

INTERNATIONAL SERVICES

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

- Target one particular region, achieve a global snapshot or compare results across multiple countries.
- Gain robust accurate results quickly and affordably across Europe, the Americas, Asia, the Middle East and Australasia.
- Target both nationally representative and specialist samples in global markets.
- Costs cover questionnaire design and data tables, including analysis by gender, age and region in all markets.
- All this with the high level of support from start to finish on each individual project that YouGov's clients have come to expect.



CASE STUDY

TomTom commissioned an International Omnibus project with YouGov in 13 countries to publicise a global gift unwrapping competition called "Unwrap the World". Of the countries surveyed, the research showed 45% of people admit to opening presents early. Around the globe, patience levels for opening gifts vary; 57% of Canadians, 59% of Brazilians and 64% of South Africans confess to opening gifts earlier than they should. In contrast, 40% of Brits, 33% of Belgians, 30% of Germans and only 25% of Dutch people admit to being unable to wait. The survey also revealed nearly half (47%) of men surveyed admit they are "basic wrappers" and spend one minute or less on wrapping a present. In contrast, 67% of women take more than 1 minute to try and make their gifts look 'as festive and fabulous as possible'.



TomTom used their research to generate PR to promote the competition as well as their brand in Australia, Belgium, Brazil, Canada, France, Germany, Netherlands, New Zealand, Poland, South Africa, Spain, UK and USA.

