



YouGov is an international online research data and analytics technology 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 make informed decisions. At the core of the YouGov platform is an ever-growing source of consumer data that has been amassed over our twenty years of operation. Our products and services draw on this detailed understanding of 26 million registered panel members to deliver accurate, actionable consumer insights to our clients. Our clients use these insights to explore, plan, activate and track their marketing activities better.

YouGov PLC listing information

TICKER

YOU

EXCHANGE

AIM on LSE

MARKET CAPITALISATION

£1.4b as of 31 December 2023

Americas ▼

20%
employees

8
offices

United Kingdom ▼

21%
employees

2
offices

Mainland Europe ▼

25%
employees

15
offices

Asia Pacific ▼

7%
employees

8
offices

Middle East & India ▼

27%
employees

4
offices

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.

- YouGov Offices
- YouGov Partner Panel
- YouGov Panel



Our Purpose

To give the world a voice through our global community by collecting, measuring and analysing their opinions and behaviours and reporting the findings accurately and free from bias.

ESG Highlights

- A naturally low-emission business, we published our first global carbon footprint and TCFD disclosures in the [2023 Annual Report & Accounts](#)
- Unparalleled public data offering and continuous efforts to maintain a representative panel support our core social mission to make people's opinions heard
- Trusted and unbiased insights give our clients confidence in achieving their own ESG ambitions

4,300+
clients worldwide

1,800
employees worldwide

59
markets with
proprietary panel

#1
most quoted
market research
source worldwide



Explore

Allows clients to get answers from their chosen audience using our syndicated data products or through customised surveys.

Plan

With over a million data points to choose from, users can unlock the most complete profile of their audience and use it to plan marketing campaigns.

Activate

Advertisers can optimise their ad spend by utilising our research-based audiences to activate ad campaigns.

Track

Continuous monitoring of what an audience thinks about brands, campaigns and the competition creates a powerful feedback loop for clients.

Living data

An ever-growing data hub of intelligence collected daily on 26 million registered members powering our connected products and platforms.

Our Divisions

Data Products

33%
of total
Group
revenue¹

10%
underlying
revenue
growth²

42%
adjusted
operating
profit margin²

This division comprises our syndicated data products, which are available to clients on a subscription basis. It includes our daily brand perception tracker, YouGov BrandIndex, and the media planning and segmentation tool, YouGov Profiles, which combined into our YouGov Plan & Track solution helps marketers plan and execute their campaign strategy and track its success.

Data Services

This division comprises our YouGov RealTime Omnibus service which provides clients a fast-turnaround (typically 24-48 hours) and cost-effective survey service for reaching nationally representative and specialist samples.

19% of total
Group revenue¹

(8%) underlying
revenue growth²

16% adjusted operating
profit margin²

Custom Research

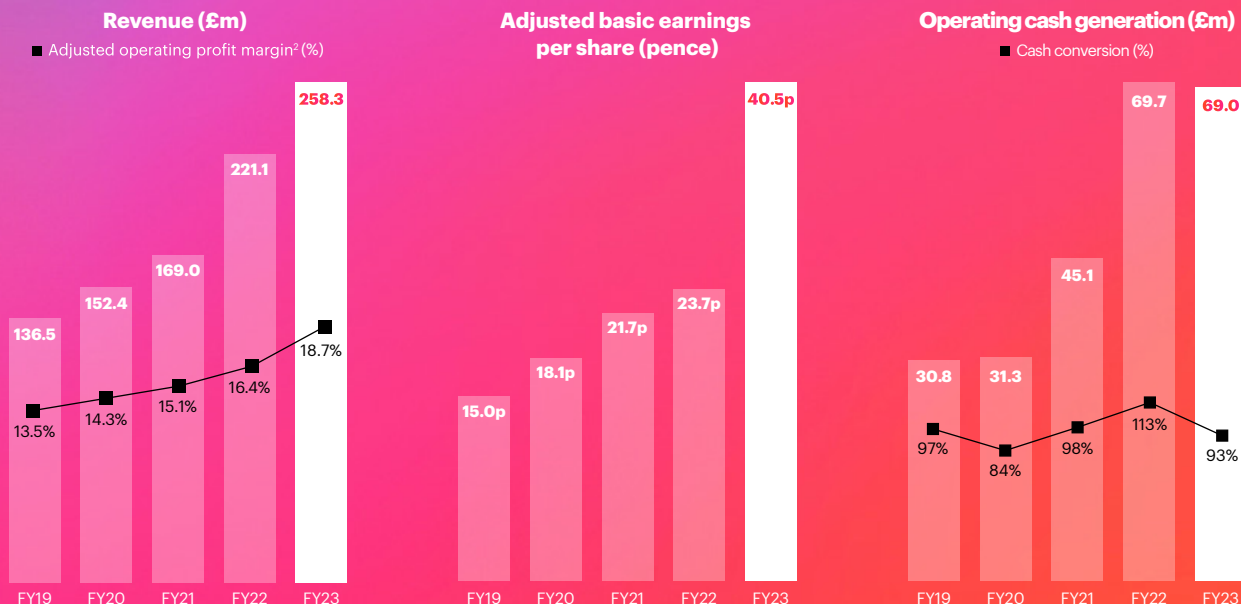
This division offers a wide range of quantitative and qualitative research, including substantial global trackers, that is tailored by sector specialist teams to meet clients' specific requirements.

48% of total
Group revenue¹

17% underlying
revenue growth²

23% adjusted operating
profit margin²

¹ Divisional contribution percentages exclude intra-group and central revenue. ² For definitions of "underlying" and "adjusted" see the Full Year Results Announcement dated 10 October 2023.



Our Strategy

Our vision is for YouGov to be the world's leading provider of marketing and opinion data.

Our third strategic growth plan (SP3) is fuelled by our constant drive to innovate and our ambition to become the universal infrastructure of trusted data sharing. We have developed a dual-pronged go-to-market growth strategy to ensure we capitalise on the opportunities in our market, which will be driven by:

Enterprise sales:

Delivering high-value, strategic insights to large national and multinational organisations remains our greatest growth opportunity.

Digital sales:


For simpler client needs, we have enabled a digital path to purchase through our new self-service research platform.


Greenfield opportunities:

Our digital business model enables us to address emerging client needs and develop new, innovative products on top of the existing research engine.

SP3 targets

The Group has set out two key financial targets for the medium-term as follows:

 Revenue (excluding contribution from transformational M&A) of £500 million

 Adjusted operating profit margin of 25%

Management

STEVE HATCH

Chief Executive Officer

ALEX MCINTOSH

Chief Finance Officer

SUNDIP CHAHAL

Chief Business Officer

Investor relations



E: investor.relations@yougov.com

Refer to our 2023 Annual Report for more details:
corporate.yougov.com/investors/financial-reports

¹ Divisional contribution percentages exclude intra-group and central revenue.

²For definitions of "underlying" and "adjusted" see the Full Year Results Announcement dated 10 October 2023.

For other investor-related information, visit
corporate.yougov.com

YouGov is a corporate member of a number of market research and data privacy organisations globally, including the International Association of Privacy Professionals (global), ESOMAR (global), the Market Research Society (UK), and the Insights Association (USA). YouGov is also a founding member of the British Polling Council (UK), and the Australian Polling Council (Australia).

Memberships & Affiliations



British Polling Council
An organisation that promotes transparency in polling