

YouGov plc

("YouGov" or the "Company")

YouGov launches Teen Profiles: Authentic insights from 13–17-year-olds – as told by them

- *Unlock authentic data intelligence on the behaviors, habits and attitudes of 13-17-year-olds*
- *Unique tool drives better decisions in marketing to teenagers in the US*

YouGov has launched YouGov Teen Profiles, a unique dataset that provides brands and agencies with authentic and fresh insights into the attitudes, habits and behaviours of 13-17-year-olds in the United States.

Teen Profiles is a ground-breaking product that removes third-party speculation from getting insights into this valuable customer segment. It engages directly with young people to obtain real answers to essential questions. Participants answer age-appropriate questions spanning a broad range of relevant topics, including media consumption, gaming, sports, retail, online habits, and more. The data is updated monthly and is fully-opt-in and CCPA and GDPR compliant.

With Teen Profiles, subscribers know how and where to target their audience and ensure that they can synchronize campaigns and messaging with the topics that matter most to young people. It unlocks future and youth-focused trends, showing their development over each month, enabling future generations of customers to be nurtured better.

YouGov Teen Profiles:

- **Is authentic:** Obtain real answers to essential questions directly from 13-17-year olds – not third- party speculation.
- **Is native:** Engage with young people on their digital home turf, with interactions using YouGov's proprietary messaging technology - YouGov Chat.
- **Is secure:** Access fully opt-in, CCPA and GDPR compliant user data.
- **Is on-the-pulse:** Stay relevant by keeping up to date with our monthly data refreshes.
- **Delivers a segment-relevant sample:** Discover what's driving the latest trends with key survey foci including attitudes towards brands, gaming, esports, digital media, influencers and sports.
- **Is available on an intuitive data analysis platform:** Easily access and dig deeply into the data within our easy to-use, proprietary, powerful data analysis platform YouGov Crunch.

Lance Fraenkel, Product Extensions Lead at YouGov: "YouGov Teen Profiles is the most comprehensive, in-depth and valuable dataset of its type on the market. It changes the game for what marketers know about young people – shifting it from the filtered responses of their parents to their genuine voices, views and behaviors. For the first time marketers can understand how and where to optimize their interactions with this valuable customer segment for maximum effect using fully-opt-in CCPA and GDPR-compliant data. Young people are a significant consumer base and their importance to brands and agencies will only grow as they get older. Teen Profiles means marketers can get ahead of the curve and stay on top of today's hot topics and ensure they don't get left behind."



About YouGov

YouGov is an international research and data analytics group.

Our mission is to supply a continuous stream of accurate data and insight into what the world thinks, so that companies, governments and institutions can better serve the people and communities that sustain them. We are driven by a set of shared values.

We are fast, fearless and innovative. We work diligently to get it right. We are guided by accuracy, ethics and proven methodologies. We respect and trust each other and bring these values into everything that we do.

Each day, our highly engaged proprietary global panel of over 15 million people 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.

Our integrated suite of products, services and tools operates as a systematic platform serving YouGov data and intelligence for all stages of the marketing workflow.

With operations in the UK, North America, Mainland Europe, the Nordics, the Middle East, India 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.