

Generational Omnibus

Target individuals by generational breakdown to understand each group's opinions, behaviors and attitudes.



Robust Research

Target representative samples of US Gen Zers, Millennials, Gen Xers, or Baby Boomers

Frequent Surveys

Generational Omnibus surveys run every week

Fast Results

Results within 3 business days for any of our generational offerings

Our Rates (including questionnaire design and full results)

Generation	Respondents	Entry	Cost Per Question	Time in Field
Gen Z (Born 2000+)	500+	\$300	\$800	3 Business Days (Thurs-Tues)
	500+	\$300	\$600	2 Business Days
Millennial (Born 1982-1999)	1,000+	\$300	\$900	3 Business Days
	500+	\$300	\$600	2 Business Days
Gen X (Born 1965-1981)	1,000+	\$300	\$900	3 Business Days
	750+	\$300	\$600	2 Business Days
Baby Boomer (Born 1946-1964)	1,200+	\$300	\$900	3 Business Days

Bundles including multiple generations are available at discounted rates. Ask for more details.

Receive your results in full Excel™ tables with PowerPoint™ summary charts. All our costs cover questionnaire design and data tables, including analysis by additional age breaks, gender, region, race, education, income, social media/messaging use, children in household, and marital status. Ask us about other deliverables and extra demographic analysis.

Timings to be agreed with YouGov and final scripted questions must be approved by 12 PM EST on the day of fieldwork. Subject to YouGov standard terms and conditions (available upon request).



Our experienced researchers are ready to give you fast-turnaround data from the US 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.

National Omnibus

Get the insight or media presence you need. Next-day results from a daily survey of 1,000 or 2,000 adults.

Generational

Target panelists by age, reaching Gen Z, Millennials, Gen X, or Baby Boomers.

B2B

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

Children

Measure opinions, attitudes and awareness of children aged 8 to 17 on a weekly basis.

Hispanic and African American

Tap into the diversity of the United States by engaging Hispanic or African American panelists.

International Omnibus

Use our vast, engaged panel as a fast, cost-effective way to reach niche and targeted groups worldwide.

Citybus

Interview representative samples of major US cities, such as New York, Los Angeles and Chicago weekly.

Parents

Engage parents with children under 18. More targeted age ranges also available.

Investors

Understand US retail investors with retirement accounts.

LGB

Reach a valid LGB sample, which can be fully segmented by self-identified Gay, Lesbian and Bisexual responders.

Why YouGov?



Coverage

Get noticed and make the news with YouGov data, which saw 31,392 media mentions in FY17*



Speed

Leverage results faster than ever before



Quality

Enjoy confidence knowing that our research experience and extensive panel work together to bring you accurate, actionable results



Reach

Gain quality insights from our nearly 2MM panelists in the US and 6MM globally



Accuracy

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

"Vendor choice matters for accuracy, and YouGov comes out on top" - Pew Research Center**

"And the Winner of the U.K. Election Is... YouGov" - The Wall Street Journal***

*Source - Meltwater News. Data range - 1st Aug '16 - 31st Jul '17

**2016 Pew Research Center study "Evaluating Online Nonprobability Surveys"

*** The Wall Street Journal. Stephen Wilmot. "And the Winner of the U.K. Election Is... YouGov."

Some of our clients:

