

CRIC Disclosure

Basic Disclosure Elements	Details
Research sponsor	Insightrix
Research/Data collection supplier	Insightrix
Population represented	Adults in Saskatchewan
Sample size	n=379
Mode of data collection	Online, part of a public opinion polling survey
Source of sample	Insightrix SaskWatch Research® panel (http://saskwatch.ca)
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 16 - 22, 2024
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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<https://www.canadianresearchinsightscouncil.ca/wp-content/uploads/2019/09/CRIC-Public-Opinion-Research-Standards-and-Disclosure-Requirements-1.pdf>

Survey Questions

Q. What are the first three digits of your postal code?

Textbox

Q. Into which of the following age ranges do you fall?

18-34

35-54

55+

Q. Please indicate the gender you identify with.

Male

Female

Non-binary

Other

Q. Do you believe any of the following exist:

Ghosts and apparitions

Aliens

Bigfoot

Government cover-ups of UFOs

Cursed objects or places

Secret societies

Demons or evil spirits

None of these

About Insightrix

Insightrix is a full-service agency, offering qualitative and quantitative research services since 2001. Visit <https://www.insightrix.com/> for more information.

About SaskWatch

SaskWatch Research is a Saskatchewan-only panel that provides residents an opportunity to make their opinions matter and voice heard on issues related to Saskatchewan. This community is wholly owned and managed by Insightrix. Members sign up, receive survey invitations by email, and complete surveys on various topics. The online panel allows members to influence political, social, and consumer decision-makers.

Visit <https://info.saskwatch.ca/> for more information.