

Business Omnibus Services

YouGov's Business Omnibus service is a fast, cost-effective way to get opinions from business decision makers or employees across the nation.

NEW!

	2,000 RESPONDENTS	1,000 RESPONDENTS	500 RESPONDENTS
Small Business Omnibus (Businesses with less than 50 employees)	✓	✓	✓
SME Omnibus (Businesses with less than 250 employees)	✓	✓	✓
B2B Omnibus (All business sizes)	✓	✓	✓
Entry Fee	£400	£400	£400
Cost per standard question/ open end	£1,250	£950	£750
Results	Within 8-10 working days	Within 6-7 working days	Within 4-5 working days

A minimum of 4 questions required

All prices exclude VAT. Timings to be agreed with YouGov and final approved and scripted questions must be submitted by 12pm on the day of fieldwork. Subject to YouGov standard T&C's (available on request).

Ema, YouGov
Omnibus Team

- Standard questions allow up to 10 answer options, or 3 statements answered against a scale. Additional answer options are available on request.
- Costs cover questionnaire design and data tables including analysis by gender, age, region of business, industry sector, business size and company turnover.
Now also includes age of business and decision making responsibilities of respondents.
- Bespoke samples and additional analysis are available on request.

Global Business Omnibus

Our Business Omnibus services are also available in key European, Northern American and Southern American markets. Contact us for details and pricing.



	Respondents	Entry Fee	Cost per Standard Question	Results
Employees Omnibus	1,000	£200	£350	Within 4-5 working days
	2,000	£200	£500	Within 5-7 working days
HR Decision Makers	500	£400	£750	Within 4-5 working days
IT Decision Makers	500	£400	£750	Within 4-5 working days

A minimum of 4 questions required. Discounts available if commissioning a project on more than one Business Omnibus Service.

All prices exclude VAT. Timings to be agreed with YouGov and final approved and scripted questions must be submitted by 12pm on the day of fieldwork. Subject to YouGov standard T&C's (available on request).

Companies that have used the YouGov Business Omnibus services include:



Why YouGov?



COVERAGE ▾

The most quoted market research agency in the UK.*



SPEED ▾

We offer more responses than competitors in the quickest turnaround time.



REACH ▾

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



QUALITY ▾

Over 9 out of 10** clients would recommend us, and the same proportion are satisfied with the support from their researcher all the way through their project.



ACCURACY AND RELIABLE ▾

Every year, hundreds of top brands and companies rely on YouGov data to get the very best insight to inform decision making and marketing.

*Source - Meltwater News. Data range - 1st January 16 - 31st December 16

**YouGov has a 91% advocacy rating. Internal CSM data

YouGov vs. competitors (UK) 2016*

