

FIELD & TAB

Every year, YouGov conducts thousands of surveys among its panel of more than 400,000 people in the UK covering a vast array of topics. This builds up the most powerful database of the UK's habits, attitudes and behaviours which allows you to cost-effectively target exactly who you need to speak to.

What is it?

- Bespoke sample surveys
- Targets specific groups
- Hard to reach pre-screened respondents
- Cost and time efficient

Bespoke Samples

- Regions
- Niche groups
 - Office workers
 - Holiday makers
 - Tablet owners
 - Sports fans
 - Motorists
- And many more...

86%

of investors hold a stocks and shares ISA



30%

of 'freshers' would consider living at home during university to avoid going too far into debt

9%

of dog owners have a pet passport for their dog



Source: for more information visit yougov.com/field&tab

WHY YOUNGOV?

- **Coverage:** The most quoted market research agency in the UK.
- **Accuracy:** From predicting US elections to the X Factor, ask about our well-documented and published track record.
- **Quality:** Our clients give us a 97% satisfaction rate*, receiving support from their researcher right the way through the project.
- **Reach:** The depth and detail of our panel gives you a true cross-section of society.
- **Speed:** We offer more responses than competitors in the quickest turnaround time.

*Internal CSM data

