

WHAT IS OMNIPLUS?

■ OmniPlus is a new feature of the YouGov Omnibus that allows you to ask more complex open-ended questions with qualitative analysis of the responses.

Why use OmniPlus?

- Findings are delivered from 3 working days of your question being asked so OmniPlus is suitable when you require a qualitative snapshot but have very limited time and budget.
- OmniPlus benefits from the speed and cost-effectiveness associated with the YouGov Omnibus but offers you a deeper level of consumer feedback.
- OmniPlus can run as a stand-alone question or alongside standard omnibus questions (of any type).

How is OmniPlus different to other open-ended questions?

- OmniPlus is used for questions that [are likely to] generate a set of responses that require qualitative analysis to determine themes and trends. Typically, these responses are not suitable for coding.*
*Coding is the grouping of verbatim into categorised responses e.g. Coke and Fanta into 'fizzy drinks'
- The case study on the next page provides a working example of the differences.

How are OmniPlus findings presented?

- You receive a PowerPoint summary report of key themes with supporting quotes and analysis by the Qualitative team.

HOW DOES OMNIPLUS WORK?

You tell us what you would like to find out

Omnibus and Qualitative teams work together to optimise the questions which are sent to you for approval

Questions run on YouGov Omnibus survey

Responses are sent to Qualitative teams for analysis

Qualitative team produces a summary report of the findings (findings are based on a representative sample)

Report is delivered to you from 3 working days of your questions being asked

Take a look at our case study on the next page to see how OmniPlus works and how it can be of benefit to you...

COST

£200 standard omnibus entry fee

OmniPlus questions run on YouGov Omnibus surveys, so whether you choose to run an OmniPlus question on its own or alongside standard omnibus questions, you only pay one entry fee.

£750 per OmniPlus question

£325 for the question plus £425 for analysis.

Respondents: GB/ UK adults (aged 18+)

Frequency: daily (Monday to Friday)

Report delivered: from 3 working days

All prices exclude VAT. Timings to be agreed with YouGov before fieldwork. Subject to YouGov terms & conditions.

OTHER OMNIBUS SERVICES

For quantitative results choose the YouGov Omnibus which interviews a nationally representative sample of GB/ UK adults aged 18+ daily. Choose from 1,000 responses in 24 hours or 2,000 responses in 48 hours. Or you can target a particular region/ city (in the UK or internationally) or group of respondents (e.g. main shoppers, parents, sports fans, children aged 8-15, decision makers in SMEs).

Please contact us for further information.

CASE STUDY

Our client wanted to explore and understand consumer attitudes towards ethical shopping. Their business objective was to determine whether to use the term 'ethical' in marketing material and to examine the degree to which this would motivate consumers to shop in their retail store.

A quantitative questionnaire was designed that included a number of closed questions (i.e. questions that provide the respondents with [set] answer options) and two open-ended questions (where there are no set answer options and respondents are free to answer in their own words):

1st open-ended question:

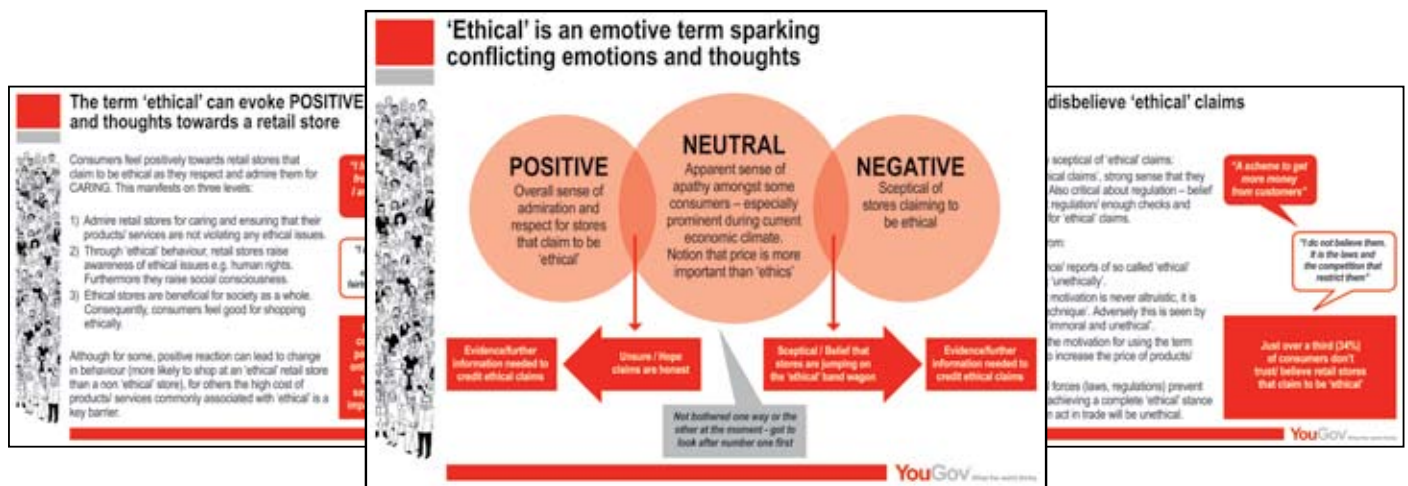
This was administered to assess spontaneous awareness of companies, retail stores and products claiming to be ethical in order to establish how top of mind the term 'ethical' is for consumers.

As this type of open-ended question would produce a simple list of verbatim (brands), the responses could be coded (i.e. the answers could be grouped together into categories with a value attached to each brand) and qualitative analysis would not be required.

2nd open-ended question (OmniPlus):

Although the results from the closed questions would tell the client whether consumers would be more or less likely to trust and shop in a retail store that claimed to be ethical, they would not provide insight as to why. Therefore, consumers were asked an open-ended question on how they felt towards retail stores that claimed to be ethical.

As it was evident that this question would evoke a large range of responses, differing on quite subtle degrees, coding the answers would not be the best way to understand the results. Therefore, the best approach to enable clients to understand the consumer feedback and its complexities was to conduct qualitative analysis on the extensive data, making this an OmniPlus question.



OmniPlus provided the client with additional insight, further understanding and, together with the quantitative results, an all-encompassing account of the effect of the term 'ethical' on consumer behaviour.

