# Q-Step Internship at Ipsos MORI

## Ben Walters BA PPE

For 2 months over the summer of 2015, I was working with Ipsos MORI. I spent 5 weeks in their Manchester office, and 2 weeks in their London headquarters. Whilst there, I worked on a variety of tasks, and learnt a wide variety of skills relevant to a career in market research.

## Key Skills

- SPSS Analysis
- SPSS Syntax
- Excel
- Data Scripting
- Qualitative Research
- Data Quality Assurance Practices
- Survey Methodology
- Data Visualisation
- Report Writing
- Data Collection

## Summary

While I worked at Ipsos MORI, I was exposed to a wide range of techniques used to present accurate and relevant analysis of data. I learnt about job acquisition, data collection, survey methodology, data checking, data automation, analysis, and much more. The Manchester branch, where I spent most of my time, there is a smaller team, so I had more of an opportunity to experience a wider range of roles within market research. In London, where there is a lot more people, I was able to focus into larger projects, working on the Millennium Cohort Study (a study into children born in 2000) and the Commercial Victimisation Study (a Home Office study into crime committed against businesses).

I really enjoyed seeing everything that goes into conducting research and surveys. Ipsos MORI is a leader in market research, and this was a great chance to see how things should be done. Working with people who have spent their entire careers in research, I learnt a lot – from specific rules from the MRS on how to word questions in surveys, or why things are in a certain order, to advanced analysis tools, or data quality procedures.

I loved getting to know everyone in both Manchester and London – everyone I worked with was very friendly, and offered me a lot of support in getting the hang of my role. I plan on applying to them for a graduate role, now that my internship is finished.

## Project
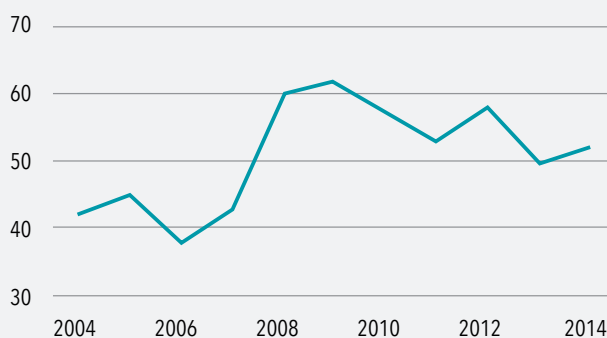


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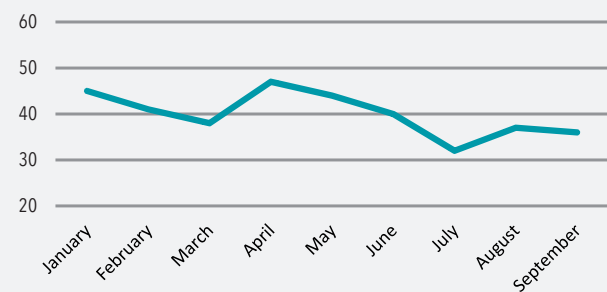


*Issues Facing Britain (NHS, 2015)*
*As you can see, the NHS is very important to the British public, and has been in the top 3 issues all of this year.*

## Methodology

While working in Manchester, I was instructed to try and find interesting data trends in a tracker series of data regarding public perception of the NHS. This involved using SPSS to analyse over 10 years of data, involving around a thousand responses per wave, and trying to find an angle that found something that had slipped by in initial reports. I focused on differences in opinion between regions in the UK (mainly North/South/Midlands), and included information on major policy changes regarding the NHS. After deciding that findings were worth looking into further, I used PowerPoint to graph the data, and presented this to the office director.