

Description of Sample and Data Collection

- I. **Country:** *Canada.*
- II. **Type of Election:** *Parliamentary.*
- III. **Date of Election:** *June 2, 1997.*
- IV. **Organization that conducted the Survey Field Work:** *Institute for Social Research, York University (Toronto, Ontario).*
- V. **Investigators responsible for data collection:** *The 1997 Canadian Election Study team:*

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- VI. **Study Design:** *Rolling Cross-Section Pre/Post Panel Study Design.*
- VII. **Dates of Interviewing:**
 - a) Pre-election study: *April 27 through June 1, 1997*
 - b) Post-election study: *June 3 through August 3, 1997*
Mail-back survey: *June 19 through October 24, 1997*

VIII. Mode of Interview:

- a) *The pre-election study and post-election study were conducted by telephone.*
- b) *Mail-back survey.*

IX. Sampling Design and Procedures:

1. **Eligibility Requirements:** *Canadian citizens, 18 years of age and older, who speak one of the official languages.*
2. **Persons excluded from the Sample Frame:**
 - a) *No regions were excluded from the sample frame.*
 - b) *Citizens who do not reside in private homes (i.e. residents of old age homes, group homes, educational and penal institutions) were excluded from the sample.*
 - c) *Military personnel: If living in private residences, military personnel were included. Otherwise, they were excluded from the sample frame.*
 - d) *Estimated percentage of households without a phone: 2% (Source: Statistics Canada, Household Inventory and Facilities Equipment Surveys, Ottawa 1991).*
 - e) *Unlisted phone numbers: Because Computer Assisted Telephone Interviewing (CATI) techniques with Random Digit Dialing (RDD) technologies were used, unlisted numbers were included.*
 - f) *Other persons exclude: .*
 - g) *Estimated total percentage of eligible population excluded from the sample frame: .*

3.2. Sampling Method (telephone):

- a) *The sample was drawn using a two-stage probability selection mechanism. First, households were randomly selected using household telephone number. Then, the respondent was selected from within the household using the "next birthday" method (O'Rourke and Blair 1993).*
- b) *A random digit dial (RDD) sample was used to select households.*
- c) *A selection table was not used to select the respondent from within the household. Instead the "next birthday" method was used.*
- d) *Designating a sample line 'non-sample': If a) all members of the household were ineligible, b) the sample line was non-residential, c) there was no answer after 2-4 calls per day over 10 days, or d) the sample line was a non-working number.*
- e) *Non-sample replacement methods are the same as those described above.*

4. Compliance:

- a) Pre-Study Strategies: *No incentives (i.e. letters, payment, token gifts, etc.) were used.*
- b) During the field period:
 - Maximum number of contacts before declaring it a non-sample: .
 - Maximum number of contacts before declaring it a non-interview: *40.*
 - Maximum number of contacts over which a household was contacted: *10.*
 - Did the interviewers vary the time of day at which they contacted the household? *Yes.*
- c) Refusal conversion:
 - Was an effort made to persuade respondents who were reluctant to be interviewed? *Yes.*
 - Were respondents who were reluctant to be interviewed sent a letter persuading them to take part? *No.*
 - Was payment offered to respondents who were reluctant to take part? *No.*
 - Were respondents who were reluctant to be interviewed turned over to a more experienced interviewer? *Yes.*

X. Response Rate:

Total number of sample lines issued: *8,748.*
Total number of completed interviews: *3,949.*
Total number of refusals: *2,024.*
Number never contacted: *406.*
Other non-response: *928.*
Number lines non-sample: *1,071.*
Response rate: *51%.*

XI. Panel Attrition:

- a) Total number of respondents in campaign period study (CPS): *3,949.*
- b) Number of (CPS) respondents re-interviewed in post-election study (PES): *3,170.*
 - Number of (CPS) respondents re-interviewed in mailback study: *1,851.*
- c) % Panel attrition: *PES (20%). Mailback (42%).*

d) Panel attrition by age (unweighted):

<u>Post-Election Study</u>	<u>Mailback Study</u>
18-25: 21%	18-25: 23%
26-40: 82%	26-40: 65%
41-64: 18%	41-64: 48%
65+: 23%	65+: 51%

e) Panel attrition by education (unweighted):

<u>Post-Election Study</u>		<u>Mailback Study</u>	
<i>No education:</i>	30%	<i>No education:</i>	80%
<i>Incomplete Elementary:</i>	25%	<i>Incomplete Elementary:</i>	75%
<i>Complete Elementary:</i>	30%	<i>Complete Elementary:</i>	66%
<i>Incomplete Secondary:</i>	25%	<i>Incomplete Secondary:</i>	59%
<i>Complete Secondary:</i>	20%	<i>Complete Secondary:</i>	53%
<i>Incomplete University:</i>	12%	<i>Incomplete University:</i>	48%
<i>Complete University:</i>	14%	<i>Complete University:</i>	44%

XII. Sample Weight:

- a) Are the data weighted? *A weight variable, CPSNWGT1 was submitted with the data.*
- b) *The weight intends to compensate for disproportionate probability selection at region and household level.*
- c) *The weight does not attempt to compensate for demographic discrepancies between the data and the population.*
- d) *The weight does not attempt to compensate for non-response.*
- e) *The 1997 Canadian Election Study: Technical Documentation provides a very thorough description of the construction and appropriate uses of the weight variables. First, the national weight attempts to compensate for the over-sampling and under-sampling of the various provinces. Some provinces were intentionally over-sampled to ensure that reliable cross-regional comparison could be made. The household weight was constructed in the following way: First, the total number of weighted cases is calculated (number of cases for each given size of household times the number of adults in the household). In the campaign period study, there are 7811 weighted cases. Then, the weighted cases are adjusted to the original sample size, 3949. Then the weight is calculated to reflect the adjustment necessary to produce the total number of weighted cases.*

XIII. Description of interviewers: .

Description of interviewer training: .

XIV. Comparison of Sample to Population:

<u>Age</u>	<u>Population Estimates^a</u>	<u>Sample Estimates</u>	
		<u>Unweighted</u>	<u>Weighted</u>
18-25:	12.3%	11.4%	14.5%
26-40:	32.3%	35.4%	33.2%
41-64:	39.1%	38.2%	39.7%
65+:	16.25	15.1%	12.6%

^aSource: 1996 Canadian Census.

<u>Age</u>	<u>Population Estimates^a</u>	<u>Sample Estimates</u>	
		<u>Unweighted</u>	<u>Weighted</u>
<i>No education:</i>	NA	0.3%	0.3%
<i>Incomplete Elementary:</i>	NA	2.3%	1.8%
<i>Complete Elementary:</i>	11.3%	3.7%	3.3%
<i>Incomplete Secondary:</i>	18.8%	17.2%	16.1%
<i>Complete Secondary:</i>	46.6%	47.7%	49.3%
<i>Incomplete University:</i>	9.0%	7.9%	7.6%
<i>Complete University:</i>	14.3%	21.0%	21.6%

^a Statistics Canada, Labor Force Historical Review 1998.

XV. Language used in interviews: *English and French.*

