

US OMNIBUS

We interview a nationally representative sample of US adults (aged 18+) daily (excluding public holidays). There is no minimum requirement for number of questions asked.

48hr service

1,000 RESPONDENTS RESULTS IN 48hrs

Respondents: 1,000 US adults aged 18+ nationally representative

Frequency: daily (Monday to Friday)

Results delivered: in 48 hours (Monday to Friday)

Costs:

Set-up Fee:

covers initial consultation and programming **\$500**

Single and Multiple Choice

Up to 10 answer options (multiple choice) or 10 answer options (single choice) **\$500**

Question Grids (per 2 statements)

List questions - a series of similar questions, all answered using the same response categories (e.g. 'very good <-> very poor' or '0 to 10') **\$500**

Open-ended

\$500

Media

Image **\$100**

Video (per 30 sec) **\$500**

Timings to be agreed with YouGov and final approved and scripted questions must be submitted by 12 PM EST on the day of fieldwork. Subject to YouGov standard terms and conditions (available on request).

Fees include standard deliverables:

- Questionnaire design
- Demographic information: gender, age, race, marital status, education, region, income and children under 18
- Data tabulation by demographics banner or SPSS data file
- Open ended comments within a csv file

Additional deliverables:

- Coding on open ended questions available for an additional charge
- Additional special demographics available upon request
- Inquire about political banner
- Additional answer options available on request

SPECIALIST OMNIBUS SERVICES

- YouGov operates a panel of over 1.2 million US members representing all ages, socio-economic groups and demographics
- The size and diversity of our panel enables us to offer a wide range of specialist respondent groups, allowing clients to focus their research on their target market and get answers from only the most relevant respondents



WHY YOUGOV?

Our proprietary sampling and data processing methodologies deliver immediate insight and illustrate the accuracy of our survey methods. Our research experts ensure that the right questions are asked in the most effective way.

YouGov Omnibus supports market research, PR and advertising agencies as well as corporate clients looking for a quick snapshot of their market.

Accuracy: From predicting US elections, to the winner of the popular X Factor, ask about our well-documented track record for accuracy.

Quality: Our clients receive support from their researcher throughout every project and give us a 97% satisfaction rating.

Reach: The depth and detail of our panel gives you a reliable cross-section of society.

Use the YouGov Omnibus for cost effective:

- PR Story Generation
- Crisis Management Support
- Advertising/Sponsorship Tracking
- Brand and Product Awareness
- Incident Testing
- Concept Testing
- Proposals
- Quick Polls

INTERNATIONAL SERVICES

We run omnibus surveys worldwide, allowing you to target a particular region or compare results across multiple countries. Our methodology allows you to gain accurate results quickly and affordably across Europe, the Americas, Asia, the Middle East and Australasia.



International

- Respondents:** 500 - 2,000 adults aged 18+ (national cross section or bespoke groups)
- Frequency:** daily (Monday to Friday)
- Timings and Costs:** dependent upon the service and countries required
- Citybus:** Berlin, London, New York, Paris and many more

CONTACT THE YOUGOV OMNIBUS TEAM

+1 888.729.0773
omnibus.us@yougov.com
research.yougov.com/omnibus

