

# Samara Centre for Democracy Survey 2019

## Methodological Note

### Sampling

We contracted Qualtrics to procure an online sample of 4000 members of the general population, stratified on age group, gender and region. Respondents that were 18-35, 36-54, and 55+ were equally sampled, and equal numbers of men and women were sampled. Region was broken down by 800 respondents in Atlantic Canada, 800 in Quebec, 800 in Ontario, 800 in Alberta, Saskatchewan and Manitoba, and 800 in British Columbia. Further, the samples for Atlantic Canada and Quebec were divided by language, with 750 English-speakers and 50 French-speakers in Atlantic Canada, and 200 English-speakers and 600 French-speakers in Quebec. Given the small base population, no respondents were sought in the Territories.

Sampling occurred from January 16 to February 6, 2019. The survey instrument was presented on the Qualtrics online platform. The incidence rate for the survey was 66.4%

The final sample contains 4,054 respondents. Quantities are representative of the general population with a margin of error of 1.5 percentage points at the 95% level of confidence.

### Weighting Procedure

Marginal values were adjusted using one of two different design weights. Using Elections Canada verified voting age population voter turnout figures and registered voter turnout figures for seven age groups, data were weighted according to self-reported voter turnout. Data were then further weighted using an iterative “raking” process, as provided by the `ipfweight` command in STATA15.

After a design weight adjustment, 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. Gender, region and age populations are of voting age population from Elections Canada data from the 2015 election, and the proportions of those born in Canada and home language are from the 2016 Canadian Census. A maximum of 500 iterations were completed.

### Weights

We include four different weights. `WEIGHTVAP` and `WEIGHTREG` are national weights reflecting voter turnout among all adults and those adults who are registered to vote, respectively. `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, though the `WEIGHTVAP` is probably better suited to our sample, as not all Canadian adults are registered to vote but all were included in the sampling frame.

WEIGHTYOUTHVAP is the appropriate weight to use when considering the youth sample, and WEIGHTYOUTHREG reflects registered youth. These weights are not designed to be used in conjunction with one another.

The survey sampling, programming, and weighting were performed by Peter Loewen, Daniel Rubenson, and Benjamin Allen Stevens. Loewen and Rubenson professors of political science at the University of Toronto and Ryerson University, respectively. Allen Stevens is a research associate at the Munk School of Global Affairs and Public Policy.