

University of
Lethbridge



Federal Election Survey

Wave 3

Technical Report

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Submitted by:



NRG Research Group

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Methodology

This section presents the survey design, population definition, response rate, sampling information, data collection dates and weighting used for Wave 3 of the University of Lethbridge’s Federal Election Survey. Wave 1 was fielded in December 2014, Wave 2 was fielded in October and November 2015, and Wave 3 was fielded in May and June of 2016, seven months after the October 19, 2015 federal election.

Survey Design

Researchers on the project from the University of Lethbridge and the Université de Montréal designed the online survey instrument, with consultation from NRG Research Group regarding refinements for online scripting. The questionnaire consisted of a total of 94 questions, of which 92 were closed-ended choice-based questions and 2 were open-ended. The questionnaire was divided into eight sections:

- Demographics
- Internet
- Political Attitudes
- Information Gathering
- Political Knowledge
- Political Participation I
- Political Participation II
- Government

Dates of Data Collection

Wave 3 of the Federal Election Survey was in field from May 12 to June 9, 2016.

Time to Complete

On average it took participants 20.10 minutes to complete the online survey.

Invitations and Survey Reminders

Survey invitations and reminders were sent based on the previous waves respondents had completed:

- Group 1 included people who completed Wave 1 and Wave 2;
- Group 2 included people who completed only Wave 1;
- Group 3 included people who completed only Wave 2.

The schedule of invitations and reminders is as follows:

- Group 1: 1,179 invitations were sent May 13th, with reminders sent on May 20th and May 26th;
- Group 2: 907 invitations were sent May 20th, with reminders sent on May 26th and June 6th;
- Group 3: 375 invitations were sent May 12th to a selection for a pretest, with all remaining Group 3 members receiving invitations on May 26th, and reminders on May 31st and June 6th.

Response Rate

For Wave 2 of the Federal Election Survey, 2,461 survey invitations were sent to the Research Now national panel. Of these:

- 1,000 verified respondents completed the survey (40.6% of total survey invitations).
- 1,092 started the survey (44.3% of total survey invitations);
- 6 were not eligible (terminated because they did not answer the initial demographic questions or did not meet the required screening criteria);
- 86 were partial completions (those who began to answer the questionnaire but did not reach the end of the survey).

The following table shows the relative completion counts across all three waves of the study.

Wave over Wave Tracking Rates

Wave	Total n	Total Wave 1	Total Wave 1 & 3	Total Wave 2 & 3	Total Wave 1, 2 & 3
1	3,000	N/A	N/A	N/A	N/A
2	2,000	1,179	N/A	N/A	N/A
3	1,000	N/A	153	217	630

Please note, the number of email bouncebacks is not tracked by Research Now.

Population Definition

The sampling frame for Wave 3 of the Federal Election Survey were Canadians, 18 years and older, excluding the Territories (Yukon, Northwest Territories, Nunavut). Quotas were not set for this Wave of the study, as the priority was to have as many participants who had responded to a previous wave of the study as possible. The survey results were weighted to the General Population proportions used in the previous waves, based on six regions: British Columbia (BC), Alberta (AB), Saskatchewan/Manitoba (SK/MB), Ontario (ON), Quebec (QC) and New Brunswick/ Nova Scotia/ Prince Edward Island/ Newfoundland & Labrador (Atlantic). The table below provides population estimates for the provinces by these regions.

Regions	Pop, 2011*	% of Can pop, 2011	% in Wave 3
Ontario	12,851,821	38.5%	34.1%
Quebec	7,903,001	23.7%	15.0%
Atlantic	2,327,638	7.0%	11.3%
SK/MB	2,241,679	6.7%	11.8%
Alberta	3,645,257	10.9%	12.9%
British Columbia	4,400,057	13.2%	14.9%
Total Provinces: Canada	33,369,423	100%	100%

*Source: Statistics Canada, 2011 Census

Age and Gender	Count	Proportion of Sample
Male 18 to 34	124	12.4%
Male 35 to 54	205	20.5%
Male 55+	204	20.4%
Female 18 to 34	94	9.4%
Female 35 to 54	173	17.3%
Female 55+	200	20.0%

After data collection, the survey responses were weighted to reflect the 2011 Census population proportions in terms of regions and age and gender within the region. The weighting procedure is outlined in the next section, **Weight Variables Used in Survey**.

Weight Variables Used in Wave 3

The weighting was done by age, gender and region to match the actual national proportions. The exact weights applied to the Wave 3 data are in the table below.

	Manitoba &					
	Atlantic	Quebec	Ontario	Saskatchewan	Alberta	British Columbia
Male 18 to 34	0.56	1.88	1.23	1.00	0.95	0.95
Male 35 to 54	0.68	1.48	0.92	0.48	0.95	0.67
Male 55+	0.42	1.14	1.00	0.44	0.60	0.88
Female 18 to 34	0.60	3.20	1.64	0.82	1.55	1.29
Female 35 to 54	0.87	1.34	1.14	0.73	0.95	1.00
Female 55+	0.88	1.85	1.13	0.38	0.52	0.90

Weights for Survey Completion Subsets

In order to compare various questions over various waves, a total of 7 weight variables were constructed, each of which is weighted to the general population specs shown above. They are shown in Appendix 1 of this report. The calculated weights are partially nested, and include the following:

- **Weight 1:** Participants who completed the first wave of the study;
- **Weight 2:** Participants who completed the second wave of the study;
- **Weight 3:** Participants who completed the third wave of the study;
- **Weight 4:** Participants who completed Wave 1, Wave 2 and Wave 3;
- **Weight 5:** Participants who completed Wave 1 and Wave 2, but not Wave 3;
- **Weight 6:** Participants who completed Wave 1 and Wave3, but not Wave 2;
- **Weight 7:** Participants who completed Wave 2 and Wave 3, but not Wave 1.

Of note is the fact that over the course of the survey, a portion of participants have changed age groups (e.g., they were 34 (and in the 18-34 age group) when the survey started and 36 in Wave 3 (in the 35-54 age

group for Wave 2 and Wave 3), or they have moved between provinces (e.g., they lived in Alberta in 2014, and moved to Ontario in 2015). As such, the weights for each group differ somewhat between waves.

Panel Sampling Information

Sample for the Federal Election Survey, Wave 1, Wave 2, and Wave 3 was provided by Research Now, a Canadian provider of online panel sample. Research Now has approximately 400,000 participants in its national Canada-wide online research panel.

Recruitment of Panelists

Research Now utilizes multiple recruitment sources to enroll individuals into their national panel. The panel is recruited by email, online marketing, and by invitation, with over 300 online and offline affiliate partners (national brands) and targeted website advertising. As well, in partnership with local and global leading brands, Research Now also uses a “by-invitation-only” panel recruitment model to enroll pre-validated individuals or individuals with known characteristics into their panels. This specialized recruitment model enables them to strategically engage hard-to-reach audiences that typically do not seek out and join online panels. By utilizing multiple recruitment methods Research Now is able to recruit a diverse set of “everyday” members of the general population to participate in their panels.

Verifying Panelists

Research Now employs a number of techniques for validating the profiles of panelists. Upon enrolment into the panel, panelists are automatically checked for duplicate e-mail addresses. Panelists are also tested with a “trap” question in the recruitment screener and flagged up if they provide illogical answers.

Following initial registration, there are additional checks to identify potentially fraudulent or duplicate panelists including a check for matches across several demographic variables such as name, address, postal code, date of birth, password and email address prefix.

Utilizing Digital Fingerprinting technology, Research Now employs over 100 data points from a respondent's browser and operating system to create a unique ID or “fingerprint” for their computer. This means they are able to detect if more than one respondent is participating in a survey from the same computer. Any duplicate registrations are unable to become a panel member.

Panelist Rewards

Research Now panelists receive rewards for participating in all surveys; these include cash, items or reward points. The amount or type of reward varies for each survey but is clearly stated in the invitation email and related to the survey length, interest and complexity. Once a panelist's reward balance reaches a pre-established point value, they can redeem their rewards.

Sampling Method

Research Now pulls sample files randomly, and has the ability to exclude respondents on past participation from previous research studies. Sample deployment is controlled using their internal panel management system, and they are able to manage sample/respondent invitations in batches, by time zone, and by geography. With hundreds of segmentation variables, Research Now targets respondents in most instances based upon the survey topic and defined sample frame, when targeting is appropriate. The Wave 2 sample for the Federal Election Survey initially targeted respondents from Wave 1 and Wave 2.

Geo-IP Validation

Upon sample deployment, Research Now uses technology to identify the location from which a respondent is completing a survey. If the IP Address location of the respondent's computer does not match the targeted location of the survey, then the respondent is blocked from completing the study. If a respondent is flagged for multiple Geo-IP conflicts, a veracity audit is triggered to validate the legitimacy of the panel member.

Compliance with Market Research Industry Standards

Research Now's panel complies with, or exceeds, all applicable market research industry standards published by: the Marketing Research and Intelligence Association (MRIA, Canada), Council of American Survey Research Organization (CASRO, US), the Market Research Society (MRS, US), European Society for Opinion and Market Research (ESOMAR), the Market Research Society (MRS, UK), the Australian Market & Social Research Society (AMSRS, Australia) and BVM (Germany).

APPENDIX 1

Weight 1, Wave 1

Gender and Age	Atlantic	Quebec	Ontario	Manitoba & Saskatchewan	Alberta	British Columbia
Male 18 to 34	0.59	1.02	1.13	0.81	1.06	1.13
Male 35 to 54	0.75	1.04	1.14	0.67	1.07	0.92
Male 55+	0.70	1.08	1.18	0.66	0.96	1.00
Female 18 to 34	0.66	1.13	0.89	0.75	1.59	1.29
Female 35 to 54	0.62	0.95	1.25	0.62	0.88	1.12
Female 55+	1.07	1.17	1.32	0.52	0.68	0.85

Weight 2, Wave 2

Gender and Age	Atlantic	Quebec	Ontario	Manitoba & Saskatchewan	Alberta	British Columbia
Male 18 to 34	0.72	1.23	1.01	0.87	0.84	0.69
Male 35 to 54	0.81	1.01	1.22	0.63	1.27	0.96
Male 55+	0.57	0.84	1.37	0.59	0.83	1.05
Female 18 to 34	0.53	1.28	0.86	0.67	0.97	1.24
Female 35 to 54	0.62	1.09	1.14	0.79	1.25	1.28
Female 55+	1.43	1.12	1.38	0.52	0.80	1.04

Weight 3, Wave 3

Gender and Age	Atlantic	Quebec	Ontario	Manitoba & Saskatchewan	Alberta	British Columbia
Male 18 to 34	0.56	1.88	1.23	1.00	0.95	0.95
Male 35 to 54	0.68	1.48	0.92	0.48	0.95	0.67
Male 55+	0.42	1.14	1.00	0.44	0.60	0.88
Female 18 to 34	0.60	3.20	1.64	0.82	1.55	1.29
Female 35 to 54	0.87	1.34	1.14	0.73	0.95	1.00
Female 55+	0.88	1.85	1.13	0.38	0.52	0.90

Weight 4, Wave 1

Gender and Age	Atlantic	Quebec	Ontario	Manitoba & Saskatchewan	Alberta	British Columbia
Male 18 to 34	0.44	2.02	1.19	0.63	1.42	1.03
Male 35 to 54	0.48	2.08	0.96	0.39	0.74	0.54
Male 55+	0.39	1.99	0.96	0.41	0.68	0.85
Female 18 to 34	0.63	2.88	2.27	0.71	1.79	1.62
Female 35 to 54	1.17	1.69	1.23	1.39	0.97	1.05
Female 55+	1.18	2.52	0.86	0.28	0.48	0.82

Weight 4, Wave 2

Gender and Age	Atlantic	Quebec	Ontario	Manitoba & Saskatchewan	Alberta	British Columbia
Male 18 to 34	0.47	3.36	1.28	1.58	1.42	1.26
Male 35 to 54	0.51	1.69	0.92	0.32	0.83	0.49
Male 55+	0.34	1.85	0.89	0.35	0.56	0.91
Female 18 to 34	0.71	2.88	2.43	0.95	2.14	1.89
Female 35 to 54	1.17	1.59	1.30	1.39	1.05	1.05
Female 55+	1.05	2.52	0.86	0.28	0.46	0.82

Weight 4, Wave 3

Gender and Age	Atlantic	Quebec	Ontario	Manitoba & Saskatchewan	Alberta	British Columbia
Male 18 to 34	0.47	4.03	1.67	1.58	1.62	1.42
Male 35 to 54	0.55	1.69	0.85	0.36	0.95	0.54
Male 55+	0.33	1.72	0.82	0.32	0.50	0.69
Female 18 to 34	1.13	5.04	2.62	0.95	2.14	1.89
Female 35 to 54	0.91	1.43	1.30	1.39	0.97	1.05
Female 55+	1.05	2.33	0.88	0.29	0.44	0.78

Weight 5, Wave 1

Gender and Age	Atlantic	Quebec	Ontario	Manitoba & Saskatchewan	Alberta	British Columbia
Male 18 to 34	1.65	0.68	3.64	1.37	2.47	3.29
Male 35 to 54	0.89	0.50	1.75	1.21	1.28	1.01
Male 55+	0.71	0.47	1.46	0.43	0.75	1.26
Female 18 to 34	1.24	0.76	2.28	1.65	1.87	2.47
Female 35 to 54	0.51	0.66	1.77	0.46	1.37	1.37
Female 55+	1.65	0.54	1.56	0.51	0.68	0.75

Weight 5, Wave 2

Gender and Age	Atlantic	Quebec	Ontario	Manitoba & Saskatchewan	Alberta	British Columbia
Male 18 to 34	1.65	0.80	2.65	1.37	3.29	4.94
Male 35 to 54	0.89	0.54	1.75	1.01	1.28	1.46
Male 55+	0.71	0.42	1.52	0.40	0.75	0.79
Female 18 to 34	1.24	1.03	2.70	2.47	1.87	1.98
Female 35 to 54	0.55	0.62	1.77	0.55	1.57	1.53
Female 55+	1.37	0.50	1.34	0.51	0.68	0.75

Weight 6, Wave 1

Gender and Age	Manitoba &					
	Atlantic	Quebec	Ontario	Saskatchewan	Alberta	British Columbia
Male 18 to 34	1.38	0.82	1.16	1.53	1.38	1.38
Male 35 to 54	1.99	2.19	0.89	1.68	0.64	1.22
Male 55+	0.66	0.78	1.04	0.84	0.57	1.17
Female 18 to 34	0.34	1.63	1.18	0.69	1.30	1.38
Female 35 to 54	0.99	1.10	1.89	0.42	0.77	0.96
Female 55+	1.15	1.05	1.21	0.50	0.35	0.80

Weight 6, Wave 3

Gender and Age	Manitoba &					
	Atlantic	Quebec	Ontario	Saskatchewan	Alberta	British Columbia
Male 18 to 34	1.38	1.63	1.35	1.53	2.75	1.38
Male 35 to 54	0.99	1.64	1.07	1.68	0.80	1.22
Male 55+	0.66	0.70	0.85	0.84	0.46	1.17
Female 18 to 34	0.46	4.90	1.65	1.38	2.60	1.38
Female 35 to 54	0.99	1.10	1.42	0.34	0.61	1.28
Female 55+	0.57	0.92	1.09	0.50	0.31	0.66

Weight 7, Wave 2

Gender and Age	Manitoba &					
	Atlantic	Quebec	Ontario	Saskatchewan	Alberta	British Columbia
Male 18 to 34	0.67	0.72	0.54	0.37	0.29	0.34
Male 35 to 54	0.97	1.20	1.74	1.23	1.57	1.34
Male 55+	1.46	0.77	4.55	2.46	-	2.58
Female 18 to 34	0.25	1.19	0.81	0.50	0.95	0.58
Female 35 to 54	0.58	1.38	0.79	0.49	1.49	0.93
Female 55+	1.68	2.69	15.90	1.46	-	5.82

Weight 7, Wave 3

Gender and Age	Manitoba &					
	Atlantic	Quebec	Ontario	Saskatchewan	Alberta	British Columbia
Male 18 to 34	0.66	0.78	0.69	0.44	0.36	0.44
Male 35 to 54	1.43	1.05	1.10	0.81	1.16	1.06
Male 55+	0.96	0.75	4.48	2.43	3.31	2.54
Female 18 to 34	0.28	1.41	0.79	0.50	0.75	0.66
Female 35 to 54	0.72	1.35	0.78	0.49	1.47	0.79
Female 55+	0.83	2.12	7.83	1.43	-	2.87