

# NEWS RELEASE



## **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

**TORONTO**  
**October 20<sup>th</sup>, 2015**

## **HIGHLIGHTS:**

- Out of all the polling firms predicting the 42<sup>nd</sup> Canadian general election, Forum has proven to be the most accurate.
- Forum is the only firm to predict a Liberal majority government giving the Liberal party 40% of the vote, and 171 seats in the October 18<sup>th</sup> final report.
- “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.

## **FOR IMMEDIATE RELEASE**

### **Forum Accurately Predicts a Liberal Majority Government**

#### **Forum is most accurate with an average deviation of 0.7%**

TORONTO, OCTOBER 20<sup>th</sup>, 2015 – Out of all the polling firms tracking the 42<sup>nd</sup> Canadian general election, Forum has proven to be the most accurate. Forum successfully predicted the election outcome within 0.7% average deviation. Furthermore, Forum is the only firm to predict a Liberal majority government giving the Liberal party 40% of the vote, and 171 seats in the October 18<sup>th</sup> final report. When it comes to sample size and margin of error, Forum predicted the outcome within a margin of error of +/- 3%.

“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](mailto: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.

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.

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

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**42<sup>nd</sup> Canadian General Election – Oct 19<sup>th</sup>, 2015**

**Popular Vote Predictions**

**TORONTO**

**October 20<sup>th</sup>, 2015**

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

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### Survey Details by Organization

**TORONTO**

**October 20<sup>th</sup>, 2015**

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

For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: [lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)

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[forumresearch.com](http://forumresearch.com)