
SUMMARY OF RESULTS

SASKATCHEWAN ELECTION SURVEY
FOR
THE CANADIAN BROADCASTING CORPORATION



CONFIDENTIAL

October 27, 2003

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THE RACE FOR THE PREMIER'S OFFICE IS TOO CLOSE TO CALL

NDP at 42%, Saskatchewan Party at 39% and Liberals at 18%

Monday, October 27, 2003 – Almost four years after the last election, and three-quarters of the election campaign done, it would appear that the Saskatchewan election will be determined by a handful of key ridings. According to a CBC-commissioned province-wide poll released today, the provincial electorate is divided on who they will choose as the next Premier of Saskatchewan on November the 5th.

Forty-two percent of Saskatchewan residents across the province say they will be voting for Lorne Calvert's NDP while 39% say they will vote for Elwin Hermanson's Saskatchewan Party. The Liberal Party, led by David Karwacki, comes in third with 18%.

The Sample Size:

The poll was conducted October 20-26 with 800 randomly selected Saskatchewan households and posed the question: "If the provincial election was held today, and you had to make a choice, who would you vote for in your local riding? Would it be Lorne Calvert's NDP? Elwin Hermanson's Saskatchewan Party? Or David Kawwacki's Liberal Party?" [Note: options were randomized]

The data was collected from all regions and was weighted to reflect the province's demographic and regional make-up. The margin-of-error for a completed sample of 800 is considered to be +/- 3.5%, nineteen times out of twenty (and is larger when looking at specific sub-groupings).

In order to increase the reliability of the results for the City of Saskatoon, a special booster sample of an additional 250 interviews above the general 800 interviews was applied. When combined with the provincial results, the booster enables the study to have a total of 400 Saskatoon households surveyed. The Saskatoon sub-Sample (N=400) has a margin-of-error of 4.9%, nineteen times out of twenty. The Saskatoon "over-sample" is included in the province-wide sample, but is weighted back to accurately reflect the regional demographic provincial population.

Detailed Results

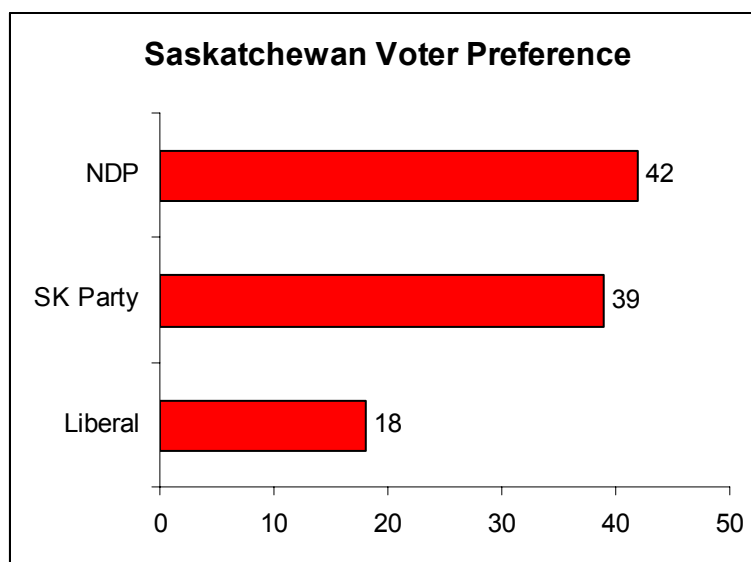
Does Saskatchewan Need A Change?

While support might be divided between the two main parties, there is a strong sense among respondents that Saskatchewan needs a change in their provincial government. 66% of respondents say that a change is needed (of which about two-thirds of this group say that they are VERY certain that a change is needed). Only 27% say that NO change in government is needed.

		Party Preference		
	Totals	NDP	Sask. Party	Liberal Party
Change is Needed	66%	28%	94%	87%
No Change Needed	27%	66%	4%	11%
Dnk/Refused	7%	6%	2%	2%

Committed Voter Preference

Among those interviewed across the province and who had a preference, 42% of the electorate report that they have decided or are leaning towards re-electing the NDP. 39% say they support the Saskatchewan Party while the Liberals are mired at 18% (1% report they are voting for a party that is not one of the three major parties).



Overall, 15% say that they remain undecided while 4% either refused or said that they do not plan to cast their ballot.

How Solid Is the Support?

Among those who say they have made a choice for the upcoming election, the NDP and Saskatchewan Party supporters appear to be the least “swayable”. Liberal Party supporters, on the other hand, are less certain about their party of choice and should this support move to either of the two other parties, may prove to be a factor in the coming election. This is shown in the table below:

	Party Preference		
	NDP	Sask. Party	Liberal Party
Very Certain	62%	60%	37%
Somewhat Certain	24%	28%	42%
Somewhat Uncertain	9%	6%	16%
Very Uncertain	2%	5%	5%

Committed Vote - Age & Gender

In terms of demographic variables (age and gender) here are a few findings:

- In terms of gender and age categories, there does not appear to be much of a difference how males and females are voting. They show virtually no difference between how they plan to vote.
- Age categories and party preference are provided on the table below:

	Totals	Gender		Age		
		Male	Female	18 - 34	35 - 54	55 +
NDP	42%	42%	42%	37%	43%	46%
SK Party	39%	40%	38%	40%	37%	41%
Liberal	18%	16%	19%	22%	19%	12%

Committed Vote - The Urban-Rural Split

- The NDP remains the front runner among city residents with 48% supporting the NDP compared to 31% who say they are supporting the Saskatchewan Party.
- The Saskatchewan Party remains strong in the rural areas. 46% of those outside the cities of Regina and Saskatoon say they are voting for the Saskatchewan Party.

	Totals	Community Size				Area of Province		
		Farm	Rural Non-Farm	Village/Town	City	Saskatoon	Regina	Rest of Province
NDP	42%	25%	27%	44%	48%	44%	50%	39%
SK Party	39%	60%	47%	43%	31%	35%	24%	46%
Liberal	18%	15%	24%	12%	20%	19%	25%	14%

Who Would Make the Best Premier?

- Three out of ten (31%) respondents say that Lorne Calvert would make the best Premier for the next four years.
- 23% believe that Elwin Hermanson would make the best Premier
- David Karwacki garners 14% who believe that he would be the best Premier for the province.
- There is some transference between parties, with Liberals being more prone to prefer Lorne Calvert as a leader, compared to Elwin Hermanson.

	Totals	Party Preference		
		NDP	Sask. Party	Liberal Party
Lorne Calvert	31%	73%	2%	14%
Elwin Hermanson	23%	3%	66%	3%
David Karwacki	14%	7%	6%	61%
None	7%	4%	5%	6%
Dnk/Refused	25%	13%	20%	16%

Who Would Do the Best Job in Different Policy Areas?

Voters were asked to say which parties they thought would do the best job in a number of social and economic policy areas. The Saskatchewan Party scores well in terms of the economy and rural issues while the NDP does well with social and health-related areas, as well as Aboriginal issues. The party ratings in terms of public opinion are provided below:

	Which Party Would Do Best Job? (% Of Respondents)		
Issue	NDP	Sask. Party	Liberal Party
Promoting Economic Growth	26%	41%	14%
Addressing Rural Concerns	25%	47%	9%
Providing Quality Health Care	44%	26%	10%
Providing Quality Education	37%	28%	13%
Assuring Social Programs are in Place	48%	22%	10%
Addressing Aboriginal Issues	35%	20%	12%

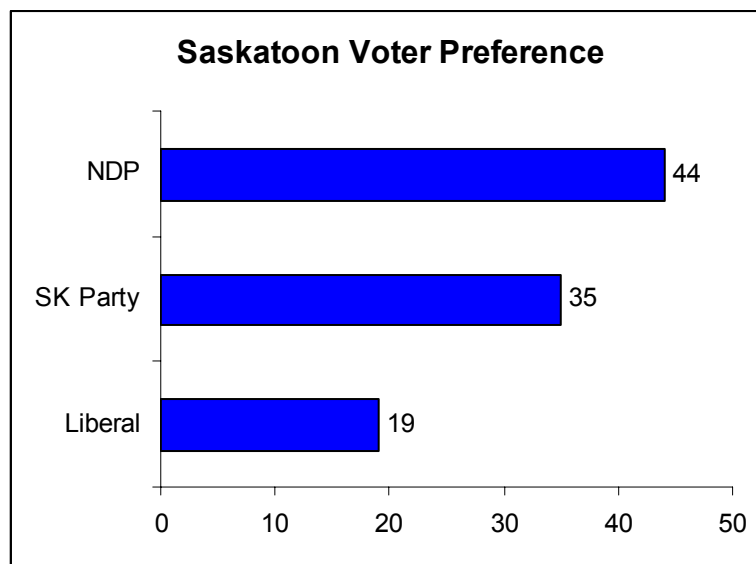
FOCUS OF SASKATOON: Detailed Results (N=400)

A booster sample was implemented in the Saskatchewan survey in order to acquire a total of 400 completed surveys. This portion of the study would have a margin-of-error of 4.9%, nineteen times out of twenty.

Voter Preference

Among Saskatoon residents who reported having a preference, 44% have decided or are leaning towards re-electing the NDP. 35% say they support the Saskatchewan Party while the Liberals have support from 19% (2% report they are voting for a party that is not one of the three major parties).

Overall, 12% in Saskatoon say that they remain undecided while 2% either refused or said that they do not plan to cast their ballot.



Do Saskatoon Residents See a Need for a Change?

64% of Saskatoon respondents say that a change is needed (of which 70% of this group – ie. 45% overall – say that they are VERY certain that a change is needed). 29% say that a change in government is not needed.

	Totals	Party Preference		
		NDP	Sask. Party	Liberal Party
Change is Needed	64%	27%	94%	93%
No Change Needed	29%	67%	5%	7%
Dnk/Refused	7%	6%	1%	0%

How Solid Is the Support in Saskatoon?

Among Saskatoon residents who say they have made a choice for the upcoming election, the NDP and Saskatchewan Party supporters appear to be the least “swayable” while Liberal Party supporters in Saskatoon are less certain about their party of choice. This is shown in the table below:

	Party Preference		
	NDP	Sask. Party	Liberal Party
Very Certain	68%	58%	35%
Somewhat Certain	22%	30%	38%
Somewhat Uncertain	7%	7%	24%
Very Uncertain	2%	4%	3%

Age & Gender

In terms of gender and age categories, there are some interesting differences between how males and females are voting.

- 49% of females prefer the NDP while only 30% prefer the Saskatchewan Party.
- 41% of males prefer the Saskatchewan Party while, 38% support the NDP

Support for the NDP, Saskatchewan Party, and Liberal Party appear to be mildly affected by the age category.

	Gender		Age		
	Male	Female	18 - 34	35 - 54	55 +
NDP	38%	49%	44%	41%	49%
SK Party	41%	30%	37%	32%	38%
Liberal	18%	19%	18%	24%	12%

Household Income

The following table provides a breakdown of party support by household income levels.

	Household Income			
	Totals	<\$40k	\$40k-\$80k	\$80K+
NDP	44%	47%	46%	30%
SK Party	35%	37%	37%	31%
Liberal	19%	16%	16%	33%

Who Would Make the Best Premier?

The following table provides a breakdown in terms of Saskatoon residents and who they say would be the best Premier of Saskatchewan.

	Totals	Party Preference		
		NDP	Sask. Party	Liberal Party
Lorne Calvert	36%	80%	4%	12%
Elwin Hermanson	22%	1%	71%	0%
David Karwacki	15%	7%	8%	59%
None	7%	2%	7%	7%
Dnk/Refused	21%	10%	20%	16%

Who Would Do the Best Job in Different Policy Areas?

Voters were asked to say which parties they thought would do the best job in a number of social and economic policy areas. The party ratings in terms of public opinion are provided below:

	Which Party Would Do Best Job? (% Of Respondents)		
Issue	NDP	Sask. Party	Liberal Party
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Assuring Social Programs are in Place	52%	17%	11%
Addressing Aboriginal Issues	37%	20%	12%

QUESTIONNAIRE

Saskatchewan Election Study - SURVEY

Hello, my name is _____. I work for Western Opinion Research, a Canadian based public opinion research company, and this afternoon/evening we are contacting Saskatchewan residents to ask a few questions regarding the upcoming provincial election. The survey will take about 5 minutes to complete. All your answers will remain confidential and will be combined with those of others to ensure that your answers are anonymous.

Do you or does anybody in your household work in any of the following occupations?

- A Market research company
- A Media organization, such as a newspaper or TV station
- An Advertising or Communications agency
- Work as a paid employee of a political party

Thank and terminate any who say 'yes' to any of the above

1. If the provincial election was held today, and you had to make a choice, who would you vote for in your local riding? Would it be ...
(READ LIST AND RANDOMIZE) Lorne Calvert's NDP? Elwin Hermanson's Saskatchewan Party? or David Karwacki's Liberal Party?

- NDP
- Saskatchewan Party
- Liberal Party
- Other _____
- Don't know/Undecided
- Not voting
- Refused

Don't Know/Undecided ANSWER Question 1A
All others skip to Question 2

1A [IF DK or Undecided] Is there any party that you might be leaning towards?

- No
- Yes:
 - The NDP
 - The Saskatchewan Party
 - The Liberal Party
 - Other _____

2. How certain would you say you are about your choice?
 - Very Certain
 - Somewhat certain
 - Somewhat Uncertain
 - Very Uncertain
3. Regardless of which party you may be supporting, do you think that – [RANDOMIZE]Lorne Calvert, Elwin Hermanson or David Karwacki - would make the best Premier of Saskatchewan over the next four years?

Lorne Calvert
Elwin Hermanson
David Karwacki
DK/Refused

In your view, and thinking about each of the three parties, that is [RANDOMIZE] the NDP, the Saskatchewan Party and the Liberal Party, which would do the best job in terms of each of the following areas?

[RANDOMIZE ITEMS FOR INSERTION]

4. Promoting economic growth?
5. Addressing the concerns of rural Saskatchewan?
6. Providing high quality healthcare services?
7. Providing high quality education?
8. Assuring social programs are available?
9. Addressing aboriginal issues?

NDP
Saskatchewan Party
Liberal Party
Don't Know

10. Would you say that Saskatchewan [Rotate] needs a change or does not need a change in the provincial government?

Needs a Change
Does Not Need a Change

Would you say that you are Very Certain or Somewhat Certain that [insert A Change/No Change] is needed?

11. In the past four years, did the Liberal/NDP coalition provide the people of Saskatchewan with Good Government or Poor Government?

Good Government
Poor Government
Dk/Refused

[If Good or Poor, ask] Would that be Very [insert "good/poor government "] or just somewhat [insert "good/poor government"]?

Very good/poor government
Somewhat good/poor government
Don't Know

Demographics

I just have a few final questions for classification purposes.

12. What category best represents your age?

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

13. Which of the following categories does your yearly total household income fall within?
Would that be...? (READ LIST)

- Under \$20,000
- \$ 20,000 to under \$39,999
- \$ 40,000 to under \$59,999
- \$ 60,000 to under \$79,999
- \$ 80,000 to under \$99,999
- \$100,000 or more

14. Which of the following best describes the community in which you reside? (**READ LIST...
ACCEPT ONE MENTION ONLY**)

- A Farm
- Not a farm but in a Rural Area
- Village or Town
- A City or Suburb of a City

15. Record gender from voice

This completes our survey. Thank you very much for your time. Good night/day.