

Canadian Election Study

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CES 2011 / 2015

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Canadian Election Studies

• 1965

• 1968

~~• 1972~~

• 1974

• 1979

• 1980

• 1984

• 1988

• 1993

• 1997

• 2000

• 2004

• 2006

• 2008

• 2011

Design of the 2011 CES

- 4-wave panel survey
- 3 different modes

CES 2011

- Wave 1, campaign rolling cross-section:
 - 80% RDD, 20% panel
 - 37 days
 - 4308 respondents (116 per day)
 - telephone
 - 17 minutes
 - 89 questions

Campaign response rate

- 1988: 57%
- 1993: 63%
(RDD / panel)
- 1997: 59%
- 2000: 60%
- 2004: 53%
- 2006: 57%
(RDD / panel)
- 2008: 44%
- 2011: 41%
(RDD / panel)

CES 2011

- Wave 1, campaign rolling cross-section:
 - 80% RDD, 20% panel
 - 37 days
 - 4308 respondents (116 per day)
 - telephone
 - 17 minutes
 - 89 questions

CES 2011

- Wave 2, post-election:
 - 3264 respondents
 - 76% cooperation
(campaign respondents)
 - telephone
 - 23 minutes
 - 110 questions

CES 2011

- Wave 3, 'mailback':
- mailed at home and returned
- online (email and mail prompts)
- 1567 respondents
- 67% cooperation rate (contact information provided)
- 88% mail, 12% web
- 186 questions

CES 2011

- Wave 4, web:
 - online (email and mail prompts)
 - 2449 email addresses
 - 767 respondents
 - 31% cooperation
 - 110 questions

Survey design

- Equilibrium between
continuity and innovation

New elements in the 2011 CES

- Federal / provincial spending preferences
- Federal / provincial policy performance
- Link between salience and spending issues
- Contact with government programs
- More party leader traits
- More political participation questions
- More items about online activity
- More views about diversity
- More respondent personality traits
- Questions about residential mobility
- Web wave experiments

Design of the 2015 CES

- 3-wave traditional panel (4000 r.):
Campaign rolling cross-section (tel.),
Post-election (tel.), Mailback
- 3-wave web panel (8000 resp.):
Pre-campaign, Campaign rolling cross-
section, Post-election

Open call for proposals

- ces-eec.org