

London Omnibus and CityBus

Get accurate, fast and insightful results from Londoners or use CityBus to research people across over 40 UK cities.



Tailored Samples

Target a representative sample of 1,000 Londoners or reach people from over 40 UK cities

Weekly Surveys

London surveys are run twice per week. CityBus surveys run once a week

Fast Results

London Omnibus within 2 working days. CityBus within 5-7 working days

Our Rates

(including questionnaire design and full results)

	Respondents	Entry	Standard question / Open-ended question	Results
London Omnibus	1,000	£200	£350 / £375	2 working days
CityBus	500 (e.g. 100 respondents in 5 different cities)	£200	£350	5-7 working days
	1,000 (e.g. 100 respondents in 10 different cities)	£200	£450	5-7 working days

(Run a national survey to compare and contrast cities against the nation. Ask about our lower rates on GB Omnibus for CityBus users)

Receive your results in Excel™ tables with PowerPoint™ summary charts. Ask us about other deliverables and extra demographic analysis. All our services cover questionnaire design and data tables. London Omnibus tables include analysis by gender, age, London region (5 regions), social grade, social media/messaging use, parents (by age of child), children in household, working status and marital status.

Minimum of 4 questions required. Standard questions allow up to 10 answer options, or 3 statements answered against a scale.

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.

GB/UK Omnibus

Get the insight or media presence you need. Next-day results from a daily GB or UK survey of 2,000 adults.

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 - 31st 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)*

