

YouGov's Record of Accuracy

Public Polling Results compared to other pollsters and actual outcomes

UK General Elections

UK General Election 2017

	YouGov	Ipsos MORI	Opinium	ComRes	BMG	Survation	ICM	Kantar	Panelbase	Qriously	Result
Con	42	44	43	44	46	41	46	43	44	39	44
Lab	35	36	36	34	33	40	34	38	36	41	41
Lib Dem	10	7	8	9	8	8	7	7	7	8	8
UKIP	5	4	5	5	5	2	5	4	5	4	2
SNP	5	5	5	4	4	4	5	4	4	3	3
Green	2	2	2	2	3	2	2	2	2	1	2
Other	1	2	1	1	2	2	1	2	2	4	1
Av. Error	2.1	1.6	1.6	1.7	2.3	0.9	2.1	1.3	1.6	1.6	

UK General Election 2015

	YouGov	Ipsos MORI	Opinium	ComRes	BMG	Survation	ICM	TNS	Panelbase	Populus	Result
Con	34	36	35	35	34	31	34	33	31	33	38
Lab	34	35	34	34	34	31	35	32	33	34	31
Lib Dem	10	8	8	9	10	10	9	8	8	9	8
UKIP	12	11	12	12	12	16	11	14	16	13	13
Green	4	5	6	4	4	5	4	6	5	5	4
Other	6	5	5	6	6	7	7	6	7	6	6
Av. Error	1.4	1.4	1.4	1.1	1.4	2.0	1.7	1.3	2.0	1.4	

UK General Election 2010

	YouGov	Ipsos MORI	Opinium	ComRes	TNS BMRG	Populus	ICM	Harris	Angus Reid	Result
Con	35	36	35	37	33	37	36	35	36	37
Lab	28	29	27	28	27	28	28	29	24	30
Lib Dem	28	27	26	28	29	27	26	27	29	24
Other	9	8	12	7	11	8	10	7	11	10
Av. Error	2.3	1.8	2.3	2.3	3.3	1.8	1.3	2.3	3.3	

UK General Election 2005

	YouGov	MORI	Populus	ICM	NOP	Result
Con	32	33	32	32	33	33
Lab	37	38	38	38	36	36
Lib Dem	24	23	21	22	23	23
Other	7	6	9	8	9	8
Av. Error	1.0	1.3	1.5	1.0	0.3	

UK General Election 2001

	YouGov	MORI	Gallup	ICM	NOP	Ras-mussen	Result
Con	33	30	30	32	30	33	33
Lab	43	45	47	43	47	44	42
Lib Dem	17	18	18	19	16	16	19
Other	7	7	5	6	7	7	6
Av. Error	1.0	2.0	2.5	0.5	3.0	1.5	

Referendums

UK European Union Membership Referendum 2016

	YouGov	Ipsos Mori	BMG	Survation	Opinium	ComRes	TNS	Populus	ORB	ICM	Result
Remain	51	52	52	51	49	53	49	55	54	47	48
Leave	49	48	48	49	51	47	51	45	46	53	52
Av. Error	3.0	4.0	4.0	3.0	1.0	5.0	1.0	7.0	6.0	1.0	

Scotland Independence Referendum 2014

	YouGov	Ipsos Mori	Panelbase	Survation	ICM	TNS	Result
Yes	48	47	48	47	48	50	45
No	52	53	52	53	52	50	55
Av. Error	3.0	2.0	3.0	2.0	3.0	5.0	

Alternative Vote Referendum 2011

	YouGov	ICM	Angus Reid	ComRes	Result
Yes	38	32	39	34	32
No	62	68	61	66	68
Av. Error	6.0	0.0	2.0	7.0	

Welsh Assembly Law-Making Powers Referendum 2011

	YouGov	ICM	rmg: Clarity	Result
Yes	69	69	69	63
No	31	31	31	37
Av. Error	6.0	6.0	6.0	

Scottish Parliament Elections

Scottish Parliament Election 2016

Constituency - Final Call Poll

	YouGov	Ipsos Mori	Panelbase	Survation	Result
Con	19	18	17	19	22
Lab	22	19	23	21	23
Lib Dem	7	6	6	7	8
SNP	48	51	49	49	47
Other	4	6	4	5	1
Av. Error	1.8	3.8	2.4	2.4	

Regional - Final Call Poll

	YouGov	Ipsos Mori	Panelbase	Survation	Result
Con	20	19	19	20	23
Lab	19	17	22	19	19
Lib Dem	6	7	4	6	5
SNP	41	45	44	44	42
Green	9	10	6	7	7
Other	6	2	5	4	4
Av. Error	1.5	2.7	2.0	1.0	

Scottish Parliament Election 2011

Constituency - Final Call Poll

	YouGov	TNS-BMRB	Progressive	Result
Con	11	15	10	14
Lab	35	27	35	32
Lib Dem	8	10	6	8
SNP	42	45	45	45
Other	4	3	4	1
Av. Error	2.4	2.0	2.4	

Regional - Final Call Poll

	YouGov	TNS-BMRB	Progressive	Result
Con	13	16	8	12
Lab	32	25	36	26
Lib Dem	7	9	5	5
SNP	35	38	41	44
Other	14	12	10	12
Av. Error	4.0	3.0	3.8	

Scottish Parliament Election 2007

Constituency - Final Call Poll

	YouGov	ICM	Populus	Result
Con	13	13	13	17
Lab	31	32	29	32
Lib Dem	14	16	15	16
SNP	37	34	33	33
Other	5	5	10	2
Av. Error	2.8	1.6	3.2	

Regional - Final Call Poll

	YouGov	ICM	Populus	Result
Con	13	13	14	14
Lab	27	29	28	29
Lib Dem	10	16	15	11
SNP	32	30	31	31
Other	18	12	12	14
Av. Error	1.8	1.8	1.4	

Scottish Parliament Election 2003

Constituency - Final Call Poll

	YouGov	Populus	MORI	System 3	Scottish Opinion	Result
Con	16	10	12	12	11	17
Lab	36	41	43	39	40	35
Lib Dem	19	11	9	15	14	15
SNP	24	29	26	26	27	24
Other	5	9	10	8	8	9
Av. Error	2.0	4.4	4.4	2.4	3.2	

Regional - Final Call Poll

	YouGov	Populus	MORI	System 3	Scottish Opinion	Result
Con	16	12	10	11	9	16
Lab	26	34	35	28	26	29
Lib Dem	14	10	11	15	19	12
SNP	23	21	26	25	25	21
Other	21	23	18	21	21	22
Av. Error	1.6	2.4	4.4	2.8	4.4	

National Assembly for Wales Elections

National Assembly of Wales Election 2016

Constituency - Final Call Poll

	YouGov	Result
Con	21	21
Lab	33	35
Lib Dem	8	8
Plaid Cymru	19	21
UKIP	16	12
Other	4	3
Av. Error	1.5	

Regional - Final Call Poll

	YouGov	Result
Con	20	19
Lab	31	31
Lib Dem	6	6
Plaid Cymru	20	21
UKIP	16	13
Green	4	3
Other	4	7
Av. Error	1.3	

National Assembly of Wales Election 2011

Constituency - Final Call Poll

	YouGov	Result
Con	20	25
Lab	47	42
Lib Dem	9	11
Plaid	18	19
Other	6	3
Av. Error	3.2	

Regional - Final Call Poll

	YouGov	Result
Con	19	23
Lab	43	37
Lib Dem	8	8
Plaid	18	18
UKIP	7	5
Green	3	3
Other	3	7
Av. Error	2.3	

London Assembly Elections

London Assembly Election 2016

Constituency - Final Call Poll

	YouGov	Result
Con	30	31
Lab	44	44
Lib Dem	7	8
Green	7	9
UKIP	11	8
Other	1	1
Av. Error	1.2	

List - Final Call Poll

	YouGov	Result
Con	29	29
Lab	39	40
Lib Dem	8	6
Green	9	8
UKIP	11	7
WEP	2	4
Other	3	4
Av. Error	1.6	

London Assembly Election 2012

Constituency - Final Call Poll

	YouGov	Result
Con	33	33
Lab	44	42
Lib Dem	9	9
Other	14	16
Av. Error	1.0	

List - Final Call Poll

	YouGov	Result
Con	32	32
Lab	42	41
Lib Dem	9	7
Green	7	9
Other	11	12
Av. Error	1.2	

London Mayoral Elections

London Mayoral Election 2016

Round 1

	YouGov	ComRes	Opinium	Survation	TNS	Result
Zac Goldsmith (Con)	32	36	35	34	33	35
Sadiq Khan (Lab)	43	45	48	49	45	42
Caroline Pidgeon (LD)	6	6	4	3	7	5
Peter Whittle (UKIP)	7	4	5	5	5	4
Sian Berry (Green)	7	6	5	3	4	6
Other	5	3	3	6	6	7
Av. Error	1.8	1.5	2.2	2.5	1.8	

Round 2

	YouGov	ComRes	Opinium	Survation	TNS	Result
Zac Goldsmith (Con)	43	44	43	40	43	43
Sadiq Khan (Lab)	57	56	57	60	57	57
Av. Error	0.0	1.0	0.0	3.0	0.0	

London Mayoral Election 2012

Round 1

	YouGov	ComRes	Populus	Survation	Result
Boris Johnson (Con)	43	45	46	42	44
Ken Livingstone (Lab)	38	36	34	31	40
Brian Paddick (LD)	7	5	5	10	4
Lawrence Webb (UKIP)	4	2	3	5	2
Jenny Jones (Green)	3	6	6	4	5
Carlos Cortiglia (BNP)	1	2	1	4	1
Siobhan Benita (Indep)	4	3	5	3	4
Av. Error	1.4	1.3	1.7	3.6	

Round 2

	YouGov	ComRes	Populus	Survation	Result
Boris Johnson (Con)	53	53	56	55	52
Ken Livingstone (Lab)	47	47	44	45	48
Av. Error	1.0	1.0	4.0	3.0	

London Mayoral Election 2008

Round 1

	YouGov	Ipsos Mori	MRUK	Result
Boris Johnson (Con)	43	38	43	43
Ken Livingstone (Lab)	36	41	33	37
Brian Paddick (LD)	13	12	9	10
Others	8	9	4	10
Av. Error	1.5	3.0	2.8	

Round 2

	YouGov	Ipsos Mori	MRUK	Result
Boris Johnson (Con)	53	48	49	53
Ken Livingstone (Lab)	47	52	51	47
Av. Error	0.0	5.0	4.0	

London Mayoral Election 2004

Round 1

	YouGov	Populus	Result
Steven Norris (Con)	26	29	29
Ken Livingstone (Lab)	37	42	37
Simon Hughes (LD)	18	20	15
Others	19	9	19
Av. Error	1.5	4.8	

Round 2

	YouGov	Ipsos Mori	Result
Steven Norris (Con)	45	58	55
Ken Livingstone (Lab)	55	42	45
Av. Error	0.0	3.0	

Leadership Elections

Conservative Leadership Elections

December 2005

	YouGov	Result
David Cameron	67	68
David Davis	33	32
Average Error	1.0	

September 2001

	YouGov	Result
Iain Duncan Smith	61	61
Kenneth Clarke	39	39
Average Error	0.0	

Labour Leadership Elections

September 2016

	YouGov	Result
Jeremy Corbyn	62	62
Owen Smith	38	38
Average Error	0.0	

September 2015

	YouGov	Result
Jeremy Corbyn	57	59
Andy Burnham	20	19
Yvette Cooper	17	17
Liz Kendall	6	5
Average Error	1.0	

September 2010

	YouGov	Result
Ed Miliband	51	51
David Miliband	49	49
Average Error	0.0	

European Parliament Elections

UK European Parliament Elections 2019

	YouGov	Ipsos MORI	BMG	Survation	Opinium	Kantar	Panel-base	Result
Con	7	9	12	14	12	13	12	9
Lab	13	15	18	24	17	24	25	14
Lib Dem	19	20	17	12	15	15	15	20
Brexit Party	37	35	35	30	38	27	30	32
Green	12	10	8	4	7	8	7	12
SNP	3	3	3	4	3	3	4	4
Plaid Cymru	1	0	1	1	1	0	-	1
UKIP	3	3	2	3	2	4	3	3
Change UK	4	3	4	3	3	5	3	3
Other	2	3	1	4	2	1	1	2
Av. Error	1.1	0.9	2.1	3.5	2.4	3.4	2.6	

UK European Parliament Elections 2014

	YouGov	ICM	TNS	Survation	Opinium	ComRes	Result
Con	22	26	21	23	21	20	24
Lab	26	29	28	27	25	27	25
Lib Dem	9	7	7	9	6	7	7
UKIP	27	25	31	32	32	33	27
Green	10	6	6	4	6	6	8
Other	6	7	7	7	9	7	8
Av. Error	1.5	1.8	2.2	2.5	2.0	2.5	

UK European Parliament Elections 2009

	YouGov	ICM	Populus	ComRes	Result
Con	26	29	30	24	28
Lab	16	17	16	22	16
Lib Dem	15	20	12	14	14
UKIP	18	10	19	17	17
Green	10	11	10	15	9
BNP	5	5	5	2	6
Other	10	8	8	6	12
Av. Error	1.1	3.1	1.7	3.7	

UK European Parliament Elections 2004

	YouGov	Populus	Result
Con	26	24	27
Lab	24	26	23
Lib Dem	13	17	15
UKIP	21	13	16
Other	16	20	19
Av. Error	2.4	2.4	