

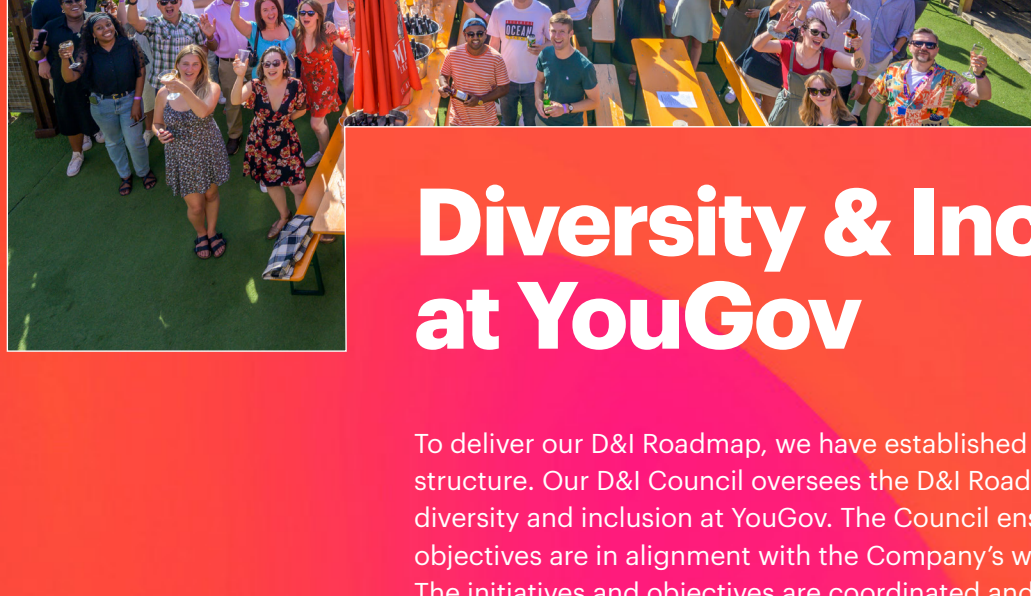
Workforce Diversity Report 2022

Foreword from Stephan Shakespeare (CEO)

Diversity and Inclusion (D&I) are fundamental to YouGov. We are committed to giving the world a voice by capturing the opinions of all groups, including the ones that are often underrepresented in research. We are also committed to making sure that our products, research, and tools are free from any bias, as accuracy and neutrality are key to what we do.

None of the above can be achieved without having a truly diverse workforce, in an inclusive workplace. With expert guidance from an external consultancy, Equitas Insight, we designed and published our D&I Roadmap, which defines our vision for D&I at YouGov and identifies actions for progress towards that goal. Along with our robust D&I Policy, the D&I Roadmap ensures we are being proactive in achieving an inclusive workplace.

In this report, you will read more about our D&I Roadmap, Policy and other initiatives and strategies.



Diversity & Inclusion at YouGov

To deliver our D&I Roadmap, we have established a clearly defined framework and structure. Our D&I Council oversees the D&I Roadmap and acts as a guarantor of diversity and inclusion at YouGov. The Council ensures that our D&I initiatives and objectives are in alignment with the Company's wider strategy and business plans. The initiatives and objectives are coordinated and managed by our dedicated D&I personnel resources – our D&I Manager and ESG Manager.

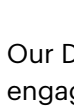
Employees are encouraged to engage through our six D&I Networks (Abilities; Gender; LGBTQ+ & Allies; Mental Health; Race & Culture; Responsible Research & Innovation) each dedicated to a particular topic with the aim of promoting engagement with our D&I goals and fostering an inclusive work environment.

To support this engagement, 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.

2023 Roadmap

The Roadmap serves as the guide for YouGov's D&I journey. It represents a balance of establishing a strong organisational foundation while simultaneously creating the space and support to implement creative initiatives.

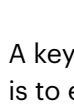
There are three key pillars for 2023:



1. Drive Awareness & Engagement

Our D&I framework and engagement activities are still in their early stages. Ensuring all employees are aware of the framework and initiatives in place contributes towards an inclusive culture.

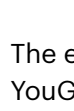
In 2022 we launched a number of engagement initiatives and the focus in 2023 is to establish them into workplace practices.



2. Establish Data Foundation

A key part of D&I strategy is to ensure that it is data-driven and transparent, and importantly, this pillar provides accountability.

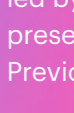
A strong foundation allows us to measure the impact and effectiveness of our initiatives, collect feedback on changes and implement continuous improvements.



3. Embed D&I into People Practices

The end goal for D&I at YouGov is ensuring that it is not a separate workload. Embedding it into everyday practices ensures that it is baked in to all the people processes from recruitment through to exit interviews.

D&I initiatives and commitments

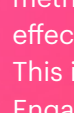


1. Awareness & Engagement

We hold monthly D&I Conversations which are led by one of our Networks, in the format of presentations to panel discussions to workshops. Previous examples have included:

- Accessibility of our Panel by the Research & Innovation Network
- Autism in the Workplace by the Abilities Network
- Breast Cancer Awareness by the Gender Network
- Going Global for World Mental Health Day by the Mental Health Network
- Celebrating UK Black History Month through food by the Race & Culture Network
- Pride Month: LGBTQ+ Rights, Attitudes, and Experiences by the LGBTQ+ & Allies Network

Network meetings are further opportunities for employees to share their ideas, feedback, and questions on how to build a more inclusive workplace in the respective Network fields.



2. Data Foundation

Employee engagement surveys are a key method to collect feedback and measure the effectiveness and impact of our D&I initiatives. This is being incorporated into the wider Engagement Strategy where focused pulse surveys will provide dedicated resource towards inclusion data.

People Dashboards are being built using the data already available in our HR systems and supplemented by the "Count Me In" data (more detail below). These dashboards will be available for the Senior Leadership Team and will provide an instant overview of the demographic breakdown of their department or team. Furthermore, it will allow us to identify and respond to hiring, performance, promotion and attrition trends.



3. Embedding D&I into People Practices

D&I initiatives are aligned with the Business and People OKRs¹, ensuring they are not a separate workload. They cover the four divisions of the People Team:

- **Talent Acquisition**
 - Diversifying our talent pool through relaunching our early careers programme.
 - Partnerships with organisations who specialise in reaching diverse candidates such as the IDEAtor Fellowship and the National Diversity Council.
- **HR Operations**
 - Supporting transparent, fair and consistent career pathways, inclusive job descriptions, and equitable roles and responsibilities.
- **Employee Experience & Development**
 - Signposting the employee wellbeing initiatives already in place by the employee experience and development team; covering social, mental, physical, and financial wellbeing resources.
 - Use of onboarding surveys and exit interviews to understand behavioural patterns in the workplace and identify key areas of improvement to increase retention.
- **Employee Relations / Governance**
 - Ensuring that YouGov has policies in place to support and protect employees including, but not limited to, Global D&I Policy, Equal Employee Opportunity statement, Nepotism and Referral policies to aid fair recruitment practices.

Data collection and management

Count Me In

In 2021 we launched the "Count Me In" campaign to invite employees to voluntarily disclose their diversity information. The aim of the campaign was threefold:



To help us better understand our workforce diversity with a more consistent dataset



To enable us to track the progress of our internal D&I initiatives



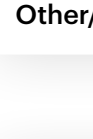
To ensure we are able to comply with reporting obligations


With guidance from our Data Privacy team, we drafted a series of internal surveys in compliance with each region's legal framework. Depending on their location, our employees were invited to provide information relating to their race/ethnicity, health and disability, sex, gender identity, sexual orientation, social mobility and/or caring responsibilities.


Prior to "Count Me In", our workforce demographic data was inconsistent across our geographic footprint. Following the campaign, our data is now more current and complete, putting us in a better place to measure progress against our D&I Roadmap and other people-based initiatives. Going forward, the campaign will run every six months to allow employees the opportunity to update their information.

For this report we have included data on the Global level as well as the Senior Leadership Team² and their direct reports as well as Tech³ and Non-Tech roles.

The data can be found below and is correct as of 1st December 2022⁴.

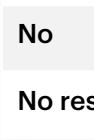
 Sex	Global	SLT	Reports to SLT	Tech Roles	Non-Tech Roles
Male	56%	58%	58%	73%	51%
Female	43%	40%	42%	22%	46%
Other/Prefer Not to Say	1%	2%	0%	5%	3%

 Ethnicity (UK)	UK	SLT	Reports to SLT	Tech Roles	Non-Tech Roles
African	4%	3%	5%	7%	4%
Arab	0%	0%	0%	2%	0%
Bangladeshi	1%	0%	0%	3%	0%
Chinese	1%	3%	2%	3%	0%
Indian	6%	10%	9%	2%	6%
Irish	1%	0%	1%	0%	1%
Pakistani	1%	0%	1%	0%	1%
White	58%	66%	72%	52%	58%
White and Asian	2%	7%	2%	3%	2%
White and Black African	0%	0%	1%	0%	1%
White and Black Caribbean	0%	0%	0%	0%	0%
Any other Asian Background	1%	0%	1%	2%	1%
Any other Black/African/Caribbean	1%	0%	1%	0%	1%
Any other ethnic group	0%	0%	0%	0%	1%
Any other Mixed/Multiple ethnic	1%	7%	0%	3%	1%
No response	22%	3%	7%	23%	24%

 Ethnicity (US)	US	SLT	Reports to SLT	Tech Roles	Non-Tech Roles
American Indian or Alaska Native	1%	0%	3%	0%	1%
Asian	11%	8%	5%	11%	11%
Black or African American	3%	0%	3%	4%	2%
Hispanic or Latino	7%	8%	3%	6%	7%
Indian	0%	0%	0%	2%	0%
Two or More Races	3%	0%	0%	2%	3%
White	52%	85%	75%	43%	50%
No response	24%	0%	10%	32%	26%

 Gender Identity	Global*
Same as sex registered at birth (cisgender)	99%
Different from sex registered at birth	1%
No response	0%

*Of those asked

 Have a disability / long-term health condition*	Global*
Yes	6%
No	91%
No response	3%

*Of those asked⁵

 Age	Global
18-19	2%
20-24	12%
25-29	31%
30-34	22%
35-39	14%
40-44	10%
45-49	4%
50-54	3%
55-59	2%
60+	1%

1: OKRs is a goal setting framework and a tool for implementation. They are divided into two parts – objectives and key results.

2: The Senior Leadership team (SLT) is responsible for determining the company's strategy and overseeing the management of YouGov as a whole. The exact number of SLT members varies over time but is currently set at 45-50 people

3: Tech Roles are defined as members of the teams that specialise in product development, data management, IT, web design and survey functions.

4: Sample Size: Global 1,744; SLT 53; Reports to SLT 171; Tech Roles 297; Non-Tech Roles 1,503; UK 411; US 307; Of those asked – Trans identity 490 / Disability status 518

5: Of those asked – depending on regional data restrictions

6: 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.