

SaskReacts: Halloween 2023

Publication dates: October 30 – November 1, 2023

Poll Details: Inshixtrix Research Inc. (Inshixtrix) 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-DisclosureRequirements-1.pdf>)

<b>Basic Disclosure Elements</b>	<b>Details</b>
Research sponsor	Inshixtrix
Research/Data collection supplier	Inshixtrix
Population represented	Adults in Saskatchewan
Sample size	n=400
Mode of data collection	Online, part of a public opinion polling survey
Source of sample	Inshixtrix SaskWatch Research® panel ( <a href="http://saskwatch.ca">http://saskwatch.ca</a> )
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 14 to 15, 2023
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:

**What are the first 3 digits of your postal code?**

Textbox

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

18-34

35-54

55+

**Which gender do you identify with?**

Male

Female

Other

**Have you ever gone trick-or-treating on Halloween, either for yourself or as a chaperone?**

Yes

No [skip to q9]

**What is the worst thing you've ever received while trick-or-treating?**

Textbox

**Have you ever gone to specific neighborhoods or areas to go trick-or-treating in hopes that you'll receive larger items, such as full-size chocolate bars or cans of soda?**

Yes

No

**On a year where there's snow on Halloween (boo), what's the better approach?**

Try to stuff as many layers underneath that costume

Wear as much or little – jackets are important!

**What Halloween costume do you expect to see the most this year?**

Textbox

I don't expect to see anyone wearing a costume

**Many retailers begin selling Christmas-themed merchandise before Halloween is over. In your opinion, is this practice indicative of Christmas being over-commercialized?**

Yes

No

**Whether or not you personally participate in Christmas traditions, when do you feel it's appropriate for someone to begin decorating for the holiday?**

Once Halloween is over!

Wait until after Remembrance Day

Makes sense anytime in December

Whenever they feel like it