

## 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**

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

### 48hr service

**2,000 RESPONDENTS RESULTS IN 48hrs**

<b>Respondents:</b>	2,000 GB / UK adults nationally representative
<b>Frequency:</b>	daily (Monday to Friday)
<b>Results delivered:</b>	in 48 hours (Monday to Friday)
<b>Cost:</b>	£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, 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

We run omnibus surveys worldwide, allowing you to target a particular region or compare results across multiple countries. Our methodology allows you to gain accurate results quickly and affordably across Europe, the Americas, Asia, the Middle East and Australasia.



### International

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



## SPECIALIST OMNIBUS SERVICES

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

YouGov operates a panel of over 350,000 UK members representing all ages, socio-economic groups and demographics.

The size and diversity of our panel enables us to offer a wide range of specialist respondent groups, allowing clients to focus their research on their target market and get answers from only the most relevant respondents.

## OMNIPLUS

OmniPlus allows you to ask more complex open-ended questions with qualitative analysis of the responses.

OmniPlus benefits from the speed and cost-effectiveness associated with the YouGov Omnibus but offers a deeper level of consumer feedback.

**£200 standard omnibus entry fee** OmniPlus questions run on YouGov Omnibus surveys, so whether you choose to run an OmniPlus question on its own or alongside standard omnibus questions, you only pay one entry fee.

**£750 per OmniPlus question** (£325 for the question plus £425 for analysis)

**Respondents: GB / UK adults** (aged 18+)

**Frequency: daily** (Monday to Friday)

**Report delivered: from 3 working days**

All prices exclude VAT. Timings to be agreed with YouGov before fieldwork. Subject to YouGov standard T's & C's (available on request).

## 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). In addition, our omnibus ad tracking service provides a cost-effective way of gauging pre, mid and post campaign awareness and opinion.

## WHY YOUNGOV?

As the most quoted market research agency in the UK, we have a well-documented and published track record illustrating the accuracy of our survey methods. It is this methodology and the depth of our panel that enables us to run daily omnibus surveys without compromising on quality.

We provide you with results from a true cross section of society, rapidly and cost-effectively - offering more responses than competitors and the quickest turnaround time.

