

Angus Reid Strategies Hits the Mark Again in Nova Scotia

Survey predicts victory for New Democrats, and third-place finish for Progressive Conservatives.

[VANCOUVER – Jun. 10, 2009] – For the ninth consecutive time, polling firm Angus Reid Strategies has offered an accurate electoral prediction using its unique online methodology.

Angus Reid Strategies, which had correctly forecast the outcome of seven provincial elections in Canada—and issued the best prediction of the 2008 federal ballot—correctly anticipated a victory for the opposition New Democratic Party (NDP) in Nova Scotia and a third-place finish for the Progressive Conservatives. The results for the four contending parties were all predicted within the advertised margin of sampling error.

“We believe public opinion in Canada should not be confined to a few provinces, but to every region of the country,” said Angus Reid, CEO of Angus Reid Strategies. “Our impressive team of public affairs experts will continue to review the political spectrum in every Canadian province, and also look at democratic processes around the world as we expand our operations into the United States and Europe.”

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.

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.

CONTACTS:

Jaideep Mukerji, Vice President, Public Affairs, 514-409-0462, jaideep.mukerji@angus-reid.com
Mario Canseco, Vice President, Public Affairs, 604-647-3570, mario.canseco@angus-reid.com
Hamish Marshall, Research Director, Public Affairs, 604-647-1987, hamish.marshall@angus-reid.com

For Immediate Release
NOVA SCOTIA ELECTION 2009



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.

CONTACTS:

Jaideep Mukerji, Vice President, Public Affairs, 514-409-0462, jaideep.mukerji@angus-reid.com
Mario Canseco, Vice President, Public Affairs, 604-647-3570, mario.canseco@angus-reid.com
Hamish Marshall, Research Director, Public Affairs, 604-647-1987, hamish.marshall@angus-reid.com

Nova Scotia Election 2009

Prediction and Results – Provincial (Decided Voters)

	Actual Results	Angus Reid Survey (1)
	2009 Election	June 1-2, 2009
New Democratic Party	45%	47%
Liberal Party	27%	26%
Progressive Conservative Party	24%	23%
Green Party	2%	3%
Other parties / Independents	1%	1%

(1) http://www.angusreidstrategies.com/uploads/pages/pdfs/2009.06.04_NSElection.pdf

CONTACTS:

Jaideep Mukerji, Vice President, Public Affairs, 514-409-0462, jaideep.mukerji@angus-reid.com
Mario Canseco, Vice President, Public Affairs, 604-647-3570, mario.canseco@angus-reid.com
Hamish Marshall, Research Director, Public Affairs, 604-647-1987, hamish.marshall@angus-reid.com

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.

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 eight 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

http://www.angusreidstrategies.com/uploads/pages/pdfs/2009.05.13_BCElection.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>

- 30 -

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

CONTACTS:

Jaideep Mukerji, Vice President, Public Affairs, 514-409-0462, jaideep.mukerji@angus-reid.com

Mario Canseco, Vice President, Public Affairs, 604-647-3570, mario.canseco@angus-reid.com

Hamish Marshall, Research Director, Public Affairs, 604-647-1987, hamish.marshall@angus-reid.com

For Immediate Release
NOVA SCOTIA ELECTION 2009



CONTACTS:

Jaideep Mukerji, Vice President, Public Affairs, 514-409-0462, jaideep.mukerji@angus-reid.com
Mario Canseco, Vice President, Public Affairs, 604-647-3570, mario.canseco@angus-reid.com
Hamish Marshall, Research Director, Public Affairs, 604-647-1987, hamish.marshall@angus-reid.com