



CJME / CKOM present
“The State of Saskatchewan”

Part 1 of 2 -- Embargo Release

– Do not release until Monday, November 9th, 2009 at 5:30 a.m. –

November 8th, 2009

A recent provincial poll commissioned by News Talk 980 CJME and News Talk 650 CKOM shows that three quarters (75.3%) of Saskatchewan residents approve of the Premier's performance. Dwain Lingenfelter's approval ratings fare much lower at 29.4%.

Residents believe province is 'on the right track' and 44.1% have positive outlook for provincial economy over the coming 12 months.

November 8th, 2009 (Saskatoon, SK). A new online poll conducted by Inshtrix Research on behalf of CJME and CKOM radio shows that 75.3% of Saskatchewan residents either strongly approve (35.1%) or somewhat approve (40.2%) of Brad Wall's performance as Premier of the province. Only 16.0% either somewhat disapprove (8.9%) or strongly disapprove (7.0%) of his performance. Fully 8.7% do not have an opinion on the matter. These findings are consistent with an independent online poll conducted by Inshtrix Research in June 2009, where 73.7% of respondents approve of the Premier's performance.

Approval ratings for the provincial NDP Leader, Dwain Lingenfelter, are considerably lower, with only 3.4% of residents strongly approving of his performance as provincial Opposition Leader and one quarter (25.9%) somewhat approving (a total of 29.4%). Close to one half (45.8%) disapprove of his performance either strongly (25.3%) or somewhat (20.4%), while 24.9% do not have an opinion.

Men are more likely to strongly approve of the Premier's performance than are women (38.6% versus 31.8% respectively). Further, approval ratings for Brad Wall increase with age.

Further to this, if a provincial election were held today, 48.5% indicate they would vote for the Saskatchewan Party. Only 16.7% would vote for the provincial NDP, while the provincial Green Party and Liberal Party would gain votes from less than one in twenty residents (4.1% and 3.1% respectively). Fully 14.8% are undecided and 8.2% state that they prefer not to name the Party for which they would vote.

Two thirds (66.6%) of decided voters (named a specific Party) said they would support the Saskatchewan Party, 23.0% for the NDP, 5.7% for the Green Party and 4.2% for the provincial Liberals. This is in contrast to the 2007 election where the popular vote was at 50.92% for the Saskatchewan Party and 37.24% for the NDP.

Finally, when asked whether Brad Wall or Dwain Lingenfelter would make a better Premier of the province. Six in ten selected the current Premier (60.7%), compared to 13.3% who named Dwain Lingenfelter. One quarter 25.9% said they don't know who would be better at the job.

Despite strong approval ratings for the Premier, ratings for how well the province's finances have been managed are somewhat less. Specifically, 49.9% of Saskatchewan residents believe the provincial government has done an excellent job (9.4%) or good job (40.5%) in managing the province's finances. However, one third (33.6%) feel the provincial government has done a fair job and another 9.6% report they have done a poor job on this front (43.2% in total).

Turning to the economy, three quarters (75.9%) of Saskatchewan residents believe our province is 'on the right track'. Less than 1 in 10 (8.9%) believe it is 'on the wrong track' and 15.3% are unsure. Further, 83.7% believe the Saskatchewan economy is doing better than the rest of Canada (21.0% 'much better', 62.7% 'somewhat better'), and another 13.0% believe it is about same as the rest of Canada. Only 2.0% believe our economy is worse off than the rest of the country.

In addition, outlooks for the provincial economy are positive. Fully 44.1% believe the provincial economy is going to improve within the next 12 months. Another 40.8% believe it will remain the same and only 10.7% believe it will get worse. 4.4% were unsure.

More to Come...

Stay tuned for Part 2 of "The State of Saskatchewan" – to be released tomorrow. Part 2 will address support for various issues including nuclear power, a new domed stadium in Regina, and the use of private clinics to reduce medical wait times, among other items.

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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