

YouGov plc
YouGov launches regular Scotland Omnibus

30 June 2008

The 8th July 2008 sees the launch of a regular Scotland Omnibus at YouGov. Every fortnight 1000 adults, representative of Scotland will be asked their views on various topics.

YouGov is the only market research company to take a regular online snapshot of the Scottish market, from Edinburgh to Aberdeen to the Outer Hebrides.

The YouGov Scotland Omnibus is the fastest and most reliable way to interview the general public within Scotland.

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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, media and organisation (both employee and employer aspects). 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 over 200,000 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.

Based on its record, 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