

Q-Step Summer Placement: YouGov

Sam Hall BA (Hons) Politics, Philosophy and Economics

What I did during my placement:

Everyday I helped with daily Polling, collecting the respondents' answers from a survey on SPSS, which had been sent out the day before. Once I had these responses I would weight them accordingly so that the results are nationally representative. Once I had the finished data, I would download it and reproduce it in Excel. I would then edit the Excel spreadsheet in order to make it more presentable. This is so the clients who originally requested the questions can read the survey data in a more and understandable and coherent way.

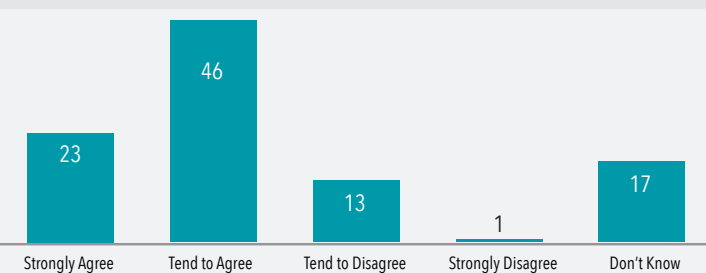
I also scripted lots of individual surveys; coding questions in order to make them compatible with Gryphon, a piece of in-house software used to create question surveys.

I also undertook an independent research project during my time at YouGov about attitudes towards music festivals amongst Londoners. This involved scripting my own research questions so they could be sent out to panellists and then collecting and analysing the data afterwards. I then did a write-up with the analysed data which was published on YouGov's website. Link to the data on my festivals questions:

https://d25d2506sfb94s.cloudfront.net/cumulus_uploads/document/82n0cs2tky/YG-Archive-150622-LondonFestivals.pdf

Festivals and Londoners

To what extent do you agree with the following statement?
Festivals have become over-commercialised



YouGov

June 18-22 2015

Daily PR

An extra task I did at the start of each day was use a site called 'Meltwater' to find out where Q-Step had been cited across different media outlets the previous day. I would chose the most relevant and important links, collate these into a single email and send it out to the whole company.

I have learnt how to:

- Use SPSS proficiently
- Use Excel proficiently
- Script Surveys on Gryphon
- Understand different data collection methods
- Better understand data analysis
- Use Meltwater
- Use lots of different in-house software programs.



Great things about working at YouGov

- A vibrant, friendly and funny Political Team
- A Great Location in the middle of London's Old Street neighbourhood
- Modern and comfortable office
- A diverse spectrum of different work to be done

