

**For immediate release
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YouGov launch 24 hour Omnibus

YouGov have launched a 24 hour omnibus service, enabling clients to get instant reaction on breaking news stories or key issues.

YouGov's new fast-track service will interview 1,000 British adults on a daily basis and results will be delivered to clients in 24 hours.

Ray Martin, Head of Products at YouGov, commented "Over the last few years YouGov have developed a reputation for accuracy and speed. Allowing our clients the opportunity to obtain results on a daily basis without sacrificing quality has always been of paramount importance and we are extremely glad to be able to offer this service. The 24 hour Omnibus adds to our great portfolio of omnibus services, with which we aim to cater for all our client's needs."

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About YouGov

YouGov is an international, full-service research company primarily using online panels to provide quantitative and qualitative research across a range of specialisms. These include consumer markets, financial services, public sector, technology and telecoms and media. YouGov's full-service offering spans added-value consultancy, syndicated and product offers, omnibus and field and tab services.

YouGov is considered the pioneer of online market research. Through panel management expertise, flexibility and an innovative approach to recruitment, YouGov operates a quality panel of about 250,000 UK members representing all ages, socio-economic groups and other demographic types, with excellent response rates. YouGov also specialises in growing and maintaining dedicated panels of specialist consumer and professional audiences.

YouGov has been acclaimed as the UK's most accurate opinion pollster and dominates Britain's media polling. YouGov is one of the most quoted agencies in Britain and has a well-documented and published track record illustrating the success of its survey methods and quality of its client service work.

For further information visit www.yougov.com