



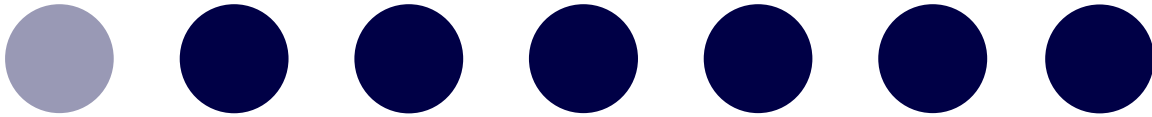
Saskatchewan Ministry of Municipal Affairs

**Daylight Saving Time
Opinion Survey Results**

February 2011

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Executive Summary

Introduction

In January, 2011, Fast Consulting conducted a survey of 1,012 Saskatchewan adults, 19 years of age or older. The sample size of 1,012 lets us say with a 95% level of certainty that the results of the survey are within plus or minus 3.1% of what they would be if the entire adult population of Saskatchewan were polled.

One of the questions we asked respondents was whether they support or oppose Saskatchewan switching to Daylight Saving Time each spring like other Canadian provinces. Daylight Saving Time (DST) is the civil time observed when daylight saving is adopted in a country or community. In Canada since the 1970s, all provinces and territories with the exception of Saskatchewan have matched their DST start and end dates to those used in the United States, and when the U.S. changed the rules in 2007 the provinces and territories, except Saskatchewan, changed their time legislation to match. Most of Saskatchewan does not technically observe DST but rather observes a 'standard time' that has been advanced one hour forward permanently.

Saskatchewan is part of the Central time zone, a time zone that was implemented in 1966 when the Saskatchewan Time Act was passed in order to standardize time province-wide. This creates a situation in which Saskatchewan is effectively on DST year round. The Mountain Standard Time (MST) line is actually centred in Saskatchewan and the entire province is geographically within the MST zone.

Lloydminster and the immediately surrounding region in Saskatchewan observe the same time as Alberta (Mountain Standard Time) with officially sanctioned seasonal daylight saving. Along the Manitoba border, the small, remote Saskatchewan towns of Denare Beach and Creighton also unofficially observe DST in the central time zone, thereby keeping the same time as larger neighbouring Manitoba communities.

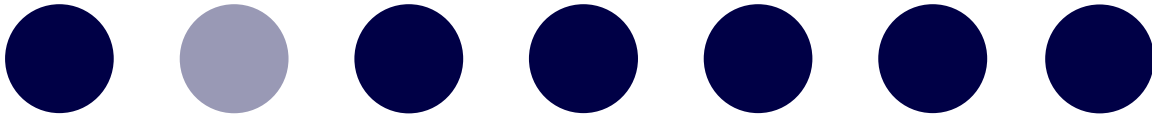
Little Support for Province Switching to DST

- › The majority of Saskatchewan residents (56%) are *strongly opposed* to Saskatchewan switching to Daylight Saving time each spring like other Canadian provinces.

- › Men and women in Saskatchewan are not different in their levels of opposition to switching to DST.
- › Opposition to switching to DST increases significantly with age. Although younger residents of the province are less opposed to switching to DST than older residents, the majority of all age segments are opposed to the idea.
- › Support levels vary by region of residence, however, the majority of residents in all regions of Saskatchewan are opposed to the initiative. Rural regions of the province exhibit stronger opposition to switching to DST; Regina exhibits the least opposition (although the majority are still opposed).

Conclusion

The survey results clearly indicate that the majority of Saskatchewan residents are currently opposed to Saskatchewan switching to Daylight Saving time each spring like other Canadian provinces. The survey does not measure how important the issue is to people, or the level of understanding people have regarding the implications, one way or the other, of switching or not switching to DST. The fact that the majority of survey respondents describe themselves as *strongly* opposed implies that the initiative is perceived on some level as having a sense of importance to them. The challenge of communicating knowledge of the issues associated with switching to DST may be significant. Having the majority of residents on the *strongly opposed* side of an issue also implies that moving opinion would be difficult.



Methodology

Project Background

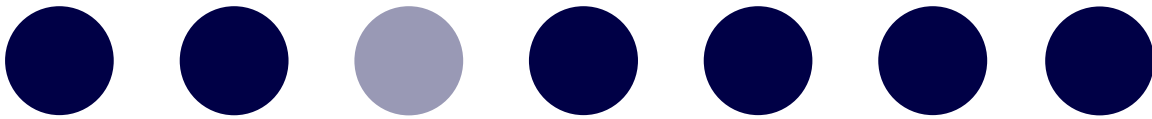
In January, 2011, Fast Consulting conducted an opinion survey of 1,012 Saskatchewan adults, 19 years of age or older. One of the questions we asked respondents was whether they support or oppose Saskatchewan switching to Daylight Saving Time each spring like other Canadian provinces. The sample size of 1,012 lets us say with a 95% level of certainty that the results of the survey are within plus or minus 3.1% of what they would be if the entire adult population of Saskatchewan were polled. The margin of error for sub-groups of the survey population will be higher.

Survey Development & Implementation

The DST question, along with other questions included in the survey interviews, were designed in consultation with the clients. The overall questionnaire was pre-tested to ensure that all of the questions asked were understood by respondents and that the information gathered addressed the research objectives.

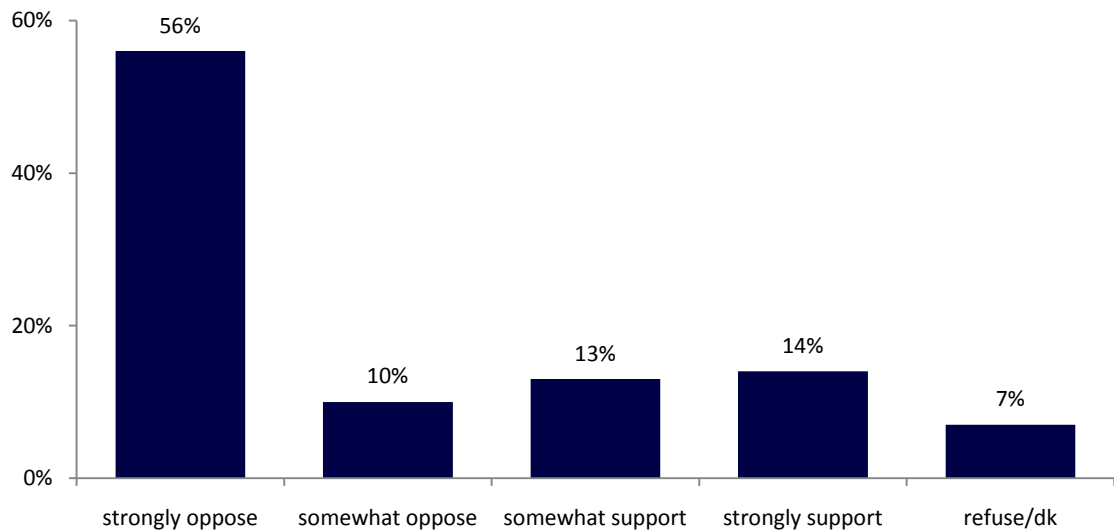
Survey respondents were selected from a randomly generated electronic sample frame built by Fast Consulting and ASDE. Standard polling practices were used at all times to ensure random selection of households and respondents aged 19 and older. The sample frame, and the random sampling that resulted from it, was constructed to facilitate representation from various demographic characteristics evident in the provincial population such as gender, age and region of residence. Some quota blocks were initiated while the survey was in the field to balance quotas in the different age categories, but despite these precautions, there was some overrepresentation in the sample of female residents and older residents. Geographic distribution is proportionately representative. For analysis, weighting of the data was applied to align sample gender and age demographic distributions with actual demographic distributions as provided by Statistics Canada 2006 Census.

Fast Consulting programmed the questions into a CATI server and the survey was conducted by Fast Consulting interviewers from our onsite call centre. Survey interviews were conducted between January 10th and 24th, 2011 at times that were appropriate and convenient for respondents – between the hours of 5:00 p.m. and 9:00 p.m. on weekdays and between the hours of 10:30 a.m. and 4:30 p.m. on weekends.



Survey Results

Que. Do you support or oppose Saskatchewan switching to Daylight Saving Time each spring like other Canadian provinces?



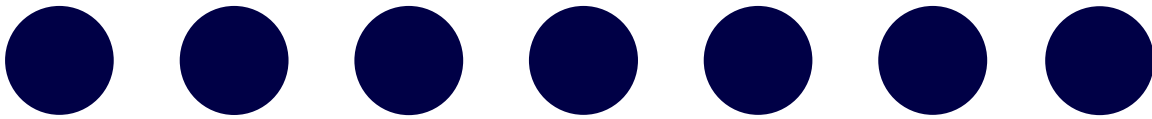
- The majority of Saskatchewan residents (56%) indicate that they are *strongly opposed* to switching to Daylight Saving Time each spring.
- Men and women in Saskatchewan are not different in their levels of opposition to switching to DST.
- Opposition to switching to DST increases significantly with age; younger people in the province are more supportive of switching to DST than older residents, however, the majority of all age segments are opposed.

	Male	Female	19-34	35-54	55+
Strongly oppose	56%	56%	46%	51%	68%
Somewhat oppose	9%	11%	15%	10%	7%
Somewhat support	13%	13%	22%	12%	8%
Strongly support	16%	13%	11%	19%	11%
Don't Know	7% ¹	7%	5%	9%	6%

¹ Some of the columns in the table sum 1% greater than 100% due to round off.

- Support levels vary by region of residence; rural regions of the province exhibit stronger opposition to switching to DST; Regina exhibits the least opposition (although the majority are still opposed). The majority of residents in all regions of Saskatchewan are opposed to the initiative.

Region	Regina	Saskatoon	Small Cities	Rural
Strongly oppose	47%	56%	53%	63%
Somewhat oppose	12%	12%	10%	8%
Somewhat support	10%	16%	14%	11%
Strongly support	22%	10%	16%	12%
Don't Know	9%	7%	7%	6%



Appendix

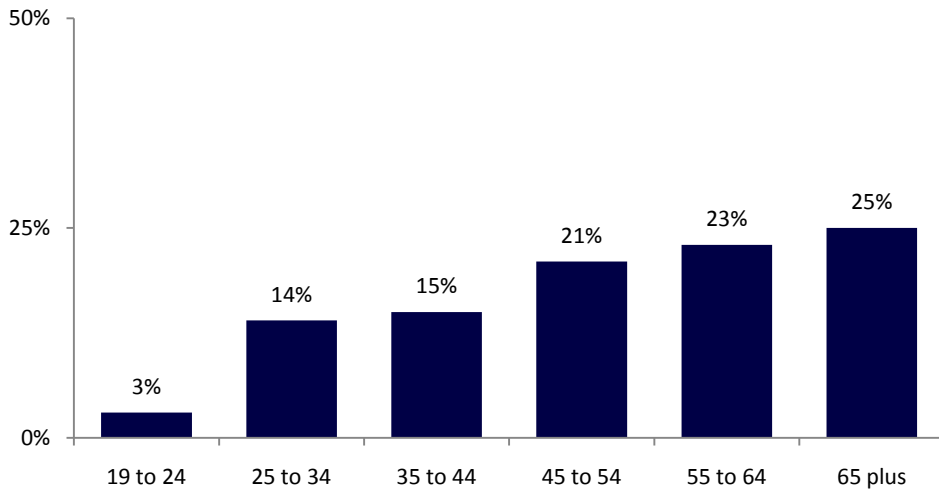
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Demographics

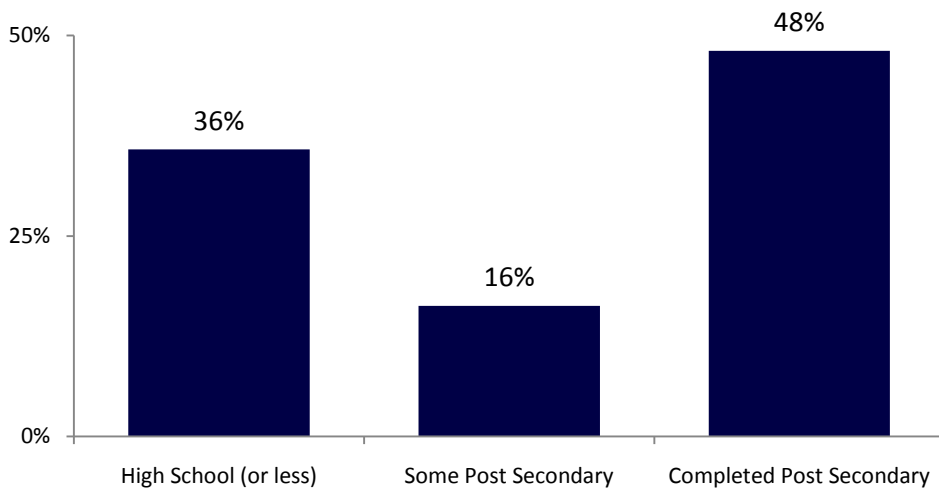
Gender



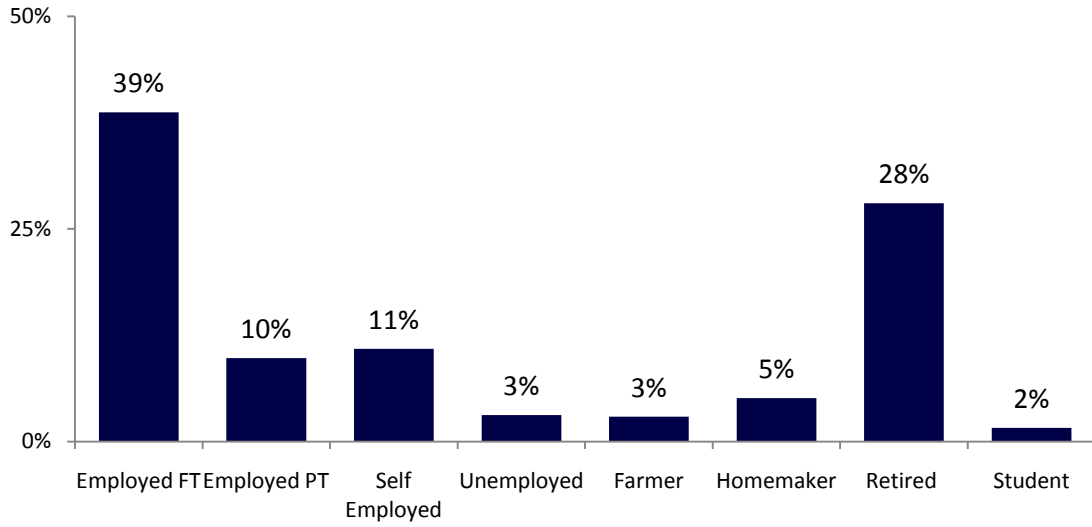
Age



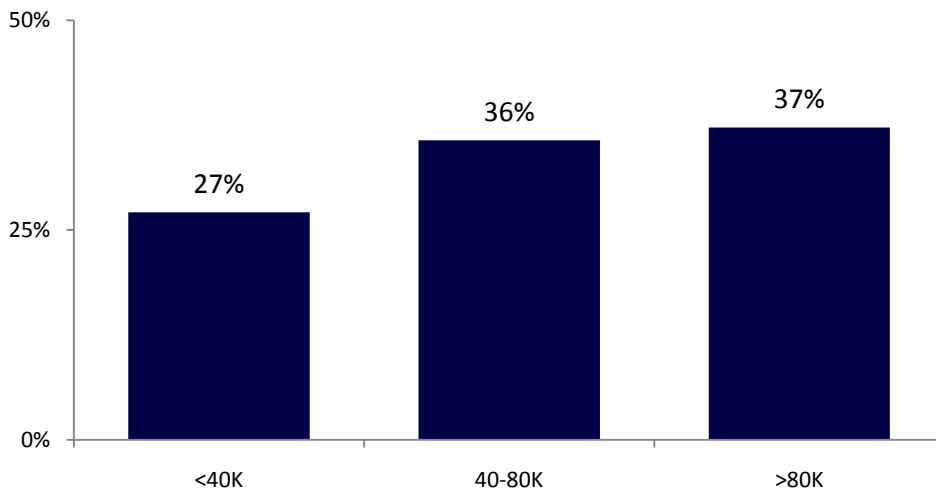
Education



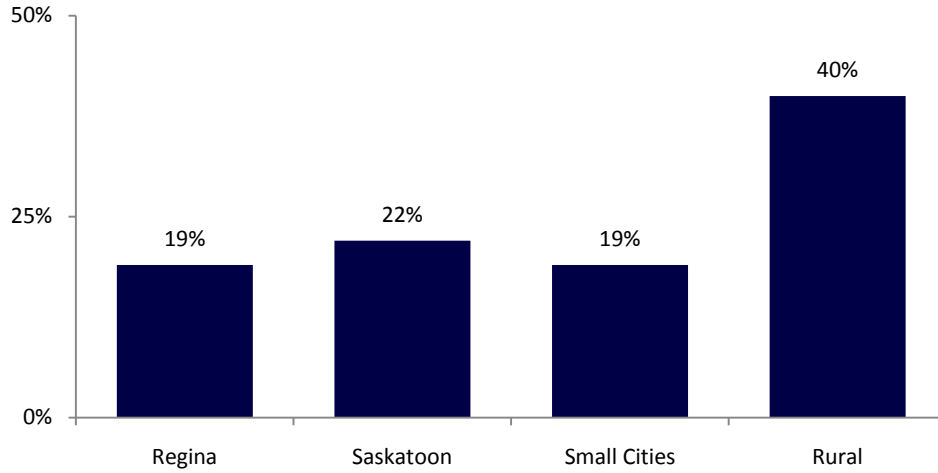
Employment



Income



Region



High Speed Internet

