NEWS RELEASE

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The Forum Poll™ Predicts Ontario Election

Forum offered the most accurate seat prediction by far

TORONTO, June 8th, 2018 – Among all polling firms predicting the outcome of the 2018 Ontario provincial election, no firm offered a more accurate seat projection than Forum, whose average seat deviation of .8 represents an average of fewer than one seat.

That level of precision was more than double that of the next best prediction.

Of the 11 firms predicting overall vote share, Forum was the third most accurate, with an average deviation of less than one percent, 0.9%.

It's worth noting that amongst the 11 firms polling the Ontario election, each of the three most accurate firms used interactive voice response (IVR) methodologies and random digit dialing and were the only firms within 1% deviation of the actual result. Each of the eight less accurate firms had an online panel component in their methodologies.

"Public opinion polling isn't solely about getting the numbers right. It's a fundamental component, to be sure, but it isn't the only one; knowing what the numbers are *saying* is just as important," said Forum Research president Dr. Lorne Bozinoff. "That's why Forum always supplements its vote predictions with seat projections: because not only are we able to collect accurate data, we're also able to interpret that data, and effectively apply it to the real world."

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Methodology

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

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

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Ontario Election 2018

Popular Vote Predictions

%	PC	NDP	Liberal	Green	Other	Deviation[1]
Actual Results	**40.49**	**33.57**	**19.59**	**4.6**	**1.75**	**-**
Mainstreet (IVR) n=3320	39	34.3	20.2	4.9	1.7	**.60**
EKOS (IVR) n=1230	39.1	35.1	18.9	4.5	2.4	**.88**
Forum (IVR) n=2032	39	34	21	5	1	**.9**
CBC Poll Tracker	38.7	35.5	19.6	4.9	1.3	**.9**
Ipsos (Online/Tel) n=1501	39	36	19	N/A*[2]	6	**1.2**
Research Co. (Online) n=661	39	37	20	4	1	**1.3**
Leger (Online) n=1008	39	38	18	N/A*	5	**2.2**
Pollara (Online/Tel) n=906	38	38	17	6	2	**2.2**
Angus Reid (Online) n=773	37	39	17	5	2	**2.4**
H&K Strategies (Online) n=1500	37	39	19	6	0	**2.5**
Innovative (Online) n=958	34	37	22	6	2	**2.8**
Abacus (Online) n=2646	33	37	23	5	2	**3.0**

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

[2] Neither Ipsos nor Leger calculated the Green Party separately. Their deviation was therefore calculated by dividing four categories instead of five

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Seat Distribution Predictions

%	PC	NDP	Liberal	Green	Other	Deviation[3]
Actual Results	**76**	**40**	**7**	**1**	**0**	**-**
Forum (IVR) n=2032	76	39	9	0	0	.8
Mainstreet (IVR) n=3320	74	45	4	1	0	2
EKOS (IVR) n=1230	73	45	5	1	0	2
Too Close to Call	74	46	3	1	0	2.4
CBC Poll Tracker	78	45	1	0	0	2.8
Advanced Symbolics/POLLY[4]	74	49	1	0	0	3.6

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[3] Total percentage point deviation from actual results across all parties.

[4] Advanced symbolics projected only seat ranges, not seats. PC 70-79, NDP 45-54, Liberal 0-2, Green 0. In order to calculate the deviation, the high-end of the range was added to the low end and divided by 2.