

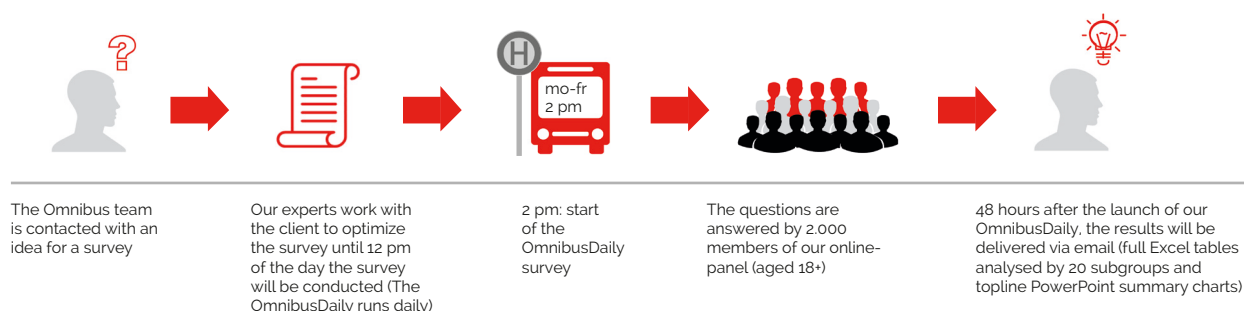
## What is the YouGov Omnibus?

The YouGov Omnibus is a nationally representative multi-topic survey conducted online. It is the fastest and most cost-effective tool to get to know people's opinions, attitudes and behaviours – whether on a national, international or target group specific scale.

## How does an Omnibus work?

In an Omnibus survey the questions of several clients are combined into one multi-topic survey. The questions are answered by our online community – the German YouGov panel. Thanks to our standardised process, the YouGov Omnibus is exceptionally fast and effective: depending on the chosen Omnibus type, representative results are available within 24 or 48 hours.

## A typical OmnibusDaily process:



## International Omnibus surveys

The YouGov Omnibus is your window to people's opinions and attitudes worldwide, reaching consumers and specific target groups in over 60 countries. Depending on the country, results will be delivered within two to six business days!

## Data evaluation by demographic subgroups

Our Omnibuses offer a lot more than an evaluation based on age and gender. Depending on the type of Omnibus you choose, the results are split into up to 20 demographic subgroups. In our easily understandable results charts, you can find the respondent's answers broken down by place of residence, marital status, migration background, religious affiliation, working status, social media usage and political involvement, amongst others.

## The YouGov Omnibuses can be used for a wide variety of purposes, such as:

- |  |                                |  |                      |
|--|--------------------------------|--|----------------------|
|  | POPULATION SURVEYS             |  | BRAND PERCEPTION     |
|  | PRODUCT DEVELOPMENT            |  | PRICING STRATEGIES   |
|  | COMMERCIAL/ADVERTISEMENT TESTS |  | PR/CONTENT MARKETING |

Please find more information on our different types of Omnibuses and prices on the back.



## Our Omnibus solutions

YouGov offers different Omnibus products tailored to various needs. If you want to address a specific target group – e.g. executive decision makers, employees, metropolitan residents or car drivers – you can choose from our wide-ranging portfolio of standardised Omnibuses in order to receive the best possible results for your needs.

	Sample definition**	DURATION	Result delivery	Entry fee	PRICES*	1 standard question/ grid	1 open ended question uncoded/coded	Minimum number of questions
OmnibusDaily	2.000 respondents nationally representative		48 hours***	200€	480€	500€/880€	n/a	
OmnibusExpress	1.000 respondents nationally representative		24 hours***	200€	750€	770€/1.000€	n/a	
Omnibus International	500 to 2.000 respondents (depending on country requested)	Depending on country – please contact us for more information!						
OmnibusB2B	500 executive decision makers		After 7 days	200€	650€	680€/880€	2	
Omnibus Employee	500 employees		After 7 days	200€	650€	680€/880€	2	
OmnibusBestAge	500 respondents aged 50+		After 7 days	200€	580€	600€/880€	2	
Omnibus Metropolis	500 respondents living in the specific metropolitan area		After 7 days	200€	580€	600€/880€	2	
OmnibusCarDriver	500 cars drivers		After 7 days	200€	580€	600€/880€	2	
OmnibusPetOwner	500 pet owners		After 7 days	200€	580€	600€/880€	2	
OmnibusNRW	1.000 respondents living in North Rhine-Westphalia		After 10 days	200€	600€	650€/900€	2	

\*All prices are exclusive of VAT. (Currently 19 per cent)

\*\*The samples are representative of the respective target group.

\*\*\*Coding of open ended questions may require additional 1 to 2 working days.

## ADDITIONAL SERVICES ▼

Grid question: per 3 additional items	+ 200€
Commented chart report	+ 100€ per question
Embedding of graphics	+ 60€ per graphic
Embedding of videos	+ 150€ per video (up to 30 seconds)
Inclusion of additional data from the German YouGov Panel	+ 200€ per standing data

We would be happy to help you find the best solution for your company and your individual request. Please do not hesitate to contact our Omnibus team!

## ABOUT YOUTGOV ▼

YouGov is a global market research and data company, spanning 31 locations in Europe, USA, Middle East, Africa, and Asia. We are among the pioneers of online market research and one of the leading providers in this field. Our online research is founded on our panel of over 5 million panellists across 38 countries, more than 200,000 of them in Germany. According to the American Marketing Association, YouGov ranks among the top 20 market research companies worldwide.

## CONTACT ▼

Are you interested in our Omnibuses or have further questions? Please contact us!  
YouGov Omnibus Team  
+49 (0) 221 420 61 366  
omnibus@yougov.de  
yougov.de

