

AmericasBarometer 2023: Canada

Technical Information

Country	Year	Sample Size	Weighted/Unweighted	Fieldwork dates
Canada	2023	2,500	Weighted	July 20 th to August 4 th , 2023

LAPOP LAB AmericasBarometer 2023 Survey Round

The 2023 AmericasBarometer represents the 10th round of LAPOP Lab main project, which marks a significant milestone in the realm of public opinion research in the Americas. Over the past decade, the Americas Barometer has emerged as a leading source of data, providing valuable insights into the political, social, and economic landscape of the region. With its rigorous methodology and extensive coverage, the survey has been instrumental in understanding the diverse perspectives and attitudes of citizens across Latin America and the Caribbean. The AmericasBarometer permits valid comparisons across countries, and time, via a common core questionnaire and standardized methods. Over the years, the AmericasBarometer have interviewed over 385,000 respondents across the region.

In the 2023 round of the AmericasBarometer, LAPOP Lab switched back to its conventional data collection mode (Face-to-Face household surveys). At the heart of the survey's methodology lies a robust and complex sample design. Following the methodology of previous rounds, the 2023 AmericasBarometer continues to use the sample strategy introduced in the 2012 round of the surveys and also employed in the 2014, 2016/17 and 2018/19 rounds. This sample design continues to use, in almost all cases, the same stratification employed since 2004, making adjustments where necessary when census information is updated. The sample design aims for representative results at the primary stratum level, accounting for urban/rural areas and the size of municipalities. This approach ensures a thorough and nuanced understanding of public opinion across different geographic and demographic segments. By stabilizing primary sampling unit (PSU) and cluster sizes and employing Probability Proportional to Size (PPS) method for PSU selection, the survey maximizes efficiency and minimizes intra-class correlation.

As in previous round of the Americas Barometer, we conducted online surveys in the U.S. and Canada. In Haiti and Nicaragua CATI interviews were conducted using Random-Digit Dialing (RDD) using mobile phone numbers as sampling frames.

The quality control process for the Americas Barometer 2023 round continues using the LAPOP's Fieldwork Algorithm for LAPOP Control over survey Operations and Norms (FALCON). FALCON gathers information about each interview such as recordings, interviewer images, question and questionnaire timing, and interviewer performance indicators that are daily monitored during data collection to guarantee that each interview meet LAPOP Lab's quality control standards.

For the 2023 AmericasBarometer, LAPOP Lab collected data in 26 countries in the Americas, from January to August 2023. All country datasets and reports available for download for free at www.LapopSurveys.org.

The remaining pages of this technical note describe the sample design of the 2023 AmericasBarometer survey in Canada.

2023 AmericasBarometer: Canada

This survey was carried out between July 20th and August 4th of 2023, as part of LAPOP's AmericasBarometer 2023 wave of surveys. It is a follow up to the national surveys of 2006, 2008, 2010, 2012, 2014, 2017, 2019 and 2021 carried out by the LAPOP lab. The 2023 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.

Survey questionnaire was programmed in English and French. A full copy of the 2023 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 2,500 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. Based on a sample of this size, the results can be considered accurate to within $\pm 1.96\%$.

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 2023 AmericasBarometer Survey in Canada

	Unweighted Sample Size
Strata	
Western	1,000
Central	1,200
Atlantic	300
Total	2,500
Age	
18-25	376
26-35	445
36-45	426
46-55	394
56-65	403
66+	456
Total	2,500
Gender	
Male	1,240
Female	1,240
Other	20
Total	2,500

Response Rates in the 2023 AB survey in Canada

Below we show the number of participants invited from the panel to complete the survey, the number of participants that never accepted the invitation, and the total number of complete interviews. AmericasBarometer response rates are based on AAPOR's Standard Definitions. The response rate is the number of complete interviews with reporting units divided by the number of eligible reporting units in the sample.

Table 2: Response Rates in the 2023 AmericasBarometer Survey in Canada

Description	Participants
Complete Interviews	2,500
Break off/ Implicit refusal	646
Logged on to survey, did not complete any item	19
Unknown eligibility, non-interview	22,000
No eligible respondent	55
Response Rates	
RR1	9.93%
RR2	9.93%
RR3	10.09%

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).

For additional information, contact lapop@vanderbilt.edu.