NEWS RELEASE

FORUM RESEARCH INC.

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FOR IMMEDIATE RELEASE

Forum Poll™ accurately predicts Alberta election

Forum calls NDP majority first

TORONTO, MAY 12th, 2015 – In a field of eight polling firms, the Forum Poll™ was fourth most accurate in predicting the outcome of the Alberta provincial election of May 5, 2015. Forum's Interactive Voice Response (IVR) polling methodology again proves to be a precise tool for measuring public opinion, accurately predicting that the NDP would form a majority government. This prediction was first made on April 22.

The Forum Poll predicted a finish of 45% for the NDP (actual share – 41%), 23% for PC (actual share – 28%), and 23% for Wildrose (actual share – 24%), predicting results with an average deviation of 2.0. Overall, it was another accurate prediction by Forum's IVR methodology within the calculated margin of error (+/- 3%).

An unexpected result at the last Alberta election in 2012 led to criticism of polling firms for their methodologies; Forum's accuracy in this election has proved once again that IVR is an appropriate, accurate and widely accepted means of measuring public opinion.

"In 2012, the Alberta electorate blinked on their way to the polls, and Forum just barely caught it. This time, Albertans walked into the polls with their eyes open, and we charted the success of the NDP campaign from the day the writ dropped," 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.

TORONTO
May 12th, 2015

HIGHLIGHTS:

- In a field of eight polling firms, the Forum Poll™ was fourth most accurate in predicting the outcome of the Alberta provincial election of May 5, 2015.
- The Forum Poll predicted a finish of 45% for the NDP (actual share – 41%), 23% for PC (actual share – 28%), and 23% for Wildrose (actual share – 24%), predicting results with an average deviation of 2.0.
- "In 2012, the Alberta electorate blinked on their way to the polls, and Forum just barely caught it. This time, Albertans walked into the polls with their eyes open, and we charted the success of the NDP campaign from the day the writ dropped," said Forum Research President, Dr. Lorne Bozinoff.

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Alberta Election – May 5th, 2015

Popular Vote Predictions

TORONTO
May 12th, 2015

%	PC	Wildrose	Liberal	NDP	Alberta	Other	Deviation[1]
Actual Results[2]	**28**	**24**	**4**	**41**	**2**	**1**	-
Leger (n=1,180)	30	24	6	38	1	1	**1.33**
Insights West (n=1,003)	23	27	4	42	3	2	**1.83**
EKOS (n=823)[3]	22.5	24	5.6	44.3	2.2	1.4	**1.87**
Forum Research Inc. (n=1,101)	23	23	4	45	3	2	**2.00**
Mainstreet Technologies[4] (n=3,143)	21	26	5	44	3	1	**2.33**
Ipsos-Reid (n=761)	24	26	9	37	3	1	**2.67**
Return On Insight (n=750)	24	21	10	38	4	3	**3.33**
ThinkHQ (n=2,114)	20	27	9	39	4	1	**3.33**

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[1] Total percentage point deviation from actual results across all parties.
[2] http://en.wikipedia.org/wiki/Alberta_general_election,_2015
[3] Note: EKOS predicted results to the first decimal place. To calculate deviation their results were compared to the elections results to the first decimal.
[4] Note: "Other" category was calculated for Return on Insight and Mainstreet Technologies by subtracting defined party prediction results from a 100.

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