

Many organisations need to quantitatively measure how they are viewed by journalists and so YouGov offers an omnibus survey as a cost-effective way to reach this important group.

We interview 100 UK journalists and editors every month all of whom cover news, current affairs or business. Individuals are recruited from right across UK consumer media including television, radio, national newspapers, relevant magazines and online.

Interviews are completed online allowing us to turn results around in just two and half weeks from questionnaire sign off.

Journalist Omnibus



Respondents

100 interviews with national journalists and editors from TV, radio, press, & online covering news, current affairs and business.

Bespoke surveys with journalist by specialism available eg sector, trade.



Frequency

Monthly



Results

2.5 weeks from start of fieldwork.

Charts and results tables provided



Cost

£750 per standard question

Minimum 5 questions plus £325 set up

Volume discounts available

- Standard question allows up to 10 answer options or 3 scaled statements.
- Additional question types and answer options available. Open questions £875.
- Our results are collected online, providing the views of 100 national journalists.
- YouGov provides free questionnaire writing support, PowerPoint results charts and Excel data tables.
- Bespoke surveys targeting journalists based on their specialism (i.e. financial, environmental, transport etc) available on request.
- Parallel surveys can be run with other groups including omnibus studies with **MPs, NGOs, local councillors, business people, and Washington DC & Brussels insiders.**

All prices exclude VAT. Subject to standard terms and conditions. *Timings to be agreed with YouGov before fieldwork begins and restriction may apply.

