

Angus Reid Makes History with 2008 Federal Election Prediction

*First national campaign polling program carried out exclusively online
proves most accurate in Canada.*

[VANCOUVER – Oct. 15, 2008] - Angus Reid, the only public opinion firm to exclusively use online methods to follow the views of the electorate during this year's federal campaign, offered the most accurate prediction of the results of Canada's 40th election.

Building on the success of its coverage of five recent provincial elections in Canada, Angus Reid accurately predicted a double-digit gap between the winning Conservative Party and the opposition Liberal Party, steady support for the Bloc Québécois, and slight increases for both the New Democratic Party (NDP) and the Green Party, all within the advertised margin of sampling error.

Angus Reid's final national prediction—which included interviews carried out on the last day of the electoral campaign—and the national survey of 2,000 Canadian adults conducted for the *Toronto Star* before the closing weekend both show variations of less than two percentage points from the actual result for each of the five contending parties. The surveys pegged support for the Tories at 37 per cent and 38 per cent respectively, in tune with the 37.6 per cent the party garnered on election night.

The final Angus Reid breakdowns for Canada's three most populous provinces—Ontario, Quebec and British Columbia—were also particularly close to the actual outcome, showing variations of three percentage points or less from the actual results, even with a smaller sample to draw from. The surveys accurately predicted a first place showing for the Conservatives in Ontario, a close race for second place between Grits and Tories in Quebec, and the Liberals dropping to third place in BC.

“We have invested millions of dollars in building an online panel of Canadians—the Angus Reid Forum—which once again has proven to be the best platform for opinion research in Canada,” said company founder and CEO Dr. Angus Reid. “This experience, coupled with that of our online polling colleagues in Europe, once again serves to illustrate the superiority of our methodology. We continue to question the long term viability of telephone polling.”

In this campaign, Angus Reid partnered with some of Canada's most authoritative media outlets to provide Canadians with a clear analysis of the electorate. “We're always pleased when, in hindsight, our

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own polls turn out to be neatly aligned with reality," said Fred Kuntz, Editor-in-Chief of the *Toronto Star*. "It gives us confidence that our polls are worthwhile, that they help to illuminate truly what Canadians are thinking."

"The polling results were right on the money," said John Cassaday, President and CEO of Corus Entertainment Inc.

Throughout the course of the federal campaign, Angus Reid issued 45 different releases, focusing not only on horse race numbers, but also on the opinions of Canadians on the issues that defined the race, such as the original decision to exclude the Green Party from the televised debates, the economic situation in Canada and abroad, "strategic voting", and leadership qualities.

Angus Reid has been at the forefront of a revolution in market research, using its premier online survey platform—the Angus Reid Forum—to present respondents with highly visual, interactive, and engaging surveys, and ensuring that Canadians provide thoughtful and reliable responses. With an emphasis on quickness that cannot be matched by telephone-based research, Angus Reid has succeeded in providing an accurate appraisal of the views of Canadians.

Angus Reid is a full-service polling and market research firm which is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid team are pioneers in online research methodologies, and have been conducting online surveys since 1995.

Angus Reid, along with its sister company, Vision Critical, is now the largest Canadian-owned market research enterprise. In addition to its five offices in Canada—located in Vancouver, Calgary, Regina, Toronto, and Montreal—the firm also has offices in San Francisco, Chicago, New York, London, Paris and Sydney. Its team of specialists provides solutions across every type and sector of research, and currently serves over 200 international clients.

Angus Reid will launch its new United States voter panel—Springboard America—in November.

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Canada Federal Election 2008

Prediction and Results - National

	Actual Results		Angus Reid Surveys	
	2008 Election	Oct. 11-13, 2008 (1)	Oct. 8-10, 2008 (*)	
Conservative Party	37.6%	37%	38%	
Liberal Party	26.2%	27%	28%	
New Democratic Party	18.2%	20%	19%	
Bloc Québécois	10.0%	9%	9%	
Green Party	6.8%	7%	6%	

Canada Federal Election 2008

Prediction and Results - Comparison

	Conservative Party	Liberal Party	New Democratic Party	Bloc Québécois	Green Party	Difference
2008 Election Result	38%	26%	18%	10%	7%	
Angus Reid (1)	37%	27%	20%	9%	7%	-5
Ekos (2)	35%	26%	19%	10%	10%	-7
Leger Marketing (3)	36%	27%	20%	8%	9%	-9
Ipsos-Reid (4)	34%	29%	18%	9%	8%	-9
Harris/Decima (5)	34%	25%	19%	11%	9%	-9
Nanos (6)	34%	27%	21%	10%	8%	-9
Strategic Counsel (7)	33%	28%	18%	10%	11%	-11
Segma (8)	35%	23%	21%	10%	11%	-13

(1) http://angusreidstrategies.com/uploads/pages/pdfs/2008.10.13_Final.pdf

(2) <http://www.ekoselection.com/index.php/2008/10/daily-tracking-final-numbers>

(3) <http://legermarketing.com/documents/pol/081011ENG.pdf>

(4) <http://www.ipsos-na.com/news/pressrelease.cfm?id=4120>

(5) http://www.harrisdecima.com/en/downloads/pdf/news_releases/101308E.pdf

(6) <http://www.nanosresearch.com/election/CPAC-Nanos-October-13-2008E.pdf>

(7) http://www.ctv.ca/servlet/ArticleNews/story/CTVNews/20081010/election2008_national_poll_081012/20081012

(8) <http://www.cyberpresse.ca/le-soleil/actualites/elections-2008/200810/10/01-28582-harper-reste-en-tete-mais-se-bute-au-bloc-quebecois.php>

(*) http://angusreidstrategies.com/uploads/pages/pdfs/2008.10.11_ARPW.pdf

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Canada Federal Election 2008

Prediction and Results - Ontario

	Actual Results	Angus Reid Survey (*)
	2008 Election	Oct. 8-10, 2008
Conservative Party	39.2%	37%
Liberal Party	33.8%	33%
New Democratic Party	18.2%	21%
Green Party	8.0%	9%

Prediction and Results - Quebec

	Actual Results	Angus Reid Survey (*)
	2008 Election	Oct. 8-10, 2008
Bloc Québécois	38.1%	39%
Liberal Party	23.7%	22%
Conservative Party	21.7%	22%
New Democratic Party	12.2%	13%
Green Party	3.5%	4%

Prediction and Results - British Columbia

	Actual Results	Angus Reid Survey (*)
	2008 Election	Oct. 8-10, 2008
Conservative Party	44.4%	45%
New Democratic Party	26.1%	27%
Liberal Party	19.3%	21%
Green Party	9.4%	7%

(*) http://angusreidstrategies.com/uploads/pages/pdfs/2008.10.11_ARPW.pdf

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Angus Reid Strategies polls are conducted using the Angus Reid Forum online panel (www.angusreidforum.com), which is recruited via an industry-leading process that incorporates a randomized, widespread invitation approach and a triple opt-in screening procedure. The panel is maintained through state-of-the-art sampling techniques and frequent verifications of personal identity, contact information, and demographic characteristics. This premier online survey platform presents respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses.

Since 2006, Angus Reid has covered five elections in Canada—more than any other pollster in the country—and the results have accurately predicted the outcome of each of these democratic processes. <http://www.angusreidstrategies.com/index.cfm?fuseaction=news&newsid=194>

More information on the way Angus Reid Strategies conducts public opinion research can be found at <http://www.angusreidstrategies.com/uploads/pages/pdfs/ARS.ARF.WP.pdf>

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**For more information, please contact
our spokesperson listed in the footnote.**

**Copies of this poll are available on our website:
www.angusreidstrategies.com**

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