

## **FOR IMMEDIATE RELEASE 3rd May 2008**

### **YouGov exactly right in mayoral election Offer to help inquest into inaccurate telephone polls**

The result of London's mayoral election has confirmed YouGov's reputation for accuracy.

YouGov conducted six surveys for the Evening Standard during the past five weeks. All six showed Boris Johnson well ahead of Ken Livingstone, by margins ranging from 6 to 12 per cent

Our final poll, published on Thursday morning, showed Boris leading Ken by 53-47%. The result? Boris won by 53-47%.

Other companies also conducted six surveys over the same period. None of them 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.

Last month Ken Livingstone's campaign team complained to the Market Research Society that YouGov's results must be flawed because they were so consistently out of line with the polls by "established" telephone research companies.

Peter Kellner, President of YouGov, said: "We have been confident throughout the campaign that our methods would be vindicated – as they have been in a number of previous elections. Equally, telephone surveys have consistently overstated Labour's support in this campaign, as they have done in past elections in London.

"It is bad for the market research industry for such biases to persist. We stand ready to help our friends in other market research companies to investigate where they have gone wrong and work out how to improve their performance in the future."

#### **Enquiries**

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#### **Notes to Editors**

YouGov's final poll was published in the Evening Standard on May 1. YouGov surveyed a representative sample of 1,578 Londoners between April 28 and 30. Below are details of all the published polls since late March.

#### **London Voting Intention**

### Mayoral Voting Intention - First preferences

	Survey End Date	Johnson (%)	Livingstone (%)	Paddick (%)	Others total
<b>RESULT</b>	<b>01/05/2008</b>	43	37	10	9
YouGov/ Standard	30/04/2008	43	36	13	9
YouGov/ Standard	25/04/2008	46	35	12	7
YouGov/ Standard	18/04/2008	44	37	12	7
YouGov/ Standard	11/04/2008	45	39	12	4
YouGov/ Standard	04/04/2008	49	36	10	5
YouGov/ Standard	25/03/2008	47	37	10	6
Ipsos MORI/Unison	24/04/2008	38	41	12	9
mruk/Sunday Times	07/04/2008	43	44	9	4
mruk/Sunday Times	14/04/2008	44	45	9	2
Ipsos MORI/Observer	09/04/2008	46	40	11	3
Ipsos MORI/Unison	07/04/2008	40	41	14	5
ICM/Guardian	01/04/2008	42	41	10	7

### Mayoral Voting Intention - Projected Second Round Result

	Survey End Date	Johnson (%)	Livingstone (%)	Johnson Lead
<b>RESULT</b>	<b>01/05/2008</b>	53	47	6
YouGov/ Standard	30/04/2008	53	47	6
YouGov/ Standard	25/04/2008	55	45	10
YouGov/ Standard	18/04/2008	53	47	6
YouGov/ Standard	11/04/2008	54	46	8
YouGov/ Standard	04/04/2008	56	44	12
YouGov/ Standard	25/03/2008	55	45	10
Ipsos MORI/Unison	24/04/2008	48	52	-4
mruk/Sunday Times	07/04/2008	49	51	-2
mruk/Sunday Times	14/04/2008	50	50	0
Ipsos MORI/Observer	09/04/2008	50	48	2
Ipsos MORI/Unison	07/04/2008	49	51	-2
ICM/Guardian	01/04/2008	51	49	2