

YouGov: Poilitcal and Social Research

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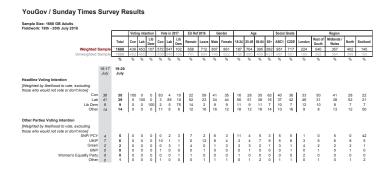
About

YouGov is an international opinion polling service, based on the idea that the more people are able to paticipate in decision-making, the better the decisions made will be. The company's main resource is their online panel of over 6 million people accross the globe, from whom YouGov has built their extensive database. I was based in the Political and Social Research Department of the London office, and although the majority of my work was UK-based, I did assist on European-wide and US/UK projects.

During the course of my internship I worked on several projects, but for many of these the data was confidential. Therefore I will focus on one of my main tasks, "daily polling" to demonstrate the skills I gained from this internship, the methods used and the conclusions I could draw for clients.

		Voting intenti			on Vote in 2017			EU Ref 2016		Gender		Age			Social	Grade	Region					
	Total	Con	Lab	Lib Dem	Con	Lab I	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotlan
Weighted Sample		436	453	107	572	547	102	656	712	807	861	187	704	395	382	951	717	224	540	357	402	145
Unweighted Sar		462	465	111	598	549	106	741	694	746	922	155	680	406	427	987	681	169	582	364	398	155
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	0-11 19-20																					
wo weeks ago Theresa May's cabinet met	luly July																					
it Chequers to agree the sort of post- Brexit deal Britain would try to negotiate																						
with the European Union. How closely are you following this story?																						
	12 10	12	9	17	14		17	12	12	14	7	4	8	12	15	12	7	9	12	12	7	9
	28 32 29 26	45 26	30 29	34 25	41 26		32 20	36 25	35 27	36 24	27 27	23 25	26 27	35 24	42 25	36 25	26 27	30	32 23	32 26	32 26	30 27
																						-
them	18 20	14	22	19	15	22	25	19	19	16	25	26	21	22	15	17	25	18	24	18	19	21
I am not aware of the stories	13 12	3	9	6	4	9	6	7	7	10	14	23	18	6	2	10	15	13	9	12	16	12
From what you have seen or heard about he Brexit deal agreed at the Chequers neeting, do you think it would be good or																						
and for Britain?																						
	13 12	21	10	20	16		17	14	12	15	10	15	8	13	18	14	9	14	12	12	10	12
	42 43	43	48	43	49		45	47	49	50	37	31	42	46	49	48	38	38	42	44	44	51
Don't know	44 45	36	42	37	34	43	38	39	39	35	53	54	50	41	34	38	53	48	46	44	45	36
Regardless of whether you think it would be good or bad for Britain, do you think he Brexit deal agreed at the Chequers																						
neeting would or would not respect the esult of the referendum?																						
	23 23	29	24	44	26		39	32	17	25	21	23	21	23	26	27	18	25	23	25	19	23
	39 41 38 37	50 22	35 41	23 34	53 20		26 35	30 38	56 27	46 30	36 43	30 48	34 45	47 30	52 22	41 33	40 42	37 38	39	41 34	44 37	42 35
magine there was a referendum on Britain's membership of the European Joion and this was the guestion, how												,										
would you vote: Should the United																						
European Union or leave the European																						
Remain a member of the European Union	44	27	69	78	23		72	87	7	41	48	53	50	42	32	50	37	51	39	38	47	61
Leave the European Union	40	68	21	19	70		21	5	83	46	35	17	30	46	64	36	45	31	45	47	38	23
Would not vote Don't know	5	0	7	1	1	6	2 5	2	3 6	5	5 11	6 19	6 12	6 5	1 3	4 8	6	6 12	4 9	5 9	6	4
	9	4		2	4												11					

Results Tables for the Sunday Times: Brexit and the Chequers Meeting



Results Tables for the Sunday Times: Headline Voting Intention

Objectives

Daily polling, unlike the name suggests, is a nationally representative survey which is conducted three or four times a week. These polls usually contain questions for several different clients, such as major news outlets, charities, government departments and universities.

The survey I am using as an example was conducted on behalf of the Sunday Times, who wanted to ask a variety of questions about voting intention, party leaders, and Brexit. These results were to be published in the Sunday Times and on the YouGov website, so accuracy and efficiency were essential when analysing and presenting the data.

Method

The first stage in conducting an online survey is scripting the questions. I used a software programme called ryphon to do this, which allowed me to ask different types of questions including multiple answer questions, ranking scales, and grids. This software also enabled me to root questions so that people who answered differently to one question would then see a different follow up question. It was essential that the questions were worded in an unbiased and clear way to achieve accurate results, and it was part of my responsibilities to ensure this. The survey was then sent out to the panellists, who were sampled using a variety of demographics including age, education, region and political attention. When using this method of stratified sampling, only around 1600 respondents are needed to gain a representative sample. When this number had been achieved the data was downloaded into SPSS and weighted according to those same sampling demographics, to account for the fact that some groups are harder to reach through the surveys. In SPSS I had to clean the data file and export it into Excel for formatting, where I had to make the data look clear and professional, so it could be sent to the client.

Results and Conclusions

This particular survey had some interesting findings, which are shown in the tables above. Labour had a one point lead over the Conservatives in headline voting intention, which the tracking data shows is a much smaller lead than they had just three days previously. The crossbreaks show that young people, women and Remain voters much more likely to vote for Labour. Another interesting finding is that when asked how they would vote if there was a referendum on the UK's membership in the EU, Remain came out 4 percentage points higher than Leave. Unsurprisingly, this was polarised along age, party and regional lines. In general, I found that age, vote in the 2016 EU referendum and party voted for in the 2017 general election tended to be the biggest dividers among the British electorate for most political issues. A reason for this could be due to the polarising debate surrounding Brexit and its negotiations, which has become the main political concern for the majority of the electorate, according to other YouGov data.