

The Elections, Public Opinion and Parties (EPOP) specialist group invite members – or teams of members – to bid for questions on YouGov survey.

Eligibility

- All project applicants must be members of EPOP. You can join EPOP or renew your membership [here](#). Please select the tab for “Society Membership”.
- All project teams must include at least one member who is a PhD student and/or an early career researcher (within 3 years of the completion of the PhD) who has not yet commenced a permanent position.

What is on offer

- EPOP will seek to fund several projects posing between 3-5 survey questions each. The costs associated with the survey will be funded by EPOP.
- Questions will be fielded to a representative sample of the UK population during spring 2022.
- Successful applicants will be provided with the output file in a format of their choice (i.e., SPSS, STATA etc)
- YouGov’s standard demographic and political variables (e.g., age, gender, social grade, region, 2016 EU ref vote, 2019 GE vote, level of interest in politics, highest educational qualification) will be included in the file.
- Further information is provided in our FAQ section below.

Criteria

The process will be competitive, and all applications will be judged by the EPOP executive team against several criteria. *Priority* will be given to proposals that:

- Contribute to the understanding of the British electorate.
- Are innovative, substantively or methodologically.
- Advance the research agenda of early career academics – preference will be given to projects where early career academics play a lead role or are an equal contributor to the project.
- Come from individuals or teams who may struggle to access funding through alternative sources.
- Please be advised that the contest is very competitive for projects that include a survey experiment (see the FAQs below), and therefore, we particularly welcome applications that do not include experimental treatments.

Application process

Applications should be no longer than 2 pages (A4, font size 12) not including the questions or instruments which may be appended separately. All proposals **MUST** include full details of the actual questions or experiments (including wording and response categories), rather than examples of possible instruments.

The application should include the names and career stage of all project collaborators, a brief outline of the contribution that each collaborator will make to the project, and a clear justification for why EPOP funding is required for the project. Where possible applicants should give a sense of the proposed deliverables (e.g., target journal for proposed outputs) associated with the project.

Applications should be submitted via email to Caitlin Milazzo (caitlin.milazzo@nottingham.ac.uk), Zac Greene (zachary.greene@strath.ac.uk) and Andrew Barclay (a.barclay1@sheffield.ac.uk) no later than 4 April 2022 (17.00 hours).

Q: What socio-demographic variables can be provided by YouGov free of charge?

A: By default, YouGov will provide variables for age, gender, social grade, region, 2016 EU ref vote, 2019 GE vote, level of interest in politics, highest educational qualification. However, they have additional variables (e.g., housing tenure, household income, if respondents have children who live with them, marital status) that are available upon request. Please enquire for further details.

Q: Can I submit an experiment?

Yes, we welcome experimental submissions, but please note that due to the need include all projects on the same survey, we may not be able to accept multiple projects that include experimental treatments. This may mean that the bar for acceptance is higher for projects that include experimental treatments.

Q: What counts as a question?

A: A single code question (i.e., pick one of the answers below) is 1 “question unit”, a multi-code question (i.e., tick all that apply, or tick up to three) is 1 “question unit”.

A grid question where the items are displayed together, and people answer on the same scale, count as 1 “question unit” for every three items (e.g., if you had six items being shown in a grid, with people agreeing/disagreeing with each one, that would be 2 “question units”). For example, the question below would count as 2 questions:

How much do you like or dislike each of the following party leaders?

Leader A (0 – Strongly dislike to 10 – Strongly like)

Leader B (0 – Strongly dislike to 10 – Strongly like)

Leader C (0 – Strongly dislike to 10 – Strongly like)

Leader D (0 – Strongly dislike to 10 – Strongly like)

Leader E (0 – Strongly dislike to 10 – Strongly like)

There can be exceptions – e.g., if the items do not fit nicely into a grid, if the answer options are very long, for example, or there are unusual scales like 0-100 scales.

For things like vignette experiments, if YouGov asks respondents to read substantial amounts of text or other stimulus, that counts as a question (e.g., if a bit of text would take respondents 20 seconds to read, that counts as an extra question).

Q: If I am successful, can my data be linked to data from the British Election Study?

A: Regretfully, it is not possible for data to be linked to the respondents included in the BES sample.