

Our Omnibus service gives communication and brand professionals a powerful tool to draw out invaluable consumer and market intelligence in a manner that is quick, insightful, and cost-efficient.

Building on our industry leading experience, we utilize proprietary sampling and data processing methodologies to tap into a highly engaged panel representing all ages and demographics, delivering immediate and accurate market insights.

What our Omnibus can do for you



New product testing and market response



Brand and product awareness



Messaging and advertising campaign feedback



Crisis management strategies



Pricing strategy testing and market impact



Generate proactive PR stories



Concept testing



Public opinion tracking



Advertising / Sponsorship tracking



“ YouGov Omnibus surveys help us to develop informed, impactful stories that keep our clients at the forefront of any debate. Their people understand our business and the need for both extreme accuracy and the shortest achievable deadlines. ”

Ivan Ristic, President, Diffusion PR US



YouGov Omnibus - at a glance

The size and diversity of our panel enables us to offer a nationally representative samples as well as a wide range of special respondent groups. This allows our clients to focus their research on their target market and get answers from only the most relevant respondents.

“ We enlisted YouGov Omnibus to poll 1,000 women for their opinions... ”

The publishing arm of a major international diet company



FREQUENCY ▾

Daily (mon-fri)



RESULTS ▾

Available within 24 hours (mon-fri)



RESPONDENTS ▾

1000+ US adults aged 18 and over
(nationally representative)



COVERAGE ▾

A diverse and engaged panel of over 1.8 million US panelists



COMPETITIVE RATES ▾

		1000 ADULTS	2000 ADULTS
SET-UPS	▶ Covers initial consultation and programming ▶	\$300	\$300
QUESTIONS	▶ Price for a question with up to 10 single or multiple choice answers ▶	\$500	\$750
SCALE QUESTIONS	▶ Price for every three statements answered against the same scale (e.g., 'very poor' <-> 'very good') ▶	\$500	\$750
OPEN-ENDED	▶ Respondents provide subjective responses to questions in their own words ▶	\$500	\$750
IMAGES	▶ Incorporate images for a more engaging survey ▶	FREE	FREE
VIDEOS	▶ Incorporate videos (per 30 seconds) into survey ▶	\$500	\$750

Timings to be agreed with YouGov and final approved and scripted questions must be submitted by 12 PM EST on the day of fieldwork. Subject to YouGov standard terms and conditions (available upon request).




Included as standard:

- Our researchers will aid with questionnaire design.
- Data tabulation by demographic banner or SPSS data file.
- General demographic information including gender, age, race, marital status, education, region, income, children under 18, and social media engagement.
- Uncoded open-ended comments within a .csv file.


Additional deliverables include (cost varies):

- Coding on open-ended questions.
- Detailed analysis across a broader set of demographics.
- Additional answer options.

International services

-  **Respondents**
500 - 2,000+ adults, aged 18+
(option of national cross-section or bespoke groups)
-  **Frequency**
Daily (mon-fri)
-  **Results**
Dependent upon the service and countries required
(please inquire for additional details)



-  **Global Reach**
Access to respondents across America, Asia, Europe, the Middle East and Australia.

