Canadian Election Study

Patrick Fournier

(Centre for the Study of Democratic Citizenship, Université de Montréal)
CES 2011 / 2015

- Fred Cutler (UBC)
- Patrick Fournier (Montréal)
- Stuart Soroka (McGill)
- Dietlind Stolle (McGill)
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>1972</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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