

NEWS RELEASE



MEDIA INQUIRIES:

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FOR IMMEDIATE RELEASE

Forum Poll™ accurately predicts Newfoundland and Labrador election

Forum is most accurate with an average deviation of 2.0%

TORONTO, DECEMBER 2ND, 2015 – In a field of four polling firms, the Forum Poll™ was the most accurate in predicting the outcome of the 49th Newfoundland and Labrador general election of November 30, 2015. Forum’s Interactive Voice Response (IVR) polling methodology again proves to be a precise tool for measuring public opinion, accurately predicting that the Liberals would form a majority government.

The Forum Poll predicted a finish of 54% for the Liberals (actual share – 57%), 30% for PC (actual share – 31%), and 15% for NDP (actual share – 12%), predicting results with an average deviation of 2.0.

“Once again, Forum’s IVR polling methodology has proven itself to be the most accurate means of polling public opinion, and it allowed us to accurately predict the Liberal majority outcome,” 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

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.

TORONTO

December 2nd, 2015

HIGHLIGHTS:

- In a field of four polling firms, the Forum Poll™ was the most accurate in predicting the outcome of the 49th Newfoundland and Labrador general election of November 30, 2015.
- The Forum Poll predicted a finish of 54% for the Liberals (actual share – 57%), 30% for PC (actual share – 31%), and 15% for NDP (actual share – 12%), predicting results with an average deviation of 2.0.
- “Once again, Forum’s IVR polling methodology has proven itself to be the most accurate means of polling public opinion, and it allowed us to accurately predict the Liberal majority outcome,” said Forum Research President, Dr. Lorne Bozinoff.

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Newfoundland and Labrador Election – November 30th, 2015

Popular Vote Predictions

	%	PC	Liberal	NDP	Other	Deviation
Actual Results		30	57	12	1	-
Forum Research Inc. (n=1,014)	Nov. 29, 2015	31	54	15	0	2.00
Abacus Data (n=700)	Nov. 22-24, 2015	22	64	13	1	4.00
Corporate Research Associates (n=800)	Nov. 5-22, 2015	22	67	10	1	5.00
MQO	Nov. 5-11, 2015	17	74	9	0	8.50

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