

Targeted Research

Reach the respondents you need with YouGov's fast-turnaround Field & Tab research.



Tailored Samples

Harness the power of YouGov's pre-screened panel of 2 million Americans to reach your target group

Full Support

Our team of expert researchers works with you to ensure you're leveraging the full power of our respondent data to deliver the the best possible insights

Fast Results

You get results back in as little as a week, including survey design and set-up

Our Service

1 – Reach your target group

Our vast and pre-screened panel means that you can target using a wealth of respondent criteria, and we can usually survey the exact group you need. Sample groups include:

Business travelers / Tennis fans / 401k holders / Motorcyclists / Empty-nesters / Smartwatch owners / Allergy sufferers / Frequent moviegoers

2 – Design your survey with us

Whether you need ground-up questionnaire design or just an expert second opinion on your existing draft, we can help.

Questionnaire design / Analysis design / Set-up calls / Sample checks / Live survey testing

3 – Get powerful analysis

Our researchers will make sure your results are presented the way you need. YouGov's wealth of pre-collected respondent data means you can even add additional lifestyle, attitudinal, consumer, and behavioral analysis.

Ask us about other deliverables and extra demographic analysis. All our services cover questionnaire design and data tables, including analysis by gender, age, region, race, education, income, social media/messaging use, children under 18, and marital status.

Timings to be agreed with YouGov prior to fieldwork and depend on the specific sample and number of respondents required. Subject to YouGov's standard Ts & Cs (available on 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*



Efficiency

Take advantage of our online self-service tool, Collaborate, to create and customize your survey on your time while still benefitting from a full researcher review



Quality

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



Speed

Leverage results faster than ever before



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:

