Canada This Month

Saskatchewan Politics

Public Opinion Research
Release Date: May 12, 2020
Field Dates: May 01, 2020 to May 07, 2020

Spotlight on Saskatchewan Politics

The COVID-19 outbreak has set off a series of changes in the Canadian political landscape. In Saskatchewan, Moe is seeing strong approval numbers on his handling of the COVID-19 outbreak as well as high satisfaction with the government as a whole and positive impressions of himself as a leader.

Today, INNOVATIVE is releasing a spotlight on Saskatchewan from our May 2020 Canada This Month survey. This online survey was in field from May 1st to May 7th with a weighted sample size of 200 Saskatchewan residents. Detailed methodology is provided in the appendix.

This report covers key results on how those from Saskatchewan are rating their government's handling of the COVID-19 outbreak and the impacts that is having on more general government approval and provincial vote choice.
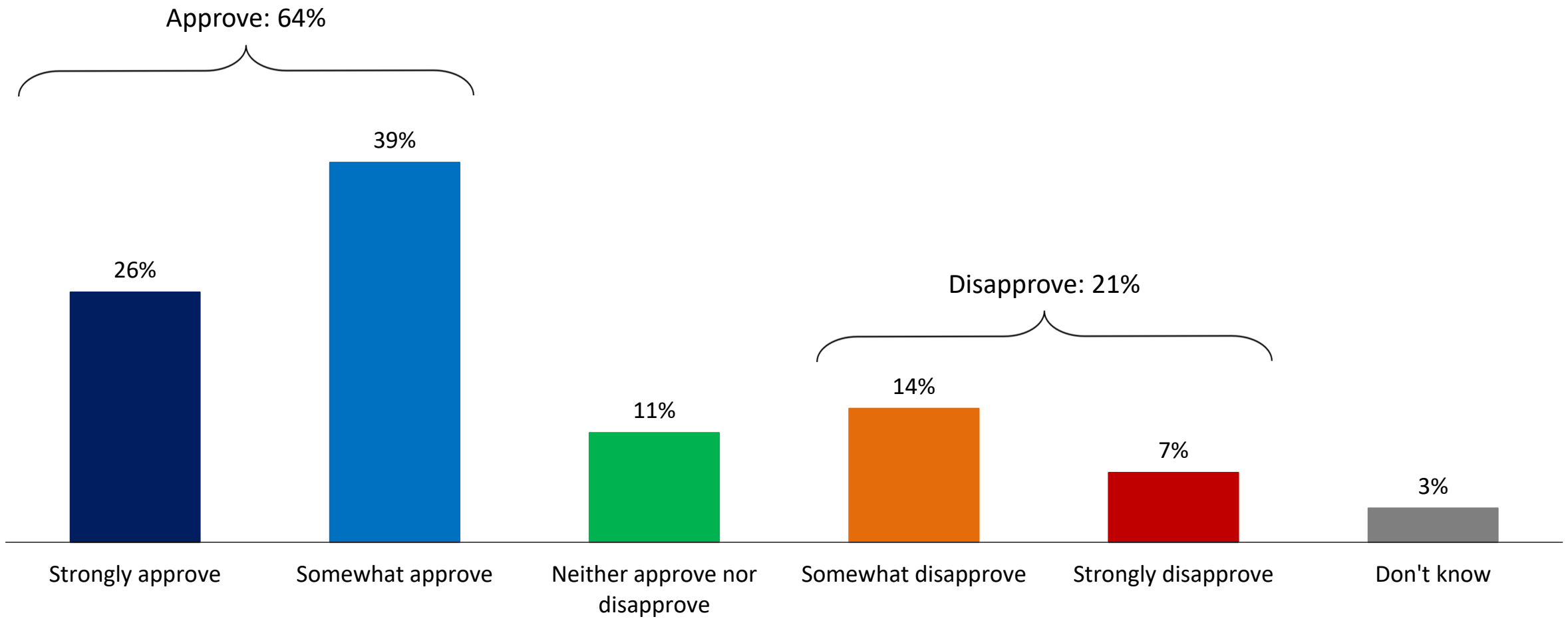
The provincial government is receiving high marks on their handling of COVID-19 along with more general satisfaction with government performance

COVID-19 Handling: Over 3-in-5 (64%) approve of the way the SK gov't has handled the outbreak while 1-in-5 (21%) disapprove

Q Do you approve or disapprove of the way the Saskatchewan Government has handled the outbreak of COVID-19?
[asked of all respondents; n=200]

Approve: 64%

Strongly approve	Somewhat approve	
26%	39%	

Neither approve nor disapprove: 11%

Disapprove: 21%

Somewhat disapprove	Strongly disapprove	Don't know
14%	7%	3%

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Current data: May 2020
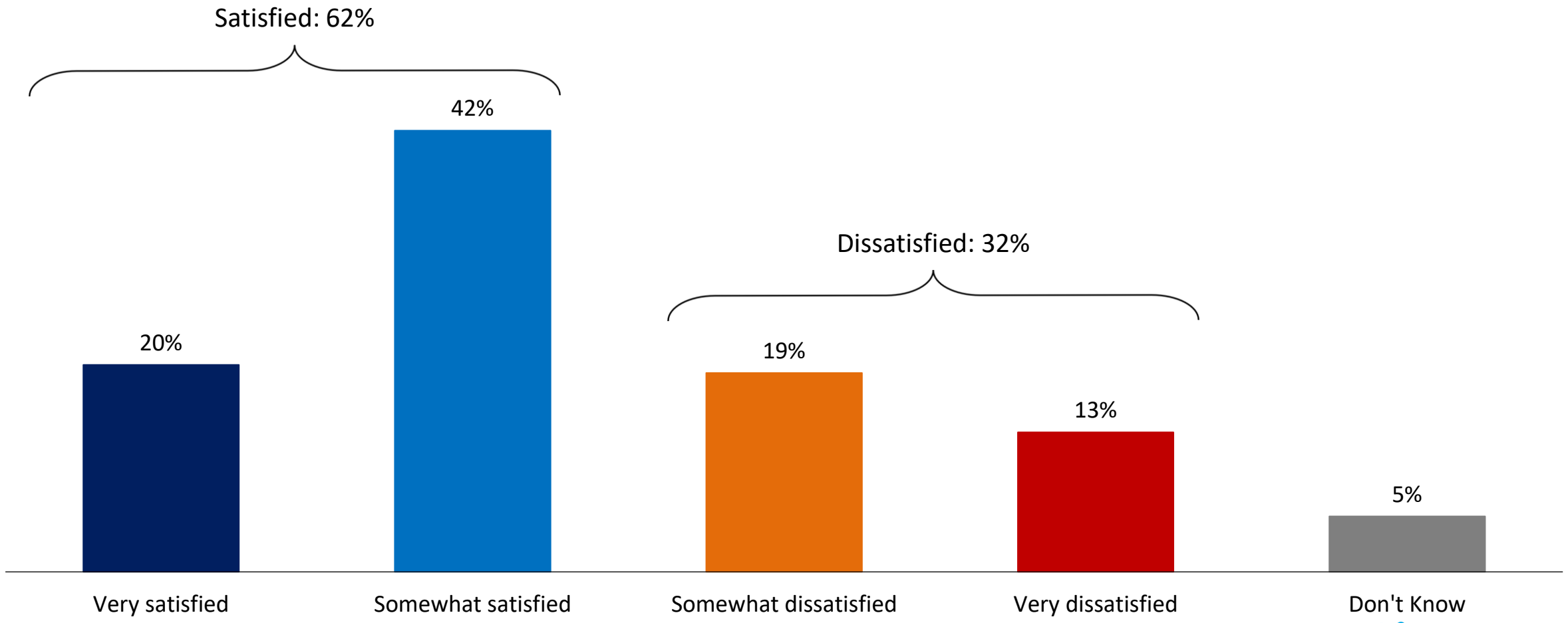
Saskatchewan Mood: Over 3-in-5 (62%) say they are satisfied with the Saskatchewan gov'ts more general performance

Q Generally speaking, how satisfied are you with the performance of the PROVINCIAL government in Saskatchewan? Would you say you are...?
[asked of all respondents; n=200]

Satisfied: 62%

Dissatisfied: 32%

42%

20%

19%

13%

5%

Very satisfied | Somewhat satisfied | Somewhat dissatisfied | Very dissatisfied | Don't Know

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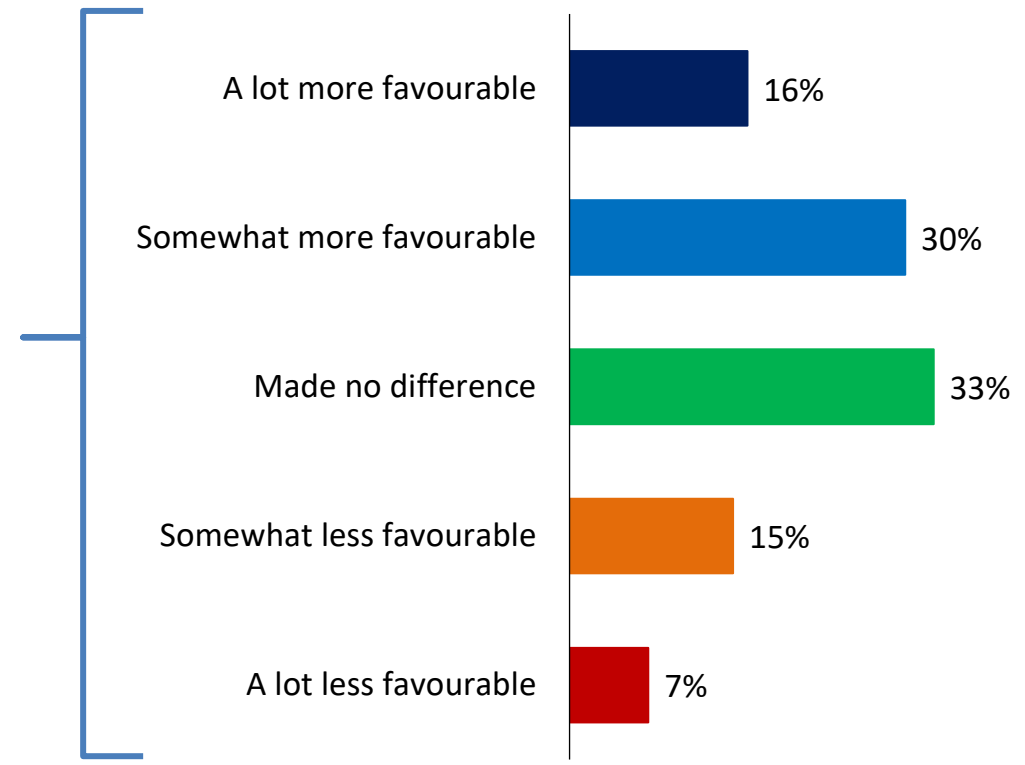RESEARCH GROUP

Current data: May 2020

Sask Read, Seen, Heard: Over half (57%) have read, seen, or heard about Moe and a majority (46%) say if left them more favourable

Q Have you read, seen or heard anything about Scott Moe in the last few days?
[Asked of those who have RSH; n=200]
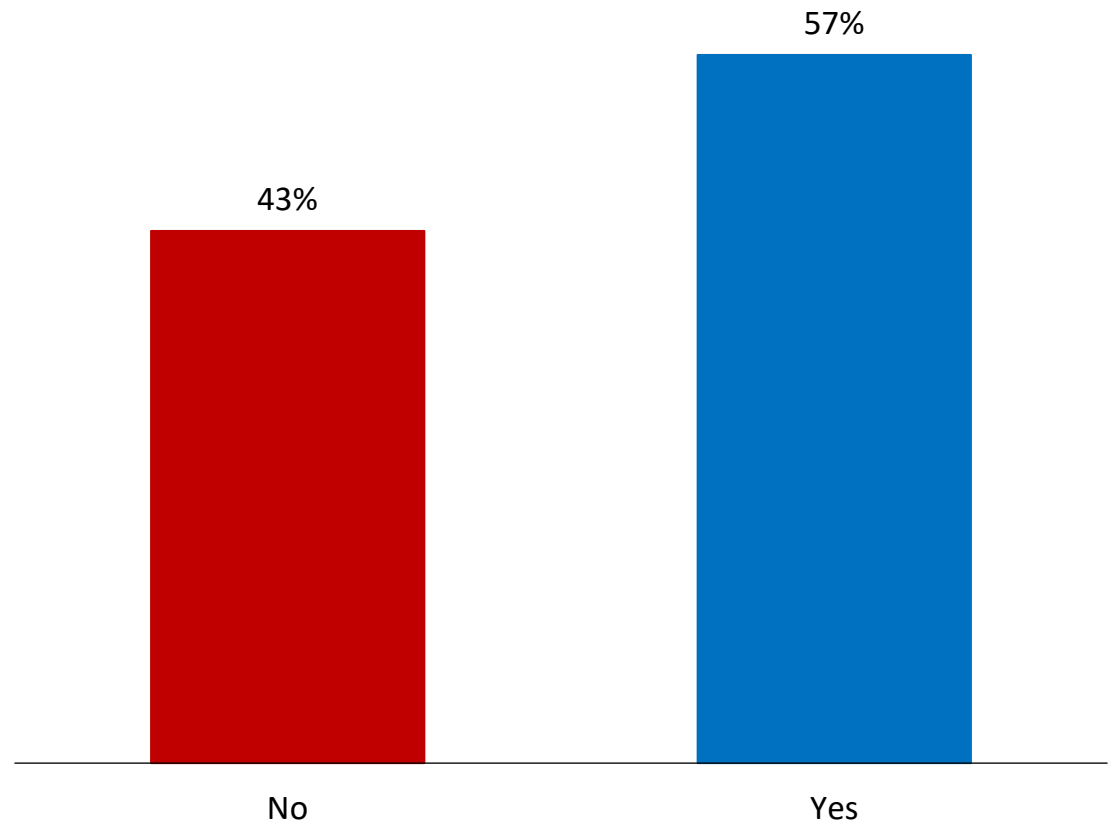
Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Scott Moe, or did it make no difference?
[Asked of those who have RSH; n=114]

57%

43%

No

Yes

A lot more favourable — 16%

Somewhat more favourable — 30%

Made no difference — 33%

Somewhat less favourable — 15%

A lot less favourable — 7%

Current data: May 2020
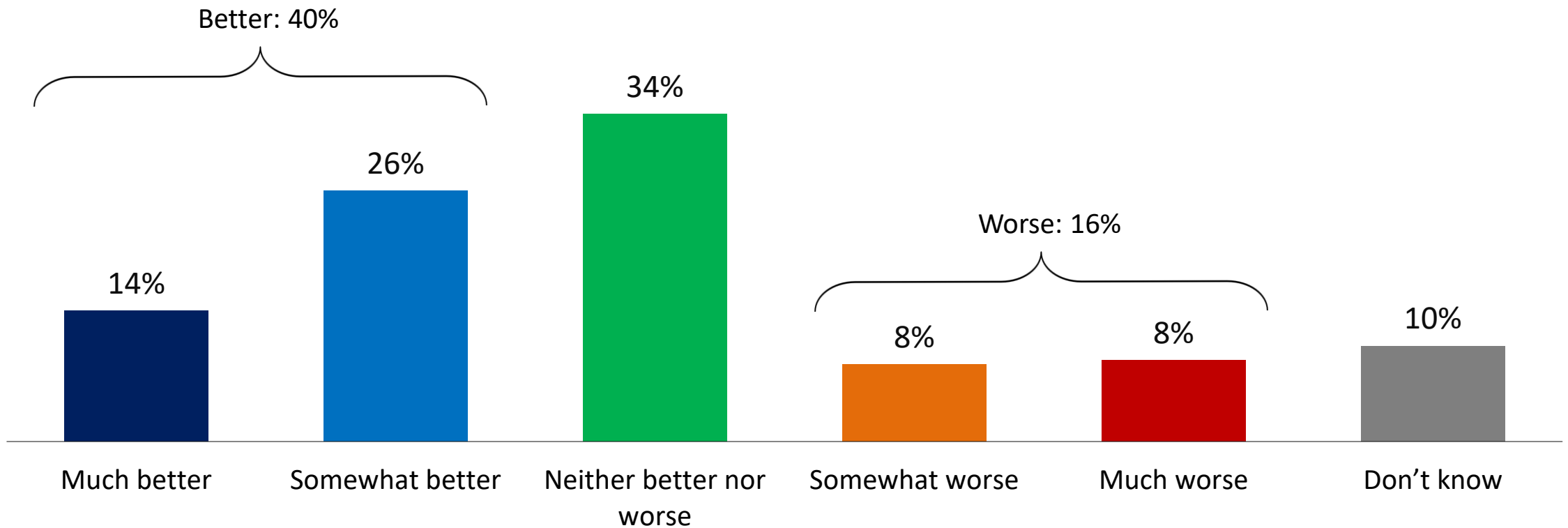
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More feel Moe's handling of the COVID-19 outbreak has left them with a better impression of him than a worse one, leaving him with a high and positive overall favourability rating.

Impact on Scott Moe: 2-in-5 (40%) say Moe's response to the outbreak has left them with a better impression of him

Q Has the way premier Scott Moe has responded to the COVID-19 outbreak left you with a better or worse impression of him?
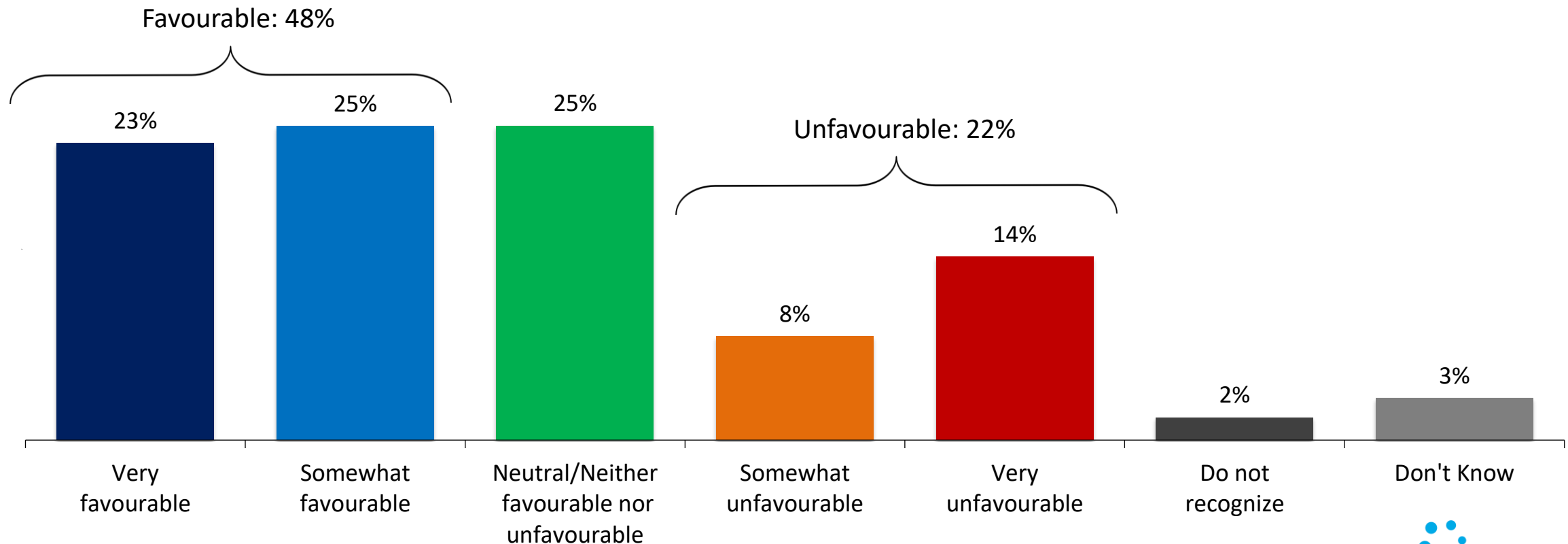[asked of all respondents, n=200]

Better: 40%

Worse: 16%

Much better	Somewhat better	Neither better nor worse	Somewhat worse	Much worse	Don't know
14%	26%	34%	8%	8%	10%

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Leader Favourables: About half of respondents report having a favourable impression of Scott Moe compared to 1-in-5 unfavourable

Q Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just indicate.
[asked of all respondents; n=200]

Scott Moe

Favourable: 48%

Unfavourable: 22%

Very favourable	Somewhat favourable	Neutral/Neither favourable nor unfavourable	Somewhat unfavourable	Very unfavourable	Do not recognize	Don't Know
23%	25%	25%	8%	14%	2%	3%

Current data: May 2020

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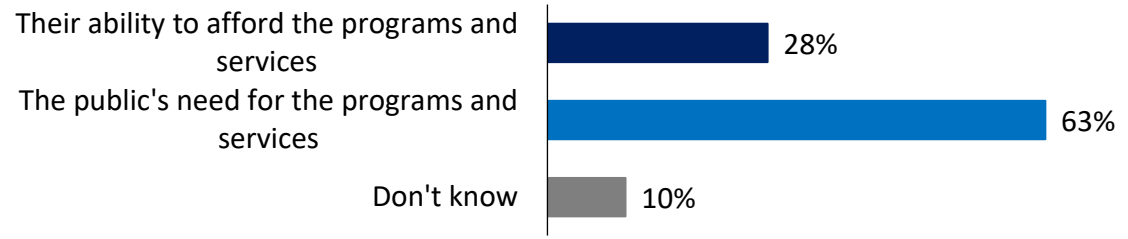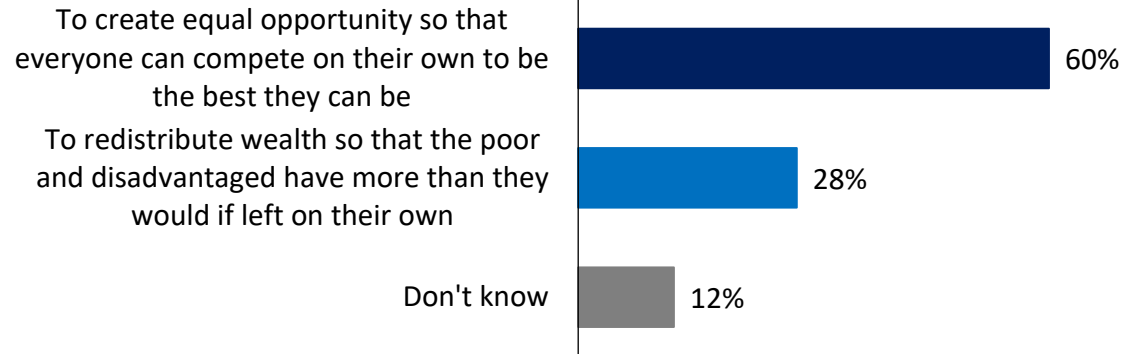
We group individuals into segments based on key political and economic values and attitudes

Core Political Values: Respondents split on whether gov't should listen to common sense (47%) or experts (40%) when it comes to policy
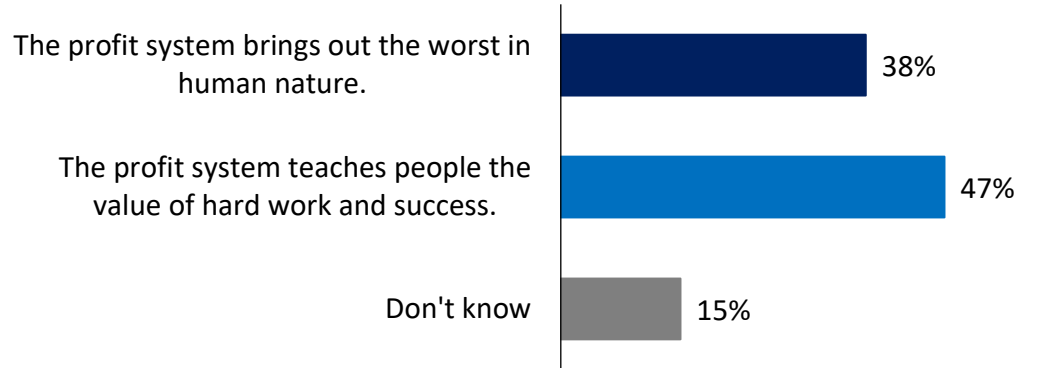
Q Now we would like to ask a few questions about basic values and society...When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on...?
[asked of all respondents; n=200]

Their ability to afford the programs and services — 28%

The public's need for the programs and services — 63%

Don't know — 10%

Q Is the main role of government to...?
[asked of all respondents; n=200]

To create equal opportunity so that everyone can compete on their own to be the best they can be — 60%

To redistribute wealth so that the poor and disadvantaged have more than they would if left on their own — 28%

Don't know — 12%

Q Which of the following statements comes closest to your view?
[asked of all respondents; n=200]

The profit system brings out the worst in human nature. — 38%

The profit system teaches people the value of hard work and success. — 47%

Don't know — 15%

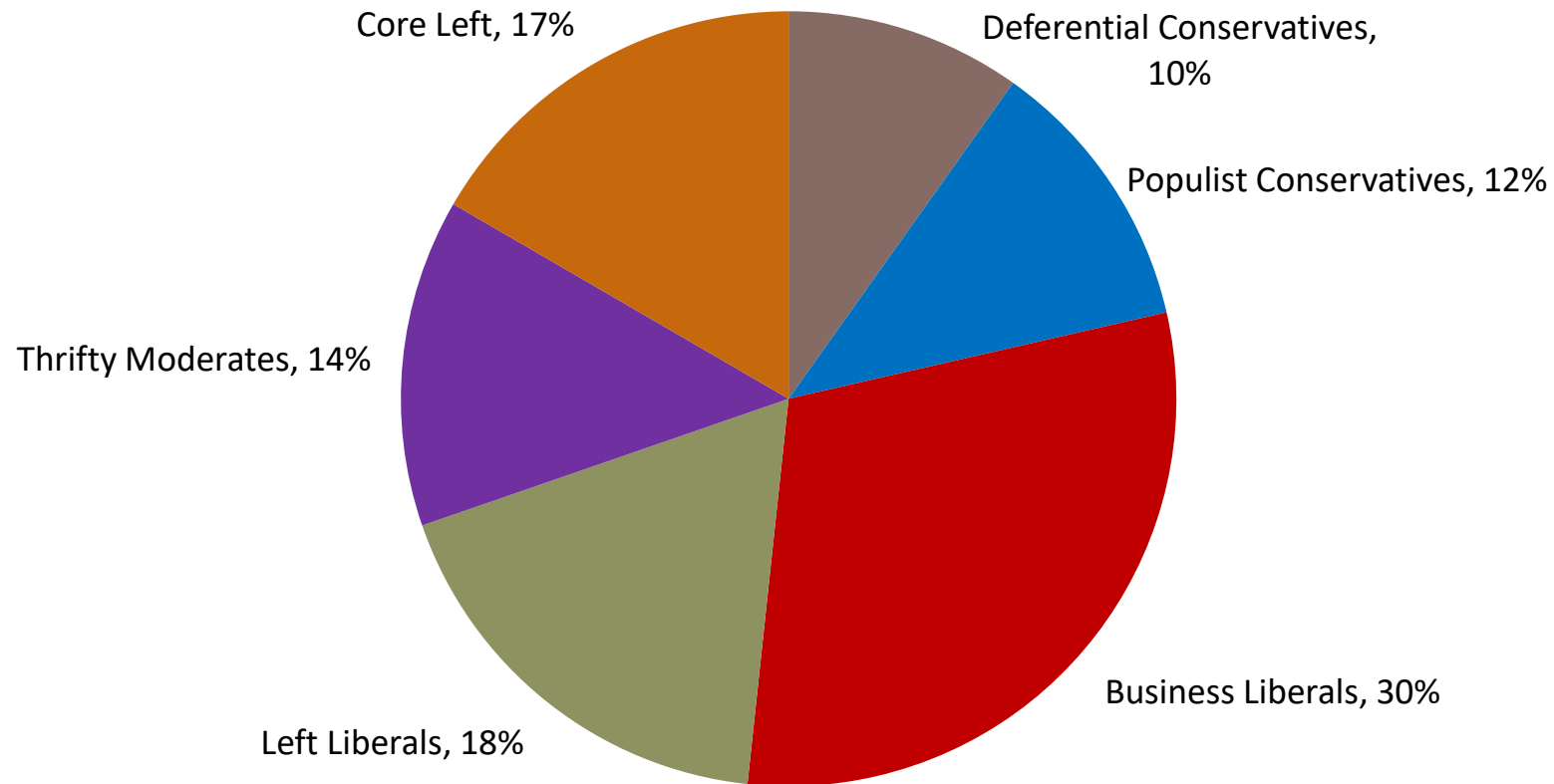**Q** When it comes to government decision making, which of the following statements is closest to your view?
[asked of all respondents; n=200]

Too often the government listens to experts instead of common sense. — 47%

Provincial issues are complicated so government should listen to experts when it comes to policy. — 40%

Don't Know — 13%

Current data: May 2020

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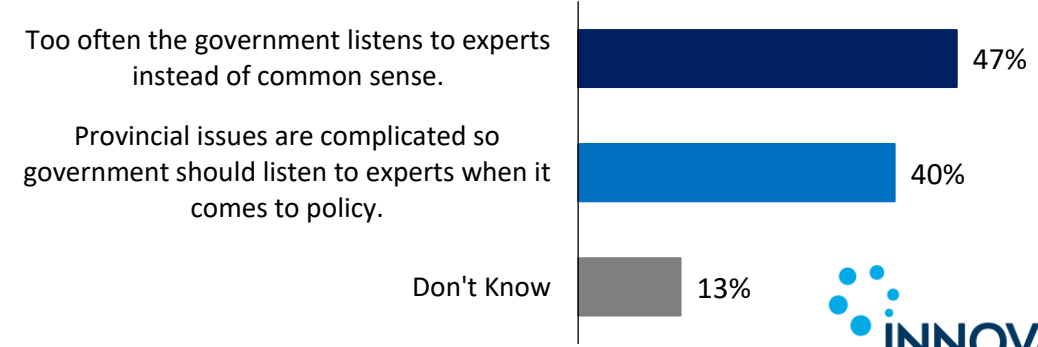
Value Clusters: Most are Business Liberals (30%) followed by Left Liberals (18%) and Core Left (17%)

Clusters are based on 4 basic values: equal opportunity versus redistribution; trust in the profit system; whether spending should be based on ability to afford or public need; and whether government should listen to experts or common sense.

[asked of all respondents; n=200]

Core Left, 17%

Deferential Conservatives, 10%

Populist Conservatives, 12%

Thrifty Moderates, 14%

Business Liberals, 30%

Left Liberals, 18%

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Current data: May 2020

Defining Value Clusters: 6 value clusters are defined by 4 key political values
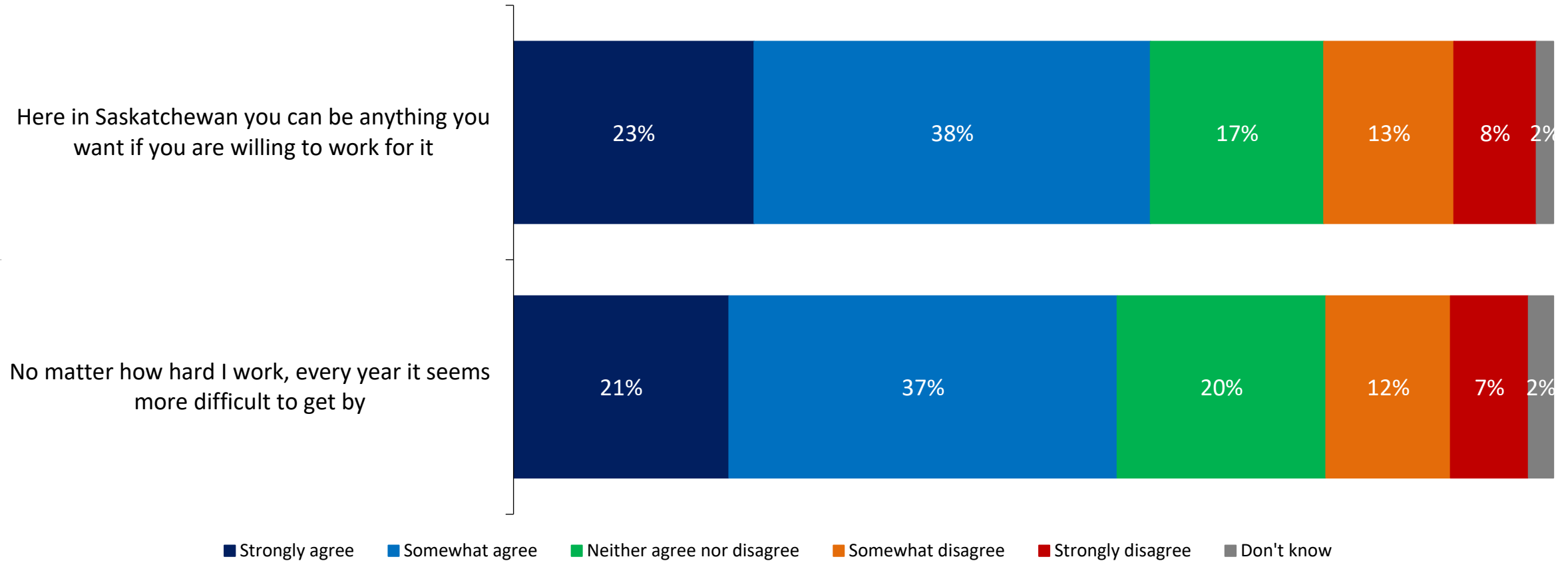
Core Political Values by Value Clusters

Column %		Deferential Conservatives	Populist Conservatives	Business Liberals	Left Liberals	Thrifty Moderates	Core Left
Governments should base decisions on…	Ability to afford	69%	90%	0%	0%	76%	0%
	Public Need	0%	0%	99%	89%	0%	100%
Is the main role of government to .?	Create equal Opportunity	71%	92%	74%	92%	25%	0%
	Redistribute wealth	8%	0%	16%	0%	42%	100%
When it comes to government decision making…	Rely on common sense	0%	100%	43%	52%	41%	48%
	Listen to experts	86%	0%	44%	37%	33%	41%
The profit system…	Brings out the worst in human nature	0%	0%	0%	81%	59%	91%
	Teaches value of hard work and success	82%	97%	88%	0%	12%	0%

Note: Current data: May 2020

Segmentation Attitudes: Most (61%) believe that you can be anything you want in SK if you're willing to work for it

Q Do you agree or disagree with the following statements? -
[asked of all respondents; n=200]

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
Here in Saskatchewan you can be anything you want if you are willing to work for it	23%	38%	17%	13%	8%	2%
No matter how hard I work, every year it seems more difficult to get by	21%	37%	20%	12%	7%	2%

■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ Don't know

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Current data: May 2020

Economic Gap Segmentation: 1-in-3 (33%) believe in the 'Canadian dream' but are finding it difficult to get by

Gap segmentation: Agree with 'Here in [PROVINCE] you can be anything you want if you are willing to work for it' BY Agree with 'No matter how hard I work, every year it seems more difficult to get by'.
[asked of all respondents; n=200]

Don't believe in the *"Canadian Dream"*

Believe in *"Canadian Dream"*, not struggling to get by

Alienated, 20%

Achievers, 28%

Ambivalent, 18%

Neutral or don't know on *"Canadian Dream"*

Strugglers, 33%

Believe in *"Canadian Dream"*, but find it difficult to get by

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Current data: May 2020
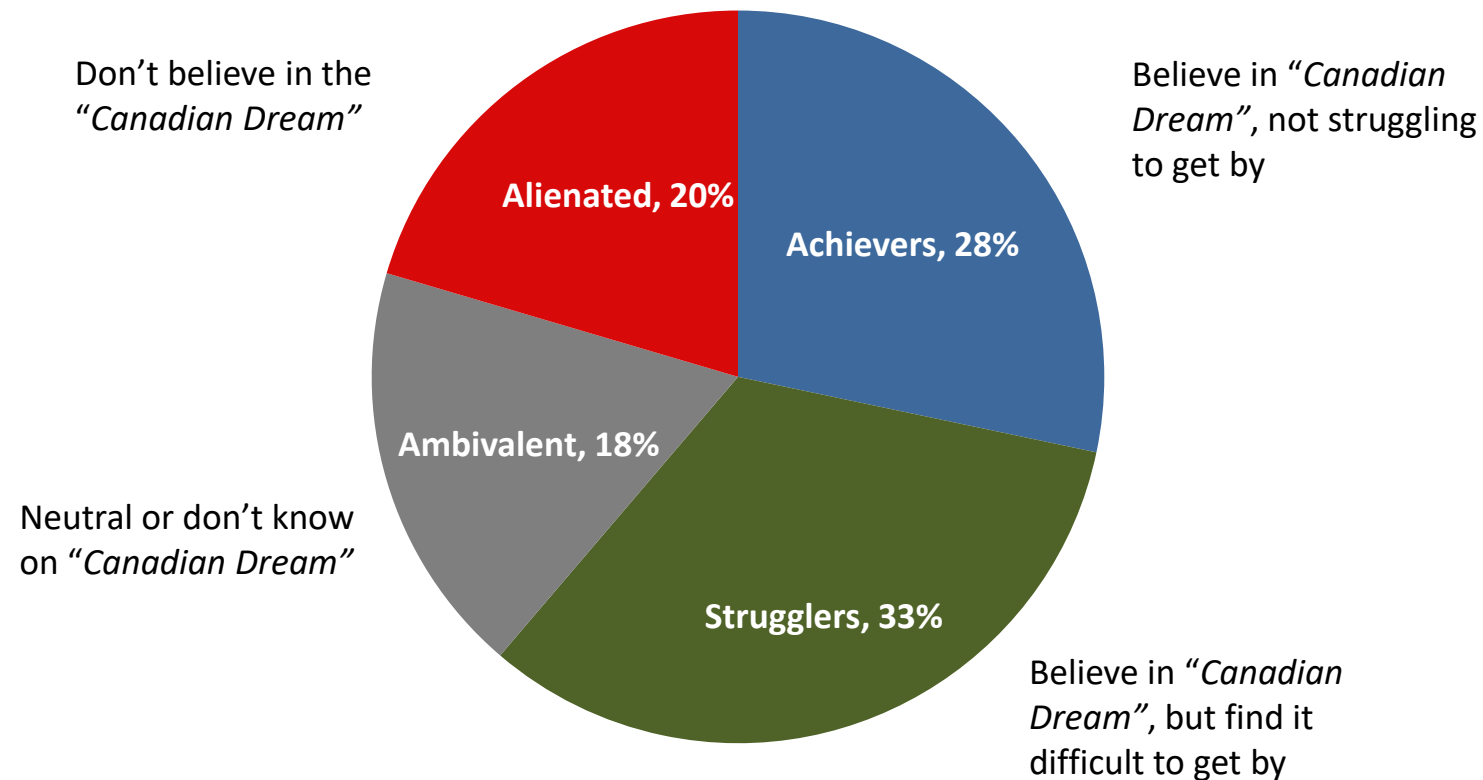
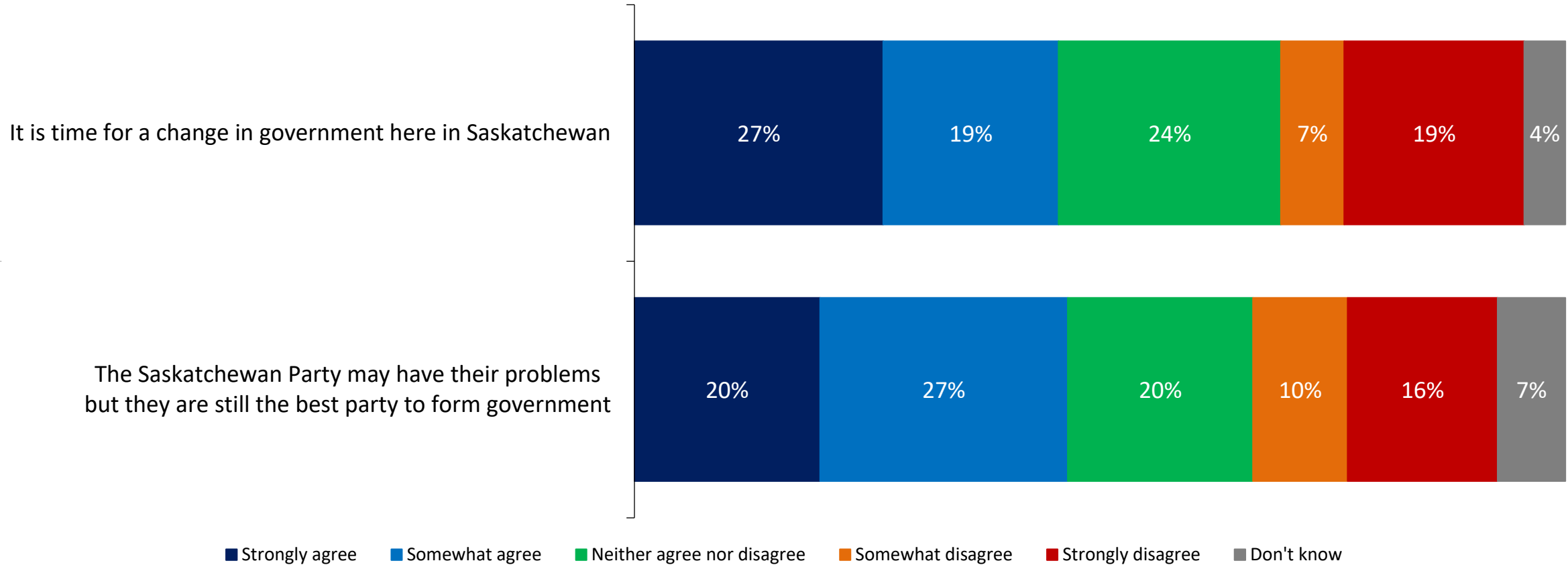# Time for Change Attitudes: Close to half (46%) agree that it is time for a change in government in Saskatchewan

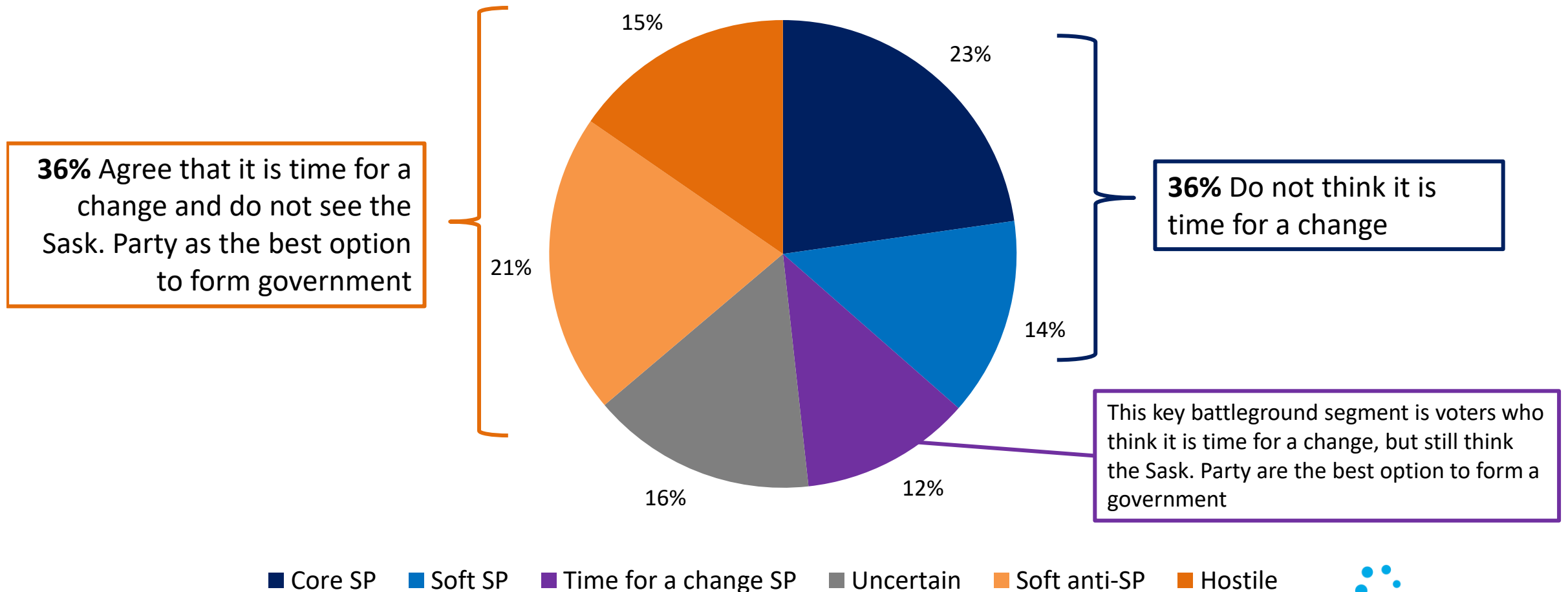**Q** Do you agree or disagree with the following statements? -
[asked of all respondents; n=200]

It is time for a change in government here in Saskatchewan
| 27% | 19% | 24% | 7% | 19% | 4% |

The Saskatchewan Party may have their problems but they are still the best party to form government
| 20% | 27% | 20% | 10% | 16% | 7% |

■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ Don't know

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Current data: May 2020

Time for Change Segmentation: Respondents are split on whether or not it is time for a change in government

Time for Change segmentation: Agree with 'The Saskatchewan Party may have their problems but they are still the best party to form government' BY Agree with 'It is time for a change in government here in Saskatchewan'.

[asked of all respondents; n=200]

36% Agree that it is time for a change and do not see the Sask. Party as the best option to form government

36% Do not think it is time for a change

This key battleground segment is voters who think it is time for a change, but still think the Sask. Party are the best option to form a government

15%   23%   14%   21%   12%   16%

- Core SP
- Soft SP
- Time for a change SP
- Uncertain
- Soft anti-SP
- Hostile

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Current data: May 2020

The Saskatchewan Party has a strong lead over the NDP in vote share

Innovative reports on vote intention in two ways.

When we ask people who they would vote for if an election were held today, and who they lean towards if they are unsure, we call those results **Combined vote.** This accounts for the views of everyone in the population including decided voters, undecided voters, and non-voters.
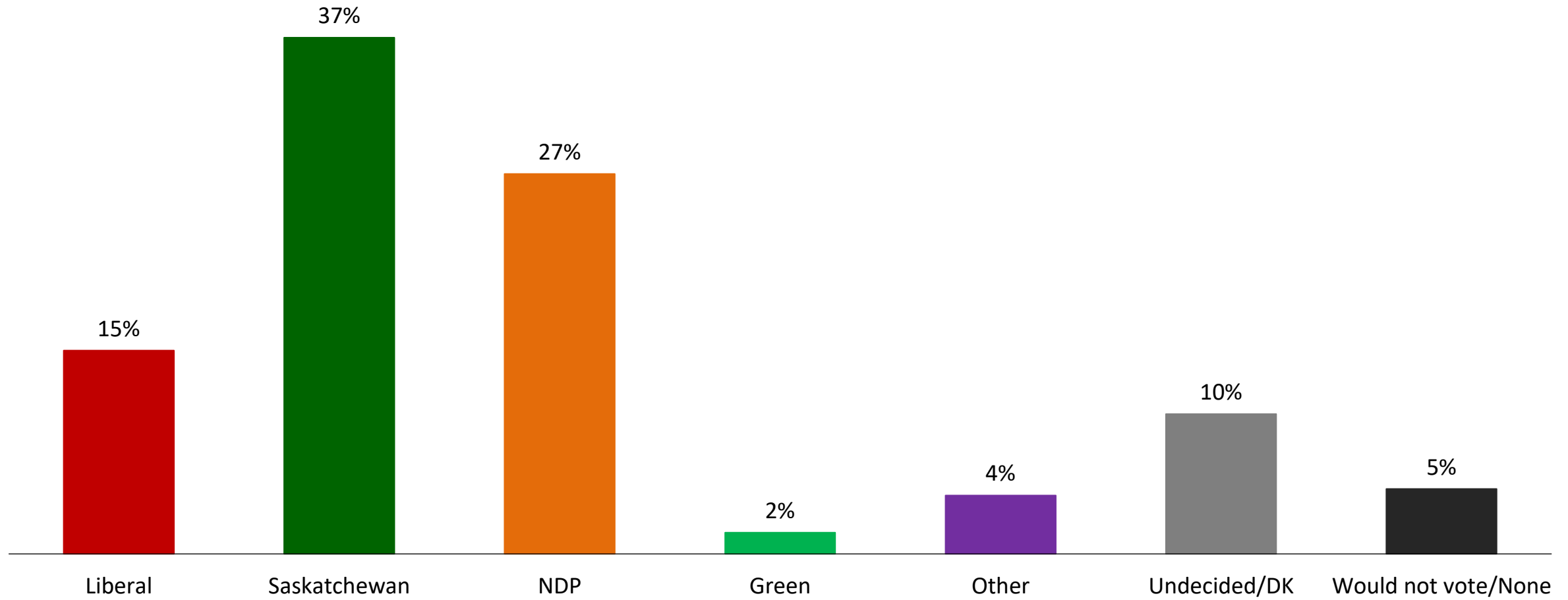
When we look at the results among *only* decided voters, we call that **Decided vote.** These results most tell us what the election results would be like if the survey results matched the election exactly.

Provincial Combined Vote: Close to 4-in-10 (37%) say they would vote for the Saskatchewan Party while the NDP is 10-pts behind at 27%

Q If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[Vote + Lean]**
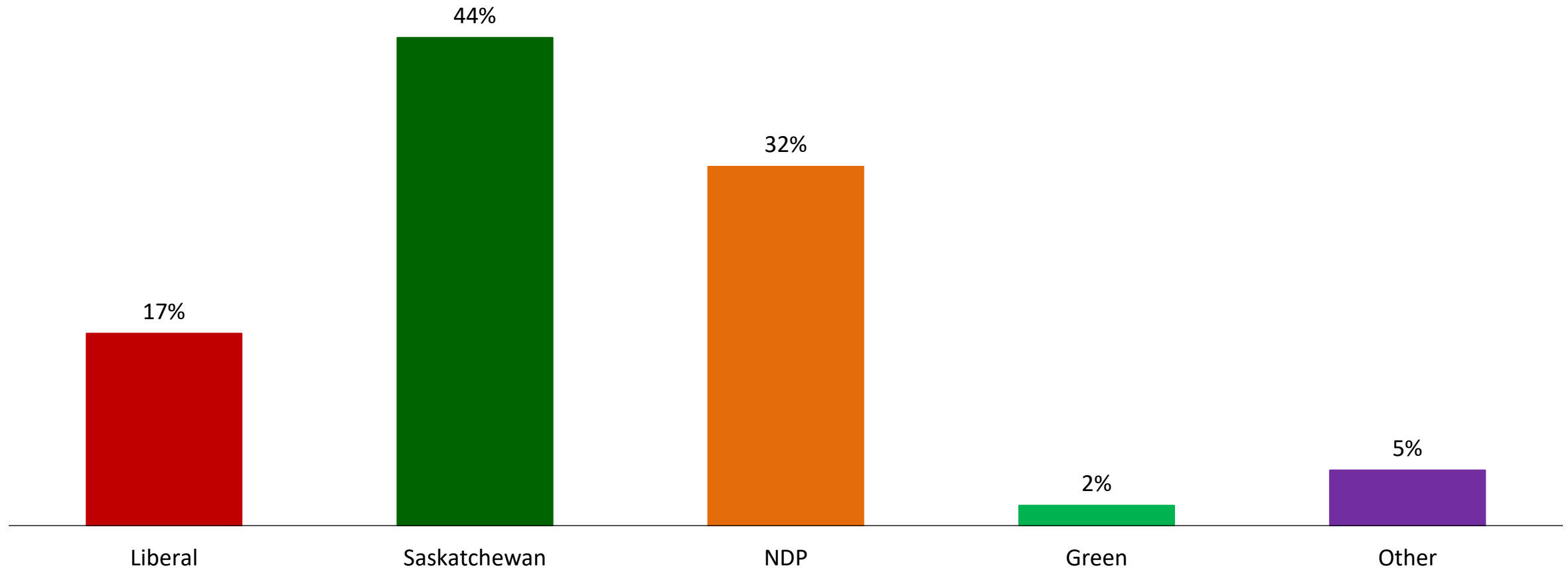[asked of all respondents; n=200]

Liberal	Saskatchewan	NDP	Green	Other	Undecided/DK	Would not vote/None
15%	37%	27%	2%	4%	10%	5%

Current data: May 2020

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Provincial Decided Vote: The Saskatchewan Party has close to half of the decided vote (44%) while the NDP (32%) and Liberals (17%) trail

Q If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[DECIDED]**
[decided voters only; n=170]

Liberal — 17%
Saskatchewan — 44%
NDP — 32%
Green — 2%
Other — 5%

Current data: May 2020

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Decided Vote by Value Cluster: The top choice among Business Liberals is the Saskatchewan party while the top choice for Core Left is NDP

Value Clusters

Decided Vote	Deferential/Populist Conservatives (N=40)	Business Liberals (N=49)	Left Liberals* (N=29)	Thrifty Moderates* (N=23)	Core Left (N=30)
Liberal	9%	26%	16%	38%	0%
Saskatchewan	68%	46%	31%	32%	29%
NDP	15%	23%	53%	12%	66%
Green	0%	0%	0%	14%	0%
Other	8%	6%	0%	4%	5%

Note: Current data: May 2020
*Small sample sizes (n<30); treat results with caution; Deferential and Populist Conservative groups combined due to insufficient sample sizes

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Decided Vote by Economic Gap: Achievers (51%) and Strugglers (49%) alike give half of their vote to the Saskatchewan party

Economic Gap

Decided Vote	Achievers (N=47)	Strugglers (N=57)	Ambivalent (N=31)	Alienated (N=36)
Liberal	15%	26%	17%	7%
Saskatchewan	51%	49%	34%	35%
NDP	32%	18%	37%	51%
Green	2%	0%	8%	0%
Other	0%	8%	5%	7%

Note: Current data: May 2020

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Decided Vote by Time for Change: Those who are Soft anti-SP/Hostile towards the gov't overwhelmingly report their vote as NDP (69%)

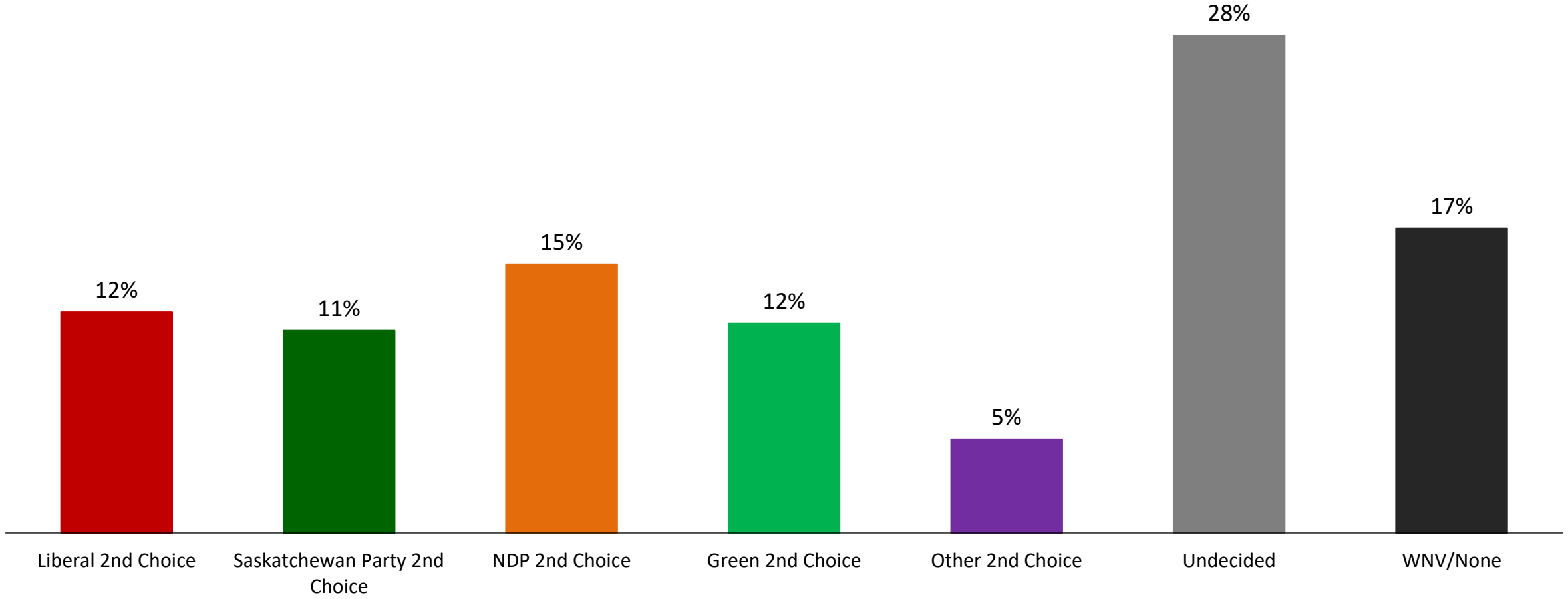|	Time for Change		
	Core/Soft SP	**Time for a change SP***	**Soft anti-SP/Hostile**
	(N=67)	(N=24)	(N=61)
Liberal	1%	50%	21%
Saskatchewan	92%	32%	2%
NDP	2%	18%	69%
Green	1%	0%	0%
Other	3%	0%	9%

Decided Vote

Note: Current data: May 2020
*Small sample sizes (n<30); treat results with caution; 'Uncertain' not shown due to insufficient sample size. Core/Soft SP combined as well as Soft anti-SP and Hostile due to insufficient sample sizes

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Provincial 2nd Choice: Most say they are undecided (28%) on their 2nd choice; the NDP (15%) is the most selected party of all

Q And which party would be your second choice?
[only decided voters; n=170]

Liberal 2nd Choice	Saskatchewan Party 2nd Choice	NDP 2nd Choice	Green 2nd Choice	Other 2nd Choice	Undecided	WNV/None
12%	11%	15%	12%	5%	28%	17%

Current data: May 2020

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Provincial 2nd Choice: The top 2nd choice for NDP voters is 'Undecided' (32%) followed by the Liberals (28%)

And which party would be your second choice? BY [Vote+Lean]

	First Choice		
	Liberal 1st Choice*	**Sask Party 1st Choice**	**NDP 1st Choice**
	(N=29)	(N=74)	(N=55)
Liberal 2nd Choice		6%	28%
Saskatchewan Party 2nd Choice	21%		17%
NDP 2nd Choice	45%	15%	
Green 2nd Choice	25%	6%	13%
Other 2nd Choice	0%	10%	2%
Undecided	6%	34%	32%
WNV/None	3%	28%	8%

Second Choice

Note: *Small sample sizes (n<30); treat results with caution ; 'Other' in Combined Vote and 'Green 1st Choice' not shown due to insufficient sample size.
Current data: May 2020

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Provincial Party ID: Most say they identify with the Saskatchewan Party (30%) followed by 'Unaligned' (28%)

Q Thinking about politics in Saskatchewan, generally speaking, do you usually think of yourself as a...
[asked of all respondents; n=200]

Bar chart:
- Liberal: 16%
- Saskatchewan Party: 30%
- NDP: 20%
- Other: 6%
- Unaligned: 28%

Current data: May 2020

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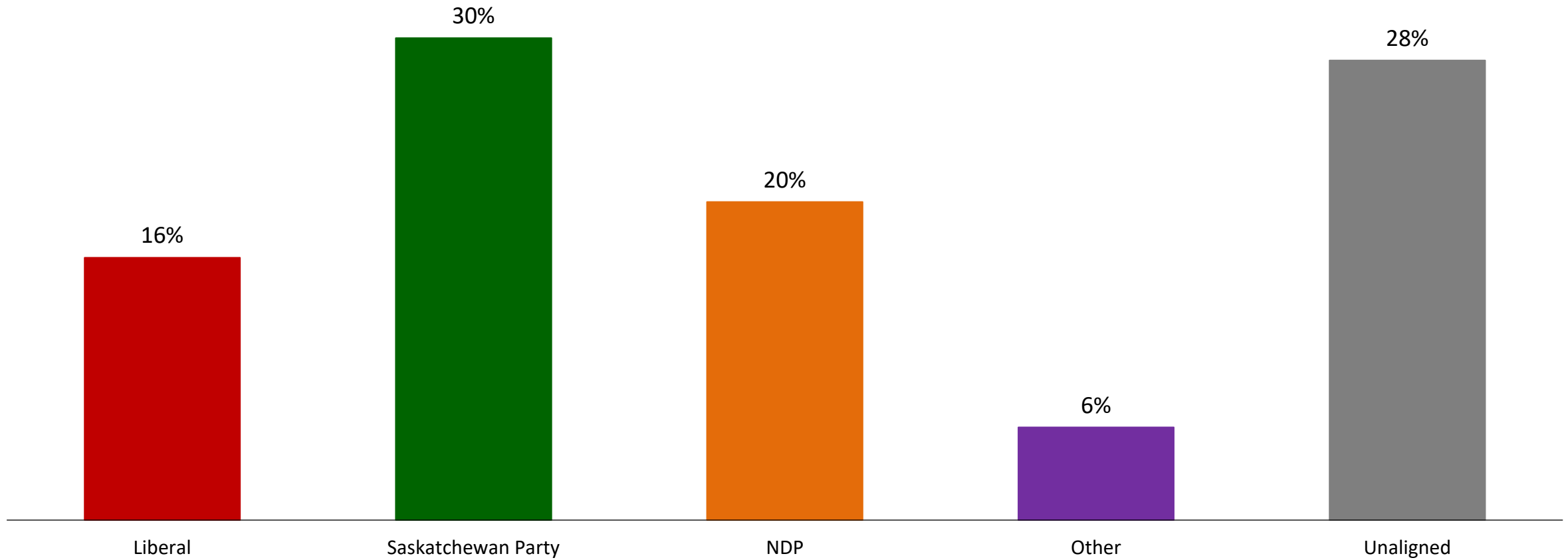
Combined Vote by Party ID: Sask Party partisans are the most loyal with 91% of their vote going to the Sask Party; NDP next most loyal (87%)

Provincial Party Identification

Provincial Combined Vote	Liberal (N=32)	Saskatchewan Party (N=60)	NDP (N=39)	Unaligned (N=57)
Liberal	69%	1%	4%	8%
Saskatchewan	9%	91%	6%	23%
NDP	13%	3%	87%	23%
Green	2%	1%	0%	0%
Other	0%	1%	3%	3%
Undecided/DK	7%	2%	0%	26%
Would not vote/None	0%	0%	0%	17%

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Note: Current data: May 2020; 'Other' party ID not shown due to insufficient sample size

Methodology

Survey Methodology

These are the results of an online survey conducted between May 1st and May 7th, 2020.

Method: This online survey was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Lucid, a leading provider of online sample. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data to provide results that are intended to approximate a probability sample.

Sample Size: n=203 Saskatchewan residents, 18 years or older. The results are weighted to n=200 based on Census data from Statistics Canada.

Field Dates: May 1st and May 7th, 2020.

Weighting: Results for Saskatchewan are weighted by age and gender to ensure that the overall sample's composition reflects that of the actual population according to Census data; in order to provide results that are intended to approximate a probability sample. Weighted and unweighted frequencies are reported in the table.

Margin of Error: This is a representative sample. However, since the online survey was not a random probability based sample, a margin of error cannot be calculated. Statements about margins of sampling error or population estimates do not apply to most online panels.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Males 18-34	20	9.9%	30	15.2%
Males 35-54	21	10.3%	33	16.5%
Males 55+	46	22.7%	35	17.3%
Females 18-34	27	13.3%	30	14.8%
Females 35-54	36	17.7%	33	16.7%
Females 55+	53	26.1%	39	19.4%

Note: Graphs may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.

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