
Research Details

A total of 802 randomly selected SaskWatch Research® panel members participated in the online research study between November 8 and 13, 2022. Quotas were set by age, gender and region to match the general population of the province and as such the data did not need to be weighted.

Since the research is conducted online, it is considered to be a non-probability proportion sample; therefore, margins of error are not applicable. However, the margin of error can be estimated to be ±3.5 percentage points, 19 times out of 20 for questions answered by all respondents.

About SaskWatch Research®

Insightrix began developing its SaskWatch Research online market research panel in 2007, using high quality techniques including telephone recruitment and referrals from existing panel members. Presently, there are over 20,000 active panel members representing all regions of the province and distributions of the general population. For more information, please visit <http://saskwatch.ca>.

About Insightrix

Insightrix is a dynamic, Saskatchewan-based, full-service market research company. It serves businesses and government entities with insights-driven research solutions, and interpretive analysis through leading-edge tools and senior-level expertise across a broad range of industries. Insightrix is based in Saskatoon, Saskatchewan, Canada. For complete details visit: <https://insightrix.com/market-research-industry-blog/>.

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Insightrix Research Inc. (Insightrix) is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements

(<https://www.canadianresearchinsightscouncil.ca/wp-content/uploads/2019/09/CRIC-Public-Opinion-Research-Standards-and-Disclosure-Requirements-1.pdf>)

Basic Disclosure Elements	Details
Research sponsor	Insightrix
Research/Data collection supplier	Insightrix
Population represented	Adults in Saskatchewan
Sample size	802
Mode of data collection	Online
Source of sample	SaskWatch Research® panel
Respondent compensation	Respondents were provided panel points as an incentive to complete the survey.
Type of sample	Non-probability
Start and end dates of data collection	November 8 – 13, 2022
Margin of sampling error for total sample	Since the research is conducted online, it is considered to be a non-probability proportion sample; therefore, margins of error are not applicable. However, the margin of error can be estimated to be ±3.5 percentage points, 19 times out of 20 for questions answered by all respondents.
Are the data weighted?	No. Region, age and gender quotas were set to match the 2021 Canadian census.
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Survey questions:

Hi! Here's a new survey for you! It covers a few different topics... Ready? It should take about 10 minutes to complete and will earn you xx points.

Do you intend to buy gifts this holiday season?

Yes

No [skip to demographics]

When do you expect to do most of your holiday shopping this year? (Select one)

I have most of it done already

Before Black Friday (prior to November 25)

Between Black Friday and Cyber Monday (November 25 to November 28)

In the first half of December (December 1 to 15)

In the latter half of December (December 16 to 20)

In the last few days before Christmas (December 21 to 24)

Boxing week!

Not sure

[Ask if mostly done, else skip]

Wow, look at you go! Is there any reason why you have completed your shopping so early this year?

Textbox

Thinking of all the gifts you will buy this holiday season, what percentage do you expect to purchase from...

Online retailers (e.g., Amazon, eBay, Etsy, etc.)

Major chains (online or in-store)

Locally owned business (online or in-store)

Other sources

Do you see yourself giving more, less or the same amount of each of the following this holiday season

Home-made gifts

Experiential gifts (e.g., spa, trip, concert / event, time away, etc.)

More

Less

About the same

Never give this type of gift

What in-store experiences influence where you shop this holiday season? (Select all that apply)

[Randomize]

- Self-checkout available in the store
- Ability to pick up items you have ordered
- In-store loyalty / reward programs
- Convenient store layout
- Attentive / helpful staff
- None of the above

How often have you done each of the following for holiday gifts?

[Randomize]

- Shopped for an item online and then ended up buying it in a store
- Shopped for an item in a store and then ended up buying the item online

- All the time
- Often
- From time to time
- Occasionally
- Rarely
- Never

How much do you expect to spend in total on holiday shopping this year?

- \$50 or less
- \$51 - \$100
- \$101 - \$250
- \$251 - \$500
- \$501 - \$750
- \$751 - \$1,000
- More than \$1,000

Do you expect to spend more, the same, or less on your holiday shopping this year compared to last year?

- A lot more than last year
- Somewhat more than last year
- About the same
- Somewhat less than last year
- A lot less than last year

[ask if less, else skip]

Why do you plan to spend less?

Textbox

Which of the phrases best describe your intended level of spending during the holiday season? Check all that apply.

[Randomize]

Sensible

Thrifty

Cautious

Carefree

Splurge

Unrestrained

Extravagant

Careful

Controlled

Minimal/Simple

Skimpy

How do you intend to pay for your holiday shopping purchases this year? Check all that apply.

[Randomize]

Cash put aside specifically to pay for holiday shopping

Major credit card

Discretionary income

Store credit card

Gift card

Personal line of credit

Home equity line of credit

I will dip into my savings

Delaying payment of bills

Other _____ [TEXT BOX]

How important are discounts and sales for items you want to purchase this holiday season?

Very important

Somewhat important

Not very important

Not at all important

How much of your holiday shopping purchases do you estimate will be discounted?

- All of it
- About three quarters
- About half
- About one quarter
- Less than 10 percent
- None

This holiday season, do you plan to donate...

[randomize order]

- Money to a charity
- Non-cash gifts (e.g., products to food bank, toys to a charity campaign, etc.)
- Your time to a cause (e.g., volunteer)
- Something else [do not specify]
- Not planning on donating [skip to next section]
- Not sure [skip to next section]

[ask if "money to a charity" selected, else skip]

Do you expect to donate more, the same, or less amount of money this holiday season compared to last year?

- A lot more than last year
- Somewhat more than last year
- About the same
- Somewhat less than last year
- A lot less than last year
- Didn't donate last year

Finally, we have some questions to help analyze your responses. Please be assured your answers will remain confidential and only be used in aggregate with other responses.

How many children under the age of 18 live in your household?

- 0
- 1
- 2
- 3
- 4+
- Prefer not to say

Are you an Indigenous person that is First Nations, Métis, or Inuit?

Yes

No

Prefer not to say

What is the highest level of education you have achieved?

Some high school

Completed high school

Some technical school or college

Completed technical or college diploma

Some university

Completed university degree (Undergrad, Masters or PhD)

Prefer not to say

What is your annual household income before taxes and deductions?

Less than \$30,000

\$30,000 to just under \$60,000

\$60,000 to just under \$90,000

\$90,000 to just under \$120,000

\$120,000 or more

Prefer not to say