

AmericasBarometer 2021: Canada

Technical Information

| Country | Year | Sample Size | Weighted/Unweighted | Fieldwork dates |
|----------------|-------------|--------------------|----------------------------|--|
| Canada | 2021 | 2,201 | Weighted | July 2 nd - July 7 th 2021 |

LAPOP LAB AmericasBarometer 2021 Survey Round

LAPOP Lab is a pioneer in survey research methods in the Latin America and Caribbean (LAC) region. LAPOP Lab's AmericasBarometer is a unique tool for assessing the public's experiences with democratic governance. The AmericasBarometer permits valid comparisons across individuals, regions, countries, and time, via a common core questionnaire and standardized methods.

The 2021 AmericasBarometer represents the 9th round of this comparative project. In 2020 and through 2021, for surveys in the LAC region, LAPOP Lab switched from its conventional data collection mode (Face-to-Face household surveys) to Computer-assisted Telephone Interviewing (CATI). We made this change in order to minimize risks associated with the COVID-19 pandemic.

This change affected our sampling strategy. LAPOP Lab has traditionally designed complex, area probability samples using censuses as sampling frames to select survey respondents¹. With the adoption of CATI, LAPOP Lab transitioned to Random-Digit Dialing (RDD) using mobile phone numbers as sampling frames. This sampling method has the advantage of covering a more dispersed sample of the population relative to Face-to-Face (FtF), although it only includes individuals who have access to functioning mobile phones. In addition, RDD can more easily incorporate certain hard-to-reach populations.

Classic sampling methods in the U.S. for telephone survey research have typically involved list-assisted landline RDD (AAPOR Cell Phone Task Force 2010).² More recently, however, survey methodologists have incorporated mobile phone numbers into sampling frames. In some cases,

¹ In some cases, such as Mexico, voter registry information is combined with census data to create the sampling frame.

² AAPOR. 2010. "Cell Phone Task Force Report: New Considerations for Survey Researchers When Planning and Conducting RDD Telephone Surveys in the U.S. With Respondents Reached via Cell Phone Numbers." AAPOR.org.

such as the U.S., dual sampling frames that include landline and mobile phone numbers are considered best practice in CATI studies. While this has been the case in the U.S., there is comparatively lower landline coverage in the LAC region. Data from the AmericasBarometer show that from 2004 to 2018/19, landline coverage in LAC households declined from 42 to 28%. In contrast, mobile phone coverage increased from 33 to 90% in the same period.

A World Bank report³ corroborates the high rate of mobile phone penetration found in the AmericasBarometer. The report shows that as early as 2012, nearly 98% of the region's population had access to mobile phones, and 84% of LAC households had a subscription with some type of mobile service. A more recent report by the International Telecommunication Union (UTI) shows that in 2018, mobile penetration reached 104% in Latin America, just below East and Central Europe, where this metric reaches 154%, and Western Europe, where it reaches 129%. After a cost/benefit analysis, LAPOP Lab determined that using a single frame of mobile phone numbers is relatively more efficient than using dual frames.⁴

With the exception of the U.S. and Canada AmericasBarometer surveys (that are carried out through self-administered online surveys), LAPOP Lab carried out single frame mobile phone interviews in partnership with local survey firms throughout the Americas. All data in the LAC region were collected with SurveyToGo© (STG), a data collection and management software that runs on Windows, and Android and iOS tablets and phones. Survey firms utilized predictive, automatic, or manual dialing systems to make the calls. For quality control purposes, firms recorded and stored in a secured cloud domain the audio of the 100% of the interviews.^{5,6} In the 2021 AmericasBarometer, LAPOP Lab has continued a tradition of innovation, with improvements in monitoring interview quality on a daily basis during the course of fieldwork.⁷

The target sample size for LAC region countries in the 2021 AmericasBarometer was 3,000 interviews with an overall length of about 25 minutes. To achieve this goal the questionnaire was a split-design, with approximately half the respondents randomly assigned to "Core A" and about half randomly assigned to "Core B". Users are advised to consult the questionnaires for more information. Variables names starting with CA and CB in the questionnaire refers to Core A and Core B respectively. Also, each dataset contains a variable called "**core_a_core_b**" that distinguish questions included in each core.

³ World Bank. 2012. Information and Communications for Development 2012: Maximizing Mobile. Washington, DC: World Bank. DOI: 10.1596/978-0-8213-8991-1; website: <http://www.worldbank.org/ict/IC4D2012>.

⁴ For more information, see "Sampling in the 2021 Round of the AmericasBarometer: Transitioning from Face-to-face to Telephone Sample Design." (forthcoming)

⁵ LAPOP Lab does not make available any direct identifiers. During datasets processing, LAPOP Lab ensures anonymity and minimizes the risk of breaches of confidentiality.

⁶ Due to the increasingly sensitive situation in Nicaragua, LAPOP lab decided not to record the interviews in that country in order to offer survey participants an additional layer of privacy.

⁷ For more information about quality control, see <https://www.vanderbilt.edu/lapop/insights/IMN008en.pdf>

For the 2021 AmericasBarometer, LAPOP Lab collected data in 22 countries in the Americas, from January to August 2021. All country datasets and reports available for download for free at www.LapopSurveys.org.

2021 AmericasBarometer: Canada

This survey was carried out between July 2nd and July 7th of 2021, as part of LAPOP's AmericasBarometer 2021 wave of surveys. It is a follow up to the national surveys of 2006, 2008, 2010, 2012, 2014, 2017 and 2019 carried out by the Latin America Public Opinion Project (LAPOP). The 2021 survey fieldwork was carried out by The Environics Institute on behalf of LAPOP). Key funding came from the Vanderbilt University and The Environics Institute for Survey Research.

Questionnaire pretesting took place between June 24th and June 29th, 2021. Survey questionnaire was programmed in English and French. A full copy of the 2021 AmericasBarometer Canada questionnaire can be found at LAPOP's website at www.LapopSurveys.org.

The Environics Institute Canada sample is drawn using a disproportionate stratified sample of 2,201 Canadians, 18 years of age and older. Quotas were set to ensure that the number of collected responses per region would allow for analysis at both the Canada-wide as well as the individual region level. The Environics Institute interviewed a larger pool of opt-in panelists who were then matched to the sample to produce the final dataset. The respondents were matched on region, gender and age. The sample was weighted by region, age, gender, education and language to match the country's population, based on the 2016 Canada Census.

Table 1 shows the unweighted sample size in each of the three regions (strata) and by demographic characteristics.

Table 1: Sample sizes by Strata and demographic characteristics in the 2018/19 AmericasBarometer Survey in Canada

| | Unweighted Sample Size | Weighted Sample Size |
|---------------|------------------------|----------------------|
| Strata | | |
| Western | 950 | 628 |
| Central | 1,001 | 1,413 |
| Atlantic | 250 | 159 |
| Age | | |
| 18-25 | 233 | 232 |
| 26-35 | 422 | 416 |
| 36-45 | 397 | 389 |
| 46-55 | 327 | 346 |
| 56-65 | 364 | 358 |

| | | |
|---------------|--------------|-------|
| 66+ | 367 | 369 |
| Gender | | |
| Male | 1,066 | 1,033 |
| Female | 1,045 | 1,109 |
| Other | 8 | |
| Total | 2,201 | |

Weighting of the Canada datasets

The dataset contains a variable called “wt” which is the “country weight” variable. Since in the case of the Canada the sample is not self-weighted, the weight factor (“wt”) should be used to produce cross-time comparisons. When using this dataset for cross-country comparisons, in order to give each country in the study an identical weight in the pooled sample, LAPOP reweights each country data set in the merged files so that each country has an N of 1,500. The weight variable for cross-country comparisons is called “weight1500.” In SPSS, this is done via the “weight” command. Weights are already activated in SPSS datasets. In Stata, one should use the svyset command to weight the data and declare the sampling information to correctly compute standard errors that take into account the design effects. The command for single country, single year studies is: **svyset upm [pw=wt], strata(estratopri)**. For cross-country and/or cross-time studies, the command is: **svyset upm [pw=weight1500], strata(strata)**. These declarations have been made in Stata datasets. However, you must use the svy prefix with estimation commands to compute the weighted statistics and correct standard errors (see help svy_estimation within Stata for more information).

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