



## Wales

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



### Respondents

1,000 Welsh adults nationally representative



### Cost

- **£200** entry fee
- £350** per standard question
- £375** per open-ended question (A minimum of 4 questions required)



### Frequency

Once a week



### Results

48 hours

Standard questions allow up to 10 answer options, or 3 statements answered against the same scale. Additional answer options are available on request.

Additional £50 per question to give the option of taking the survey in English or Welsh.

Costs cover questionnaire design and data tables including analysis by gender, age, region (Mid and West Wales, North Wales, Cardiff, South Wales Central, South Wales East, South Wales West) social class, social media use, number of children in household, working status and marital status. Additional analysis is available on request.

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\*

