

November 5, 2007 (Saskatoon, SK)

Poll shows slight lead for the Saskatchewan Party in Saskatoon

It had been widely speculated that Saskatoon could be a battleground in this year's provincial election. Due to the city's economic and population growth since the last provincial election; it is unknown which way the city will vote.

On October 11 2007 Insightrix released the first round of polling in the Saskatoon ridings. On November 4 2007, only days away from the election, Insightrix conducted a comparison poll, plotting the change in voting preferences. The results of this second poll are detailed below.

This second poll was comprised of 800 Saskatoon residents that were contacted by telephone and the data was weighted to ensure an appropriate representation of Saskatoon residents by age and gender categories. With the weighting factor, we have a 95% confidence interval of ± 4.25 percentage points, which means that percentages given are accurate within 4.25 percentage points of the population figures 19 times out of 20. The results show that Saskatchewan Party has a slight lead in Saskatoon.

Summary of Overall Results

- 16.6% of respondents are undecided and are not leaning toward one party, while 72.8% have decided on who they will vote for. The remaining 10.6% are leaning toward a party but have not made a final decision.
 - Just prior to the election being called, 26% of respondents were undecided and 62.3% were decided. The remaining 13.7% were leaning toward a party but had not made a final decision.
- 45.0% of the decided vote (includes those who are leaning towards) plan to vote for the Sask Party.
 - In the previous study, 39.4% of the decided vote (includes those who were leaning towards) planned to vote for the Saskatchewan Party.
- 36.7% of the decided vote (includes those who are leaning towards) plan to vote for the NDP.
 - In the previous study, 33.6% of the decided vote (includes those who were leaning towards) planned to vote for the NDP.
- The gap between the Sask Party and the NDP appears to have increased slightly from the previous study but we cannot conclude this increase is statistical significance.
- 12.9% of the decided vote (includes those who are leaning towards) plan to vote for the Liberal Party.
 - In the previous study, 16.1% of the decided vote (includes those who were leaning towards) planned to vote for the Liberal Party.
- 3.7% of the decided vote (includes those who are leaning towards) plan to vote for the Green Party.
 - In the previous study, 5.9% of the decided (includes those who were leaning towards) planned to vote for the Green Party.
- 1.7% of the decided vote (includes those who are leaning towards) plan to vote for another party.
 - In the previous study, 4.7% of the decided voters (includes those who were leaning towards) planned to vote for another party.

Demographic Analysis

Overall decided vote:

- ❖ **Sask Party – 45%**
- ❖ NDP – 36.7%
- ❖ Liberal Party – 12.9%
- ❖ Other – 5.2%

By Gender:

Male decided vote:

- ❖ **Sask Party – 49.2%**
- ❖ NDP – 30.5%
- ❖ Liberal Party – 14.2%
- ❖ Other – 6.2%

Female decided vote:

- ❖ Sask Party – 40.5%
- ❖ **NDP – 43.3%**
- ❖ Liberal Party – 11.6%
- ❖ Other – 4.5%

- ❖ Dramatic difference in voting tendencies by income. Support for the Sask Party increases from 26.8% of the decided vote for those with household incomes of less than \$30,000 to 60.5% for those with household incomes of \$120,000 or more.
- ❖ Support for the NDP decreases from 49.7% of the decided vote for those with household incomes of less than \$30,000 to 14.7% for those with household incomes of \$120,000 or more.

Results by Riding

Due to the small sample sizes of decided voters within each riding, only select comparisons can be made:

Ridings with strong lead by the Saskatchewan Party:

- ❖ Saskatoon Silver Springs
- ❖ Saskatoon Southeast

Ridings with strong lead by the NDP:

- ❖ Saskatoon Riversdale:

Ridings with the tightest race between the NDP and the Saskatchewan Party: (within 10 percentage points of each other)

- ❖ Saskatoon Eastview
- ❖ Saskatoon Greystone
- ❖ Saskatoon Massey
- ❖ Saskatoon Sutherland

Voter retention

- ❖ 93.2% of those who voted for the Sask Party in the last election plan to vote the same way. 2.7% plan to vote NDP, 2% plan to vote for Liberals, and 2% are undecided.
- ❖ 69.1% of those who voted for the NDP in the last election plan to vote the same way. 14% plan to vote for the Sask Party, 6.8% for the Liberals, 2.8% for the Green Party, .9% for another party and 6.5% are undecided.
- ❖ Only 49.9% of those who voted for the Liberal Party in the previous election plan to vote the same way. 26.8% plan to vote for the Sask Party, 12.5% for the NDP, 1.7% for the Green Party, and 9% are undecided.

Profile of the Undecided Voter

- ❖ More likely to be older
- ❖ Skewed female
- ❖ Tend to be lower income
- ❖ 60.7% claim to be very likely to vote
- ❖ However, 26.5% admit they did not vote in the last election, while another 37% say they cannot remember who they voted for and 17.8% refused to say who they voted for, leaving only 18.6% who indicated who they voted for in the last election. This suggests that many of the undecided voters are not dedicated voters and may not vote at all.
- ❖ 11.7% of undecided voters voted for the NDP in the previous election, while 4.0% voted for the Liberals and 2.2% voted for the Sask Party.

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