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YouGov<sup>®</sup>  
23

September 2023

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# ESG Roadmap & Materiality Assessment

# 01 Introduction

As a research data and analytics technology group, YouGov's business is underpinned by socially responsible practices and an ethos of transparency and trust. Environmental, Social and Governance ("ESG") is core to what we do and the purpose of our ESG strategy is to **champion sustainable, ethical and responsible business practices aligned to our values** in every aspect of our operations.

We **respect** the values and expectations of our stakeholders, including staff, panel members, investors, clients and suppliers. This ESG Roadmap has been informed by the results of our first ESG materiality assessment in which we invited all our stakeholders to share their perceptions of the issues that are most relevant to our business (more on page xx).

This Roadmap outlines our long-term commitments over the next three years (2024-2026), in line with the company's strategic growth plan for the same period. It is designed to grow with the company. It encompasses three phases, and Phases 2 and 3 are not set in stone. We strive to **be fast** and we may be able to accelerate progress in certain areas, but we also need to spend time evaluating our approach in order to **get it right**, and to be agile, in line with our strategic priorities and our capacity for action.

While our ESG ratings speak to our progress, we are **fearless** in acknowledging that there is still work to be done. We know that we need to be transparent and hold ourselves accountable in order to **trust each other**. We commit to reporting our progress along the way through our Annual Report & Accounts, our corporate website, regular internal updates for staff, and frequent updates to the YouGov plc Board of Directors.

This Roadmap reflects our current ESG journey, including our first ESG materiality assessment, achievements of the past year, and a roadmap for the next three years. As stakeholder expectations, regulations, and industry standards are rapidly evolving, we will continue to regularly evaluate our approach to ensure we are keeping pace.

We welcome feedback from our stakeholders and our contact details can be found at the end of this document.

Sincerely,

**Tilly Heald**

Chief Governance and Compliance Officer

## ESG Ratings

In April 2023, YouGov plc achieved an MSCI rating of AA.

As of March 2023, YouGov plc received an ESG Risk Rating of 17.9 from Morningstar Sustainalytics and was assessed to be at Low Risk of experiencing material financial impacts from ESG factors.



In no event shall these ratings be construed as investment advice or expert opinion as defined by the applicable legislation.

These ratings are determined by publicly available data in key ESG areas, for example our Annual Report & Accounts and [corporate website](#).

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# 02

# ESG materiality assessment report

In 2021, we published our first **ESG Roadmap** outlining company-wide objectives to progress YouGov's ESG approach, with a more robust strategic plan launched in 2022. While transparency and responsibility have always been core to what we do, in the past two years since then we have taken significant steps to embed ESG throughout our operations.

In preparation for YouGov's next long-term strategic plan, we conducted our first ESG materiality assessment in early 2023. The purpose of this assessment was to help us better understand how our key stakeholders view the issues that are most relevant to our business. The assessment provides guidance on areas of opportunity to add greater value, and areas of risk if we do not appropriately address key issues, in respect of ESG factors.

While the results of our assessment clearly identify certain issues that are considered material to our business, this does not mean that we will only prioritise those issues. We will continue to follow industry standards, regulatory guidance, and our own values in determining our ESG strategy, but this exercise ensures that we are approaching our disclosures with a clear awareness of stakeholder expectations.

# Methodology



## Survey development

The primary assessment took the form of a quantitative ranked-choice survey in which participants were asked to rank issues in the areas of Environmental, Social, and Governance by order of importance. Following the survey, we engaged in qualitative discussions with the UK Market Research Society to validate our analysis and ensure that the identified priorities aligned with industry expectations.



## Issue identification

We conducted desktop research to identify the issues included in the assessment, along with a benchmarking analysis of peer materiality reports and a review of the priority areas of ESG ratings questionnaires. To align with Sustainability Accounting Standards Board (SASB) disclosure guidance, we included the three material topics for our industry (Advertising & Marketing): Customer Privacy, Selling Practices & Product Labelling, and Employee Engagement, Diversity & Inclusion. The final list was a comprehensive overview of areas that may be considered material to our business, but is not a definitive, exhaustive list of the only topics we will incorporate in our ESG approach.



## Stakeholder selection

To form an internal evaluation of importance to the business, the survey was shared with all 1,795 current employees and 10 plc board members. For an external view, the survey was shared with our top 100 suppliers by spend<sup>1</sup> and 53 major clients selected by contract size. Both supplier and client samples covered a geographic spread to ensure contribution from each major market.<sup>2</sup> In addition, we shared the survey with 596 of our most active and committed panel members in the US and UK as part of YouGov Plus. While this did not provide a geographically representative sample of our global panel, our YouGov Plus members represent a wide range of identities, backgrounds, and experiences and we are confident that their input reflects the needs, expectations, and priorities of our wider panel.

The final survey design, issue list, and stakeholder groups were reviewed by senior leaders and ultimately approved by our CEO.

<sup>1</sup> Between November 2022 and January 2023.

<sup>2</sup> Note that the individuals receiving the survey were those who work most closely with YouGov and are thus familiar with the business, rather than the person at the recipient company who manages ESG or CSR and would be more familiar with the issues themselves.

# Results

Many ESG materiality assessments are presented in the form of a matrix, plotting the comparative materiality of issues according to internal and external evaluation. There is a lack of standardisation among public reports, and few provide transparency in the methodology behind the assessment. Relying on the expertise of YouGov researchers, we have decided to present our results in bar charts that reflect the % of respondents in each stakeholder group who ranked the corresponding issue first in order of importance. This allows us to assess the perceptions of Environmental, Social, and Governance topics separately, and helps us to identify differences between stakeholder groups so we can appropriately tailor our communications and strategies.

In many cases, the assessment results align with evolving reporting requirements and industry standards. For example, we were not surprised to see that measuring our emissions, using energy responsibly, and developing a net zero strategy are considered equally important across our stakeholder groups, which aligns with growing reporting requirements. We are responding to these expectations accordingly – we are in the process of calculating our global carbon footprint for the first time and will publish our emissions in our 2023 Annual Report & Accounts.



# Actions

The results validate our current ESG approach as we already have a number of actions in progress or planned for our next long-term strategic plan to address the most material issues. Our ESG Roadmap for the next three years starts on page 10, which contains a robust set of actions to continuously expand and enhance our ESG commitments in the next three years. Many of the issues included in our materiality assessment are business-as-usual priorities beyond our ESG responsibilities (e.g., whistleblowing, board independence, transparency in reporting, and providing free access to public data).

As YouGov enters its next long-term strategic plan, ESG will continue to be fundamental to our growth and success. Our ESG objectives have always been guided by where we can make the greatest impact and this assessment ensures we are equipped to approach the ever-changing landscape of ESG disclosures with a strong understanding of how ESG is perceived in relation to our business.

We welcome feedback from stakeholders on our approach – contact details can be found at the end of this document.

# Priority issues identified by stakeholders

Below are the issues rated as the highest priority by each stakeholder group with corresponding objectives in our latest ESG Roadmap for Phase 1 (FY24).<sup>3</sup>

These icons identify which stakeholder group(s) ranked the issue as high importance

- Board of Directors**
- Employees**
- Panel Members**
- Clients**
- Suppliers**

## Environmental

Issue	FY24 Roadmap objectives
<b>Net zero strategy</b> 	Keep pace with environmental disclosure standards. Initiate net zero strategy (Climate Transition Plan).
<b>Responsible energy use</b> 	Prepare to align with ISO 14001 (Environmental Management Systems), as appropriate.
<b>Business travel emissions</b> 	Define approach to carbon offsets. Improve internal understanding of environmental initiatives. Initiate net zero strategy (Climate Transition Plan).
<b>Waste management</b> 	Develop E-waste recycling policy. Continue working towards single-use plastic elimination and reduction.
<b>Total company emissions</b> 	Define approach to carbon offsets. Improve internal understanding of environmental initiatives. Initiate net zero strategy (Climate Transition Plan).

## Social

Issue	FY24 Roadmap objectives
<b>Employee compensation</b> 	Ensure YouGov staff are suitably supported at every stage of their career. Expand living wage commitment.
<b>Corporate purpose &amp; culture</b> 	Enhance our client value proposition. Support regional community investment initiatives. Define structured approach to staff volunteering.
<b>Health &amp; Safety</b> 	Maintain proactive approach to Health & Safety across global offices.
<b>Panel accessibility &amp; representation</b> 	Support inclusion and accessibility in panel member experience.
<b>Diversity &amp; Inclusion</b> 	Support the D&I Roadmap with a measurable, data-driven approach.

## Governance

Issue	FY24 Roadmap objectives
<b>Legal &amp; regulatory compliance</b> 	Keep pace with environmental disclosure standards. Develop long-term strategy for prevention of modern slavery in business operations and supply chain. Align ESG strategy to appropriate global standards.
<b>Data privacy</b> 	Prepare to align with ISO 27701 (data privacy extension to 27001), as appropriate.

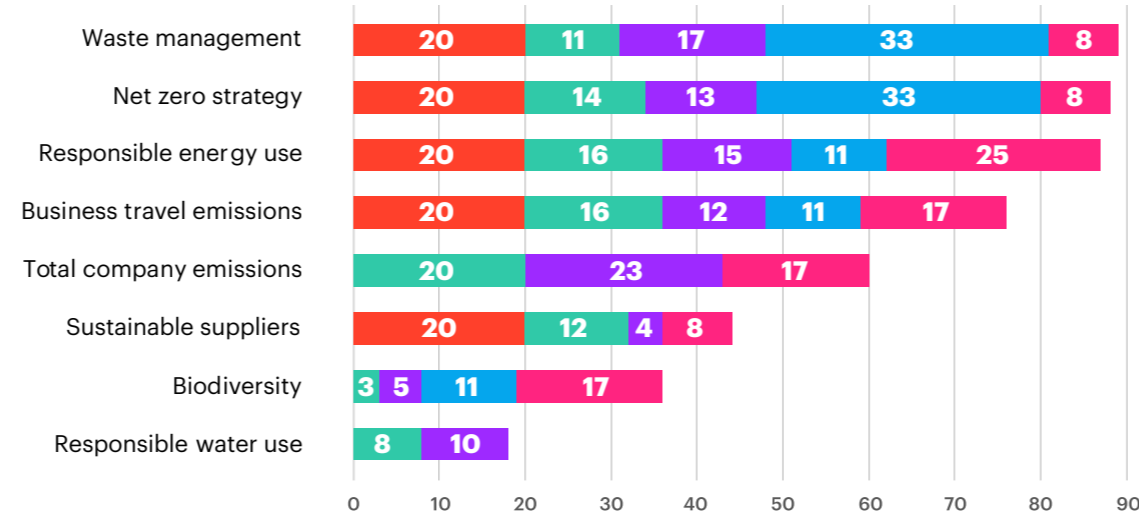
<sup>3</sup> In some cases, the same % of respondents ranked multiple issues first in order of importance (e.g., 33% of clients ranked both waste management and net zero strategy first).

# Full results of the materiality assessment<sup>4</sup>

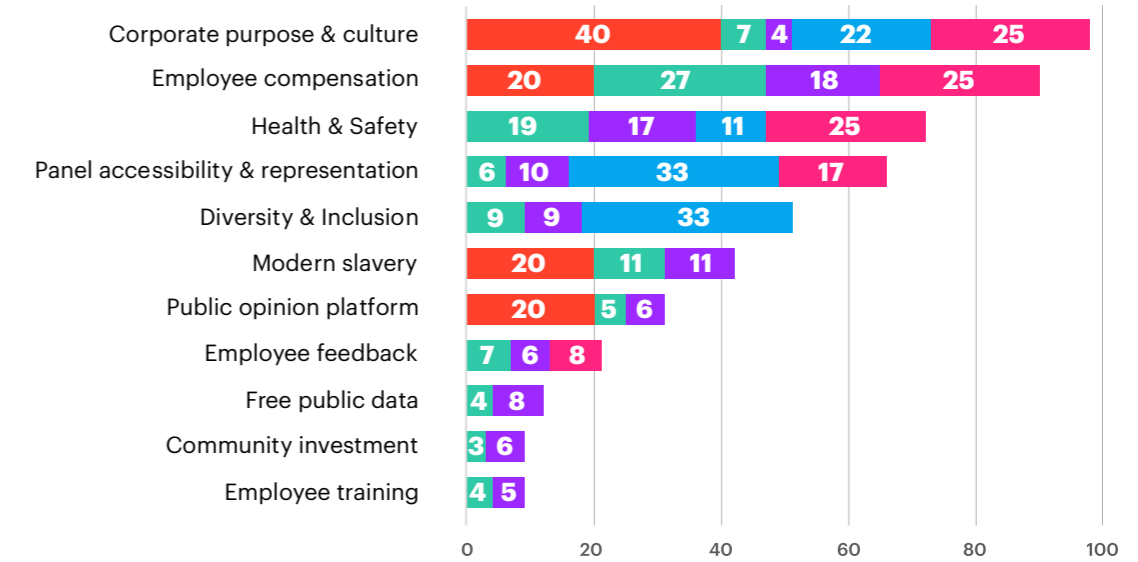
These charts reflect the % of each stakeholder group that ranked an issue first in order of importance. See page 16 for definitions of each issue.

A full breakdown of the results by stakeholder group is available in Appendix II (page 17).

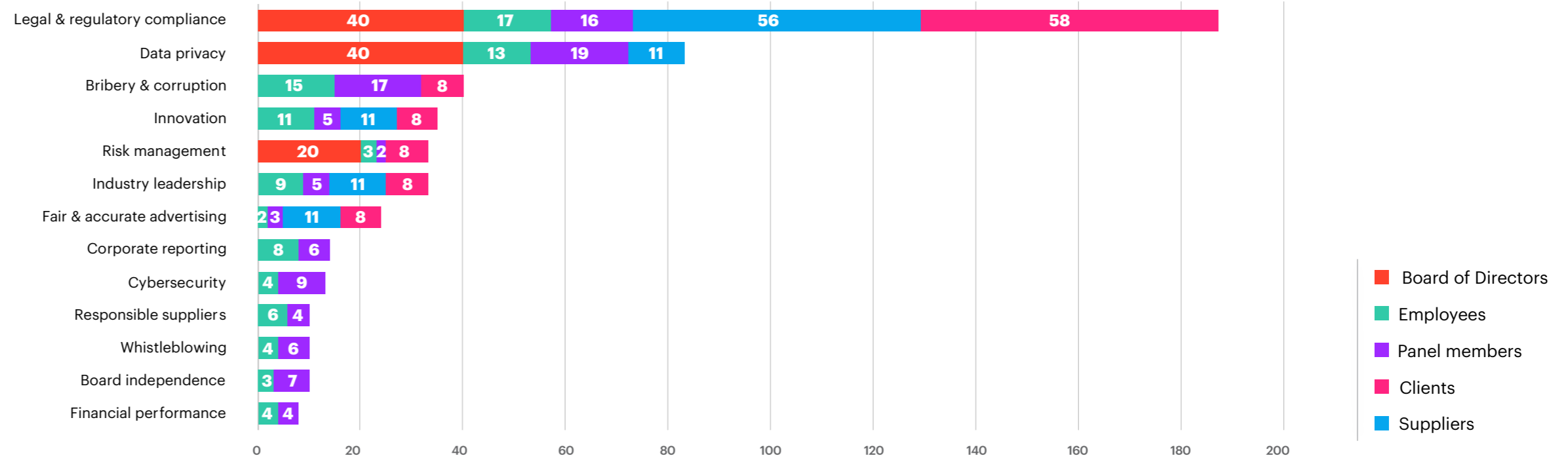
## Environmental Ranking



## Social Ranking



## Governance Ranking



<sup>4</sup> The survey was shared with 1,189 respondents across all stakeholder groups that completed the survey. The average completion rate across all groups was 56.59%.

# 03

## Our ESG journey so far

This section outlines our ESG highlights from the last year. We are proud of our accomplishments so far, which lay the groundwork for the next phase of our journey.



# Key Accomplishments in 2022-23



## Climate strategy

We have been calculating our global carbon footprint for the first time and preparing our first Task Force on Climate-Related Disclosures (TCFD) report, with the support of external sustainability consultants. These will be published in our 2023 Annual Report & Accounts.



## Plastic reduction

In collaboration with SUPER, a US-based NGO, we have been evaluating our single-use plastic waste and exploring alternatives in our offices. Thus far, four of our offices have achieved a certification for single-use plastic reduction: London (global headquarters), Bucharest, Cologne, and Dubai.



## Social impact

We continue to be driven by our social mission to make people's opinions heard for the benefit of the wider community. We developed a public data factsheet to communicate the value of our unparalleled public data offering, which will be published soon. We also defined a Group Charitable Giving & Volunteering Policy to standardise our approach to giving back.



## Workforce diversity

We published our first [Workforce Diversity Report](#) to communicate our commitments and set a baseline from which to monitor progress towards our D&I goals. This was made possible in part by the success of the Count Me In campaign to invite employees to voluntarily disclose diversity monitoring information.



## Data privacy

As a data company, it is vital that YouGov collects, handles, and shares personal data in a compliant and secure way. The Data Privacy and Information Security teams created new guidelines on approved methods of sharing personal data.



## Board education

In addition to providing ESG-related briefing materials for plc board meetings, we have instituted annual ESG Deep Dive education sessions for the board, covering progress updates on key initiatives and encouraging discussion on the most current ESG topics.

## Awards

YouGov is the proud recipient of a number of notable awards, accreditations, and rankings. We strive to be an industry leader through the insights we produce, the services we provide, and our engagement with employees, stakeholders, and the wider community. In addition to several nominations and shortlists, in the year we received the 2022 MRS Award for Applications & Impact of Data, the 2023 megabyte Quoted25 Award for Best Performing Company - Information Management, and the 2022 Women in Governance, Risk and Compliance Award for Chief Compliance Officer of the Year (Tilly Heald).

## ESG Roadmap 2: completed company objectives

- Continue to leverage our business strengths in our ESG activities
- Maintain transparency in communication of ESG activities to all stakeholders, including staff (including via the Giving a Voice initiative) and investors
- Cascade YouGov's ESG commitment through our supply chain with increased accountability for suppliers
- Maximise ESG ratings with the investor community
- Proactively align with appropriate reporting frameworks

# 04

# ESG Roadmap 3

With a robust foundation set by our last ESG Roadmap, we are now in the position to invest in long-term objectives to advance our strategy. This section outlines objectives for the near- and long-term, and we commit to publishing an annual update for each Phase.

# ESG Roadmap Phase 1 (FY24)

Phase 1 includes some short-term objectives to be completed in the next financial year, and some objectives for identifying the most suitable approach to achieving our long-term goals.

## Environmental

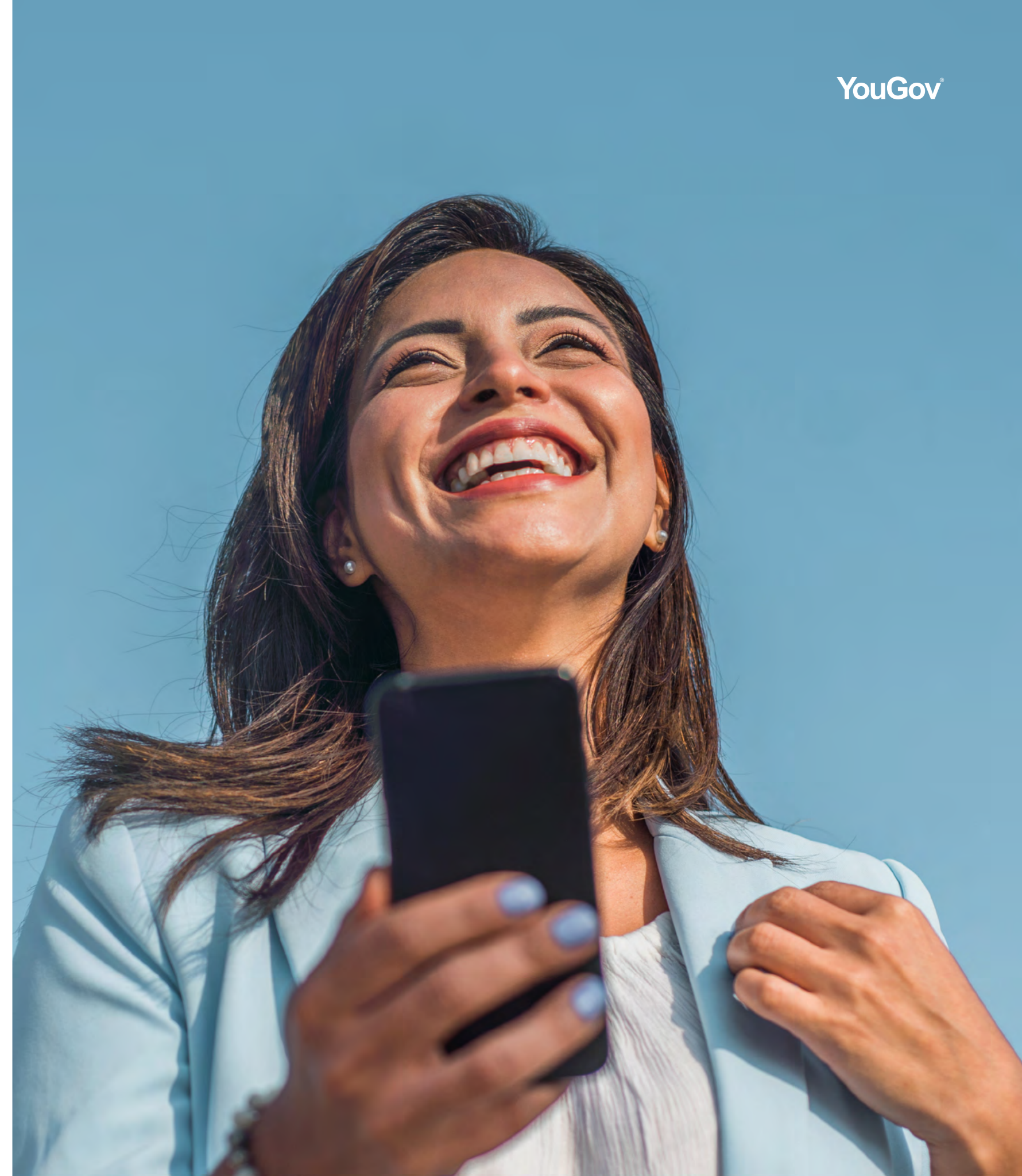
Objective	Actions
Keep pace with environmental disclosure standards.	<p>Publish first Task Force on Climate-Related Disclosures (TCFD) report in 2023 Annual Report.</p> <p>Prepare to align with future climate disclosure mandates, e.g., International Sustainability Standards Board (ISSB).</p>
Initiate net zero strategy (Climate Transition Plan).	<p>Begin Science Based Targets initiative (SBTi) target verification process.</p> <p>Explore United Nations Framework Convention on Climate Change (UNFCCC) Race to Zero campaign pledges and make a commitment, if appropriate.</p>
Define approach to carbon offsets.	<p>Set a carbon offset budget and research appropriate verified carbon offsets.</p> <p>Explore the suitability of a carbon budget for business travel or other relevant activities.</p> <p>Define approach to reducing data centre emissions and incorporate into Phases 2 and 3, as appropriate.</p>
Improve internal understanding of environmental initiatives.	Develop and implement a staff environmental training module (incl. key climate change concepts).
Continue working towards single-use plastic elimination and reduction.	Complete annual recertification assessments and conduct initial assessments for further offices.
Develop E-waste recycling policy.	Define a suitable approach to handling of e-waste.
Consider alignment with ISO 14001 (Environmental Management Systems), as appropriate.	Conduct a gap analysis and develop a plan to align our processes to the standard.
Support clients' Scope 3 emissions management.	Ensure clients are kept informed of environmental targets and net zero strategy.

## Social

Objective	Actions
Enhance our client value proposition.	Articulate how YouGov can support clients' own ESG agendas.
Support inclusion and accessibility in panel member experience.	<p>Educate researchers on how to be proactively inclusive.</p> <p>Maintain and improve accessible rewards structure.</p>
Define structured approach to staff volunteering.	<p>Explore external resources for structured volunteering and determine appropriateness.</p> <p>Communicate behavioural expectations for staff volunteering activities.</p>
Encourage proactive and positive feedback culture among staff.	Develop appropriate recognition programme for staff and continue educating staff on providing effective feedback through appropriate channels.
Support the D&I Roadmap with a measurable, data-driven approach.	<p>Support communication of the pillars of the Employee Value Proposition (EVP, to be published in FY24).</p> <p>Identify specific areas for improvement of staff experience based on exit interview feedback.</p> <p>Clarify and communicate access to People Dashboards for managers.</p>
Ensure YouGov staff are suitably supported at every stage of their career.	<p>Upskill staff on improving performance and career development.</p> <p>Improve salary transparency practices during recruitment.</p> <p>Evaluate parental leave benefits in each market and make recommendations for policy adjustments.</p> <p>Evaluate engagement with YouGov alumni network.</p>
Support regional community investment initiatives.	Launch a Reconciliation Action Plan (RAP) in Australia; identify appropriate initiatives in further markets.
Expand living wage commitment.	<p>Complete UN Global Compact Living Wage Analysis and update ESG Roadmap accordingly.</p> <p>Begin internally calculating appropriate market-based living wage rates, where necessary.</p>
Maintain proactive approach to Health & Safety across global offices.	<p>Global launch of office-specific Health &amp; Safety risk assessments.</p> <p>Implement all-staff training on Health &amp; Safety.</p>
Expand ESG Roadmap initiatives for clients and panel members.	Identify further initiatives to enhance engagement with and support of clients and panel members and incorporate into Phases 2 and 3, as appropriate.

## Governance

Objective	Actions
Ensure internal policies and intranet resources are accessible for all staff.	Identify translation needs (e.g., languages, policies, resources) and set plan for translating appropriately.
Align ESG strategy to appropriate global standards.	<p>Include a Sustainability Accounting Standards Board (SASB) disclosure table in the 2023 Annual Report.</p> <p>Sign the UN Global Compact and begin preparing a Communication of Progress (CoP) report.</p> <p>Explore B Corp certification for the business and, if appropriate, begin the certification process.</p>
Continue evolving supplier management practices.	<p>Define supply chain Tiers.</p> <p>Educate staff on ethical procurement decisions and ESG criteria in supplier selection.</p>
Incorporate ESG metrics into performance plans.	Identify appropriate ESG targets for the Long-Term Incentive Plan (LTIP) 2023 and executive remuneration.
Establish a Sustainability Committee at management level.	Define membership and rules of engagement (including meeting cycle).
Develop long-term strategy for prevention of modern slavery in business operations and supply chain.	<p>Identify areas of business and supply chain with highest potential risk.</p> <p>Update Modern Slavery Act Statement based on latest UK guidance.</p> <p>Incorporate modern slavery awareness into ESG training for staff.</p>
Maintain high standard of key internal controls.	Conduct business ethics and corruption risk assessment on key controls.
Continue to improve alignment with appropriate UN Sustainable Development Goals (SDGs).	<p>Implement Phase 1 actions for current priority SDGs .</p> <p>Evaluate alignment with SDG 13: Climate Action and identify criteria for action.</p>
Publish formal neutrality policy.	Define governing principles of neutrality; publish and communicate policy.
Prepare to align with ISO 27701 (data privacy extension to 27001), as appropriate.	Conduct a gap analysis and develop a plan to align our processes to the standard.
Maintain strong cybersecurity strategy.	Conduct a gap analysis and develop a plan to align our existing ISO 27001 certification to the latest version.
Continue improving ratings by ESG ratings agencies.	Complete annual ratings reviews and file amendments as necessary.
Ensure investors remain informed and engaged with ESG approach.	<p>Define ESG communication plan for FY24 based on existing investor communication approach.</p> <p>Identify further initiatives to enhance engagement with investors and incorporate into Phases 2 and 3, as appropriate.</p>



# ESG Roadmap Phase 2 (FY25)

The Phase 2 objectives reflect the actions that will be continuing from Phase 1 and the actions that we already plan on initiating in Phase 2. A full, revised version of Phase 2 will be published at the beginning of FY25 based on the completion of objectives in Phase 1.

## Environmental

Objective	Actions
Keep pace with environmental disclosure standards.	Adapt reporting to incorporate new disclosure mandates or recommendations as needed.
Maintain progressive net zero strategy.	Prepare initial Carbon Disclosure Plan (CDP) disclosure.
Implement approach to carbon offsets, as determined in Phase 1.	Begin purchase of appropriate and verified carbon offsets Implement carbon budget for business travel, if appropriate.
Continue working towards single-use plastic elimination and reduction.	Complete annual recertification assessments and conduct initial assessments for further offices.
Continue alignment with ISO 14001 (Environment Management Systems), as appropriate.	Implement actions to align processes with standard and prepare for certification, if appropriate.
Support clients' Scope 3 emissions management.	Ensure clients are kept informed with clear and transparent communication of environmental targets and net zero strategy.

## Social

Objective	Actions
Ensure YouGov staff are suitably supported at every stage of their career.	Implement recommendations for policy updates for parental leave, as appropriate, and consider expansion of policies to caregivers, where suitable and feasible.
Support the D&I Roadmap with a measurable, data-driven approach.	Ensure initiatives are properly communicated and tracked with measurable metrics.
Expand living wage commitment.	Develop action plan to apply a living wage rate to global markets.
Explore further opportunities to support staff returning from long-term leave.	Analyse how parental and long-term leave policies and existing resources are utilised. Benchmark resources against national and international standards and form action plan for implementing further support as needed.
Expand ESG Roadmap initiatives for clients and panel members.	Implement further initiatives as identified in Phase 1.

## Governance

Objective	Actions
Continue improving ratings by ESG ratings agencies.	Complete annual ratings reviews and file amendments as necessary.
Align ESG strategy to appropriate global standards.	Continue B Corp certification for the business if deemed appropriate in Phase 1. Align 2024 Annual Report to GRI standards if deemed appropriate in Phase 1.
Continue evolving supplier management practices.	Enhance accountability requirements for Tier 1 suppliers (at minimum). Analyse minority ownership of Tier 1 suppliers (or a subset of Tier 1, as appropriate) and begin developing a plan for improving diversity within suppliers.
Maintain long-term strategy for prevention of modern slavery.	Enhance disclosure of potential risk areas and ensure staff understand relevant responsibilities. Explore best approach to risk assessment of supply chain and develop action plan for Phase 3.
Continue to improve alignment with UN SDGs.	Implement Phase 2 actions for current priority SDGs. Evaluate alignment with SDG 3: Good Health and Well-Being and identify criteria for action.
Ensure investors remain informed and engaged with ESG approach.	Define ESG communication plan for FY25 based on existing investor communication approach. Implement further initiatives as identified in Phase 1.

# ESG Roadmap Phase 3 (FY26)

The Phase 3 objectives outlined here reflect the actions that will be continuing from Phase 1 and 2 and the actions that we already plan on initiating in Phase 3. A full, revised version of Phase 3 will be published at the beginning of FY26 based on the completion of objectives in Phases 1 and 2.

## Environmental

Objective	Actions
Achieve carbon neutrality (at minimum), in line with MRS Net Zero Pledge.	Purchase carbon offsets (with a preference for removal projects) based on Scope 1, 2 and 3 emissions.
Keep pace with environmental disclosure standards.	Adapt reporting to incorporate new disclosure mandates or recommendations as needed.
Maintain progressive net zero strategy.	Further actions to be determined based on net zero strategy as defined in Phase 1.
Continue working towards single-use plastic elimination and reduction.	Complete annual recertification assessments and conduct initial assessments for further offices.
Finalise alignment with ISO 14001 (Environmental Management Systems).	Complete certification, if appropriate.
Support clients' Scope 3 emissions management.	Ensure clients are kept informed with clear and transparent communication of environmental targets and net zero strategy.

## Social

Objective	Actions
Ensure YouGov staff are suitably supported at every stage of their career.	Benchmark resources available for returning employees and form action plan to implement further support, as appropriate.
Support the D&I Roadmap with a measurable, data-driven approach.	Ensure initiatives are properly communicated and tracked with measurable metrics.
Expand living wage commitment.	Ensure all staff are paid a living wage. Cascade commitment through supply chain.
Explore further opportunities to support staff returning from long-term leave.	Implement action plan for implementing further support, as determined in Phase 2.
Expand ESG Roadmap initiatives for clients and panel members.	Implement further initiatives as identified in Phase 1.

## Governance

Objective	Actions
Continue evolving supplier management practices.	Enhance accountability practices for Tier 2 and 3 suppliers.
Maintain long-term strategy for prevention of modern slavery.	Conduct risk assessment of Tier 1 suppliers (at minimum), as determined in Phase 2.
Continue to improve alignment with UN SDGs.	Implement Phase 3 actions for current priority SDGs
Continue improving ratings by ESG ratings agencies.	Complete annual ratings reviews and file amendments as necessary.
Ensure investors remain informed and engaged with ESG approach.	Define ESG communication plan for FY26 based on existing investor communication approach. Implement further initiatives as identified in Phase 1.

# 05

## Appendix I:

Issues included in  
materiality assessment

### Issue identification

We did extensive research to determine which issues to include in this exercise. As this was our first ESG materiality assessment, we have erred on the side of over-inclusion to ensure it was as thorough as possible. In future assessments, we may adjust this list to condense or clarify certain issues. This has been a learning experience for the business in many ways, and we will continue to follow guidance and relevant standards for incorporating materiality in our ESG approach.

Environmental		Social		Governance	
<b>Net zero strategy</b>	The development and implementation of a net zero strategy and decarbonisation plan to reduce the company's GHG emissions. 'Net zero' is a target of completely negating the amount of greenhouse gases produced by human activity, achieved primarily through the reduction of emissions with investment in the removal of remaining carbon from the atmosphere.	<b>Corporate purpose &amp; culture</b>	Clearly defined purpose and values that are reflected in company culture.	<b>Legal &amp; regulatory compliance</b>	Adherence to all relevant laws, regulations, standards, and ethical practices.
<b>Responsible energy use</b>	Responsible and efficient management of energy use, including the use of renewable energy in company facilities.	<b>Employee compensation</b>	Compensation and benefits for staff, including salary, annual leave, health care (where applicable), etc.	<b>Data privacy**</b>	Protecting personal data collected and used by YouGov, relating to, for example, panel members, clients, members of staff and candidates.
<b>Total company emissions</b>	Reducing amount of overall greenhouse gas (GHG) emissions produced by the company, including supply chain emissions.	<b>Health &amp; safety</b>	Protecting the health, safety, and wellbeing of staff.	<b>Bribery &amp; corruption</b>	Zero-tolerance approach to bribery and corruption (including tax evasion) within the company's operations (including the supply chain).
<b>Business travel emissions</b>	Reducing the amount of GHG emissions produced specifically from business travel (flights, rail, car to attend business events, meet with clients, etc.) and employee commutes to their local office (public transit, car).	<b>Panel accessibility &amp; representation</b>	Ensuring that our panel remains as representative as possible and the panel experience is accessible to all members.	<b>Risk management</b>	The management of potential or actual risks to the business (e.g., an economic recession, new competitors, natural disasters, etc.).
<b>Waste management</b>	Responsible and efficient management of waste produced by the company, including relevant recycling streams, in company facilities.	<b>Diversity &amp; inclusion**</b>	A commitment to building diverse staff teams and promoting an inclusive workplace (i.e., promoting diversity and inclusivity of different ages, genders, ethnicities, cultures, and beliefs, etc.)	<b>Innovation</b>	The introduction of new or improved processes and tools to support business and industry development.
<b>Sustainable suppliers</b>	Evidence of appropriate environmental commitments and conduct (i.e., good resource management, net zero strategy, etc.) by the company's suppliers.	<b>Public opinion platform</b>	Creating opportunities for the exchange of views and opinions through the full range of our client work and public data offering.	<b>Industry leadership</b>	Demonstration of leadership and influence in the research data and analytics industry.
<b>Biodiversity</b>	Promoting biological diversity (plant and animal life) and protecting natural ecosystems.	<b>Modern slavery</b>	Demonstrable commitment to protect human rights and prevent modern slavery in all operations (including supply chain).	<b>Fair &amp; accurate advertising**</b>	Advertising company services and products fairly and accurately, both to clients and panel members.
<b>Responsible water use</b>	Responsible and efficient management of water use in company facilities.	<b>Feedback on employee experience**</b>	Regular engagement with employees to gather, listen to, and act on feedback on their experience.	<b>Corporate reporting</b>	Compliance with all reporting requirements and production of high-quality disclosures with accuracy and transparency.
		<b>Free access to public data</b>	The range of public data we offer for free through our market-based sites (listed at the bottom of our <a href="#">corporate website</a> ).	<b>Cybersecurity</b>	Reducing security risks that could affect the confidentiality, availability, or integrity of our data.
		<b>Community investment</b>	Regular engagement with and provision of support for the community in which the company operates. For example, charitable giving, volunteering, or community education on digital literacy.	<b>Responsible suppliers</b>	Evidence of appropriate ethical commitments and responsible business conduct (e.g., fair labour practices, health and safety protections, etc.) throughout the company's supply chain.
		<b>Employee training</b>	Provision of regular training opportunities for employees, including training on both hard and soft skills. Digital literacy is defined as the ability and skill to find, evaluate, utilise, share, and create content using information technologies and the Internet.	<b>Whistleblowing</b>	Framework in place to facilitate speaking up and appropriately respond to whistleblowing.
				<b>Board independence</b>	Ensuring an appropriately independent board. A board is considered independent when the majority of its members do not have a relationship with the company except as directors (e.g., not employed by the company or doing other business with the company).
				<b>Financial performance</b>	Production of profits and benefits for the company through product innovation and the efficient use of resources.

\*\*These issues are considered material to our industry according to the SASB standards.



006

# Appendix II:

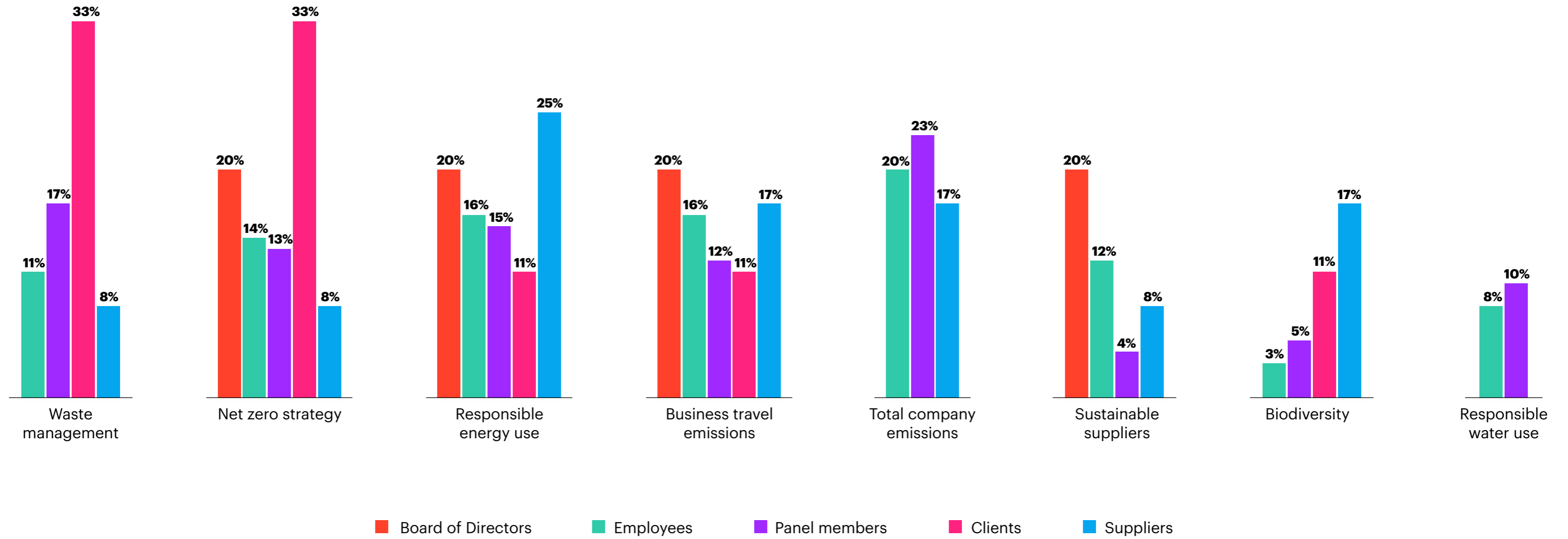
## Results of materiality assessment by stakeholder group

### Full results of the materiality assessment<sup>4</sup>

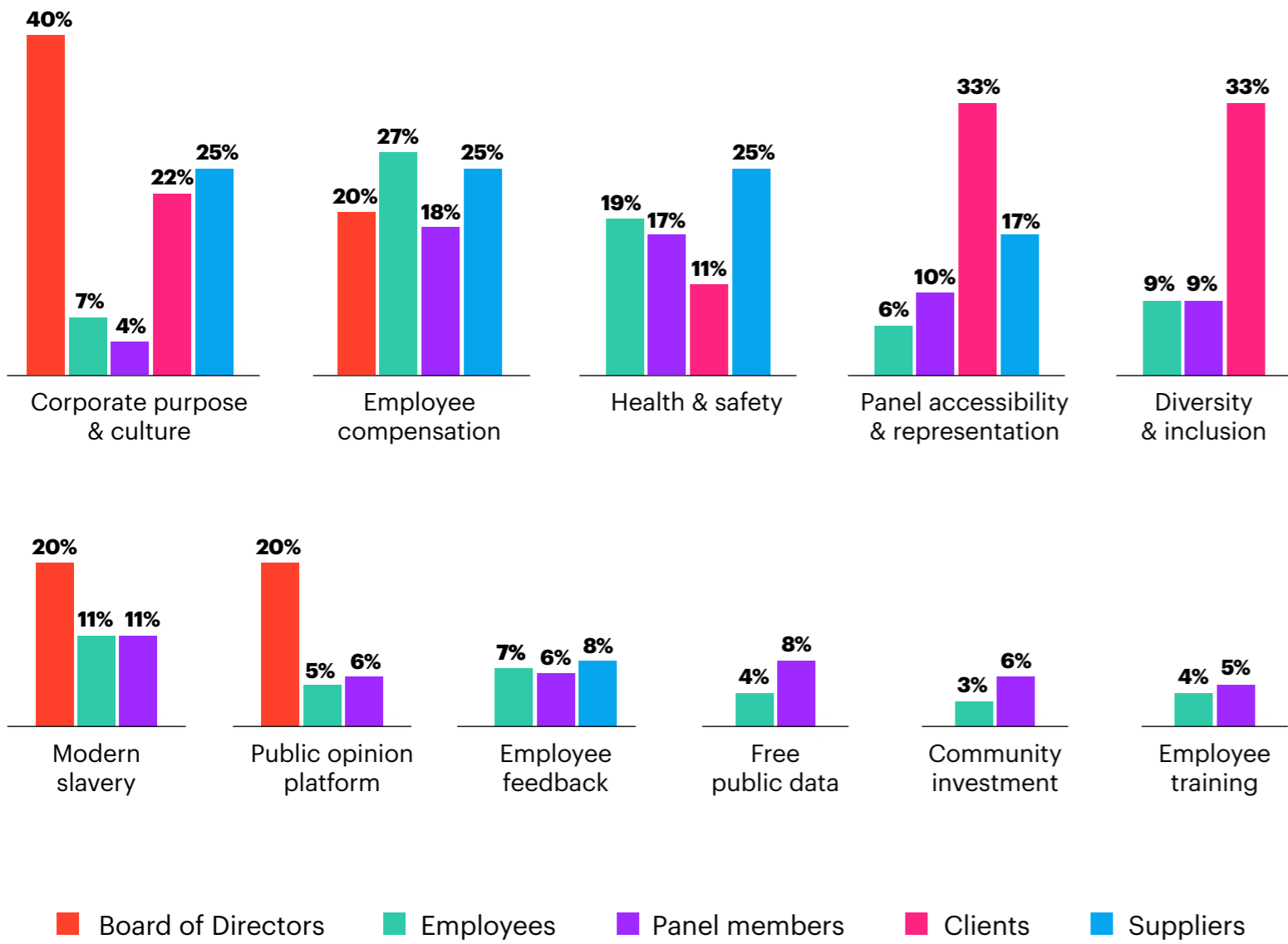
These charts reflect the % of each stakeholder group that ranked an issue first in order of importance. See page 16 for definitions of each issue.

<sup>4</sup> The survey was shared with 1,189 respondents across all stakeholder groups that completed the survey. The average completion rate across all groups was 56.59%.

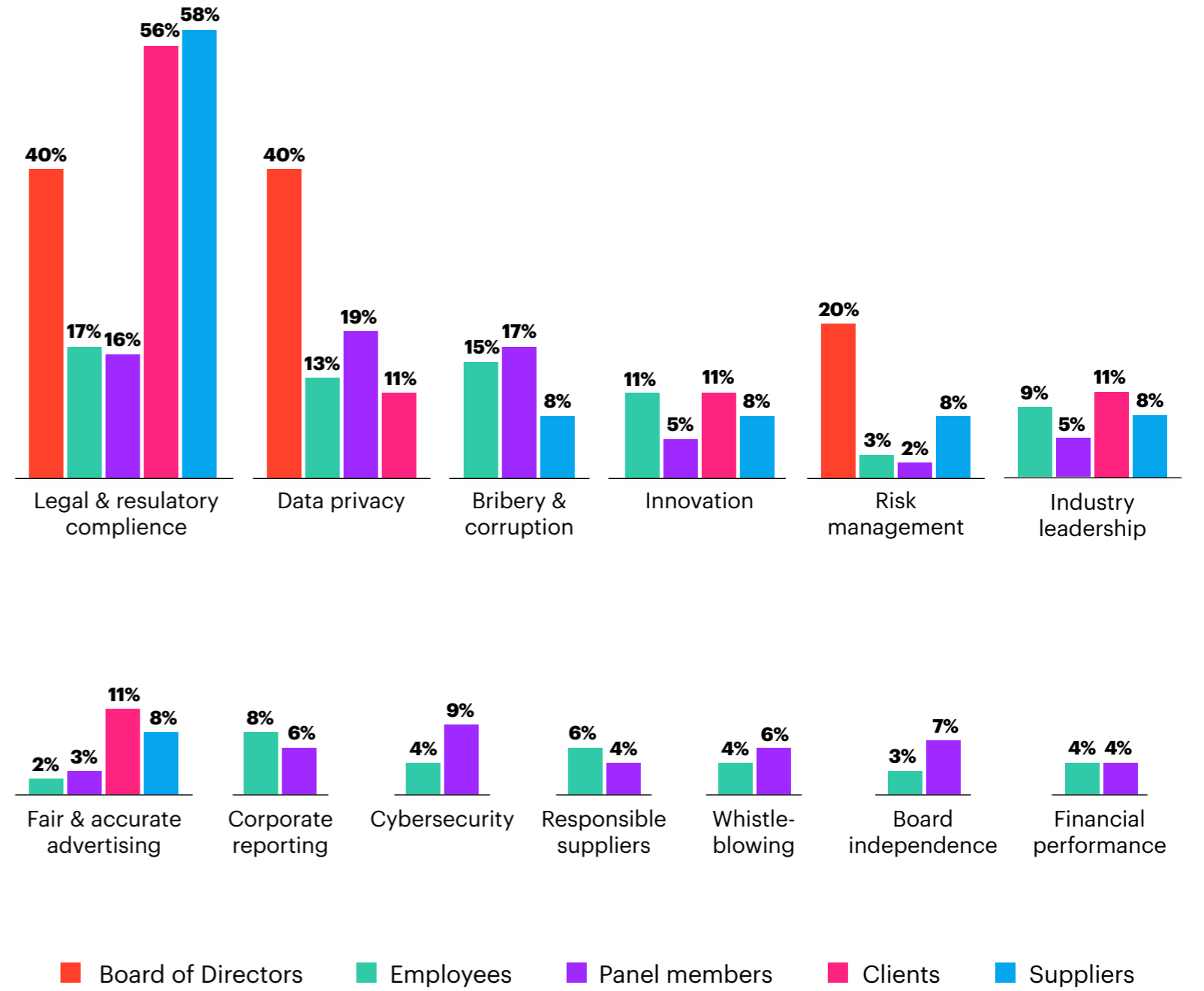
## Environmental Ranking



### Social Ranking



### Governance Ranking



# Contact us

We welcome feedback and engagement from all our stakeholders about our ESG Roadmap and activities.

**Investors and analysts**

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**Clients, staff, partners, and other stakeholders**

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