

**For immediate release  
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## **YouGov launches daily polling - the days of pigeon-polls are numbered**

YouGov has launched the world's first truly daily polling service for the media. Five times a week – and seven during the coming general election campaign – YouGov will report the voting intentions of around 1400 respondents and their views on topical issues.

Each day's sample will be fresh: in the past, 'daily' polls in Britain and the US have questioned typically 250-350 people a day and combined data from three or four days to provide the published results. Each day, the oldest day's data are removed, and the latest day's data added. In contrast, each YouGov daily poll will report results gathered during a single 24-hour period.

YouGov is teaming up with News International to provide this service. Our polls will be reported in The Sun from Tuesday to Friday, and in the Sunday Times each weekend. Results, analysis and commentary will also be posted on YouGov's new media website which will be going live in the coming weeks.

Voting intentions and a rotating series of political tracker questions will be put to the full 1400 sample between 5pm one day and 5pm the following day. In addition, The Sun surveys will contain two topical questions, decided each morning and out to 800 respondents between 10am and 5pm. This will enable YouGov to test public attitudes to breaking news, and The Sun to report them, within 24 hours.

In the nineteenth century, the electric telegraph transformed newsgathering. Instead of using carrier pigeons to bring news – a process that could take days – London newsdesks could learn what was happening around the world on the same day. We believe that YouGov's new service is the polling equivalent of this transformation – and that, like the pigeon-post more than a century ago, the days of pigeon-polls are numbered.

### **Notes to editors**

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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 280,000 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](http://www.yougov.com)**