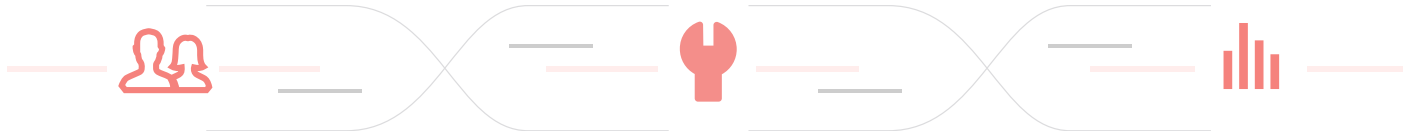


# Targeted Research

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 over 1 million Brits to reach your specific target group

## Full Support

We help design your research with you and make sure your results harness our huge raft of demographic data to ensure you get the best insights

## Fast Results

Your project could turn around 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 you have access to a wealth of groups, and we can usually survey the exact group you need. Sample groups include:

Business flyers / Rugby fans / ISA holders / Motorcyclists / Empty-nesters / Smartwatch owners / Hay fever sufferers / Current account switchers

### 2 – Design your survey with us

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

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

### 3 – Get powerful analysis

Your researcher will make sure your results are presented in the way you need. YouGov's wealth of pre-collected respondent data means you can even add additional lifestyle, attitudinal, consumer and behavioural analysis. With our targeted research offering, you can now choose up to 4 of these from our data for free. Examples include:

Income / Devices owned / Household energy supplier / Average supermarket spend / Pets owned

Receive your results in full Excel™ tables with PowerPoint™ summary charts. Ask us about other deliverables and extra demographic analysis. Standard tables usually include analysis by gender, age, region, social grade, social media/messaging use, parents (by age of child), children in household, working status 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 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\*\*\*

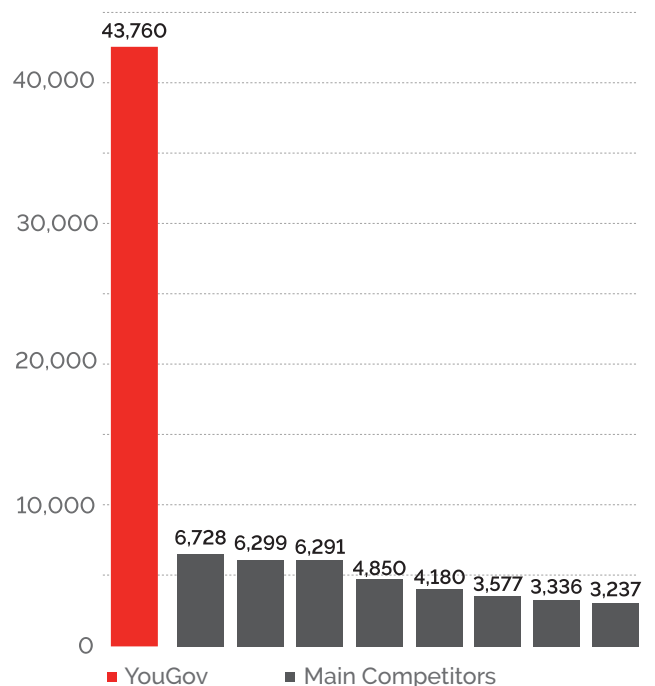
\*Source - Meltwater News. Data range - 1st Jul '17 - 30th Jun '18

\*\*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:

