

Finding Aid - Ipsos Canada Public Affairs Data Collection ()

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Ipsos Canada Public Affairs Data Collection

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Summary information

Repository:

Title: Ipsos Canada Public Affairs Data Collection

Date: 2001 - (date of creation)

Physical description: 68 datasets

**Dates of creation,
revision and deletion:**

Note [generalNote]:

Datasets available via Dataverse: <https://dataverse.scholarsportal.info/dataverse/Ipsos>

Administrative history / Biographical sketch

Note

Ipsos Canada is the Canadian division of Ipsos Group, a global market research and consulting firm headquartered in Paris France. Ipsos Canada has a number of research specializations including: Marketing Research; Advertising and Media Research; Public Affairs Research; Loyalty Research; and Survey Management, Data Collection and Data Delivery.

Ipsos Public Affairs conducts polling research on behalf of clients in government, public, corporate and non-profit sectors on such topics as elections, government policy, and current events.

Ipsos Group S.A. was founded in 1975 by Didier Truchot. In 2000, Ipsos took over the Angus Reid Group, a Canadian polling firm founded in Winnipeg in 1979. The company briefly operated as Ipsos Reid before becoming Ipsos Canada.

Scope and content

Each dataset typically includes the survey results (held in a data file), a questionnaire, and a data dictionary. Also included are some interpretive reports. Survey results, held in a tabular file format, hold all the information acquired in the survey from each respondent. This information is derived from the survey's questions; and possible variables and different answers to questions is summarized in the data dictionary. When available, interpretive reports developed by the research unit offer statistical tables and analysis to the survey's end user. All these accompanying files and documentation enrich the survey results by contextualizing the data through its original questions and often by offering interpretive analysis.

Series descriptions

Series 1: Ipsos Canada Election Day Polls

Scope and content:

Ipsos Canada Election Day Surveys offer significant insight into the Canadians' attitudes toward their political parties and leaders on election day. The invitation polls and exit polls contained in this series provide crucial information on voting preferences and actions, perceptions on leaders' strengths and weakness, and opinions on key issues and current events of the day.

File / item list

Ref code	Title	Dates	Access status	Container
1.1	File - 2008 Canada General Election Exit Survey	2008		
1.2	File - 2011 Ontario General Election Exit Survey	2011		
1.3	File - 2011 Canada General Election Invitation Survey	2011		
1.4	File - 2011 Ontario General Election Invitation Survey	2011		
1.5	File - 2013 British Columbia General Election Exit Survey	2013		
1.6	File - 2014 Ontario Provincial Election Staging Survey	2014		
1.7	File - 2014 Ontario Provincial Election Pre-Debate Survey	2014		
1.8	File - 2014 Ontario Provincial Election Post-Debate Survey	2014 Ontario Provincial Election Post-Debate Survey		
1.9	File - 2014 Ontario Provincial Election Omnibus Rollup	2014		
1.10	File - 2014 Ontario Provincial Election Invitation Survey	2014		
1.11	File - 2014 Ontario General Election Exit Survey	2014		
1.12	File - 2014 Ontario Provincial Election Call Poll	2014		
1.13	File - 2015 Canada General Election Invitation Survey	2015		
1.14	File - 2015 Canada General Election Exit Poll	2015		
1.15	File - 2015 Canada General Election Call Poll	2015		
1.16	File - 2015 Alberta Election Day Poll	2015		
1.17	File - 2011 Canada General Election Exit Survey			

Series 2: IPSOS Vote Intention SurveysScope and content:

Ipsos Canada's Vote Intention Surveys track voter intention prior to and during Canada's electoral campaigns. Short surveys focusing on key questions regarding vote intention and preferences allow Ipsos to put polls in the field repeatedly in the run-up to, and through campaigns.

File / item list

Ref code	Title	Dates	Access status	Container
2.1	File - Vote Intention Survey Wave 374 (January 19-21, 2010)	2010		
2.2	File - Vote Intention Survey Wave 376 (February 18-21, 2010)	2010		
2.3	File - Vote Intention Survey Wave 378 (March 16-18, 2010)	2010		
2.4	File - Vote Intention Survey Wave 379 (April 6-8, 2010)	2010		
2.5	File - Vote Intention Survey Wave 380 (April 20-22, 2010)	2010		
2.6	File - Vote Intention Survey Wave 381 (May 4-6, 2010)	2010		
2.7	File - Vote Intention Survey Wave 383 (June 8-10, 2010)	2010		
2.8	File - Vote Intention Survey Wave 385 (July 6-8, 2010)	2010		
2.9	File - Vote Intention Survey Wave 387 (August 4-8, 2010)	2010		
2.10	File - Vote Intention Survey Wave 389 (September 8-12, 2010)	2010		
2.11	File - Vote Intention Survey Wave 390 (September 21-23, 2010)	2010		
2.12	File - Vote Intention Survey Wave 391 (October 5-7, 2010)	2010		
2.13	File - Vote Intention Survey Wave 393 (November 2-4, 2010)	2010		
2.14	File - Canada Vote Intention Survey, Wave 545 (July 23-27, 2015)	2015		
2.15	File - Canada Vote Intention Survey, Wave 547 (August 7-10, 2015)	2015		
2.16	File - Canada Vote Intention Survey, Wave 551 (September 5-7, 2015)	2015		
2.17	File - Canada Vote Intention Survey, Wave 552 (September 11-13, 2015)	2015		
2.18	File - Canada Vote Intention Survey, Wave 553 (September 18-20, 2015)			
2.19	File - Canada Vote Intention Survey, Wave 554 (September 25-27, 2015)			
2.20	File - Canada Vote Intention Survey, Wave 555 (October 2-4, 2015)			
2.21	File - Canada Vote Intention Survey, Wave 556 (October 9-11, 2015)			

Series 3: IPSOS End of Year PollsScope and content:

The Ipsos Canada End of Year Poll queries Canadians on issues and events that affected their lives in the previous year on such topics as Canadian politics, newsmakers from the previous year, current events, Christmas traditions, as well as their predictions for the next year.

The records include poll results, questionnaires, and data dictionaries.

File / item list

Ref code	Title	Dates	Access status	Container
3.1	File - 2009 End of Year Poll	2009		
3.2	File - 2011 End of Year Poll	2011		
3.3	File - 2012 End of Year Poll	2012		
3.4	File - 2013 End of Year Poll	2013		

Series 4: Ipsos Canada I-Rep PollsScope and content:

The Ipsos I-Rep series survey consumers on brands and brand reputations in Canada. This syndicated study measures the reputation of companies in the marketplace and their respective industries. Data collected through the I-Rep polls are used to produce studies that have a broader reputation ranking list of leading companies in Canada.

File / item list

Ref code	Title	Dates	Access status	Container
4.1	File - I-Rep Canada Poll 2005	2005		
4.2	File - I-Rep Canada Poll 2006	2006		
4.3	File - I-Rep Canada Poll 2007	2007		
4.4	File - I-Rep Canada Poll 2008	2008		
4.5	File - I-Rep Canada Poll 2009	2009		
4.6	File - I-Rep Canada Poll 2010	2010		
4.7	File - I-Rep Canada Poll 2011	2011		
4.8	File - HIGH-Rep Canada Poll 2013	2013		

Series 5: Ipsos Canada Ontario Homeownership IndexScope and content:

The Ontario Homeownership Index reveals Ontarians' perceptions of home ownership and real estate markets at the neighbourhood, city, and provincial level. Developed in partnership with the Ontario Real Estate Association (OREA), the Index gathers Ontarians' perceptions on the state of the economy, as well as their current housing situation and readiness to buy, sell, or rent. Respondents are queried on related topics such as their preferred type of home to purchase, perceptions on ownership, and opinions on realtors and the real estate profession.

File / item list				
Ref code	Title	Dates	Access status	Container
1	File - Ontario Homeownership Index, Wave 1	2013		
2	File - Ontario Homeownership Index, Wave 2	2014		

Series 6: Ipsos Canada Toronto Port Authority Annual Public Opinion Survey

Scope and content:

The Toronto Port Authority Annual Public Opinion Survey assess various views on the Port Authority's operations, activities and proposed undertakings. It focuses on Torontonians' attitudes toward the Port Authority and its airport.

The series includes: survey results.

Note:

Datasets available on Scholars Portal Dataverse:

https://dataverse.scholarsportal.info/dataverse/ipsos_torontoport

File / item list				
Ref code	Title	Dates	Access status	Container
1	File - 2012 Toronto Port Authority Annual Public Opinion Survey			
2	File - 2014 Toronto Port Authority Annual Public Opinion Survey			

Series 7: Ipsos Canada's Pulse polls

Scope and content:

The Ipsos Canada's Pulse series gathers public opinion data from Canada's largest cities on behalf of Global Television. These surveys query respondents' opinions on issues such as crime, transit, municipal politics, and the economy. Datasets include a wealth of accompanying statistical tables and reports generated for Global.

File / item list				
Ref code	Title	Dates	Access status	Container
7.1	File - Canada's Pulse 2009	2009		
7.2	File - Canada's Pulse 2010	2010		
7.3	File - Canada's Pulse 2011	2011		

Series 8: Reconnecting with Youth polls

Scope and content:

The Reconnecting with Youth survey asks young Canadians about their views on a number of public policy issues such as education, health, criminal justice. The surveys also gather information on values, views on employment prospects; and internet and media consumption.

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File / item list				
Ref code	Title	Dates	Access status	Container
8.1	File - Reconnecting with Youth polls , 2001	2001		
8.2	File - Reconnecting with Youth polls , 2002	2002		
8.3	File - Reconnecting with Youth polls , 2003	2003		
8.4	File - Reconnecting with Youth polls, 2004	2004		
8.5	File - Reconnecting with Youth poll, 2005	2005		
8.6	File - Reconnecting with Youth poll, 2006	2006		
8.7	File - Reconnecting with Youth poll, 2007	2007		

Series 9: RBC Housing and Renovations surveys

Scope and content:

These surveys were conducted annually from 1996-2008 on behalf of the Royal Bank of Canada (RBC) and had sample sizes of 1200 or larger which encompassed every Canadian province. The surveys cover such topics as:renovation intentions, home ownership versus rental, real estate markets, and the impact of home ownership within a community.

File / item list				
Ref code	Title	Dates	Access status	Container
9.1	File - RBC Housing and Renovations survey	2004		
9.2	File - RBC Housing and Renovations survey	2005		
9.3	File - RBC Housing and Renovations survey	2006		
9.4	File - RBC Housing and Renovations survey	2007		