



The WORLD VALUES SURVEY ASSOCIATION

www.worldvaluessurvey.org

World Values Survey Wave 7 in Canada: Sample Design.

Data collection took place in October 2020.

Target population was identified as Canadian citizens and permanent residents aged 18+. No upper age limit was applied. Migrants and refugees were not included into the sample. Only people residing in private households (non-institutionalized population) have been included into the sample.

Target sample size was N=4000.

For the sampling plan, the country was divided in six regions (Atlantic provinces, Québec, Ontario, Western provinces, British-Columbia and Northern Territories). The survey was conducted in each of the regions, except the last one (Northern Territories) because the population of this region is very small (0.3% of Canada) and the land is very vast (49.3% of Canada), so the data collection is difficult and expensive to execute.

The sampling model took into account the size of the cities and both big and smaller towns are proportionally represented. The rural population accounted for 20.3% of the sample (as per the distribution of the Canadian population).

No procedure was applied for selection of the respondent in the household since data collection was organized online, using an online panel.

Online survey was used as more than 91% of the Canadian population is connected to the Internet.

The survey was conducted every day of the week, 24 hours, as the survey took place online.

A pre-test of 30 interviews was conducted to check the quality of completed questionnaires and of the translation. Frequent checks were made throughout the data collection to ensure the quality of the data and the respect of sampling.

The survey received prior approval by the Concordia university Ethic Committee.

Weighting was applied with the following variables: age groups, education level, household income level, geographical location and mother language.