

Heritage Marketing Project

Perceptions, Attitudes and Behaviours: Provincial Survey

Summary Report

**Prepared for:
Museums Association of
Saskatchewan
SaskCulture Inc.**

March 2004

Highlights

- ◆ Family and ancestry is the largest single choice to describe the meaning of heritage at the personal level. It was chosen by roughly one third of respondents.
- ◆ There appears to be no dominant factor driving the meaning of heritage at the community level, where by far the largest group (one third) offered no response. A similar result was found at the provincial level. The remaining two thirds offered a multiplicity of impressions of heritage.
- ◆ By a 3:2 margin, the strongest attachments are to a combination of community (among those in small towns and the rural area) and to province (among those in the four large cities), ahead of those to country.
- ◆ Three quarters believe Saskatchewan shares a common heritage. The largest factor in it is rural roots, supplemented by “grit”, and caring.
- ◆ Preserving the natural environment is the aspect of heritage most important to be preserved, followed closely by values and beliefs.
- ◆ We are deemed best at preserving our values and beliefs, followed by the job we do of preserving antique objects.
- ◆ Seven in ten say they maintain aspects of their heritage in their daily lives. The most common aspect maintained is values and beliefs.
- ◆ The value most often cited as lost is language. It ties with customs and practices, and (very nearly) with national origins, as the most important part of personal heritage that is missing in activities.
- ◆ A minority of 45% belongs to a household that has participated in a heritage activity in the last year.
- ◆ Nearly two thirds have visited a museum, half have attended an event or festival, but fewer than one in five has travelled outside the province for a heritage-related purpose in the last year.
- ◆ Though keeping up museums and heritage sites are deemed important in maintaining public interest in heritage, the best ways of doing this are more active tactics, such as events and festivals, or media promotion, both of which exceed or equal one or both of the “important” functions.
- ◆ The features ascribed to the character of Saskatchewan by 65% or more of respondents include security conscious over risk-taking, co-operative over competitive, community-minded over individualistic, conservative over innovative, and traditional over modern.

Introduction

Objective

The objective of this survey was to assess perceptions of, attitudes toward, and behavioural patterns regarding heritage in Saskatchewan.

Methodology

Using inputs from a scoping session held with client representatives, and an external focus group, Sigma Analytics developed the survey instrument and adapted it in close consultation with the client.

Interviews were conducted with respondents aged 18 or older in households selected at random across the province. Fieldwork was conducted between February 13 and February 18, 2004. All interviews were done by telephone between 5:00 p.m. and 9:00 p.m. weekdays, and between 10:00 a.m. and 5:00 p.m. Saturday.

A total of 608 interviews were completed. The results from this sample can be expected to be accurate to within plus or minus 3.9 percentage points, 19 times out of 20.

Demographic relationships are reported where they are statistically significant at the 95% confidence level.

When mean response levels are reported, they are typically for queries with five-point response scales. The mid-point or “average” for these scales is 3.00. Mean values above 3.00 can be thought of as “positive” responses, and those below 3.00 as “negative” responses. Where mean values for other than five-point scales are reported, the response values are noted.

Cautions

Interpreting the results in this report should be done with the following cautionary considerations in mind:

- Sample surveys provide estimates of the prevalence of the measured factors in the total population from which the sample is drawn. The estimates are statistically reliable within the ranges indicated, at the 95% level of confidence. This means that the actual prevalence of the factor could be greater or lesser than the estimate, by the amount of the margin of error. It also means that 5% of the time, the estimate can be expected to differ from reality by more than the margin of error. Results from sample surveys should therefore be treated as contributing to knowledge, but not as defining it precisely.
- While polling results for the entire sample are statistically reliable within the range indicated, results for sub-sets of the sample will have a larger margin of error because they are based on smaller numbers. They should be treated with more caution.

- Polls are “snapshot” approximations of reality. Subject to the foregoing considerations, they can be expected to reflect reality validly, within the indicated ranges, at the time they are conducted. Opinions change. It is important to bear in mind that a single poll cannot describe a trend.

Findings

Section A: Heritage Impressions

A1. When you think of your heritage AS AN INDIVIDUAL, what is the first thing that comes to mind? (open-ended)

The largest grouping of respondents, nearly one third, linked heritage with family and personal background. For the second largest group of respondents, heritage elicited no response, perhaps indicating that it is a topic not near top-of-mind. These categories account for over half of respondents. The remainder are scattered across a range of issues.

Family related	22.3%
Background/ancestry/origin	12.8%
Specific origin/nationality	7.9%
Canada	7.4%
Farming/rural	4.8%
Past/old things	3.0%
Buildings/antiques	2.8%
Culture/language	2.8%
Traditions/customs/practices	2.3%
History	2.0%
Pioneers	2.0%
Values/beliefs	2.0%
Saskatchewan	1.0%
Community/location	0.8%
Hard work	0.7%
Multiculturalism	0.7%
Museums	0.7%
Pride	0.7%
Freedom	0.5%
Natural environment	0.5%
No heritage	0.5%
100th anniversary	0.2%
Other	3.6%
DK/No response	18.5%
Total	100.0%

A2. When you think of your heritage AS A MEMBER OF THE COMMUNITY YOU LIVE IN, what is the first thing that comes to mind?
(open-ended)

By far the largest group, a full third, offered no response to this query.

Real property is the largest identification made, by one in ten respondents.

Buildings/antiques	10.0%
Friendly/cooperative/caring	6.7%
Family related	4.9%
History	3.9%
Community/location	3.6%
Canada	2.8%
Specific origin/nationality	2.8%
Values/beliefs	2.5%
Pioneers	2.3%
Multiculturalism	2.1%
Background/ancestry/origin	2.0%
Traditions/customs/practices	1.8%
Decline	1.6%
Pride	1.5%
Arts	1.1%
Culture/language	1.1%
Natural environment	1.1%
Farming/rural	1.0%
Minority/different/isolated	1.0%
Museums	1.0%
Way of life	1.0%
Saskatchewan	0.8%
New resident	0.8%
Education	0.7%
No heritage	0.5%
Historic sites	0.5%
Sports	0.5%
100th anniversary	0.3%
Past/old things	0.3%
Other	5.9%
DK/No response	33.8%
Total	100.0%

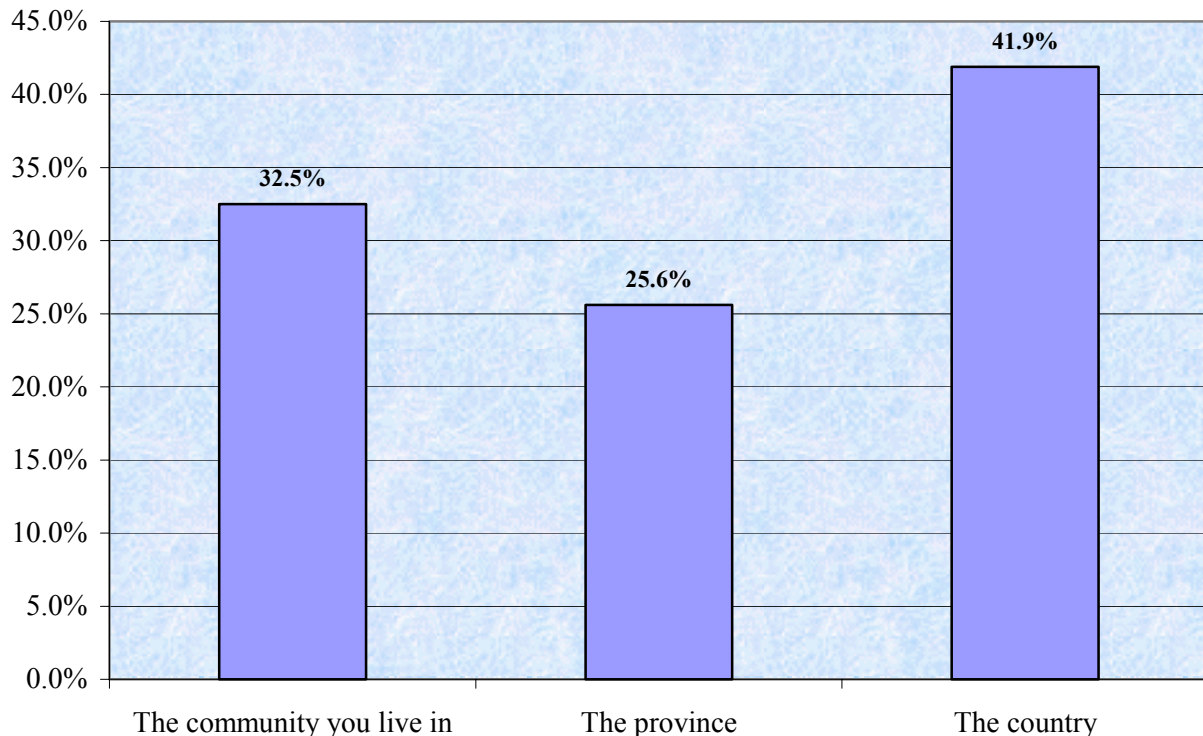
A3. When you think of your heritage AS A SASKATCHEWAN RESIDENT, what is the first thing that comes to mind? (open-ended)

One in eight identified rural agricultural roots with Saskatchewan heritage, and just under one third offered no response – very much like the pattern in responses to the previous question.

Farming/rural	12.0%
Pride	6.2%
Pioneers	6.1%
History	4.3%
Natural environment	3.8%
Canada	3.1%
Multiculturalism	3.0%
Buildings/antiques	2.8%
Community/location	2.8%
Specific origin/nationality	2.5%
Family related	2.0%
Friendly/cooperative/caring	2.0%
Saskatchewan	2.0%
Hard work	1.6%
Background/ancestry/origin	1.1%
Decline	1.1%
Way of life	1.0%
Sports	0.8%
Education	0.8%
Preserve heritage/history	0.8%
Tommy Douglas	0.7%
Unique	0.7%
Values/beliefs	0.7%
Cold weather	0.5%
Freedom	0.5%
No heritage	0.3%
Opportunity	0.3%
Past/old things	0.3%
Traditions/customs/practices	0.3%
Arts	0.2%
Culture/language	0.2%
Historic sites	0.2%
Museums	0.2%
Other	5.7%
DK/No response	29.7%
Total	100.0%

A4. When you think of what heritage means to you, which of the following do you feel the strongest attachment to?

Though the largest single group associates heritage with the country, the majority takes a more local (community or provincial) view.



Attachment to community, province, or country is affected by where the respondent lives.

- Residents of both farms or acreages and communities under 5,000 appear to associate themselves more strongly with the community they live in.
- Residents of small cities (5,000 to 20,000 population) are fairly equally divided.
- Residents of the four largest cities are more likely to feel an attachment to the province.

Heritage attachment gravitates toward community and province as the number of years lived in the province increases.

- The shortest-term residents (1 – 20 years) tend to associate more with the country (and less with community or province). In mirror image, the longest-term residents (61 – 93 years) are least likely to associate with the country (and more with community or province).

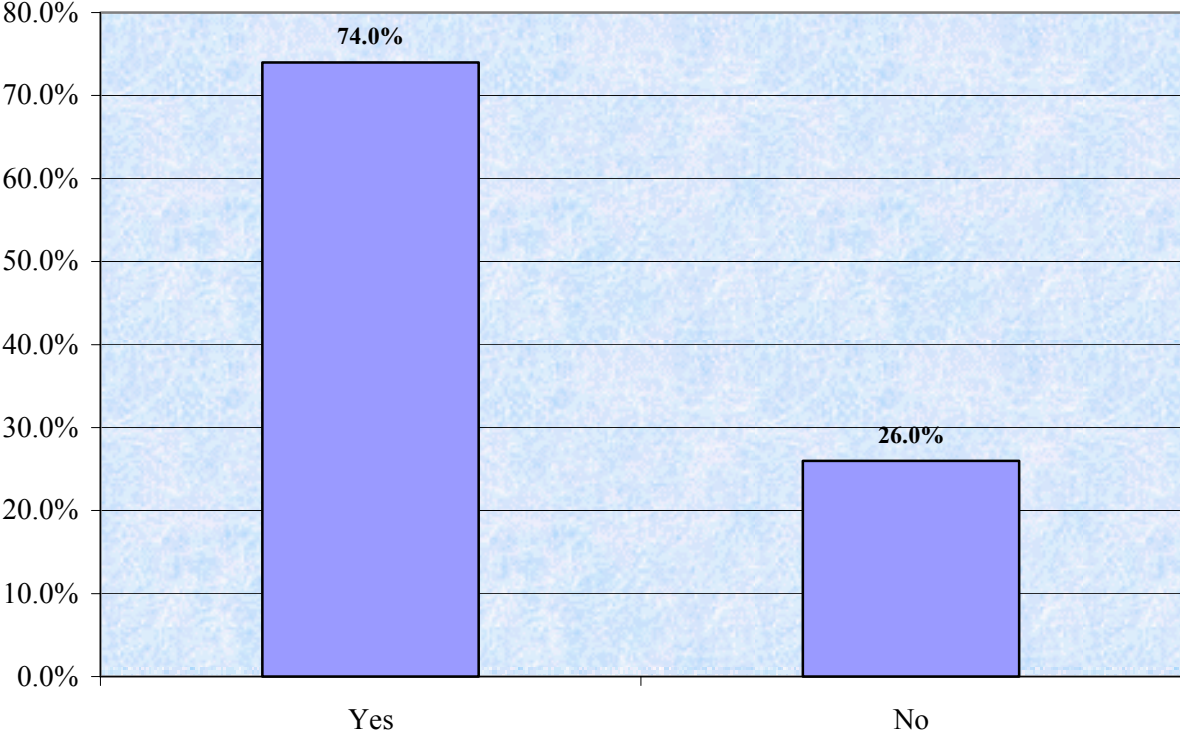
- Those with between 40 and 60 years residency are fairly close to the pattern for all respondents, except that:
 - 21 – 40 year residents are more likely to associate with community (and slightly less with the other two levels).
 - 41 – 60 year residents are less likely to associate with community (and slightly more with the other two).

Those who have lived here a long time would have not only the most life experience here, but also the greatest stake in the well being of both community and province.

Note that age did not have a statistically significant correlation with heritage attachment, even though age might be correlated with the number of years lived in the province.

A5. Do you think that Saskatchewan people share a common heritage?

A strong majority believes there is a shared heritage common to Saskatchewan people.



A5a. What is the most important aspect of the heritage that is shared?

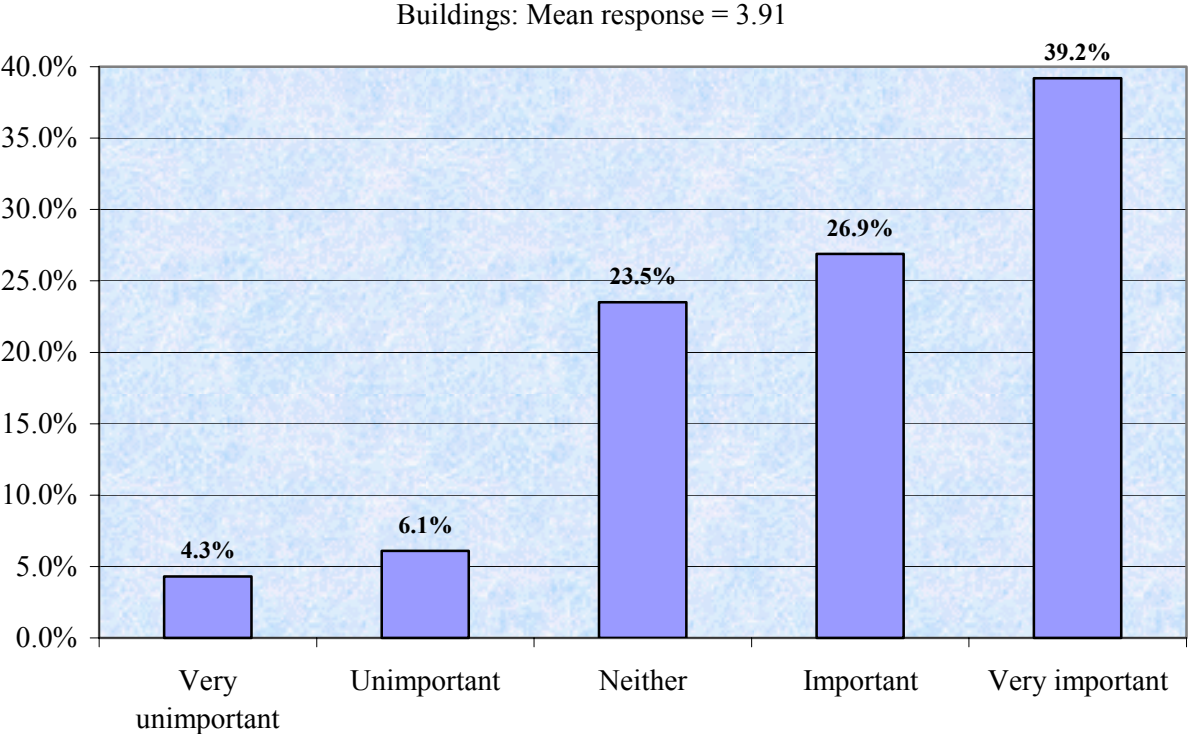
One in five respondents who think there is a shared Saskatchewan heritage point to rural roots as the common element. A further one in eight identifies it with grit (persevering, working hard), and another one in eight identifies it as caring.

Farming/rural	21.5%
Hard work/perseverance	13.4%
Friendly/cooperative/caring	12.8%
Multiculturalism	7.4%
Natural environment	5.1%
Community	4.3%
Canadian	4.2%
History	3.8%
Shared experience	3.4%
Way of life	3.1%
Culture/language	2.6%
Family related	2.4%
Values/beliefs	2.2%
Unity	2.2%
Birthplace/location	1.9%
Traditions/customs/practices	1.7%
Freedom	1.4%
Pride	0.8%
Education	0.7%
Medicare	0.5%
Buildings/antiques	0.2%
Other	4.6%
Total	100.0%

A6. How important do you think it is to preserve the following aspects of our heritage?

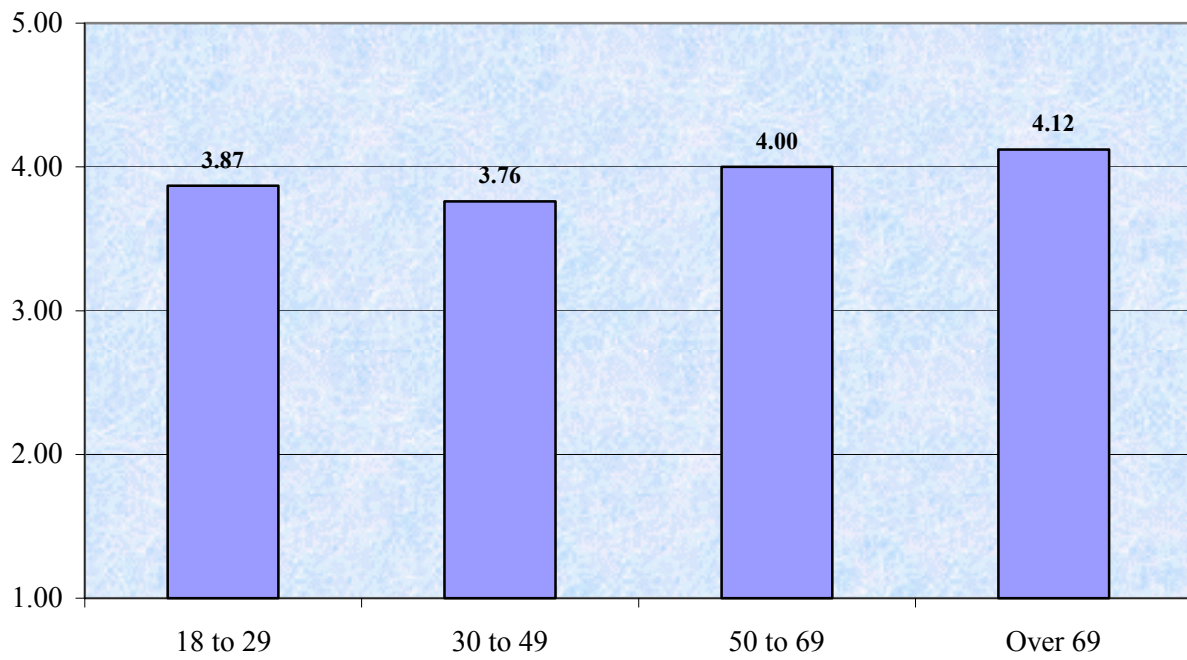
A6a. Buildings

The average level of importance across all five aspects of heritage is 4.06 out of five. Preserving buildings rated a bit below average at 3.91.



- Females (mean response 4.05) are much more likely to see the preservation of buildings as important than males (mean 3.76).
- While importance levels appear to rise with age, the pattern is curvilinear, with a decline in importance from the youngest (18 – 29) to the middle age group (30 – 49) before importance rises steadily among those in the older age groups (see chart on the next page).

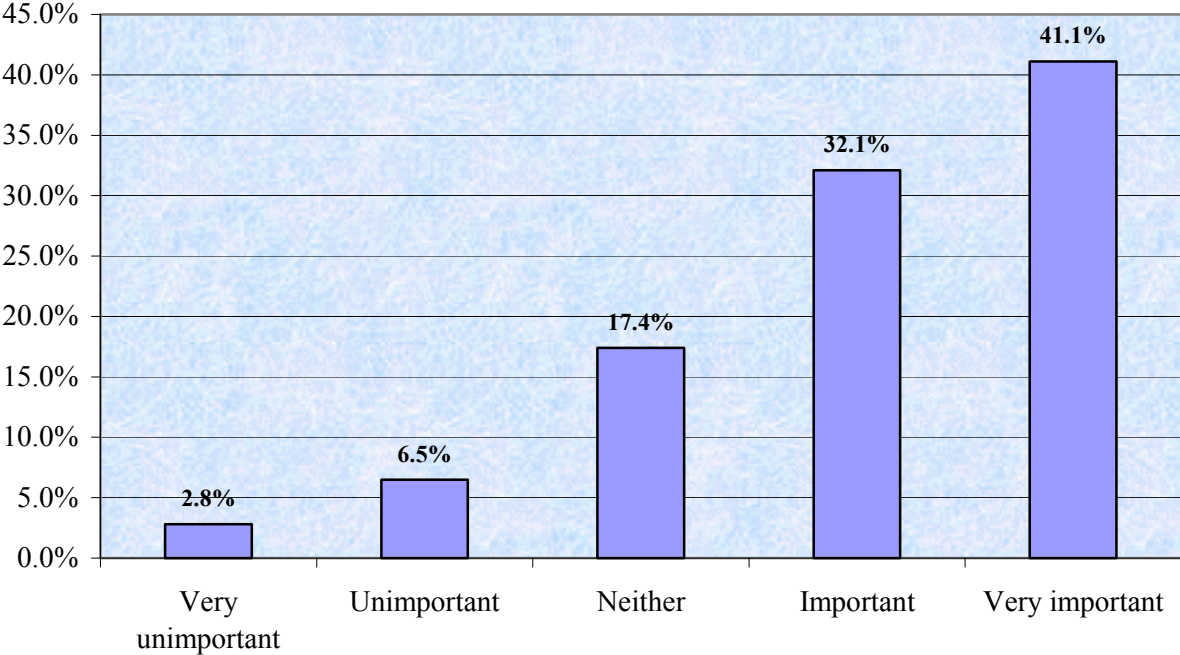
A6a. Buildings - Mean Response Level by Age



A6b. Importance of preserving...Antique objects

The importance accorded to preserving old objects is very close to average.

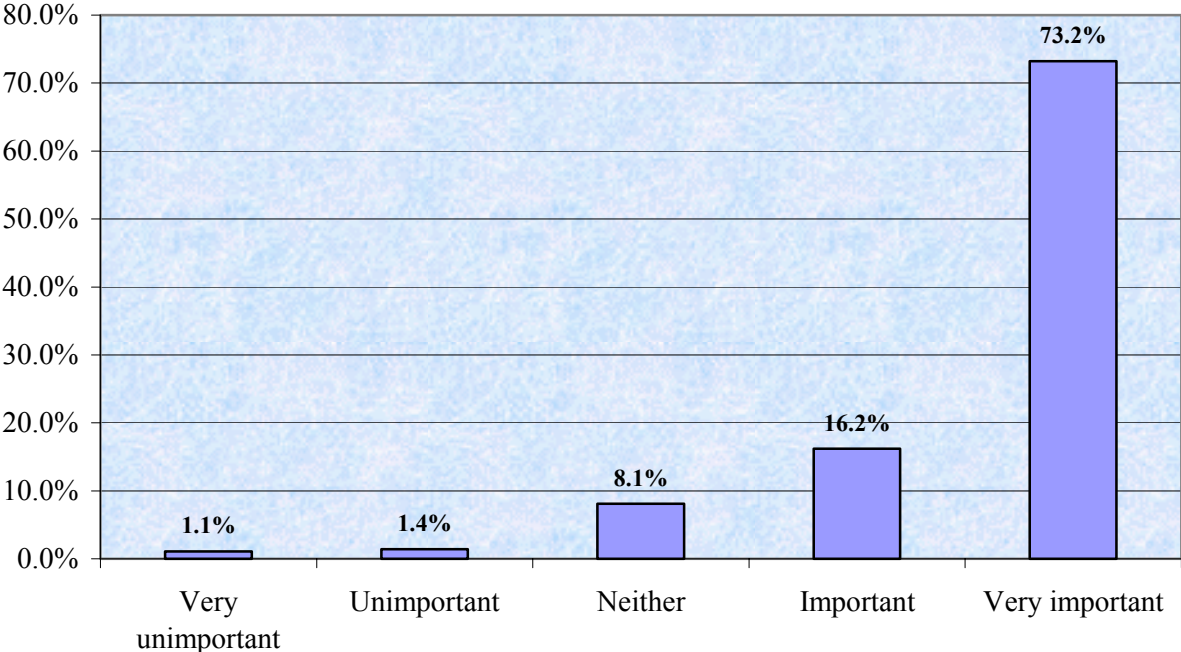
A6b. Antique objects - Mean response = 4.02



A6c. Importance of preserving...The natural environment

Preserving the natural environment received the highest importance rating. It also shows the highest proportion of respondents who indicated it was “very important” -- nearly three in four.

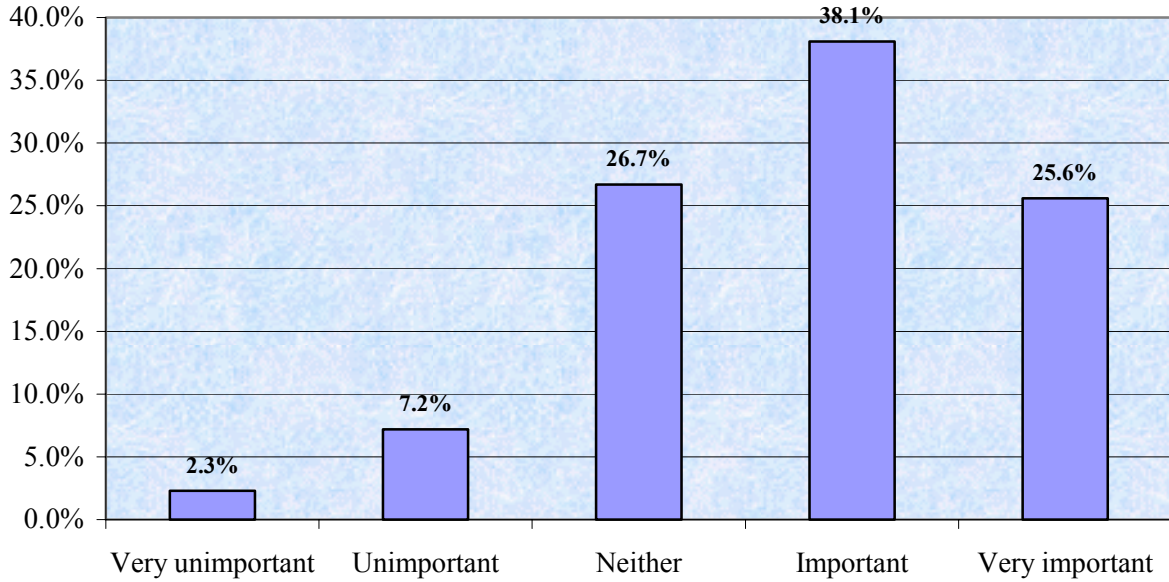
A6c. Natural environment - Mean response = 4.59



A6d. Importance of preserving...Activities and practices

This category was given the second lowest importance, well below the 4.06 average at 3.77. Of the six options, it also has the lowest proportion of respondents rating it “very important”.

A6d. Activities and practices - Mean response = 3.77

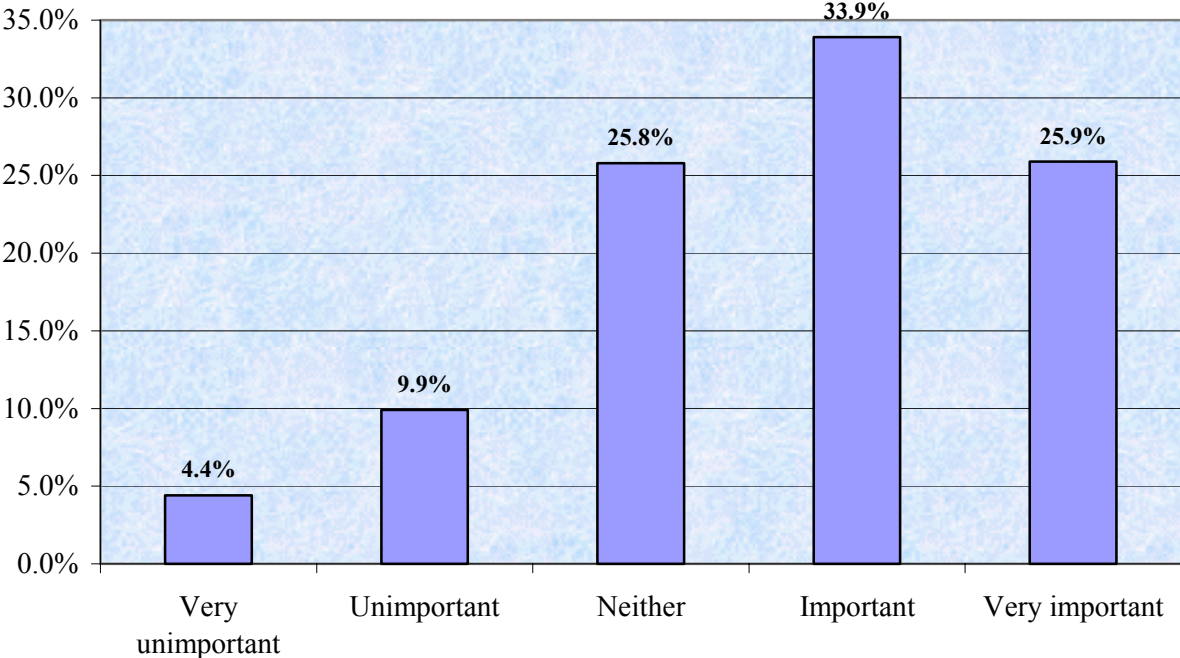


- Females (mean 3.88) are more likely than males (mean 3.67) to view activities and practices as important aspects of heritage to preserve.

A6e. Importance of preserving...Artistic expression

Artistic expression received the lowest average importance rating, and second lowest proportion indicating they felt it was “very important.”

A6e. Artistic expression - Mean response = 3.67

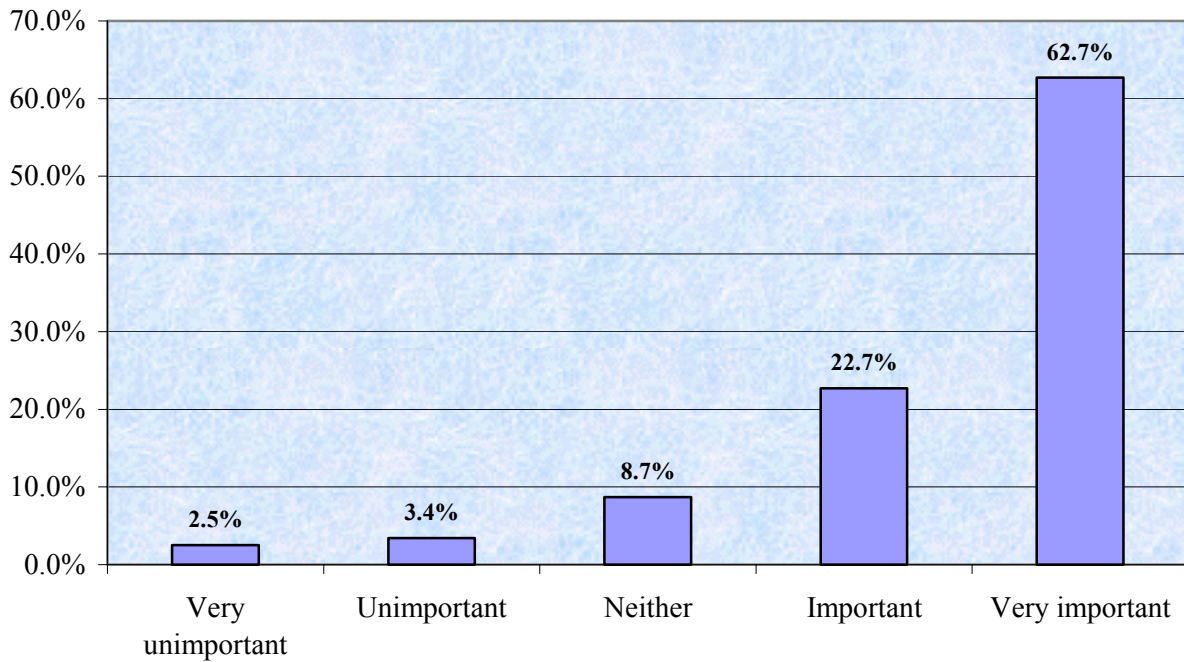


- Females (mean 3.80) are more likely than males (mean 3.53) to feel it is important to preserve artistic expression as an aspect of heritage.

A6f. Importance of preserving... Values and beliefs

Well above the 4.06 average at a 4.40 rating, preserving values and beliefs is rated second highest in importance, after preserving the natural environment. The result is driven by the high 62.7% proportion that feel it is “very important.”

A6f. Values and beliefs - Mean response = 4.40

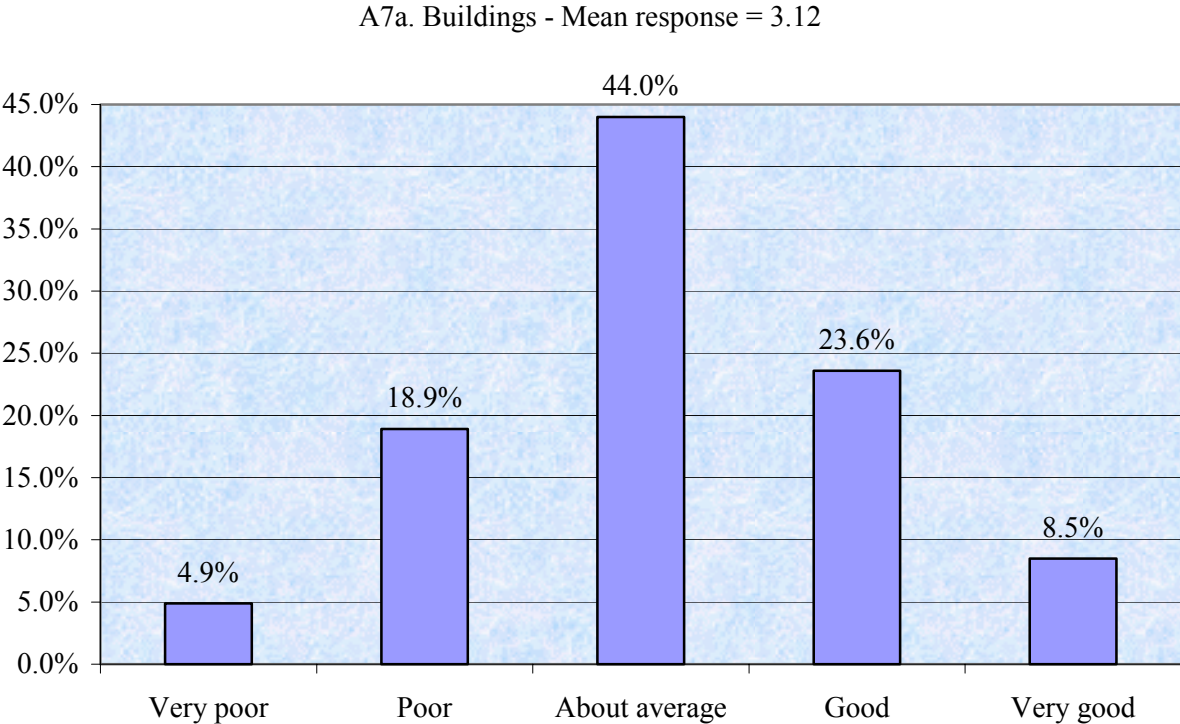


- Females (mean 4.52) appear to feel even more strongly than males (mean 4.27) that values and beliefs are important aspects of heritage to preserve.

A7. Thinking of these same aspects of heritage, how good a job do you think we're doing in Saskatchewan at preserving them?

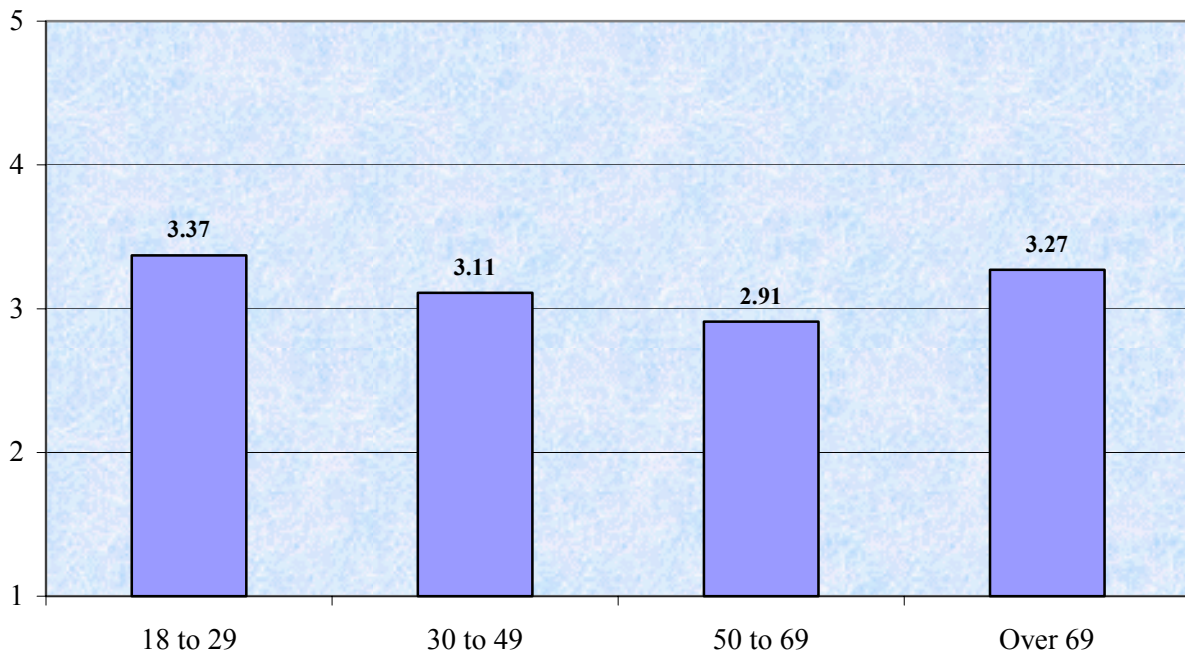
A7a. Buildings

While the largest group, over four in ten respondents, indicated that an average job is being done of preserving the built environment, those on the positive side outweigh the negative by a ratio of 4:3.



- Those in the youngest and oldest age segments give higher approval ratings to the job done to preserve buildings than those in the middle age groups (see next page).

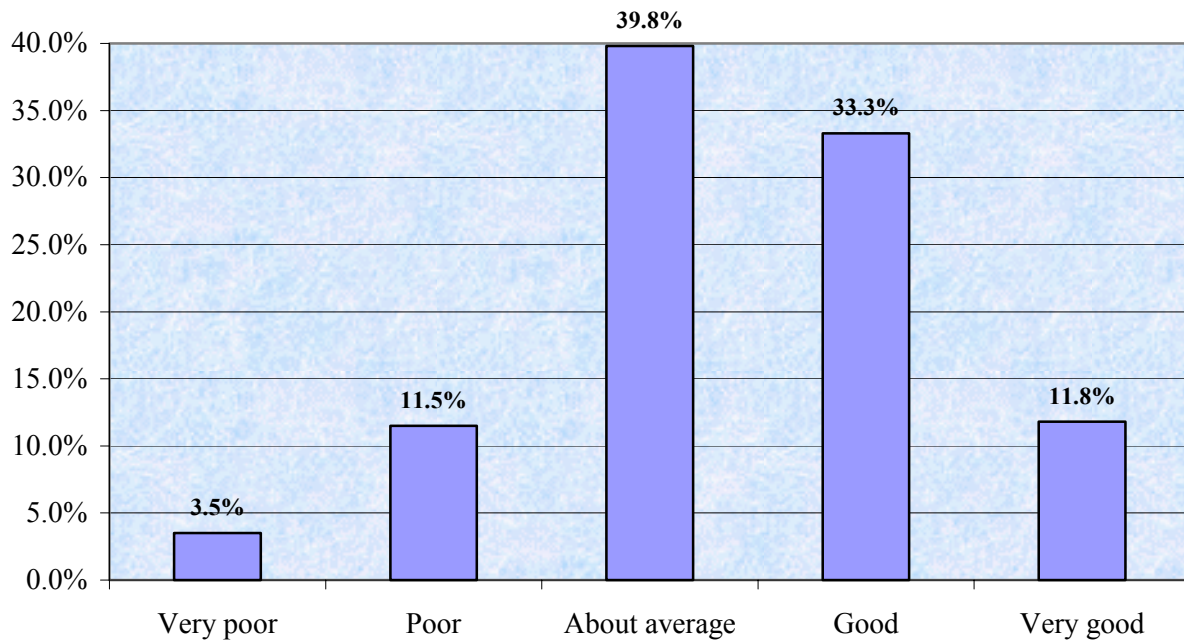
A7a. Buildings - Mean Response by Age



A7b. How good a job...Antique objects

Respondents rated the job being done in preserving antique items, at an average of 3.38, as second best, next to values preservation, at 3.40.

A7b. Antique objects - Mean response = 3.38

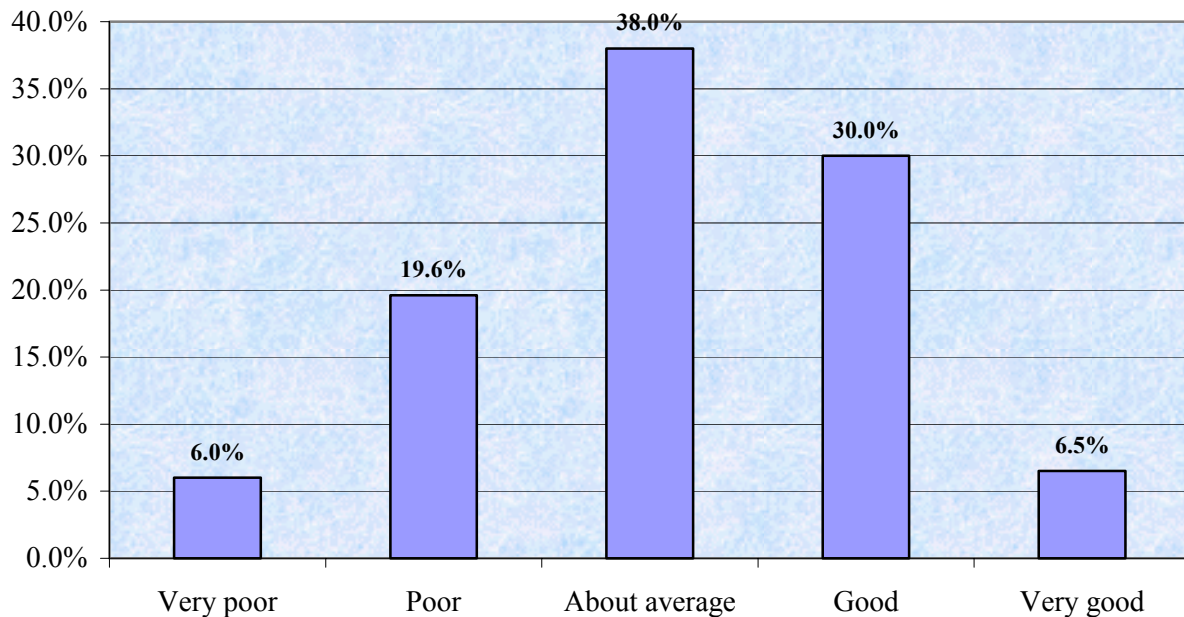


- Females (mean response 3.50) are more likely than males (mean 3.27) to feel that we are doing a good job at preserving antique objects.

A7c. How good a job...The natural environment

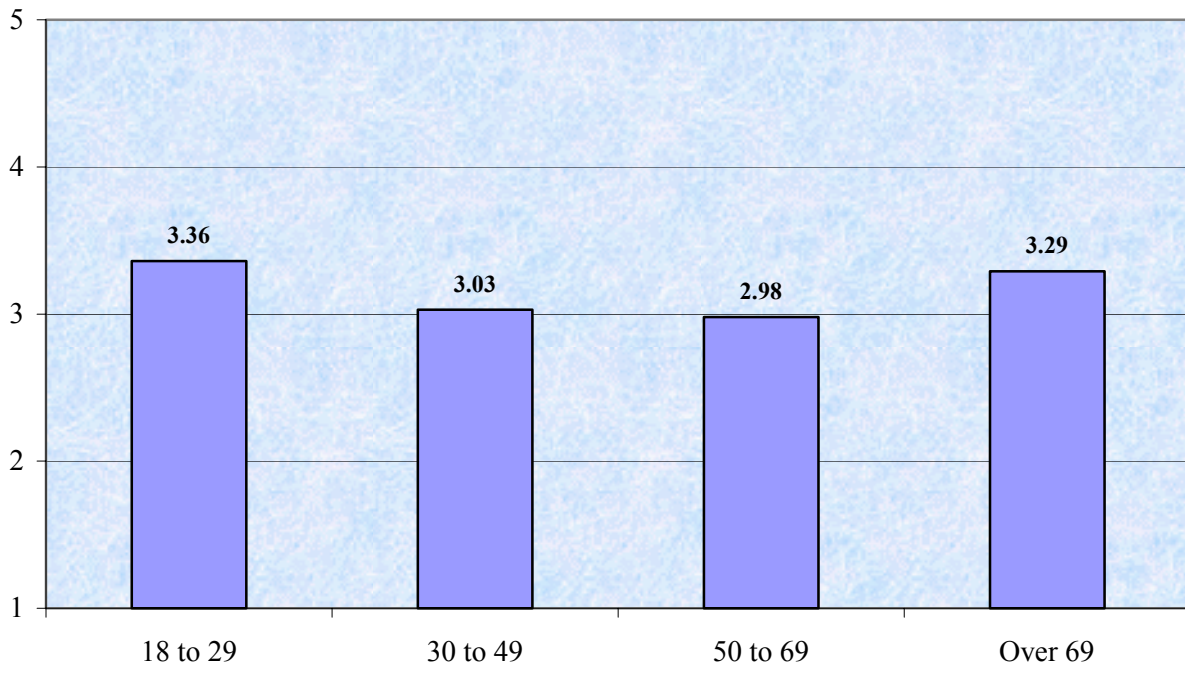
Though it rates highest in importance, the natural environment is rated lowest in terms of the job being done to preserve it.

A7c. The natural environment - Mean response = 3.11



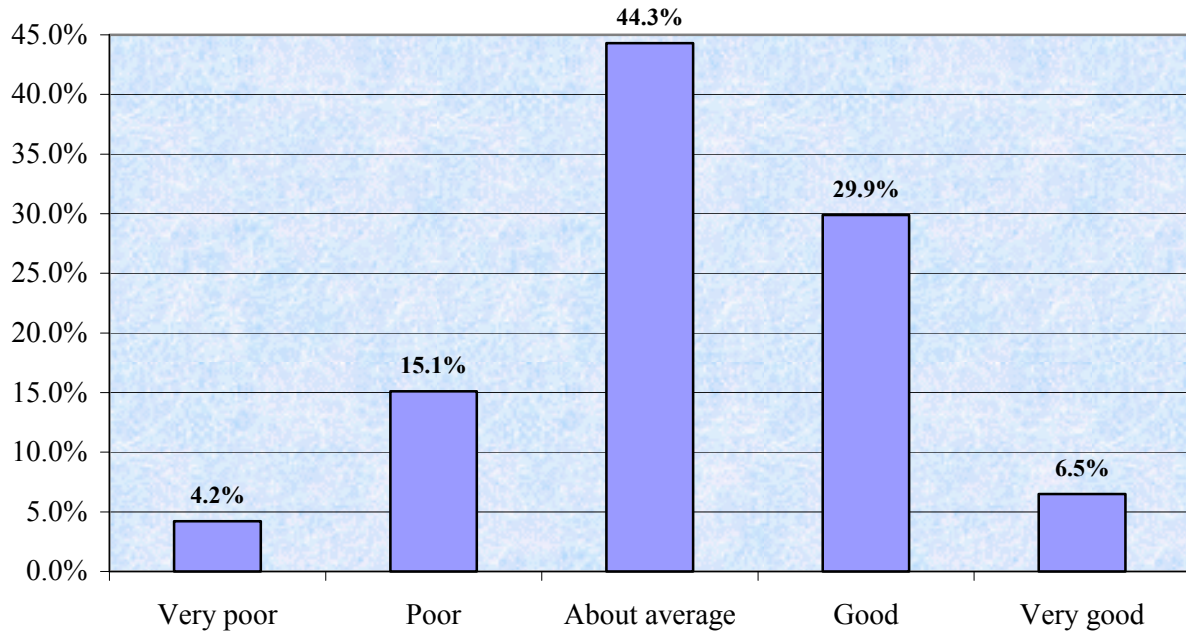
- There is a statistically significant, curvilinear, relationship between age and opinion about how the natural environment is being preserved (see chart on the following page.) Those in the youngest and oldest age groups have higher opinions about the job being done.

A7c. Natural environment - Mean Response by Age



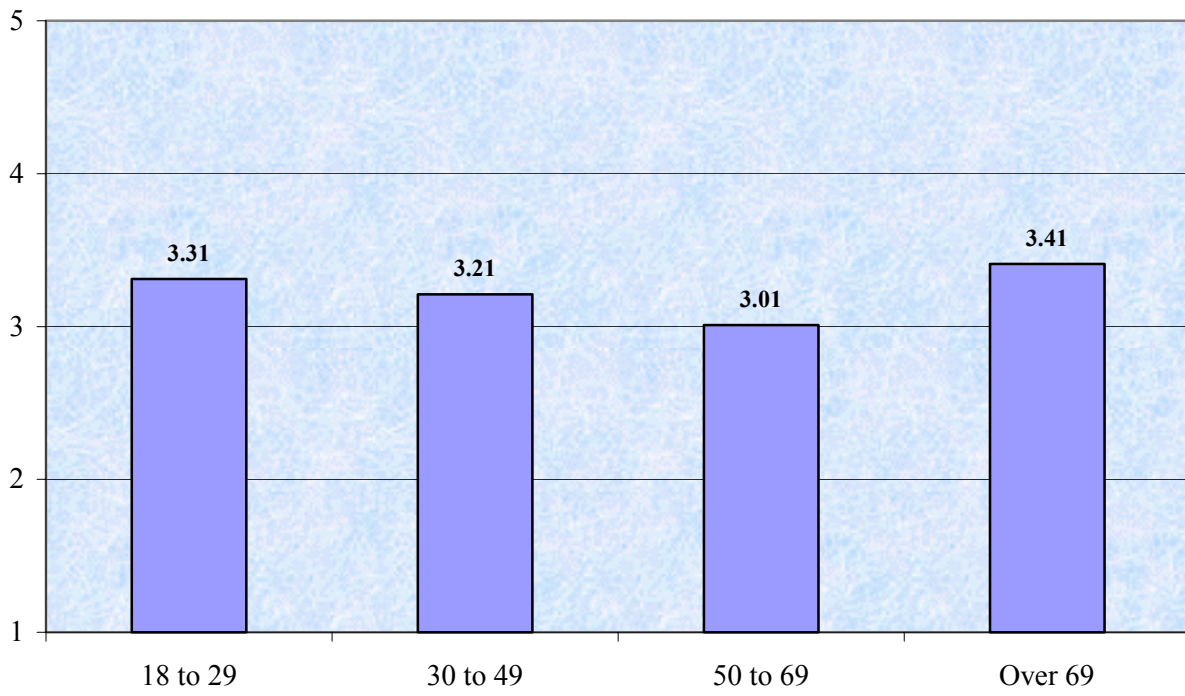
A7d. How good a job...activities and practices

A7d. Activities and practices - Mean response = 3.19



- Age is statistically significant in shaping opinions about how we are preserving the activities and practices associated with heritage. The same curvilinear relationship appears – those in the youngest and oldest age groups think we are doing a better job than do those in the middle age groups. (See chart following.)

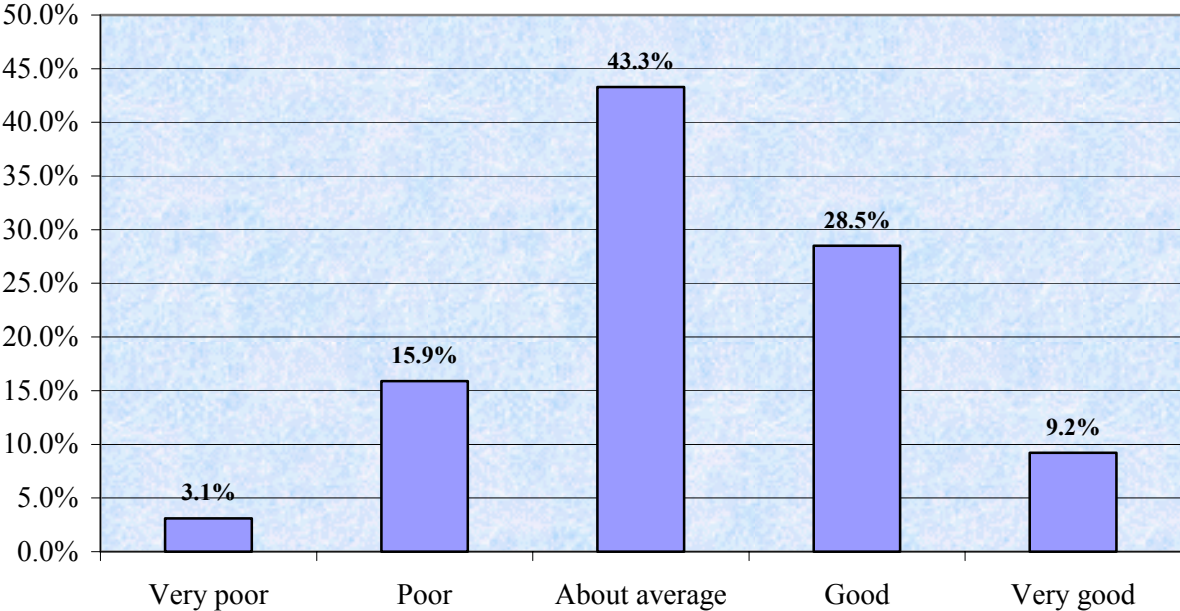
A7d. Activities and practices - Mean Response by Age



A7e. How good a job...Artistic expression

The rating for “how good a job”, at 3.25, is almost identical to the average rating for all six factors, at 3.24.

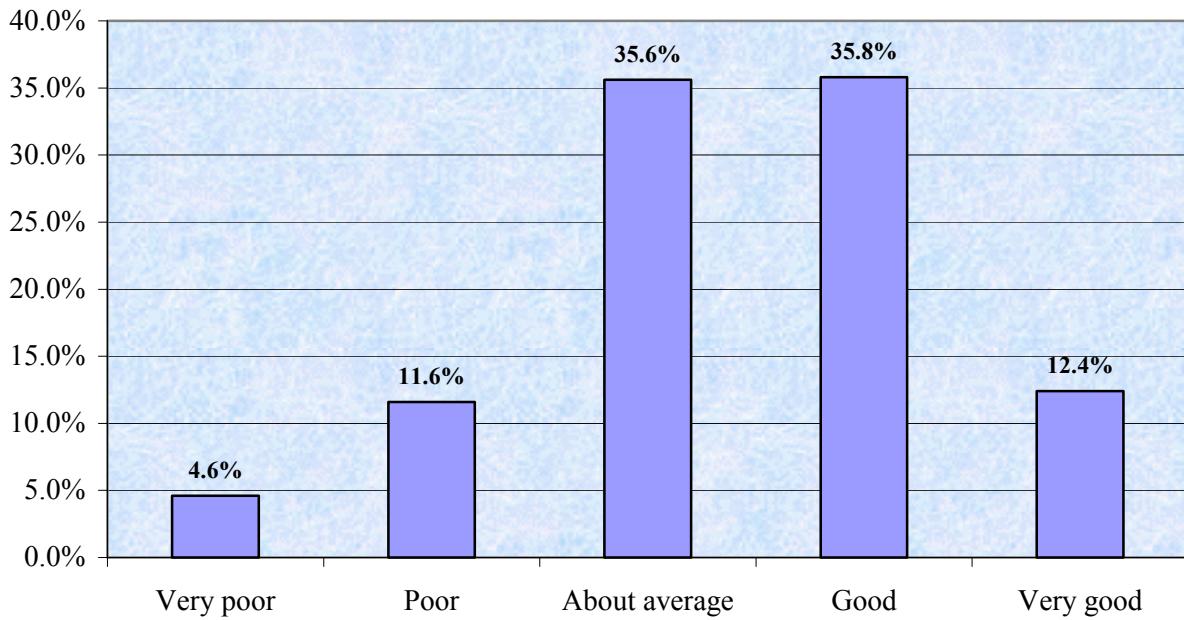
A7e. Artistic expression - Mean response = 3.25



A7f. Values and beliefs

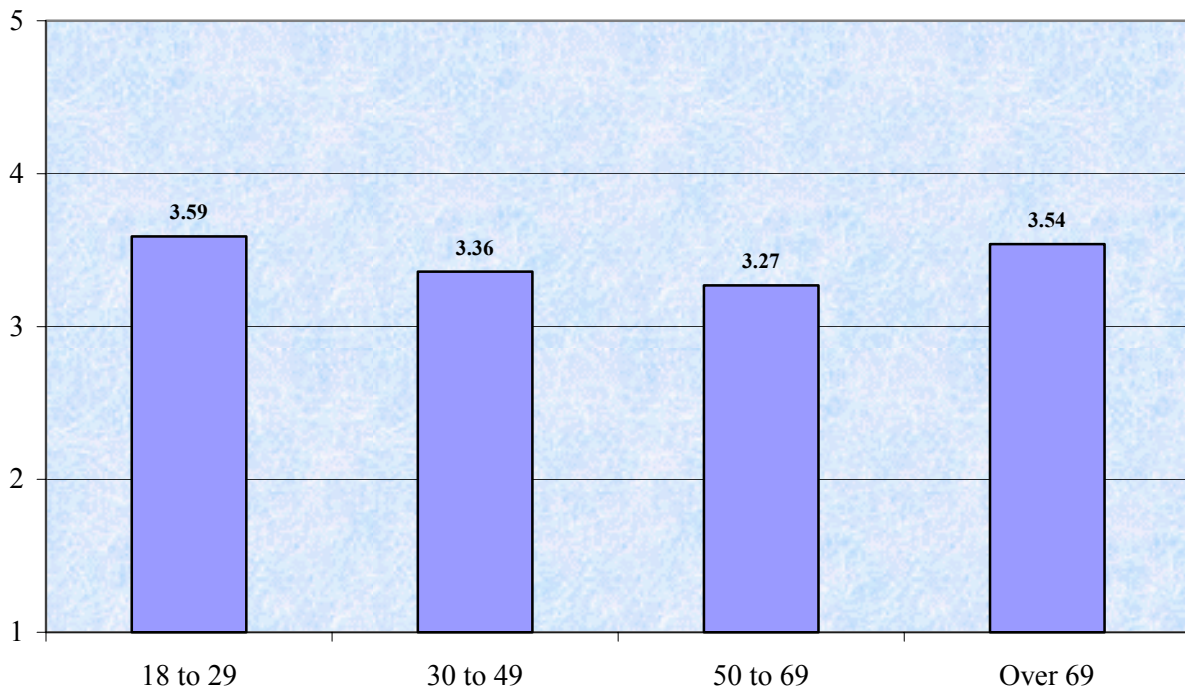
Respondents found the best job being done of preserving heritage is in values and beliefs.

A7f. Values and beliefs - Mean response = 3.40



- The familiar curvilinear pattern among age groups manifests itself again with values and beliefs. Those in the youngest and oldest age groups think we are doing a better job preserving values and beliefs than those in the middle age groups. (See next page.)

A7f. Values and beliefs - Mean Response by Age

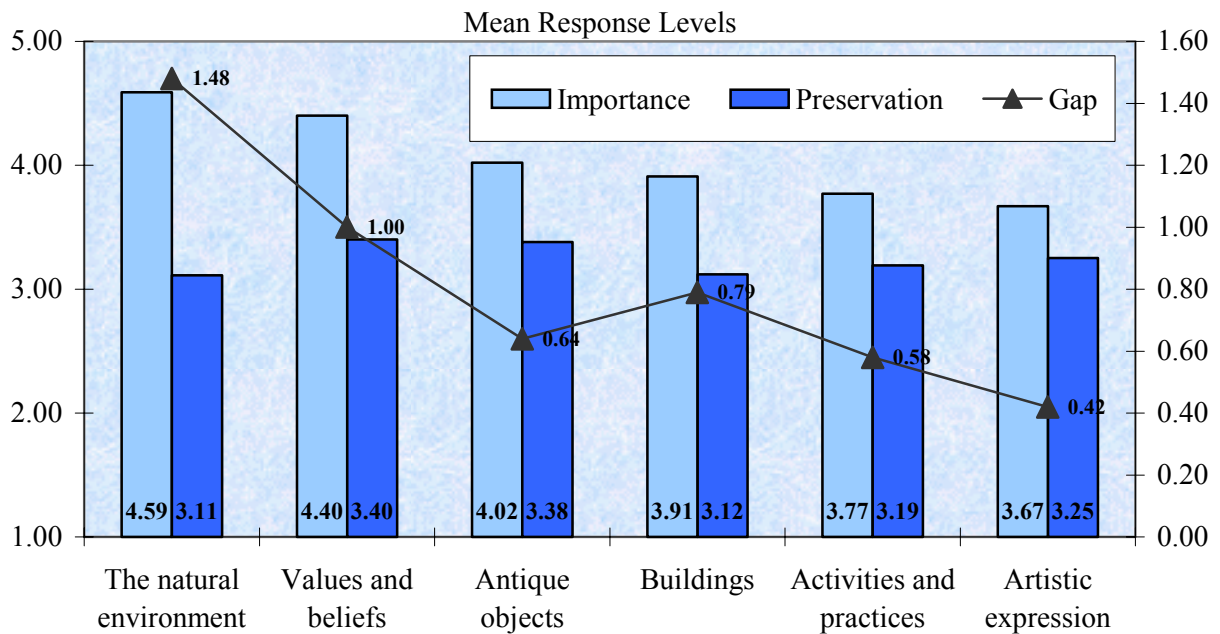


A6. Comparing “Importance” with “Job being done of preserving”

All six aspects of heritage received strong “importance” ratings. However, the natural environment and values and beliefs are clearly at the core of how heritage resonates with Saskatchewan people. They received the very highest ratings: 4.59 and 4.40 respectively.

The chart below shows how Importance ratings compare with ratings for the job being done in each instance. The larger the gap, the higher the priority for attention.

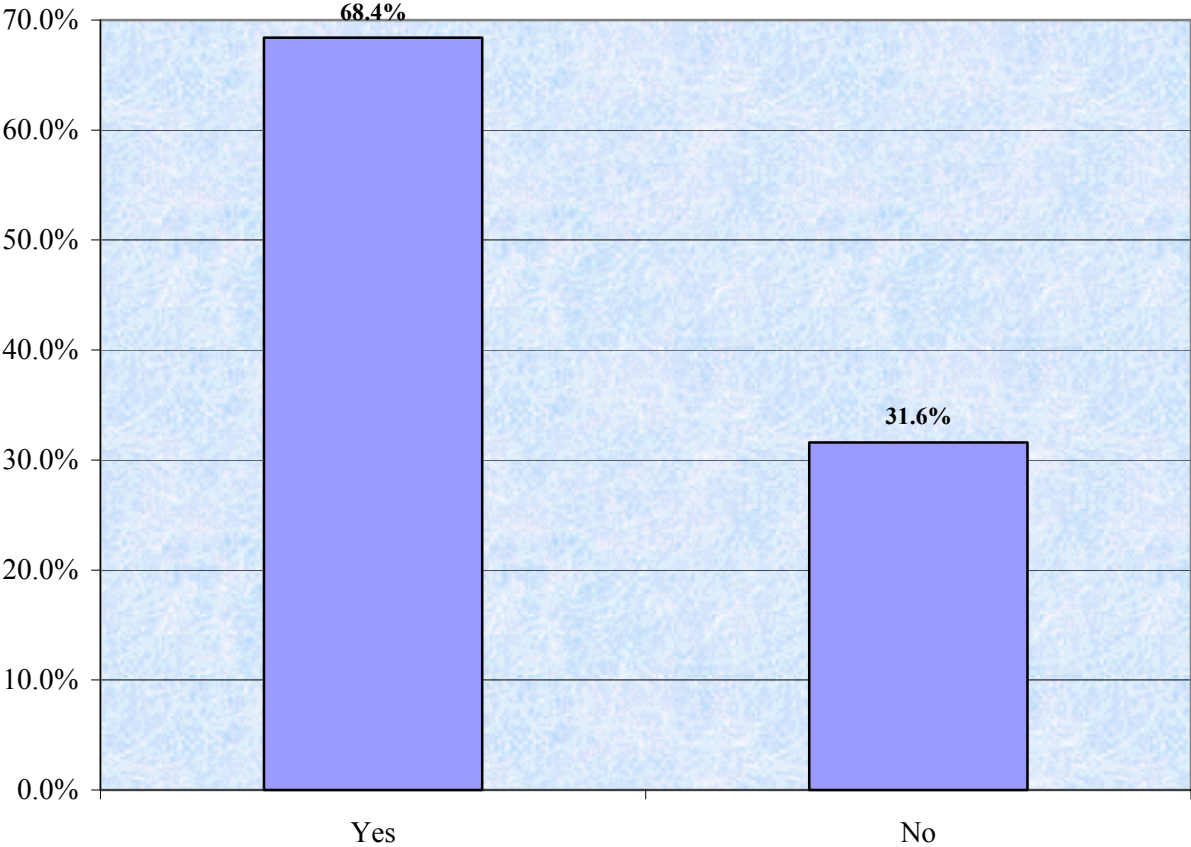
- The gaps for the four heritage aspects that ranked lowest in importance are modest, and fairly consistent.
- There are much wider gaps for the top two – natural environment and values and beliefs. The gap for the natural environment (1.48) is nearly half as large as the measure of performance. Especially in these areas, it would appear that respondents would endorse greater attention and effort.



SECTION B: Personal Heritage

B1. Thinking of your own personal heritage: do you maintain some aspects of that heritage in your daily life?

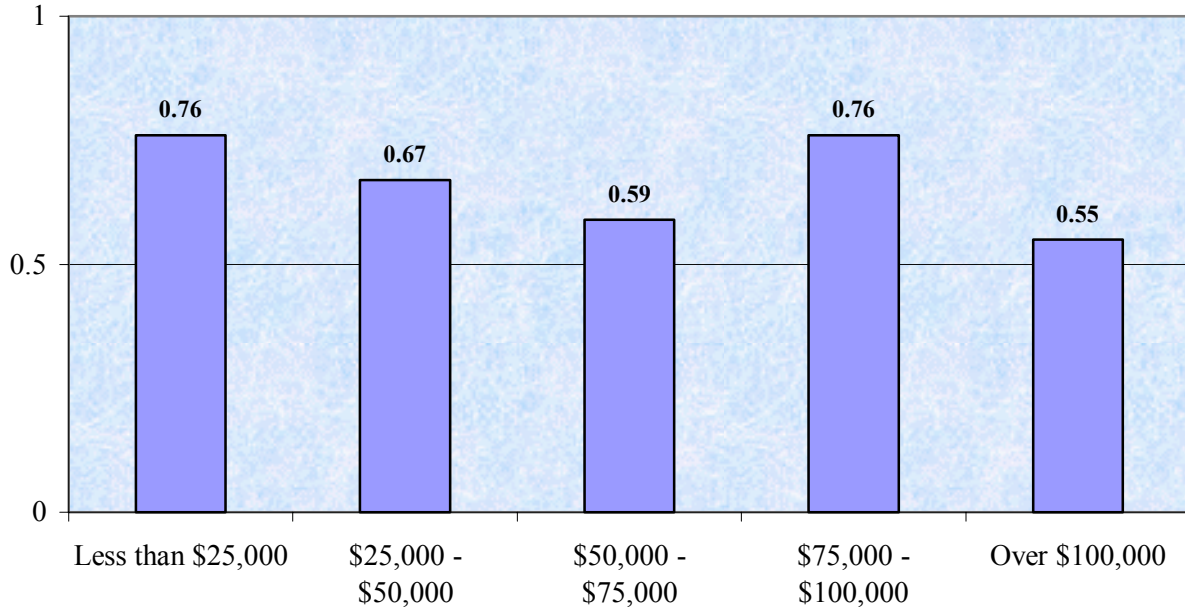
A strong majority of respondents maintain aspects of their heritage in their lives today.



- But for the exception in the second highest income category, maintaining heritage in daily life declines as income levels rise (chart below).
- As the size of community rises, maintenance of heritage in daily life falls (chart below).

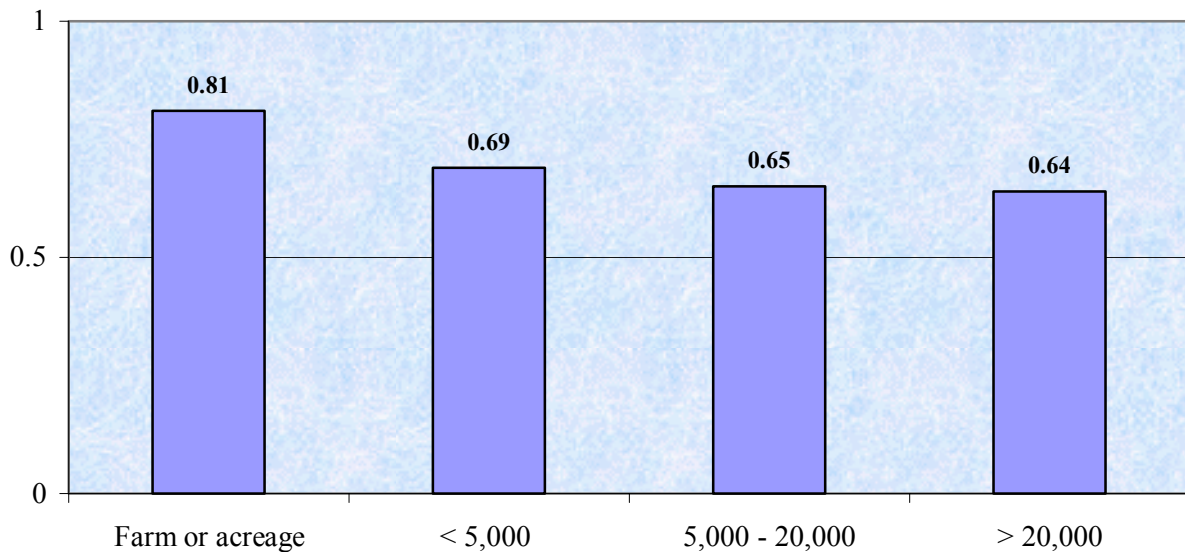
B1. Thinking of your own personal heritage: do you maintain some aspects of that heritage in your daily life?

Mean Response Levels by Income (1 = Yes, 0 = No)



B1. Thinking of your own personal heritage: do you maintain some aspects of that heritage in your daily life?

Mean Response Level by Residence Location (1 = Yes, 0 = No)



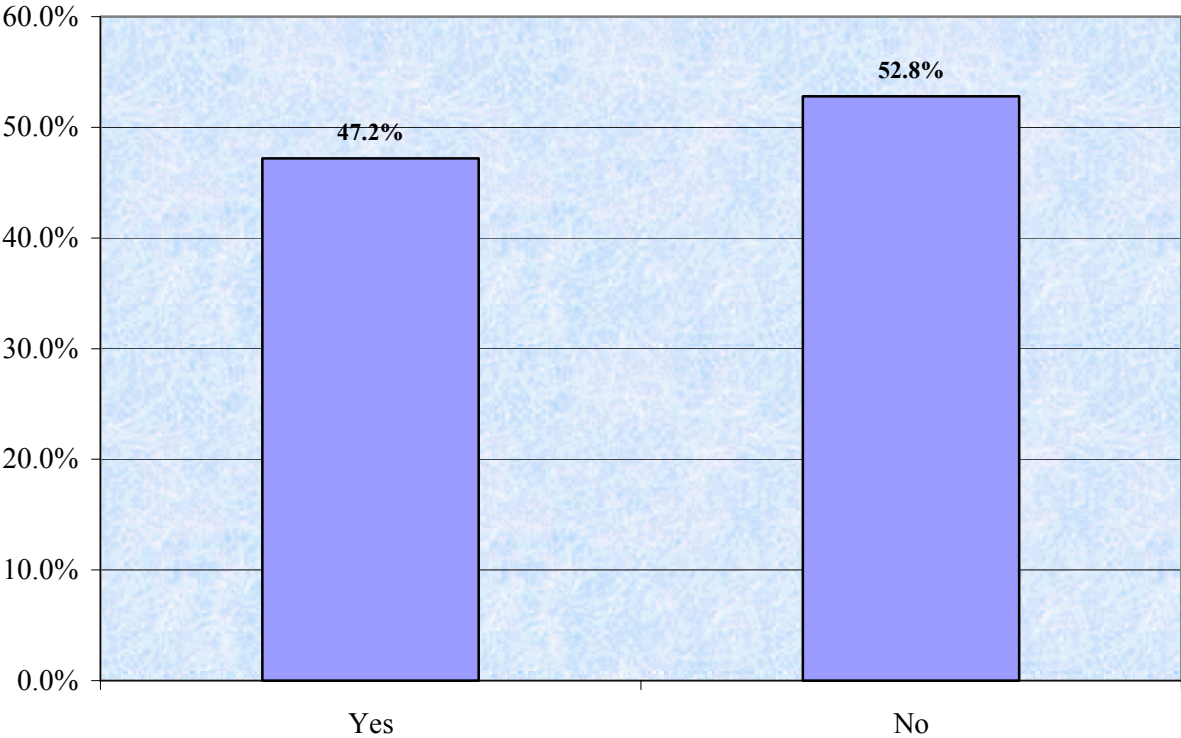
B1a. What is the most important aspect of your heritage that you maintain? (open-ended)

Just as values and beliefs are second most important overall, and are deemed the aspect of heritage most successfully preserved, they are also the most important facet of personal heritage. The significance of this result is bolstered by the fact that some aspects of “culture/language”, and some aspects of “family related”, could also include values and beliefs.

Values/beliefs	29.7%
Culture/language	13.8%
Family related	13.0%
Traditions/customs/practices	12.7%
Farming/rural	7.0%
History	4.2%
Buildings/antiques	4.1%
Hard work/perseverance	2.9%
Helpful/caring/cooperative	2.7%
Arts	2.0%
Natural environment	1.2%
Way of life	0.7%
Multiculturalism	0.6%
Pride	0.6%
Community	0.4%
Canadian	0.4%
Freedom	0.4%
Everything/most aspects	1.2%
Other	2.4%
Total	100.0%

B2. Is there a value from your personal heritage that has been lost in your daily life?

The minority that feels it has lost a personal heritage value query stands in considerable contrast to the strong majority that said (B1) they have maintained personal aspects of their heritage in their daily lives.



B2a. What value has been lost? (open-ended)

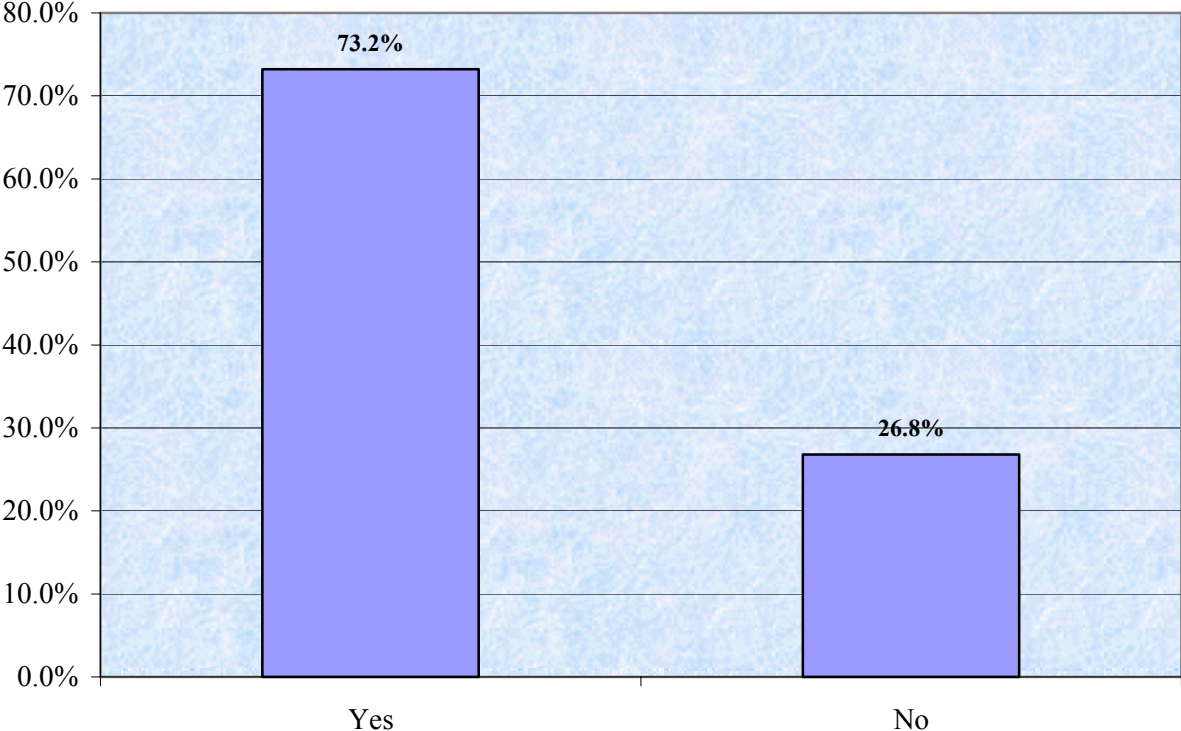
The fact that the largest single group, one in four respondents, identified language as having been lost is unsurprising. Saskatchewan is the only province in which persons of British and French extraction do not form a majority, so over half of respondents would be expected to derive from families where another language once was spoken.

Family values, and values and beliefs together constitute a second category slightly greater in size than language.

Language	25.7%
Family related	15.1%
Values/Beliefs	13.0%
Simple/unhurried life	8.0%
Community/compassion	5.1%
Traditions/customs/practices	5.0%
Way of life	4.0%
Culture	3.8%
History	2.8%
Farming/rural	2.3%
Hard work/perseverance	2.3%
Arts	1.8%
Social activities	1.8%
Buildings/antiques	1.4%
Natural environment	1.2%
Other	6.7%
Total	100.0%

B3. When you see heritage activities in the province, would you say that your personal heritage is being reflected?

Three in four respondents can identify aspects of their personal heritage in heritage activities that take place in Saskatchewan.



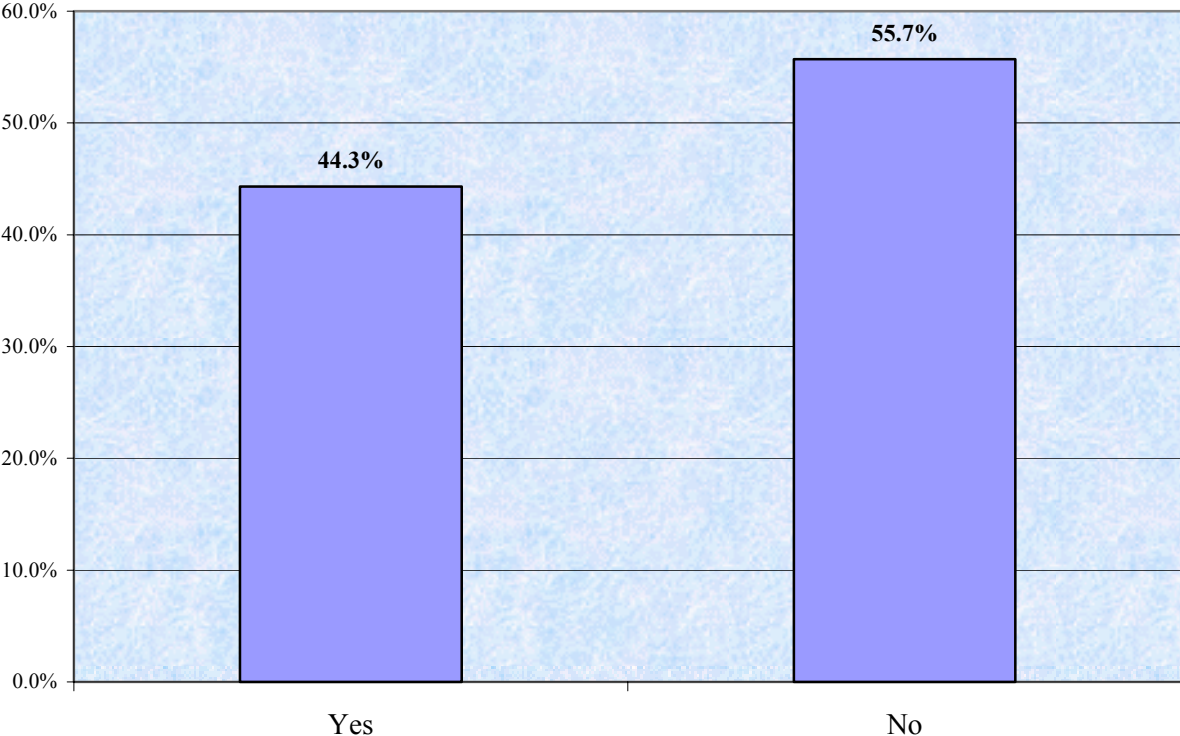
B3a. What is the most important part of your personal heritage that is missing from activities around the province?

Three categories of equal magnitude were identified as missing from heritage activities. One is national origin, and the other two share a close link to it. Thus, the largest single grouping of deemed-to-be-absent heritage elements centres on fading ethnicity. This finding may reflect a declining profile of original immigrants and their Old World customs and language, now being superseded by heritage factors related less to immigration and more to development.

Traditions/customs/practices	7.9%
Language	7.9%
Specific origin/nationality	7.3%
Arts	6.2%
Values/beliefs	5.4%
Farming/rural	3.5%
Multiculturalism	3.5%
Natural environment	3.5%
Tolerance	2.5%
Culture	2.5%
Canada	1.9%
Family related	1.9%
History	1.9%
Pride	1.6%
Hard work/perseverance	1.0%
Other	26.1%
Everything/most aspects	15.4%
Total	100.0%

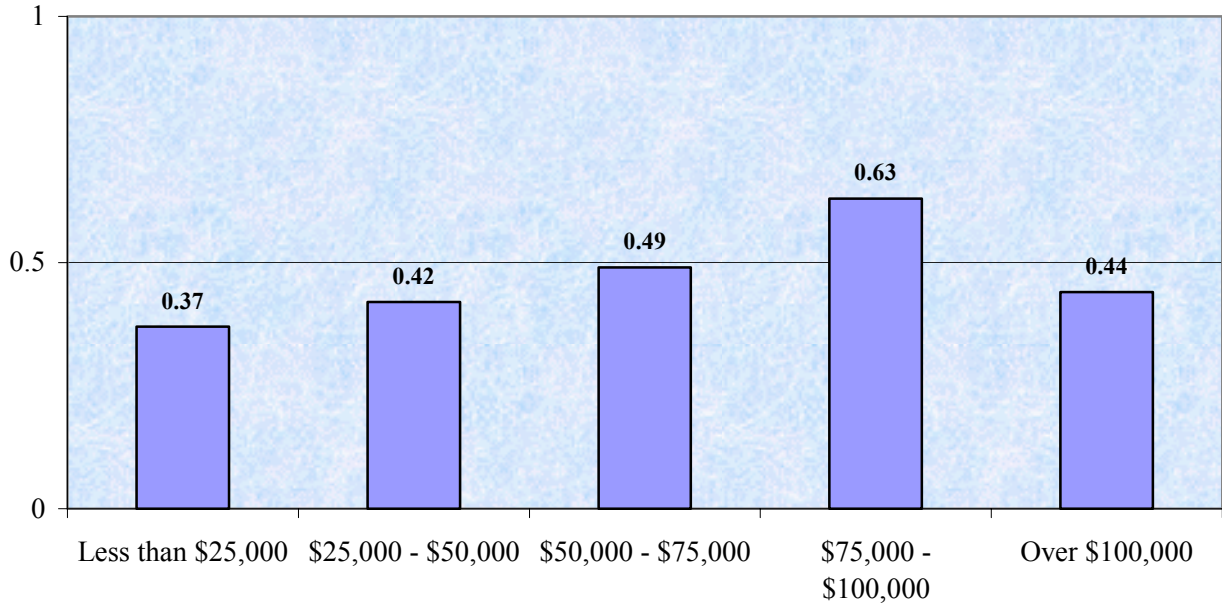
B4. In the last 12 months, have you or a member of your household participated PERSONALLY in a heritage-related activity?

A large minority belongs to a household that has participated personally in a heritage activity during the last year.



- The likelihood of participation in heritage-related activities rises steadily as income increases, except for a sharp decline in the highest income category (chart below).

B4. In the last 12 months, have you or a member of your household participated PERSONALLY in a heritage-related activity?
Mean Response Level by Income (1 = Yes, 0 = No)



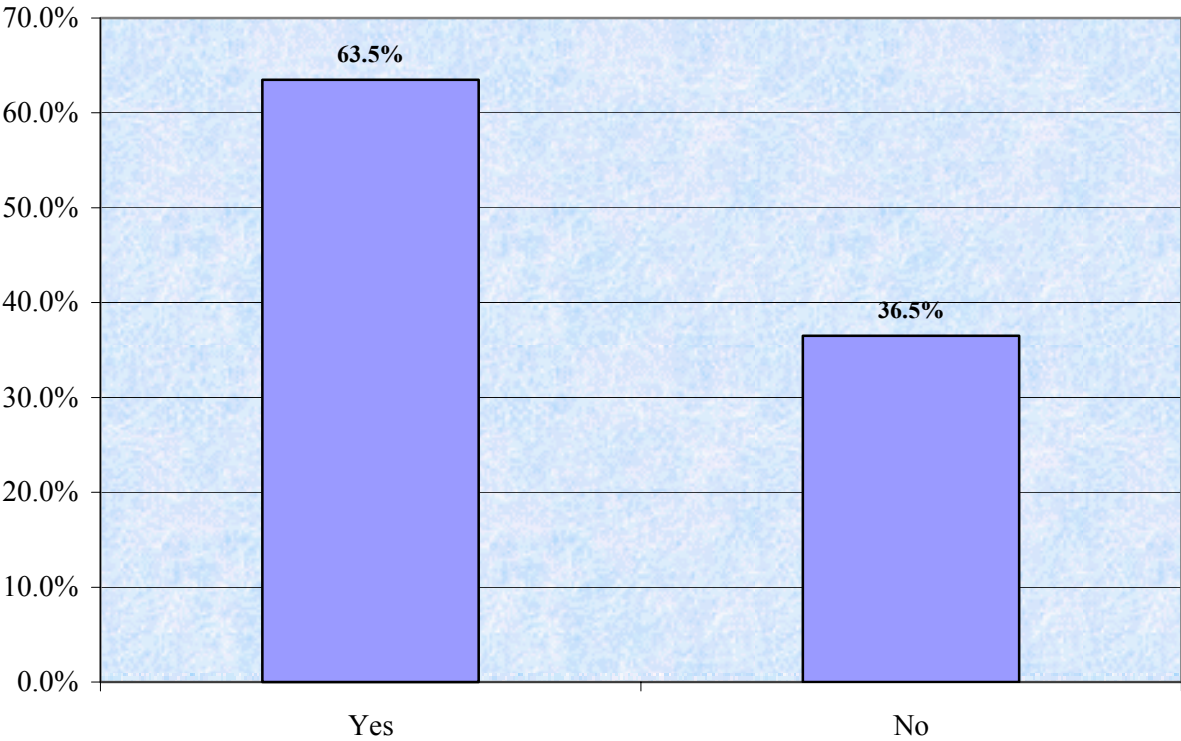
B4a. What was that activity?

Among the 44.3% reporting household participation in a heritage activity, museum-based activity leads, at one in ten – representing roughly 4% of all respondents. However, no category or grouping of categories represents a recognizable gestalt.

Museum	10.2%
Festival/fair	9.4%
Heritage event	7.4%
Aboriginal event	7.0%
Arts	6.0%
Family related	5.5%
Traditional Christmas	5.0%
Buildings/antiques	4.4%
Mosaic/similar	4.2%
Canada Day	4.1%
Church related	4.1%
Reunion	3.6%
A 100th anniversary	3.5%
History/book	2.8%
Event for specific culture	2.8%
Sports	2.6%
Crafts/cooking	2.3%
Heritage site	1.9%
Farming/rural	1.3%
School related	1.3%
Other	10.5%
Total	100.0%

B5. In the last 12 months, have you or a member of your household visited a Saskatchewan museum or heritage site?

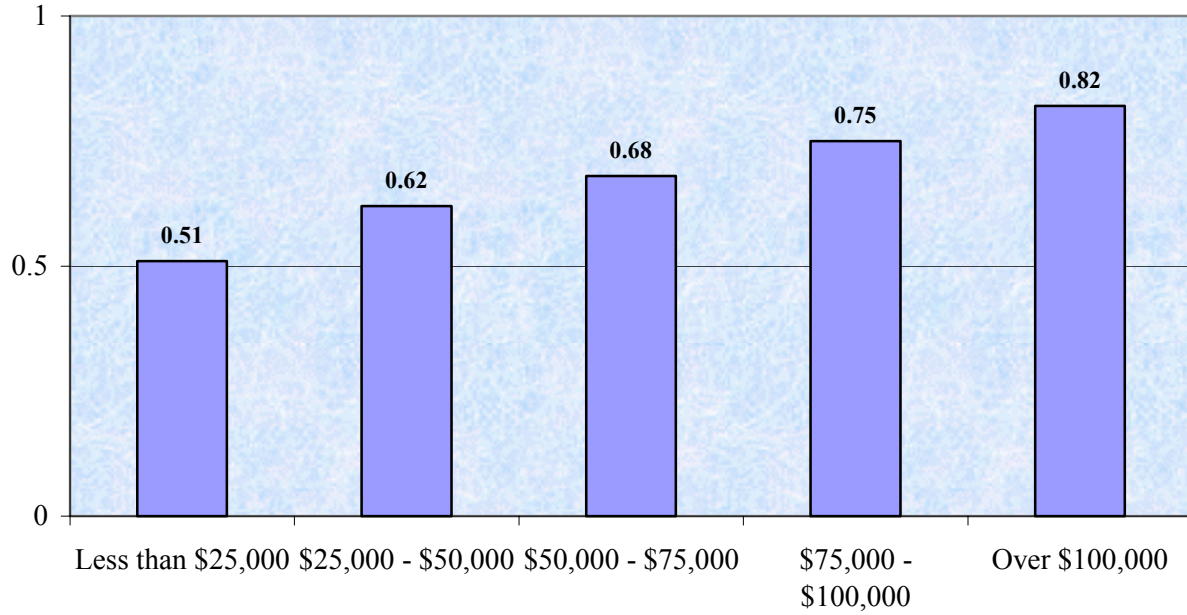
Nearly two thirds report a household member visiting a museum or heritage site in the last year.



- The ubiquitous curvilinear pattern of correlation with age evident in Section A results repeats itself here, except that the response level is inverted. Those in the youngest and oldest age groups are **less** likely to have visited a Saskatchewan museum or heritage site than those in the middle age groups.
- Those in the 30 to 49 age category are most likely to have visited a heritage facility, followed closely by those in the 50 to 69 age group. This result is perhaps not surprising for the eldest segment, those over 69, who may be less likely to be travelers within the province.
- There is a steady rise in the likelihood of visiting museums or heritage sites as income rises (chart below).

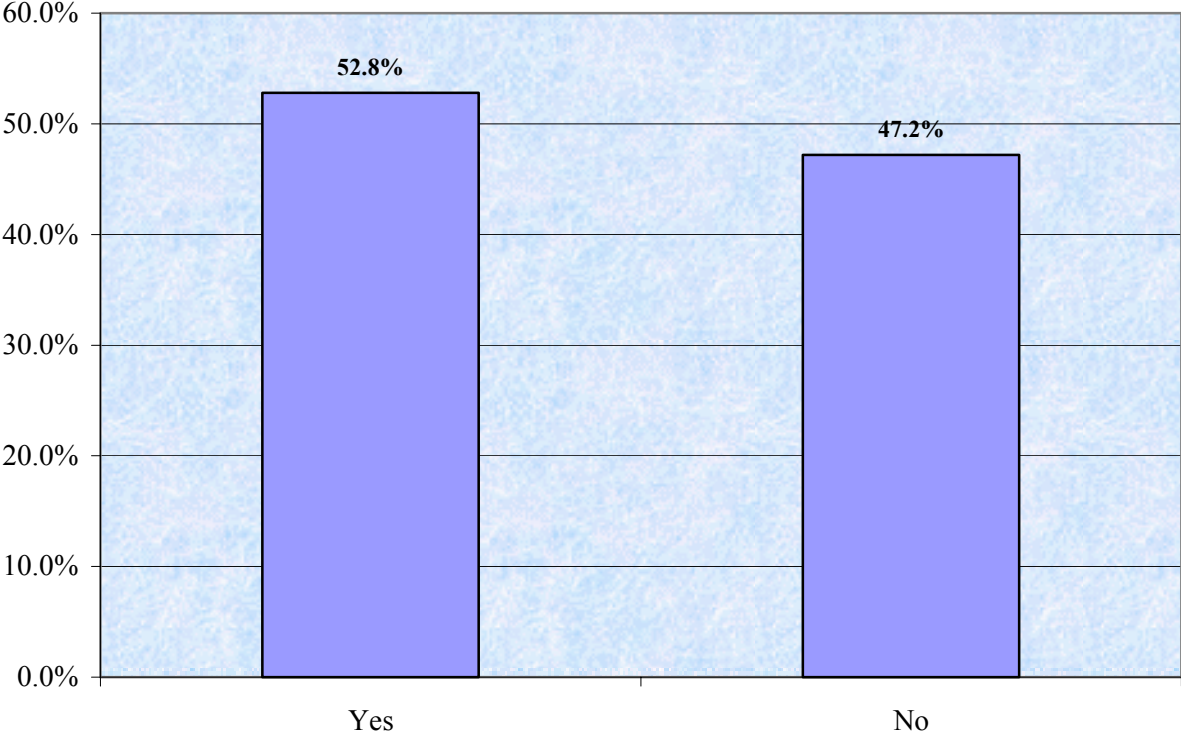
B5. In the last 12 months, have you or a member of your household visited a Saskatchewan museum or heritage site?

Mean Response Level by Income (1 = Yes, 0 = No)



B6. In the last 12 months, have you or a member of your household attended a heritage-related event or festival in Saskatchewan?

Roughly half of respondents report having attended an event or festival in-province in the last year.



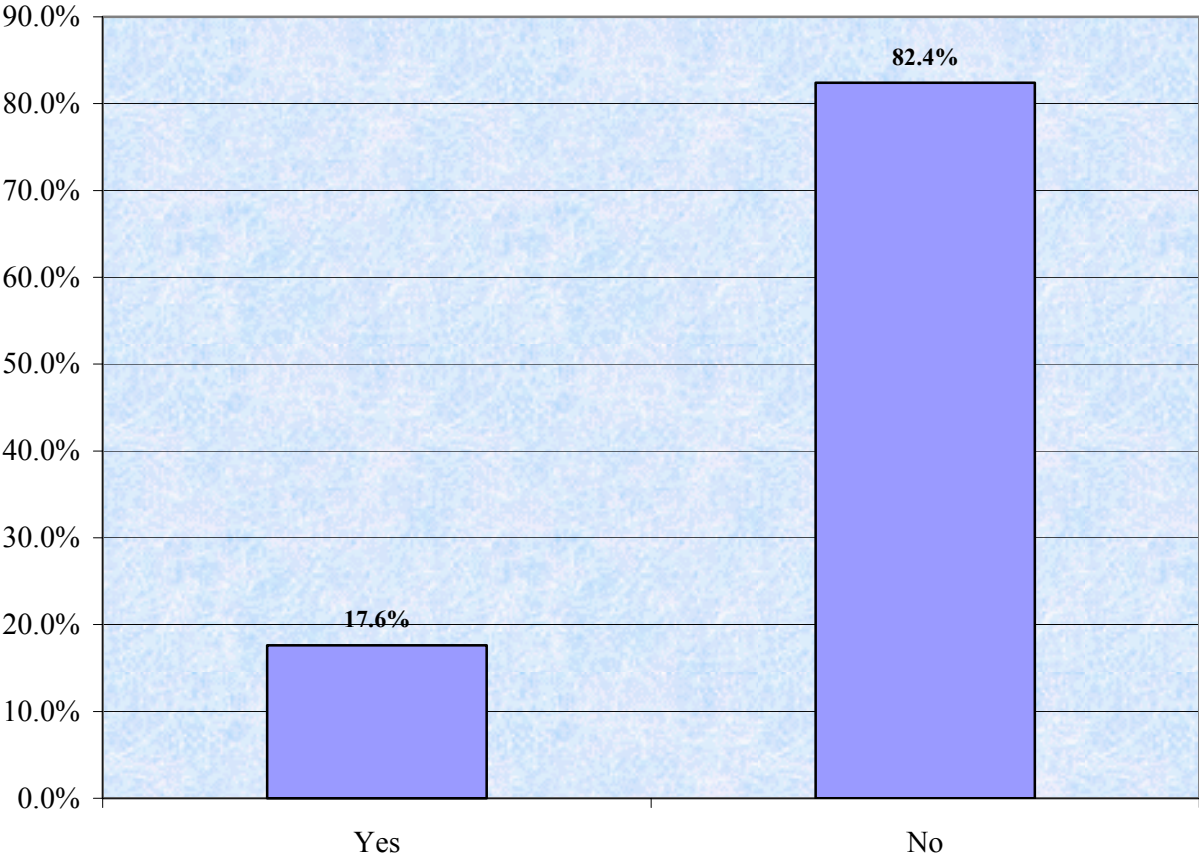
- Those over 69 are least likely to have attended, while those in the 30 – 49 age group are most likely.
- Those who have lived more than 60 years in the province are least likely to attend an event or festival, consistent with the finding for those in the oldest age group (above).
- However, those who have lived in Saskatchewan the least amount of time (20 years or less) are the most likely to attend.

The table on the next page summarizes the results about attending events or festivals in relation to age and years lived in the province.

Age	Yes	Yrs. Sask.	Yes
18 - 29	53%	1 - 20	61%
30 - 49	59%	21 - 40	50%
50 - 69	52%	41 - 60	58%
> 69	40%	61 - 93	44%
Overall	53%	Overall	53%

B7. In the last 12 months have you or a member of your household traveled OUTSIDE Saskatchewan specifically for something heritage-related?

Fewer than one in five reported having traveled elsewhere for a heritage purpose.

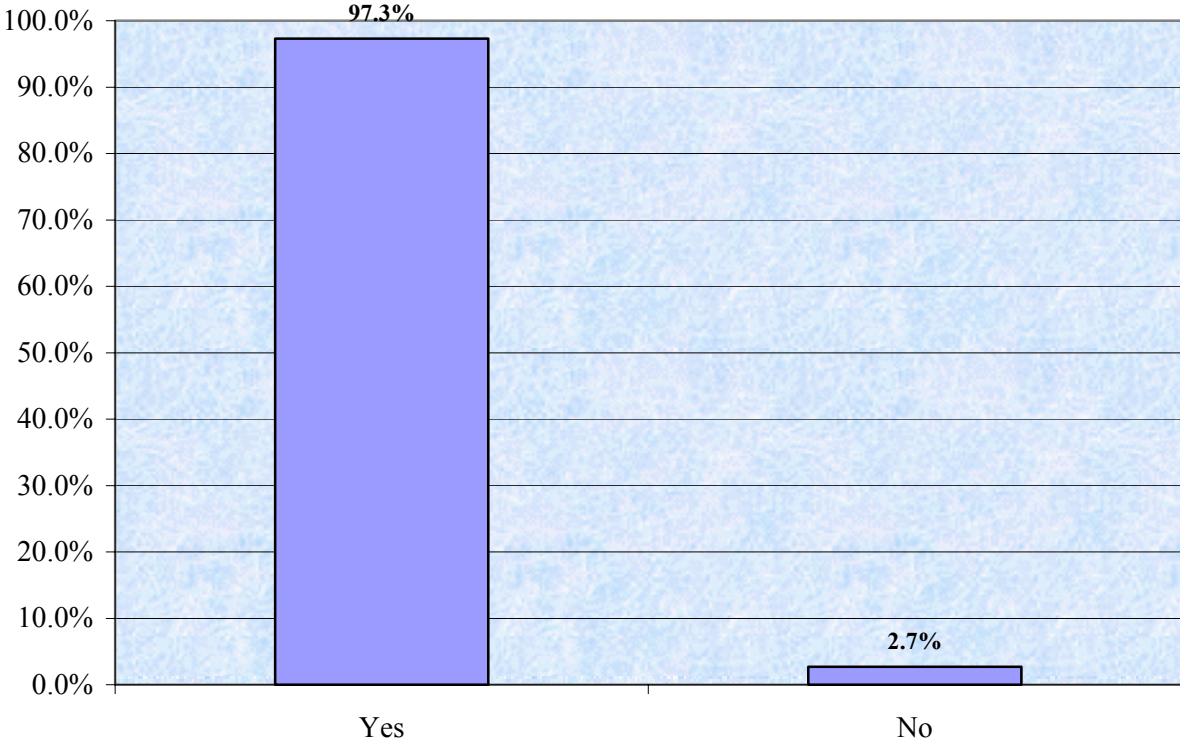


- While relatively few people traveled outside the province for something heritage-related, those who have lived here the least amount of time are most likely to have done so. The likelihood declines as years lived in the province increases.

SECTION C: Heritage Promotion

C1. Do you think that we should maintain public interest in Saskatchewan heritage?

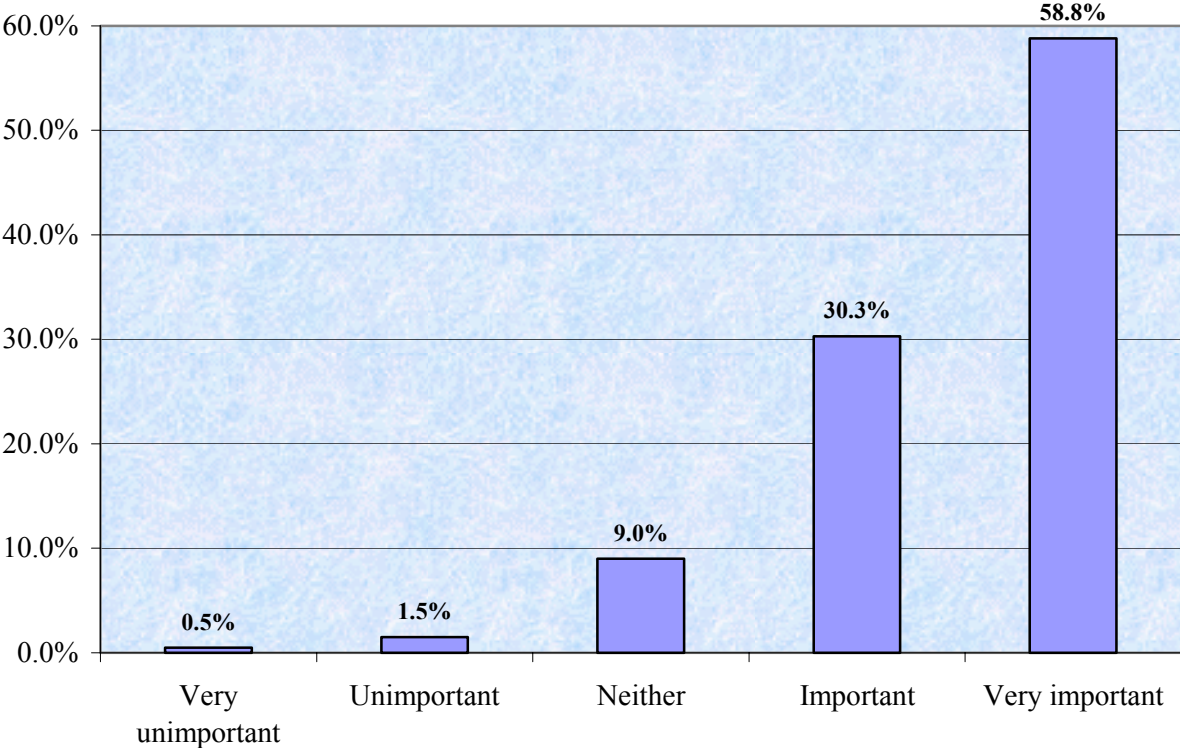
There is virtual unanimity around the desirability of taking steps to sustain interest in the province’s heritage.



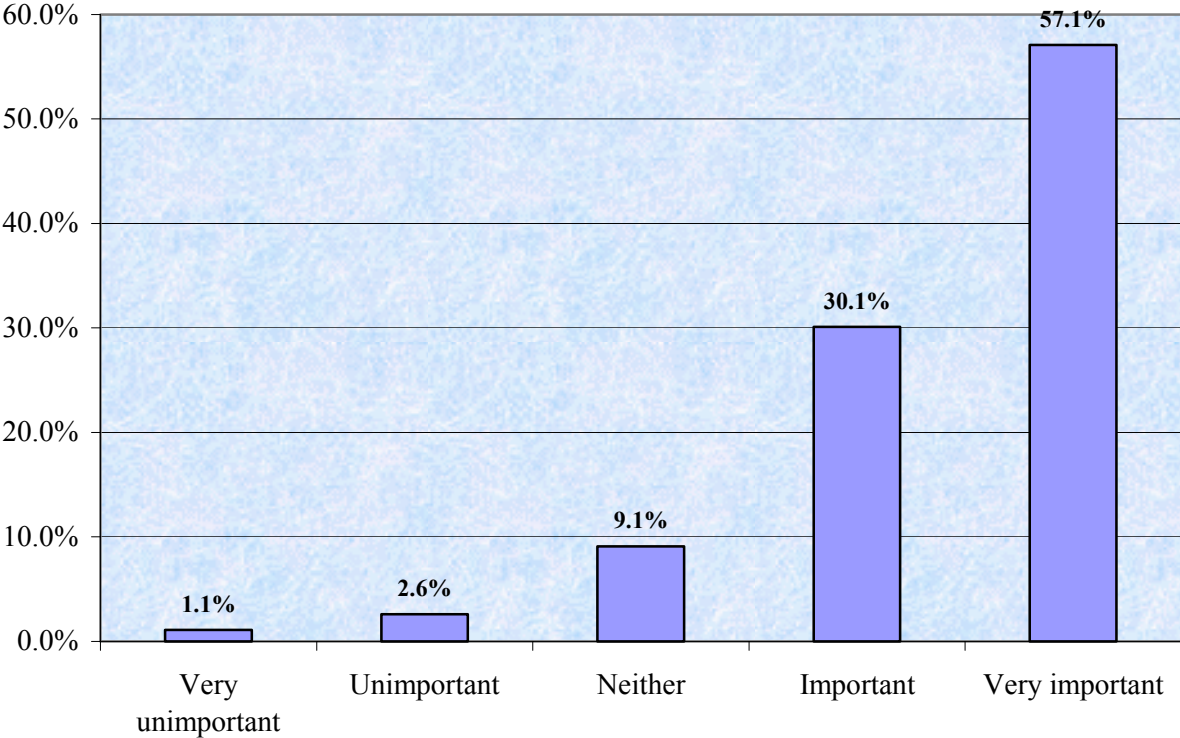
C2. How important are the following ways of maintaining this public interest?

C2a. Keeping up museums

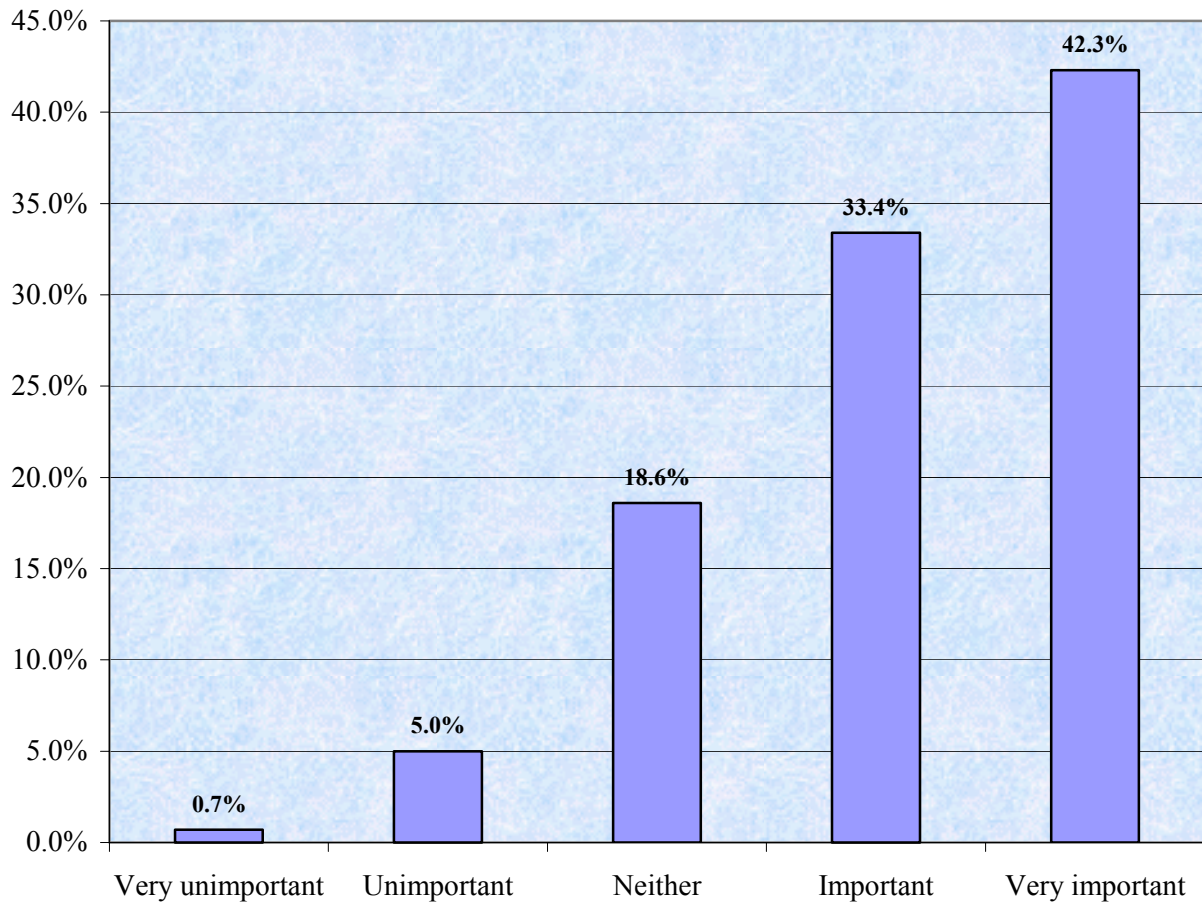
Nearly six in ten respondents said museums and heritage sites (C2b) are very important in maintaining public interest.



C2b. Importance of...maintaining heritage sites

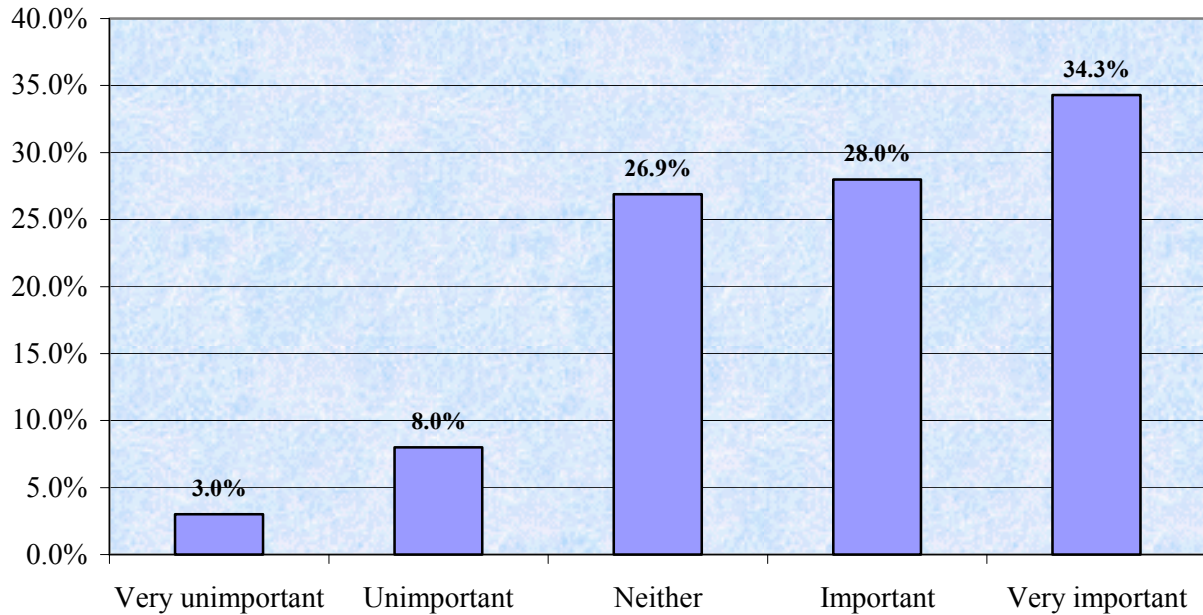


C2c. Holding events and festivals



- Females (mean 4.27) have a stronger attachment to the importance of holding events and festivals than do males (mean 3.96).
- Those in the lowest income group (<\$25,000, mean 4.40) are much more likely to see events and festivals as important, while those in the highest income group (>\$100,000, mean 3.74) are least likely to hold this view. Generally, importance declines as income rises.

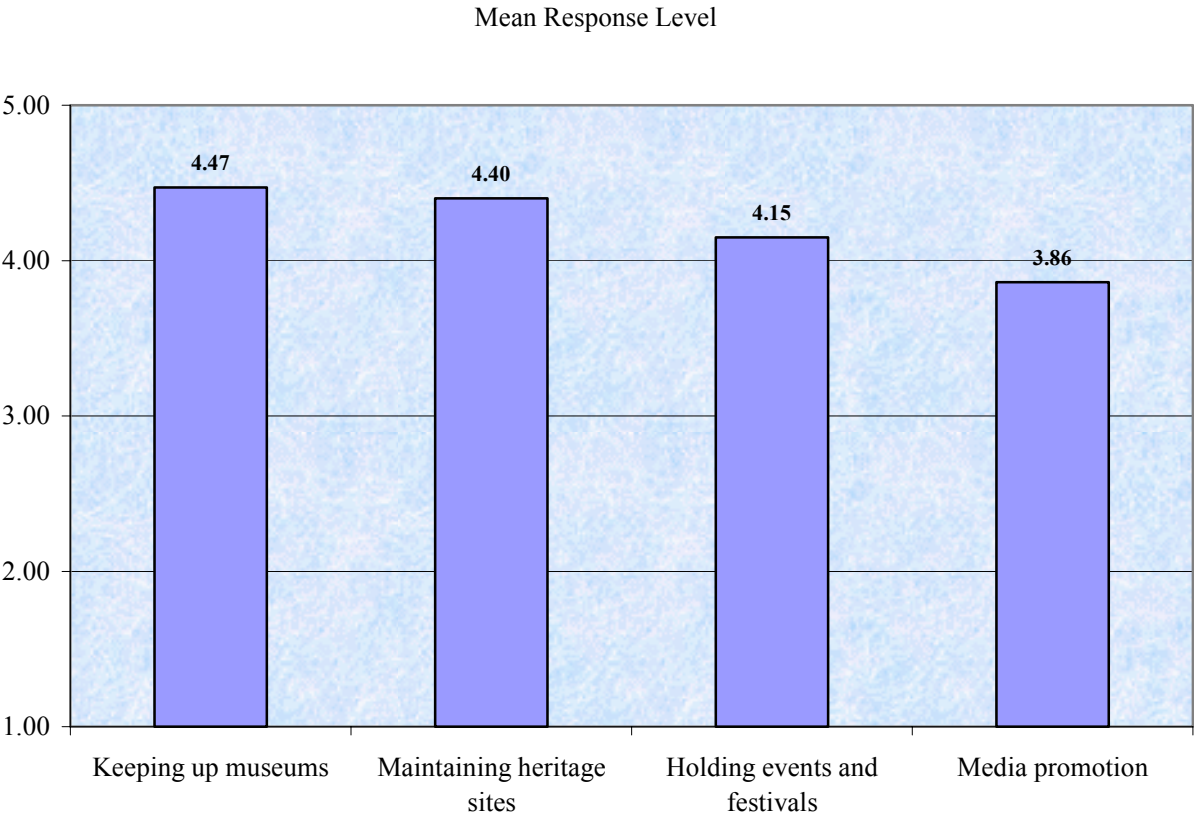
C2d. Importance of...media promotion



- Females (mean 4.00) are much more likely to see media promotion as important than males (mean = 3.65).
- Those in the lowest income group (< \$25,000, mean = 4.27) are the most likely to view media promotion as important, while those in the highest income group (> \$100,000, mean = 3.10) are much less likely to see it as important. Generally, importance declines as income rises.

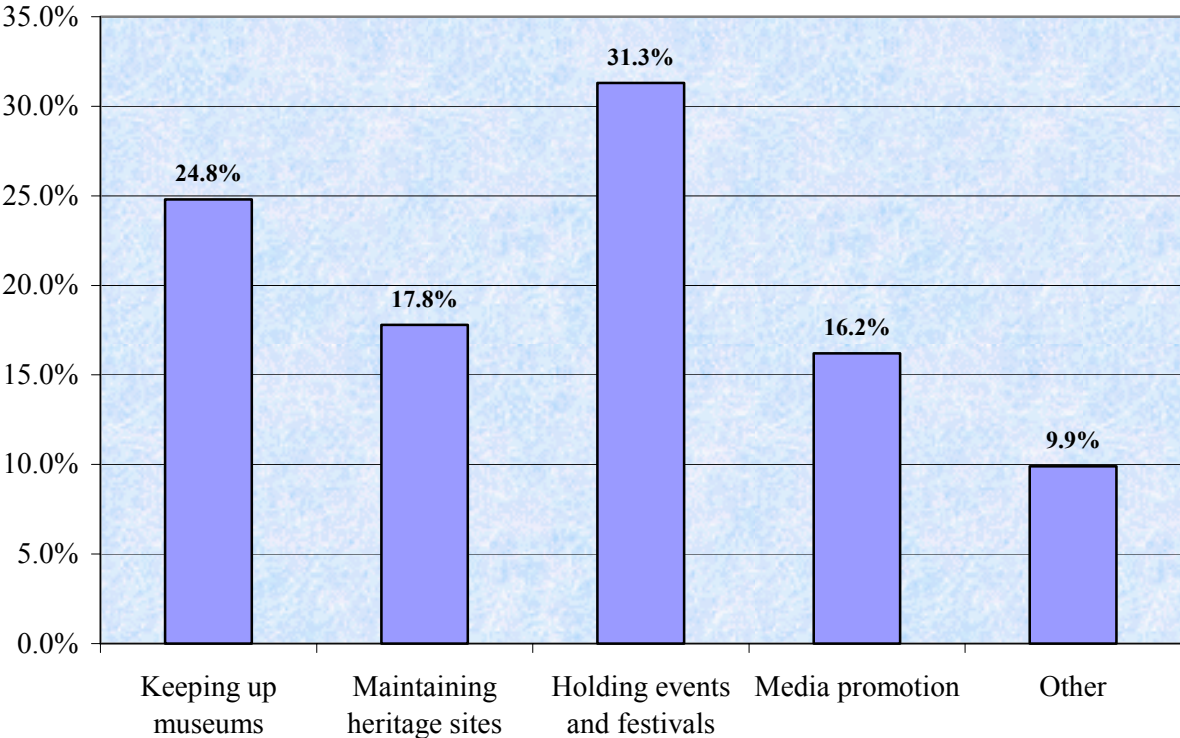
C2. Comparison: How important are the following ways of maintaining this public interest?

The options revolving around physical plant seem to be deemed more important than those based on more transitory – but more individually involving – activity.



C3. Which of these would you say is the best way to maintain interest in Saskatchewan heritage?

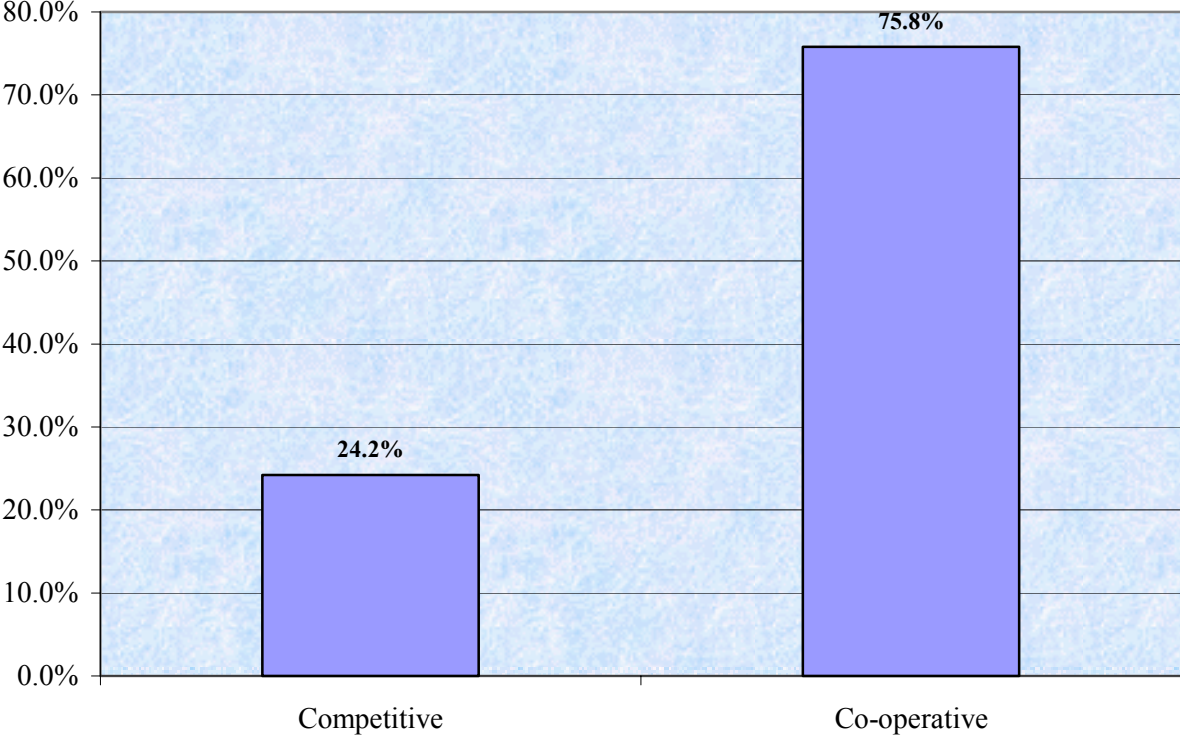
As the best means of sustaining interest, events and festivals dominate. This is an interesting finding in that events and festivals was third in perceived importance (C2). Further, media promotion is rated as best by as many as rate maintenance of heritage sites.



SECTION D: Public Outlook

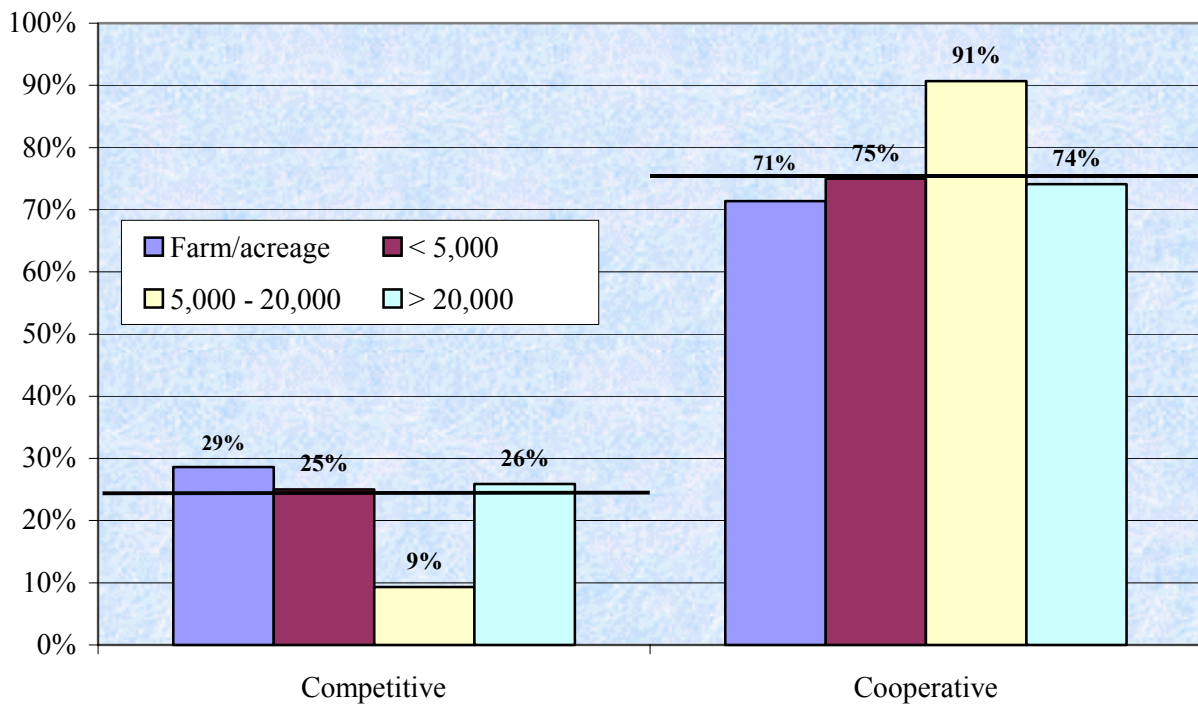
D1. From the following word pairs, choose the one that best describes how you see the character of Saskatchewan people today.

D1a. Competitive / Co-operative



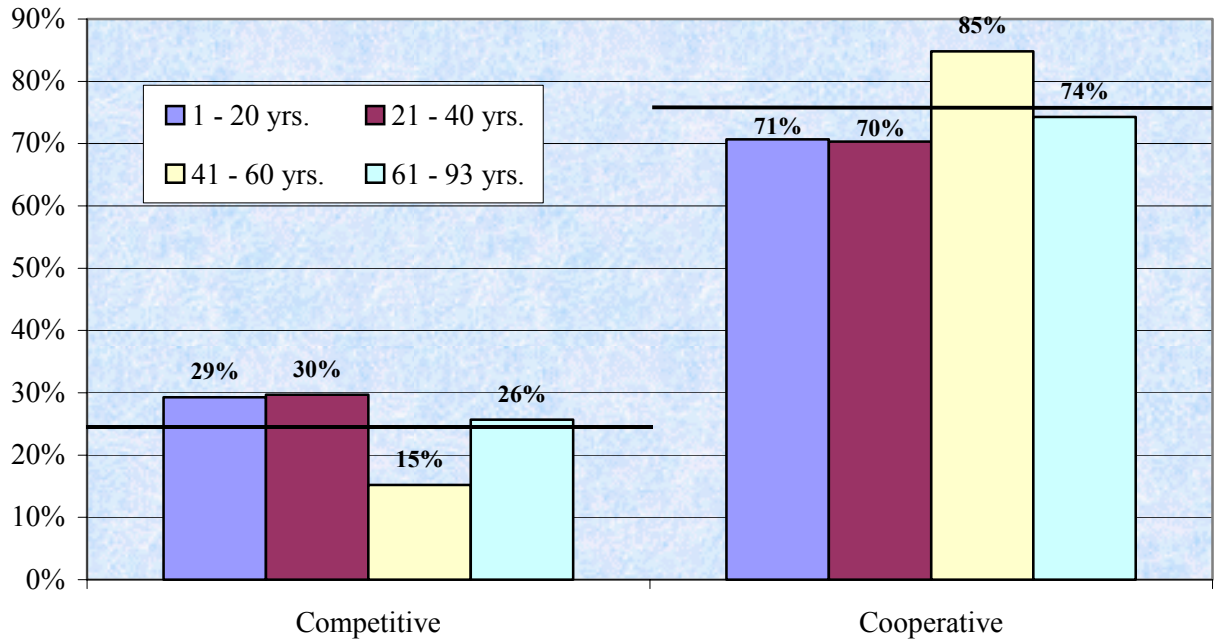
- Those living in communities between 5,000 and 20,000 population are more likely to describe Saskatchewan people as being co-operative. Those in the other locations are similar to each other in their response patterns.

Competitive/Cooperative by Residence Location

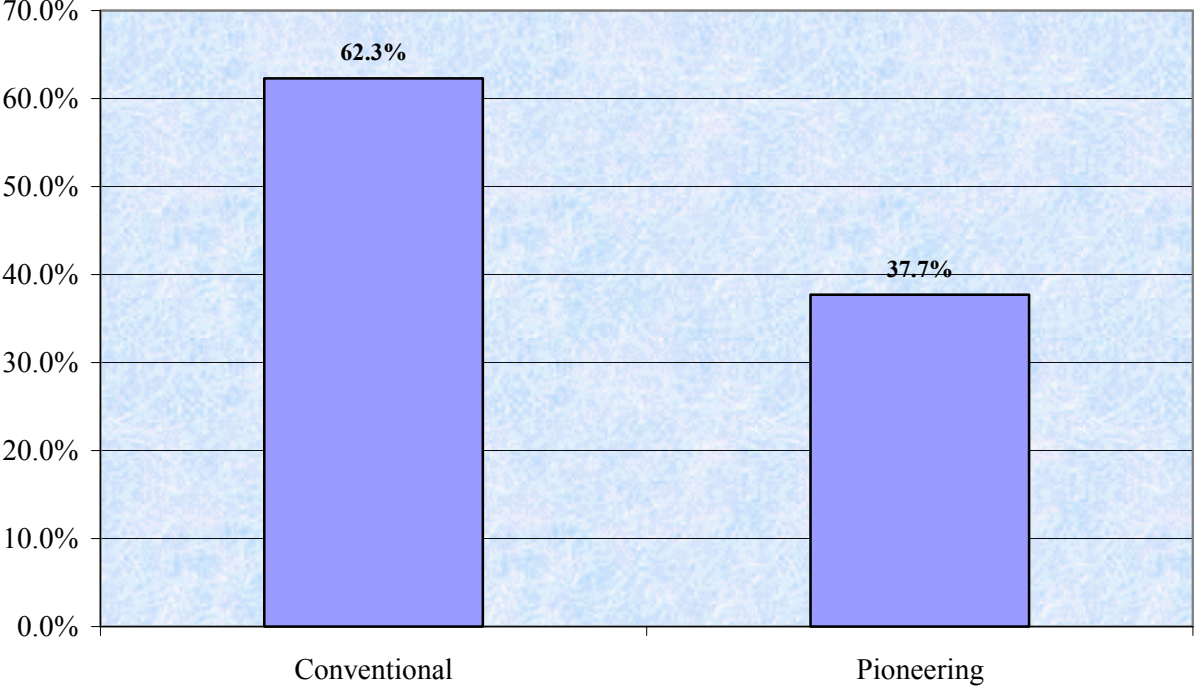


- Those in the third category of years lived in the province (41 – 60) are more likely to describe Saskatchewan people as co-operative (chart below). Those in the other categories are similar in their response patterns.

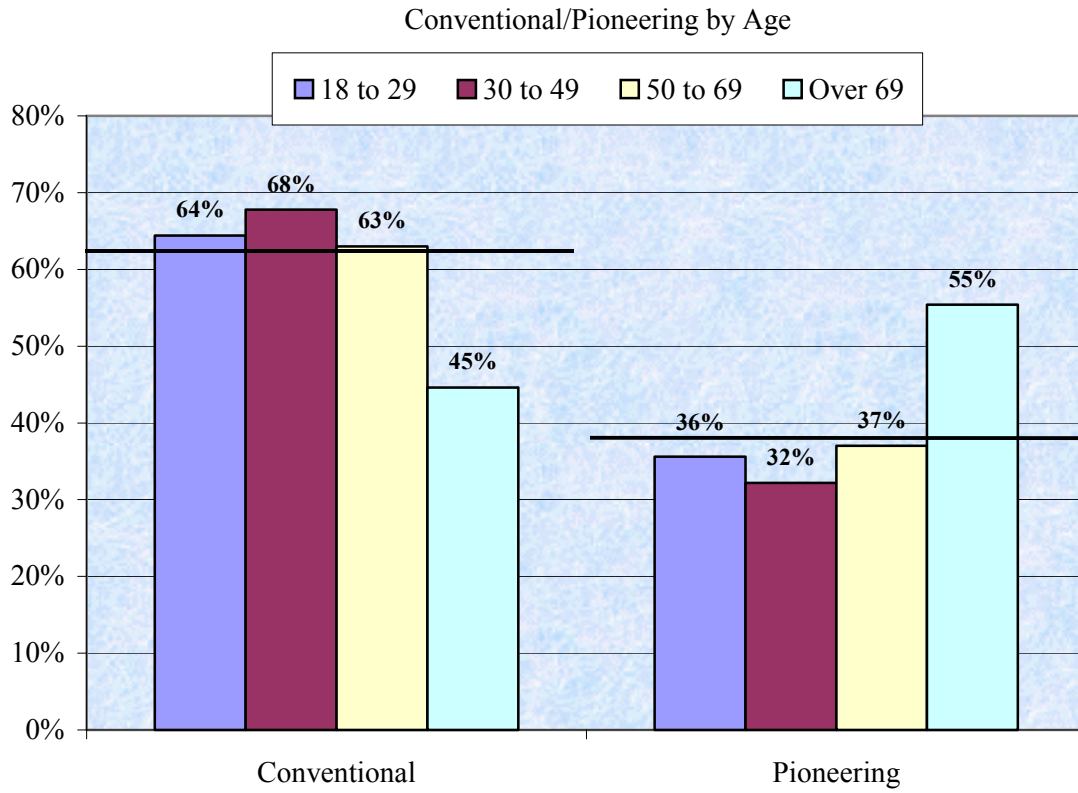
Competitive/Cooperative by Years Lived in the Province



D1b. How you see the character of Saskatchewan...Conventional / Pioneering

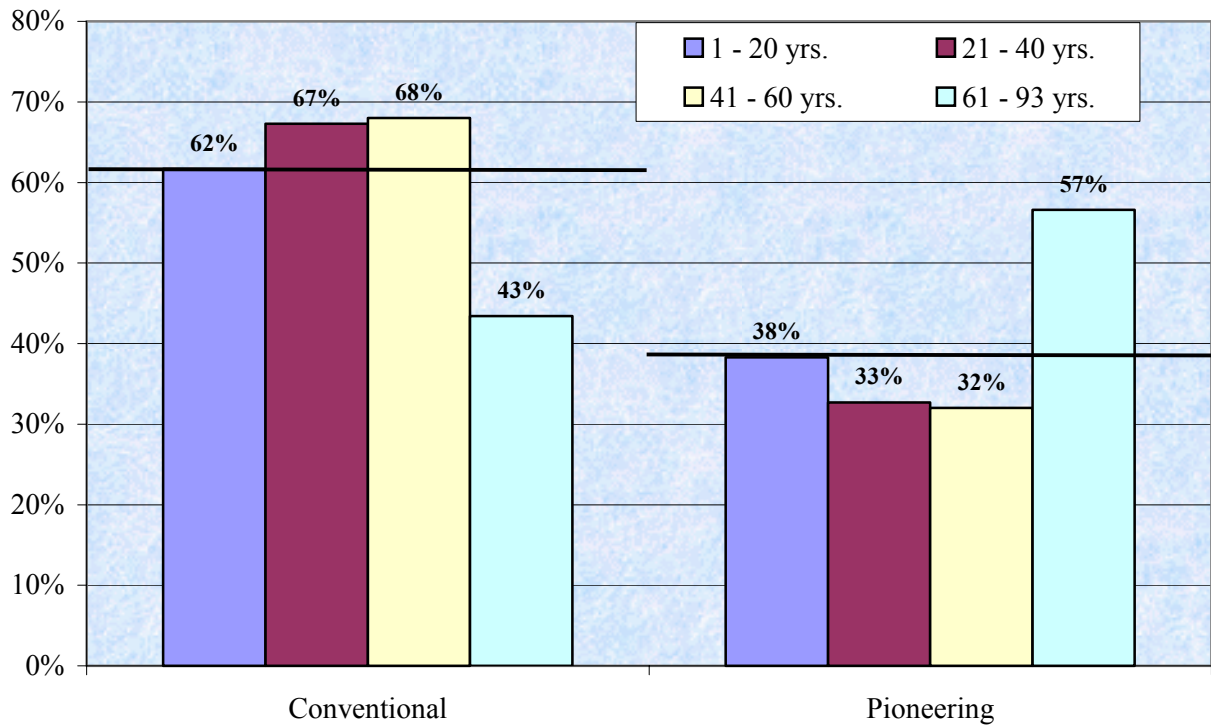


- Those in the oldest age group (> 69) are most likely to describe Saskatchewan people as being pioneering (chart below).

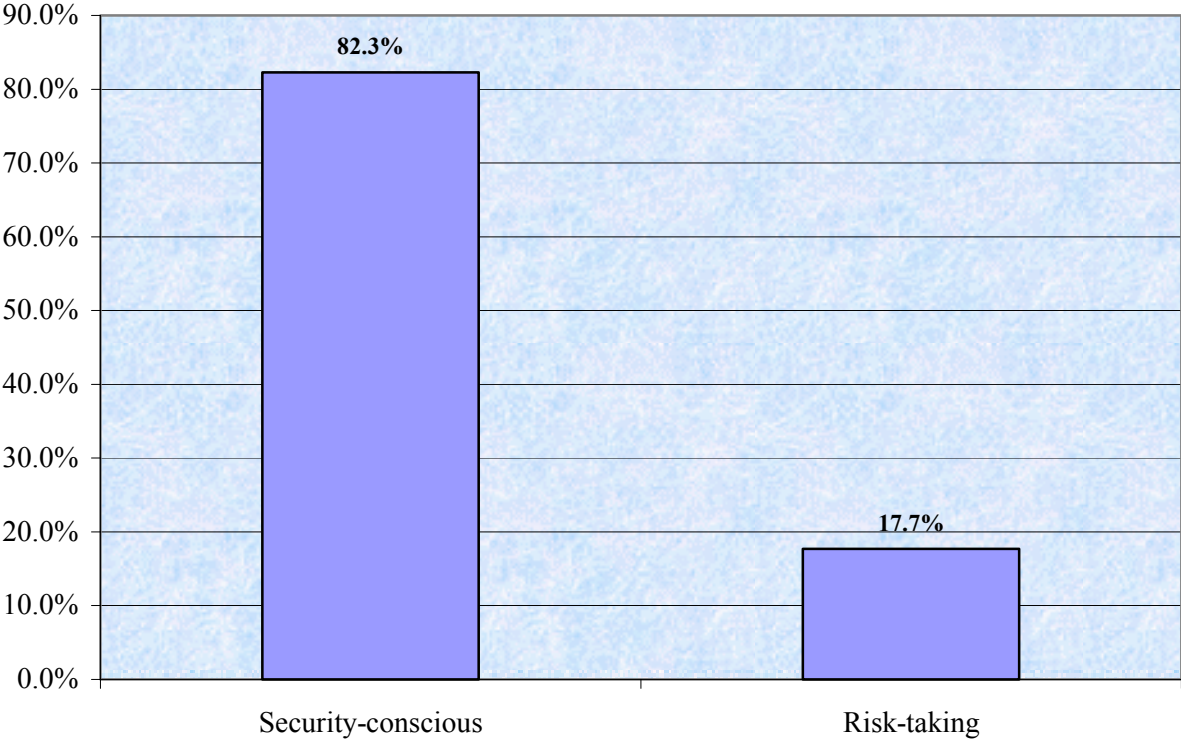


- Those who have lived here the longest (61 – 93 years) are more likely to describe Saskatchewan people as being pioneering (chart below), which is likely correlated to the finding about age noted above.

Conventional/Pioneering by Years Lived in Province

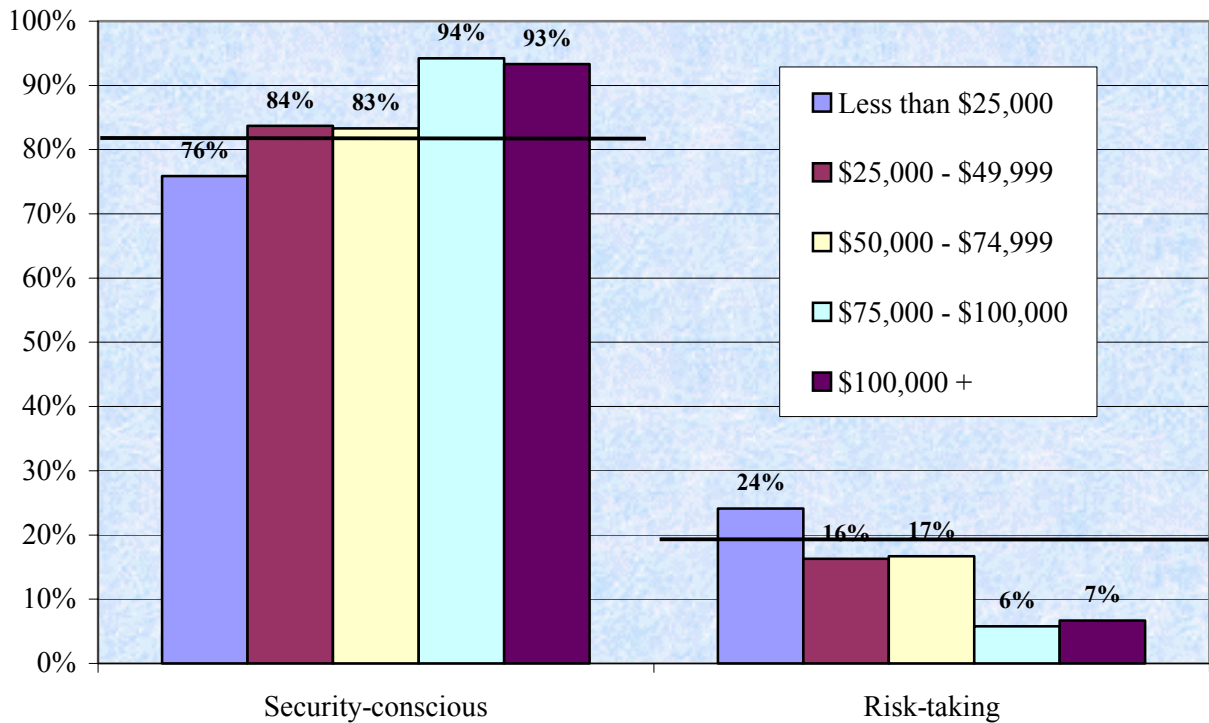


D1c. How you see the character of Saskatchewan...Security-conscious / Risk-taking

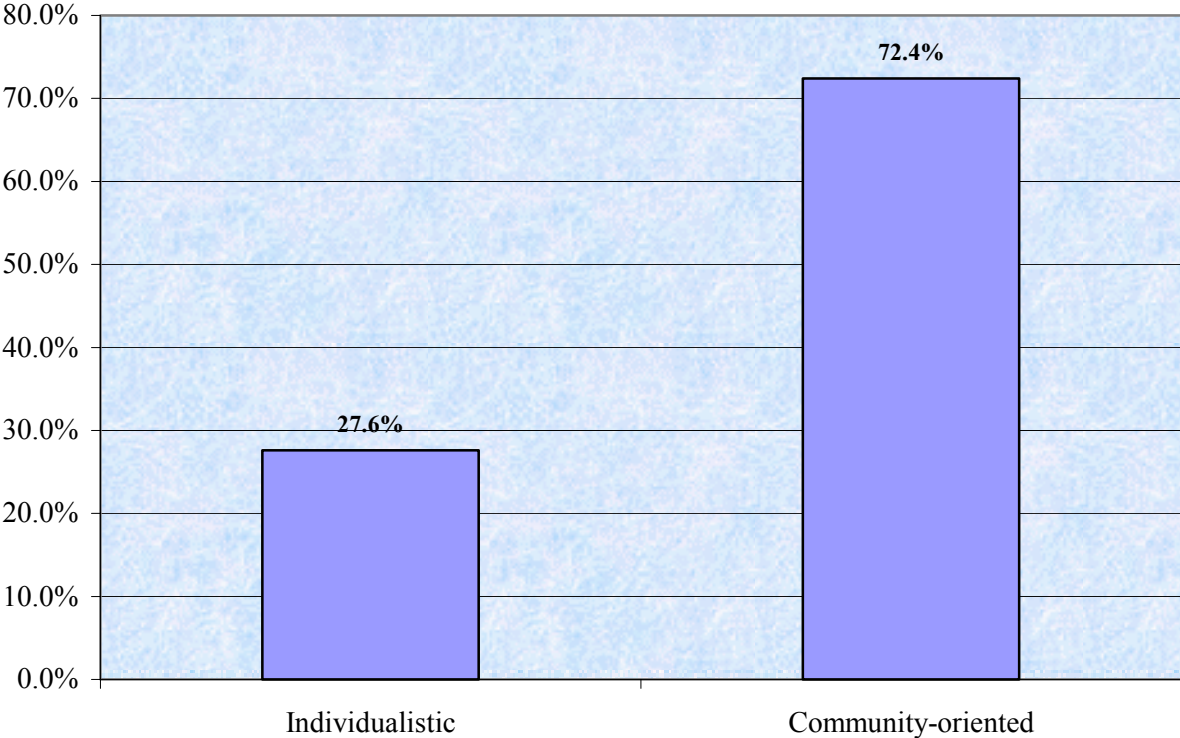


- Those in the lowest income category (< \$25,000) are most likely to describe Saskatchewan people as being risk-taking.
- As income rises, respondents are more likely to choose “security-conscious”. The upward trend occurs in stages with those in the two lower to middle income categories expressing more of a security-conscious viewpoint and those in the upper two categories almost unanimously describing Saskatchewan people as being security-conscious.

Security-conscious/Risk-taking by Income

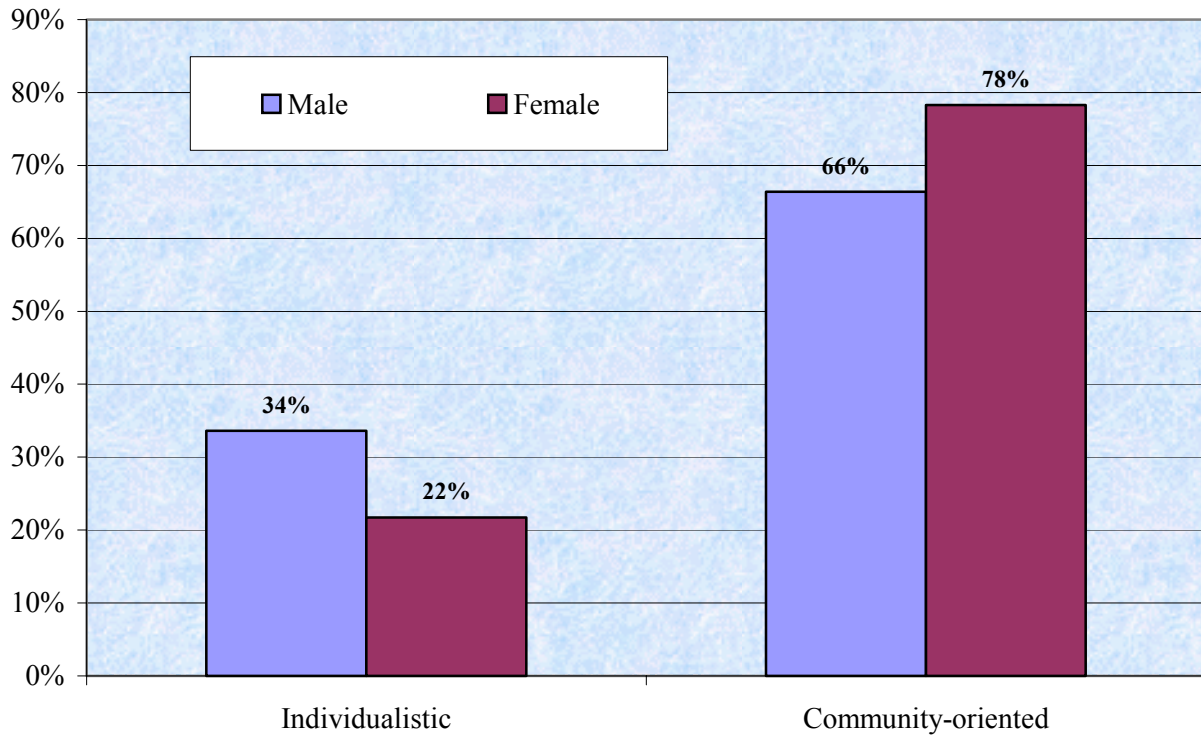


D1d. How you see the character of Saskatchewan...Individualistic / Community-oriented

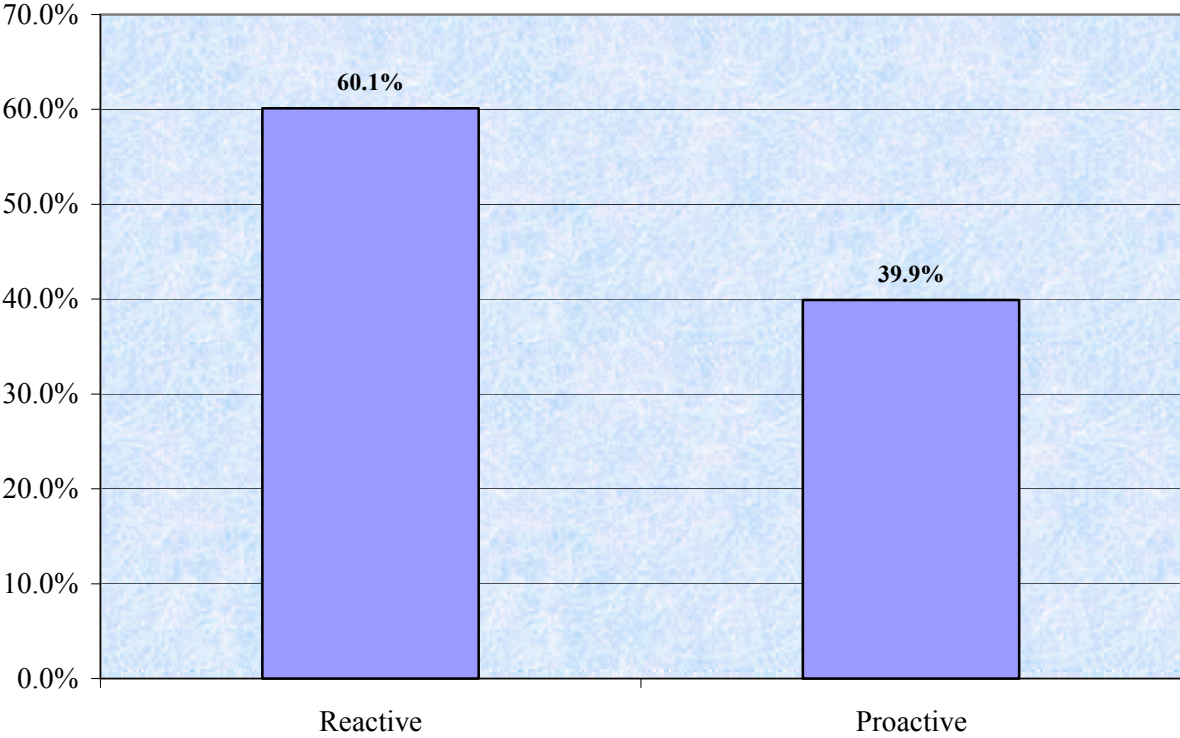


- Males are more likely to describe Saskatchewan people as being individualistic (chart below).

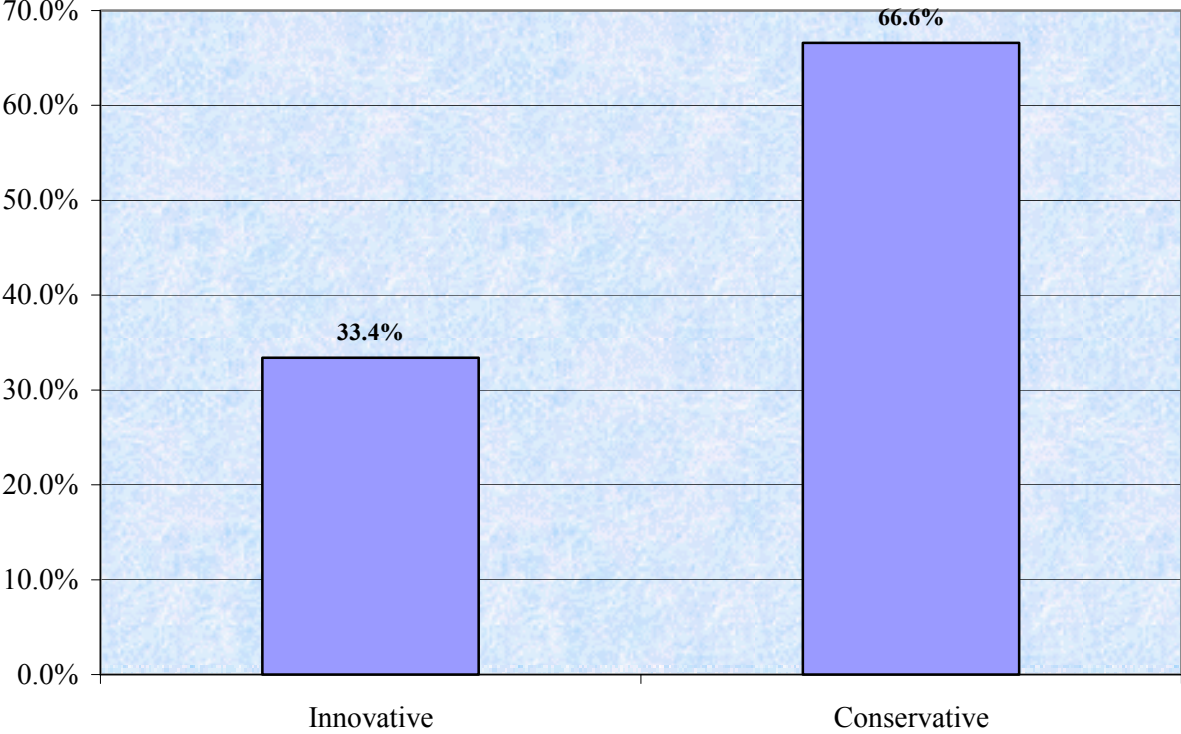
Individualistic/Community-oriented by Gender



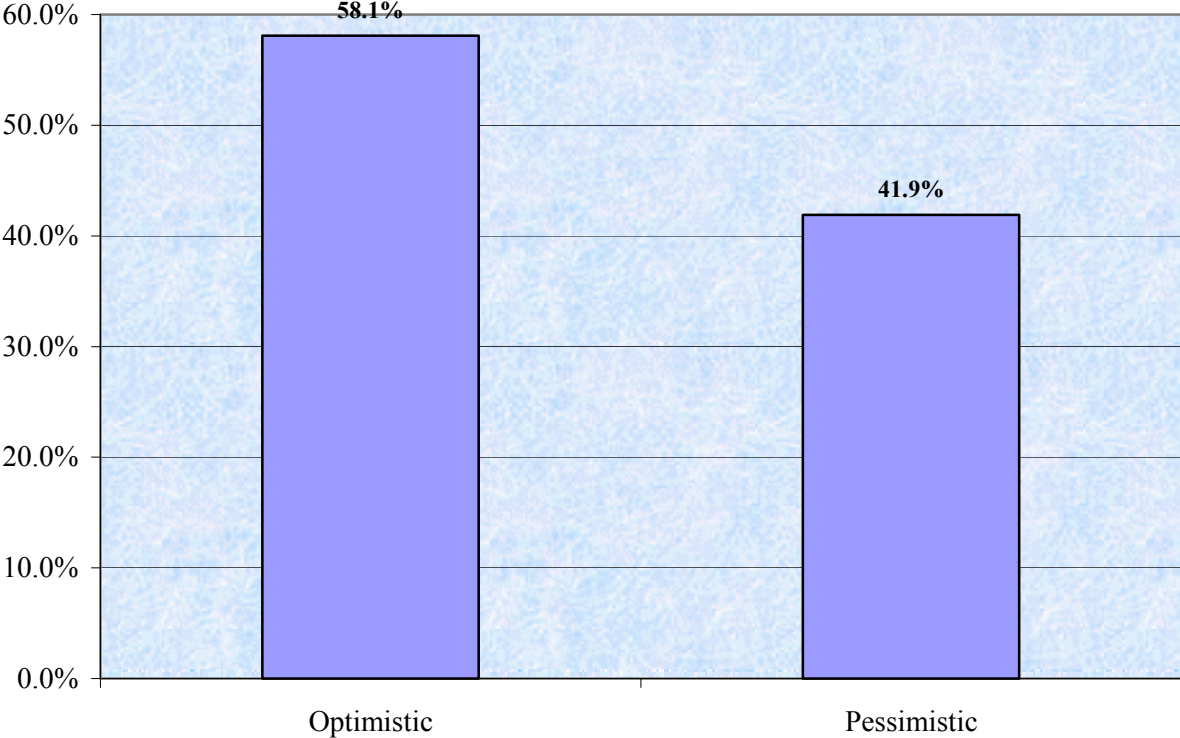
D1e. How you see the character of Saskatchewan...Reactive / Proactive



D1f. How you see the character of Saskatchewan...Innovative / Conservative

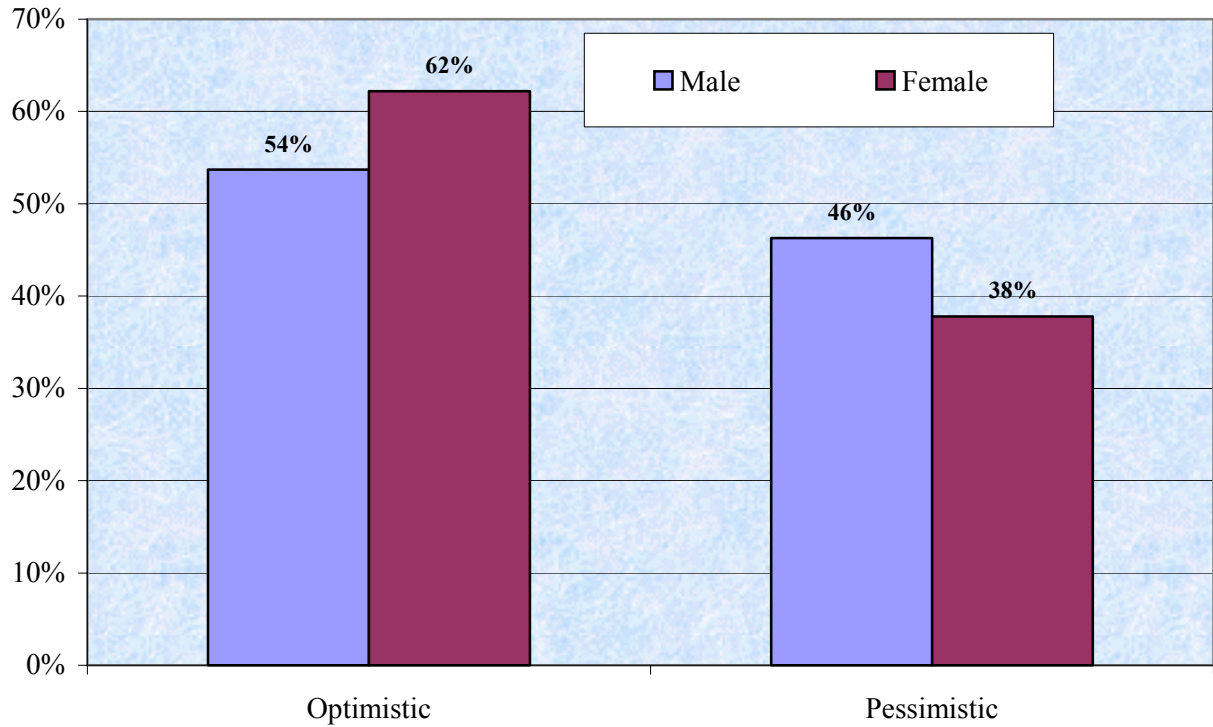


D1g. How you see the character of Saskatchewan...Optimistic / Pessimistic



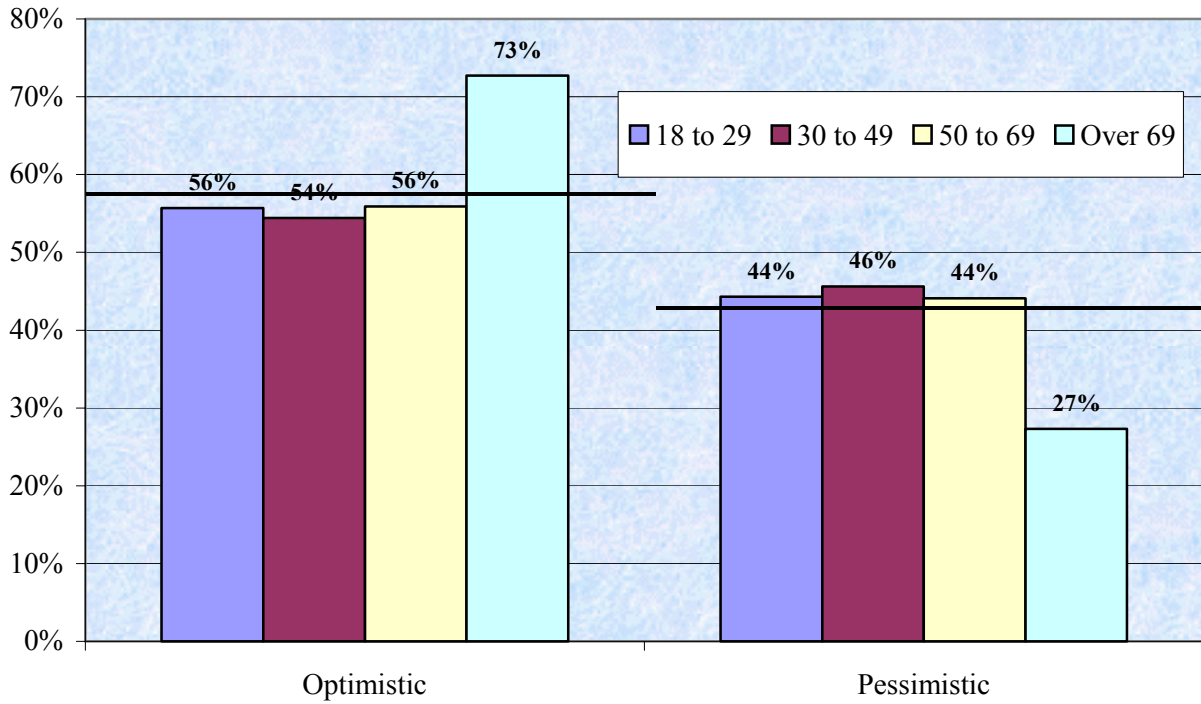
- Females are more likely to describe Saskatchewan people as being optimistic (chart below).

Optimistic/Pessimistic by Gender

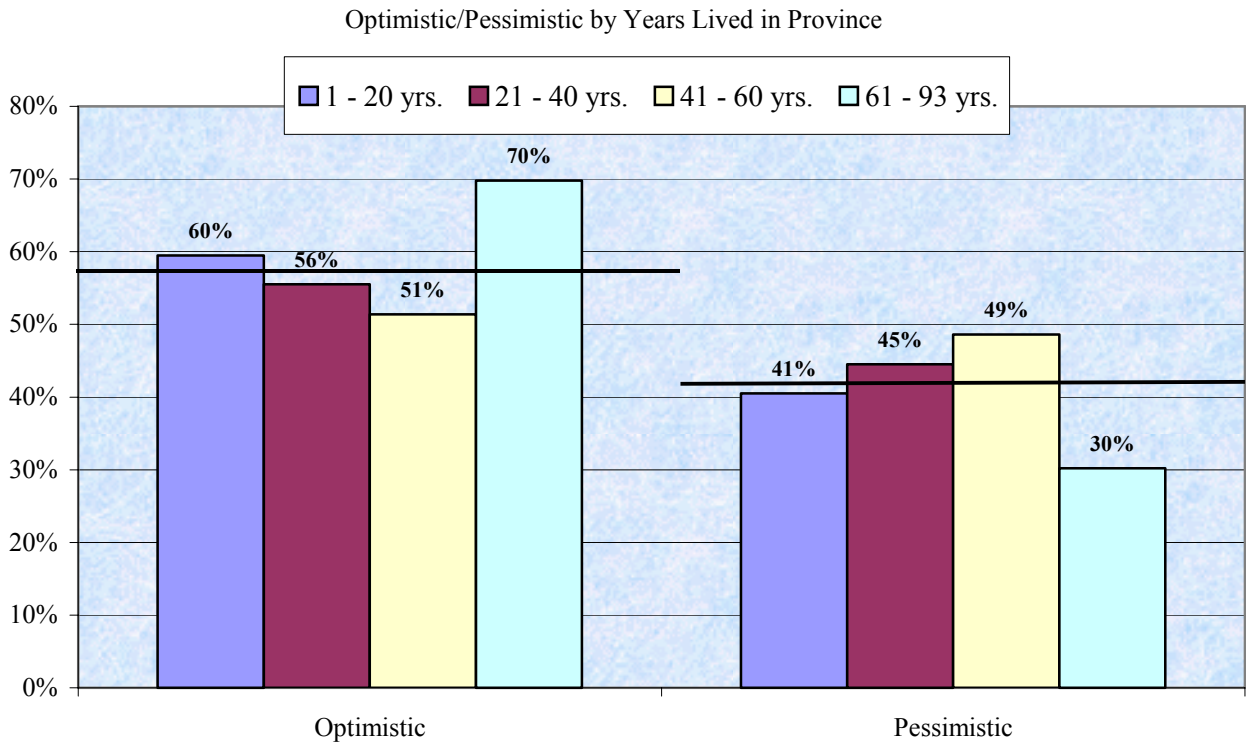


- Those in the oldest age group are most likely to describe Saskatchewan people as being optimistic (chart below).

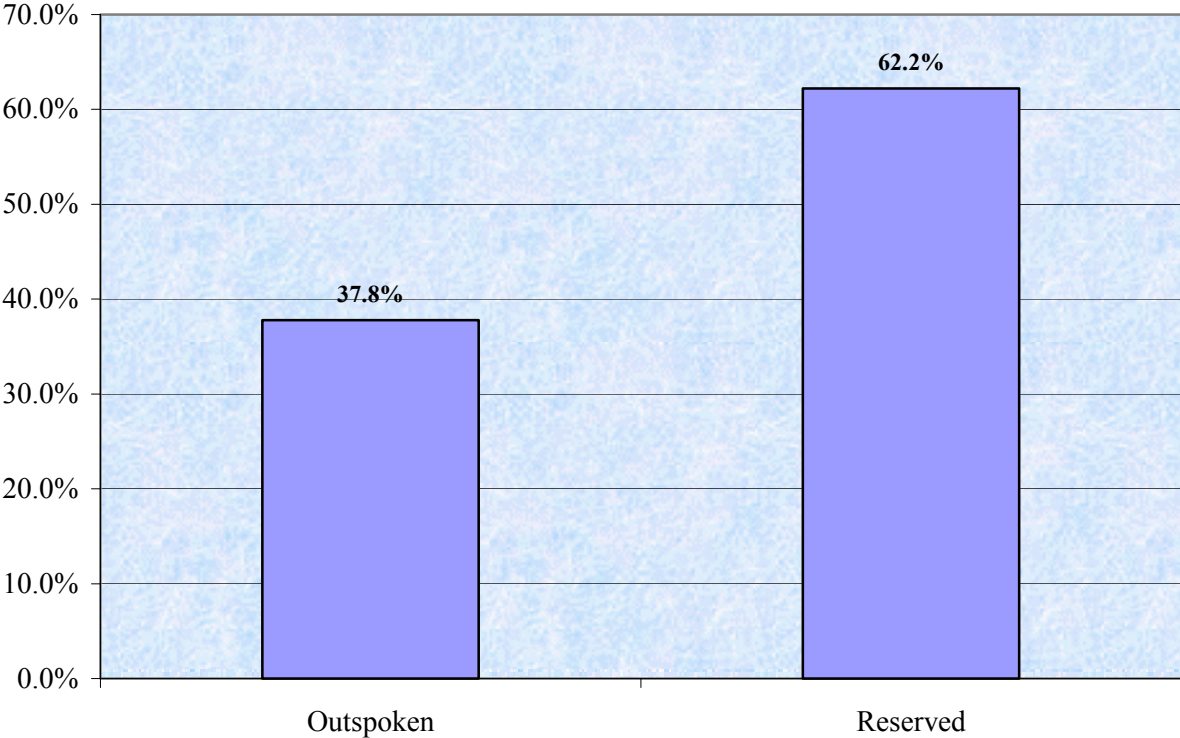
Optimistic/Pessimistic by Age



- Those who have lived here the longest are more likely to view Saskatchewan people as being optimistic (chart below). This contradicts an apparent trend in the other direction where respondents in the categories of fewer years lived in the province are less likely to choose “optimistic” as the number of years lived in Saskatchewan increases.
- This finding is consistent with, but not exactly parallel to, the correlation between age and the “optimistic/pessimistic” dichotomy (above).

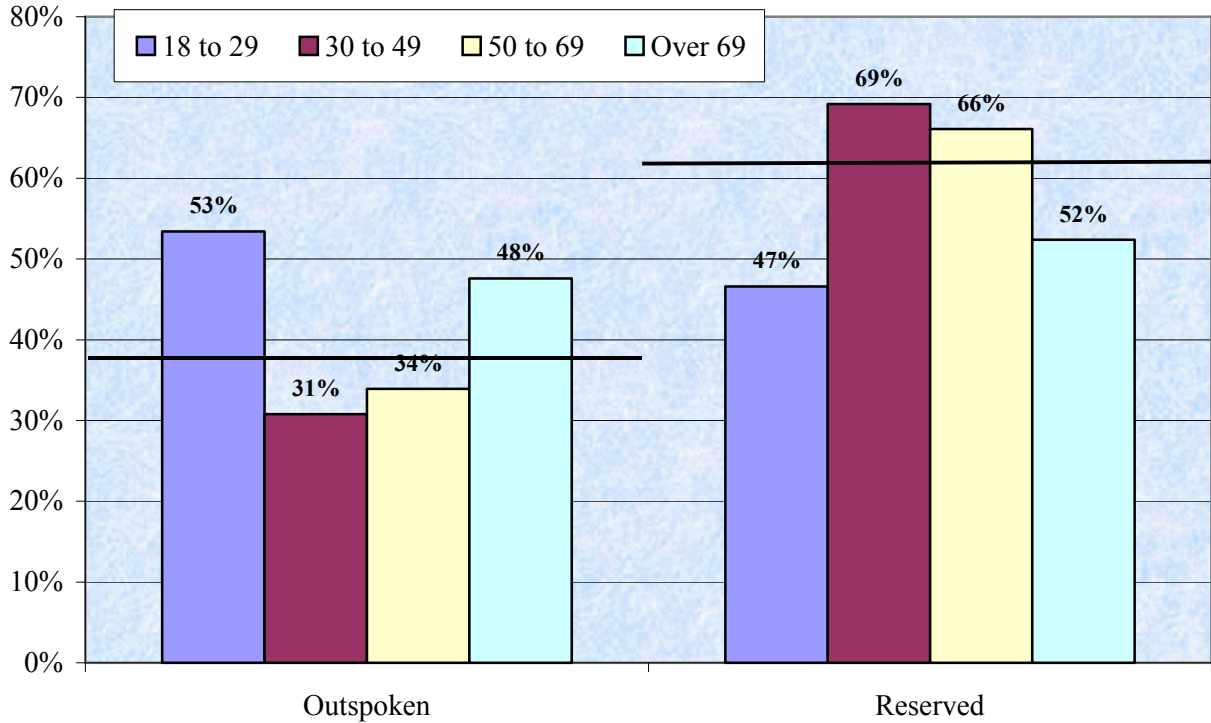


D1h. How you see the character of Saskatchewan...Outspoken / Reserved



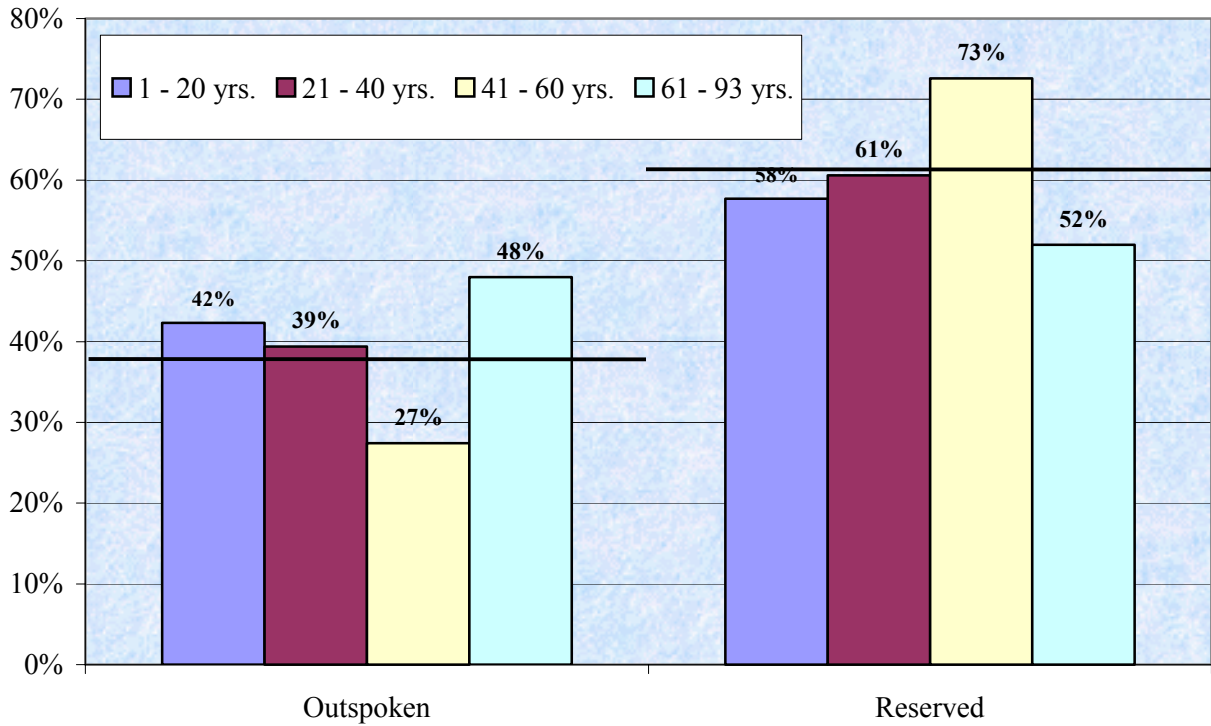
There is a curvilinear relationship with age where those in the youngest (18 – 29) and oldest (> 69) age groups are more likely to choose “outspoken” and those in the two middle age groups (30 – 49, 50 – 69) are more likely to choose “reserved”.

Outspoken/Reserved by Age

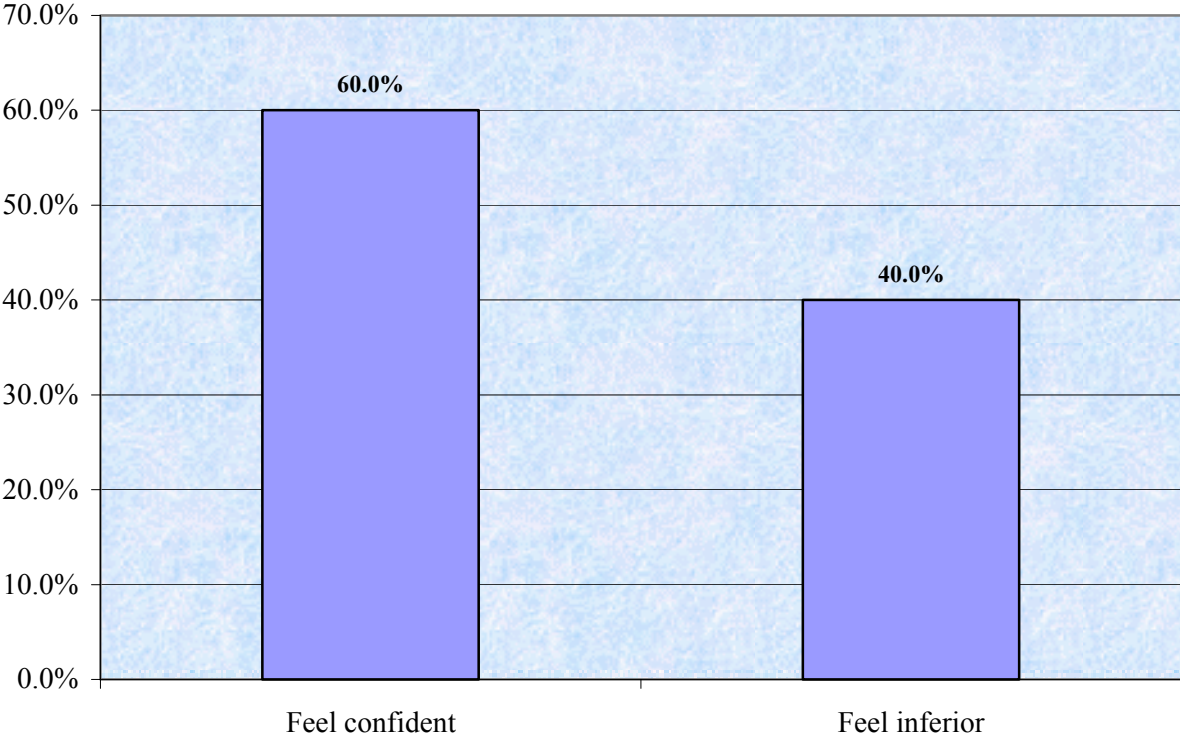


- The curvilinear pattern for age repeats itself here with those living here the fewest and most years tend to describe Saskatchewan people as being outspoken, while those in the middle groups of years lived here are more likely to choose “reserved”.

Outspoken/Reserved by Years Lived in Province

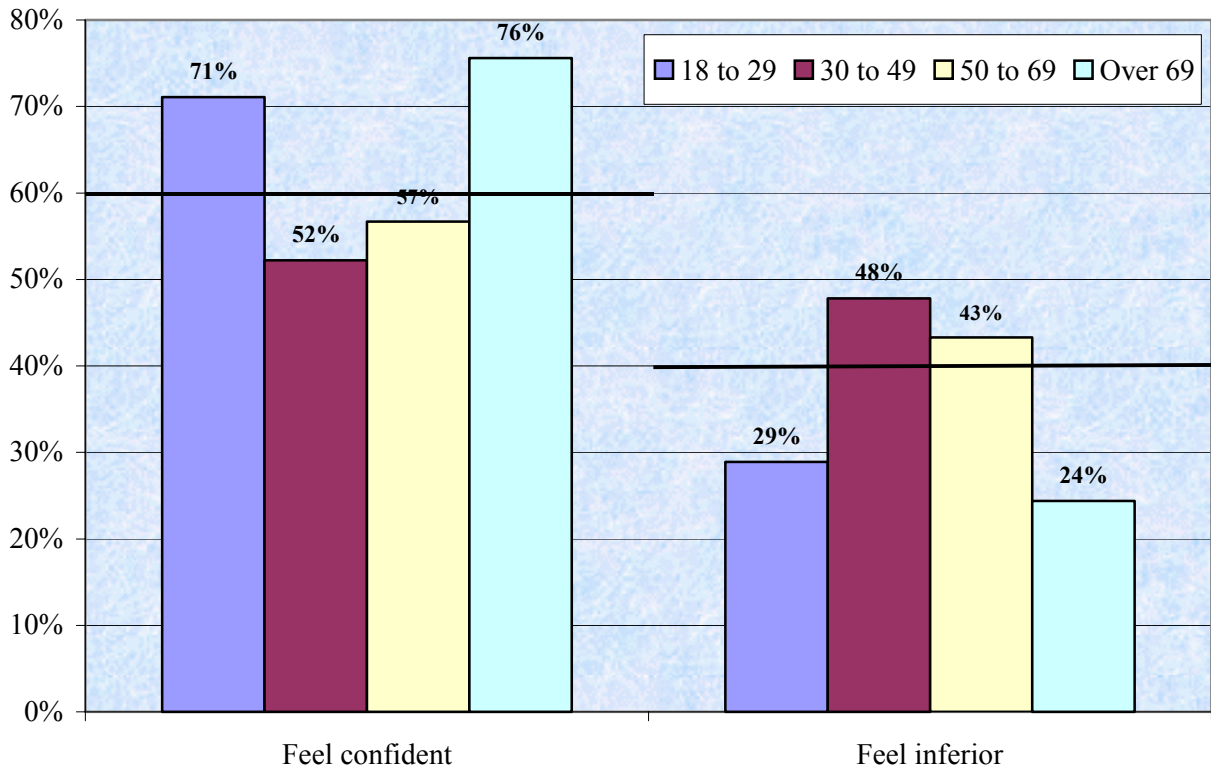


D1i. How you see the character of Saskatchewan...Feel confident / Feel inferior

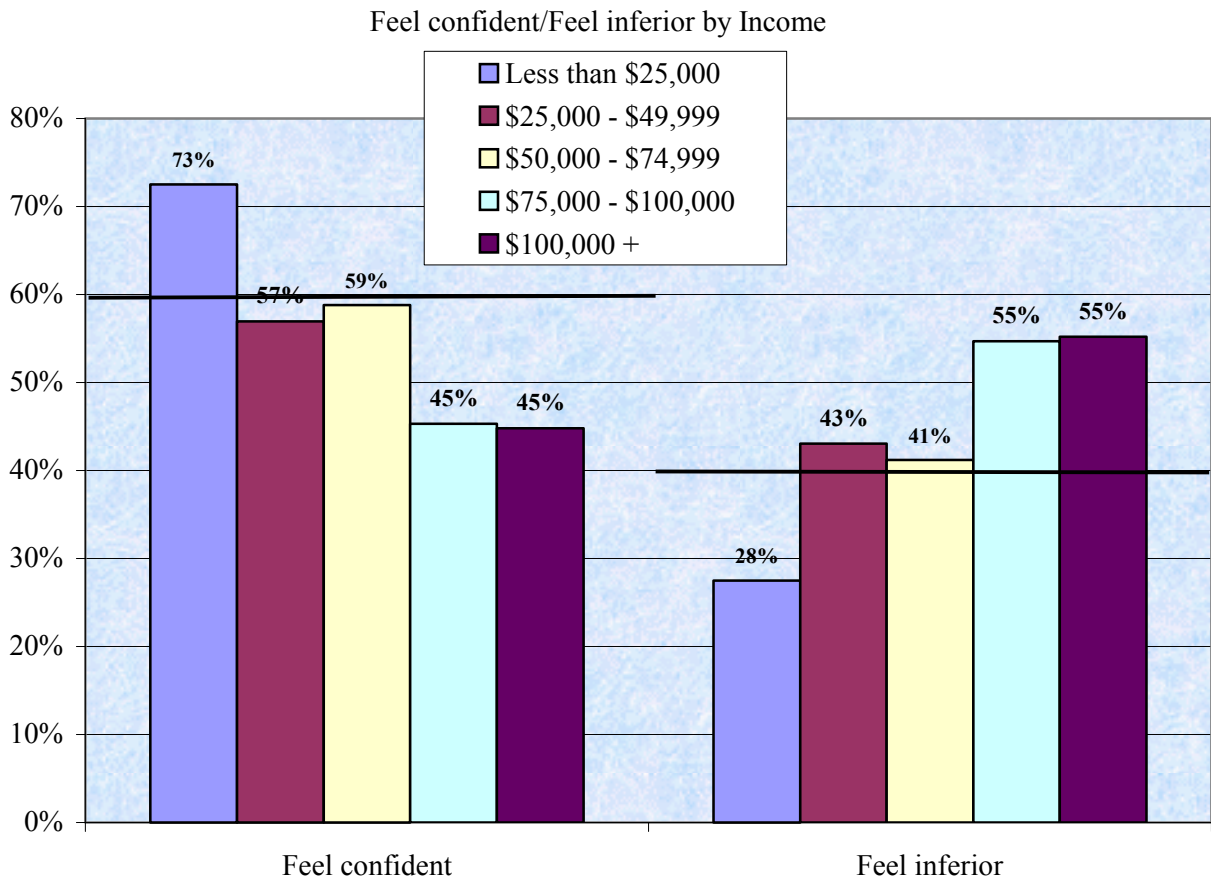


- Those in the youngest (18 – 29) and oldest (> 69) age groups are more likely to choose “feel confident” and those in the two middle age groups are more likely to choose “feel inferior”.

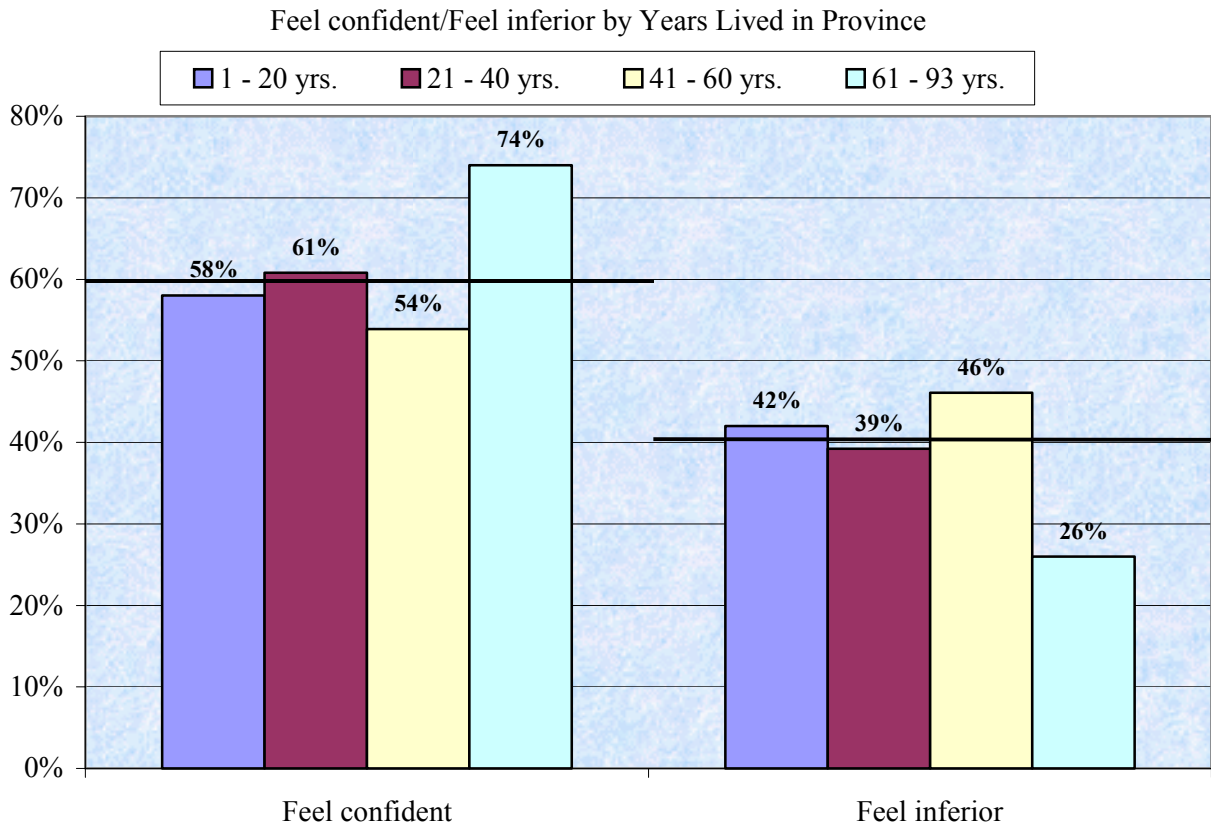
Feel confident/Feel inferior by Age



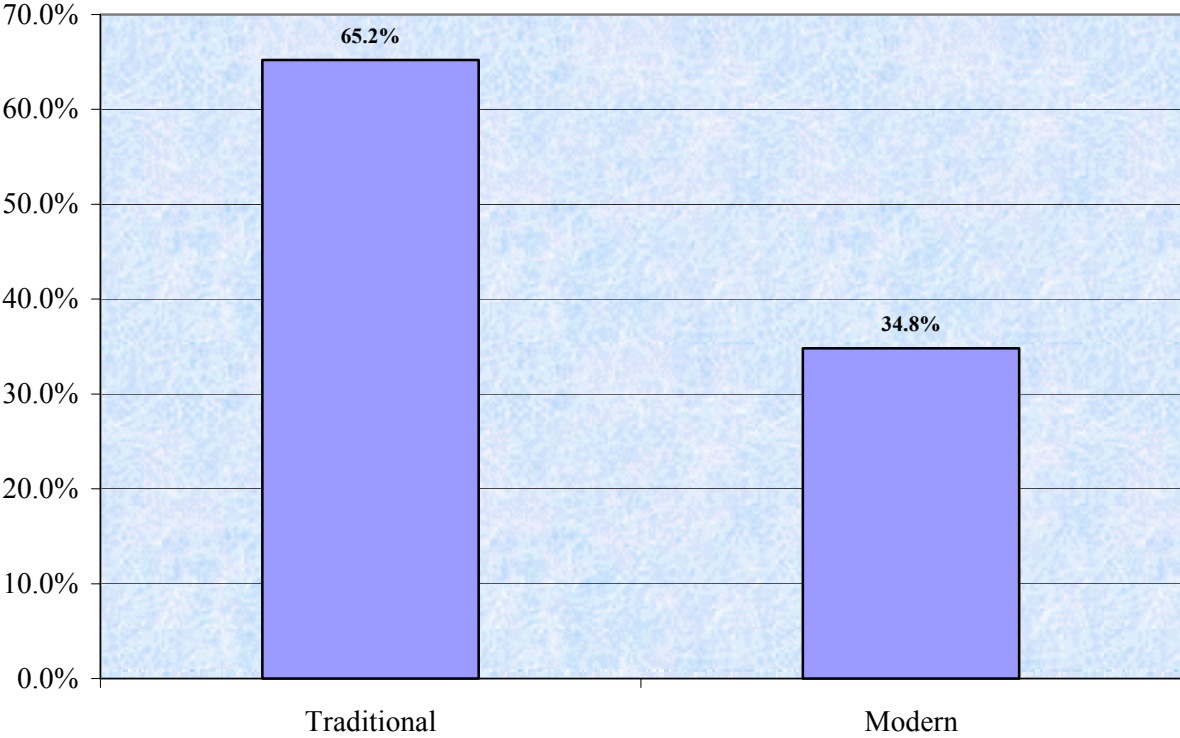
- Those in the lowest income group (< \$25,000) are most likely to choose “feel confident”. The tendency to choose “feel inferior” increases as income level rises, exhibiting a sharp change in view as income level moves from the lowest to the two lower-medium groups and then to the two highest income categories.



- Those who have lived here the longest are more likely to choose “feel confident”, consistent with the finding about age (above).
- However, those who have lived here the fewest years are slightly more likely than the overall average to choose “feel inferior”, unlike the curvilinear relationship that exists for age. This may suggest that people who have moved here recently are more likely to choose “feel inferior”.

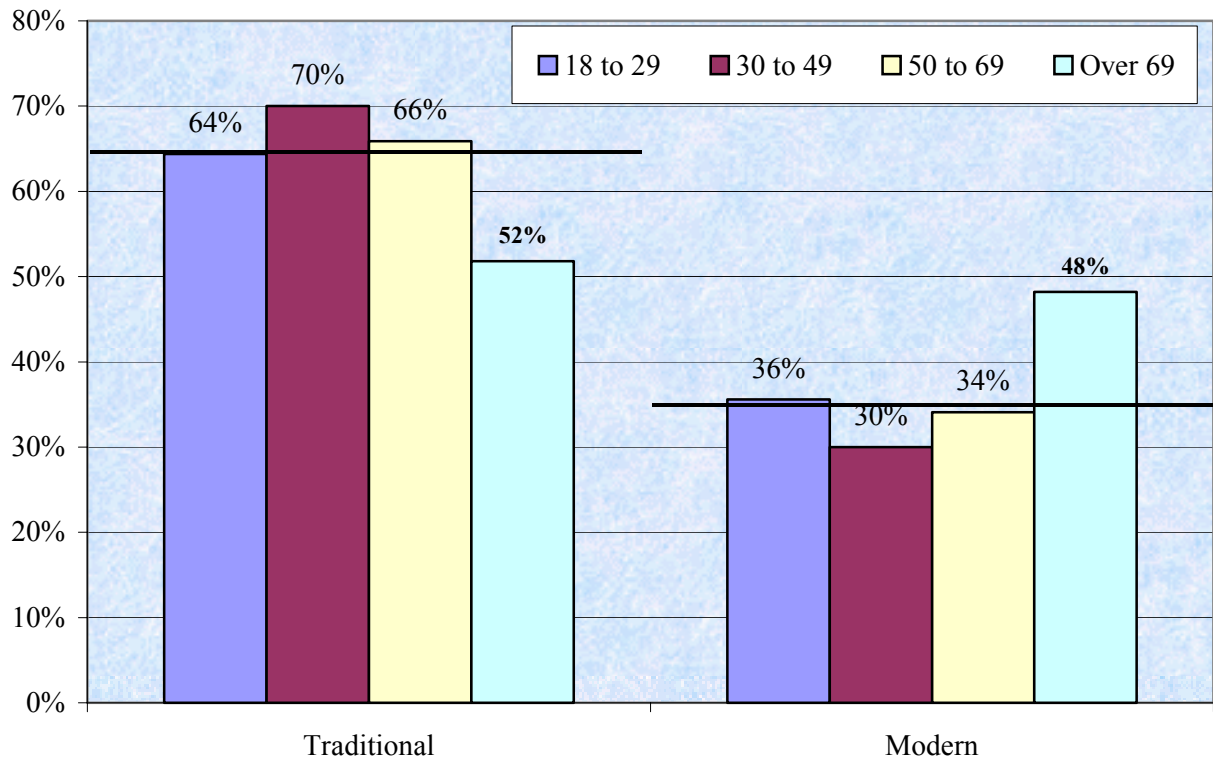


D1j. How you see the character of Saskatchewan...Traditional / Modern



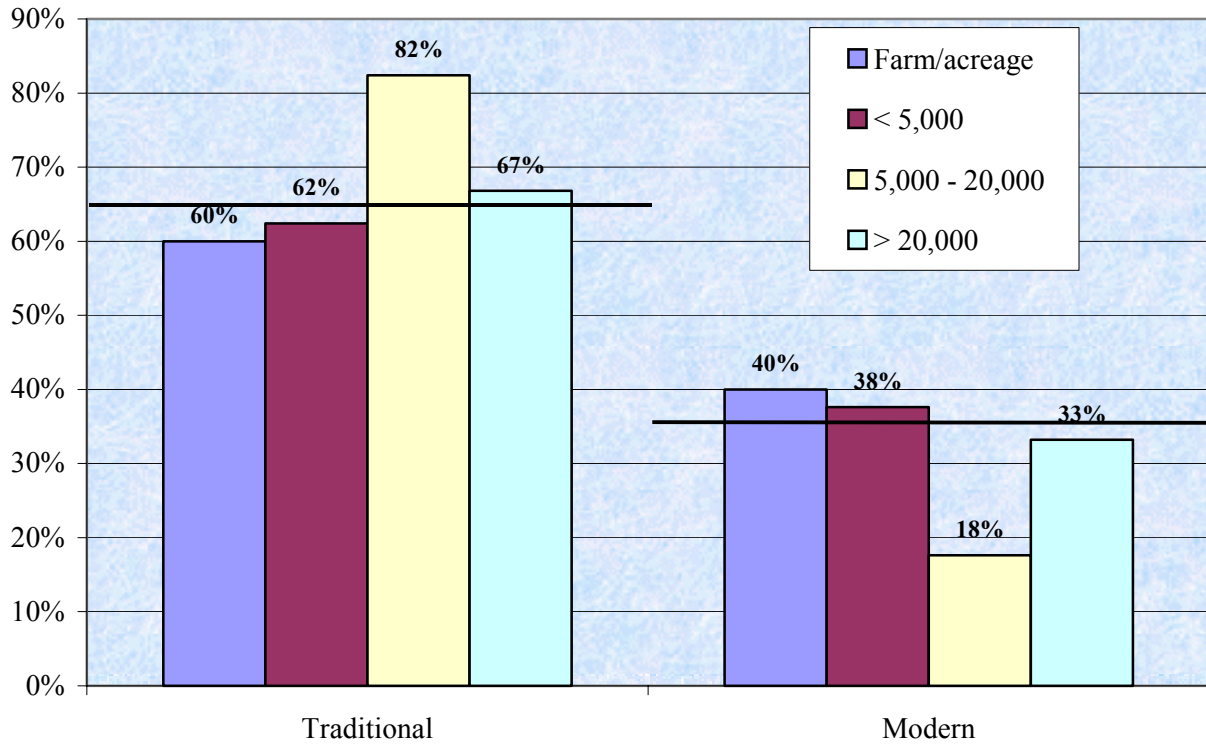
- Those in the oldest age category are more likely to describe Saskatchewan people as being modern.

Traditional/Modern by Age



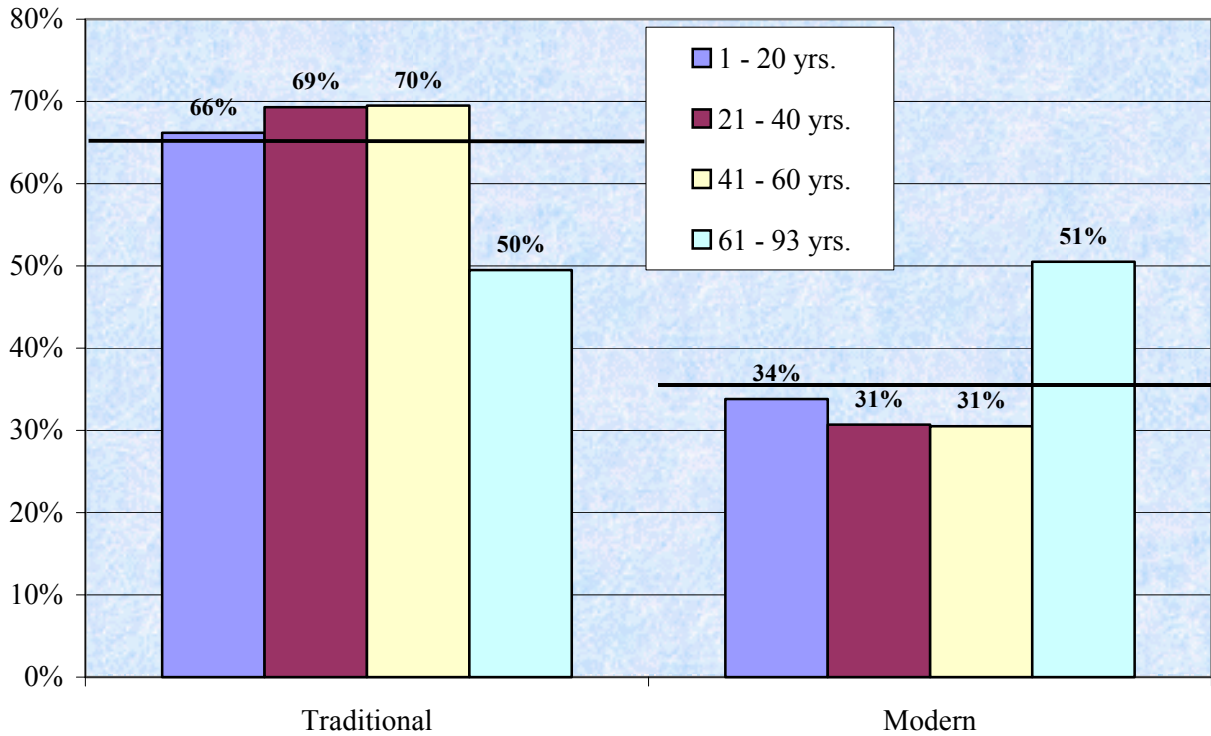
- Those who live in communities between 5,000 and 20,000 are much more likely to describe Saskatchewan people as being traditional.

Traditional/Modern by Residence Location



- Those living here the longest are more likely to describe Saskatchewan people as being modern, similar to those in the oldest age category.

Traditional/Modern by Years Lived in Province



Summary of Public Outlook Attributes

The chart below summarizes the attributes from the word pairs that respondents most frequently selected and are ordered by frequency of selection. The word pairs included:

- Security-conscious / Risk-taking
- Co-operative / Competitive
- Community-oriented / Individualistic
- Conservative / Innovative
- Traditional / Modern
- Conventional / Pioneering
- Reserved / Outspoken
- Reactive / Proactive
- Feel confident / Feel inferior
- Optimistic / Pessimistic

