

# Reputation Team: YouGov

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YouGov is an internet based market research firm, founded in 2000 that has headquarters in Europe, North America, the Middle East and Asia-Pacific. It was this aspect that I found particularly attrac-

tive about the firm as I study International Relations so could bring in my contextual knowledge of some areas.

## My Experience

I spent the majority of my time working on a large project for one of the UK's leading banks tracking their reputation. I have been looking at large amounts of data from a wide range of regions; the UK, the US, Brussels, Africa and Asia and from a wide range of audiences. Primarily the raw data was found in Excel giving me a strong grasp of navigating that programme. Whilst working on this project, it has given me the chance to manipulate data through SPSS strengthening my analysis skills there. A large portion of my tasks however, were charting this data and presenting the results with descriptive analysis in PowerPoint to then be presented to the client. To get context for some of the results found, desk research was also needed, a task I enjoyed which supplemented any results found. What I enjoyed about working on this project in particular was the links that could be made between the results of different regions and audiences, sometimes agreeing with my premonitions or not.

## Opinion Formers: UK-US Special Relationship

YouGov has built a panel of opinion formers in the UK who take part in online research on a range of issues. These participants are leaders in their field, drawn from business, politics, media, public sector, charities, academia and beyond. I used some of the data from their March 2016 data to discuss their opinion on the UK-US Special Relation, with reference to a similar question asked in 2008. Around three in five (57%) Opinions Formers believe that there is still a 'special relationship' between the UK and US, compared to 37% who believe the heralded relationship has waned.

As in 2008, around half (46%) believe that this 'special relationship' is beneficial for the UK while 39% feel it has had neither a positive nor negative effect. Twelve per cent however see the relationship as being negative for the UK (down sharply from 34% in 2008).

## Data

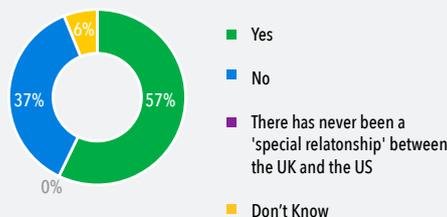


Figure 1 Do you believe there is still a 'special relationship' between the UK and US?

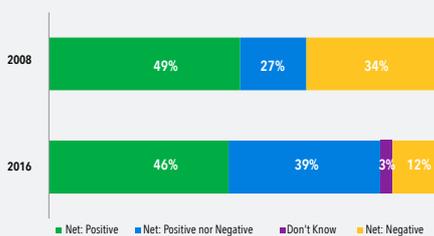


Figure 2 How positive or negative do you think this special relationship is not for the UK?

With the result of the Brexit referendum potentially alienating the UK from its EU partners, it will be interesting to see whether there will be shifts in the dynamics of this 'special relationship' in light of Britain's changing relationship with the world post-Brexit. As the forthcoming Presidential election looms, Obama's departure may prove an opportune time to seek ever closer relations with a President more amenable toward Anglo-American relations.

Read my full article at <https://yougov.co.uk/news/2016/09/14/belief-special-relationship-between-uk-and-us-remains/>

## The Social Side of YouGov!

During my Internship I attended a number of events with both my team, and the company as a whole. As a team, we went for lunch and drinks every two weeks whilst I was there, sometimes paid by YouGov (Thanks!) sometimes not. These were great opportunities to bond as a team and to get to know everyone

better.. Every month YouGov has 'Fizzy Fridays' in which there is free Prosecco and Beer for all employees. This helped me discover that office life does not always have to be boring! The concluding event was the summer party, hosted at a trendy bar in East London, which again was free!