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**YouGov plc**

**("YouGov" or "the Company")**

## **YouGov revolutionises access to quality consumer data at speed with ground-breaking self-serve tool – YouGov Survey Direct**

YouGov, the international online research data and analytics technology group, has launched YouGov Survey Direct in the UK and US, a revolutionary self-serve tool which allows users to build surveys with granular targeting capabilities and receive results within an hour.

[Survey Direct](#) is directly connected to YouGov's industry-leading panel. This means clients can target surveys to granular audiences – from parents in the North East who shop at a particular retailer to young graduates who don't want to be tracked online. Survey Direct's targeting allows users to find out exactly what such niche groups think in as little as an hour. As well as reaching bespoke samples, Survey Direct also allows users to ask questions to a nationally representative (Nat Rep) sample.

The user-friendly self-serve platform allows surveys to be easily tailored to a client's needs and budget. Survey Direct is the perfect tool to help clients:

- Get rapid insights on new industry trends
- Create data-informed strategies, testing ads, creative and messaging concepts before, during and after launch
- Secure pitch-ready intelligence for urgent briefs and client requests, with results in hours
- Measure price elasticity of demand to match market expectations
- Gain rapid consumer insights in a crisis management situation, with 24/7 self-serve insights and a one-hour expedited option
- Enable data-informed product development, testing concepts with your target consumers to understand what resonates

As part of its mission to give more people easier access to quality data, YouGov has also launched two new free-to-access tools. YouGov Profiles Lite and YouGov BrandIndex Lite allow anyone to access audience profiling and brand measurement data for more than 50 markets. Profiles Lite is available at [platform.yougov.com/profiles-lite](https://platform.yougov.com/profiles-lite) while BrandIndex Lite is available at [platform.yougov.com/brandindex-lite](https://platform.yougov.com/brandindex-lite).

Stephan Shakespeare, CEO and co-founder of YouGov: "With its ground-breaking targeting capabilities, YouGov Survey Direct revolutionises self-service research. As it is directly connected to YouGov's industry-best panel, it provides better quality data than anyone else. This means users can get deeper insights into whatever audience they need – whether that's customers of a particular brand, people with specific attitudes or behaviours, or the population as a whole. It moves the dial on what people should expect from self-serve research in terms of data quality, targeting capabilities and speed. It is a true self-service platform where clients can register an account, pay via credit card, create a survey and receive the results – all without having a live conversation with a salesperson or researcher."

Website: <https://business.yougov.com/product/survey-direct>

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**About YouGov**

YouGov is an international online research data and analytics technology group.

Our mission is to offer unparalleled insight into what the world thinks.

Our innovative solutions help the world's most recognised brands, media owners and agencies to plan, activate and track their marketing activities better.

With operations in the UK, the Americas, Europe, the Middle East, India and Asia Pacific, we have one of the world's largest research networks.

At the core of our platform is an ever-growing source of consumer data that has been amassed over our twenty years of operation. We call it Living Data. All of our products and services draw upon this detailed understanding of our 22 million registered panel members to deliver accurate, actionable consumer insights.

As innovators and pioneers of online market research, we have a strong reputation as a trusted source of accurate data and insights. Testament to this, YouGov data is regularly referenced by the global press, and we are the second most quoted market research source in the world.

**YouGov. Living Consumer Intelligence.**

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