




## International Omnibus

Target one particular region or capture a global snapshot to gain robust, accurate results, quickly and affordably, all with one point of contact. YouGov can run representative Omnibus surveys in over 60 countries around the world – contact us for pricing.

COUNTRY LOCATION	TYPICAL TIMINGS	TYPICAL SAMPLE SIZE (ONE WAVE)	QUESTIONNAIRE TRANSLATIONS
WESTERN EUROPE MARKETS	c.1 week or less	1000/2000 aged 18+	INCLUDED
REST OF EUROPE	c.1 week	up to 1000 aged 18+	INCLUDED
NORTH AMERICA	c.1 week	1000/2000 aged 18+	INCLUDED
MIDDLE EAST	c.1.5 weeks	up to 1000 aged 18+	INCLUDED
ASIA-PACIFIC	c.1-2 weeks	1000 aged 18+	INCLUDED
REST OF THE WORLD	c.1.5-2 weeks	up to 1000 aged 18+	INCLUDED

-  Surveys run at least weekly. Multiple waves are available in most markets and discounts are offered for large scale studies.
-  Targeted and niche samples are widely available.
-  All our services include questionnaire design. Results are supplied in the form of full Excel™ data tables, including analysis by gender, age and region / city tier, as well as PowerPoint™ summary charts.

Karen, YouGov Omnibus Team

Use the YouGov International Omnibus for:

- PR story generation
- Ad tracking & brand awareness
- Concept testing
- Market sizing / identification
- Proposals & pitches
- And much more

## New Global Business Omnibus

Four sample options available:

- ✓ **Small Business Omnibus**  
(Businesses with less than 50 employees)
- ✓ **SME Omnibus**  
(Businesses with less than 250 employees)
- ✓ **B2B Omnibus**  
(All business sizes)
- ✓ **IT Decision Makers Omnibus**  
(All business sizes)

- UK and USA (500 samples), Germany, France, Italy, Spain and Canada (250 samples).
- Results within two weeks.
- Contact us for pricing.



## Case studies



M&G Investments (M&G) is an international active asset manager, operating for over

80 years from offices across Europe and Asia.

M&G tracks public inflation expectations quarterly across 9 different markets, whilst gauging public opinion towards its central banking institution's policies.

YouGov and M&G worked closely together on a multi-country questionnaire which accounted for regional variations.

The research enables M&G to produce quarterly reports on its custom built inflation website, solidifying M&G's position as thought leaders at the forefront of innovation.



The International Osteoporosis Foundation (IOF) takes a global

approach to research, training and awareness of osteoporosis.

The IOF and YouGov polled over 13,000 people in 12 countries, spanning 6 continents, to examine public perceptions of osteoporosis to increase participation in World Osteoporosis Day.

"Over 400 articles were published globally and visits to the online press centre increased by 280% compared to 2013. It was an important

vehicle to help us educate people on the prevention and control of Osteoporosis." - Charanjit Jagait, IOF Communications Director.



## 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 16\* - 31st December 16

\*\*YouGov has a 91% advocacy rating. Internal CSM data

## YouGov vs. competitors (UK) 2016\*

