

## General Election Voter Surveys Methodology Summary

- The population to be sampled for Elections BC's General Election Voter Surveys are members of the BC population, age 18 and over, who are eligible to vote in the 2013 Provincial General Election
- Live telephone surveys using random digit dialing (RDD)
- Telephone interviewing conducted using computer-assisted telephone interviewing (CATI) software using ASDE Survey Sampler to generate the random samples
- The RDD frame of ASDE Survey Sampler is based on a complete analysis of 120 million listed phone numbers in North America and the geo-coding of all telephone exchanges (area code + first three digits)
- Up to 15% of the sample frame comprised of cell phone numbers
- Sampling frame close to the entire population of British Columbia
- Up to 8 call backs per sample number according to a predetermined schedule generated by the software which rotates the time and day called to maximize the chances of contacting respondents
- To ensure that a potential respondent is randomly chosen within a household upon contact, the respondent will be selected by asking to speak with the person age 18 and over who has the next birthday
- Participants given the option of responding to the survey in English, Mandarin, Cantonese and Punjabi

### Maximum margin of error

Sample size	Maximum margin of error
1,000	+/- 3.1%
2,000	+/- 2.2%

### Sample and Quota plan

BC Development Regions*	Estimated pop, 2011*	% of BC pop, 2011	Raw sample based on % per region, n=1,000
<b>Mainland/Southwest (includes Metro Vancouver, Fraser Valley, Whistler, Sunshine Coast)</b>	2,763,628	60%	600
<b>Vancouver Island/Coast</b>	785,315	17%	170
<b>Thompson/Okanagan</b>	539,030	12%	120
<b>Kootenay</b>	152,833	3%	30
<b>Cariboo</b>	162,775	4%	40
<b>North Coast</b>	58,702	1%	10
<b>Nechako</b>	40,434	1%	10
<b>Northeast</b>	70,604	2%	20
<b>Total British Columbia</b>	4,573,321	100%	<b>1,000</b>

\*Source: Province of British Columbia, BC Stats, <http://www.bcstats.gov.bc.ca>

With the subsample proportions as a guide, quotas are set by age, gender and region to ensure the survey samples reflect that of the population of these regions and BC overall. After data collection, results are weighted to reflect the sample actual population proportions overall using the following weighting procedure:

- Using 2011 Census data, weight the data for each region back to the appropriate proportion of the overall BC population;
- Using 2011 Census data, the appropriate proportions of gender (male and female) and age groups (18-34, 35-54, 55+ -- similar to the surveys in 2009) by region are determined;
- This results in a 6 (Gender-Age groups) by 8 (Regions) matrix of proportions that sum to 1.000 (a hypothetical sample row for the Vancouver Island/Coast region is shown below);
- The obtained proportions for those same matrix cells are then calculated based on survey results;
- By dividing the obtained proportions into the parameter proportions, weights for each group are obtained. Each case is up- or down-weighted in accordance with its under- or overrepresentation in the sample.

#### **Pre-election Survey:**

- Survey intends to measure eligible voters' awareness of the electoral process in the period before the general election on May 14, 2013
- Conducted as daily, rolling cross-section of respondents (covering all regions), with a goal of obtaining approximately 34 completed surveys per day
- Field dates: April 15 – May 13, 2013

#### **Post-election Survey:**

- Survey intends to measure voters' satisfaction with the electoral process and to learn about non-voters' decisions not to participate and identify potential barriers to their participation
- Conducted by calling as many respondents as possible (in line with age, gender and regional quotas) during the immediate period after the provincial election starting on May 15, in order to meet targets of 1,000 non-voters and 1,000 voters
- Field dates: May 15 – May 27, 2013