



*A Report on Public Response to the Saskatchewan
Centennial 2005 Celebrations*

By



Introduction and Goals of Research

- In order to measure public awareness, satisfaction and attitudes towards Saskatchewan Centennial 2005, the Saskatchewan Centennial 2005 office commissioned the Arcas Group to conduct a province-wide telephone survey.
- Responses were aggregated and tracked according to four levels of geography (segments).
 - Regina
 - Saskatoon
 - Small Urban (“Other Cities” in Saskatchewan)
 - Rural
 - Province-wide

Methodology

- Survey instrument was designed by Arcas Group Inc. in conjunction with Brown Communications Group Inc. and Saskatchewan Centennial staff.
- During the period Sept. 25, 2005 to October 1, 1009 completed interviews were conducted by telephone survey. Interviews were administered randomly in the four geographic segments.
- The telephone interviews were conducted utilizing computer assisted telephone interviewing and data collection methods with trained, professional telephone interviewers and validated by on-site supervisors.
- The survey was designed to allow for analysis of the entire sample and also of various subsets of the sample. Cross tabulation analysis was also conducted utilizing various demographic information provided by the respondents.

Methodology-Sample Strategy

- The margin of error for the entire province wide sample with 1009 completed surveys is ~3.1% at the 95% level of confidence, meaning that in 95 out of 100 cases, the responses indicated will be within +/-3.1% of the responses if the entire universe were interviewed.
- The margin of error for analysis of any sub-samples will be greater.

Please Note:

- As with all survey research, when reviewing these data, care must be taken to draw inferences only to the universe sampled.
- It is important to note that the very nature of survey research is such that respondent's opinions and attitudes, while statistically valid within the margin of error, are measured at a particular point in time, similar in concept to a photographic "snapshot." As a respondent's information, knowledge, and field of reference change, so too may the respondent's opinions and attitudes regarding the subjects and areas tested. It is, therefore, useful and valuable to undertake future comparative measurements to get a more complete longitudinal picture of the sample universe and gain a more in depth understanding of opinions and attitudes.
- All interviews were inspected and the data entered to allow for computerized statistical analysis, graphics and table production.

Executive Summary

Executive Summary

- The vast majority (81%) of Saskatchewan residents indicated that the Centennial celebrations are helping to build pride in our province.
- The celebrations have been particularly well received and were most effective in the 65+ years and 25-34 age segments.
- Approximately 70% of all respondents felt positive about Saskatchewan and its future.
- Regina residents as a group were the most satisfied with the provincial celebrations, however
- 79% of all Saskatchewan residents indicated that they were satisfied with the statement that Saskatchewan is a great place in which to live, work and do business.

Executive Summary

- 86% of respondents aged 25-34, indicated that Saskatchewan is a great place in which to live, work and do business.
- 70% of all Saskatchewan residents participated in Centennial celebrations. The greatest participation was in rural Saskatchewan at 77%.
- Almost one in two Saskatchewan residents participated in the September 2-4, 2005 Centennial celebrations. Within this group, 92% of all participants were satisfied with the long-weekend Centennial activities.

Executive Summary

- Recall of advertisements promoting Saskatchewan was very strong across all age segments. 95% of Saskatchewan residents recalled hearing advertisements promoting the Centennial.
- The Centennial theme was very well received by Saskatchewan residents. 75% of all residents recalled the Saskatchewan Centennial campaign theme, “100 Years of Heart”. Furthermore, 76% of all respondents indicated that they felt that the Centennial theme was authentic and that Saskatchewan people could relate to it.
- A very large majority of Saskatchewan residents (86%) of indicated it was important to them to continue forward the spirit of the Centennial.

Key Findings

Key Findings

- **81%** of all respondents indicated that the Centennial celebrations are helping to build pride in our province.
- **84%** of respondents from Regina indicated that the celebrations are helping to build pride in our province, which compared to **77%** in Saskatoon and **80%** in rural Saskatchewan.
- **62%** of respondents aged 65+ indicated that they were very satisfied with the celebrations building pride in our province. This was also the age segment that was the most satisfied.

Key Findings

- 68% of all respondents indicated that they felt positive about Saskatchewan and its future. This compared to 71% in Regina, 70% in Saskatoon and 65% in rural Saskatchewan.
- 74% of respondents aged 18-24 indicated that they felt positive about Saskatchewan and its future. This compared to 70% in 65+ age segment and 66% in the ages 25-34 and 35-44 segments.

Key Findings

- **62%** of all respondents indicated that the celebrations made them feel more positive about Saskatchewan and its future. This compared to **66%** in Regina, **55%** in Saskatoon and **64%** in rural Saskatchewan.
- **71%** of respondents aged 18-24 indicated that the celebrations made them feel more positive about Saskatchewan and its future. This compared to **68%** in 65+ age segment and **65%** in the age 25-34 and **53%** in the 55-64 segments.

Key Findings

- **62%** of all respondents indicated that they were satisfied with the provincial government's role in celebrating the Centennial is bringing attention to Saskatchewan's achievements. This compared to **68%** in Regina, **60%** in Saskatoon and **58%** in rural Saskatchewan.
- **73%** of respondents aged 18-24 indicated that they were satisfied with the provincial government's role in celebrating the Centennial is bringing attention to Saskatchewan's achievements. This compared to **58%** in 65+ age, 55-64 segments and **65%** in the age 25-34 segment.

Key Findings

- 41% of all respondents indicated that they were satisfied with the Centennial celebrations increasing their knowledge about future opportunities in Saskatchewan. This compared to 37% in Regina, 40% in Saskatoon and 43% in rural Saskatchewan.
- 46% of respondents aged 18-24 indicated that the celebrations increased their knowledge about future opportunities in Saskatchewan. This compared to 52% in 65+ age and 33% in the age 45-54 segment.

Key Findings

- **79%** of all respondents indicated that they were satisfied with the statement that Saskatchewan is a great place in which to live, work and do business. This compared to **83%** in Regina, **76%** in Saskatoon and **80%** in rural Saskatchewan.
- **86%** of respondents aged 18-24 indicated that Saskatchewan is a great place in which to live, work and do business. This compared to **83%** in 65+ age and **76%** in the age 55-64 segment.
- **71%** of all respondents participated in individual, family or community Centennial activities.

Key Findings

- This compared to **69%** in Regina, **58%** in Saskatoon and **77%** in rural Saskatchewan.
- **61%** of respondents aged 18-24 indicated that they participated in Centennial activities compared to **75%** in the age 55-64 segment.
- Only **17%** of respondents indicated that they had been involved in the planning of Centennial activities.
- **26%** of 55-64 year olds interviewed were involved in Centennial planning, which compared to a low **4%** of 18-24 year olds.

Key Findings

- 51% of all respondents indicated that they intended on participating in future Centennial activities.
- 71% of respondents aged 18-24 indicated that they intended to participate in future Centennial activities.
- Province-wide, 95% of respondents indicated that they recalled hearing advertisements promoting the Saskatchewan Centennial. Recall was very strong across all age segments.
- Television (43%), followed by newspaper (25%) and radio (18%), were the primary sources that respondents used to get information on Centennial activities.

Key Findings

- The Centennial theme was very well received by Saskatchewan residents. Province-wide, **75%** of respondents recalled the Saskatchewan Centennial campaign theme, “100 Years of Heart”. Recall level was strongest in Regina at **83%** and weakest in small urban centres at **72%**.
- **76%** of all respondents indicated that they felt that the theme was authentic and that Saskatchewan people could relate to it. This compared to **80%** in Regina, **79%** in Saskatoon and **75%** in rural Saskatchewan.
- **63%** of respondents indicated that the campaign theme made them feel good, proud and happy about themselves and the province.

Key Findings

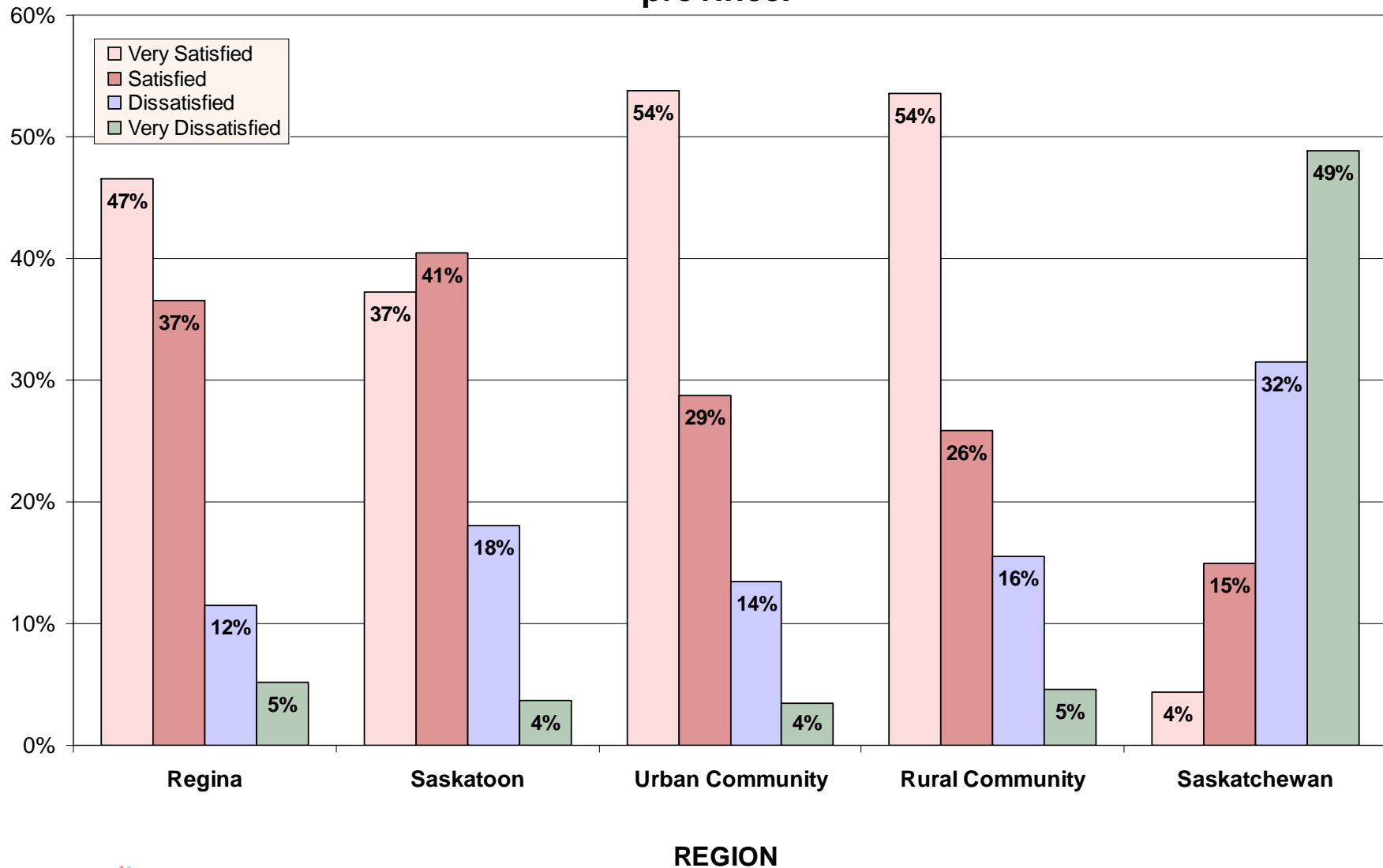
- 47% of respondents participated in the celebrations on the Sept. 3-4 long weekend. Participation was strongest in small urban centres at 61% and was the weakest in rural community at 39%.
- 92% of all respondents were satisfied with the September 3-4 long-weekend Centennial celebration activities. Satisfaction was strongest in Regina at 94% and the weakest in Saskatoon at 87%.
- 53% of all September long-weekend participants were satisfied with the fireworks. Satisfaction with the fireworks show was strongest in small urban centres at 78%. This compared to 60% in Regina and 45% in Saskatoon.

Key Findings

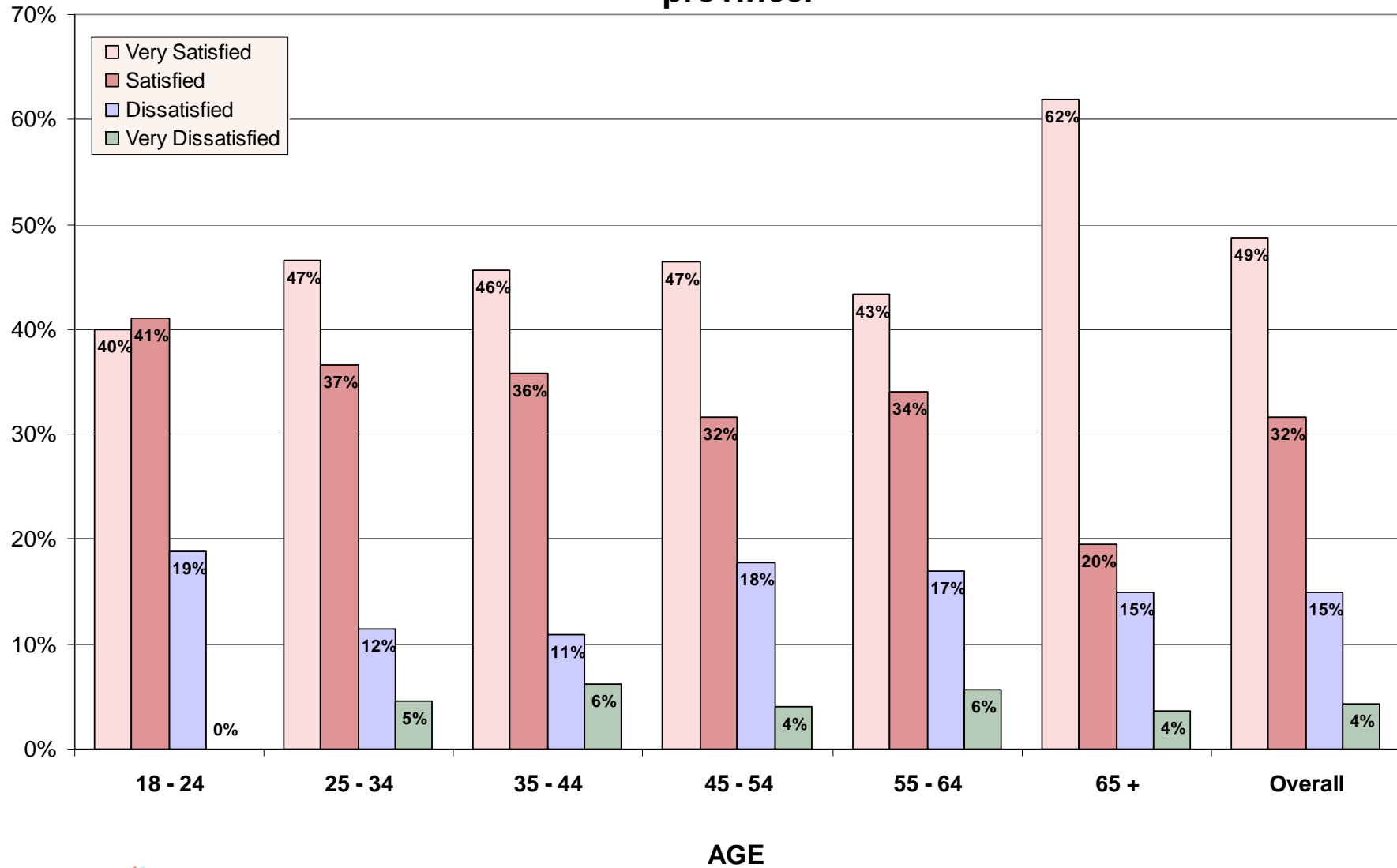
- Remembering that the Centennial celebrations started in January 2005, **76%** of all respondents indicated that they were satisfied with the overall activities. Satisfaction was strongest in the rural community at **81%** and weakest in Saskatoon at **64%** . This compared to **78%** in Regina and **79%** in small urban centres.
- **86%** of all respondents indicated it was important to them to continue forward the spirit of the Centennial.

Survey Results

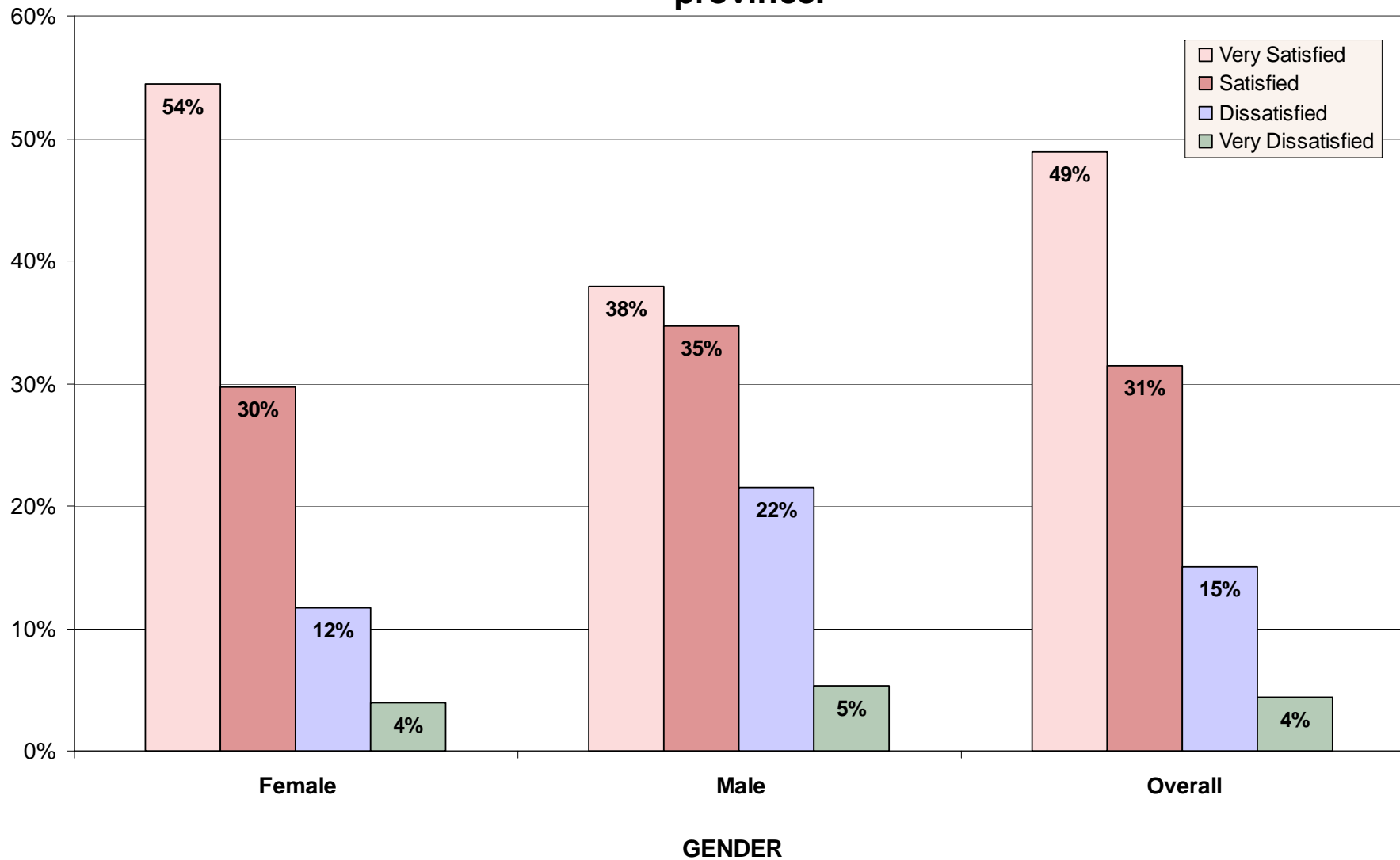
Q1. The Centennial celebrations are helping to build pride in our province.



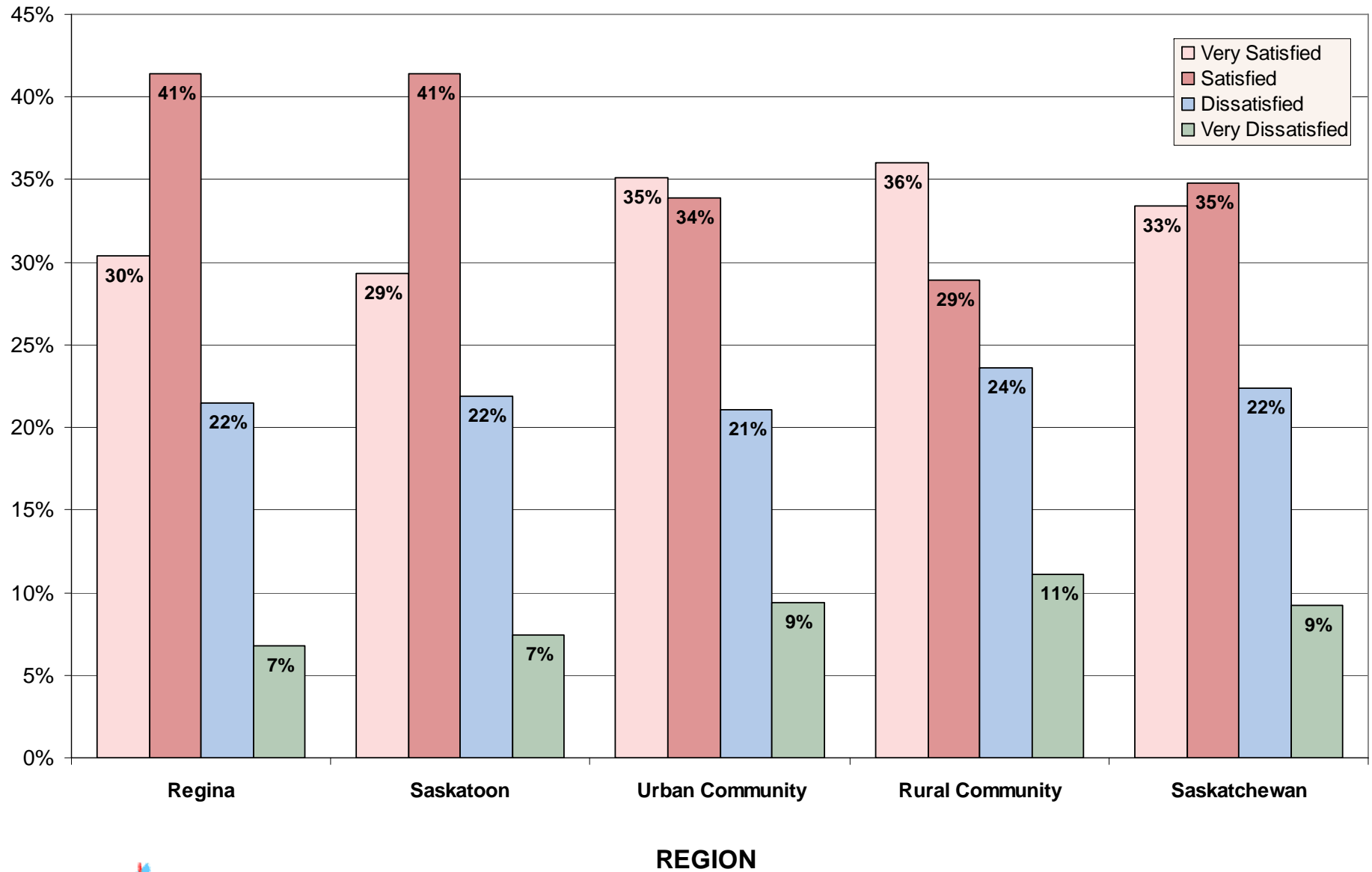
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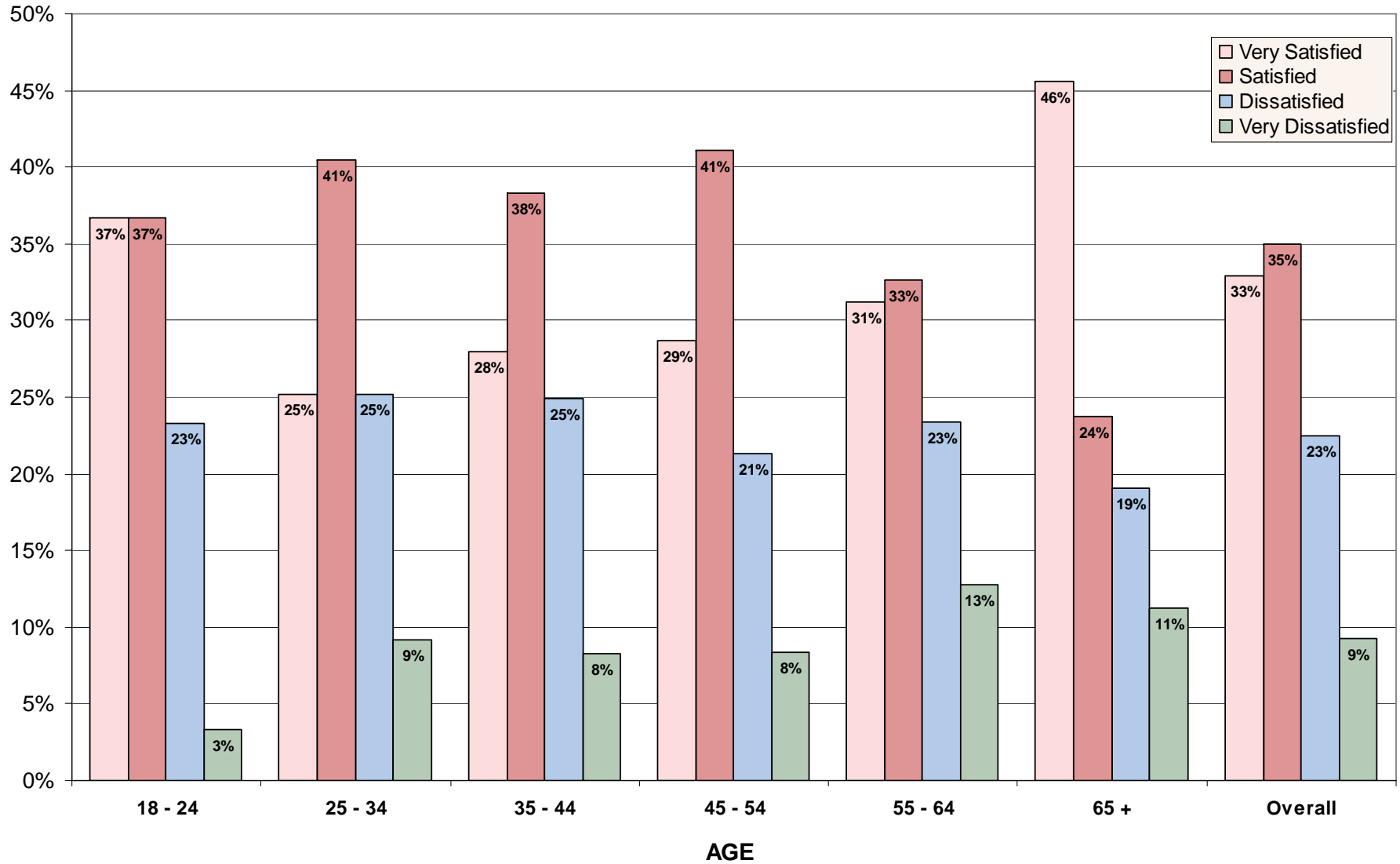
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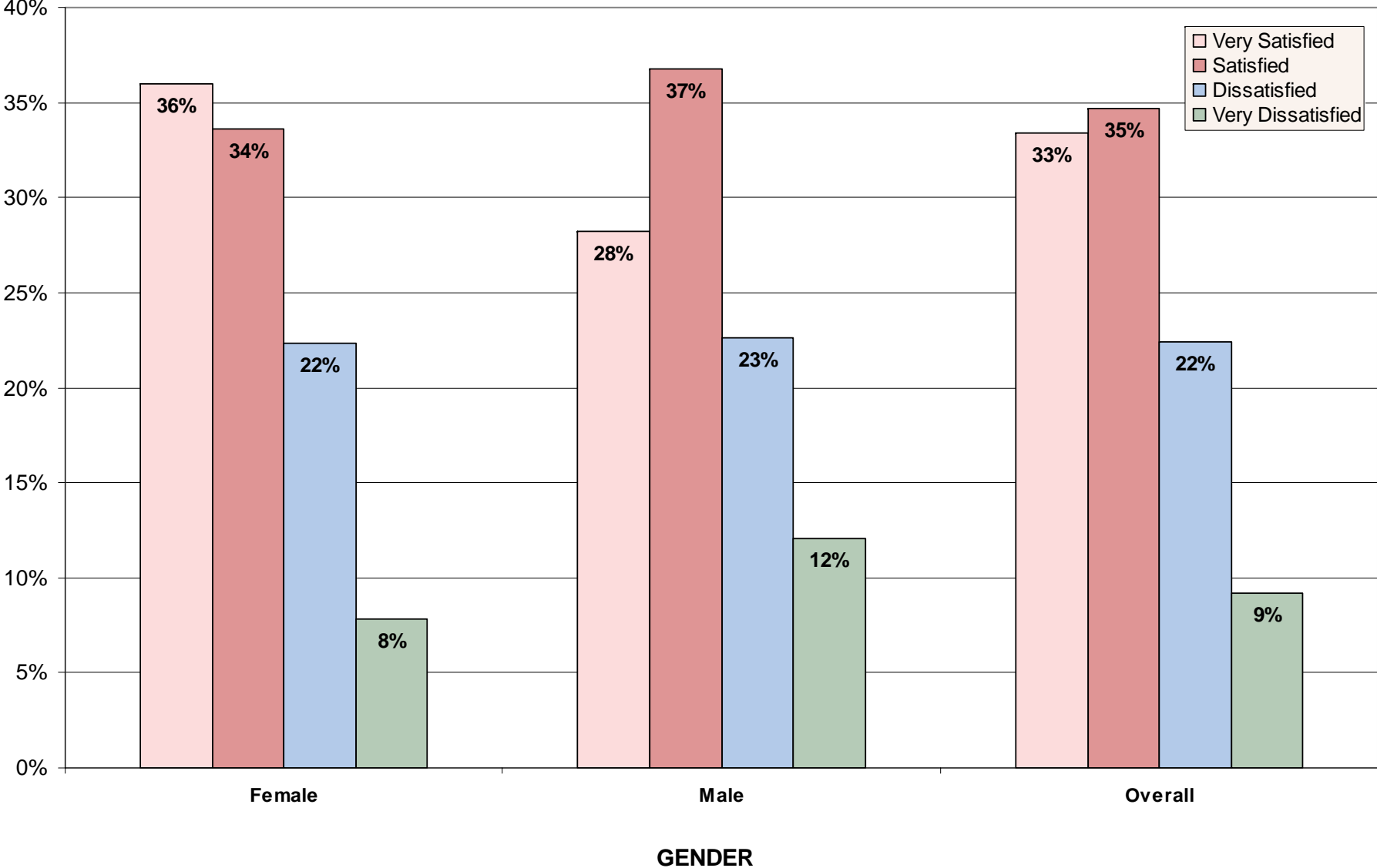
Q2. I feel positive about Saskatchewan and it's future.



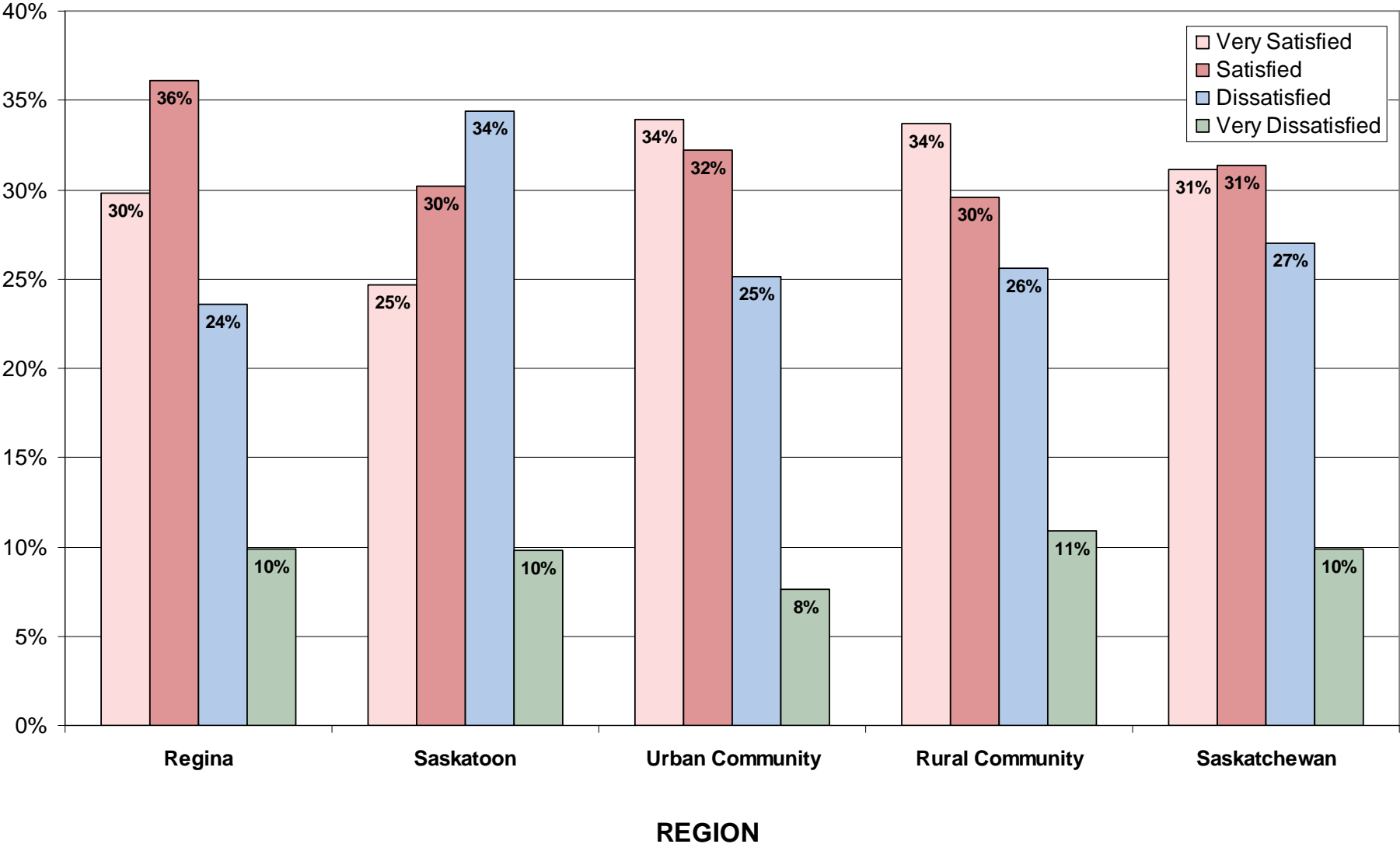
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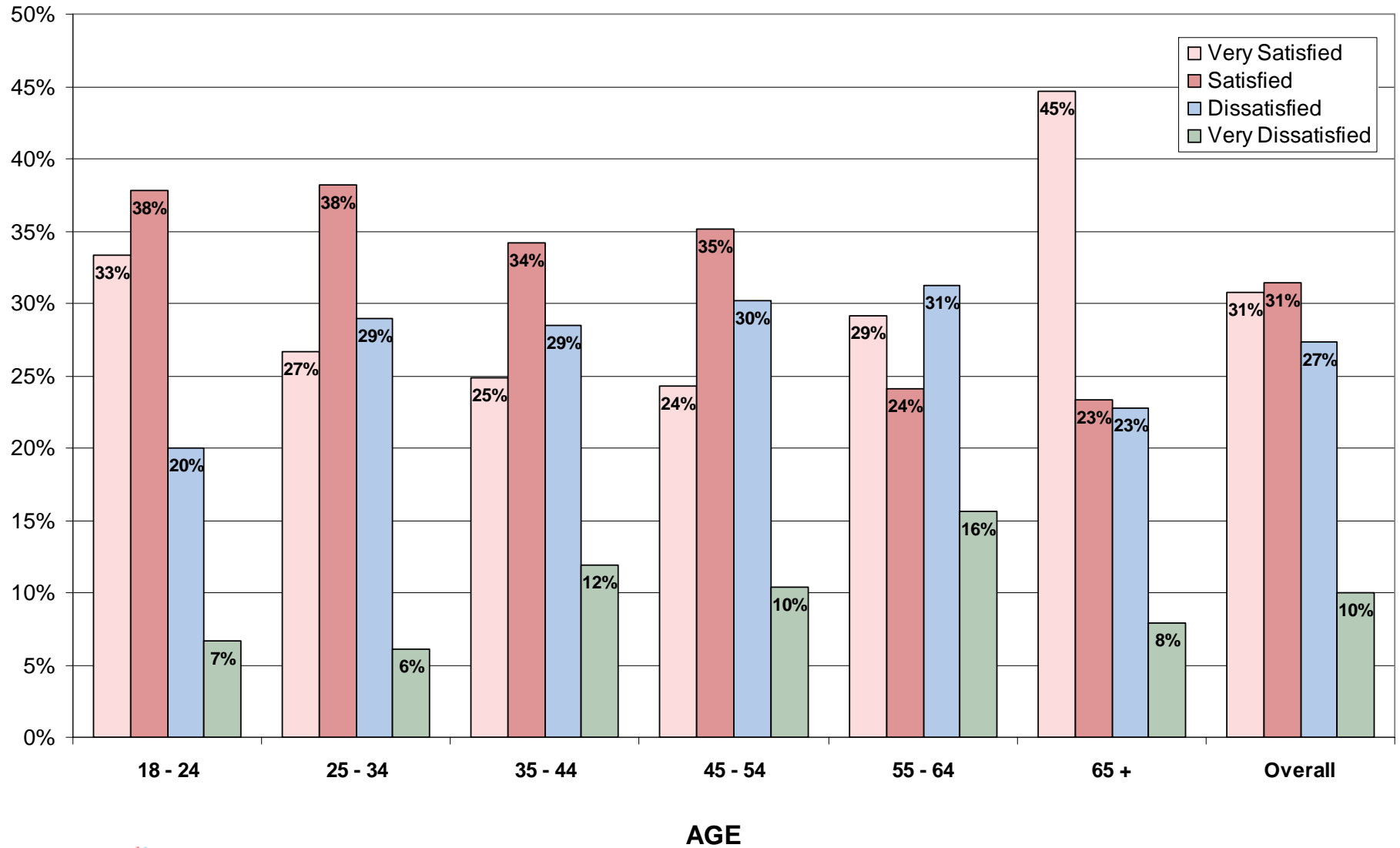
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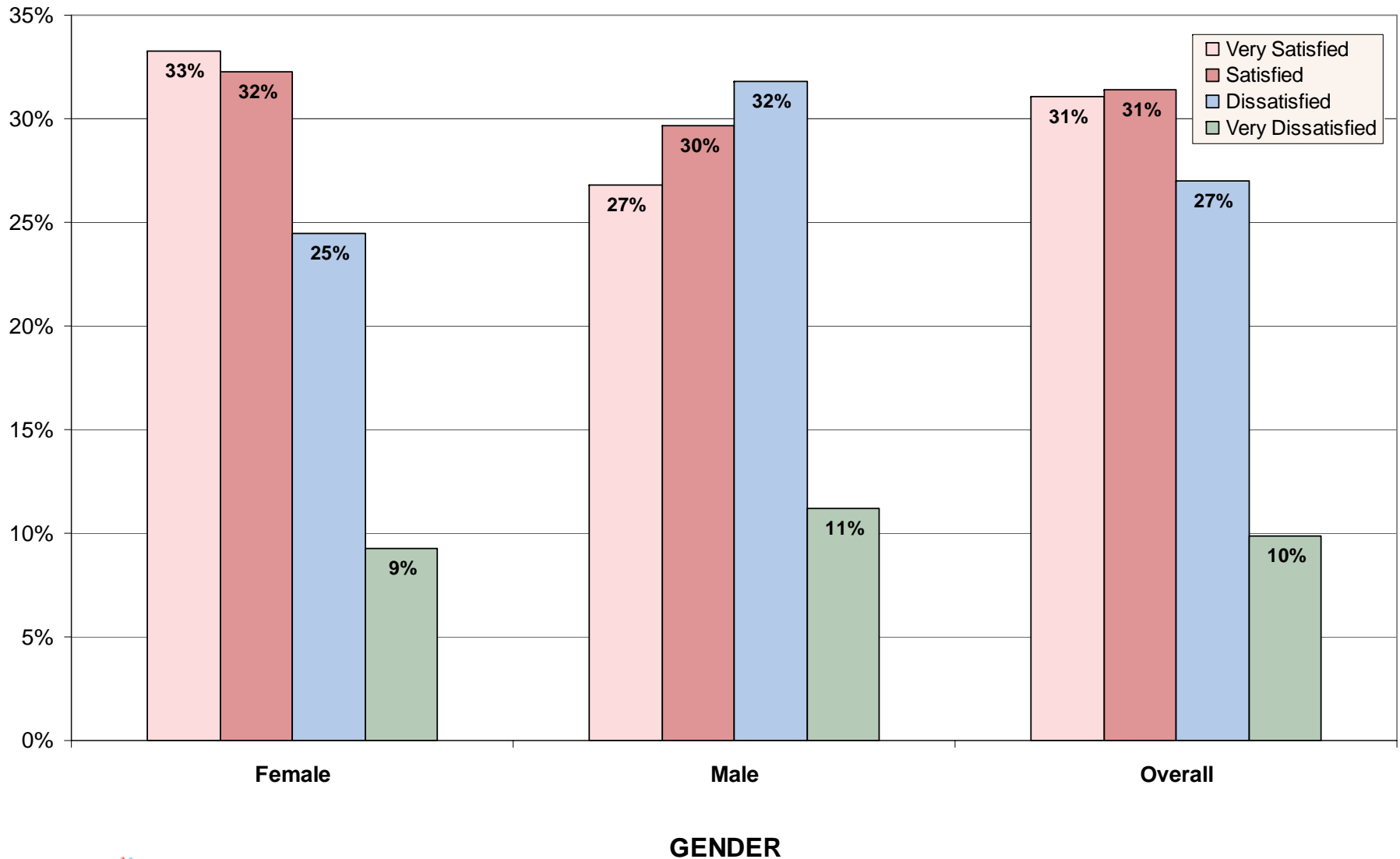
Q3. The Centennial celebrations make me feel more positive about Saskatchewan and its future.



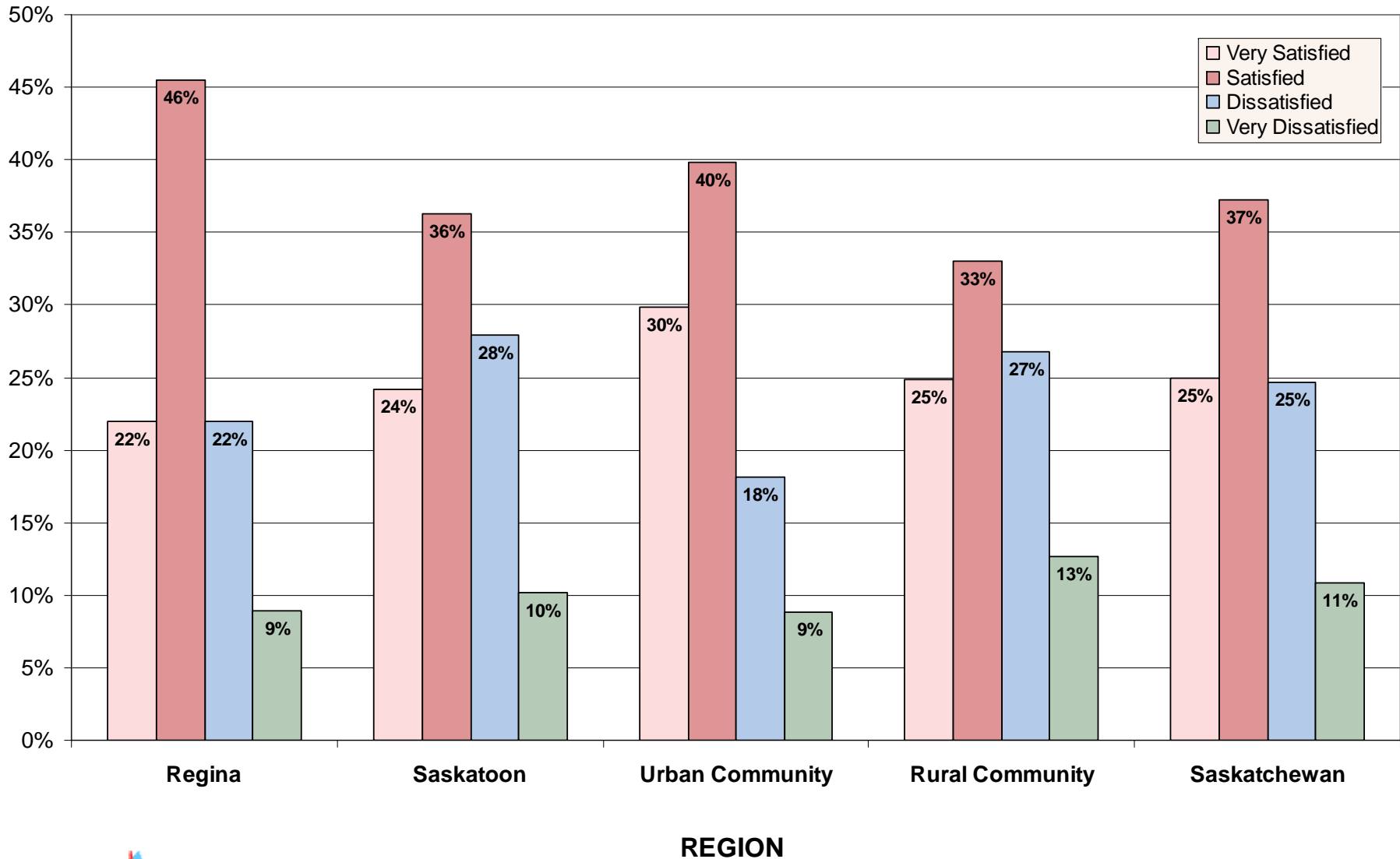
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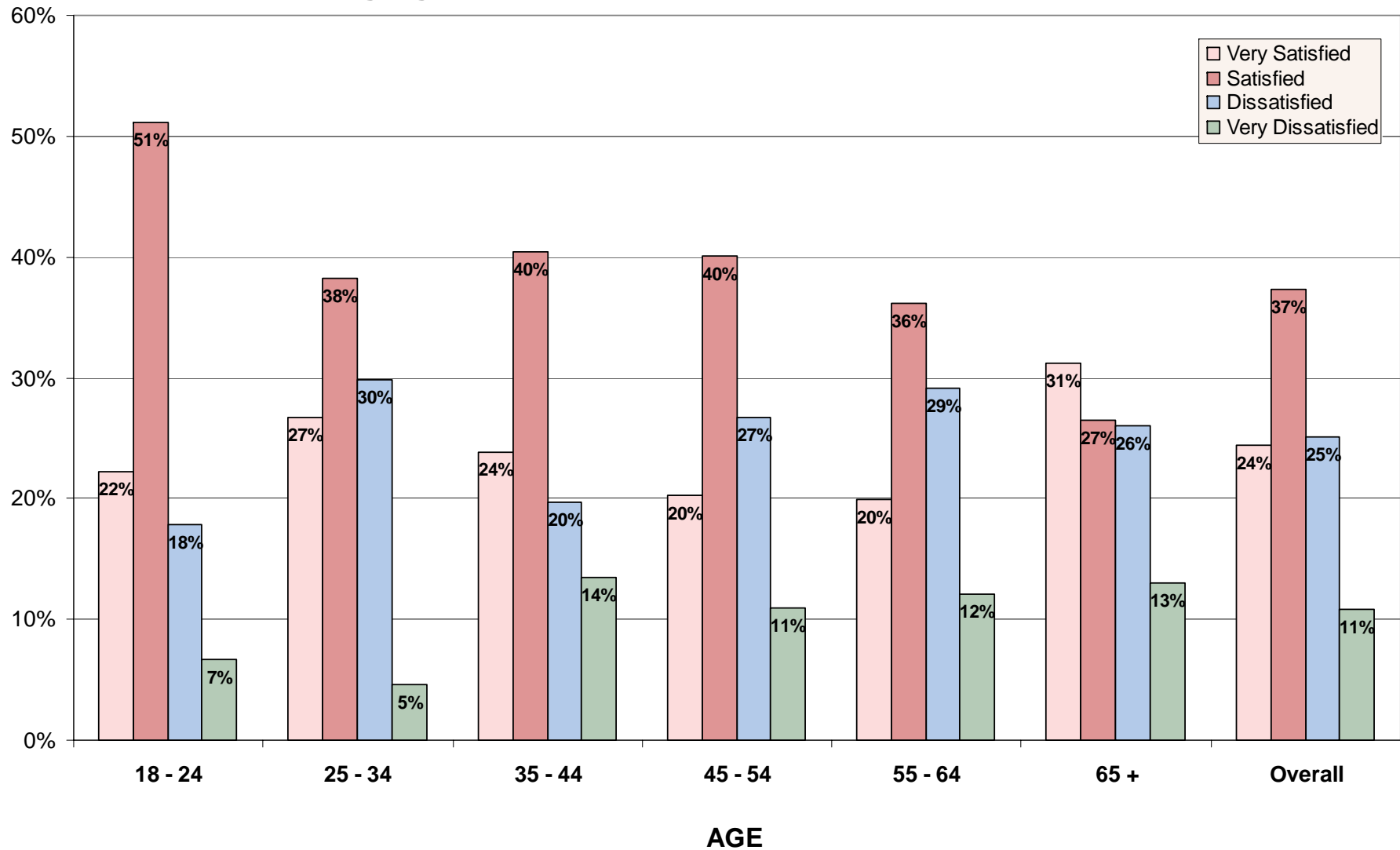
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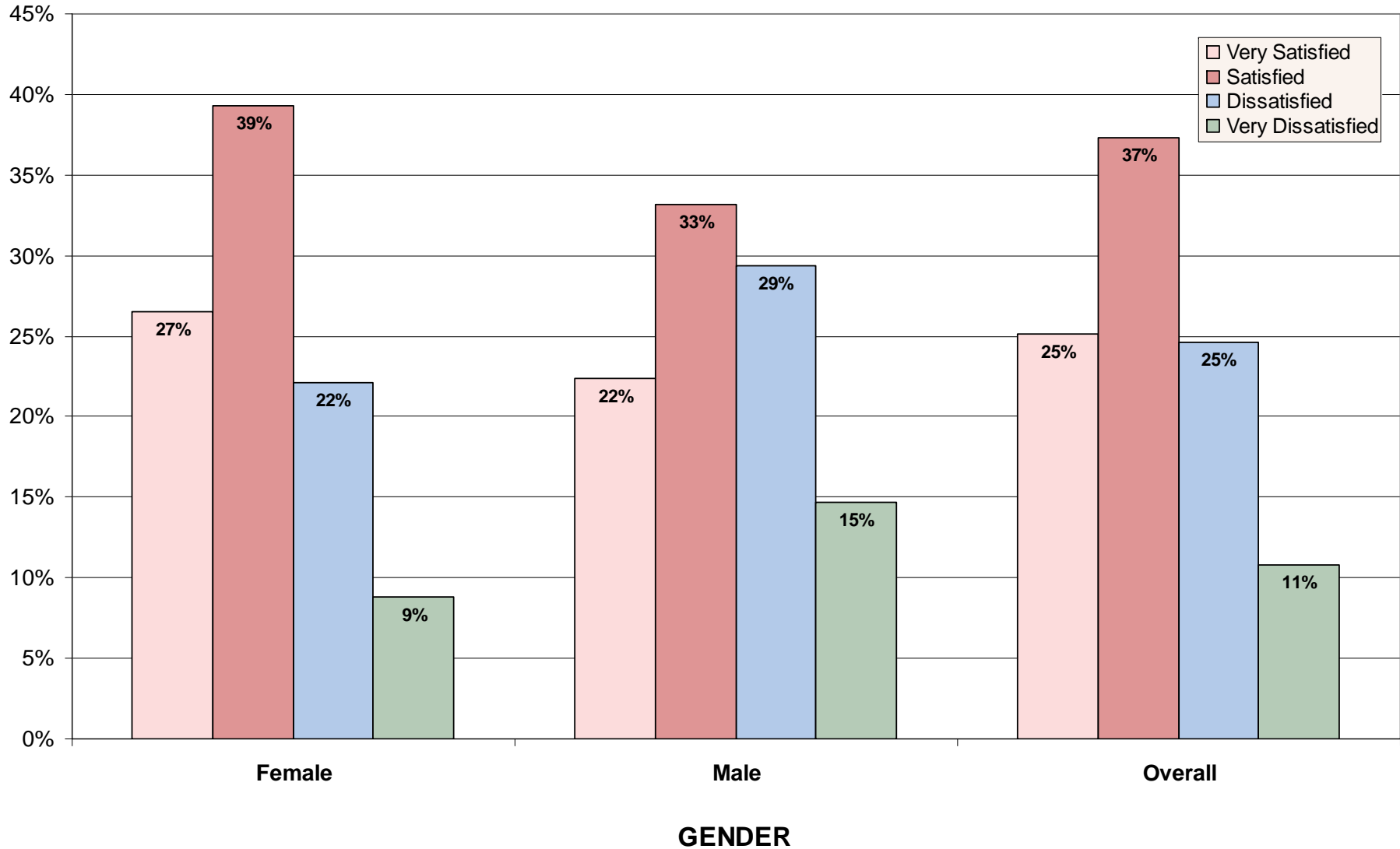
Q4. The Provincial Government's role in celebrating the Centennial is bringing attention to Saskatchewan's achievements.



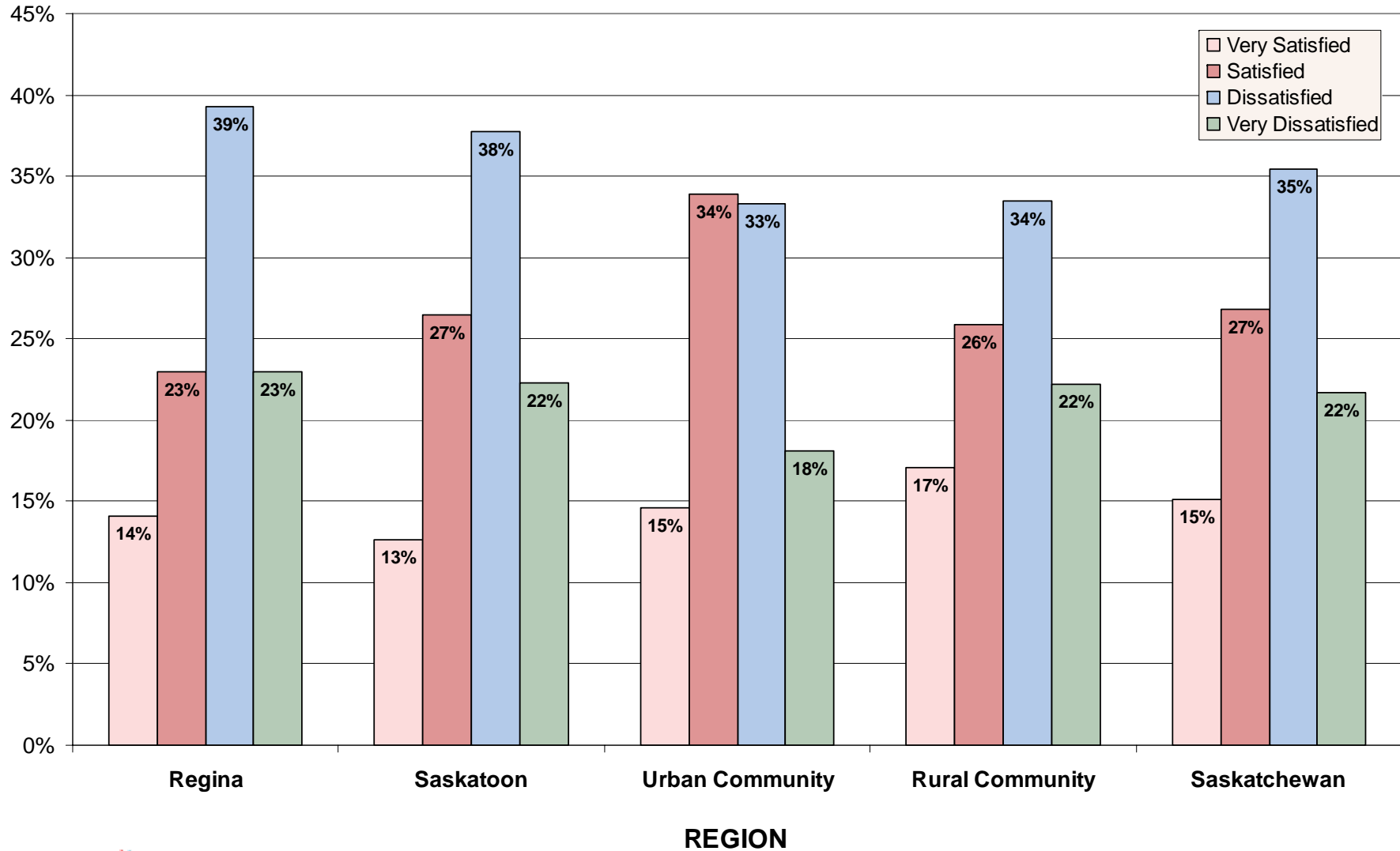
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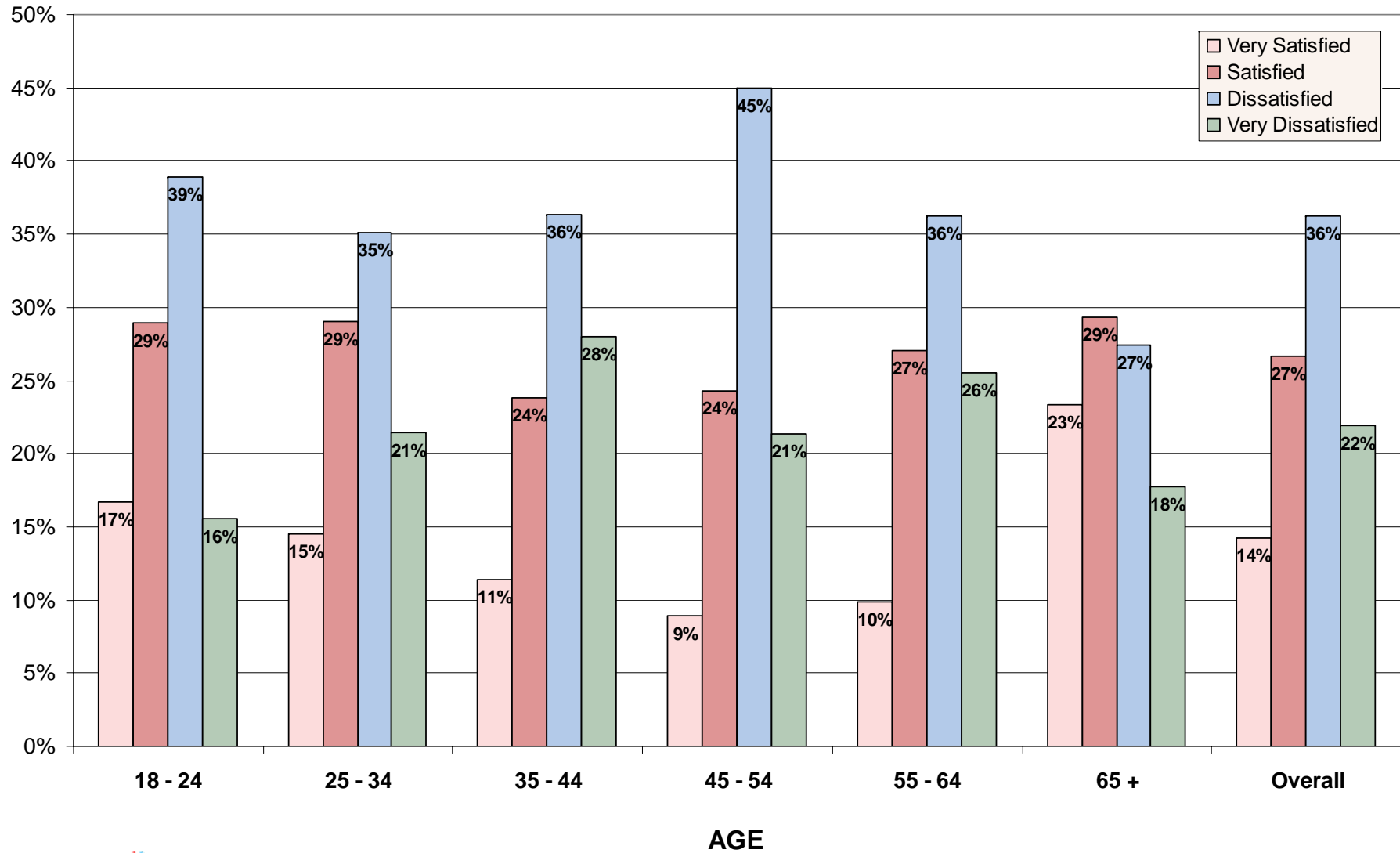
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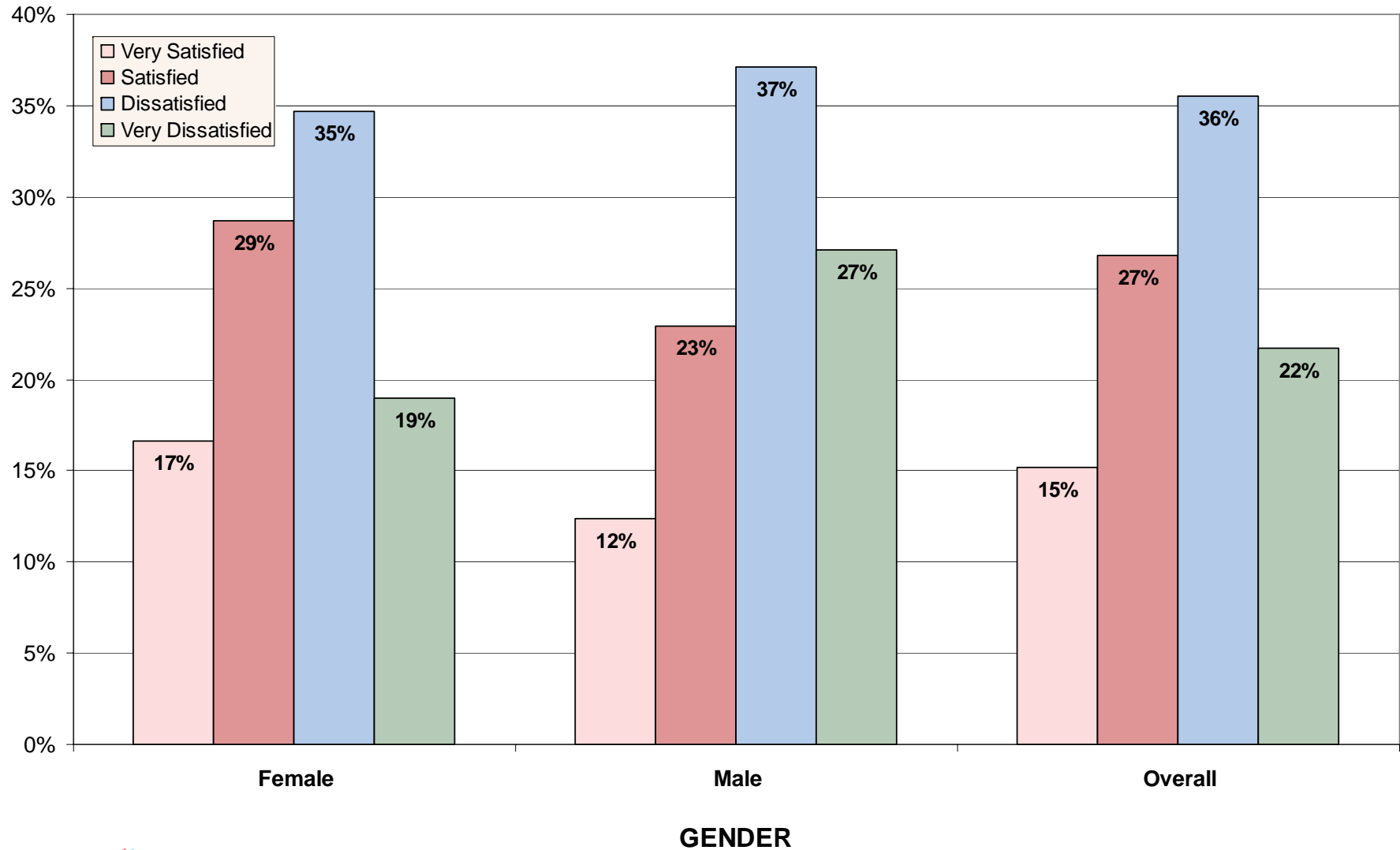
Q5. The Centennial celebrations are increasing my knowledge about future opportunities in Saskatchewan.



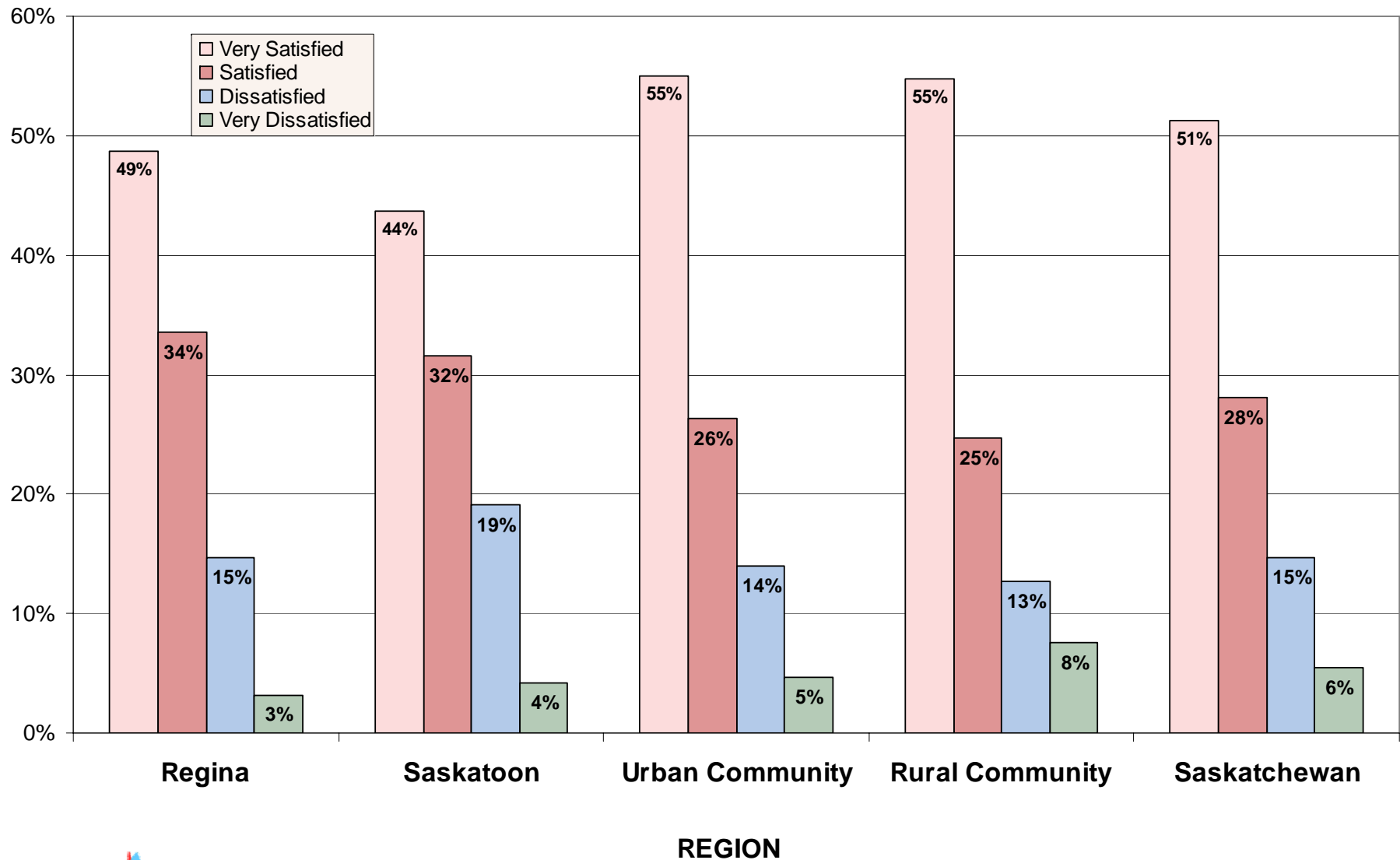
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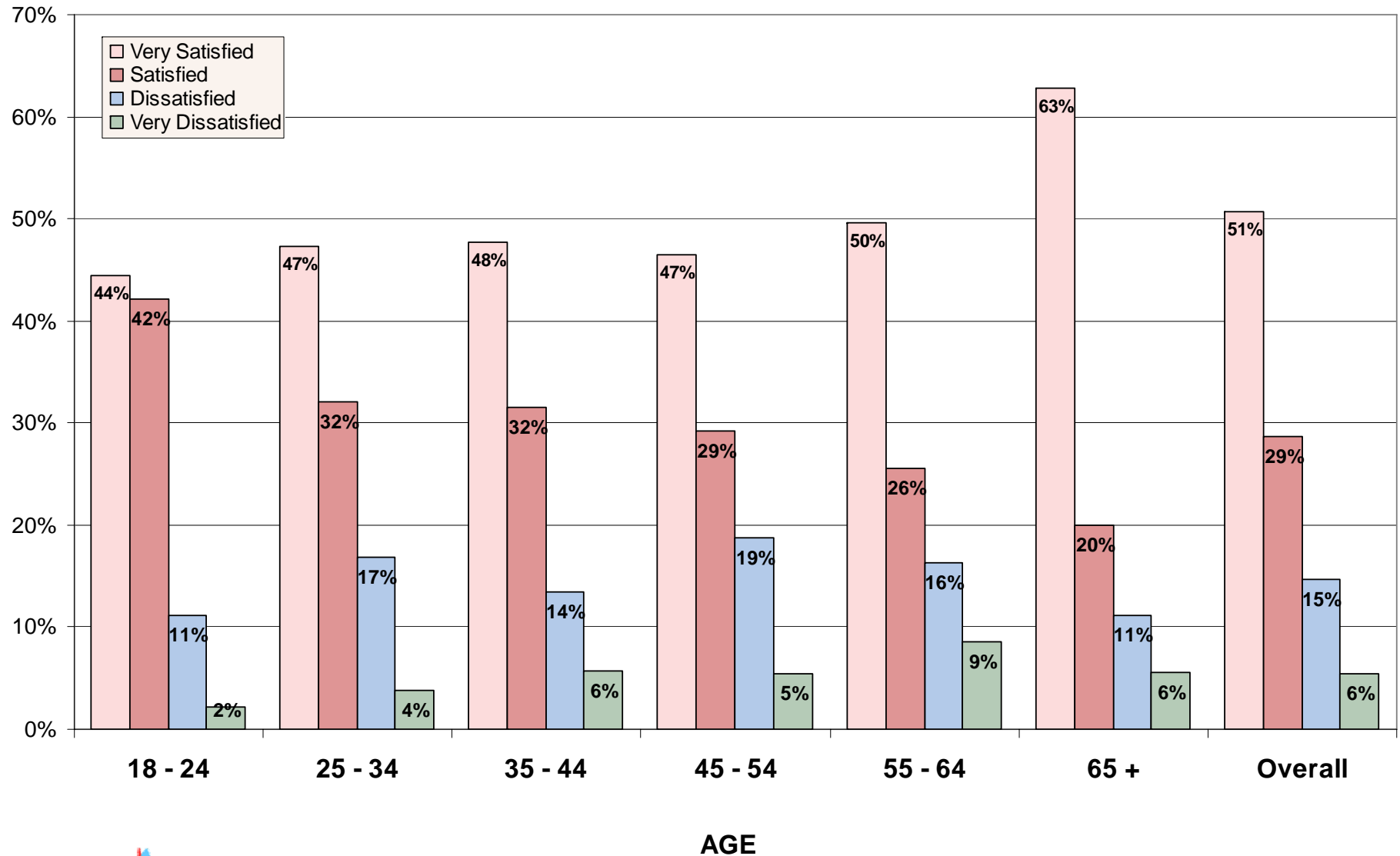
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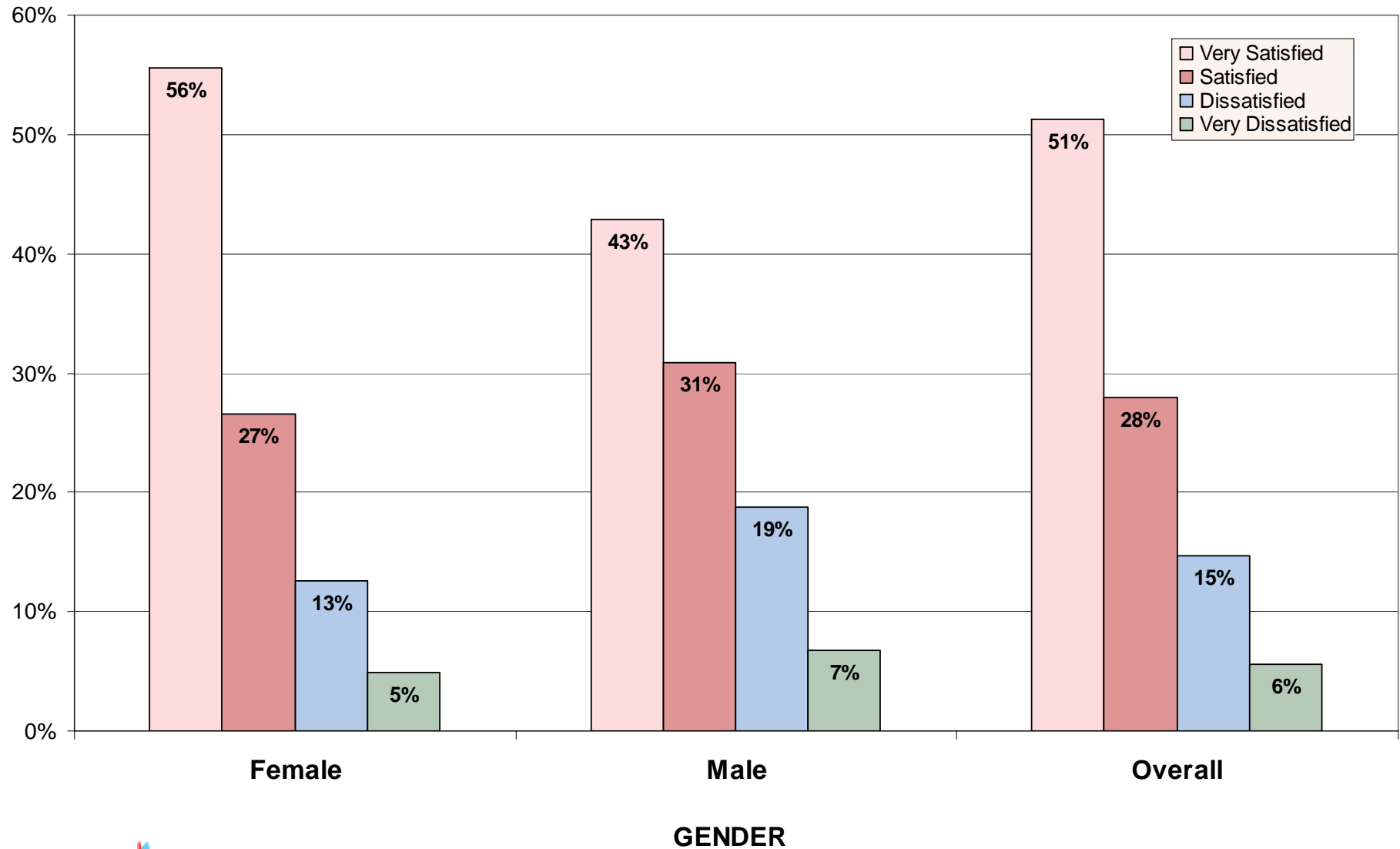
Q6. Overall, Saskatchewan is a great place in which to live, work and do business.



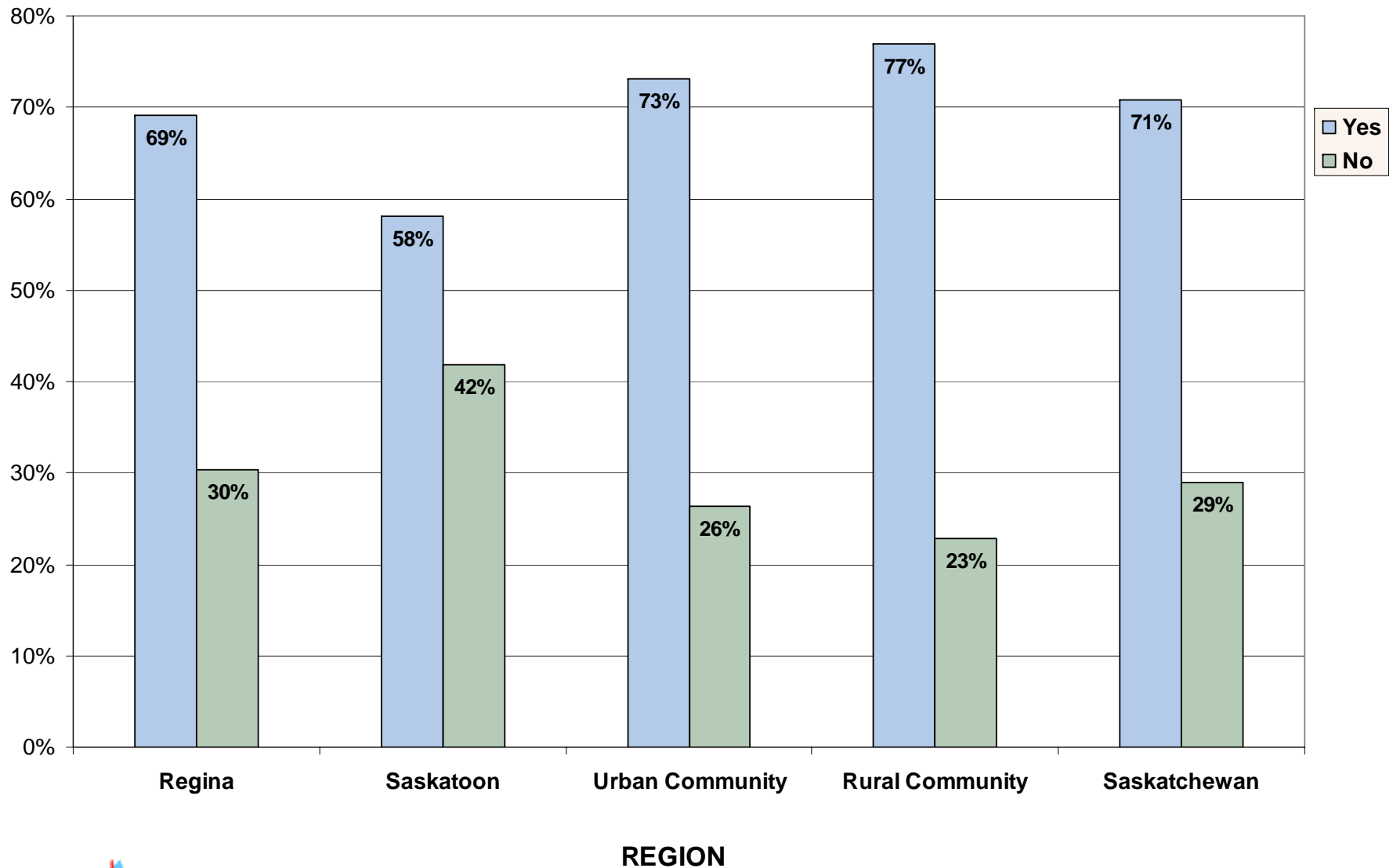
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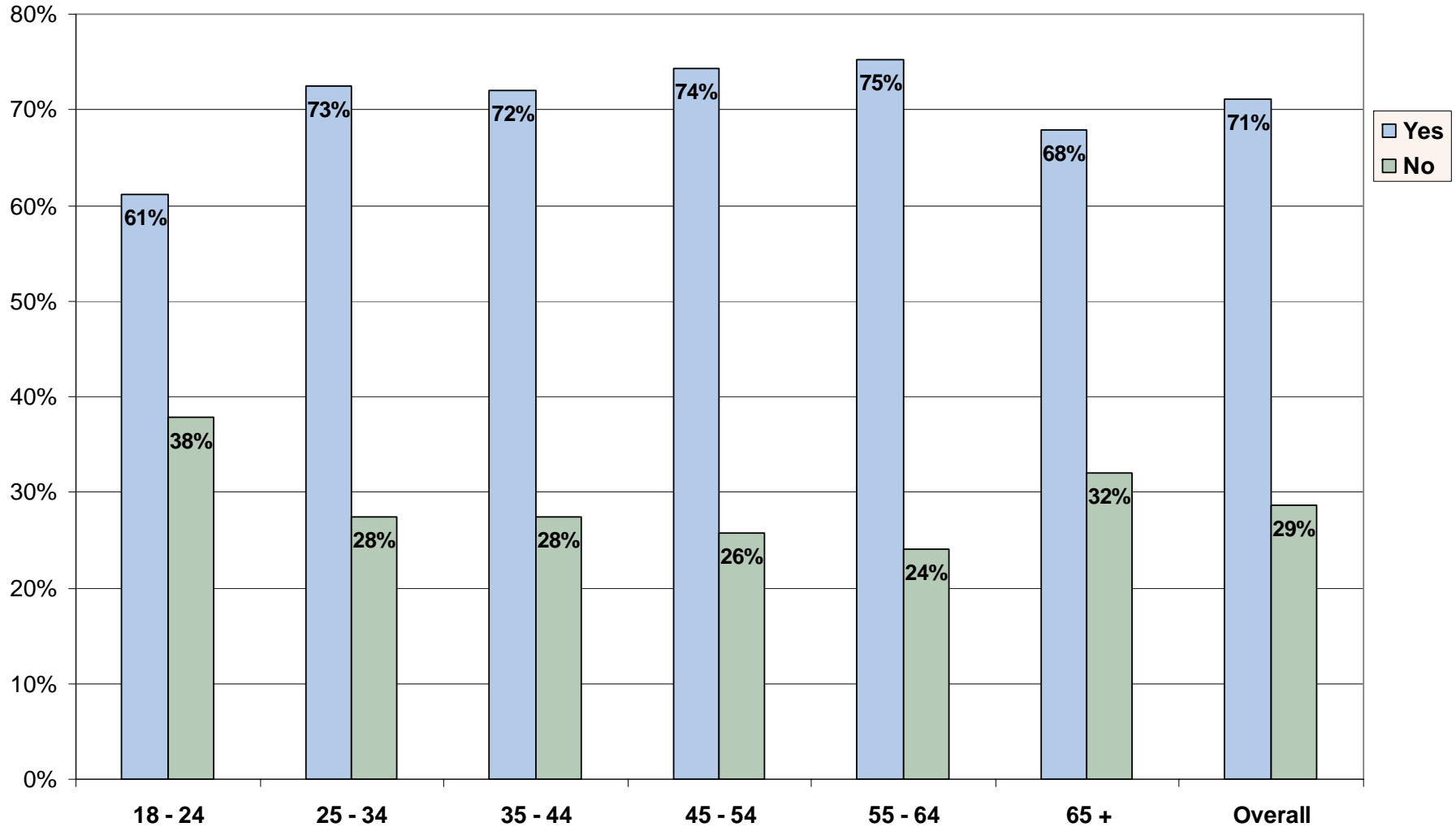
Q6. Overall, Saskatchewan is a great place in which to live, work and do business.



Q7. Have you participated in any individual, family or community Centennial activities?

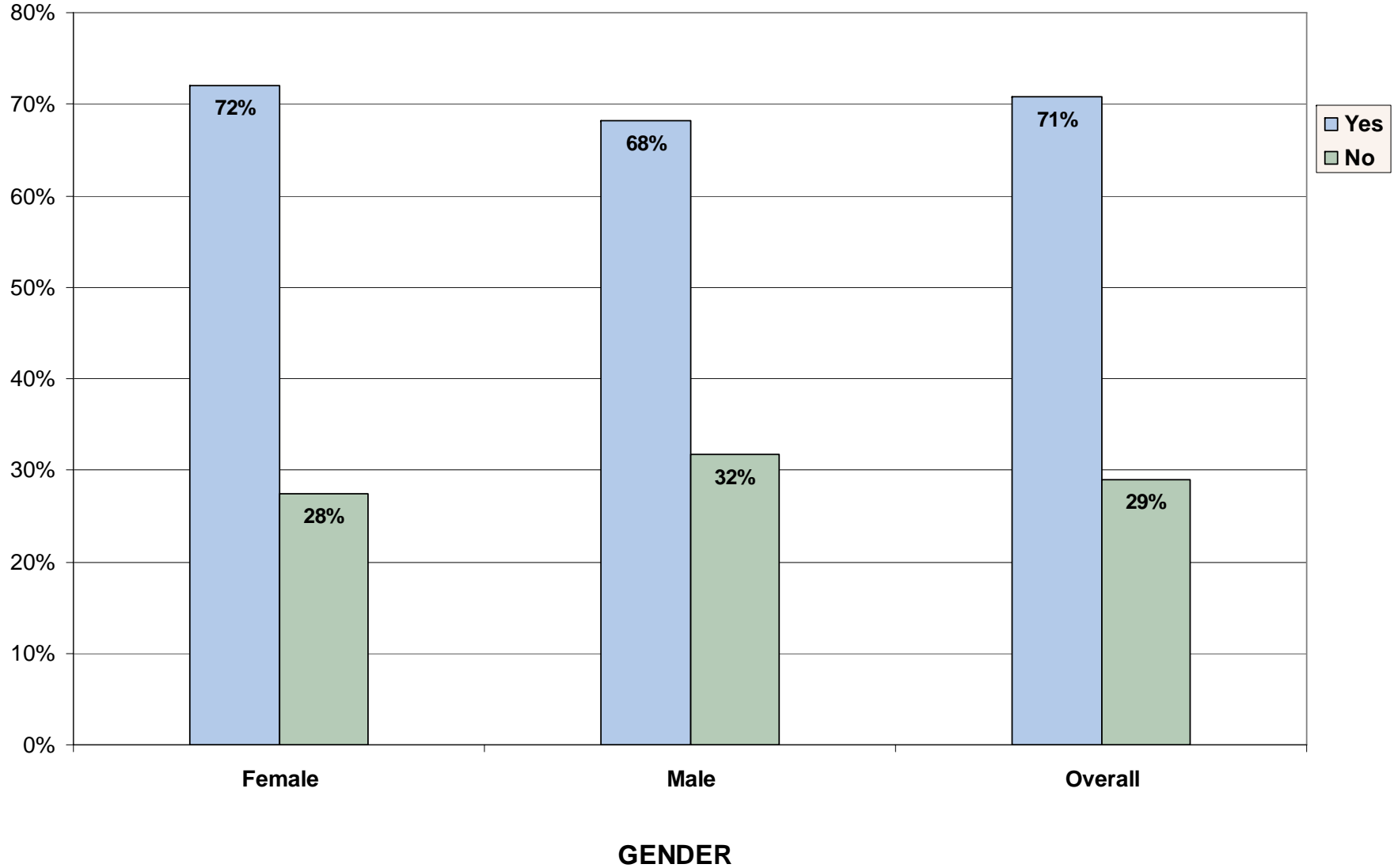


Q7. Have you participated in any individual, family or community Centennial activities?

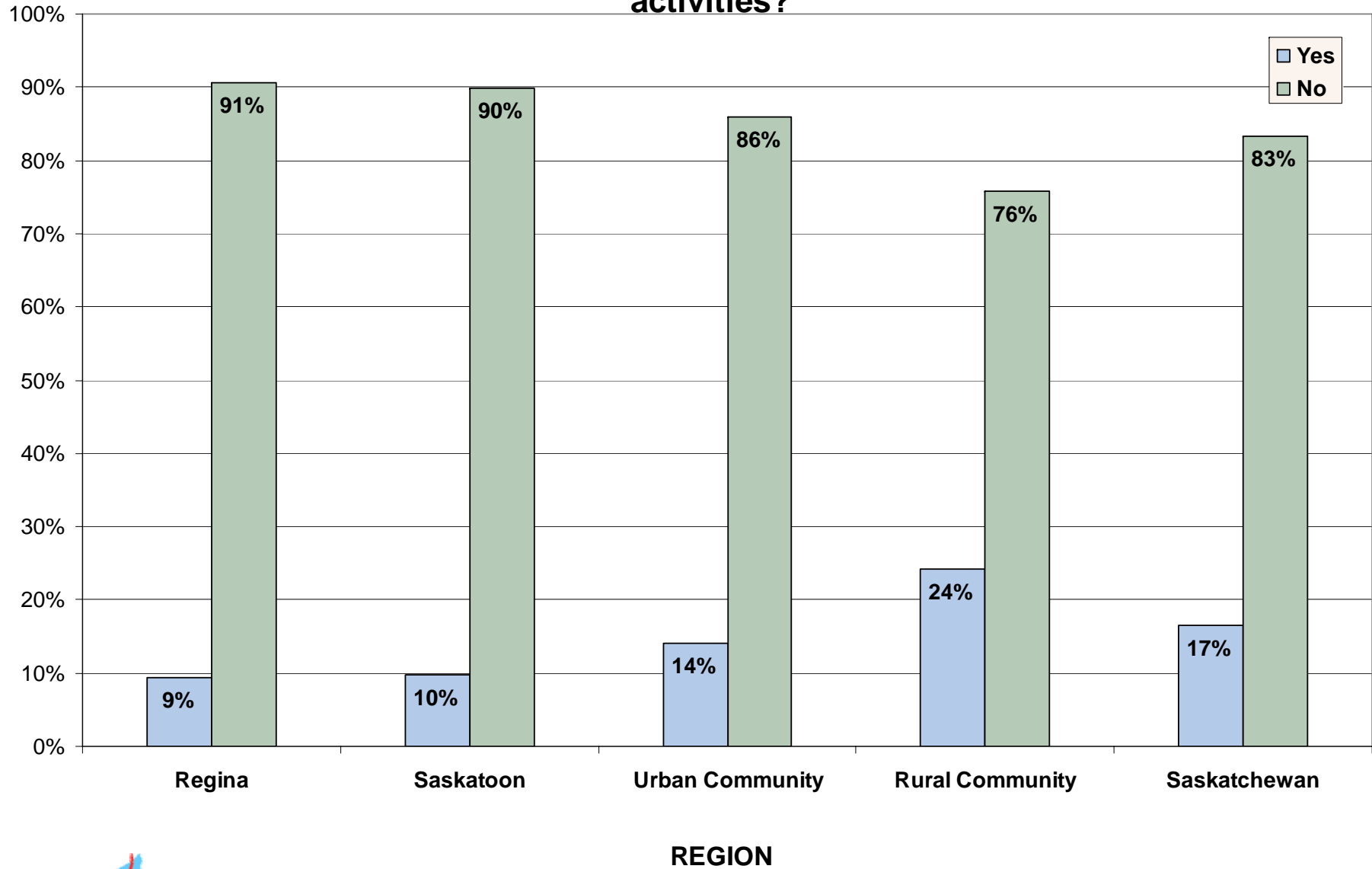


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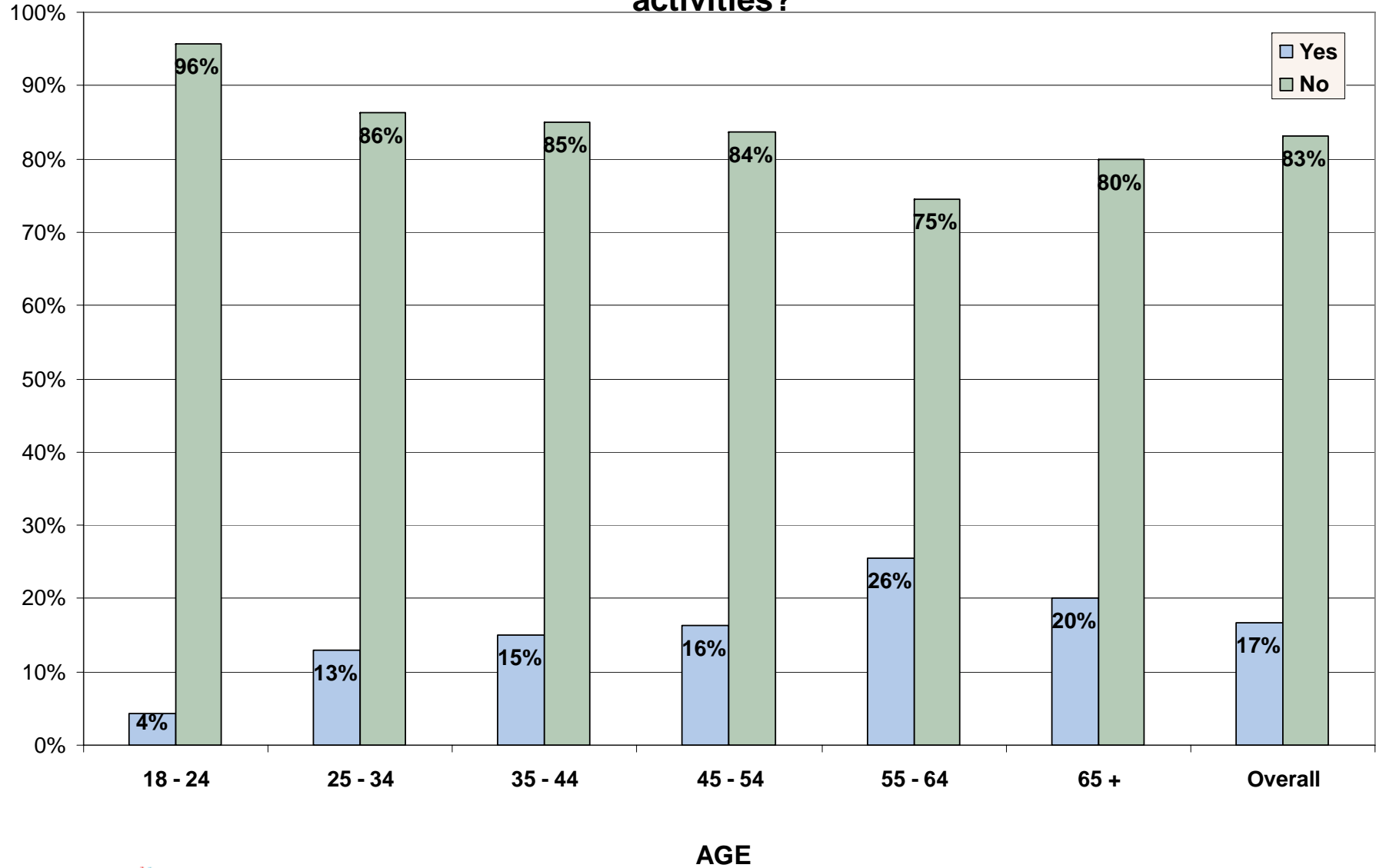
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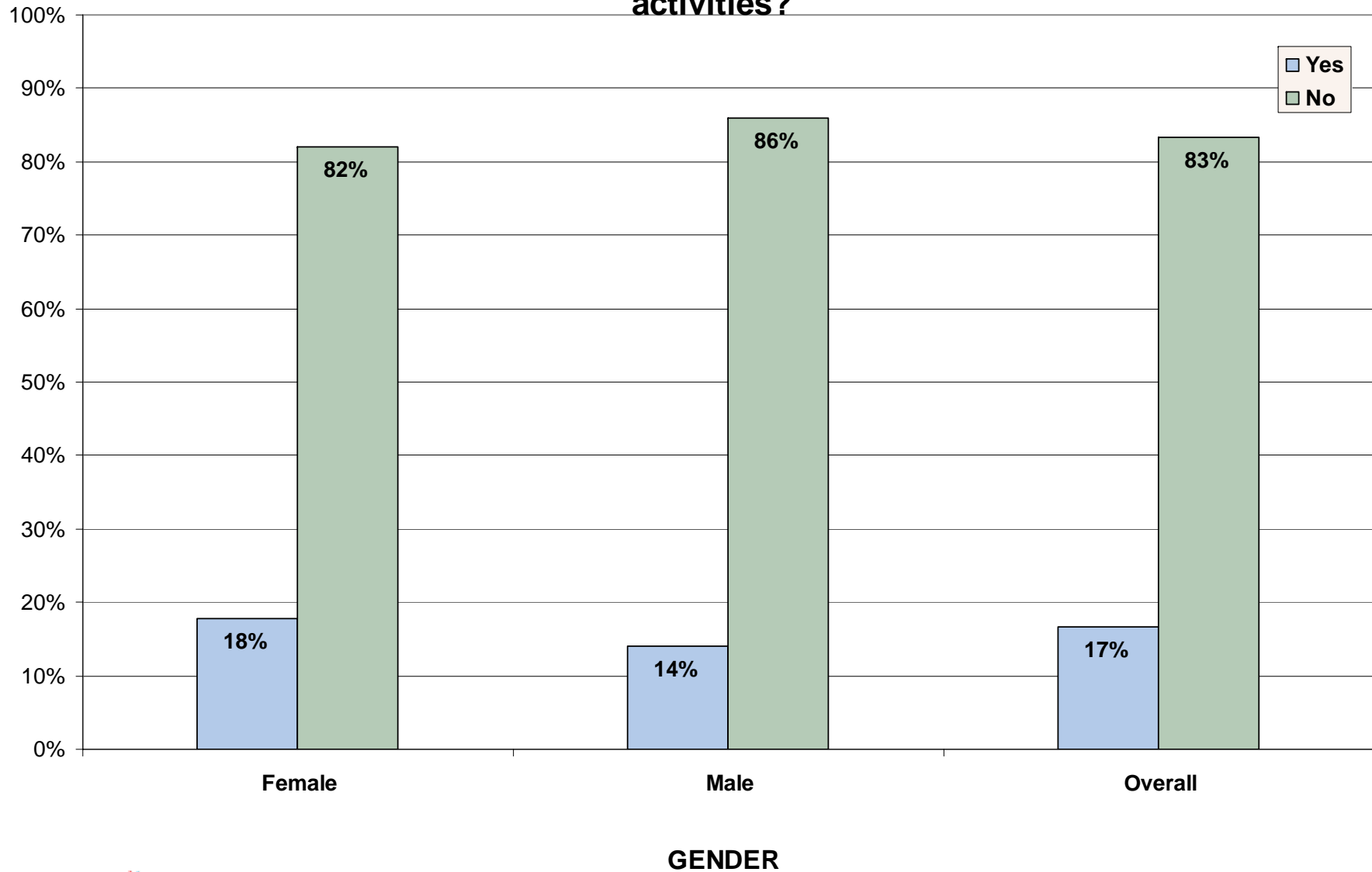
Q8. Have you been involved in the planning of any Centennial activities?



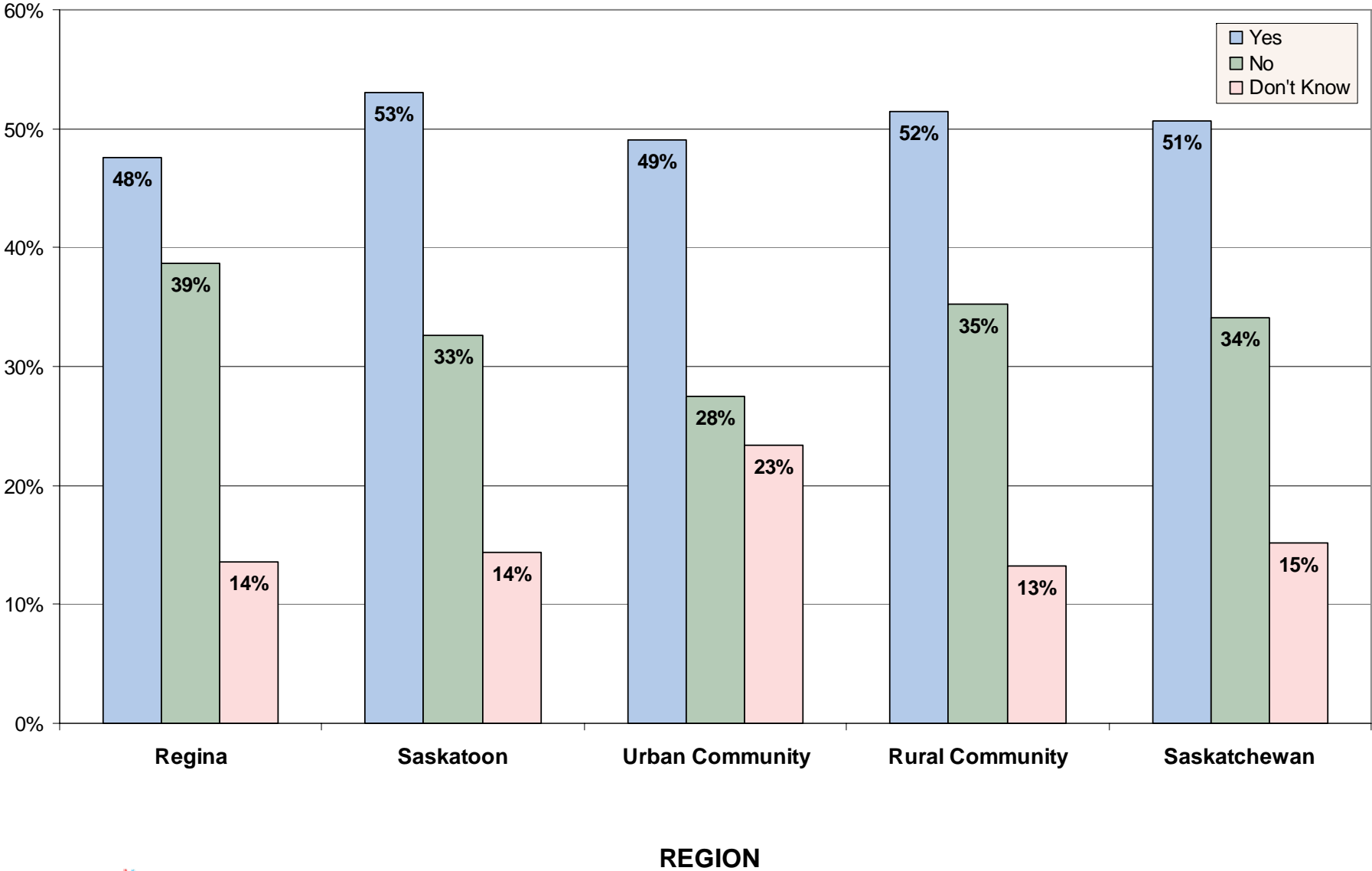
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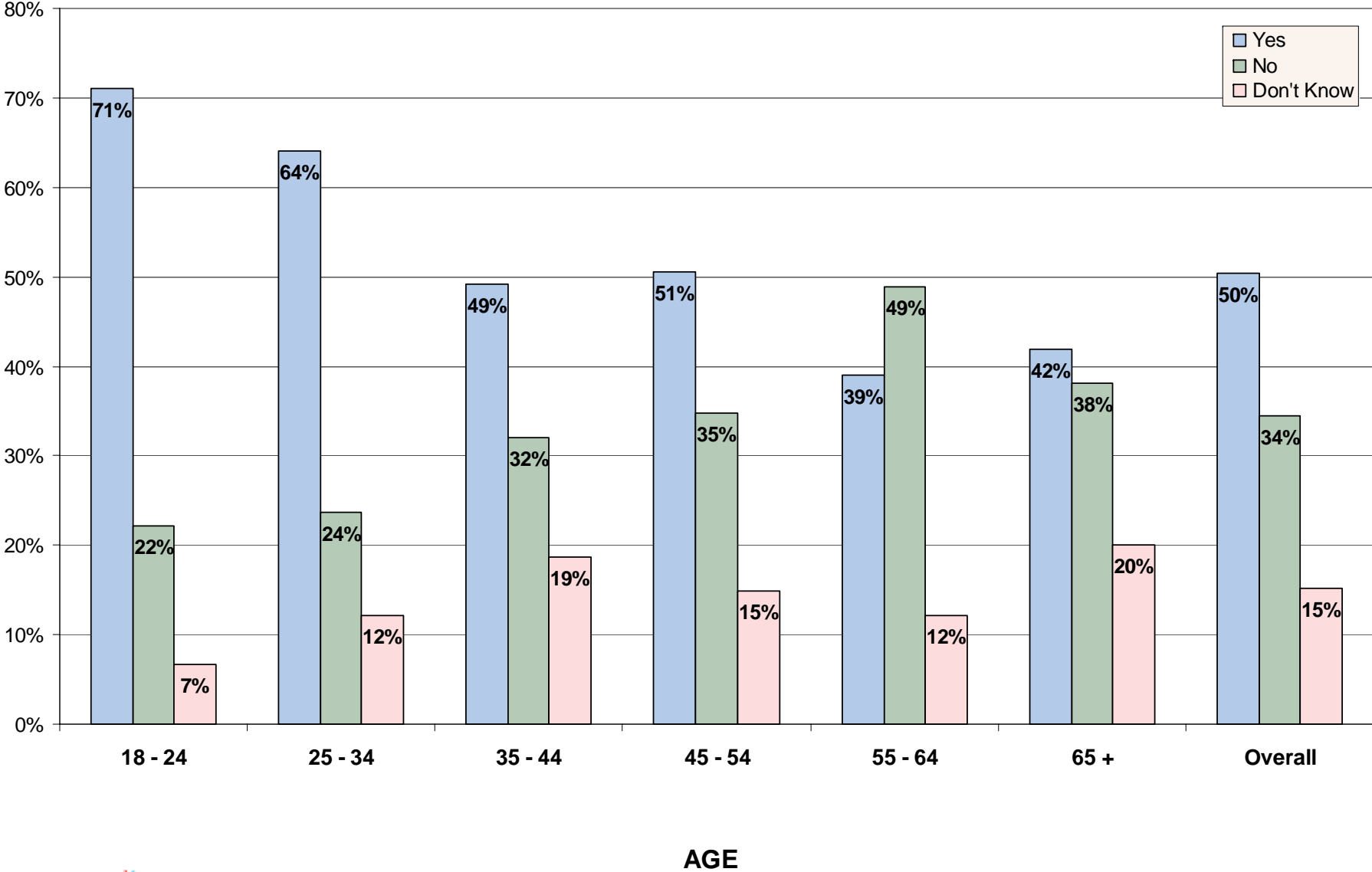
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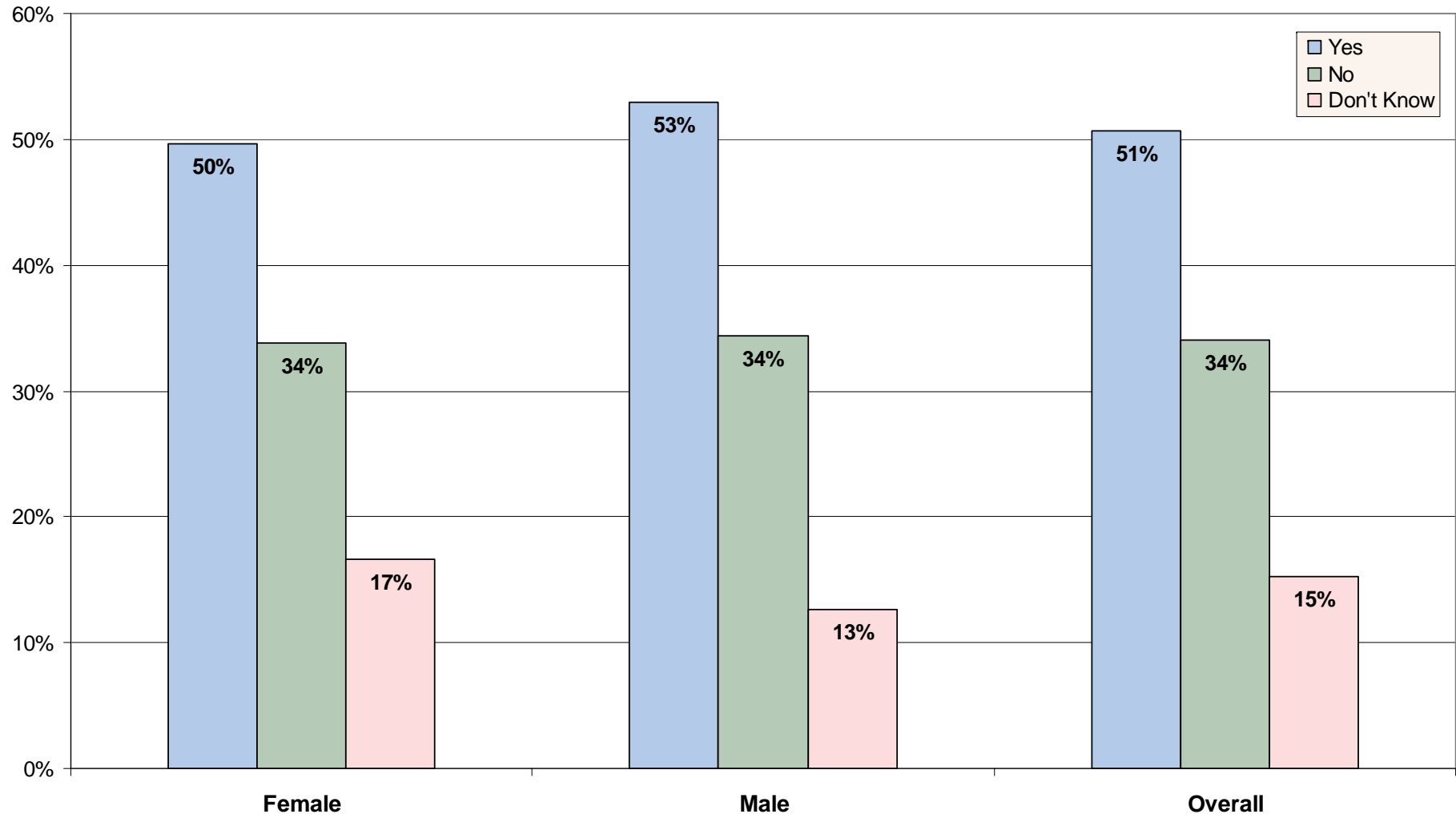
Q9. Do you intend to participate in any future Centennial activities?



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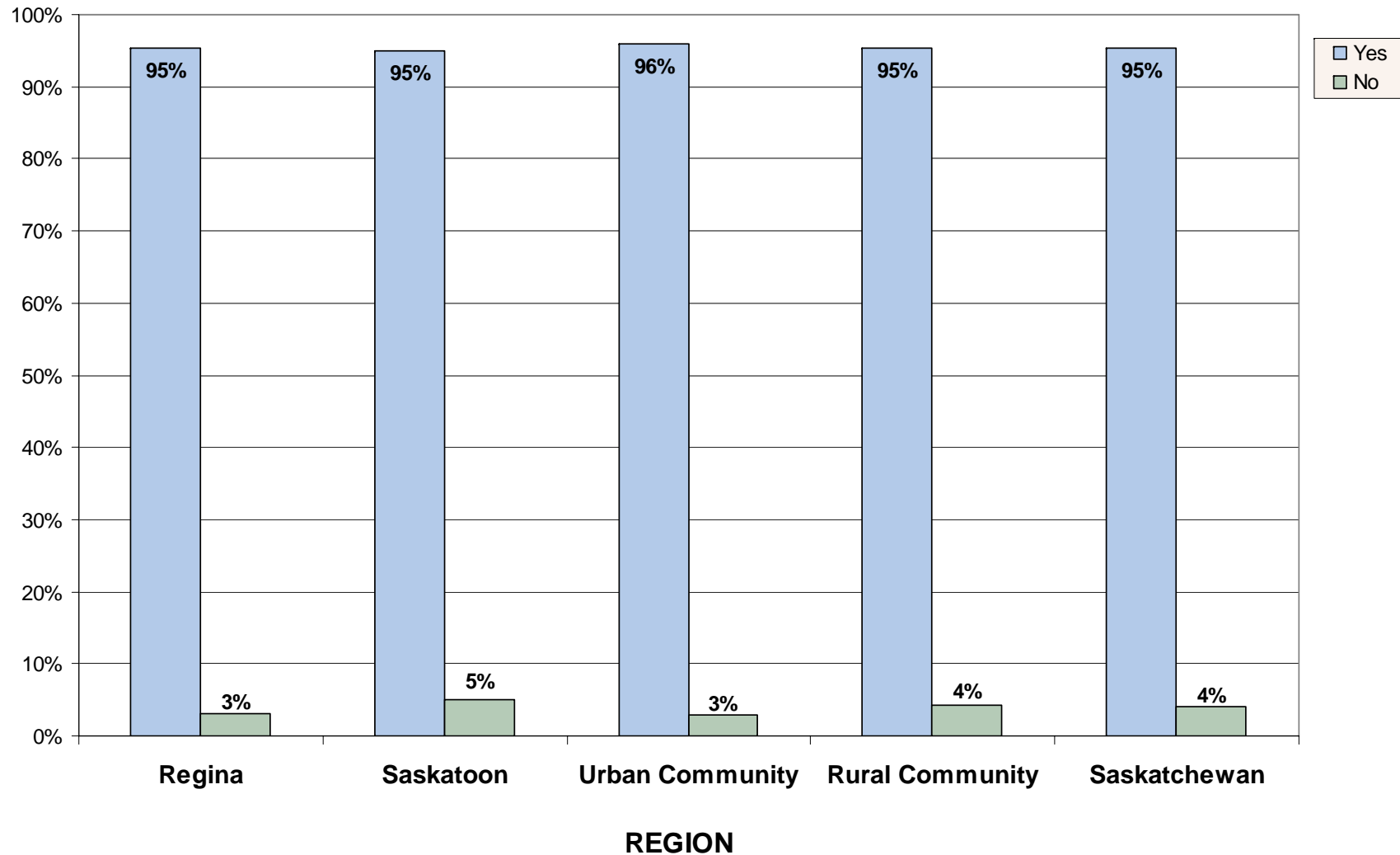


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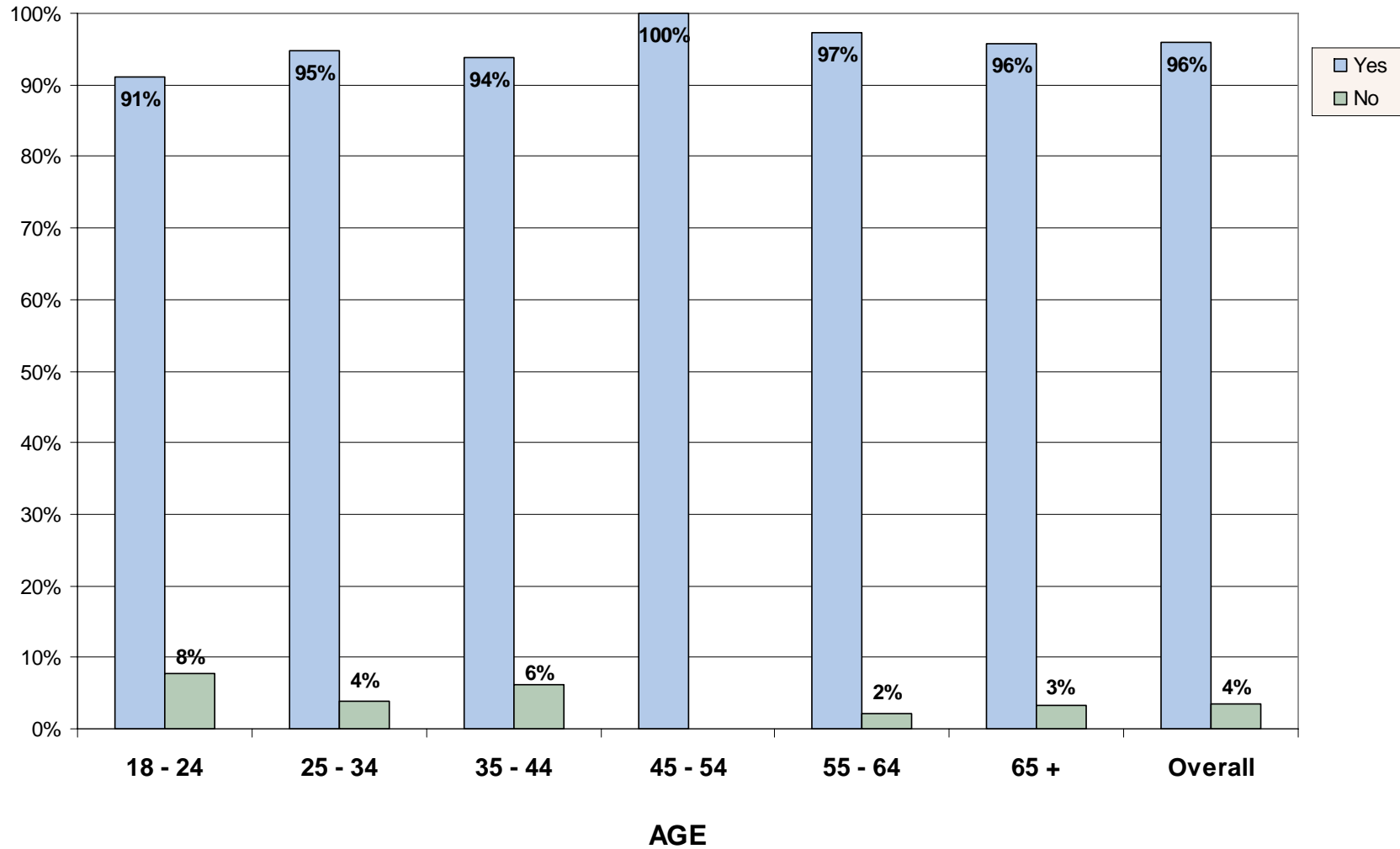


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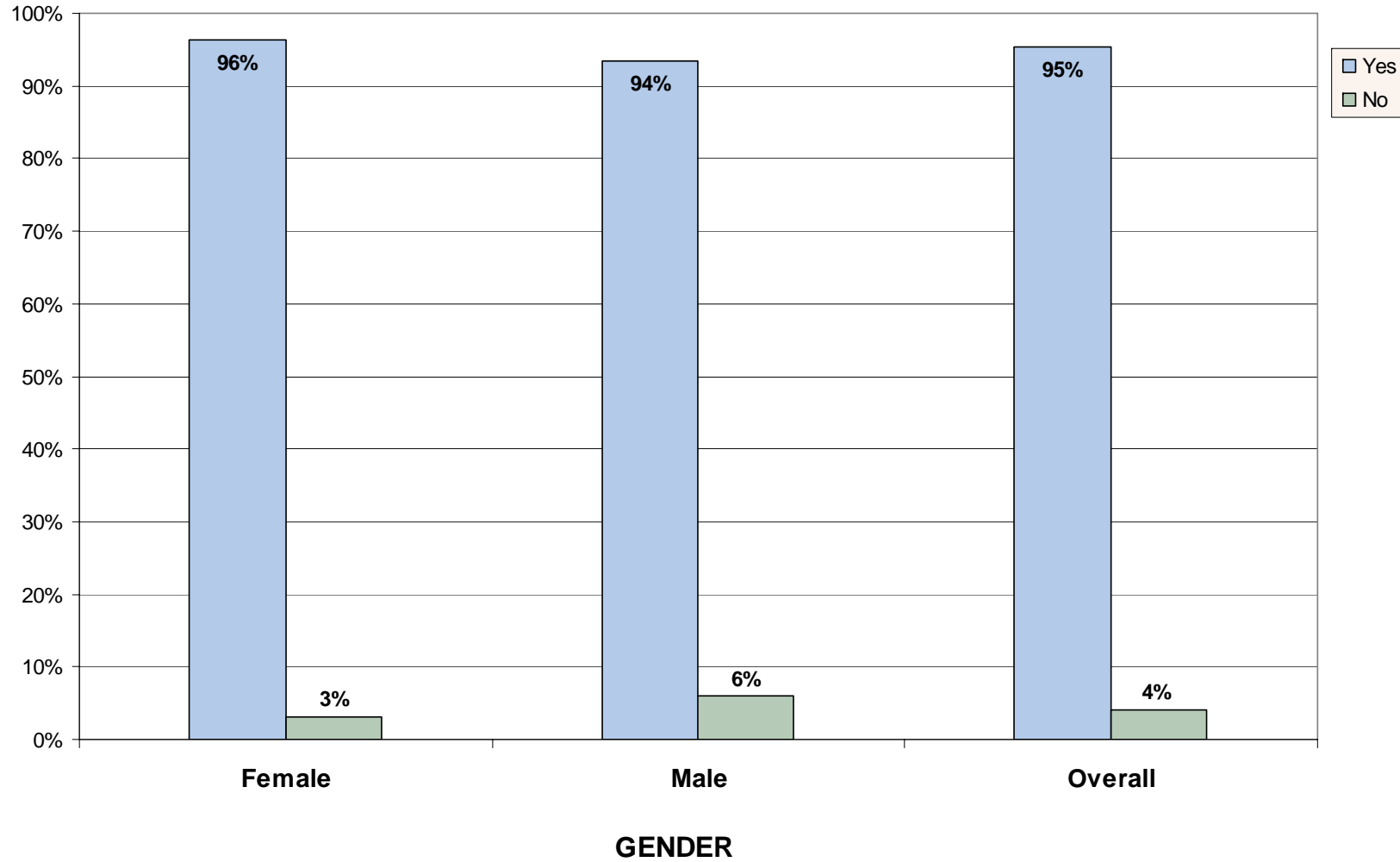
Q10. Do you recall seeing or hearing advertisements promoting the Saskatchewan Centennial?



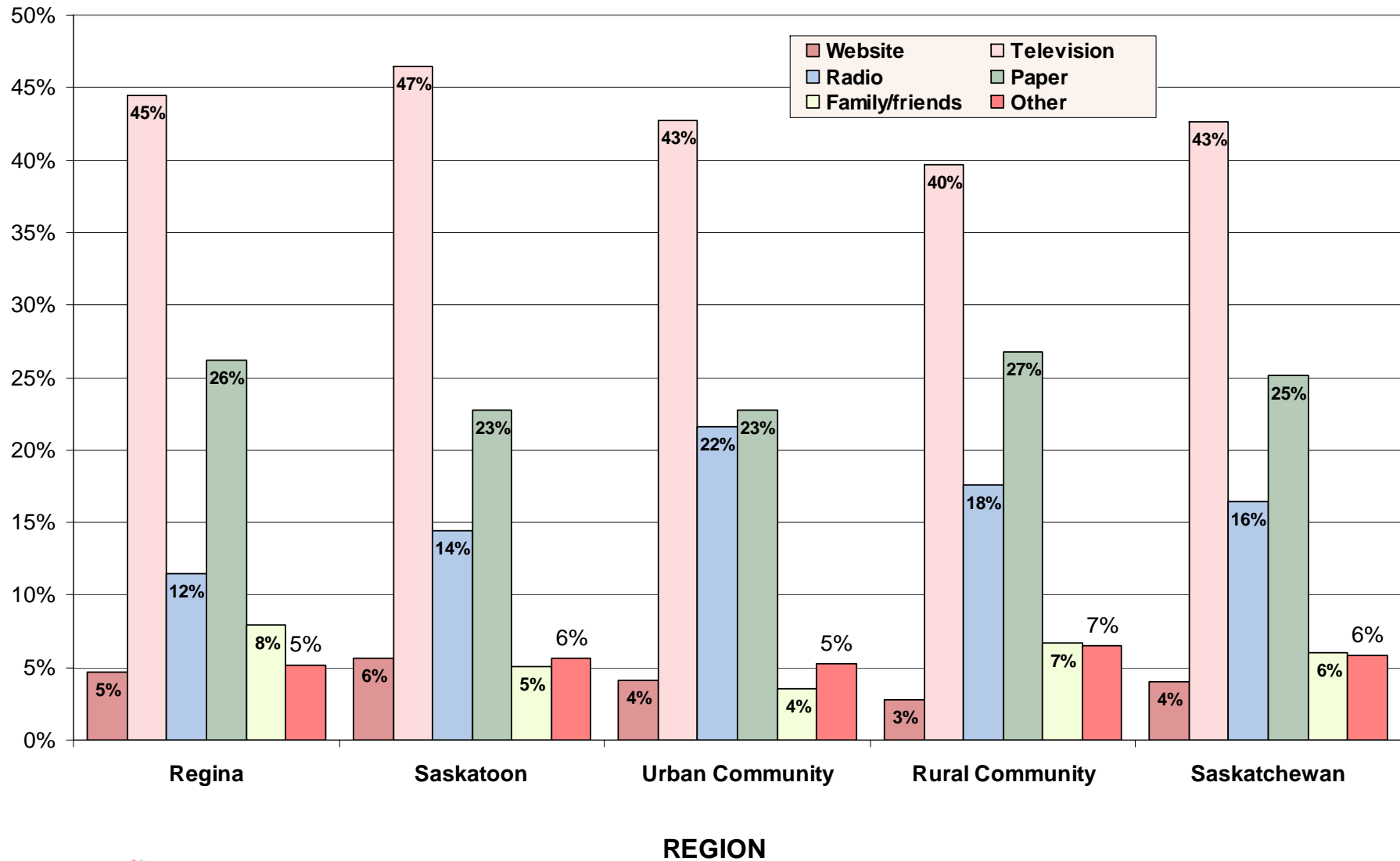
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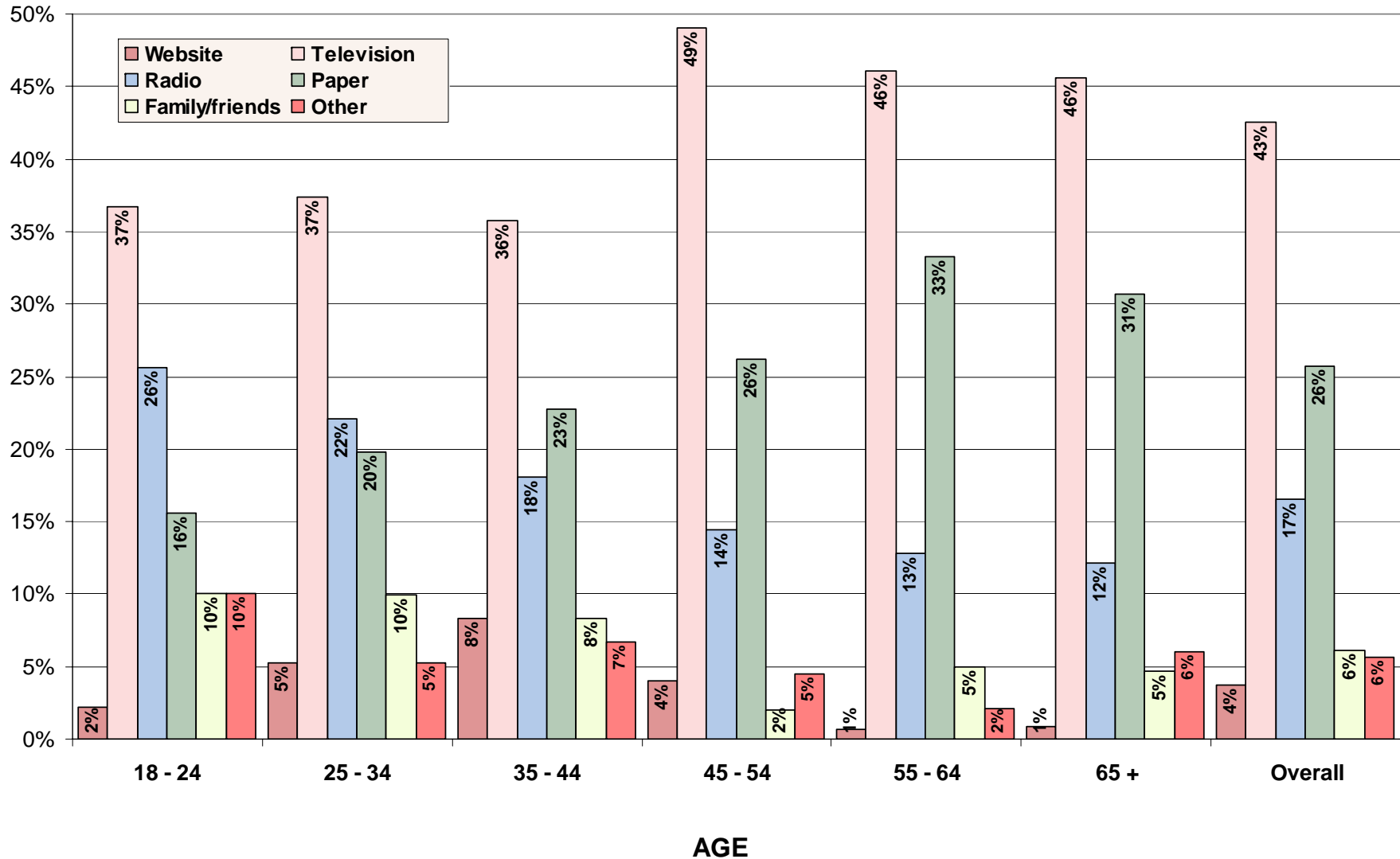
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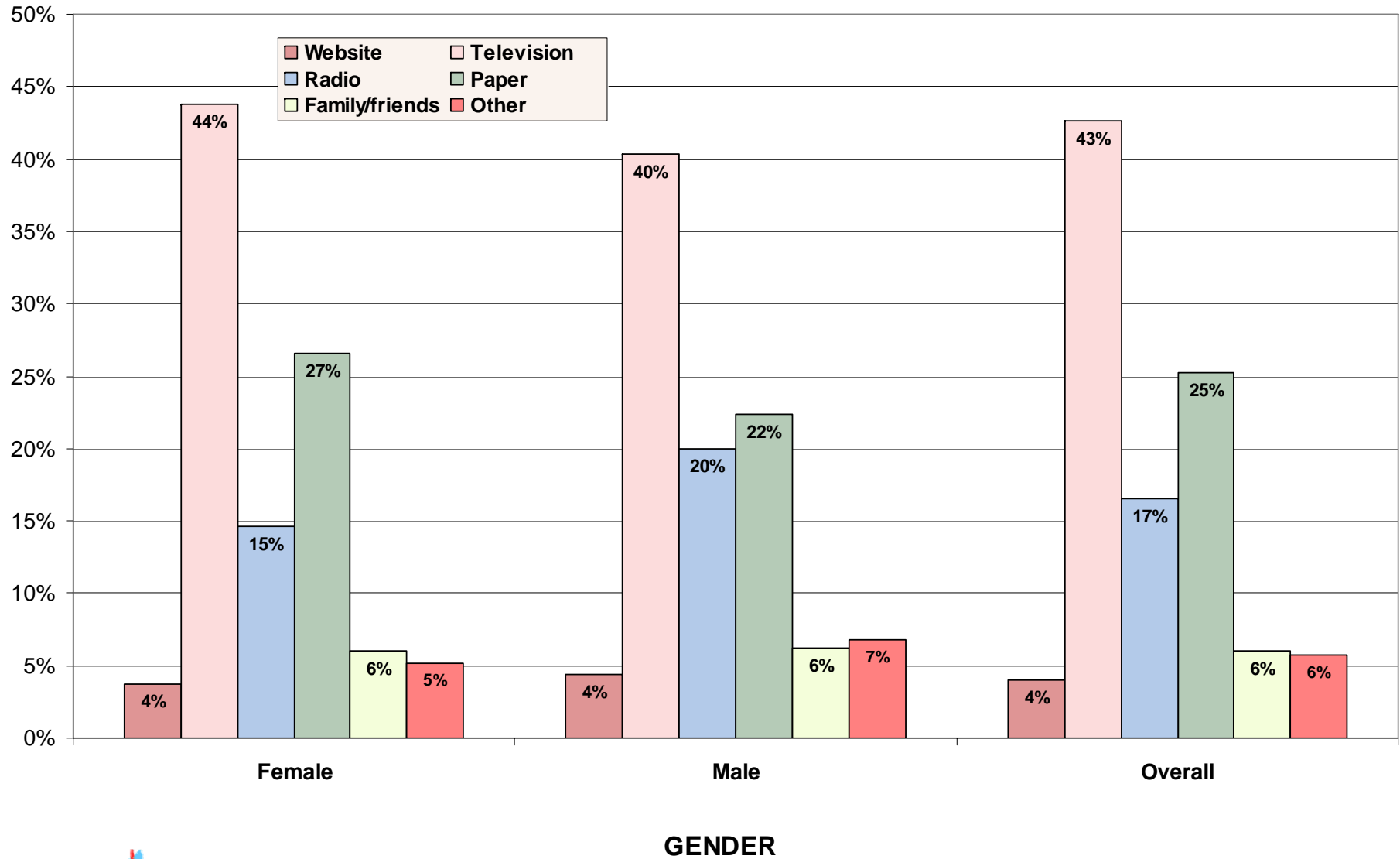
Q11. What was the primary source that you used to get information on Centennial activities?



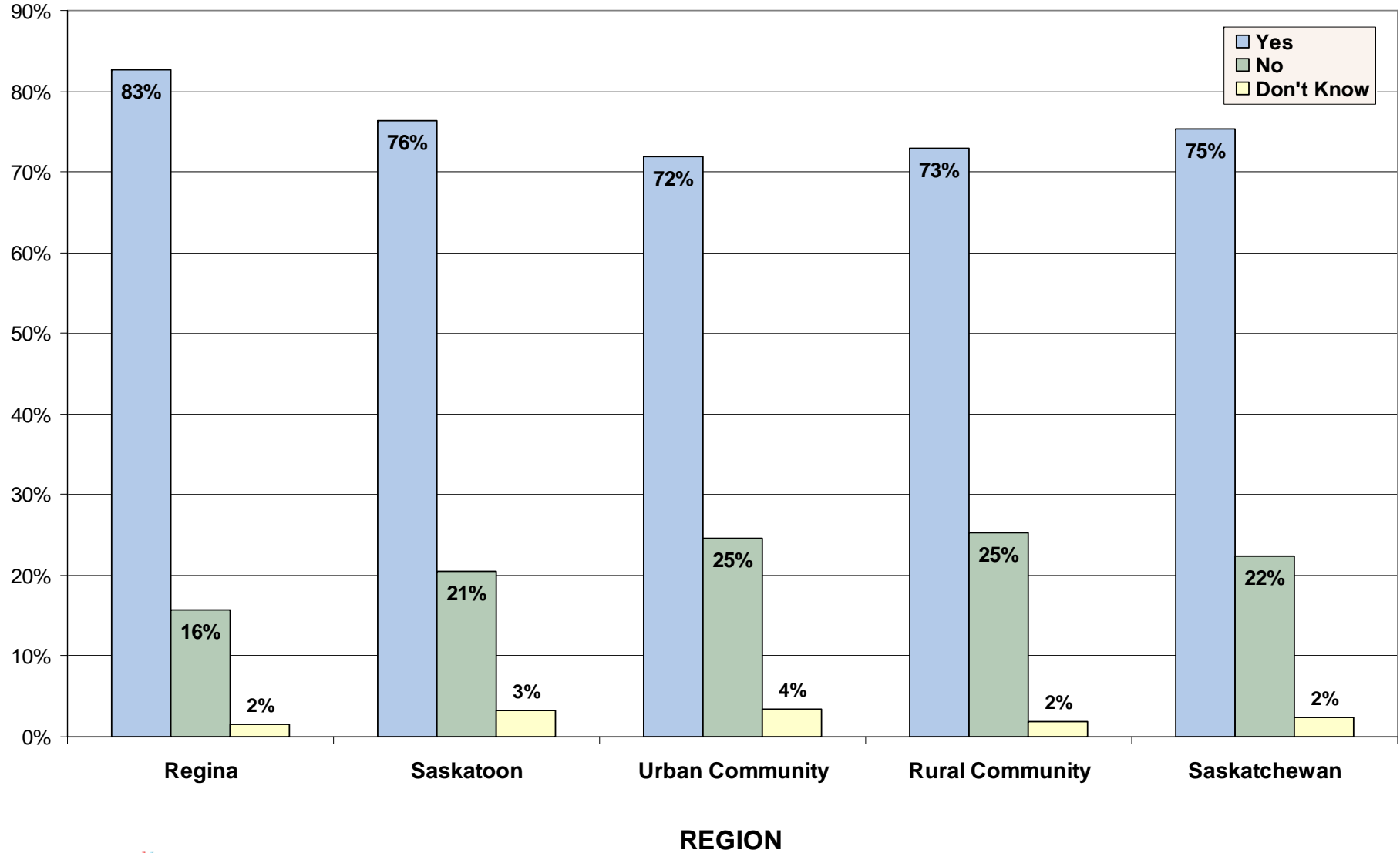
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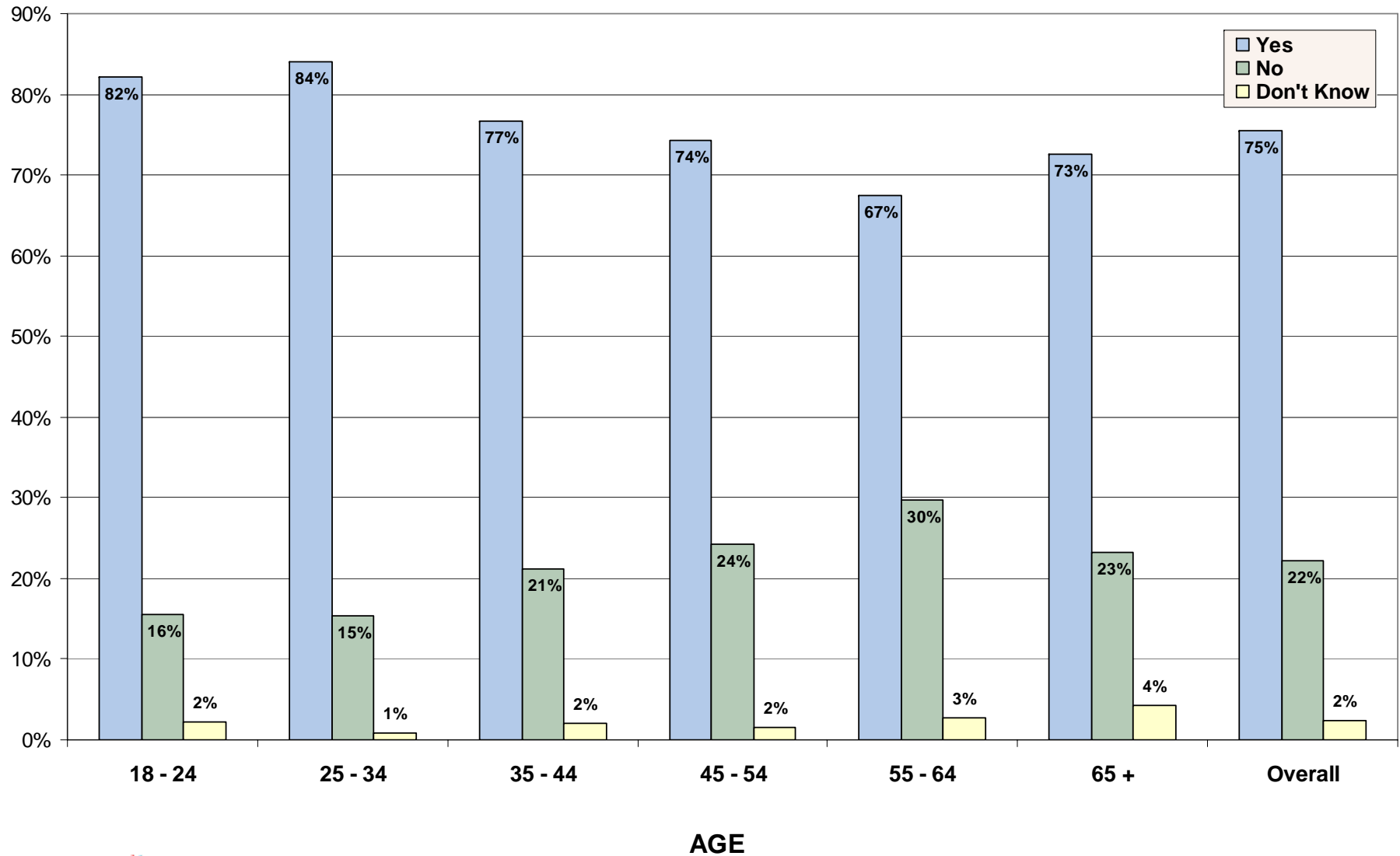
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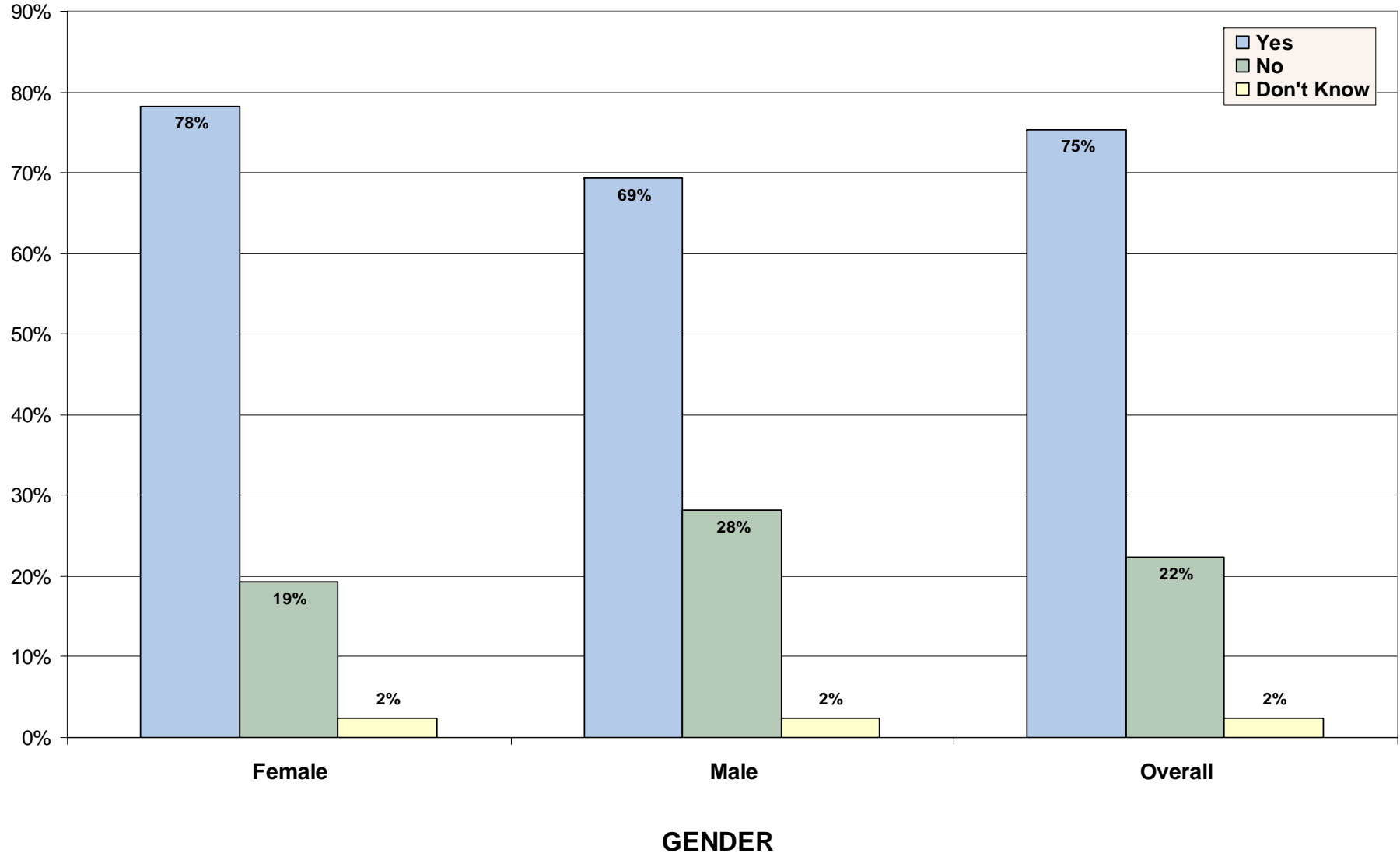
Q12. Do you recall the Saskatchewan Centennial Campaign theme "100 Years of Heart"?



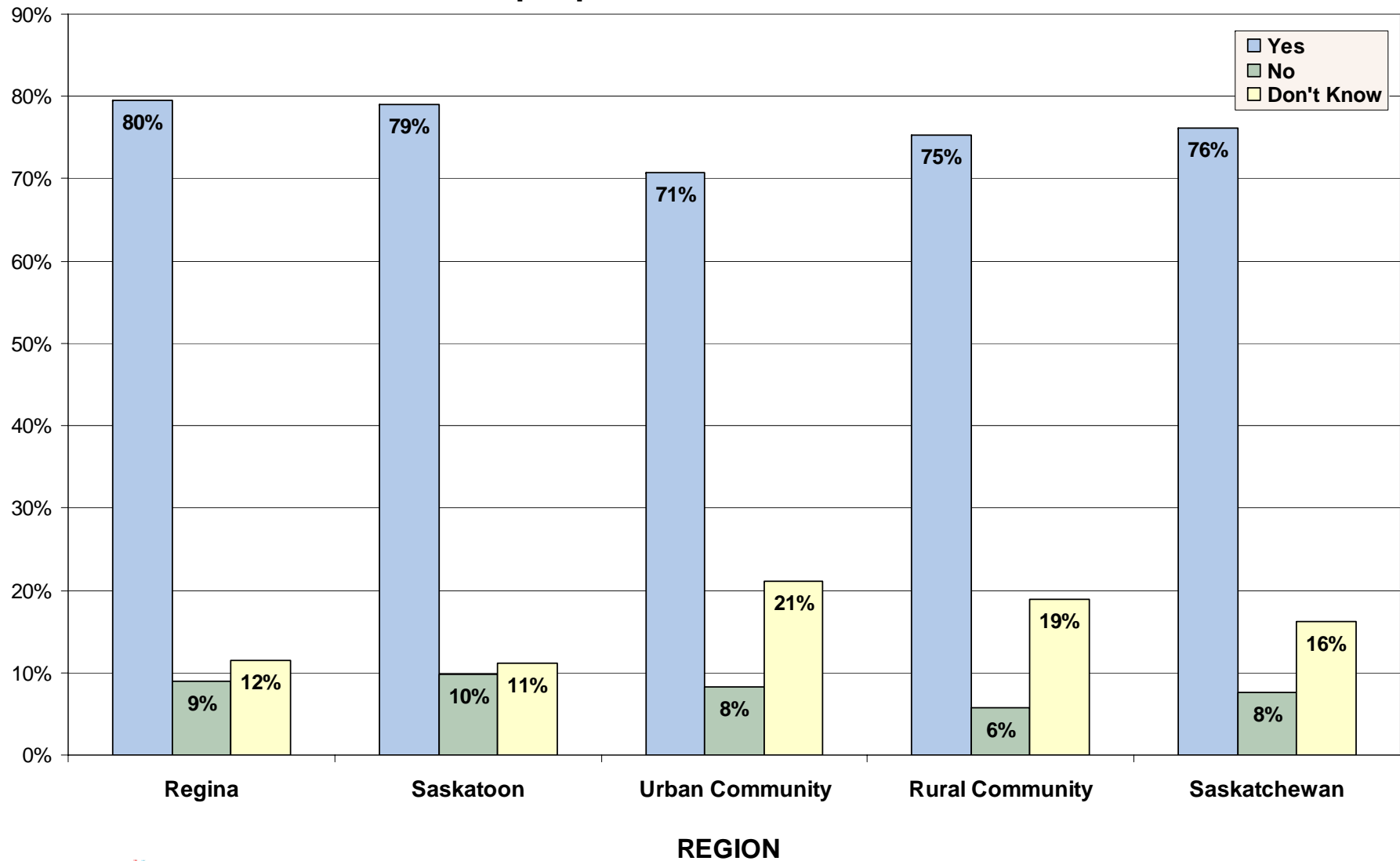
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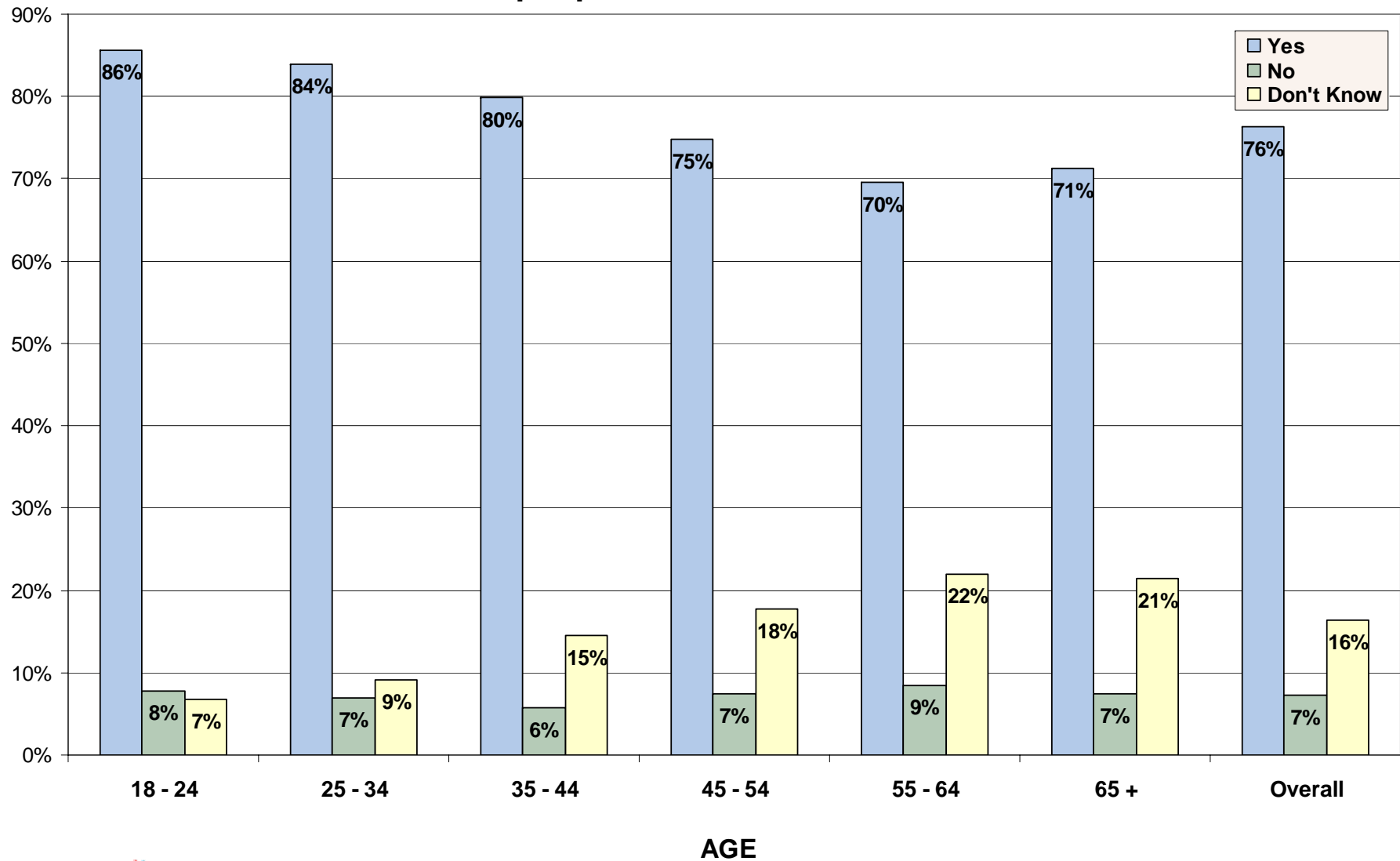
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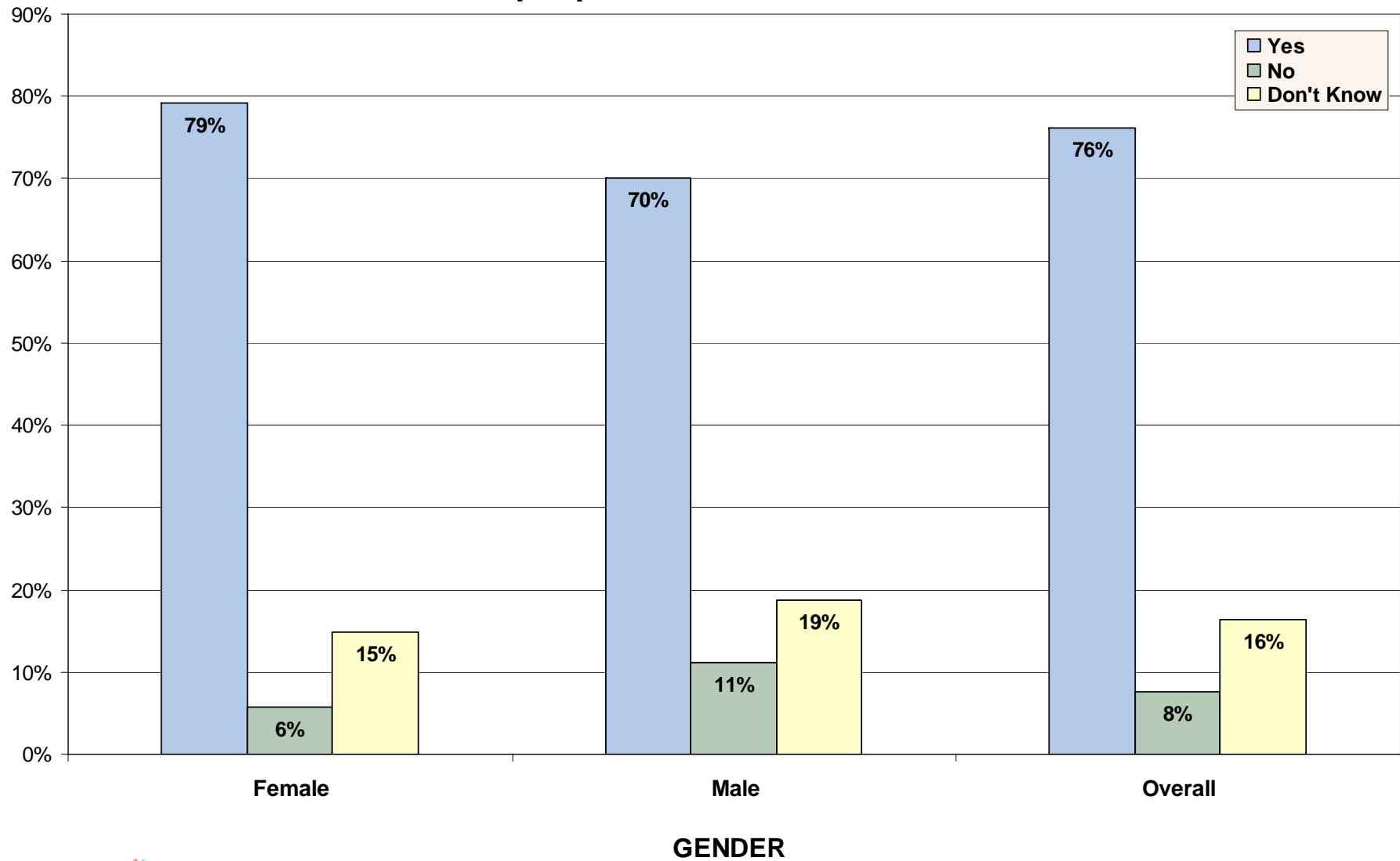
Q13. Do you feel the theme was authentic and that Saskatchewan people could relate to it?



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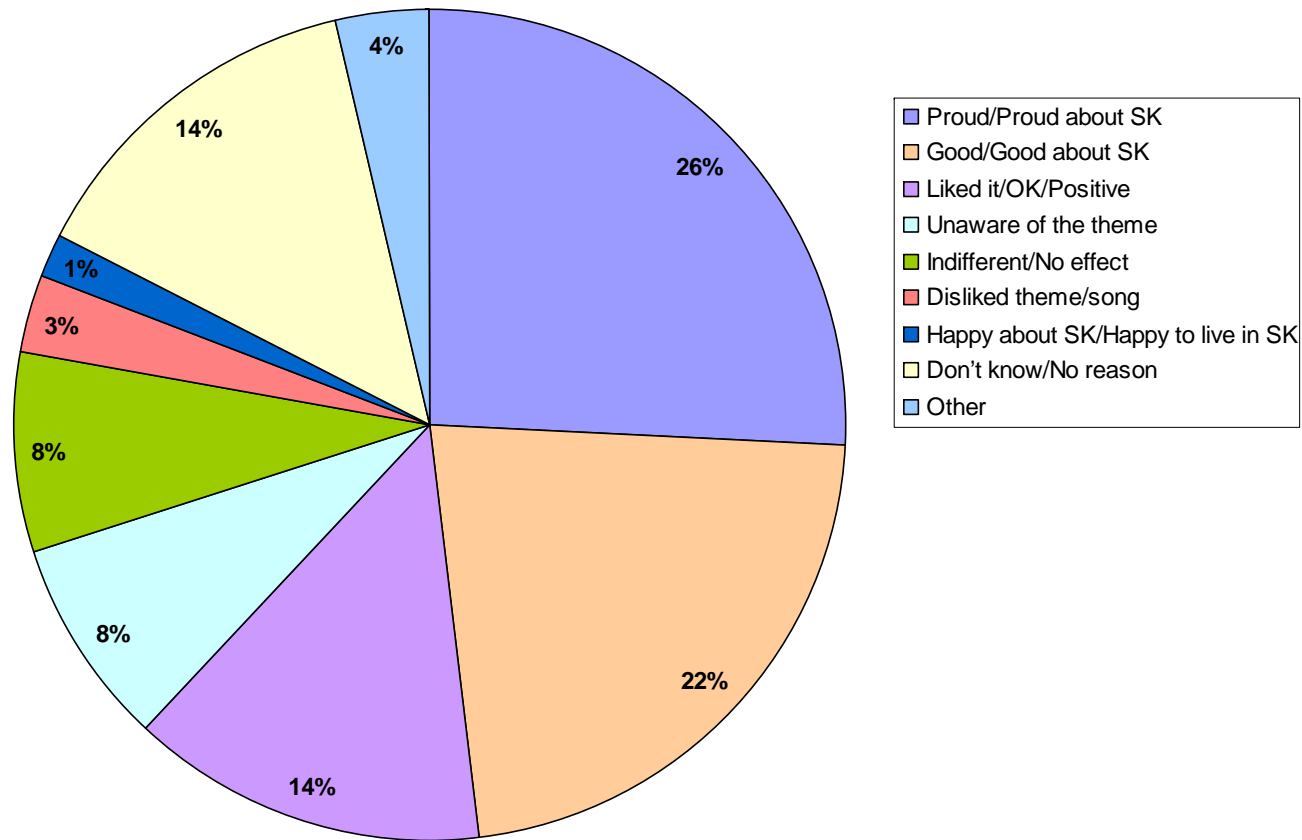


Q14. How did the campaign theme make you feel?

	Geo-Segments								Total	
	Regina		Saskatoon		Urban Commur		Rural Commur		Count	%
	Count	%	Count	%	Count	%	Count	%		
Good/Good about SK	32	20%	37	21%	31	21%	97	25%	197	22%
Proud/Proud about SK	47	29%	41	23%	34	23%	106	27%	228	26%
Happy/Happy about SK/Happy to live in SK	3	2%	4	2%	3	2%	3	1%	13	1%
Liked it/OK/Positive.	22	14%	25	14%	24	16%	53	13%	124	14%
Unaware of the theme.	7	4%	8	4%	22	15%	33	8%	70	8%
Indifferent/No effect	20	12%	20	11%	9	6%	21	5%	70	8%
Disliked theme/song	10	6%	7	4%	5	3%	5	1%	27	3%
Don't know/No reason	9	6%	32	18%	21	14%	61	16%	123	14%
Other	12	7%	6	3%	1	1%	14	4%	33	4%
Total Response	162	100%	180	100%	150	100%	393	100%	885	100%

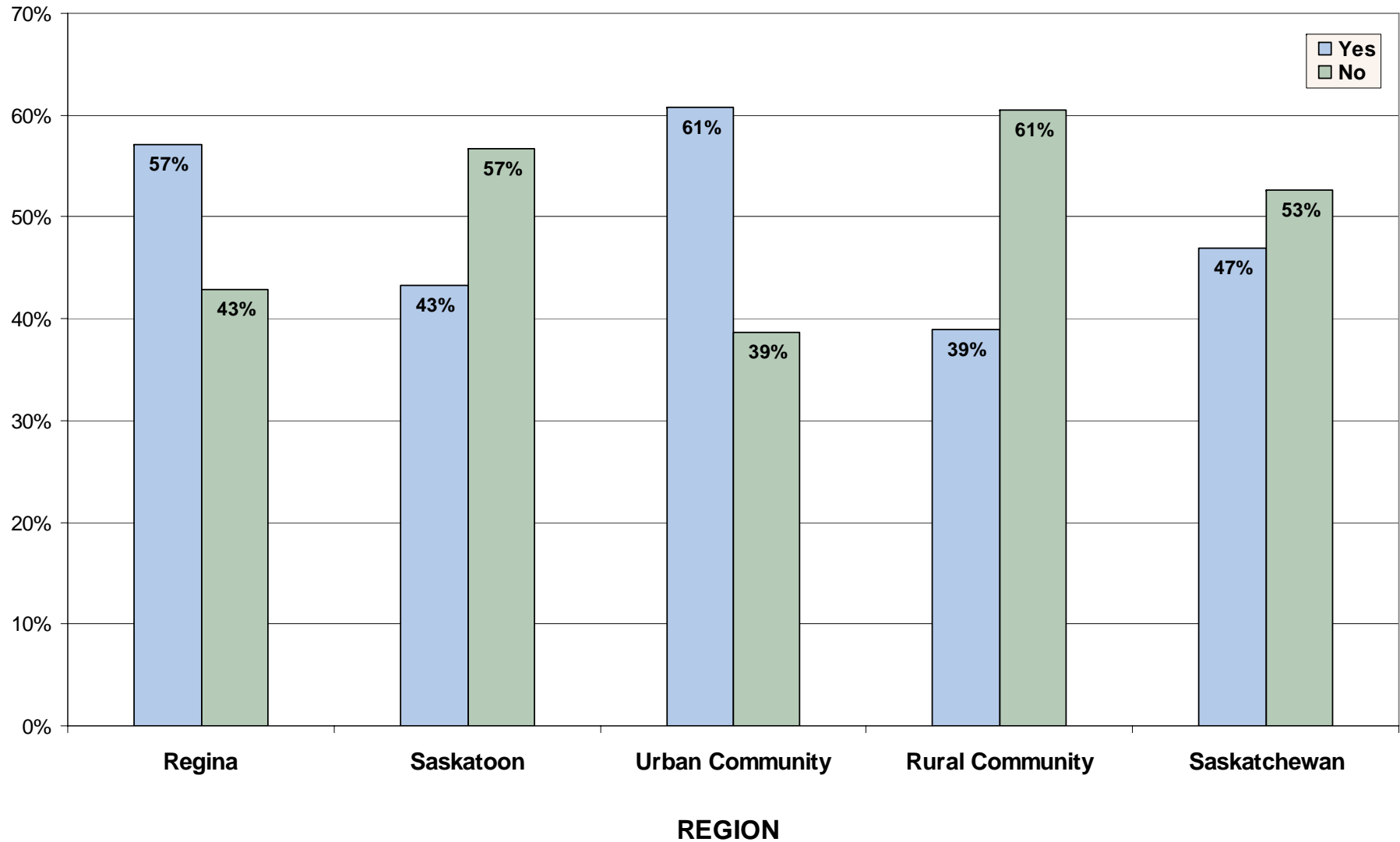
	Age Group										Overall			
	18 - 24		25 - 34		35 - 44		45 - 54		55 - 64		65 +		Count	%
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%		
Good/Good about SK	9	12%	26	22%	35	21%	42	24%	32	25%	47	25%	191	22%
Proud/Proud about SK	20	26%	24	21%	45	26%	46	26%	32	25%	54	28%	221	26%
Happy/Happy about SK/Happy to live in SK	1	1%	1	1%	2	1%	4	2%		0%	4	2%	12	1%
Liked it/OK/Positive.	16	21%	11	9%	24	14%	25	14%	21	16%	25	13%	122	14%
Unaware of the theme.	3	4%	8	7%	15	9%	11	6%	18	14%	11	6%	66	8%
Indifferent/No effect	9	12%	17	15%	8	5%	16	9%	4	3%	13	7%	67	8%
Disliked theme/song	2	3%	4	3%	8	5%	5	3%	6	5%	2	1%	27	3%
Don't know/No reason	14	18%	21	18%	25	15%	21	12%	14	11%	23	12%	118	14%
Other	2	3%	4	3%	8	5%	6	3%	1	1%	11	6%	32	4%
Total Response	76	100%	116	100%	170	100%	176	100%	128	100%	190	100%	856	100%

Q14. How did the campaign theme make you feel?

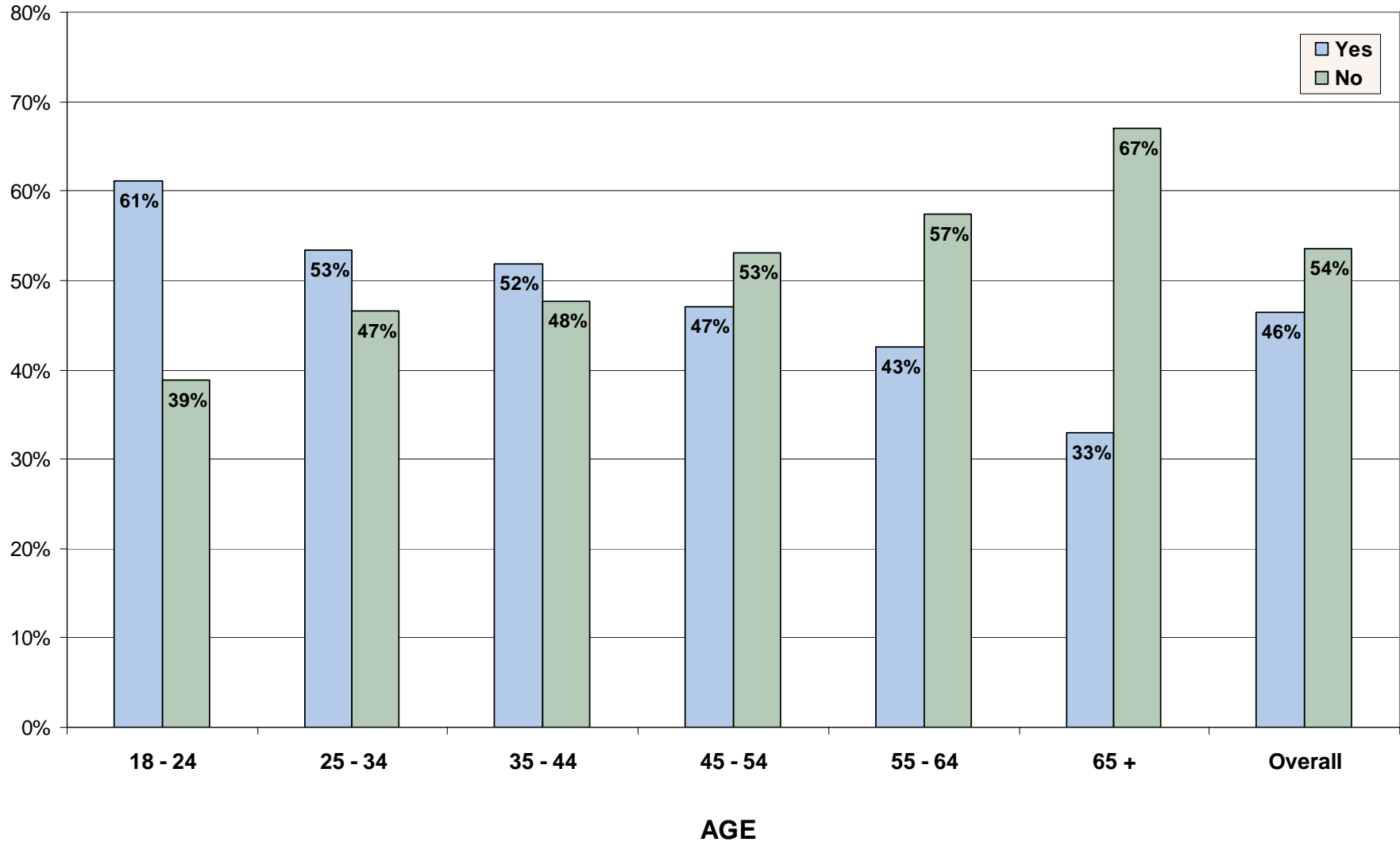


	Gender				Overall	
	Female		Male			
	Count	%	Count	%	Count	%
Good/Good about SK	132	22%	65	22%	197	22%
Proud/Proud about SK	178	30%	50	17%	228	26%
Happy/Happy about SK/Happy to live in SK	8	1%	5	2%	13	1%
Liked it/OK/Positive.	86	15%	38	13%	124	14%
Unaware of the theme.	41	7%	29	10%	70	8%
Indifferent/No effect	39	7%	31	11%	70	8%
Disliked theme/song	16	3%	11	4%	27	3%
Don't know/No reason	72	12%	51	17%	123	14%
Other	20	3%	13	4%	33	4%
Total Response	592	100%	293	100%	885	100%

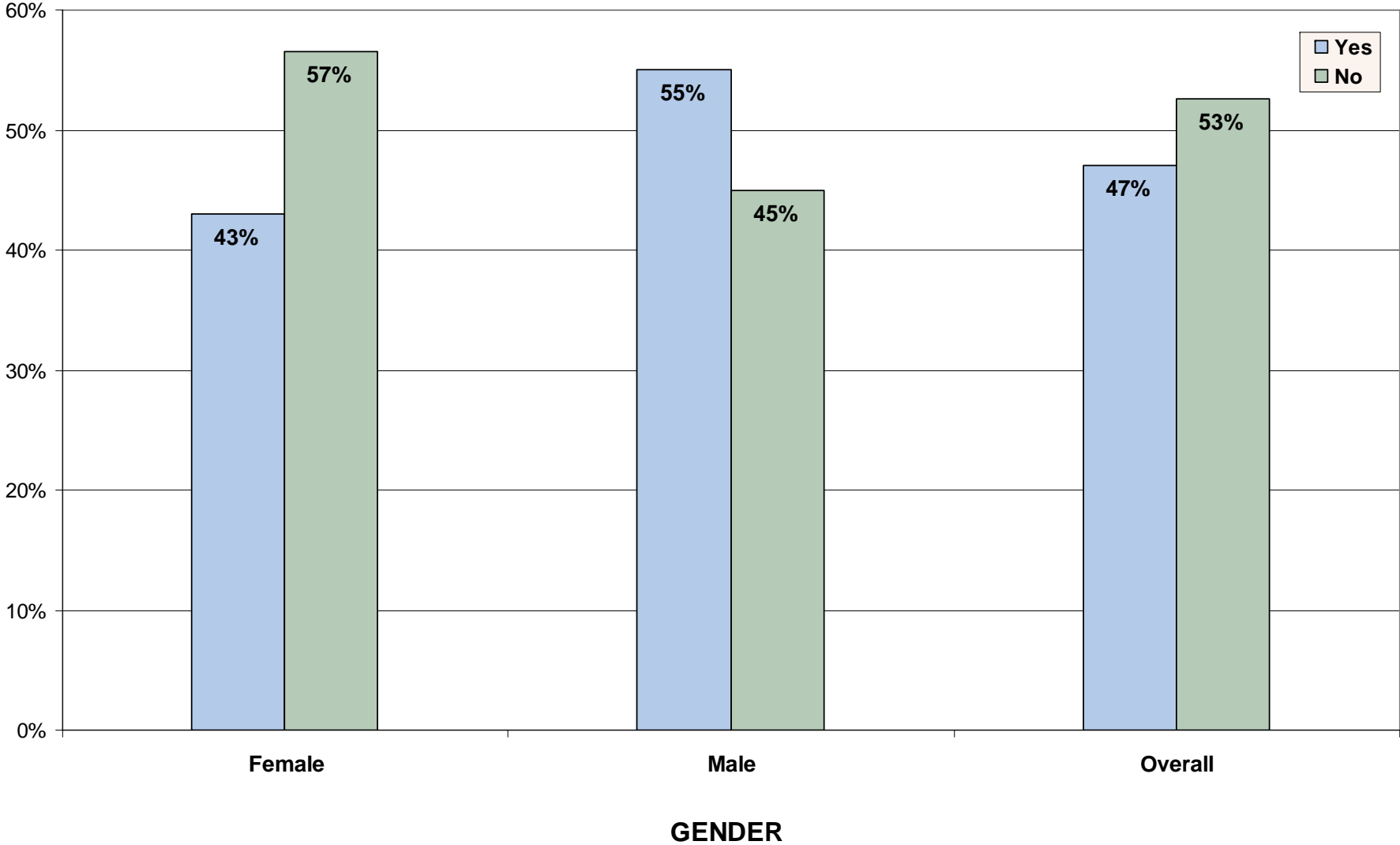
Q15. Did you participate in the celebrations on the Sept 3/4 weekend (long weekend)?'



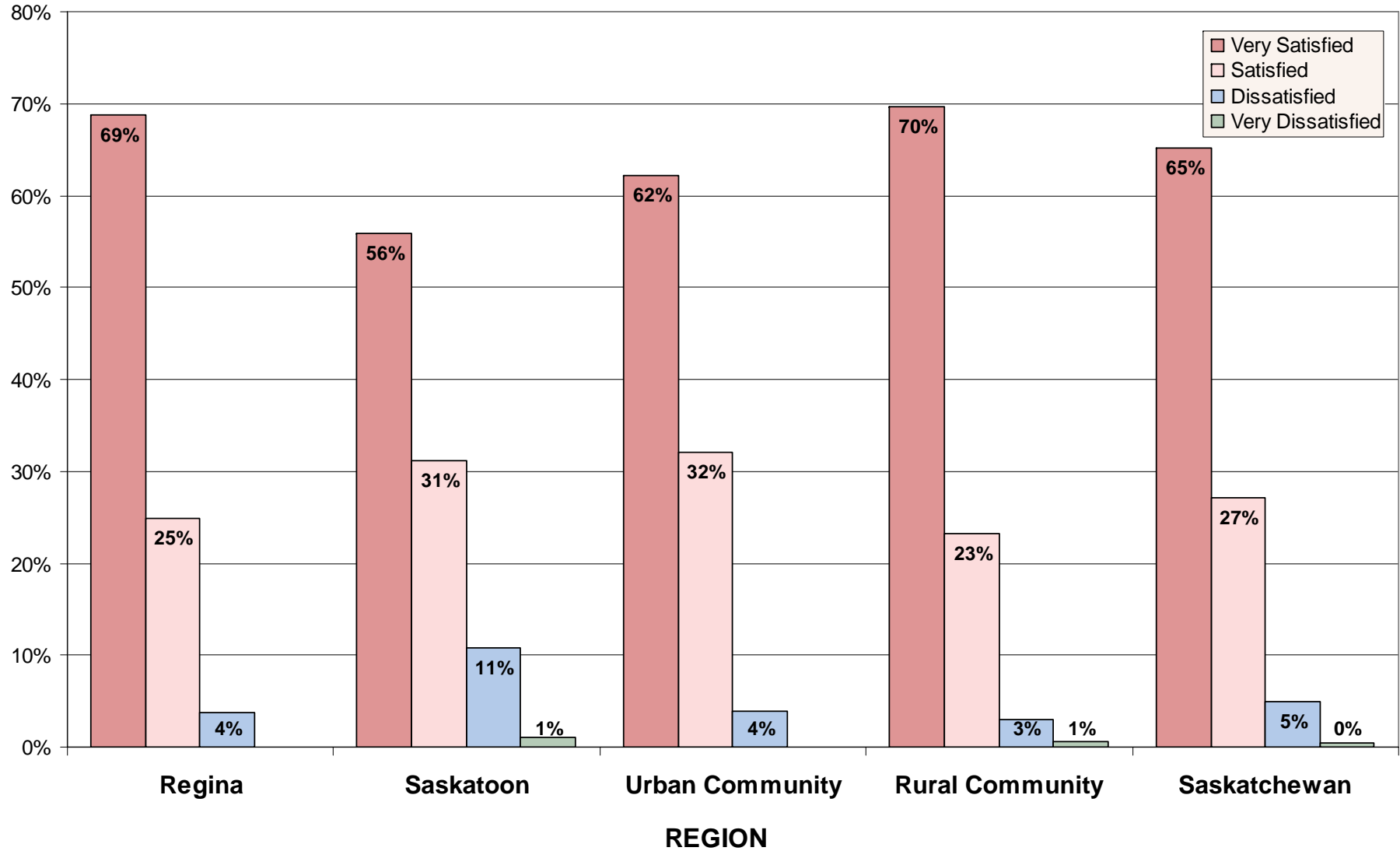
Q15. Did you participate in the celebrations on the Sept 3/4 weekend (long weekend)?'



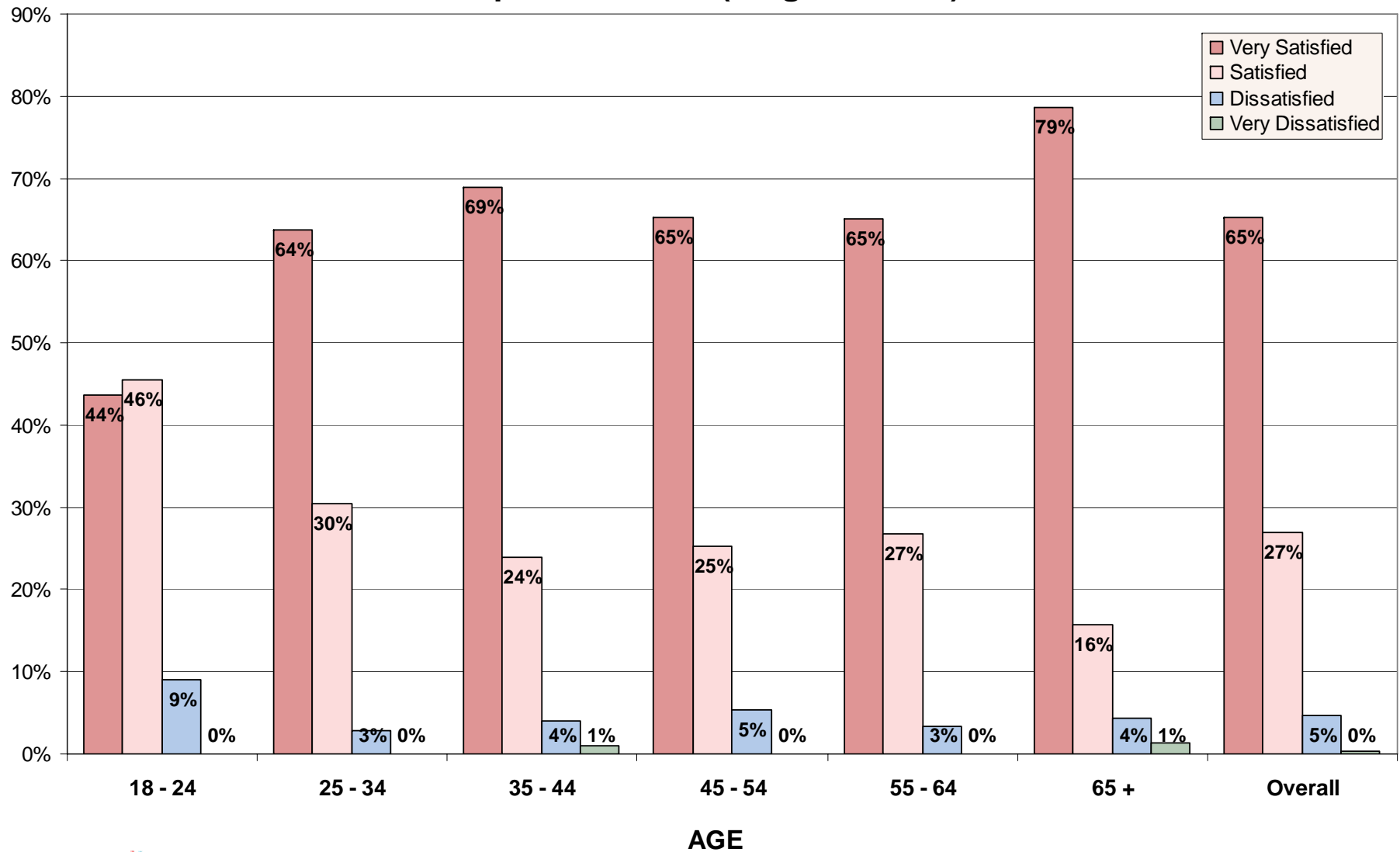
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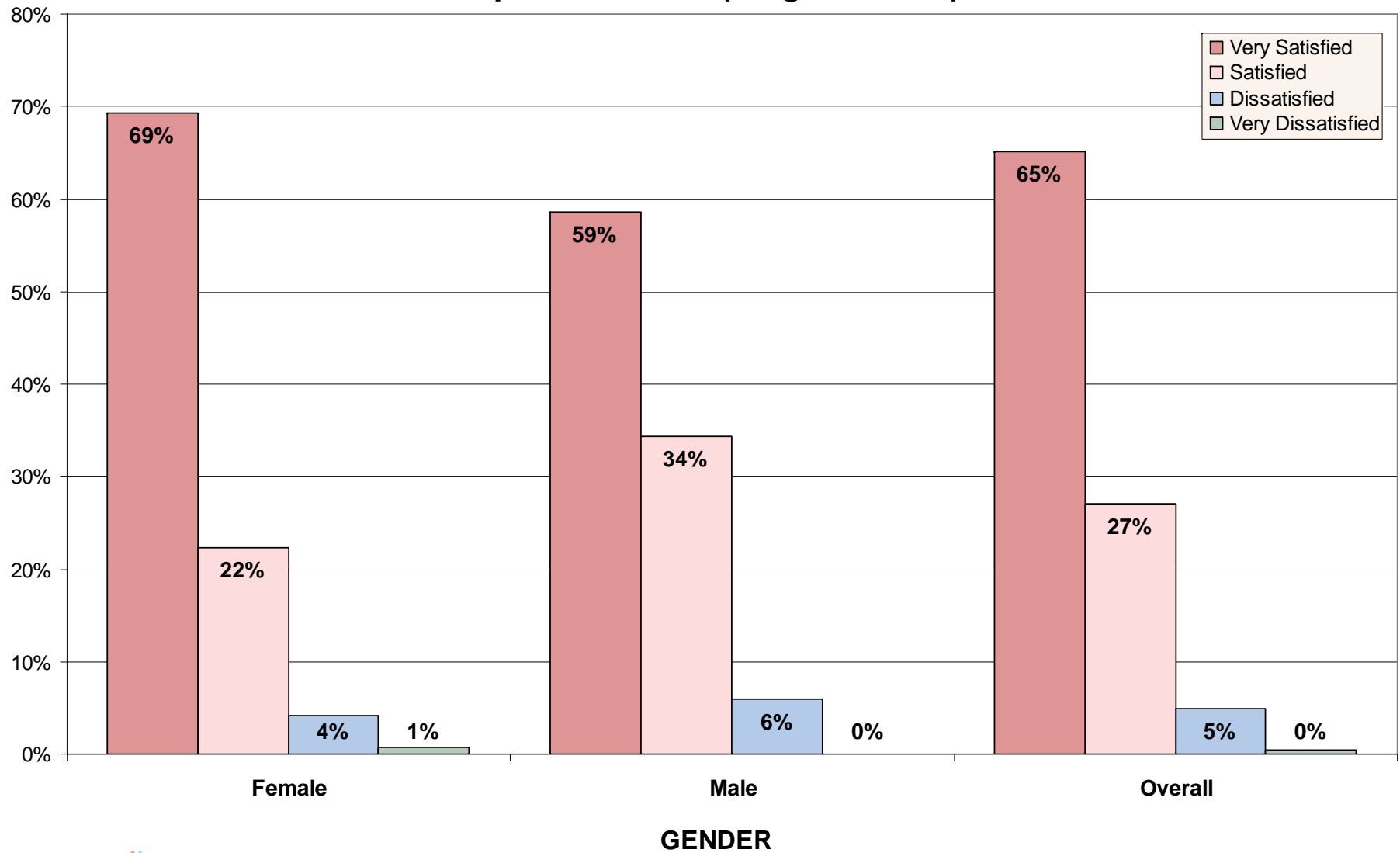
Q16. How would you rate the overall activities held on the weekend of September 3/4th (long weekend)?



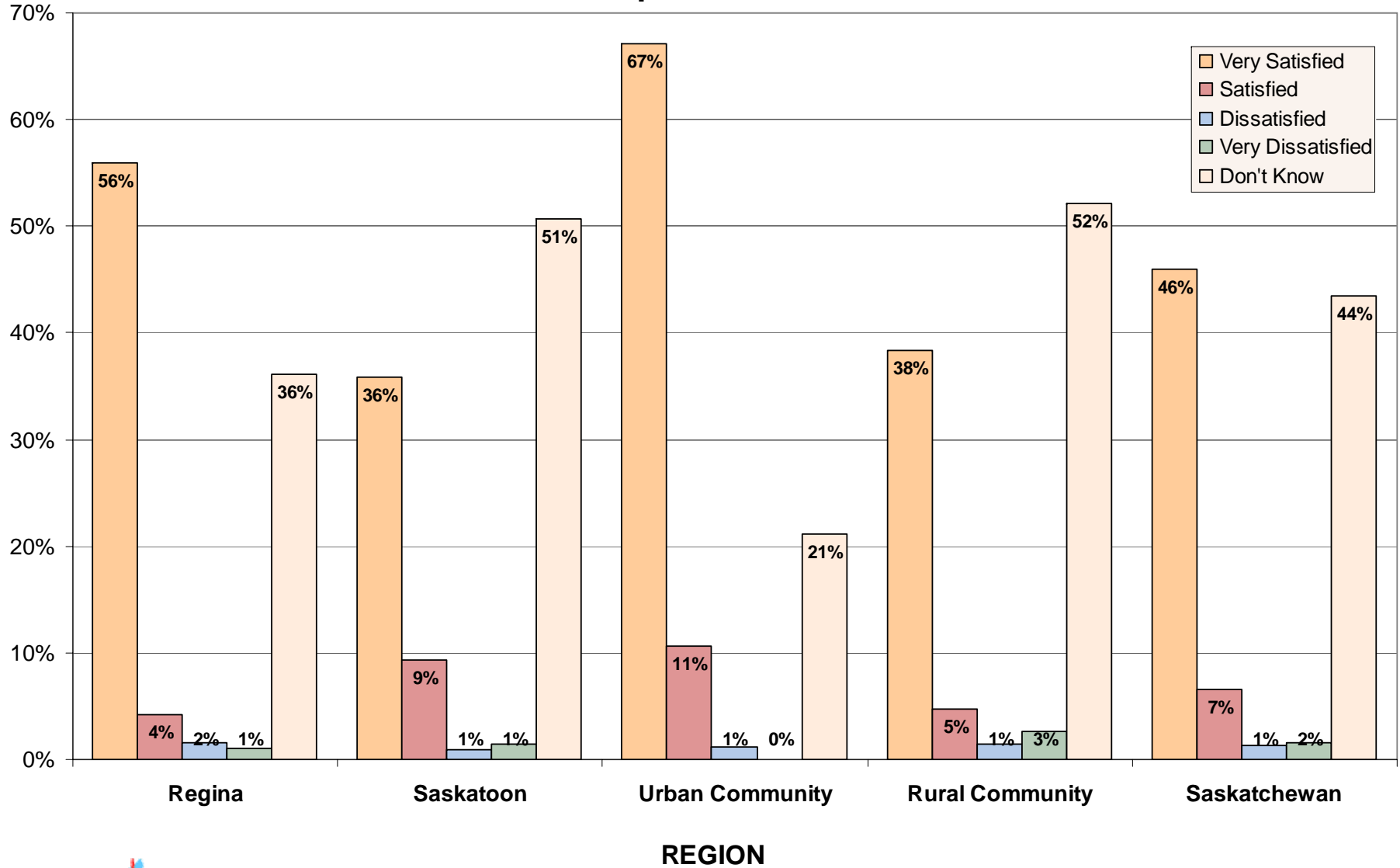
Q16. How would you rate the overall activities held on the weekend of September 3/4th (long weekend)?



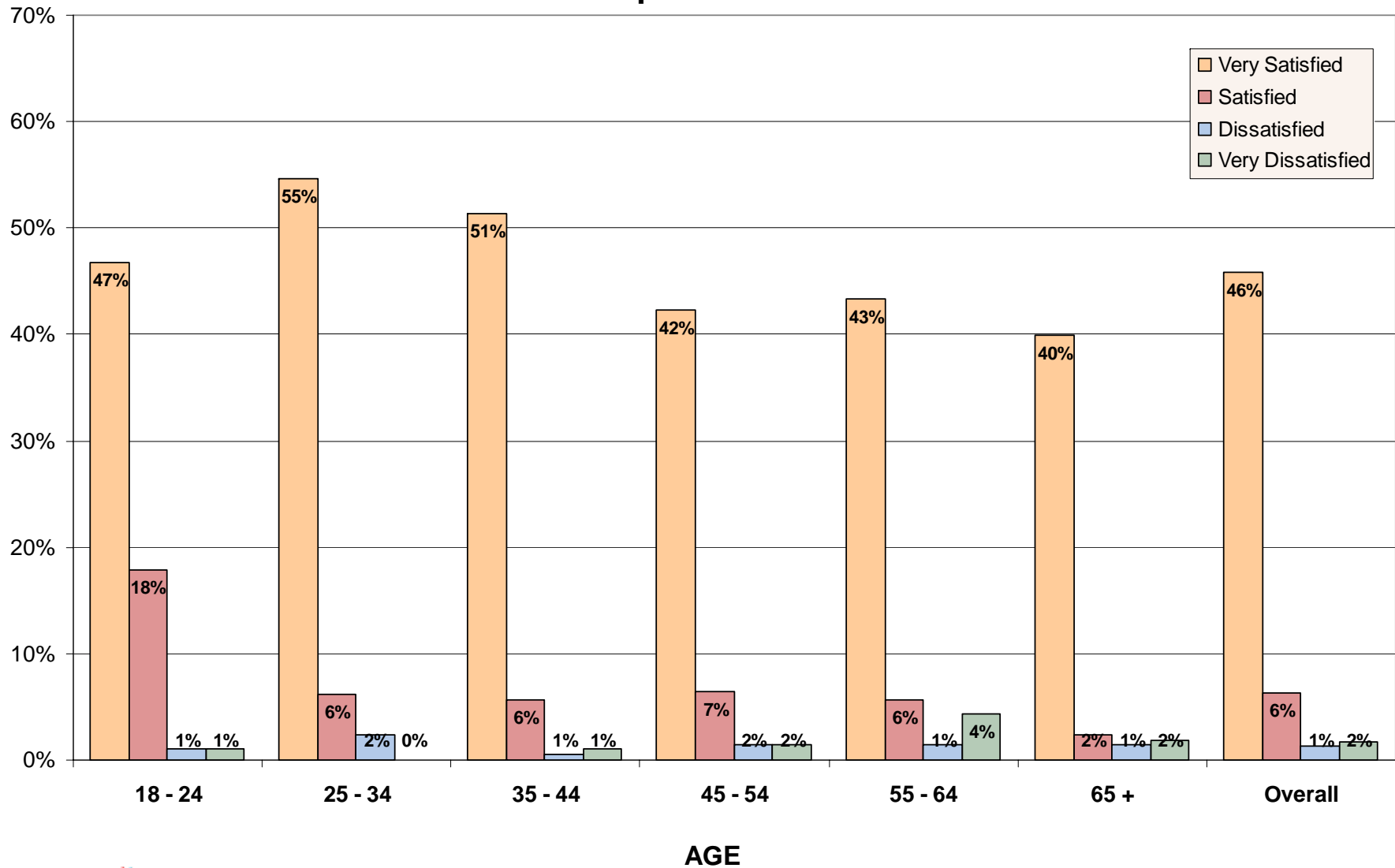
Q16. How would you rate the overall activities held on the weekend of September 3/4th (long weekend)?



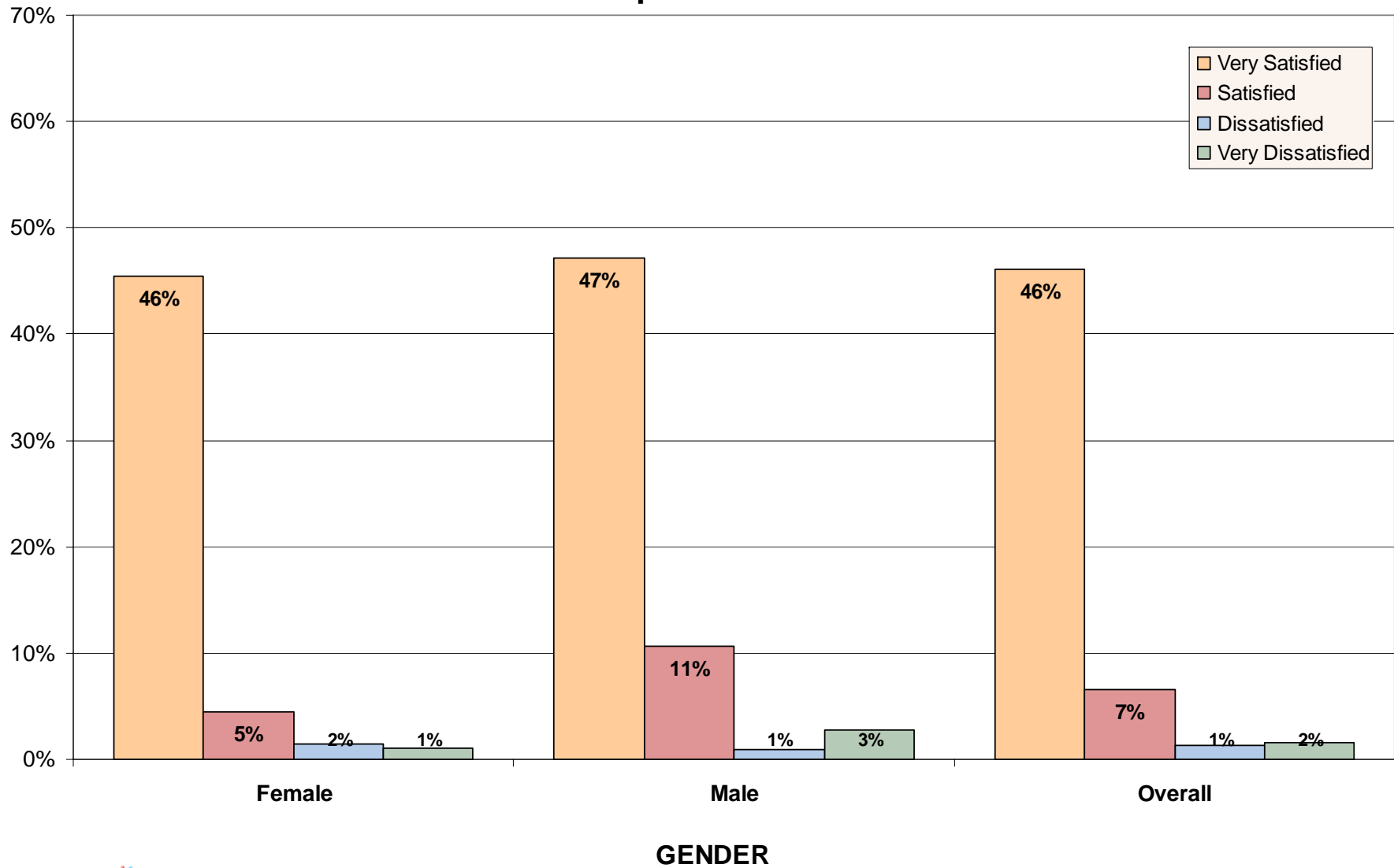
Q17. How would you rate the fireworks held on the evening of September 4th?



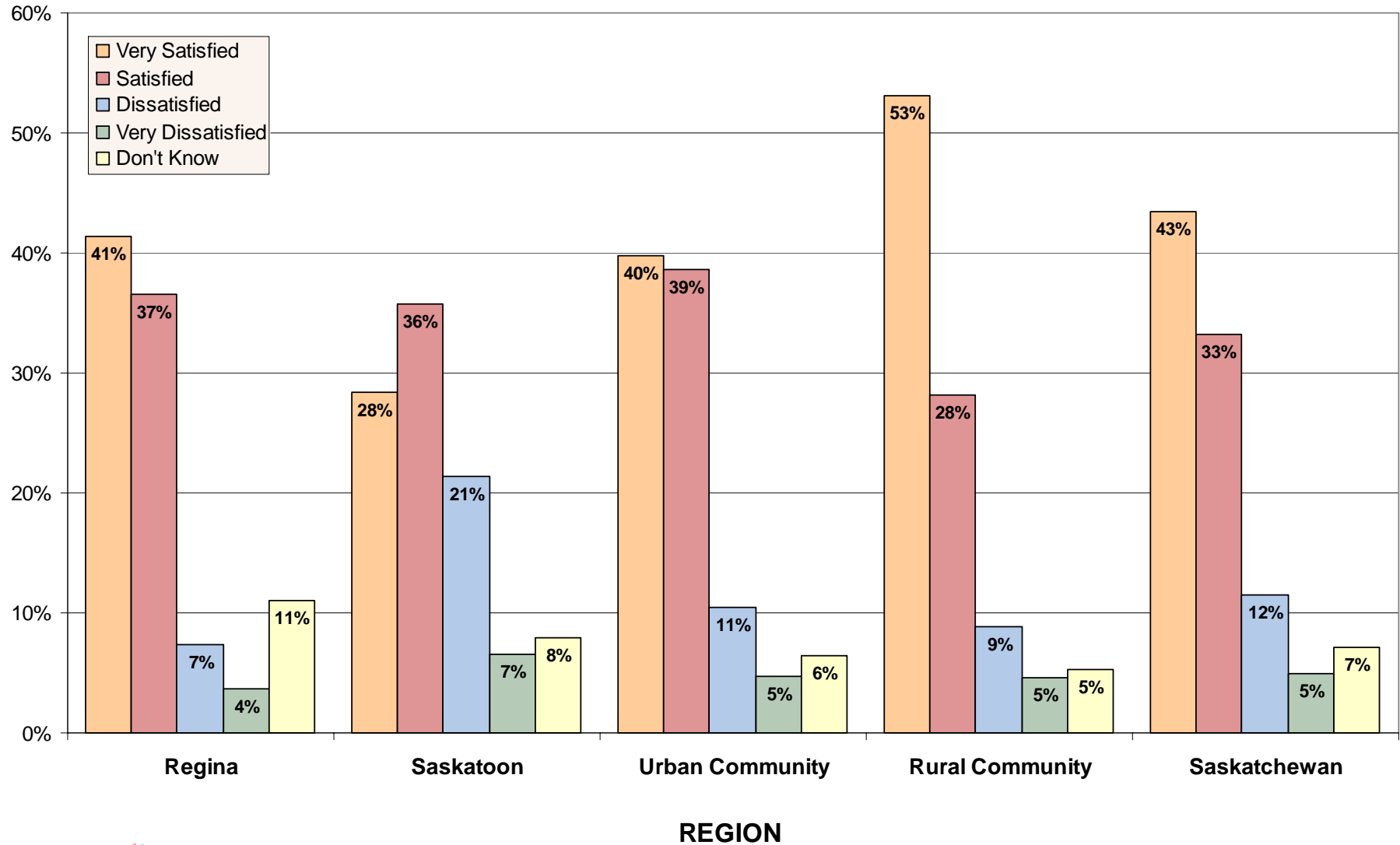
Q17. How would you rate the fireworks held on the evening of September 4th?



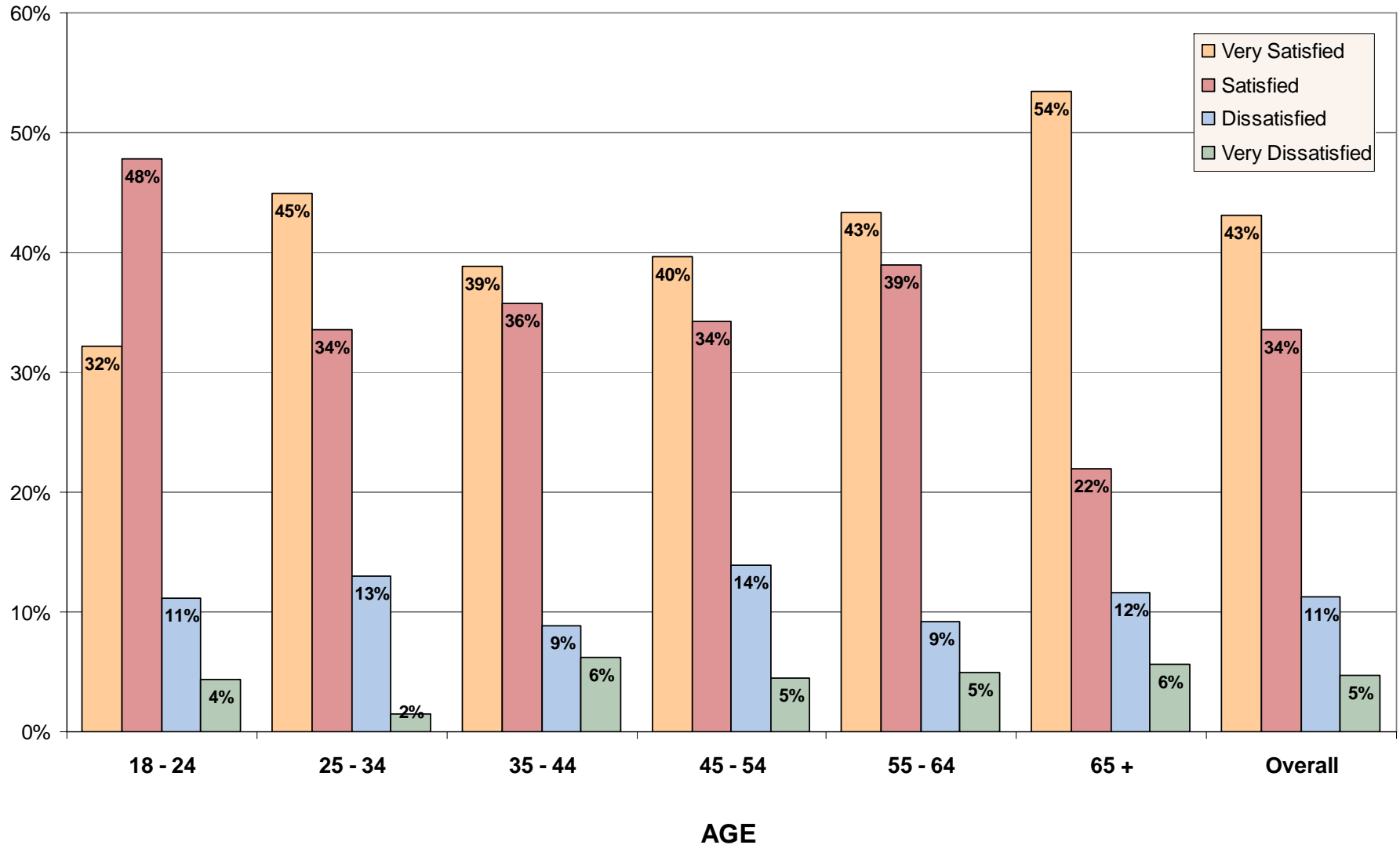
Q17. How would you rate the fireworks held on the evening of September 4th?



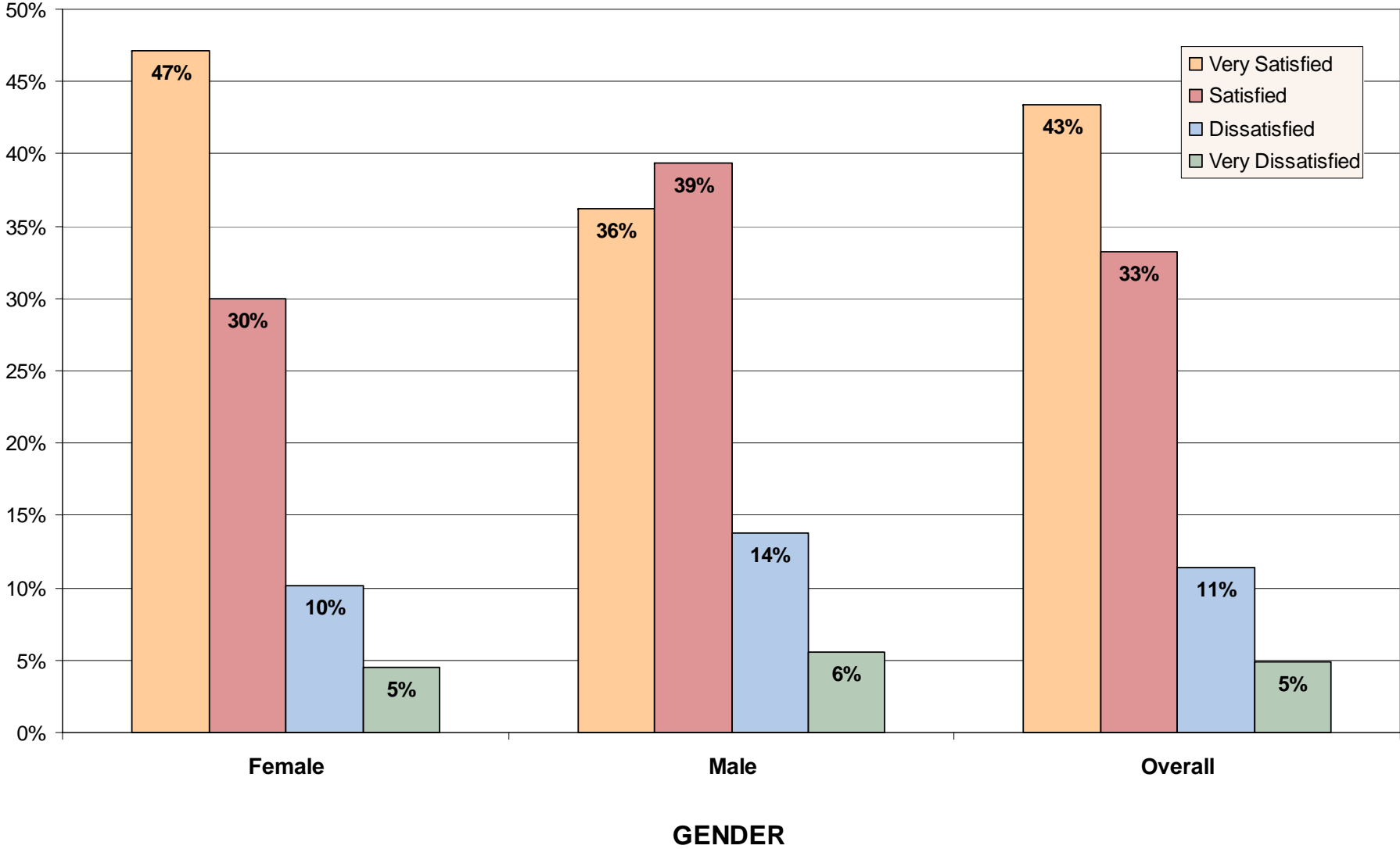
Q18. Remembering that Centennial Celebrations started January 2005, overall how satisfied are you with Centennial activities?



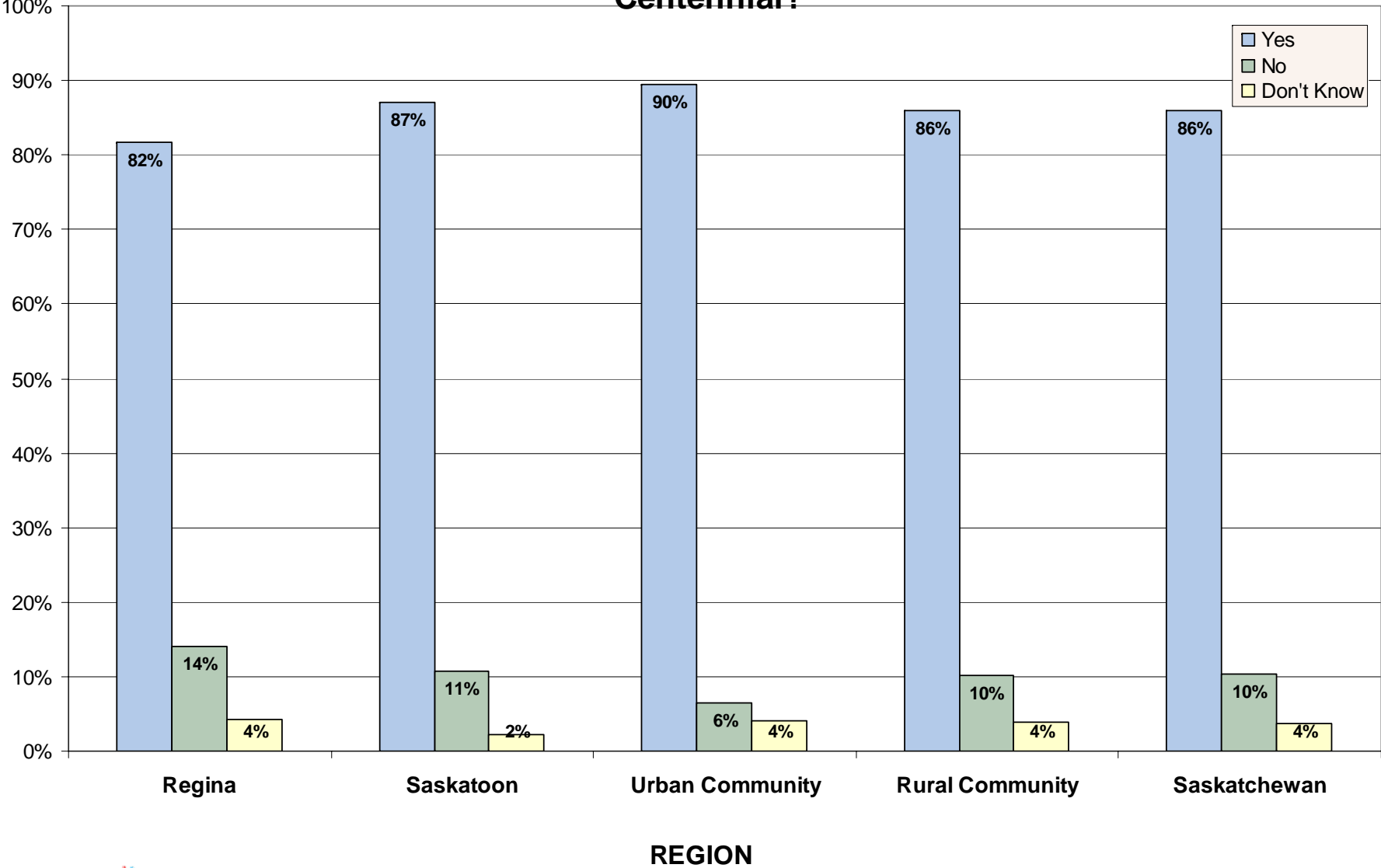
Q18. Remembering that Centennial Celebrations started January 2005, overall how satisfied are you with Centennial activities?



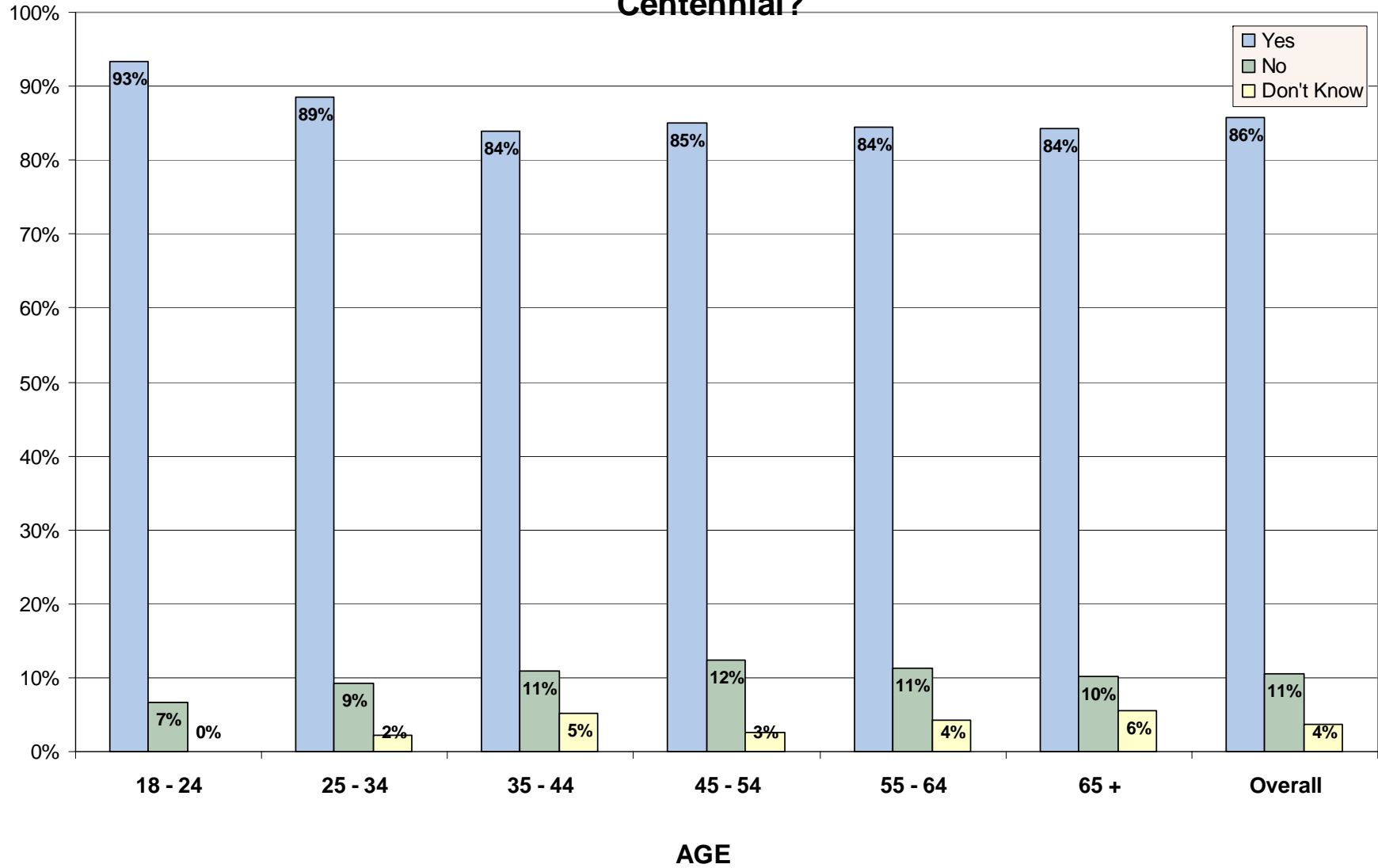
Q18. Remembering that Centennial Celebrations started January 2005, overall how satisfied are you with Centennial activities?



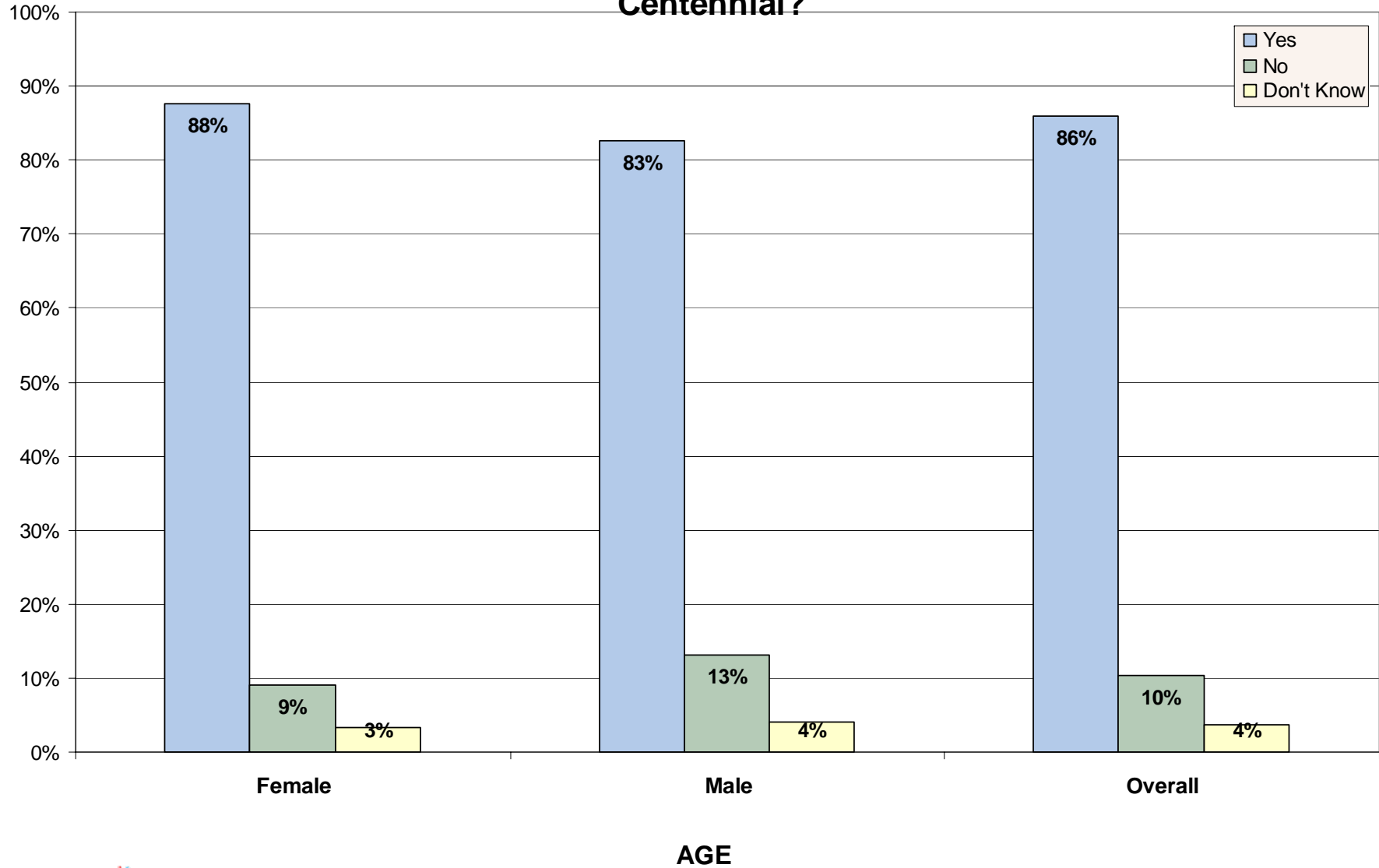
Q19. Is it important to continue carrying forward the spirit of Centennial?



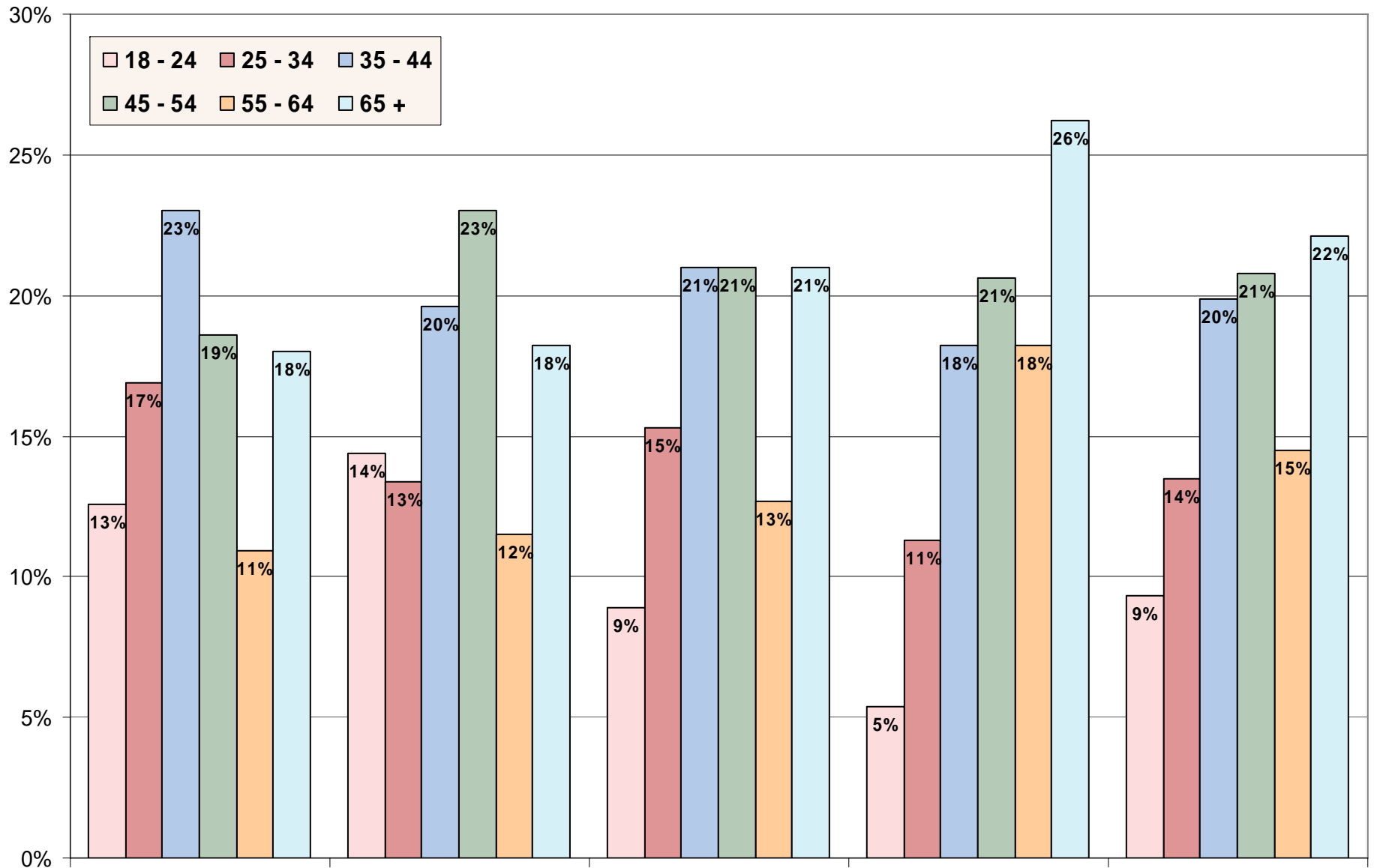
Q19. Is it important to continue carrying forward the spirit of Centennial?



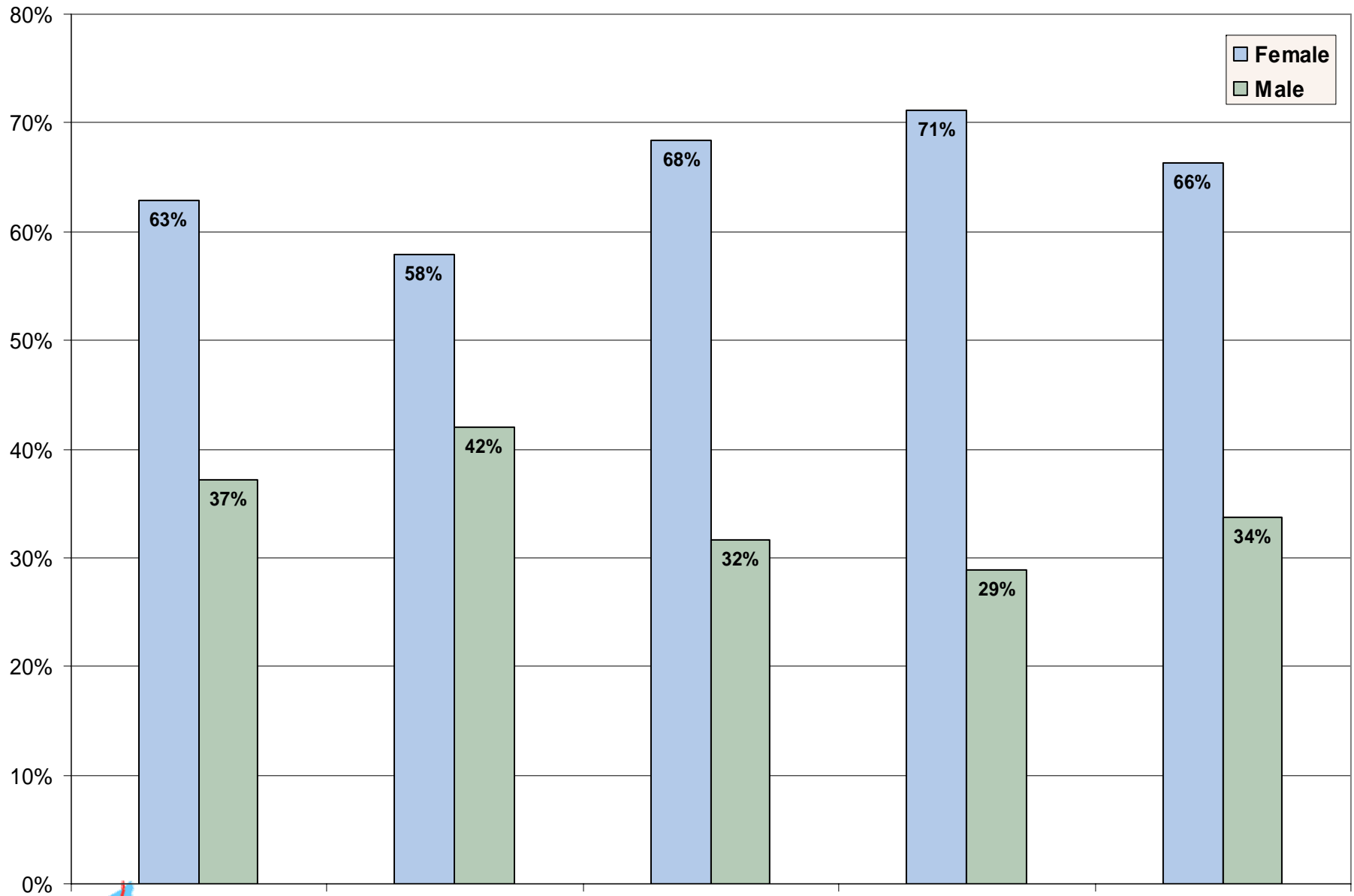
Q19. Is it important to continue carrying forward the spirit of Centennial?



Age Distribution by Region



Gender by Region



APPENDICES

Tables

Q1. The Centennial celebrations are helping to build pride in our province.

	Geo-Segments								Overall	
	Regina		Saskatoon		Urban Community		Rural Community		Count	%
	Count	%	Count	%	Count	%	Count	%		
Very Dissatisfied	10	5%	8	4%	6	4%	20	5%	44	4%
Dissatisfied	22	12%	39	18%	23	14%	67	16%	151	15%
Satisfied	70	37%	87	41%	49	29%	112	26%	318	32%
Very Satisfied	89	47%	80	37%	92	54%	232	54%	493	49%
Don't Know			1	0%	1	1%	2	0%	4	0%
Total Response	191	100%	215	100%	171	100%	433	100%	1010	100%
Average Scores	8.1		7.8		8.2		8.2		8.1	

	Age Group										Overall			
	18 - 24		25 - 34		35 - 44		45 - 54		55 - 64		65 +		Count	%
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%		
Very Satisfied	36	40%	61	47%	88	46%	94	47%	61	43%	133	62%	473	49%
Satisfied	37	41%	48	37%	69	36%	64	32%	48	34%	42	20%	308	32%
Dissatisfied	17	19%	15	12%	21	11%	36	18%	24	17%	32	15%	145	15%
Very Dissatisfied			6	5%	12	6%	8	4%	8	6%	8	4%	42	4%
Don't Know			1	1%	3	2%							4	0%
Total Response	90	100%	131	100%	193	100%	202	100%	141	100%	215	100%	972	100%

	Gender				Overall	
	Female		Male		Count	%
	Count	%	Count	%		
Very Satisfied	364	54%	129	38%	493	49%
Satisfied	199	30%	118	35%	317	31%
Dissatisfied	78	12%	73	22%	151	15%
Very Dissatisfied	26	4%	18	5%	44	4%
Don't Know	2	0%	2	1%	4	0%
Total Response	669	100%	340	100%	1009	100%

Q2. I feel positive about Saskatchewan and it's future.

	Geo-Segments								Total	
	Regina		Saskatoon		Urban Community		Rural Community			
	Count	%	Count	%	Count	%	Count	%	Count	%
Very Dissatisfied	13	7%	16	7%	16	9%	48	11%	93	9%
Dissatisfied	41	22%	47	22%	36	21%	102	24%	226	22%
Satisfied	79	41%	89	41%	58	34%	125	29%	351	35%
Very Satisfied	58	30%	63	29%	60	35%	156	36%	337	33%
Don't Know					1	1%	2	1%	3	0%
Total Response	191	100%	215	100%	171	100%	433	100%	1010	100%
Average Scores	7.4		7.2		7.2		7.2		7.2	

	Age Group										Overall			
	18 - 24		25 - 34		35 - 44		45 - 54		55 - 64		65 +			
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Very Satisfied	33	37%	33	25%	54	28%	58	29%	44	31%	98	46%	320	33%
Satisfied	33	37%	53	41%	74	38%	83	41%	46	33%	51	24%	340	35%
Dissatisfied	21	23%	33	25%	48	25%	43	21%	33	23%	41	19%	219	23%
Very Dissatisfied	3	3%	12	9%	16	8%	17	8%	18	13%	24	11%	90	9%
Don't Know					1	1%	1	1%			1	1%	3	0%
Total Response	90	100%	131	100%	193	100%	202	100%	141	100%	215	100%	972	100%

	Gender				Overall	
	Female		Male			
	Count	%	Count	%	Count	%
Very Satisfied	241	36%	96	28%	337	33%
Satisfied	225	34%	125	37%	350	35%
Dissatisfied	149	22%	77	23%	226	22%
Very Dissatisfied	52	8%	41	12%	93	9%
Don't Know	2	0%	1	0%	3	0%
Total Response	669	100%	340	100%	1009	100%

Q3. The Centennial celebrations make me feel more positive about Saskatchewan and its future.

	Geo-Segments								Total	
	Regina		Saskatoon		Urban Community		Rural Community		Count	%
	Count	%	Count	%	Count	%	Count	%		
Very Dissatisfied	19	10%	21	10%	13	8%	47	11%	100	10%
Dissatisfied	45	24%	74	34%	43	25%	111	26%	273	27%
Satisfied	69	36%	65	30%	55	32%	128	30%	317	31%
Very Satisfied	57	30%	53	25%	58	34%	146	34%	314	31%
Don't Know	1	1%	2	1%	2	1%	1	0%	6	1%
Total Response	191	100%	215	100%	171	100%	433	100%	1010	100%
Average Scores	7.0		6.7		7.2		7.1		7.0	

	Age Group										Overall			
	18 - 24		25 - 34		35 - 44		45 - 54		55 - 64		65 +		Count	%
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%		
Very Satisfied	30	33%	35	27%	48	25%	49	24%	41	29%	96	45%	299	31%
Satisfied	34	38%	50	38%	66	34%	71	35%	34	24%	50	23%	305	31%
Dissatisfied	18	20%	38	29%	55	29%	61	30%	44	31%	49	23%	265	27%
Very Dissatisfied	6	7%	8	6%	23	12%	21	10%	22	16%	17	8%	97	10%
Don't Know	2	2%			1	1%					3	1%	6	1%
Total Response	90	100%	131	100%	193	100%	202	100%	141	100%	215	100%	972	100%

	Gender				Overall	
	Female		Male		Count	%
	Count	%	Count	%		
Very Satisfied	223	33%	91	27%	314	31%
Satisfied	216	32%	101	30%	317	31%
Dissatisfied	164	25%	108	32%	272	27%
Very Dissatisfied	62	9%	38	11%	100	10%
Don't Know	4	1%	2	1%	6	1%
Total Response	669	100%	340	100%	1009	100%



Q4. The Provincial Government's role in celebrating the Centennial is bringing attention to Saskatchewan's achievements.

	Geo-Segments								Total	
	Regina		Saskatoon		Urban Community		Rural Community			
	Count	%	Count	%	Count	%	Count	%	Count	%
Very Dissatisfied	17	9%	22	10%	15	9%	55	13%	109	11%
Dissatisfied	42	22%	60	28%	31	18%	116	27%	249	25%
Satisfied	87	46%	78	36%	68	40%	143	33%	376	37%
Very Satisfied	42	22%	52	24%	51	30%	108	25%	253	25%
Don't Know	2	1%	3	1%	6	4%	11	3%	22	2%
Not Applicable	1	1%							1	0%
Total Response	191	100%	215	100%	171	100%	433	100%	1010	100%
Average Scores	7.0		6.8		7.2		6.8		6.9	

	Age Group										Overall			
	18 - 24		25 - 34		35 - 44		45 - 54		55 - 64		65 +			
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Very Satisfied	20	22%	35	27%	46	24%	41	20%	28	20%	67	31%	237	24%
Satisfied	46	51%	50	38%	78	40%	81	40%	51	36%	57	27%	363	37%
Dissatisfied	16	18%	39	30%	38	20%	54	27%	41	29%	56	26%	244	25%
Very Dissatisfied	6	7%	6	5%	26	14%	22	11%	17	12%	28	13%	105	11%
Don't Know	2	2%	1	1%	5	3%	4	2%	4	3%	7	3%	23	2%
Total Response	90	100%	131	100%	193	100%	202	100%	141	100%	215	100%	972	100%

	Gender				Overall	
	Female		Male			
	Count	%	Count	%	Count	%
Very Satisfied	177	27%	76	22%	253	25%
Satisfied	263	39%	113	33%	376	37%
Dissatisfied	148	22%	100	29%	248	25%
Very Dissatisfied	59	9%	50	15%	109	11%
Don't Know	22	3%	1	0%	23	2%
Total Response	669	100%	340	100%	1009	100%



Q5. The Centennial celebrations are increasing my knowledge about future opportunities in Saskatchewan

	Geo-Segments								Total	
	Regina		Saskatoon		Urban Community		Rural Community		Count	%
	Count	%	Count	%	Count	%	Count	%		
Very Dissatisfied	44	23%	48	22%	31	18%	96	22%	219	22%
Dissatisfied	75	39%	81	38%	57	33%	145	34%	358	35%
Satisfied	44	23%	57	27%	58	34%	112	26%	271	27%
Very Satisfied	27	14%	27	13%	25	15%	74	17%	153	15%
Don't Know	1	1%	2	1%			6	1%	9	1%
Total Response	191	100%	215	100%	171	100%	433	100%	1010	100%
Average Scores	5.6		5.6		6.0		5.8		5.7	

	Age Group										Overall			
	18 - 24		25 - 34		35 - 44		45 - 54		55 - 64		65 +		Count	%
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%		
Very Satisfied	15	17%	19	15%	22	11%	18	9%	14	10%	50	23%	138	14%
Satisfied	26	29%	38	29%	46	24%	49	24%	38	27%	63	29%	260	27%
Dissatisfied	35	39%	46	35%	70	36%	91	45%	51	36%	59	27%	352	36%
Very Dissatisfied	14	16%	28	21%	54	28%	43	21%	36	26%	38	18%	213	22%
Don't Know					1	1%	1	1%	2	1%	5	2%	9	1%
Total Response	90	100%	131	100%	193	100%	202	100%	141	100%	215	100%	972	100%

	Gender				Overall	
	Female		Male		Count	%
	Count	%	Count	%		
Very Satisfied	111	17%	42	12%	153	15%
Satisfied	192	29%	78	23%	270	27%
Dissatisfied	232	35%	126	37%	358	36%
Very Dissatisfied	127	19%	92	27%	219	22%
Don't Know	7	1%	2	1%	9	1%
Total Response	669	100%	340	100%	1009	100%

Q6. Overall, Saskatchewan is a great place in which to live, work and do business.

	Geo-Segments								Total	
	Regina		Saskatoon		Urban Community		Rural Community		Count	%
	Count	%	Count	%	Count	%	Count	%		
Very Dissatisfied	6	3%	9	4%	8	5%	33	8%	56	6%
Dissatisfied	28	15%	41	19%	24	14%	55	13%	148	15%
Satisfied	64	34%	68	32%	45	26%	107	25%	284	28%
Very Satisfied	93	49%	94	44%	94	55%	237	55%	518	51%
Don't Know			2	1%			1	0%	3	0%
Not Applicable			1	1%					1	0%
Total Response	191	100%	215	100%	171	100%	433	100%	1010	100%
Average Scores	8.0		7.8		8.1		8.0		8.0	

	Age Group										Overall			
	18 - 24		25 - 34		35 - 44		45 - 54		55 - 64		65 +		Count	%
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%		
Very Satisfied	40	44%	62	47%	92	48%	94	47%	70	50%	135	63%	493	51%
Satisfied	38	42%	42	32%	61	32%	59	29%	36	26%	43	20%	279	29%
Dissatisfied	10	11%	22	17%	26	14%	38	19%	23	16%	24	11%	143	15%
Very Dissatisfied	2	2%	5	4%	11	6%	11	5%	12	9%	12	6%	53	6%
Don't Know					3	2%					1	1%	4	0%
Total Response	90	100%	131	100%	193	100%	202	100%	141	100%	215	100%	972	100%

	Gender				Overall	
	Female		Male		Count	%
	Count	%	Count	%		
Very Satisfied	372	56%	146	43%	518	51%
Satisfied	178	27%	105	31%	283	28%
Dissatisfied	84	13%	64	19%	148	15%
Very Dissatisfied	33	5%	23	7%	56	6%
Don't Know	2	0%	2	1%	4	0%
Total Response	669	100%	340	100%	1009	100%

Q7. Have you participated in any individual, family or community Centennial activities?

	Geo-Segments								Total	
	Regina		Saskatoon		Urban Community		Rural Community		Count	%
	Count	%	Count	%	Count	%	Count	%		
Yes	132	69%	125	58%	125	73%	333	77%	715	71%
No	58	30%	90	42%	45	26%	99	23%	292	29%
Don't Know /Not Applicable	1	1%			1	1%	1	0%	3	0%
Total Response	191	100%	215	100%	171	100%	433	100%	1010	100%

	Age Group												Overall	
	18 - 24		25 - 34		35 - 44		45 - 54		55 - 64		65 +		Count	%
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%		
Yes	55	61%	95	73%	139	72%	150	74%	106	75%	146	68%	691	71%
No	34	38%	36	28%	53	28%	52	26%	34	24%	69	32%	278	29%
Don't Know /Not Applicable	1	1%			1	1%			1	1%			3	0%
Total Response	90	100%	131	100%	193	100%	202	100%	141	100%	215	100%	972	100%

	Gender				Overall	
	Female		Male		Count	%
	Count	%	Count	%		
Yes	482	72%	232	68%	714	71%
No	184	28%	108	32%	292	29%
Don't Know /Not Applicable	3	0%			3	0%
Total Response	669	100%	340	100%	1009	100%

Q8. Have you been involved in the planning of any Centennial activities?

	Geo-Segments								Total	
	Regina		Saskatoon		Urban Community		Rural Community		Count	%
	Count	%	Count	%	Count	%	Count	%		
Yes	18	9%	21	10%	24	14%	105	24%	168	17%
No	173	91%	193	90%	147	86%	328	76%	841	83%
Don't Know /Not Applicable			1	1%					1	0%
Total Response	191	100%	215	100%	171	100%	433	100%	1010	100%

	Age Group												Overall	
	18 - 24		25 - 34		35 - 44		45 - 54		55 - 64		65 +		Count	%
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%		
Yes	4	4%	17	13%	29	15%	33	16%	36	26%	43	20%	162	17%
No	86	96%	113	86%	164	85%	169	84%	105	75%	172	80%	809	83%
Don't Know /Not Applicable			1	1%									1	0%
Total Response	90	100%	131	100%	193	100%	202	100%	141	100%	215	100%	972	100%

	Gender				Overall	
	Female		Male		Count	%
	Count	%	Count	%		
Yes	119	18%	48	14%	167	17%
No	549	82%	292	86%	841	83%
Don't Know /Not Applicable	1	0%			1	0%
Total Response	669	100%	340	100%	1009	100%

Q9. Do you intend to participate in any future Centennial activities?

	Geo-Segments								Total	
	Regina		Saskatoon		Urban Community		Rural Community		Count	%
	Count	%	Count	%	Count	%	Count	%		
Yes	91	48%	114	53%	84	49%	223	52%	512	51%
No	74	39%	70	33%	47	28%	153	35%	344	34%
Don't Know /Not Applicable	26	14%	31	14%	40	23%	57	13%	154	15%
Total Response	191	100%	215	100%	171	100%	433	100%	1010	100%

	Age Group										Overall			
	18 - 24		25 - 34		35 - 44		45 - 54		55 - 64		65 +		Count	%
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%		
Yes	64	71%	84	64%	95	49%	102	51%	55	39%	90	42%	490	50%
No	20	22%	31	24%	62	32%	70	35%	69	49%	82	38%	334	34%
Don't Know /Not Applicable	6	7%	16	12%	36	19%	30	15%	17	12%	43	20%	148	15%
Total Response	90	100%	131	100%	193	100%	202	100%	141	100%	215	100%	972	100%

	Gender				Overall	
	Female		Male		Count	%
	Count	%	Count	%		
Yes	332	50%	180	53%	512	51%
No	226	34%	117	34%	343	34%
Don't Know /Not Applicable	111	17%	43	13%	154	15%
Total Response	669	100%	340	100%	1009	100%

Q10. Do you recall seeing or hearing advertisements promoting the Saskatchewan centennial?

	Geo-Segments								Total	
	Regina		Saskatoon		Urban Community		Rural Community		Count	%
	Count	%	Count	%	Count	%	Count	%		
Yes	182	95%	204	95%	164	96%	413	95%	963	95%
No	6	3%	11	5%	5	3%	18	4%	40	4%
Don't Know /Not Applicable	3	2%			2	1%	2	1%	7	1%
Total Response	191	100%	215	100%	171	100%	433	100%	1010	100%

	Age Group												Overall	
	18 - 24		25 - 34		35 - 44		45 - 54		55 - 64		65 +		Count	%
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%		
Yes	82	91%	124	95%	181	94%	202	100%	137	97%	206	96%	932	96%
No	7	8%	5	4%	12	6%			3	2%	7	3%	34	4%
Don't Know /Not Applicable	1	1%	2	2%					1	1%	2	1%	6	1%
Total Response	90	100%	131	100%	193	100%	202	100%	141	100%	215	100%	972	100%

	Gender				Overall	
	Female		Male		Count	%
	Count	%	Count	%		
Yes	644	96%	318	94%	962	95%
No	20	3%	20	6%	40	4%
Don't Know /Not Applicable	5	1%	2	1%	7	1%
Total Response	669	100%	340	100%	1009	100%

Q11. What was the primary source that you used to get information on Centennial activities?

	Geo-Segments								Total	
	Regina		Saskatoon		Urban Community		Rural Community		Count	%
	Count	%	Count	%	Count	%	Count	%		
Website	9	5%	12	6%	7	4%	12	3%	40	4%
Television	85	45%	100	47%	73	43%	172	40%	430	43%
Radio	22	12%	31	14%	37	22%	76	18%	166	16%
Paper	50	26%	49	23%	39	23%	116	27%	254	25%
Family/friends	15	8%	11	5%	6	4%	29	7%	61	6%
Other	10	5%	12	6%	9	5%	28	7%	59	6%
Total Response	191	100%	215	100%	171	100%	433	100%	1010	100%

	Age Group										Overall			
	18 - 24		25 - 34		35 - 44		45 - 54		55 - 64		65 +		Count	%
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%		
Website	2	2%	7	5%	16	8%	8	4%	1	1%	2	1%	36	4%
Television	33	37%	49	37%	69	36%	99	49%	65	46%	98	46%	413	43%
Radio	23	26%	29	22%	35	18%	29	14%	18	13%	26	12%	160	17%
Paper	14	16%	26	20%	44	23%	53	26%	47	33%	66	31%	250	26%
Family/friends	9	10%	13	10%	16	8%	4	2%	7	5%	10	5%	59	6%
Other	9	10%	7	5%	13	7%	9	5%	3	2%	13	6%	54	6%
Total Response	90	100%	131	100%	193	100%	202	100%	141	100%	215	100%	972	100%

	Gender				Overall	
	Female		Male		Count	%
	Count	%	Count	%		
Website	25	4%	15	4%	40	4%
Television	293	44%	137	40%	430	43%
Radio	98	15%	68	20%	166	17%
Paper	178	27%	76	22%	254	25%
Family/friends	40	6%	21	6%	61	6%
Other	35	5%	23	7%	58	6%
Total Response	669	100%	340	100%	1009	100%

Q12. Do you recall the Saskatchewan Centennial Campaign theme "100 Years of Heart"?

	Geo-Segments								Total	
	Regina		Saskatoon		Urban Community		Rural Community		Count	%
	Count	%	Count	%	Count	%	Count	%		
Yes	158	83%	164	76%	123	72%	316	73%	761	75%
No	30	16%	44	21%	42	25%	109	25%	225	22%
Don't Know /Not Applicable	3	2%	7	3%	6	4%	8	2%	24	2%
Total Response	191	100%	215	100%	171	100%	433	100%	1010	100%

	Age Group										Overall			
	18 - 24		25 - 34		35 - 44		45 - 54		55 - 64		65 +		Count	%
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%		
Yes	74	82%	110	84%	148	77%	150	74%	95	67%	156	73%	733	75%
No	14	16%	20	15%	41	21%	49	24%	42	30%	50	23%	216	22%
Don't Know /Not Applicable	2	2%	1	1%	4	2%	3	2%	4	3%	9	4%	23	2%
Total Response	90	100%	131	100%	193	100%	202	100%	141	100%	215	100%	972	100%

	Gender				Overall	
	Female		Male		Count	%
	Count	%	Count	%		
Yes	524	78%	236	69%	760	75%
No	129	19%	96	28%	225	22%
Don't Know /Not Applicable	16	2%	8	2%	24	2%
Total Response	669	100%	340	100%	1009	100%

Q13. Do you feel the theme was authentic and that Saskatchewan people could relate to it?

	Geo-Segments								Total	
	Regina		Saskatoon		Urban Community		Rural Community		Count	%
	Count	%	Count	%	Count	%	Count	%		
Yes	152	80%	170	79%	121	71%	326	75%	769	76%
No	17	9%	21	10%	14	8%	25	6%	77	8%
Don't Know /Not Applicable	22	12%	24	11%	36	21%	82	19%	164	16%
Total Response	191	100%	215	100%	171	100%	433	100%	1010	100%

	Age Group												Overall	
	18 - 24		25 - 34		35 - 44		45 - 54		55 - 64		65 +		Count	%
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%		
Yes	77	86%	110	84%	154	80%	151	75%	98	70%	153	71%	743	76%
No	7	8%	9	7%	11	6%	15	7%	12	9%	16	7%	70	7%
Don't Know /Not Applicable	6	7%	12	9%	28	15%	36	18%	31	22%	46	21%	159	16%
Total Response	90	100%	131	100%	193	100%	202	100%	141	100%	215	100%	972	100%

	Gender				Overall	
	Female		Male		Count	%
	Count	%	Count	%		
Yes	530	79%	238	70%	768	76%
No	39	6%	38	11%	77	8%
Don't Know /Not Applicable	100	15%	64	19%	164	16%
Total Response	669	100%	340	100%	1009	100%

Q15. Did you participate in the celebrations on the Sept 3/4 weekend (long weekend)?

	Geo-Segments								Total	
	Regina		Saskatoon		Urban Community		Rural Community		Count	%
	Count	%	Count	%	Count	%	Count	%		
Yes	109	57%	93	43%	104	61%	169	39%	475	47%
No	82	43%	122	57%	66	39%	262	61%	532	53%
Don't Know /Not Applicable					1	1%	2	1%	3	0%
Total Response	191	100%	215	100%	171	100%	433	100%	1010	100%

	Age Group											Overall		
	18 - 24		25 - 34		35 - 44		45 - 54		55 - 64		65 +		Count	%
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%		
Yes	55	61%	70	53%	100	52%	95	47%	60	43%	71	33%	451	46%
No	35	39%	61	47%	92	48%	107	53%	81	57%	144	67%	520	54%
Don't Know /Not Applicable					1	1%							1	0%
Total Response	90	100%	131	100%	193	100%	202	100%	141	100%	215	100%	972	100%

	Gender				Overall	
	Female		Male		Count	%
	Count	%	Count	%		
Yes	288	43%	187	55%	475	47%
No	378	57%	153	45%	531	53%
Don't Know /Not Applicable	3	0%			3	0%
Total Response	669	100%	340	100%	1009	100%

Q16. How would you rate the overall activities held on the weekend of September 3/4th (long weekend)?

	Geo-Segments								Total	
	Regina		Saskatoon		Urban Community		Rural Community			
	Count	%	Count	%	Count	%	Count	%	Count	%
Very Dissatisfied			1	1%			1	1%	2	0%
Dissatisfied	4	4%	10	11%	4	4%	5	3%	23	5%
Satisfied	27	25%	29	31%	33	32%	39	23%	128	27%
Very Satisfied	75	69%	52	56%	64	62%	117	70%	308	65%
Don't Know	3	3%	1	1%	2	2%	6	4%	12	3%
Total Response	109	100%	93	100%	103	100%	168	100%	473	100%
Average Scores	8.6		8.2		8.8		8.4		8.5	

	Age Group											Overall		
	18 - 24		25 - 34		35 - 44		45 - 54		55 - 64		65 +			
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Very Satisfied	24	44%	44	64%	69	69%	62	65%	39	65%	55	79%	293	65%
Satisfied	25	46%	21	30%	24	24%	24	25%	16	27%	11	16%	121	27%
Dissatisfied	5	9%	2	3%	4	4%	5	5%	2	3%	3	4%	21	5%
Very Dissatisfied					1	1%					1	1%	2	0%
Don't Know	1	2%	2	3%	2	2%	4	4%	3	5%			12	3%
Total Response	55	100%	69	100%	100	100%	95	100%	60	100%	70	100%	449	100%

	Gender				Overall	
	Female		Male			
	Count	%	Count	%	Count	%
Very Satisfied	199	69%	109	59%	308	65%
Satisfied	64	22%	64	34%	128	27%
Dissatisfied	12	4%	11	6%	23	5%
Very Dissatisfied	2	1%			2	0%
Don't Know	10	4%	2	1%	12	3%
Total Response	287	100%	186	100%	473	100%

Q17. How would you rate the fireworks held on the evening of September 4th?

	Geo-Segments								Total	
	Regina		Saskatoon		Urban Community		Rural Community			
	Count	%	Count	%	Count	%	Count	%	Count	%
Very Dissatisfied	2	1%	3	1%			11	3%	16	2%
Dissatisfied	3	2%	2	1%	2	1%	6	1%	13	1%
Satisfied	8	4%	20	9%	18	11%	20	5%	66	7%
Very Satisfied	107	56%	77	36%	114	67%	165	38%	463	46%
Don't Know	69	36%	109	51%	36	21%	224	52%	438	44%
Not Applicable	2	1%	4	2%			4	1%	10	1%
Total Response	191	100%	215	100%	170	100%	430	100%	1006	100%
Average Scores	9.4		9.0		9.5		9.1		9.2	

	Age Group												Overall	
	18 - 24		25 - 34		35 - 44		45 - 54		55 - 64		65 +			
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Very Dissatisfied	42	47%	71	55%	99	51%	85	42%	61	43%	85	40%	443	46%
Dissatisfied	16	18%	8	6%	11	6%	13	7%	8	6%	5	2%	61	6%
Satisfied	1	1%	3	2%	1	1%	3	2%	2	1%	3	1%	13	1%
Very Satisfied	1	1%			2	1%	3	2%	6	4%	4	2%	16	2%
Don't Know	29	32%	47	36%	79	41%	94	47%	63	45%	113	53%	425	44%
Not Applicable	1	1%	1	1%	1	1%	3	2%	1	1%	3	1%	10	1%
Total Response	90	100%	130	100%	193	100%	201	100%	141	100%	213	100%	968	100%

	Gender				Overall	
	Female		Male			
	Count	%	Count	%	Count	%
Very Dissatisfied	303	46%	160	47%	463	46%
Dissatisfied	30	5%	36	11%	66	7%
Satisfied	10	2%	3	1%	13	1%
Very Satisfied	7	1%	9	3%	16	2%
Don't Know	310	47%	127	38%	437	44%
Not Applicable	6	1%	4	1%	10	1%
Total Response	666	100%	339	100%	1005	100%

Q18. Remembering that Centennial Celebrations started January 2005, overall how satisfied are you with Centennial activities?

	Geo-Segments								Total	
	Regina		Saskatoon		Urban Community		Rural Community		Count	%
	Count	%	Count	%	Count	%	Count	%		
Very Dissatisfied	7	4%	14	7%	8	5%	20	5%	49	5%
Dissatisfied	14	7%	46	21%	18	11%	38	9%	116	12%
Satisfied	70	37%	77	36%	66	39%	122	28%	335	33%
Very Satisfied	79	41%	61	28%	68	40%	230	53%	438	43%
Don't Know	21	11%	17	8%	11	6%	23	5%	72	7%
Total Response	191	100%	215	100%	171	100%	433	100%	1010	100%
Average Scores	8.2		7.2		7.9		8.3		8.0	

	Age Group										Overall			
	18 - 24		25 - 34		35 - 44		45 - 54		55 - 64		65 +		Count	%
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%		
Very Dissatisfied	29	32%	59	45%	75	39%	80	40%	61	43%	115	54%	419	43%
Dissatisfied	43	48%	44	34%	69	36%	69	34%	55	39%	47	22%	327	34%
Satisfied	10	11%	17	13%	17	9%	28	14%	13	9%	25	12%	110	11%
Very Satisfied	4	4%	2	2%	12	6%	9	5%	7	5%	12	6%	46	5%
Don't Know	4	4%	9	7%	20	10%	16	8%	5	4%	16	7%	70	7%
Total Response	90	100%	131	100%	193	100%	202	100%	141	100%	215	100%	972	100%

	Gender				Overall	
	Female		Male		Count	%
	Count	%	Count	%		
Very Dissatisfied	315	47%	123	36%	438	43%
Dissatisfied	201	30%	134	39%	335	33%
Satisfied	68	10%	47	14%	115	11%
Very Satisfied	30	5%	19	6%	49	5%
Don't Know	55	8%	17	5%	72	7%
Total Response	669	100%	340	100%	1009	100%

Q19. Is it important to continue carrying forward the spirit of Centennial?

	Geo-Segments								Total	
	Regina		Saskatoon		Urban Community		Rural Community		Count	%
	Count	%	Count	%	Count	%	Count	%		
Yes	156	82%	187	87%	153	90%	372	86%	868	86%
No	27	14%	23	11%	11	6%	44	10%	105	10%
Don't Know /Not Applicable	8	4%	5	2%	7	4%	17	4%	37	4%
Total Response	191	100%	215	100%	171	100%	433	100%	1010	100%

	Age Group												Overall	
	18 - 24		25 - 34		35 - 44		45 - 54		55 - 64		65 +		Count	%
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%		
Yes	84	93%	116	89%	162	84%	172	85%	119	84%	181	84%	834	86%
No	6	7%	12	9%	21	11%	25	12%	16	11%	22	10%	102	11%
Don't Know /Not Applicable			3	2%	10	5%	5	3%	6	4%	12	6%	36	4%
Total Response	90	100%	131	100%	193	100%	202	100%	141	100%	215	100%	972	100%

	Gender				Overall	
	Female		Male		Count	%
	Count	%	Count	%		
Yes	586	88%	281	83%	867	86%
No	60	9%	45	13%	105	10%
Don't Know /Not Applicable	23	3%	14	4%	37	4%
Total Response	669	100%	340	100%	1009	100%

Age

	Geo-Segments								Total	
	Regina		Saskatoon		Urban Community		Rural Community			
	Count	%	Count	%	Count	%	Count	%	Count	%
18 - 24	23	13%	30	14%	14	9%	23	5%	90	9%
25 - 34	31	17%	28	13%	24	15%	48	11%	131	14%
35 - 44	42	23%	41	20%	33	21%	77	18%	193	20%
45 - 54	34	19%	48	23%	33	21%	87	21%	202	21%
55 - 64	20	11%	24	12%	20	13%	77	18%	141	15%
65 +	33	18%	38	18%	33	21%	111	26%	215	22%
Total Response	183	100%	209	100%	157	100%	423	100%	972	100%

Gender

	Geo-Segments								Total	
	Regina		Saskatoon		Urban Community		Rural Community			
	Count	%	Count	%	Count	%	Count	%	Count	%
F - Female	120	63%	124	58%	117	68%	308	71%	669	66%
M - Male	71	37%	90	42%	54	32%	125	29%	340	34%
Total Response	191	100%	214	100%	171	100%	433	100%	1009	100%

Survey Instrument