

INNOVATION PLACE

General Population Awareness Study

2012



Report Compiled by
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Executive Summary

METHODOLOGY

In April of 2012, Insightrix Research Inc. was contracted by Innovation Place to conduct the ninth wave of an annual awareness and impressions survey of the general populations of Saskatoon, Regina, and Prince Albert. The objectives of this study are to:

- Measure the awareness of Innovation Place,
- Determine top of mind impressions of the research parks, and
- Compare results to findings from previous waves of research.

Data were collected between April 23rd and April 29th, 2012. A total of 1,001 respondents participated via phone. With this sample size, the margin of error is equal to ± 3.1 percentage points at a 95% confidence level. Margins of error of sub-groupings will be larger.

STUDY RESULTS

Awareness

Overall, awareness of Innovation Place has increased slightly over the previous year and is currently at its highest (68.4%, up from 64.9% in 2011).

Those more likely to be aware of Innovation Place include:

- Men (75.6% vs. 62.3% among women)
- Those between the ages of 35-54 years (75.9% versus 56.4% among 18-34 year olds and 66.9% among those aged 55 years or older)
- Saskatoon residents (86.4% vs. 48.9% among Regina and 56.0% among Prince Albert residents)

Awareness of Innovation Place among Regina residents has increased slightly over last year and is at a current all-time high (48.9%, up from 45.4% in 2011).

Impression

Positive impressions among those who have heard of Innovation Place have remained relatively consistent over the duration of the study, with a slight decline noted this year (presently 55.0%, down from 58.2% in 2011). Slight declines are noted in all three cities.

Those more likely to have positive impressions of Innovation Place include:

- Men (60.2% vs. 49.6% among women)
- Saskatoon residents (60.6% vs. 45.2% among Regina residents and 44.0% among those living in Prince Albert)

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Introduction and Methodology

STUDY BACKGROUND AND OBJECTIVES

The objective of the study is to gain insight into the general population's awareness and impressions of Innovation Place in the cities in which the three research parks operate: Saskatoon, Regina, and Prince Albert. Specific objectives include:

- Measure awareness among the general populations of Saskatoon, Regina and Prince Albert of the three Innovation Place research parks,
- Determine popular opinions regarding the research parks, and
- Compare results to previous waves of research.

Similar studies have been conducted annually since 2003.

METHODOLOGY

In order to achieve the above research objectives, Innovation Place contracted Insightrix Research Inc. to conduct a telephone survey of the general population within the cities in which the three research parks operate. Prior to 2009, the entire population of Saskatchewan was targeted. Since 2009, only residents living in Saskatoon, Regina, and Prince Albert have been included in the study. Awareness data from prior to 2009 have been filtered and only respondents from the three cities are compared to current results in order to maintain consistency. Additionally, for the 2012 report, data from 2009 and on have been included for tracking impressions among each city.

Questionnaire Development

The questionnaire for this study was developed in 2003 and very few changes have been made since. The current questionnaire is unchanged from the 2011 wave of research. The questionnaire was programmed into an online CATI system for data collection.

Sample Plan

Unlike previous years, an oversample approach was utilized in 2012 to increase the number of interviews completed with Prince Albert residents to 150 respondents. The overall sample size remains the same (n=1,001) but fewer interviews were completed in Saskatoon to allow for more respondents from Prince Albert. The following table illustrates the division of responses across the three cities using the oversampling approach in addition to what the sampling mix would be if a representative sample were used. As noted below, twice as many interviews were completed in Prince Albert using the oversampling method. This technique notably increases the accuracy of the results when comparing Prince Albert's results to previous years yet has only a modest impact on the accuracy of the findings in Saskatoon.

	Oversampling Completed	Representative Sampling
Saskatoon	426	506
Regina	425	421
Prince Albert	150	74
Total	1001	1001

When presenting results at the overall level, the data have been weighted so that the results are representative of the populations of the three cities combined.

Data Collection

Insightrix purchased a randomized list of households from ASDE Survey Sampler, a sample company based in Quebec. Data were collected between April 23rd and April 29th, 2012. A total of 1,001 surveys were completed. The margin of error at 95% confidence is ± 3.1 percentage points, which means we can be sure that the results are within ± 3.1 percentage points of the population figures, 19 times out of 20.

Survey Analysis and Reporting

This report includes results for each question asked in addition to cross-tabulations, key findings and comparisons to previous waves of research.

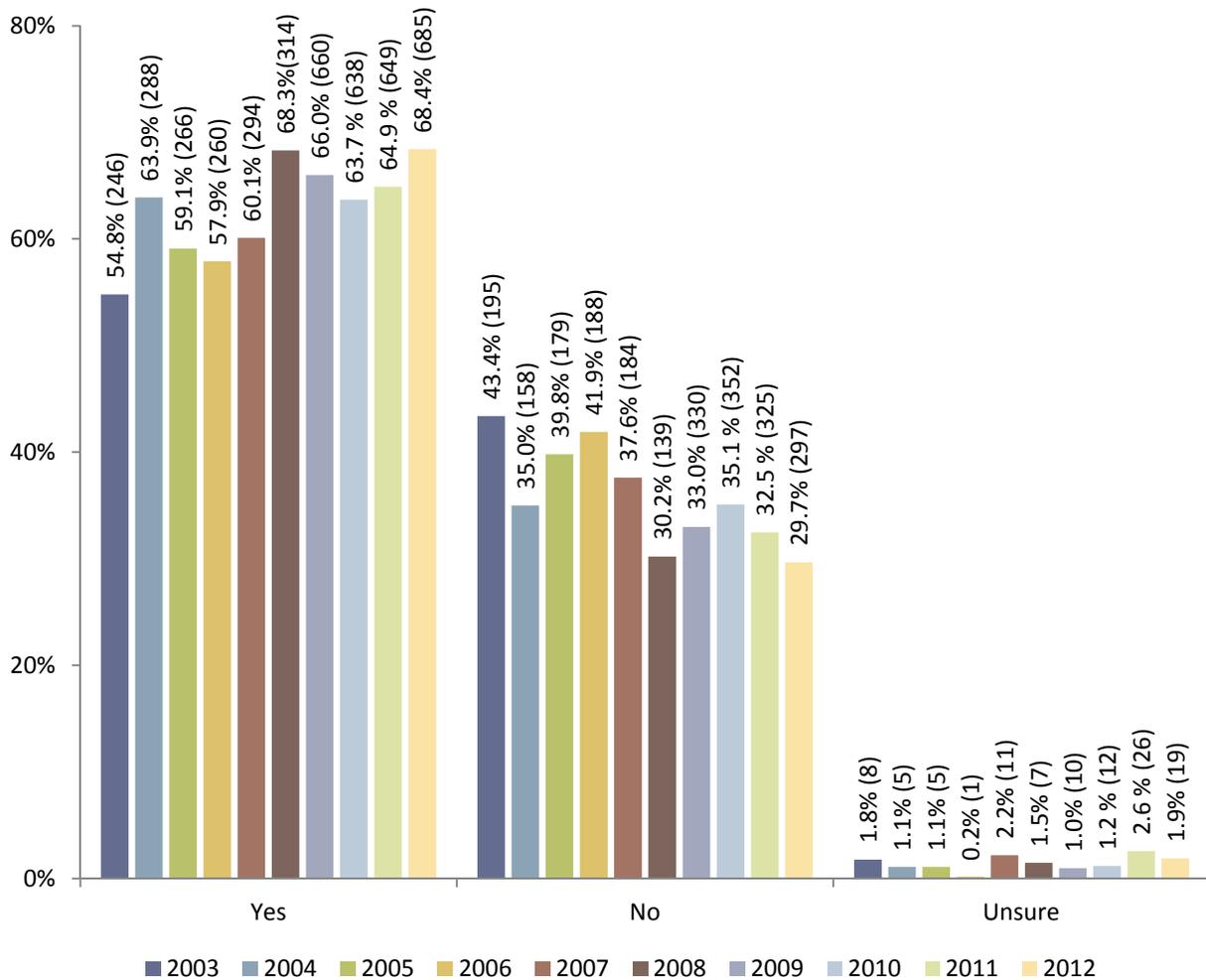
Reporting Notes:

- Due to rounding, not all results will add to exactly 100%.
- Each question includes a base description detailing the number of respondents who answered each question (n=#).
- Questions have been analyzed for statistical significance. A standard alpha value of less than 0.05 is considered statistically significant (less than a 5% chance that the results have occurred by chance). Statistically significant differences are noted with ▲.

Study Results

AWARENESS OF INNOVATION PLACE

The proportion of respondents who have heard of Innovation Place (68.4%) has increased slightly (although not statistically significantly) from the previous years and has returned to the level seen in 2008 (68.3%). Conversely, the proportion of respondents who have not heard of Innovation Place has declined slightly, from 32.5% in 2011 to 29.7% in 2012.



Q1. 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=1,000; 2010: n=1,002; 2011: n=1,000; 2012: weighted n=1,001)

Awareness of Innovation Place by Demographics

Awareness by Gender

Men are significantly more likely (75.6%) to have heard of Innovation Place than women (62.3%).

		Male	Female
Yes	Count	346	339
	Percent	▲75.6%	62.3%
No	Count	103	194
	Percent	22.4%	▲35.8%
Unsure	Count	9	10
	Percent	1.9%	1.9%
Total	Count	458	543
	Percent	100.0%	100.0%

Base: All respondents (2012, weighted n=1001)

Awareness by Age

Respondents aged 18 to 34 years are less likely to have heard of Innovation Place (56.4%) than their older counterparts (75.9% among 35-54 year olds and 66.9% among those aged 55 years or more).

		18-34	35-54	55 and over
Yes	Count	92	277	313
	Percent	56.4%	▲75.9%	▲66.9%
No	Count	68	84	143
	Percent	▲41.7%	23.0%	▲30.6%
Unsure	Count	3	4	12
	Percent	2.0%	1.1%	2.6%
Total	Count	162	366	469
	Percent	100.0%	100.0%	100.0%

Base: All respondents excluding prefer not to say (2012, weighted n=997)

Awareness by City

As with previous waves of the study, respondents from Saskatoon (86.4%) are significantly more likely to have heard of Innovation Place as compared to those from Prince Albert (56.0%) or Regina (48.9%).

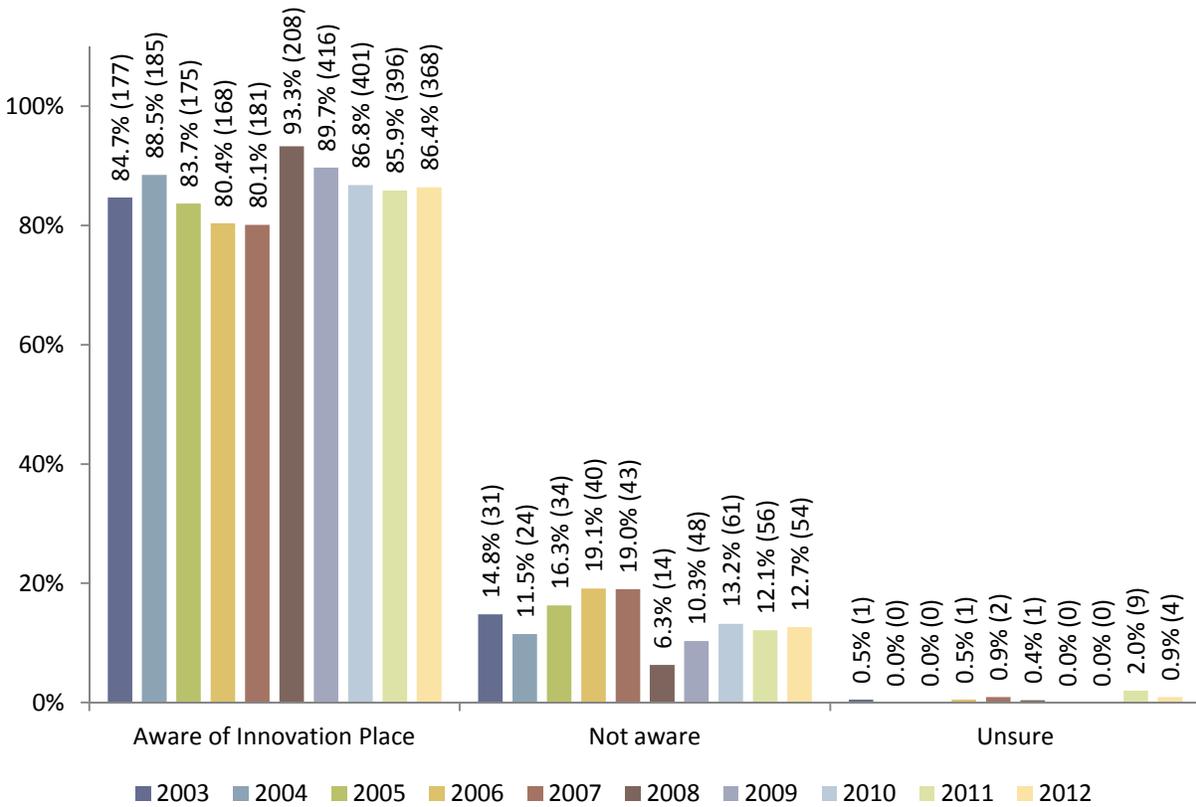
		Saskatoon	Regina	Prince Albert
Yes	Count	368	208	84
	Percent	▲86.4%	48.9%	56.0%
No	Count	54	204	63
	Percent	12.7%	▲48.0%	▲42.0%
Unsure	Count	4	13	3
	Percent	0.9%	3.1%	2.0%
Total	Count	426	425	150
	Percent	100.0%	100.0%	100.0%

Base: All respondents (2012, n=1001)

Trending Awareness by City

Saskatoon

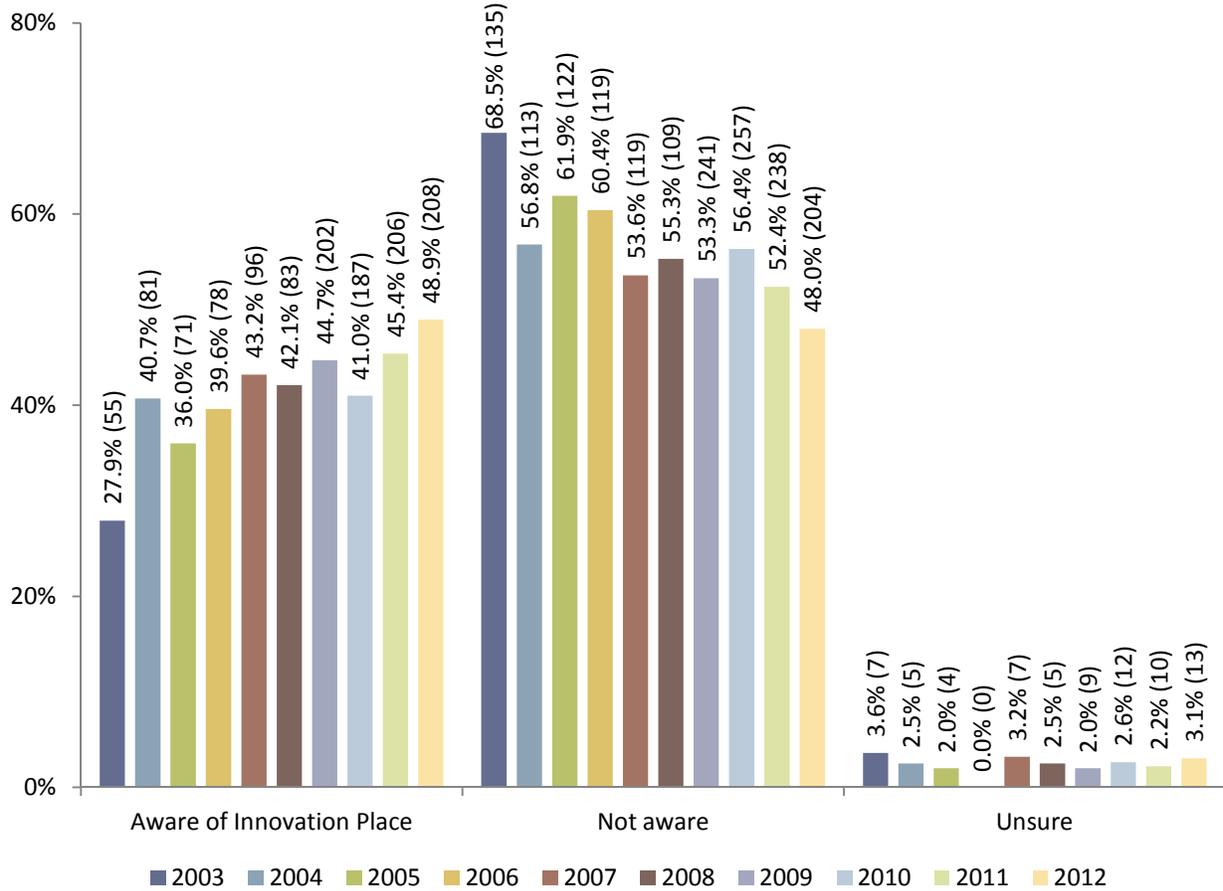
Awareness of Innovation Place holds steady among Saskatoon residents.



Q1. Have you heard of Innovation Place? 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; 2010: n=462; 2011: n=461; 2012: n=426)

Regina

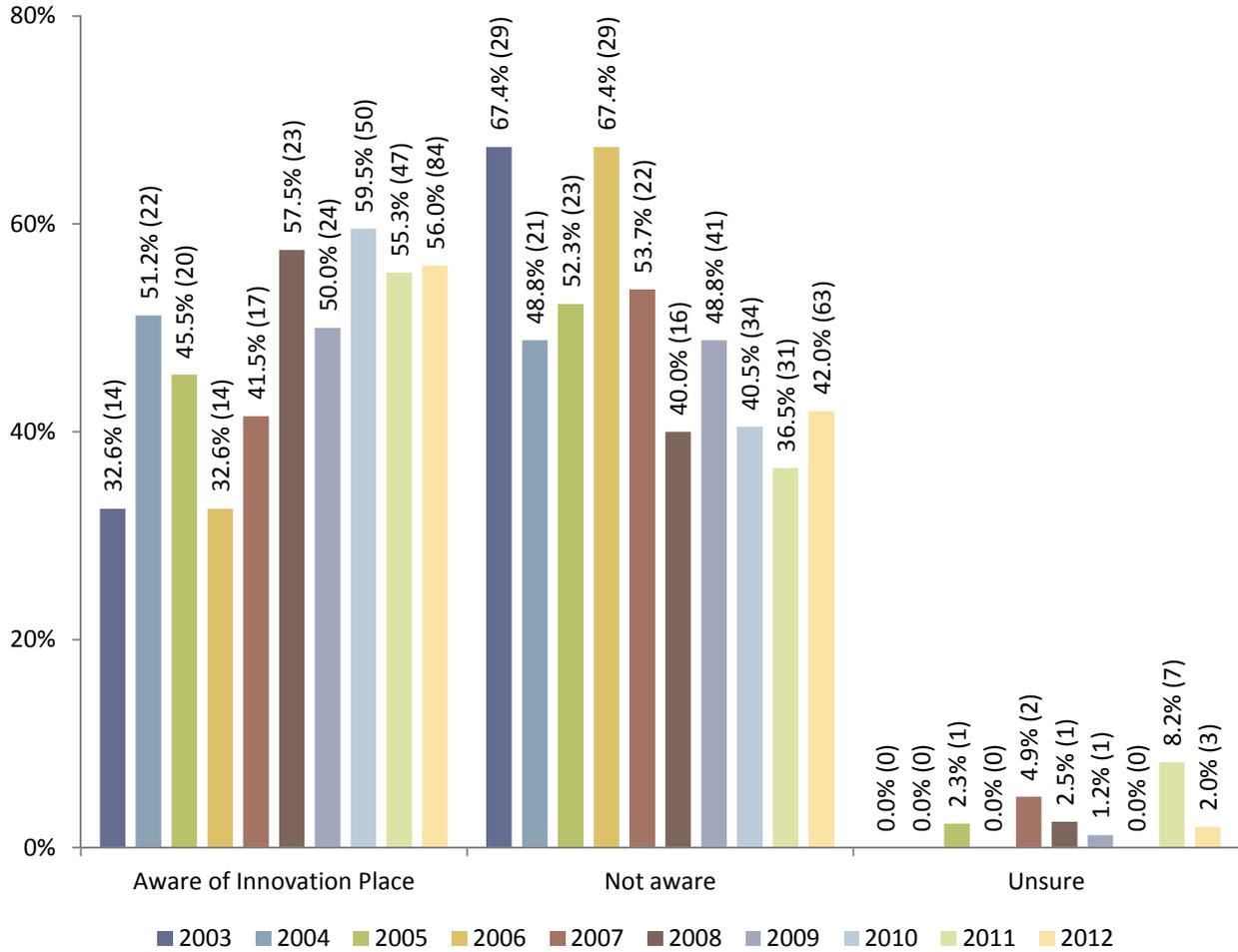
Awareness of Innovation Place among residents of Regina has been slowly trending upwards over the course of the study and is currently at its highest level (48.9%) since measurement began in 2003.



Q1. Have you heard of Innovation Place? 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; 2010: n=456; 2011: n=454; 2012: n=425)

Prince Albert

Awareness of Innovation Place among residents of Prince Albert (presently 56.0%) is consistent with results from 2011 (55.3%). Given the small sample sizes from past waves of data collection, trending results illustrate varied levels of awareness of Innovation Place within the community.

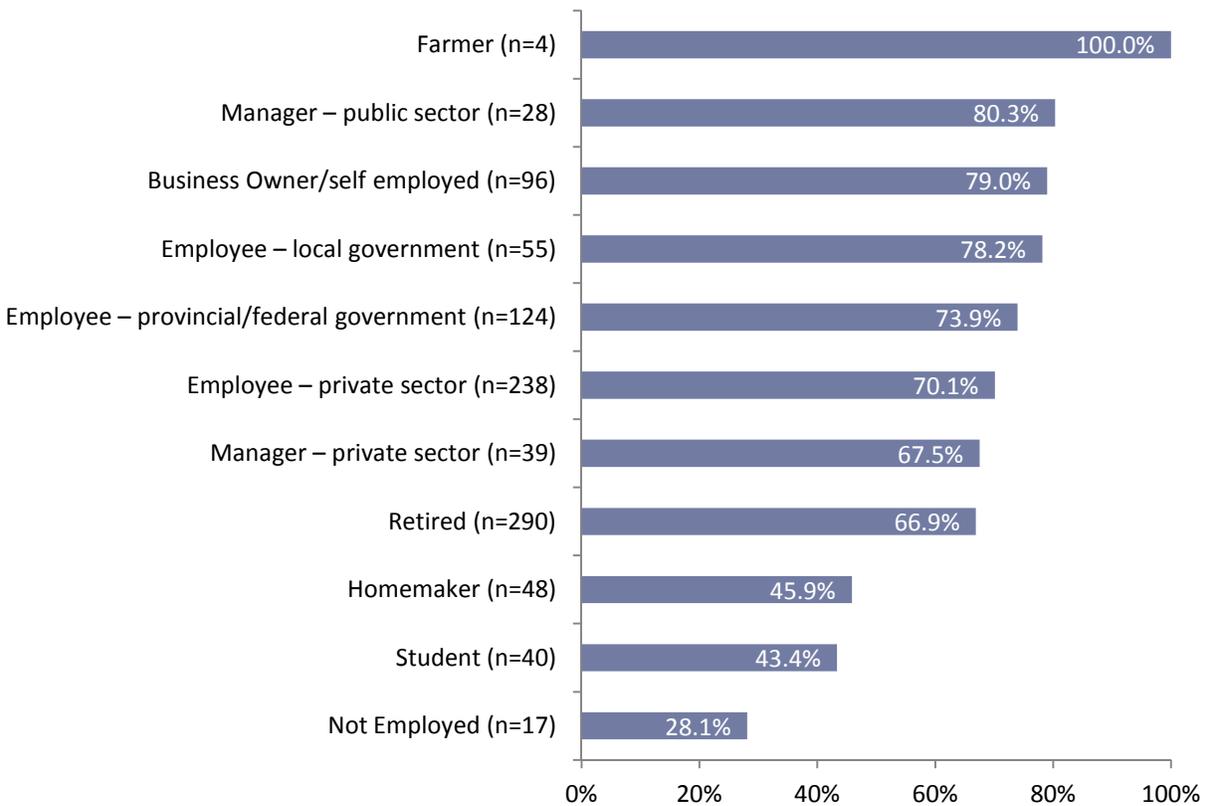


Q1. Have you heard of Innovation Place? Base: All Prince Albert respondents (2003: n=43; 2004: n=43; 2005: n=44; 2006: n=43; 2007: n=41; 2008: n=40; 2009: n=66; 2010: n=84; 2011: n=85; 2012: n=150)

Awareness by Occupation

Although it appears that awareness of Innovation Place is highest among farmers (100%), it should be noted that only four respondents identified themselves as farmers in this wave of the study. Excluding these, the highest levels of awareness are seen among managers in the public sector (80.3%), business owners/those who are self-employed (79.0%), and local government employees (78.2%).

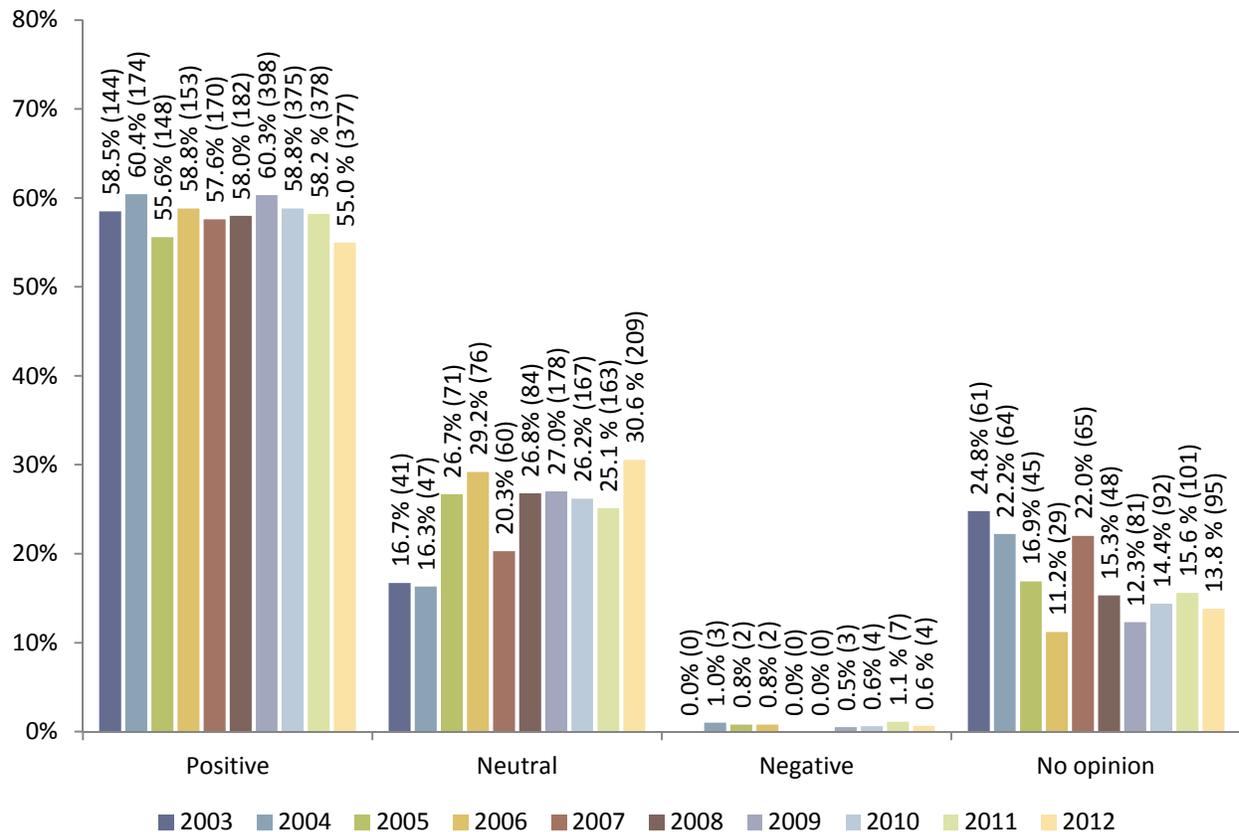
Awareness of Innovation Place is lowest among homemakers (45.9%), students (43.4%), and those who are not employed (28.1%).



Base: All respondents excluding other and prefer not to say (2012, weighted n=978)

OVERALL IMPRESSION OF INNOVATION PLACE

Positive impressions of Innovation Place have remained generally consistent over the past nine years, with a slight dip noted this year (55.0%). Conversely, the proportion of those who have a neutral impression (30.6%) has risen somewhat from last year (25.1%). As with all waves of the study, there are very few respondents (presently 0.6%) who have a negative opinion of Innovation Place. Roughly one in seven (13.8%) state they have no opinion of Innovation Place.



Q2. Would you say your impression of Innovation Place is...? Base: All 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; 2010: n=638; 2011: n=649; 2012: weighted n=685)

Impressions of Innovation Place by Demographics

Impressions by Gender

Men (60.2%) are significantly more likely than women (49.6%) to have a positive impression of Innovation Place, while women are significantly more likely to have no opinion (16.5% vs. 11.2%).

		Male	Female
Positive	Count	209	168
	Percent	▲ 60.2%	49.6%
Neutral	Count	97	112
	Percent	28.1%	33.1%
Negative	Count	2	2
	Percent	0.6%	0.7%
No opinion	Count	39	56
	Percent	11.2%	▲ 16.5%
Total	Count	346	339
	Percent	100.0 %	100.0 %

Base: All respondents who have heard of Innovation Place (2102, weighted n=685)

Impressions by Age

Respondents aged 55 and over are significantly less likely (23.9%) than younger respondents (18-34: 39.1%, and 35-54: 35.6%) to have a neutral opinion, and significantly more likely to have no opinion (17.5%) than younger respondents (18-34: 13.4%, and 35-54: 10.0%).

		18-34	35-54	55 and over
Positive	Count	44	148	183
	Percent	47.5%	53.2%	58.3%
Neutral	Count	36	99	75
	Percent	▲ 39.1%	▲ 35.6%	23.9%
Negative	Count	0	3	1
	Percent	0.0%	1.2%	0.3%
No opinion	Count	12	28	55
	Percent	13.4%	10.0%	▲ 17.5%
Total	Count	92	277	313
	Percent	100.0 %	100.0 %	100.0 %

Base: All respondents who have heard of Innovation Place excluding prefer not to say (2102, weighted n=682)

Impressions by City

Respondents from Saskatoon are significantly more likely (60.6%) to have a positive impression of Innovation Place than those from Regina (45.2%) or Prince Albert (44.0%) and are significantly less likely to have a neutral impression (24.5% vs. 41.8% and 39.3%, respectively).

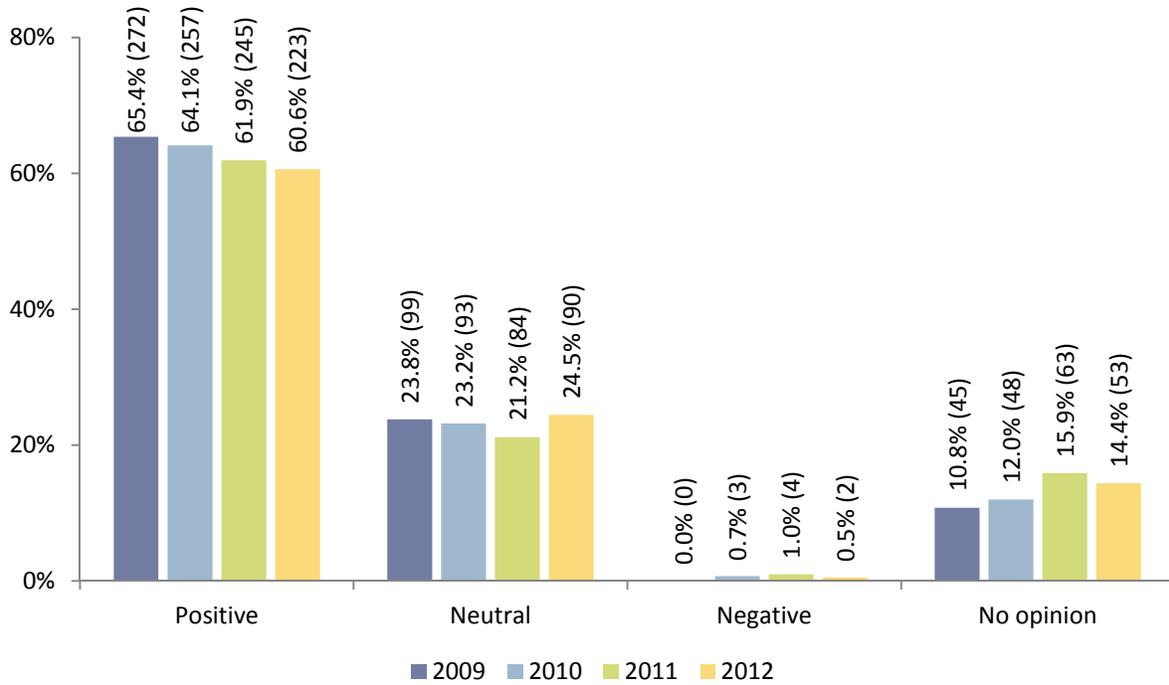
		Saskatoon	Regina	Prince Albert
Positive	Count	223	94	37
	Percent	▲ 60.6%	45.2%	44.0%
Neutral	Count	90	87	33
	Percent	24.5%	▲ 41.8%	▲ 39.3%
Negative	Count	2	2	0
	Percent	0.5%	1.0%	0.0%
No opinion	Count	53	25	14
	Percent	14.4%	12.0%	16.7%
Total	Count	368	208	84
	Percent	100.0%	100.0%	100.0%

Base: All respondents who have heard of Innovation Place (2102, n=660)

Trending Impression by City

Saskatoon

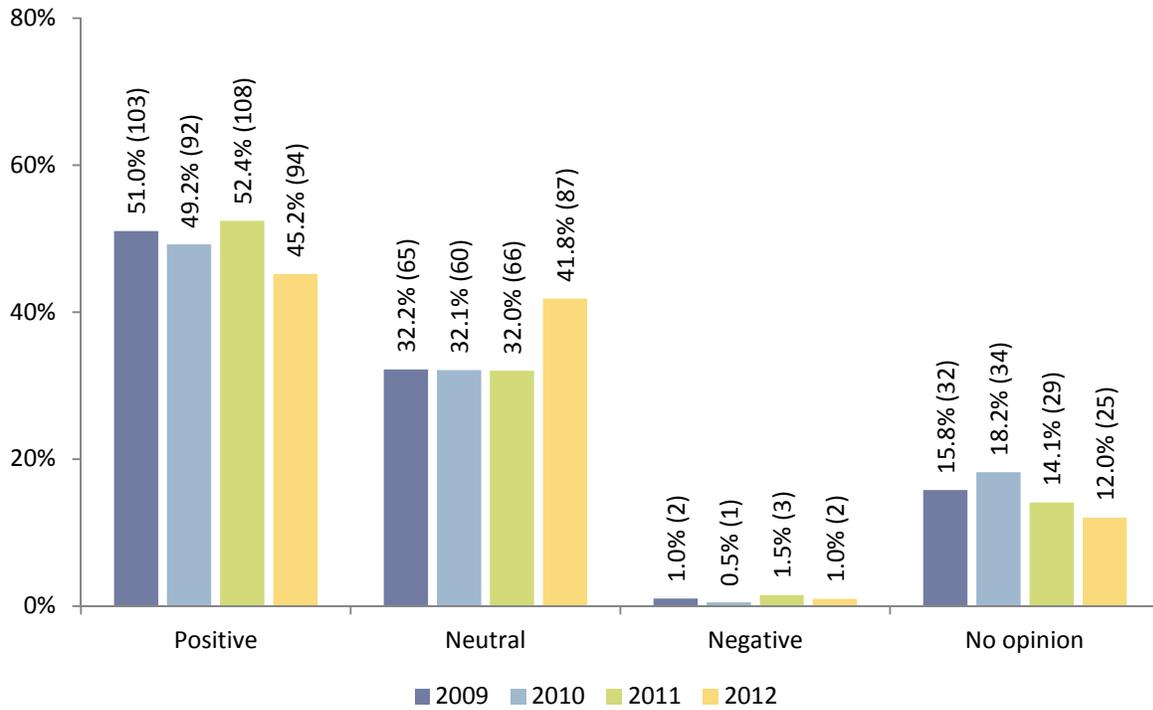
Positive impressions of Innovation Place among residents of Saskatoon have trended slightly downward since 2009 (from 65.4% in 2009 to a current 60.6%).



Q2. Would you say your impression of Innovation Place is...? Base: All Saskatoon respondents that have heard of Innovation Place (2009: n=416; 2010: n=401; 2011: n=396; 2012: n=368)

Regina

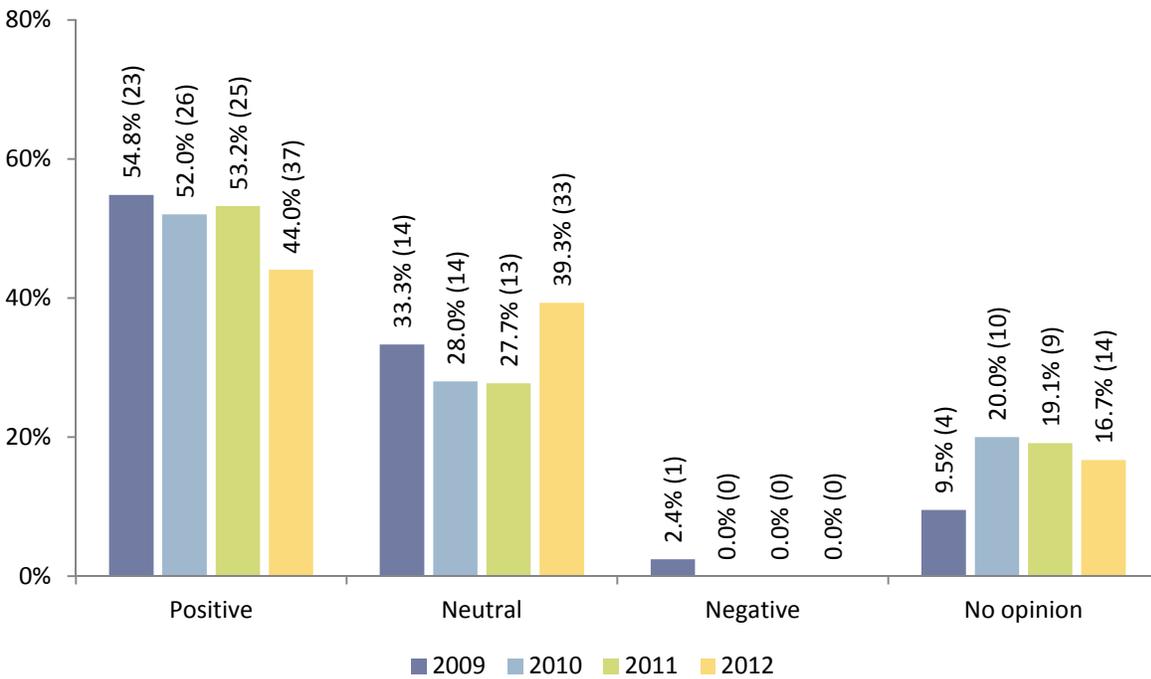
Among Regina residents, positive impressions of Innovation Place have declined somewhat since the previous wave (down to 45.2% from 52.4% in 2011). Conversely, the proportion of respondents who have a neutral opinion has risen, from 32.0% in 2011 to 41.8% in 2012.



Q2. Would you say your impression of Innovation Place is...? Base: All Regina respondents that have heard of Innovation Place (2009: n=202; 2010: n=187; 2011: n=206; 2012: n=208)

Prince Albert

Similar to results among residents of Regina, positive impressions of Innovation Place among residents has dropped somewhat from the previous wave of the study (from 53.2% in 2011 down to 44.0% in 2012), and the proportion of respondents who have a neutral impression has risen (from 27.7% in 2011 up to 39.3% in 2012). However, the sample sizes are very small so this change should be considered directional in nature.

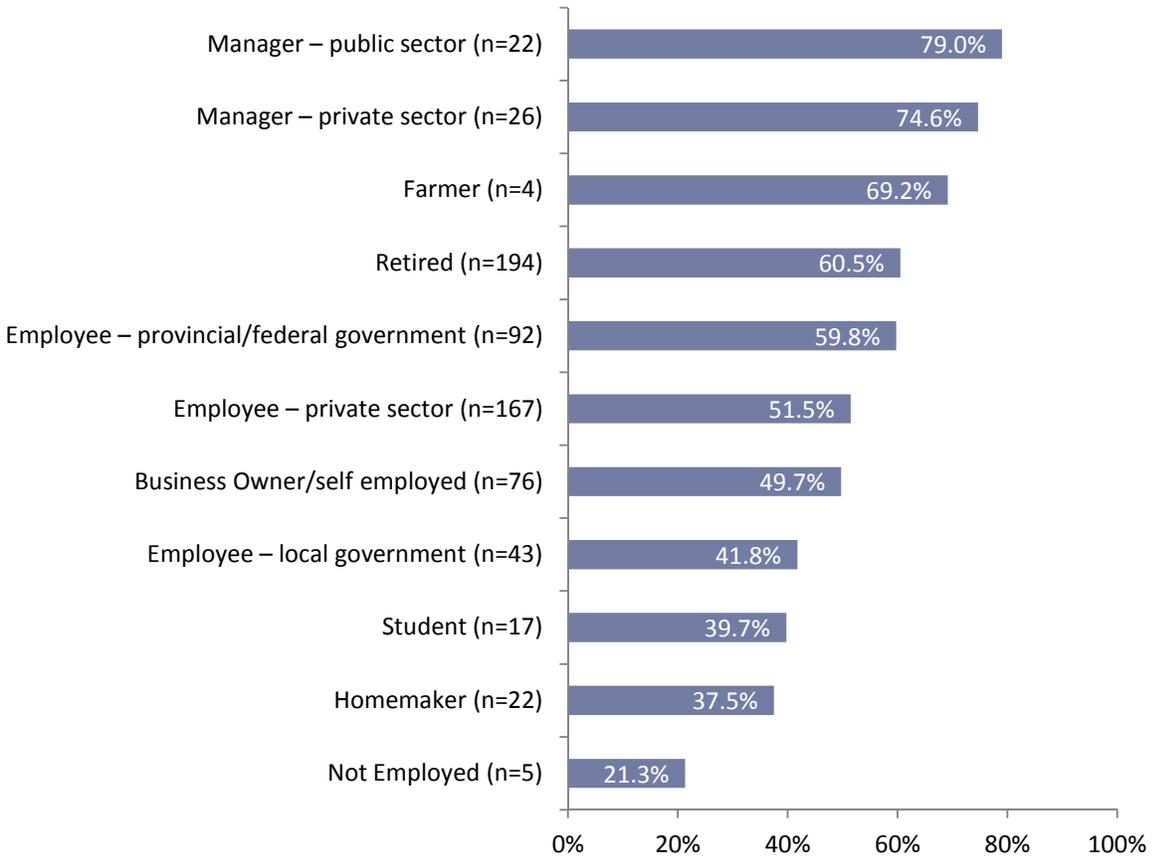


Q2. Would you say your impression of Innovation Place is...? Base: All Prince Albert respondents that have heard of Innovation Place (2009: n=42; 2010: n=50; 2011: n=47; 2012: n=84).

Impression by Occupation

The occupations most likely to have a positive impression of Innovation Place include public sector managers (79.0%) and private sector managers (74.6%).

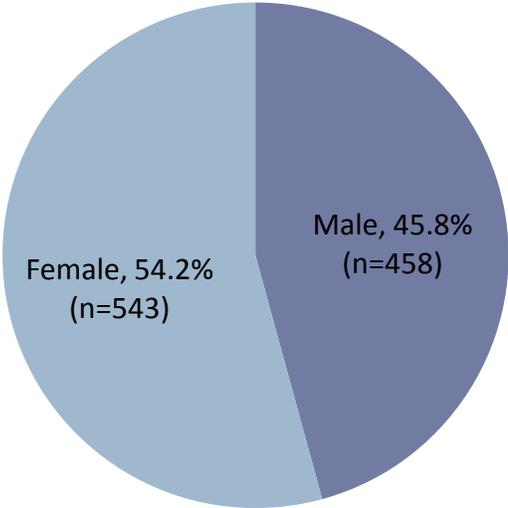
Those least likely to have a positive impression include students (39.7%), homemakers (37.5%) and those who are not currently employed (21.3%).



Base: All respondents who have heard of Innovation Place excluding other and refused to say (2102, weighted n=667)

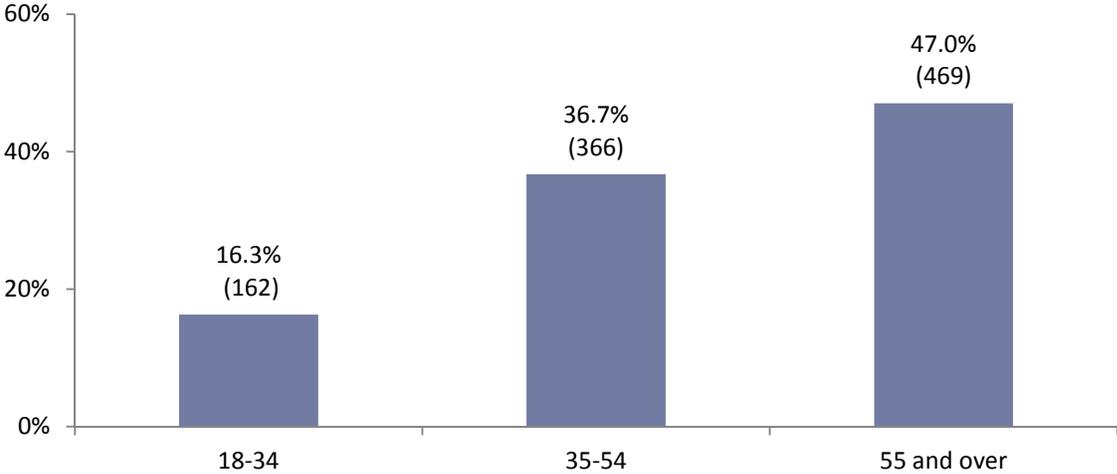
DEMOGRAPHICS

Gender



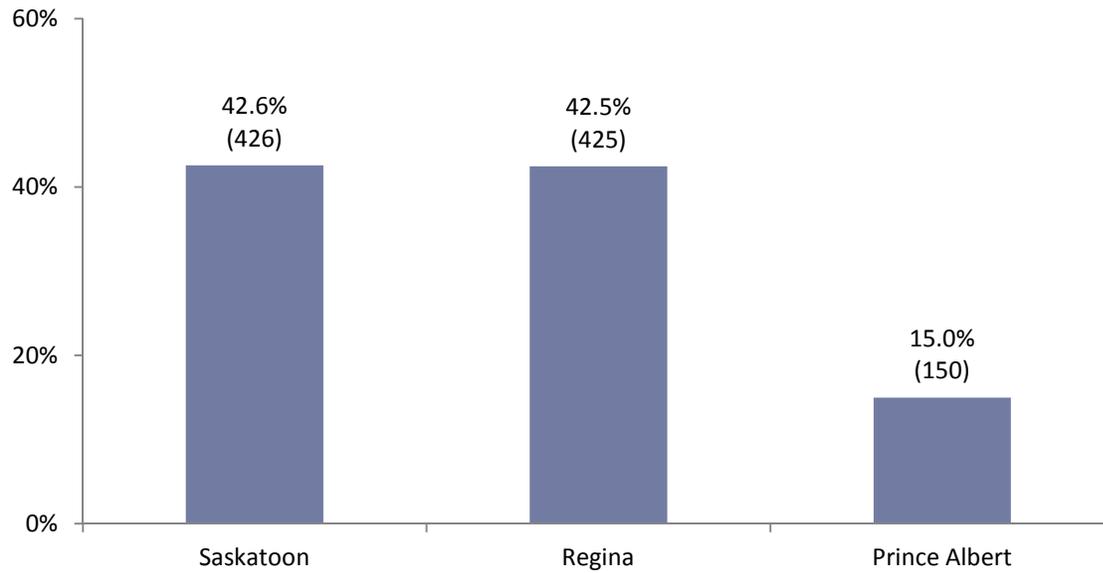
Base: All respondents (2012, weighted n=1001)

Age



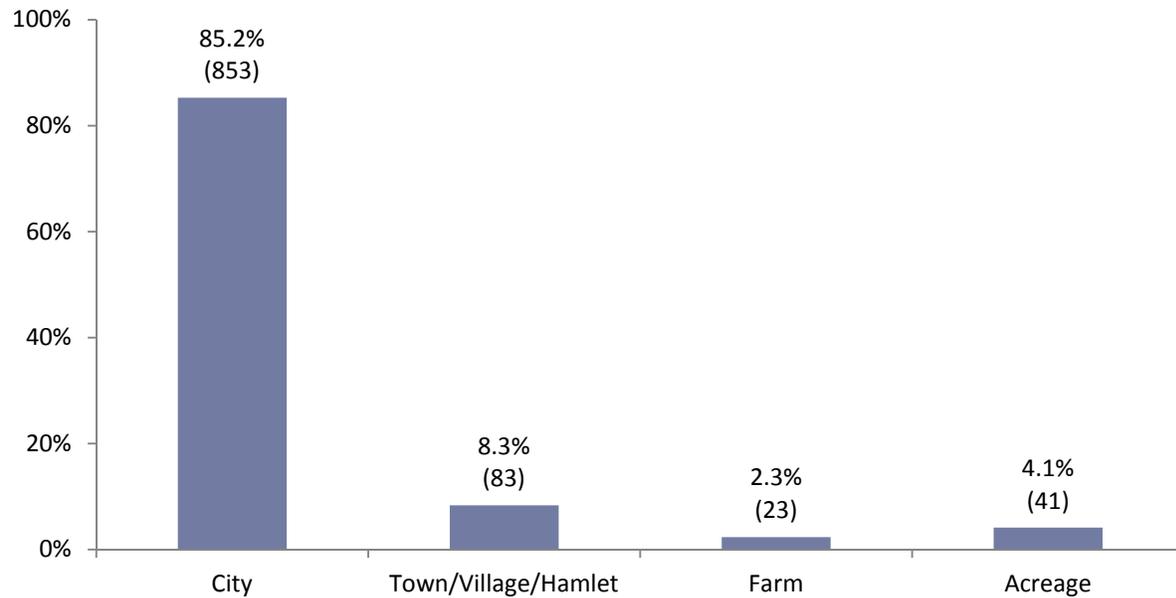
Base: All respondents, excluding refused (2012, weighted n=997)

Location of Respondents



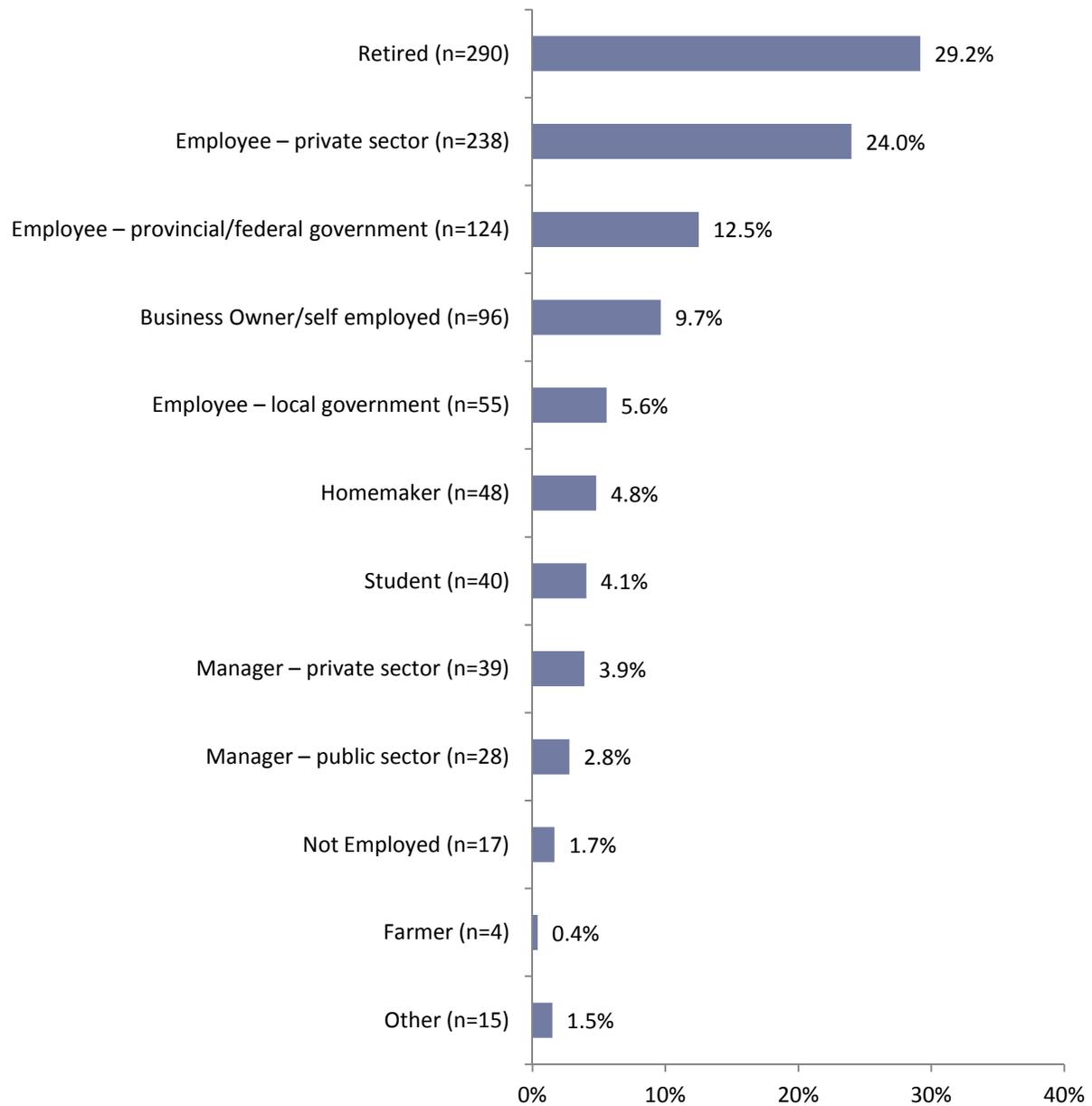
Base: All respondents (2012, n=1001)

Type of Residency



Base: All respondents excluding prefer not to say (2012, weighted n=1000)

Occupation



Base: All respondents excluding prefer not to say (2012, weighted n=992)