

# Blue-Chip C-Suite Research

Interview the UK's top business decision-makers.





**100 C-Suite executive directors.**



**UK FTSE 100, FTSE 250 and equivalent private firms.**



**Results within six weeks, charts and data tables provided.**

The Blue-Chip C-Suite Omnibus is a cost-effective way of reaching a sample of the UK's top business decision-makers. It allows you to interview 100 executive directors recruited proportionately from the country's 1,000 largest corporations.

The YouGov omnibus approach, conducted by telephone, allows businesses to buy as little as four questions to conduct their research, without having to commission an entire survey. The omnibus runs four times a year.

## Our Service

	Respondents	Entry	Standard question	Results
Blue-Chip C-Suite Executive Directors	100	£350	£2,450*	Within six weeks

\*Excluding VAT and subject to YouGov's standard terms and conditions. Minimum four questions. Volume discounts available.

### Included as standard

- Questionnaire design consultation.
- Results delivered as Excel® data tables and PowerPoint® charts for every question.
- Analysis provided by business type (listed/private), business media readership, plus any requested breaks.
- Standard questions allow up to 10 answer options and grids allow up to four statements per question.
- Additional question types and answer options available including open ended questions.
- Each survey provides an average of 10 FTSE 100, 20 FTSE 250 and 70 private equivalent-sized firms.
- Commission surveys with other groups including politicians, journalists, NGOs, and medium/small firms in parallel.

### Fieldwork schedule

Waves	Summer 2019	Autumn 2019	Winter 2019	Spring 2020
Confirmation of participation required	01-Jun	19-Sep	19-Dec	06-Mar
Results delivered	13-Jul	02-Nov	15-Feb	19-Apr

Final approved, scripted questions must be submitted one week after confirmation of participation.