

For immediate release

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YouGov comes closer than rivals in predicting the European election results

The result of the European elections has once again proven YouGov's reputation for accuracy and the credibility of online research. YouGov came closer than any of its rivals, accurately predicting – within two percentage points – the final levels of support recorded for each of the political parties after Thursday's elections for the European Parliament.

YouGov's overall margin of error was just 1 per cent, compared with ComRes (on 3.6) and ICM (on 3). Populus was the next closest with a margin of error of 1.6; while Ipsos MORI did not release a final prediction for these elections.

Peter Kellner, President of YouGov said "Polling low turnout elections is notoriously difficult; but, as in last year's London mayoral elections, YouGov has proved to be more accurate than its rivals. Well-conducted internet polls have come of age. YouGov has led the field in other ways: by polling Labour Party members following the council elections and Friday's reshuffle; and by conducting the biggest election poll ever published - 32,000 electors - in order to analyse who voted for the minor, as well as the major, parties, and why they did so. Only YouGov, with its quarter-million-strong panel, is able to conduct these kinds of surveys quickly and accurately."

Stephan Shakespeare, Co-Founder and Chief Innovations Officer of YouGov said of the result "Accurate polling is vital in a democracy, and YouGov has established a new standard of consistent accuracy. We are very pleased that our more sophisticated online methodology continues to blaze the trail, getting election after election right. We are fulfilling our ambition to be the nation's pollster of record, providing constant reliable data on how people are thinking and behaving."

Earlier this year YouGovPsychonomics, the company's German hub, came closer than all its competitors in predicting the election result of the state parliament in Hesse, southern Germany, whilst 2008 saw YouGov predict the outcome of both the American election and the London Mayoral election exactly right.

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NOTE TO EDITORS

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Please find below a table outlining the different polling institutes' forecasts.

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	1.0	3.6	3.0	1.6	

About YouGov

YouGov is a full service research company primarily using online panels to provide quantitative and qualitative research across a range of specialisms. These include consumer markets, financial services, technology and telecoms, media, politics and the public sector. YouGov's full service offering spans added value consultancy, syndicated product offers, omnibus and field and tab services.

YouGov is considered the pioneer of online market research and was the only research company named in the 2008 Deloitte Technology Fast 50. YouGov specialises in growing and maintaining dedicated panels of specialist consumer and professional audiences.

YouGov dominates Britain's media polling and is one of the most quoted research agencies in Britain. Its well-documented and published track record demonstrates the accuracy of its survey methods and quality of its client service work.

YouGov has offices in the UK, US, Europe and the Middle East and can conduct research in all continents using its extensive network of panels.