



## Specialist omnibus services

- Benefits**
- Target niche groups from our panel of over 800,000 UK respondents.
  - Choose from one of our many specialist omnibus products.
  - Get answers from only the most relevant respondents by targeting a bespoke sample (consumer or B2B) through our fast turnaround Field and Tab service.

- Services**
- Scotland, Wales, Northern Ireland.
  - Citybus - London / UK Cities / International.
  - Children (aged 6 upwards).
  - Parents, Sports fans, MPs.
  - Small business / SME / All size B2B / Senior I.T. decision makers.
  - Fast turnaround qualitative.
  - And many more...



## Ad tracking and concept testing

- Our omnibus is the perfect vehicle for learning more about your target audience and quickly testing concepts. We'll always help you to include images and videos in the survey to really bring the research to life.
- The YouGov Omnibus ad tracking service provides a cost-effective way of gauging pre, mid and post campaign awareness and opinion.

## 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 ▾

From predicting the Scottish Referendum to the X Factor, ask about our well-documented and published track record.

\*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\*

