

DataPath Yukon Poll Methodology 2011

Survey Instrument: 3 - 5 times a year Yukon residents are surveyed by DataPath Systems to track changes in political attitudes. While all political parties, association, corporations or individuals are invited to add their own proprietary questions to the survey, a core set of questions are always included, paid for solely by DataPath and intended for public distribution. All questions, included those paid for by other organizations are reviewed by or developed by DataPath Systems to ensure questions are clear and unbiased.

Sample: Typically the sample includes approximately 300 Yukon residents. Some studies are larger, depending on the response rate, survey length and timing. A minimum of 150 completes are within Whitehorse, and 100 to 150 completes outside of Whitehorse.

Methodology: The methodology is a multi-mode methodology, combining both telephone and email panel surveys. Telephone survey are conducted with randomly selected Yukon households. Phone numbers in the complete list include both listed and unlisted phone numbers in all Yukon communities. For each survey the list randomly selects phone numbers to dial using professionally trained and supervised interviewers who use a CATI (computer assisted telephone interviewing) system to complete the survey.

The email invite/internet survey uses the DataPath Yukon Panel members list. This panel was generated primarily from residents previously randomly selected in the telephone survey. Online panel members were mostly originally recruited by telephone using random dialing, however a few (less than 5%) have joined the panel during special recruitment drives at store intercepts and advertising asking residents to sign up. All panel recruitment methods used are nationally accepted standards for panel management. The panel size is increased throughout the year, primarily from telephone recruitment.

Panel members represent approximately 50-60% of the total sample for each poll. Currently over 800 Yukoners have joined the panel.

Confidence Levels: The margin for error for 300 completes is +/- 5.3% at 95% confidence level (19 times out of 20) (if all survey work was done by telephone). Currently [MRIA \(Market Research and Intelligence Association\)](#) recommends that no margin of error system for non-probability samples (such as online panels and even now, some telephone studies) should not be reported, and they are reviewing options. On any study the margin of error will be higher among sub-groups with smaller sample sizes. This Yukon phone/panel sample has proved extremely accurate in political election polling – predicting party results to within 1.5 percentage points on three separate elections.

Data Weighting:

Survey data is collected initially in proportion to population levels at the community level for communities outside of Whitehorse. For example, in 2008, Watson Lake accounted for 18.5% of the non-Whitehorse population. Therefore, if 150 surveys are conducted outside of Whitehorse, 18.5% or 28 surveys are completed in Watson Lake. This process is done for 15 Yukon communities. Data is then weighted to reflect actual population ratios by Whitehorse/non-Whitehorse, 3 age groups and gender, which is common industry weighting practice.