

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Forum Most Accurate Firm in Predicting By-elections

Forum was most accurate in 4 by-elections and second in 1 other

TORONTO, JANUARY 17th, 2014 – By-elections provide the Forum Poll[™] with an opportunity to demonstrate just how accurate our Interactive Voice Response (IVR) polls are. Of all the by-elections where other polling firms attempted to predict the vote, Forum was the most accurate in four out of six. Of the most recent by-elections, the Forum Poll[™] accurately predicted the winning candidate 14 out of 17 times.

Federal By-elections (Fall 2013): Bourassa, Brandon-Souris, Provencher, Toronto-Centre

In the Toronto Centre by-election, Forum successfully predicted a win for Liberal candidate Chrystia Freeland. Freeland managed to win with 49% of the vote, a 2 point difference from our prediction (47%). The margin of error on this poll was about plus or minus 4%, 19 out of 20 times. Emmanuel Dubourg, the Liberal candidate, won the November 25th 2013 Bourassa by-election with 48% of the vote. Based on Forum's final poll in the riding we successfully predicted the Liberal's would win with 43% of the vote, a 5 point difference just falling within the margin of error ($\pm 6\%$, 19 out of 20 times). As we can see in the by-election results for both Toronto-Centre and Bourassa, our IVR polling works very well when both competitive parties put out equal get out the vote efforts and get their supporters to the polls. However, the Brandon-Souris results show that sustained get out the vote efforts by only one party can affect the outcome in a by-election. Finally in the Provencher by-election there were no surprises. Conservative candidate Ted Falk won with 58% of the vote which is slightly higher than we predicted (48%). Falk managed to run away with the election and Liberal voters appear to have been disheartened by his momentum.

Ontario By-elections (Summer 2013): Etobicoke-Lakeshore, London West, Ottawa South, Scarborough-Guildwood, Windsor-Tecumseh

After five more Ontario by-elections, it is clear that the interactive voice response (IVR) polls conducted by Forum Research on July 30th and 31st predicted the outcome with the greatest accuracy. Forum most accurately predicted results by candidate within 0.6 percentage points on average compared to the actual vote in the Etobicoke Lakeshore riding, and within 1.2 percentage points on average in the riding of Scarborough Guildwood. Overall deviation for Forum of all Ontario by-election findings from the actual vote was 2.8 p.p. on average, with Campaign Research off the mark by 3.1 p.p.

TORONTO

January 17th, 2014

HIGHLIGHTS:

- Of all the by-elections where other polling firms attempted to predict the vote, Forum was the most accurate in four out of six. Of the most recent by-elections, the Forum Poll[™] accurately predicted the winning candidate 14 out of 17 times.
- In the Toronto Centre by-election, Forum successfully predicted a win for Liberal candidate Chrystia Freeland.
- After five more Ontario by-elections, it is clear that the interactive voice response (IVR) polls conducted by Forum Research on July 30th and 31st predicted the outcome with the greatest accuracy.

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HIGHLIGHTS:

- The July 10th, 2013 by-election results came as no surprise with Liberal candidate Christy Clark winning with 63%, followed by NDP candidate Carole Gordon with 30%.
- Based on the results it appears that the Liberal and Conservative 'get out the vote efforts' trumped the NDP efforts in the Labrador by-election.
- In a poll taken by The Forum Poll™ we predicted Crockatt would prevail with 35% of the vote, a 2 point difference.
- Forum predicted a win for Conservative Erin O'Toole with 42% of the vote (±4%, 19 out of 20 times), but he managed to increase his share to 51%.
- The Green Party made an impressive final get out the vote effort in the Victoria by-election but it still wasn't enough to beat out the NDP.

British Columbia By-election (Summer 2013): Westside - Kelowna

The Westside – Kelowna by-election in British Columbia provided The Forum Poll™ with another opportunity to demonstrate the accuracy of the interactive voice response (IVR) technology. The July 10th, 2013 by-election results came as no surprise with Liberal candidate Christy Clark winning with 63%, followed by NDP candidate Carole Gordon with 30%. Based on Forum's July 8th, 2013 poll in the riding our predictions were accurate within 3.5% across all parties which was well within our stated margin of error.

Federal By-election (Spring 2013): Labrador

Forum and the interactive voice response (IVR) polls were the most accurate in predicting the results. The poll was conducted on April 24th, 2013 and had a total of 427 randomly selected residents of Labrador, 18 years of age and older. Based on the results it appears that the Liberal and Conservative 'get out the vote efforts' trumped the NDP efforts. Both the Conservative and Liberal candidates achieved slightly higher than expected voter turnout, while the NDP went from a predicted 24% to a meager 19% of the popular vote.

Federal By-elections (Fall 2012): Calgary, Durham, & Victoria

Joan Crockatt, the Conservative candidate, won the November 26th 2012 Calgary Centre by-election with 37% of the vote. In a poll taken by The Forum Poll™ we predicted Crockatt would prevail with 35% of the vote, a 2 point difference. The margin of error on this poll was about plus or minus 5%, 19 out of 20 times.

In the Durham by-election the Conservative's lead built up steam and ran away with the election leaving the Liberals disheartened. Forum predicted a win for Conservative Erin O'Toole with 42% of the vote (±4%, 19 out of 20 times), but he managed to increase his share to 51%, a 9 point increase from our prediction.

Disheartened Liberal voters appear to have given up hope in the days leading up to the election while the Conservatives rallied the electorate. The Green Party made an impressive final get out the vote effort in the Victoria by-election but it still wasn't enough to beat out the NDP. The Forum Poll™ predicted the Green Party would capture 26% but they managed to almost topple the incumbent NDP with 34% of the vote. Forum predicted that the NDP would win with 47% but due to the Green Party's efforts they barely managed to hold on with 37%. The margin of error on this poll was about plus or minus 4%, 19 out of 20 times.

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Ontario By-elections (Fall 2012): Kitchener-Waterloo, Vaughan

Catherine Fife, the NDP candidate, won Kitchener-Waterloo's by-election with 40% of the vote. In a poll taken on Tuesday night, The Forum Poll™ predicted Fife would prevail with 42% of the vote, a 2 point difference. The margin of error on this poll was about plus or minus 4%, 19 out of 20 times.

In the Vaughan by-election, Forum predicted a win for Liberal Steven Del Duca with 49% of the vote. In fact, Mr. Del Duca won with 51% of the vote, a 2 point difference from our prediction. The margin of error on this poll was about plus or minus 6%, 19 out of 20 times.

Federal By-election (Winter 2012): Toronto-Danforth By-election

On the March 19th Toronto-Danforth By-election Forum's interactive voice response (IVR) again proves to be accurate in predicting elections as the NDP won the riding capturing 59% of the popular vote. Forum Research polled the district and found the NDP would win with a strong majority (61%).

Forum Poll accurate within 3%

On average across all 17 by-elections polled, the Forum Poll™ was accurate within 3.2 percentage points. Campaign Research was accurate within 3.1 points but only polled the summer 2013 Ontario by-elections (just based on these 5 by-elections, Forum was accurate within 2.8 points). Abacus only polled the Labrador by-election and had an average deviation of 7.5 points.

"Even though predicting by-elections is inherently tricky because of political party 'get-out-the-vote efforts' on election day and because of small sample sizes, these results show that Forum's IVR methodology has an excellent record of predicting by-elections," said Forum Research president Dr. Lorne Bozinoff.

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HIGHLIGHTS:

- In a poll taken on Tuesday night, The Forum Poll™ predicted Fife would prevail with 42% of the vote, a 2 point difference.
- Forum Research polled Toronto-Danforth and found the NDP would win with a strong majority (61%), the NDP won with 59%.
- On average across all 17 by-elections polled, the Forum Poll™ was accurate within 3.2 percentage points.
- "Even though predicting by-elections is inherently tricky because of political party 'get-out-the-vote efforts' on election day and because of small sample sizes, these results show that Forum's IVR methodology has an excellent record of predicting by-elections," said Forum Research president Dr. Lorne Bozinoff.

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Federal By-Election – November 25th, 2013

Popular Vote Predictions

Bourassa

%	Cons	Liberal	NDP	Green	Bloc	Other	Deviation ¹
Actual Results ²	5	48	31	2	13	0	-
Forum Research Inc. (n=238)	8	43	31	2	15	1	1.8

Brandon-Souris

%	Cons	Liberal	NDP	Green	Bloc	Other	Deviation
Actual Results ³	44	43	7	5	-	1	-
Forum Research Inc. (n=368)	30	59	6	5	-	0	5.3

Provencher

%	Cons	Liberal	NDP	Green	Bloc	Other	Deviation
Actual Results ⁴	58	30	8	4	-	0	-
Forum Research Inc. (n=201)	48	37	6	8	-	1	4.0

Toronto Centre

%	Cons	Liberal	NDP	Green	Bloc	Other	Deviation
Actual Results ⁵	9	49	36	3	-	1	-
Forum Research Inc. (n=544)	11	47	39	3	-	0	1.3

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

² Actual results: http://en.wikipedia.org/wiki/By-elections_to_the_41st_Canadian_Parliament#Toronto_Centre

³ Actual results: http://en.wikipedia.org/wiki/By-elections_to_the_41st_Canadian_Parliament#Toronto_Centre

⁴ Actual results: http://en.wikipedia.org/wiki/By-elections_to_the_41st_Canadian_Parliament#Toronto_Centre

⁵ Actual results: http://en.wikipedia.org/wiki/By-elections_to_the_41st_Canadian_Parliament#Toronto_Centre

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Ontario By-Election – August 1st, 2013

Popular Vote Predictions

Etobicoke Lakeshore

%	Cons	Lib	NDP	Green	Other	Deviation ⁶
Actual Results ⁷	47	42	8	2	1	
Forum Research Inc. (n=565)	47	43	7	3	1	0.6
Campaign Research	42	43	11	3	1	2.0

London West

%	Cons	Lib	NDP	Green	Other	Deviation ⁸
Actual Results ⁹	33	16	42	4	5	
Forum Research Inc. (n=517)	38	15	36	6	5	2.8
Campaign Research	33	19	30	8	9	4.6

Ottawa South

%	Cons	Lib	NDP	Green	Other	Deviation ¹⁰
Actual Results ¹¹	39	42	14	3	2	
Forum Research Inc. (n=508)	52	36	9	3	0	5.2
Campaign Research	42	35	12	6	5	3.6

⁶ Average percentage point deviation from election results across all parties.

⁷ [http://en.wikipedia.org/wiki/Etobicoke%E2%80%94Lakeshore_\(provincial_electoral_district\)](http://en.wikipedia.org/wiki/Etobicoke%E2%80%94Lakeshore_(provincial_electoral_district))

⁸ Average percentage point deviation from election results across all parties.

⁹ [http://en.wikipedia.org/wiki/London_West_\(provincial_electoral_district\)](http://en.wikipedia.org/wiki/London_West_(provincial_electoral_district))

¹⁰ Average percentage point deviation from election results across all parties.

¹¹ [http://en.wikipedia.org/wiki/Ottawa_South_\(provincial_electoral_district\)](http://en.wikipedia.org/wiki/Ottawa_South_(provincial_electoral_district))

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Scarborough Guildwood

%	Cons	Lib	NDP	Green	Other	Deviation ¹²
Actual Results ¹³	31	36	28	2	3	
Forum Research Inc. (n=373)	31	38	27	3	1	1.2
Campaign Research	32	37	24	3	4	1.6

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Windsor Tecumseh

%	Cons	Lib	NDP	Green	Other	Deviation ¹⁴
Actual Results ¹⁵	20	12	61	4	3	
Forum Research Inc. (n=305)	28	12	52	6	2	4
Campaign Research	22	16	52	5	5	3.6

Overall (Average Deviation)

Forum Research Inc.						2.8
Campaign Research						3.1

¹² Average percentage point deviation from election results across all parties.

¹³ [http://en.wikipedia.org/wiki/Scarborough%E2%80%9494Guildwood_\(provincial_electoral_district\)](http://en.wikipedia.org/wiki/Scarborough%E2%80%9494Guildwood_(provincial_electoral_district))

¹⁴ Average percentage point deviation from election results across all parties.

¹⁵ [http://en.wikipedia.org/wiki/Windsor%E2%80%9494Tecumseh_\(provincial_electoral_district\)](http://en.wikipedia.org/wiki/Windsor%E2%80%9494Tecumseh_(provincial_electoral_district))

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British Columbia By-Election Poll – July 10th, 2013

Popular Vote Predictions

Westside – Kelowna

%	Cons	Lib	NDP	Other	Deviation ¹⁶
Actual Results ¹⁷	6	63	30	2	-
Forum Research Inc. (n=182)	7	52	36	5	3.5

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¹⁶ Average percentage point deviation from election results across all parties.

¹⁷ Actual results from http://electionsbccnr.blob.core.windows.net/electionsbccnr/BY-WTK-2013-07-10_Party.html

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Labrador By-Election – May 11th, 2013

Popular Vote Predictions

Labrador

%	Cons	Lib	NDP	Other	Deviation ¹⁸
Actual Results ¹⁹	33	48	19	0	-
Forum Research Inc. (n=369)	31	45	24	0	2.5
Abacus Data (n=500) ²⁰	20	63	17	0	7.5

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¹⁸ Total percentage point deviation from actual results across all parties.

¹⁹ Actual results from http://enr.elections.ca/ElectoralDistricts_e.aspx

²⁰ Results taken from <http://abacusinsider.com/politics-public-affairs/labrador-federal-by-election-liberals-have-a-big-lead/>

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Federal By-Election – November 12th, 2012

Popular Vote Predictions

Durham

%	Cons	Lib	NDP	Green	Other	Deviation ²¹
Actual Results ²²	51	17	26	4	2	-
Forum Research Inc. (n=520)	42	22	26	7	3	3.6

Calgary Centre

%	Cons	Lib	NDP	Green	Other	Deviation
Actual Results ²³	37	33	4	26	1	-
Forum Research Inc. (n=520)	32	30	12	23	4	4.4

Victoria

%	Cons	Lib	NDP	Green	Other	Deviation
Actual Results ²⁴	15	13	37	34	1	-
Forum Research Inc. (n=520)	12	14	47	26	1	4.4

²¹ Total percentage point deviation from actual results across all parties.

²² Actual results from Elections Canada:

http://www.elections.ca/content.aspx?section=res&dir=rep/off/ovr_2012b&document=p4&lang=e#a1

²³ Actual results from Elections Canada:

http://www.elections.ca/content.aspx?section=res&dir=rep/off/ovr_2012b&document=p4&lang=e#a1

²⁴ Actual results from Elections Canada:

http://www.elections.ca/content.aspx?section=res&dir=rep/off/ovr_2012b&document=p4&lang=e#a1

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Ontario By-Election – September 4th, 2012

Popular Vote Predictions

Kitchener-Waterloo

%	Cons	Lib	NDP	Green	Other	Deviation ²⁵
Actual Results ²⁶	32	24	40	3	1	-
Forum Research Inc. (n=520)	26	26	42	6	0	2.8

Vaughan

%	Cons	Lib	NDP	Green	Other	Deviation
Actual Results ²⁷	33	51	11	2	2	-
Forum Research Inc. (n=520)	37	49	11	3	0	1.8

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²⁵ Total percentage point deviation from actual results across all parties.

²⁶ Actual results from Elections Ontario <http://www.elections.on.ca/en-CA/Tools/Kitchener-Waterloo+2012+by-election.htm>

²⁷ Actual results from Elections Ontario <http://www.elections.on.ca/en-CA/Tools/Vaughan+2012+by-election.htm>

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Federal By-Election – March 19th, 2012

Popular Vote Predictions

Toronto-Danforth

%	Cons	Liberal	NDP	Green	Other	Deviation ²⁸
Actual Results ²⁹	5	29	59	5	2	-
Forum Research Inc. (n=520)	14	19	61	4	2	4.4

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²⁸ Total percentage point deviation from actual results across all parties.

²⁹ Actual results from Elections Canada:

http://www.elections.ca/content.aspx?section=res&dir=rep/off/ovr_2012&document=synopsis&lang=e

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By-Election Summary Table

Overall Average Deviation

Research Firm	Average Deviation	Number of By-Elections Polled
Campaign Research	3.1	5
Forum Research Inc.	3.2	17
Abacus	7.5	1

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