

## 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:

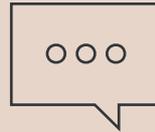
Questions Friday  
- Data Wednesday

### Online

Data tables and executive summary  
1,000 sample = from £270 per question unit  
2,000 sample = from £330 per question unit

### PR Express

Data tables only  
1,000 sample = from £225 per question unit  
2,000 sample = from £285 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 = fortnightly

### Deliverables

+ Data tables  
+ Executive summary report

### Cost

Online = From £440 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

+ £300 setup  
+ £375 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

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Director of Omnibus

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## 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

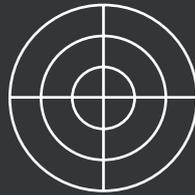
Data tables

### 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

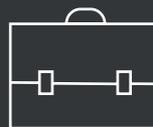
Start anytime with 7-day turnaround

### Deliverables

- + Data tables
- + Analytical report on request

### Cost

- + £310 setup
- + £575 per question (4 question minimum)



## Children

Delve into the minds, views and behaviours of children aged 8 to 15 years.

### Methodology

Online nationally representative sample of 1,000 children aged 8-15 (quotas for age, gender & region)

### Timings

Start anytime with 7-day turnaround

### Deliverables

Data tables

### Cost

- + £520 setup
- + £725 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.