










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

“ The YouGov Omnibus team are much faster than others in the market. ”

Victoria Research, 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 1.6 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

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



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

