

## **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
·	SPONDENTS
R	ESULTS 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	
Single and Multiple Choice	
Up to 10 answer options (multiple choice)	
or 10 answer options (single choice)	\$500
Question Grids (per 3 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.

- Online Rep: Representative of the Online Population
- B2B: Small Business, SME, Key Decision Makers
- Parents: Parents of Children Under 18
- Sports Fans
- Main Shoppers
- And Many More







## 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 guick 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.

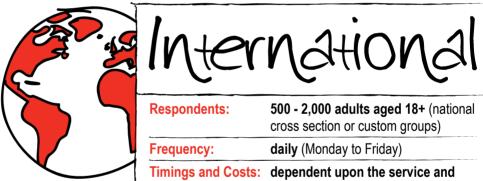
#### Use the YouGov Omnibus for cost effective:

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

# CONTACT THE YOUGOV OMNIBUS TEAM



countries required

Citybus: Berlin, London, New York, Paris and

many more



