



ELECTORAL RECORD

Angus Reid is Canada's best-known and longest practicing pollster. He's spent more than four decades asking Canadians what they think and pioneered the transition to online polling in Canada.



The **Angus Reid Institute** is a non-profit organization committed to impartial and unbiased data and continues Dr. Reid's tradition of excellence when it comes to electoral projections.



Canada's Top-Rated Online Pollster

Source: <https://projects.fivethirtyeight.com/pollster-ratings/>

Federal Election 2019



	LPC	CPC	NDP	BQ	Green	Avg. Error
Actual Result	33%	34%	16%	8%	7%	
Angus Reid	29%	33%	19%	8%	8%	<u>-2.0</u>



Federal Elections

Federal Election 2015



	LPC	CPC	NDP	BQ	Green	Avg. Error
Actual Result	39%	32%	20%	5%	3%	
Angus Reid	35%	31%	22%	5%	5%	<u>-1.8</u>



Federal Elections

Federal Election 2011



	CPC	NDP	LPC	BQ	Green	Avg. Error
Actual Result	40%	31%	19%	6%	4%	
Angus Reid	37%	33%	19%	6%	4%	<u>-1.0</u>



Federal Elections

Federal Election 2008



	CPC	LPC	NDP	BQ	Green	Avg. Error
Actual Result	38%	26%	18%	10%	7%	
Angus Reid	37%	27%	20%	9%	7%	<u>-1.0</u>



Federal Elections

American Federal Elections, 2012 and 2016




	2012				2016			
	Obama (D)	Romney (R)	Other	Avg. Error	Clinton (D)	Trump (R)	Other	Avg. Error
Actual Result	51%	47%	2%		48%	46%	6%	
Angus Reid	51%	48%	2%	<u>-0.3</u>	48%	44%	8%	<u>-1.3</u>



Federal Elections


Nova Scotia

	June 2009			October 2013	
	Actual	Angus Reid		Actual	Angus Reid
NDP	45%	47%	Liberal	46%	46%
Liberal	27%	26%	NDP	27%	27%
Conservative	24%	23%	Conservative	26%	24%
Green	2%	3%	Other	1%	3%
Other	1%	1%			
Avg. Error		<u>-1.0</u>	Avg. Error		<u>-1.0</u>




Provincial Elections

Quebec

	April 2014			October 2018	
	Actual	Angus Reid		Actual	Angus Reid
Liberal	42%	39%	CAQ	37%	32%
PQ	25%	27%	Liberal	25%	25%
CAQ	23%	25%	QS	16%	20%
QS	8%	7%	PQ	17%	18%
Other	2%	2%	Other	5%	5%
Avg. Error		<u>-1.6</u>	Avg. Error		<u>-2.0</u>


Quebec

	March 2007			December 2008	
	Actual	Angus Reid		Actual	Angus Reid
Liberal	33%	31%	Liberal	42%	42%
ADQ	31%	30%	PQ	35%	36%
PQ	28%	29%	ADQ	16%	13%
			QS	4%	5%
			Green	2%	3%
Avg. Error		<u>-1.3</u>	Avg. Error		<u>-1.2</u>



Provincial Elections


Ontario

	October 2007		October 2011		June 2014	
	Actual	Angus Reid	Actual	Angus Reid	Actual	Angus Reid
Liberal	42%	40%	38%	37%	39%	34%
PC	32%	34%	35%	33%	31%	36%
NDP	17%	19%	23%	26%	24%	24%
Green	8%	7%	3%	3%	5%	5%
Avg. Error		<u>-1.8</u>		<u>-1.5</u>		<u>-2.5</u>




Provincial Elections


Manitoba

	May 2007			October 2011	
	Actual	Angus Reid		Actual	Angus Reid
NDP	48%	49%	NDP	46%	46%
PC	38%	37%	PC	44%	43%
Other	14%	15%	Liberal	8%	8%
			Green	3%	8%
Avg. Error		<u>-1.0</u>	Avg. Error		<u>-1.5</u>

Saskatchewan

	November 2007		October 2020		
	Actual	Angus Reid		Actual	Angus Reid
Sask. Party	52%	52%	Sask. Party	61%	60%
NDP	37%	35%	NDP	32%	33%
Liberal	10%	12%	Other	7%	7%
Avg. Error		<u>-1.3</u>	Avg. Error		<u>-0.3</u>


Alberta

	May 2015			April 2019	
	Actual	Angus Reid		Actual	Angus Reid
NDP	41%	41%	UCP	55%	52%
PC	28%	28%	NDP	33%	39%
Wildrose	24%	22%	Alberta Party	9%	6%
Liberal	4%	5%	Liberal	1%	1%
Other	3%	5%	Other	2%	3%
Avg. Error		<u>-1.0</u>	Avg. Error		<u>-2.6</u>



Provincial Elections


Alberta

	March 2008			April 2012	
	Actual	Angus Reid		Actual	Angus Reid
PC	53%	43%	PC	44%	32%
Liberal	26%	28%	Wildrose	34%	41%
NDP	9%	13%	Liberal	10%	13%
Wildrose	7%	10%	NDP	10%	11%
Green	5%	7%	Other	2%	2%
Avg. Error		<u>-4.2</u>	Avg. Error		<u>-4.6</u>



Provincial Elections


British Columbia

	May 2017		October 2020	
	Actual	Angus Reid	Actual	Angus Reid
Liberals	40%	40%	34%	35%
NDP	40%	41%	48%	45%
Green	17%	15%	15%	16%
Other	3%	4%	3%	4%
Avg. Error		<u>-1.0</u>		<u>-1.5</u>



Provincial Elections

British Columbia

	May 2009		May 2013	
	Actual	Angus Reid	Actual	Angus Reid
Liberals	46%	44%	44%	36%
NDP	42%	42%	40%	45%
Green	8%	10%	8%	9%
Other	4%	4%	8%	11%
Avg. Error		<u>-1.0</u>		<u>-4.25</u>



Provincial Elections

From Angus Reid:

"My commitment to the online methodology came from an epiphany of sorts that I had at the turn of the millennium, when non-participation rates for conventional polling were starting to top 90 per cent. It became clear to me that we must find a better way to bring potential survey respondents into the research process – especially in a world that places more emphasis than ever on personal privacy and where robo-calls and even live interviewer engagement are seen as spam.

If enough care and attention (and dollars) are committed to this task, it is possible to build very large panels of "double opt-in" respondents – that is, people who choose to be part of the panel and then choose whether to participate in the surveys offered to them. With the proper investment, these panels can be large enough to represent each of the major regions and segments of a given country. Following on the footsteps of the very successful YouGov operation in the U.K., I started building panels in Canada, the U.S. and Britain.

The online panel offers some major advantages over other forms of research. Surveys can be completed on mobile devices at the respondent's convenience and can include pictures and video to obtain a more realistic response context. Most of the investment in online research goes into maintaining and growing a large group of potential respondents – rather than paying for interviewers in call centres."

[Read full article here](#)



Judging online Accuracy

For more on the Angus Reid polling record, including State elections in the United States and Federal elections in the United Kingdom, [please click here](#)



More International Results