

NEWS RELEASE



FOR IMMEDIATE RELEASE

Liberals with insurmountable lead in Labrador by-election

Conservatives, NDP in distant tie for second

Toronto, April 3rd, 2013 – In a random sampling of public opinion taken by the Forum Poll™ among 274 residents of Labrador, Canada's least populous federal riding, where a by-election will be called soon, close to 6-in-10 will vote for the Liberal Yvonne Jones (57%), while just one fifth will vote for either the Conservative former incumbent, Peter Penashue (20%) or the NDP candidate Harry Borlase (21%). The Green Party will not field a candidate in this by-election.

When Justin Trudeau is named in the voting preference question as Liberal leader, which will almost certainly be the case when the by-election occurs, results are even more conclusive. Fully two thirds will vote Liberal (63%), compared to just one fifth who would vote NDP (21%) and as few as one seventh who would vote for the former Conservative incumbent (16%).

"It's clear the Liberals have this one in the bag, and it makes you wonder how Peter Penashue won the riding in the first place, considering his Liberal counterpart is a relative unknown," 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 3rd, 2013

HIGHLIGHTS:

- Canada's least populous federal riding, where a by-election will be called soon, close to 6-in-10 will vote for the Liberal Yvonne Jones (57%), while just one fifth will vote for either the Conservative former incumbent, Peter Penashue (20%) or the NDP candidate Harry Borlase (21%).
- When Justin Trudeau is named in the voting preference question as Liberal leader, which will almost certainly be the case when the by-election occurs, results are even more conclusive.

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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 274 randomly selected residents of Labrador, 18 years of age and older. The poll was conducted from March 30th to April 2nd, 2013.

Results based on the total sample are considered accurate +/- 6 %, 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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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	260	60	47	62	61	30	120	140
The Conservative Peter Penashue	20	9	16	24	20	26	23	18
The Liberal Yvonne Jones	57	55	52	66	62	48	51	62
The NDP Harry Borlase	21	34	30	6	17	26	24	19
Other Parties	1	2	2	3	1	0	2	1

Household Income

%	Total	<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	\$100K+
Sample	260	21	35	27	33	24	73
The Conservative Peter Penashue	20	7	43	11	28	19	15
The Liberal Yvonne Jones	57	66	41	80	41	43	56
The NDP Harry Borlase	21	27	15	9	28	35	27
Other Parties	1	0	1	0	2	2	2

Federal Party Candidate if Trudeau Leader

%	Total	The Conservative Peter Penashue	The Liberal Yvonne Jones	The NDP Harry Borlase	Other Parties
Sample	260	39	158	55	5
The Conservative Peter Penashue	20	89	7	8	0
The Liberal Yvonne Jones	57	0	88	9	0
The NDP Harry Borlase	21	9	4	83	0
Other Parties	1	1	0	1	100

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Past Federal Party Preference

%	Total	Cons	Lib	NDP	Green	Bloc Quebecois	Other Parties	Didn't Vote in the last federal election
Sample	260	94	81	48	8	3	4	22
The Conservative Peter Penashue	20	38	10	2	23	64	0	11
The Liberal Yvonne Jones	57	42	76	58	30	36	0	65
The NDP Harry Borlase	21	19	12	39	47	0	35	22
Other Parties	1	1	1	1	0	0	65	1

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Federal Party Preference if Liberal Leader Trudeau

'Who would you vote for if the Liberal leader were Justin Trudeau? + '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	261	59	47	62	63	30	120	141
The Conservative Peter Penashue	16	11	12	17	18	16	18	14
The Liberal Yvonne Jones	63	61	56	71	66	60	56	70
The NDP Harry Borlase	21	28	30	11	16	24	26	16
Other Parties	1	1	2	1	0	0	1	0

Household Income

%	Total	<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	\$100K+
Sample	261	21	35	27	30	24	74
The Conservative Peter Penashue	16	7	33	12	21	10	11
The Liberal Yvonne Jones	63	62	49	79	49	60	67
The NDP Harry Borlase	21	31	18	9	29	29	21
Other Parties	1	0	0	0	0	2	1

Current Federal Party Preference

%	Total	The Conservative Peter Penashue	The Liberal Yvonne Jones	The NDP Harry Borlase	Other Parties
Sample	261	47	144	58	8
The Conservative Peter Penashue	16	69	0	7	25
The Liberal Yvonne Jones	63	23	97	14	24
The NDP Harry Borlase	21	8	3	80	20
Other Parties	1	0	0	0	31

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Past Federal Party Preference

%	Total	Cons	Lib	NDP	Green	Bloc Quebecois	Other Parties	Didn't Vote in the last federal election
Sample	261	95	83	48	8	3	3	21
The Conservative Peter Penashue	16	29	6	2	23	65	0	11
The Liberal Yvonne Jones	63	54	79	63	29	35	0	65
The NDP Harry Borlase	21	17	14	35	47	0	54	23
Other Parties	1	0	1	0	0	0	46	0

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