

For immediate release
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YouGov develop qualitative add-ons to supplement omnibus research

YouGov has developed a unique set of qualitative research services to supplement its regular omnibus surveys, enabling clients to generate deeper insight into omnibus results.

These new add-on services will source respondents from YouGov's 280,000 strong UK panel, as well as a wider international network, and invite them to take part in online discussion forums or in-depth interviews.

The qualitative add-ons can be used to shape questionnaire development, interpret open-ended results through qualitative insight or to go back to respondents screened from initial quantitative responses. By running online discussion forums or in-depth interviews with a small group of respondents from a standard omnibus survey, YouGov's qualitative research provides a deeper and wider understanding of the lifestyles, attitudes and motivations of these individuals.

Andy Barker, Head of Qualitative Research at YouGov commented, *"We noticed that clients were asking for deeper insight to accompany their data but they didn't have the time or budget for a full scale qualitative project. We wanted to create a service that provides real qual insight but does not compromise on the fast-turnaround delivery of results or value for money that our omnibus service provides."*

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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