



NEWS RELEASE

For Immediate Release

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Infrastructure, health care top of mind target for surplus; Brad Bucks not so popular

August 28th, 2008 (Saskatoon, SK). A recent independent poll conducted by Insightrix Research indicates Saskatchewan residents would most commonly like government surplus spent on Infrastructure (48.6%) or Health Care (46.3%).

The poll, conducted by Insightrix Research, Inc. of Saskatoon was administered by telephone to a random and representative selection of 800 Saskatchewan residents between August 5th and August 13th, 2008. The results are considered accurate to within ± 3.5 percentage points, 19 times out of 20.

Survey respondents were asked what the funds should be spent on, without hearing suggestions from the interviewer. The most common top-of-mind suggestion is infrastructure (25.3% mentioned it first, and 48.6% mentioned it overall) which just edged out Health Care for most total mentions (21.7% mentioned Health Care first and 46.3% mentioned it overall). A cash rebate like the one in Alberta received mentions by just 3.9% of respondents overall, with 2.6% suggesting this first.

Debt repayment (19.8% gave first mention, 26.8% overall) and education (10.4% and 30.1% overall) were also suggested by more than one quarter of Saskatchewan residents. Less common answers include tax reduction, including both property and income tax (5.5% first mention, 14.1% overall) as well as housing (4.4% first, 9.8% overall).

The most commonly mentioned area overall among men is infrastructure (52.4% vs. 45.2% of women) and the top mention among women is health care (54.9% vs. 37.2% of men). Women were also more likely to mention education (38.5% vs. 20.9%) and housing needs (13.0% vs. 6.0%) compared to men.

The most common first mention among older respondents is provincial debt repayment (28.5% of those 55+ and 20.3% of those 35-54 vs. 8.8% of those 18-34). By contrast, young respondents were much more likely to mention education first (18.8% of those 18-34 compared to 8.6% and 5.7%).

About Inshtrix

Founded in 2001, Inshtrix Research Inc. is a full service market research firm that helps clients develop, administer and manage data collection and information strategies. From their office in Saskatoon, Inshtrix offers a comprehensive range of research services.

A total of 800 Saskatchewan residents were contacted by telephone between August 5th and August 13th, 2008. The data are weighted to ensure representation by age, gender and region categories. The margin of error associated with this sample size is ± 3.5 percentage points 19 times out of 20. Error rates of subgroupings of the sample will be larger.