

'OPINION FORMERS' OMNIBUS

YouGov has built a panel of opinion formers in the UK who take part in online research. These participants are leaders in their field, drawn from business, politics, media, public sector, charities, academia and beyond, and many attend our various live events.

We offer omnibus and ad hoc access to the panel, with surveys going out every month, covering topical issues alongside client questions. Qualitative depth interviews can also be run with panel members.

YouGov provides free, expert questionnaire writing support, Powerpoint results charts, and Excel data tables which include results split by respondent sector. Additional analysis is available on request. Clients who have used this panel include: governments, blue chip companies, PR/PA agencies, NGOs, business associations and think tanks.

Opinion Formers Omnibus	
FAST TURNAROUND FREE RESULTS CHARTS + TABLES	
Respondents:	700
Frequency:	Monthly
Results delivered:	2 weeks from question sign-off; free results charts and tables
Cost:	£995 per standard question <i>Volume discounts available</i>

Opinion Formers Bespoke Surveys	
FIELDWORK WHEN YOU WANT FREE RESULTS CHARTS + TABLES	
Respondents:	700
Frequency:	On demand – you choose*
Results delivered:	2 weeks from question sign-off; free results charts and tables
Cost:	£995 per standard question Minimum 5 questions + £375 set up

All prices exclude VAT. Subject to standard terms and conditions. * Timings to be agreed with YouGov before fieldwork begins and restrictions may apply

- Standard questions allow up to 10 answer options or 3 scaled statements.
- Additional question types and answer options available. Open questions £1,050.
- As a guide respondents are split as follows (with crossover): 33% business, 33% media, 12% politics / public affairs, 12% education / academia, 12% NGO / charity, 10% culture / leisure / arts, 5% health, 10% other.
- Parallel surveys with representative groups such as MPs, Peers, and consumer groups can also be run.
- Please also ask us about researching MPs, Peers, MEPs, MSPs/AMs, local councillors and other leading groups such as C-suite and journalists.

SURVEY TIMINGS

See our typical schedule for fieldwork - we offer two weeks turnaround from questions being signed off to the delivery results.

Participation confirmed:	6th of the month
Final Questions Signed Off:	11th of the month
Results available:	24th of the month

Changes to this timetable regularly occur, for latest details please contact YouGov directly.

