those from Prince Albert.



**Hear of Innovation Place by Age**

			Hear of Innovation Place			Total
			Yes	No	Unsure	
Age	18-34	Count	72	124	3	199
		%	36.2%	62.3%	1.5%	100.0%
	35-54	Count	208	185	4	397
		%	52.4%	46.6%	1.0%	100.0%
	55 and over	Count	165	240	7	412
		%	40.0%	58.3%	1.7%	100.0%
	Refused	Count	2	7	0	9
		%	22.2%	77.8%	.0%	100.0%
Total		Count	447	556	14	1017
		%	44.0%	54.7%	1.4%	100.0%

- Respondents aged 35-44 are most likely to have heard of Innovation Place.

**Hear of Innovation Place by City**

			Hear of Innovation Place			Total
			Yes	No	Unsure	
City	Regina	Count	71	122	4	197
		%	36.0%	61.9%	2.0%	100.0%
	Saskatoon	Count	175	34	0	209
		%	83.7%	16.3%	.0%	100.0%
	Elsewhere in Saskatchewan	Count	201	400	10	611
		%	32.9%	65.5%	1.6%	100.0%
Total		Count	447	556	14	1017
		%	44.0%	54.7%	1.4%	100.0%

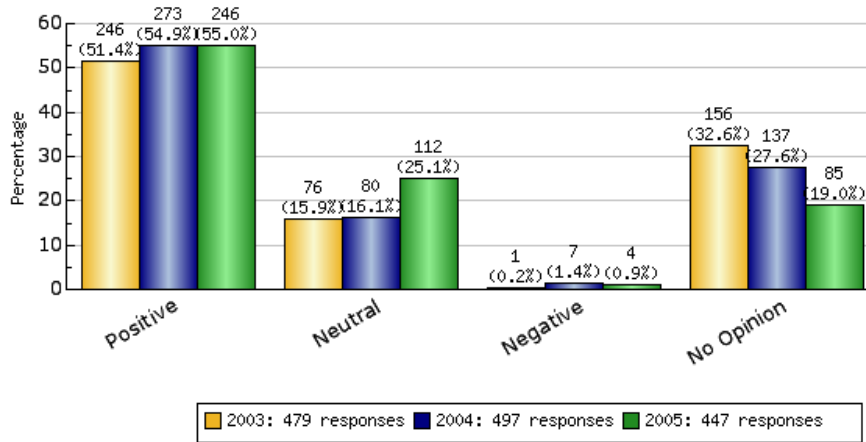
- 83.7% of Saskatoon respondents have heard of Innovation Place. 36% of Regina respondents, and 32.9% of those from elsewhere in Saskatchewan have heard of Innovation Place.

### Heard of Innovation Place by Occupation

			Hear of Innovation Place			Total
			Yes	No	Unsure	
Occupation	Retired	Count	102	165	5	272
		%	37.5%	60.7%	1.8%	100.0%
	Student	Count	10	44	0	54
		%	18.5%	81.5%	.0%	100.0%
	Homemaker	Count	29	43	0	72
		%	40.3%	59.7%	.0%	100.0%
	Not employed	Count	9	18	0	27
		%	33.3%	66.7%	.0%	100.0%
	Farmer	Count	22	41	2	65
		%	33.8%	63.1%	3.1%	100.0%
	Professional	Count	63	42	2	107
		%	58.9%	39.3%	1.9%	100.0%
	Trades person	Count	28	31	1	60
		%	46.7%	51.7%	1.7%	100.0%
	Business owner	Count	28	23	1	52
		%	53.8%	44.2%	1.9%	100.0%
	Employee - Private	Count	60	70	1	131
		%	45.8%	53.4%	.8%	100.0%
	Employee - local government	Count	16	14	0	30
		%	53.3%	46.7%	.0%	100.0%
	Employee - Provincial/Federal	Count	53	35	2	90
		%	58.9%	38.9%	2.2%	100.0%
	Manager - Private	Count	9	6	0	15
		%	60.0%	40.0%	.0%	100.0%
	Manager - Public	Count	6	5	0	11
		%	54.5%	45.5%	.0%	100.0%
	Other	Count	7	11	0	18
		%	38.9%	61.1%	.0%	100.0%
	Refused	Count	5	8	0	13
		%	38.5%	61.5%	.0%	100.0%
Total		Count	447	556	14	1017
		%	44.0%	54.7%	1.4%	100.0%

- The table above shows the breakdown of awareness of Innovation Place by Occupation. More than half of all Managers (public and private), government employees (all types), professionals, and business owners have heard of Innovation Place. Only 18.5% of students have heard of it.

**Would you say your impression of Innovation Place is ...**



Label	2003		2004		2005	
	Total #	% of Responses	Total #	% of Responses	Total #	% of Responses
Positive	246	51.4	273	54.9	246	55.0
Neutral	76	15.9	80	16.1	112	25.1
Negative	1	0.2	7	1.4	4	0.9
No Opinion	156	32.6	137	27.6	85	19.0
<b>Total</b>	<b>479</b>	<b>100</b>	<b>497</b>	<b>100</b>	<b>447</b>	<b>100</b>

**Key Findings:**

- Of the respondents who have heard of Innovation Place, the majority (55%) have a positive impression of the facility. The number of respondents who indicated that they have no opinion has decreased, while those with a neutral opinion have increased. As far as positive and negative impressions go, we cannot say that residents' opinions of Innovation Place have changed significantly over the past three years. Excluding the respondents with no opinion 68% have a positive image of the facility.

**Impression of Innovation Place by City**

		Impression of Innovation Place				Total	
		Positive	Neutral	Negative	No Opinion		
City	Regina	Count	33	18	0	20	71
		%	46.5%	25.4%	.0%	28.2%	100.0%
	Saskatoon	Count	106	48	2	19	175
		%	60.6%	27.4%	1.1%	10.9%	100.0%
	Elsewhere in Saskatchewan	Count	107	46	2	46	201
		%	53.2%	22.9%	1.0%	22.9%	100.0%
Total		Count	246	112	4	85	447
		%	55.0%	25.1%	.9%	19.0%	100.0%

- 60.6% of Saskatoon respondents have a positive impression of Innovation Place. Respondents from outside of Saskatoon are more likely to have no opinion.

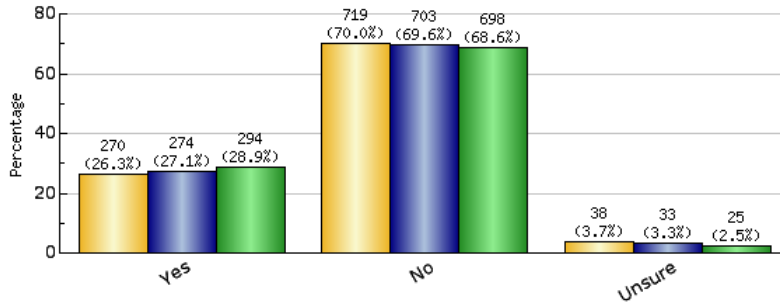
### Impression of Innovation Place by Occupation

			Impression of Innovation Place				Total
			Positive	Neutral	Negative	No Opinion	
Occupation	Retired	Count	60	15	1	26	102
		%	58.8%	14.7%	1.0%	25.5%	100.0%
	Student	Count	4	6	0	0	10
		%	40.0%	60.0%	.0%	.0%	100.0%
	Homemaker	Count	11	7	0	11	29
		%	37.9%	24.1%	.0%	37.9%	100.0%
	Not employed	Count	4	2	0	3	9
		%	44.4%	22.2%	.0%	33.3%	100.0%
	Farmer	Count	13	5	1	3	22
		%	59.1%	22.7%	4.5%	13.6%	100.0%
	Professional	Count	40	15	0	8	63
		%	63.5%	23.8%	.0%	12.7%	100.0%
	Trades person	Count	16	7	0	5	28
		%	57.1%	25.0%	.0%	17.9%	100.0%
	Business owner	Count	17	5	0	6	28
		%	60.7%	17.9%	.0%	21.4%	100.0%
	Employee - Private	Count	29	24	0	7	60
		%	48.3%	40.0%	.0%	11.7%	100.0%
	Employee - local government	Count	3	7	0	6	16
		%	18.8%	43.8%	.0%	37.5%	100.0%
	Employee - Provincial/Federal	Count	32	13	1	7	53
		%	60.4%	24.5%	1.9%	13.2%	100.0%
	Manager - Private	Count	6	2	1	0	9
		%	66.7%	22.2%	11.1%	.0%	100.0%
	Manager - Public	Count	3	2	0	1	6
		%	50.0%	33.3%	.0%	16.7%	100.0%
	Other	Count	5	1	0	1	7
		%	71.4%	14.3%	.0%	14.3%	100.0%
	Refused	Count	3	1	0	1	5
		%	60.0%	20.0%	.0%	20.0%	100.0%
Total		Count	246	112	4	85	447
		%	55.0%	25.1%	.9%	19.0%	100.0%

- The above table shows the breakdown of impression of Innovation Place by occupation. More than 60% of professionals and business owners indicated that they have a positive impression of Innovation Place.

## Regina Research Park

### Have you heard of the Regina Research Park?



2003: 1027 responses 2004: 1010 responses 2005: 1017 responses

Label	2003		2004		2005	
	Total #	% of Responses	Total #	% of Responses	Total #	% of Responses
Yes	270	26.3	274	27.1	294	28.9
No	719	70.0	703	69.6	698	68.6
Unsure	38	3.7	33	3.3	25	2.5
<b>Total</b>	<b>1027</b>	<b>100</b>	<b>1010</b>	<b>100</b>	<b>1017</b>	<b>100</b>

### Key Findings:

- Fewer respondents have heard of the Regina Research Park (28.9%) compared with Innovation Place (44%).

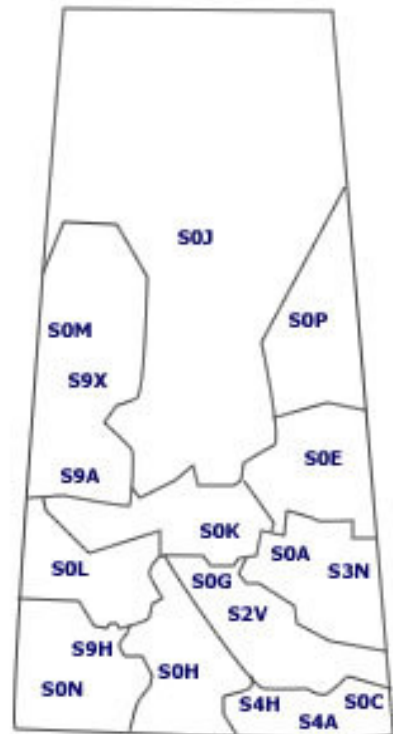
### Heard of Regina Research Park by Locale

			Heard of Regina Research Park			Total
			Yes	No	Unsure	
Locale	City	Count	201	340	11	552
		%	36.4%	61.6%	2.0%	100.0%
	Town/Village	Count	67	221	10	298
		%	22.5%	74.2%	3.4%	100.0%
	Farm	Count	20	98	3	121
		%	16.5%	81.0%	2.5%	100.0%
	Acreage	Count	6	39	1	46
		%	13.0%	84.8%	2.2%	100.0%
Total		Count	294	698	25	1017
		%	28.9%	68.6%	2.5%	100.0%

- Respondents who live in cities are most likely to have heard of Regina Research Park.

**Heard of Regina Research Park by Regional Location**

			Heard of Regina Research Park			Total
			Yes	No	Unsure	
Quota Group	Estevan	Count	6	4	2	12
		%	50.0%	33.3%	16.7%	100.0%
Lloydminster	Count	1	10	1	12	
	%	8.3%	83.3%	8.3%	100.0%	
MeadowLake	Count	0	6	0	6	
	%	.0%	100.0%	.0%	100.0%	
MooseJaw	Count	13	23	0	36	
	%	36.1%	63.9%	.0%	100.0%	
NorthBattleford	Count	4	14	0	18	
	%	22.2%	77.8%	.0%	100.0%	
PrinceAlbert	Count	8	36	0	44	
	%	18.2%	81.8%	.0%	100.0%	
Regina	Count	107	86	4	197	
	%	54.3%	43.7%	2.0%	100.0%	
S0A	Count	17	41	1	59	
	%	28.8%	69.5%	1.7%	100.0%	
S0C	Count	5	18	1	24	
	%	20.8%	75.0%	4.2%	100.0%	
S0E	Count	8	27	1	36	
	%	22.2%	75.0%	2.8%	100.0%	
S0G	Count	10	23	0	33	
	%	30.3%	69.7%	.0%	100.0%	
S0H	Count	5	20	2	27	
	%	18.5%	74.1%	7.4%	100.0%	
S0J	Count	3	40	3	46	
	%	6.5%	87.0%	6.5%	100.0%	
S0K	Count	14	57	1	72	
	%	19.4%	79.2%	1.4%	100.0%	
S0L	Count	5	28	0	33	
	%	15.2%	84.8%	.0%	100.0%	
S0M	Count	10	36	0	46	
	%	21.7%	78.3%	.0%	100.0%	
S0N	Count	5	15	3	23	
	%	21.7%	65.2%	13.0%	100.0%	
S0P	Count	2	4	0	6	
	%	33.3%	66.7%	.0%	100.0%	
S2V	Count	12	18	1	31	
	%	38.7%	58.1%	3.2%	100.0%	
Saskatoon	Count	49	156	4	209	
	%	23.4%	74.6%	1.9%	100.0%	
SwiftCurrent	Count	3	15	0	18	
	%	16.7%	83.3%	.0%	100.0%	
Weyburn	Count	1	10	0	11	
	%	9.1%	90.9%	.0%	100.0%	
Yorkton	Count	6	11	1	18	
	%	33.3%	61.1%	5.6%	100.0%	
Total	Count	294	698	25	1017	
	%	28.9%	68.6%	2.5%	100.0%	



- The cross-tabulation above shows that, besides those from Regina, respondents from Estevan are most likely to have heard of Regina Research Park, followed by those from the S2V postal code region (area surrounding Regina), and Moose Jaw.

### Heard of Regina Research Park by City

			Heard of Regina Research Park			Total
			Yes	No	Unsure	
City	Regina	Count	107	86	4	197
		%	54.3%	43.7%	2.0%	100.0%
	Saskatoon	Count	49	156	4	209
		%	23.4%	74.6%	1.9%	100.0%
	Elsewhere in Saskatchewan	Count	138	456	17	611
		%	22.6%	74.6%	2.8%	100.0%
Total		Count	294	698	25	1017
		%	28.9%	68.6%	2.5%	100.0%

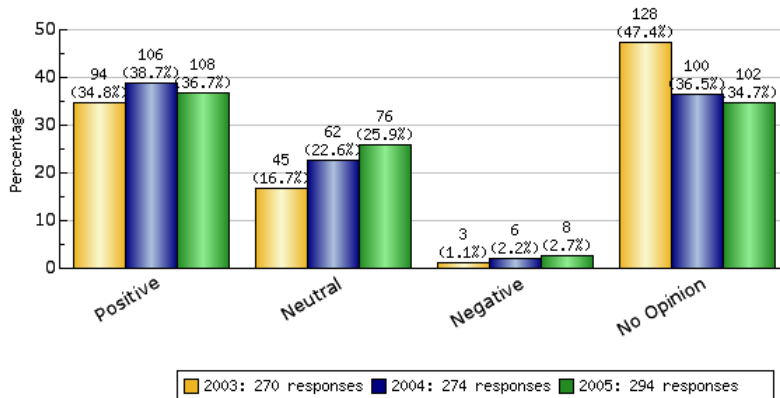
- 54.3% of respondents from Regina have heard of Regina Research Park. Saskatoon residents are much more likely to have heard of Innovation Place (83.7%) than Regina residents are to have heard of Regina Research Park.

### Heard of Regina Research Park by Occupation

			Heard of Regina Research Park			Total
			Yes	No	Unsure	
Occupation	Retired	Count	84	180	8	272
		%	30.9%	66.2%	2.9%	100.0%
	Student	Count	16	37	1	54
		%	29.6%	68.5%	1.9%	100.0%
	Homemaker	Count	18	51	3	72
		%	25.0%	70.8%	4.2%	100.0%
	Not employed	Count	7	20	0	27
		%	25.9%	74.1%	.0%	100.0%
	Farmer	Count	12	52	1	65
		%	18.5%	80.0%	1.5%	100.0%
	Professional	Count	38	68	1	107
		%	35.5%	63.6%	.9%	100.0%
	Trades person	Count	14	46	0	60
		%	23.3%	76.7%	.0%	100.0%
	Business owner	Count	14	35	3	52
		%	26.9%	67.3%	5.8%	100.0%
	Employee - Private	Count	34	94	3	131
		%	26.0%	71.8%	2.3%	100.0%
	Employee - local government	Count	10	19	1	30
		%	33.3%	63.3%	3.3%	100.0%
	Employee - Provincial/Federal	Count	31	57	2	90
		%	34.4%	63.3%	2.2%	100.0%
	Manager - Private	Count	7	8	0	15
		%	46.7%	53.3%	.0%	100.0%
	Manager - Public	Count	1	9	1	11
		%	9.1%	81.8%	9.1%	100.0%
	Other	Count	7	10	1	18
		%	38.9%	55.6%	5.6%	100.0%
	Refused	Count	1	12	0	13
		%	7.7%	92.3%	.0%	100.0%
Total		Count	294	698	25	1017
		%	28.9%	68.6%	2.5%	100.0%

- For interest, the above cross-tab shows the breakdown of awareness of Regina Research Park by occupation. We cannot say that the differences between occupations are significant. There are no significant differences in awareness of Regina Research Park across any other demographic variables.

**Would you say your impression of Regina Research Park is ...**



Label	2003		2004		2005	
	Total #	% of Responses	Total #	% of Responses	Total #	% of Responses
Positive	94	34.8	106	38.7	108	36.7
Neutral	45	16.7	62	22.6	76	25.9
Negative	3	1.1	6	2.2	8	2.7
No Opinion	128	47.4	100	36.5	102	34.7
<b>Total</b>	<b>270</b>	<b>100</b>	<b>274</b>	<b>100</b>	<b>294</b>	<b>100</b>

**Key Findings:**

- Of the respondents who have heard of the Regina Research Park, 36.7% have a positive image of the facility, while 34.7% had no opinion. The number of respondents who indicated that they have no opinion has decreased, while those with a neutral opinion have increased. As far as positive and negative impressions, we cannot say that residents' opinions of Regina Research Park have changed significantly over the past three years. Excluding the respondents with no opinion 56.3% have a positive image of the facility.

**Impression of Regina Research Park by City**

			Impression of Regina Research Park				Total
			Positive	Neutral	Negative	No Opinion	
City	Regina	Count	47	29	2	29	107
		%	43.9%	27.1%	1.9%	27.1%	100.0%
	Saskatoon	Count	15	15	1	18	49
		%	30.6%	30.6%	2.0%	36.7%	100.0%
	Elsewhere in Saskatchewan	Count	46	32	5	55	138
		%	33.3%	23.2%	3.6%	39.9%	100.0%
Total		Count	108	76	8	102	294
		%	36.7%	25.9%	2.7%	34.7%	100.0%

- 43.9% of those from Regina who have heard of RRP have a positive impression of the Park.

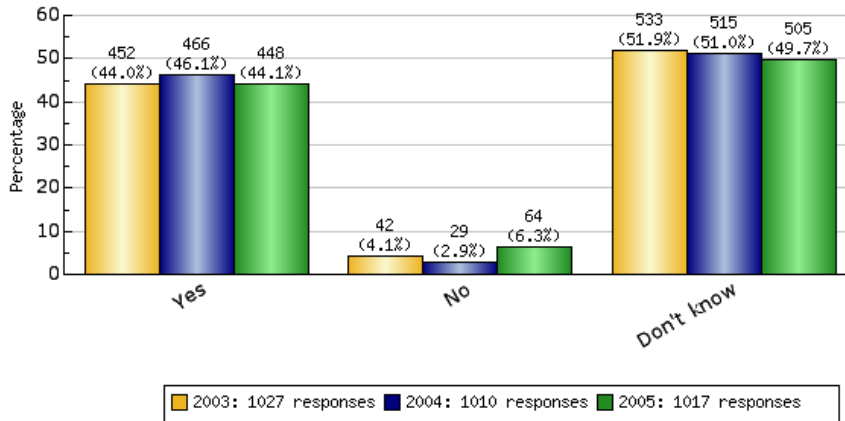
			Impression of Regina Research Park				Total
			Positive	Neutral	Negative	No Opinion	
Age	18-34	Count	16	18	2	16	52
		%	30.8%	34.6%	3.8%	30.8%	100.0%
	35-54	Count	41	38	4	33	116
		%	35.3%	32.8%	3.4%	28.4%	100.0%
	55 and over	Count	51	20	2	53	126
		%	40.5%	15.9%	1.6%	42.1%	100.0%
Total		Count	108	76	8	102	294
		%	36.7%	25.9%	2.7%	34.7%	100.0%

- Older respondents are most likely to say they have a positive impression of RRP, while younger respondents are more likely to be neutral or have no opinion.



## Economic Development

Do you think that the research parks support the economic development of the province?



Label	2003		2004		2005	
	Total #	% of Responses	Total #	% of Responses	Total #	% of Responses
Yes	452	44.0	466	46.1	448	44.1
No	42	4.1	29	2.9	64	6.3
Don't know	533	51.9	515	51.0	505	49.7
<b>Total</b>	<b>1027</b>	<b>100</b>	<b>1010</b>	<b>100</b>	<b>1017</b>	<b>100</b>

### Key Findings:

- Nearly half of all respondents (49.7%) were not sure of the economic development supported by the research parks.
- 44.1% of the respondents indicated they were aware of the parks support in economic development. 6.3% do not think that research parks support the economic development of the province. Excluding those with no opinion, 87.5% of respondents think that the research parks support the economic development of the province. This number has decreased from 94% in 2004.

### Support Economic Development by Locale

Locale	City	Count	Support economic development			Total
			Yes	No	Don't Know	
City	Count	283	28	241	552	
	%	51.3%	5.1%	43.7%	100.0%	
Town/Village	Count	102	18	178	298	
	%	34.2%	6.0%	59.7%	100.0%	
Farm	Count	44	12	65	121	
	%	36.4%	9.9%	53.7%	100.0%	
Acreage	Count	19	6	21	46	
	%	41.3%	13.0%	45.7%	100.0%	
Total	Count	448	64	505	1017	
	%	44.1%	6.3%	49.7%	100.0%	

- City respondents are most likely to think that the research parks support economic development.

### Support Economic Development by City

			Support economic development			Total
			Yes	No	Don't Know	
City	Regina	Count	111	5	81	197
		%	56.3%	2.5%	41.1%	100.0%
	Saskatoon	Count	120	13	76	209
		%	57.4%	6.2%	36.4%	100.0%
	Elsewhere in Saskatchewan	Count	217	46	348	611
		%	35.5%	7.5%	57.0%	100.0%
Total		Count	448	64	505	1017
		%	44.1%	6.3%	49.7%	100.0%

- Residents of both Regina and Saskatoon think that the research parks support economic development. The majority of those from elsewhere in Saskatchewan do not know.

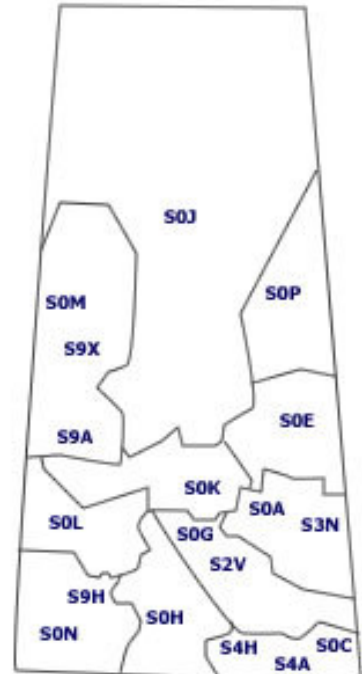
### Support Economic Development by Occupation

			Support economic development			Total
			Yes	No	Don't Know	
Occupation	Retired	Count	107	14	151	272
		%	39.3%	5.1%	55.5%	100.0%
	Student	Count	23	5	26	54
		%	42.6%	9.3%	48.1%	100.0%
	Homemaker	Count	33	1	38	72
		%	45.8%	1.4%	52.8%	100.0%
	Not employed	Count	12	4	11	27
		%	44.4%	14.8%	40.7%	100.0%
	Farmer	Count	25	7	33	65
		%	38.5%	10.8%	50.8%	100.0%
	Professional	Count	49	10	48	107
		%	45.8%	9.3%	44.9%	100.0%
	Trades person	Count	24	2	34	60
		%	40.0%	3.3%	56.7%	100.0%
	Business owner	Count	24	2	26	52
		%	46.2%	3.8%	50.0%	100.0%
	Employee - Private	Count	64	8	59	131
		%	48.9%	6.1%	45.0%	100.0%
	Employee - local government	Count	19	1	10	30
		%	63.3%	3.3%	33.3%	100.0%
	Employee - Provincial/Federal	Count	44	7	39	90
		%	48.9%	7.8%	43.3%	100.0%
	Manager - Private	Count	9	2	4	15
		%	60.0%	13.3%	26.7%	100.0%
	Manager - Public	Count	6	0	5	11
		%	54.5%	.0%	45.5%	100.0%
	Other	Count	8	0	10	18
		%	44.4%	.0%	55.6%	100.0%
	Refused	Count	1	1	11	13
		%	7.7%	7.7%	84.6%	100.0%
Total		Count	448	64	505	1017
		%	44.1%	6.3%	49.7%	100.0%

- For interest, the above cross-tab shows the breakdown of how respondents feel about the contribution of research parks to economic development by occupation. We cannot conclude that the differences between occupations are statistically significant.

**Support Economic Development by Regional Location**

		Support economic development			Total	
		Yes	No	Don't Know		
Quota Group	Estevan	Count	7	2	3	12
		%	58.3%	16.7%	25.0%	100.0%
	Lloydminster	Count	6	0	6	12
		%	50.0%	.0%	50.0%	100.0%
	MeadowLake	Count	2	0	4	6
		%	33.3%	.0%	66.7%	100.0%
	MooseJaw	Count	13	1	22	36
		%	36.1%	2.8%	61.1%	100.0%
	NorthBattleford	Count	6	1	11	18
		%	33.3%	5.6%	61.1%	100.0%
	PrinceAlbert	Count	16	1	27	44
		%	36.4%	2.3%	61.4%	100.0%
	Regina	Count	111	5	81	197
		%	56.3%	2.5%	41.1%	100.0%
	S0A	Count	17	5	37	59
		%	28.8%	8.5%	62.7%	100.0%
	S0C	Count	7	3	14	24
		%	29.2%	12.5%	58.3%	100.0%
	S0E	Count	16	4	16	36
		%	44.4%	11.1%	44.4%	100.0%
	S0G	Count	15	3	15	33
		%	45.5%	9.1%	45.5%	100.0%
	S0H	Count	6	3	18	27
		%	22.2%	11.1%	66.7%	100.0%
	S0J	Count	15	4	27	46
		%	32.6%	8.7%	58.7%	100.0%
	S0K	Count	33	3	36	72
		%	45.8%	4.2%	50.0%	100.0%
	S0L	Count	10	3	20	33
		%	30.3%	9.1%	60.6%	100.0%
	S0M	Count	20	5	21	46
		%	43.5%	10.9%	45.7%	100.0%
	S0N	Count	0	1	22	23
		%	.0%	4.3%	95.7%	100.0%
	S0P	Count	1	0	5	6
		%	16.7%	.0%	83.3%	100.0%
	S2V	Count	13	2	16	31
		%	41.9%	6.5%	51.6%	100.0%
	Saskatoon	Count	120	13	76	209
		%	57.4%	6.2%	36.4%	100.0%
	SwiftCurrent	Count	3	0	15	18
		%	16.7%	.0%	83.3%	100.0%
	Weyburn	Count	3	2	6	11
		%	27.3%	18.2%	54.5%	100.0%
	Yorkton	Count	8	3	7	18
		%	44.4%	16.7%	38.9%	100.0%
Total		Count	448	64	505	1017
		%	44.1%	6.3%	49.7%	100.0%



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