



NEWS RELEASE

For Immediate Release

For further information contact:
Corrin Harper, CEO
Insightrix Research, Inc.
Tel: 306.657.5640 x 222
Fax: 306.384.5655
Email: charper@insightrix.com
Web: www.insightrix.com

Brad Wall's Approval Ratings Strong yet Saskatchewan Residents wait to see action...

A majority of Saskatchewan residents support the government's decision to propose the Public Service Essential Services Act

January 15, 2008 (Saskatoon, SK). An independent political poll conducted with 818 Saskatchewan residents show strong approval for Brad Wall, with six-in-ten replying they somewhat or strongly approve of his performance as recently elected premier (59.9%).

The poll, conducted by Insightrix Research, Inc. of Saskatoon was administered by telephone to a random selection of Saskatchewan residents from January 8 to 13, 2008 and is accurate to within ± 3.4 percentage points, 19 times out of 20.

More than one quarter strongly approve of Saskatchewan's new leader (27.3%) and a further one third somewhat approve (32.6%) for a total approval of 59.9%. One in five somewhat or strongly disapprove (18.4%) with the remainder undecided (21.7%). Former premier Lorne Calvert garnered somewhat positive ratings, with more than one half saying they strongly or somewhat approve of his performance as leader of the opposition (50.8%) and one third saying they strongly or somewhat disapprove (35.1%) with the remaining 14.1% being undecided.

Saskatchewanians with annual household income of \$120 000 or more and those with children under the age of 18 in the household are more likely to somewhat or strongly approve of Brad Wall's performance. Those more likely to

somewhat or strongly approve of Lorne Calvert's performance include women and those who are members of a trade union.

When asked how good of a job the new government is doing, seven-in-ten gave "good" or "fair" ratings. Specifically, 42.5% commented they are doing either an 'excellent job' (8.7%) or 'good job' (33.9%). A similar proportion (44.2%) believe the new government is doing a 'fair job' (36.0%) or 'poor job' (8.2%). A further 13.3% are unsure.

Those who believe the Saskatchewan party is doing a poor job are more likely to cite reasons regarding labour issues (21.4%) and government spending (21.0%). On the other hand, fulfilling election promises (28.9%) and economic growth (23.5%) are most commonly mentioned by those who believe the Saskatchewan Party is doing an excellent job since taking office. However, a total of 39.5% of all respondents either had no comment or believe it is too early to say whether the government is doing a good job or a bad job. This suggests Saskatchewan residents are waiting to see actions taken by the government prior to making a determination of the government's performance.

Slightly more than one half of Saskatchewan Residents (55.4%) are aware of the Public Services Essential Services Act proposed by the Saskatchewan party. Further, two-thirds of Saskatchewan residents (67.3%) either strongly support (38.4%) or somewhat support (28.9%) the government's decision to propose this Act. Two-in-ten (20.2%) oppose the government's decision to bring forth this Act and a remaining 12.4% had no comment on the issue.

Those more likely to strongly support the government's decision to introduce the Act include males and respondents with annual household incomes over \$120,000. Those more likely to strongly oppose the Act include respondents who are members of a trade union and those who disapprove of Brad Wall's performance as premier of the province.

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 818 Saskatchewan residents were contacted by telephone. The data are weighted to ensure representation by age, gender and region categories. The margin of error associated with this sample size is ± 3.4 percentage points 19 times out of 20. Error rates of subgroupings will be larger.