

## YouGov Field and Tab

Our Field and Tab service is the cost-effective way to survey specific groups of people. Using YouGov's vast database of UK consumers' habits, attitudes and behaviours, we will tailor your sample so it reaches exactly who you need to target.

### Choose YouGov Field and Tab to:

- ✓ **Gain insight** from our pre-screened online panel of 650,000 UK respondents.
- ✓ **Target the specific group of respondents** you need to survey to get relevant answers for your project.
- ✓ **Choose respondents using a wide range of characteristics**, such as what they like, where they shop, what they own, and much more.

### Target niche groups as diverse as:

- Hay fever sufferers
- Long haul flyers
- Wearables owners
- Subscription TV customers
- Rugby fans
- And many more...

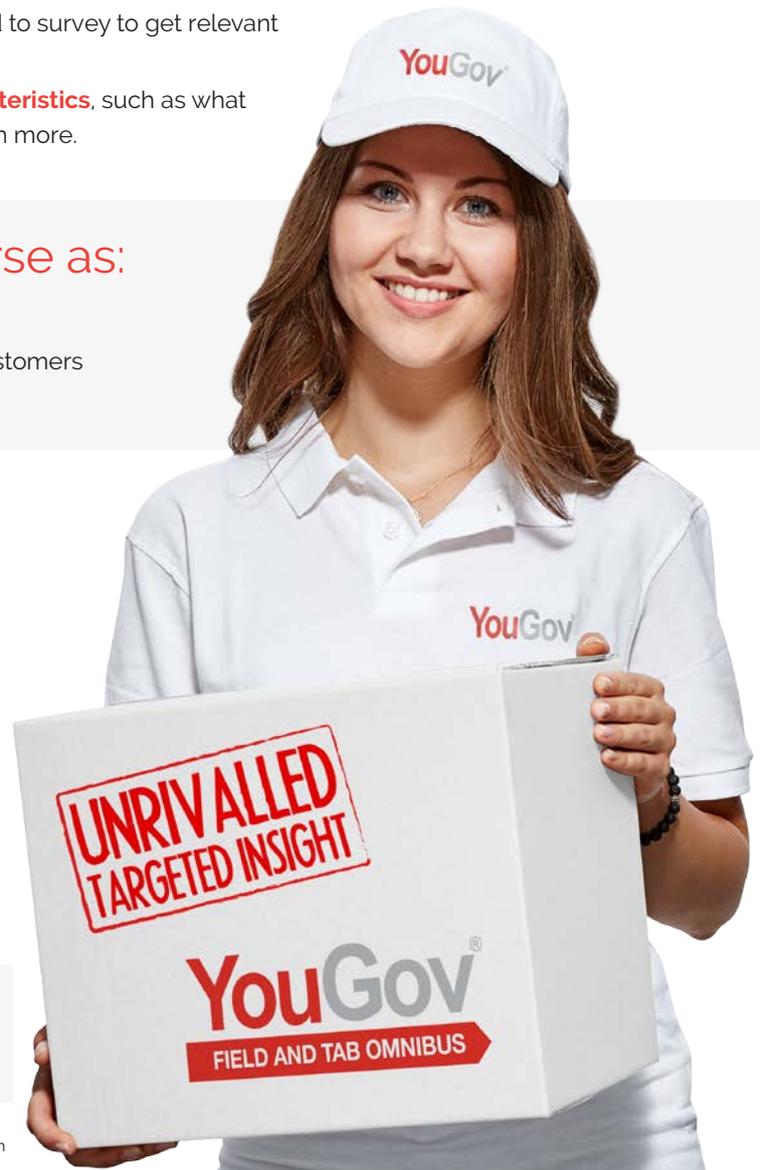
### The service you will receive:

-  All Field and Tab services include questionnaire design and results tables tailored to your specific project and sample.
-  All projects deliver Excel™ tables and topline PowerPoint™ charts as standard.
-  Research typically conducted within 3-7 working days of the project going into field\*.

\*Timings will be agreed with YouGov prior to fieldwork and depend on the specific sample and number of respondents required. Subject to YouGov's standard T&Cs (available on request).

And it's not just in the UK where we can target bespoke samples. With capabilities in over 60 countries, we can survey the hard-to-reach groups you need worldwide.

Emma, YouGov UK Omnibus Team



## **NEW** Extra choice of demographic splits - included

YouGov now profiles its panel in a way that enables you to choose up to 4 additional cross-breaks alongside your standard analysis, giving you new ways to analyse your data. All at no extra cost to you. Examples include:

- Household income
- Household energy supplier
- Pets owned
- Devices Owned
- Average supermarket spend
- And many more...



## Case study



Foreign currency supplier First Rate use YouGov Field and Tab to better understand consumer behaviour and attitudes towards high street currency outlets.

Each month YouGov targets a pre-identified group of panellists who have recently travelled abroad. This allows First Rate to track and understand consumer attitudes and behaviours toward travel money, showing

where travellers bought currency from, why they chose that provider, how much currency they bought and which channel they used. The survey also measures awareness and consideration of rival foreign currency providers and their propositions.

The insight First Rate gains from using Field and Tab means it can monitor changes in consumer attitudes and identify challenges or opportunities in consumers' decision making processes.

All of this enables First Rate to improve its proposition development and marketing planning.

## Other YouGov Omnibus services

- GB next day omnibus - 2,000 adults 18+, every day
- Scotland, Northern Ireland and Wales
- Global Omnibus (representative and bespoke samples)
- Citybus: London / UK cities
- Children (aged 8-15) and Parents
- Business leaders
- Fast turnaround qualitative
- And many more...

## Why choose YouGov?



### COVERAGE ▾

We are the UK's most quoted market research agency.\*



### REACH ▾

Our unrivalled panel provides an accurate and detailed cross-section of society.



### SPEED ▾

We provide more responses than any of our competitors and we do it faster.



### ACCURACY ▾

From predicting the Scottish Referendum to the X Factor, our track record for accuracy is well-documented.



### QUALITY ▾

More than nine in ten\*\* YouGov Omnibus clients recommend us and are happy with the support they receive from our researchers at every stage of their project.

\*Source - Meltwater News. Data range - 1st January 16 - 31st December 16  
\*\*YouGov has a 91% advocacy rating. Internal CSM data

YouGov vs. competitors (UK) 2016\*

