

Q-Step Internship: YouGov Omnibus Research Assistant

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As the UK's most quoted research company, YouGov offer a reputable insight into political and social issues, as well as insight into the needs of a range of businesses.

🎯 The Omnibus team

The Omnibus team at YouGov are tasked with providing up to the day data for a wide range of clients in the public, private and third sectors.

In working with them I helped to design client surveys in order to give the most statistically accurate representation of what the British public think in order to help clients tailor ad campaigns, understand their market, or react well to brand shocks and damages.

The fast paced nature of the work required adaptability and efficiency, as projects were commonly turned around in a 24 hour period from question submission to results presentation.

📄 What I learned

In my work with YouGov I developed basic coding skills in order to script questions for their survey in YouGov's own 'QSL' scripting system - a variant of HTML.

I also checked Excel data which was then provided to clients, this included the ability to provide custom demographics to clients offering unique insight into markets for business and PR purposes. In terms of my degree this also offered me insight into how politics affects a profit driven business environment from the inside, and the impact of ethics and the expectations of society on the behaviour of businesses.

As the most profitable sector of YouGov, Omnibus was most open to the affect of these factors, and as such I worked closely with a variety of clients, helping them to best convey the realities of our data to the press in a genuine way.

Here is an example of a case study I worked on for the Omnibus team - explaining how the features of the research apply in practice:

"Children's charity the NSPCC commissioned the Welsh, Northern Irish and Scottish Omnibus alongside the UK Omnibus to generate PR for the launch of its 'Now I Know' campaign to raise money to support the ChildLine Schools Service.

The research explored adults' attitudes and experiences from when they were of primary school age (9 to 11), including whether or not they would have known who to ask for help if they were being abused as a child of that age.

The survey also investigated the respondents' opinions on talking to children aged 9 to 11 about all forms of abuse. The survey found that 64% of Welsh adults say they wouldn't have known who to ask for help if they were being abused when they were aged 9 to 11. This is compared to 57% who said the same in Scotland and 58% in Northern Ireland.

The findings were used to produce regional and national press releases to launch the charity's "Now I Know" appeal, and also served to highlight the need to talk to children about abuse in an age-appropriate way."

YouGov data in action

Below is an example of the YouGov data generated by Omnibus research on a day to day basis, collated to understand a changing market in the UK. This example is that of the new pension laws brought in by the Conservative government and how they are likely to impact upon the behaviour of over 55s.

