



13 October 2022

**YouGov plc**

**(“YouGov” or “the Company”)**

## **YouGov “democratises data” with new free audience and brand tools**

- *Easy access and simple tools provide free audience and brand data*
- *YouGov Profiles Lite covers 51 markets and YouGov BrandIndex Lite provides data for 54 markets*

YouGov, the international online research data and analytics technology group, is bringing free data to everyone with the launch of two new game-changing tools.

YouGov BrandIndex Lite and YouGov Profiles Lite allows users to explore their target audiences and track brand performance with best-in-class data tools – completely free. Both are simple-to-use – fast, intuitive, and all in-browser – and powered by YouGov’s industry-leading data. Profiles Lite is available at [platform.yougov.com/profiles-lite](https://platform.yougov.com/profiles-lite) while BrandIndex Lite is available at [platform.yougov.com/brandindex-lite](https://platform.yougov.com/brandindex-lite).

The two tools are a key part of YouGov’s public data offering that allows people and businesses to experience the power of YouGov’s data for free. It is YouGov’s vision 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.

Profiles Lite allows users to get an accurate overview of their target audience, with results tailored to their sector. Users can filter by multiple demographic and attitudinal audience variables, allowing them to discover their audience’s likes, interests and behaviours, purchasing habits, and the best media sources through which to reach them. Profiles Lite has data from 51 markets.

BrandIndex Lite provides a clear snapshot of brand performance from the Buzz metric of our flagship product, YouGov BrandIndex. Users can discover how audiences really feel about their brand, and benchmark against others in their industry, filtering by market, industry and demographic for an accurate overview of their – and their competitors’ – brand performance. BrandIndex Lite data covers 54 markets.

Stephan Shakespeare, CEO and co-founder of YouGov: “Understanding your audiences is vital to building your brand, engaging your customers, and ultimately beating the competition. Today, YouGov is putting more of that power into everyone’s hands, with our completely free tools. All you have to do is create an account and a world of data is immediately at your fingertips. It is our mission to democratise data – making it easier for people to have access to and make use of world class consumer intelligence. Giving millions of people over the world free access to YouGov BrandIndex Lite and YouGov Profiles Lite does just that.”

**– Ends –**

### **About YouGov**

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

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

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

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

At the core of our platform is an ever-growing source of consumer data that has been amassed over our twenty years of operation. We call it Living Data. All of our products and services draw upon this detailed understanding of our 20 million registered panel members to deliver accurate, actionable consumer insights.

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

**YouGov. Living Consumer Intelligence.**

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