

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

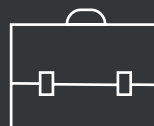
Start anytime with 7-day turnaround

Deliverables

- + Data tables
- + Analytical report on request

Cost

- + Get in touch



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.