

YouGov®

# Environmental, Social & Governance Report 2024



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## Glossary

We use the following acronyms and abbreviations throughout the report:

### ESG

Environmental, Social and Governance

### Annual Report

YouGov's Annual Report & Accounts

### TCFD

Task Force on Climate-Related Financial Disclosures

### SECR

Streamlined Energy and Carbon Reporting

### UN

United Nations

### FY

YouGov Financial Year (1 August – 31 July)

### SP3

Strategic Plan 3 (YouGov's current strategic plan)

### D&I

Diversity & Inclusion



**Tilly Heald**  
Chief Governance & Compliance Officer

## Introduction

YouGov’s core principles of transparency and trust are demonstrated in our approach to Environmental, Social and Governance. We champion responsible, ethical and sustainable business practices throughout our operations, and we are driven by a shared vision to create a positive impact in the world. We know that our ESG strategy is increasingly important to our stakeholders and we are always looking for ways to better articulate our approach.

Historically, we have included all our ESG disclosures in our Annual Report & Accounts, and we will continue to use that as a forum for ESG-related regulatory disclosures and alignment with our long-term strategic plan. As the international regulatory landscape evolves, interest in ESG continues to grow and the complexity of required disclosures continues to expand. In response to this, we have published this, our first stand-alone ESG Report.

This ESG Report is published mid-year and expands on the mandatory disclosures provided in our year-end Annual Report. With this report, we aim to consolidate our ESG-related information into one publication while enhancing transparency and accountability in our ESG approach.

We are proud of what we have accomplished so far and are keen to accelerate progress towards our ESG goals. With more space to delve into the details, we hope that this ESG Report will continue to foster trust in our vision for the future of responsible, ethical, and sustainable business at YouGov.

### UN Global Compact & UN Sustainable Development Goals (SDGs)

To inform our ESG approach, we focus on areas where YouGov can add the most value. We have identified six SDGs that are materially relevant to our business, and we have integrated the icons throughout this report to highlight initiatives that directly support the goals. In line with this commitment, YouGov signed the UN Global Compact in 2023 and we will make our first Communication of Progress disclosure in 2024.



#### ESG across YouGov

Look out for the ‘ESG across YouGov’ spotlights throughout this report, featuring stories about how employees engage with ESG in their specific roles. ESG is a team effort at YouGov, and we are fortunate to have passionate and driven colleagues who are keen to lend their expertise to our strategy.

#### Sustainability Accounting Standards Board (SASB)

We take a proactive approach in aligning with appropriate reporting frameworks, and this report contains a Sustainability Accounting Standards Board (SASB) disclosure table on [page 42](#).

# Highlights of this report

## Our data commitment

As a global data company, we prioritise data privacy and security to ensure that all personal data is handled carefully and responsibly. We incorporate the principles of the EU’s General Data Protection Regulation (‘GDPR’) as much as possible into our global operations, in addition to complying with all other applicable regional privacy and security obligations. Based on principles of fairness, transparency, and accountability, our trusted global privacy framework gives our panel members, clients, and colleagues a consistent experience regardless of their location.

Read more about our data privacy and information security approach on [page 36](#).

## Net zero strategy

We are excited to introduce our net zero targets in this report. We have made a global commitment to achieve net zero by 2050 at the latest, with interim targets for 2030 covering Scopes 1, 2, and 3. These targets have been submitted to the Science Based Targets initiative (‘SBTi’) for verification, and we partner with third-party sustainability consultants, Inspired plc, to ensure that our net zero strategy is ambitious while remaining achievable and aligned with the latest climate science guidance.

Read more about our carbon emissions and net zero strategy on [pages 12-13](#).

## YouGov’s social mission

YouGov creates social value through our engagement with panel members, employees, clients, and the wider community. Our social mission reflects our greatest strengths, such as providing unparalleled access to free public data and our socially-oriented client work. Our commitment to maintaining a representative and accessible panel helps us make people’s opinions heard for the benefit of the wider community and deliver trusted and accurate insights for our clients. We maintain high levels of employee satisfaction with policies in place to maintain an enriching culture and thriving workplace.

Read more about our social mission on [pages 16-28](#).

## Workforce Diversity Report

Diversity and inclusion (‘D&I’) is fundamental to ensuring that we capture the opinions of all groups, including those often under-represented in research. It is essential for our products and insights to remain neutral and free from bias, which is supported by a diverse workforce in an inclusive workplace. We believe that transparency is key to building trust, and our Workforce Diversity Report outlines our D&I strategy, our approach to diversity data, and mid-year global statistics.

Read our latest Workforce Diversity Report on [pages 29-34](#).

# About YouGov

YouGov is an international online research data and analytics technology group headquartered in London. With over **3,000 staff** located in over **30 countries**, we are one of the world's largest research networks. **Our mission** is to offer unparalleled insight into what the world thinks, feels and does. Our innovative solutions help the world's most recognised brands, media owners and agencies to plan, activate and track their marketing activities better.

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 our products and services draw upon this detailed understanding of our **27 million registered panel members** to deliver 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 **most quoted market research source in the world**.



Our **purpose** is to give the world a voice by collecting, measuring and analysing the opinions and behaviours of our global community and reporting the findings accurately and free from bias.



Our **vision** is for YouGov to be the world's leading provider of marketing and opinion data. We want YouGov data to be a valued public and client platform used by hundreds of millions of people on a daily basis, enabling intelligent decision making and informed conversations.



Our **strategy** is guided by our entrepreneurial spirit and a shared vision for creating value from data. We have focussed our attention on providing data as a public service, enabling ethical and safe sharing of opinions and personal data and better serving our clients through research customisation and our self-service research system, the YouGov Platform.

## Useful links

Our corporate website contains many of the reports and policies referenced in this report, including:

-  [Annual Report & Accounts](#) →
-  [Our overall ESG approach \(including ESG Roadmap\)](#) →
-  [Environmental \(including TCFD Report\)](#) →
-  [Social \(including UK Pay Gap Information Reports\)](#) →
-  [Governance \(including key compliance policies\)](#) →

### YouGov Daily



Every weekday in Great Britain ('GB'), the US, and Germany we ask three topical questions to provide same-day insights of public opinion on news and current affairs; the results appear on the website free for all to see, and the GB results are sent to subscribers of the YouGov Daily [email](#) every afternoon. Look out for facts and figures from the daily questions throughout this report.

## Oversight of ESG

The YouGov plc Board of Directors has ultimate responsibility for all ESG commitments and obligations, including mandatory disclosures and the targets outlined in this report. On a day-to-day basis, the ESG Manager and Compliance team are responsible for implementation of the ESG strategy. The Chief Governance and Compliance Officer oversees a dedicated budget for ESG activities and is accountable to the Board of Directors for the delivery of the ESG strategy and regulatory compliance. We are in the process of establishing a management-level Sustainability Committee, formed of senior leaders, to serve as the escalation point for decision-making on key ESG matters. This governance framework ensures that YouGov’s regulatory obligations are met, and sustainability priorities are reflected in the company culture at all levels of the organisation.

## ESG ratings

In April 2024, YouGov plc achieved an MSCI rating of AA. As of March 2023, YouGov plc received an ESG Risk Rating of 17.9 from Morningstar Sustainalytics and was assessed to be at Low Risk of experiencing material financial impacts from ESG factors. In no event shall these ratings be construed as investment advice or expert opinion as defined by the applicable legislation.<sup>1</sup>





## ESG in Executive remuneration


To ensure that ESG remains a priority in wider business strategy, YouGov’s Executive Directors have an ESG target as part of their annual bonus scheme. There is also an ESG element to the Long-Term Incentive Plan 2023 (‘LTIP 2023’) performance share award targets for Executive Directors and senior leaders. Performance against these targets is shared in the Directors’ Remuneration Report in the Annual Report for the relevant year.


The most recent grant of the LTIP 2023 is to be assessed over the three-year period ending 31 July 2026 and includes a 5% weighting for these social-related ESG targets:

Maintain high scores in the annual employee engagement survey for the YouGov Group for the three years to 31 July 2026, based on answers to the following questions:

 I see myself at YouGov in two years’ time

 I work in an environment that values and respects a range of backgrounds, perspectives and talents

 I can see a clear link between my work and the YouGov goals and business strategy

For more information on employee engagement, see [page 24](#). 

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## Our values



### Be fast

We are always fast to adapt and fast to deliver, keeping up with change.



### Be fearless

We innovate, take savvy risks and stay true to ourselves, not following the crowd.



### Get it right

We will do the right thing as scientists, technologists and citizens.



### Trust each other

We work together as a team – challenging, pushing and improving each other to fulfil our ambition.



### Respect

We respect everyone and are considerate of our differences, always supporting each other to succeed.

## Partnerships, memberships and affiliations

YouGov is affiliated with a number of external organisations appropriate to our industry and size.

To ensure we continue to maintain best practices in our research, our employees commit to adhering to the Codes of Conduct of relevant research, marketing and data industry organisations.



## Acquisitions

In early 2024, we completed the acquisitions of the Consumer Panel Services division of GfK (known as CPS) in Europe and Vyzion Inc (trading as KnowledgeHound) in the US. Together, these acquisitions introduced over 1,000 new employees across 19 additional offices. Metrics in this report, including workforce diversity figures and our global carbon footprint, reflect YouGov's headcount and locations as of 31 July 2023, and do not include these acquisitions (unless otherwise specified).

## Awards and accreditations

### ISO 27001 certification

» International standard for Information Security management

### Cyber Essentials Plus certification (UK)

» External assurance of protection against common cyber threats

### SUPER certification

» Single-use plastic reduction achievements in six global offices

### Disability Confident (UK)

» Level 1 Certified

### Living Wage Foundation (UK)

» Accredited Living Wage Employer

### #RISK Awards 2024

» Governance Team of the Year (Shortlisted)  
» ESG Team of the Year (Shortlisted)

### AIM Awards 2023

» Diversity Champion Award (Shortlisted)  
» Best Use of AIM (Shortlisted)  
» AIM Transaction of the Year (Shortlisted)

### PICCASO Privacy Awards 2023

» Bridging the Privacy and Security Gap Award (Shortlisted)



# ESG Timeline

For further information about key initiatives, relevant page numbers are listed next to the topic.





03

# ESG Roadmap & Materiality Assessment



# ESG Roadmap

Our ESG strategy is defined in our ESG Roadmap, currently in its third iteration. This three-year strategy is built around long-term objectives to accompany SP3 (YouGov’s current long-term strategic plan). As our internal capacity changes and stakeholder expectations continue to evolve, the ESG Roadmap is designed to grow with the company.






## Materiality assessment

Our ESG Roadmap is informed in part by the results of YouGov’s first ESG materiality assessment, completed in 2023. This exercise involved a survey in which key stakeholders were asked to rank issues in the areas of Environmental, Social and Governance in order of importance. Our ESG strategy has always been guided by where we can make the greatest impact and this assessment both validated our existing approach and ensured we are navigating the ever-changing landscape of ESG disclosures with a strong understanding of stakeholder priorities.






## Priority issues identified by stakeholders

Below are the issues rated as the highest priority by each stakeholder group, with corresponding objectives in our latest ESG Roadmap for Phase 1 (FY24).<sup>2</sup> The full results, presented in the form of a comparative matrix, were published alongside [ESG Roadmap 3](#).

These icons identify which stakeholder group(s) ranked the issue as high importance:

-  **Board of Directors**
-  **Employees**
-  **Panel Members**
-  **Clients**
-  **Suppliers**

### Environmental

Issue	FY24 Roadmap objective(s)
<b>Net zero strategy</b> 	Keep pace with environmental disclosure standards. Initiate net zero strategy (Climate Transition Plan).
<b>Responsible energy use</b> 	Prepare to align with ISO 14001 (Environmental Management Systems), as appropriate.
<b>Business travel emissions</b> 	Define approach to carbon offsets. Improve internal understanding of environmental initiatives. Initiate net zero strategy (Climate Transition Plan).
<b>Waste management</b> 	Develop E-waste recycling policy. Continue working towards single-use plastic elimination and reduction.
<b>Total company emissions</b> 	Define approach to carbon offsets. Improve internal understanding of environmental initiatives. Initiate net zero strategy (Climate Transition Plan).

<sup>2</sup> In some cases, the same % of respondents ranked multiple issues first in order of importance (e.g., 33% of clients ranked both waste management and net zero strategy first).

Social

Issue	FY24 Roadmap objective(s)
<b>Corporate purpose &amp; culture</b> 	Enhance our client value proposition. Support regional community investment initiatives. Define structured approach to staff volunteering.
<b>Employee compensation</b> 	Ensure YouGov staff are suitably supported at every stage of their career. Expand living wage commitment.
<b>Health &amp; Safety</b> 	Maintain proactive approach to Health & Safety across global offices.
<b>Panel accessibility &amp; representation</b> 	Support inclusion and accessibility in panel member experience.
<b>Diversity &amp; Inclusion</b> 	Support the D&I Roadmap with a measurable, data-driven approach.

- Board of Directors
- Employees
- Panel Members
- Clients
- Suppliers

**1,795** employees    **10** board members    **100** suppliers  
**53** clients    **596** panel members

To form an internal evaluation of importance to the business, the survey was shared with all 1,795 current employees and 10 plc board members. For an external view, the survey was shared with our top 100 suppliers by spend (November 2022 – January 2023) and 53 major clients selected by contract size. Both supplier and client samples covered a geographic spread to ensure contribution from each major market. In addition, we shared the survey with 596 of our most active and committed panel members in the US and UK as part of YouGov Plus (see [page 17](#)).

Governance

Issue	FY24 Roadmap objective(s)
<b>Legal &amp; regulatory compliance</b> 	Keep pace with environmental disclosure standards. Develop long-term strategy for prevention of modern slavery in business operations and supply chain. Align ESG strategy to appropriate global standards.
<b>Data privacy</b> 	Prepare to align with ISO 27701 (data privacy extension to 27001), as appropriate.

04

# Environmental



# Environmental



FY23 was an important year for YouGov’s environmental strategy. We have always been a low-emission business, due to the nature of our industry, but we take a proactive approach to mitigating our environmental impact. Our commitment to reducing waste, monitoring and minimising our carbon emissions, and keeping pace with regional and global climate goals is outlined in our Group Environmental Policy, available on our [corporate website](#).

With our sustainability consultants, we calculated our first global carbon footprint and published our first Task Force on Climate-Related Financial Disclosures (TCFD) Report alongside the 2023 Annual Report. The TCFD Report is available on our [corporate website](#) and contains details of how we manage climate risks and opportunities and a full methodology for our emissions calculations.

## Carbon balance sheet<sup>3</sup>

Between FY22 (our baseline year) and FY23, there was a 2.6% increase in our total Scope 1, 2 and 3 emissions, driven by an increase in business travel after COVID-19, but a 12.4% decrease in our total emissions per £million revenue, showing increased efficiency of our operations. Please see the full [TCFD Report](#) for further analysis of our metrics & targets and the [2023 Annual Report](#) for our SECR disclosure.

Due to the additional headcount and footprint of our acquisitions in 2024 (as described on [page 6](#)), we are required to recalculate our baseline carbon footprint (FY22).<sup>4</sup> Our forthcoming 2024 Annual Report and TCFD Report will reflect the new baseline emissions from which we will measure progress towards our net zero targets.

**+2.6%**  
Total Scope 1, 2 & 3 emissions driven by increased travel

**-12.4%**  
In total emissions per £mil revenue

Emissions Scope & Scope 3 Category	FY23 (tCO2e)	FY23 (%)	FY22 (tCO2e)	% Change FY22 to FY23
<b>Scope 1</b>	<b>29</b>	<b>0.5%</b>	<b>22</b>	<b>+30.5%</b>
Natural Gas	10	0.2%	11	-9.0%
Refrigerants	19	0.3%	12	+66.2%
<b>Scope 2 (Location-based)</b>	<b>117</b>	<b>1.9%</b>	<b>109</b>	<b>+7.6%</b>
<b>Scope 3</b>	<b>6,018</b>	<b>97.6%</b>	<b>5,876</b>	<b>+2.4%</b>
1. Purchased Goods & Services	2,466	40.0%	2,651	-7.0%
2. Capital Goods	883	14.3%	822	+7.5%
3. Fuel-related Emissions	29	0.5%	27	+8.6%
4. Upstream Transportation & Distribution	47	0.8%	46	+2.2%
5. Waste Generated in Operations	4	0.1%	3	+17.1%
6. Business Travel	519	8.4%	297	+74.5%
7. Employee Commuting <sup>5</sup>	1,297	21.0%	1,347	-3.8%
8. Upstream Leased Assets	774	12.6%	683	+13.3%
9-15.	Not Applicable			
<b>Total Emissions (location-based)</b>	<b>6,164</b>	-	<b>6,007</b>	<b>+2.6%</b>
<b>tCO2e/£m revenue (location-based)</b>	<b>23.80</b>	-	<b>27.18</b>	<b>-12.4%</b>
<b>tCO2e/FTE (location-based)</b>	<b>3.40</b>	-	<b>3.66</b>	<b>-7.1%</b>

3. An initial assessment of the 15 Scope 3 categories determined the categories that are applicable to our business (eight, as shown in our Carbon Balance Sheet). The seven ‘not applicable’ categories are as follows: Category 9 (no downstream transportation and distribution), Categories 10, 11 and 12 (no sold products), Category 13 (no downstream leased assets), Category 14 (no franchises) and Category 15 (no investments in the Company’s name).

4. The Greenhouse Gas Protocol states that baseline emissions must be recalculated ‘when structural changes occur in the company that change the inventory boundary (such as acquisitions or divestments),’ *Base year recalculation methodologies for structural changes, January 2005*.

5. This includes an estimate of remote working emissions.

## Net zero targets

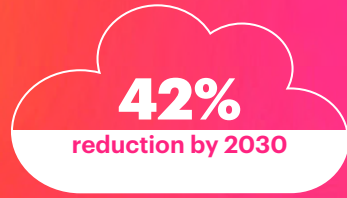
We held a workshop in late 2023 with key senior leaders to discuss potential net zero pathways and agree targets in line with the latest scientific guidance. These targets were approved by the Board of Directors and submitted to the SBTi for verification in early 2024.

Reduction will be achieved with a combination of changes to behaviour, procurement decisions, and facilities management. In the future, as the world collectively transitions to net-zero, we anticipate that new technologies will offer greater opportunities for reduction. One of our reduction priorities is to choose renewable energy wherever possible – our London headquarters has been 100% powered by renewable energy since 2018.

Our goals are achievable and allow us flexibility in selecting which reductions to focus on first. We understand that transparency is essential to fostering trust in our approach, and we will publish updates in our ESG Report and Annual Report.

## We have set four targets aligned with UK and global climate goals:

### Scope 1 & 2 Emissions

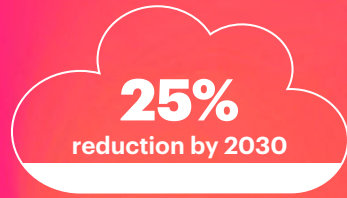


Near-term target



Net zero target

### Scope 3 Emissions



Near-term target



Net zero target



**46.3%**

of global energy purchased is from renewable sources

YouGov Daily



**49%** of GB adults think an equal combination of technological innovations and behaviour change would be most likely to reduce or minimise the impact of climate change.<sup>6</sup>

## Carbon neutrality

As an interim step in our journey to net zero, we have set an objective to achieve carbon neutrality in the UK by 2026. This target is in line with our commitment to the Market Research Society (MRS) Climate Action Pledge.<sup>7</sup>

**FY22** is our baseline year to measure progress towards our targets.

6. Survey of 2,430 GB adults conducted 6 February, 2024; <https://yougov.co.uk/topics/politics/survey-results/daily/2024/02/06/1d038/3>.

7. The MRS is our main industry body in the UK. The MRS Climate Action Pledge asks market research companies to track and publish their carbon emissions and collaborate to achieve sector-wide emissions reductions.



ESG across YouGov

**Michael Jarczewski**  
Director of Facilities Operations



For the past few years, the Facilities team has worked closely with the ESG Manager to track energy usage in global offices, supporting our annual carbon footprint calculations. We continually seek new initiatives to reduce our environmental impact. Some of the successes to date include switching to a renewable energy provider, closing some floors/wings on quiet days, reducing the provision of products wrapped in plastic, and introducing reusable glass water bottles. We have also implemented a glass recycling station in the London office.

On a personal level, I prioritise using rented e-bike services over public transport when traveling to and from the office. Rental e-bike companies often operate with zero emissions and are powered by certified renewable energy. I hope to inspire others, as there are many other simple yet effective steps we can all take to reduce carbon emissions.

Recycling and waste management

YouGov is committed to reducing all forms of waste, including e-waste. We do not manufacture physical products so our production waste is minimal, and we follow all local legislation and guidance to implement appropriate waste and recycling streams in our offices. Any hazardous waste produced is minimal and is disposed of according to local legislation.

As with everything we do at YouGov, we focus our environmental strategy on areas where we can make the most impact. Given the nature of our business and our reliance on serviced leases for a number of offices (where we have limited influence), to date we have not set annual waste reduction or recycling targets. We track emissions produced by waste management where we have the relevant data – in FY23, this totalled 4 tCO2e globally. Our primary target for recycling and waste management is to improve data accuracy, and we aim to introduce an e-waste disposal tracking system in FY24 and track 100% of waste generated in leased offices by the end of FY25.

Single-use plastic reduction

YouGov partners with SUPER, a not-for-profit organisation that assesses a company's single-use plastic footprint and helps them implement alternatives to reduce and ultimately eliminate plastic waste. Six offices have received a SUPER Certification to date: London, Bucharest, Cologne, Dubai, Paris, and Sydney, with several other global offices currently in the assessment process.



ESG across YouGov

**Eva Voica**  
Facilities and Office Coordinator, Bucharest



Applying for the SUPER Certification and leading our plastic reduction efforts in Bucharest has been transformative. From strategising with the team to sourcing eco-friendly suppliers, each step reflects our commitment to sustainability. As a Facilities Coordinator, I prioritise using YouGov's resources in ways that align with our values. This includes switching to paper bags from plastic, opting for tetra packs over plastic bottles, and eliminating plastic-based items like milk pods. We've also replaced plastic stationery with alternatives, using stainless-steel cutlery and ceramic cups, and invested in a water filter to reduce plastic bottle usage. Through collective effort and enthusiasm, we've embraced a united vision, as seen in our Halloween decorations made entirely of recyclable paper. We're excited about the positive impact we're making, not only in our office but for the environment as well.

YouGov Daily

**81%** of GB adults support banning of single use plastic items like cutlery, plates and trays.<sup>8</sup>

8. Survey of 3,537 GB adults, conducted 9 January 2023; <https://yougov.co.uk/topics/politics/survey-results/daily/2023/01/09/38808/1>.

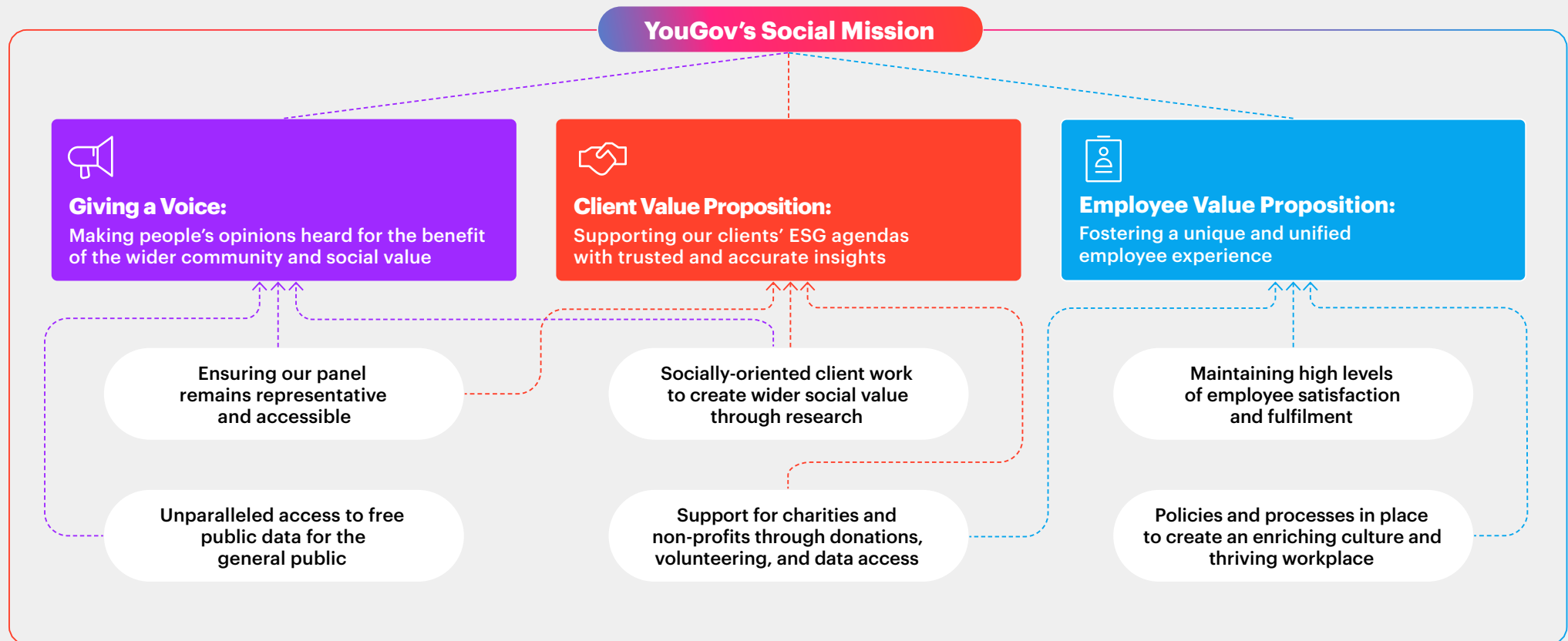
# 05 Social





# YouGov's social mission

It is YouGov's social mission to make people's opinions heard for the benefit of the wider community and social value. This is a key pillar of our ESG approach, which reflects our commitment to supporting our employees, panel members, and clients throughout their experience with YouGov. By investing in our social mission, we are investing in the wider communities in which we operate. Each component of this framework is explored further in the following pages.



## Giving a Voice: engaging the YouGov panel

Our panel is our greatest asset and our largest stakeholder group at 27 million registered members worldwide. Every day, our members trust us with their thoughts, beliefs, and opinions. This enables us to represent the entirety of public opinion, and ensures we provide high quality data and insights to our clients and the public.

**27,000,000**

number of registered members worldwide



**4.6**

YouGov's Trustpilot rating increased from 2.8 in 2022 to 4.6 in 2024.

**I need YouGov. For the longest time, I had been absolutely certain that no one heard or understood the average person...My YouGov experience has been remarkable. I could not have asked for more. Someone out there is listening and reporting the small sounds and making us several loud sounds.**

YOUGOV PLUS MEMBER, US, 2023



### The voice of our panel

The size, quality, and engagement of our panel sets us apart in the industry, and it is essential that we nurture the relationship we have with our members by providing an enjoyable, accessible, and rewarding experience. We recognise our panel as millions of individuals, each with unique voices, and it is part of our social mission to ensure each of those voices can be heard.

YouGov's current strategic plan (SP3) is ambitious, and for us to meet our commercial goals, it is vital that we represent the entirety of public opinion. This doesn't just include the loudest voices, but also the quiet ones and the radical ones. We need to collect high-quality data at scale, and this relies on engaged and responsive members who trust us.

**I always felt powerless and forgotten, particularly with all of the stuff going on in politics over the last few years, I thought who's really going to be listening, who would notice if I said anything anyway? Finding out about YouGov and seeing the results in the papers, I thought these people actually care about helping people like me get my voice heard and making sure that people are actually listening. That was really nice, as I've always felt that the little people were forgotten about...**

YOUGOV PLUS MEMBER, UK, 2023



### How we build member trust

We are transparent in how we protect member data and take steps to ensure our members are appropriately informed in every step of their YouGov journey (see more about data privacy on [page 36](#)). We implement a consistent and understandable approach to member consent, ensuring that we use plain language in our communications.

We have a robust reward structure which helps to motivate our panel members and provide fair compensation for their time and opinions. We monitor member satisfaction through our quarterly Member Experience Tracker.<sup>9</sup> Testament to our efforts to build credibility and trust with our members, YouGov's Trustpilot rating doubled in 2024.

**When I think about YouGov as a brand, the words that come to mind are 'trusted,' 'insightful,' 'global,' and 'impactful.' I think these words represent what the company stands for and what it strives to achieve. Trust is a key component of the company's mission, and it aims to provide insights that are both accurate and reliable. The company also has a global reach, and its research has the potential to impact the world in a meaningful way.**

YOUGOV PLUS MEMBER, US, 2024



9. Our quarterly Member Experience Tracker covers a sample of 2,500 members in both the UK & US (nat rep), as well as approximately 200 YouGov Plus members in each market.

We are committed to incorporating member voices into how we think and work as an organisation, so that we can make better decisions. In FY23 we spent over 60 hours listening, learning, and building relationships with members in our biggest markets through Zoom interviews. We have learned about why they joined YouGov, why they stay, and what they would change.

YouGov Plus, our premium-tier membership for our longest standing and most active members, encourages two-way communication and helps us focus our efforts to improve the member experience. These members have provided direct feedback on our ESG strategy and the wording of our privacy policy, helped us test new tech before it launches to our wider panel, and reviewed our app for accessibility.



**60+ hours**

Listening, learning and building relationships with members

**I joined because I wanted to be represented whenever people in the news media would say most ‘Americans think this or that’. I thought, no? Where are they getting their data from?...My motivation is to paint a more accurate picture of what people actually think.**

YOUGOV PLUS MEMBER, VIA INTERVIEW, US, 2023



## Representation, inclusion and accessibility

### Representation



Engaging and retaining under-represented groups is a significant area of focus. We continuously assess the composition of our panel against publicly available reference data and target under-represented groups. We invest in new technology and new ways to share data, such as YouGov Chat or behavioural data uploads, to engage people who are less likely to respond to traditional online surveys.

### Inclusion



Championing inclusion in our panel means that everyone can participate, regardless of background, ability, or beliefs. We engage directly with individual members, co-creating our products and processes with their input, continually assessing where we could improve the member experience. For example, YouGov Plus members with visual impairments have reviewed our fraud checks, providing actionable feedback to ensure we’re balancing inclusion with data quality and improving the member experience.

### Accessibility



It is essential that the panel experience remains technologically accessible, and our product and engineering teams are committed to accessibility by default. Responsiveness, keyboard navigation, and screen reader support are considered core requirements in all member-facing platforms, and accessibility features like voice control are built into our mobile apps.

Our survey experience meets the latest Web Content Accessibility Guidelines (WCAG 2.1) and in FY24, our YouGov Plus members with visual impairments conducted a complete review of the YouGov app. We are continually learning, and as a company we’re committed to gathering and actioning feedback to ensure our technology meets accessibility standards.

Our survey experience guidelines ensure our researchers follow clear instructions to ensure content and presentation is unbiased, inclusive, and accessible. They offer guidance on accessible survey scripting as well as specifying what to do if we know a survey is not accessible, ensuring we balance member experience with our commercial needs at every opportunity.

ESG across YouGov



**Ellie Coe**  
Project Manager, Platform



The Member Platform team at YouGov is responsible for enhancing the digital experience of our members and building trust throughout our panel. We ensure that they can participate fully in a YouGov experience which is engaging, inclusive, and rewarding, and in turn our members contribute to the hundreds of thousands of datapoints which make up YouGov's unique and highly connected datasets.

In February 2023, we held our first webinar featuring a panel of our YouGov Plus members. It allowed our colleagues to hear members' stories, some for the very first time. By recognising our panel as a group of unique voices we start to ensure that we provide everyone with equal opportunity to have a voice and share their opinions with us. When we provide our members with a fulfilling YouGov experience, we then deepen the trust and connection that we have with our panel – our biggest asset. This makes it more likely that we can not only retain a high-quality panel, but also provide high quality, accurate, and connected data to our clients.

## A panel member's experience of accessibility

Case study

In 2022, the Panel team started working with Louis in Bristol, UK, who has been a panel member since 2018. Louis is visually impaired and uses a screen-reader software called JAWS, which allows him to navigate surveys by listening and using his keyboard. To ensure that the voices of all panel members with visual accessibility needs are heard, Louis shared valuable feedback on how to improve our survey design:

- ✓ Animal image checks help screen out bots, but the screen-reader software cannot describe these images so Louis is not able to pass these checks.
- ✓ Any survey that uses images without alt text (a description of the image that the screen-reader can read out loud) will lead to skewed results as Louis can only choose a 'don't know' option if he doesn't know what the image is.
- ✓ There is no way to engage with drag and drop questions (and similar questions that require interaction) through a screen-reader, so Louis suggested drop-down formats as an accessible alternative.

The Panel team incorporated Louis' input to create a new survey interface, introduce accessible fraud checks, and ensure there is a viable opt-out option when a survey does not meet accessibility needs. Louis continues to work with the Panel team to test out new features and designs – his honest and tangible feedback supports our continued mission to give the world a voice.

# YouGov's Client Value Proposition



## Trusted results

Extending the diversity of our panel ensures that our insights accurately reflect the views of the target audience. Our expert researchers work closely with clients to identify the exact parameters of the target audience, develop questions that both adhere to local laws and are culturally appropriate, and eliminate any bias from the survey design. As a result, our clients can rely on our insights as unbiased, accurate, and inclusive.

## Socially-oriented client work

YouGov's history of socially-oriented client work goes all the way back to the beginning of the company – our very first client was the recycling partnership London Remade. Building on our efforts to ensure our panel is inclusive and representative, we are able to provide unbiased insights across all client sectors on varied topics such as trust in public transit, electric vehicle adoption, cancer awareness, financial confidence, and racial discrimination in sports. We are proud to work on projects that create social value and with clients that make a positive impact on society.

## 'Socially-oriented' can mean two things:

1. A socially-oriented organisation is one that makes a positive impact on society, whether through their direct mission, projects they complete, or their general commitment to operating ethically, sustainably, and responsibly.
2. A specific research project can be socially-oriented in the content or purpose, even if the organisation itself does not have a specific social mission.

## Financial Reporting Council (FRC)

Case study

### Challenge

As attention on ESG has grown in recent years, the FRC wanted to better understand how Audit Committee Chairs (ACCs) view ESG activity and reporting. With different organisational structures, resources, and sector approaches to consider, the FRC wanted to increase transparency around shared ESG challenges and opportunities and prepare Audit Committees to meet growing ESG demands.

### Solution

Building on previous research on ACCs for the FRC, YouGov was contracted in 2022 to run a new qualitative study covering a range of ACC perspectives. The Qualitative team conducted 40 interviews with ACCs of Public Interest Entities (PIEs) from different sectors and company sizes, including FTSE 100, FTSE 250, and smaller listed entities. Many respondents serve as ACCs for more than one business within similar sectors to increase the breadth of knowledge in the responses.

### Result

A [joint report](#) offered valuable insights into how ACCs are approaching ESG, with reflections on consistency, standardisation, and transparency across ESG reporting. The results provide a snapshot of ESG maturity across a range of sectors, which helps the FRC identify the support and guidance that ACCs may need to succeed with ESG in the future.

## Stellantis: Freedom of Mobility (FOM) Forum

Case study

### Challenge

For the second annual live debate on mobility in a decarbonised world, The Freedom of Mobility Forum, a unique initiative launched by Stellantis, needed digestible data that could ensure a fact-based debate among panelists. With the aim of understanding how the planet will accommodate the mobility needs of 8 million people, the open-forum discussion would be covering several key topics, so any data insights had to be easy to understand and geographically diverse.

### Solution

Using YouGov Surveys, we conducted a brief study on sustainable transport decisions. Our researchers worked closely with the FOM Forum team to tailor these questions and generate thoughtful discussion on the specific topics of debate. With a close alignment between the FOM Forum and YouGov values, as well as a shared respect for data-driven dialogue, YouGov was proud to provide this research.

### Result

In addition to the presentation of results at the 2024 Forum live debate, YouGov shared the results with the media at a roundtable with Stellantis. Attended by over 40 journalists from across the world, this media roundtable extended the value of these exclusive insights beyond the Forum debate. With clear research takeaways and positive feedback from the FOM Forum team and Forum attendees, this project has significantly contributed to the mission of enabling safe, affordable, and sustainable freedom of mobility in society. The full report of the survey is now available on the [FOM Forum website](#).

## Supporting our clients' ESG agendas

We are in a unique position to support our clients with their ESG agendas – not only by minimising our environmental impact and investing in social value initiatives as a supplier, but also by providing trusted insights that inform our clients' own approach. Our research teams work closely with our clients to articulate how we can support their ESG missions and why they can trust the accuracy of our data based on the representation within our panel (see [page 18](#)).

These client case studies illustrate the breadth of our expertise and the value of our insights in maintaining socially responsible and environmentally conscious practices (for more case studies, see our [2023 Annual Report](#)).

**The Freedom of Mobility Forum DNA is made of facts and data. Our collaboration with YouGov was a natural move, starting our second edition of our live debate. We wanted to get exclusive data.**

**The survey's significance lies in its ability to gauge the appetite for change in mobility habits across five countries. By revealing that less than 10% of respondents have made profound changes in their transportation options, it underscores the need for greater shifts toward greener mobility. Additionally, recognising younger generations as key drivers of change emphasises the role they play in shaping sustainable transportation practices.**


STELLANTIS: FREEDOM OF MOBILITY FORUM

## Encyclopaedia of public opinion: YouGov’s public data offering

Since our founding, YouGov has been at the forefront of research innovation and data access. Our polling on topics of public interest is made freely available to everyone as part of our ongoing efforts to create a platform for sharing views and starting conversations. We call this our public data offering.

By making our public data available to everyone, we allow members of the public, journalists, community leaders, governments, researchers, and academics access to opinion research that would otherwise be restricted to those who could afford it. This enables individuals to be part of a global discussion and leaders in all sectors to understand the opinions and beliefs of the populations they serve.

Our public data sites are updated every weekday, with daily polls, new popularity rankings, and editorial content covering the most current news stories. The figures shared in our [Public Data Factsheet](#) illustrate the depth of our public data and the extent to which it is being accessed by the global community.


**Our public data sites** 

**64.2 million**  
UK page views per year

**33.5 million**  
US page views per year

**Editorial coverage**

Our dedicated editorial team provides expert journalism on YouGov data, reacting quickly with in-depth analysis of sentiment and opinions towards the most relevant news stories. Beyond our own editorial content, YouGov is a trusted source of research data for leading media outlets worldwide and is a trusted partner of organisations ranging from *Yahoo News* to *CBS* to *Reuters*.



**35,000**

In 2023, YouGov was the most quoted market research source in the world with 35,000 media mentions

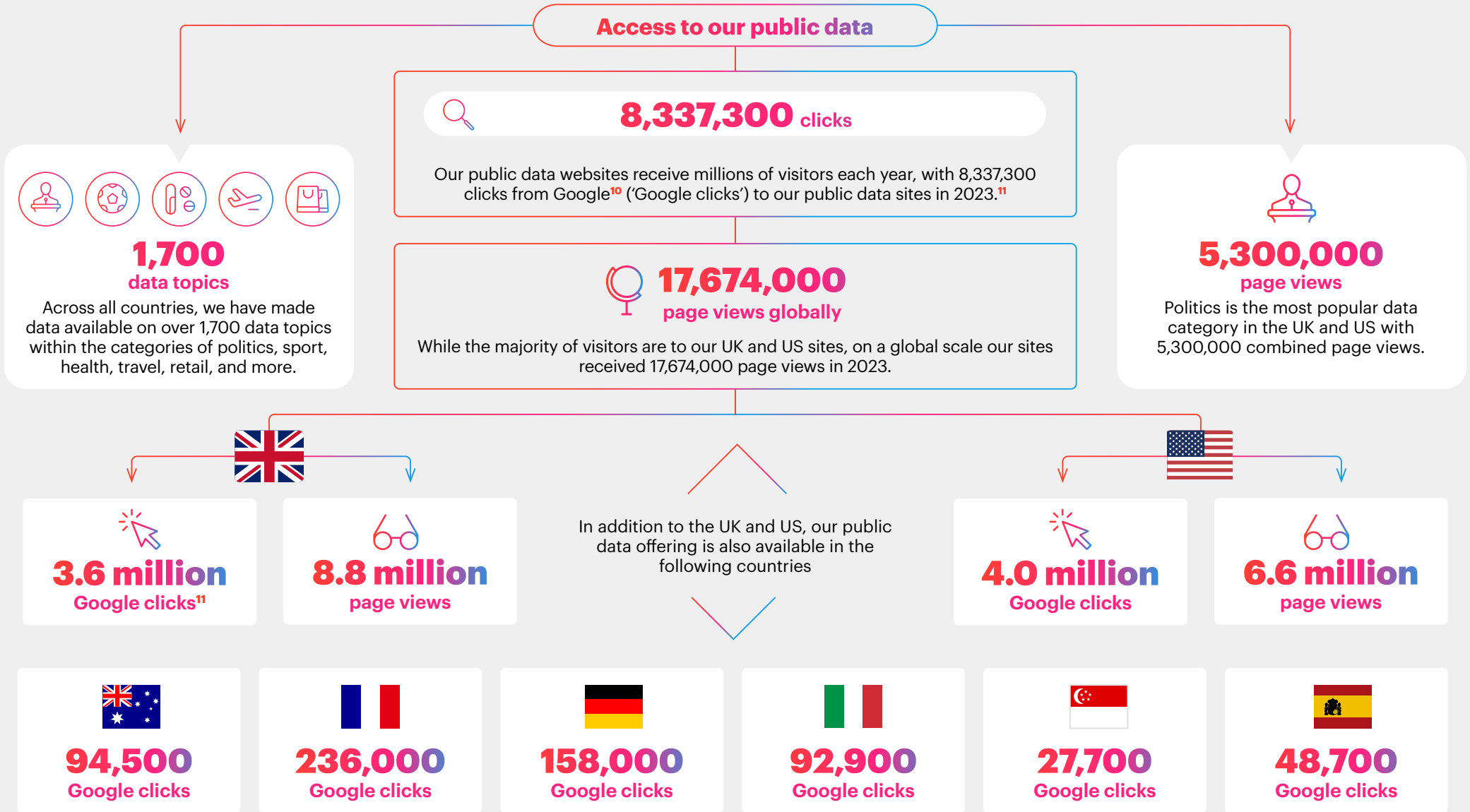


On 14 October 2023, Australia held a referendum on recognising Indigenous people in the constitution by establishing a voice to parliament. YouGov covered this event with the publication of polling and related articles. Between Jan-Sept 2023, we saw an average of 4,300 clicks from Google to our Australian site; in October 2023 this leapt to **47,000 clicks**.

**4,300**  
page clicks on average

**47,000**  
page clicks in Oct 2023

**1000%**  
increase



10. This figure is not unique and includes all visitors, including those who have not accepted website cookies.





11. Website access figures are for the period 1 January 2023 – 31 December 2023.



## YouGov's Employee Value Proposition

We have recently launched our new Employee Value Proposition ('EVP'), which sets out the unique YouGov experience and indicates what current and prospective employees can expect on a day-to-day basis. Our EVP has an important role in laying the foundations for a combined, enriching culture as our teams come together to form one, unified business.

Our Social priorities within our ESG strategy align with the aims of the EVP and help bring the employee experience to life. The four cornerstones of our EVP reflect the policies in place to create and support a thriving workplace, as explored further in [pages 25-34](#).

<p><b>1</b></p>  <p><b>Make a difference</b></p>	<p><b>2</b></p>  <p><b>Work your way</b></p>
<p><b>3</b></p>  <p><b>Have room to grow</b></p>	<p><b>4</b></p>  <p><b>Be yourself</b></p>

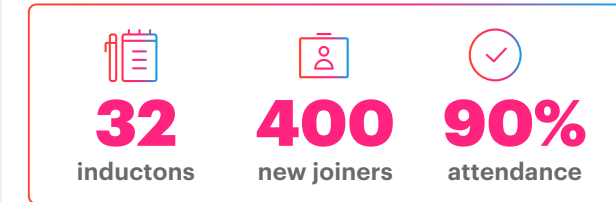
### Employee engagement

We are data-driven in everything we do, and we recognise the importance of hearing directly from employees on their experience. To maintain a productive two-way communication system, employees are encouraged to provide feedback throughout the year via virtual Town Halls and monthly Q&A sessions lead by the CEO. In FY24, the Q&A sessions have covered the themes of business strategy, panel member experience, and political polling.

The annual Employee Engagement Survey saw a mean overall satisfaction score of 4.0 (out of 5) in FY23, with positive trends in 21 of the 30 questions (compared to a positive trend on 11 of 23 questions in FY22).

### Employee onboarding

It is important that new joiners go through a standardised, thorough onboarding process to ensure that all employees feel welcome from their first day, regardless of their team and location. In addition to providing robust resource packs, in FY23 the People Experience and Development team delivered 32 live virtual induction sessions for nearly 400 new joiners, with an overall attendance rate of 90%.



### New joiner feedback

New joiner survey delivered after 3 months saw the following scores (out of 5)<sup>12</sup>



<sup>12</sup> Based on 41% of new joiners in FY23 (160 people), not including independent contractors, agency workers, work experience placements, student workers, or interns.

## Make a difference

The introduction of a new Group Charitable Giving & Volunteering Policy in FY23 standardised our giving principles and provided a formal route for employees to suggest both donations and volunteering activities on behalf of the company. With a structured approval process in place, we have been able to actively support employee volunteering. So far in FY24, several teams and offices have held successful fundraising and community support events:

- » London and Singapore offices held a second annual food donation drive for a local homeless shelter and food distribution centre, respectively.



- » Jakarta office collected food, toys, and monetary donations for an Indonesian orphanage.

- » Governance department prepared toiletry packs for a London women's shelter.



- » Hong Kong office spent an afternoon at an animal shelter, cleaning the facilities and taking shelter dogs for a walk.

- » Finance team held a fundraiser for the London Air Ambulance charity, collecting donations and spreading awareness both in the office and in the local community.



- » Australian offices hosted local clean up days to remove rubbish from local environmental sites.

- » Public Sector team volunteered at a food bank in London, helping to sort donations for distribution.



- » Thailand team delivered books, toys, and monetary donations and provided breakfast for a children's shelter.

In FY23, financial donations to charitable organisations amounted to £167,000 (2022: £142,000). This included an annual subscription of £100,000 (2022: £100,000) in respect of the YouGov-Cambridge Programme, an academic partnership established with Cambridge University's Department of Politics and International Studies. YouGov does not make political donations.



**£167,000**

Financial donations to charitable organisations in FY23

## Building a diverse talent pipeline

As members of the Market Research Society (MRS), the main industry body in the UK, we are signatories to the MRS Inclusion Pledge. We also participate in the Tech Talent Charter, which equips members with resources to foster inclusivity in tech. This reflects our commitment to fostering an inclusive environment with transparency and accountability in recruitment, not just within our business, but for the sector at large. In line with this goal, YouGov maintains several partnerships that support diverse talent within the market research industry.

### Social Mobility Foundation

YouGov Public hosts an annual week-long placement for high-achieving young people from low socio-economic backgrounds, who might not otherwise have access to work placement experience. The students gain a broad understanding of social research and social research careers (both quantitative and qualitative), spending at least a day with each sub-team.

### IDEAator Fellowship

The Insights Association IDEAator Apprenticeship is designed to attract and retain emerging talent within the market research and consumer insights industry. By partnering with industry organisations to solve real-world organisational challenges, conduct meaningful research, and learn the industry's ins and outs, the IDEAator Apprenticeship is a highly curated program to foster growth, real work experience, and access to emerging and non-traditional research talent.

### Future Frontiers

This partnership offers employees based our London office the opportunity to mentor students from disadvantaged backgrounds from a local school. Employees undergo extensive coaching to ensure that students receive tangible guidance on making the transition to further education or employment.

### Graduate programme

YouGov's 12-month graduate programme provides graduates an opportunity to develop their skills in a supportive and vibrant learning environment. The PED team delivers a tailored professional skills development programme to ensure that our graduates receive additional formal learning. Each cohort is structured to help graduates foster an internal network, share their learnings, and engage in social activities to enhance their YouGov experience. At the conclusion of the programme, graduates have the opportunity to continue their careers at YouGov by securing a junior role.

**My journey at YouGov as a Graduate Research Assistant has been incredible so far, with amazing co-workers and supportive management. The graduate programme has given me the opportunity to meet, converse with, and learn from the insights of multiple stakeholders so early on in my career. Since joining YouGov, I have grown both professionally and personally, as the graduate programme places immense importance on the development of soft skills that would help us manage our work better and excel in it.**

GRADUATE RESEARCH ASSISTANT  
(2023 SUMMER COHORT)



### 2023 cohort



**54**  
graduates

**78%**  
remained in permanent positions

**6**  
professional skills development  
sessions delivered

## Work your way

### Health & safety

YouGov takes all reasonable and practicable steps to safeguard the health, safety and welfare of its employees. Our approach is outlined in our Group Health and Safety Policy Statement, with day-to-day administration by the Facilities team who receives training on our Business Continuity and incident management procedures. Specific health and safety Office Risk Assessments put control measures in place for key risks such as emergency evacuation, fire, air ventilation, and remote working (among other risks).

### Pay equity

In addition to our mandatory UK Gender Pay Gap reporting obligations, we have published voluntary ethnicity pay gap analysis for the past three years. Details of our UK pay gaps and the actions we are taking to reduce representation gaps across countries are available on our [corporate website](#). To promote transparency, we internally publish a supplemental report covering markets where we have sufficient data.



**We are pleased that among UK market research companies, YouGov has achieved the largest narrowing of the gender pay gap since the regulations came into force (mean down 21.7% since 2018).<sup>13</sup>**

YouGov has been an accredited Living Wage Employer in the UK since 2022. This reflects our commitment to paying a fair and living wage to our employees, including third-party contractors. We have made a commitment in our ESG Roadmap to identify regional Living Wage calculations in all our countries of operation by the end of FY26.



### YouGov Daily

**69%** of GB adults think making companies report the size of their 'gender pay gap' will make some level of difference in encouraging those companies to reduce their gender pay gaps.<sup>14</sup>

### Wellbeing

It is important for us to foster a working environment where each employee can truly thrive, regardless of how and where they work. Our Group Working Arrangements Policy empowers employees to formally request adjustments to their working arrangements, whether it's in-office, flexible, or fully remote (depending on business needs). This policy ensures a consistent and fair approach to work across all teams and locations, prioritising wellbeing in the way it really matters to our global workforce. For the past two years, employees have received an additional day of leave to be used however they need – we call this 'YouTime.'

Wherever our employees choose to work, they have access to a comprehensive range of wellbeing resources and programmes developed in line with external partners and industry best practice. This offering is defined by the pillars of mental, physical, social, and financial wellbeing.

### YouGov Daily

**62%** of US adults believe there is a stigma around seeking mental health treatment in the US.<sup>15</sup>

Our intranet site, Youiverse, offers extensive resources including articles, 'Let's Talk' podcasts, workshops and financial planning tools (in partnership with a major financial institution). Our global team of Mental Health First Aiders is trained to offer in-the-moment support, and employees are provided a safe space to learn and share through our Mental Health Network.

We know that the needs of our employees may evolve, and we aim to maintain an active wellbeing programme by partnering with third-party organisations to provide services suitable for a global company. An external wellbeing expert delivered 12 sessions in FY23, including *Eating for Wellbeing*, *Financial Wellbeing*, *Men's Mental Health Matters*, and various physical wellbeing sessions.

<sup>13</sup>. According to the Market Research Society (MRS) Research Live Industry Report 2024.

<sup>14</sup>. Survey of 4,969 GB adults, conducted 5 April, 2023; <https://yougov.co.uk/topics/society/survey-resultsdaily/2023/04/05/77337/2>.

<sup>15</sup>. Survey of 38,231 US adults, conducted 21 February, 2023; <https://today.yougov.com/topics/health/survey-results/daily/2023/02/21/5e637/2>.

## Have room to grow

### Training & development

Each year, all employees (including agency workers and independent contractors) are required to complete a mandatory training curriculum, with a **98% completion rate** achieved in FY23. These modules cover data protection, information security, research neutrality principles, key compliance and ethical principles, and anti-bullying & harassment.

In addition to mandatory training, we offer a range of internal resources to upskill employees and support professional growth both within and beyond YouGov. Between our bespoke training platform, YouGov Academy, and our partnership with LinkedIn Learning, employees have access to

curriculums on technical knowledge, performance management, leadership and management skills, professional skills, and mental health and wellbeing. To ensure that these modules are fostering a diverse internal pipeline, we conducted an internal review of learners by age, region, gender and ethnicity in FY23 that found a representative spread compared to global headcounts.



**98%**

of employees completed the mandatory training curriculum

#### FY23 learning stats



**8.4 hrs**

spent on training per employee across all learning platforms



**9,893 hrs**

spent on live and on-demand training on YouGov Academy



**69,433**

LinkedIn Learning video completions

### Performance management

Performance reviews are conducted at the mid-year and end-of-year points to discuss competencies and areas of improvement. YouGov uses a performance management platform to set and track performance on personal and professional objectives, with a **90% compliance rate** in FY23. Employees are encouraged to use the platform to request feedback from colleagues, external clients, or any other key stakeholders to support the review process. In the latest round of mid-year reviews, **74% of employees gave feedback** to a colleague.

#### Career progression

YouGov offers three unique development programmes to support internal career progression.

##### Global Mentoring Programme



This programme pairs junior employees with a more experienced colleague to provide guidance and feedback to help mentees achieve their professional objectives over a six-month programme.

##### YouLead



This development programme is designed to bring greater self-awareness into leadership, covering key leadership principles and offering cross-functional and regional networking opportunities.

##### YouManage



This programme is designed for employees who are new to line management. With both theoretical and practical information, participants leave with the confidence to manage and motivate direct reports.

06

# Be yourself: Workforce Diversity Report





**Steve Hatch**  
Chief Executive Officer

# Workforce Diversity Report

## Foreword from CEO

This is YouGov’s second Workforce Diversity Report but my first as CEO, and I am pleased to champion the principles of equity and fairness embedded in the commitments outlined here. Diversity and inclusion (‘D&I’) have been fundamental to YouGov’s success well before there was a formal strategy in place. We must recruit, engage, and retain a representative panel to be able to provide insight into the full range of public opinion, and a diverse team

in an inclusive workplace supports that goal. From sensitive research design to delivering accurate, unbiased results, our success as a business depends on employees being empowered to thrive in a welcoming and rewarding environment.

To promote a collaborative spirit and foster high performance in our team, we must first understand it. As a data-driven company, our Workforce Diversity Report is the foundation of our D&I strategy, as a baseline knowledge of our

own representation gaps is essential for tailoring initiatives to meet employee needs. Regularly assessing the makeup of our team ensures that our strategy remains fit-for-purpose and that progress can be appropriately measured.

With more space to delve into the details, we hope that this ESG Report will continue to foster trust in our vision for the future of responsible, ethical, and sustainable business at YouGov.

## D&I at YouGov

### Vision

Investing in D&I is core to YouGov’s purpose to **give the world a voice**. We cannot achieve this externally if it is not reflected internally, and our D&I approach is to champion a diverse workforce in an inclusive workplace.

### Framework

Our D&I **framework** consists of the D&I Council, D&I Networks, D&I Champions, and a dedicated D&I team. Accountable for driving YouGov’s progression through maturity levels across the three pillars outlined on [page 31](#), the D&I Council acts as the guarantor of D&I at YouGov and ensures that our D&I

objectives align with the Company’s wider strategy. These objectives are coordinated, managed, and measured by our dedicated D&I personnel – our D&I Manager, D&I Coordinator, 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), with the aim of promoting engagement with our D&I goals and fostering an inclusive work environment. 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.

### Strategy

Our D&I **strategy** is grouped into three pillars to achieve a balance of establishing a strong organisational foundation while simultaneously creating support to implement creative initiatives.

To guide YouGov’s D&I journey, we have agreed a maturity matrix model, which will be implemented starting next year. Together, the strategy and maturity matrix form the D&I Roadmap, which allows us to define what constitutes success, manage stakeholder expectations, and coordinate timelines to achieve our vision.

## Strategic Pillars

### Awareness and belonging

Our **Awareness Calendar** familiarises YouGovs with celebration and remembrance days that hold significance for our colleagues and their communities. Internal communications initiatives such as ‘Culture Corner’ raise awareness through intranet articles and, importantly, provide guidance on religious accommodations managers can make to create a more inclusive environment. Other Awareness Calendar articles share the stories of our diverse teams from around the world, such as language diversity in India, experiences of parents of children with autism, and a powerful story of an employee who was a refugee before finding a new home in Denmark.

We encourage employees to form connections through our **D&I Conversations**, company-wide webinars led by one of our D&I Networks. This has included:

- » **Gender Network:** International Women’s Day webinar spotlighting senior women in the organisation.
- » **Abilities Network:** International Day for People with Disabilities webinar featuring our CEO, Steve Hatch, sharing his story of navigating the workplace with dyslexia.
- » **LGBTQ+ & Allies Network:** Flagship Pride Month webinar about the responsibilities of researchers remaining neutral when exposed to discriminatory opinions, in addition to our first country-specific Pride roundtable event in India.

### Organisational practices

**Talent Acquisition:** Our applicant tracking system, Greenhouse, provides improved diversity-related features which allows us to track applicants more effectively, improve data visualisation, and implement structures that will help to reduce biases in our recruitment process. This system enables us to track demographic patterns and trends throughout the full employee lifecycle.

**Learning & Development:** We are partnering with Diversio, a D&I training provider, to design and deliver D&I training to all employees, with specific sessions for our senior leadership team and line managers. This is the first dedicated D&I training of its kind and scale at YouGov, and content will be tailored to our different regions. Topics will focus on inclusive leadership and management, allyship, and diversity, equity, and inclusion fundamentals.



### Data infrastructure

**Employee engagement surveys** are a key method to collect feedback and measure the effectiveness and impact of our D&I initiatives (read more on [page 24](#)). We recently partnered with a new Engagement Survey partner, InPulse, and we are expanding on the survey questions to measure inclusion and understand perceptions of diversity, supplemented by focused pulse surveys throughout the year.

#### Data collection and management

For several years we have been running the ‘Count Me In’ campaign bi-annually to invite employees to voluntarily disclose and update their diversity information. Depending on their location, our employees are invited to provide information relating to their race/ethnicity, health and disability, sex, gender identity, sexual orientation, social mobility and/or caring responsibilities, via surveys which were developed with guidance from our Data Protection Officer.

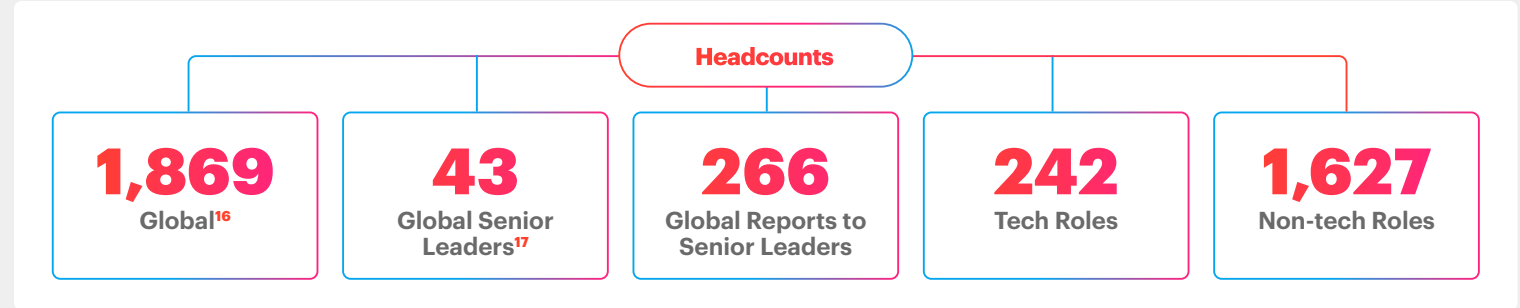
#### The aim of the campaign is threefold:

1. To help us better understand our workforce diversity with a more consistent dataset
2. To enable us to track the progress of our internal D&I initiatives
3. To ensure we are able to comply with reporting obligations



## Workforce diversity

Below are the current headcounts for each group within the organisation included in this report. Not all diversity monitoring questions are asked in every market due to compliance with local data collection laws and conventions, and categories marked with a \* reflect the responses for only employees who were asked that question.



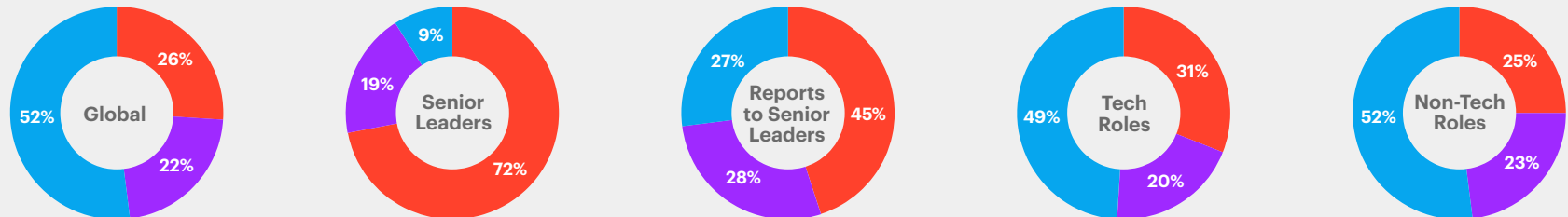
### Sex

- Female
- Male
- Not specified<sup>18</sup>



### Ethnicity (Global)

- White
- Ethnic minority<sup>19</sup>
- Not specified



<sup>16.</sup> This data was collected before the completion of the acquisitions of Consumer Panel Services and KnowledgeHound (see page 6 for more information).

<sup>17.</sup> Senior leaders consist of senior role holders from across the group who are responsible for delivering the strategic plan and cascading messages.

<sup>18.</sup> 'Not specified' includes both 'Prefer not to say' and no response.

<sup>19.</sup> We are conscious that umbrella terms may have the unintended effect of homogenising the experiences of a peoples 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, Gypsy or 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 workforce in the future, we will revisit our terminology and classifications.

**Ethnicity (UK)**

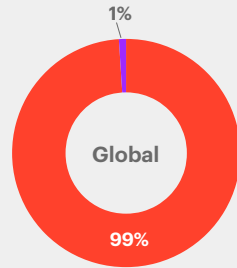
Ethnicity	UK Employees	Senior Leaders	Reports to Senior Leaders	Tech Roles	Non-Tech Roles
African	3%	0%	2%	2%	3%
Arab	0%	0%	0%	2%	0%
Bangladeshi	1%	0%	0%	2%	1%
Chinese	1%	5%	2%	4%	1%
Indian	5%	8%	5%	6%	5%
Irish	1%	0%	1%	0%	1%
Pakistani	1%	0%	0%	0%	1%
White	52%	71%	66%	47%	53%
White and Asian	2%	8%	4%	2%	2%
White and Black African	0%	0%	0%	0%	0%
White and Black Caribbean	0%	0%	0%	0%	0%
Any other Asian background	0%	0%	0%	0%	0%
Any other Black/African/Caribbean background	1%	0%	0%	0%	1%
Any other ethnic group	1%	0%	0%	0%	1%
Any other mixed/multiple ethnic group	1%	0%	0%	2%	1%
Not specified	31%	8%	20%	33%	31%

**Ethnicity (US)**

Ethnicity	US Employees	Senior Leaders	Reports to Senior Leaders	Tech Roles	Non-Tech Roles
American Indian or Alaska Native	1%	0%	3%	0%	1%
Asian	10%	9%	9%	5%	11%
Black or African American	2%	0%	2%	0%	3%
Hispanic or Latino	7%	0%	3%	5%	7%
Native Hawaiian or Pacific Islander	0%	0%	0%	0%	0%
Two or more races	2%	0%	0%	3%	2%
White	47%	91%	66%	64%	44%
Not specified	31%	0%	17%	23%	32%

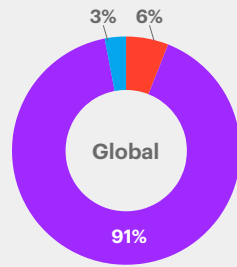
**Gender identity\***

- Same as sex registered at birth (cisgender)
- Different from sex registered at birth
- Not specified



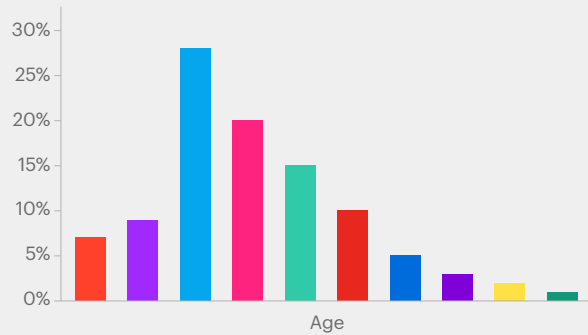
**Have a disability/long-term health condition\*<sup>20</sup>**

- Yes
- No
- Not specified



**Age**

- 18-20 (7%)
- 20-24 (9%)
- 25-29 (28%)
- 30-34 (20%)
- 35-39 (15%)
- 40-44 (10%)
- 45-49 (5%)
- 50-54 (3%)
- 55-59 (2%)
- 60+ (1%)



**ESG across YouGov**



**Thomas Zaquieu**  
People Initiatives and D&I Manager



Diversity & Inclusion ('D&I') falls with the Social branch of ESG. The goal is to establish and maintain a diverse workforce and an inclusive company culture. A diverse workforce drives innovation, encourages thoughtful problem solving, and allows us to approach challenges from different perspectives. An inclusive culture is key to help us feel valued, psychologically safe in our environment, and collectively engaged. Together, diversity and inclusion create a space for us to be fearless, respectful, and trust each other. There is an established business case for investing in D&I and getting it right means encouraging and supporting every employee to be their authentic selves.

**This is achieved through a combination of strategic planning, programmes, and projects which range from:**

» Designing, developing, and implementing the D&I Roadmap

» Creating a space for groups to come together and contribute to the improvement of the company through our D&I Networks

» Applying a D&I lens to our projects and processes such as recruitment, learning and development, employee engagement, and reporting

**Working together, we can continue to make YouGov a great place to work.**

\* Categories marked with a \* reflect the responses for only employees who were asked that question.

<sup>20</sup>. 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.

# 07

# Governance



# Governance

## Data privacy and information security



We are committed to collecting and using data in a lawful, fair, and ethical way, and will always respect the privacy of individuals. As the global privacy and data security landscape continues to evolve, so does our commitment to handling personal data responsibly across all markets in which we operate. We incorporate the EU's General Data Protection Regulation ('GDPR') principles as much as possible into our global operations, while complying with all other applicable regional privacy and security obligations. This global privacy framework is based on fairness, transparency, and accountability, and gives those who participate in our research, our clients, and our colleagues as consistent an experience as possible, regardless of what privacy laws exist (or don't exist) where they live.

## Oversight



A management-level Data Privacy & Security Committee oversees actions raised from annual internal and external audits and assessments, and reports to the Board of Director's Audit & Risk Committee. Risk mitigation is considered a shared responsibility, with regular communication of internal guidelines and data privacy and security modules included in the suite of mandatory annual training for all employees.

## Artificial intelligence (AI)



The identification and mitigation of risks relating to the use of AI technologies is a good example of how our global privacy framework's principles can be leveraged. While there is enthusiasm and promise around the use of AI by businesses, the ethical and regulatory concerns that accompany AI's development and use must be carefully considered, especially given the pace at which AI technologies continue to evolve. YouGov has established a multi-disciplinary working group to consider potential uses of AI for business purposes, to ensure that all use of AI is done in ethical and compliant ways while creating value.

## Risk management



YouGov maintains an information security management system ('ISMS') scoped to client confidential information that is certified to ISO 27001:2013. The system defines our policies, processes and controls for securing information. This includes strong security controls, regular security training for all employees, reviews of security policies and security testing on our systems, including penetration testing and external/third-party assessments. We continuously evaluate risk and improve the security of our systems and processes to maintain the confidentiality, integrity, and availability of information.



### ESG across YouGov



**Evan Davies**  
Group Data Protection Officer



YouGov's Data Privacy team plays a key role in ensuring that we are compliant with many different regulations and guidelines that apply to us globally. But equally important is our role in ensuring that we are using data ethically and creating and building trust with everyone we interact with.

Using data ethically requires us to 'do what is right,' and because every person has their own idea of what is acceptable and what is not, 'doing the right thing' can sometimes be difficult. Privacy principles, such as 'fairness,' 'transparency,' and 'accountability' are incredibly useful in helping us think about how people would feel about the way we use their data. We see every decision we make about how we use data as an opportunity to create and reinforce trusted relationships with our members, staff, clients, and partners.

### YouGov Daily



**73%** of GB adults have little to no confidence in the ability of current and future UK governments to effectively regulate the development and use of AI.<sup>21</sup>

21. Survey of 2,805 GB adults, conducted 26 October, 2023; <https://yougov.co.uk/topics/technology/survey-results/daily/2023/10/26/9788a/2>.

## Key policies

YouGov has a robust suite of company policies that ensure that we meet all compliance requirements and maintain our reputation for consistently delivering excellence. The Global Code of Conduct & Ethics (the 'Code') is the primary internal reference guide for these policies to inform employees of our

expectations for ethical, responsible, and sustainable behaviour. The Code establishes our approach to additional potential risks where we do not have a formal policy in place (e.g., freedom of expression, money laundering, and navigating sanctions).

The Global Code of Conduct & Ethics forms the basis of our annual mandatory training curriculum for all employees, including agency workers and independent contractors (see [page 28](#)). →

### Group Anti-Bribery Policy

This policy establishes our zero-tolerance approach towards bribery and corruption, which extends to all business transactions in all countries in which we operate. The policy defines bribery and corruption (including corporate hospitality) and outlines our approach to assessing, monitoring and mitigating relevant risks. While this policy is internal, we provide a summary on our [corporate website](#).

### Freedom of Association Policy

In accordance with the guidelines of the International Labour Organization, YouGov supports the human right of all staff to associate freely, join or form a trade union, and bargain collectively. This commitment is outlined in the Group Freedom of Association Policy, which is available internally to employees on Youiverse.

### Conflict of Interest Policy

While we avoid conflicts of interest where possible, we recognise that employees may carry out activities outside of their role with YouGov. This internal policy outlines the steps employees must take to report potential conflicts of interest to ensure we can identify, mitigate, and prevent relevant risks.

### Modern Slavery Act Statement

In accordance with the 2015 UK Modern Slavery Act, YouGov publishes a Modern Slavery Act Statement on the [corporate website](#). This statement outlines the key policies and procedures in place to support the business in meeting our human rights responsibilities, as well as expectations for employees and suppliers to mitigate any potential risk. We acknowledge that whilst our industry is considered low risk, it is not entirely without risk, and we take a proactive approach through employee training, Codes of Conduct for employees and business partners, and a robust supplier due diligence process.

### Group Human Rights Policy

YouGov respects and protects human rights throughout its operations and its value chain, which includes all relationships with our supply chain, clients, business partners, and the communities in which we operate. In alignment with the International Bill of Human Rights and the principles of the International Labor Organization, this policy establishes a zero-tolerance approach to any violation of human rights and sets expectations for employees, suppliers, and any other third parties to support this commitment.

**Delegated Authority Rules**

Our Delegated Authority Rules define the role-holders that are authorised to execute contracts, commit to purchases and other obligations, and make decisions on behalf of YouGov, and the limits of their authority. This enables us to manage risks effectively by appropriately distributing decision-making power and accountability. By assigning specific responsibilities to the right individuals or teams, we ensure the contracts we enter are valid and costs are controlled.

**Employee stock ownership plans**

YouGov currently operates a discretionary share option plan, overseen by our Board of Directors, for a small number of permanent employees. We are exploring the feasibility of, and appetite for, introducing a new share plan that would be available to a wider group of employees than our current plan. To this end, recently we conducted an employee survey to gauge employee appetite and to determine whether such a plan would be feasible, given the specific regulatory obligations in the countries in which we operate. During 2024, the Board will review the outcomes of this survey together with an administrative feasibility analysis.

**Speaking up**

Employees, clients, suppliers, and any other business partners have several avenues for speaking up with concerns about a colleague's behaviour or a compliance or legal issue. These resources are signposted in the Global Code of Conduct & Ethics, the Business Partner Code of Conduct and on our global intranet.

The Group Whistleblowing Policy refers to suspected wrongdoing or dangers at work and encourages employees and business partners to report potential concerns directly to the Whistleblowing Officer or through an independent whistleblowing hotline.

The Group Grievance Policy outlines informal and formal routes for employees to raise a complaint, which may be dealt with under the Group Disciplinary Policy – both policies are available internally to employees on Youniverse.

A one-page summary of these policies is available in each of the local languages of our countries of operation to ensure that all employees have a clear understanding of how to proceed with speaking up.



**ESG across YouGov**

**Kate Humphreys**  
Head of Compliance



Governance is the backbone of everything we do at YouGov, ensuring that we operate ethically, make good decisions and minimise risk. Over recent years we have made significant investment in establishing our governance framework and built the professional team needed to maintain it.

Embracing a culture of good governance means that we're open about what we do and we take responsibility for our actions. This has enabled us to build a culture where doing the right thing is second nature, not just a box to tick. Whether it's following laws or making ethical research decisions, governance is what maintains our reputation.

## Supply chain management



To ensure we partner with suitable business partners, all prospective suppliers must undergo a documented approval process with due diligence measures in place to evaluate ethical and responsible business practices. This may include credit and sanctions checks, and other checks commensurate to the services that the supplier will be providing. Approval is subject to review by YouGov’s Information Security, Data Privacy, and Compliance teams as relevant. Selected existing suppliers are audited. In 2024, we are committed to identifying our supply chain tiers to better understand sustainability risks and opportunities within our supply chain and lay the foundation for improved supplier data collection.

## Diverse and sustainable procurement



Our expectations for employees extend to our suppliers, and we aim to partner with businesses who align with our values, internal standards, and ESG commitments. As part of the documented approval process, YouGov performs checks commensurate to the services that the third party will be providing.

YouGov’s Master Service Agreement contractually binds suppliers to comply with our Business Partner Code of Conduct (the ‘Business Partner Code’) which sets out the standards of ethical behaviour and legal compliance we expect from our suppliers.

The Business Partner Code is supported by a Group Procurement Policy and a set of internal guidelines for how potential suppliers should be evaluated on ESG criteria. We are proud to work with suppliers who are continuously working to improve their operations, and our intention is to support companies that can demonstrate a commitment to sustained progress.

In FY23, we expanded the supplier approval questionnaire to include voluntary diversity monitoring questions to begin tracking diverse procurement. We do not yet have enough data to set targets for diversifying our supply chain, but we have made a commitment in our ESG Roadmap to develop and begin implementing an action plan to do so in the next three years.



**3 years**

we have committed to diversifying our supply chain in the next 3 years

### Consumer Privacy and Advertising Fairness

As at 31 July 2023, there were no monetary losses as a result of legal proceedings associated with consumer privacy or false, deceptive, or unfair advertising during the reporting year.

### Advertising Targeted to Custom Audiences

All paid B2B online marketing of YouGov’s products and services is targeted to custom audiences based on behavioural data, specifically via search query, user attributes (e.g. location, industry, demographics, etc.) and/or content consumed.



## Ethics Committee

Ethical decision-making on contentious research and initiatives is overseen by the management-level Ethics Committee. Chaired jointly by the Chief Governance & Compliance Officer and the Chief of Public Data, the Committee may review contentious

survey questions, clients, suppliers, or partners. This Committee is also responsible for review of the use of new research methodologies and technologies, such as the use of AI. The Ethics Committee reports to the Board of Directors.

## Neutrality

Neutrality is an essential concept underlying YouGov’s mission to give a voice to what the world thinks. To maintain a representative panel and deliver trusted data insights that reflect the full range of public opinion, we must select and conduct our research in a neutral, un-biased manner, as well as maintain a publicly neutral position on any potentially contentious or sensitive topics.

In our Group Neutrality Policy, we define **neutrality** as maintaining independence from political, economic and cultural influences and refraining from choosing sides or expressing opinions that favour any particular viewpoint.

### Our research and editorial neutrality principles:

1. Ensuring that research output does not reflect a bias or preference for any particular response. This includes survey language and design, interpretation of results, marketing materials, website and social media content, and any other publicity of survey analysis.
2. Treating all survey responses, opinions, and perspectives fairly and equally, regardless of personal beliefs or affiliations.
3. Upholding transparency in communications, particularly in presenting survey methodologies and research findings.
4. Maintaining confidentiality with all data and ensuring professionalism in all interactions, including refraining from engaging in discussions.

## B Corporation

YouGov is not currently a certified B Corporation, but we are in the process of completing our first self-assessment to determine an action plan to prepare for certification.



## External assurance

Our Annual Report & Accounts are externally audited each year. In addition, KPMG provides internal audit activities that assist in the appraisal of our internal control functions. Our environmental disclosures, including our carbon balance sheet and net zero targets, are prepared with the support of our third-party sustainability consultants, Inspired plc.

08

# Appendix: SASB Index



# Sustainability Accounting Standards Board ('SASB') Alignment Index

To enhance transparency for our most relevant disclosures, YouGov has aligned our 2023 reporting with SASB. Below is an index of the topics determined by SASB to be material to our industry (Advertising & Marketing) with the corresponding disclosure page number. Disclosures are for FY23, unless otherwise stated within the report.

Topic and accounting metrics		SASB Code	YouGov Disclosure	Page
<b>Data Privacy</b>	Discussion of policies and practices relating to behavioural advertising and consumer privacy	SV-AD-220a.1	2024 ESG Report: Data privacy and security disclosures	<a href="#">36</a>
	Percentage of online advertising impressions that are targeted to custom audiences	SV-AD-220a.2	2024 ESG Report: Governance disclosures	<a href="#">39</a>
	Total amount of monetary losses as a result of legal proceedings associated with consumer privacy	SV-AD-220a.3	2024 ESG Report: Governance disclosures	<a href="#">39</a>
<b>Advertising Integrity</b>	Total amount of monetary losses as a result of legal proceedings associated with false, deceptive, or unfair advertising	SV-AD-270a.1	2024 ESG Report: Governance disclosures	<a href="#">39</a>
	Percentage of campaigns reviewed for adherence with the Advertising Self-Regulatory Council (ASRC) procedures, percentage of those in compliance	SV-AD-270a.2	Not applicable; YouGov campaigns are not reviewed by the Advertising Self-Regulatory Council	N/A
	Percentage of campaigns that promote alcohol or tobacco products	SV-AD-270a.3	Not applicable; YouGov does not run campaigns on behalf of clients	N/A
<b>Workforce Diversity &amp; Inclusion</b>	Percentage of gender and racial/ethnic group representation for (1) management, (2) professionals, and (3) all other employees	SV-AD-330a.1	2024 ESG Report: Workforce Diversity Report	<a href="#">32</a>
<b>Activity Metrics</b>	Median reach of advertisements and marketing campaigns	SV-AD-000.A	Not available, YouGov's ad platforms are not able to retrospectively show total target audience for all paid campaigns in FY23, in a reliable manner	N/A
	Number of exposures to advertisements or marketing campaigns	SV-AD-000.B	25.5 million impressions/reach <sup>22</sup>	N/A
	Median frequency of exposures	SV-AD-000.C	2.6 impressions per ad <sup>23</sup>	N/A
	Number of employees	SV-AD-000.D	2024 ESG Report: Workforce Diversity Report	<a href="#">32</a>

<sup>22</sup>. Total impressions for Google Ads, LinkedIn Ads, and Meta Ads (which account for at least 95% of activity), for the year-end 31 July 2023. The terms 'impression' and 'reach' are used interchangeably across YouGov's ad platforms. For the purposes of this disclosure, both are included in this figure.

<sup>23</sup>. Average frequency for LinkedIn Ads, which represents the majority of paid ad spend in FY23. Paid ad spend for Google Ads is not available due to lack of data for campaigns at account level.

# Thank you

## Contact

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We are committed to transparency and welcome feedback on our ESG strategy and our approach to reporting. If you have any questions or suggestions for how we can improve our disclosures, please contact [governance@yougov.com](mailto:governance@yougov.com).

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