

Our Business Model

YouGov's vision is to be the world's leading provider of marketing and opinion data.

Our offer

Our core products and services

At the core of the YouGov platform is an ever-growing source of consumer data that has been amassed over our twenty years of operation. Our products and services draw on this detailed understanding of 26 million registered panel members to deliver accurate, actionable consumer insights to our clients. Our clients use these insights to explore, plan, activate and track their marketing activities better.

Explore →

Allows clients to get answers from their chosen audience using our syndicated data products or through customised surveys.

Plan →

With over a million data points to choose from, users can unlock the most complete profile of their audience and use it to plan marketing campaigns.

Activate →

Advertisers can optimise their ad spend by utilising our research-based audiences to activate ad campaigns.

Track →

Continuous monitoring of what an audience thinks about brands, marketing campaigns and the competition creates a powerful feedback loop for clients.

Our divisions

Our business is structured into three divisions, and the connectedness of our products and services serves as a strong differentiator.



Data products

This division comprises our syndicated data products, which are available to clients on a subscription basis.



Data services

This division provides our clients with fast turnaround and cost-effective survey solutions for reaching nationally representative and specialist samples.



Custom research

This division offers a wide range of quantitative and qualitative research that is tailored by sector specialist teams to meet clients' specific requirements.

33%

of Group revenue*

19%

of Group revenue*

48%

of Group revenue*

➔ See pages 28 to 33 for more information

* Excludes intra-group and central revenue.

Our operating model

For over 20 years, YouGov has been building an ever-growing source of connected consumer data that powers all our products and platforms. We call it living data. This has driven our growth over the years and has allowed us to further invest in our capabilities for the benefit of our employees, clients, shareholders and society.



Our Business Model

continued

Our panellists and clients

Our panel of registered members play a crucial role in maintaining our consumer intelligence database, providing a constant flow of opinion and behavioural data that can be leveraged by our clients.

Our aim is to maintain high panel retention and build our connected dataset through:



Personalisation

Surveys tailored to individual panellists based on their demographics and past responses.



Incentives

Consistently receiving rewards for completing surveys incentivises panellists to maintain engagement and participation.



Variety

Surveys and studies on a wide range of topics, from brand preferences to topical issues to sports, ensures the experience is fresh and interesting for panellists.



Shaping global news

Survey results can provide valuable data and insights that media outlets use to inform their reporting and coverage.



Community

Creating a strong community of active panellists who interact with the data creates a sense of purpose and mutual benefit.



Trusted brand

Our media-friendly brand builds public trust in YouGov and drives ongoing data sharing.



Communications

YouGov keeps in touch with panellists through newsletters, social media and various other channels to keep panellists informed of the use of their data.

We strive to provide our clients with innovative products and solutions through:



Depth of data

Highly structured time-series and cross-sectional syndicated dataset enabling clients to quickly derive valuable insights about brand performance and consumer opinion.



Speed and accuracy

Highly-profiled, proprietary panel allows clients to reach the right target audience and makes quick turnaround projects possible.



User-friendly tools

From a self-service survey platform to our powerful data analytics tool, YouGov Crunch, our tools make it easier and faster to collect and analyse vast amounts of data.



Tailored solutions

We work with clients on an individual basis to provide custom research and solutions that meet a variety of business needs.



Trusted brand

YouGov is a well-known trusted brand with a history of accurate predictions giving comfort in the integrity of our data.



Panel coverage

Building and maintaining the most global and representative proprietary panel is a key differentiator with our largest clients.

Stats on panel and clients

26m registered panellists

4,300+ clients

Our stakeholders and the value we create for them

Panel Members

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

£18m in panel redemptions

Employees

Competitive remuneration, attractive culture and development opportunities

Mean overall satisfaction score of 4/5 in the annual employee engagement survey

Community

Public data as a resource for organisations to understand public opinion

8.5m unique visitors to our UK and US public data websites

Clients

Research data and insights that fulfil their business needs

9% underlying¹ revenue growth

Suppliers and Partners

Mutually-beneficial relationships built on shared values

19 days taken on average to pay third-party suppliers

Shareholders

Return on investment through share price growth and dividends

100%+ total shareholder return over 5 years

Media

Topical data and research to support editorial teams

#1 most quoted market research source globally

Environment

Proactive mitigation of environmental impact

3.40 Carbon emissions per FTE, including Scopes 1, 2 and 3

Underpinned by our commitment to ESG

We believe harnessing insights from data can address some of the world's most challenging issues. Our purpose is to give the world a voice through our global community by collecting, measuring and analysing their opinions and behaviours and reporting the findings accurately and free from bias.

ESG Roadmap

Our third ESG Roadmap, published in September 2023, outlines our commitments through the next three years. The objectives have been determined with consideration to our company values, expectations from investors and ratings agencies, feedback from the board, and the results of our first ESG materiality assessment.

Giving a Voice

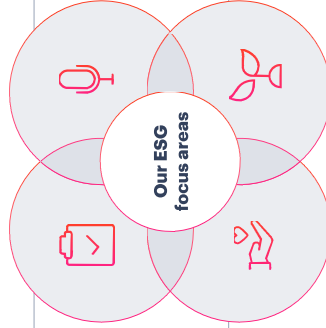
Our social mission is to make people's opinions heard for the benefit of our local, national, and international communities. This encompasses our public data offering, our efforts to ensure our panel is truly representative, and our socially-oriented research to support clients with their own ESG ambitions.

Ethical considerations

Ethical business practices are built into our company-wide policies and procedures. The same expectations apply to our suppliers, sub-contractors, and business partners through our robust Business Partner Code of Conduct.

Our net zero commitments

With our first baseline global carbon footprint published in this report, we are setting a target to achieve net zero by 2030 at the latest. In FY24, we will define more progressive near- and long-term targets.



¹ Defined in the explanation of non-IFRS measures on page 46.