



LONDON

We interview a representative sample of London adults (aged 18+) twice weekly.

The YouGov London Omnibus is drawn from a panel of 45,000 London adults, representing all ages, socio-economic groups and demographics.

- Standard questions allow up to 10 answer options, or 2 statements answered against a scale. Additional answer options are available on request.
- Costs cover questionnaire design and data tables including analysis by gender, age, region (Central, North, East, South, West), 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.

48hr service

1,000 RESPONDENTS RESULTS IN 48hrs

Respondents:	1,000 London adults
Frequency:	twice per week
Results delivered:	in 48 hours
Cost:	<p>£200 entry fee</p> <p>£350 per standard question</p> <p>£375 per open ended question</p> <p>(A minimum of 4 questions required)</p>

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

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 the only regular online London Omnibus survey without compromising on quality.

We provide you with results from a true cross section of the capital, rapidly and cost-effectively.

