

YouGov's Record

Public Polling Results compared to other pollsters and actual outcomes

Scotland independence referendum 2014

	TNS	ICM	Panelbase	Survation	Ipsos-Mori	YouGov	Result
Yes	50	48	48	47	47	46	45
No	50	52	52	53	53	54	55
Error	5	3	3	2	2	1	

European Parliament elections, May 2014 (UK)

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

German Parliamentary Elections 2013

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

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	44
Livingstone	38	37	34	31	40
Jones	3	5	6	4	4
Paddick	7	6	5	10	4
Benita	4	3	5	3	4
Webb	4	3	3	5	2
Cortiglia	1	1	1	4	1
Average error	1.3	1.1	1.9	3.4	

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

London Assembly elections 2012

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

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	29
Sarkozy	26	27	28	27	27	27	26	27	25	27
Le Pen	15	16	16	16	16	17	16	14	16	18
Mélenchon	14	12	13	15	14	13	14	14	15	11
Bayrou	9	11	10	10	11	10	10	10	11	9
Joly	2	3	2	2	3	3	2	2	2	2
Dupont-Aignan	1	2	2	2	2	2	2	2	2	2
Arthaud	1	1	1	1	1	0	0	0	1	1
Poutou	1	2	2	1	1	1	2	2	2	1
Cheminade	0	0	0	0	0	0	1	0	0	0
Abstention	18	14	26	28	29	26	14	23	-	21
Average error	0.9	0.8	0.8	0.9	1	0.8	1	1.1	1.2	

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	52
Sarkozy	47	47	47	48	48	47	48	48	47	48
Abstention	21	-	22	26	-	-	18	18	-	20
Average error	1	1	1.3	2.3	0	1	1	1	1	

Danish general election 2011, Exit Poll

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

Scottish Parliament 2011

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

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

Welsh Assembly 2011

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

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

English local elections 2011

	YouGov	BBC Projected National Share
Labour	37	37
Conservative	35	35
Liberal Democrat	15	15
Average error	0	

AV Referendum 2011

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

Welsh assembly law-making powers referendum 2011

	YouGov	rmg: clarity	ICM	Result
Yes	69	69	69	63
No	31	31	31	37
Average error	6	6	6	

Swedish general election 2010, Exit Poll

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

Labour leadership election, September 2010

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

UK General election 2010

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

NRW (North Rhine Westfala) election 2010

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

European Parliament elections 2009

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

Hessen Landtagswahl election 2009

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

London Mayoral election 2008

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

After 2nd count

Johnson	53	48	49	53
Livingstone	47	52	51	47
Average error	0	5	4	

Scottish Parliament 2007

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

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

Conservative leadership (December 2005)

	YouGov	Result	No other polls
Cameron	67	68	
Davis	33	32	
Average error	1	0	

General election 2005

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

European Parliament elections 2004

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

London Assembly elections 2004

Con	30	34		30
Lab	27	26		25
Lib Dem	18	18		17
Average error	1	2		

London mayoral elections 2004

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

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

Scottish Parliament 2003

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

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

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

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

UK Conservative Leadership (Sept 2001)

	YouGov	ICM	Result
Duncan Smith	61	76	61
Clarke	39	24	39
Average error	0	15	

Pop Idol (Feb 2002)

	YouGov	Result	No other polls
Will Young	53	53	
Gareth Gates	47	47	
Average error	0		

UK General Election (June 2001)

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

	YouGov	Others
Average error on party support:	1	2.1
Average error on Lab lead:	1	5.2