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YouGov plc

("YouGov" or the "Company")

YouGov launches panels in 15 new markets

YouGov, the international research and data analytics group headquartered in London, has expanded its reach by launching panels in 15 new markets across Europe, South America, the Middle East and North Africa.

In Europe, YouGov is establishing panels in Belgium, Bulgaria, Croatia, Czech Republic, Greece, Hungary, Ireland, Netherlands, Portugal, Romania and Slovakia. In South America it is expanding into Argentina and Colombia and in the Middle East and North Africa YouGov is building panels in Lebanon and Morocco.

It is the biggest simultaneous expansion of YouGov's panel and presents the company with significant commercial opportunities through its extended reach and allows it to enhance its reputation as the first choice for public opinion data globally. The new panels will mean it is adding to its 11 million+ panellists worldwide, providing clients with data from 59 global markets in total, with a potential for further expansion in the future.

This strategic expansion enables YouGov to meet the demand from clients to provide detailed insights from more key markets. Data is being collected immediately and will be fed into the YouGov Cube – the company's vast connected dataset – meaning clients will be able to see consistent, quality, usable data from these new markets beginning in March and April this year.

Stephan Shakespeare, CEO and co-founder of YouGov: "Our highly-engaged proprietary panel is one of our greatest strengths as a company and we are excited to expand into these new markets as we continue to invest for growth in line with our strategy. The pandemic has shown that online research is the way forward for clients looking to get a continuous and detailed view on what the public is thinking and doing. We are committed to offering our clients a connected data proposition that provides a continuous stream of consumer insight data globally and these fifteen new panels mean we can better serve clients across the world."

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About YouGov

YouGov is an international research and data analytics group.

Our mission is to supply a continuous stream of accurate data into what the world thinks, so that organisations can better serve the communities that sustain them.

Each day, our highly engaged proprietary global panel of over 11 million registered members provides us with thousands of data points on consumer opinions, attitudes and behaviour. We combine this continuous stream of data with our research expertise to provide insights that enable intelligent decision-making and informed conversations.

With operations in the UK, North America, Mainland Europe, the Nordics, the Middle East and Asia Pacific, YouGov has one of the world's largest research networks.

YouGov

Best panel

Best data

Best tools

For further information visit yougov.com.