YouGov

YouGov Research Services

Order Form for YouGov Custom Research

Contact Information

YouGov Company Details	
YouGov Company Full Legal Name	YouGov America, Inc.
Registered Office Address	999 Main Street Ste 101, Redwood City CA 94063
YouGov Client Services Contact Details	
Individual's Name	Marissa Shih; Vice President of Scientific Research
Email	marissa.shih@yougov.com
Tel Number	650-319-0707
YouGov Accounts Receivable Contact Details	
YouGov Accounts Receivable Email	billing.us@yougov.com

Client Company Details	
Client Company Full Legal Name	Brigham Young University Department of Political Science
Registered Office Address	745 Kimball Tower/PO Box 25545. Brigham Young University Provo, UT 84602
Client Contact Details	
Individual's Name	Jeremy Pope Chris Karpowitz
Job Title	
Email	jpope@byu.edu ckarpowitz@byu.edu
Tel Number	
Postal Address	Same as above

Billing Information

Client Billing Information	
Accounts Contact Name	Jeremy Pope
Accounts Email	jpope@byu.edu
Accounts Tel Number	
Company Name	Brigham Young University
Postal Address *(address to where YouGov invoices will be sent)*	745 SWKT Provo UT 84602
Is a Purchase Order Required?	
PO Number *(state the number, 'to follow' or 'N/A')*	
Any Special Invoice Requests	

Project Information

Project Information	
Details of proposal/statement of work: *(if the project details are set out in a Proposal or Statement of Work document please state the document name here and attach it to this Order)*	YouGov will interview 3,000 total respondents representative of the US general population by age, race, gender, education and region for a 20-survey.
Project title:	**The American Family Survey**
Project code:	**BYUC0030**
Estimated start date:	**July 2022**
Estimated end date:	**September 2022**
Invoicing schedule:	**Upon Completion of Deliverables**
Currency:	**USD**

Project Specifications

Specifications	
Market(s)	USA
Language(s)	English
Sample Size *(indicate for each market)*	N= 3000
Description of Sample	Gen pop
Questions / Questionnaire Length *(breakdown per market)*	20 minutes

Project Deliverables

Deliverable *(e.g. topline data, interim report or final report)*	**Medium** *(e.g. email, Crunch)*	**Frequency** *(e.g. how often it will be provided)*	**Description**
Weighted Dataset	Email	Upon Completion	SPSS Dataset and codebook
Banners	PDF		

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Project Fees

Fees payable

$38,000

Setup	$2,000
N	3,000
CPI	$11.50
Data Collection	$34,500
Banners	$1,500
Total	**$38,000**

Special Conditions

Special Conditions *(for example quote validity, if applicable)*

IMPORTANT

YouGov's right to refuse to field questions

We reserve the right to refuse to field any question provided by our clients that do not meet out standards for quality and ethics (e.g. repetitive, loaded, duplication of previously asked questions, inappropriate or questions that are in fact two separate questions etc.). YouGov cannot guarantee that similar questions will not run on other surveys conducted by YouGov for the Client's competitors.

YouGov's policy on external use of data

YouGov provides a publication approval service that the Client must request prior to the publication of any data or information citing or attributed to YouGov. Upon receipt of a request from the Client, YouGov will review the proposed publication for accuracy and respond with material corrections within 2 working days of receipt. Should the data or information be published without prior notice, YouGov may, at its discretion, release a corrected version without further consultation with the Client. The publication approval service clause of the relevant Terms (as identified below) applies.

YouGov's policy on commissions on behalf of third parties

Where the Client is an agent for a third party end client, the Client contracts as principal and will be primarily liable for all payments due under this Order.

YouGov's compliance information

Information on YouGov's compliance framework can be found online at https://corporate.yougov.com/compliance/

TERMS AND SIGN-OFF

Terms

This Order should be signed by a duly authorised representative of the Client. By signing this Order Form you confirm that you wish to proceed with this Order and that you accept the applicable Terms. The applicable Terms are identified by the "X" in the selected check-box in paragraph 1 or 2 below. Only one check box in either paragraph 1 or 2 should be selected; in the event of no check-box, or multiple check-boxes, being selected the following Terms shall apply:
YouGov Research Services Terms & Conditions ENGLISH March 2022

1. **Terms & Conditions:**

	Name	Language
☒	YouGov Research Services Terms Standard ENGLISH March 2022	English
☐	YouGov Research Services Terms Standard DANISH March 2022	Danish
☐	YouGov Research Services Terms Standard FINNISH March 2022	Finnish
☐	YouGov Research Services Terms Standard FRENCH March 2022	French
☐	YouGov Research Services Terms Standard GERMAN March 2022	German
☐	YouGov Research Services Terms Standard INDONESIAN March 2022	Indonesian
☐	YouGov Research Services Terms Standard PORTUGUESE BRAZIL March 2022	Portuguese (Brazil)
☐	YouGov Research Services Terms Standard ITALIAN March 2022	Italian
☐	YouGov Research Services Terms Standard MALAY March 2022	Malay
☐	YouGov Research Services Terms Standard NORWEGIAN March 2022	Norwegian
☐	YouGov Research Services Terms Standard SPANISH March 2022	Spanish
☐	YouGov Research Services Terms Standard SWEDISH March 2022	Swedish
☐	YouGov Research Services Terms Standard THAI March 2022	Thai
☐	YouGov Research Services Terms Standard TURKISH March 2022	Turkish
	YouGov Research Services Terms Standard CHINESE March 2022	Chinese

These terms can be found online at https://corporate.yougov.com/compliance/commercial-terms-and-conditions/

2. **Master Services Agreement ("MSA"):**

	Type	Name
☐	**YouGov New MSA:**	YouGov Master Services Agreement for Research Services and Subscription Products March 2022
☐	**Other New MSA*:**	*[Insert agreement name in full]*
☐	**Existing MSA*:**	*[Insert agreement name in full]*

**YouGov Legal Team engagement required.*

Sign-Off

YouGov		Client	
Signature		Signature	Jeremy C. Pope
Individual's Name	Marissa Shih	Individual's Name	Jeremy C. Pope
Job Title	Vice President of Scientific Research	Job Title	Professor
Date	July 13, 2022	Date	20 July 2022

Please return this signed Order to YouGov in full (not just this signature page)