

A top-down view of a wooden desk. On the left is a dark grey laptop with a silver pen resting on its keyboard. To the right is a red notebook with several colorful sticky notes (pink, yellow, green, orange) attached to its pages. A yellow highlighter is visible in the top right corner. The background is a light-colored wooden surface.

Saskatchewan Ministry of the Economy

January OnTopic[®] Summary Report January 2017

Background and Methodology

- Insightrix’s monthly Omnibus Survey, OnTopic®, is run online through the Insightrix SaskWatch Research® online panel. The panel is comprised of approximately 15,000 Saskatchewan residents who have been recruited and have agreed to participate in research studies. The Saskatchewan Ministry of the Economy ran three questions on the January 2017 OnTopic® survey. This document includes summary results for the three questions. In addition to this document, an Excel file of detailed reporting tables has also been delivered which presents survey data by all demographic variables.
- Data were collected between January 10th and 26th, 2017.
- Quotas were set by age, gender, and region to be representative of the population of Saskatchewan.

Region	Target	Actual
North	156	156
Regina	156	156
Saskatoon	176	177
South (less Moose Jaw)	312	312
Total	800	801

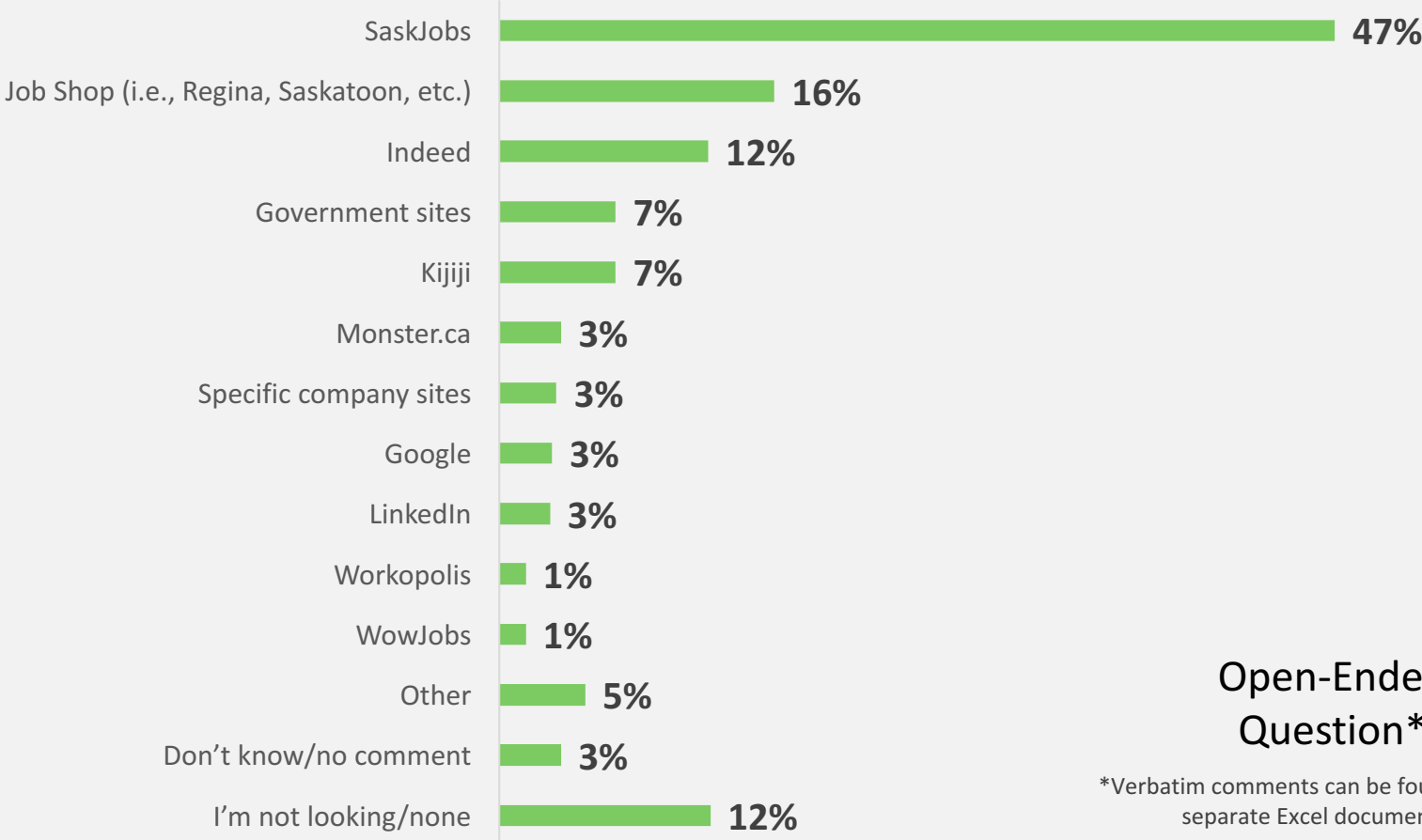
Age & Gender	Male		Female		Total	
	Target	Actual	Target	Actual	Target	Actual
18-34	121	121	118	119	239	240
35-54	138	139	140	142	278	281
55+	133	129	150	151	283	280
Total	392	389	408	412	800	801

- Due to rounding, results may not add to 100%.
- In some places, similar themes and codes from open-ended questions are organized into Net themes based on overarching commonalities in the content of responses. Nets are presented in a different colour, and all codes underneath are included in the Net. The percentages of individual codes may add up to more than the Net as multiple responses may be possible.

Survey Results

By far, SaskJobs is the most commonly mentioned website when thinking about searching for a job.

Top of Mind Job Search Websites



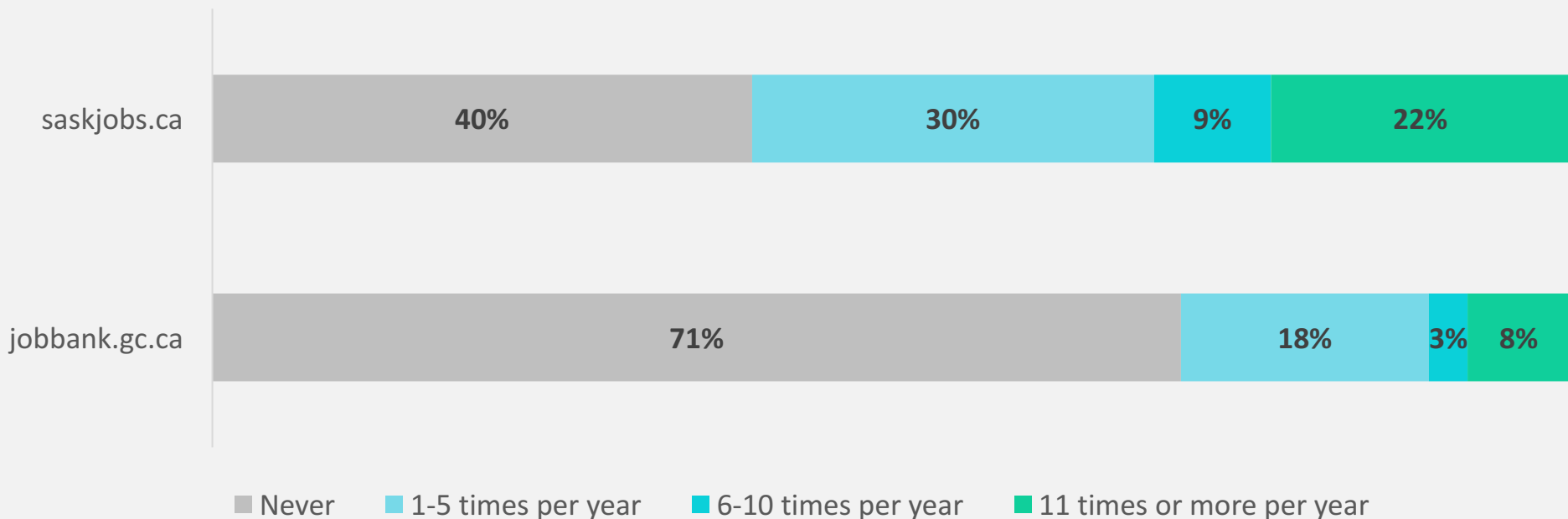
Open-Ended Question*

*Verbatim comments can be found in the separate Excel document

1. What websites come to mind when you are thinking about looking for a job? Base: All respondents, n=801.

Two in ten reportedly visit saskjobs.ca 11 times or more per year. Most have never visited Jobbank.gc.ca.

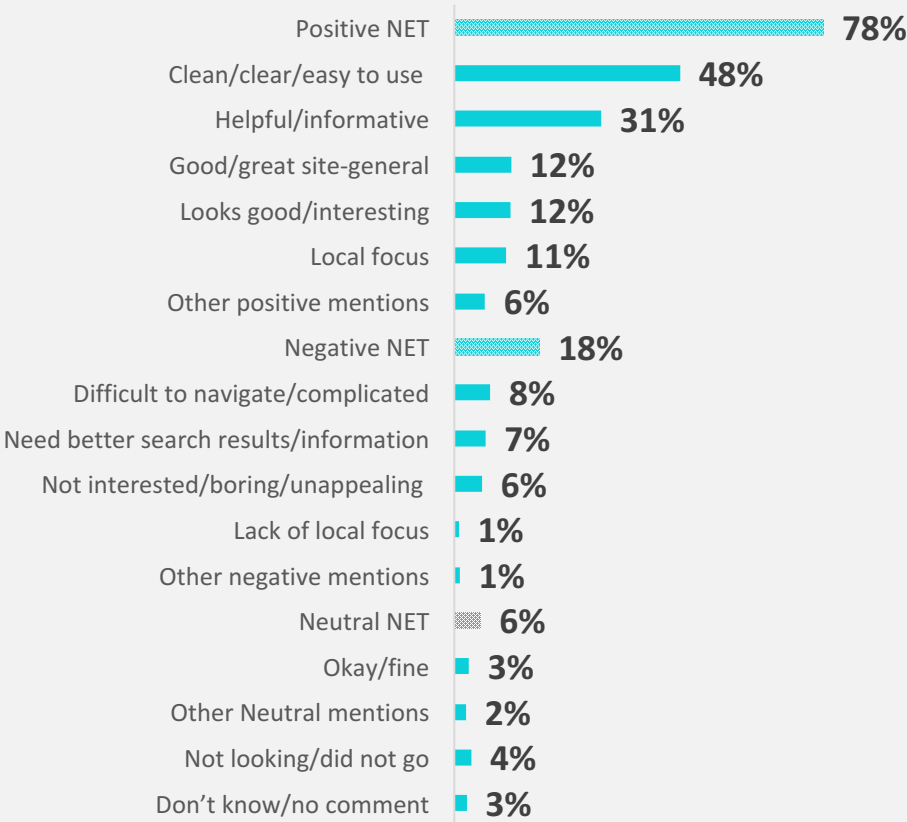
Frequency of Visiting the Following Websites



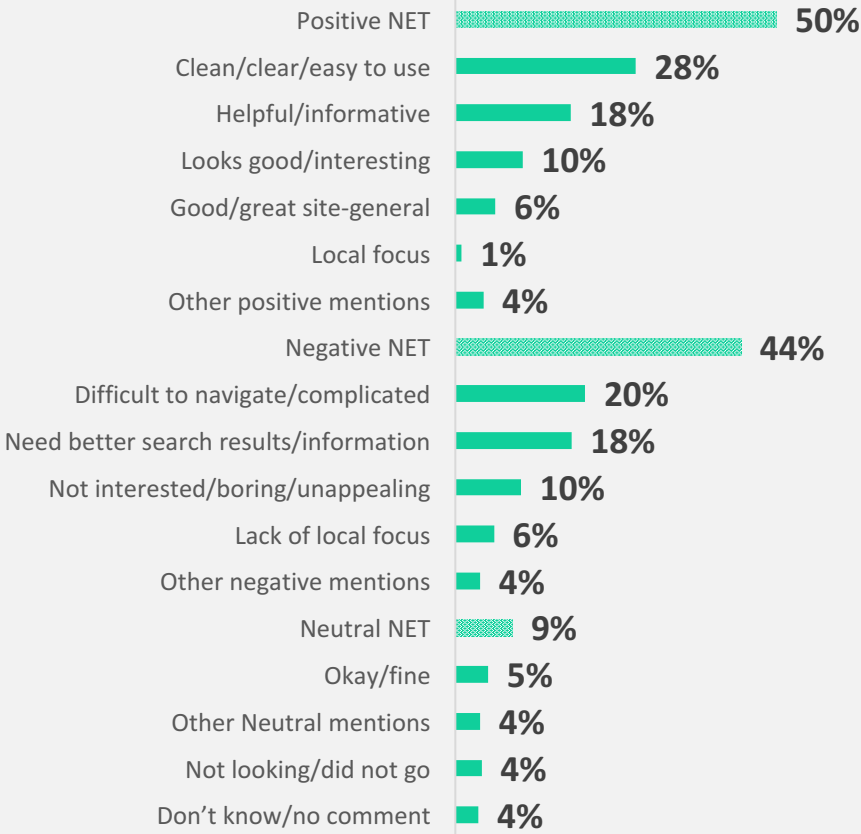
2. How frequently do you visit the following websites? Base: All respondents, n=800 (re-fielded question).

After reviewing saskjobs.ca, most residents provide positive feedback and few offer negative comments. Initial assessments of jobbank.gc.ca are less positive; however, the difference in impressions of the two sites is likely due in part to lower familiarity with jobbank.gc.ca.

Top of Mind Thoughts on saskjobs.ca



Top of Mind Thoughts on jobbank.gc.ca



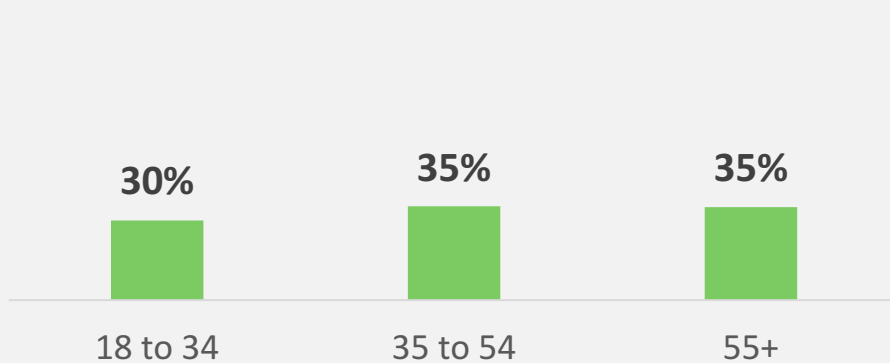
Open-Ended Questions* *Verbatim comments can be found in the separate Excel document

3. Please take a moment to visit each of the following sites and jot down your initial thoughts of what you see. Feel free to navigate through the site for a bit if you wish. Please be honest in your assessments. Base: All respondents, n=801.

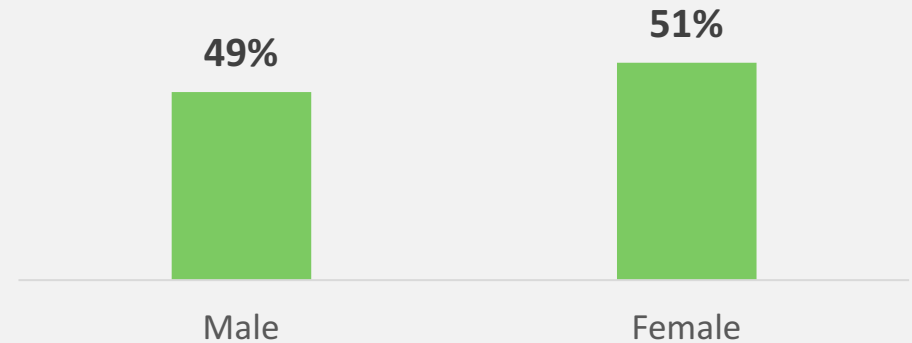
Demographics

Demographics

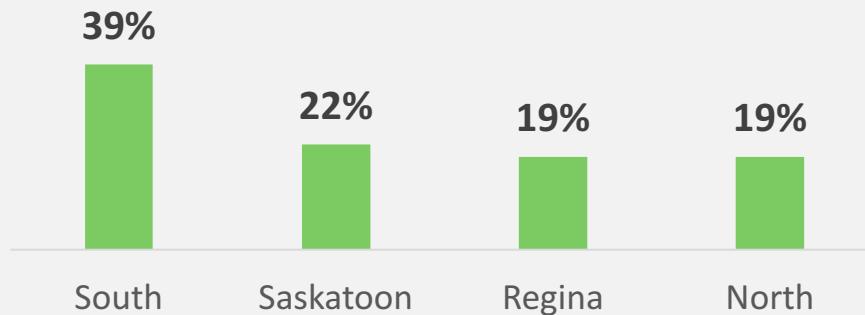
Age Range



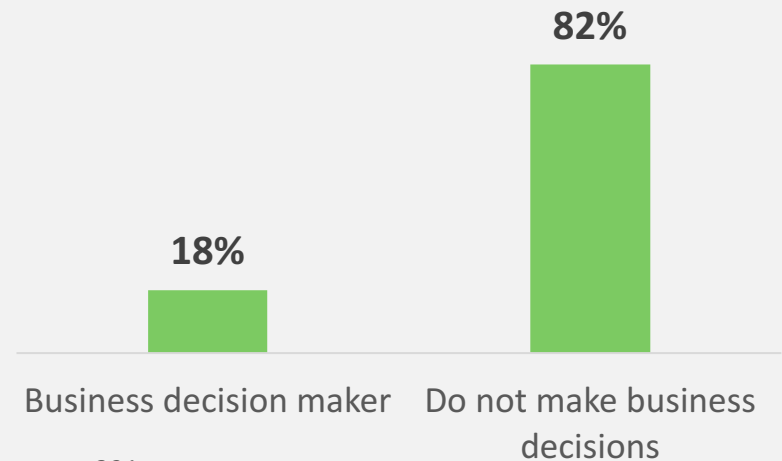
Gender



Region



Business Decisions



Base: All respondents, n=801.