

## BUSINESS OMNIBUS SERVICES

YouGov's Business Omnibus regularly interviews 500 key decision makers across the nation.

### Small Business Omnibus

<b>Respondents:</b>	500 senior managers and above in small businesses (1 to 49 employees)
<b>Frequency:</b>	weekly
<b>Results delivered:</b>	in 72 hours
<b>Cost:</b>	£400 entry fee £650 per standard question / open ended question (A minimum of 4 questions required)

### SME Omnibus

<b>Respondents:</b>	500 senior decision makers and above, 400 in small & 100 in medium sized businesses (1 to 249 employees)
<b>Frequency:</b>	every 2 weeks
<b>Results delivered:</b>	in 5 days
<b>Cost:</b>	£400 entry fee £650 per standard question / open ended question (A minimum of 4 questions required)

All prices exclude VAT. Timings to be agreed with YouGov and final approved and scripted questions must be submitted by 12pm on the day of fieldwork. Subject to YouGov standard T's & C's (available on request).

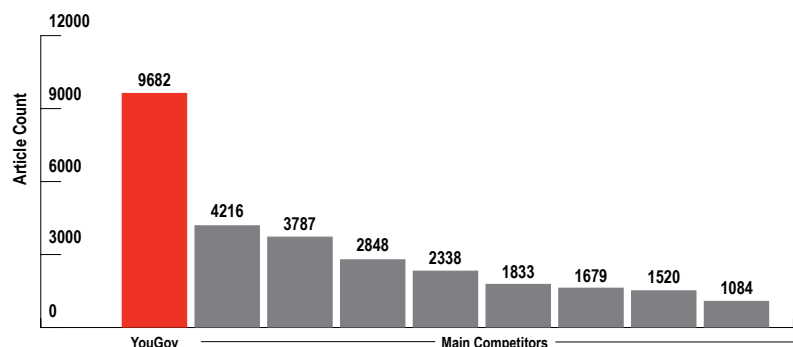
- Standard questions allow up to 10 answer options, or 2 statements answered against a scale. Additional answer options are available on request.
- Costs cover questionnaire design and data tables including analysis by gender, age, region, business sector and company turnover.
- **Additional analysis, increased sample size and specialised samples (e.g. small, medium and large business sample; HR decision makers; IT decision makers and more) are available on request.**

## WHY YOUNGOV?

As the most quoted market research agency in the UK, we have a well-documented and published track record illustrating the accuracy of our survey methods. It is this methodology and the depth of our panel that enables us to run weekly business to business surveys without compromising on quality.

We provide you with results from across the nation rapidly and cost-effectively, offering more responses from senior decision makers than competitors and the quickest turnaround time.

### Analysis of UK media coverage



Source: Meltwater News Date range: 01 January 2011 - 01 January 2012 Search terms: Company name + survey or research or poll

