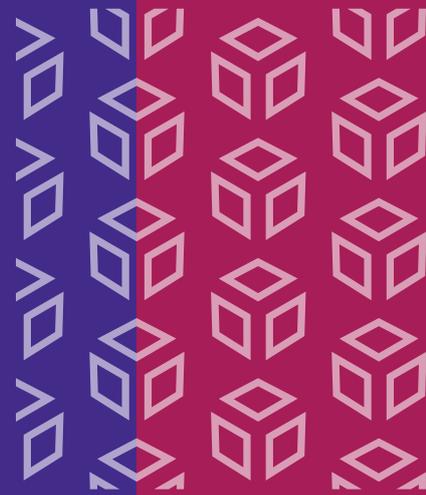


## Targeted Research

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 the depth and detail of our demographic data to ensure you get the best insights.



### Live Results

Your project could turn around in as little as a week, including survey design and set up. Now access live data during fieldwork.

## Our Service

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



### Target

Talk to us about the groups you need to research. Sample groups include:

- Business flyers • Rugby fans • Vegans • Empty-nesters • Motorcyclists • Wearable tech users • Hay fever sufferers
- Current account switchers



### Design

Whether you need ground-up questionnaire design, or an expert second opinion on your existing design, we offer:

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



### Analyse

Get your results the way you need them. The depth and detail of YouGov's respondent data means you can add additional lifestyle, attitudinal, consumer and behavioural analysis. Now choose up to four extra demographics for free, including:

- Income • Devices owned • Energy supplier • Average supermarket spend • Pets owned

**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. 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).

# 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.

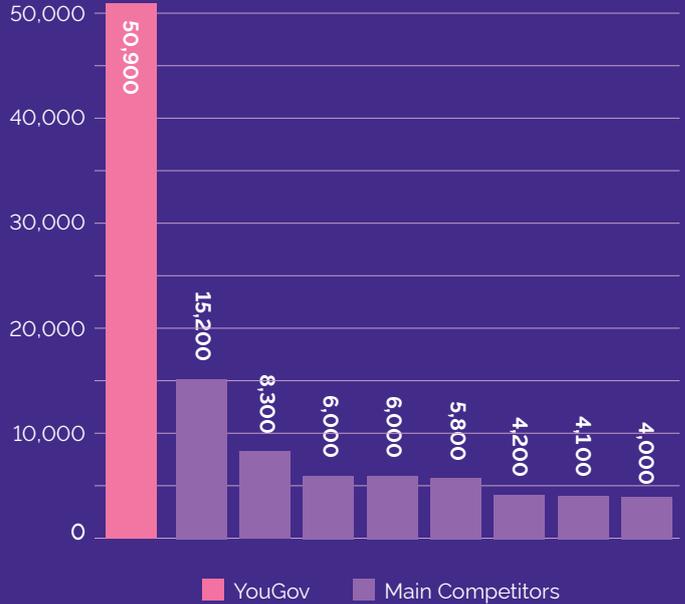
\*Source - Meltwater News. Data range - 1st April '18 - 31st Mar '19

\*\*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.

Who we work with

