

# NEWS RELEASE



**FORUM RESEARCH INC.**

## **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## **Forum Accurately Predicts New Brunswick Election**

### **Only Forum correctly predicted the New Brunswick minority parliament**

TORONTO, September 25<sup>th</sup> – The Forum Poll successfully predicted the outcome of the New Brunswick provincial election. Forum’s Interactive Voice Response (IVR) polling methodology proves itself again to be an effective tool for measuring public opinion, accurately predicting a minority parliament, despite a solid Liberal lead in voter intention.

Forum offered another accurate seat projection, and once again, it was more than twice as accurate as the next closest prediction. Forum’s projection only deviated from the actual results by fewer than one seat (.66); the next nearest seat projection was a deviation of 2 seats.

Forum’s vote prediction was the third most accurate, well within its projected margin of error (1.9), behind only CBC’s poll aggregator (1.3) and Nanos (1.5).

IVR has proven itself once again as a very precise tool for measuring public opinion.

“Forum’s ability to draw conclusions from data is second to none in our industry,” said Forum Research President, Dr. Lorne Bozinoff. “Understanding what the numbers say, and, what they don’t say, is fundamental to providing accurate insights. It isn’t always easy; but it’s what we do best. That’s why our projection modeling successfully predicted a minority parliament.”

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.

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President

[lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)

416.960.9603

**Methodology**

Forum only used the final election prediction numbers published by each organization prior to Election Day.

To calculate the average deviation Forum Research compared survey results per party to actual election results. The deviation per party was then averaged to determine overall accuracy in predicting the election.

180 Bloor Street W., #1400

Toronto, ON M5S 2V6

T 416.960.9600

F 416.960.9602

[forumresearch.com](http://forumresearch.com)

# NEWS RELEASE



**FORUM RESEARCH INC.**

## **MEDIA INQUIRIES:**

Lorne Bozinoff, President

[lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)

416.960.9603

## ***New Brunswick Election, September 25, 2018***

### **Popular Vote Predictions**

%	PC	Green	Liberal	NDP	PA	Other	Deviation <sup>1</sup>
Actual Results <sup>2</sup>	31.89	11.88	37.80	5	12.58	.84	-
CBC Poll Tracker	29.5	13.3	36.2	5.3	14.9	.9	1.3
Nanos (n=500)	30.2	10.8	37.4	9.6	12	-	1.5
Forum Research Inc. (n=1,503)	29.4	13.8	35.8	3.6	16.4	.9	1.9
Leger (n=500)	32	8	41	8	10	1	2.2
Mainstreet Research (n=526)	28.8	16	35.2	3.2	14.8	2	2.5
CRA (n=513)	33	10	45	6	5	1	3.2
MQO (n=600)	32	10	40	9	0	9	4.8

### **Seat projections**

%	PC	Green	Liberal	NDP	PA	Other	Deviation <sup>3</sup>
Actual Results	22	3	21	0	3	0	-
Forum Research Inc. (n=1,503)	23	2	22	0	2	0	.66
CBC Poll Tracker	20	1	27	0	1	0	2

For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: [lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)

<sup>1</sup> Total percentage point deviation from actual results across all parties.

<sup>2</sup> [https://en.wikipedia.org/wiki/New\\_Brunswick\\_general\\_election,\\_2018](https://en.wikipedia.org/wiki/New_Brunswick_general_election,_2018)

<sup>3</sup> Total percentage point deviation from actual results across all parties.

180 Bloor Street W., #1400

Toronto, ON M5S 2V6

T 416.960.9600

F 416.960.9602

[forumresearch.com](http://forumresearch.com)