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Contract

Public Perception Market Research

Met Office

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-035585

Procurement identifier (OCID): ocds-h6vhtk-0554a0

Published 27 June 2025, 9:06am

Scope

Reference

DN773472

Description

Market Research to measure public

perceptions of forecast accuracy

through the Met Office direct channels.

Contract 1

Supplier

- YouGov PLC

Contract value

- £58,630 excluding VAT
- £70,356 including VAT

Below the relevant threshold

Date signed

25 June 2025

Contract dates

- 1 July 2025 to 30 June 2027
- 2 years

Main procurement category

Services

CPV classifications

- 73000000 - Research and development services and related consultancy services

Contract locations

- UK - United Kingdom

Procedure

Procedure type

Below threshold - limited competition

Supplier

YouGov PLC

50 Featherstone Street

London

EC1Y 8RT

United Kingdom

Email: publicsectorenquiries@yougov.com

Website: <http://www.yougov.co.uk>

Region: UKI43 - Haringey and Islington

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1

Contracting authority

Met Office

- Public Procurement Organisation Number: PVZW-3234-DTLY

Met Office

Exeter

EX1 3PB

United Kingdom

Email: procurement.enquiries@metoffice.gov.uk

Website: <https://www.metoffice.gov.uk/>

Region: UKK43 - Devon CC

Organisation type: Public authority - central government