

Business Research

Fast, cost-effective Business Omnibus research solutions.



Tailored Samples

Target your sample or choose a lowcost Omnibus solution.

UK or Global

Key markets from the Americas and Europe available

Fast Results

Whether it's employers, employees, generalists or specialists, get your results in as little as a week*

*Ask us about Crunch™, our brand new interactive deliverable that empowers you to explore, analyse and visualise your data

Our Rates (including questionnaire design and full results)

	Respondents	Entry	Standard question	Results
Small Business Omnibus (Businesses with fewer than 50 employees)	500		£750	Within 4-5 working days
	or			or
SME Omnibus (Businesses with fewer than 250 employees)	1,000	£400	£950	Within 6-7 working days
	or			or
B2B Omnibus (All business sizes)	now choose 2,000!		£1,250	Within 8-10 working days
HR / IT Decision Makers	500	£400	£750	Within 4-5 working days
NEW Financial / Marketing Decision Makers	500	£400	£750	Within 4-5 working days
Employees Omnibus	1,000	£200	£350	Within 4-5 working days
	2,000	£200	£500	Within 5-7 working days

Receive your results in full Excel™ tables with PowerPoint™ summary charts. All our services cover questionnaire design and data tables including analysis by respondent's gender, age and decision-making responsibilities, as well as region of business, industry sector, business size, company turnover and age of business.

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***

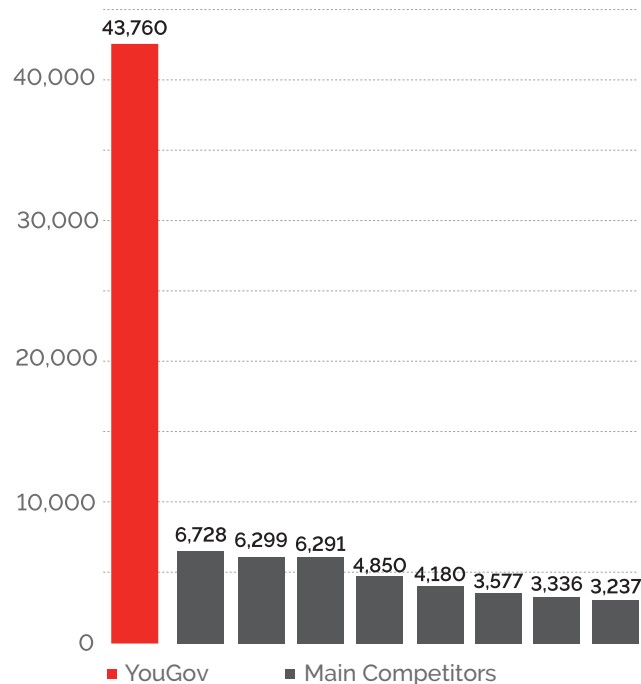
*Source - Meltwater News. Data range - 1st Jul '17 - 30th Jun '18

**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)*



Some of our clients:

