|  |  |
| --- | --- |
| **YouGov Company Details** |  |
| YouGov Company Full Legal Name | YouGov PLC  Company number: 0367311 |
| Registered Office Address | 50 Featherstone Street, London, EC1Y 8RT |
| **YouGov Client Services Contact Details** |  |
| Individual’s Name | REDACTED |
| Email | REDACTED |
| Tel Number | REDACTED |
| **YouGov Accounts Receivable Contact Details** |  |
| YouGov Accounts Receivable Email | REDACTED |



YouGov Research Services

**Order**

**F**

**orm for YouGov Custom Research**



**Contact**

**Information**

|  |  |
| --- | --- |
| **Client Company Details** | |
| Client Company Full Legal Name | Cabinet OffiCE |
| Registered Office Address | 50 Whitehall |
| Client Company Tax Code (if relevant) |  |
| **Client Contact Details** | |
| Individual’s Name | REDACTED |
| Job Title | REDACTED |
| Email | REDACTED |
| Tel Number | REDACTED |
| Postal Address | REDACTED |
| **Client Deliver To Address**  (*address where the project deliverables will be sent; if sent by email, note physical address of receiver*) | |
| Individual’s Name | as above |
| Postal Address | as above |

# Billing Information

|  |  |
| --- | --- |
| **Client Billing Information** |  |
| Accounts Contact Name | REDACTED |
| Accounts Email | REDACTED |
| Accounts Tel Number | n/a |
| Company Name | Cabinet Office |
| Postal Address *(address to where YouGov invoices will be sent)* | Newport SSCL - CABINET OFFICE  PO Box 405  NEWPORT  NP10 8FZ |
| Is a Purchase Order Required? | Choose Item |
| PO Number  *(state the number, ‘to follow’ or ‘N/A’)* |  |

1

- Custom Research Order Form

Document Owner Contact: legal@yougov.com

|  |  |
| --- | --- |
| Any Special Invoice Requests |  |

# Project Information

|  |  |
| --- | --- |
| **Project Information** |  |
| Project Details / Statement of Work  *(If this is set out in a Proposal or Statement of Work document, state the document name here and attach it as a separate document, or paste it into the end of this Order document under Project Details)* | The YouGov - Imperial College London Covid-19 Behaviour Monitor    Continuation of that study for the months of October and November 2020.    To run in 15 countries fortnightly, so 4 waves in total. Includes the option to add new question modeul each wave to replace the previous one. Includes questionnaire design consultation, translation, project management, fieldwork and datafile deliverables. |
| Project Title | The YouGov - Imperial College London Covid-19 Behaviour Monitor |
| Estimated Start | 30/09/2020 |
| Estimated End | 30/11/2020 |
| Tender Number  *(Request for Quote (RFQ) / Proposal (RFP) /*  *Information (RFI) number, if applicable)* | n/a |
| Date of YouGov’s Quote | 23/09/2020 |
| Invoicing Schedule | monthly at month end |

# Project Specifications

|  |  |
| --- | --- |
| **Specifications** |  |
| Market(s) | Australia, Canada, Denmark, Finland, France, Germany, Italy, Japan,  Netherlands, Norway, Singapore, South Korea, Spain, Sweden, United Kingdom |
| Language(s) | French Canadian, Danish, Finnish, French, Germany, Italian, Japanese, Dutch, Norwegian, Korean, Spanish, Swedish |
| Sample Size *(indicate for each market)* | 1000 per wave in each country, except Netherlands, Japan and South Korea (500).    (500 x 4 x 3 = 6,000) + (1,000 x 4 x 12 = 48,000) = 54,000 |
| Description of Sample | Adult 18+ nationally representative |
| Questions / Questionnaire Length *(breakdown per market)* | 10-15 minutes consistent with the existing Behaviour Monitor |

# Project Deliverables

|  |  |  |  |
| --- | --- | --- | --- |
| **Deliverable**  (*e.g. topline data, interim report or final report)* | **Medium**  *(e.g. email, Crunch)* | **Frequency**  (*e.g. how often it will be provided)* | **Description** |
| Datafile | CSV | fortnightly | for each country after each wave |
| Codebook | XL | fortnightly | after each change of questionnaire |
|  |  |  |  |
|  |  |  |  |

# Project Fees

|  |  |
| --- | --- |
| **Fees Payable** |  |
| Currency | UK |
| Fees (1) | October £50,799 |
| Fees (2) | November £50,799 |
| Fees (3) |  |
| **Total** (excluding applicable sales tax or service tax) | **£113,498** |

# Special Conditions

|  |
| --- |
| **Special Conditions** *(for example quote validity, if applicable)* |
|  |

**IMPORTANT**

# YouGov’s right to refuse to field questions

We reserve the right to refuse to field any question provided by our clients that do not meet out standards for quality and ethics (e.g. repetitive, loaded, duplication of previously asked questions, inappropriate or questions that are in fact two separate questions etc.). YouGov cannot guarantee that similar questions will not run on other surveys conducted by YouGov for the Client’s competitors.

# YouGov’s policy on external use of data

YouGov provides a publication approval service that the Client must request prior to the publication of any data or information citing or attributed to YouGov. Upon receipt of a request from the Client, YouGov will review the proposed publication for accuracy and respond with material corrections within 2 working days of receipt. Should the data or information be published without prior notice, YouGov may, at its discretion, release a corrected version without further consultation with the Client. The publication approval service clause of the relevant Terms (as identified below) applies.

# YouGov's policy on commissions on behalf of third parties

Where the Client is an agent for a third party end client, the Client contracts as principal and will be primarily liable for all payments due under this Order.

**YouGov's compliance information**

Information on YouGov's compliance framework can be found online at <https://corporate.yougov.com/compliance/>

# TERMS AND SIGN-OFF

## Terms

This Order should be signed by a duly authorised representative of the Client. By signing this Order Form you confirm that you wish to proceed with this Order and that you accept the applicable Terms. The applicable Terms are identified by the “X” in the selected check-box in paragraph 1 or 2 below. Only one check box in either paragraph 1 or 2 should be selected; in the event of no check-box, or multiple check-boxes, being selected the following Terms shall apply: **YouGov Research Services Terms & Conditions ENGLISH August 2020**

1. **Terms & Conditions:**

|  |  |  |
| --- | --- | --- |
|  | **Name** | **Language** |
| ☒ | YouGov Research Services Terms Standard ENGLISH August 2020 | English |
| ☐ | YouGov Research Services Terms Standard DANISH August 2020 | Danish |
| ☐ | YouGov Research Services Terms Standard FINNISH August 2020 | Finnish |
| ☐ | YouGov Research Services Terms Standard FRENCH August 2020 | French |
| ☐ | YouGov Research Services Terms Standard GERMAN August 2020 | German |
| ☐ | YouGov Research Services Terms Standard INDONESIAN August 2020 | Indonesia |
| ☐ | YouGov Research Services Terms Standard ITALIAN August 2020 | Italian |
| ☐ | YouGov Research Services Terms Standard MALAY August 2020 | Malay |
| ☐ | YouGov Research Services Terms Standard NORWEGIAN August 2020 | Norwegian |
| ☐ | YouGov Research Services Terms Standard SPANISH August 2020 | Spanish |
| ☐ | YouGov Research Services Terms Standard SWEDISH August 2020 | Swedish |
| ☐ | YouGov Research Services Terms Standard THAI August 2020 | Thai |
| ☐ | YouGov Research Services Terms Standard TURKISH August 2020 | Turkish |

These terms can be found online at <https://corporate.yougov.com/compliance/commercial-terms-and-conditions/>

1. **Master Services Agreement (“MSA”):**

|  |  |  |
| --- | --- | --- |
|  | **Type** | **Name** |
| ☐ | **YouGov New MSA:** | YouGov Master Services Agreement for Research Services and Subscription Products August 2020 |
| ☐ | **Other New MSA\*:** | *[Insert agreement name in full]* |
| ☐ | **Existing MSA\*:** | *[Insert agreement name in full]* |

*\*YouGov Legal Team engagement required.*

## Sign-Off

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **YouGov** |  |  | **Client** |  |  |
|  | Signature | REDACTED |  | Signature | REDACTED |
|  | Individual’s Name | REDACTED |  | Individual’s Name | REDACTED |
|  | Job Title | REDACTED |  | Job Title | REDACTED |
|  | Date | 24th September 2020 |  | Date | 13/12/2020 |

*Please return this signed Order to YouGov in full (not just this signature page)*

**Project Details**

# STATEMENT OF REQUIREMENT

## 1 DEFINITIONS

|  |  |
| --- | --- |
| **Expression or Acronym** | **Definition** |
| ICJU | International Comparators Joint Unit. |

## 2 SCOPE OF REQUIREMENT

2.1 Global survey data on people’s behaviours in response to COVID-19, with 2 segments:

2.1.1 A recurring segment which tracks long term behavioural trends related to COVID 19 in 15 countries; and

2.1.2 A changeable segment for urgent topics of interest, such as attitudinal correlates, which require respondent level data with multiple socio-demographic and behavioural / attitudinal covariates for the purposes of modelling analyses of association.

2.2 Management of the survey of 15 comparator countries, consultation on interpreting, developing, executing and presenting results of the survey by suitably qualified academics with expertise in behavioural science and data analytics.

## 3 THE REQUIREMENT

3.1 Global survey data on people’s behaviours in response to COVID-19, covering at least 15 countries (see description in 7.1), in a format suitable for further analysis by Government analysts and academic researchers.

3.2 This should be delivered as a datafile (.csv) for each country each week (see specification in

7.1) and codebook issued following any changes to the questions.

3.3 The supplier is responsible for:

3.3.1 Managing writing, submission for the required ethical approval of any new survey questions to university ethics panels on a fortnightly basis.

3.3.2 Interpreting survey results, including theory based selection of appropriate factors to present data in informative and contextualised visualisations.

3.3.3 Quality assurance of datafiles from YouGov, advising on error fixes to YouGov where required.

## 4 KEY MILESTONES AND DELIVERY

4.1 The following Contract milestones/deliverables shall apply:

|  |  |  |
| --- | --- | --- |
| **Milestone/Deliverable** | **Description** | **Timeframe or Delivery Date** |
| 1 | Global survey data on people’s behaviours in response to COVID-19, covering at least 15 countries (see specification), in a format suitable for further analysis by Government analysts and academic researchers.    Survey data to include: 15 countries  *(Australia, Canada, Denmark, Finland,*  *France, Germany, Italy, Japan,*  *Netherlands, Norway, Singapore, South Korea, Spain, Sweden, United Kingdom)*, in appropriate languages *(French Canadian, Danish, Finnish, French, Germany, Italian, Japanese, Dutch, Norwegian, Korean, Spanish, Swedish),* with minimum sample sizes (1000 per wave in each country, except  Netherlands, Japan and South Korea (500).    Respondents should be adult (18+) and  nationally represented    Frequency and duration: Survey should take 10-15 min. All surveys to be completed on a rolling fortnightly basis.    Flexibility: option to add a new question module each wave (fortnightly collection) to replace a previous one.    Services included: questionnaire design  consultation, translation, project management, fieldwork and datafile deliverables. | **To be provided weekly for the duration of the contract by no later than midday on a Wednesday.** |
| 2 | Attend weekly data consultation meetings between Imperial College and Cabinet  Office of at least 30 minutes every week. | Weekly consultation meetings should be held for the duration of the  contract each Monday after midday unless agreed otherwise in writing. |
| 3 | Attend monthly survey consultations meetings between Imperial College and Cabinet Office of at least 60 minutes around the midpoint of every month. | Monthly consultation meetings should be held  for the duration of the contract each Monday after midday unless agreed otherwise in writing |

## 5 MANAGEMENT INFORMATION/reporting

5.1 YouGov have previously made their survey data available to the public, through their hub. ICJU is content for this to continue, but no reference is to be made to Government funding or involvement, by either YouGov or Imperial College London.

## 6 VOLUMES

6.1 The global survey data should be delivered in a .csv format compatible with previous Tableau workbooks and with an accompanying codebook every week on a Wednesday before midday.

## 7 CONTINOUS IMPROVEMENT

7.1 The Supplier will be expected to continually improve the way in which the required Services are to be delivered throughout the Contract duration.

7.2 The Supplier should present new ways of working to the Authority during monthly Contract review meetings.

7.3 Changes to the way in which the Services are to be delivered must be brought to the Authority’s attention and agreed prior to any changes being implemented.

## 8 QUALITY

8.1 Delivered files will be reviewed by cabinet office assessment staff to verify that all conditions have been met prior to approving payment.

## 9 STAFF AND CUSTOMER SERVICE

9.1 The Supplier shall provide a sufficient level of resource throughout the duration of the Contract in order to consistently deliver a quality service.

9.2 The Supplier’s staff assigned to the Contract shall have the relevant qualifications and experience to deliver the Contract to the required standard.

9.3 The Supplier shall ensure that staff understand the Authority’s vision and objectives and will provide excellent customer service to the Authority throughout the duration of the Contract.

## 10 SERVICE LEVEL AGREEMENTS AND KPI’S

10.1 The Authority will measure the quality of the Supplier’s delivery by:

1.1.1

|  |  |  |  |
| --- | --- | --- | --- |
| KPI/SLA | Service Area | KPI/SLA description | Target |
| 1 | Provision of survey data | Global survey data to be provided in a  .csv format compatible with previous Tableau workbooks and with an accompanying codebook. | To be provided by midday on Wednesday each week for the duration of the contract. |

## 11 SECURITY AND CONFIDENTIALITY REQUIREMENTS

11.1 YouGov have previously made their survey data available to the public, through their hub. ICJU is content for this to continue, but no reference is to be made to Government funding or involvement, by either YouGov or Imperial College London.

1. **CONTRACT MANAGEMENT**

12.1 Attendance at Contract Review meetings shall be at the Supplier’s own expense.

## 13 LOCATION

13.1 The location of the Services will be carried out at 50 Whitehall, Westminster, London, SW1A 2ET.

ICJU Comparators Survey Project

### 14 Scope of Work - Overall

The scope of work is to

1. Manage an ongoing international survey of 15 comparator countries
2. Visualise survey results on Tableau
3. Provide consultation to the Cabinet Office on interpreting survey results
4. Liaise with YouGov on behalf of the Cabinet Office for the purposes of developing, executing and presenting results of the survey

### 15 Background

#### The Survey

The CovidDataHub ICL YouGov survey will operate with 2 segments (1) a recurring segment which tracks long term behavioural trends related to COVID 19 in 15 countries and (2) a changeable segment for urgent topics of interest, such as attitudinal correlates, which require respondent level data with multiple socio-demographic and behavioural / attitudinal covariates for the purposes of modelling analyses of association. The research team described below will instruct YouGov Plc on the Cabinet Office’s behalf in data collection, and the Cabinet Office will cover the cost of running the project, across 15 comparator countries selected by ICJU.

Topic Selection

Topic Research

Question

Validation

Data

Collection

Fieldwork

(

YouGov

Plc)

Raw data file

transfer to main

database

Data Processing

Reponse

Visualisation

Draft Outputs /

Interpretation /

Redraft Outputs

Final Outputs

Convene

experts

Discussion of

Outputs

*Figure 1. Overview of Processes*

YouGov Plc will be instructed to collect response data, every 2 weeks (as currently), on a nationally representative population of 1,000 in most countries, 500 in Japan, South Korea, and Netherlands. Survey coverage will include Australia, Canada, Denmark, Finland, France, Germany, Italy, Japan, Netherlands, Norway, Singapore, South Korea, Spain, Sweden, UK. Raw data response files in .csv format, one for each country (total 15 files) will be made available for download by YouGov for the research team in real time as the data comes in from the field. The research team will collect the data from YouGov, process the data and visualise the survey results.

Survey results will be posted on www.CovidDataHub.com and results raw data files will be made available for download on GitHub. There will be module changes (the changeable segment) to the questionnaire every 2 waves (one per month) which require translation.

#### Although the research team will instruct YouGov in this matter, the Cabinet Office will bill YouGov directly for the cost of the data collection. The Team

The team is 3 people: 2 staff of Imperial College London, Melanie Leis and Roberto Crespo; and Sarah P. Jones non-staff doctoral researcher at Imperial College London and independent consultant.

### 16 Scope of Work: Roles and Responsibilities Sarah P. Jones, doctoral researcher, Imperial College London (non-staff)

#### Responsibilities

Overall Description: Co-creator of the CovidDataHub ICL-YouGov survey, Tableau dashboard. Convener of expert collaborators / input into survey development and interpretation. Main point of contact between ICL and Cabinet Office and between ICL and YouGov. Overall oversight and management of meeting deadlines for survey process, e.g. eliciting and coordinating feedback from expert panel, scientific literature searches, question development, results/report dissemination, peer reviewed academic output on selected topics.

#### Profile

Doctoral researcherof mental health at Imperial College London, member of the Lancet’s COVID19 Commission. COVID19 behavioural science advisor to the World Health Organisation HQ based behavioural science team.

#### Curating Survey Content to Research and Characterise The Policy Drivers and Behavioural Responses to COVID19 Across 15 Countries (40% Sarah’s time)

Chairing the convening of world leading volunteer experts on a bi-weekly basis to draw on their expertise in the selection of new survey topics of urgent health, economic and social care with the aim of investigating explanatory factors and policy impacts of COVID19 health policy in 29 countries.

Current expert volunteer collaborators: Jeff Sachs, Professor of Economics, Columbia University and Director UN Sustainable

Solutions Network; Shekhar Saxena Professor of Public Health, Harvard and former Director of W.H.O. Mental Health and Substance Abuse, Professor John Helliwell, editor World Happiness Report and Professor University British Columbia, Assoc. Professor Thomas Hale, Public Policy Blavatnick Oxford University, Lecturer Anna Petherick, Public Policy Blavatnick Oxford University, Assoc. Professor of Mathematics Reza Drivkandi, Durham University.

Chairing selection of topics and where necessary interpretation methods for fortnightly ‘focus’ reports led by Melanie Leis to interpret results of new questions or previous trends. Developing brief and coordinating contextual input from the appropriate expert collaborators to Melanie and her team.

Conducting scientific literature searches on scientific databases and distillation of evidence.

Overseeing high quality question development using scientifically acceptable methods, such as expert consensus, where validated questionnaires do not exist.

#### Managing YouGov (15% Sarah’s time)

Main Point of Contact between researchers and YouGov. Negotiating contract scope and terms, instructing YouGov on survey content, overseeing datafile delivery to ICL research team and managing survey related deadlines such as question development, translation, fieldwork, receipt of data.

#### Applying for Ethical Approval of Survey Content (5% Sarah’s time)

Managing writing, submission for the required ethical approval of any new survey questions to university ethics panels on a fortnightly basis. Required.

#### Outputs (20% Sarah’s time)

Interpreting survey results, including theory based selection of appropriate factors to present data in informative and contextualised visualisations.

Advising on Tableau visualisation of survey responses

Disseminating reports of survey results to network of policymakers, academic researchers, private sector consultants and Geneva HQ / foreign country leads of the World Health Organisation.

Coordination / curation of social media postings from Imperial College to promote survey findings.

#### Consultations to ICJU (20% Sarah’s time)

Advising on statistical methods for analysis of data, providing access to statistical experts for analysis consultation on data.

Connecting topic experts to Cabinet Office for the purposes of understanding relevant variables and research context.

Main point of contact for external collaborators and inbound enquiries about survey contents, results, data files, codebooks, variables and use of the data from Cabinet Office[[1]](#footnote-1).

*Substantially more time is spent on consultation through IBPAG, which is outside the scope of this work and unpaid.*

***Academic Outputs for the Purpose of Publishing High Quality Peer Reviewed******Publications – not part of Scope of Work, but Important for The Cabinet Office To Understand Role (Sarah)***

*Development of research questions based on survey and other data sources. Data processing for statistical analysis e.g. reformatting of datafiles for variables, assessments of missingness, multiple imputation for missingness. Statistical analysis of data (e.g. regression models, ANOVA using R).*

*Developing ‘full stack’ publication teams of world leading experts including topical experts, statisticians, policy advisors (see expert collaborators above)*

*Leading academic output for selected topics.*

### 17 Scope of Work: Roles and Responsibilities Melanie Leis and Roberto Crespo, Big Data Analytical Unit, Imperial College London

#### Profile

Melanie: Director of the Big Data Analytical Unit, Co-creator of the CovidDataHub ICL-YouGov survey, Tableau dashboard. Roberto: Analytics fellow, Big Data Analytical Unit

#### Roles and Responsibilities Managing data processing (50% Roberto’s time)

Downloading datafiles from YouGov server, 15 country files per fortnight (completed weekly)

Downloading datafiles from W.H.O server (recovered, confirmed, deaths), 15 files per fortnight

Downloading datafiles from Oxford Blavatnick server (policy indices), 15 files per fortnight

Quality assurance of datafiles from YouGov, advising on error fixes to YouGov where required

Linkage of dataset to other data sources by country and date (in R)

Reformatting of raw datafiles (45 per fortnight as above) for visualisations **Outputs (25% Roberto’s time, 75% Melanie’s time,)**

CSV time series file, updated and circulated weekly to close research collaboration partners (e.g. Oxford, ICJU, W.H.O.) Creation of new visualisation schemes for new survey questions

4 Input files for Tableau Dashboard Visualisations including ICJU’s dashboard

Tableau workbooks for download including ICJU’s dashboard

Flat files (.xls) for generating topical weekly reports, such as frequencies

1 topical fortnightly report of frequencies

Depending on topic and expert panel input, reports can take 7 days to 6 weeks

Multiple iterations with experts on data to bring in, caveats, context

#### Consultations with ICJU (25% Roberto’s time, 25% Melanie’s time)

Bespoke consultation about appropriate data use, variables available, data processing, data validation, visualisation techniques and options, Tableau how-to (non-expert)

Framing and interpreting survey results, including appropriate factors to present data in informative and contextualised visualisations.

### 18 Term and Costs

July 28, 2020 The research team sent the first data processed files to ICJU and Sarah emailed the researcher’s cost estimate to Sophie Atkinson. This outlined costs of funding researchers time: total £10,650 for the term of August 3, 2020 through Oct 2, 2020.

On 6th August Sophie replied “We are currently pulling together a list of requirements on our side, which will need to go through our commercial engagement processes here. I'm cc'ing in my colleague Sam [Shaw] who is helping ensure we are meeting the proper processes on our side.”

17 September Sophie kindly informed us via email the Directors were keen to support the continuation of the survey, and on the 18 Sept I provided Sophie with updated costs for through Nov 23 via email.

Melanie, Roberto and Sarah have engaged in supporting the ICJU in good faith since the Aug 3 cost estimate was provided.

The following amounts, which Sophie communicated approval in her email of September 22 to Sarah, are for the work completed and future work through Nov 23.

**Current term: Aug 3 – Nov 23.**

**Renewing the arrangement:**

**Sarah P. Jones will liaise with ICJU to renew every 8 weeks subject to ICJU requiring support from the research team.**

1. others include IMF, World Health Organisation, World Economic Forum, Bank of England, academic researchers [↑](#footnote-ref-1)