

## Poll Results

### Saskatchewan Residents

### October 29 – 31, 2007

The poll, conducted by Insightrix Research, Inc. of Saskatoon, was administered by telephone to a random selection of Saskatchewan residents from October 29<sup>th</sup> through October 31<sup>st</sup> 2007. The results of the poll are considered accurate to within  $\pm 4$  percentage points, 19 times out of 20.

#### Overall Results

Amongst the 1000 respondents polled throughout the province, a significant proportion of Saskatchewan residents claim they intend to vote in the upcoming election on November 7<sup>th</sup>, 2007. Specifically, eight-in-ten (80%) report they are 'very likely' to vote in the next election, and a further 10.2% are 'somewhat likely' to vote in the next election (a total of 90% who claim they are likely to vote).

The popular vote shows the Saskatchewan Party in the lead with 31.8%, followed by 19% for the NDP, 4.9% for the Liberal party, 1.9% for the Green Party, 1.1% for other parties, and 1.6% who either do not plan to vote or will spoil their ballot. However a notable 39.5% are still undecided despite campaign efforts of political parties to capture the public's support.

When taking into account the undecided voters who have a party they are 'leaning towards', these totals come to 37.7% for the Saskatchewan Party, 24.7% for the NDP, 6.8% for the Liberals, 2.5% for the Green Party, 1.3% for other parties, and 2.1% that either do not plan to vote or will spoil their ballot. A remaining one-quarter of Saskatchewan residents (24.9%) are still undecided.

Among **decided** voters who are planning on voting for or leaning toward a specific party, 51% plan to vote or are leaning towards Saskatchewan Party, 33.4% for the NDP, 9.2% for the Liberal party, 3.4% for the Green Party, 1.8% for other parties, and 1.2% plan on spoiling their ballot. However, it is important to note popular vote is not entirely indicative of electoral performance within the province.

#### Results by Region

The closest race appears to be in Regina, where 31.1% of local residents are planning to vote for or are leaning toward the Saskatchewan Party, 30% for the NDP, 9.3% for the Liberals, 2.3% for the Green Party, 2% for other parties, 3.4% don't plan to vote or will spoil their ballots, and a notable 21.8% remain undecided. This suggests Regina is still up for grabs by the two leading parties.

In Saskatoon, the Saskatchewan Party show a more advanced lead with 37.1% planning to vote or are leaning toward their party, 28% looking to the NDP, 8.7% turning their eye towards the Liberals, 4% aligning themselves with the Green Party, 1.2% for other parties, and 0.8% who do not plan on voting or will spoil their vote. A remaining two-in-ten Saskatoon residents (20.2%) remain undecided – a proportion large enough to swing the vote either way between the two leading parties.

The largest discrepancy is from those outside the two major centres, where 40.4% are planning to vote for or are leaning toward the Saskatchewan Party, 21.2% for the NDP, 5.0% for the Liberals, 1.9% for the Green Party, 1.1% for other parties, and 2.1% who do not plan on voting or will spoil their vote. However, a sizable 28.1% of rural voters continue to be undecided as to who they will vote for, similar to the proportion of undecided voters in Saskatoon and Regina.

#### Reasons for voting decision

Among those voting for the Saskatchewan Party, the most popular reasons provided were: a need for a change in government (37.1%), don't like other choices (10.5%), and believe the party encourages growth in business and the economy (8.7%).

Among those voting for the NDP, the most popular reasons provided were: the party's previous track record (24.8%), always voted for this party (23.4%), and don't like other choices (11.8%).

### **Voter retention**

Of those who voted Saskatchewan Party last time, 90.7% plan to vote the same way. Another 1.8% plan to vote NDP, 1.8% for the Liberals, 1.7% for the Green Party, and 4% are undecided.

Of those who voted NDP last time, 67.7% plan to vote the same way, 13.5% plan to vote for the Saskatchewan Party, 5.3% for the Liberals, 1.4% for the Green Party, .4% plan to vote for another party, and 11.7% are undecided.

Only 41% of those who voted for the Liberal Party in the previous election plan to vote the same way. Another 22.6% plan to vote for the Saskatchewan Party, 16.7% for the NDP, 1.5% for the Green Party, 1.6% for other parties, and 16.7% are undecided.

### **Profile of the undecided voter**

Given the relative size of the undecided voter, it is important to highlight their profile. These individuals are:

- ❖ More likely to be older
- ❖ Skewed female
- ❖ Tend to have lower household lower income
- ❖ More likely to be from rural areas
- ❖ Have a high likelihood of voting (63.5% claim to be very likely to vote)
- ❖ However, 31.9% admit they did not vote in the last election, while another 30.3% say they cannot remember who they voted for and 15.6% refused to say who they voted for, leaving only 22.1% who indicated who they voted for in the last election. This suggests that many of the undecided voters are not dedicated voters and may not vote at all.
- ❖ 10.7% of undecided voters claim to have voted for the NDP in the previous election, while 4.5% voted for the Liberals and 3.7% voted for the Saskatchewan Party.