

**YouGov's exclusive panel of UK Catalysts offers a unique way of researching the country's leading individuals – the active change-makers.**

UK Catalysts are drawn from civil society, business, politics, media, third sector and beyond, and are defined by their recent activities which include entrepreneurialism, leadership and activism.

Going beyond traditional demographics and social grades, UK Catalysts are the individuals leading the way. Often highly connected, these are people who proactively support, participate in and instigate new developments. They may operate nationally, regionally or locally.



**Business entrepreneurs**



**Social entrepreneurs**



**Journalists, bloggers, commentators**



**Organisational leaders**  
(business, NGOs, public sector)



**Political 'activists'**  
(organisers, active members, candidates, campaigners)



**Community leaders**  
(religious leaders, activity organisers, campaigners)



Catalysts make up around 10% of the general public and have been identified from YouGov's panel of over 650,000 people, coming from right across the UK.

YouGov conducts surveys of 1,000 UK Catalysts at a time, with each sample being representative of the total group.

Catalysts are also available in international markets including the US, Germany, China and Australia.



**Respondents**  
1,000 UK Catalysts



**Cost**  
£925\* per standard question  
(A minimum of 5 questions required)



**Frequency**  
On demand



**Results**  
2 weeks from fieldwork start;  
Excel™ tables and PowerPoint™ charts provided

\*Prices quoted exclude VAT and are subject to YouGov terms and conditions.

