

Building Infrastructure & Alliances to Meet Common Goals: “The Creation of a Canadian Public Opinion Data Index”



IASSIST

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Today's Two Part Discussion

Creating a Canadian Opinion Index:

- ◆ **Statement of Need**
- ◆ **Partners**
- ◆ **Objectives of the Program**
- ◆ **Scope of the Pilot**
- ◆ **Process**
- ◆ **Access**
- ◆ **Next Steps**

The Index Today:



- ◆ **CPOLL**
- ◆ **Beyond the Toplines...**

Statement of Need

Purpose:

**Enhance Understanding
of Canadian-U.S. Relations**

Vehicle:

Public Opinion Data

Rationale:

- ◆ **Value of Public Opinion in a Democracy**
- ◆ **Coverage of the Data Collection**
- ◆ **Topically, the collection is wide reaching**

Statement of Need

Canadian holdings:

- ◆ 600 Dataset files since 1942
- ◆ Thousands of reports and releases 1941-2006
- ◆ Potentially 50,000 survey questions total

Finding aids:

- ◆ Catalog of holdings contains brief abstracts for most of the dataset holdings
- ◆ No finding aids available for reports/releases

Quantitative scholarly research using Canadian opinion data is hindered, not by the lack of good data,

but rather by lack of appropriate discovery aids to let researchers into the collections.

The Road to CPOLL

Support for this pilot project was generously provided by:

- ◆ **The Embassy of Canada**
- ◆ **The University of Toronto**
- ◆ **The Canadian Studies Program at the University of Connecticut**
- ◆ **The Roper Center at UConn**

Objectives of the Pilot Program



iPOLL as the model, the prototype database contains Canadian poll results with variable and study-level search facilities

- ◆ Complete question wordings
- ◆ Topical classifications
- ◆ Field dates and Survey Organizations
- ◆ Top line responses
- ◆ Survey-level citation information
- ◆ Links to individual level datasets
- ◆ Data exploration tool to view group results



Scope of the Project

Data Selection

	1995	2000	2005
Angus Reid	Dataset files	Reports and Releases	N/A
IPSOS Reid	N/A	Reports and Releases	Reports and Releases
Gallup Canada	Dataset files	Dataset files	Reports and Releases
Misc. others	N/A	Reports and Releases	Reports and Releases

57% from datasets and 43% from reports

Scope of the Project

- ◆ Political and Cultural Differences
- ◆ English language only database. (Whose English?)
- ◆ Online Data Analysis Tool
- ◆ Controlled Language Indexing

Added: Monarchy, India

Deleted: Hispanics, Israel

iPOLL	JPOLL	CPOLL
Congress	Legislature	Parliament
Minorities, Blacks, Hispanics	N/A	Ethnic Groups, Visible Minorities, First Nations

Processing the Project

- ◆ **Standard iPOLL processing procedures**
- ◆ **UT Data Library Service involved in two ways:**
 - **Creating DDI-compliant metadata for the Canadian Gallup polls 1995 and 2000**
 - **Proof-reading the question summaries from datasets and reports for the database, esp. the controlled language indexing**

CPOLL Access

Initial Release: Early Fall 2006



General CPOLL Access

- ✦ CPOLL search facility
- ✦ Top lines
- ✦ SDA online analysis modules
- ✦ Catalogue drill down functionality
- ✦ Dataset documentation

Members Only CPOLL Access

- ✦ Datasets will be available to Members via *Roper Express* and special order
- ✦ **Non-members may purchase datasets on an ad-hoc basis**

Future Plans



CPOLL

- ◆ Expanding the data bank to include a broader time series
- ◆ Secure additional sources of Canadian data
- ◆ Online newsletter for cross-national comparative results
- ◆ Further development of more SDA modules

International POLL

- ◆ Integration of CPOLL and iPOLL and JPOLL
- ◆ Add multi-national surveys
- ◆ US Government studies conducted abroad by United States Information Agency
- ◆ Expansion into other archived collections

CPOLL: A Peek

Current version contains:



- ◆ 819 questions and answers
- ◆ Three Survey Firms
- ◆ Drill down to Roper Center catalog entries
- ◆ Roper *Express* links to download datasets
- ◆ SDA Modules ready for analysis using online data analysis tool

CPOLL: The Neighbourly Database

Merci!

Thank you!



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