

GB/UK Omnibus

Get the insight or media presence you need. Next-day results from a daily survey of 2,000 adults, with full-service support and live reporting.



2,000 Sample

Representative of GB adults 18+ (select UK or 16+ at no extra cost)



Daily Surveys

Surveys start weekdays at noon



Live Results

Full results at 4pm the next working day (by noon for Monday results). Now access LIVE data during fieldwork.

Our Rates

(including questionnaire design and full results)

Entry	Book space on the nation's market-leading omnibus	£200
Questions	Single or multiple choice (up to 10 answers per question)	£300
Scale Questions	Statements answered against a scale (per every 3 statements)	£300
Open-ended	Full verbatim answers (coding services also available)	£325
Images	Use images for a more engaging survey (video options available)	FREE
Deliverables	Full Excel™ tables with PowerPoint™ summary charts	INCLUDED

Ask us about other deliverables and extra demographic analysis. All our services cover questionnaire design and data tables including analysis by gender, age, region, social grade, social media/messaging use, parents (by age of child), children in household, working status and marital status.

Subject to availability. All prices exclude VAT. Timings to be agreed with YouGov and final approved. scripted questions must be submitted by 12pm on the day of fieldwork. Subject to YouGov standard Ts & Cs (available on request).

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

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Business Omnibus

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

Regional Omnibus

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

Specialist Omnibus

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

International Omnibus

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

Targeted Research

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

London Omnibus & CityBus

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

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

9 in 10 clients would recommend YouGov**



Accuracy

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

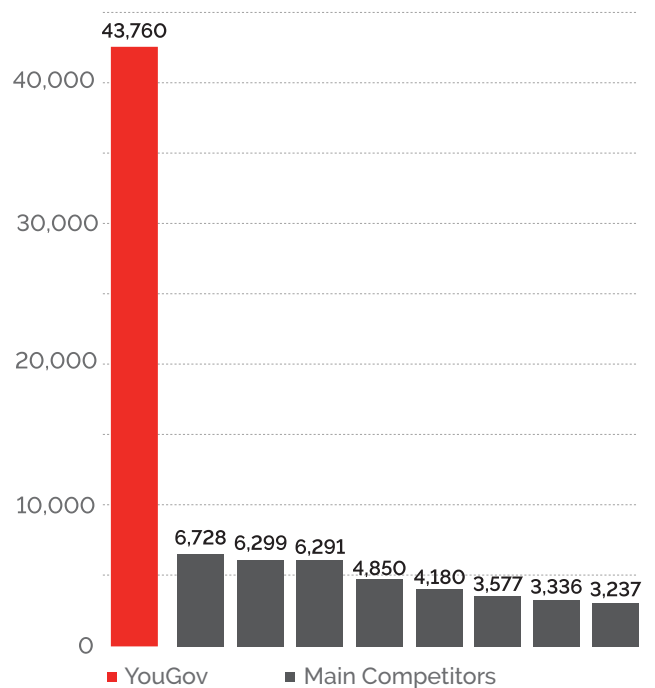
*Source - Meltwater News. Data range - 1st Jul '17 - 30th Jun '18

**YouGov has a 93% 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:

