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### Research Details

A total of 800 randomly selected SaskWatch Research® panel members participated in the online research study between October 10th – 25<sup>th</sup>, 2023. 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/marketresearch-industry-blog/>.

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-PublicOpinion-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	800
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	October 10th – 25th, 2023

Margin of sampling error for total sample	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 $\pm 3.5$ 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.
Contact for more information	Sharday Torgerson Creative and Digital Strategist Telephone: 306-657-5640 ex. 243 Email: <a href="mailto:Sharday.torgerson@insightrix.com">Sharday.torgerson@insightrix.com</a> Web: <a href="http://www.insightrix.com">www.insightrix.com</a>

**Survey questions:**

Thank you for agreeing to participate in the following study. This questionnaire involves asking your opinions and thoughts about the upcoming holiday season! This study should take you about 5-7 minutes to complete. You will receive 15 points for this survey.

**What are the first three digits of your postal code?**

Textbox

**Into which of the following age ranges do you fall?**

18 to 24

25 to 34

35 to 54

55+

**Which gender do you identify with most?**

Male

Female

Other

**Do you intend to buy gifts this holiday season?**

Yes

No [SKIP TO q19]

**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 29)

Between Black Friday and Cyber Monday (November 29 to November 30)

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

**What types of holiday gifts do you intend to or have you already bought the most for friends and family this year? (Select up to three responses)**

- Electronics and/or technology
- Toys and/or games
- Bath and Body
- Jewelry
- Clothing or accessories such as purses, ties or scarves
- A gift card, money
- Experiential (i.e., concert tickets, etc.)
- Lifestyle (i.e., memberships, subscriptions, etc.)
- Something else: \_\_\_\_\_

**How much do you intend to spend on [pipe option from Q0, ask for each except something else] this year?**

[SLIDER/value increase by 10]

1

...

5,000+

Prefer not to say

**How important is it for you to shop locally when you do your holiday shopping?**

- Very important
- Somewhat important
- Slightly Important
- Not important at all [SKIP TO Q0]

**Thinking about shopping locally for holiday gifts, do you.... (Select all that apply)**

[RANDOMIZE]

- Attend local artisan craft markets specifically for gifts
- Seek out local online businesses with presence on social media
- Purchase from family and friend businesses
- Craft local gift baskets with smaller items from local vendors
- Give friends and family gift cards from local vendors
- None of the above

**Thinking of all the gifts you will buy this holiday season, what percentage of these gifts do you expect to purchase ONLINE?**

[slider]

None (0%)

...

All (100%)

Skip if None in q7

**Why would you choose to purchase your holiday gifts online? (Select all that apply)**

[Randomize]

Free Shipping

Clear shipping date

Wider product range

Free returns

Can return items to a store

No sales tax collected

Avoiding crowds in stores

Discounted items compared to in-store prices

More convenient than traditional shopping methods

Receive reminds/alerts for sales and in-stock products

Other \_\_\_\_\_ [TEXT BOX]

Nothing would entice me to buy holiday gifts online [ANCHOR POSITION]

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

[SLIDER/value increase by 10]

1

...

5,000+

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

More than last year [SKIP TO Q10B]

Same as last year [SKIP TO Q12]  
Less than last year [SKIP TO Q11]

**How much more do you estimate you will spend on your holiday shopping this year compared to last year?**

[slider/value increase by 10]

1  
...  
500+

**How much less do you estimate you will spend on your holiday shopping this year compared to last year?**

[slider/value increase by 10]

1  
...  
500+

**Will inflation and rising interest rates affect the way you spend this holiday season?**

A lot  
A little bit  
Not very much  
Not at all [SKIP TO Q16]

**Thinking about inflation and rising interest rates, how do you plan to offset costs this holiday season? (Select all that apply)**

[RANDOMIZE]  
Buying fewer items  
Buying for less people  
Purchasing gifts from less known brands  
Seeking out coupons, sales, or discounts

Making more DIY gifts  
Giving secondhand items as presents  
Cutting spending elsewhere  
Not sure

**What factors influence your buying decisions during the holiday season? (Select up to three responses)**

[RANDOMIZE]  
Price  
Free shipping  
Value  
Level of discount  
Functional/long lasting product  
Availability  
Brand name  
Customer service  
Variety  
Local  
None of the above

**Which of the phrases best describes your holiday shopping style? (Select 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? (Select all that apply)**

[Randomize]

Cash set aside for holiday shopping

Major credit cards (i.e., VISA / MasterCard / AMEX)

Discretionary income

Major chain credit cards like Walmart, Amazon, PC Financial

Gift card

I will dip into my savings

Delaying payment of bills

Loyalty rewards or reward stacking (i.e., PC Optimum points)

Other \_\_\_\_\_ [TEXT BOX]

**How important is it to you to find discounts and sales for items you are likely to purchase this holiday season?**

Very important

Somewhat important

Not very important

Not at all important [skip next question]

**When holiday shopping, what is the typical percentage discount that persuades you to purchase an item?**

0% (no discount)

10%

25%

50%

More than 50%

**Do you / your family plan to travel this holiday season?**

Yes, within Saskatchewan

Yes, within Canada

Yes, outside of Canada

No plans to travel



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

**How many children under the age of 18 years 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 to just under \$150,000
- \$150,000 or more

Prefer not to say