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## **Improving ethnic minority polling**

*A Data Management Plan created using DMPonline*

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# Improving ethnic minority polling

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## Manchester Data Management Outline

- Funder
- No – only institution involved
- Re-use existing data (please list below)
- Acquire new data
- University of Manchester Research Data Storage Service (Isilon)
- < 1 TB
- Yes

YouGov will collect data from an online survey.

- 0-4 years
- Anonymised personal data
- Special categories and criminal convictions

All data will be fully anonymised at all times. The PI will not have access to any personal identifying information.

- Not applicable
- No
- Not applicable
- No

Nicole Martin

10-06-2020

## Assessment of existing data

This project will make use of multiple datasets. Some already exist such as the UK household panel survey *Understanding Society*, election results and data published in Census tables. Other data will be opinion polling collected or collated for this project from the polling company YouGov.

The novel data collection from YouGov is needed in order to achieve the research aims of the project - (i) to assess the sampling bias in online samples of ethnic minorities in Britain, and (ii) to have adequate sample size and data specific to recent or future electoral events.

## Information on new data

*Understanding Society*: the data comes from surveys administered to households and individuals. It has geographical identifiers, and key variables of interest to the study. It is structured in individual- and household-level datafiles.

Census tables: Census data is published on the distribution of different ethnic groups across different electoral units (constituencies, local authorities, wards). It can be linked to other data through standardised identifiers.

Polling data collected by YouGov: this data will contain poll responses and respondent characteristics, including geographical identifiers which will permit the statistical methods used in this project.

## **Quality assurance of data**

The survey company YouGov have their own internal quality control procedures which will ensure data quality.

## **Backup and security of data**

Data will be stored using the University of Manchester Research Data Storage facility which has back up procedures in place.

## **Management and curation of data**

At the end of the project, replication datasets will be prepared with documentation following best practice as identified by the UK Data Service.

## **Difficulties in data sharing and measures to overcome these**

License conditions prohibiting data sharing may be an issue for *Understanding Society* data. This can be overcome by using the UK Data Service and creating a replication dataset with the same license conditions as the data used to create the replication dataset. I do not foresee obstacles to sharing the other data used in the project.

## **Consent, anonymisation and strategies to enable further re-use of data**

All data used this project will be fully anonymised, and has been collected with informed consent of participants that data will be used for reanalysis.

## **Copyright and intellectual property ownership**

The PI will own copyright and IPR of any new data generated.

## **Responsibilities**

The PI as sole investigator will be responsible for all aspects of data management.