

For immediate release

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YouGov enhances international reputation for accuracy

YouGov's reputation for accuracy is expanding internationally. YouGovPsychonomics, the German hub of the international research and consultancy organisation, came closer than all its competitors in predicting the election result of the state parliament in Hesse, the southern German state.

YouGovPsychonomics predicted 39% of the Hessian electors would vote for German Chancellor Angela Merkel's conservative Christian Democrats (CDU), 23% for the Democratic Party (SPD), 16% for the Free Democratic Party (FDP), 12% for Bündnis 90/The Greens, 6% for *Die Linke* and 4% for other parties.

The official results for the election on 18th January 2009, only marginally deviated from this forecast: the CDU got 37.2%, the SPD got 23.7%, the FDP got 16.2%, Bündnis 90/The Greens got 13.7%, *Die Linke* got 5.4% and other parties got 3.8% of the votes.

778 interviews with respondents from Hesse were conducted online between 12th and 13th January 2009. The results enhance the supremacy of YouGov's online polling methods, with six other polling companies predicting significantly higher results for the CDU using traditional telephone methods.

The result has extended YouGov's reputation for accuracy internationally and further proved the merit of the company's online research methodologies.

2008 saw YouGov predict the outcome of both the American election and the London Mayoral election. YouGovPolimetrix, YouGov's American company, predicted that Obama would win 52% of the national vote, to John McCain's 46%. This is precisely what happened. Six months earlier in London, Boris Johnson defeated Ken Livingstone for Mayor of London by 6% - exactly as YouGov predicted.

Holger Geissler, a member of the executive board said, "These results reflect the increasing advantages of online research. Respondents choose when to participate, are not interrupted and are more honest when answering difficult or sensitive questions and this is reflected in the quality of the data."

NOTE TO EDITORS

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

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		Date	CDU	SPD	Bündnis 90/ Die Grünen	FDP	Die Linke	Sonstige
Results		18.1.2009	37,2%	23,7%	13,7%	16,2%	5,4%	3,8%
	Survey Method							
YouGov	Online	15.1.2009	39%	23%	12%	16%	6%	4%
Forsa/FR	Telefon	14.1.2009	41%	24%	13%	15%	4%	3%
Infratest Dimap/ARD, HR	Telefon	08.1.2009	42%	24%	13%	13%	5%	3%
GMS/SAT 1	Telefon	19.12.2008	41%	25%	13%	13%	5%	3%
Emnid/Cicero	Telefon	18.12.2008	43%	24%	11%	13%	5%	4%
Forsa/Stern, FR	Telefon	16.12.2008	42%	23%	12%	13%	6%	4%
Forschungsgruppe Wahlen/ZDF	Telefon	05.12.2008	41%	26%	12%	12%	5%	4%

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.