The YouGov Online Panel

Contents

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Introduction

YouGov is an international, full-service market research agency offering custom research, brand tracking, online omnibus, field and tab services, qualitative research, syndicated products and market intelligence reports all over the world.

Our mission is to supply a live stream of continuous and accurate data and insight into what people are thinking and doing all over the world, all of the time, so that companies, governments and institutions can better serve the people that sustain them.

Founded in the UK in 2000, YouGov is considered to be the pioneer of online market research. Operating globally we draw on our global panel of over 4 million respondents across 37 countries, which allows clients to gain international results faster and more cost-effectively than traditional methods, without compromising on quality.

Today we have 28 offices in 21 countries in the UK, US, Europe, Middle East, North Africa and Asia.
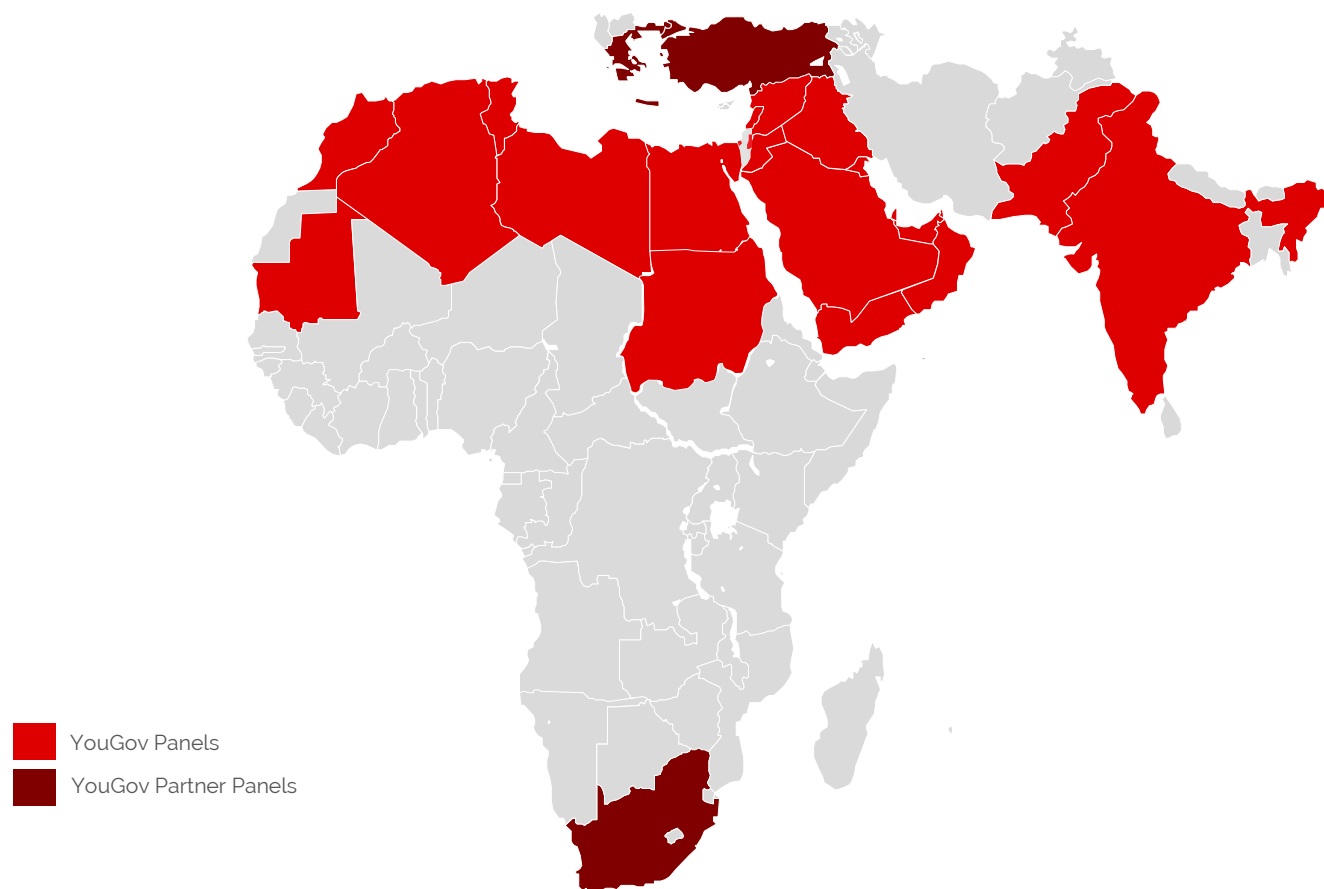
KEY

■ YouGov Panels
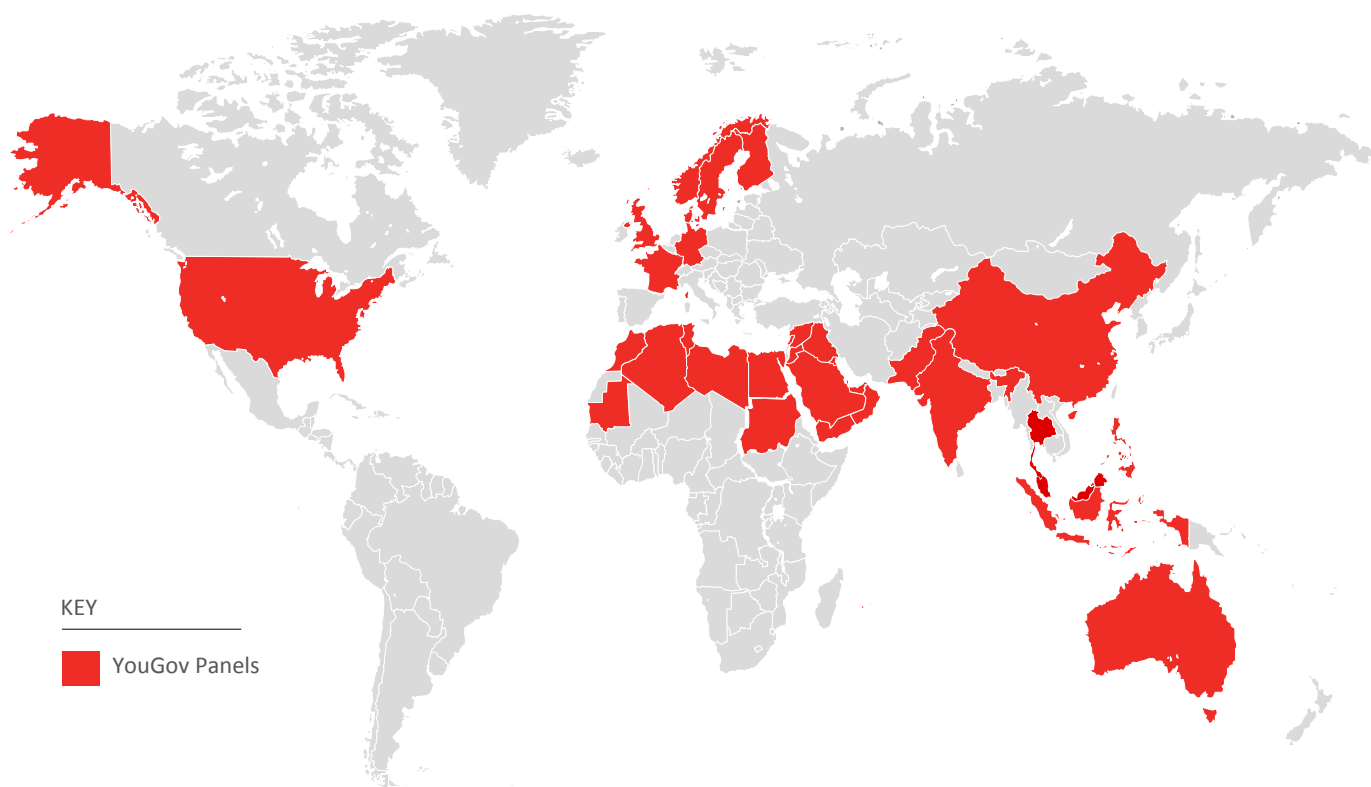
4.2m panelists **37** countries | **28** offices **21** countries

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In the Middle East, North Africa and South Asia our panel has over **500,000 members** across **21 countries**.

- YouGov Panels
- YouGov Partner Panels

Middle East

Bahrain
Iraq
Jordan
Kuwait
Lebanon
Oman
Qatar
Saudi Arabia
Syria
United Arab Emirates
Yemen
Palestine

North Africa

Algeria
Egypt
Libya
Mauritania
Morocco
Sudan
Tunisia

South Asia

India
Pakistan

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Panel recruitment

YouGov maintains an engaged panel of respondents who have specifically **opted-in** to participate in online research activities.

The value of our panel lies in having continuous access to a responsive audience ready-profiled on important demographic, attitudinal and lifestyle attributes.

This ensures we can execute a wide range of projects, from internationally representative samples to **re-contact surveys** with hard-to-reach audiences.

Due to the size and strength of our own panel, YouGov does not often require additional sample from third parties. When we do, we agree the approach with clients in advance, and only use pre-identified partners who work to our approved standards. In such cases, our technology allows us to detect users taking the same survey with other providers, so we can remove them from the data when required.

Recruiting hard-to-reach respondents

YouGov actively recruits hard-to-reach respondents, such as younger people and those from ethnic minorities, via a network of partners with access to a wide range of online sources that cater to these groups. These partners have specific experience in recruiting these audiences for online activities.

The sources include search engine optimization (SEO), affiliate networks, niche websites, and growth hacking techniques such as panelist refer-a-friend campaigns and social networks. All recruitment sources, for hard-to-reach audiences or anyone else, are monitored to ensure that respondents are always profiled, responsive and engaged in the survey experience.

Profiling respondents

Basic profile information is stored for all panelists, with less frequently used attributes covered to varying degrees. Collection of this long tail of opinion and behavioural data is typically driven by client demand.

Beyond this, we have a proprietary system that automatically updates panelist demographics from survey data (typically every 3-6 months) depending on the relative frequency with which particular data points are likely to change.
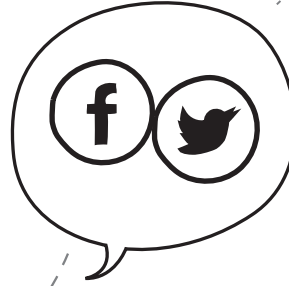
We collect thousands of data points on panelists through the initial opt-in process, in ongoing profiling efforts, and from survey responses.

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Example profile: Meet Lama

TRAVEL & LEISURE
I like to go on holiday at least twice a year

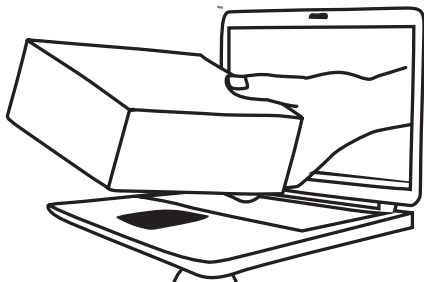**SOCIAL MEDIA**
I use Twitter and Facebook three times a day

CONSUMER
I like to shop online

HEALTHCARE
I prefer eating healthy meals

LAMA
35 years old
Single
Lives in the UAE

EDUCATION
I hold a bachelor's degree

EMPLOYMENT
I work as a full-time manager

REAL ESTATE
I intend to buy my own home within the next two years
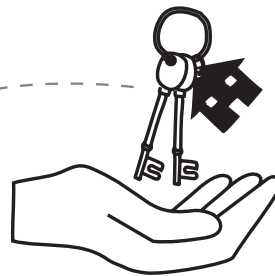
BANKING
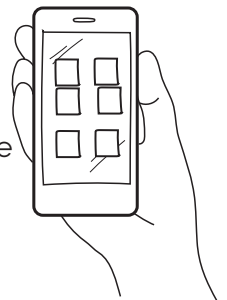I use more than one bank in the UAE

Finish

SPORT
I exercise over three times a week

TELECOMS
I have over 15 apps on my mobile phone

MEDIA DEVICES
I intend to buy a new TV within the next six months

GOVERNMENT
I prefer to use Government online services to pay my dues

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Deciding which respondents qualify for which surveys

Panelists receive an invitation by email containing a link to each survey. When they access the link a router will check against quotas on all live surveys and allocate them to a survey for which they qualify. We can manually control prioritisation (for example to ensure that a particularly urgent survey can meet quotas in the necessary time-frame), but allocation is predominantly determined by the quotas defined in the frame for each survey.

If, following more detailed screening, a respondent doesn't qualify for the survey to which they are allocated they will be returned to the router and allocated to another survey. In any case where we believe there could be potential for bias resulting from use of a router, we revert to a manual invitation process. All surveys running on the router will have sampling controls on all variables likely to affect the results.

Ensuring representative samples

Using our proprietary sampling software, we begin by framing quotas based upon the census or profile of the required population. This frame is the basis upon which our sampling software controls the flow of members into each survey. Our sampling system will randomly select from our available panel, and allocate to surveys according to the quotas set. The use of a router also removes the potential for self-selection on surveys, and increases our ability to deliver lower incidence samples within a short time-frame.
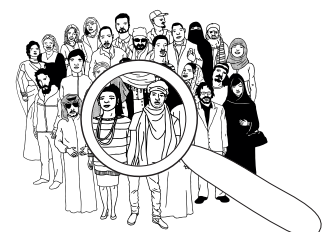
The YouGov survey process

1. REGISTER
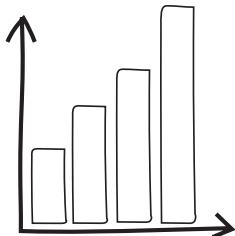New users register to the panel on the YouGov website

2. STORE
Panelist profiles are kept safe and secure on the YouGov server
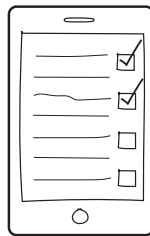
3. SAMPLE
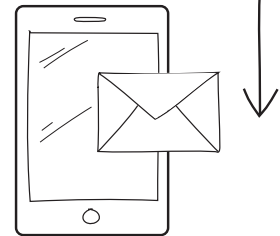A research sample is identifiied based on individual client needs

6. ANALYSE
The data is analysed by our specialist industry research teams

5. SURVEY
The survey is completed and the data results are stored online

4. INVITE
Panelists are invited to participate in an online survey by email

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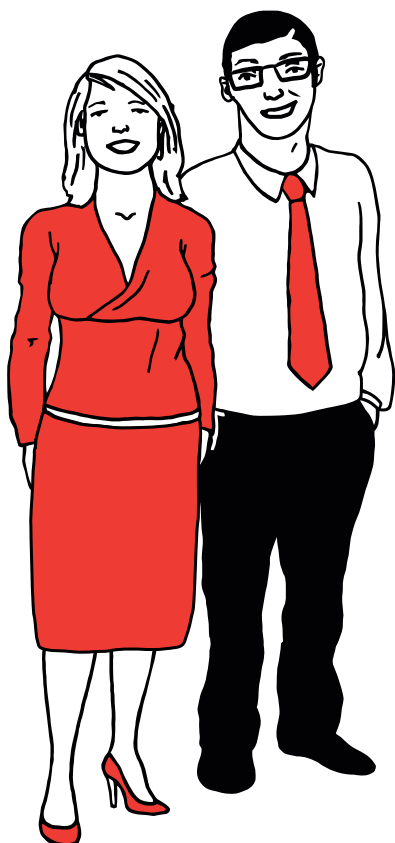
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In the majority of cases, respondents are emailed a survey invitation, whether invited directly to a study or via a router. Once they are allocated to a particular survey and have passed any additional screening, they are immediately informed of the topic, estimated length and their reward for taking part.

For qualitative studies respondents are given more information in the invitation itself on the topic and nature of the survey, and the amount of time they will have to make available to participate.
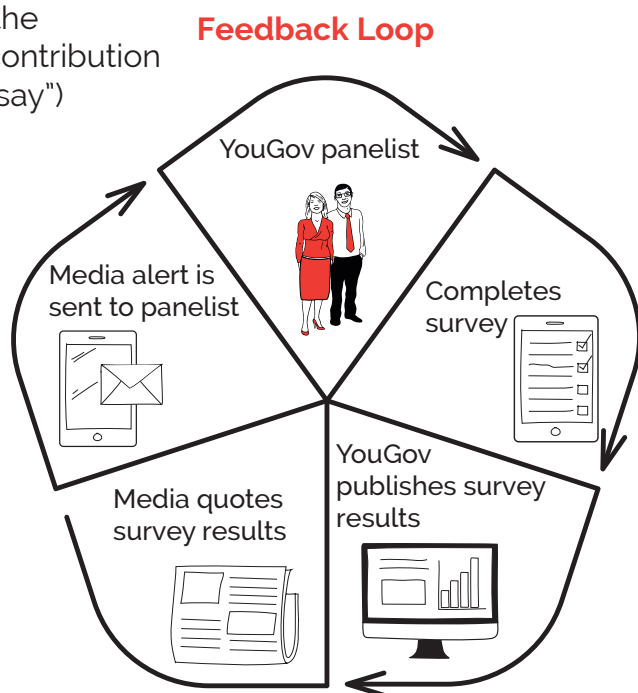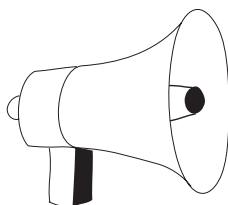
Incentivizing the panel

Panelists are typically motivated by two things:

1. Collecting points for completing surveys which can be redeemed for prizes or cash for themselves or charity

$

DONATE

WIN A PRIZE

2. Understanding the impact of their contribution (ie "having their say")

Feedback Loop

YouGov panelist

Media alert is sent to panelist

Completes survey

YouGov publishes survey results

Media quotes survey results

YouGov's incentive programme is points-based. Point values are determined by survey length and are allocated upon survey completion. Respondents accumulate points for completing surveys and are able to redeem these for entries into prize draws with a wide range of prizes or towards a cash payment. They can also redeem their points to give to charity.

In addition, we share key survey results and actual data from selected surveys and are continually developing ways to enhance this feedback loop. Results are posted on the panelist areas of the website, and regular newsletters are used to highlight media coverage of YouGov survey results.

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Panel satisfaction

YouGov asks for satisfaction scores from every panelist at the end of a survey, both explicit (using five specific questions) and implicit (using response metadata). This data is used internally to evaluate and improve the YouGov experience for panelists.

YouGov also carries out its own research on research, exploring in detail what makes for a good respondent experience, identifying drivers of and developing solutions for respondent fatigue.

Data quality and validation

We have several techniques available to us to ensure our clients receive the highest quality data on which to base analysis. Specifically, YouGov has mechanisms to identify and remove invalid data by applying checks at the following levels:

At registration
• A double opt-in is requred from each panelist with email verification
• Self-referral reports are run to identify those who self-refer with a duplicate account
• Scammer finders are run to identify those who fill in multiple surveys at the same time
• IP addresses are verified against panelist location and identity to spot mulitple accounts

At survey completion
• Speedsters are monitored (those who fill in surveys too quickly)
• Straight-liners are monitored (those who fill out only the first answers in each survey question)
• Questions are repeated at the end of a survey to check answers are true and consistent
• Quality checks are run on open-ended answers

At redemption
• Panelist identification is verified

This suite of quality checks allows YouGov to detect fraudulent responses as well as duplicate respondents. Where panelists fail quality checks they are marked as suspect and are removed from the panel if they turn out to be consistent offenders.

Data protection and security

All panelist data, personally identifiable or otherwise, is stored on UK-based servers that are maintained behind secure firewalls, and are certified to the latest ISO standard (ISO/IEC 27001:2005). Personally identifiable information is stored separately from all profile data as a means of further securing panelist data.

Access to the data is limited to only those with direct responsibility for panel management and maintenance. In addition, all employees are required to abide by our Privacy Policy and are subject to disciplinary action if it is violated.

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