

## **2012 Samara Survey – Technical Documentation**

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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 2012 Samara Survey were provided by Samara Canada. The survey was funded by Samara, and was completed by Feedback Research Corporation. Neither Samara Canada nor Feedback Research Corporation 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: [jane.hilderman \[at\] samaracanada.com](mailto:jane.hilderman@samaracanada.com)

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### **2. Study Design**

The 2012 Samara Survey (Q1-Q67) was conducted by Feedback Research Corporation under the direction of Andre Turcotte. The study explores Canadian's political participation and their perceptions about issues, political leadership and the media in Canada.

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### **3. Sample Design**

Feedback Research was contracted by Samara to conduct a national survey with 1,500 respondents as follows:

The Base:

- Atlantic (n=150)
- Quebec (n=450)
- Ontario (n=450)
- Manitoba & Saskatchewan (n=150)
- Alberta (n=150)
- British Columbia (n=150)

In addition, the survey also included an additional oversampling of three “special segments” of the Canadian population:

- Young people – Aged 18-25 with a high school education or less (n=250)
- New Canadians/Immigrants – less than 5 years in Canada (n=250)
- Lower Socioeconomic Status - income \$39K or lower (Note: The sampling company actually used \$35K or less as their threshold) and low education (HS or less) (n=250)

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#### **4. Data Collection**

The survey went into the field between March 19<sup>th</sup> and April 2<sup>nd</sup> 2012 using an online panel of Canadians. Feedback Research Corp bought samples from different suppliers to develop a sample design for the project.

The fielding of the base survey was completed first. Invitations were sent to randomly selected members of the sample providers’ database. Fielding of oversamples followed in order to top up the targeted groups to n=250 in each. The oversamples were targeted based on profiling information in the sample providers' databases. Further screening/verification for the groups to be oversampled was done at the start of the online survey.

For the Base (which also included 154 respondents who overlapped with the oversample)

- Number of respondents hitting the initial page of the survey: 4445
- Number of respondents who answered at least one question and are either, a terminated survey or a mid-refusal: 2125
- Number of completed surveys: 1915
- Calculated response rate (based on those coming to Survey’s website):  $1915/4445=43.1\%$

For the Oversample:

- Invites sent: 2261
- Number of respondents hitting/landing on the initial page of the survey: 703
- Number of respondents who answered at least one question and are either, a terminated survey or a mid-refusal/drop out: 217
- Number of completed surveys: 372
- Calculated response rate (based on those coming to Survey’s website):  $372/703=52.9\%$

After data cleaning, the total number of respondents included n=1761 in the general population, in addition to n=774 in the oversample surveys.

Overall response rate:  $2287/5148=44.4\%$

## **5. Weighting**

The n=1761 file is the base “genpop” fielding. It will contain people from the "special segments" that were found in the general public by chance.

The n=774 file contains the responses from the "special segments" that were oversampled PLUS those that were found by chance in the general public. Although the completed responses from the genpop file will have been weighted (as outlined above) no other weights are applied while running this file.

The n=774 and n=1761 files can be combined into a single dataset with the duplicates between the two samples removed.

A variable “WT” was created to weight this sample according to an N of 1500 and national proportions of province/gender/age.

A variable “QTOT” uses the entire sample n=2287.

The variable “OVERSAMPLE” indicates whether the data came from the base field or from the oversample field.

Means, or “M” variables, have had the DK/refused answers removed from the sample.

Any variable ending with an extra “A” in their name indicates that a collapsed scale was generated.

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## **6. Coding Guide**

### **Open-ended Coding**

/Q5

- 1 "Post-Secondary Education/Education"
- 2 "The economy"
- 3 "Health Care"
- 4 "Elderly Care"
- 5 "The Environment"
- 6 "Childcare"
- 7 "Taxes"
- 8 "Crime/Justice/The Law"
- 9 "Immigration"
- 10 "Jobs/Wages"
- 11 "Pensions"
- 12 "Government debt/deficit"
- 13 "Canada's standing in the world"
- 14 "Defence"
- 15 "Foreign Aid"
- 17 "Poverty/Rich vs Poor/Housing"
- 18 "Morals/Ethics"

- 19 "Minority/Aboriginal/Native Issues"
- 20 "All of Above/Everything"
- 21 "Harper Gov't/Gov't/Dictatorship"
- 22 "Women's Issues/Rights/Abortion"
- 888 "Other"
- 999 "Don't Know/Refused"

/Q52

- 1 "Corruption/Dishonest Politicians"
- 2 "Health Care"
- 3 "Jobs"
- 4 "Economy"
- 5 "Appointed Senate/Elected Or Remove"
- 6 "Electoral System/Not Equal Represented"
- 7 "Immigration"
- 8 "Money/Big Business Runs Politics"
- 9 "Voter Turnout/Apathy"
- 10 "Taxes"
- 11 "Party Line Politics"
- 12 "Not A True Democracy"
- 13 "Poverty/Distribution of Wealth"
- 14 "Too Slow/Red Tape/Nothing Gets Done"
- 15 "PM/Gvt Too Much Power/Not Accountable"
- 16 "Cater To Special Interest/Minorities"
- 17 "Need Votes/Plebiscites/Referendums"
- 18 "Need Fixed Elections/Dates"
- 19 "Politicians Lie/Don't Keep Promises"
- 20 "Parties Bickering/Not Working Together"
- 21 "Justice System/Crime/Penalties/Laws"
- 22 "Patronage"
- 23 "More Equality/Fairness"
- 24 "Election is Expensive/Too Many Elections"
- 25 "Politicians Are Self-serving"
- 26 "U.S. Style Politics/Attack Ads"
- 27 "Mismanagement Of Public Funds"
- 28 "Seniors Programs"
- 29 "Works Well/Is Good"
- 30 "Differences between Quebec/Rest of Cda"
- 888 "Other"
- 996 "None/Nothing/No Problem"
- 999 "Don't know/Refused"

/Q53

- 1 "Right/Freedom To Vote/Run/Accountable"
- 2 "Multi-party/Parliamentary System"
- 3 "Charter Of Rights/Free Religion/Culture"
- 4 "Freedom Of Speech"
- 5 "Equality/Fairness/Opportunity"
- 6 "Health Care/Social Programs"
- 7 "It Works/Good Place to Live/Tolerant"
- 8 "Economy/Jobs/Taxes/Banking System/Money"

- 9 "Environment"
- 10 "Good Judicial System/Crime Rate/Police"
- 11 "Politicians/Govt Listens/Tries/Cares"
- 12 "Foreign Relations/Help Poor/Countries"
- 13 "Not a Democracy/Doesn't Work/Be Better"
- 888 "Other"
- 996 "Nothing"
- 999 "Don't know/Refused"

/Q59

- 1 "Employed"
- 2 "Self-employed"
- 3 "Unemployed/laid off"
- 4 "Homemaker"
- 5 "Retired"
- 6 "Student"
- 8 "On Disability/Disabled/Leave"
- 9 "Maternity Leave"
- 888 "Other"
- 999 "Refused"

/Q61C

- 1 "Southeast Asia/Vietnam/Thailand/Korea"
- 2 "USA"
- 3 "UK/Scotland/Ireland"
- 4 "Yugoslavia/Ukraine/Slovakia/Other Euro"
- 5 "Trinidad/Tobago/Jamaica/Caribbean"
- 6 "Netherlands/Sweden/Switzerland"
- 7 "Mediterranean Area/Countries"
- 8 "Russia"
- 9 "African Continent"
- 10 "Iran/Pakistan/UAE"
- 11 "India/Bangladesh"
- 12 "Hong Kong/China"
- 13 "Germany/Austria"
- 14 "France"
- 15 "Columbia/Mexico/South America"
- 888 "Other"
- 999 "Don't Know"

/Q62

- 1 "White"
- 2 "Aboriginal/First Nations"
- 3 "Arab/Middle Eastern"
- 4 "Asian/South Asian"
- 5 "Black"
- 6 "Hispanic/Latino"
- 8 "Mixed"
- 9 "East Indian"
- 10 "Jewish"

12 "Canadian"  
13 "European"  
888 "Other"  
999 "Refused"

/Q63

1 "None"  
2 "Buddhist"  
3 "Catholic"  
4 "Protestant"  
5 "Orthodox Christian"  
6 "Other Christian"  
7 "Hindu"  
8 "Jewish"  
9 "Muslim"  
10 "Sikh"  
12 "Pagan"  
13 "Spirit"  
14 "Wiccan"  
888 "Other"  
999 "Refused"

/Q64

1 "French"  
2 "English"  
4 "Tagalog"  
5 "Russian"  
6 "Ukrainian/Romanian/Serbian/Hungarian"  
7 "Punjabi/Urdu/Hindi"  
8 "Portuguese/Spanish"  
9 "German"  
10 "Polish"  
12 "Italian"  
13 "Dutch/Finnish/Swedish/Friesian"  
14 "Korean/Vietnamese/Japanese/Thai"  
888 "Other"  
999 "Refused"