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:

- The Omnibus team is contacted with an idea for a survey.
- Our experts work with the client to optimize the survey until 12 pm of the day the survey will be conducted (The OmnibusDaily runs daily).
- 2 pm: start of the OmnibusDaily survey.
- The questions are answered by 2,000 members of our online panel (aged 18+).
- 48 hours after the launch of our OmnibusDaily, the results will be delivered via email (full Excel tables analysed by 20 subgroups and topline PowerPoint summary charts).

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
- PRODUCT DEVELOPMENT
- COMMERCIAL/ADVERTISEMENT TESTS
- BRAND PERCEPTION
- PRICING STRATEGIES
- 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.

<table>
<thead>
<tr>
<th>Omnibus</th>
<th>Sample definition</th>
<th>Result delivery</th>
<th>Entry fee</th>
<th>1 standard question/grid</th>
<th>1 open ended question uncoded/coded</th>
<th>Minimum number of questions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily</td>
<td>2,000 respondents nationally representative</td>
<td>48 hours***</td>
<td>200€</td>
<td>480€</td>
<td>500€/880€</td>
<td>n/a</td>
</tr>
<tr>
<td>Express</td>
<td>1,000 respondents nationally representative</td>
<td>24 hours***</td>
<td>200€</td>
<td>750€</td>
<td>770€/1,000€</td>
<td>n/a</td>
</tr>
<tr>
<td>International</td>
<td>500 to 2,000 respondents (depending on country requested)</td>
<td>Depending on country – please contact us for more information!</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>B2B</td>
<td>500 executive decision makers</td>
<td>After 7 days</td>
<td>200€</td>
<td>650€</td>
<td>680€/880€</td>
<td>2</td>
</tr>
<tr>
<td>Employee</td>
<td>500 employees</td>
<td>After 7 days</td>
<td>200€</td>
<td>650€</td>
<td>680€/880€</td>
<td>2</td>
</tr>
<tr>
<td>BestAge</td>
<td>500 respondents aged 50+</td>
<td>After 7 days</td>
<td>200€</td>
<td>580€</td>
<td>600€/880€</td>
<td>2</td>
</tr>
<tr>
<td>Metropolis</td>
<td>500 respondents living in the specific metropolitan area</td>
<td>After 7 days</td>
<td>200€</td>
<td>580€</td>
<td>600€/880€</td>
<td>2</td>
</tr>
<tr>
<td>Car Driver</td>
<td>500 cars drivers</td>
<td>After 7 days</td>
<td>200€</td>
<td>580€</td>
<td>600€/880€</td>
<td>2</td>
</tr>
<tr>
<td>Pet Owner</td>
<td>500 pet owners</td>
<td>After 7 days</td>
<td>200€</td>
<td>580€</td>
<td>600€/880€</td>
<td>2</td>
</tr>
<tr>
<td>NRW</td>
<td>1,000 respondents living in North Rhine-Westphalia</td>
<td>After 10 days</td>
<td>200€</td>
<td>600€</td>
<td>650€/900€</td>
<td>2</td>
</tr>
</tbody>
</table>

*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 YOUGOV

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
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