

# **Innovation Place Awareness Survey**

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## ***Executive Summary***

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The purpose of this survey is to determine the impressions and knowledge of Innovation Place and the Regina Research Park among Saskatchewan residents. Similar surveys were conducted annually since 2003. Results from those surveys have been compared to the current year's data where possible. The specific goals for this study are to determine the awareness of Innovation Place and the Regina Research Park and to determine the public's impression of the research parks.

### **Methodology**

Telephone interviews were conducted with a random and representative sample of adult Saskatchewan residents. A total of 1,000 interviews were completed between April 16 to April 27, 2008. The results are considered accurate with within  $\pm 3.1$  percentage points, 19 times out of 20.

### **Study Results**

Overall, more than one half of respondents have heard of Innovation Place (54.7%). This is a notable increase from 2007 (48.3%) and previous years. The percentage of males who have heard of Innovation Place is notably higher than that of females (58.9% vs. 50.5%). A total of 60.1% of those between the ages of 35 and 54 have heard of Innovation Place (60.1%) compared to just one half of those aged 18 to 34 (48.7%) and 54.0% of those 55 and over. Respondents living in a city (62.8%) or on an acreage (58.7%) are more likely to have heard of Innovation Place compared to 48.4% of those on a farm and 41.4% of those in a town, village or hamlet.

A large percentage of managers in the public sector have heard of Innovation place (81.0%). Homemakers (30.2%) and those who are unemployed (21.1%) have the smallest percentage of awareness.

Respondents who have heard of Innovation Place were asked whether they have a positive, neutral or negative impression of Innovation Place, or whether they have no opinion. More than one half have a positive impression (53%) and just one respondent (0.2%) indicating having a negative impression. The remaining 47% have no opinion.

Men are more likely to have a positive impression of Innovation Place than are women (58.2% vs. 46.2%). A notably higher percentage of those aged 35 to 54 have a positive impression of Innovation Place (56.7%) than those aged 18 to 34 (45.8%) and those 55 and over (51.0%). More than one half of those who live in a city (55.6%) or acreage (62.2%) have a positive impression of Innovation Place than those living in a town, village or hamlet (43.9%) or on a farm (45.0%).

More than six in ten students (64.3%) and managers in the private sector (61.5%) indicated having a positive impression of Innovation Place. By contrast, just 25.0% of those who are unemployed and 31.6% of homemakers share this feeling.

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## ***Introduction and Methodology***

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### **Goals and Objectives**

The purpose of this survey is to determine the impressions and knowledge of Innovation Place and the Regina Research Park among Saskatchewan residents. Similar surveys were conducted annually since 2003. Results from those surveys have been compared to the current year's data where possible. The specific goals for this study are to determine the awareness of Innovation Place and the Regina Research Park and to determine the public's impression of the research parks.

### **Methodology**

Innovation Place contracted Insightrix Research Services to conduct an awareness survey. The survey was conducted using a web-based computer assisted telephone interviewing (CATI) system. A random sample of Saskatchewan residents were contacted by telephone.

In 2003, Insightrix developed the survey in conjunction with Innovation Place. The same survey instrument was used in the 2004 through 2007 studies to allow for comparison analysis. The survey instrument for the 2008 study was modified slightly, while still retaining its ability to be used from comparison and benchmarking purposes.

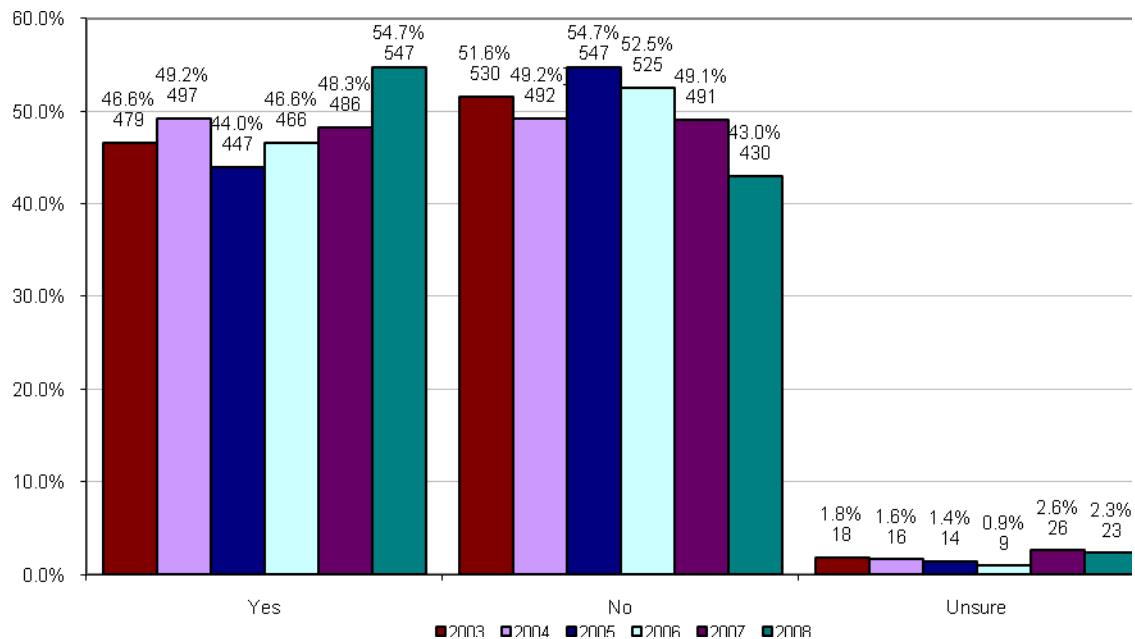
Insightrix contacted potential respondents, introduced the study to them, and asked for their participation. If the potential respondent agreed to participate, the surveyor utilized the web based CATI system and entered the respondent's answers immediately and directly into the computer system. Gender quotas were implemented to ensure response characteristics matched the general population.

Data was collected between April 16 and April 27, 2008. A total of 1,000 people from across the province of Saskatchewan completed the survey. The overall margin of error for the sample at a 95% confidence is  $\pm 3.1$  percentage points (19 times out of 20).

## Research Findings

### Have you heard of Innovation Place?

More than one half of respondents have heard of Innovation Place (54.7%). This is up notably from 48.3% in 2007.



Men are more likely to have heard of Innovation place than are women (58.9% vs. 50.5%).

	Gender	
	Male	Female
Yes	294 58.9%	253 50.5%
No	198 39.7%	232 46.3%
Unsure	7 1.4%	16 3.2%

Six-in-ten of those between the ages of 35 and 54 have heard of Innovation Place (60.1%) compared to just one half of those aged 18 to 34 (48.7%)

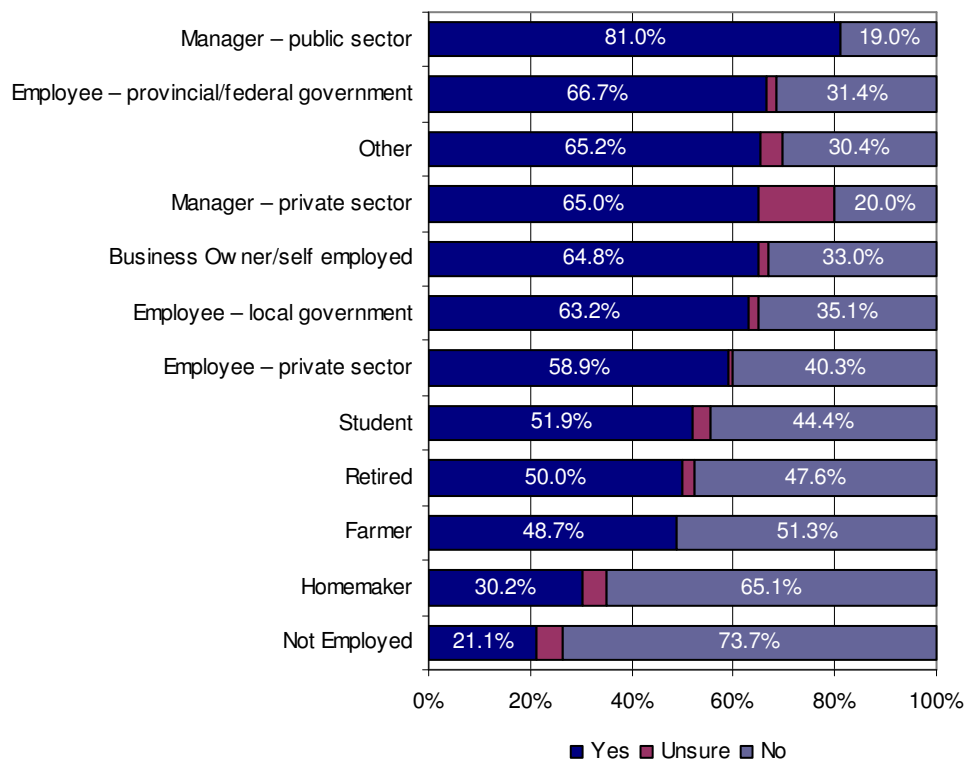
	Please indicate your age		
	18-34	35-54	55 and over
Yes	96 48.7%	252 60.1%	196 54.0%
No	98	157	159

	49.7%	37.5%	43.8%
	3	10	8
Unsure	1.5%	2.4%	2.2%

A larger percentage of respondents living in a city (62.8%) or on an acreage (58.7%) have heard of Innovation place compared to 48.4% of those on a farm and 41.4% of those in a town, village or hamlet.

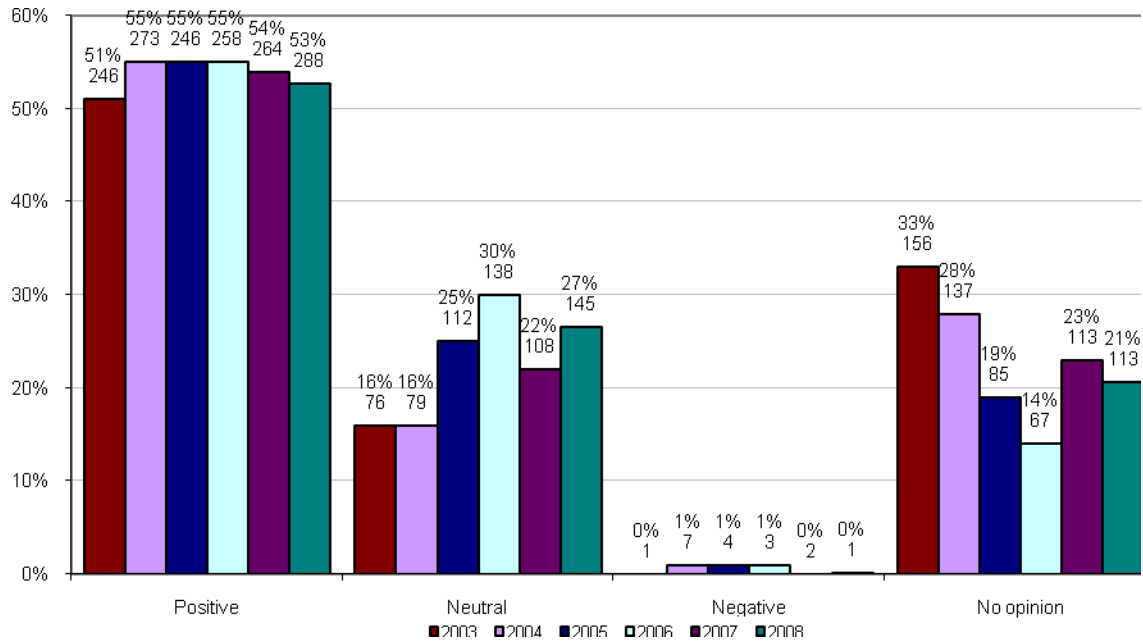
	Do you live in a...			
	City	Town/ Village/ Hamlet	Farm	Acreage
	349	98	60	37
Yes	62.8%	41.4%	48.4%	58.7%
	199	129	61	25
No	35.8%	54.4%	49.2%	39.7%
	8	10	3	1
Unsure	1.4%	4.2%	2.4%	1.6%

Managers in the public sector are notably more likely to have heard of Innovation place (81.0%). Homemakers (30.2%) and those who are unemployed (21.1%) are least likely to have heard of Innovation Place.



## ***Would you say your impression of Innovation Place is ...***

More than one half of respondents indicated their impression of Innovation Place is positive (53%) and just one respondents has a negative impression (0.2%). This is generally consistent with the findings from previous years.



Frequencies	2003	2004	2005	2006	2007	2008
Positive	246	273	246	258	264	288
Neutral	76	79	112	138	108	145
Negative	1	7	4	3	2	1
No opinion	156	137	85	67	113	113

A larger percentage of men have a positive impression of Innovation Place compared to women (58.2% vs. 46.2%).

	Gender	
	Male	Female
Positive	171	117
	58.2%	46.2%
Neutral	65	80
	22.1%	31.6%
Negative	1	0
	0.3%	0.0%
No opinion	57	56
	19.4%	22.1%

A total of 56.7% of respondents aged 35 to 54 have a positive impression of Innovation Place

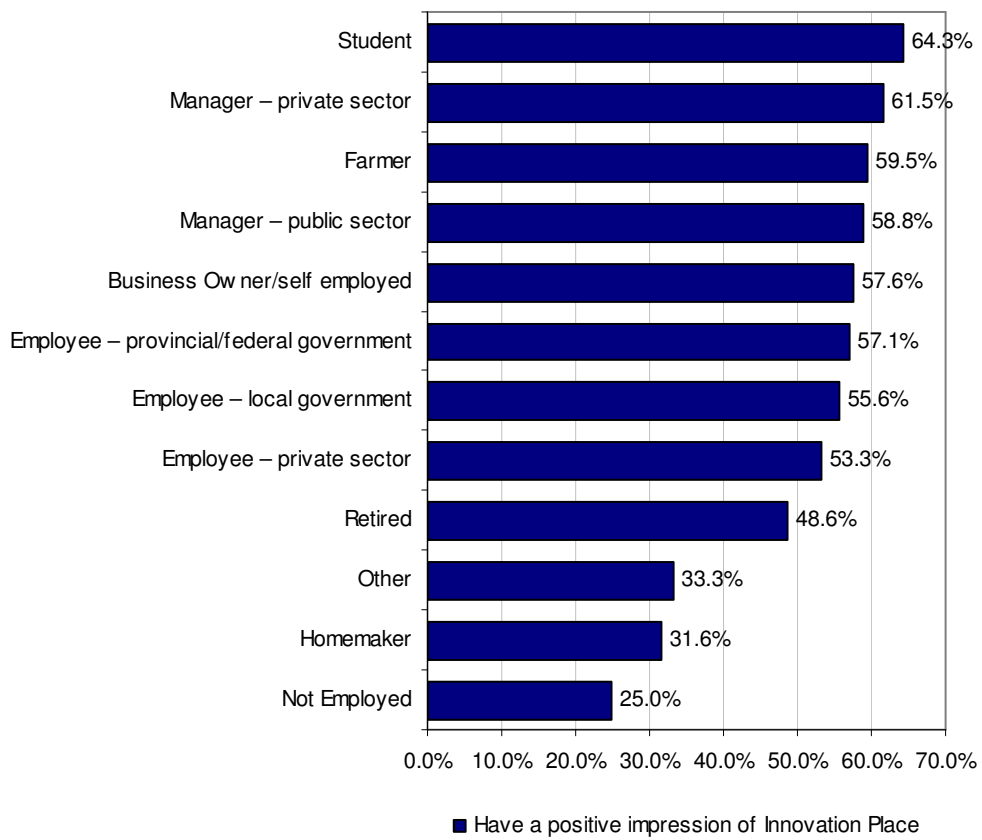
	Please indicate your age:		
	18-34	35-54	55 and over
Positive	44 45.8%	143 56.7%	100 51.0%
Neutral	36 37.5%	66 26.2%	42 21.4%
Negative	1 1.0%	0 0.0%	0 0.0%
No opinion	15 15.6%	43 17.1%	54 27.6%

Respondents who live in a city (55.6%) or acreage (62.2%) are more likely to have a positive opinion of Innovation Place than are respondents living in a town, village or hamlet (43.9%) or on a farm (45.0%).

	Do you live in a...			
	City	Town/ Village/ Hamlet	Farm	Acreage
Positive	194 55.6%	43 43.9%	27 45.0%	23 62.2%
Neutral	92 26.4%	29 29.6%	13 21.7%	9 24.3%
Negative	0 0.0%	1 1.0%	0 0.0%	0 0.0%
No opinion	63 18.1%	25 25.5%	20 33.3%	5 13.5%

Students are most likely to have a positive impression of Innovation Place (64.3%) followed by managers in the private sector (61.5%). Respondents who are unemployed (25.0%) and homemakers (31.6%) are least likely to have a positive impression.





## Demographics

Quotas were set to ensure an appropriate mix of residents by gender.

Gender	Count	Column N %
Male	499	49.9%
Female	501	50.1%

A total of 41.9% of respondents are between the ages of 35 and 54, 36.3% are 55 and over and 19.7% are between 18 and 34.

Please indicate your age:	Count	Column N %
18-34	197	19.7%
35-54	419	41.9%
55 and over	363	36.3%
Refused	21	2.1%

More than one half of respondents live in a city (55.6%), one quarter in a town, village or hamlet (23.7%), 12.4% on a farm and 6.3% on an acreage.

Do you live in a...	Count	Column N %
City	556	55.6%
Town/Village/Hamlet	237	23.7%
Farm	124	12.4%
Acreage	63	6.3%
Refused	20	2.0%

One quarter of respondents are employees in the private sector (25.8%) and 21.0% are retired.

Please indicate your occupation:	Count	Column N %
Employee – private sector	258	25.8%
Retired	210	21.0%
Employee – provincial/federal government	105	10.5%
Business Owner/self employed	91	9.1%
Farmer	76	7.6%
Homemaker	63	6.3%
Employee – local government (ie: municipal – city or town)	57	5.7%
Student	27	2.7%
Other (please specify)	23	2.3%
Manager – public sector	21	2.1%
Manager – private sector	20	2.0%
Not Employed	19	1.9%
Refused	30	3.0%