

YouGov Australia is a market, opinion and social research organisation that provides data driven human insights to our clients.

YouGov Australia's ISO 20252:2019 Market, opinion and social research system delivers the provision of research services to various government and non-government clients throughout Australia and around the world.

YouGov Australia includes the following scope of services certified to ISO 20252:2019 in accordance with the Annex Table as follows:

ANNEX	ATTESTED	EXCLUDED	REASONS FOR EXCLUSION
Annex A Sampling methodologies including panel management	<ul style="list-style-type: none"> Longitudinal data collection (brand tracking) Probability and non-probability sampling Using online consumer panels 	N/A	N/A
Annex B Fieldwork methodologies	<ul style="list-style-type: none"> CAPI surveys Intercept surveys CATI surveys In-depth interviews Triads Focus groups (mini and full) Consumer immersions 	N/A	N/A
Annex C Physical observation methodologies	<ul style="list-style-type: none"> In-home interviews Mystery shopper activities Ethnography 	N/A	N/A
Annex D Digital methodologies	<ul style="list-style-type: none"> Online focus groups Online communities (short and long term) Netnography Videography 	N/A	N/A
Annex E Self completion methodologies	<ul style="list-style-type: none"> Online surveys Self-complete exit surveys 	N/A	N/A
Annex F Data management and processing	<ul style="list-style-type: none"> Data analysis, data coding, data editing, data entry Online dashboard reporting 	N/A	N/A

YouGov Australia is the trading name of Faster Horses Pty Ltd and YouGov Galaxy Pty Ltd.

25 June 2024, authorized by Laura Robbie, CEO - APAC