

# NEWS RELEASE



## **MEDIA INQUIRIES:**

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## **FOR IMMEDIATE RELEASE**

### **Forum Most Accurate Firm in Predicting Provincial Elections**

**Forum had the most accurate prediction in 5 of last 7 provincial elections and second most accurate in the other 2**

TORONTO, APRIL 17<sup>th</sup>, 2014 – Among all polling firms attempting to predict vote outcome, the Forum Poll<sup>™</sup> proved to be the most accurate in five out the last seven provincial elections.

**No other polling firm was as consistent as the Forum Poll<sup>™</sup>**

The Forum Poll was the most accurate firm in predicting the 2014 Quebec election with an average deviation of 1.17%. Out of the six firms who polled for the election, Forum was the only one to predict a Liberal majority government. Most firms called for a Liberal minority in Quebec.

In a triumph of electoral polling, three competitive firms arrived at very similar and very accurate predictions for the outcome of the Nova Scotia provincial election of October 8<sup>th</sup>, 2013. Forum Research was the second most accurate, with a total deviation of 1.6%, compared to 0.4% for Abacus Data and 2.4% for Corporate Research Associates (CRA).

In the BC election held in May 2013, nine different polling firms attempted to predict the election turnout. Forum was the most accurate of the nine with a deviation of 1.6 across all parties, while the least accurate was Justason with a deviation of 5.4. Forum was the only firm to correctly predict a Liberal majority government.

In the September 2012 election in Quebec three of four polling firms accurately predicted the election outcome, while EKOS was off by 4.1. Forum, Leger and CROP all were under 2 total percentage point deviation off across all parties.

After the Alberta provincial election, it is clear The Forum Poll<sup>™</sup> conducted on April 22<sup>nd</sup> detected a last minute voter swing, and predicted the final election results with greater accuracy than other pollsters. Overall deviation of the poll's findings from the actual election results across all parties was 2.7– with the furthest in the pack, Abacus, deviating by 4.7.

## **TORONTO**

**April 17<sup>th</sup>, 2014**

## **HIGHLIGHTS:**

- Among all polling firms attempting to predict vote outcome, the Forum Poll<sup>™</sup> proved to be the most accurate in five out the last seven provincial elections.
- The Forum Poll was the most accurate firm in predicting the 2014 Quebec election with an average deviation of 1.17%.
- Three competitive firms arrived at very similar and very accurate predictions for the outcome of the Nova Scotia provincial election of October 8<sup>th</sup>, 2013.
- Forum was the most accurate polling firm in the BC election.
- In the September 2012 election in Quebec three of four polling firms accurately predicted the election outcome, while EKOS was off by 4.1.
- After the Alberta provincial election, it is clear The Forum Poll<sup>™</sup> conducted on April 22<sup>nd</sup> detected a last minute voter swing.

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**TORONTO**  
**April 17<sup>th</sup>, 2014**

## **HIGHLIGHTS:**

- The interactive voice response (IVR) poll conducted by Forum Research on November 5<sup>th</sup> predicted the outcome with the greatest accuracy of all firms covering the Saskatchewan election.
- It was clear the interactive voice response (IVR) poll conducted by Forum Research on Oct. 3<sup>rd</sup> and 4<sup>th</sup> predicted the Ontario election outcome with uncanny accuracy.
- “Our record in predicting the outcome of the last seven provincial elections confirms that Forum’s IVR polling methodology is by far the most accurate of all polling methods in Canada today,” said Forum Research president Dr. Lorne Bozinoff.

The interactive voice response (IVR) poll conducted by Forum Research on November 5<sup>th</sup> predicted the outcome with the greatest accuracy of all firms covering the Saskatchewan election. Overall deviation of the poll’s findings from the actual election results across all parties was 0.4, with the next closest firm deviating by 1.5 -- and the furthest in the pack, Praxis, deviating by 2.6.

It was clear the interactive voice response (IVR) poll conducted by Forum Research on Oct. 3<sup>rd</sup> and 4<sup>th</sup> predicted the Ontario election outcome with uncanny accuracy. Overall deviation of the poll’s findings from the actual election results across all parties was a marginal 1.9%, with the next closest firm deviating by 4.7% -- and the furthest in the pack, IPSOS-Reid, deviating by 11.3%.

### **In a ranking of polling firms, Forum is most accurate**

When ranking the polling firms based on deviation the Forum poll<sup>tm</sup> was the most accurate in five of the last seven provincial elections. Leger and Abacus were the most accurate firms in the other elections. When comparing the average deviation across all elections, Forum ranks second in overall deviation and are the only firm who polled all seven elections (1.3%). Nanos has the lowest overall deviation (1.2%) although they only polled in the 2012 Ontario election.

“Our record in predicting the outcome of the last seven provincial elections confirms that Forum’s IVR polling methodology is by far the most accurate of all polling methods in Canada today,” said Forum Research president Dr. Lorne Bozinoff.

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**Quebec Election – April 7<sup>th</sup>, 2014**

**Popular Vote Predictions**

%	Lib	PQ	CAQ	QS	ON	Green	Other	Deviation
Actual Results <sup>1</sup>	42	25	23	8	1	1	1	-
Forum Research Inc. (n= 1536) <sup>2</sup>	44	24	23	6	0	2	1	1.00
Angus Reid (n=1410) <sup>3</sup>	39	27	25	7	1	1	1	1.14
EKOS (n=1422) <sup>4</sup>	39.8	27	21.1	9.4	-	-	2.8	1.50
Leger (n=1220) <sup>5</sup>	38	29	23	9	-	1	1	1.67
Ipsos Reid (n=1012) <sup>6</sup>	40	28	18	12	0	-	2	3.00
CROP (n=1400) <sup>7</sup>	39	36	13	10	1	-	1	4.33

**TORONTO**

**April 17<sup>th</sup>, 2014**

**Seat Distribution Prediction**

%	Lib	PQ	CAQ	QS	Deviation
Actual Results <sup>8</sup>	70	30	22	3	-
Forum Research	85	26	12	2	7.5

<sup>1</sup> <http://resultats.dgeq.org/resultatsSommaires.fr.html>

<sup>2</sup> [http://www.forumresearch.com/OC\\_Election\\_News\\_Release\\_Forum\\_Research.pdf](http://www.forumresearch.com/OC_Election_News_Release_Forum_Research.pdf)

<sup>3</sup> <http://www.angusreidglobal.com/wp-content/uploads/2014/04/04.14-ARG-Quebec-Voter-Intention.pdf>

<sup>4</sup> **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.

<sup>5</sup> [http://www.ekospolitics.com/wp-content/uploads/full\\_report\\_april\\_4\\_2014.pdf](http://www.ekospolitics.com/wp-content/uploads/full_report_april_4_2014.pdf)

<sup>6</sup> **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.

<sup>7</sup> [http://www.leger360.com/admin/upload/public\\_pdf/201404051FR.pdf](http://www.leger360.com/admin/upload/public_pdf/201404051FR.pdf)

<sup>8</sup> **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.

<sup>9</sup> <http://www.ipsos-na.com/news-polls/pressrelease.aspx?id=6461>

<sup>10</sup> **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.

<sup>11</sup> <http://www.crop.ca/sondages/pdf/2014/Rapport%20politique%20-%20Mars%202014.pdf>

<sup>12</sup> <http://resultats.dgeq.org/resultatsSommaires.fr.html>

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*Nova Scotia Election – October 8<sup>th</sup>, 2013*

## Popular Vote Predictions

%	Cons	Lib	NDP	Green	Other	Deviation <sup>9</sup>
Actual Results <sup>10</sup>	26	46	27	1	0	-
Abacus (n=600) <sup>11</sup>	27	46	26	1	0	0.4
Forum Research Inc. (n=922)	23	48	26	3	0	1.6
CRA (n=270) <sup>12</sup>	20	47	31	0	0	2.4

## Seat Distribution Prediction

%	Cons	Lib	NDP	Green	Other	Deviation <sup>13</sup>
Actual Results	11	33	7	0	0	-
Forum Research Inc.	5	36	10	0	0	2.4

<sup>9</sup> Total percentage point deviation from actual results across all parties.

<sup>10</sup> [http://en.wikipedia.org/wiki/Nova\\_Scotia\\_general\\_election\\_2013](http://en.wikipedia.org/wiki/Nova_Scotia_general_election_2013)

<sup>11</sup> <http://abacusinsider.com/nova-scotia-election/sun-newsabacus-data-poll-right/>

<sup>12</sup> <http://cra.ca/wp-content/uploads/2013/10/Commentary.pdf>

<sup>13</sup> Total seat deviation from actual results.

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## BC Election Poll – May 8th, 2013

### Popular Vote Predictions

%	Lib	NDP	Green	Cons	Other	Deviation <sup>14</sup>
Actual Results <sup>15</sup>	44	40	8	5	3	-
Forum Research Inc. (n=1147)	41	43	8	6	2	1.6
Ipsos Reid (n=800) <sup>16</sup>	37	45	9	6	3	2.8
Angus Reid (n=803) <sup>17</sup>	36	45	9	7	3	3.2
Hill & Knowlton (n=804) <sup>18</sup>	34.6	41.1	13.6	7.5	3.3	3.8
EKOS (n=861) <sup>19</sup>	34.5	40.5	13	9.3	2.7	3.9
Oraclepoll (n=1000) <sup>20</sup>	37	41	12	10	-	4.0
Abacus Data (n=1042) <sup>21</sup>	33	43	12	9	3	4.4
Insights West (n=855) <sup>22</sup>	33	41	14	11	1	5.2
Justason (n=700) <sup>23</sup>	31	45	14	8	3	5.4

### Seat Distribution Prediction

%	Lib	NDP	Green	Cons	Other	Deviation <sup>24</sup>
Actual Results	49	34	1	0	1	-
Forum Research Inc.	43	41	0	0	1	2.8

<sup>14</sup> Total percentage point deviation from actual results across all parties.

<sup>15</sup> [http://en.wikipedia.org/wiki/British\\_Columbia\\_general\\_election,\\_2013](http://en.wikipedia.org/wiki/British_Columbia_general_election,_2013)

<sup>16</sup> Results taken from <http://www.ipsos-na.com/news-polls/pressrelease.aspx?id=6113>

<sup>17</sup> [http://www.angus-reid.com/wp-content/uploads/2013/05/2013.05.13\\_Politics\\_BC.pdf](http://www.angus-reid.com/wp-content/uploads/2013/05/2013.05.13_Politics_BC.pdf)

<sup>18</sup> <http://hkstrategies.ca/wp-content/uploads/BC-Perspectives-Panel.pdf>

<sup>19</sup> [http://www.ekospolitics.com/wp-content/uploads/full\\_report\\_bc\\_may\\_13\\_2013.pdf](http://www.ekospolitics.com/wp-content/uploads/full_report_bc_may_13_2013.pdf)

<sup>20</sup> <http://www.timescolonist.com/b-c-election-race-tightens-as-ndp-lead-shrinks-poll-1.174141>

<sup>21</sup> [http://abacusdata.ca/wp-content/uploads/2013/04/BCVoteIntentionProvincialLEADERSHIP\\_April292013.pdf](http://abacusdata.ca/wp-content/uploads/2013/04/BCVoteIntentionProvincialLEADERSHIP_April292013.pdf)

<sup>22</sup> <http://www.insightswest.com/news/update-your-insights-on-the-upcoming-bc-election/>

<sup>23</sup> <http://www.justasonmi.com/?p=3502>

<sup>24</sup> Total seat deviation from actual results.

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## Quebec Election – September 3rd, 2012

### Popular Vote Predictions

%	PQ	Lib	CAQ	QS	Green	ON	Other	Deviation <sup>25</sup>
Actual Results <sup>26</sup>	32	31	27	6	1	2	0	-
Leger (n= 1,856) <sup>27</sup>	33	27	28	7	1	3	1	1.3
Forum Research Inc. (n= 2,703)	36	29	25	6	2	2	0	1.5
CROP (n= ~1,000) <sup>28</sup>	32	26	28	9	2	2	1	1.7
EKOS (n= 1,764) <sup>29</sup>	36.0	23.2	24.5	10.7	-	-	5.5 <sup>30</sup>	3.7

### Seat Distribution Prediction

%	PQ	Lib	CAQ	QS	Green	ON	Other	Deviation <sup>31</sup>
Actual Results	54	50	19	2	0	0	0	-
Forum Research Inc.	72	38	13	1	0	1	0	5.4

<sup>25</sup> Total percentage point deviation from actual results across all parties.

<sup>26</sup> [http://en.wikipedia.org/wiki/Quebec\\_general\\_election,\\_2012](http://en.wikipedia.org/wiki/Quebec_general_election,_2012)

<sup>27</sup> Results taken from [http://www.legermarketing.com/admin/upload/publi\\_pdf/ElectionQuebec209012.pdf](http://www.legermarketing.com/admin/upload/publi_pdf/ElectionQuebec209012.pdf)

<sup>28</sup> <http://www.lapresse.ca/le-soleil/dossiers/elections-quebecoises/201208/30/01-4569888-sondage-crop-vers-un-gouvernement-minoritaire-pequiste.php>

<sup>29</sup> [http://www.ekospolitics.com/wp-content/uploads/quebec\\_sept\\_2\\_2012\\_english.pdf](http://www.ekospolitics.com/wp-content/uploads/quebec_sept_2_2012_english.pdf)

<sup>30</sup> 'Other' deviation for EKOS calculated by subtracting 'Other' score from 4 as ON and Green incorporated into their 'Other' category

<sup>31</sup> Total seat deviation from actual results.

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## **Alberta Election – April 22nd, 2012**

### **Popular Vote Predictions**

%	Cons	WAP	Lib	NDP	AP	Other	Deviation <sup>32</sup>
Actual Results <sup>33</sup>	44	34	10	10	1	1	-
Forum Research Inc. (n=1950)	36	38	10	12	3	1	2.7
Leger (n=1200) <sup>34</sup>	36	42	9	10	2	1	3.0
Return on Insight (n=800) <sup>35</sup>	36	43	11	9	1	0	3.3
ThinkHQ (n=1425) <sup>36</sup>	33	41	11	11	3	1	3.7
Campaign Research (n=1545) <sup>37</sup>	34	41	11	11	0	3	3.7
Angus Reid (n=800) <sup>38</sup>	32	41	13	11	0	2	4.2
Abacus Data (n=1076) <sup>39</sup>	31	41	12	13	0	3	4.7

### **Seat Distribution Prediction**

%	Cons	WAP	Lib	NDP	AP	Other	Deviation <sup>40</sup>
Actual Results	61	17	5	4	0	0	-
Forum Research Inc.	36	44	3	4	0	0	9

<sup>32</sup> Total percentage point deviation from actual results across all parties.

<sup>33</sup> [http://en.wikipedia.org/wiki/Alberta\\_general\\_election,\\_2012](http://en.wikipedia.org/wiki/Alberta_general_election,_2012)

<sup>34</sup> [http://www.legermarketing.com/admin/upload/publi\\_pdf/PRESS\\_RELEASE\\_-\\_Herald-Journal\\_Provincial\\_Election\\_Poll\\_-\\_April\\_17\\_2012.pdf](http://www.legermarketing.com/admin/upload/publi_pdf/PRESS_RELEASE_-_Herald-Journal_Provincial_Election_Poll_-_April_17_2012.pdf)

<sup>35</sup> <http://return-on-insight.com/wp-content/uploads/2012/04/CBC-ROI-April-16-Vote-intention-.pdf>

<sup>36</sup> <http://edmonton.ctvnews.ca/new-poll-shows-gap-in-support-narrowing-between-wildrose-and-pc-1.798486>

<sup>37</sup> <http://www.threehundredeight.com/2012/04/wildrose-poised-for-slim-majority.html>

<sup>38</sup> [http://www.angus-reid.com/wp-content/uploads/2012/04/2012.04.22\\_Politics\\_AB.pdf](http://www.angus-reid.com/wp-content/uploads/2012/04/2012.04.22_Politics_AB.pdf)

<sup>39</sup> <http://abacusdata.ca/wp-content/uploads/2012/04/Wave-5-Release-FINAL.pdf>

<sup>40</sup> Total seat deviation from actual results.

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## Saskatchewan Election – November 5th, 2011

### Popular Vote Predictions

%	Sask Party	NDP	Green	Liberal	Other	Deviation <sup>41</sup>
Actual Results <sup>42</sup>	35	23	3		1	-
Forum Research Inc. (n=1034)	36	23	3		1	0.4
Insightrix (n=1000) <sup>43</sup>	60	33.3	3	2.8	0.3	1.5
Praxis (n=1041) <sup>44</sup>	66.7	26.4	5.2	0	1.6	2.6

### Seat Distribution Prediction

%	Sask Party	NDP	Green	Liberal	Other	Deviation <sup>45</sup>
Actual Results	49	9	0	0	0	-
Forum Research Inc.	49	9	0	0	0	0

<sup>41</sup> Total percentage point deviation from actual results across all parties.

<sup>42</sup> [http://en.wikipedia.org/wiki/Saskatchewan\\_general\\_election\\_2011](http://en.wikipedia.org/wiki/Saskatchewan_general_election_2011)

<sup>43</sup> Results from <http://www2.canada.com/saskatoonstarphoenix/news/story.html?id=ff7e7bfd-86e6-4478-ac3c-1728afddb6dd&p=2>

<sup>44</sup> <http://www.thestarphoenix.com/news/provincial-election/Poll+shows+Sask+Party+with+lead+over/5654508/story.html>

<sup>45</sup> Total seat deviation from actual results.

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## Ontario Election – October 3<sup>rd</sup> to 4<sup>th</sup>, 2011

### Popular Vote Predictions

%	Cons	Lib	NDP	Green	Other	Deviation <sup>46</sup>
Actual Results <sup>47</sup>	35	38	23	3	1	-
Forum Research Inc. (n=1034)	36	37	23	3	1	0.4
Abacus (n=926) <sup>48</sup>	34	37	24	4	1	0.8
Nanos (n=900) <sup>49</sup>	33.2	37.7	25.8	2.1	1.3	1.2
Angus Reid (n=1003) <sup>50</sup>	33	37	26	3	1	1.2
EKOS (n=2165) <sup>51</sup>	31.5	37.7	23.3	5.9	1.6	1.5
IPSOS-Reid (n=1020) <sup>52</sup>	31	41	25	3	0	2.0

### Seat Distribution Prediction

%	Cons	Lib	NDP	Green	Other	Deviation <sup>53</sup>
Actual Results	37	53	17	0	0	-
Forum Research Inc.	36	54	17	0	0	0.4

<sup>46</sup> Total percentage point deviation from actual results across all parties.

<sup>47</sup> [http://en.wikipedia.org/wiki/Ontario\\_election\\_2011](http://en.wikipedia.org/wiki/Ontario_election_2011)

<sup>48</sup> <http://abacusinsider.com/politics-public-affairs/ontario-election-final-poll-lp-37-pc-34-ndp-24/>

<sup>49</sup> <http://www.nanosresearch.com/library/polls/POLONT-F11-T515.pdf>

<sup>50</sup> [http://www.angus-reid.com/wp-content/uploads/2011/10/2011.10.05\\_Ontario\\_Final.pdf](http://www.angus-reid.com/wp-content/uploads/2011/10/2011.10.05_Ontario_Final.pdf)

<sup>51</sup> [http://www.ekospolitics.com/wp-content/uploads/final\\_report\\_october\\_5\\_2011.pdf](http://www.ekospolitics.com/wp-content/uploads/final_report_october_5_2011.pdf)

<sup>52</sup> <http://www.theglobeandmail.com/news/politics/majority-within-mcguintys-grasp-on-eve-of-ontario-election-poll-suggests/article618009/>

<sup>53</sup> Total seat deviation from actual results.

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## *Provincial Election Summary Tables*

### **Ranking of Most Accurate Firms by Deviation**

Research Firm	Most Accurate	Second Most Accurate	Third Most Accurate
Forum Research Inc.	5	2	-
Leger	1	1	-
Abacus Data	1	1	-
Angus Reid	-	1	1
Insightrix	-	1	-
IPSOS Reid	-	1	-
CRA	-	-	1
Crop	-	-	1
Nanos	-	-	1
Praxis	-	-	1
Return on Insight	-	-	1
EKOS	-	-	1
Campaign Research	-	-	-
Hill & Knowlton	-	-	-
Insights West	-	-	-
Justason	-	-	-
Oraclepoll	-	-	-
ThinkHQ	-	-	-

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### **Overall Average Deviation**

<b>Research Firm</b>	<b>Average Deviation</b>	<b>Number of Elections Polled</b>
Nanos	1.2	1
Forum	1.3	7
Insightrix	1.5	1
Leger	2.0	3
CRA	2.4	1
Angus	2.4	4
Abacus	2.6	4
Ipsos	2.6	3
Praxis	2.6	1
Ekos	2.7	4
Crop	3.0	2
Return	3.3	1
Think	3.7	1
Campaign	3.7	1
Hill & Know	3.8	1
Oracle	4.0	1
Insight	5.2	1
Justason	5.4	1

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