

Blue-Chip C-Suite Research

Interview the UK's top business decision-makers.



**100 C-Suite
Executive Directors**



**UK FTSE 100, FTSE 250
and equivalent private firms**



**Results within
six weeks, charts and data
tables provided**

The Blue-Chip C-Suite Omnibus is a cost-effective way of reaching a sample of the UK's top business decision-makers. It allows you to interview 100 executive directors recruited proportionately from the country's 1,000 largest corporations.

The YouGov Omnibus approach, conducted by telephone, allows businesses to buy as little as four questions to conduct their research, without having to commission an entire survey. The Omnibus runs four times a year.

Our rates

	Respondents	Entry	Standard question	Results
Blue-Chip C-Suite Executive Directors	100	£350	£2,450*	Within six weeks

*Excluding VAT and subject to YouGov's standard terms and conditions. Minimum four questions. Volume discounts available.

Included as standard

- ▶ Questionnaire design consultation.
- ▶ Results delivered as Excel® data tables and PowerPoint® charts for every question.
- ▶ Analysis provided by business type (listed/private), business media readership, plus any requested breaks.
- ▶ Standard questions allow up to 10 answer options and grids allow up to four statements per question.
- ▶ Additional question types and answer options available including open ended questions.
- ▶ Each survey provides an average of 10 FTSE 100, 20 FTSE 250 and 70 private equivalent-sized firms.
- ▶ Commission surveys with other groups including politicians, journalists, NGOs, and medium/small firms in parallel.

Fieldwork schedule

Waves	Summer 2018	Autumn 2018	Winter 2018	Spring 2019
Confirmation of participation required	01-Jun	19-Sep	19-Dec	06-Mar
Results delivered	13-Jul	02-Nov	15-Feb	19-Apr

Final approved, scripted questions must be submitted one week after confirmation of participation.



Our experienced researchers are ready to give you fast-turnaround data from the UK or abroad, from businesses or consumers, from adults or children. Whether you need a targeted niche sample, or a low-cost solution from our Omnibus range, we can help.

GB/UK Omnibus

Get the insight or media presence you need. Next-day results from a daily GB or UK survey of 2,000 adults.

International Omnibus

Reach audiences in over 60 markets. With one project contact to run your research, it's fast, accurate and easy.

Business Research

Access decision makers from small, SME or all-sized businesses. IT, HR, Finance, Marketing, C-Suite or niche groups also available.

Targeted Research

Our vast, engaged and highly profiled panel gives you a fast, cost-effective way to reach niche and targeted groups.

Regional Omnibus

Measure opinions, attitudes and behaviours in Scotland, Wales or NI, or target other specific regions across the UK.

London Omnibus & CityBus

Target 1,000 Londoners or reach representative samples from over 40 UK cities.

Specialist Omnibus

Ask about our 50+ Omnibus, Children's Omnibus, our Parents Omnibus, and our qualitative research options.

Concept Testing & Evaluation

Pre-launch or post: understand awareness, consideration and consumer profile for your product or campaign.

Why YouGov?



Coverage

Get significantly more credibility and sell-in with YouGov, the UK's most quoted research agency*



Speed

Action results faster than ever before



Reach

Gain insight from a broader cross-section of society with our highly profiled panel



Quality

98% of clients recommend YouGov**



Accuracy

It's our reputation on the line too, and our record speaks for itself***

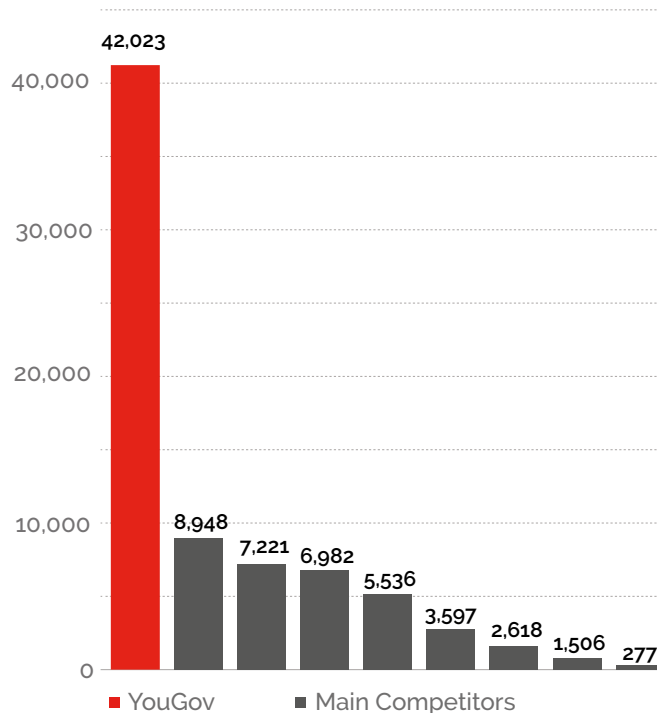
*Source - Meltwater News. Data range - 1st Aug '16 - 31st Jul '17

**YouGov has a 98% advocacy rating. Internal CSM data

*** 2017 UK general election, 2014 Scottish referendum, etc. - see website for details

Media mentions

YouGov vs. competitors (UK)*



Some of our clients:

