



## YouGov Public Data: an encyclopaedia of public opinion

Since YouGov was founded 2000, we have been at the forefront of research innovation. We pride ourselves in the accuracy of our research and data analytics. Our polling on topics of public interest is made freely available to everyone as part of our ongoing efforts to create a platform for sharing views and starting conversations. We call this our public data offering.

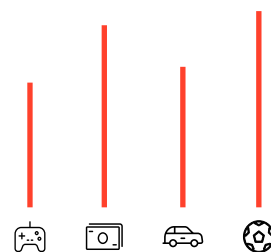
By making our public data available to everyone, we allow members of the public, journalists, community leaders, governments, researchers, and academics access to opinion research that would otherwise be restricted to those who could afford it. This supports YouGov's mission to enable individuals to be part of a global discussion and leaders in all sectors to understand the opinions and beliefs of the populations they serve.

This factsheet illustrates the depth of our public data and the extent to which it is being accessed, reflecting the value of this resource to the global community.

### Our public data sites

**64.2 million UK**  
page views per year

**33.5 million US**  
page views per year



### Access to our public data

Our public data websites receive millions of visitors each year – the majority to our UK (**4.3 million** visitors) and US (**2.9 million** visitors) sites<sup>1</sup>. Politics is the most popular data category in both countries with **9.5 million** combined page views<sup>2</sup>, followed by Entertainment (**2.3 million** combined views). In 2022, in the UK the most popular tracker was Boris Johnson's approval rating (**253,356** views), while in the US the most popular tracker was President Joe Biden's approval rating (**20,049** views).

In addition to the UK and US, our public data offering is also available in Australia, France, Germany, Italy, Singapore, and Spain. Across all countries, we have made data available on **over 1,700 data topics** within the categories of politics, sport, health, travel, retail, and more.

Our public sites are updated every week day, with daily polls, new popularity rankings, and editorial content covering the most current news stories.

<sup>1</sup> Figures are for the period 1 January 2022 – 31 December 2022. Website "visitors" are unique.

<sup>2</sup> Figures are for the period 1 January 2022 – 31 December 2022. Page views are not unique and refer to the total number of times a page was visited.

## Fast and accurate insights from our experts

Our dedicated editorial team provides expert journalism on YouGov data, reacting quickly with in-depth analysis of sentiment and opinions towards the most relevant news stories.

This editorial content covers political, social, and consumer attitudes, as reflected in these examples.

Impacts of the cost of living crisis across Europe

Attitudes towards statewide ballot measures leading up to the 2022 US midterm elections

Attitudes towards tattoos in the workplace

Differing opinions of men and women on how much they contribute to housework

Impact of brand activism on consumer sentiment

Attitudes towards working from home between men and women

## Editorial coverage across the biggest news outlets

YouGov is a trusted source of research data for leading media outlets worldwide. In 2023, YouGov was the most quoted market research source in the world with over 341,900 media mentions. From 2022-2023 YouGov was cited or mentioned in nearly 7,000 scholarly literature articles<sup>3</sup>.

To support our mission to “give people a voice” and increase the reach of our opinion research, YouGov is a trusted partner of organisations ranging from *Yahoo News* to *CBS* to *Reuters*. With our continuous stream of data, journalists can turn to YouGov for immediate and reliable insights.

### Reuters

Eight out of 10 Britons disapprove of Liz Truss-led government – poll

October 18, 2022

### Die WELT

Deutsche sind besonders skeptisch gegenüber Flüchtlingen (Germans are particularly skeptical about refugees)

December 27, 2022

### The Australian

Australia’s royal knockback of the new queen

May 4, 2023

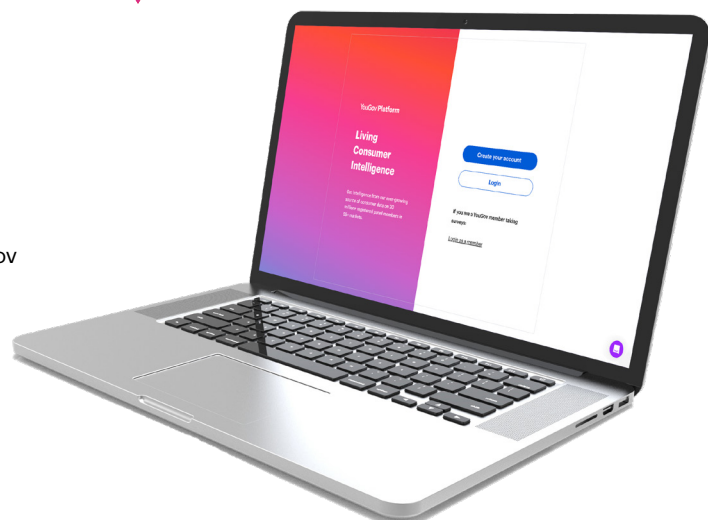
### Yahoo! News

Why do more Democrats than Republicans trust The Daily Caller and the National Review?

November 3, 2022

## YouGov Platform

YouGov Platform offers single sign-on access to our full product offering – including BrandIndex, Profiles and Crunch – and our self-service tools. The personalised YouGov Platform dashboard makes it even easier for our customers to find the best YouGov product or service for their needs. Learn more and sign up to YouGov Platform [here](#).



<sup>3</sup> Search conducted on 1 September 2023. YouGov was cited in 6,850 articles covering the period of 1 January 2022 - 1 September 2023.

## For more information, visit [yougov.com](https://yougov.com)

YouGov is an international research, data and analytics group. We have been building an ever-growing source of consumer data for over 20 years, creating the richest and most complete understanding of your customers’ complex lives. We call it living data. Understand what 24 million+ registered panel members in over 55 markets are thinking, on over a million - and growing - data points. Re-Contact and dig deeper to explore, plan, activate and track marketing activity with certainty, at speed, every time. Living Consumer Intelligence.

