

Omnibus

- The most reliable answers to all your questions

WHY YOUNGOV?

We are a recognized global leader and innovator in online market research. Our expert researchers ensure the right questions are asked to deliver the answers you need when you need them. Our proprietary sampling and data processing methodologies deliver more immediate insight and the most accurate, predictable results.

FROM "QUESTION TO ANSWER" IN 48 HOURS

Daily Surveys (Monday — Friday)

Nationally representative of adults 18+

1,000 responses

Videos and Images can be included

SPSS data file and standard crosstabs are included



INTERNATIONAL

Using YouGov's Global Network, you can elicit consumer feedback from around the world quickly, reliably and affordably.

Across the Americas, Europe, Asia, the Middle East and Australasia.

MORE DEMOGRAPHICS FOR BETTER INSIGHT

Demographic Variables

Gender	Education
Age	Region
Race	Income
Marital Status	Children under 18



Also available — Political Variables

Vote Registration
Party ID
Ideology
Contact us to learn more

COMMON OMNIBUS USES



PR story generation	Tracking research
Crisis management	Ad or logo testing
Incidence testing	Product awareness
Proposals	Quick poll



RATES

The YouGov US Omnibus runs every weekday (excluding public holidays). It is the highest quality sample Omnibus with the fastest turnaround time for the best price.

QUESTION TYPES

Set-up Fee: covers initial consultation and programming	\$500
Single and Multiple choice	
Up to 8 answer options (multiple choice) or 12 answer options (single choice)	\$500
Additional answer options (up to 4 additional options)	\$250
Question grids (per 2 statements)	
A question grid (or Likert) grid—a series of similar questions, all answered using the same response categories (e.g. 'very good <-> very poor' or '0 to 10')	\$750
Additional grid statement	\$375
Open-ended	\$500
Media	
Image	\$100
Video	\$500

DELIVERABLES

Fees include standard deliverables:

- Data tabulations by demographic banner
 - Demographic: gender, age, race, education, income, region,
- SPSS (.sav) data file, including demographic variables.
- Codebook
- Open-ends are provided in a csv file
 - Coding available for an additional charge and will delay delivery

Inquire about political banner

TIMING

Final questions (approved and confirmed by YouGov) must be submitted by 12 PM EST on the day of fieldwork.

	Monday	Tuesday	Wednesday	Thursday	Friday
Questionnaire	Mon 12pm	Tues 12pm	Wed 12pm	Thur 12pm	Fri 12pm
Fieldwork	Mon 5pm	Tues 5pm	Wed 5pm	Thur 5pm	Fri 5pm
Results	Wed 3pm	Thur 3pm	Fri 3pm	Mon 3pm	Mon 3pm

Subject to YouGov standard terms and conditions. Timing to be agreed with YouGov before fieldwork.

Contact the YouGov Omnibus team

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