

# NEWS RELEASE



## **MEDIA INQUIRIES:**

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## **FOR IMMEDIATE RELEASE**

### **Forum Most Accurate Firm in Predicting By-elections**

#### **Average Deviation of 3.2 across 23 by-elections**

TORONTO, MAY 15<sup>th</sup>, 2014 – By-elections provide the Forum Poll<sup>tm</sup> 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<sup>tm</sup> accurately predicted the winning candidate 19 out of 23 times.

#### **Federal By-elections (Summer 2014): Fort McMurray-Athabaska, Macleod, Scarborough-Agincourt, and Trinity-Spadina**

The Forum Poll<sup>tm</sup> accurately predicted the outcomes for three of the four Federal by-elections which were held on June 30<sup>th</sup>, 2014.

Adam Vaughan, the Liberal candidate, won the June 30<sup>th</sup> 2014 Trinity-Spadina by-election with 54% of the vote which is slightly higher than Forum predicted (45%).

In the Scarborough-Agincourt by-election, Arnold Chan, the Liberal candidate took a confident win with 59% of the vote. Based on Forum's final poll in the riding we successfully predicted the Liberals would win, although with a slightly lower share of 48%.

John Barlow, the Conservative candidate won in Macleod by capturing 69% of the vote. We successfully predicted a Conservative victory but with slightly lower share of 54%.

While Forum was unsuccessful in predicting the Conservative win in Fort McMurray-Athabaska, a transient population and a record low turnout made this a very difficult by-election to poll accurately.<sup>1</sup> Forum did, however, recognize the strength of the Liberal vote, which was 35% to 47% for the Conservatives, A Liberal victory of 41% to 33% for the Conservatives was predicted.

#### **Ontario By-elections (Winter 2014): Niagara Falls and Thornhill**

Forum was the only firm polling the Ontario by-elections, and accurately predicted the winning party in both.

<sup>1</sup> Bill Curry. "By-elections see record low voter turnout in Alberta, higher numbers in Toronto area". The Globe and Mail., 2 July 2014. Web. 21 July 2014

## **TORONTO**

**May 15<sup>th</sup>, 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<sup>tm</sup> accurately predicted the winning candidate 19 out of 23 times.
- The Forum Poll<sup>tm</sup> accurately predicted the outcomes for three of the four Federal by-elections which were held on June 30<sup>th</sup>, 2014.
- After four more Federal by-elections, it is clear that the interactive voice response (IVR) polls conducted by Forum Research successfully predicted the outcomes with the greatest accuracy.
- Forum was the only firm polling the Ontario by-elections, and accurately predicted the winning party in both.

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## **TORONTO May 15<sup>th</sup>, 2014**

### **HIGHLIGHTS:**

- 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%).
- 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.
- 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.

In the final days of the campaign Conservative candidate Bart Maves managed to rally the conservative constituents in Niagara Falls. Although this final push closed the gap, it wasn't enough to defeat the NDP. Overall Forum's deviation in Niagara Falls was 3.6.

In Thornhill Forum accurately predicted a Conservative victory within the margin of error (Overall - 2.8).

### **Federal By-elections (Fall 2013): Bourassa, Brandon-Souris, Provencher, and Toronto-Center**

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.

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## **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 ( $\pm 4\%$ , 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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## **TORONTO May 15<sup>th</sup>, 2014**

### **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 ( $\pm 4\%$ , 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.

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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.

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at [lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com) or at (416) 960-9603.

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## **TORONTO May 15<sup>th</sup>, 2014**

### **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 – June 30th, 2014

### Popular Vote Predictions

#### Trinity-Spadina By-Election

%	Cons	Liberal	NDP	Green	Other	Deviation <sup>2</sup>
Actual Results <sup>3</sup>	6	54	34	5	1	-
Forum Research Inc. (n=238)	11	45	35	9	0	4

#### Scarborough-Agincourt By-Election

%	Cons	Liberal	NDP	Green	Other	Deviation
Actual Results <sup>4</sup>	29	59	9	1	2	-
Forum Research Inc. (n=544)	37	48	10	4	1	5

#### Macleod By-Election

%	Cons	Liberal	NDP	Green	Other	Deviation
Actual Results <sup>5</sup>	69	17	4	5	5	-
Forum Research Inc. (n=368)	54	16	4	16	10	6

#### Fort McMurray-Athabasca By-Election

%	Cons	Liberal	NDP	Green	Other	Deviation
Actual Results <sup>6</sup>	47	35	12	4	3	-
Forum Research Inc. (n=201)	33	41	13	5	8	6

<sup>2</sup> Total percentage point deviation from actual results across all parties.

<sup>3</sup> <http://enr.elections.ca/ElectoralDistricts.aspx?ed=1434&lang=e>

<sup>4</sup> <http://enr.elections.ca/ElectoralDistricts.aspx?ed=1419&lang=e>

<sup>5</sup> <http://enr.elections.ca/ElectoralDistricts.aspx?ed=1259&lang=e>

<sup>6</sup> <http://enr.elections.ca/ElectoralDistricts.aspx?ed=1240&lang=e>

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## Ontario By-Election – February 13th, 2014

### Popular Vote Predictions

#### Niagara Falls

%	Cons	Liberal	NDP	Green	Other	Deviation <sup>7</sup>
Actual Results <sup>8</sup>	37	19	39	3	2	-
Forum Research Inc. (n=518)	33	17	48	2	0	3.6

#### Thornhill

%	Cons	Liberal	NDP	Green	Other	Deviation
Actual Results <sup>9</sup>	48	41	7	1	3	-
Forum Research Inc. (n=407)	51	37	6	6	4	2.8

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<sup>7</sup> Total percentage point deviation from actual results across all parties.

<sup>8</sup> <http://www.elections.on.ca/en-CA/Tools/PastResults.htm>

<sup>9</sup> <http://www.elections.on.ca/en-CA/Tools/PastResults.htm>

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## Federal By-Election – November 25th, 2013

### Popular Vote Predictions

#### Bourassa

%	Cons	Liberal	NDP	Green	Bloc	Other	Deviation <sup>10</sup>
Actual Results <sup>11</sup>	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 <sup>12</sup>	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 <sup>13</sup>	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 <sup>14</sup>	9	49	36	3	-	1	-
Forum Research Inc. (n=544)	11	47	39	3	-	0	1.3

<sup>10</sup> Total percentage point deviation from actual results across all parties.

<sup>11</sup> Actual results: [http://en.wikipedia.org/wiki/By-elections\\_to\\_the\\_41st\\_Canadian\\_Parliament#Toronto\\_Centre](http://en.wikipedia.org/wiki/By-elections_to_the_41st_Canadian_Parliament#Toronto_Centre)

<sup>12</sup> Actual results: [http://en.wikipedia.org/wiki/By-elections\\_to\\_the\\_41st\\_Canadian\\_Parliament#Toronto\\_Centre](http://en.wikipedia.org/wiki/By-elections_to_the_41st_Canadian_Parliament#Toronto_Centre)

<sup>13</sup> Actual results: [http://en.wikipedia.org/wiki/By-elections\\_to\\_the\\_41st\\_Canadian\\_Parliament#Toronto\\_Centre](http://en.wikipedia.org/wiki/By-elections_to_the_41st_Canadian_Parliament#Toronto_Centre)

<sup>14</sup> Actual results: [http://en.wikipedia.org/wiki/By-elections\\_to\\_the\\_41st\\_Canadian\\_Parliament#Toronto\\_Centre](http://en.wikipedia.org/wiki/By-elections_to_the_41st_Canadian_Parliament#Toronto_Centre)

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## Ontario By-Election – August 1<sup>st</sup>, 2013

### Popular Vote Predictions

#### Etobicoke Lakeshore

%	Cons	Lib	NDP	Green	Other	Deviation <sup>15</sup>
Actual Results <sup>16</sup>	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 <sup>17</sup>
Actual Results <sup>18</sup>	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 <sup>19</sup>
Actual Results <sup>20</sup>	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

<sup>15</sup> Average percentage point deviation from election results across all parties.

<sup>16</sup> [http://en.wikipedia.org/wiki/Etobicoke%E2%80%94Lakeshore\\_\(provincial\\_electoral\\_district\)](http://en.wikipedia.org/wiki/Etobicoke%E2%80%94Lakeshore_(provincial_electoral_district))

<sup>17</sup> Average percentage point deviation from election results across all parties.

<sup>18</sup> [http://en.wikipedia.org/wiki/London\\_West\\_\(provincial\\_electoral\\_district\)](http://en.wikipedia.org/wiki/London_West_(provincial_electoral_district))

<sup>19</sup> Average percentage point deviation from election results across all parties.

<sup>20</sup> [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 <sup>21</sup>
Actual Results <sup>22</sup>	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 <sup>23</sup>
Actual Results <sup>24</sup>	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

<sup>21</sup> Average percentage point deviation from election results across all parties.

<sup>22</sup> [http://en.wikipedia.org/wiki/Scarborough%E2%80%9494Guildwood\\_\(provincial\\_electoral\\_district\)](http://en.wikipedia.org/wiki/Scarborough%E2%80%9494Guildwood_(provincial_electoral_district))

<sup>23</sup> Average percentage point deviation from election results across all parties.

<sup>24</sup> [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 10<sup>th</sup>, 2013**

### **Popular Vote Predictions**

#### **Westside – Kelowna**

<b>%</b>	<b>Cons</b>	<b>Lib</b>	<b>NDP</b>	<b>Other</b>	<b>Deviation<sup>25</sup></b>
<b>Actual Results<sup>26</sup></b>	<b>6</b>	<b>63</b>	<b>30</b>	<b>2</b>	<b>-</b>
<b>Forum Research Inc. (n=182)</b>	<b>7</b>	<b>52</b>	<b>36</b>	<b>5</b>	<b>3.5</b>

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<sup>25</sup> Average percentage point deviation from election results across all parties.

<sup>26</sup> Actual results from [http://electionsbccnr.blob.core.windows.net/electionsbccnr/BY-WTK-2013-07-10\\_Party.html](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 <sup>27</sup>
Actual Results <sup>28</sup>	33	48	19	0	-
Forum Research Inc. (n=369)	31	45	24	0	2.5
Abacus Data (n=500) <sup>29</sup>	20	63	17	0	7.5

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<sup>27</sup> Total percentage point deviation from actual results across all parties.

<sup>28</sup> Actual results from [http://enr.elections.ca/ElectoralDistricts\\_e.aspx](http://enr.elections.ca/ElectoralDistricts_e.aspx)

<sup>29</sup> 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 <sup>30</sup>
Actual Results <sup>31</sup>	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 <sup>32</sup>	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 <sup>33</sup>	15	13	37	34	1	-
Forum Research Inc. (n=520)	12	14	47	26	1	4.4

<sup>30</sup> Total percentage point deviation from actual results across all parties.

<sup>31</sup> Actual results from Elections Canada:

[http://www.elections.ca/content.aspx?section=res&dir=rep/off/ovr\\_2012b&document=p4&lang=e#a1](http://www.elections.ca/content.aspx?section=res&dir=rep/off/ovr_2012b&document=p4&lang=e#a1)

<sup>32</sup> Actual results from Elections Canada:

[http://www.elections.ca/content.aspx?section=res&dir=rep/off/ovr\\_2012b&document=p4&lang=e#a1](http://www.elections.ca/content.aspx?section=res&dir=rep/off/ovr_2012b&document=p4&lang=e#a1)

<sup>33</sup> Actual results from Elections Canada:

[http://www.elections.ca/content.aspx?section=res&dir=rep/off/ovr\\_2012b&document=p4&lang=e#a1](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 <sup>34</sup>
Actual Results <sup>35</sup>	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 <sup>36</sup>	33	51	11	2	2	-
Forum Research Inc. (n=520)	37	49	11	3	0	1.8

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<sup>34</sup> Total percentage point deviation from actual results across all parties.

<sup>35</sup> Actual results from Elections Ontario <http://www.elections.on.ca/en-CA/Tools/Kitchener-Waterloo+2012+by-election.htm>

<sup>36</sup> Actual results from Elections Ontario <http://www.elections.on.ca/en-CA/Tools/Vaughan+2012+by-election.htm>

# NEWS RELEASE



## MEDIA INQUIRIES:

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*Federal By-Election – March 19th, 2012*

## Popular Vote Predictions

### Toronto-Danforth

%	Cons	Liberal	NDP	Green	Other	Deviation <sup>37</sup>
Actual Results <sup>38</sup>	5	29	59	5	2	-
Forum Research Inc. (n=520)	14	19	61	4	2	4.4

**TORONTO**

**May 15<sup>th</sup>, 2014**

<sup>37</sup> Total percentage point deviation from actual results across all parties.

<sup>38</sup> Actual results from Elections Canada:

[http://www.elections.ca/content.aspx?section=res&dir=rep/off/ovr\\_2012&document=synopsis&lang=e](http://www.elections.ca/content.aspx?section=res&dir=rep/off/ovr_2012&document=synopsis&lang=e)

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**TORONTO**  
**May 15<sup>th</sup>, 2014**

## ***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	23
Abacus	7.5	1

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