



GB / UK

We interview a nationally representative sample of GB / UK adults (aged 18+) daily (excluding public holidays). Choose from 1,000 responses in 24 hours or 2,000 responses in 48 hours.

24hr service

1,000 RESPONDENTS RESULTS IN 24hrs

Respondents:	1,000 GB adults nationally representative
Frequency:	daily (Monday to Friday)
Results delivered:	in 24 hours (Monday to Friday)
Cost:	£700 entry fee £300 per standard question £325 per open-ended question

48hr service

2,000 RESPONDENTS RESULTS IN 48hrs

Respondents:	2,000 GB / UK adults nationally representative
Frequency:	daily (Monday to Friday)
Results delivered:	in 48 hours (Monday to Friday)
Cost:	£200 entry fee £300 per standard question £325 per open-ended question

All prices exclude VAT. Timings to be agreed with YouGov and final approved questions must be submitted by 12pm on the day of fieldwork. Subject to YouGov standard T's & C's (available on request).

- No minimum number of questions.
- Standard questions allow up to 10 answer options, or 2 statements answered against a scale. Additional answer options and samples aged 16+ are available on request.
- Costs cover questionnaire design and data tables including analysis by gender, age, region, social class, social media use, children in household, working status and marital status. Additional analysis is available on request.
- Add further insight to your results with a summary report.

INTERNATIONAL SERVICES

- Research virtually any region, or compare results from multiple countries.
- Gain robust accurate results quickly and affordably across Europe, the Americas, Asia, the Middle East and Australasia.
- Target both nationally representative and specialist samples in global markets.



International

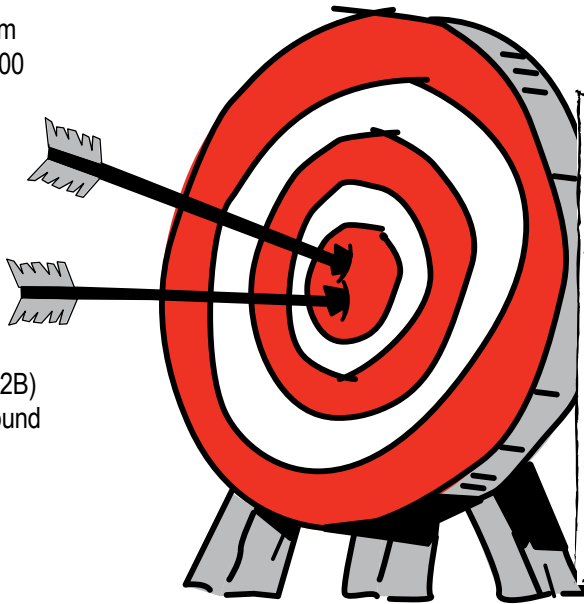
Respondents:	500 - 2,000 adults aged 18+ (national cross section or bespoke groups)
Frequency:	daily (Monday to Friday)
Timings and Costs:	dependent upon the service and countries required





SPECIALIST OMNIBUS SERVICES

- Target niche groups from our panel of over 350,000 UK respondents.
- Choose from one of our many Specialist Omnibus products.
- Get answers from only the most relevant respondents by targeting your bespoke sample (consumer or B2B) through our fast turnaround Field and Tab service.



Specialist

- Scotland, Wales, Northern Ireland
- Citybus - London / UK Cities / International
- B2B Omnibus – Small Business / SME / SML key decision makers
- Children (aged 8 - 15)
- Parents, Sports fans, MPs
- Fast turnaround qualitative
- And many more...

AD TRACKING AND CONCEPT TESTING

- The YouGov Omnibus is the perfect vehicle for learning more about your target audience and quickly testing concepts (images and video clips can be incorporated).
- Our omnibus ad tracking service provides a cost-effective way of gauging pre, mid and post campaign awareness and opinion.

WHY YOUTGOV?

- **Coverage:** The most quoted market research agency in the UK.
- **Accuracy:** From predicting US elections to the X Factor, ask about our well-documented and published track record.
- **Quality:** Our clients give us a 97% satisfaction rate*, receiving support from their researcher right the way through the project.
- **Reach:** The depth and detail of our panel gives you a true cross-section of society.
- **Speed:** We offer more responses than competitors in the quickest turnaround time.

*Internal CSM data

