

Our business model

YouGov is an international research data and analytics group. Our value chain is a virtuous circle consisting of a highly engaged online panel, innovative data collection methods, powerful analytics technologies and sophisticated research methodologies, delivery of high-margin syndicated data products and services, expert insights and an authoritative media presence.

Our core offering of opinion data is derived from our highly participative panel of over 6 million people worldwide who provide us with live, continuous streams of data. We capture these streams of data via our variety of data collection platforms and collect them together in the YouGov Cube, our unique connected data library.

We maximise the value of all this connected data through the application of leading-edge analytics and research methodologies, allowing us to offer to our clients an innovative and systematic research products and services which together provide a platform which can be used to plan, manage and refine all types of marketing campaigns.

