

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

Forum Accurately Predicts Québec Election

TORONTO, October 3rd, 2018– The Forum Poll successfully predicted the outcome of the provincial election, the third consecutive Québec provincial election that Forum’s prediction has been within its projected margin of error.

Forum’s prediction was the third most accurate amongst research firms, behind only Research Co. (2.4%) and Mainstreet Research (2.6%).

It’s worth noting that of the six research firms attempting to predict the election, two of the top three most accurate firms (Mainstreet and Forum) use Interactive Voice Response (IVR), showcasing once again the power of the methodology for polling.

“Québec is unique in Canada and identifying its subtle characteristics may prove a challenge for some,” said Forum Research President, Dr. Lorne Bozinoff. “But Forum has operated out of Québec for many years now and we are well acquainted it, and not only that, but we understand what it means in public opinion measurement, as this is our third consecutive election in Québec polling within the margin of error.”

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.

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

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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 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.

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Québec Provincial Election, October 1st, 2018

Popular Vote Predictions

%	PQ	Liberal	QS	CAQ	Other	Deviation ¹
Actual Results ²	17.06	24.82	16.10	37.42	4.6	-
Research Co	18	30	16	33	3	2.4
Mainstreet Research	20	29	16	32	4	2.6
Forum Research Inc.	20	28	17	33	2	2.808
Ipsos	18	31	16	32	3	2.848
Leger	19	30	17	32	2	3.2
Crop	16	37	14	30	3	4.9

Seat projections

%	PQ	Liberal	QS	CAQ	Other	Deviation ³
Actual Results	9	32	10	74	0	-
Mainstreet Research	9	35	9	72	0	1.2
CBC Poll Tracker	10	39	10	66	0	3.2
Too close to call	8	41	7	69	0	3.6
Forum Research Inc.	14	41	5	65	0	5.6

For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: lbozinoff@forumresearch.com

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

² <https://resultats.dgeq.org/resultatsSommaires.fr.html>

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