

## How it works

The YouGov Omnibus service interviews a representative sample of the adult population online in 16 countries across the Middle East, North Africa and South Asia twice a week. It gives you a powerful tool to draw out invaluable consumer and market intelligence in a manner that is quick, insightful, and cost-efficient.



PAY BY THE QUESTION



INTERVIEW  
MONDAYS & WEDNESDAYS



REACH REPRESENTATIVE SAMPLES



GET RESULTS WITHIN 7 DAYS

## Pricing per question

### SINGLE COUNTRY RATES

Region	Responses	Price
GCC		
KSA	1,000	\$ 500
UAE	1,000	\$ 500
Kuwait	250	\$ 200
Qatar	150	\$ 150
Bahrain	150	\$ 150
Oman	150	\$ 150
Levant		
Jordan	500	\$ 300
Syria	250	\$ 200
Lebanon	250	\$ 200
North Africa		
Algeria	1,000	\$ 400
Egypt	1,000	\$ 500
Morocco	1,000	\$ 400
Indian Subcontinent		
India	1,000	\$500
Pakistan	500	\$ 250
Other		
Iraq	500	\$ 300
Tunisia	500	\$ 300

### REGIONAL CLUSTER RATES

Region	Responses	Price
UAE, KSA, Egypt	3,000	\$ 1,200
GCC		
KSA, UAE, Kuwait		
Qatar, Bahrain & Oman	2,700	\$ 1,000

### EXPRESS RATES

Receive results within three days

Country	Responses	Price
UAE	500	\$ 500
KSA	500	\$ 500
Egypt	500	\$ 500
Morocco	500	\$ 500

Single & cluster country entry fee: \$ 300

## Included as standard

- Questionnaire design, Arabic translation and data delivered as excel tables are included.
- Analysis provided by gender, age, region, children in household, 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.



## How do businesses use YouGov Omnibus?



New product testing and market response



Concept testing



Crisis management strategies



Messaging and advertising campaign feedback



Advertising / Sponsorship tracking



Generate proactive PR stories



Pricing strategy testing and market impact



Brand and product awareness



Public opinion tracking

YouGov is the most quoted market research company in the Middle East and North Africa.

Meltwater media monitoring 2017



## Why YouGov?

### VALUE FOR MONEY ▼

Pay for research by the question at a fraction of what you might spend on an ad hoc study without compromising on data quality.

### SPEED ▼

We offer more responses than our competitors in an exceptionally fast turnaround time.

### REACH ▼

The depth and detail of our panel gives you a true cross-section of society.

### ENGAGEMENT ▼

We achieve the highest response rate in MENA from an online community who have requested to participate in YouGov surveys.

### ACCURACY ▼

We have a well-documented and published track record and are trusted by the region's leading media, brands and businesses.

### COVERAGE ▼

We are the most quoted market research agency amongst our competitors in MENA.\*

\*Meltwater media monitoring 2017

## 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)

