

# YouGov:

# Political and Social Research

Emily Norman, BASS Politics and Social Anthropology

## About

YouGov is an international opinion polling service, based on the idea that the more people are able to participate in decision-making, the better the decisions made will be. The company's main resource is their online panel of over 6 million people across 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.

Sample Size: 1668 GB Adults  
Fieldwork: 19th - 20th July 2018

Table with columns: Voting Intention, Vote in 2017, EU Ref 2016, Gender, Age, Social Grade, Region. Rows include: Total, Very closely, I am aware of the stories but am not following them, From what you have seen or heard about the Brexit deal agreed at the Chequers meeting, Regardless of whether you think it would be good or bad for Britain, Imagine there was a referendum on Britain's membership of the European Union, and this was the question: how would you vote?

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

### YouGov / Sunday Times Survey Results

Sample Size: 1668 GB Adults  
Fieldwork: 19th - 20th July 2018

Table with columns: Voting Intention, Vote in 2017, EU Ref 2016, Gender, Age, Social Grade, Region. Rows include: Total, Headline Voting Intention, Other Parties Voting Intention.

Results Tables for the Sunday Times: Headline Voting Intention

## 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.

Contact

emily.norman-2@student.manchester.ac.uk



A step-change in quantitative social science skills

Funded by the Nuffield Foundation, ESRC and HRCFC