

## Next Day GB Omnibus 2,000 sample

We interview a nationally representative sample of GB / UK adults, aged 18+, daily (excluding public holidays).

ENTRY	▶ Book space on the nation's market leading omnibus	▶ £200
QUESTIONS	▶ Price for a question with up to 10 single or multiple choice answer options	▶ £300
SCALE QUESTIONS	▶ Price for each three statements answered against a scale	▶ £300
OPEN-ENDED	▶ Allow respondents to submit a verbatim answer (coding available)	▶ £325
IMAGES	▶ Use images for a more engaging survey, video options available	▶ FREE TO INCLUDE IMAGES
DELIVERABLES	▶ Full Excel™ tables with PowerPoint™ summary charts	▶ INCLUDED

Karen, YouGov Omnibus Team



- All our services cover questionnaire design and data tables including analysis by gender, age, region, social class, social media use, children in household, working status and marital status.
- UK and 16+ samples also available at no extra cost.
- No minimum number of questions.
- Need even faster results? Contact us for details.



### Respondents

2,000 GB adults, nationally representative



### Frequency

Starts daily at noon



### Results

By 4pm the next day or by 12 noon on Mondays

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).

Atem, YouGov Omnibus Team



## International services

- Research virtually any region, or compare results from multiple countries.
- Gain robust accurate results quickly and cost-effectively from markets across Europe, the Americas, Asia, the Middle East and Australasia.
- International B2B service available.
- Target both nationally representative and specialist samples in global markets.



### Respondents

500 - 2,000+ adults, aged 18+ (national cross-section or bespoke groups)



### Frequency

Daily (Monday-Friday)



### Results

Timing dependent on the service and countries required



## Specialist omnibus services

- Benefits**
- Target niche groups from our panel of over 600,000 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 8 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 14 - 31st December 14  
\*\*YouGov has a 92% advocacy rating. Internal CSM data

### YouGov vs. competitors (UK) 2014

