

Enriching Access to Opinion Poll Data: the experience of the UK Data Archive

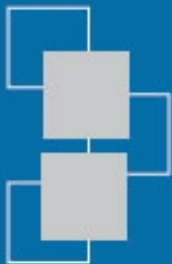
K. Schürer
UK Data Archive

Supported by:



Joint Information
Systems Committee

UK Data Archive
www.data-archive.ac.uk



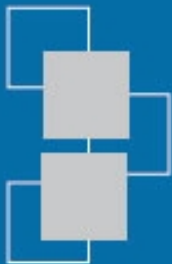
- **UKDA has multiple types of opinion poll**
 - Gallup Opinion Polls (1958-)
 - the British Institute of Public Opinion Polls (1938-1946)
 - National Opinion Polls National Surveys (1963-1978)
 - MORI Opinion Polls 1982-)
 - Harris
- **Long temporal coverage**
- **Most complete and extensive is Gallup**

Supported by:



Joint Information
Systems Committee

UK Data Archive
www.data-archive.ac.uk



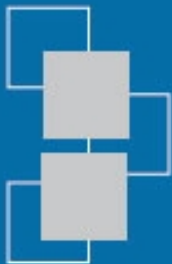
- **But, despite coverage, relatively little used by social science community**
- **Why?**

Supported by:



Joint Information
Systems Committee

UK Data Archive
www.data-archive.ac.uk



Coverage

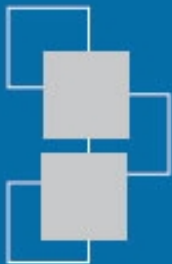
- Attitudes Vietnam, Israel and Iraq
- Cold War between the U.S. and USSR
- Attitudes to racism, immigrants, refugees and emigration
- Arrival of technology: Colour TV's, Video's, Cassette Players, CD's, Personal Computers etc.
- Changing shopping and eating habits have changed: e.g. freezer foods, meals from tins and packets, double glazing, DIY home improvements and so on.

Supported by:



Joint Information
Systems Committee

UK Data Archive
www.data-archive.ac.uk



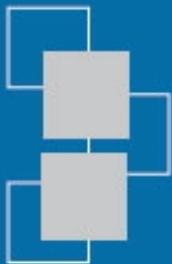
- **Polls not without their problems**
- **Inadequate resource discovery tools**
- **Binary –multipunched- data**
- **Not structured according to most users' needs**

Supported by:



Joint Information
Systems Committee

UK Data Archive
www.data-archive.ac.uk



- **Solution?**
- **More resources**
- **Special funding to UKDA from Joint Information Systems Committee (JISC)**
- **Result: Gallup Opinion Poll Project (1997-1999)**

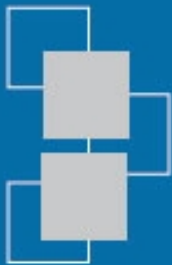
Supported by:



E·S·R·C
ECONOMIC
& SOCIAL
RESEARCH
COUNCIL

Joint Information
Systems Committee

UK Data Archive
www.data-archive.ac.uk



Project Headlines:

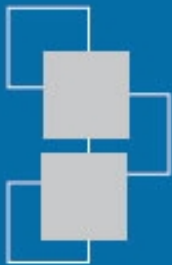
- 33 years from 1958 to 1991 covered
- Total number of surveys over this period = 2,262
- Database of 70,610 primary questions
- Plus database of 46,133 socio-demographic questions
- All questionnaires scanned
- SPSS set-ups for all datafiles written
- Look-ups for Parliamentary constituencies over time

Supported by:



Joint Information
Systems Committee

UK Data Archive
www.data-archive.ac.uk



Where next?

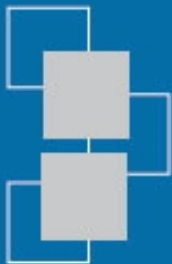
- SPSS POR file for each of the 2,262 files
- Convert to DDI
- Merge in full question text
- Index questions?
- Link questions over time?
- Re-structure data?

Supported by:



Joint Information
Systems Committee

UK Data Archive
www.data-archive.ac.uk



On-line resource?

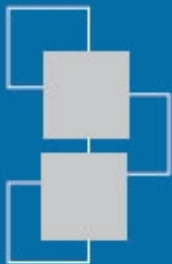
- **Searchable question text**
 - Should this thesaurus driven?
- **Nesstar-type interface for on-line cross-tabulation, visualization, browsing and download?**

Supported by:



Joint Information Systems Committee

UK Data Archive
www.data-archive.ac.uk



Is it worth it?

Supported by:



Joint Information
Systems Committee

UK Data Archive
www.data-archive.ac.uk