

## YouGov's Record

*Public Polling Results compared to other pollsters and actual outcomes*

### European Parliament elections, May 2014 (UK)

	ComRes	ICM	Opinium	Survation	TNS	YouGov	<b>Result</b>
UKIP	33	25	32	32	31	27	<b>27</b>
Lab	27	29	25	27	28	26	<b>25</b>
Con	20	26	21	23	21	22	<b>24</b>
Green	6	6	6	4	6	10	<b>8</b>
Lib Dem	7	7	6	9	7	9	<b>7</b>
<b>Average error</b>	<b>2.8</b>	<b>2.0</b>	<b>2.2</b>	<b>2.8</b>	<b>2.4</b>	<b>1.4</b>	

### German Parliamentary Elections 2013

	INSA/ YouGov	FG Wahlen	Infratest dimap	GMS	Forsa	Emnid	Allensbach	Trend Research	Ifm Leipzig	<b>Result</b>
CDU/ CSU	38	40	40	40	39	39	40	38	38	<b>42</b>
SPD	28	26	28	25	25	26	27	27	26	<b>26</b>
Grüne	8	11	10	11	9	10	9	10	9	<b>8</b>
FDP	6	6	5	5	5	5	6	5	5	<b>5</b>
Linke	9	8	8	9	10	9	9	9	10	<b>9</b>
Other	11	9	9	10	12	12	10	11	12	<b>11</b>
<b>Average error</b>	<b>1.2</b>	<b>1.5</b>	<b>1.5</b>	<b>1.2</b>	<b>1.2</b>	<b>1</b>	<b>1</b>	<b>1.2</b>	<b>1.2</b>	

**US Presidential Elections 2012**

	Obama %	Romney %	Predicted Obama two-party vote	Difference between Predicted Obama Two-Party Vote & Final Result
Pew	48	45	52	0
ABC / Washington Post	50	47	52	0
Angus-Reid	51	48	52	0
Democracy Corps	49	45	52	0
Ipsos / Reuters (web)	48	46	51	1
YouGov	49	47	51	1
Public Policy Polling	50	48	51	1
Purple Strategies	47	46	51	1
NBC / Wall Street Journal	48	47	51	1
CBS / New York Times	48	47	51	1
UPI / CVOTER	49	48	51	1
IBD / TIPP	50	49	51	1
United Technologies / National Journal	50	45	53	-1
Politico / GWU / Battleground	47	47	50	2
Gravis Marketing	48	48	50	2
JZ Analytics	47	47	50	2
ARG	49	49	50	2
CNN / ORC	49	49	50	2
Monmouth	48	48	50	2
JZ Analytics / Washington Times	49	49	50	2
FOX	46	46	50	2
Rasmussen	48	49	49	2
Gallup	48	49	49	2
NPR	47	48	49	2
Associated Press / GfK	45	47	49	3

## London mayoral elections 2012

	YouGov	ComRes	Populus	Survation	Result
1st preference					
Johnson	43	44	46	42	<b>44</b>
Livingstone	38	37	34	31	<b>40</b>
Jones	3	5	6	4	<b>4</b>
Paddick	7	6	5	10	<b>4</b>
Benita	4	3	5	3	<b>4</b>
Webb	4	3	3	5	<b>2</b>
Cortiglia	1	1	1	4	<b>1</b>
<b>Average error</b>	<b>1.3</b>	<b>1.1</b>	<b>1.9</b>	<b>3.4</b>	

After 2nd count					
Johnson	53	54	56	55	<b>52</b>
Livingstone	47	46	44	45	<b>48</b>
<b>Average error</b>	<b>1</b>	<b>2</b>	<b>4</b>	<b>3</b>	

## London Assembly elections 2012

	YouGov	Survation	Result
Lab	42	33	<b>41</b>
Con	32	28	<b>32</b>
Green	7	8	<b>9</b>
Lib Dem	9	10	<b>7</b>
Others	10	21	<b>11</b>
<b>Average error</b>	<b>1.2</b>	<b>5.2</b>	

**French Presidential Election 2012 - First Round**

	Yougov	Harris Interactive	OpinionWay	LH2	IFOP	TNS SOFRES	IPSOS	BVA	CSA	Results
Hollande	30	28	28	27	27	27	29	30	28	<b>29</b>
Sarkozy	26	27	28	27	27	27	26	27	25	<b>27</b>
Le Pen	15	16	16	16	16	17	16	14	16	<b>18</b>
Mélenchon	14	12	13	15	14	13	14	14	15	<b>11</b>
Bayrou	9	11	10	10	11	10	10	10	11	<b>9</b>
Joly	2	3	2	2	3	3	2	2	2	<b>2</b>
Dupont-Aignan	1	2	2	2	2	2	2	2	2	<b>2</b>
Arthaud	1	1	1	1	1	0	0	0	1	<b>1</b>
Poutou	1	2	2	1	1	1	2	2	2	<b>1</b>
Cheminade	0	0	0	0	0	0	1	0	0	<b>0</b>
Abstention	18	14	26	28	29	26	14	23	-	<b>21</b>
<b>Average error</b>	<b>0.9</b>	<b>0.8</b>	<b>0.8</b>	<b>0.9</b>	<b>1</b>	<b>0.8</b>	<b>1</b>	<b>1.1</b>	<b>1.2</b>	

**French Presidential Election 2012 - Second Round**

	YouGov	Harris Interactive	OpinionWay	LH2	IFOP	TNS SOFRES	IPSOS	BVA	CSA	Results
Hollande	53	53	53	53	52	54	53	53	53	<b>52</b>
Sarkozy	47	47	47	48	48	47	48	48	47	<b>48</b>
Abstention	21	-	22	26	-	-	18	18	-	<b>20</b>
<b>Average error</b>	<b>1</b>	<b>1</b>	<b>1.3</b>	<b>2.3</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	

### Danish general election 2011, Exit Poll

	YouGov 14:00	Megafon 18:00	Epinion 17:00	<b>Result</b>
Socialdemokraterne	25	25	25	<b>25</b>
De Radikale	10	10	10	<b>10</b>
Konservative	6	6	6	<b>5</b>
SF	9	11	11	<b>9</b>
Liberal Alliance	7	5	5	<b>5</b>
Kristendemokraterne	0	1	1	<b>1</b>
Dansk Folkeparti	12	13	12	<b>12</b>
Venstre	24	24	24	<b>27</b>
Enhedslisten	7	6	6	<b>7</b>
<b>Average error</b>	<b>0.8</b>	<b>0.8</b>	<b>0.7</b>	

### Scottish Parliament 2011

Constituency vote	YouGov	TNS- BMRB	Progressive	<b>Result</b>
SNP	42	45	45	<b>45</b>
Labour	33	27	35	<b>32</b>
Conservative	13	15	10	<b>14</b>
Liberal Democrat	8	10	6	<b>8</b>
<b>Average error</b>	<b>1.25</b>	<b>2</b>	<b>2.25</b>	

Regional vote				
SNP	41	38	41	<b>44</b>
Lab	28	25	36	<b>26</b>
Con	14	16	8	<b>12</b>
Lib Dem	6	9	5	<b>5</b>
<b>Average error</b>	<b>2</b>	<b>3.75</b>	<b>4.25</b>	

### Welsh Assembly 2011

Constituency vote	YouGov	Result
Labour	44	<b>42</b>
Conservative	21	<b>25</b>
Plaid Cymru	17	<b>19</b>
Liberal Democrat	11	<b>11</b>
<b>Average error</b>	<b>2</b>	

Regional vote		
Labour	40	<b>37</b>
Conservative	18	<b>23</b>
Plaid Cymru	15	<b>18</b>
Liberal Democrat	9	<b>8</b>
<b>Average error</b>	<b>3</b>	

### English local elections 2011

	YouGov	BBC Projected National Share
Labour	37	<b>37</b>
Conservative	35	<b>35</b>
Liberal Democrat	15	<b>15</b>
<b>Average error</b>	<b>0</b>	

### AV Referendum 2011

	YouGov	ICM	ComRes	Angus Reid	Result
Yes	38	32	34	39	<b>32</b>
No	62	68	66	61	<b>68</b>
<b>Average error</b>	<b>6</b>	<b>0</b>	<b>2</b>	<b>7</b>	

**Welsh assembly law-making powers referendum 2011**

	YouGov	rmg: clarity	ICM	Result
Yes	69	69	69	<b>63</b>
No	31	31	31	<b>37</b>
<b>Average error</b>	<b>6</b>	<b>6</b>	<b>6</b>	

**Swedish general election 2010, Exit Poll**

	YouGov	SIFO	Novus	Result
V	6	6	6	<b>6</b>
S	31	30	33	<b>31</b>
MP	7	9	8	<b>7</b>
C	7	7	7	<b>7</b>
FP	8	7	7	<b>7</b>
KD	6	6	7	<b>6</b>
M	29	29	27	<b>30</b>
SD	5	5	4	<b>6</b>
Öv	2	1	1	<b>1</b>
<b>Average error</b>	<b>0.4</b>	<b>0.7</b>	<b>1.1</b>	

**Labour leadership election, September 2010**

	YouGov	Result
1st preferences		
David Miliband	36	<b>38</b>
Ed Miliband	32	<b>34</b>
Ed Balls	11	<b>12</b>
Andy Burnham	12	<b>9</b>
Diane Abbott	9	<b>7</b>
Final count		
Ed Miliband	51	<b>51</b>
David Miliband	49	<b>49</b>
<b>Average error</b>	<b>1.4</b>	

**UK General election 2010**

	YouGov	ICM	Populus	Ipsos MORI	ComRes	Harris	TNS BMRB	Opinium	Angus Reid	<b>Result</b>
Con	35	36	37	36	37	35	33	35	36	<b>37</b>
Lab	28	28	28	29	28	29	27	27	24	<b>30</b>
Lib Dem	28	26	27	27	28	27	29	26	29	<b>24</b>
Other	9	10	8	12	7	9	11	12	11	<b>10</b>
<b>Average error</b>	<b>2.25</b>	<b>1.25</b>	<b>1.75</b>	<b>1.75</b>	<b>2.25</b>	<b>1.75</b>	<b>3.25</b>	<b>2.25</b>	<b>3.25</b>	

**NRW (North Rhine Westfala) election 2010**

	YouGov (7-May)	Forschungsgruppe Wahlen (30-Apr)	Infratest (29-Apr)	Emnid (6-May)	Forsa (6-May)	<b>Result</b>
CDU	35	35	38	37	37	<b>35</b>
SPD	36	34	33	33	37	<b>35</b>
B'90/Die Grünen	11	11	12	12	10	<b>12</b>
FDP	7	9	8	8	6	<b>7</b>
Die Linke	7	6	6	5	5	<b>6</b>
Other	5	6	5	5	5	<b>7</b>
<b>Average error</b>	<b>1</b>	<b>1</b>	<b>1.3</b>	<b>1.3</b>	<b>1.6</b>	



**European Parliament elections 2009**

	YouGov	ComRes	ICM	Populus	<b>Result</b>
Con	26	24	29	30	<b>28</b>
UKIP	18	17	10	19	<b>17</b>
Lab	16	22	17	16	<b>16</b>
Lib Dem	15	14	20	12	<b>14</b>
Green	10	15	11	10	<b>9</b>
BNP	5	2	5	5	<b>6</b>
Other	10	6	8	8	<b>11</b>
<b>Average error</b>	<b>1</b>	<b>3.6</b>	<b>3.0</b>	<b>1.6</b>	

**Hessen Landtagswahl election 2009**

	YouGov	Forsa /FR	Infratest Dimap / ARD, HR	GMS / SAT 1	Emnid / Cicero	Forsa / Stem, FR	Forschungsgruppe Wahlen / ZDF, FAZ	<b>Result</b>
CDU	39	41	42	41	43	42	41	<b>37</b>
SPD	23	24	24	25	24	23	26	<b>24</b>
Bündis 90/ Die Grünen	12	13	13	13	11	12	12	<b>14</b>
FDP	16	15	13	13	13	13	12	<b>16</b>
Die Linke	6	4	5	5	5	6	5	<b>5</b>
Other	4	3	3	3	4	4	4	<b>4</b>
<b>Average error</b>	<b>1</b>	<b>1.3</b>	<b>1.6</b>	<b>1.6</b>	<b>2</b>	<b>2</b>	<b>2</b>	

### London Mayoral election 2008

	YouGov	MORI	MRUK	Result
1st preference				
Johnson	43	38	43	<b>43</b>
Livingstone	36	41	44	<b>37</b>
Paddick	13	12	9	<b>10</b>
Others	9	9	4	<b>10</b>
<b>Average error</b>	<b>1.3</b>	<b>3</b>	<b>3.5</b>	

After 2nd count

Johnson	53	48	49	<b>53</b>
Livingstone	47	52	51	<b>47</b>
<b>Average error</b>	<b>0</b>	<b>5</b>	<b>4</b>	

### Scottish Parliament 2007

Constituency vote	YouGov	ICM	Populus	Result
	%			
SNP	37	34	33	<b>33</b>
Labour	31	32	29	<b>32</b>
Conservative	13	13	13	<b>17</b>
Liberal Democrat	14	16	15	<b>16</b>
<b>Average error</b>	<b>2.8</b>	<b>1.3</b>	<b>2</b>	

Regional vote				
SNP	32	30	31	<b>31</b>
Lab	27	29	28	<b>29</b>
Con	13	13	14	<b>14</b>
Lib Dem	10	16	15	<b>11</b>
<b>Average error</b>	<b>1.3</b>	<b>1.8</b>	<b>1.3</b>	

### Conservative leadership (December 2005)

	YouGov	Result	No other polls
Cameron	67	68	
Davis	33	32	
<b>Average error</b>	<b>1</b>	<b>0</b>	

### General election 2005

	YouGov/ Telegraph	Populus / Times	ICM / Guardian	MORI/ E Standard	NOP / Indepen	<b>Result</b>
Con	32	32	32	33	33	<b>33</b>
Lab	37	38	38	38	36	<b>36</b>
Lib Dem	24	21	22	23	23	<b>23</b>
Other	7	9	8	6	9	<b>8</b>
<b>Average error</b>	<b>1</b>	<b>1.5</b>	<b>1</b>	<b>1</b>	<b>0.25</b>	

### European Parliament elections 2004

	YouGov / Telegraph		Populus / Times	<b>Result</b>
	All	Certain to vote		
Con	24	26	24	<b>27</b>
Lab	26	24	26	<b>23</b>
UKIP	19	21	13	<b>16</b>
Lib Dem	15	13	17	<b>15</b>
<b>Average error</b>	<b>2.3</b>	<b>2.3</b>	<b>2.8</b>	

**London Assembly elections 2004**

Con	30	34		<b>30</b>
Lab	27	26		<b>25</b>
Lib Dem	18	18		<b>17</b>
<b>Average error</b>	<b>1</b>	<b>2</b>		

**London mayoral elections 2004**

	YouGov		Populus	Result
	All	Certain to vote		
1st preference				
Livingstone	37	35	42	<b>37</b>
Norris	26	32	29	<b>29</b>
Hughes	18	17	20	<b>15</b>
<b>Average error</b>	<b>2</b>	<b>2.3</b>	<b>3.3</b>	

After 2nd count				
Livingstone	55	51	58	<b>55</b>
Norris	45	49	42	<b>45</b>
<b>Average error</b>	<b>0</b>	<b>4</b>	<b>3</b>	

**Scottish Parliament 2003**

	YouGov	Populus	System 3	MORI	Scottish Opinion	Result
Constituency vote						
Labour	36	41	39	43	40	<b>35</b>
SNP	24	29	26	26	27	<b>24</b>
Con	16	10	12	12	11	<b>17</b>
Lib Dem	19	11	15	9	14	<b>15</b>
<b>Average error</b>	<b>1.5</b>	<b>5</b>	<b>2.8</b>	<b>5.3</b>	<b>3.8</b>	

Regional vote						
Labour	26	34	28	35	26	<b>29</b>
SNP	23	21	25	26	25	<b>21</b>
Con	16	12	11	10	9	<b>16</b>
Lib Dem	14	10	15	11	19	<b>12</b>
<b>Average error</b>	<b>1.8</b>	<b>2.8</b>	<b>3.3</b>	<b>4.5</b>	<b>5.3</b>	

**London Borough Elections (May 2002 - 3-party division)**

	YouGov	Result	No other polls
Conservative	39	<b>38</b>	
Labour	37	<b>38</b>	
Lib Dem	24	<b>24</b>	
<b>Average error</b>	<b>0.7</b>		

**UK Conservative Leadership (Sept 2001)**

	YouGov	ICM	Result
Duncan Smith	61	76	<b>61</b>
Clarke	39	24	<b>39</b>
<b>Average error</b>	<b>0</b>	<b>15</b>	

**Pop Idol (Feb 2002)**

	YouGov	Result	No other polls
Will Young	53	<b>53</b>	
Gareth Gates	47	<b>47</b>	
<b>Average error</b>	<b>0</b>		

**UK General Election (June 2001)**

	YouGov	Gallup	MORI	ICM	NOP	Ras-mussen	Result
Con	33	30	30	32	30	33	<b>33</b>
Lab	43	47	45	43	47	44	<b>42</b>
Lib Dem	17	18	18	19	16	16	<b>19</b>
Lab lead	10	17	15	11	17	11	<b>9</b>
<b>Average error</b>	<b>1</b>	<b>3</b>	<b>2.3</b>	<b>0.7</b>	<b>3.7</b>	<b>1.7</b>	
<b>Error on lead:</b>	<b>1</b>	<b>8</b>	<b>6</b>	<b>2</b>	<b>8</b>	<b>2</b>	

	YouGov	Others
<b>Average error on party support:</b>	<i>1</i>	<i>2.1</i>
<b>Average error on Lab lead:</b>	<i>1</i>	<i>5.2</i>