

# Angus Reid Makes the Best Prediction in Quebec... Again

*Online survey accurately predicts outcome, and surge in support for the opposition Parti Québécois.*

[MONTREAL – Dec. 9, 2008] - Angus Reid Strategies, the only public opinion firm to exclusively use specially designed online methods to follow the views of voters in Canadian electoral campaigns, offered the most accurate prediction of the results of Quebec's 39th National Assembly election.

In its sixth successful forecast of a Canadian provincial election, Angus Reid Strategies accurately anticipated a single-digit gap between the winning Liberal Party of Quebec and the opposition Parti Québécois, a third place finish for the Action Démocratique du Québec, and smaller support for Québec Solidaire and the Green Party of Quebec, all within the advertised margin of sampling error.

Once again, gauging the views of voters close to election day proved crucial in providing an accurate assessment of public sentiment. Following a week of political turmoil in Ottawa, the survey—carried out on Dec. 4 and Dec. 5, after Governor General Michaëlle Jean agreed to prorogue the federal House of Commons—pegged support for the governing Quebec Liberals at 42 per cent, in tune with the 42.05 per cent the party garnered on election night. More importantly, the online poll of a representative provincial sample foresaw a strong showing for the Parti Québécois.

"Our online panel of Canadians—the Angus Reid Forum—allowed us to get a true sense of how the electorate in Quebec felt, and we found out that the coalition-related discussions about sovereignty and separatism did have an effect on the outcome of the provincial election," said company founder and CEO Dr. Angus Reid. "The accuracy and immediacy of our unique online methodology once again proved superior to telephone polling."

In the previous election to Quebec's National Assembly, Angus Reid Strategies issued its first accurate prediction using its unique online methodology. This experience was followed by successful forecasts in Manitoba, Ontario, Saskatchewan, Alberta, and now a second time in Quebec. In October 2008, Angus Reid Strategies offered the most accurate prediction of the results of Canada's 40th federal election.

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,

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and engaging surveys, and ensuring that Canadians provide thoughtful and reliable responses. With an emphasis on quickness that cannot be matched by other methods, Angus Reid Strategies has succeeded in providing an accurate appraisal of the views of Canadians.

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 Canada's largest research company. 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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## Quebec Provincial Election 2008

*Prediction and Results - Quebec*

	Actual Results	Angus Reid Survey
	2008 Election	Dec. 4-5, 2008 (1)
Liberal Party of Quebec	42.05%	42%
Parti Québécois	35.15%	36%
Action Démocratique du Québec	16.35%	13%
Québec Solidaire	3.79%	5%
Green Party of Quebec	2.18%	3%

## Quebec Provincial Election 2008

*Prediction and Results - Comparison*

	LPQ	PQ	ADQ	QS	GPQ	Margin of Victory	Difference
<b>2008 Election Result</b>	<b>42%</b>	<b>35%</b>	<b>16%</b>	<b>4%</b>	<b>3%</b>	<b>7 points</b>	
<b>Angus Reid (1)</b>	<b>42%</b>	<b>36%</b>	<b>13%</b>	<b>5%</b>	<b>2%</b>	<b>6 points</b>	<b>-6</b>
Leger Marketing (2)	45%	32%	15%	4%	3%	13 points	-7
CROP (3)	45%	29%	15%	5%	6%	16 points	-14

(1) [http://www.angusreidstrategies.com/uploads/pages/pdfs/2008.12.05\\_Quebec\\_ENG.pdf](http://www.angusreidstrategies.com/uploads/pages/pdfs/2008.12.05_Quebec_ENG.pdf)

(2) <http://www.legermarketing.com/documents/pol/081261ENG.pdf>

(3) <http://pdf.cyberpresse.ca/lapresse/rapportnov.pdf>

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*Angus Reid Strategies polls are conducted using the Angus Reid Forum online panel ([www.angusreidforum.com](http://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://www.angusreidstrategies.com/index.cfm?fuseaction=news&newsid=349>*

*Since 2006, Angus Reid Strategies has covered five 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://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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