

Angus Reid Makes the Best Electoral Prediction in British Columbia

Groundbreaking research methodology allowed respondents to choose from the candidates in their specific constituency.

[VANCOUVER – May 13, 2009] – Polling firm Angus Reid Strategies has effectively relied on its online methodology to offer the most accurate electoral prediction in British Columbia’s provincial ballot.

Building on the success of its coverage of six provincial elections in Canada—as well as the best prediction of the 2008 federal ballot—Angus Reid Strategies accurately anticipated a narrow gap between the governing BC Liberal Party and the opposition New Democratic Party (NDP), all within the advertised margin of sampling error.

Angus Reid’s final predictions—for both decided voters and absolutely certain voters—show variations of two percentage points or less from the actual result for each of the three main contending parties. The final survey of decided voters pegged support for the BC NDP at 42 per cent, exactly what the party garnered on election night.

“Once again, the accuracy of online political polling has been proven,” said Angus Reid, CEO of Angus Reid Strategies. “Our work continues to demonstrate that telephone-based polling cannot match the scope or the results of online research.”

In a first for Canadian public opinion research, Angus Reid Strategies relied on its unique online methodology to show each respondent the candidates who would be on the ballot in their specific constituency. Never before in Canada had citizens been asked to choose from the actual list of contenders in their riding during a province-wide voting intention poll.

In this provincial campaign, Angus Reid Strategies partnered with two of Canada’s most authoritative media outlets—CTV and the *Globe and Mail*—to provide an analysis that went beyond the horse race, and focused on the underlying feelings of the BC electorate.

Angus Reid Strategies 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.

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With an emphasis on quickness that cannot be matched by telephone-based research, Angus Reid Strategies has consistently succeeded in providing an accurate appraisal of the views of Canadians. Earlier this year, the polling firm launched two new online survey platforms—Springboard USA and Springboard UK—that allow respondents in the United States and Britain to voice their opinion on a wide variety of issues.

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 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.

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British Columbia Election 2009

Prediction and Results – Provincial (Decided Voters)

	Actual Results	Angus Reid Survey
	2009 Election	May 6-7, 2009
BC Liberal Party	46%	44%
New Democratic Party	42%	42%
Green Party	8%	10%
Conservative Party	2%	2%
Other parties / Independents	2%	2%

British Columbia Election 2009

Prediction and Results – Comparison (Decided Voters)

	BC Liberal Party	New Democratic Party	Green Party	Other parties / Independents	Difference
2009 Election Result	46%	42%	8%	4%	
Angus Reid (1)	44%	42%	10%	4%	-4
Ipsos-Reid (2)	47%	39%	10%	4%	-6
Innovative Research (3)	46%	37%	11%	6%	-10
Mustel (4)	47%	38%	12%	3%	-10
Environics (5)	47%	36%	12%	5%	-12

(1) http://www.angusreidstrategies.com/uploads/pages/pdfs/2009.05.08_BCProv.pdf

(2) <http://www.ipsos-na.com/news/pressrelease.cfm?id=4384>

(3) http://www.innovativeresearch.ca/090509_GlobeAndMail_Liberals%20lead.%20poll%20says%20but%20NDP%20could%20gain.pdf

(4) <http://www.mustelgroup.com/pdf/20090507.pdf>

(5) <http://bc2009.com/wp-content/uploads/2009/05/2009-05-04-environics-poll.pdf>

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British Columbia Election 2009

Prediction and Results – Provincial (Absolutely Certain Voters)

	Actual Results	Angus Reid Surveys
	2009 Election	May 6-7, 2009
BC Liberal Party	46%	44%
New Democratic Party	42%	43%
Green Party	8%	8%
Conservative Party	2%	2%
Other parties / Independents	4%	3%

British Columbia Election 2009

Prediction and Results - Provincial (Absolutely Certain Voters)

	BC Liberal Party	New Democratic Party	Green Party	Other parties / Independents	Difference
2009 Election Result	46%	42%	8%	4%	
Angus Reid (1)	44%	43%	8%	5%	-4
Ipsos-Reid (2)	49%	38%	11%	2%	-12

(1) http://www.angusreidstrategies.com/uploads/pages/pdfs/2009.05.08_BCProv.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.

Angus Reid Strategies, the only public opinion firm to exclusively use online methods to follow the views of the electorate during the 2008 federal campaign, offered the most accurate prediction of the results of Canada's 40th election.

http://angusreidstrategies.com/uploads/pages/pdfs/2008.10.15_Election.pdf

Since 2006, Angus Reid Strategies has covered seven provincial 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://angusreidstrategies.com/uploads/pages/pdfs/2008.03.28_Anniversary_1.pdf
http://www.angusreidstrategies.com/uploads/pages/pdfs/2008.12.09_QuebecElection.pdf*

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 spokespersons listed in the footnote.**

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