

**YouGov's Record**

**Public Polling Results compared to other pollsters and actual outcomes  
(final polls before event)**

**Labour leadership election, September 2010**

1st preferences	YouGov	Result	Error
David Miliband	36	38	2
Ed Miliband	32	34	2
Ed Balls	11	12	1
Andy Burnham	12	9	3
Diane Abbott	9	7	2
Final count			
Ed Miliband	51	51	0
David Miliband	49	49	0
<b>Average error</b>			1.4

**General election 2010**

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

**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
<b>Average error</b>	<b>1.0</b>	<b>3.6</b>	<b>3.0</b>	<b>1.6</b>	

**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
<b>Average error</b>	<b>1.3</b>	<b>3</b>	<b>3.5</b>	

After 2nd count

Johnson	53	48	49	53
Livingstone	47	52	51	47
<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	33
Labour	31	32	29	32
Conservative	13	13	13	17
Liberal Democrat	14	16	15	16
<b>Average error</b>	<b>2.8</b>	<b>1.3</b>	<b>2</b>	

Regional vote				
SNP	32	30	31	31
Lab	27	29	28	29
Con	13	13	14	14
Lib Dem	10	16	15	11
<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>Av error</b>	<b>1</b>	<b>0</b>	

**General election 2005**

	YouGov / Telegraph	Populus / Times	ICM / Guardian	MORI / E Standard	NOP / Independent	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
<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	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
<b>Average error</b>	<b>2.3</b>	<b>2.3</b>	<b>2.8</b>	

**London Assembly elections 2004**

Con	30	34		30
Lab	27	26		25
Lib Dem	18	18		17
<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	37
Norris	26	32	29	29
Hughes	18	17	20	15
<b>Average error</b>	<b>2</b>	<b>2.3</b>	<b>3.3</b>	

After 2nd count				
Livingstone	55	51	58	55
Norris	45	49	42	45
<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	35
SNP	24	29	26	26	27	24
Con	16	10	12	12	11	17
Lib Dem	19	11	15	9	14	15
<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	29
SNP	23	21	25	26	25	21
Con	16	12	11	10	9	16
Lib Dem	14	10	15	11	19	12
<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	38	
Labour	37	38	
Lib Dem	24	24	
<b>Av error</b>	<b>0.7</b>		

**UK Conservative Leadership (Sept 2001)**

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

**Pop Idol (Feb 2002)**

	YouGov	Result	No other polls
Will Young	53	53	
Gareth Gates	47	47	
<b>Av 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	42
Lib Dem	17	18	18	19	16	16	19
Lab lead	10	17	15	11	17	11	9
<b>Av 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
<i>Average error on party support:</i>	1	2.1
<i>Average error on Lab lead:</i>	1	5.2