

NEWS RELEASE



FOR IMMEDIATE RELEASE

Liberals still unbeatable in Labrador

Penashue advances, NDP falls back

Toronto, April 25th, 2013 – In a random sampling of public opinion taken by the Forum Poll™ among 427 voters in the federal riding of Labrador, where a by-election will be held on May 13, 6-in-10 will vote for the Liberal Yvonne Jones (60%), compared to half this many for her main competitor and former incumbent, Conservative Peter Penashue (29%). The NDP would take one tenth of the vote (10%) and the Greens aren't running a candidate. These findings represent an increase in voter preference for Penashue since the by-election was called (April 3 - 20%) and a slide for the NDP candidate, Harry Borlase (from 21%). The Liberal candidate has held steady since the beginning of the month (April 3 - 57%).

"Yvonne Jones is a well-liked former provincial party leader, and a cancer survivor to boot. Peter Penashue's razor-thin margin of victory in 2011 won't help him now," 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.

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TORONTO

April 25th, 2013

HIGHLIGHTS:

- 6-in-10 will vote for the Liberal Yvonne Jones (60%), compared to half this many for her main competitor and former incumbent, Conservative Peter Penashue (29%).
- Yvonne Jones is a well-liked former provincial party leader, and a cancer survivor to boot. Peter Penashue's razor-thin margin of victory in 2011 won't help him now," said Forum Research President, Dr. Lorne Bozinoff.

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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 427 randomly selected residents of Labrador, 18 years of age and older. The poll was conducted on April 24th, 2013.

Results based on the total sample are considered accurate +/- 5 %, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at www.forumresearch.com/samplestim.asp

Where appropriate, the data has been statistically weighted to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at www.forumresearch.com/polls.asp

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Labrador Federal Party Preference Trending

[Decided / Leaning]

| % | The Conservative Peter Penashue | The Liberal Yvonne Jones | The NDP Harry Borlase | Other Parties |
|--|------------------------------------|-----------------------------|--------------------------|---------------|
| April 24 th , 2013 (n= 395) | 29 | 60 | 10 | 1 |
| April 2 nd , 2013 (n=260)** | 20 | 57 | 21 | 1 |

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Current Federal Party Preference

*'In the upcoming federal by-election for Labrador, who will you vote for? +
 'Even though you may not have made up your mind, which party are you
 leaning towards at this time?'*

[Decided / Leaning]

Age / Gender

| % | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Male | Female |
|---------------------------------|-------|-------|-------|-------|-------|-----|------|--------|
| Sample | 395 | 85 | 83 | 93 | 90 | 44 | 178 | 217 |
| The Conservative Peter Penashue | 29 | 24 | 22 | 31 | 31 | 34 | 36 | 24 |
| The Liberal Yvonne Jones | 60 | 56 | 67 | 63 | 62 | 53 | 54 | 66 |
| The NDP Harry Borlase | 10 | 19 | 10 | 4 | 7 | 12 | 10 | 10 |
| Other Parties | 1 | 2 | 1 | 2 | 1 | 1 | 1 | 1 |

Household Income

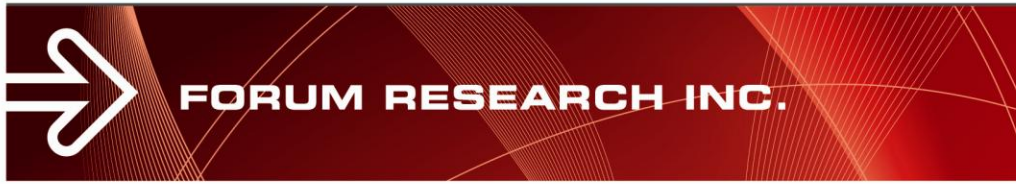
| % | Total | <\$20K | \$20-40K | \$40-60K | \$60-80K | \$80-100K | \$100-250K | \$250K+ |
|---------------------------------|-------|--------|----------|----------|----------|-----------|------------|---------|
| Sample | 395 | 37 | 50 | 52 | 48 | 52 | 93 | 6 |
| The Conservative Peter Penashue | 29 | 27 | 41 | 34 | 24 | 18 | 33 | 45 |
| The Liberal Yvonne Jones | 60 | 64 | 50 | 52 | 64 | 72 | 58 | 18 |
| The NDP Harry Borlase | 10 | 6 | 9 | 14 | 11 | 8 | 9 | 37 |
| Other Parties | 1 | 4 | 0 | 1 | 1 | 3 | 0 | 0 |

Past Federal Party Preference

| % | Total | Cons | Lib | NDP | Green | Bloc | Other Parties | Didn't Vote in the last federal election |
|---------------------------------|-------|------|-----|-----|-------|------|---------------|--|
| Sample | 395 | 151 | 136 | 44 | 15 | 5 | 8 | 36 |
| The Conservative Peter Penashue | 29 | 53 | 12 | 4 | 17 | 0 | 0 | 23 |
| The Liberal Yvonne Jones | 60 | 40 | 80 | 67 | 57 | 55 | 39 | 69 |
| The NDP Harry Borlase | 10 | 6 | 7 | 25 | 25 | 34 | 44 | 7 |
| Other Parties | 1 | 1 | 0 | 5 | 0 | 11 | 17 | 1 |

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