



**10 April 2007**

## **YouGov plc & Carole Stone announce Joint Venture**

YouGov plc, the UK's leading online market research agency, and Carole Stone, London's "Queen of Networking", announced today that they have signed a 51:49 joint venture agreement, in YouGov's favour, creating YouGovStone. Carole Stone has a "put" option to sell, and YouGov an option to buy, in due course.

Carole Stone will bring to the new venture her legendary network of newspaper editors and commentators, print journalists and broadcasters, media executives and regulators, ministers and politicians, academics and writers, and chairmen and chief executives. Carole will also contribute her proven ability to put these people from many different worlds together to debate current matters of mutual interest to the advantage of everyone.

YouGovStone will develop Carole's highly successful networking business to create its own opinion leader specialist panels to undertake bespoke research, YouGovStone will also expand YouGov's existing Think Tank product of top level opinion formers who at present come together four times a year to consider and provide feedback on the most important issues facing the country. Carole will join YouGov's Operational Board.

As Managing Director of YouGovStone Carole will be supported by an Advisory Board made up of Dianne Thompson, CBE, Chief Executive Camelot Group Plc, operator of the UK National Lottery; John Gordon, Chief Executive of global media intelligence company Xtreme Information and co-founder of debating forum Intelligence Squared; Dr Liz Nelson, founder and Chairman of international market research company Taylor Nelson plc, now Executive Chairman of mobile phone market research company Q Research Ltd; and Mary Teresa ("MT") Rainey, founder of Rainey Kelly Campbell Roalfe, a non executive director of WH Smith plc, and founder and Chair of *horsesmouth*, a social networking site for universal online "mentoring".

YouGov is the world's leading pioneer in market research and online polling. YouGov's unique methodology enables it to create representative samples through the Internet. It is a methodology that has demonstrable superiority in

terms of accuracy, frankness and depth of response – as well as speed and cost-effectiveness. YouGov is the UK's most-quoted pollster.

Commenting on the joint venture Nadhim Zahawi, Co-founder and Chief Executive of YouGov, said: *“This joint venture provides us with an excellent opportunity to maximise our exposure to opinion formers in the worlds of politics, business and media. We are confident Carole’s network and her people skills will bring significant insight to YouGov’s polls.”*

Commenting on the joint venture Carole Stone said: *“I am delighted to be embarking on such an exciting venture with YouGov. I have always enjoyed bringing people together who otherwise might never have met. I believe that the views and opinions of our combined networks will provoke and inform the debate on a host of important topics across the UK.”*

### **Enquiries:**

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### **About YouGov plc:**

Founded in May 2000, YouGov is a professional market research agency pioneering the use of the Internet and information technology to collect higher-quality in-depth data for market research and public consultation.

YouGov has pro-actively recruited respondents from all ages, socio economic groups and regions of Britain. The sample for each survey is carefully selected and controlled so that it is representative of the adult population as a whole - or the specific audience that the survey is designed to measure.

YouGov offers a full market research and consultancy service, collaborating with other agencies in Britain and abroad.

### **About Carole Stone:**

Carole began her career at the BBC as a newsroom secretary and rose to become Producer of Radio 4’s weekly flagship current affairs programme “Any Questions?”. After leaving the BBC in 1990, Carole developed her own

unique consultancy business, working with chairmen and chief executives of major British companies and charities to bring together people from the worlds of media, business and politics to discuss issues of the day,

Carole is a trustee of the Wallace Collection, and a patron of SANE, the mental health charity. A past President of The Media Society, she is the author of two books – *“Networking – the Art of Making Friends”* and *“The Ultimate Guide to Successful Networking”*, Carole writes for national newspapers and magazines and is a frequent broadcaster and lecturer on what she calls *“good networking”*.