

Example research workflow:

Using MCP for market research

Model Context Protocol (MCP) is an open standard that enables AI assistants to securely connect with external tools and data sources. In simple terms, it allows you to bring data into your AI workflow and interact with it using natural language.

For market research, that opens up new ways to find, explore, and work with data.

Connecting AI to trusted research data gives it a stronger evidence base to work from. With YouGov's MCP, you can bring trusted data from real people directly into your AI workflow, adding a crucial human layer to the speed and flexibility AI provides.

Electric vehicle owner interests in the UK

<https://yougov.crunch.io/dataset/e18d05c1a06e4e7c959feb19377e1e07/profiles>

Who are the top over-indexed interest categories for UK adults who own an electric vehicle, compared to the national average?

Calculated interest indices for EV owners against national averages

Here are the top over-indexed interests for UK adults whose primary car is electric, vs the national average. Base: n=878 EV owners, n=72,319 all adults.

Interest	National	EV owners	Index
Weddings and brides	3.9%	9.9%	254
Parenting	9.5%	19.0%	200
Business and finance	16.1%	26.5%	165
Cars and motoring	16.6%	27.0%	163
Computers and technology	21.8%	32.3%	148
Interior design	13.7%	17.2%	126
Science	28.3%	35.1%	124
Fashion and design	16.8%	20.8%	124
People and celebrities	24.8%	30.1%	121
Personal finance	31.4%	36.9%	118

The shape of the audience is pretty clear:

Write a message...

+

Your AI model

This prompt pack shows what that looks like in practice.

Follow the example workflow below to move from finding the right data to analyzing, investigating, and applying your findings, with recommended prompts to help you at every stage.

The prompts are designed as a starting point, so adapt the variables, audiences, filters and outputs to suit your own research question.

An example research workflow using MCP

Analyzing consumer research within your AI tools doesn't need to be complicated. It needs to give AI enough context to work with your MCP-connected data accurately, while keeping you in control of the analysis.

Here's an example workflow to build your research step by step.

Prompt 1:

Establish the analysis

"Use Crunch and find the variable relating to satisfaction with local restaurants and show me its response options. Also list the saved filters available in the dataset."





This lets you verify the variable and choose the appropriate filter before requesting the analysis.

Prompt 2:

Request the table(s)

"Using that variable, create a comparison table with columns for 18 to 34-year-olds, 35 to 54-year-olds, people aged 55+ and all nationally representative respondents.

Apply the same demographic cuts for my "High income Londoners" saved filter from YouGov Profiles. Use the dataset's default weight and show percentages and weighted counts."





Now check that the table is using the intended variable, age groups, filter, weight, and measure. Look at the base sizes before moving on.

Prompt 3:

Interpret the evidence

"Summarize the main patterns in these tables. Only make claims supported directly by the results. Distinguish clearly between what the data shows and possible explanations that would require further research."

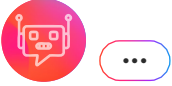




This allows you to identify the most important findings while keeping a clear distinction between what the data shows and what still needs further investigation.

Prompt 4: Investigate

"Based on those findings, suggest three questions we could investigate next using variables available in this dataset. Do not answer them yet."



Choose the most useful direction and continue the analysis one step at a time.

Prompt 5: Create the output

"Using only the findings we have validated in this conversation, create an executive summary for a marketing director. Include the supporting data for every key finding and flag any limitations that should accompany the results. Do not infer motivations or causes that the research has not established."



The result is a workflow that moves logically from discovery to application. That sequence is more important than finding a single "perfect prompt"

A checklist for better market research prompts:

You don't need to write the perfect prompt to get useful results from MCP, but the more context you give AI about the choices that matter, the less it has to assume.

Before submitting an analysis request through MCP, check whether you have specified the things that actually matter:

- **Dataset:** Which dataset should AI use?
- **Question or variable:** What exactly are you investigating?
- **Audience:** Who should be included?
- **Filters:** Are you using an existing saved filter or defining a new one?
- **Table structure:** Do you need a crosstab, comparison table, or another output?
- **Rows and columns:** How should the data be organized?
- **Weighting:** Should the default weight or another option be used?
- **Measure:** Do you want percentages, counts, row percentages, or column percentages?
- **Base sizes:** Do you need counts to assess the robustness of narrow groups?
- **Output limit:** If the variable contains many answers, do you need all of them or only the top results?

Want to get started in one prompt?

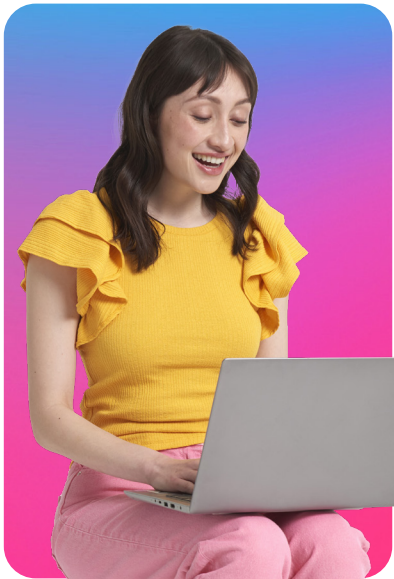
While the above prompts allow you to control and iterate through the full research workflow from beginning to end, if you already know the dataset, variable, audience, filter, and output you need, you can give AI that context upfront.

Try:

“Use Crunch and give me a comparison table of satisfaction with local restaurants, with columns for 18 to 34-year-olds, 35 to 54-year-olds and Brits aged 55+, alongside all nationally representative respondents.

Apply the same demographic cuts against my ‘High income Londoners’ saved filter from YouGov Profiles. Use the dataset’s default weight and show percentages and weighted counts for all analyses.”

Get trusted YouGov data in your AI tools



AI can help you move faster, but it is only as good as the data behind it.

YouGov's MCP connects your AI with a trusted human layer, combining the speed of AI with robust data from real people so teams can research faster and make decisions with confidence.

[Request access to YouGov's MCP >](#)



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.