



**New Brunswick  
April 2017 Report**

### **Introduction**

MQO Research spoke with 600 residents of New Brunswick to gauge the political temperature in the province for the April edition of our quarterly political poll: Atlantic Matters.

### **Provincial Politics**

According to the latest polling numbers, the Liberals exhibited signs of weakness in April.

- Looking at decided and leaning voters, current Liberal support in the province sits at 43%, down from 50% three months ago. The PC party support held steady at 32% of the decided and leaning vote, on par with the results of the 2014 election.
- NDP support is up marginally to 15% while the Green party support remains low at 5%.
- The percent of undecided/don't know group is now at 33% in the latest poll which is consistent with the previous quarter.

### **Government Performance**

The public's assessment of Premier Brian Gallant's overall leadership held relatively steady in April with a mean rating of 5.0 (on a 10-point scale), down marginally from 5.3 last quarter.

### **Provincial Outlook**

New Brunswick residents' outlook for the province was slightly more negative in April. 32% felt the outlook has gotten worse, up from 25% in January.

### **Personal Wellbeing**

New Brunswickers are still concerned about their personal situations. Overall, 48% rated their concern about the cost of living quite high at 8-10 on a scale of 1-10 which was consistent with the previous quarter. When asked about their general stress level this year, more than one quarter (31%) gave a rating of 8 or higher on a scale of 1-10.

### **Federal Politics**

Federally, the Liberals remain on top with 56% of decided and leaning voters, but this was down significantly from 68% in October 2016.

- Conservative support remained steady at 25%.
- NDP support rebounded to 14% after dropping into the single digits (7%) last quarter.
- Rating of government performance under Justin Trudeau also dropped this quarter with the mean score falling from 6.2 in October to 5.6 this quarter.

The Atlantic Matters poll was conducted by telephone from April 5 to April 17, 2017 and included 600 randomly selected eligible voters from across the province. The margin of error for the survey is  $\pm 4.0$  percentage points, 19 times out of 20. Among decided and leaning voters, the margin of error for the survey is  $\pm 5.3$  percentage points 19 times out of 20.

**For more information on Atlantic Matters or MQO Research, contact:**

**Rick Emberley**

[Rick@mqoresearch.com](mailto:Rick@mqoresearch.com)

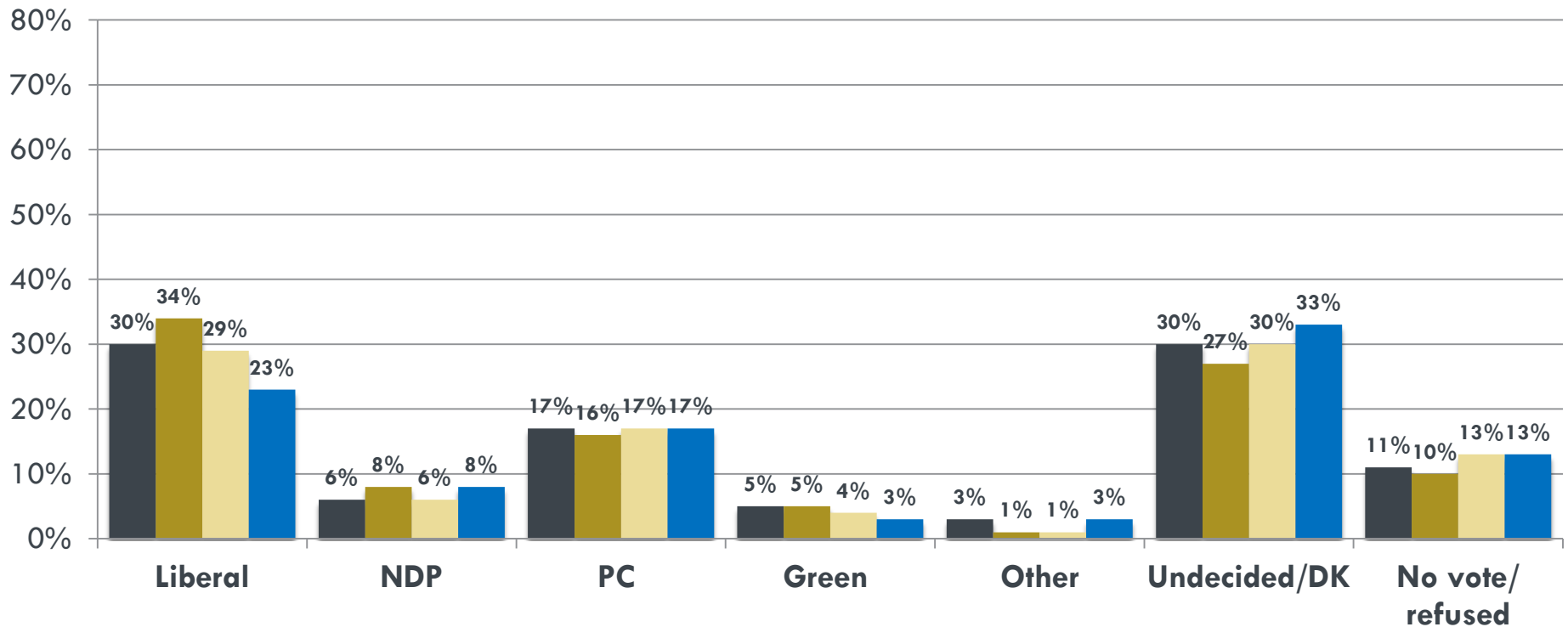
Phone 902-465-3154

Cell 902-456-9268

# “If a provincial election were held today, which party would you most likely vote for?”

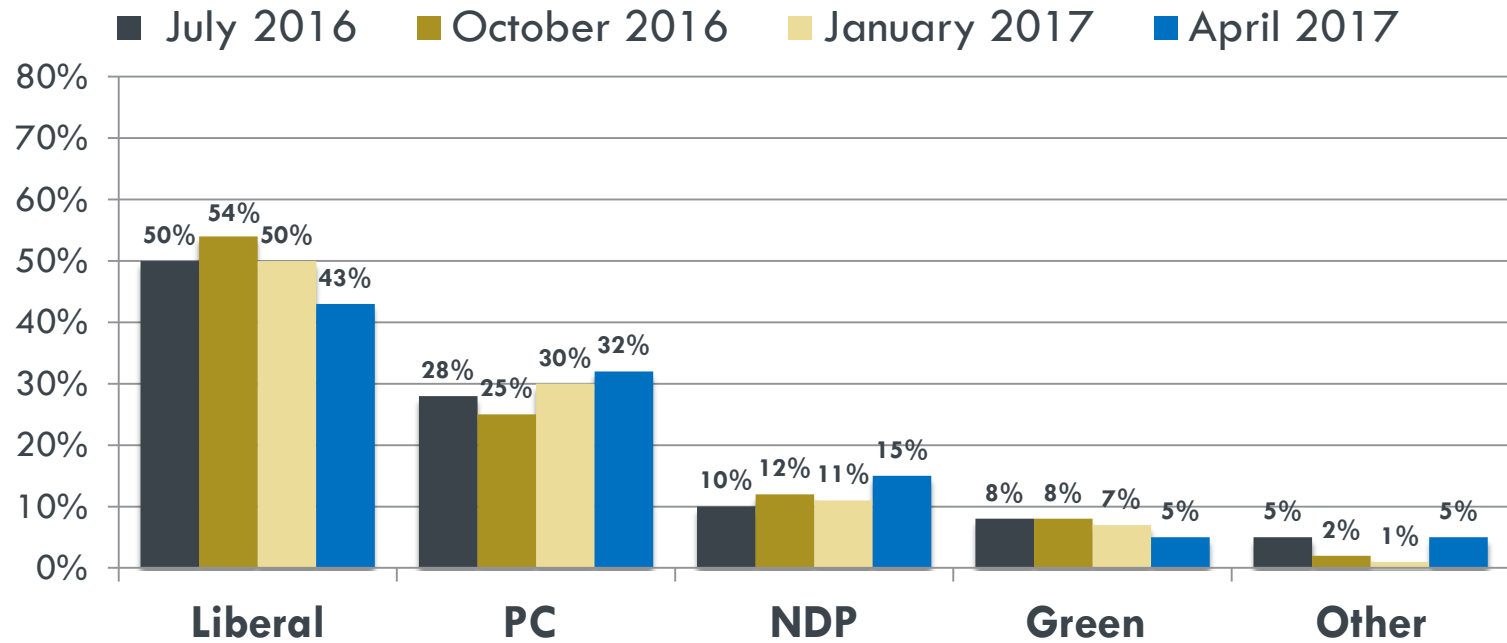
(Party numbers include decided and leaning)

■ July 2016   ■ October 2016   ■ January 2017   ■ April 2017



# “If a provincial election were held today, which party would you most likely vote for?”

(Decided and leaning voters only; don't know/refused/would not vote removed)



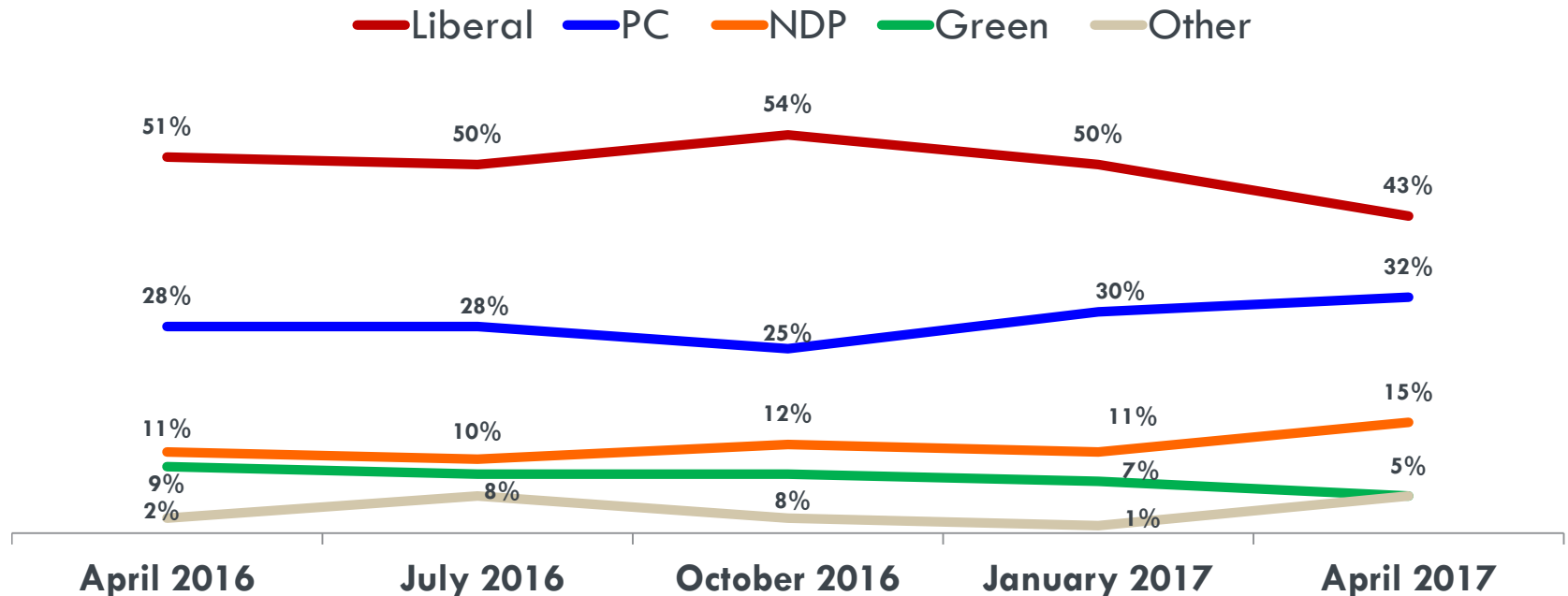
2014 Provincial election results

<b>42.5%</b>	<b>34.5%</b>	<b>12.9%</b>	<b>6.6%</b>	<b>3.0%</b>
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July 2016 (n=346): Margin of error is ± 5.27 percentage points at 95% CI  
 October 2016 (n=369): Margin of error is ± 5.10 percentage points at 95% CI  
 January 2017 (n=340): Margin of error is ± 5.31 percentage points at 95% CI  
 April 2017 (n=336): Margin of error is ± 5.34 percentage points at 95% CI

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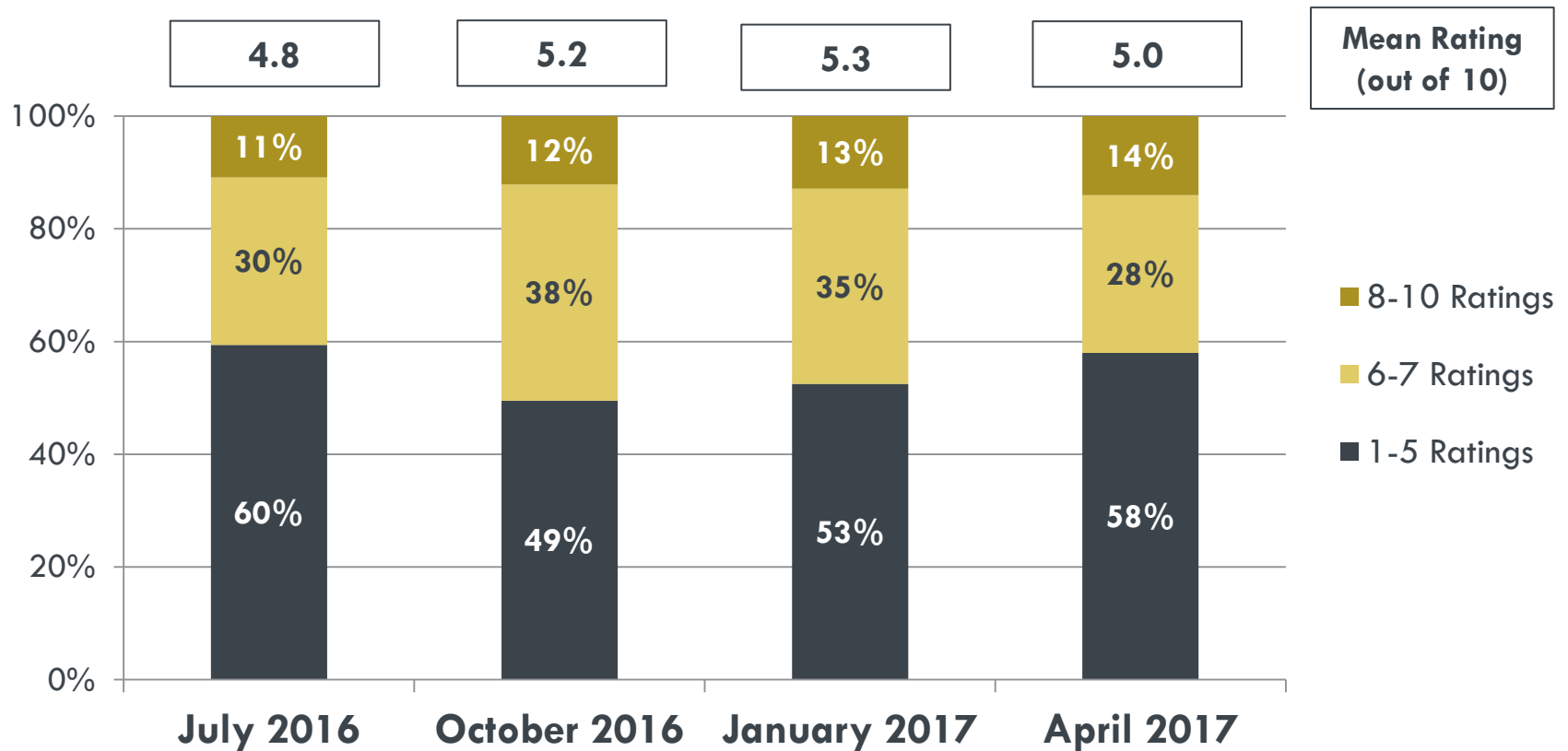
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## “How would you rate the overall leadership of Premier Brian Gallant?”

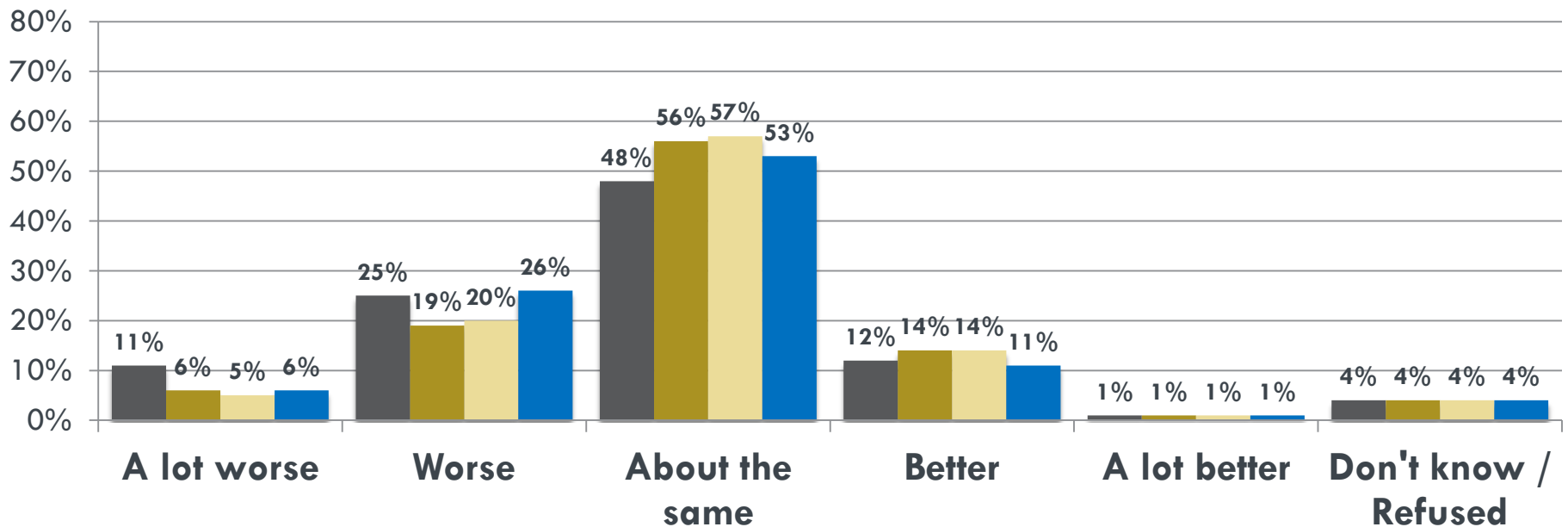
(Don't know and refused removed)



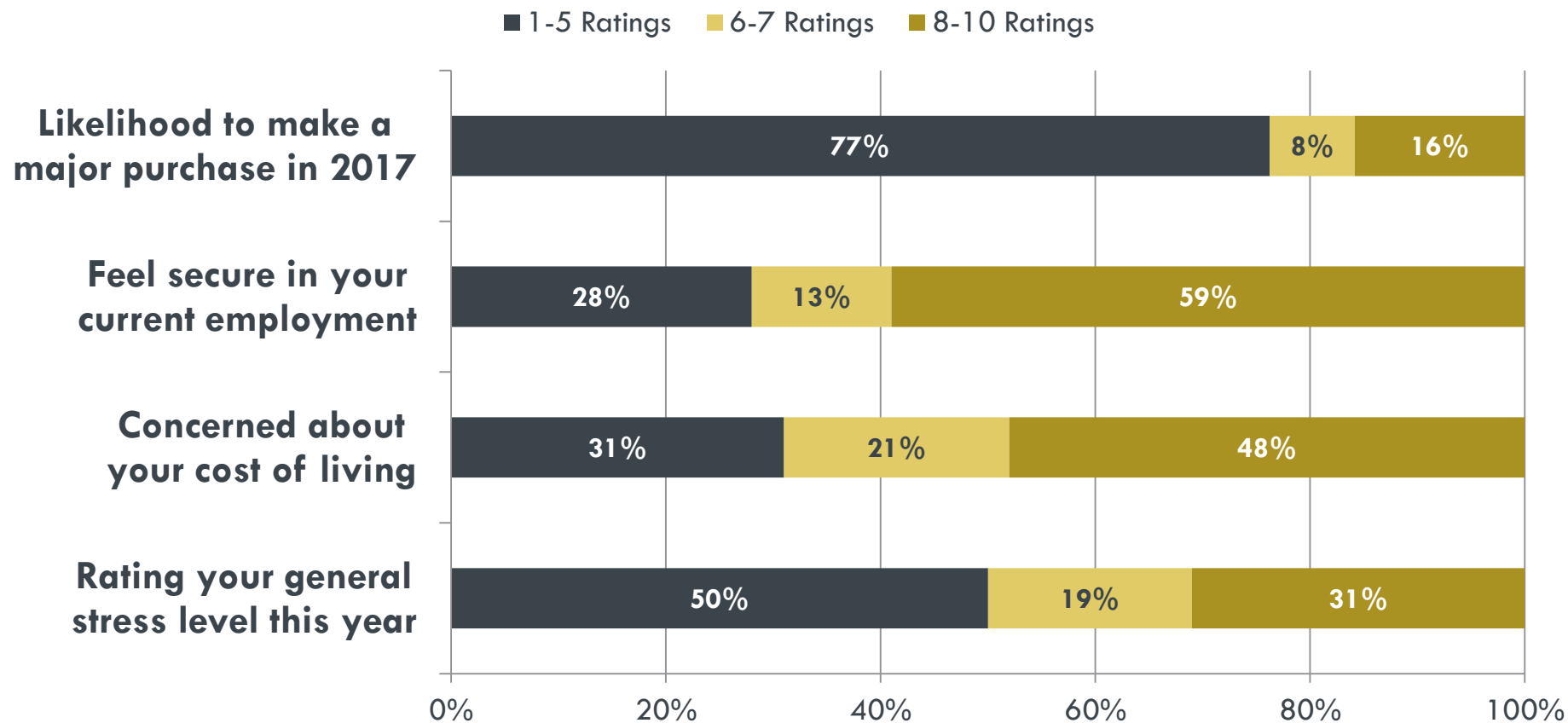
Note: Respondents provided a rating from 1 to 10, where 1 = very weak performance and 10 = very strong performance.

*“Based on your personal experiences over the past three months, would you say that the general outlook in NB has been getting...”*

■ July 2016   ■ October 2016   ■ January 2017   ■ April 2017



**“We’d like to know how the current economy may affect you this year...”**  
*(Don’t know and refused removed)*



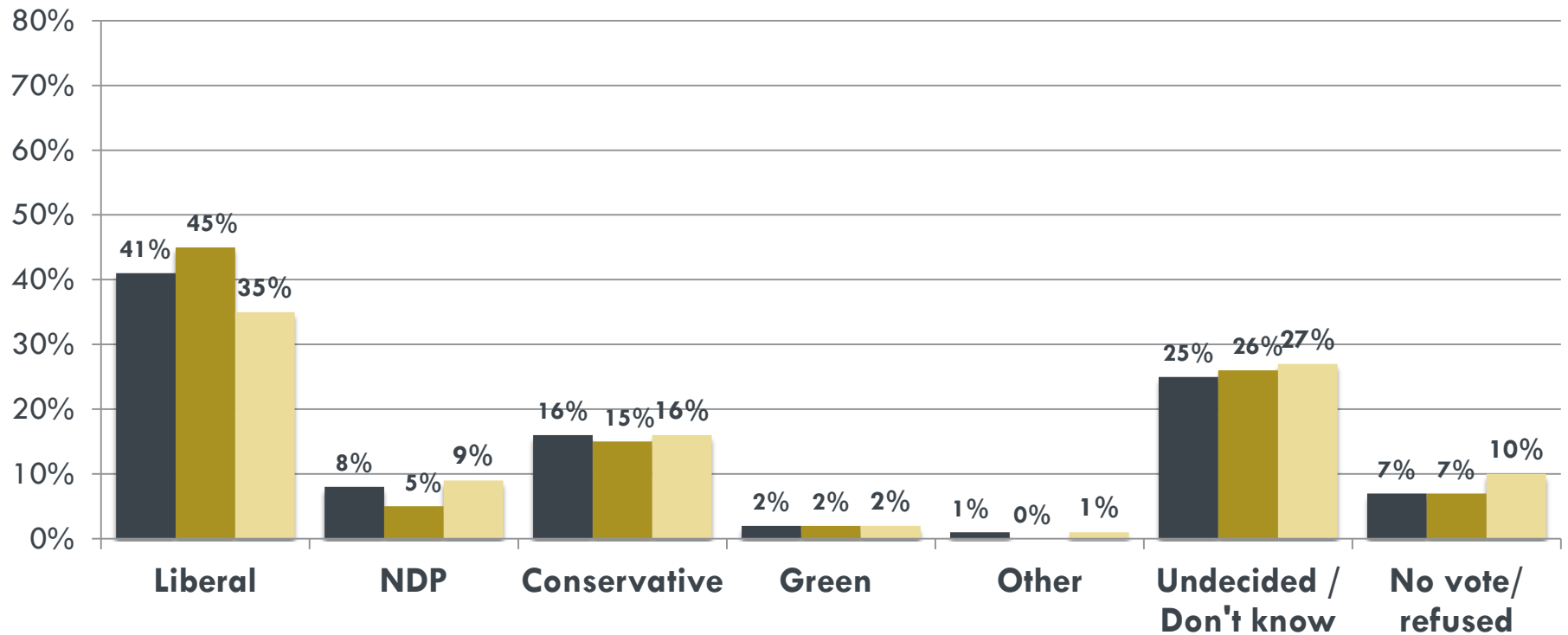
*Note: Respondents provided a rating from 1 to 10, where higher numbers indicate greater likelihood of purchasing/higher levels of security/higher levels of concern/greater stress level.*



# “If a federal election were held today, which party would you most likely vote for?”

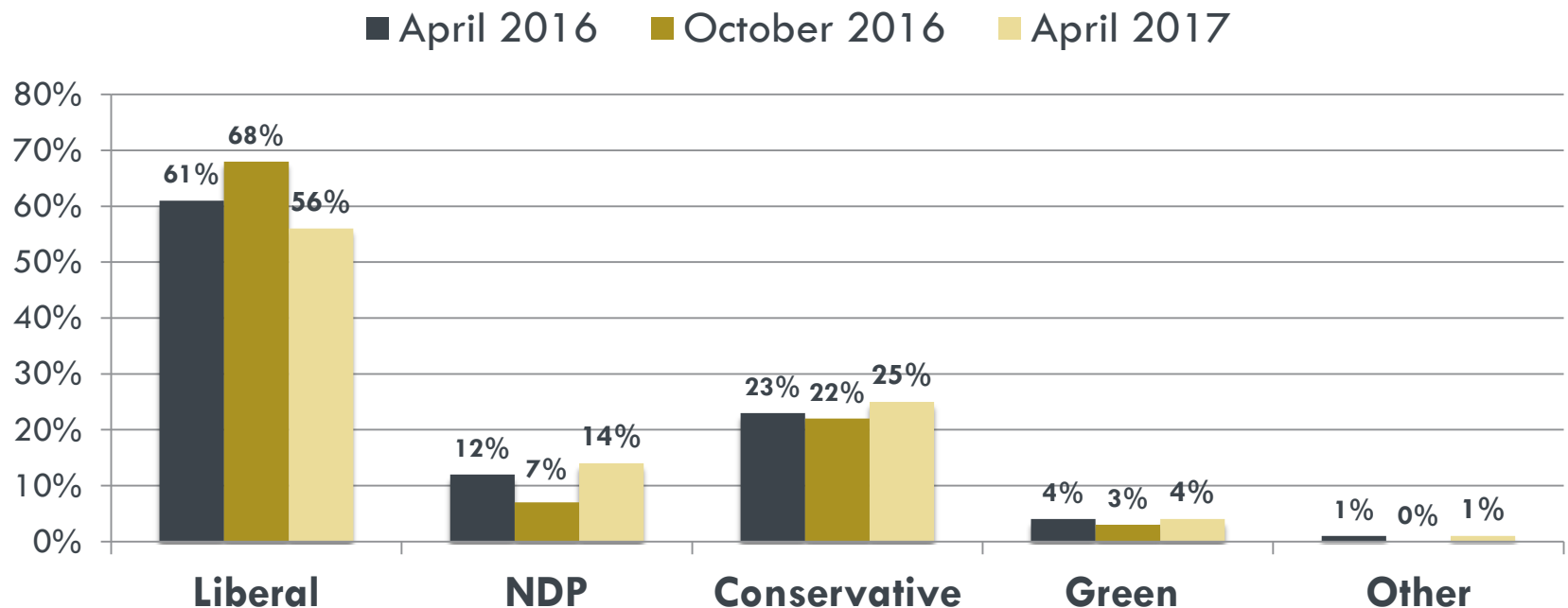
(Party numbers include decided and leaning)

■ April 2016   ■ October 2016   ■ April 2017



## “If a federal election were held today, which party would you most likely vote for?”

(Decided and leaning voters only; don't know/refused/would not vote have been removed)



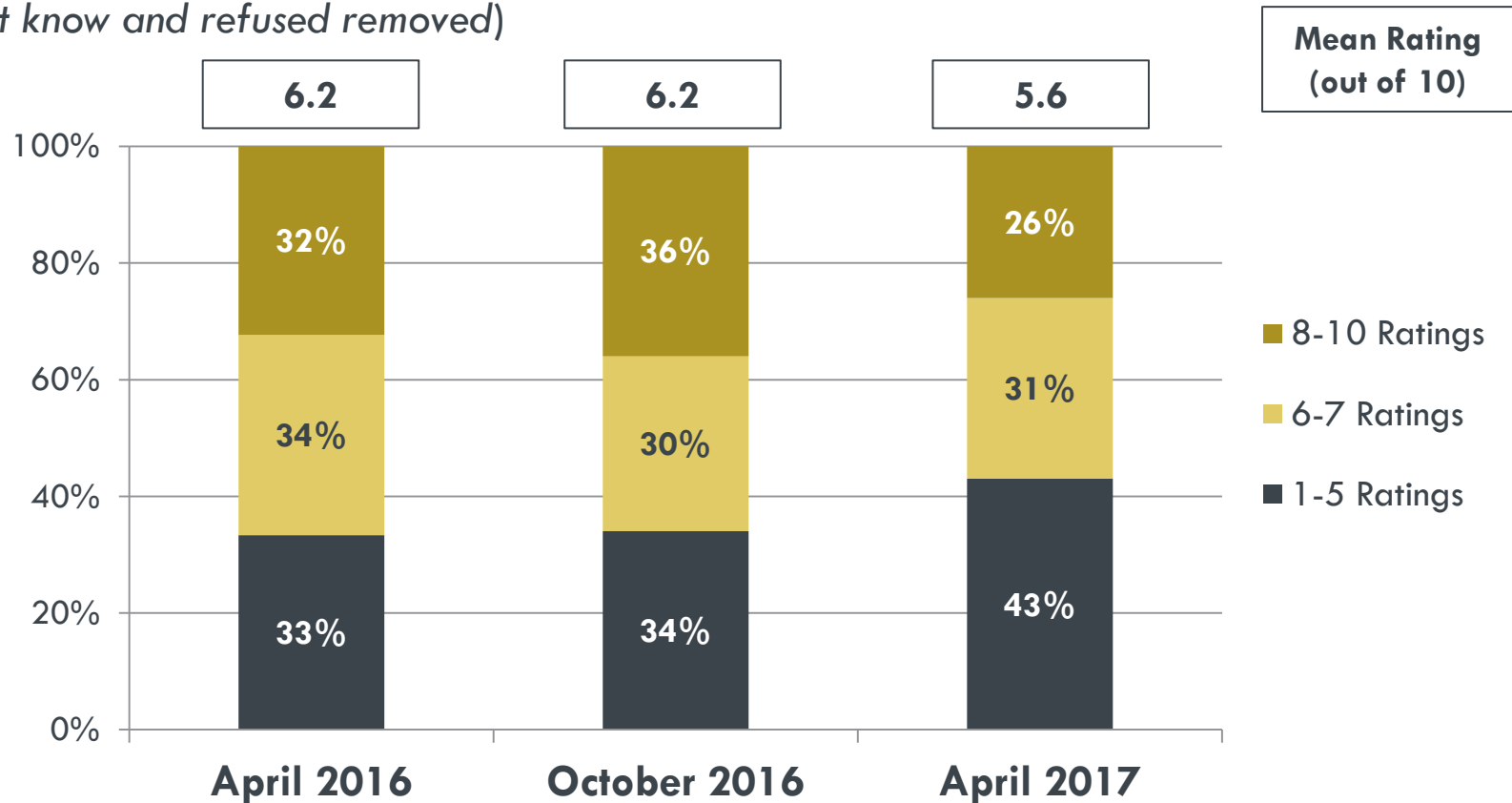
April 2016 (n=410): Margin of error is  $\pm 4.84$  percentage points at 95% CI

October 2016 (n=397): Margin of error is  $\pm 4.92$  percentage points at 95% CI

April 2017 (n=377): Margin of error is  $\pm 5.05$  percentage points at 95% CI

**“Thinking about the past three months, how would you rate the performance of the Government of Canada, led by Justin Trudeau?”**

*(Don't know and refused removed)*



Note: Respondents provided a rating from 1 to 10, where 1 = very weak performance and 10 = very strong performance.



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