

## MENA, INDIA & PAKISTAN

YouGov Omnibus is the perfect vehicle to quickly and cost effectively discover people's opinions, attitudes and behaviors. Clients can purchase research by the questions - an ideal way to conduct extensive research, even on a small budget.

### UAE, KSA & Egypt

**TWICE WEEKLY**

**1,000 respondents**

**1000**

Responses

Egypt  
KSA  
UAE

**750**

Responses

Morocco

**500**

Responses

Algeria  
India  
Jordan  
Pakistan

**250**

Responses

Kuwait  
Syria

**150**

Responses

Bahrain  
Lebanon  
Oman  
Qatar

### Schedule

**RESULTS IN 8 DAYS**

**Sunday & Wednesday Surveys**

#### Sunday Omnibus

Final approved questions submitted by Thursday 15:00 (+4 GMT)

#### Wednesday Omnibus

Final approved questions submitted by Tuesday 15:00 (+4 GMT)

- No minimum number of questions.
- Standard questions allow up to 10 answer options, or 3 statements answered against a scale. Additional answer options available upon request.
- Costs cover questionnaire design and data tables including analysis by gender, age, region, children in household, working status and marital status. Translation to and from Arabic also included.
- Add further insight to your results with a summary report.

## INTERNATIONAL SERVICES

- Research virtually any region, or compare results from multiple countries.
- Gain robust accurate results quickly and affordably across Europe, the Americas, Asia, the Middle East and Asia.
- Target both nationally representative and specialist samples in global markets.



### International

**Respondents:** 500 - 2,000 adults aged 18+ (national cross section or bespoke groups)

**Frequency:** daily (Monday to Friday)

**Timings and Costs:** dependent upon the service and countries required



## PRICING PER QUESTION

### SINGLE COUNTRY RATES

	Responses	Price
<b>Arabian Gulf</b>		
KSA	1000	\$ 500
UAE	1000	\$ 500
Kuwait	250	\$ 200
Qatar	150	\$ 150
Bahrain	150	\$ 150
Oman	150	\$ 150
<b>Levant</b>		
Jordan	500	\$ 300
Syria	250	\$ 200
Lebanon	150	\$ 150
<b>North Africa</b>		
Algeria	500	\$ 300
Egypt	1000	\$ 500
Morocco	750	\$ 375
<b>Indian Subcontinent</b>		
India	500	\$ 250
Pakistan	500	\$ 250

### CLUSTER RATES

Region	Responses	Price
Arabian Gulf KSA, UAE, Kuwait, Qatar, Bahrain & Oman	2700	\$ 1,000
Levant & North Africa Algeria, Egypt, Jordan Lebanon, Morocco	2650	\$ 1,000
Indian Subcontinent India, Pakistan	1000	\$ 400

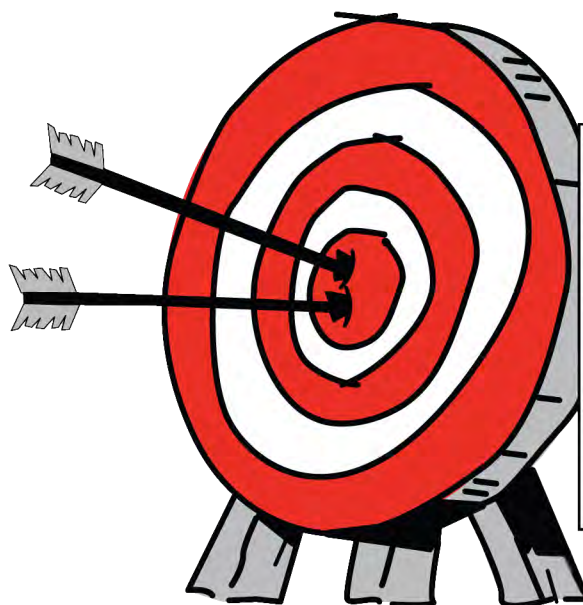
## AD TRACKING AND CONCEPT TESTING

- The YouGov Omnibus is the perfect vehicle for learning more about your target audience and quickly testing concepts (images and video clips can be incorporated).
- Our Omnibus ad tracking service provides a cost-effective way of gauging pre, mid and post campaign awareness and opinion.

## WHY YUGOV?

- **Coverage:** The most quoted market research agency in the Middle East.
- **Accuracy:** Well documented and published track record, from predicting national elections to industry insights and trends.
- **Quality:** Our clients give us a 94% satisfaction rate\* receiving support from their researcher all the way through the project.
- **Reach:** The depth and detail of our panel gives you a true cross-section of society.
- **Speed:** We offer more responses than competitors in an exceptionally fast turnaround time.

\* Internal CSM data



### ANNUAL BULK RATES

Questions	Rate
50	\$ 20,000
100	\$ 35,000
200	\$ 60,000

