

For immediate release
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YouGov's Scotland and Wales omnibus services now run weekly

YouGov's specialist omnibus survey of 1,000 Scottish adults now runs twice a week, enabling clients to get a snapshot of the region on a regular basis.

YouGov's Welsh Omnibus, which was launched last year and interviews a nationally representative sample of 1,000 Welsh adults, now runs weekly.

Results of both these regional surveys are delivered to clients in 48 hours.

Ray Martin, Head of Products at YouGov, commented "At YouGov we recognise the need for businesses to be able to target these markets. It is important that our clients can obtain regular insight from Scottish and Welsh consumers quickly and reliably."

YouGov's other omnibus services include 24hr, UK, London, International, Main Shopper, Parents, B2B and more.

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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