

International Omnibus

Reach a global audience with national omnibus or targeted sample research in over 70 markets.



Global Reach

Research representative samples of 500-2,000 people in each country or target bespoke, regional and niche audiences

Full Support

We take care of your whole project, including survey design, translations, fieldwork and results so it's as easy as running a UK-only survey

Fast Results

We can deliver your multi-market insight within two weeks — often a lot sooner

Our Service

Country location	Typical timings	Typical sample size (one wave)
Western Europe	c. 1 week or less	1,000/2,000 aged 18+
Rest of Europe	c. 1 - 1.5 weeks	Up to 1,000 aged 18+
North America	c. 1 week or less	1,000/2,000 aged 18+
Middle East	c. 1.5 weeks	Up to 1,000 aged 18+
Asia-Pacific	c. 1 - 1.5 weeks	1,000 aged 18+
Rest of the world	c. 1 - 2 weeks	Up to 1,000 aged 18+

Coverage and timings shown are for consumer research surveys from fieldwork launch. Contact us to find out about our global Business and Children's Omnibus services.

All our services cover questionnaire design and full Excel™ data tables including analysis by gender, age and region/ city tier, plus PowerPoint™ summary charts. Ask us about other deliverables and extra demographic analysis. Pricing varies per country and translations are included as standard. Surveys run at least weekly, often on a daily basis. Multiple waves are available in most markets and discounts are offered for large scale studies.

Subject to YouGov standard Ts & Cs (available on request).

Our experienced researchers are ready to give you fast-turnaround data from the UK or abroad, from adults or children, from consumers or businesses. Whether you need a targeted niche sample, or a low-cost solution from our omnibus range, we can help.

GB/UK Omnibus

Get the insight or media presence you need. Next-day results from a daily GB or UK survey of 2,000 adults.

Business Omnibus

Access decision makers from small, SME or all-sized businesses. IT, HR or niche groups also available.

Regional Omnibus

Measure opinions, attitudes and behaviours in Scotland, Wales or NI, or target other specific regions across the UK.

Specialist Omnibus

Ask about our 50+ Omnibus, Children's Omnibus, our Parents Omnibus, and our qualitative research options.

International Omnibus

Reach audiences in over 60 markets. With one project contact to run your research, it's fast, accurate and easy.

Targeted Research

Our vast, engaged and highly profiled panel gives you a fast, cost-effective way to reach niche and targeted groups.

London Omnibus & CityBus

Target 1,000 Londoners or reach representative samples from over 40 UK cities.

Concept Testing & Evaluation

Pre-launch or post: understand awareness, consideration and consumer profile for your product or campaign.

Why YouGov?



Coverage

Get significantly more credibility and sell-in with YouGov, the UK's most quoted research agency*



Speed

Action results faster than ever before



Reach

Gain insight from a broader cross-section of society with our highly profiled panel



Quality

9 in 10 clients would recommend YouGov**



Accuracy

It's our reputation on the line too, and our record speaks for itself***

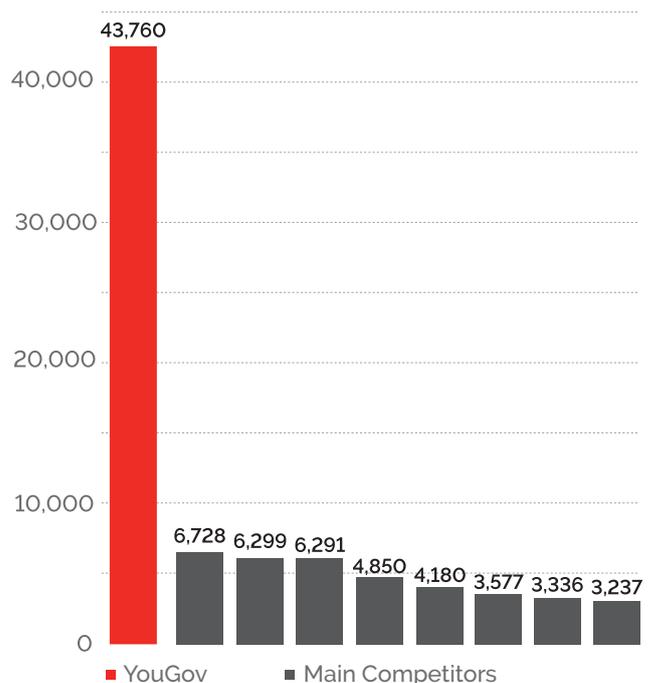
*Source - Meltwater News. Data range - 1st Jul '17 - 30th Jun '18

**YouGov has a 93% advocacy rating. Internal CSM data

*** 2017 UK general election, 2014 Scottish referendum, etc. - see website for details

Media mentions

YouGov vs. competitors (UK)*



Some of our clients:

