

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Forum Poll Most Accurate in Quebec Election

Forum was only firm to predict a Liberal majority

TORONTO, APRIL 10, 2014 - The Quebec election held on April 7th, 2014 proved to be a triumph for electoral polling. Four competitive firms had an average deviation under 2% across all of their predicted parties. Average deviation was calculated by taking the difference between predicted popular vote and actual results.

Forum Poll was Most Accurate

The Forum Poll was the most accurate firm in predicting the Quebec election with an average deviation of 1.17%. While another firm had the same deviation as Forum, they did not predict the vote for the Option Nationale or the Green Party of Québec, but instead grouped these parties into the 'Other' category which is a less precise prediction. The Forum Poll has been consistently accurate in predicting provincial elections. In the last seven provincial elections Forum was the most accurate in five¹, and second in the other two².

Liberal Majority

Out of the six firms who polled for the Quebec election, Forum was the only one to predict a Liberal majority government. Most of the other firms called for a Liberal minority, and Ekos was unsure: "it is unclear whether it will be a majority or not"³.

"Once again, we have been able to demonstrate the accuracy and predictive value of random telephone-based IVR polling, and it gave the best result of all the pollsters in field in this election," said Forum Research President, Dr. Lorne Bozinoff.

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TORONTO

April 10th, 2014

HIGHLIGHTS:

- Four competitive firms had an average deviation under 2% across all of their predicted parties.
- The Forum Poll was the most accurate firm in predicting the Quebec election with an average deviation of 1.17%.
- In the last seven provincial elections Forum was the most accurate in five, and second in the other two.
- Out of the six firms who polled for the Quebec election, Forum was the only one to predict a Liberal majority government.
- "Once again, we have been able to demonstrate the accuracy and predictive value of random telephone-based IVR polling, and it gave the best result of all the pollsters in field in this election," said Forum Research President, Dr. Lorne Bozinoff.

¹ The others include: BC (2013), Alberta (2012), Saskatchewan (2011), and Ontario (2011)

² Nova Scotia (2013), and Quebec (2012)

³ *Quebec Liberals Headed to a Win* (p. 1) -

http://www.ekospolitics.com/wp-content/uploads/full_report_april_4_2014.pdf

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Quebec Election – April 7th, 2014

Popular Vote Predictions

%	Lib	PQ	CAQ	QS	ON	Green	Other	Deviation
Actual Results ⁴	42	25	23	8	1	1	1	-
Forum Research Inc. (n= 1536) ⁵	44	24	23	6	0	2	1	1.00
Angus Reid (n=1410) ⁶	39	27	25	7	1	1	1	1.14
EKOS (n=1422) ⁷	39.8	27	21.1	9.4	-	-	2.8	1.50
Leger (n=1220) ⁸	38	29	23	9	-	1	1	1.67
Ipsos Reid (n=1012) ⁹	40	28	18	12	0	-	2	3.00
CROP (n=1400) ¹⁰	39	36	13	10	1	-	1	4.33

⁴ <http://resultats.dgeq.org/resultatsSommaires.fr.html>

⁵ http://www.forumresearch.com/QC_Election_News_Release_Forum_Research.pdf

⁶ <http://www.angusreidglobal.com/wp-content/uploads/2014/04/04.04.14-ARG-Quebec-Voter-Intention.pdf>

⁷ **Note:** EKOS didn't predict ON or Green party popular vote, but rather grouped them into the 'Other' category. To calculate deviation, the ON and Green actual results were merged with the 'Other' category. Also since EKOS predicted results to the first decimal place, their deviation was compared to the actual results to the first decimal.

http://www.ekospolitics.com/wp-content/uploads/full_report_april_4_2014.pdf

⁸ **Note:** Leger didn't predict the ON party popular vote, but rather grouped them into the 'Other' category. To calculate deviation, the ON actual result was merged with the 'Other' category.

http://www.leger360.com/admin/upload/publi_pdf/201404051FR.pdf

⁹ **Note:** Ipsos Reid didn't predict the Green party popular vote, but rather grouped them into the 'Other' category. To calculate deviation, the Green actual result was merged with the 'Other' category.

<http://www.ipsos-na.com/news-polls/pressrelease.aspx?id=6461>

¹⁰ **Note:** CROP didn't predict the Green party popular vote, but rather grouped them into the 'Other' category. To calculate deviation, the Green actual result was merged with the 'Other' category. <http://www.crop.ca/sondages/pdf/2014/Rapport%20politique%20-%20Mars%202014.pdf>

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