

Omnibus

• Answering all your questions, quickly and cost-effectively

WHY YOUNGOV?

YouGov has been acclaimed as the UK's most quoted research company and has a well documented and published track record illustrating the success of its survey methods. The brand ensures that clients have a 'head start' in gaining high media visibility and adds both credibility and independence to results.

MORE OMNIBUS SOLUTIONS THAN EVER BEFORE...

GB / UK
SCOTLAND
WALES
LONDON

- NATIONALLY REPRESENTATIVE OF ADULTS 18+
 - FULL RESULTS WITHIN 48 HOURS
 - 24 HOUR RESULTS AVAILABLE ON REQUEST
- REPRESENTATIVE OF LONDON ADULTS 18+
• FULL RESULTS WITHIN 48 HOURS • 24 HOUR RESULTS AVAILABLE ON REQUEST

GB's only
DAILY omnibus
with
2,000 RESPONSES



INTERNATIONAL

Using YouGov's Global Network, you can elicit consumer feedback from around the world quickly, reliably and affordably.

Across the Americas, Europe, Asia, the Middle East and Australasia.

SPECIALIST

The size and diversity of the YouGov panel enables you to reach almost any group of people imaginable so it is possible to research groups other than those listed here:

MAIN SHOPPER OF HOUSEHOLD • PRODUCT AWARENESS • SPENDING HABITS
• RESPONSE TO ADVERTISING • SHOPPING BEHAVIOUR

PARENTS OF CHILDREN AGE 16 & UNDER • LIFE STAGE MARKETING
• NEW PRODUCT DEVELOPMENT • ATTITUDES TOWARDS SERVICES FOR CHILDREN

SPORT SPECTATORS & PARTICIPANTS • SPONSORSHIP EFFECTIVENESS
• ADVERTISING OPPORTUNITIES • SERVICES & BRANDING

EMPLOYEES FROM VARIOUS INDUSTRY SECTORS • HR STRATEGIES
• ATTITUDES TOWARDS BENEFITS • POLICY EFFECT

MINORITY SAMPLES DIFFICULT TO REACH GROUPS



B2B

The YouGov Small Business Omnibus reaches the decision makers of small businesses; senior managers and above.

If you want to find out what the small business community is thinking, this is the perfect vehicle for you to use.

QUAL

Combining the benefits of quantitative omnibus research with qualitative insight.

Qualitative techniques allow you to follow-up with respondents from any of YouGov's other omnibus services and dig deeper into the results in order to gain further perspective.



GB / UK RATES & TIMINGS

The YouGov GB Omnibus runs every weekday (excluding public holidays) – it is GB's only daily omnibus with a sample size of 2,000. Also available UK-wide. Entry fee £200.

QUESTION TYPES

Pre-coded:

Up to 8 answer options (multiple choice) or 12 answer options (single choice): £300
Additional answer options (per batch of 4): £150

Statement grids (per 2 statements):

A statement (or Lickert) grid - a series of similar questions, all answered against the same scale: £300
(e.g. 'very good <-> very poor' or '0 to 10')

Open-ended:

£325

RESULTS

Fees cover standard deliverables of data tabulations including analysis by gender, age (18-24, 25-34, 35-44, 45-54, 55+), regions and social class (ABC1 / C2DE).

Additional analysis available on request.

TIMINGS

Final questions (approved and confirmed by YouGov) must be submitted by 12pm on the day of fieldwork.

| | Mon | Tues | Wed | Thur | Fri |
|----------------|----------|-----------|----------|-----------|----------|
| Final sign-off | Mon 12pm | Tues 12pm | Wed 12pm | Thur 12pm | Fri 12pm |
| Fieldwork | Mon 4pm | Tues 4pm | Wed 4pm | Thur 4pm | Fri 4pm |
| Close | Wed 9am | Thur 9am | Fri 9am | Mon 9am | Mon 9am |
| Results | Wed 12pm | Thur 12pm | Fri 12pm | Mon 12pm | Mon 5pm |

Subject to YouGov standard terms and conditions. Timings to be agreed with YouGov before fieldwork. All prices exclude VAT.

OTHER OMNIBUS SERVICES

Please contact the team for all rates, timings and sample sizes:

GB / UK
INTERNATIONAL
LONDON
SCOTLAND
WALES
QUAL

SMALL BUSINESS
MAIN SHOPPER
PARENTS
SPORT
EMPLOYEES
MINORITY SAMPLES
and more...

66 YouGov allows us to ask twice the number compared with most polls. The bottom line is that they get results faster than anyone else and their results are as good as or better than those of other agencies **99** Daily Telegraph

Contact the YouGov Omnibus team:

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