YouGov®

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**July-August 2023** 

### Generate credible media coverage by running research on topical subjects

UPCOMING





### A few ideas for Amazon Prime Day

- How many Brits have ever left a product review?
- What percentage of online reviews do Brits think are from real customers, versus the sellers themselves or bots?
- Beyond discounts, which features and benefits will Prime Day shoppers look for in consumer electronics?

Run a Survey >

## July 2023: Opportunities for topical surveys

Summer events for newsjacking and social engagements

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1 Pride in London
						Tour de France begins
2	3 The Championships, Wimbledon begins	4	5	6 National Kissing Day	7 World Chocolate Day	8
9	10	11 MLB All-Star Game & Amazon Prime Day begins	12 Amazon Prime Day	13	14	15
16 World Ice Cream Day	17 World Emoji Day	18	19	20 FIFA Women's World Cup begins	21	22
23	24	25	26	27	28	29
30	31 Harry Potter's Birthday					

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UK International

### A few ideas for **Back-to-School**

- Which school supplies do parents plan to purchase this year?
- How many parents have a setup in place for INSET or sick days?
- Which health and wellness practices or products are considered essential for a successful school year?

Run a Survey >

### **August 2023: Opportunities for topical surveys**

Summer events for newsjacking and social engagements

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4 International Beer Day National Chocolate Chip Cookie Day	5
6	7	8 International Cat Day	9	10	11 National Bakewell Tart Day	12
13 International Left-handers Day National	14	15	16	17	18	19
Prosecco Day 20	21	22	23	24	25	26 International Dog Day
27	28 US Open Tennis Championships begins	29	30	31		Dog Day
	August Bank Holiday					

# YouGov®

# YouGov **Surveys:** Serviced

Fast-turnaround, targeted surveys with researcher support

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Get the insight or media presence you need. Next-day results from a daily survey of 2,000 adults, with full-service support and live reporting.

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