



YouGov plc Gender Pay Gap Information Report 2017

Introduction

YouGov plc and subsidiary companies (together 'YouGov Group') is an international data and analytics group. Our core offering of opinion data is derived from our highly participative panel of 5 million people worldwide. We combine this continuous stream of data with our deep research expertise and broad industry experience into a systematic research and marketing platform.

The YouGov Group is headquartered in London and has over 800 staff in 22 countries globally. We are committed to fostering an inclusive and transparent environment and to promoting equal opportunities for all our employees to help them realise their full potential. We have championed inclusivity and diversity as an employer for a long time, yet there is still work to do to close our gender pay gap.

This report constitutes our gender pay gap annual information report (in respect of the UK Equality Act 2010 (Gender Pay Gap Information) Regulations 2017). Information presented in this report has been calculated in accordance with the formulas specified in the Regulations. We have also outlined the steps we have committed to take to close the gap.

Although YouGov Group is not required to publish gender pay gap information for 2017, we have voluntarily decided to do so in the spirit of transparency for our stakeholders, especially our employees.

Gender Pay Reporting

The 'gender pay gap' is the average difference between earnings for men and women, typically expressed as a percentage of male earnings. This is not to be confused with the concept of 'equal pay' which prohibits pay differences between men and women who carry out the same or similar roles.

Under the new gender pay reporting regulation which came into force in the United Kingdom in 2017, all UK companies with more than 250 employees are obligated to publish data every year illustrating the workforce gender pay gap.

The following data is mandated to be published annually in relation to the twelve months to 5 April:

- 1) Mean gender pay gap
- 2) Median gender pay gap
- 3) Mean gender bonus gap
- 4) Median gender bonus gap
- 5) Proportion of men and women receiving a bonus
- 6) Proportion of men and women in each pay quartile

Our Data

YouGov plc (the 'Company') gender pay gap information for 2017 is as follows:

Pay & Bonus Gap

The below table illustrates the difference between the mean and median pay and bonus earnings of men and women in the company. The 'mean' (average) gender pay gap refers specifically to average hourly pay (consisting of ordinary pay plus bonus earnings divided by hours worked), whereas the 'median' (middle) gender pay gap refers to the mid-point in earnings. Both are expressed as a percentage of a male employee's earnings.

Mean and median pay and bonus gap

Gender pay gap	MEAN	MEDIAN
	28.4%	28.7%
Gender bonus gap	MEAN	MEDIAN
	64.8%	27.5%

Bonus Proportions

All our employees (excluding those on a sales commission scheme) are eligible for an annual discretionary performance-related bonus. This table illustrates the proportion of male and female employees who were paid a bonus in the year.

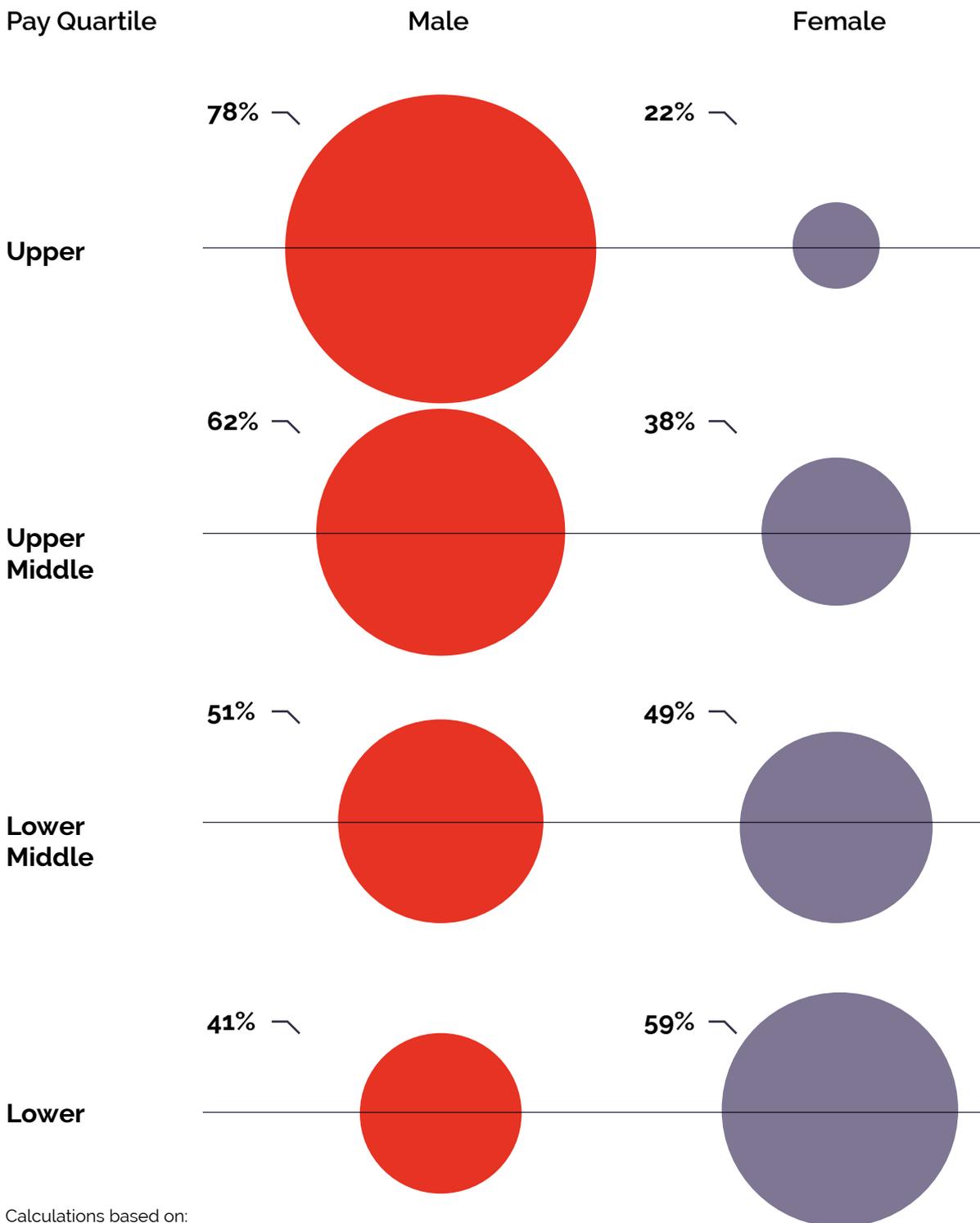
Proportion of male and female employees receiving a bonus payment



Quartile Proportions

In accordance with the regulation, the pay quartiles have been calculated by establishing the hourly pay rate of all employees, ordering them from the highest to the lowest pay rate, grouping them into four equal quartiles, and then comparing the percentage of males and females in each quartile.

Proportion of employees in each pay quartile



Calculations based on:

- The formulas mandated by the UK Equality Act 2010 (Gender Pay Gap Information) Regulations 2017 and guidance published by ACAS in their December 2017 publication 'Managing gender pay reporting'.
- YouGov plc (UK) employees only.
- Pay data for the month ending 30 April 2017, being the relevant month for the snapshot date of 5 April 2017.
- Bonus, commission and share option data for the 12 months to 5 April 2017.

What does our data tell us and what are we doing about it?

It is clear that the data shows we have a gender pay gap in our company. We believe there are two main reasons for this: (1) there are a higher proportion of male employees than female employees and (2) there are more men than women in senior positions. These two reasons reflect a trend which is apparent across many businesses, and in our industry, of an uneven distribution of men and women both in employment and at senior levels.

We offer equal pay for work of equal value. Across the YouGov Group globally, we have relative parity on the numbers of male and female employees (at the snapshot date, 54% male and 46% female). We are therefore focussed on improving the equal distribution of males and females at senior levels and in each business area. We recognise that redressing the imbalance in gender representation at senior levels will take time.

We believe that it is important to lead from the top. Our board of directors includes two female non-executive directors who are experts in their fields, one of whom is Chair of our Remuneration Committee. Any future director appointments will take into consideration the diversity of a balanced board as well as the experience which each individual brings.

In our executive and senior leadership teams, diversity is considered when succession planning. At present, direct reports to the executive directors are 32% female. We are confident that we have future leaders already in the talent pipeline within the business and we are committed to focussing on this for the future.

Our goal is to nurture our talent and to foster a culture which gives everyone the opportunity to be able to build a successful career without compromising on their private life outside work. We aim to enable employees to have a fair balance of work commitments, family life and personal interests. As a business, we are agile, flexible and supportive. We champion diversity and inclusion and a working environment where individuality in all forms is celebrated.

To promote diversity within the company, we have taken the following actions over the past few years:

- Ensured a gender neutral recruitment approach;
- Enabled flexible working opportunities for all employees, subject to business requirements; and
- Partnered with organisations, such as Stonewall to become a Diversity Champion, to further enhance our diverse and inclusive culture.

We expect to build on these activities and focus on the following areas in 2018:

- Embracing new communications technologies in order to enable us to offer more opportunities for agile working; and
- Offering flexible working opportunities in all new roles, subject to business requirements.

We appreciate that there is still work to be done to close our gender pay gap, but we are committed to addressing this and to pursuing our strategy of building a diverse and inclusive environment for all our employees.

I confirm that the figures in this report are accurate and that this report is approved by the board of directors of YouGov plc.

Stephan Shakespeare

CEO, YouGov plc

3 April 2018