YouGov®   /Research Reality

Your "why" is missing

Qual depth at quant scale: real conversations, with insights surfaced fast enough to act on.
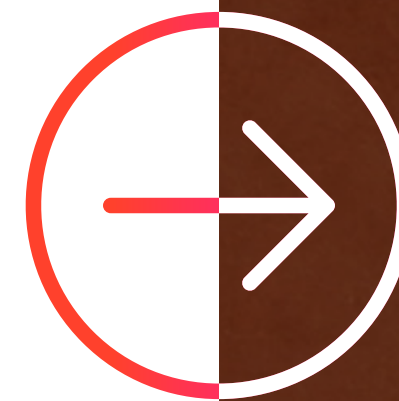
You've got

dashboards **trackers** **models**

So much **'useful'** data.
And when something changes, the same question lands every time:

"Okay... but why?"

→

Most research can only get to the answer very slowly.

And a lot of faster **"AI research"** is drifting further away from real humans and reality.

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You've been measuring people.
Not talking to them.

Quant tells you *what* happened.

Traditional qual tells you why - but only in small numbers, slowly.

So, teams fill in the gaps with interpretation.

And interpretation can slip into guesswork.

You don't need more metrics
You need more conversation

A complete picture doesn't come from the loudest voices or the easiest data to collect.
It comes from real people, properly prompted, with room to explain.

With follow-ups, context, and the freedom to be human.

Not just what they think but **why they think it.**

- Improves depth of response over open ends **by 3.3x**
- Improves breadth of response over open ends **by 2.31x**

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Can you tell me more about what your kind of style is and how the brand fits with that?

My style is like pretty basic with an alternative edge. The clothes there aren't all exactly my taste, but I like to alter my clothes a lot and I usually always start out with items that are pretty basic, solid colors which they have an abundance of.

That's really interesting that you alter your clothes - can you walk me through how you typically go about transforming their pieces and what kinds of alterations you make?
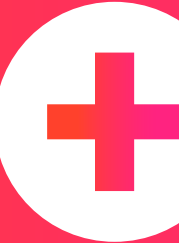
Introducing
YouGov® BrandIndex Voices

YouGov Voices is AI-led interviewing with real people - built to probe, follow up, and uncover what people really mean.
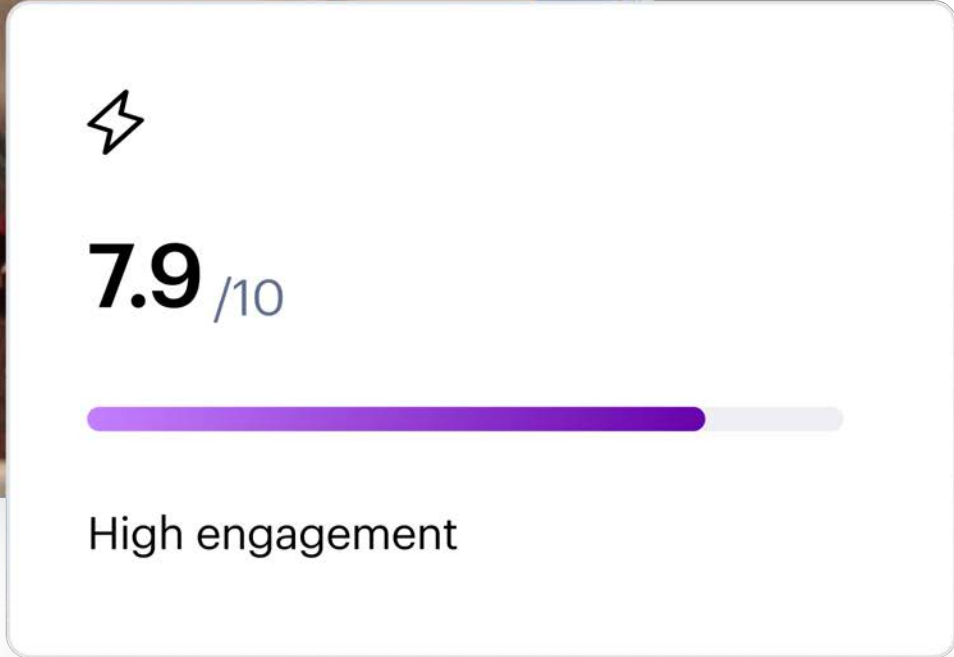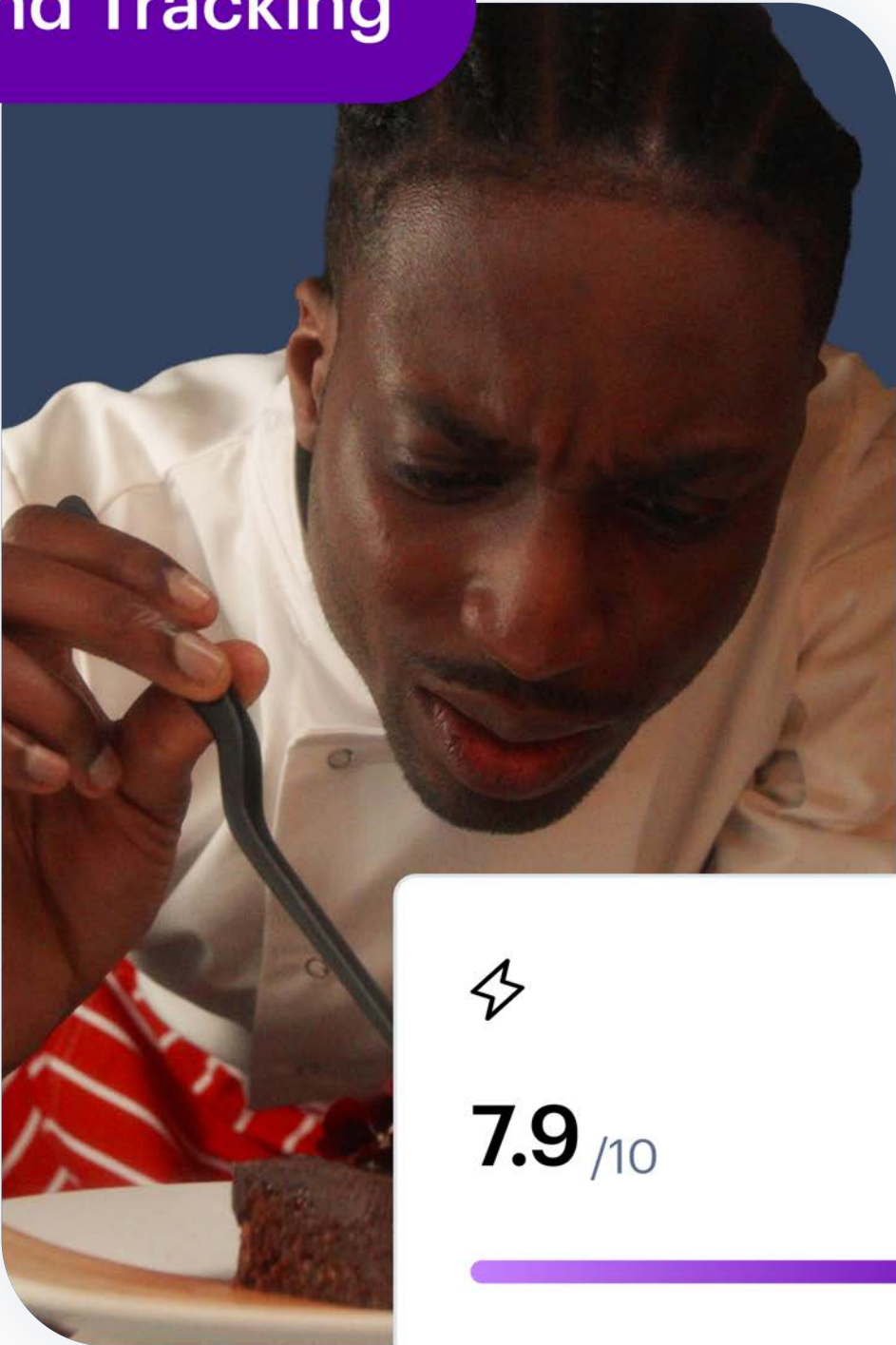
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The 'why' behind the data.

Not a one-box open end.

Not a focus group that can't scale quickly.

Not an LLM with some old data that everyone else can access extrapolating off shaky foundations.

A new type of data.

Human truth.
At quant scale.

YouGov

Brand Tracking

⚡

7.9 /10

High engagement

People aren't neutral. They're just unprompted.

YouGov BrandIndex Voices keeps them talking.

Long enough to hear what they really want to say.

1

Start with a simple follow-up question on the **'why'** or **'what'** behind their thoughts.
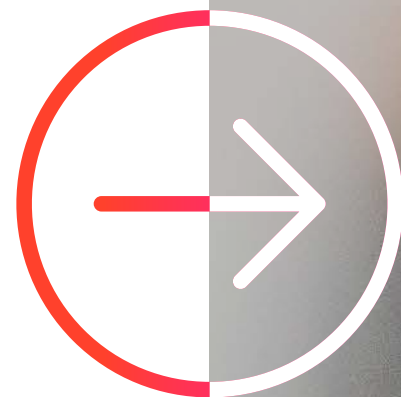
2

Soon, **conversations evolve into unique insight.**

Depth for everyone. Not just the loudest.

Classic **Voice of the Customer programmes or reviews** gives you richness from advocates and detractors.

Social listening gives you **heated opinions** from the people motivated enough to post – **but this isn't always a reflection of the reality.**

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BrandIndex Voices gives you that same richness from:

- The quiet middle
- The "fine, whatever" majority
- Non-users (and what would make them care)
- **Your competitors' users (and what would make them switch)**

Same depth but your complete audiences' reality.

Ask. Query. Clarify.

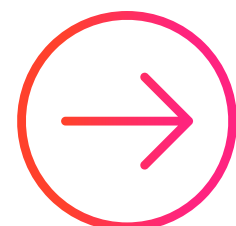**Like a great interviewer would** - without the bottleneck.

1

Start with the trigger question

2

Follow the thread (why / what / how / what changed)

3

Pull out the story behind the answer

→ **Then: analysis at machine speed, without losing the human nuance.**

Qual at scale only delivers if you own the panel.

YouGov BrandIndex Voices isn't magic. It's infrastructure.
And the foundations are real humans - consistently recruited, engaged, and understood.

- Owned panel (not rented samples)
- High engagement (people really participate)
- Known context (more than basic demographics)
- Consistency over time (you can understand change, not just snapshot it)

→ **Even vs other owned-panel providers, we outperform the industry standards.**

How we compare*:

Average industry fraud rate as high as	Our commitment	How we performed in the benchmarking exercise
16%	**<2%**	**0.6%**

Avoid the classic tax that degrades qual results

- No external vendors
- No separate samples
- No stitched together results

*Based on analysis of a benchmarking exercise performed by YouGov across 12 global panel providers in November 2025

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The "why" layer for every decision.

- **Explain what changed:** understand why perception or performance shifted, in people's own words.

- **Deepen your brand awareness:** move beyond recognition to what people really know and associate.

- **Attribution and channel impact:** understand where perceptions came from and what cut through.

- **Get context and understand crisis:** when sentiment turns, quickly understand what's behind it
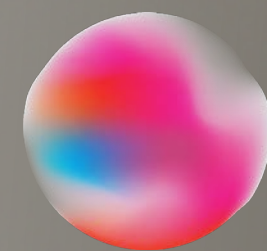
This isn't a new dashboard.
It's an expanded view of reality.

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Stop just reporting.
Start listening.

The next era of research isn't more numbers.

It's **real conversation, at real scale** - with analysis that keeps up.

Want to explore
YouGov BrandIndex Voices?

→ **Get in touch.**

YouGov is a global research data and analytics group that is powered by reality. Thanks to a unique panel comprising millions of highly engaged members across 55 countries, we deliver unsurpassed accuracy, to inform better, more impactful decisions. When you want unsurpassed accuracy to inform more impactful decisions, you need real-time, real-world data from real people.