

FOR IMMEDIATE RELEASE

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YouGov moves up the list of top 25 global research companies

YouGov has been named one of the world's top 25 research companies by the respected Honomichl Global Top 25 Report. The report, which ranks the world's top research companies based on revenue growth, put YouGov at No. 22 this year, up two places from its previous ranking of No. 24 in 2010.

The Honomichl Global Top 25 Report recognised YouGov for its robust increase in revenues and impressive international expansion in recent years, as well as the diversity of its research products and services. The report highlighted YouGov's syndicated product suite, which includes YouGov SixthSense, provider of comprehensive market intelligence reports, YouGov BrandIndex, a daily tracking tool that measures brand perception among the public, and YouGov SoMA, a new social media analysis tool that allows businesses to measure what their target audience is hearing on social media.

Responding to the announcement, YouGov's CEO and Co-Founder Stephan Shakespeare said:

"I am delighted that YouGov has been recognised yet again as one of the world's top research companies. The improved ranking in the Honomichl Global Top 25 Report reflects the fact that YouGov has become a global brand. Our success has been built on our ability to collect and interpret high-quality and in-depth data from an online panel that is diverse as the clients we serve. I am proud of our efforts to expand our international reach as well as the products and services we offer, and I believe we will push the envelope even further in 2013."

[Please click here for a full copy of the Honomichl Global Top 25 Report](#)

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About YouGov

YouGov is an international, full service market research agency offering added value consultancy, qualitative research, field and tab services, syndicated products such as the daily brand perception tracker BrandIndex and social media analysis tool SoMA, fast turnaround omnibus and comprehensive Sixth Sense market intelligence reports. YouGov's sector specialist teams serve financial, media, technology and telecoms, FMCG and public sector markets.

YouGov is considered a pioneer of online market research and has a panel of 2.8 million people worldwide, including over 350,000 people in the UK representing all ages, socio-economic groups and other demographic types.

As the most quoted market research agency in the UK, YouGov has a well-documented and published track record illustrating the accuracy of its survey methods.

For further information visit yougov.co.uk