

NEWS RELEASE



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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 8 provincial elections and second most accurate in 2 others

TORONTO, APRIL 17th, 2014 – Among all polling firms attempting to predict vote outcome, the Forum Poll[™] proved to be the most accurate in five of the last eight provincial elections.

No other polling firm was as consistent as the Forum Poll[™]

Among the seven polling firms who predicted the 2014 Ontario Election, only Forum and one other correctly predicted a Liberal majority. Forum predicted the Liberals would capture 41% of the vote; the actual results (39%) fell within Forum's margin of error (MoE was $\pm 3\%$). Forum Research was the only firm to predict the Liberal vote within the margin of error.

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 8th, 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.

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April 17th, 2014

HIGHLIGHTS:

- Among all polling firms attempting to predict vote outcome, the Forum Poll[™] proved to be the most accurate in five of the last eight provincial elections.
- In the 2014 Ontario Election, the Forum Poll correctly predicted a Liberal majority.
- 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 8th, 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.

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After the Alberta provincial election, it is clear The Forum Poll™ conducted on April 22nd 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.

The interactive voice response (IVR) poll conducted by Forum Research on November 5th 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. 3rd and 4th predicted the Ontario election outcome with absolute 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™ was the most accurate in five of the last eight provincial elections. When comparing the average deviation across all elections, Forum ranks second in overall deviation and are the only firm who polled all eight elections (1.5%). 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 eight 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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- After the Alberta provincial election, it is clear The Forum Poll™ conducted on April 22nd detected a last minute voter swing.
- The interactive voice response (IVR) poll conducted by Forum Research on November 5th 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. 3rd and 4th predicted the Ontario election outcome with absolute accuracy.
- “Our record in predicting the outcome of the last eight 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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Ontario Election – June 12th, 2014

Popular Vote Predictions

%	Lib	Con	NDP	Green	Other	Deviation
Actual Results ¹	39	31	24	5	2	-
Abacus (n = 1882) ²	35	32	26	6	1	1.80
Angus Reid (n = 1866) ³	34	36	24	5	1	2.20
Oracle (n = 1000) ⁴	35	36	24	5	0	2.20
Forum Research Inc. (n= 1054) ⁵	41	35	20	3	1	2.60
Leger (n = 1050) ⁶	37	37	20	5	1	2.60
EKOS (n = 1332) ⁷	42.2	35.9	16.9	2.9	2.1	3.50
Ipsos-Reid (n = 1991) ⁸	30	36	30	4	-	5.75

¹ http://en.wikipedia.org/wiki/2014_Ontario_election

² http://abacusinsider.com/abacusinsider/wp-content/uploads/2014/06/OntarioElection_Ballot_Wave5FINAL.pdf

³ <http://www.angusreidglobal.com/wp-content/uploads/2014/06/ARG-Ontario-Voter-Intention-June-2014.pdf>

⁴ http://huffstrategy.com/MediaManager/Media/Text/1402338073_Oraclepoll+June+9+Prov+FINAL.pdf

⁵ <http://poll.forumresearch.com/post/64/liberals-to-form-government-in-ontario/>

⁶ http://www.leger360.com/admin/upload/publi_pdf/201406111en.pdf

⁷ **Note:** EKOS predicted results to the first decimal place. To calculate deviation their results were compared to the elections results to the first decimal. http://www.ekospolitics.com/wp-content/uploads/full_report_ontario_june_11_2014.pdf

⁸ <http://www.ipsos-na.com/news-polls/pressrelease.aspx?id=6532>

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Ontario Election – June 12th, 2014

Seat Projections

%	Lib	Con	NDP	Green	Other	Deviation
Actual Results ⁹	58	28	21	0	0	-
Forum Research Inc. (n= 1054) ¹⁰	57	37	13	0	0	3.60
ThreeHundredEight.com ¹¹	49	36	22	0	0	3.60
LISPOP ¹²	49	38	20	0	0	4.00
TooCloseToCall ¹³	47	38	22	0	0	4.40
Canadian Election Atlas ¹⁴	50	21	36	0	0	6.00

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⁹ http://en.wikipedia.org/wiki/2014_Ontario_election

¹⁰ <http://poll.forumresearch.com/post/64/liberals-to-form-government-in-ontario/>

¹¹ <http://www.threehundredeight.com/p/ontario.html>

¹² <http://www.lispop.ca/Ontarioseatprojection.html>

¹³ <http://blogues.journaldemontreal.com/tooclosetocall/ontario-simulator/>

¹⁴ <http://canadianelectionatlas.blogspot.ca/2014/06/2014-ontario-election-final-projection.html>

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Quebec Election – April 7th, 2014

Popular Vote Predictions

%	Lib	PQ	CAQ	QS	ON	Green	Other	Deviation
Actual Results ¹⁵	42	25	23	8	1	1	1	-
Forum Research Inc. (n=1536) ¹⁶	44	24	23	6	0	2	1	1.00
Angus Reid (n=1410) ¹⁷	39	27	25	7	1	1	1	1.14
EKOS (n=1422) ¹⁸	39.8	27	21.1	9.4	-	-	2.8	1.50
Leger (n=1220) ¹⁹	38	29	23	9	-	1	1	1.67
Ipsos Reid (n=1012) ²⁰	40	28	18	12	0	-	2	3.00
CROP (n=1400) ²¹	39	36	13	10	1	-	1	4.33

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Seat Distribution Prediction

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

¹⁵ <http://resultats.dgeq.org/resultatsSommaires.fr.html>

¹⁶ http://www.forumresearch.com/QC_Election_News_Release_Forum_Research.pdf

¹⁷ <http://www.angusreidglobal.com/wp-content/uploads/2014/04/04.04.14-ARG-Quebec-Voter-Intention.pdf>

¹⁸ **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.

¹⁹ http://www.ekospolitics.com/wp-content/uploads/full_report_april_4_2014.pdf

¹⁹ **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.

²⁰ http://www.leger360.com/admin/upload/public_pdf/201404051FR.pdf

²⁰ **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.

²¹ <http://www.ipsos-na.com/news-polls/pressrelease.aspx?id=6461>

²¹ **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.

²² <http://www.crop.ca/sondages/pdf/2014/Rapport%20politique%20-%20Mars%202014.pdf>

²² <http://resultats.dgeq.org/resultatsSommaires.fr.html>

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Nova Scotia Election – October 8th, 2013

Popular Vote Predictions

%	Cons	Lib	NDP	Green	Other	Deviation ²³
Actual Results ²⁴	26	46	27	1	0	-
Abacus (n=600) ²⁵	27	46	26	1	0	0.4
Forum Research Inc. (n=922)	23	48	26	3	0	1.6
CRA (n=270) ²⁶	20	47	31	0	0	2.4

Seat Distribution Prediction

%	Cons	Lib	NDP	Green	Other	Deviation ²⁷
Actual Results	11	33	7	0	0	-
Forum Research Inc.	5	36	10	0	0	2.4

²³ Total percentage point deviation from actual results across all parties.

²⁴ http://en.wikipedia.org/wiki/Nova_Scotia_general_election_2013

²⁵ <http://abacusinsider.com/nova-scotia-election/sun-newsabacus-data-poll-right/>

²⁶ <http://cra.ca/wp-content/uploads/2013/10/Commentary.pdf>

²⁷ Total seat deviation from actual results.

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BC Election Poll – May 8th, 2013

Popular Vote Predictions

%	Lib	NDP	Green	Cons	Other	Deviation²⁸
Actual Results²⁹	44	40	8	5	3	-
Forum Research Inc. (n=1147)	41	43	8	6	2	1.6
Ipsos Reid (n=800)³⁰	37	45	9	6	3	2.8
Angus Reid (n=803)³¹	36	45	9	7	3	3.2
Hill & Knowlton (n=804)³²	34.6	41.1	13.6	7.5	3.3	3.8
EKOS (n=861)³³	34.5	40.5	13	9.3	2.7	3.9
Oraclepoll (n=1000)³⁴	37	41	12	10	-	4.0
Abacus Data (n=1042)³⁵	33	43	12	9	3	4.4
Insights West (n=855)³⁶	33	41	14	11	1	5.2
Justason (n=700)³⁷	31	45	14	8	3	5.4

Seat Distribution Prediction

%	Lib	NDP	Green	Cons	Other	Deviation³⁸
Actual Results	49	34	1	0	1	-
Forum Research Inc.	43	41	0	0	1	2.8

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

²⁹ http://en.wikipedia.org/wiki/British_Columbia_general_election,_2013

³⁰ Results taken from <http://www.ipsos-na.com/news-polls/pressrelease.aspx?id=6113>

³¹ http://www.angus-reid.com/wp-content/uploads/2013/05/2013.05.13_Politics_BC.pdf

³² <http://hkstrategies.ca/wp-content/uploads/BC-Perspectives-Panel.pdf>

³³ http://www.ekospolitics.com/wp-content/uploads/full_report_bc_may_13_2013.pdf

³⁴ <http://www.timescolonist.com/b-c-election-race-tightens-as-ndp-lead-shrinks-poll-1.174141>

³⁵ http://abacusdata.ca/wp-content/uploads/2013/04/BCVoteIntentionProvincialLEADERSHIP_April292013.pdf

³⁶ <http://www.insightswest.com/news/update-your-insights-on-the-upcoming-bc-election/>

³⁷ <http://www.justasonmi.com/?p=3502>

³⁸ 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 ³⁹
Actual Results ⁴⁰	32	31	27	6	1	2	0	-
Leger (n= 1,856) ⁴¹	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) ⁴²	32	26	28	9	2	2	1	1.7
EKOS (n= 1,764) ⁴³	36.0	23.2	24.5	10.7	-	-	5.5 ⁴⁴	3.7

Seat Distribution Prediction

%	PQ	Lib	CAQ	QS	Green	ON	Other	Deviation ⁴⁵
Actual Results	54	50	19	2	0	0	0	-
Forum Research Inc.	72	38	13	1	0	1	0	5.4

³⁹ Total percentage point deviation from actual results across all parties.

⁴⁰ http://en.wikipedia.org/wiki/Quebec_general_election,_2012

⁴¹ Results taken from http://www.legermarketing.com/admin/upload/publi_pdf/ElectionQuebec209012.pdf

⁴² <http://www.lapresse.ca/le-soleil/dossiers/elections-quebecoises/201208/30/01-4569888-sondage-crop-vers-un-gouvernement-minoritaire-pequiste.php>

⁴³ http://www.ekospolitics.com/wp-content/uploads/quebec_sept_2_2012_english.pdf

⁴⁴ 'Other' deviation for EKOS calculated by subtracting 'Other' score from 4 as ON and Green incorporated into their 'Other' category

⁴⁵ 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 ⁴⁶
Actual Results ⁴⁷	44	34	10	10	1	1	-
Forum Research Inc. (n=1950)	36	38	10	12	3	1	2.7
Leger (n=1200) ⁴⁸	36	42	9	10	2	1	3.0
Return on Insight (n=800) ⁴⁹	36	43	11	9	1	0	3.3
ThinkHQ (n=1425) ⁵⁰	33	41	11	11	3	1	3.7
Campaign Research (n=1545) ⁵¹	34	41	11	11	0	3	3.7
Angus Reid (n=800) ⁵²	32	41	13	11	0	2	4.2
Abacus Data (n=1076) ⁵³	31	41	12	13	0	3	4.7

Seat Distribution Prediction

%	Cons	WAP	Lib	NDP	AP	Other	Deviation ⁵⁴
Actual Results	61	17	5	4	0	0	-
Forum Research Inc.	36	44	3	4	0	0	9

⁴⁶ Total percentage point deviation from actual results across all parties.

⁴⁷ http://en.wikipedia.org/wiki/Alberta_general_election,_2012

⁴⁸ http://www.legermarketing.com/admin/upload/publi_pdf/PRESS_RELEASE_-_Herald-Journal_Provincial_Election_Poll_-_April_17_2012.pdf

⁴⁹ <http://return-on-insight.com/wp-content/uploads/2012/04/CBC-ROI-April-16-Vote-intention-.pdf>

⁵⁰ <http://edmonton.ctvnews.ca/new-poll-shows-gap-in-support-narrowing-between-wildrose-and-pc-1.798486>

⁵¹ <http://www.threehundredeight.com/2012/04/wildrose-poised-for-slim-majority.html>

⁵² http://www.angus-reid.com/wp-content/uploads/2012/04/2012.04.22_Politics_AB.pdf

⁵³ <http://abacusdata.ca/wp-content/uploads/2012/04/Wave-5-Release-FINAL.pdf>

⁵⁴ 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 ⁵⁵
Actual Results ⁵⁶	35	23	3		1	-
Forum Research Inc. (n=1034)	36	23	3		1	0.4
Insightrix (n=1000) ⁵⁷	60	33.3	3	2.8	0.3	1.5
Praxis (n=1041) ⁵⁸	66.7	26.4	5.2	0	1.6	2.6

Seat Distribution Prediction

%	Sask Party	NDP	Green	Liberal	Other	Deviation ⁵⁹
Actual Results	49	9	0	0	0	-
Forum Research Inc.	49	9	0	0	0	0

⁵⁵ Total percentage point deviation from actual results across all parties.

⁵⁶ http://en.wikipedia.org/wiki/Saskatchewan_general_election_2011

⁵⁷ Results from <http://www2.canada.com/saskatoonstarphoenix/news/story.html?id=ff7e7bfd-86e6-4478-ac3c-1728afddb6dd&p=2>

⁵⁸ <http://www.thestarphoenix.com/news/provincial-election/Poll+shows+Sask+Party+with+lead+over/5654508/story.html>

⁵⁹ Total seat deviation from actual results.

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Ontario Election – October 3rd to 4th, 2011

Popular Vote Predictions

%	Cons	Lib	NDP	Green	Other	Deviation ⁶⁰
Actual Results ⁶¹	35	38	23	3	1	-
Forum Research Inc. (n=1034)	36	37	23	3	1	0.4
Abacus (n=926) ⁶²	34	37	24	4	1	0.8
Nanos (n=900) ⁶³	33.2	37.7	25.8	2.1	1.3	1.2
Angus Reid (n=1003) ⁶⁴	33	37	26	3	1	1.2
EKOS (n=2165) ⁶⁵	31.5	37.7	23.3	5.9	1.6	1.5
IPSOS-Reid (n=1020) ⁶⁶	31	41	25	3	0	2.0

Seat Distribution Prediction

%	Cons	Lib	NDP	Green	Other	Deviation ⁶⁷
Actual Results	37	53	17	0	0	-
Forum Research Inc.	36	54	17	0	0	0.4

⁶⁰ Total percentage point deviation from actual results across all parties.

⁶¹ http://en.wikipedia.org/wiki/Ontario_election_2011

⁶² <http://abacusinsider.com/politics-public-affairs/ontario-election-final-poll-lp-37-pc-34-ndp-24/>

⁶³ <http://www.nanosresearch.com/library/polls/POLONT-F11-T515.pdf>

⁶⁴ http://www.angus-reid.com/wp-content/uploads/2011/10/2011.10.05_Ontario_Final.pdf

⁶⁵ http://www.ekospolitics.com/wp-content/uploads/final_report_october_5_2011.pdf

⁶⁶ <http://www.theglobeandmail.com/news/politics/majority-within-mcguintys-grasp-on-eve-of-ontario-election-poll-suggests/article618009/>

⁶⁷ 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	Elections Predicted
Forum Research Inc.	5	2	-	8
Leger	1	1	-	4
Abacus Data	2	1	-	5
Angus Reid	-	2	1	5
Insightrix	-	1	-	1
IPSOS Reid	-	1	-	4
CRA	-	-	1	1
CROP	-	-	1	2
Nanos	-	-	1	1
Praxis	-	-	1	1
Return on Insight	-	-	1	1
EKOS	-	-	1	5
Oraclepoll	-	-	1	2
Campaign Research	-	-	-	1
Hill & Knowlton	-	-	-	1
Insights West	-	-	-	1
Justason	-	-	-	1
ThinkHQ	-	-	-	1

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Overall Average Deviation

Research Firm	Average Deviation	Number of Elections Polled
Nanos	1.2	1
Forum	1.5	8
Insightrix	1.5	1
Leger	2.1	4
Angus	2.4	5
CRA	2.4	1
Abacus	2.4	5
Praxis	2.6	1
Ekos	2.8	5
Crop	3.0	2
Oracle	3.1	2
Return	3.3	1
Ipsos	3.4	4
Think	3.7	1
Campaign	3.7	1
Hill & Know	3.8	1
Insight	5.2	1
Justason	5.4	1

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