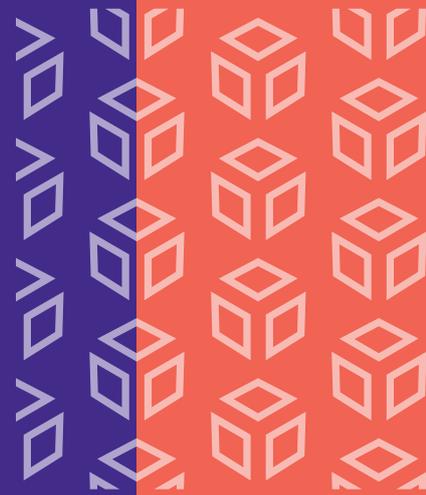


London Omnibus & CityBus

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 run twice a week. CityBus surveys run weekly.



Live Results

London Omnibus within two working days. CityBus within five-seven working days. Now access live data during fieldwork.

Our Rates

Full-service support - including survey design and advice, plus live reporting of your results.

	Respondents	Entry	Standard question	Results
London Omnibus	1,000	£200	£350/£375	2 working days
CityBus (Run a national survey to compare and contrast cities against the nation. Ask about our lower rates on GB Omnibus for CityBus users)	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

Deliverables: Full Excel™ tables with PowerPoint™ summary charts plus live and final results available via our interactive online analytics platform.

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).

Why YouGov



Coverage

Get significantly more credibility and sell-in with YouGov, the UK's most quoted research agency.*



Quality

Over 9 in 10 clients would recommend YouGov.**



Reach

Gain insight from a broader cross-section of society with our highly profiled panel.



Accuracy

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



Speed

Action results faster than ever with live reporting. Visualise and share your final data via our interactive online analytics platform.

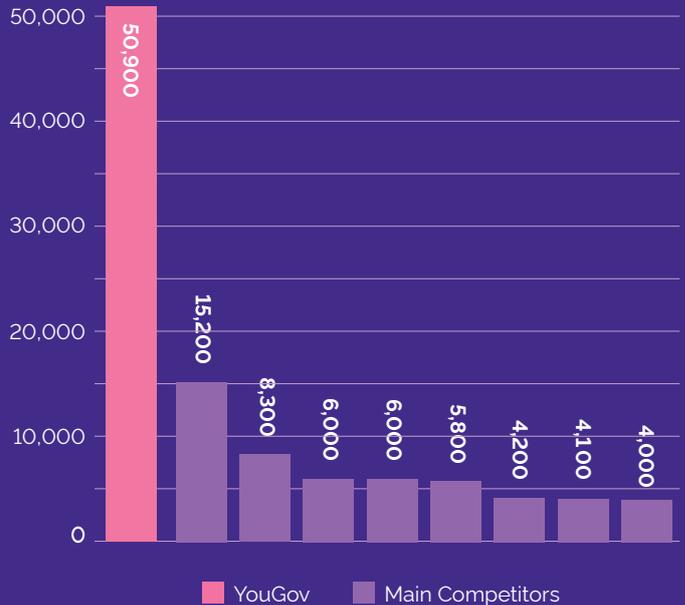
*Source - Meltwater News. Data range - 1st April '18 - 31st Mar '19

**YouGov has a 93% advocacy rating. Internal CSM data

*** 2017 UK general election, 2014 Scottish referendum - see website for details

Media Mentions

YouGov vs. competitors (UK)*



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.

International Omnibus

Reach audiences in over 70 markets. With one project contact to run your research, it's fast, accurate and easy.

Business Omnibus

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

Targeted Research

Our vast, engaged and highly profiled panel gives you a fast, cost-effective way to reach niche and targeted groups.

Regional Omnibus

Measure opinions, attitudes and behaviours in Scotland, Wales or NI, or target other specific regions across the UK.

London Omnibus & CityBus

Target 1,000 Londoners or reach representative samples from over 40 UK cities.

Specialist Omnibus

Ask about our 50+ Omnibus, Children's Omnibus, Parents Omnibus, and qualitative research options.

Concept Testing & Evaluation

Pre-launch or post: understand awareness, consideration and consumer profile for your product or campaign.