

## SCOTLAND

We interview a nationally representative sample of Scottish adults (aged 18+) twice weekly (excluding public holidays).

The YouGov Scottish Omnibus is drawn from a panel of over 30,000 Scottish adults, representing all ages, socio-economic groups and demographics.

- Standard questions allow up to 10 answer options, or 2 statements answered against a scale. Additional answer options are available on request.
- Costs cover questionnaire design and data tables including analysis by gender, age, region (North East Scotland, Highlands & Islands, South Scotland, West Scotland, Central, Mid-Scotland & Fife, Lothians, Glasgow), TV region (STV Central, STV North, ITV Border), social class, children in household, working status and marital status. Additional analysis is available on request.
- Add further insight to your results with a summary report.

# 48hr service

## 1,000 RESPONDENTS RESULTS IN 48hrs

<b>Respondents:</b>	1,000 Scottish adults nationally representative
<b>Frequency:</b>	Twice per week (Monday and Thursday)
<b>Results delivered:</b>	in 48 hours (Wednesday and Monday)
<b>Cost:</b>	£200 entry fee £350 per standard question £375 per open ended question (A minimum of 4 questions required)

All prices exclude VAT. Timings to be agreed with YouGov and final approved and scripted questions must be submitted by 12pm on the day of fieldwork. Subject to YouGov standard T's & C's (available on request).

## WHY YOUNGOV?

As the most quoted market research agency in the UK, we have a well-documented and published track record illustrating the accuracy of our survey methods. It is this methodology and the depth of our panel that enables us to run the only regular online Scottish Omnibus survey without compromising on quality.

We provide you with results from a true cross section of society, rapidly and cost-effectively - offering more responses than competitors and the quickest turnaround time.

