

## YOUNGOV REPORTS

Reports are at the heart of YouGov, and draw on the full breadth of our innovative research products and services to provide comprehensive market intelligence that you won't find anywhere else.

We collect our own bespoke data through YouGov's proprietary panel of over 400,000 UK consumers, allowing us to pack our reports with typically ten times the amount of original consumer research found in other market reports. Highly qualified analysts use this data to deliver insight, market sizes, YouGov forecasts and brand analysis on the latest market trends and conditions.

If something changes in your market, our clients will be the first to know as our research methodology enables us to respond with new consumer insight immediately, and our online platform ensures this new information is delivered instantly to keep you on the front foot.

Our reports are market-led because we invite our clients to feed into the research process by suggesting survey questions, providing content and guiding us on what areas to research. We cover a wide range of sectors and we produce 'deep dive' reports that analyse specific issues in great depth.

## Sectors we cover

- Automotive
- Banking
- Domestic Appliances
- Entertainment
- Finance
- Food & Drink
- Health & Beauty
- Insurance
- Legal
- Lifestyle & Society
- Media
- Mortgages
- Pensions, Savings & Investments
- Retail
- Technology
- Travel
- Utilities

## WHAT IS INCLUDED?

- Broad range of market intelligence reports covering over 1,500 topic areas across 300 reports
- Online platform
- Consumer opinions, attitudes and behaviours
- Market trends, growth and forecasts
- Insightful, actionable analysis
- Competitor intelligence and company innovations
- Brand insight
- Our research isn't confined to the UK, we have a number of reports with data from across Europe, the Middle East and the US

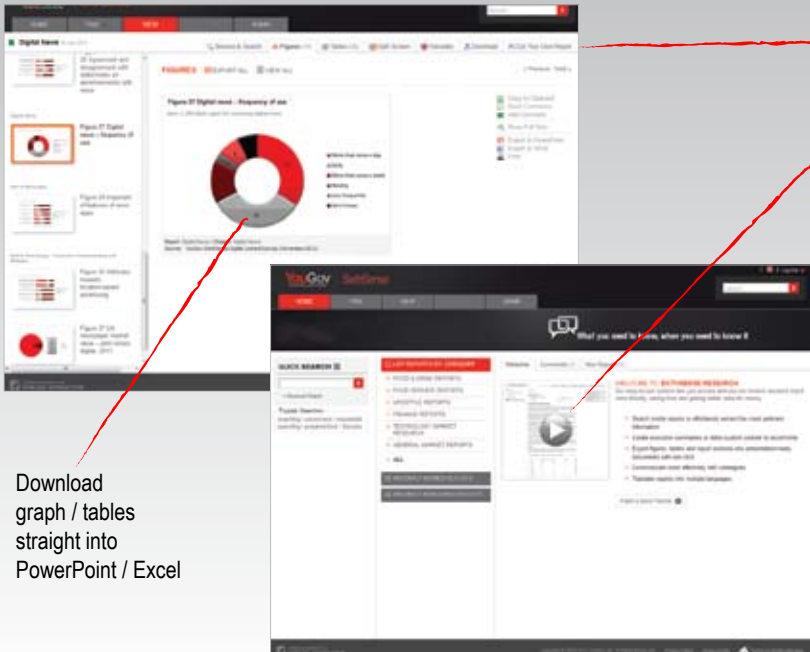
### Plus access to...

- Daily fast turnaround **omnibus**
- **BrandIndex** - our daily brand perception tracker
- **SoMA** - our social media analysis tool
- Opinions from **influential Britons**
- **Qualitative** research
- **HEAT**, our Household Economic Activity Tracker
- View from our **experts** in industry sectors



## THE ONLINE PLATFORM

The SixthSense online platform serves as a continually evolving source of information, with new insight uploaded as and when changes happen in your market.



Create your own bespoke report by cutting and splicing from over 1,500 topic areas in 300 reports

User friendly dashboard

Download graph / tables straight into PowerPoint / Excel

### Key Benefits:

- Updated constantly as market conditions change
- Access reports on the move by downloading content to e-reader/iPad
- Easily compare report content to draw out unique market insights
- Translate into nine different languages (German, Spanish, French, Italian, Portuguese, Russian, Korean, Japanese, Chinese)

## WHY YOUNGOV?

**Coverage:** The most quoted market research agency in the UK.

**Accuracy:** From predicting US elections to the X Factor, ask about our well-documented and published track record.

**Quality:** Our clients give us a 97% satisfaction rate\*, receiving support from their research right the way through their project.

**Reach:** The depth and detail of our panel gives you a true cross section of society.

**Speed:** We offer more responses than competitors in the quickest turnaround time.

\*Internal CSM data

