

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

Forum Most Accurate Firm in Predicting Elections

Forum had the most accurate prediction for the 2015 Federal Election and 6 provincial elections

TORONTO, June 2nd, 2017 – Among all polling firms attempting to predict vote outcome, The Forum Poll proved to be the most accurate in the 2015 Federal Election and in six of the last fourteen provincial elections.

No other polling firm as consistent as The Forum Poll™

In the May 30th election in Nova Scotia, The Forum Poll was the most accurate firm polling the election by far. Not only was it the most accurate in predicting the overall vote share result with a deviation of (1.0%), it was also the most accurate in predicting the overall seat count with a deviation of only (.4) seats.

In the BC election of May 9th, 2017, The Forum Poll was the second most accurate firm polling the election, with a microscopic .68 percent deviation. While a number of pollsters attempted to project the outcome of the election, Forum is the only firm that correctly predicted the minority government, with a seat projection deviation of only 1 in an 87-seat legislature.

The Forum Poll was the third most accurate firm polling the 2016 Manitoba election, held on April 19th. The Forum Poll was the only firm to supplement its election prediction with seat projections, which was accurate to 1.2 seats, in a 47-seat legislature.

Of the four firms polling the Saskatchewan election of April 4th, 2016, Forum was the third most accurate, with an average deviation of 1.1%, only two-tenths of a percentage point behind the leading result. In a clear validation of The Forum Poll's seat projection methodology, in Saskatchewan was completely accurate: 51 seats for the Saskatchewan Party and 10 for the NDP, which matched the actual result.

Out of all the polling firms tracking the 42nd Canadian general election, Forum has proven to be the most accurate. Forum successfully predicted the election outcome within 0.7% average deviation. Furthermore, Forum was the only firm to predict a Liberal majority government giving the Liberal party 40% of the vote, and 171 seats in the October 18th final report. When it comes to sample size and margin of error, Forum predicted the outcome within a margin of error of +/- 3%.

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

HIGHLIGHTS:

- The Forum Poll was the most accurate firm polling the 2017 Nova Scotia election both on deviation of vote percentage and seat count
- The Forum Poll was the second most accurate firm polling the 2017 BC election, and the only one to call a minority government
- In the 42nd Federal Election, Forum was the only firm to predict a Liberal majority government giving the Liberal party 40% of the vote, and 171 seats in the October 18th final report.
- Among all polling firms attempting to predict provincial vote outcome, The Forum Poll proved to be the most accurate in six of the last fourteen 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%.

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
416.960.9603

precise tool for measuring public opinion, accurately predicting that the NDP would form a majority government. This prediction was first made on April 22.

In the Sept. 22nd New Brunswick provincial election Forum accurately predicted the results within our margin of error. The final poll results found that the Liberals and PCs were all tied up, but the Liberals managed to pull ahead and win a small majority. The final poll results are within our margin of error (2.7%) of the final results (total deviation was 2.1%).

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.

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

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
416.960.9603

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. The Forum Poll proved to be the most precise in the 2015 Federal Election and in six of the last fourteen provincial elections.

“Our record in predicting the outcome of the 2015 Federal Election and in Canadian Provincial elections is unmatched, with our proprietary Forum Poll IVR polling methodology proving its accuracy again and again. As we continue to refine our techniques, and prove our methodology works, we will continually put our methods to the test, which is why we’ve predicted twice as many elections in the last 8 years as our nearest competitor,” said Forum Research president Dr. Lorne Bozinoff.

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

NEWS RELEASE



FORUM RESEARCH INC.

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.

Most firms provided their predictions using rounded numbers however a few predicted to the first decimal. In order to fairly assess each organization's election prediction we use comparable election numbers. We have provided the election results in both rounded and first decimal values.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

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

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

Canadian 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.	7	4	3	15
Insights West	3	1	-	5
Abacus Data	2	1	-	6
Leger	2	1	1	6
CRA	1	-	2	3
Angus Reid	-	2	2	7
Mainstreet Research	-	2	-	6
Insightrix	-	2	-	3
Nanos	-	1	1	2
IPSOS Reid	-	1	3	7
EKOS	-	-	3	7
CROP	-	-	1	2
Praxis	-	-	1	1
Return on Insight	-	-	1	2
Oraclepoll	-	-	1	2
Justason	-	-	-	2
ThinkHQ	-	-	-	2
Campaign Research	-	-	-	1
Hill & Knowlton	-	-	-	1

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
416.960.9603

Nova Scotia Election, May 2017

Popular Vote Predictions

%	PC	NDP	Liberal	Green	Other	Deviation ¹
Actual Results ²	35.73	21.51	39.47	2.77	.52	-
Forum Research (IVR) n=3000	35	23	38	4	0	1.0
Mainstreet (IVR) n=1200	33	22	41	4	0	1.2
CRA (Telephone) n=500	31	24	41	4	2	2.0

Seat Distribution Predictions

%	PC	NDP	Liberal	Green	Other	Deviation ³
Actual Results ⁴	17	7	27	0	0	-
Forum Research (IVR) n=3000	18	7	26	0	0	.4
CBC Poll Aggregator	20	4	27	0	0	1.2

¹ Total percentage point deviation from actual results across all parties.

² Results.electionsnovascotia.ca/Summary.aspx

³ Total deviation from actual results across all parties.

⁴ Results.electionsnovascotia.ca/Summary.aspx

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

BC Election, May 2017

Popular Vote Predictions

%	NDP	Liberal	Green	Other	Deviation ⁵
Actual Results ⁶	40.36	40.28	16.84	2.52	-
Insights West (n=801)	41	41	17	2	.51
Forum Research Inc. (n=1,076)	41	39	17	3	.68
Ipsos (n=1407)	40	39	17	4	.82
Angus Reid (n=1007)	41	40	15	4	1.1
Mainstreet (n=1650)	40	39	20	0	1.83
Justason (n=1447)	36	38	23	3	3.32

Seat Distribution Predictions

%	NDP	Liberal	Green	Other	Deviation ⁷
Actual Results	41	43	3	0	-
Forum Research Inc.	42	42	2	1	1

⁵ Total percentage point deviation from actual results across all parties.

⁶ http://electionsbccnr.blob.core.windows.net/electionsbccnr/GE-2017-05-09_Party.html

⁷ Total 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

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

Manitoba Election – April 19th, 2016

Popular Vote Predictions

%	PC	NDP	Liberal	Green	Other	Deviation ⁸
Actual Results ⁹	53.4	25.6	14.2	5.2	1.6	-
Insights West (n=518)	53	28	10	7	1	1.9
Mainstreet (n=1,809)	55	26	11	9	0	2.1
Forum Research Inc. (n=1,083)	52	21	18	9	0	3.0
Insightrix (n=600)	49	22	19	9	1	3.3

Seat Distribution Predictions

%	PC	NDP	Liberal	Green	Other	Deviation ¹⁰
Actual Results	40	14	3	0	0	-
Forum Research Inc.	43	11	3	0	0	1.2

⁸ Total percentage point deviation from actual results across all parties.

⁹ https://en.wikipedia.org/wiki/Saskatchewan_general_election,_2016

¹⁰ Total deviation from actual results across all parties.

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

Saskatchewan Election – April 4th, 2016

Popular Vote Predictions

%	Saskatchewan	NDP	Liberal	Green	Other	Deviation¹¹
Actual Results¹²	62.36	30.20	3.59	1.83	2.02	-
Insights West (n=509)	61	29	4	4	2	0.9
Insightrix (n=1,500)	60	30	5	3	3	1.0
Forum Research Inc. (n=2,563)	60.8	30.1	5.5	3.3	0.4	1.1
Mainstreet (n=1,509)	60	31	4	5	0	1.5

¹¹ Total percentage point deviation from actual results across all parties.

¹² https://en.wikipedia.org/wiki/Saskatchewan_general_election,_2016

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

42nd Canadian General Election – Oct 19th, 2015

Popular Vote Predictions

%	Lib	Cons	NDP	Bloc	Green	Other	Average Deviation
Results (rounded)	40	32	20	5	3	0	
Results (first decimal)	39.5	31.9	19.7	4.6	3.4	0.9	
Forum Research	40	30	20	6	3	1	0.7
CBC Poll Tracker	37.2	30.9	21.7	4.9	4.4	0.9	1.1
Nanos	38.2	30.1	21.2	4.9	4.7	0.8	1.1
EKOS	35.8	31.9	20.4	4.9	5.6	1	1.2
IPSOS-Reid	38	31	22	4	4	1	1.3
Leger	38	30	22	6	4	0	1.3
Mainstreet Research	38	33	21	4	5	1	1.3
Angus Reid	35	31	22	5	5	2	2.0
Innovative Research	38	30	22	3	6	1	2.0
Abacus Data	32	33	24	4	5	2	3.0
Environics	29	26	34	4	8	0	6.2

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
416.960.9603

42nd Canadian General Election – Oct 19th, 2015

Survey Details by Organization

%	Avg. Deviation	Sample Size	Date Published	Methodology	Source
Forum	0.7	1,373	18-Oct-15	IVR	Data Tables
CBC Poll Tracker	1.1	N/A	18-Oct-15	Data Aggregator	Data Tables
Nanos - 3 day	1.1	2,176	18-Oct-15	Telephone	Data Tables
EKOS	1.2	2,122	18-Oct-15	IVR / Telephone	Data Tables
IPSOS-Reid	1.3	2,503	17-Oct-15	Online / Telephone	Data Tables
Leger	1.3	2,086	16-Oct-15	Online	Data Tables
Mainstreet Research	1.3	5,546	15-Oct-15	IVR	Data Tables
Angus Reid	2.0	2,022	16-Oct-15	Online	Data Tables
Innovative Research	2.0	1,143	11-Oct-15	Telephone	Data Tables
Abacus Data	3.0	2,000	6-Oct-15	Online	Data Tables
Environics	6.2	1,001	15-Sep-15	Telephone	Data Tables

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
416.960.9603

Alberta Election – May 5th, 2015

Popular Vote Predictions

%	PC	Wildrose	Liberal	NDP	Alberta	Other	Deviation¹³
Actual Results¹⁴	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)¹⁵	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 Technologies¹⁶ (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

¹³ Total percentage point deviation from actual results across all parties.

¹⁴ http://en.wikipedia.org/wiki/Alberta_general_election,_2015

¹⁵ Note: EKOS predicted results to the first decimal place. To calculate deviation their results were compared to the elections results to the first decimal.

¹⁶ Note: "Other" category was calculated for Return on Insight and Mainstreet Technologies by subtracting defined party prediction results from a 100.

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

New Brunswick Election – Sept. 22nd, 2014

Popular Vote Predictions

%	Lib	PC	NDP	Green	Other	MoE	Deviation
Actual Results	42.72	34.64	12.98	6.61	3.03		
Forum Research Inc. (n= 1326)	40	40	12	6	2	±2.69	2.14
CRA (n=333)	45	36	11	6	2	±5.4	1.45

Seat Distribution Predictions

%	Lib	PC	NDP	Green	Other	Deviation
Actual Results	27	21	0	0	0	-
Forum Research Inc.	23	26	0	0	0	1.80

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

Ontario Election – June 12th, 2014

Popular Vote Predictions

%	Lib	Con	NDP	Green	Other	Deviation
Actual Results ¹⁷	39	31	24	5	2	-
Abacus (n = 1882) ¹⁸	35	32	26	6	1	1.80
Angus Reid (n = 1866) ¹⁹	34	36	24	5	1	2.20
Oracle (n = 1000) ²⁰	35	36	24	5	0	2.20
Forum Research Inc. (n= 1054) ²¹	41	35	20	3	1	2.60
Leger (n = 1050) ²²	37	37	20	5	1	2.60
EKOS (n = 1332) ²³	42.2	35.9	16.9	2.9	2.1	3.50
Ipsos-Reid (n = 1991) ²⁴	30	36	30	4	-	5.75

¹⁷ http://en.wikipedia.org/wiki/2014_Ontario_election

¹⁸ http://abacusinsider.com/abacusinsider/wp-content/uploads/2014/06/OntarioElection_Ballot_Wave5FINAL.pdf

¹⁹ <http://www.angusreidglobal.com/wp-content/uploads/2014/06/ARG-Ontario-Voter-Intention-June-2014.pdf>

²⁰ http://huffstrategy.com/MediaManager/Media/Text/1402338073_Oraclepoll+June+9+Prov+FINAL.pdf

²¹ <http://poll.forumresearch.com/post/64/liberals-to-form-government-in-ontario/>

²² http://www.leger360.com/admin/upload/publi_pdf/201406111en.pdf

²³ **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

²⁴ <http://www.ipsos-na.com/news-polls/pressrelease.aspx?id=6532>

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

Ontario Election – June 12th, 2014

Seat Projections

%	Lib	Con	NDP	Green	Other	Deviation
Actual Results²⁵	58	28	21	0	0	-
Forum Research Inc. (n= 1054)²⁶	57	37	13	0	0	3.60
ThreeHundredEight.com²⁷	49	36	22	0	0	3.60
LISPOP²⁸	49	38	20	0	0	4.00
TooCloseToCall²⁹	47	38	22	0	0	4.40
Canadian Election Atlas³⁰	50	21	36	0	0	6.00

²⁵ http://en.wikipedia.org/wiki/2014_Ontario_election

²⁶ <http://poll.forumresearch.com/post/64/liberals-to-form-government-in-ontario/>

²⁷ <http://www.threehundredeight.com/p/ontario.html>

²⁸ <http://www.lispop.ca/Ontarioseatprojection.html>

²⁹ <http://blogues.journaldemontreal.com/tooclosetocall/ontario-simulator/>

³⁰ <http://canadianelectionatlas.blogspot.ca/2014/06/2014-ontario-election-final-projection.html>

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

Quebec Election – April 7th, 2014

Popular Vote Predictions

%	Lib	PQ	CAQ	QS	ON	Green	Other	Deviation
Actual Results ³¹	42	25	23	8	1	1	1	-
Forum Research Inc. (n= 1536) ³²	44	24	23	6	0	2	1	1.00
Angus Reid (n=1410) ³³	39	27	25	7	1	1	1	1.14
EKOS (n=1422) ³⁴	39.8	27	21.1	9.4	-	-	2.8	1.50
Leger (n=1220) ³⁵	38	29	23	9	-	1	1	1.67
Ipsos Reid (n=1012) ³⁶	40	28	18	12	0	-	2	3.00
CROP (n=1400) ³⁷	39	36	13	10	1	-	1	4.33

Seat Distribution Prediction

%	Lib	PQ	CAQ	QS	Deviation
Actual Results ³⁸	70	30	22	3	-
Forum Research	85	26	12	2	7.5

³¹ <http://resultats.dgeq.org/resultatsSommaires.fr.html>

³² http://www.forumresearch.com/QC_Election_News_Release_Forum_Research.pdf

³³ <http://www.angusreidglobal.com/wp-content/uploads/2014/04/04.04.14-ARG-Quebec-Voter-Intention.pdf>

³⁴ **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.

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

³⁵ **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.

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

³⁶ **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.

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

³⁷ **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.

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

³⁸ <http://resultats.dgeq.org/resultatsSommaires.fr.html>

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

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

Nova Scotia Election – October 8th, 2013

Popular Vote Predictions

%	Cons	Lib	NDP	Green	Other	Deviation ³⁹
Actual Results ⁴⁰	26	46	27	1	0	-
Abacus (n=600) ⁴¹	27	46	26	1	0	0.4
Forum Research Inc. (n=922)	23	48	26	3	0	1.6
CRA (n=270) ⁴²	20	47	31	0	0	2.4

Seat Distribution Prediction

%	Cons	Lib	NDP	Green	Other	Deviation ⁴³
Actual Results	11	33	7	0	0	-
Forum Research Inc.	5	36	10	0	0	2.4

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

⁴⁰ http://en.wikipedia.org/wiki/Nova_Scotia_general_election,_2013

⁴¹ <http://abacusinsider.com/nova-scotia-election/sun-newsabacus-data-poll-right/>

⁴² <http://cra.ca/wp-content/uploads/2013/10/Commentary.pdf>

⁴³ Total seat deviation from actual results.

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

BC Election Poll – May 8th, 2013

Popular Vote Predictions

%	Lib	NDP	Green	Cons	Other	Deviation⁴⁴
Actual Results⁴⁵	44	40	8	5	3	-
Forum Research Inc. (n=1147)	41	43	8	6	2	1.6
Ipsos Reid (n=800)⁴⁶	37	45	9	6	3	2.8
Angus Reid (n=803)⁴⁷	36	45	9	7	3	3.2
Hill & Knowlton (n=804)⁴⁸	34.6	41.1	13.6	7.5	3.3	3.8
EKOS (n=861)⁴⁹	34.5	40.5	13	9.3	2.7	3.9
Oraclepoll (n=1000)⁵⁰	37	41	12	10	-	4.0
Abacus Data (n=1042)⁵¹	33	43	12	9	3	4.4
Insights West (n=855)⁵²	33	41	14	11	1	5.2
Justason (n=700)⁵³	31	45	14	8	3	5.4

Seat Distribution Prediction

%	Lib	NDP	Green	Cons	Other	Deviation⁵⁴
Actual Results	49	34	1	0	1	-
Forum Research Inc.	43	41	0	0	1	2.8

⁴⁴ Total percentage point deviation from actual results across all parties.

⁴⁵ http://en.wikipedia.org/wiki/British_Columbia_general_election,_2013

⁴⁶ Results taken from <http://www.ipsos-na.com/news-polls/pressrelease.aspx?id=6113>

⁴⁷ http://www.angus-reid.com/wp-content/uploads/2013/05/2013.05.13_Politics_BC.pdf

⁴⁸ <http://hkstrategies.ca/wp-content/uploads/BC-Perspectives-Panel.pdf>

⁴⁹ http://www.ekospolitics.com/wp-content/uploads/full_report_bc_may_13_2013.pdf

⁵⁰ <http://www.timescolonist.com/b-c-election-race-tightens-as-ndp-lead-shrinks-poll-1.174141>

⁵¹ http://abacusdata.ca/wp-content/uploads/2013/04/BCVoteIntentionProvincialLEADERSHIP_April292013.pdf

⁵² <http://www.insightswest.com/news/update-your-insights-on-the-upcoming-bc-election/>

⁵³ <http://www.justasonmi.com/?p=3502>

⁵⁴ Total seat deviation from actual results.

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
416.960.9603

Quebec Election – September 3rd, 2012

Popular Vote Predictions

%	PQ	Lib	CAQ	QS	Green	ON	Other	Deviation ⁵⁵
Actual Results ⁵⁶	32	31	27	6	1	2	0	-
Leger (n= 1,856) ⁵⁷	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) ⁵⁸	32	26	28	9	2	2	1	1.7
EKOS (n= 1,764) ⁵⁹	36.0	23.2	24.5	10.7	-	-	5.5 ⁶⁰	3.7

Seat Distribution Prediction

%	PQ	Lib	CAQ	QS	Green	ON	Other	Deviation ⁶¹
Actual Results	54	50	19	2	0	0	0	-
Forum Research Inc.	72	38	13	1	0	1	0	5.4

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

⁵⁶ http://en.wikipedia.org/wiki/Quebec_general_election,_2012

⁵⁷ Results taken from http://www.legermarketing.com/admin/upload/publi_pdf/ElectionQuebec209012.pdf

⁵⁸ <http://www.lapresse.ca/le-soleil/dossiers/elections-quebecoises/201208/30/01-4569888-sondage-crop-vers-un-gouvernement-minoritaire-pequiste.php>

⁵⁹ http://www.ekospolitics.com/wp-content/uploads/quebec_sept_2_2012_english.pdf

⁶⁰ 'Other' deviation for EKOS calculated by subtracting 'Other' score from 4 as ON and Green incorporated into their 'Other' category

⁶¹ Total seat deviation from actual results.

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

Alberta Election – April 22nd, 2012

Popular Vote Predictions

%	Cons	WAP	Lib	NDP	AP	Other	Deviation ⁶²
Actual Results ⁶³	44	34	10	10	1	1	-
Forum Research Inc. (n=1950)	36	38	10	12	3	1	2.7
Leger (n=1200) ⁶⁴	36	42	9	10	2	1	3.0
Return on Insight (n=800) ⁶⁵	36	43	11	9	1	0	3.3
ThinkHQ (n=1425) ⁶⁶	33	41	11	11	3	1	3.7
Campaign Research (n=1545) ⁶⁷	34	41	11	11	0	3	3.7
Angus Reid (n=800) ⁶⁸	32	41	13	11	0	2	4.2
Abacus Data (n=1076) ⁶⁹	31	41	12	13	0	3	4.7

Seat Distribution Prediction

%	Cons	WAP	Lib	NDP	AP	Other	Deviation ⁷⁰
Actual Results	61	17	5	4	0	0	-
Forum Research Inc.	36	44	3	4	0	0	9

⁶² Total percentage point deviation from actual results across all parties.

⁶³ http://en.wikipedia.org/wiki/Alberta_general_election,_2012

⁶⁴ http://www.legermarketing.com/admin/upload/publi_pdf/PRESS_RELEASE_-_Herald-Journal_Provincial_Election_Poll_-_April_17_2012.pdf

⁶⁵ <http://return-on-insight.com/wp-content/uploads/2012/04/CBC-ROI-April-16-Vote-intention-.pdf>

⁶⁶ <http://edmonton.ctvnews.ca/new-poll-shows-gap-in-support-narrowing-between-wildrose-and-pc-1.798486>

⁶⁷ <http://www.threehundredeight.com/2012/04/wildrose-poised-for-slim-majority.html>

⁶⁸ http://www.angus-reid.com/wp-content/uploads/2012/04/2012.04.22_Politics_AB.pdf

⁶⁹ <http://abacusdata.ca/wp-content/uploads/2012/04/Wave-5-Release-FINAL.pdf>

⁷⁰ Total seat deviation from actual results.

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

Saskatchewan Election – November 5th, 2011

Popular Vote Predictions

%	Sask Party	NDP	Green	Liberal	Other	Deviation ⁷¹
Actual Results ⁷²	35	23	3		1	-
Forum Research Inc. (n=1034)	36	23	3		1	0.4
Insightrix (n=1000) ⁷³	60	33.3	3	2.8	0.3	1.5
Praxis (n=1041) ⁷⁴	66.7	26.4	5.2	0	1.6	2.6

Seat Distribution Prediction

%	Sask Party	NDP	Green	Liberal	Other	Deviation ⁷⁵
Actual Results	49	9	0	0	0	-
Forum Research Inc.	49	9	0	0	0	0

⁷¹ Total percentage point deviation from actual results across all parties.

⁷² http://en.wikipedia.org/wiki/Saskatchewan_general_election,_2011

⁷³ Results from <http://www2.canada.com/saskatoonstarphoenix/news/story.html?id=ff7e7bfd-86e6-4478-ac3c-1728afddb6dd&p=2>

⁷⁴ <http://www.thestarphoenix.com/news/provincial-election/Poll+shows+Sask+Party+with+lead+over/5654508/story.html>

⁷⁵ Total seat deviation from actual results.

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

Ontario Election – October 3rd to 4th, 2011

Popular Vote Predictions

%	Cons	Lib	NDP	Green	Other	Deviation ⁷⁶
Actual Results ⁷⁷	35	38	23	3	1	-
Forum Research Inc. (n=1034)	36	37	23	3	1	0.4
Abacus (n=926) ⁷⁸	34	37	24	4	1	0.8
Nanos (n=900) ⁷⁹	33.2	37.7	25.8	2.1	1.3	1.2
Angus Reid (n=1003) ⁸⁰	33	37	26	3	1	1.2
EKOS (n=2165) ⁸¹	31.5	37.7	23.3	5.9	1.6	1.5
IPSOS-Reid (n=1020) ⁸²	31	41	25	3	0	2.0

Seat Distribution Prediction

%	Cons	Lib	NDP	Green	Other	Deviation ⁸³
Actual Results	37	53	17	0	0	-
Forum Research Inc.	36	54	17	0	0	0.4

⁷⁶ Total percentage point deviation from actual results across all parties.

⁷⁷ http://en.wikipedia.org/wiki/Ontario_election_2011

⁷⁸ <http://abacusinsider.com/politics-public-affairs/ontario-election-final-poll-lp-37-pc-34-ndp-24/>

⁷⁹ <http://www.nanosresearch.com/library/polls/POLONT-F11-T515.pdf>

⁸⁰ http://www.angus-reid.com/wp-content/uploads/2011/10/2011.10.05_Ontario_Final.pdf

⁸¹ http://www.ekospolitics.com/wp-content/uploads/final_report_october_5_2011.pdf

⁸² <http://www.theglobeandmail.com/news/politics/majority-within-mcguintys-grasp-on-eve-of-ontario-election-poll-suggests/article618009/>

⁸³ Total seat deviation from actual results.

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: lbozinoff@forumresearch.com

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