

INNOVATION PLACE

Research Park Awareness Survey

2009



Report Compiled by

Insightrix Research, Inc.

Suite 104, 110 Research Drive

Saskatoon, Saskatchewan

T: 1-866-888-5645 F: 1-306-384-5655

Executive Summary

INTRODUCTION

In May 2009, Innovation Place contracted Inshtrix Research, Inc. to conduct a survey to measure the general population's awareness of the three Innovation Place research parks in the cities in which they operate: Saskatoon, Regina and Prince Albert. Overarching objectives of this research include:

- To measure the awareness among the general populations of Saskatoon, Regina and Prince Albert of the three research parks, and
- To determine general popular opinions regarding the research parks.

Data were collected between June 13, 2009 and June 24, 2009. A total of 1,000 respondents completed the survey. With this sample size, the margin of error is ± 3.1 percentage points at 95% confidence. Margins of error of sub groupings will be larger.

A similar study was conducted annually since 2003; however, in past years, awareness within the all of Saskatchewan (not just the three centers) was measured. Past data have been filtered to match the sample distribution of this year's survey and as such, results are directly comparable year over year.

STUDY RESULTS

Awareness

Awareness of Innovation Place in 2009 remains fairly high. Two thirds (66.0%) of respondents are aware of Innovation Place, while one third (33.0%) are not. This finding is consistent with findings in 2008, with the results in both 2009 and 2008 remaining higher than in previous years.

Men are slightly more likely than women to indicate awareness of Innovation Place (68.9% and 63.6% respectively). Those between the ages of 35 and 54 (72.0%) are also more likely to be aware of Innovation Place than those who are in the 18 – 34 (62.8%) and 55+ (62.5%) age ranges.

Saskatoon respondents are notably more likely to be aware of Innovation Place (89.7%) compared to respondents from either Regina (44.7%) or Prince Albert (50.0%).

Employees in the public and private sectors all demonstrate a relatively high degree of awareness of Innovation Place. However, those working in the public sector tend to have higher awareness levels than those in the private sector. Respondents with the highest level of recall include managers in the public sector (77.1%) and provincial or federal government employees (76.8%).

Impression

Among respondents who are aware of Innovation Place, six in ten (60.3%) report they have a positive impression of the research parks. Only three respondents in 2009 (0.5%) say they have a negative impression while four in ten (39.3%) suggest they have either a neutral impression or no opinion. These findings are consistent with research conducted in previous years.

Males remain more likely than females to have a positive impression of Innovation Place (66.1% and 55.1% respectively). Older age groups are slightly more likely than younger age groups to report a similar positive impression (65.0% of those between 35 and 54, 62.0% of those 55+, and 51.0% of those between 18 and 34).

Respondents from Saskatoon (65.4%) are more likely to have a positive impression of Innovation Place than respondents in either Regina (51.0%) or Prince Albert (54.8%).

Respondents who work in the public or private sector, either as a manager or as an employee, are more likely to have a positive opinion of the research parks. Farmers (80.0%) and the unemployed (71.4%) are the two groups with the highest proportion of positive impressions; however the sample size for these two groups is very low.

Table of Contents

- Executive Summary i
- Introduction i
- Study Results i
- Awareness i
- Impression ii
- Table of Contents iii
- Introduction and Methodology iv
- Goals and Objectives iv
- Methodology iv
- Development of the Questionnaire iv
- Data Collection iv
- Survey Monitoring v
- Survey Analysis and Reporting v
- Response Rates v
- Reporting Notes v
- Study Results 1
- Awareness and Opinion of Innovation Place 1
- Overall Awareness of Innovation Place 1
- Impression of Innovation Place 7
- Demographics 11
- Gender 11
- Age 12
- Location of Respondents 13
- Type of Residency 14
- Occupation 15

Introduction and Methodology

GOALS AND OBJECTIVES

The objectives of the survey are to gain insight into the general population's awareness and high-level impressions of Innovation Place in the cities in which the three research parks operate: Saskatoon, Regina and Prince Albert.

Similar surveys were conducted annually since 2003 and results have been compared to identify trends.

METHODOLOGY

To achieve its research objectives, Innovation Place contracted Inshtrix Research, Inc. to conduct a telephone survey of the general population within the cities in which the three research parks operate. In previous years of conducting this research, the entire population of Saskatchewan was targeted. In 2009, however, only Saskatchewan residents in Saskatoon, Regina, and Prince Albert were contacted and asked to respond to this survey. Previous years' data have been filtered, and only respondents from the three cities are compared to current results.

Development of the Questionnaire

Inshtrix, in consultation with Innovation Place, developed the questionnaire. This same questionnaire was used in the 2009 wave of research as in previous years in order to effectively compare data. The questionnaire was programmed into an online CATI system.

Data Collection

Inshtrix purchased a random and representative of Saskatchewan residents living in Saskatoon, Regina and Prince Albert sample from ASDE Survey Sampler, a sample company in Quebec. The sample was selected in such a way that the majority of the interviews took place in Saskatoon and Regina to ensure a balanced representation of actual population statistics for each of the three communities.

Survey Monitoring

Insightrix monitored the real time results of the survey during the data collection process in order to ensure high quality data collection.

Survey Analysis and Reporting

Insightrix prepared this report, which includes frequencies, cross-tabulations and key findings. Where appropriate, results have been compared to previous waves of research.

RESPONSE RATES

Data were collected from June 13, 2009 to June 24, 2009. Trained call centre interviewers conducted the survey over the telephone with a random sample of the general populations in Saskatoon, Regina, and Prince Albert. A total of 1,000 surveys were completed by phone. The margin of error at 95% confidence is $\pm 3.1\%$, which means we can be sure that the results are within ± 3.1 percentage points of the population figures 19 times out of 20.

REPORTING NOTES

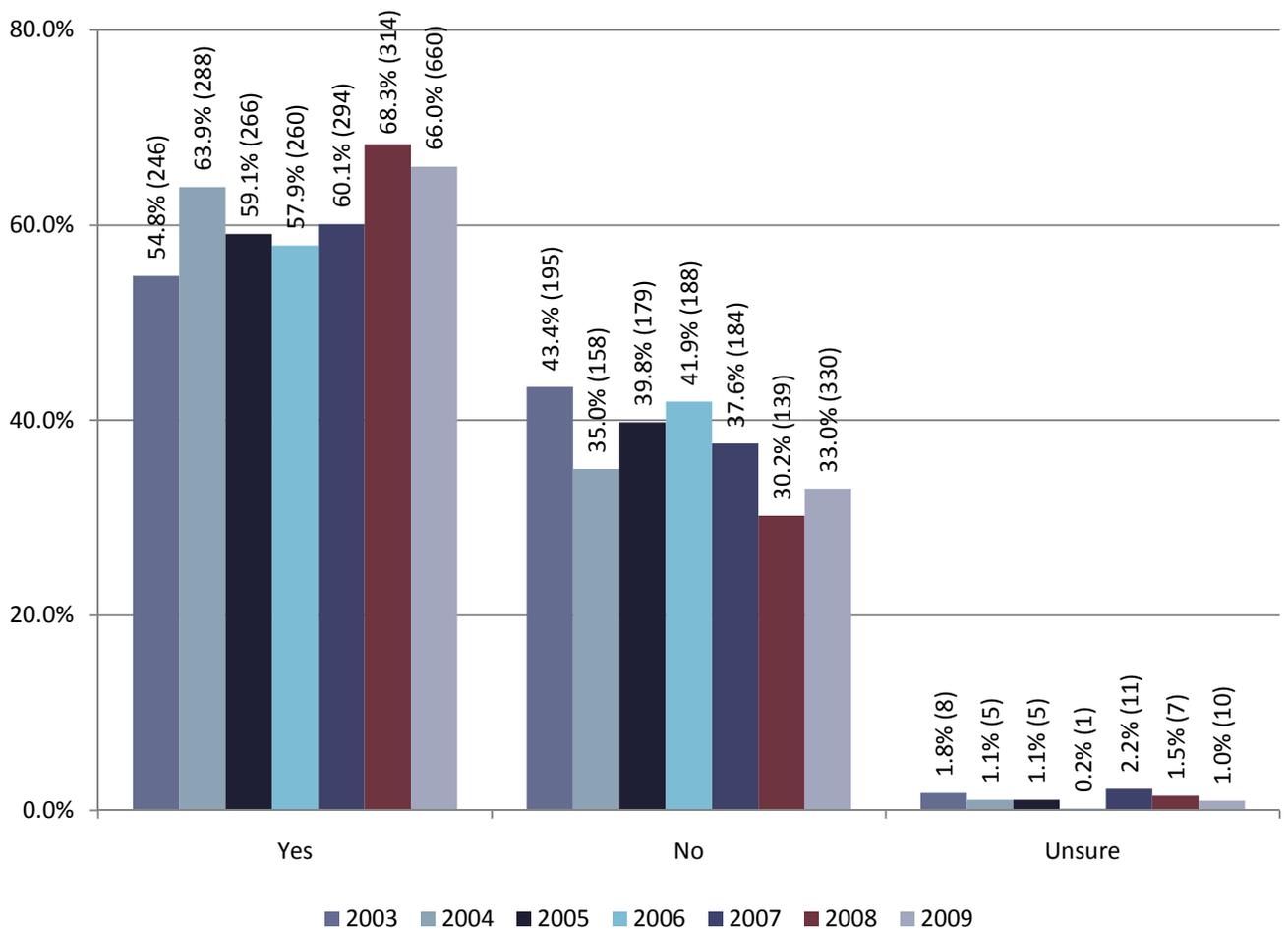
Due to the 2009 focus on respondents in Saskatoon, Regina, and Prince Albert, data from previous years were revisited and recoded in order to create a representative sample from these three urban areas. This allows for appropriate comparisons with respondents from similar geographic locations. For this reason, the sample size for previous years is notably lower than that of the current wave of research.

Study Results

AWARENESS AND OPINION OF INNOVATION PLACE

Overall Awareness of Innovation Place

Two thirds (66.0%) of 2009 respondents report having heard of Innovation Place while one third (33.0%) report that they have not heard of it. These findings are in line with findings from 2008, while remaining slightly higher than 2003-2007 findings.



Have you heard of Innovation Place? Base: all respondents (2003: n = 449; 2004: n = 451; 2005: n = 450; 2006: n = 449; 2007: n = 489; 2008: n = 460; 2009: n = 1000)

Awareness by Gender

Males are slightly more likely than females to be aware of Innovation Place (68.9% and 63.6% respectively).

		Male	Female
Yes	Count	310	350
	Percent	68.9%	63.6%
No	Count	136	194
	Percent	30.2%	35.3%
Unsure	Count	4	6
	Percent	0.9%	1.1%
Total	Count	450	550
	Percent	100.0%	100.0%

Awareness by Age

Respondents between the ages of 35 and 54 are more likely to have heard of Innovation Place (72.0%) than respondents who are between the ages of 18 and 34 (62.8%) or 55+ (62.5%).

		18-34	35-54	55 and over
Yes	Count	145	254	255
	Percent	62.8%	72.0%	62.5%
No	Count	86	95	147
	Percent	37.2%	26.9%	36.0%
Unsure	Count	0	4	6
	Percent	0.0%	1.1%	1.5%
Total	Count	231	353	408
	Percent	100.0%	100.0%	100.0%

Awareness by City

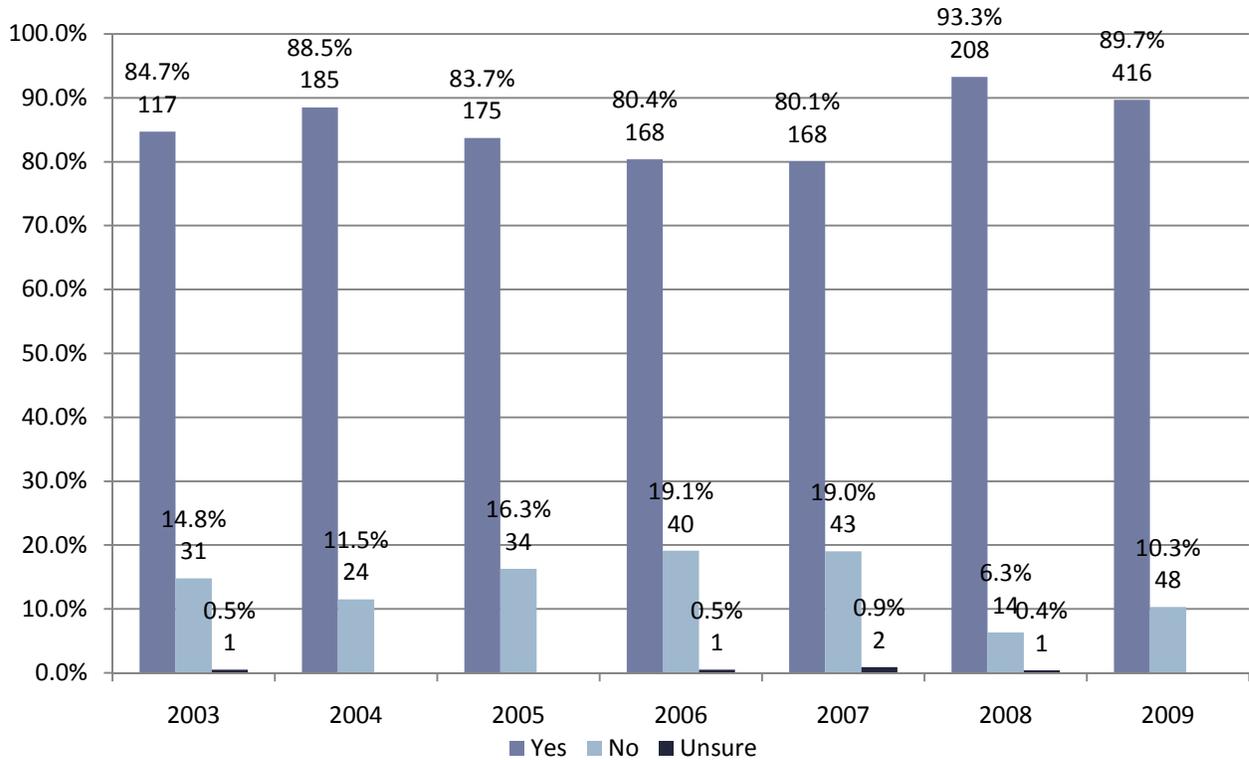
Respondents from Saskatoon (89.7%) are much more likely to have heard of Innovation Place than respondents from Regina (44.7%) or Prince Albert (50.0%).

		Saskatoon	Regina	Prince Albert
Yes	Count	416	202	42
	Percent	89.7%	44.7%	50.0%
No	Count	48	241	41
	Percent	10.3%	53.3%	48.8%
Unsure	Count	0	9	1
	Percent	0.0%	2.0%	1.2%
Total	Count	464	452	84
	Percent	100.0%	100.0%	100.0%

Tracking Awareness by City

Saskatoon

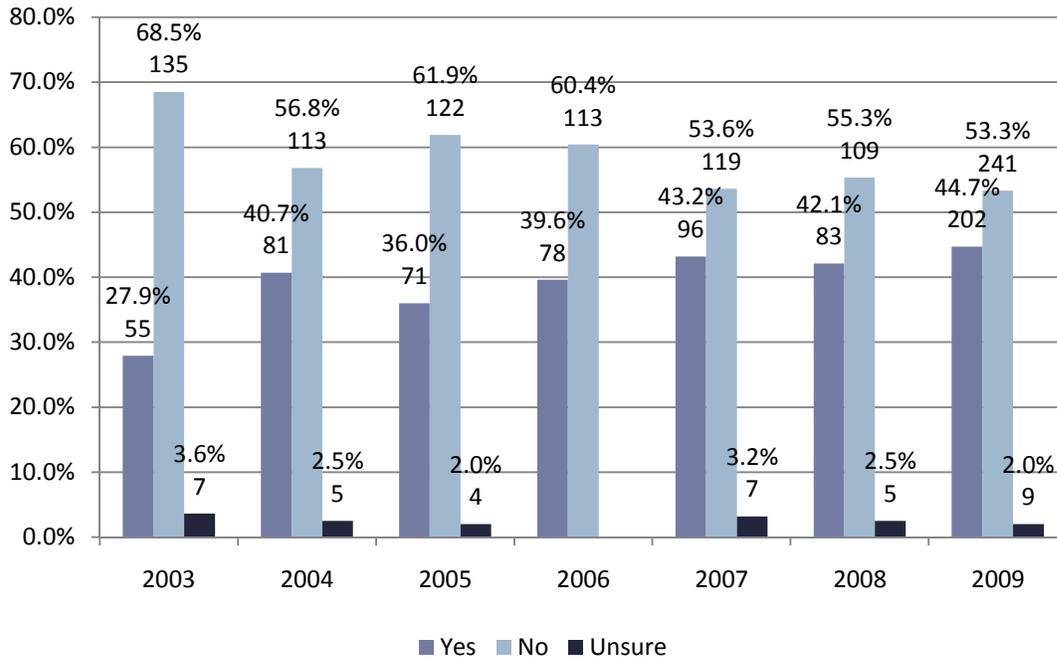
The awareness of Innovation Place among Saskatoon respondents has remained fairly high, with nine in ten (89.7%) respondents in 2009 reporting awareness of it. This finding is in line with results from 2008 (93.3%), but remains slightly higher than 2007 (80.1%) and 2006 (80.4%).



Base: all Saskatoon respondents (2003: n = 209; 2004: n = 209; 2005: n = 209; 2006: n = 209; 2007: n = 226; 2008: n = 223; 2009: n = 464)

Regina

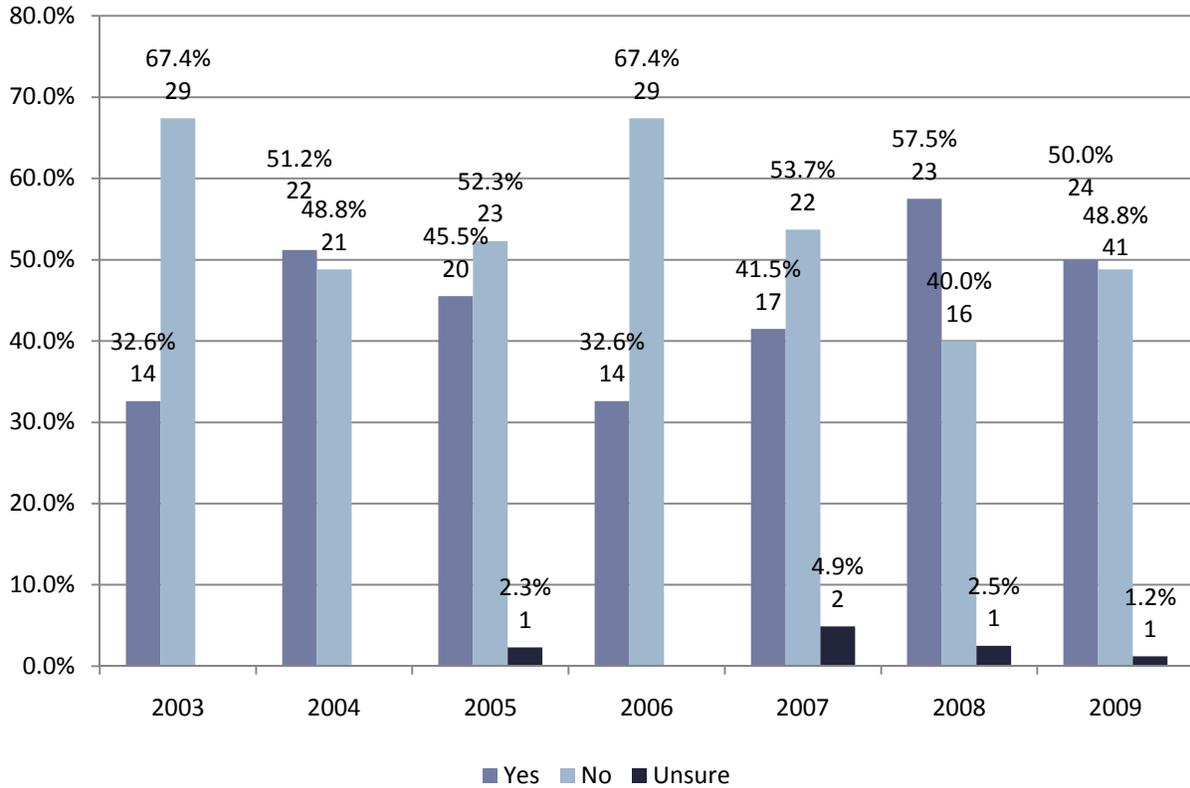
Slightly less than one half (44.7%) of Regina respondents in 2009 have heard of Innovation Place. Awareness among Regina respondents has increased since research began in 2003 (27.9% aware), however has remained consistent for a number of years since.



Base: all Regina respondents (2003: n = 197; 2004: n = 199; 2005: n = 197; 2006: n = 197; 2007: n = 222; 2008: n = 197; 2009: n = 452)

Prince Albert

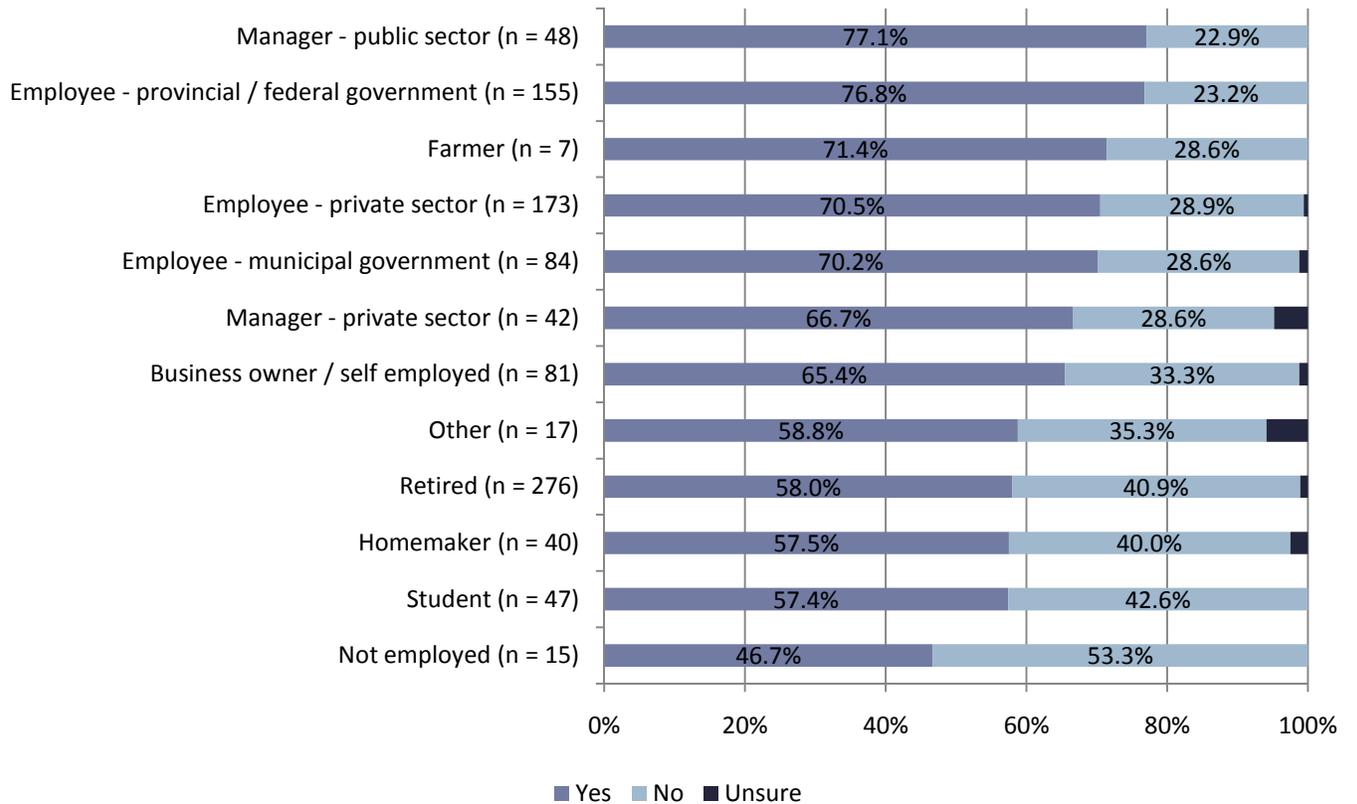
One half of Prince Albert respondents (50.0%) report awareness of Innovation Place. Due to the low sample size in this region, this finding should be considered directional in nature only.



Base: all Prince Albert respondents (2003: n = 43; 2004: n = 43; 2005: n = 44; 2006: n = 43; 2007: n = 41; 2008: n = 40; 2009: n = 84)

Awareness by Occupation

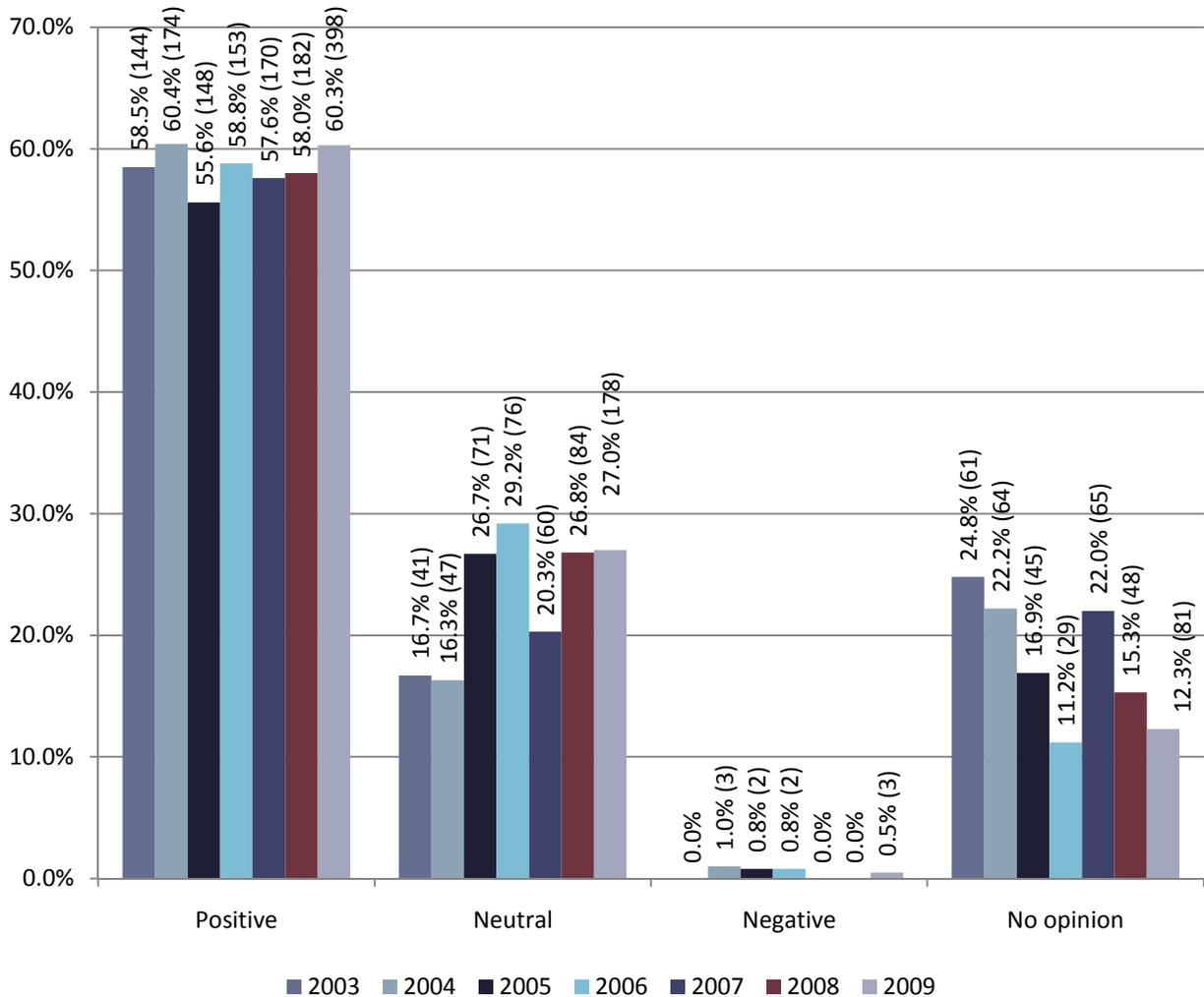
Managers in the public sector are the most aware of Innovation Place, with three quarters (77.1%) of respondents in this occupation indicating awareness. Provincial/federal government employees (76.8%), farmers (71.4%), private sector employees (70.5%) and local government employees (70.2%) all have a relatively high degree of awareness. Those not in the work force (retired: 58.0%, homemakers: 57.5%, students: 57.4% and unemployed respondents 46.7%) report the lowest degree of awareness.



Have you heard of Innovation Place? Base: All respondents (2009: n = 1000)

Impression of Innovation Place

Six in ten (60.3%) respondents who have heard of Innovation Place report a positive impression of it. Nearly four in ten (39.3%) are either neutral or have no opinion. These findings are consistent with previous years, with a slight decline in the number of people who have no opinion (12.3%). Only three respondents in the 2009 research wave (0.5%) report that they have a negative impression of Innovation Place.



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

Base: Respondents who have heard of Innovation Place (2003: n = 246; 2004: n = 288; 2005: n = 266; 2006: n = 260; 2007: n = 295; 2008 : n = 314; 2009: n = 660)

Impressions by Gender

Males who report awareness of Innovation Place are slightly more likely than females to have a positive impression of it (66.1% and 55.1% respectively).

		Male	Female
Positive	Count	205	193
	Percent	66.1%	55.1%
Neutral	Count	70	108
	Percent	22.6%	30.9%
Negative	Count	2	1
	Percent	0.6%	0.3%
No opinion	Count	33	48
	Percent	10.6%	13.7%
Total	Count	310	350
	Percent	100.0%	100.0%

Impressions by Age

Respondents between the ages of 35 and 54 (65.0%) or 55+ (62.0%) are more likely to have a positive impression of Innovation Place than those between the ages of 18 and 34 (51.0%).

		18-34	35-54	55 and over
Positive	Count	74	165	158
	Percent	51.0%	65.0%	62.0%
Neutral	Count	57	69	51
	Percent	39.3%	27.2%	20.0%
Negative	Count	0	1	2
	Percent	0.0%	0.4%	0.8%
No opinion	Count	14	19	44
	Percent	9.7%	7.5%	17.3%
Total	Count	145	254	255
	Percent	100.0%	100.0%	100.0%

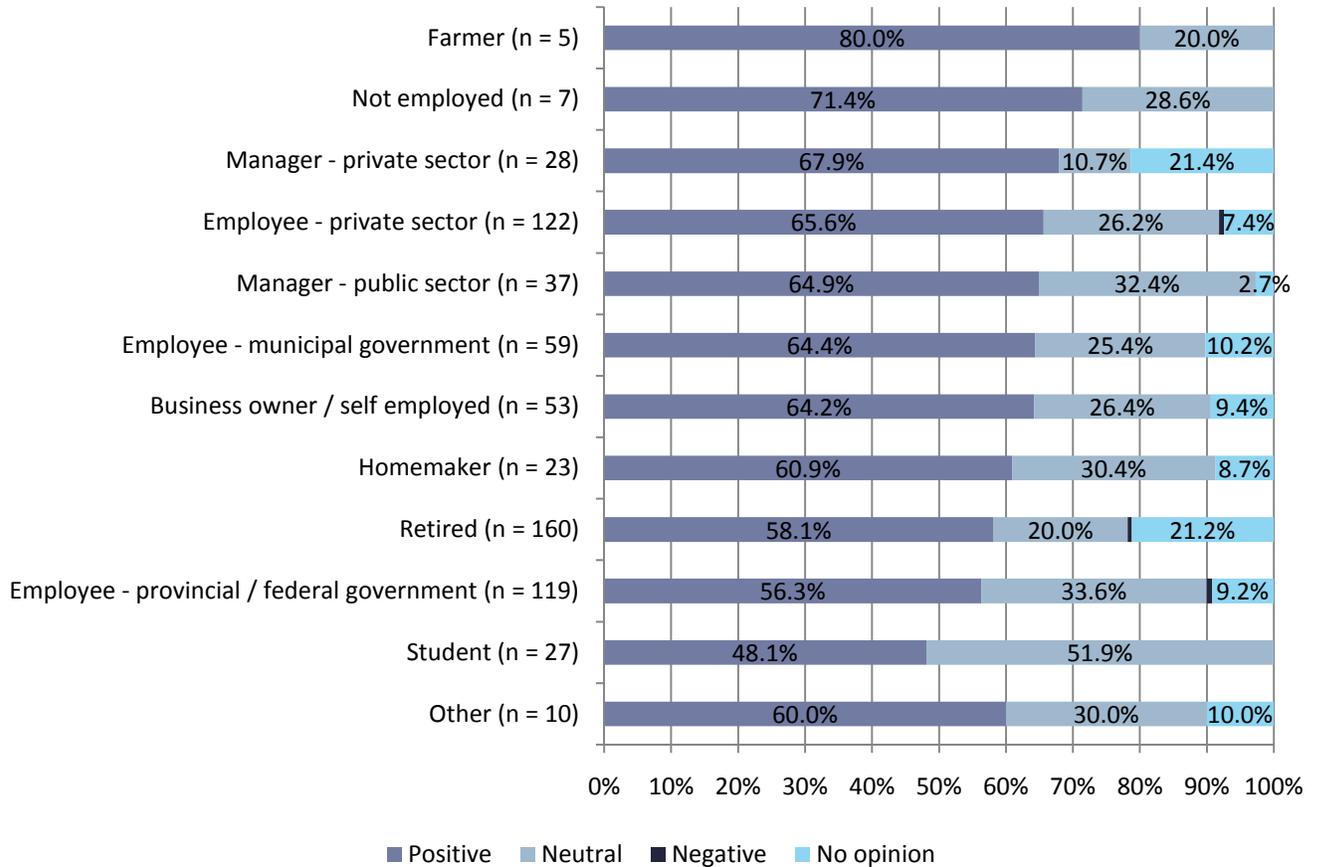
Impressions by City

Respondents from Saskatoon (65.4%) are more likely to have a positive impression of Innovation Place than respondents in either Regina (51.0%) or Prince Albert (54.8%).

		Saskatoon	Regina	Prince Albert
Positive	Count	272	103	23
	Percent	65.4%	51.0%	54.8%
Neutral	Count	99	65	14
	Percent	23.8%	32.2%	33.3%
Negative	Count	0	2	1
	Percent	0.0%	1.0%	2.4%
No opinion	Count	45	32	4
	Percent	10.8%	15.8%	9.5%
Total	Count	416	202	42
	Percent	100.0%	100.0%	100.0%

Impressions by Occupation

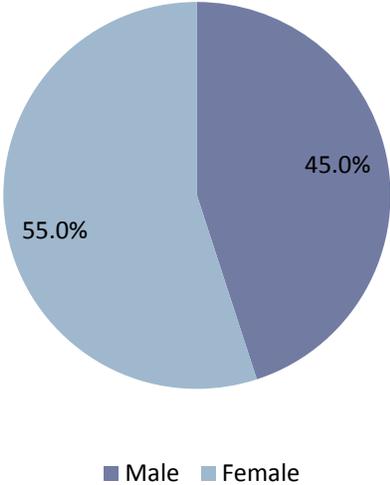
Four out of five farmers (80.0%) surveyed have a positive impression of Innovation Place; however, the sample size for this group is very small. Managers and employees in the public and private sectors have similar positive impressions of Innovation Place. Fewer employees in the provincial and federal government (56.3%) and students (48.1%) report having positive impressions.



DEMOGRAPHICS

Gender

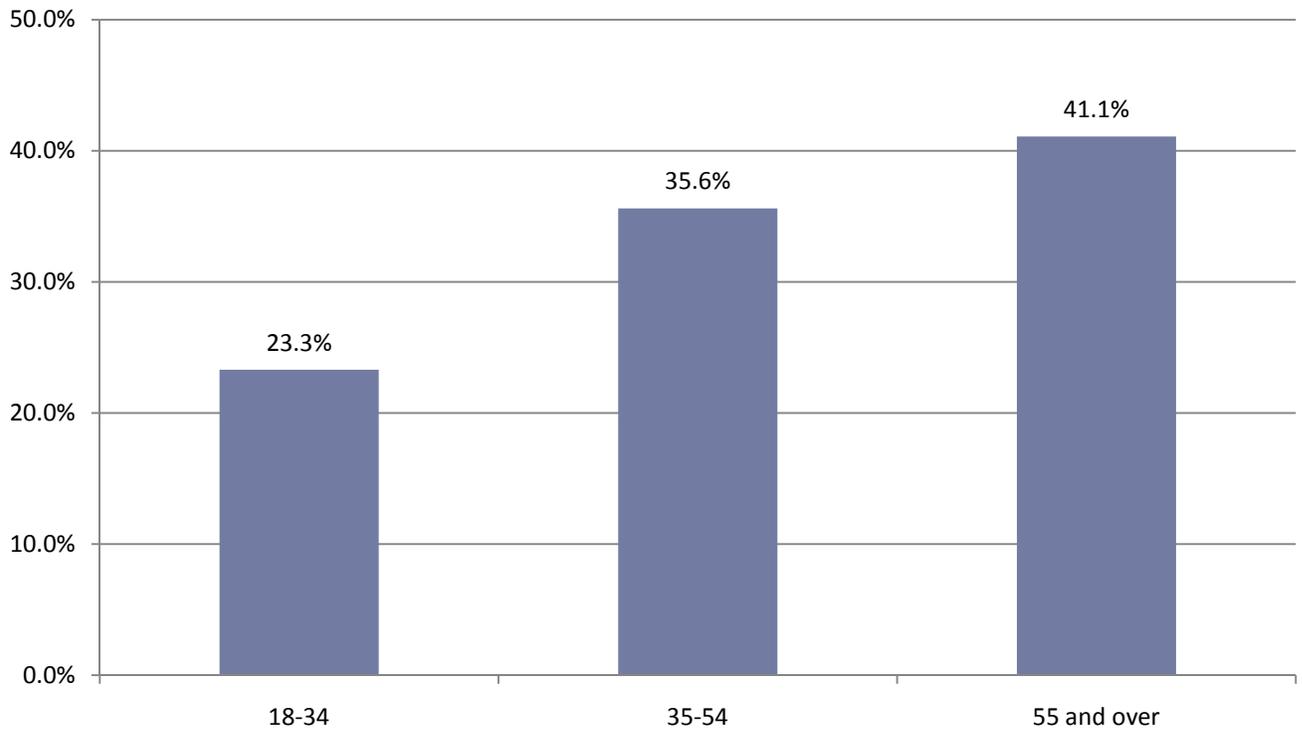
Slightly over one half of 2009 respondents are female (55.0%) while the balance is male (45.0%).



Base: all respondents (2003 n = 449; 2004 n = 451; 2005 n = 450; 2006 n = 449; 2007 n = 489; 2008 n = 460; 2009 n = 1000)

Age

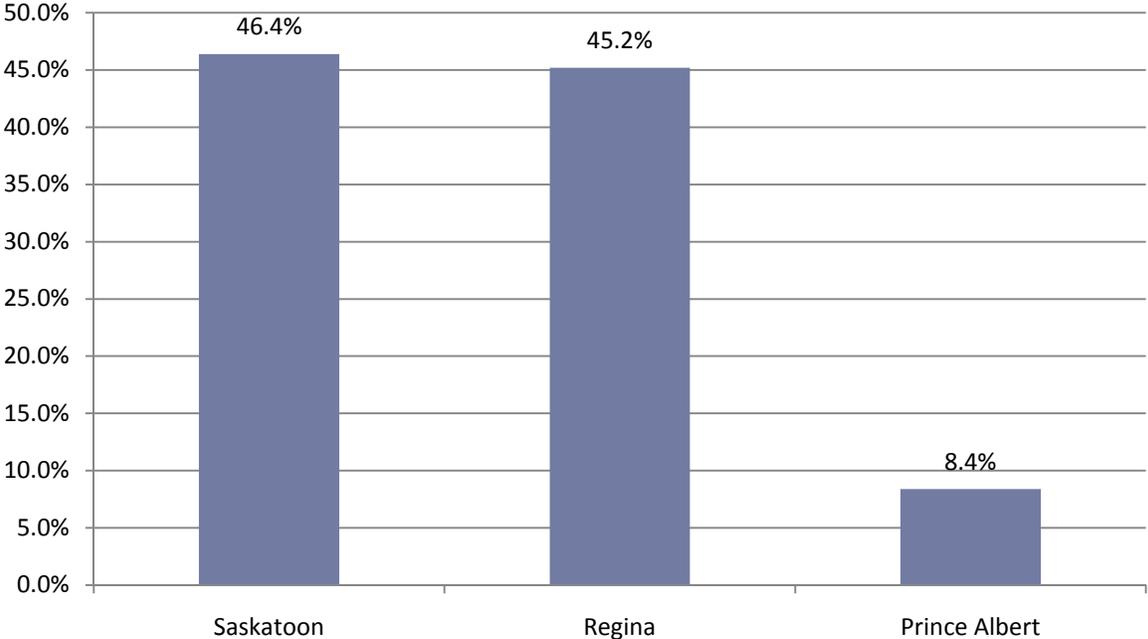
Four in ten (41.1%) respondents in 2009 are 55 years of age or older, slightly more than one third (35.6%) are between the ages of 35 and 54, and nearly one quarter (23.3%) are between the ages of 18 and 34.



Please indicate your age. Base: All respondents, excludes no response (2009 n = 992)

Location of Respondents

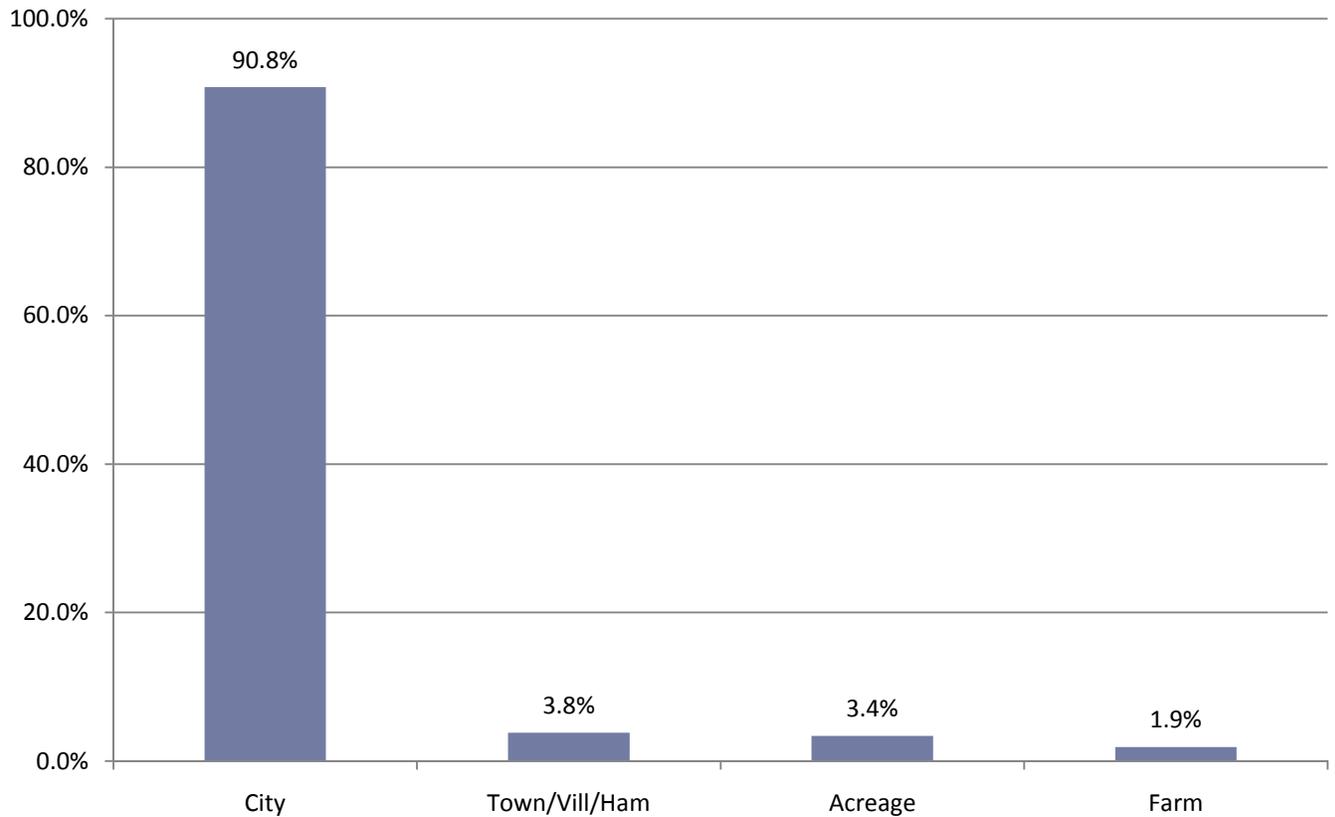
Slightly less than one half of respondents are either from Saskatoon (46.4%) or Regina (45.2%) while nearly one in ten are from Prince Albert (8.4%).



Base: all respondents (2003 n = 449; 2004 n = 451; 2005 n = 450; 2006 n = 449; 2007 n = 489; 2008 n = 460; 2009 n = 1000)

Type of Residency

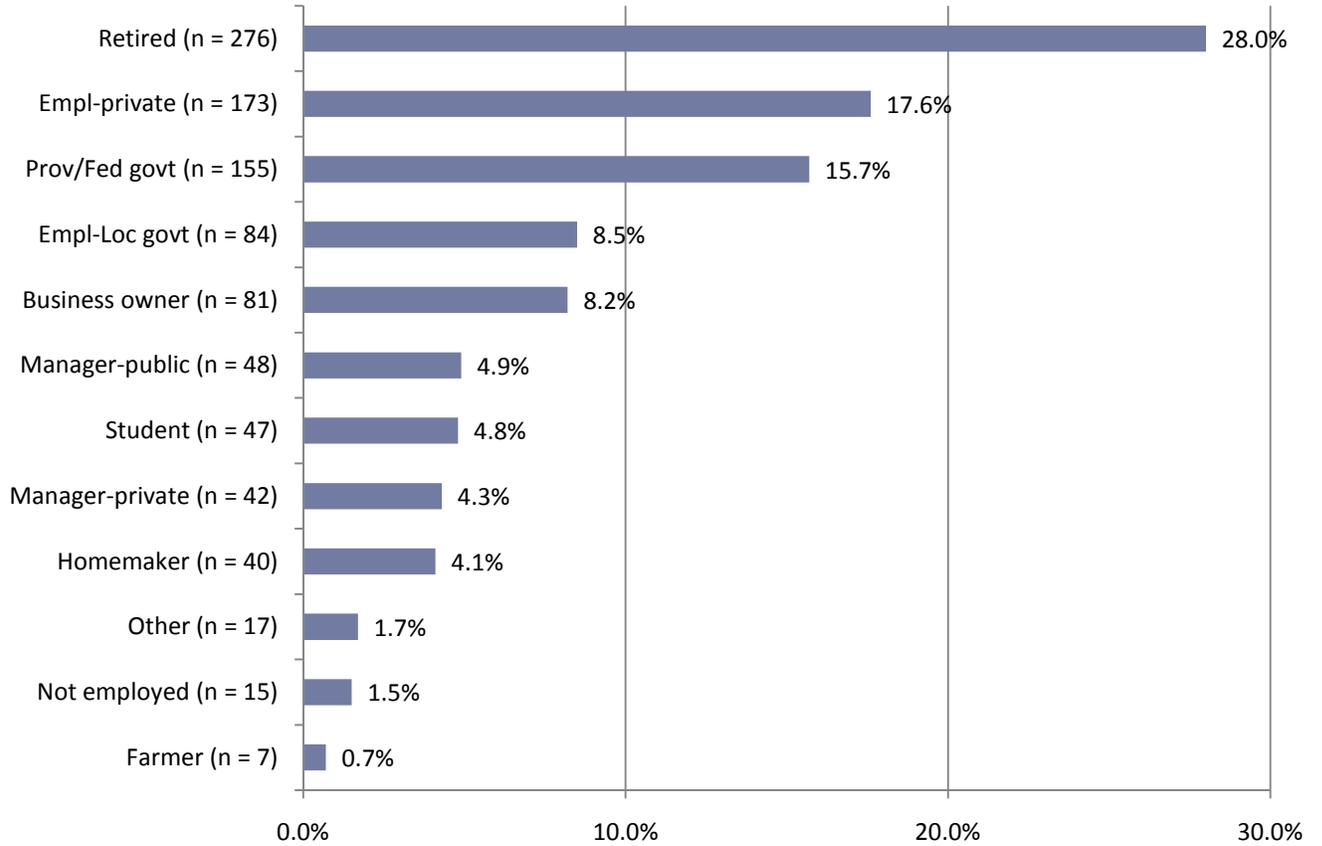
A large majority of respondents (90.8%) live in a city. This is not surprising due to research quotas targeting Saskatoon, Regina, and Prince Albert specifically.



Do you live in a... Base: All respondents, excludes no response (2009 n = 992)

Occupation

A majority of respondents are retired (28.0%) though private sector employees (17.6%) and provincial and federal government employees (15.7%) also make up notable proportions.



Please indicate your occupation: Base all respondents, excludes no response (n = 985)