



## YouGov methodology for *The Economist* polls

Our United States panel of more than 10,000 was recruited in three ways:

(1) Through e-mails to people from a commercial opt-in e-mail list inviting them to join the panel—setting out the prizes and payments as well as the academic rigour with which the research was to be conducted.

(2) Through advertising, principally using Google and Overture, in which ads were placed against a wide variety of non-political keywords—eg, gardening-related words invited people to join a prize poll on gardening. At the end of the survey respondents were asked if they wanted to join a panel for broader surveys with cash incentives and further prizes. Keywords included music, television, sports, and health-related topics. The aim was to recruit people from a variety of backgrounds and interests.

(3) Through contacting people who had taken part in previous YouGov projects where the sample had included respondents beyond the United Kingdom. Those who had told us they reside in the United States were invited.

When joining the panel, respondents supply a great variety of background demographic and other information. Balanced samples are selected from panel for each survey. Some are asked tracker questions more frequently than others—and we are tracking the difference between those more frequently and less frequently asked to see if we need to take this into account.

Surveys generally include non-political as well as political topics.

Data is weighted using age, gender, race and income. We also track and weight by respondent's reported vote in the 2000 election. The weighting for this is not based on the actual result but on an adjusted figure based on our research into remembered voting.