

Workforce Diversity Report 2024





Steve Hatch
Chief Executive Officer

Workforce Diversity Report

Foreword from CEO

This is YouGov's second Workforce Diversity Report but my first as CEO, and I am pleased to champion the principles of equity and fairness embedded in the commitments outlined here. Diversity and inclusion ('D&I') have been fundamental to YouGov's success well before there was a formal strategy in place. We must recruit, engage, and retain a representative panel to be able to provide insight into the full range of public opinion, and a diverse team

in an inclusive workplace supports that goal. From sensitive research design to delivering accurate, unbiased results, our success as a business depends on employees being empowered to thrive in a welcoming and rewarding environment.

To promote a collaborative spirit and foster high performance in our team, we must first understand it. As a data-driven company, our Workforce Diversity Report is the foundation of our D&I strategy, as a baseline knowledge of our

own representation gaps is essential for tailoring initiatives to meet employee needs. Regularly assessing the makeup of our team ensures that our strategy remains fit-for-purpose and that progress can be appropriately measured.

With more space to delve into the details, we hope that this Workforce Diversity Report, and our wider **ESG Report** will continue to foster trust in our vision for the future of responsible, ethical, and sustainable business at YouGov.

D&I at YouGov

Vision

Investing in D&I is core to YouGov's purpose to **give the world a voice**. We cannot achieve this externally if it is not reflected internally, and our D&I approach is to champion a diverse workforce in an inclusive workplace.

Framework

Our D&I **framework** consists of the D&I Council, D&I Networks, D&I Champions, and a dedicated D&I team. Accountable for driving YouGov's progression through maturity levels across the three pillars outlined on [page 2](#), the D&I Council acts as the guarantor of D&I at YouGov and ensures that our D&I

objectives align with the Company's wider strategy. These objectives are coordinated, managed, and measured by our dedicated D&I personnel – our D&I Manager, D&I Coordinator, and ESG Manager. Employees are encouraged to engage through our six D&I Networks (Abilities; Gender; LGBTQ+ & Allies; Mental Health; Race & Culture; Responsible Research & Innovation), with the aim of promoting engagement with our D&I goals and fostering an inclusive work environment. Regional D&I Champions serve as a local point of contact for all D&I initiatives by driving awareness and participation in their region. Together, everyone has a part to play in making YouGov a welcoming place to work for all.

Strategy

Our D&I **strategy** is grouped into three pillars to achieve a balance of establishing a strong organisational foundation while simultaneously creating support to implement creative initiatives.

To guide YouGov's D&I journey, we have agreed a maturity matrix model, which will be implemented starting next year. Together, the strategy and maturity matrix form the D&I Roadmap, which allows us to define what constitutes success, manage stakeholder expectations, and coordinate timelines to achieve our vision.

Strategic Pillars

Awareness and belonging

Our **Awareness Calendar** familiarises YouGovers with celebration and remembrance days that hold significance for our colleagues and their communities. Internal communications initiatives such as 'Culture Corner' raise awareness through intranet articles and, importantly, provide guidance on religious accommodations managers can make to create a more inclusive environment. Other Awareness Calendar articles share the stories of our diverse teams from around the world, such as language diversity in India, experiences of parents of children with autism, and a powerful story of an employee who was a refugee before finding a new home in Denmark.

We encourage employees to form connections through our **D&I Conversations**, company-wide webinars led by one of our D&I Networks. This has included:

- » **Gender Network:** International Women's Day webinar spotlighting senior women in the organisation.
- » **Abilities Network:** International Day for People with Disabilities webinar featuring our CEO, Steve Hatch, sharing his story of navigating the workplace with dyslexia.
- » **LGBTQ+ & Allies Network:** Flagship Pride Month webinar about the responsibilities of researchers remaining neutral when exposed to discriminatory opinions, in addition to our first country-specific Pride roundtable event in India.

Organisational practices

Talent Acquisition: Our applicant tracking system, Greenhouse, provides improved diversity-related features which allows us to track applicants more effectively, improve data visualisation, and implement structures that will help to reduce biases in our recruitment process. This system enables us to track demographic patterns and trends throughout the full employee lifecycle.

Learning & Development: We are partnering with Diversio, a D&I training provider, to design and deliver D&I training to all employees, with specific sessions for our senior leadership team and line managers. This is the first dedicated D&I training of its kind and scale at YouGov, and content will be tailored to our different regions. Topics will focus on inclusive leadership and management, allyship, and diversity, equity, and inclusion fundamentals.



Data infrastructure

Employee engagement surveys are a key method to collect feedback and measure the effectiveness and impact of our D&I initiatives (read more in our [ESG Report](#)). We recently partnered with a new Engagement Survey partner, InPulse, and we are expanding on the survey questions to measure inclusion and understand perceptions of diversity, supplemented by focused pulse surveys throughout the year.

Data collection and management

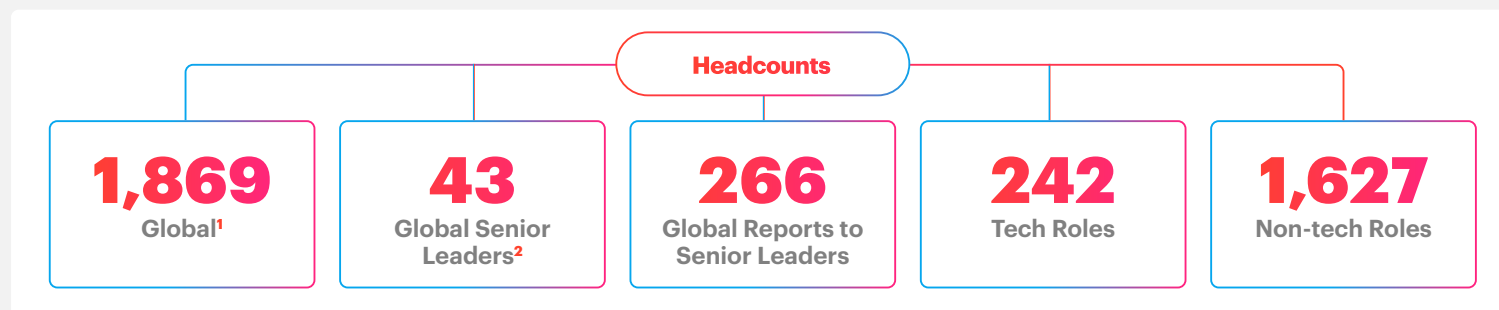
For several years we have been running the 'Count Me In' campaign bi-annually to invite employees to voluntarily disclose and update their diversity information. Depending on their location, our employees are invited to provide information relating to their race/ethnicity, health and disability, sex, gender identity, sexual orientation, social mobility and/or caring responsibilities, via surveys which were developed with guidance from our Data Protection Officer.

The aim of the campaign is threefold:

1. To help us better understand our workforce diversity with a more consistent dataset
2. To enable us to track the progress of our internal D&I initiatives
3. To ensure we are able to comply with reporting obligations

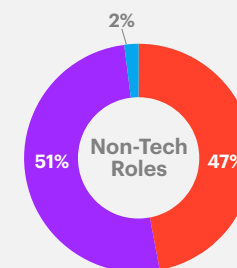
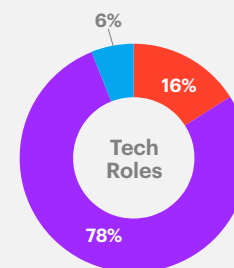
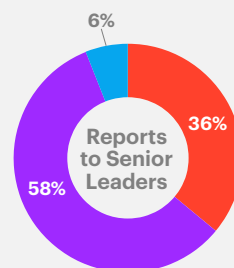
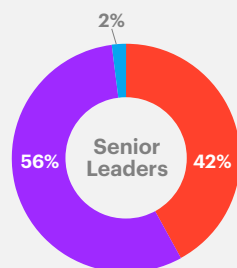
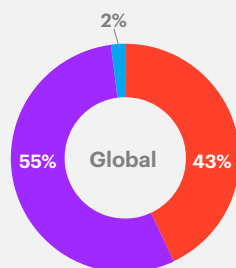
Workforce diversity

Below are the current headcounts for each group within the organisation included in this report. Not all diversity monitoring questions are asked in every market due to compliance with local data collection laws and conventions, and categories marked with a * reflect the responses for only employees who were asked that question.



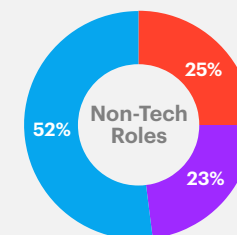
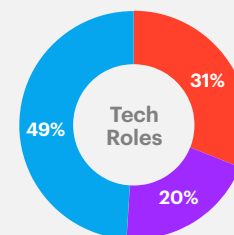
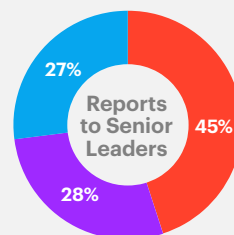
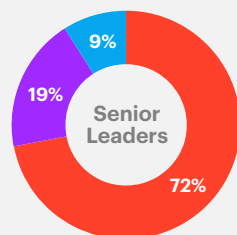
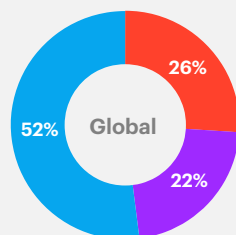
Sex

- Female
- Male
- Not specified³



Ethnicity (Global)

- White
- Ethnic minority⁴
- Not specified



1. This data was collected before the completion of, and therefore does not reflect, the acquisitions of Consumer Panel Services and KnowledgeHound in early 2024.
2. Senior leaders consist of senior role holders from across the group who are responsible for delivering the strategic plan and cascading messages.
3. 'Not specified' includes both 'Prefer not to say' and no response.
4. We are conscious that umbrella terms may have the unintended effect of homogenising the experiences of a peoples from different racial, ethnic, and cultural backgrounds. We have chosen to use the term 'ethnic minority' to refer to racial and ethnic groups that are statistical minorities in the UK population. We recognise that many of these racial and ethnic groups are majorities in the global population. We acknowledge that there are multiple ethnic groups that fall under the classification of 'white' – the data in this report has been disaggregated to include all White ethnic groups on record (e.g., British, Welsh, Scottish, English, Irish, Northern Irish, Gypsy or Irish Traveller, White – Other) under the term 'white.' For the purposes of this report, we have made a binary distinction between white and ethnic minority groups, and we have classified employees with partially white mixed ethnic backgrounds (e.g., Black Caribbean and White, Asian and White, etc.) under the term 'ethnic minority.' We appreciate that our method of disaggregation is only one way to represent this data, and as we continue to report on our workforce in the future, we will revisit our terminology and classifications.

Ethnicity (UK)

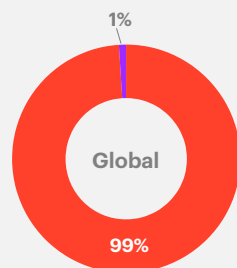
Ethnicity	UK Employees	Senior Leaders	Reports to Senior Leaders	Tech Roles	Non-Tech Roles
African	3%	0%	2%	2%	3%
Arab	0%	0%	0%	2%	0%
Bangladeshi	1%	0%	0%	2%	1%
Chinese	1%	5%	2%	4%	1%
Indian	5%	8%	5%	6%	5%
Irish	1%	0%	1%	0%	1%
Pakistani	1%	0%	0%	0%	1%
White	52%	71%	66%	47%	53%
White and Asian	2%	8%	4%	2%	2%
White and Black African	0%	0%	0%	0%	0%
White and Black Caribbean	0%	0%	0%	0%	0%
Any other Asian background	0%	0%	0%	0%	0%
Any other Black/African/Caribbean background	1%	0%	0%	0%	1%
Any other ethnic group	1%	0%	0%	0%	1%
Any other mixed/multiple ethnic group	1%	0%	0%	2%	1%
Not specified	31%	8%	20%	33%	31%

Ethnicity (US)

Ethnicity	US Employees	Senior Leaders	Reports to Senior Leaders	Tech Roles	Non-Tech Roles
American Indian or Alaska Native	1%	0%	3%	0%	1%
Asian	10%	9%	9%	5%	11%
Black or African American	2%	0%	2%	0%	3%
Hispanic or Latino	7%	0%	3%	5%	7%
Native Hawaiian or Pacific Islander	0%	0%	0%	0%	0%
Two or more races	2%	0%	0%	3%	2%
White	47%	91%	66%	64%	44%
Not specified	31%	0%	17%	23%	32%

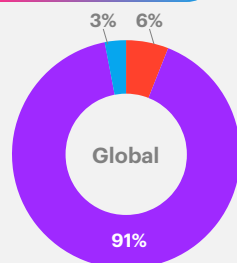
Gender identity*

- Same as sex registered at birth (cisgender)
- Different from sex registered at birth
- Not specified



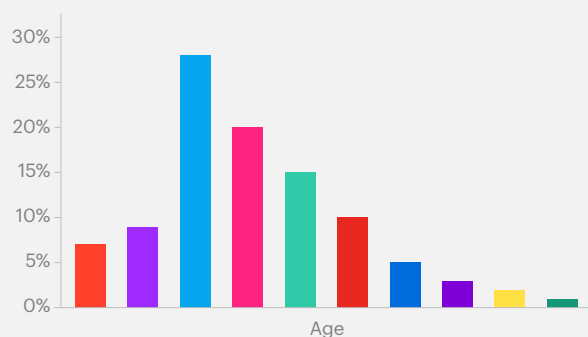
Have a disability/long-term health condition*5

- Yes
- No
- Not specified



Age

- 18-20 (7%)
- 20-24 (9%)
- 25-29 (28%)
- 30-34 (20%)
- 35-39 (15%)
- 40-44 (10%)
- 45-49 (5%)
- 50-54 (3%)
- 55-59 (2%)
- 60+ (1%)



* Categories marked with a * reflect the responses for only employees who were asked that question.

5. A health condition or disability which has lasted or is expected to last at least 12 months and may include both chronic health conditions and health conditions that flare periodically over time.

ESG across YouGov



Thomas Zaqueu
People Initiatives
and D&I Manager



Diversity & Inclusion ('D&I') falls with the Social branch of ESG. The goal is to establish and maintain a diverse workforce and an inclusive company culture. A diverse workforce drives innovation, encourages thoughtful problem solving, and allows us to approach challenges from different perspectives. An inclusive culture is key to help us feel valued, psychologically safe in our environment, and collectively engaged. Together, diversity and inclusion create a space for us to be fearless, respectful, and trust each other. There is an established business case for investing in D&I and getting it right means encouraging and supporting every employee to be their authentic selves.

This is achieved through a combination of strategic planning, programmes, and projects which range from:

» Designing, developing, and implementing the D&I Roadmap

» Creating a space for groups to come together and contribute to the improvement of the company through our D&I Networks

» Applying a D&I lens to our projects and processes such as recruitment, learning and development, employee engagement, and reporting

Working together, we can continue to make YouGov a great place to work.

Thank you

Contact

We are committed to transparency and welcome feedback on our D&I strategy and our approach to reporting. If you have any questions, please contact diversity@yougov.com.

Living Consumer Intelligence | business.yougov.com

YouGov, 2024, all rights reserved. All materials contained herein are protected by copyright laws.

Any storage, reproduction or distribution of such materials, in whole or in part, in any form without the prior written permission of YouGov is prohibited. This information (including any enclosures and attachments) is propriety and confidential and has been prepared for the exclusive use and benefit of the addressee(s) and solely for the purpose for which it is provided.

We make no representations, warranties or guarantees, whether express or implied, that the information is accurate, complete or up to date. We exclude all implied conditions, warranties, representations or other terms that may apply and we will not be liable to you for any loss or damage, whether in contract, tort (including negligence), breach of statutory duty, or otherwise, even if foreseeable, arising under or in connection with use of or reliance on the information. We do not exclude or limit in any way our liability to you where it would be unlawful to do so.