Canadian Election Study 2019: Methodological Note for the Online Sample, Kiss module

Sampling

Campaign Period Survey

We procured an online sample of 37,822 members of the Canadian general population through Qualtrics, with targets stratified on region and balanced on gender and age within each region. We aimed for 50% men and 50% women. We aimed to have 28% of our respondents aged 18-34, 33% aged 35-54 and 39% aged 55 and higher. Our provincial targets follow the relative demographic weights of the provinces. We also aimed to have 80% French and 20% English within Quebec, and 10% French within the Atlantic region.

Sampling for the Campaign Period Survey occurred from September 13th to October 21st [1], 2019. The survey instrument was presented on the Qualtrics online platform. Professor Simon Kiss' module was active between October 11th and October 19th, 2019.

The final sample for this module contains 2,339 respondents. Respondents were Canadian citizens aged 18 or over who were working for pay or self-employed.

Weights

The data for this module have been weighted using an iterative "raking" process, as provided by the ipfraking command in STATA15. Marginal values were successively weighted according to province, as well as gender, age group, and education level. All population data were taken from the 2019 Labour Force Survey, as provided by Simon Kiss.[2] A maximum of 200 iterations were completed. The dataset includes the weights produced as a variable, named "cps19_weight_general_lfs". Note that respondents from the territories do not have weights, as

---

[1] The survey was closed at 9:00am on October 21st.
[2] Labour Force Survey, 2019, annualized. For age and employment, the table is Table: 14-10-0327-01. For all others it is Table: 14-10-0020-01

they were not included in the sampling frame, because data collection in the territories is too sparse to be representative.

Data Quality

Incomplete responses, duplicate responses of previous respondents, speeders, straightliners, and respondents whose postal code didn't match their province have all been removed from the data already.

A small portion of the remaining respondents have been flagged by less-severe data quality checks, but as these responses may still be useful they have been kept in the data. These were "inattentive" respondents, who took more than 60 minutes to complete the survey, and "initial duplicate" respondents, which means they took the survey again later, but that this was their initial response. These respondents are identified by the variables `cps19_inattentive`, `cps19_duplicates_flag`, `pes19_inattentive`, and `pes19_duplicates_flag`. In addition, a small number of respondents completed the core CES questions but did not finish the survey.

Thanks and Acknowledgements

The survey sampling, programming, and weighting were performed by, or under the supervision of, Laura Stephenson, Allison Harrell, Peter Loewen and Daniel Rubenson. They are professors of political science at the University of Western Ontario, l'Université de Québec à Montréal, the University of Toronto and Ryerson University, respectively. Benjamin Allen Stevens, Joanie Bouchard, Laura French, and Katherine Sullivan assisted them in this task.