

How it works

YouGov interviews a representative sample of the adult (aged 18+) online population in 16 countries across the Middle East & North Africa and South Asia (MENASA) twice a week using our market leading Omnibus online research service.

Receive up to
1,000
responses
in 7 days



PAY BY THE QUESTION



**INTERVIEW
MONDAYS & WEDNESDAYS**



REACH REPRESENTATIVE SAMPLES



GET RESULTS WITHIN 7 DAYS

Pricing per question

SINGLE COUNTRY RATES

Region	Responses	Price
GCC		
KSA	1,000	\$ 500
UAE	1,000	\$ 500
Kuwait	250	\$ 200
Qatar	150	\$ 150
Bahrain	150	\$ 150
Oman	150	\$ 150
Levant		
Jordan	500	\$ 300
Syria	250	\$ 200
Lebanon	250	\$ 200
North Africa		
Algeria	1,000	\$ 400
Egypt	1,000	\$ 500
Morocco	1,000	\$ 400
Other		
Iraq	500	\$ 300
Tunisia	500	\$ 300
Indian Subcontinent		
India	1,000	\$ 500
Pakistan	500	\$ 250

REGIONAL CLUSTER RATES

Region	Responses	Price
UAE, KSA, Egypt	3,000	\$ 1,200
GCC	2,700	\$ 1,000
KSA, UAE, Kuwait Qatar, Bahrain & Oman		
GCC & Levant	3,700	\$ 1,500
KSA, UAE, Kuwait, Qatar, Bahrain, Oman, Jordan, Syria & Lebanon		
GCC & Egypt	3,700	\$ 1,500
KSA, UAE, Kuwait Qatar, Bahrain, Oman, Egypt		
Levant & North Africa	3,900	\$ 1,500
Jordan, Syria, Lebanon, Algeria, Egypt & Morocco		
Additional customised cluster options available on request.		

Single & cluster country entry fee: \$ 300

- Questionnaire design, Arabic translation and data delivered as excel tables are included.
- Analysis provided by gender, age, region, children in household, working status and marital status.
- Standard questions allow up to 10 answer options, or three statements answered against a scale.
- Additional answer options and analysis are available upon request.



Speciality Services in MENA

In addition to interviewing the general population in certain countries, YouGov Omnibus can also interview certain profiled respondent groups via our speciality services. Take a look at the speciality services we offer below.

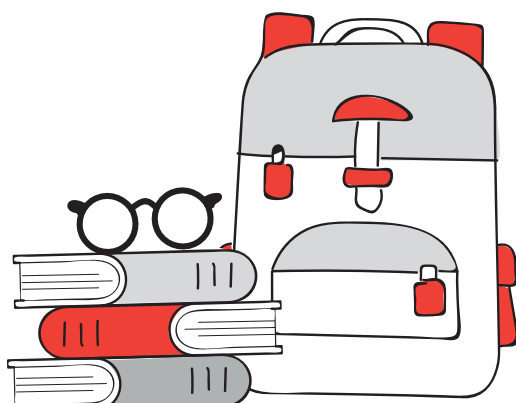
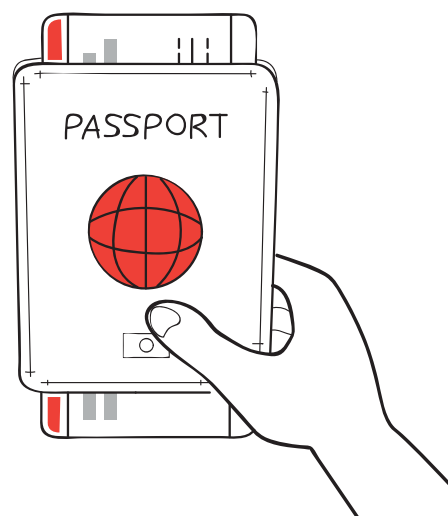


City Bus

Respondent group:	General population, aged 18+ years
Responses:	500
Frequency:	Weekly
Results delivered:	in 7 days
Cities available:	Dubai, Abu Dhabi, Riyadh, Jeddah, Cairo, Alexandria, Agadir, Casablanca, Fes, Marrakech and Tangier
Cost:	\$300 entry fee \$300 per standard or open ended question (Minimum 4 questions required)

Travel Bus

Respondent group:	Business and leisure travelers (defined as people who have taken a short/long haul round trip at least once in the last 12 months)
Responses:	500
Frequency:	Weekly
Results delivered:	in 7 days
Countries available:	UAE, Saudi Arabia, Egypt
Cost:	\$300 entry fee \$300 per standard question/open ended question (Minimum 4 questions required)



School Bus

Respondent group:	Parents of children aged 18 years or under
Responses:	500
Frequency:	Weekly
Results delivered:	in 7 days
Countries available:	UAE, Saudi Arabia, Egypt
Cost:	\$300 entry fee \$300 per standard question/open ended question (A minimum of 4 questions required)



Speciality Services in MENA



Online Shoppers

Respondent group:	People who purchase goods/services online frequently
Responses:	500
Frequency:	Weekly
Results delivered:	in 7 days
Countries available:	UAE, Saudi Arabia, Egypt
Cost:	\$300 entry fee \$300 per standard question/open ended question (A minimum of 4 questions required)

Decision-Makers

Respondent group:	Chairman, Board Member, Partner, Owner, President, COO, CEO, CFO, Controller, Treasurer, Executive Vice President, Senior Vice President, Vice President, Assistant VP, Principal, General Manager, Director, Department Head, Manager or Senior Manager
Responses:	500
Frequency:	Weekly
Results delivered:	in 7 days
Countries available:	UAE and Egypt
Cost:	\$300 entry fee \$300 per standard question/open ended question (A minimum of 4 questions required)



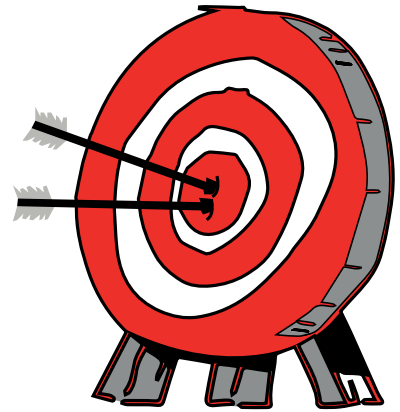
Millennials

Respondent group:	Males and females aged 18 – 35 years
Responses:	500
Frequency:	Weekly
Results delivered:	in 7 days
Countries available:	UAE, Saudi Arabia, Egypt, Morocco
Cost:	\$300 entry fee \$300 per standard question/open ended question (A minimum of 4 questions required)



How do businesses use YouGov Omnibus?

- To generate PR stories.
- To test advertising copy.
- To track advertising - pre, mid and post campaign awareness and opinion.
- To track brand awareness.
- To test concepts (images and videos can be included to bring research to life).
- To evaluate concepts.
- To identify different markets and market sizes.
- To enhance client proposals and pitches with an informed, data-driven opinion.



International services

- Gain robust, accurate results quickly and cost effectively from markets in the UK, Europe, the Americas, Asia and Australasia - international B2B service also available.
- Reach virtually any region or compare results from multiple countries.
- Target both representative and specialist samples in global markets.
- Prices available upon request.

Why YouGov?



VALUE FOR MONEY ▼

Pay for research by the question at a fraction of what you might spend on an ad hoc study without compromising on data quality.



SPEED ▼

We offer more responses than our competitors in an exceptionally fast turnaround time.



REACH ▼

The depth and detail of our panel gives you a true cross-section of society.



ENGAGEMENT ▼

We achieve the highest response rate in MENA from an online community who have requested to participate in YouGov surveys.



ACCURACY ▼

We have a well-documented and published track record and are trusted by the region's leading media, brands and businesses.



COVERAGE ▼

We are the most quoted market research agency amongst our competitors in MENA.*

*Meltwater media monitoring 2016

