




Scotland

We interview a nationally representative sample of Scottish adults (aged 18+) twice weekly (excluding public holidays). The YouGov Scottish Omnibus is drawn from our panel of Scottish adults representing all ages, socio-economic groups and demographics.

 Respondents 1,000 Scottish adults nationally representative	 Cost £200 entry fee £350 per standard question £375 per open-ended question (A minimum of 4 questions required)	Frequency Twice per week	 Results 48 hours
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Standard questions allow up to 10 answer options, or 3 statements answered against a scale.





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), social class, social media use, children in household, working status and marital status.

Additional analysis is available on request (such as TV region breakdown).

Results delivered in Excel™ tables with full demographics, along with PowerPoint™ summary charts also delivered at no extra cost.

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&C's (available on request).

Why YouGov?

-  **COVERAGE** ▾
The most quoted market research agency in the UK.*
- SPEED** ▾
We offer more responses than competitors in the quickest turnaround time.
-  **REACH** ▾
The depth and detail of our panel gives you a true cross-section of society.
-  **QUALITY** ▾
Over 9 out of 10** clients would recommend us, and the same proportion are satisfied with the support from their researcher all the way through their project.
-  **ACCURACY** ▾
From predicting the Scottish Referendum to the X Factor, ask about our well-documented and published track record.

*Source - Meltwater News. Data range - 1st January 16 - 31st December 16
**YouGov has a 91% advocacy rating. Internal CSM data

YouGov vs. competitors (UK) 2016*

