

NEWS RELEASE



FOR IMMEDIATE RELEASE

Forum Research's IVR poll accurately predicts 2013 British Columbia provincial election outcome

Winning party support predicted to within 3%

Toronto, May 15th, 2013 – As the dust settles after yesterday's British Columbia provincial election, it is clear that the interactive voice response (IVR) poll conducted by Forum Research on May 8th, 2013—among 1,147 eligible voters—predicted the outcome with the greatest accuracy of all firms covering the election. Overall deviation of the poll's findings from the actual election results across all parties was 8%, with the next closest firm deviating by 14% — and the furthest in the pack deviating by 27%.

“The accuracy of our predictions does not only further validate the accuracy of IVR political polling in Canada, it has shown that our company has mastered political polling using this methodology,” said Forum Research president Dr. Lorne Bozinoff.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

May 15th, 2013

HIGHLIGHTS:

- Forum Research's May 8th, 2013 IVR poll conducted among 1,147 eligible BC voters predicted the outcome with the greatest accuracy of all firms covering the election.
- “The accuracy of our predictions does not only further validate the accuracy of IVR political polling in Canada, it has shown that our company has mastered political polling using this methodology,” said Forum Research president Dr. Lorne Bozinoff.

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

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Popular Vote Predictions

%	Lib	NDP	Green	Cons	Other	Deviation ¹
Actual Results ²	44	40	8	5	3	-
Forum Research Inc. (n=1147)	41	43	8	6	2	1.6
Ipsos Reid (n=800) ³	37	45	9	6	3	2.8
Angus Reid (n=803) ⁴	36	45	9	7	3	3.2
Hill & Knowlton (n=804) ⁵	34.6	41.1	13.6	7.5	3.3	3.8
EKOS (n=861) ⁶	34.5	40.5	13	9.3	2.7	3.9
Oraclepoll (n=1000) ⁷	37	41	12	10	-	4.0
Abacus Data (n=1042) ⁸	33	43	12	9	3	4.4
Insights West (n=855) ⁹	33	41	14	11	1	5.2
Justason (n=700) ¹⁰	31	45	14	8	3	5.4

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Seat Distribution Prediction

%	Lib	NDP	Green	Cons	Other	Deviation ¹¹
Actual Results	49	34	1	0	1	-
Forum Research Inc.	43	41	0	0	1	2.8

For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: lbozinoff@forumresearch.com

¹ Total percentage point deviation from actual results across all parties.

² http://en.wikipedia.org/wiki/British_Columbia_general_election,_2013

³ Results taken from <http://www.ipsos-na.com/news-polls/pressrelease.aspx?id=6113>

⁴ http://www.angus-reid.com/wp-content/uploads/2013/05/2013.05.13_Politics_BC.pdf

⁵ <http://hkstrategies.ca/wp-content/uploads/BC-Perspectives-Panel.pdf>

⁶ http://www.ekospolitics.com/wp-content/uploads/full_report_bc_may_13_2013.pdf

⁷ <http://www.timescolonist.com/b-c-election-race-tightens-as-ndp-lead-shrinks-poll-1.174141>

⁸ http://abacusdata.ca/wp-content/uploads/2013/04/BCVoteIntentionProvincialLEADERSHIP_April292013.pdf

⁹ <http://www.insightwest.com/news/update-your-insights-on-the-upcoming-bc-election/>

¹⁰ <http://www.justasonmi.com/?p=3502>

¹¹ Total seat deviation from actual results.

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forumresearch.com