

Online & PR Express

Offering fast turnaround, industry-leading standards and high-quality data all at a competitive price, we deliver added value across all of our services, from idea generation and questionnaire design through to delivery of data tables and executive summary reports

Methodology

Nationally representative online sample of 1,000 or 2,000 GB/UK adults (18+)

Timings

Midweek Omnibus:
Questions Tuesday
- Data Friday

Weekend Omnibus:

Questions Thursday
- Data Monday

Early Bird Omnibus:

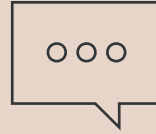
Questions Friday
- Data Wednesday

Online

Data tables and executive summary
1,000 sample = £260 per question unit
2,000 sample = £320 per question unit

PR Express

Data tables only
1,000 sample = £215 per question unit
2,000 sample = £275 per question unit



Brings your research to life by capturing video responses to your questions with our VoxPop technology



Telephone

The only weekly survey of its kind that interviews 50% by landline and 50% by mobile in order to deliver an accurate sample of the Great British population

Methodology

Nationally representative sample of 1,000 GB adults (18+) with 50/50 mix of landline and mobile respondents

Timings

+ Questions Tuesday
+ 7 day turnaround

Deliverables

+ Data tables
+ 10 different demographics available free of charge

Cost

From £575 per question unit



Flash Polls

Discover immediate public reactions to breaking news, generate newsworthy publicity or instantly respond to a crisis within hours of launching your survey

Methodology

Nationally representative sample of 1,000 GB adults (18+)

Timings

+ Start anytime
+ Data available 3-4 hours from receipt of questionnaire

Deliverables

Data tables

Cost

10 questions from £3,500



Republic of Ireland

Trusted by major Irish businesses to uncover the views and attitudes that matter most to them on home soil

Methodology

Online and Telephone surveys with a nationally representative sample of 1,000 Irish adults (18+)

Timings

Online = weekly
Telephone = fortnightly

Deliverables

+ Data tables
+ Executive summary report

Cost

Online = From €495 per question



London

Build successful strategies around issues affecting London using insight from the people that know the capital best

Methodology

Demographically representative sample of 1,000 London adults (18+)

Timings

Start anytime with 5-7 day turnaround

Deliverables

Data tables

Cost

+ £250 setup
+ £325 per question
(4 question minimum)



Demographics Available

(Online & PR Express only)

Age | Gender | Government office region | Social grade | Taken a foreign holiday in the last 3 years | Tenure | Number of cars in the household | Working status | Disability | Education level | Main grocery shopper | Ethnicity | Religion | Kids in the household | Marital status | Household income (before tax) | City | Opinion Influencer

Contact Us

Chris Menzies
Director of Omnibus

+44 (0)20 7553 4149

chris.menzies@yonderconsulting.com
www.yonderconsulting.com

International

Our specialist global team explore attitudes on brands, products, services and cultural issues in over 90 countries worldwide with fast, affordable fieldwork and high-quality questionnaire translation



Methodology

- + Representative population samples (or bespoke sub samples) in 90 markets worldwide
- + Online, CATI and face-to-face interviews
- + All data verified, checked and processed in-house
- + Enhanced verification and survey quality controls managed in-house

Timings

Typical turnaround between 5 and 14 days

Deliverables

- + Data tables for each market
- + Aggregated set of tables summarising all markets
- + Analytical report on request

Cost

Contact us for a quotation

Face-to-Face

A personal and high-quality solution that enables you to uncover insight on even the most complex issues through face-to-face interviews

Methodology

Nationally representative sample of 1,000 or 2,000 GB adults (15+)

Timings

- + Submit questions Tuesday
- + 12-day turnaround

Deliverables

Data tables

Cost

Contact us for a quotation



Ad Hoc



Achieve the most relevant insight possible by targeting harder to reach groups, such as:

- + Young children & parents
- + High earners
- + Healthcare professionals
- + Ethnic Minorities
- + Students
- + Over 65s
- + Early adopters of technology
- + Thought leaders

Cost

Contact us for a quotation

MP Panel

Understand how to increase the profile of the issues that matter to you, test MPs' views on legislation and campaigns, and measure the effectiveness of your comms by posing your questions to the House of Commons

Methodology

100 interviews with MPs, representative of the party political composition of the House

Timings

Every two months

Deliverables

Data tables and report

Cost

Contact us for a quotation

Business

Tap into the attitudes and opinions of SME owners and directors

Methodology

Online interviews with 500 business owners and directors within SMEs in various sectors across the UK

Timings

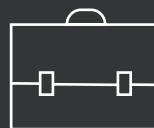
Start anytime with 7-day turnaround

Deliverables

- + Data tables
- + Analytical report on request

Cost

- + £300 setup
- + £550 per question (4 question minimum)



Why Yonder?

Experience

Our Director-led team of expert researchers have worked with clients in all sectors, from blue chip companies and household names to PR and communication agencies.

Innovation

We offer a variety of enhanced technology solutions including gamification of questions, implicit testing, facial coding, media diagnostics and video VoxPops.

Quality

We are a founding member of the British Polling Council and have pioneered quality measures to increase the accuracy of survey data.

Reputation

We are acknowledged as a trusted source of reliable research, and are one of the most frequently quoted polling companies in the media.