





Business Omnibus Services

- ✓ **Small Business Omnibus** (Businesses with less than 100 employees)
- ✓ **SME Omnibus** (Businesses with less than 500 employees)
- ✓ **B2B Omnibus** (All business sizes)

500 RESPONDENTS ▾



-  **Results**
Within 5 working days
-  **Cost**
 - **\$600** entry fee
 - **\$1000** per standard question / open ended question (A minimum of 4 questions required)

1,000 RESPONDENTS ▾

-  **Results**
Within 7 working days
-  **Cost**
 - **\$600** entry fee
 - **\$1500** 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**
 - **\$600** entry fee
 - **\$1000** per standard question / open ended question (A minimum of 4 questions required)

Terms and conditions: Timings to be agreed with YouGov and final approved and scripted questions be submitted by 12pm on the day of fieldwork. Subject to YouGov standard (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.
- Bespoke samples, larger samples and additional analysis are available on request.

Emma, YouGov
Omnibus Team



New Global Business Omnibus

Recently launched in the UK and key mainland European markets. Contact us for details and pricing.



Case study



ZURICH

Zurich, a leading global insurer, commissioned the first wave of their SME Risk Index via the YouGov SME Omnibus in July 2012. As thought leaders in the SME community, Zurich continues to track the opinions and concerns of decision makers, helping to increase understanding relating to this key area of the nation's economy.

What are the big worries for SMEs during a period of economic recovery?

Zurich, a leading global insurer, commissioned

Zurich estimate that, in 1 year, press material created using data from the Risk Index provided more than **44 million opportunities** to see the Zurich brand in association with SME thought leadership, and allowed them to achieve over **400 pieces of media coverage**.

Zurich has seen increased optimism amongst business decision makers, but it is clear that there are still causes for concern. The research has allowed Zurich the opportunity to offer market expertise to SMEs in the form of regular articles, and provided the insurer with regular opportunities to connect with new and existing customers.

Why YouGov?



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 ▾

Pew Research Center released a report "Evaluating Online Nonprobability Surveys."

One of the samples — labeled "Vendor I" in the report — "consistently outperformed the others including the probability-based ATP." **YouGov was Vendor I.**



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. "

The publishing arm of a major international diet company

