

YouGov

UK Pay Gap Information Report 2024

/Research reality

- 03** Introduction from our CEO
- 04** Tackling the pay gaps
- 08** UK Gender Pay Gap Reporting
- 14** UK Ethnicity Pay Gap Reporting
- 19** Our key areas of focus for the next year

Introduction from our CEO

At YouGov, we believe that diversity is not just a goal, but a fundamental strength that drives our innovation and success. Promoting an inclusive workspace, driven by an understanding and respect for all perspectives, helps us achieve our goal of representing the entirety of public opinion. We recognise that diversity goes well beyond just gender, so for the third consecutive year, in addition to our gender pay gap data, we have voluntarily published our ethnicity pay gap data, demonstrating our commitment to transparency and accountability.

While more work still needs to be done to reduce our gaps, we are pleased to see our gender pay gap continuing to be materially lower than when we first started reporting. This year have seen good progress in a few key areas, including the achievement of parity in the number of white and ethnic minority employees receiving bonuses, a reduction in our median ethnicity pay gap from 13% to 10%.

We are committed to leveraging our data-driven approach to continue making progress, ensuring that our workplace reflects the diversity of the communities we serve and upholds our values of trust and respect.



STEPHAN SHAKESPEARE, CHIEF EXECUTIVE OFFICER

* This report contains our UK Gender and Ethnicity Pay Gap Information for April 2023 – April 2024. The data presented herein has been calculated in accordance with the formulas specified in the UK Equality Act 2010 (Gender Pay Gap Information) Regulations 2017. At the time of publication, there is no statutory requirement for publishing ethnicity pay gap information.

Tackling the pay gaps

Our mission

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. This is complemented by our social mission to give the world a voice by making people's opinions heard for the benefit of the wider community. Neither aim can be achieved without having a truly diverse workforce, in an inclusive workplace.



Our priorities

This year's pay gap findings show more work still needs to be done to improve our gaps. However, I am confident that the new HR tools and systems we are implementing will provide the strong foundations we need to identify and take relevant action on pay gaps, and further workforce diversity matters, across our recruitment, retention, and promotion strategies.

Andrea Newman

Chair of Remuneration Committee, YouGov plc

Our approach to diversity data

As a data-driven company, our approach to diversity and inclusion (“D&I”) starts with our employee data. In addition to our gender pay gap reporting, we operate our global ‘Count Me In’ campaign to invite employees to voluntarily self-disclose demographic diversity monitoring information. Through a survey tailored to each market based on legal guidance and regional cultural considerations, this campaign ensures that we have an accurate, consistent data set to inform our internal analysis of workforce representation.



Tackling the pay gaps

Our five company values drive our approach to everything we do. Here is how we have applied our values to tackling pay gaps.



Be fast:

We will not hesitate to take immediate action to reduce our pay gaps where we can, while investing in long-term initiatives in line with our strategic growth plan.



Trust each other:

We are asking our employees to trust management in the measures they are taking. In return, management is committed to communicating regularly on progress.



Be fearless:

We will not hide from the facts. Our pay gaps exist, and we will address them transparently.



Respect:

We respect each other in all aspects of our operations, and we are inclusive of all identities.



Get it right:

We are reviewing the data and engaging with our employees to ensure our pay gap actions are fit-for-purpose.

What have we been doing to tackle our pay gaps?

Across the last financial year 1 August 2023 to 31 July 2024, we continued our work to reduce our gender and ethnicity pay gaps, as well as continuing our ongoing practices to promote and improve representation across our organisation. We have pursued this through:

- **Embracing flexibility:** We have continued to champion flexible working, supporting women and parents in our workforce.
- **Celebrating women across the business:** We hosted two panels with women across the business in an event for International Women's Day.
- **Understanding our workforce:** We continued our twice-yearly 'Count Me In campaign', inviting employees to voluntarily self-disclose diversity monitoring information to support the publication of our Workforce Diversity Report.
- **Developing our diversity and inclusivity networks:** we developed a strategy to revamp and relaunch our D&I Networks, increasing their resources, agency, and support.
- **Fostering an inclusive culture:** We partnered with Diversio, a D&I training provider, to design and deliver D&I training to all YouGov employees, with specific sessions for our senior leadership team and line managers.
- **Advancing social mobility:** We ran our second cohort of internship placements with the Social Mobility Foundation's Aspiring Professionals Programme, supporting high-achieving young people facing socioeconomic barriers in education and work.

These initiatives reflect our ongoing commitment to fostering a diverse, equitable, and inclusive workplace at YouGov.

YouGov's UK pay gap reporting

YouGov plc and its subsidiary companies (together "YouGov Group") is an international online research data and analytics technology group. Our innovative solutions help the world's most recognized brands, media owners and agencies to explore, plan, activate and track their marketing activities better. At the core of our platform is our 29 million registered panel members, an ever-growing source of consumer data that allows us to deliver accurate, actionable consumer insights. YouGov Group is headquartered in London, with over 3000 employees across 34 offices worldwide, including close to 400 employees in the UK.

Prior year data

In preparing our 2024 data, we identified that certain prior year calculations were not made in full alignment with UK government mandated methodology and in this report, we present re-stated 2023 figures.



Our 2024 UK gender pay gap information

This chart illustrates our mean and median hourly pay gaps for 2023 and 2024.

Hourly gender pay gap – 2023 to 2024

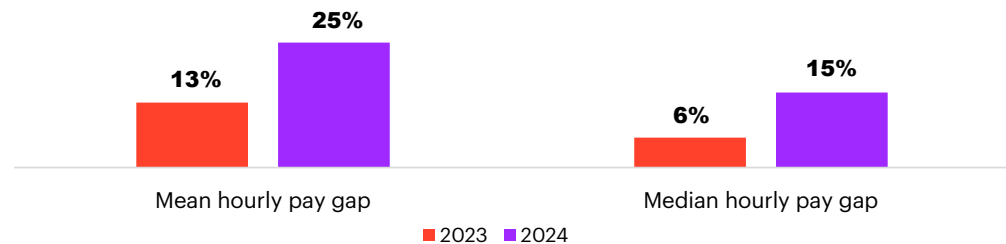


Figure 1: Mean and median hourly pay gender pay gaps – 2023 (re-stated) and 2024

Median gender pay gap comparison

Out of the standard pay gap metrics, the Office for National Statistics (ONS) reports on the median. The median is the point at which half of employees earn more and half earn less. It is regarded a better measure of pay of the 'typical' employee than taking an average, as it is will not be skewed by high levels of pay for a small number of employees.

We are able to benchmark our median hourly gender pay gap against national figures published by the ONS, as well as industry-specific figures published by the Market Research Society (MRS), as illustrated in the chart below.

Median hourly gender pay gap comparison

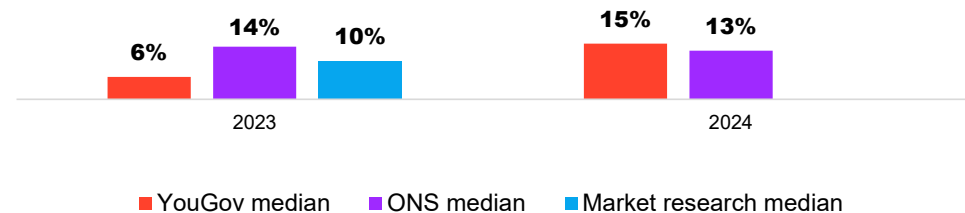


Figure 2: Median hourly pay gender pay gaps – YouGov, ONS national, and UK Market Research Industry median, 2023 and 2024

Our 2024 UK gender pay gap information

Bonus proportions

Our employees (excluding those on a sales commission scheme) are eligible for an annual discretionary performance-related bonus. Additional bonus payments include share options as well as other bonuses.

Figure 3 illustrates the bonus pay gap and the proportion of male and female employees who were paid a bonus in the year.

Bonus Gender Pay Gaps –YouGov- 2023 to 2024

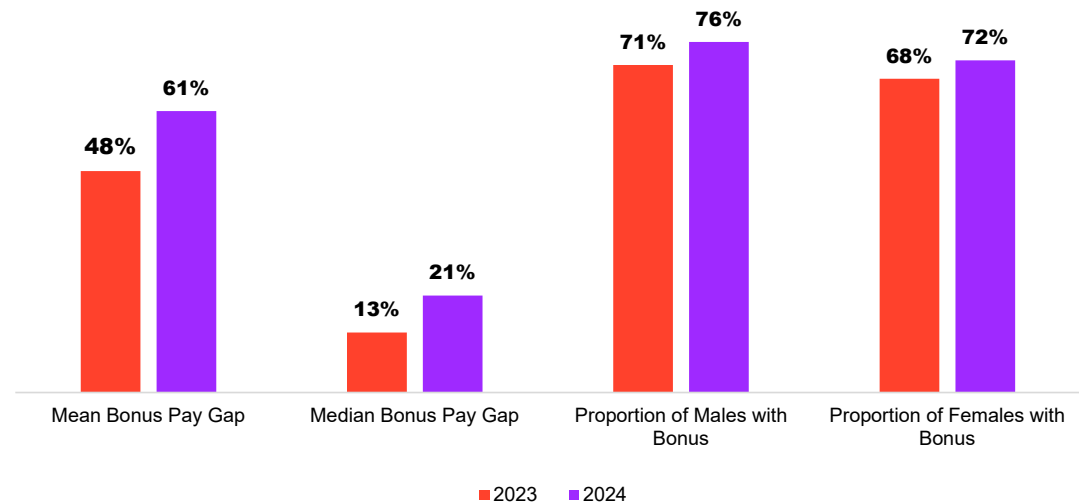


Figure 3: Bonus gender pay gaps – 2023 (re-stated) and 2024

Our 2024 UK gender pay gap information

Quartile proportions

Pay quartiles are calculated by establishing the hourly pay rate of all employees, ordering them from the highest to the lowest pay rate (Q1 being the highest paid), grouping them into four equal quartiles, and then comparing the percentage of males and females in each quartile. We have also included our overall workforce gender distribution for comparison.

Pay quartiles representation by gender

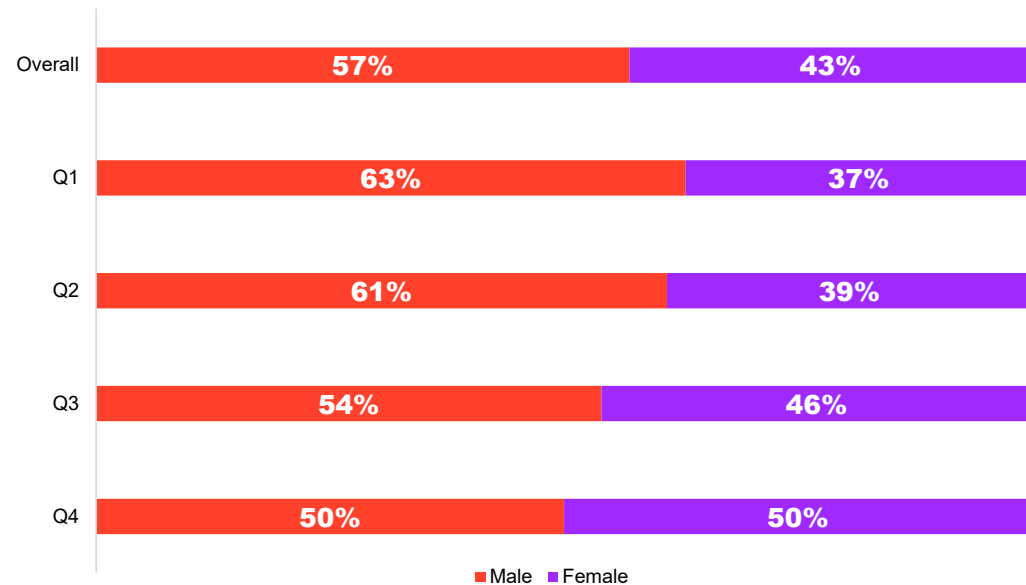


Figure 4: Pay quartiles representation by gender – 2024

Our observations on the gender pay gaps

For 2024 our median hourly gender pay gap stands at 15%, an increase on our 2023 figure of 6%. While this year-on-year increase is disappointing, we are pleased to observe that the % remains materially lower than when we first started reporting on our pay gaps. Our hourly pay gaps will be impacted by the under-representation of women in our upper income quartiles, as illustrated in Figure 4. The median bonus pay gap stands at 21% and we observe that, in line with our workforce demographic, slightly more male employees received bonuses than females (76% vs. 72% female).

Across the snapshot period, our organisation was operating under a hiring reduction, and our promotion cycle was also reduced compared to standard operating years, which may be impacting our ability to address pay gaps.

At the time of reporting, we are overseeing the introduction of a new workforce management system which will enable frequent and meaningful reporting on gender (and other diversity metrics) across the employee lifecycle (see page 8 for more information). This data-driven approach will support us in our aim to further reduce our gender pay gaps.



UK Ethnicity Pay Gap Reporting

How are we disaggregating this data?

There are several terms used to refer to racial and ethnic groups that are in a minority in the UK population. We are conscious that umbrella terms may have the unintended effect of homogenising the experiences of people from different racial, ethnic, and cultural backgrounds. We have chosen to use the term “ethnic minority” to refer to racial and ethnic groups that are statistical minorities in the UK population. We recognise that many of these racial and ethnic groups are majorities in the global population. We acknowledge that there are multiple ethnic groups that fall under the classification of “white” - the data in this report has been disaggregated to include all White ethnic groups on record (e.g.,

British, Welsh, Scottish, English, Irish, Northern Irish, Irish Traveller, White – Other) under the term “white.” For the purposes of this report, we have made a binary distinction between white and ethnic minority groups, and we have classified employees with partially white mixed ethnic backgrounds (e.g., Black Caribbean and White, Asian and White, etc.) under the term “ethnic minority.” We appreciate that our method of disaggregation is only one way to represent this data, and as we continue to report on our ethnicity pay gaps in the future, we will revisit our terminology and classifications.

We use the UK governments preferred style for capitalisation of names, which is to not capitalise ethnic groups, (such as ‘black’ or ‘white’) unless that group’s name includes a geographic place (for example, ‘Asian’, ‘English’ or ‘black Caribbean’).

Our 2024 UK ethnicity pay gap information

This chart illustrates our mean and median ethnicity pay gaps for 2024 and 2023.

Hourly Ethnicity Pay Gaps

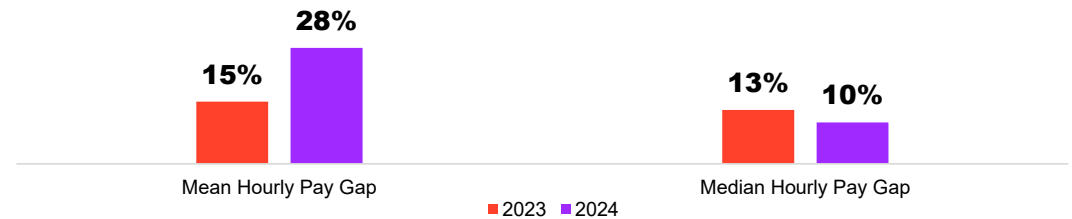


Figure 5: Mean and median hourly pay ethnicity pay gaps – 2023 (re-stated) and 2024

Bonus proportions

Our employees (excluding those on a sales commission scheme) are eligible for an annual discretionary performance-related bonus. Below shows the bonus pay gap and the proportion of white and ethnic minority employees who were paid a bonus in the year. See page 18 for commentary on these metrics.

Bonus Ethnicity Pay Gaps – YouGov – 2023 to 2024

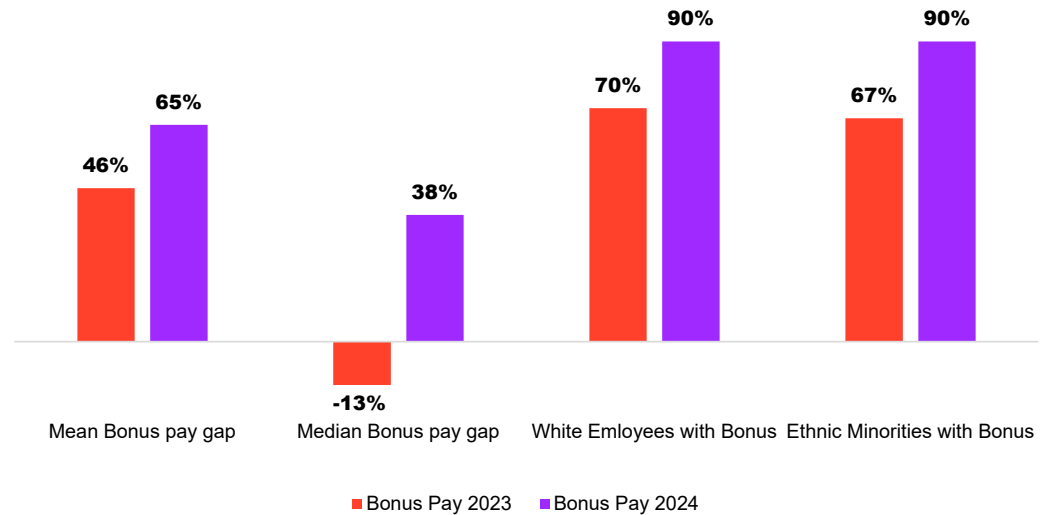


Figure 6: Bonus gender pay gaps – 2023 (re-stated) and 2024

Our 2024 UK gender pay gap information

Quartile proportions

Pay quartiles are calculated by establishing the hourly pay rate of all employees, ordering them from the highest to the lowest pay rate (Q1 being the highest paid), grouping them into four equal quartiles, and then comparing the percentage of white and ethnic minority employees in each quartile. We have also included our overall workforce ethnicity distribution for comparison.

Pay quartiles representation by ethnicity

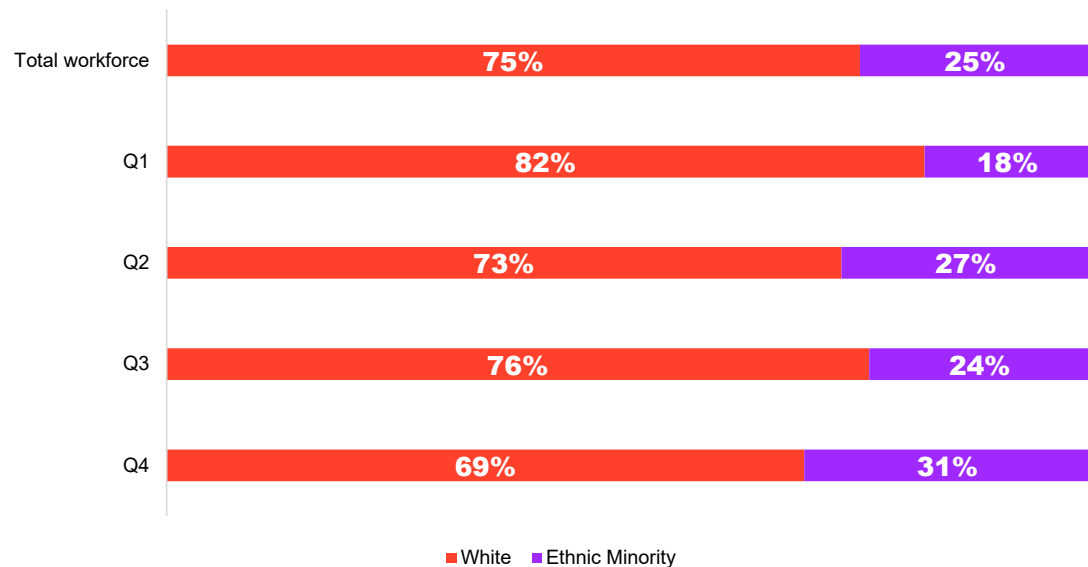


Figure 7: Ethnicity representation across pay quartiles – 2024

Our observations on the ethnicity pay gaps

YouGov is committed to transparency and data-driven insights, including in our approach to diversity and inclusion. Our ethnicity pay gap report is produced voluntarily, and we have used the same methodology as that mandated by the UK Government for gender pay gap reporting.

In the UK, employee ethnicity data disclosure is voluntary, with 61% of YouGov UK employees volunteering this information during the snapshot period. The results presented in this report should be interpreted accordingly, as they do not represent our entire UK workforce.

In the reporting period, 25% of our UK employees who provided ethnicity data said they were from an ethnic minority background. This remains higher than the national proportion of the population from an ethnic minority background (16%), but lower than the London average of 46%. When we look at our UK workforce by quartile, we have the greatest proportion of disclosed ethnic minorities in the lowest quartile (31% of the ethnic minority employees who provided ethnicity data), and the smallest proportion in the highest income quartile (18% of the ethnic minority employees who provided ethnicity data).

Our median hourly ethnicity pay gap stands at 10%, a decrease from 13% in 2023. Additionally, we are pleased to see that we have achieved parity in bonus receipt between white and ethnic minority employees, with 90% of each group receiving a bonus. Our median bonus pay gap increased materially from -13% in 2023 to 38% in 2024, with this metric likely impacted by the lower proportion of ethnic minorities in the highest income quartile.

Our median bonus pay gap increased materially from -13% in 2023 to 38% in 2024, with this metric likely impacted by the lower proportion of ethnic minorities in the highest income quartile, and being a consequence of the vesting of our 4-year Long-Term Incentive Plan (LTIP) 2019 in late-2023. The Company has since moved to an annual LTIP cadence.

We continue to improve our data collection and understanding of employee ethnicity diversity through our voluntary 'Count Me In' workforce survey, the findings of which are published in our Workforce Diversity Report. This report illustrates our employee diversity including ethnicity across seniority and job type.

Our key areas of focus for the next year

Focus areas for next year

Across 2025, in addition to our continuous efforts to enhance Workforce diversity such as promoting flexible working, our priorities are:

- **Improving diversity monitoring across the employee life cycle** : introducing a new workforce management system, which will support continuous monitoring of D&I characteristics. This will allow us to better analyse and take action on diversity data across pay and performance reviews, promotions, and exits. In addition, we are defining job grades across our entire workforce, which will support future reviews and levelling of compensation across grades.
- **Continuing work to advance social mobility**: preparing for our third cohort of internships through our partnership with the Social Mobility Foundation.

YouGov remains committed to fostering an inclusive workplace and will continue to monitor and address our gender and ethnicity pay gaps as part of our broader diversity and inclusion initiatives.



YouGov

Thank you

yougov.com/business

YouGov, 2025, all rights reserved. All materials contained herein are protected by copyright laws. Any storage, reproduction or distribution of such materials, in whole or in part, in any form without the prior written permission of YouGov is prohibited. This information (including any enclosures and attachments) is proprietary and confidential and has been prepared for the exclusive use and benefit of the addressee(s) and solely for the purpose for which it is provided. We make no representations, warranties or guarantees, whether express or implied, that the information is accurate, complete or up to date. We exclude all implied conditions, warranties, representations or other terms that may apply and we will not be liable to you for any loss or damage, whether in contract, tort (including negligence), breach of statutory duty, or otherwise, even if foreseeable, arising under or in connection with use of or reliance on the information. We do not exclude or limit in any way our liability to you where it would be unlawful to do so.