

Business Omnibus Services

✓ **Small Business Omnibus** (Businesses with less than 50 employees)

✓ **SME Omnibus** (Businesses with less than 250 employees)

✓ **B2B Omnibus** (All business sizes)

500 RESPONDENTS ▾



Results

Within 4 - 5 working days



Cost

- **£400** entry fee
- **£650** per standard question / open ended question (A minimum of 4 questions required)

1,000 RESPONDENTS ▾



Results

Within 5 - 7 working days



Cost

- **£400** entry fee
- **£950** per standard question / open ended question (A minimum of 4 questions required)

✓ **IT Decision Makers Omnibus** (All business sizes)

500 RESPONDENTS ▾



Results

Within 5 working days



Cost

- **£400** entry fee
- **£700** per standard question / open ended question (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's & C's (available on request).

- 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.
- International, bespoke and larger samples and additional analysis are available on request.



Atem, YouGov Omnibus Team



Case study



Golin Harris PR commissioned business research that surveyed both IT buyers and marketers from technology companies - it explored

the importance of social media in the B2B space and the influence it played in the buying decision of IT purchasers.

The study reveals that IT buyers are most put off by poor content and poor tailoring of online content, rather than the type of social media it's communicated through. Nearly 2 in 5 (39%) IT purchasers also said the lack of relevant content is a primary reason why they stop following a brand, whilst 37% sighted limited information being shared across social media channels. The research also showed 34% of IT buyers

said that interacting with a brand online has a positive influence on their purchasing decision. Additionally, 31% of IT purchasers think it is important to see the B2B brands they might buy from comments on the daily news agenda.

Interestingly, 50% of marketers said that real-time marketing (commenting on events within minutes on social channels) is not important to social media campaigns, which illustrates a discrepancy between the two groups in the importance they place on social media in B2B marketing.

The business research formed the basis of an infographic, which Golin Harris used to depict the key findings; these have also been communicated on Twitter.

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 ▾

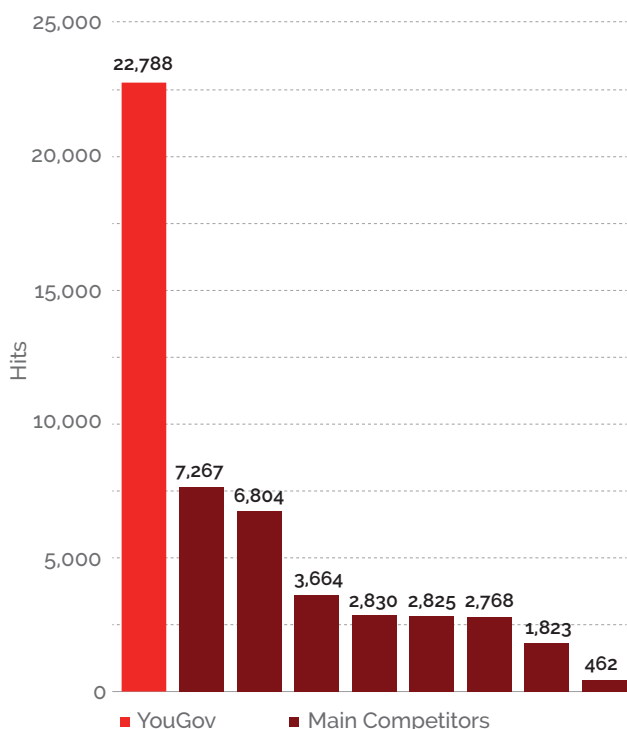
Over 9 out of 10** clients would recommend us, and the same proportion are satisfied with the support from their researcher all the way through their project.



ACCURACY ▾

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

YouGov vs. competitors (UK) 2014



*Source - Meltwater News: Data range - 1st January 14 - 31st December 14

**YouGov has a 94% customer satisfaction rating. Internal CSM data

