

CityBus

As YouGov has the largest omnibus surveying operation in the UK, we can interview representative samples of adults in over 40 major UK cities, such as London, Birmingham, Manchester, Leeds, Edinburgh and Glasgow.

The CityBus is the ideal service for gaining a quick snapshot across cities in the UK and is a great way to generate PR by comparing different opinions and behaviour from region to region. It also enables you to boost coverage by regionalising press release content for more specific areas.



Respondents

Adults aged 18+ in a selection of cities of your choice



Cost

- 500 respondents e.g. 100 adults (18+) in 5 different cities -
£200 entry fee,
£350 per standard question / open ended question
(A minimum of 4 questions required)
- 1000 respondents e.g. 100 adults (18+) in 10 different cities -
£200 entry fee,
£450 per standard question / open ended question
(A minimum of 4 questions required)
Costs for other sample sizes vary



Frequency

Once a week



Results

Within 5 to 7 working days



Anna, YouGov
Omnibus Team

CityBus Services

- Costs cover questionnaire design, including advice on adapting a national survey for city specific questions and answer options.
- Results delivered in Excel™ tables, along with PowerPoint™ summary charts also delivered at no extra cost.
- Standard questions allow up to 10 answer options, or 3 statements answered against a scale. Additional answer options are available on request.
- If commissioning a CityBus alongside a GB Omnibus, a discount of up to 35% is applied to the GB element.




YouGov
CITYBUS AND LONDON OMNIBUS



LDN London Omnibus

We interview a representative sample of London adults (aged 18+) twice weekly.

The YouGov London Omnibus is drawn from a panel of London adults, representing all ages, socio-economic groups and demographics.

 Respondents 1,000 London adults (18+)	 Cost £200 entry fee £350 per standard question £375 per open ended question (A minimum of 4 questions required)	Frequency Twice per week	 Results 48 hours
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Standard questions allow up to 10 answer options, or 3 statements answered against a scale. Additional answer options are available on request.

Costs cover questionnaire design and data tables including analysis by gender, age, region (Central, North, East, South, West), social class, children in household, working status and marital status. Additional analysis is available on request.

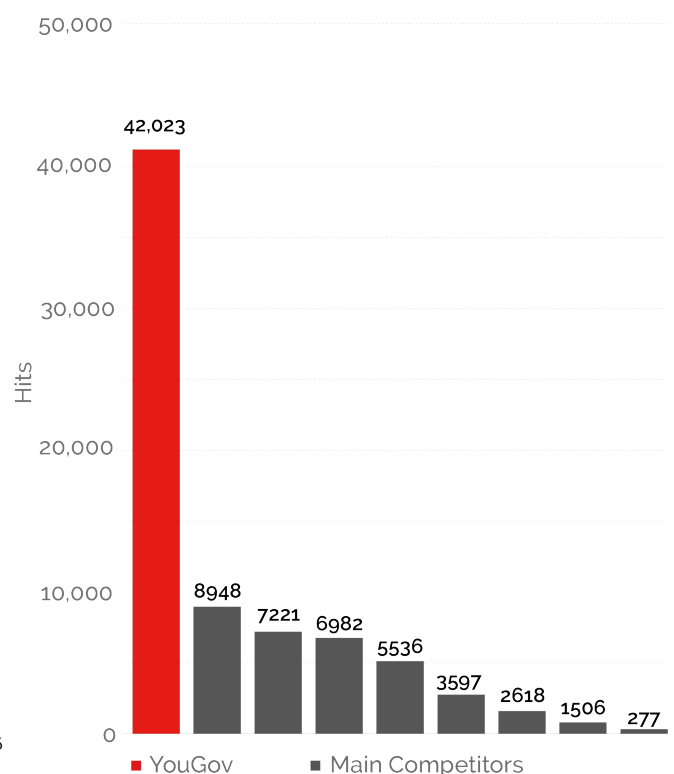
Results delivered in Excel™ tables with full demographics, along with PowerPoint™ summary charts also delivered at no extra cost.

All prices exclude VAT. Timings to be agreed with YouGov and final approved and scripted questions must be submitted by 12pm on the day of fieldwork. Subject to YouGov standard T&C's (available on request)

Why YouGov?

-  **COVERAGE** ▾
The most quoted market research agency in the UK.*
-  **SPEED** ▾
We offer more responses than competitors in the quickest turnaround time.
-  **REACH** ▾
The depth and detail of our panel gives you a true cross-section of society.
-  **QUALITY** ▾
Over 9 out of 10** clients would recommend us, and the same proportion are satisfied with the support from their researcher all the way through their project.
-  **ACCURACY** ▾
From predicting the Scottish Referendum to the X Factor, ask about our well-documented and published track record.

YouGov vs. competitors (UK) 2016*



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

