

BUSINESS MODEL

OUR MISSION, PURPOSE AND VISION

OUR MISSION

Our mission is to supply a continuous stream of accurate data and insight into what the world thinks, so that companies, governments and institutions can make informed decisions.

OUR PURPOSE

Our purpose is to empower our global member-base to share their attitudinal, opinion and behavioural data so that organisations can better serve the people and communities that sustain them.

OUR VISION

Our vision is for YouGov to be the world's leading provider of marketing and opinion data. We want YouGov data to be a valued public resource used by hundreds of millions of people daily, enabling intelligent decision-making and informed conversations.

KEY STRENGTHS AND INPUTS

- Pioneer of online market research
- Large proprietary panel with strong panellist relationships
- Unparalleled depth and breadth of connected data
- Innovative market-leading technology
- Internet-based approach enabling rapid delivery and resilience
- Global reach supported by CenX model
- Continuous reinvestment into business
- Ethical approach, embracing GDPR
- Respected brand name and strong media presence
- Talented, driven professionals
- Strong culture and reputed management team
- Robust financial position

OUR BUSINESS MODEL

WHAT WE DO

We collect and analyse opinion and behavioural data from our proprietary global panel of 17 million registered members to provide our clients with data and insights to help them plan, develop and evaluate the impact of their marketing and communication activities.

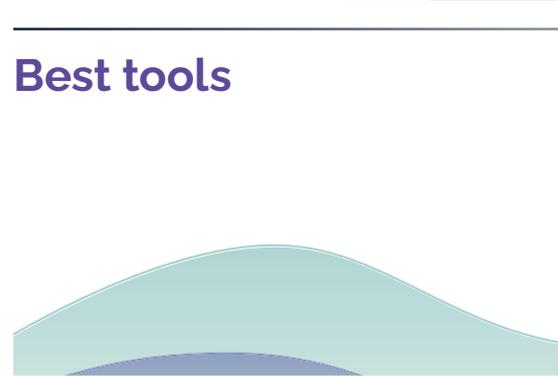
Best panel



Best data



Best tools



UNDERPINNED BY OUR COMPANY VALUES

Our teams are encouraged to demonstrate our Company Values in their day-to-day work: Be fast, Be fearless, Get it right, Trust each other, Respect.



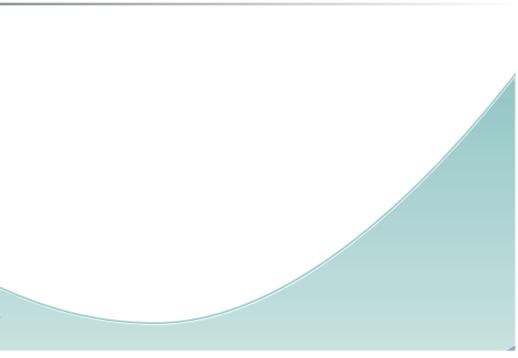
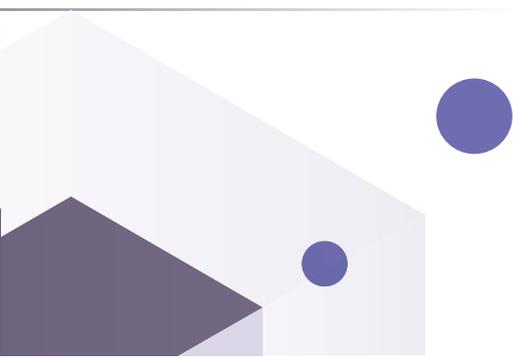
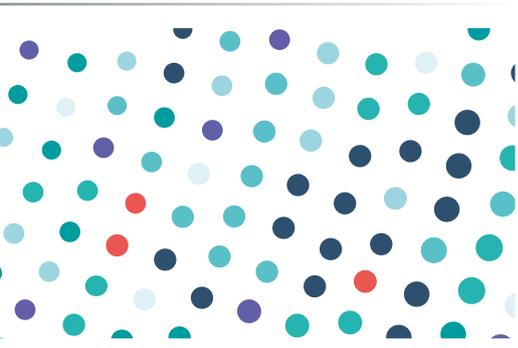
Be fast



Be fearless

WHAT MAKES US DIFFERENT

Our internet-based approach is a key differentiator as it allows us to keep panellists engaged for longer, connect longitudinal data in a high-value, structured manner and analyse it faster and more accurately.



STRATEGIC PRIORITIES



Continue investment in product development and technology to build a platform for clients to conduct large-scale engagement and ethical activation



Expand the geographic reach and overall quality of our proprietary online panel



Target key client accounts with greatest cross-sell and up-sell opportunities



Increase efficiency and provide a superior client experience through our GenX model



Evaluate acquisition opportunities that help build scale and fill technological gaps

 [Read more on page 22.](#)

VALUE WE CREATE FOR OUR STAKEHOLDERS



PANEL MEMBERS
Rewards for participation in surveys, and having their opinions shape agendas



EMPLOYEES
Competitive remuneration, attractive culture and personal development opportunities



COMMUNITY
Public Data as a resource for organisations to understand public opinion



CLIENTS
Research data and insights that fulfil their business needs



SUPPLIERS AND PARTNERS
Mutually beneficial relationships built on shared values



SHAREHOLDERS
Return on investment through share price growth and dividends



MEDIA
Topical data and research to support editorial teams

 [Read more on page 38.](#)



Get it right



Trust each other



Respect