

Saskatchewan Weekly Newspapers Assn./Probe Research Inc. News Release



2007 SASKATCHEWAN ELECTION SURVEY - LEADERSHIP & CHANGE -

October 30, 2007

This province-wide survey was designed and conducted by Probe Research via telephone interviews taken on October 25th and 26th 2007 among a random and representative sampling of 600 adults residing in Saskatchewan.

With a sample of 600, one can say with 95 percent certainty that the results are within ± 4.0 percentage points of what they would have been if the entire adult population of Saskatchewan had been interviewed. The margin of error is higher within each of the sub-populations examined.

Modified random digit dialing was employed to ensure that all Saskatchewan adults would have an equal opportunity to participate in this Probe Research Inc. survey. Minor statistical weighting has been applied to this sample to ensure that age, gender and past voting characteristics properly reflect known attributes of the Saskatchewan population. All data analysis was performed using a combination of package and custom software.

2007 SASKATCHEWAN ELECTION SURVEY

- Leadership and Change -

Only one in four Saskatchewan adults feel that the NDP deserves to be returned to office on November 7th while a majority agree the time for change has arrived. This result was gleaned from a province-wide survey conducted by Probe Research Inc. exclusively for the Saskatchewan Weekly Newspapers Association. Other survey results reveal that most citizens expect the NDP to be defeated on November 7th, while Saskatchewan Party leader Brad Wall is regarded as the best choice for Premier. A random and representative cross-section of 600 Saskatchewan adults were interviewed by telephone last Thursday and Friday.

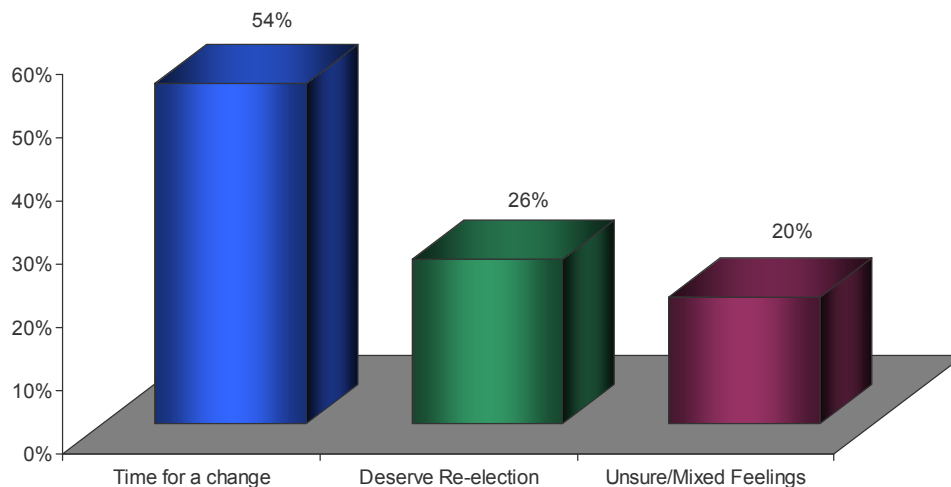
Voters Want and Expect Change

Across the province, more than one-half of adults (54%) agreed that “*the NDP have been in power for too long and it is now time for a change*”. This compares with only 26 percent who affirmed that: “*The NDP, led by Lorne Calvert, deserve to be re-elected based on their record and accomplishments over the past years*”. One in five respondents (20%) chose not to affirm either position.

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Continuity Versus Change

“Some people believe the New Democrats, led by Lorne Calvert, deserve to be re-elected based on their record and accomplishments over the past years, while others feel the NDP have been in power for too long and it is now time for a change. Which of these two general views comes closest to your own view?” (n=600)



Rural voters were most likely to feel that the time is right for a change (60%, compared with 46% of urban voters), while citizens expressing the view that the NDP governing record warrants their return to power were found most commonly among urban voters. However, even among those in Regina and Saskatoon this figure barely exceeds the three-in-ten mark (31%).



Attitudes on Change Versus Continuity in Saskatchewan

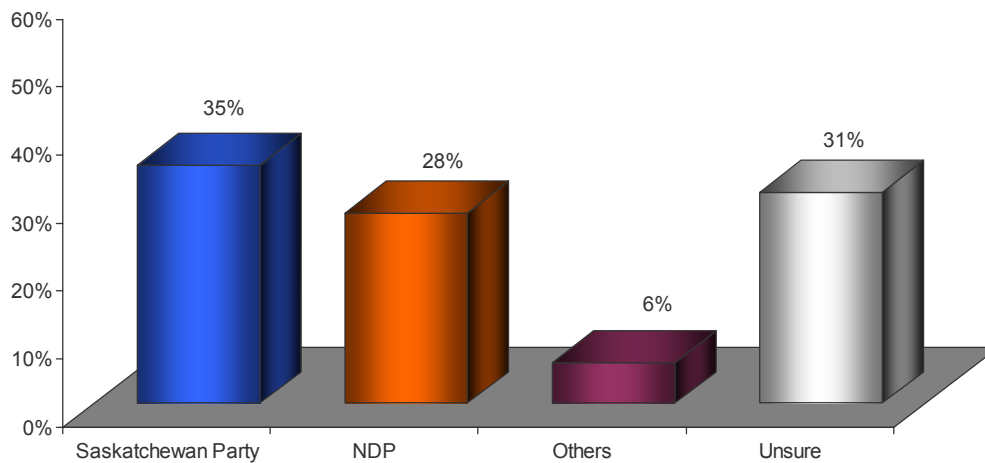
	Total Sask.	REGION		GENDER		AGE		
		Urban*	Rural	Men	Women	18-34	35-54	55+
Time for Change	54%	46%	60%	55%	53%	56%	58%	50%
NDP Deserve Re-Election	26%	31%	22%	25%	27%	28%	25%	26%
(Unsure)	20%	22%	18%	20%	20%	16%	17%	24%
*Urban = Regina and Saskatoon								

In terms of the anticipated outcome of the upcoming vote, the largest proportion of those surveyed feel the Saskatchewan Party will form government after November 7th. Thirty-five percent of adults across the province expect a Saskatchewan Party victory compared with 28 percent who feel the NDP will retain power.

P R O B E

Anticipated Election Outcome

"Regardless of how you intend to vote in the November 7th provincial election, which party do you think is most likely to win this election?" (n=600)



Those most likely to expect a Saskatchewan Party victory include men (42%, versus only 28% among women) and those from higher income households (40% among those earning \$60,000 or more). Meanwhile, those forecasting an NDP win were found most commonly among women (32%) and younger voters (39% among those under 35 years).

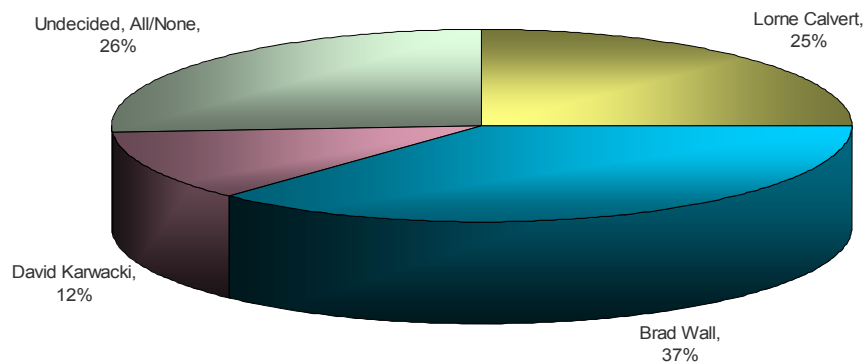
Wall Seen as “Best Premier”

When asked which of the three main party leaders they felt would make the “Best Premier” of Saskatchewan, the leader of the Saskatchewan Party, Brad Wall, beats out incumbent Premier Lorne Calvert. Thirty-seven percent of those surveyed pointed to Mr. Wall as the best candidate for Premier while 25 percent named current Premier Lorne Calvert. Twelve percent thought Liberal leader David Karwacki would make the best Premier, while nearly one in four citizens (26%) were uncertain as to who would be best suited to occupy the province’s highest political office.

P R B E

Best Premier of Saskatchewan

“Again, regardless of how you intend to vote, which of the following individuals do you think would make the best Premier of Saskatchewan?” (n=600)



Brad Wall was heavily favoured as “Best Premier” among those surveyed outside of the province’s two large cities (43%), by men (41% versus 34% among women), by those from higher income homes (45% among those earning \$60,000+) and, not surprisingly, by those planning to vote for a Saskatchewan Party candidate on November 7th (82%). Lorne Calvert was most competitive with Brad Wall on this “Best Premier” question among lower income voters (32% Calvert versus 28% Wall).

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