

NEWS RELEASE



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TORONTO

October 28th, 2015

HIGHLIGHTS:

- In Forum's final polls in 21 ridings, 15 of 21 identified the winning candidate, for a correct prediction rate of 71%.
- "Our accuracy in predicting results for specific candidates down to the riding level is a strong indicator of how methodologically robust our Interactive Voice Response (IVR) polling system is," said Forum Research president Dr. Lorne Bozinoff.

FOR IMMEDIATE RELEASE

Forum Poll accurately predicts riding-by-riding election outcomes

Correct candidate picked in more than 70% of ridings, overall deviation of 6%

TORONTO, OCTOBER 28th, 2015 – During the recently completed 42nd general election, the Forum Poll™ tested public opinion in 21 key ridings in the GTA, Ontario and Alberta. In Forum's final polls in those ridings, 15 of 21 identified the winning candidate, for a correct prediction rate of 71%. In total, the deviation from the final election results across all 21 ridings was 6%, and ranged from 1% to 10% for individual ridings.

"Our accuracy in predicting results for specific candidates down to the riding level is a strong indicator of how methodologically robust our Interactive Voice Response (IVR) polling system is," 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 or at (416) 960-9603.

Methodology

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. The election results are rounded for comparison with survey numbers.

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42nd Canadian General Election Riding Accuracy

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	Forum Last Poll			2015 Election	Deviation	
	Candidate	Results	Final Results	+ / -	Total	
Ajax September 10th - 11th, 2015 n=425	CON Chris Alexander	35%	35%	0%	5%	
	LIB Mark Holland	46%	56%	10%		
	NDP Stephanie Brown	17%	8%	9%		
	GRN Other	2%	2%	0%		
Brampton Centre October 1st - 2nd, 2015 n=456	CON Bal Gosal	39%	34%	5%	8%	
	LIB Ramesh Sangha	32%	49%	17%		
	NDP Rosemary Keenan	25%	15%	10%		
	GRN Other	4%	3%	1%		
Brampton North October 3rd - 4th, 2015 n=336	CON Parm Gill	39%	33%	6%	7%	
	LIB Ruby Sahota	34%	48%	14%		
	NDP Martin Singh	24%	16%	8%		
	GRN Other	2%	2%	0%		
Edmonton-Centre September 21st - 23rd, 2015 n=490	CON James Cumming	40%	35%	5%	5%	
	LIB Randy Boissonnault	27%	37%	10%		
	NDP Gil McGowan	30%	24%	6%		
	GRN Other	3%	3%	0%		
Eglinton-Lawrence September 21st, 2015 n=634	CON Joe Oliver	38%	39%	1%	6%	
	LIB Marco Mendicino	44%	50%	6%		
	NDP Andrew Thomson	17%	6%	11%		
	GRN Other	1%	6%	5%		
Etobicoke-Centre September 10th-11th, 2015 n=885	CON Ted Opitz	42%	37%	5%	5%	
	LIB Borys Wrzesnewskij	43%	53%	10%		
	NDP Tanya De Mello	11%	8%	3%		
	GRN Other	4%	2%	2%		
Etobicoke-Lakeshore September 17th, 2015 n=835	CON Bernard Trottier	33%	32%	1%	7%	
	LIB James Maloney	41%	54%	13%		
	NDP Phil Trotter	22%	11%	11%		
	GRN Other	4%	3%	1%		
Markham-Stouffville October 2nd - 3rd, 2015 n=439	CON Paul Calandra	40%	43%	3%	1%	
	LIB Jane Philpott	51%	49%	2%		
	NDP Gregory Hines	6%	6%	0%		
	GRN Other	2%	2%	0%		
Mississauga Centre October 3rd - 4th, 2015 n=308	CON Julius Tiangson	35%	33%	2%	6%	
	LIB Omar Alghabra	44%	55%	11%		
	NDP Farheen Khan	16%	9%	7%		
	GRN Other	5%	2%	3%		
Mississauga-Lakeshore October 3rd - 4th, 2015 n=538	CON Stella Ambler	41%	41%	0%	2%	
	LIB Sven Spengemann	44%	48%	4%		
	NDP Eric Guerbilsky	12%	8%	4%		
	GRN Other	3%	3%	0%		

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Mississauga Malton October 1st - 2nd, 2015 n=335	CON	Jagdish Grewal	29%	26%	3%	8%
	LIB	Navdeep Bains	44%	59%	15%	
	NDP	Dianne Douglas	20%	12%	8%	
	GRN	Other	7%	2%	5%	
Ottawa West-Nepean September 24th, 2015 n=1083	CON	Abdul Abdi	35%	30%	5%	5%
	LIB	Anita Vandenbeld	46%	56%	10%	
	NDP	Marlene Rivier	15%	10%	5%	
	GRN	Other	4%	4%	0%	
Peterborough-Kawartha September 24th, 2015 n=1294	CON	Michael Skinner	34%	35%	1%	4%
	LIB	Maryam Monsef	37%	43%	6%	
	NDP	Dave Nickle	24%	19%	5%	
	GRN	Other	5%	3%	2%	
Scarborough Centre October 2nd - 3rd, 2015 n=458	CON	Roxanne James	36%	32%	4%	6%
	LIB	Salma Zahid	43%	51%	8%	
	NDP	Alex Wilson	19%	12%	7%	
	GRN	Other	2%	6%	4%	
Scarborough Southwest September 19th-20th, 2015 n=608	CON	Roshan Nallarattnam	27%	21%	6%	9%
	LIB	Bill Blair	35%	52%	17%	
	NDP	Dan Harris	32%	24%	8%	
	GRN	Other	6%	3%	3%	
Spadina-Fort York Sept 30th - October 1st, 2015 n=461	CON	Sabrina Zuniga	17%	16%	1%	9%
	LIB	Adam Vaughan	37%	55%	18%	
	NDP	Olivia Chow	42%	27%	15%	
	GRN	Other	5%	2%	3%	
St Albert-Edmonton September 21st - 23rd, 2015 n=524	CON	Michael Cooper	38%	45%	7%	10%
	LIB	Beatrice Ghattuba	11%	23%	12%	
	NDP	Darlene Malayko	19%	11%	8%	
	IND	Brent Rathgeber	29%	20%	9%	
	GRN	Other	5%	1%	4%	
Toronto Centre September 30th, 2015 n=597	CON	Julian Di Battista	17%	12%	5%	8%
	LIB	Bill Morneau	42%	58%	16%	
	NDP	Linda McQuaig	37%	27%	10%	
	GRN	Other	4%	3%	1%	
University-Rosedale September 30th, 2015 n=604	CON	Karim Jivraj	20%	18%	2%	6%
	LIB	Chrystia Freeland	38%	50%	12%	
	NDP	Jennifer Hollett	39%	29%	10%	
	GRN	Other	3%	4%	1%	
Vaughan-Woodbridge October 8th, 2015 n=412	CON	Julian Fantino	40%	46%	6%	3%
	LIB	Francesco Sorbara	46%	49%	3%	
	NDP	Andrian Marie Zichy	8%	5%	3%	
	GRN	Other	4%	3%	1%	
York Centre October 3rd - 4th, 2015 n=387	CON	Mark Adler	40%	44%	4%	6%
	LIB	Michael Levitt	39%	47%	8%	
	NDP	Hal Berman	17%	7%	10%	
	GRN	Other	5%	2%	3%	

Total	21 ridings
Correct Predictions	15 correct calls (71%)
Number of Candidates	85 candidates
Total Average Deviation	6%

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