

For immediate release

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YouGov gets it right again

YouGov's reputation for accuracy has been proven once again, this time with the result of the US presidential election.

Barack Obama defeated John McCain by 6% of the popular vote, exactly as YouGov's American company, YouGovPolimetrix, predicted.

Throughout the campaign, YouGovPolimetrix has been conducting state-by-state online polls for CBS News. On Monday 3rd November, the company released its final prediction based on the results of 31,148 interviews conducted online in all 50 states, plus the District of Columbia.

Excluding undecideds, YouGovPolimetrix predicted that Obama would win 52% of the national vote, to John McCain's 46%. This is precisely what happened.

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

Six months ago in London, Boris Johnson defeated Ken Livingstone for Mayor of London by 6% - exactly as YouGov predicted. No other research company showed Boris Johnson well ahead; their figures ranged from a lead for Ken Livingstone of 4 per cent to a lead for Boris Johnson of 2 per cent.

Peter Kellner, President of YouGov, said: "YouGov has long established a track record for accuracy in Great Britain. This is now extending to other countries. YouGovZapera conducted online exit polls for the Swedish general election in 2006 and the Danish general election of 2007. Both polls got the results right to within 1 point.

"With the success of YouGovPolimetrix in the United States, I believe that online research has now come of age. We are making progress towards our goal of being the world's most accurate polling company."

NOTE TO EDITORS

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YouGov is an international full service research company primarily using online panels to provide quantitative and qualitative research across a range of specialisms.