

ANGUS REID STRATEGIES

Angus Reid Strategies Celebrates a New Era of Polling in Canada

[VANCOUVER - Mar. 28, 2008] - Angus Reid Strategies is the first company in the history of polling in Canada to initiate a comprehensive Internet-based system for conducting public opinion research. After more than a year of actively gauging the views of Canadians, the company has proven the accuracy, reach and efficiency of its innovative online methodology.

Over the last year, Angus Reid Strategies 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, even in cases like Quebec where traditional telephone-based research got the order of the parties wrong.

Across these five elections, Angus Reid made a total of 22 estimates of party support levels. In all but one, the predictions were within the stated margin of error of $\pm 4\%$. The estimate of results for Alberta's Progressive Conservative Party was correct in pointing to a majority government, and occurred against the backdrop of the lowest voter turnout in a Canadian provincial election (41%).

"I'm very pleased with our performance during our first year in conducting online polling here in Canada," said Angus Reid, CEO of Angus Reid Strategies. "The accuracy of our results underscores the arrival of online systems as a replacement for telephone-based polling for most research applications in Canada."

Angus Reid Strategies has also been particularly active in assessing the opinion of Canadians, issuing more than 150 different releases on a wide range of social, political and economic issues. This accomplishment has merited more than 800 citations in domestic and international print, radio and television outlets.

Quebec - March 2007

	Results	Angus Reid
1. LPQ	33%	31%
2. ADQ	31%	30%
3. PQ	28%	29%
4. Grn.	4%	6%
5. QS	4%	5%

Manitoba - June 2007

	Results	Angus Reid
1. NDP	48%	49%
2. PC	38%	37%
3. Lib.	12%	9%
4. Grn.	1%	5%

Ontario - September 2007

	Results	Angus Reid
1. Lib.	42%	40%
2. PC	32%	34%
3. NDP	17%	19%
4. Grn.	8%	7%

Saskatchewan - November 2007

	Results	Angus Reid
1. Sask.	52%	52%
2. NDP	37%	35%
3. Lib.	10%	12%
4. Oth.	2%	2%

Alberta - March 2008

	Results	Angus Reid
1. PC	53%	43%
2. Lib.	26%	28%
3. NDP	9%	13%
4. WAP	7%	10%
5. Grn.	5%	7%

Earlier this year, the firm announced it has become the “official polling partner” of the Toronto Star. “I’m particularly pleased that the Toronto Star, Canada’s largest daily newspaper, has chosen Angus Reid Strategies as their official polling partner,” said Reid.

Angus Reid Strategies has been at the forefront of a revolution in market research, using its premier online survey platform 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 Strategies has succeeded in providing an accurate appraisal of the views of Canadians. “Over the next year, the firm intends to apply its techniques and measures in the field of online polling to applications in the U.S. and other parts of the world,” said Reid.

Angus Reid Strategies 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 Strategies team are pioneers in online research methodologies, and have been conducting online surveys since 1995.

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