

**For immediate release**

**25 August 2009**

**Pollster.com wins place in 50 Best Websites 2009**

Pollster.com, the website owned by YouGovPolimetrix, the American hub of the international research and consultancy organisation, has been named amongst the 50 Best Websites by *Time*.

*Time's* editors named Pollster.com one of the best sites for making online life more efficient and fun, alongside an impressive list of global sites such as Google, YouTube, Facebook and Twitter.

Pollster.com publishes poll results and a daily running commentary that explains, demystifies and critiques political polling for political insiders and the general public. It collects public polling data and aggregates it using unique interactive charts that, as *Time* noted, allow users to quickly "remix" the polls or the trend line settings "on the fly." Since its launch in September 2006, Pollster.com has attracted nearly seven million unique visits resulting in over thirty million page views.

Commenting on the achievement, Mark Blumenthal, editor and publisher at Pollster said "Our goal from the beginning has been to provide an informed and critical context for understanding survey results, through explanation, commentary and graphical tools that allow users to literally see both the strengths and weaknesses of public polling data. We are thrilled that the editors of *Time* recognise the value of that mission and include us in the company of such world renowned sites."

Nadhim Zahawi, CEO of YouGov, added "This is a great achievement for Pollster.com and recognises the success of the website and YouGov's mission of democracy."

Last year, YouGov enhanced its reputation for international accuracy by predicting the outcome of both the American election and the London Mayoral election.

**Notes to editors**

Pollster.com is owned by YouGovPolimetrix, the American hub of the YouGov group.

YouGov is an international, full service research company primarily using online panels to provide quantitative and qualitative research across a range of specialisms.

**General YouGov enquiries:**

**T:** +44(0)20 7012 6000

**E:** [info@yougov.com](mailto:info@yougov.com)

**W:** [www.yougov.com](http://www.yougov.com)