

50+ Omnibus

Research adults aged 50 and over to understand this key group's opinions, behaviours and attitudes.



Robust Research

Target representative samples of 1,000 or 2,000 adults aged 50 and over in GB or UK

Frequent Surveys

The 50+ Omnibus runs every week

Fast Results

Results within 2 working days for the 1,000 sample Omnibus and 3 working days for the 2,000 sample service

Our Rates (including questionnaire design and full results)

Get in touch to find out about options to sample other specific age groups.

Respondents	Entry	Standard question / Open-ended question	Results
1,000	£200	£350	2 working days
2,000	£200	£500	3 working days

Receive your results in full Excel™ tables with PowerPoint™ summary charts. All our costs cover questionnaire design and data tables including analysis by age (50-54,55-59,60-64,65-74,75+), gender, region, social grade, working status, marital status, presence of children in household, parents, grandparents and social media use. Ask us about other deliverables and extra demographic analysis.

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).



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.

Business Research

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

Regional Omnibus

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

Specialist Omnibus

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

International Omnibus

Reach audiences in over 60 markets. With one project contact to run your research, it's fast, accurate and easy.

Targeted Research

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

London Omnibus & CityBus

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

Concept Testing & Evaluation

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

Why YouGov?



Coverage

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



Speed

Action results faster than ever before



Reach

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



Quality

9 in 10 clients would recommend YouGov**



Accuracy

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

*Source - Meltwater News. Data range - 1st Jul '17 - 31st Jun '18**YouGov has a 93% advocacy rating. Internal CSM data
*** 2017 UK general election, 2014 Scottish referendum, etc. - see website for details

Media mentions

YouGov vs. competitors (UK)*

