

## About Angus Reid Strategies

Angus Reid Strategies is a full service marketing research and public opinion consultancy. We provide high level strategic advice to clients seeking to understand consumer/customer opinions, attitudes, motivations and behaviours. With offices in Montreal, Vancouver, Regina, Calgary, Toronto, San Francisco, New York, London, Paris, and Sydney, our clients include a wide array of multi-national Fortune 500 companies to smaller local non-profit organizations.

Angus Reid Strategies combined with sister company Vision Critical currently employs over 250 marketing research, technology, and web programming professionals and had approximately \$13 million in research sales in 2008, making us the fastest growing market research company in Canada – by far (100% year over year growth). We have a full complement of technical support staff to assist with programming, data tabulation, report production, research & development, and quality assurance.

At Angus Reid Strategies, our lead consultants represent the best and brightest thinkers in the industry. Our team derives its strength by evolving market research through the unification of emerging technologies combined with a focus on strategic consulting.

## ACGC Poverty Study Methodology Overview

From January 12 to January 16, 2009, Angus Reid Strategies conducted an online survey among 801 randomly selected Albertan adults. The margin of error—which measures sampling variability—is +/- 3.5%, 19 times out of 20. The survey was 30 questions in length. The survey response rate fell well within the normal average at 45% (that is, 45% of those that were sent an invitation to complete the survey, did complete the survey in full). Any partially completed surveys were omitted from the study.

The survey sample was obtained from **Angus Reid Forum** panelists. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of Alberta. Discrepancies in or between totals are due to rounding.

### About Angus Reid Forum

- Angus Reid Forum (ARF) is Canada's premier, national online panel currently comprised of over 90,000 panelists. ARF includes Canadians from all ages, socio-economic groups and regions. The Angus Reid Forum is recruited through an industry-leading process that incorporates a randomized, widespread invitation approach and a triple opt-in screening procedure.
- The overall health of the panel is sustained by a team of panel experts using the careful application of panel management rules. Additionally they maintain the panel through state-of-the-art sampling techniques and frequent verification of personal identity, contact information and demographic characteristics.

## Angus Reid Forum Accuracy

- The most effective way to gauge the accuracy of public opinion research is through those occasions in which research results can be compared against a measurable outcome, such as an election. The record of accuracy shown by ARF in elections for which it has published results, speaks to the ability of online research to represent reality. In the most recent Canadian Federal election, Angus Reid Strategies provides the most accurate prediction of the results:

### Canada Federal Election 2008

*Prediction and Results - Comparison*

	Conservative Party	Liberal Party	New Democratic Party	Bloc Québécois	Green Party	Difference
<b>2008 Election Result</b>	<b>38%</b>	<b>26%</b>	<b>18%</b>	<b>10%</b>	<b>7%</b>	
<b>Angus Reid (1)</b>	<b>37%</b>	<b>27%</b>	<b>20%</b>	<b>9%</b>	<b>7%</b>	<b>-5</b>
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
Sigma (8)	35%	23%	21%	10%	11%	-13

(1) [http://angusreidstrategies.com/uploads/pages/pdfs/2008.10.13\\_Final.pdf](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](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](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->