# YouGov Omnibus

Our Omnibus service gives communications 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 fast and accurate insights.

## How do businesses use YouGov Omnibus?

- New product testing and market response
- Messaging and advertising campaign feedback
- Pricing strategy testing and market impact
- Concept testing
- Advertising / Sponsorship tracking

- Brand and product awareness
- Crisis management strategies
- Generate proactive PR stories
- Public opinion tracking

## India service ▼

| SAMPLE SIZE | 500*<br>Urban adults | 1,000<br>Urban adults | 2,000<br>Urban adults |
|---|---|---|---|
| PRICE PER QUESTION | INR 12,000 | INR 20,000 | INR 30,000 |
| ENTRY FEE INR 5,000 | | | |

**Respondents**
500 urban adults, aged 18+
*(From top six Indian metro cities)
1,000 - 2,000 urban adults, aged 18+

**Value**
Pay by the question.

**Frequency**
Surveys run weekly (every Tuesday)

**Results**
Within seven days.

### Included as standard

- Questionnaire design and data delivered as excel tables.
- Analysis provided by gender, age, region/city, Socio-Economic Classification (SEC), working status and marital status.
- Standard questions allow up to 10 answer options, or three statements answered against a scale.
- Additional answer options and analysis are available upon request.
- Add images and videos to your surveys for FREE.

## International services ▼

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

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

**Frequency**
Daily (Mon-Fri)

**Results**
Dependent on service and countries required (please enquire for details)