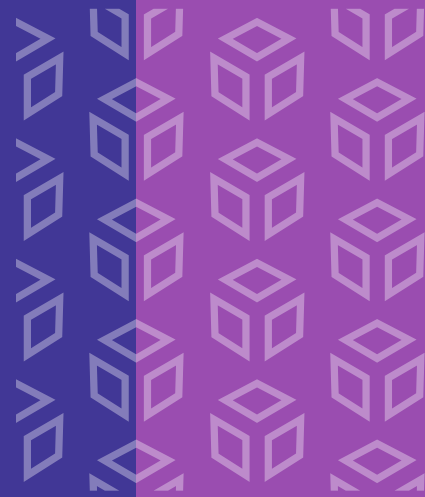




YouGov Omnibus

The YouGov Omnibus service interviews a representative sample of the adult population online in 15 countries across the Middle East and North Africa twice a week. It gives you a powerful tool to draw out invaluable consumer and market intelligence in a manner that is quick, insightful, and cost-efficient.


YouGovRealTime


Reach representative samples



Interview Mondays and Wednesdays



Get results within 7 days



Pay by question

Pricing Per Question

Region	Responses	Price
GCC		
KSA	1,000	\$500
UAE	1,000	\$500
Kuwait	250	\$200
Qatar	150	\$150
Bahrain	150	\$150
Oman	150	\$150
Levant		
Jordan	500	\$300
Iraq	500	\$300
Syria	250	\$200
Lebanon	250	\$200
North Africa		
Algeria	1,000	\$400
Egypt	1,000	\$500
Morocco	1,000	\$400
Tunisia	500	\$300
Others		
Pakistan	1,000	\$500

Region	Responses	Price
UAE, KSA, Egypt	3,000	\$1,200
GCC	2,700	\$1,000
KSA, UAE, Kuwait		
Qatar, Bahrain & Oman		

Country	Responses	Price
UAE	500	\$500
KSA	500	\$500
Egypt	500	\$500
Morocco	500	\$500

Single & cluster country entry fee: \$300

Included as standard:

- Questionnaire design, Arabic translation and data delivered as excel tables are included.
- Analysis provided by gender, age, region, nationality group, income, working status and marital status.
- Standard questions allow up to 10 answer options, or three statements answered against a scale.
- Additional answer options and analysis are available upon request.

Why YouGov works



Quality

Enjoy confidence knowing that our research experience and extensive panel work together to bring you accurate, actionable results.



Accuracy

We have a well-documented and published track record and are trusted by the region's leading media, brands and businesses.



Reach

The depth and detail of our panel gives you a true cross-section of society in the Middle East, North Africa and globally.



Speed

Leverage results faster than ever before.

How do businesses use YouGov Omnibus?



New product testing and market response



Brand and product awareness



Pricing strategy testing and market impact



Messaging and advertising campaign feedback



Public opinion tracking



Crisis management strategies



Concept testing



Generating proactive PR stories



Advertising/sponsorship tracking

Specialty Services

Our experienced researchers are ready to give you fast-turnaround data from Millennials to baby boomers, from parents to online shoppers. Whether you need a targeted, niche sample or a low-cost solution from our Omnibus range, we can help.

School Bus

Engage parents with children aged 18 years or under

City Bus

Reach a representative sample from key cities in MENA

Online Shoppers

Target people who purchase goods/services online

Generational

Target Gen Zers, Millennials, Gen Xers, or Baby Boomers.

Travel Bus

Tap into the behavior and attitudes of business and leisure travelers

Business Decision

Influencers

Target people who directly influence purchase decisions