Samara is a non-partisan charitable organization that works to improve political participation in Canada. To learn more about Samara, visit samaracanada.com

2014 Samara Citizens' Survey – Technical Documentation

Contents

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1. Conditions of Release

All research based upon these data must include an acknowledgement such as the following:

> Data from the 2014 Samara Survey were provided by Samara Canada. The survey was funded by Samara, and was completed by SayWall. Neither Samara Canada nor SayWall are responsible for the analyses and interpretations presented here.

Researchers are requested to forward a digital copy of any publications or scholarly papers based upon this data to the Research Manager at Samara Canada: laura.anthony [at] samaracanada.com

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2. Sampling

SayWall contracted Survey Sampling International (SSI) to procure an online sample of 2400 members of the general population, stratified on region and balanced on gender and age with equal numbers of men and women sampled and equal numbers in the age groups 18–35,36–49, 50–64 and 65+. Our regional sample targets were 100 total Newfoundland and Prince Edward Island, 200 in each of New Brunswick, Nova Scotia, Manitoba and Saskatchewan, 350 each in Quebec and Ontario, 250 each in Alberta and British Columbia. Given the small base population, no respondents were sought in the Territories. An oversample of 300 Canadians aged 18–35 was also obtained.

Sampling occurred December 12-31, 2014. The survey instrument was presented on the Qualtrics online platform.The final sample contains 2406 respondents.

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3. Response Rate and Credibility Interval

The incidence rate was 80% for the general population sample and 15% for the youth sample. Quantities are representative of the general population with a credibility interval of 1.99 percentage points, 19 times out of 20. Data missing at random were imputed using the mi commands in STATA12.

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3. Weighting Procedure

Marginal values were first adjusted by a voter turnout design weight. Using verified voting age population voter turnout figures for five age groups, data were weighted according to self-reported voter turnout. Data were then further weighted using an iterative "raking" process, as provided by theipfweight command in STATA12.

Marginal values were successively weighted according to gender*region, age group, whether respondents were born in Canada, and whether respondents speak English, French, or another language at home. All population data were taken from the 2011 Canadian census. A maximum of 500 iterations were completed. This weighting procedure was also performed using verified registered voter turnout figures.

We assessed the representativeness of our weighted data by comparing frequencies of two political variables with the weighted frequencies of those variables from the Canadian Election Study of 2011. Twenty-three percent (23%) of our weighted sample identifies with the Conservative Party of Canada, compared to 25% in the Canadian Election Study; Liberal partisans represent 25% of our weighted sample, compared to 23% in the Canadian Election Study.

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4. Weights

We include three different weights. WEIGHTVAP and WEIGHTREG are respectively national weights reflecting voter turnout among all adults and those adults who are registered to vote. WEIGHTVAP is most appropriate when analyzing data using the entire sample, as we sampled all citizens and not just those registered to vote. In practice, these weights will not return noticeably different results. WEIGHTYOUTH is the appropriate weight to use when considering only the youth oversample. These weights are not designed to be used in conjunction with one another.

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6. Team

The survey sampling, programming, and weighting were performed by Peter Loewen and Daniel Rubenson. They are professors of political science at the University of Toronto and Ryerson University, respectively. Both are partners in SayWall, a survey technology company.