



CJME / CKOM present
“The State of Saskatchewan”
Part 2 of 2 -- Embargo Release

– Do not release until Tuesday, November 10th, 2009 at 5:30 a.m. –

November 9th, 2009

A recent provincial poll commissioned by News Talk 650 CKOM & News Talk 980 CJME shows that seven in ten (71.2%) Saskatchewan residents support the use of private clinics to help reduce surgical wait times to less than three months

Another three quarters (73.8%) of Saskatchewan residents support construction of a nuclear reactor to develop medical isotopes.

November 9th, 2009 (Saskatoon, SK). A new online poll conducted by Inshightrix Research on behalf of CJME and CKOM radio shows that 71.2% of Saskatchewan residents either strongly support (34.5%) or somewhat support (36.7%) the use of private clinics to help reduce surgical wait times. This question was asked in response to the provincial government having recently set a target of reducing surgical wait times to less than three months. Nearly one quarter of residents (23.1%) either strongly oppose (12.0%) or somewhat oppose (11.0%) the idea, while 5.8% have no opinion.

Another three quarters (73.8%) either strongly support (40.4%) or somewhat support (33.4%) construction of a nuclear reactor to develop medical isotopes. In contrast, 16.4% oppose the idea (8.2% somewhat oppose, 8.2% strongly oppose). Nearly nine in ten (9.8%) have no opinion. Men (83.9%) are more likely to support the development than are women (64.3%). Those aged 18-34 years (66.0%) are less likely to support a nuclear medical isotopes facility in the province than their older counterparts (77.0% among those aged 35 years or more).

With respect to developing a nuclear power plant to generate electricity, 61.0% of residents support the idea (26.8% strongly support, 34.2% somewhat support). In contrast, three in ten (30.4%) either strongly oppose (19.1%) or somewhat oppose (11.3%) it. Men (71.9%) are more likely to support the building of a nuclear power plant to generate electricity than are women (50.8%).

Turning to other issues, nearly one half (47.4%) of Saskatchewan residents believe the highways in Saskatchewan are in better condition than they were five years ago (8.4% say 'much better', 39.0% say 'somewhat better'). Three in ten (31.4%) believe the highways are in about the same condition as they were five years ago while 17.1% believe they are in worse condition (7.0% 'a lot worse', 10.1% 'somewhat worse'). Those who live in southern Saskatchewan (excluding Regina) are more likely to state the highway conditions are a lot worse than those who live in Saskatoon or Regina (11.7% versus 3.4% and 3.1% respectively).

Finally, Saskatchewan residents are divided on the issue of building a new domed stadium in Regina. Specifically, 54.2% either strongly support (19.3%) or somewhat support (34.9%) the building while one third (33.0%) oppose it (16.5% strongly oppose, 16.5% somewhat oppose). The remaining 12.8% have no opinion. Males (58.6%) and those aged 18 to 54 years of age (59.0%) are more likely to support a new domed stadium than are females (50.1%) and those aged 55 years and older (44.7%). As anticipated, those living in Regina (66.2%) and in Southern Saskatchewan (59.7%) are more likely to support the building of a domed stadium than are those living in Saskatoon (41.2%) or northern Saskatchewan (46.2%).

Research Details

A total of 801 randomly selected SaskWatch Research™ panel members participated in the online research study between October 29th and November 2nd, 2009. Quotas were set by region to match the general population and the data are weighted by age and gender to match the general population of the province. As the research is conducted online, it is considered to be a non-probability proportion sample and therefore margins of error are not applicable.

About SaskWatch Research™

Insightrix developed the SaskWatch Research™ online market research panel in October 2007. The panel was (and is continuing to be) developed using high-quality techniques including telephone recruitment and referrals from existing panel members. Presently, there are over 6,500 panel members representing all regions of the province, and distributions of the general population. The panel membership closely matches the 2006 Census based on age, gender, household composition, household income and education. For more information, please visit: <http://saskwatch.insightrix.com>.

About Insightrix

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

About CJME and CKOM

News Talk 980 CJME and News Talk 650 CKOM are Saskatchewan's only news/talk radio stations. They are owned and operated by Rawlco Radio Ltd., Saskatchewan's largest radio broadcaster with 13 stations across the province.

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