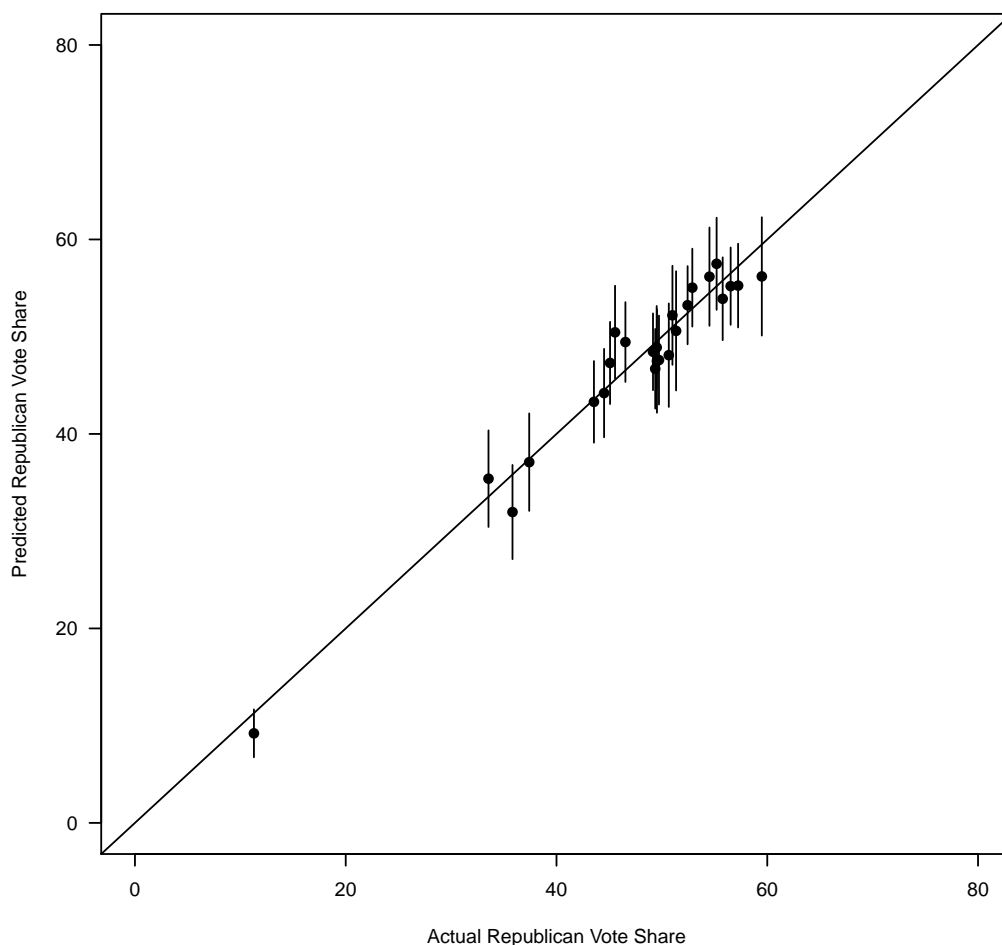


YouGov Results in 2010 U.S. Elections

In 2010, YouGov polled every week for *The Economist* on vote intentions for the U.S. House of Representatives. YouGov also released results for 25 Governor and Senate races in the week prior to the election. These polls were all conducted on the Internet using YouGov’s sample matching methodology, where respondents were selected to match a random sample of the U.S. population.

How well did we do? We hit the overall vote split for the House of Representatives almost perfectly. The final YouGov poll for *The Economist* showed a Republican lead of 52% to 45% among likely voters, matching exactly the 7% lead in counted vote for Republicans.

In general, of course, one should not expect samples to have errors this small. In the 25 Senate and Governor’s races polled by YouGov, the poll errors were consistent with normal sampling error. The polls exhibited no bias toward either Democrats or Republicans and the size of the polling errors were consistent with random sampling error. This confirms once again the validity of our sampling methodology.



Generic Congressional Ballot

In every week's poll for *The Economist*, YouGov asked respondents which party's candidate they intended to vote for in the election for House of Representatives. As in 2008, YouGov's national estimate was right on target.

Summary of Overall Accuracy

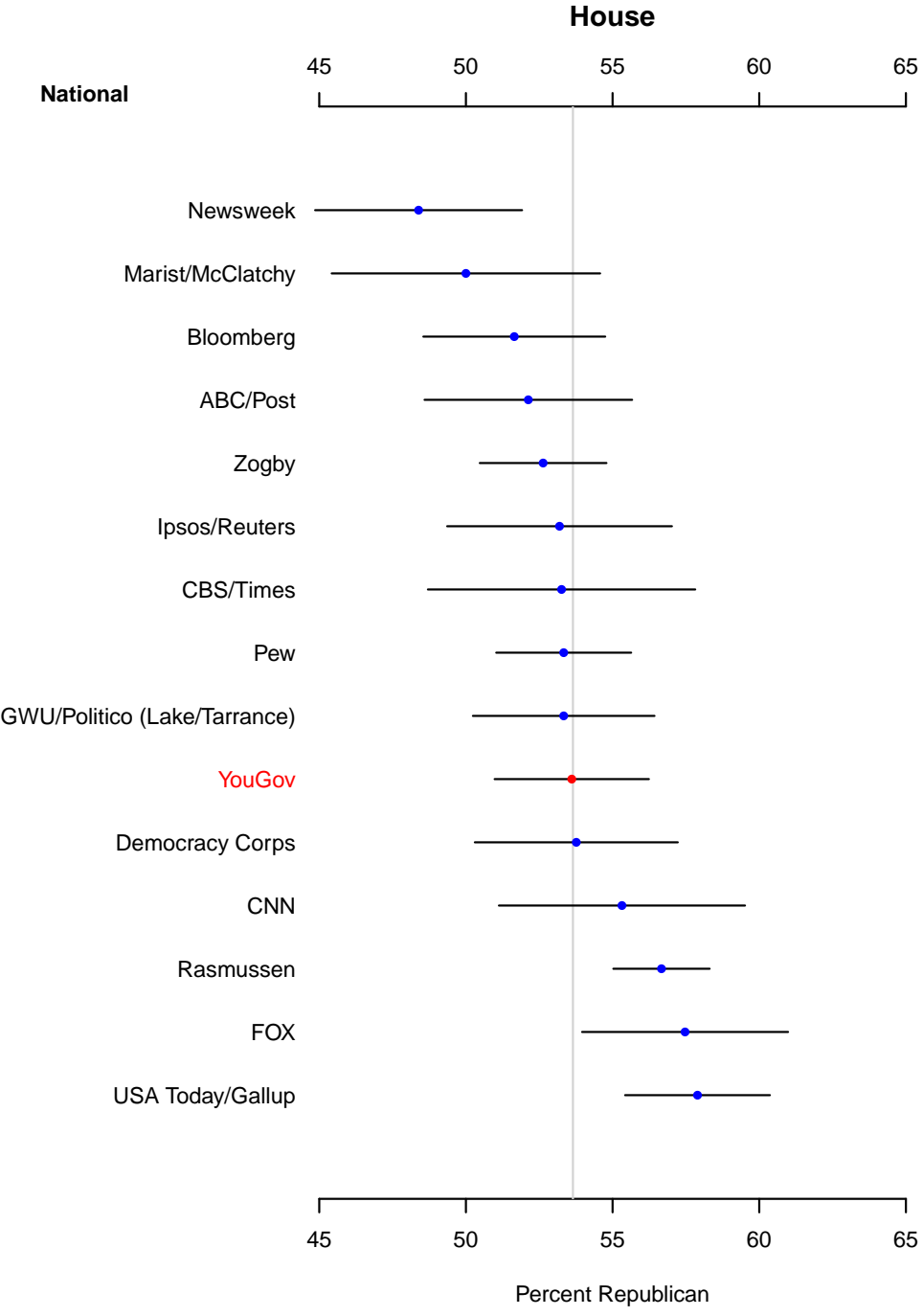
Eleven polling organizations, including YouGov, released polls for five or more races after October 15, 2010. Overall, YouGov had a smaller mean absolute error than eight of these organizations (and slightly larger than two). Most of these polls were conducted using traditional phone sampling methods (random digit dialing) with live interviewers, which are much more costly to conduct than YouGov's Internet-based methods.

We measure poll error as the percentage error in the estimate of Republican vote share. To calculate this error, undecided and minor party voters are omitted, and the Republican vote is calculated as a percentage of major party vote in both the poll and the election returns. YouGov's polls appeared to be unbiased: across 25 polls, the Republican vote share was overestimated by only 0.2%. The average absolute error was 1.7%, which is consistent with the theoretical level of sampling error (with ignorable selection and post-stratification on propensity scores).

Error in Share of Republican Vote

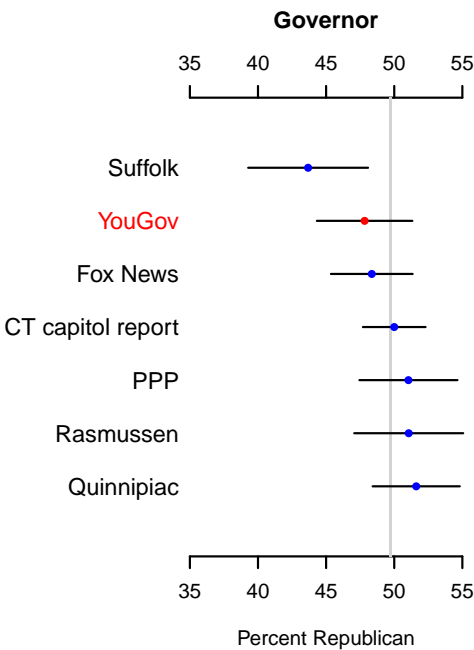
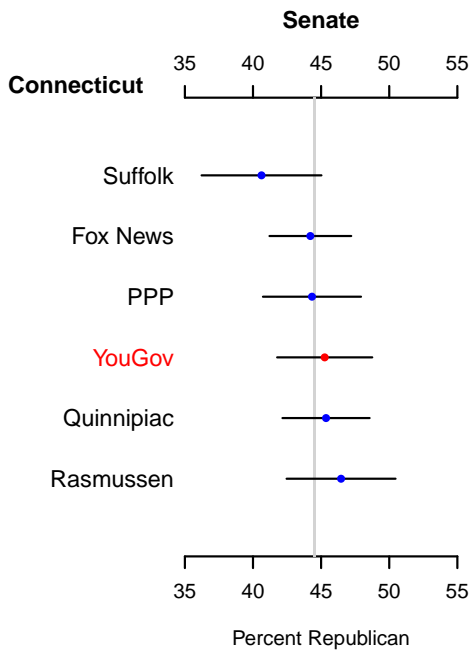
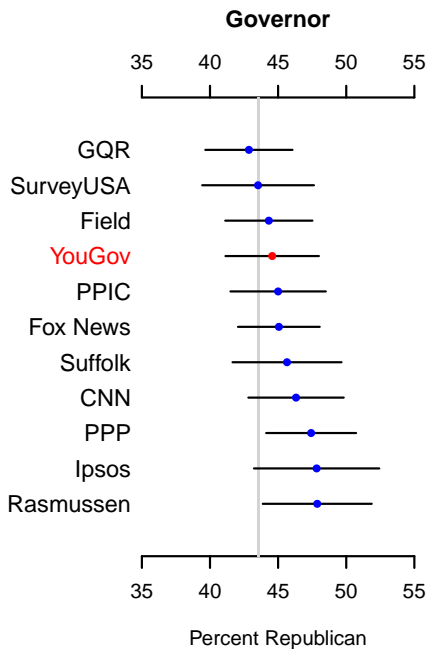
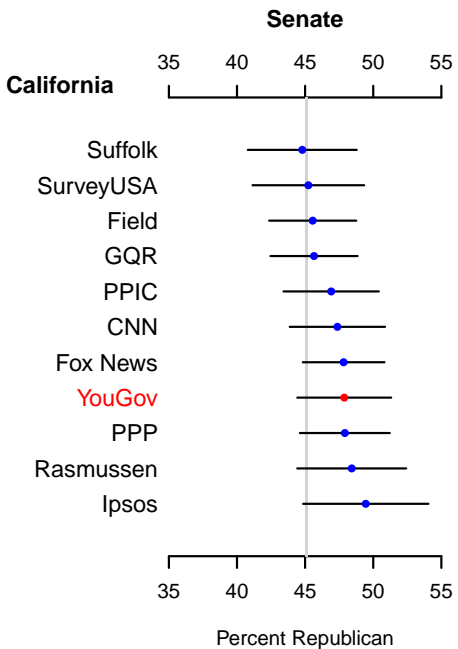
	Number of Polls	Mean Error	Mean Absolute Error
Quinnipiac	11	0.4	1.3
SurveyUSA	21	-0.4	1.5
YouGov	25	0.2	1.7
PPP	33	0.1	2.1
CNN	13	0.6	2.3
Suffolk	6	-1.2	2.4
Fox News	14	0.8	2.6
Marist	7	2.7	2.7
Ipsos	6	2.0	2.7
Mason-Dixon	15	-0.7	2.8
Rasmussen	54	1.0	3.4

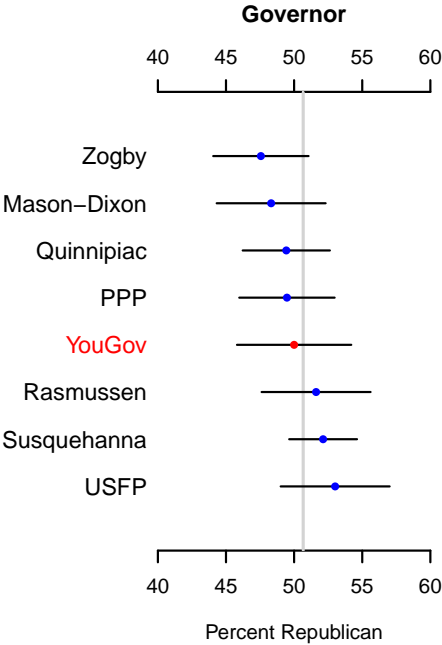
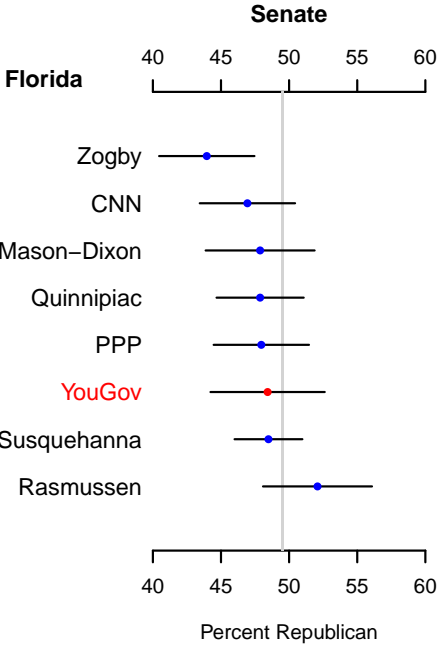
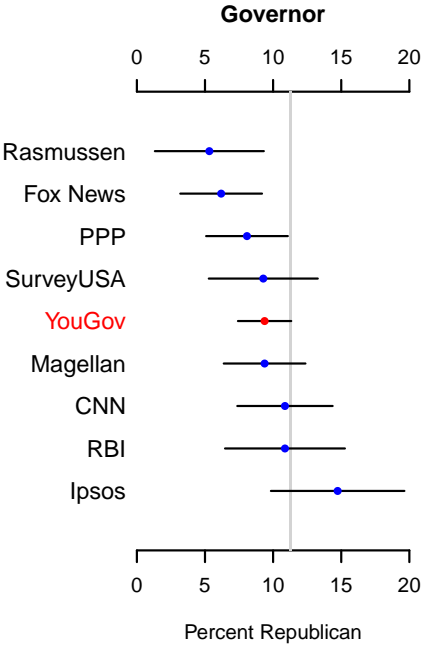
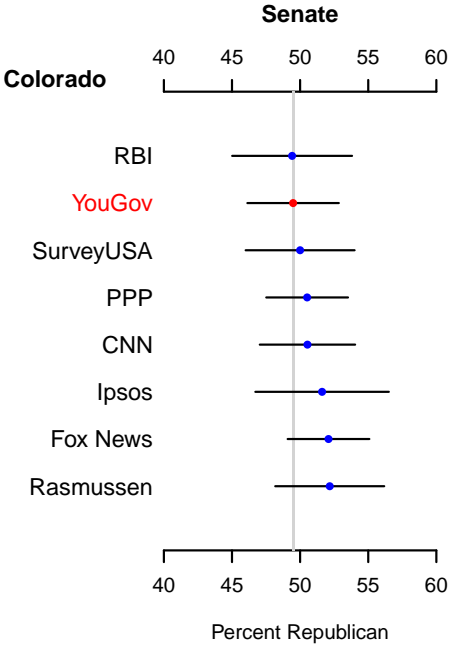
Among pollsters conducting 5 or more polls between October 15-November 1, 2010.

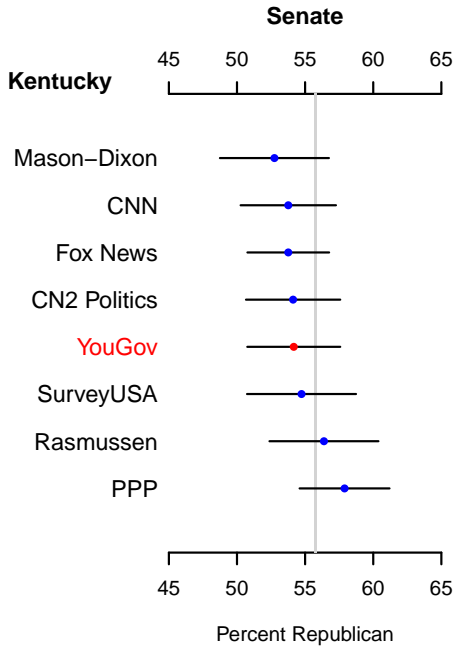
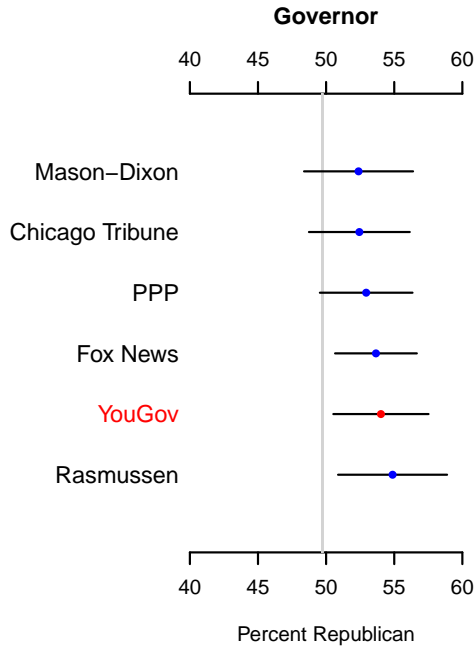
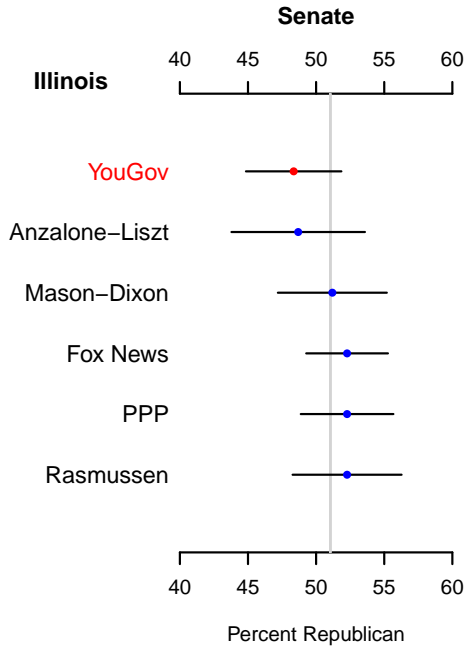


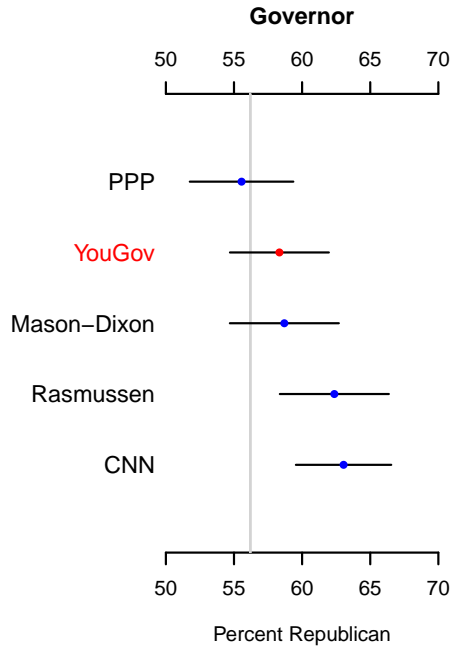
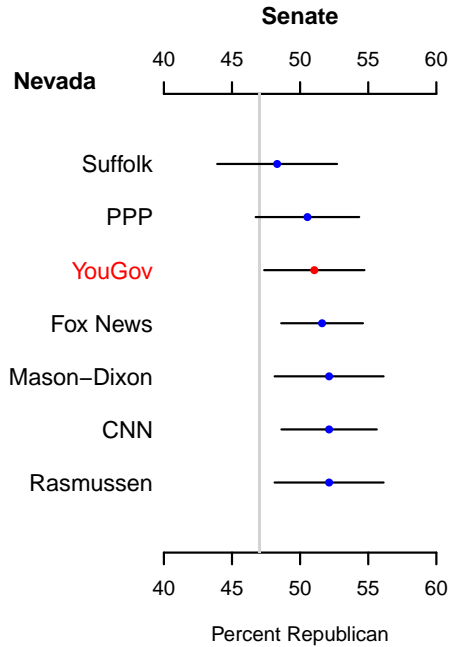
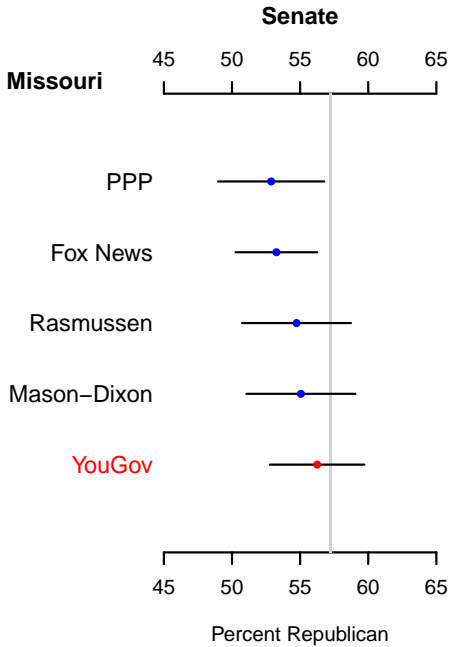
Results in Individual Races

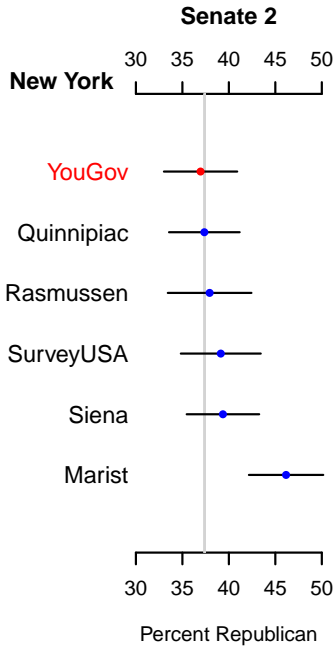
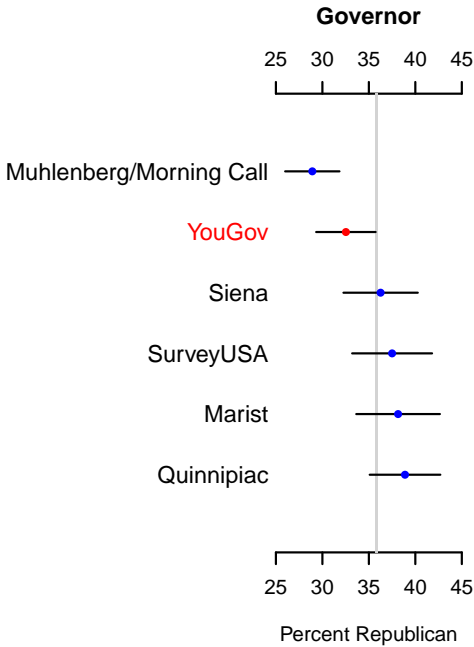
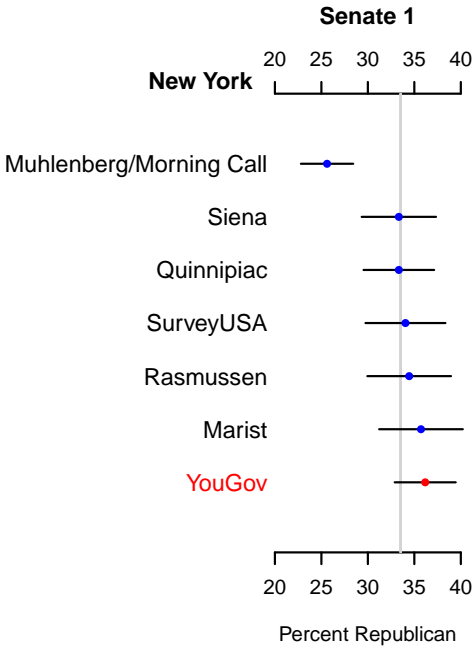
The following pages show the results in individual Senate and Governor's races in states polled by YouGov. Like most pollsters, we missed the Nevada Senate outcome. We were also outside the margin of error in the Illinois Governor's race, but overall our record of accuracy was good, with actual election outcomes generally falling within the 95% confidence interval (the margin of error).

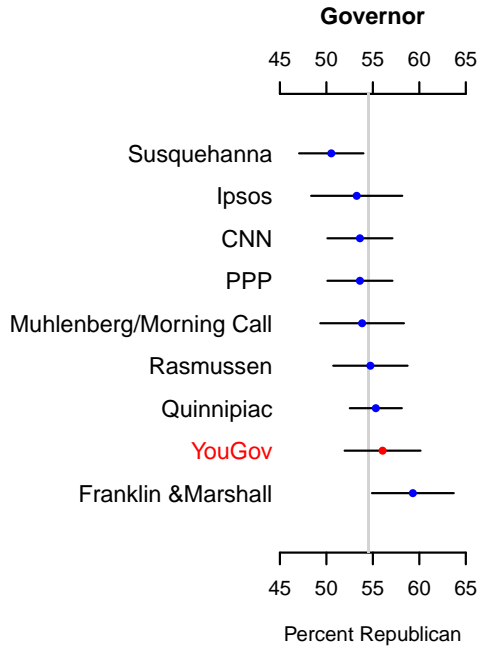
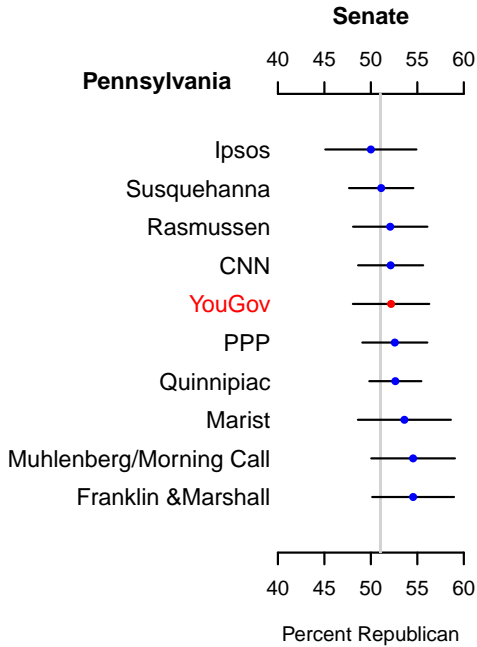
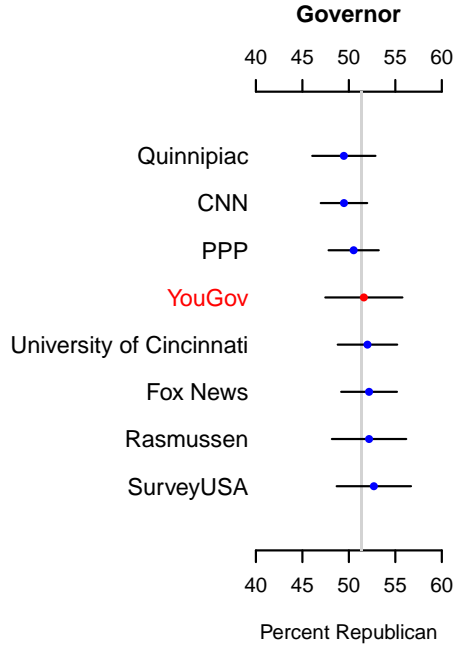
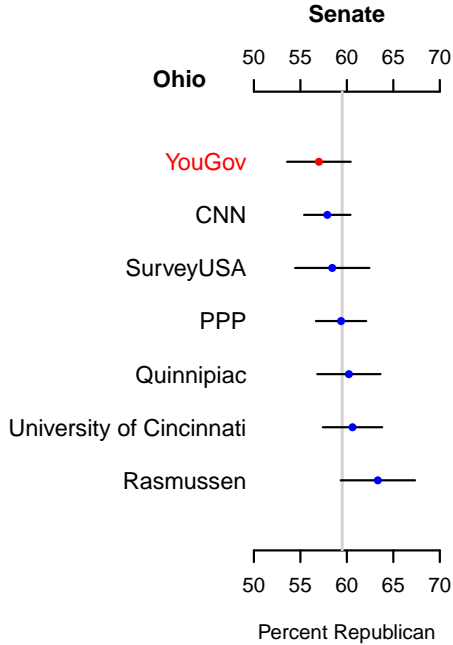




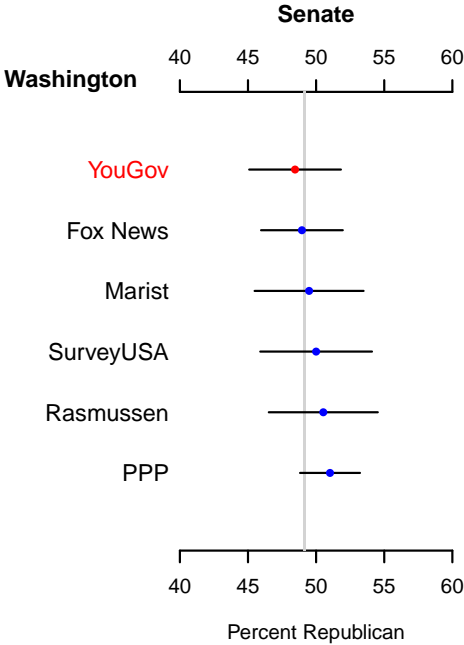
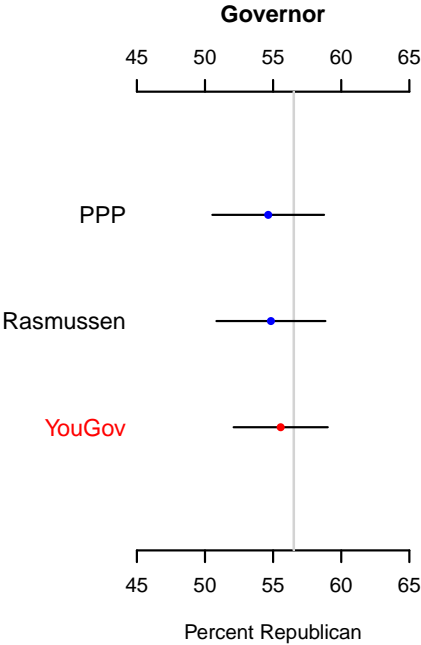


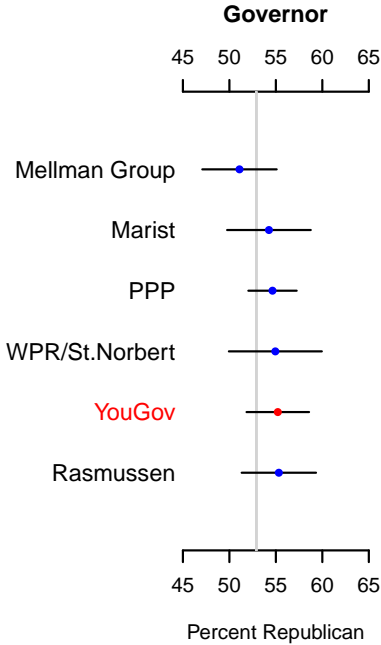
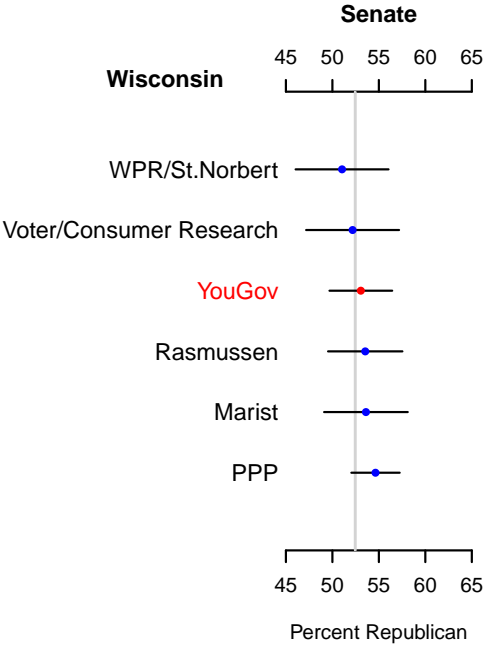






Texas

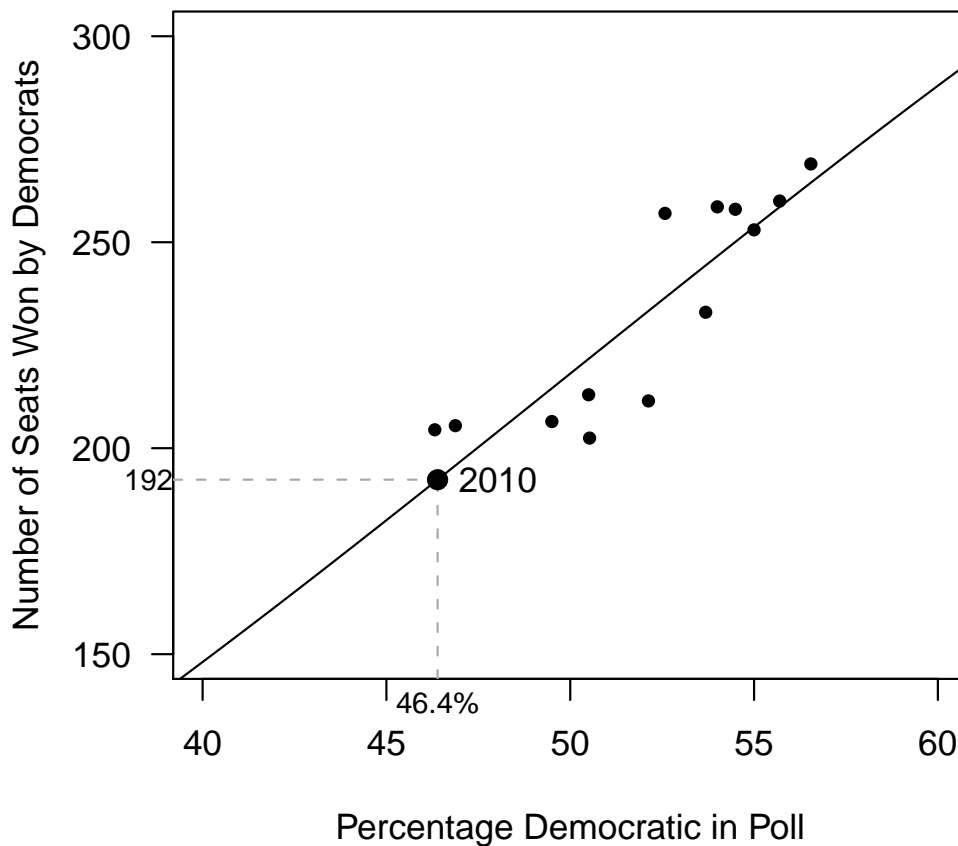




House Seat Forecast

In the scatterplot below, we show the share of likely voters in Gallup's final pre-election poll intending to vote Democratic and the number of seats won by Democrats in elections from 1980 to 2008. We fit a regression equation which can be used to translate the final poll results into a seat forecast, as shown in the figure. Based on our final poll estimate of the Democrats receiving a 46.4% share (45/97), the regression model predicted that Democrats would win 192 seats. As of this writing, Democrats have won 187 races with 9 still undecided.

2010 Congressional Election Prediction



Summary

	YouGov Poll				Predicted Margin	Election Results				Predicted Margin	Difference
	GOP	DEM	IND	Other		GOP	DEM	IND	Other		
U.S. Generic Ballot (1,634)	52	45	-	3	+7R	52	45	-	3	+7 R	+/- 0
CALIFORNIA (810)											
Senate	45	49	-	6	+4 D	43	52	-	5	+9 D	+ 5 D
Governor	41	51	-	8	+10 D	41	54	-	5	+13 D	+ 3 D
COLORADO (855)											
Senate	48	49	-	3	+1 D	47	48	-	5	+1 D	+/- 0
Governor	9	47	40	4	+7 D	11	51	37	1	+14 D	+ 7 D
CONNECTICUT (783)											
Senate	43	52	-	5	+9 D	44	55	-	1	+11 D	+ 2 D
Governor	44	48	-	8	+4 D	49	50	-	1	+1 D	- 3 D
FLORIDA (548)											
Senate	46	15	34	5	+12 R	49	20	30	1	+19 R	+ 7 R
Governor	45	45	-	10	± 0	49	48	-	3	+1 R	+ 1 R
ILLINOIS (784)											
Senate	44	47	-	9	+3 D	48	46	-	6	+2 R	+ 5 R*
Governor	47	40	-	13	+7 R	46	46	-	8	± 0	- 7 R
KENTUCKY (822)											
Senate	52	44	-	4	+8 R	56	44	-	-	+12 R	+ 4 R
MISSOURI (789)											
Senate	54	42	-	4	+12 R	54	41	-	5	+13 R	+ 1 R
NEVADA (711)											
Senate	49	47	-	4	+2 R	45	50	-	5	+5 D	+ 7 D*
Governor	56	40	-	4	+16 R	53	41	-	6	+12 R	- 4R
NEW YORK (578)											
Senate A	34	60	-	6	+26 D	33	65	-	2	+32 D	+ 6 D
Senate B (Special)	34	58	-	8	+24 D	37	61	-	2	+24 D	+/- 0
Governor	29	56	-	15	+27 D	34	61	-	5	+27 D	+/- 0
OHIO (560)											
Senate	52	39	-	9	+13 R	57	39	-	4	+18 R	+ 5 R
Governor	48	45	-	7	+3 R	49	47	-	4	+2 R	- 1R
PENNSYLVANIA (570)											
Senate	48	44	-	8	+4 R	51	49	-	-	+2 R	- 2 R
Governor	51	40	-	9	+9 R	55	45	-	-	+10 R	+ 1 R
WASHINGTON (849)											
Senate	47	50	-	3	+3 D	49	51	-	-	+2 D	- 1 D
WISCONSIN (842)											
Senate	52	46	-	2	+6 R	52	47	-	1	+5 R	- 1 R
Governor	53	43	-	4	+10 R	52	47	-	1	+5 R	- 5 R

Average gap between predicted margin and actual margin (25 contests): 3.1 percentage points.

About YouGov

YouGovPolimetrix is the North American subsidiary of YouGov PLC, which conducts polls around the world using its online panels.

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