

## **Agriculture Awareness Omnibus polling**

### **Background**

The Saskatchewan Ministry of Agriculture's strategic plan includes the improved perception of agriculture as one of its strategic themes. To assess the impact of the Ministry's future agriculture awareness activities, benchmarking was established through omnibus polling.

Through the March 2013 monthly omnibus polling conducted by Insightrix research Inc., 10 questions were asked through an online survey and were answered by 801 Saskatchewanians representative of the province by gender, age, and region.

Statistical variations of less than four per cent were deemed to be statistically insignificant. Variations between five and seven per cent were deemed slightly significant and variations greater than seven per cent were deemed significant.

### **Socio-demographic data**

Of the 801 respondents:

- 51% were female;
- 30% were between the ages of 18 and 34 – 36% were 55 years of age or older;
- 66% had no children under the age of 18 living at home;
- 5% had aboriginal ancestry;
- 18% had a high-school diploma or some high-school education – 53% held a post-secondary diploma;
- 32% had an annual household income of less than \$60,000 – 26% made more than \$90,000; and
- 58% lived outside of Regina and Saskatoon (for the purpose of this analysis, these respondents have been identified as "rural").

### **Preliminary conclusions**

- Saskatchewan citizens have a very positive perception of agriculture.
- Saskatchewanians are divided on genetically-modified organisms in food as necessary to feed the world. This is especially true of women and lower-income families.
- Level of education and children had little impact on responses.
- Older, wealthier and rural respondents generally agreed more with the question statements.

## **Results**

### **1. Agriculture drives the Saskatchewan economy, providing many jobs.**

- Agree or strongly agree: 77%
- Disagree or strongly disagree: 17%

#### **Notable**

Older respondents agreed slightly more (18-34=74%, 55+=81%).

Higher-income respondents agreed slightly more (<\$30,000=73%, >\$120,000=80%).

Rural respondents agreed more (rural=81%, urban=72%).

Education, gender and children had no statistically significant impact.

### **2. Saskatchewan agriculture is a modern industry.**

- Agree or strongly agree: 88%
- Disagree or strongly disagree: 7%

#### **Notable**

Older respondents agreed more (18-34=81%, 55+=93%).

Rural respondents agreed slightly more (rural=90%, urban=85%).

Education, gender, income and children had no statistically significant impact.

### **3. There is a wide choice of career options within the field of Agriculture.**

- Agree or strongly agree: 74%
- Disagree or strongly disagree: 12%

#### **Notable**

Older respondents agreed more (18-34=64%, 55+=79%).

Rural respondents agreed slightly more (rural=76%, urban=69.5%).

Education, gender, income and children had no statistically significant impact.

### **4. Saskatchewan agriculture is fulfilling its role as a global supplier of nutritious and safe food.**

- Agree or strongly agree: 84%
- Disagree or strongly disagree: 7%

#### **Notable**

Older respondents agreed slightly more (18-34=80%, 55+=86%).

Higher-income respondents agreed more (<\$30,000=77%, >\$90,000=88%).

Education, gender, children and urban/rural split had no statistically significant impact.

**5. Advancements in agriculture, including genetically-modified crops, are necessary in order to feed the growing world population.**

- Agree or strongly agree: 59%
- Disagree or strongly disagree: 32%

Notable

Men agreed more (men=68%, women=50%)

Older respondents agreed slightly more (18-34=74%, 55+=81%).

Agreement increases proportionately with income (<\$30,000=46%, \$60-90,000=60%, >\$120,000=67%).

Education, children, age and urban/rural split had no statistically significant impact.

**6. Saskatchewan farmers and ranchers are good stewards of the land, sustaining the environment for future generations.**

- Agree or strongly agree: 77%
- Disagree or strongly disagree: 13%

Notable

Older respondents agreed slightly more (18-34=73%, 55+=79%).

Higher-income respondents agreed more (<\$120,000=74.5%, >\$120,000=84%).

Rural respondents agreed slightly more (rural=78.5%, urban=73%).

Education, gender and children had no statistically significant impact.

**7. The majority of Saskatchewan farms and ranches are family businesses.**

- Agree or strongly agree: 73%
- Disagree or strongly disagree: 15%

Notable

Younger respondents agreed slightly more (18-34=76%, 55+=71%).

Rural respondents agreed more (rural=76%, urban=68.5%).

Less educated respondents agreed more: (high-school=81%, post-secondary=72%)

Gender, children and income had no statistically significant impact.

**8. I have a positive perception of Saskatchewan agriculture.**

- Agree or strongly agree: 89%
- Disagree or strongly disagree: 6%

Notable

Low-income respondents agreed less (<\$30,000=80%, >\$30,000=91%).

Education, gender, age, children and urban/rural split had no statistically significant impact.

**9. It is important for Saskatchewan children to learn about agriculture in school.**

- Agree or strongly agree: 93%
- Disagree or strongly disagree: 5%

Notable

Older respondents agreed more (18-34=87%, 35+=95.5%).

Higher-income respondents agreed more (<\$30,000=85%, >\$90,000=97%).

Rural respondents agreed slightly more (rural=94.5%, urban=90%).

Education, gender and children had no statistically significant impact.

**10. It is important that Saskatchewan farmers and ranchers using accepted farming practices have the freedom to operate.**

- Agree or strongly agree: 92%
- Disagree or strongly disagree: 3%

Notable

Socio-demographic variables had no statistically significant impact.