



**New Brunswick
January 2017 Report**

Introduction

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

As we move through successive editions of the Atlantic Matters report, we'll begin layering a tracking component onto the story, shedding light on the evolving political opinions and attitudes of New Brunswick residents.

Provincial Politics

According to the latest polling numbers, the Liberals held relatively steady in January.

- The percent of undecided/don't know group is now at 30% in the latest poll which is consistent with the previous quarter.
- Looking at decided and leaning voters, current Liberal support in the province sits at 50%, which has been relatively consistent over the past couple of quarters.
- The PC party support is up marginally to 30% of the decided and leaning vote, inching closer to where they were in the 2014 election.
- NDP support sits at 11% while the Green party support remains just below double digits at 7% in January.

Government Performance

The public's assessment of Premier Brian Gallant's overall leadership held steady in January, with a mean rating of 5.3 (on a 10-point scale).

Provincial Outlook

New Brunswick residents' outlook for the province held steady in January. 25% felt the outlook has gotten worse while 57% said it was about the same and 15% felt things were getting better.

Personal Wellbeing

Many residents remain concerned about their personal situations. Overall, 51% 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, one quarter (26%) gave a rating of 8 or higher on a scale of 1-10.

The Atlantic Matters poll was conducted by telephone from January 17 to January 22, 2017 and included 600 randomly selected eligible voters from across the province. The margin of error for the survey is ± 4.0 percentage points, 19 times out of 20. Among decided and leaning voters, the margin of error for the survey is ± 5.3 percentage points 19 times out of 20.

**For more information on Atlantic Matters or MQO Research, contact:
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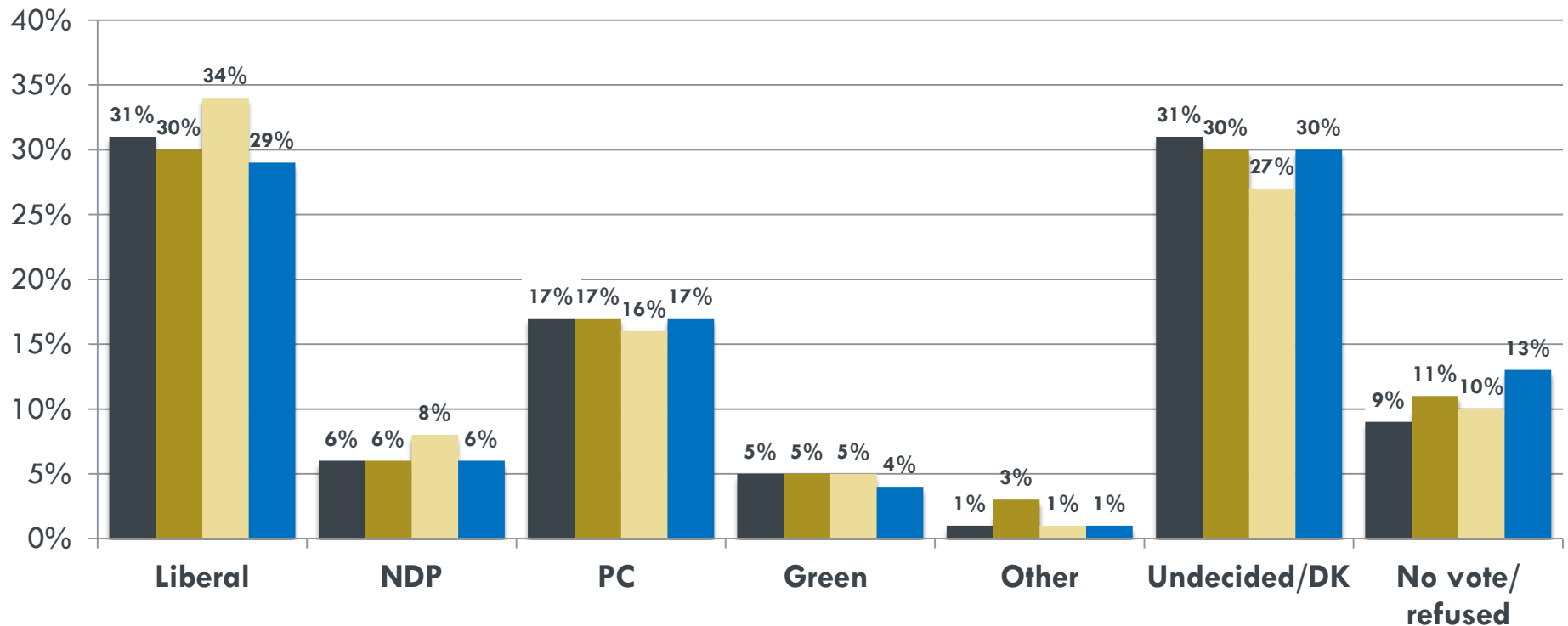
Phone 902-465-3154

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

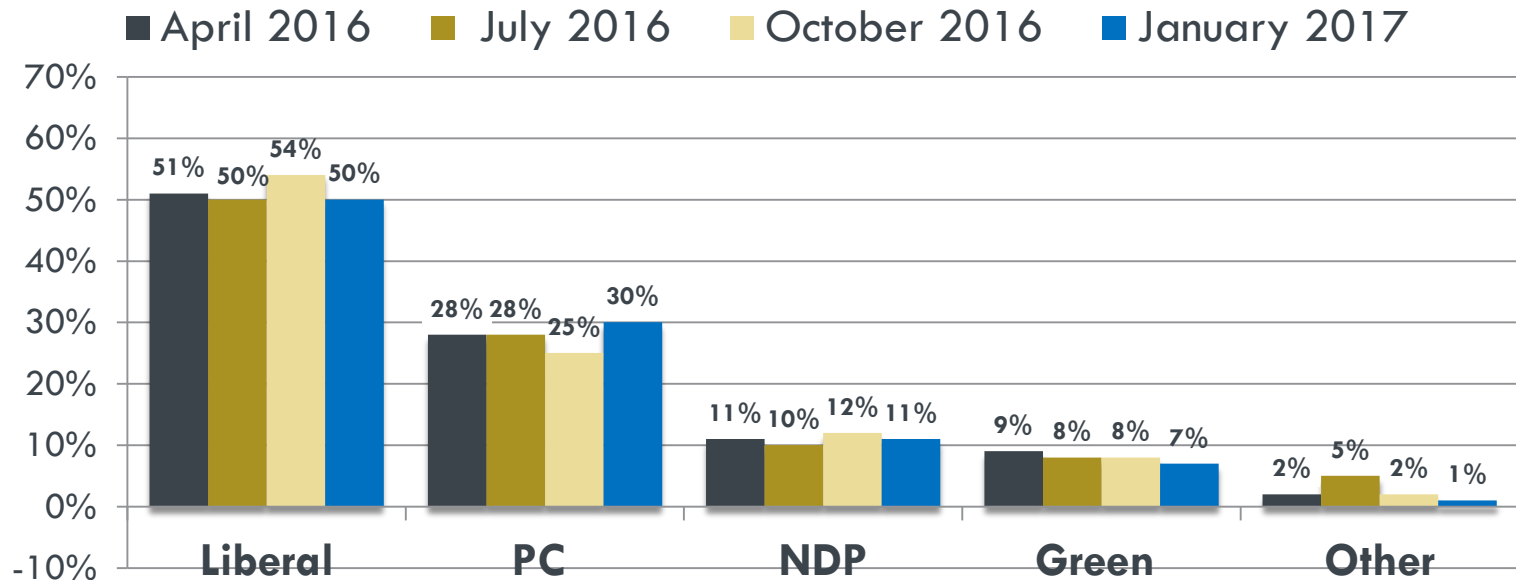
(Party numbers include decided and leaning)

■ April 2016 ■ July 2016 ■ October 2016 ■ January 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)



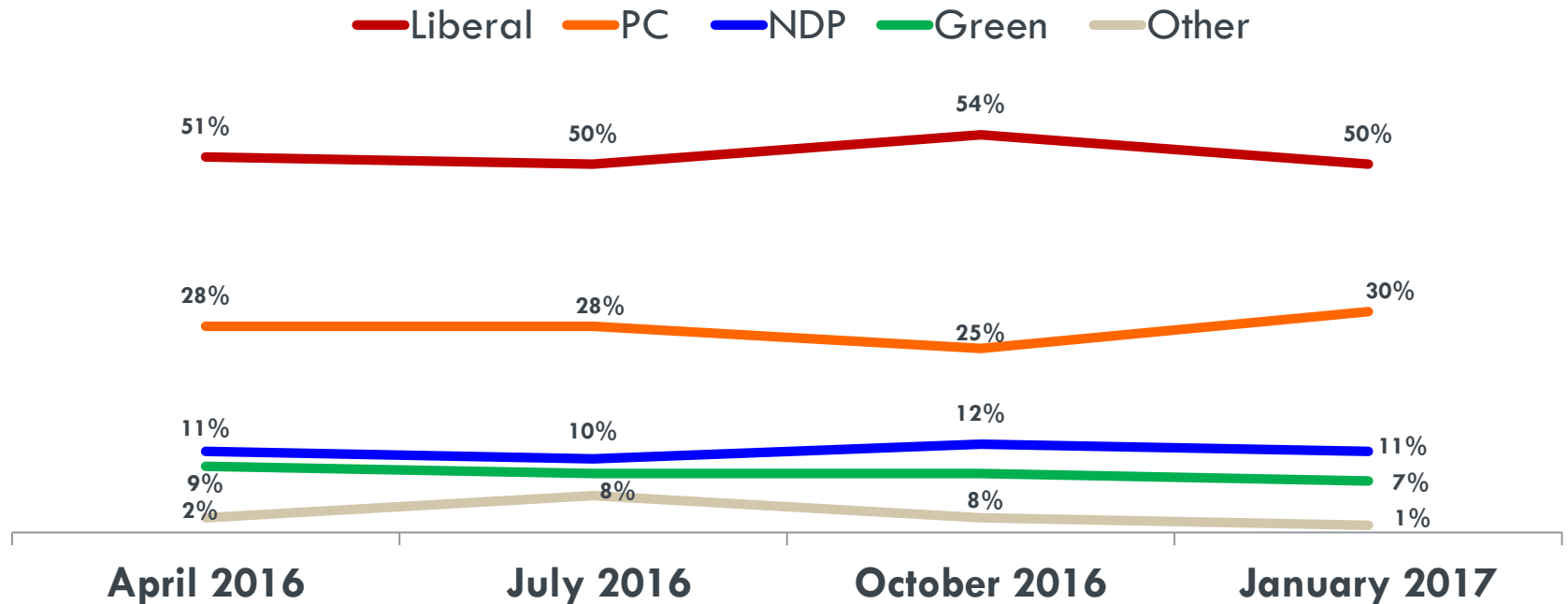
2014 Provincial election results

42.5%	34.5%	12.9%	6.6%	3.0%
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April 2016 (n=362): Margin of error is ± 5.14 percentage points at 95% CI
 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

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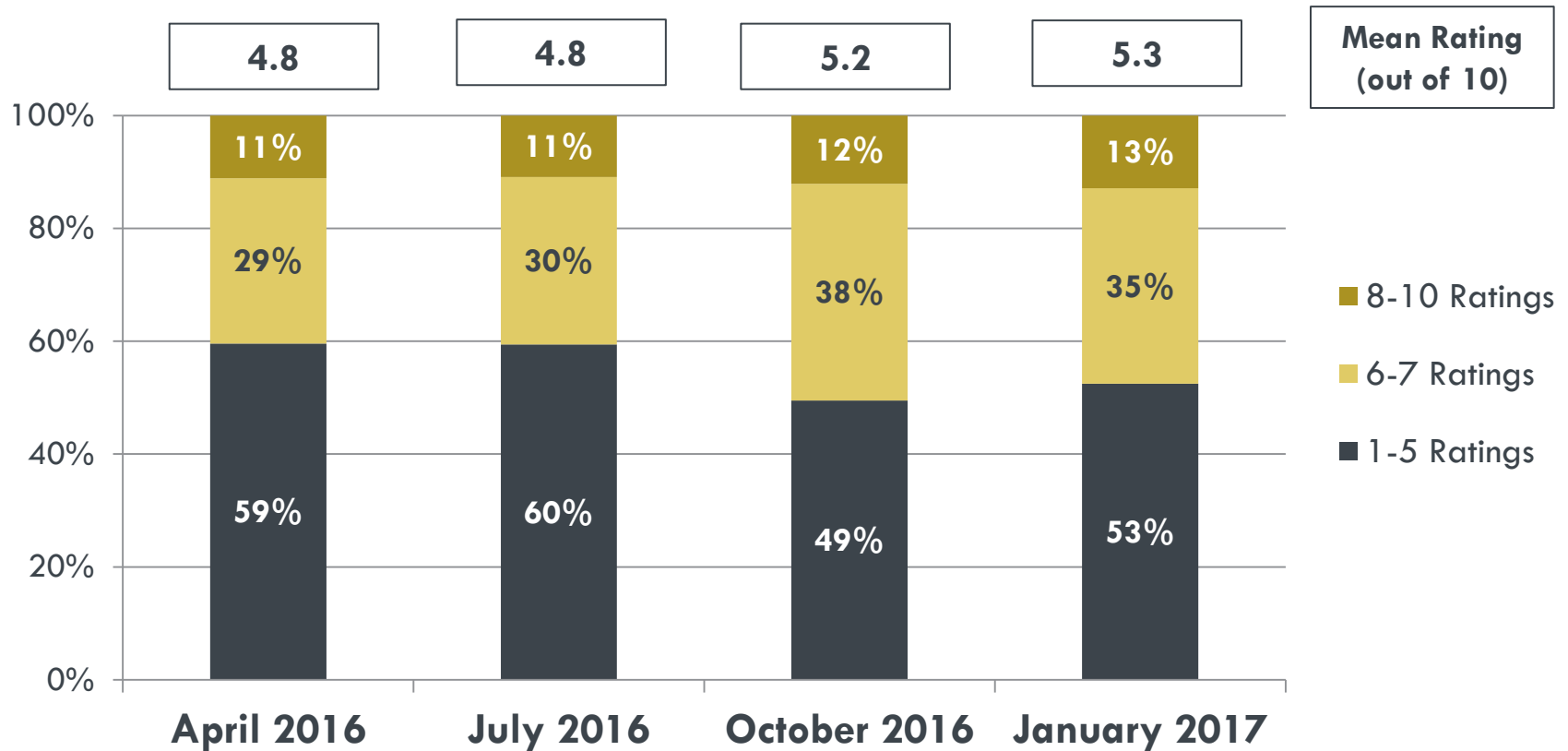
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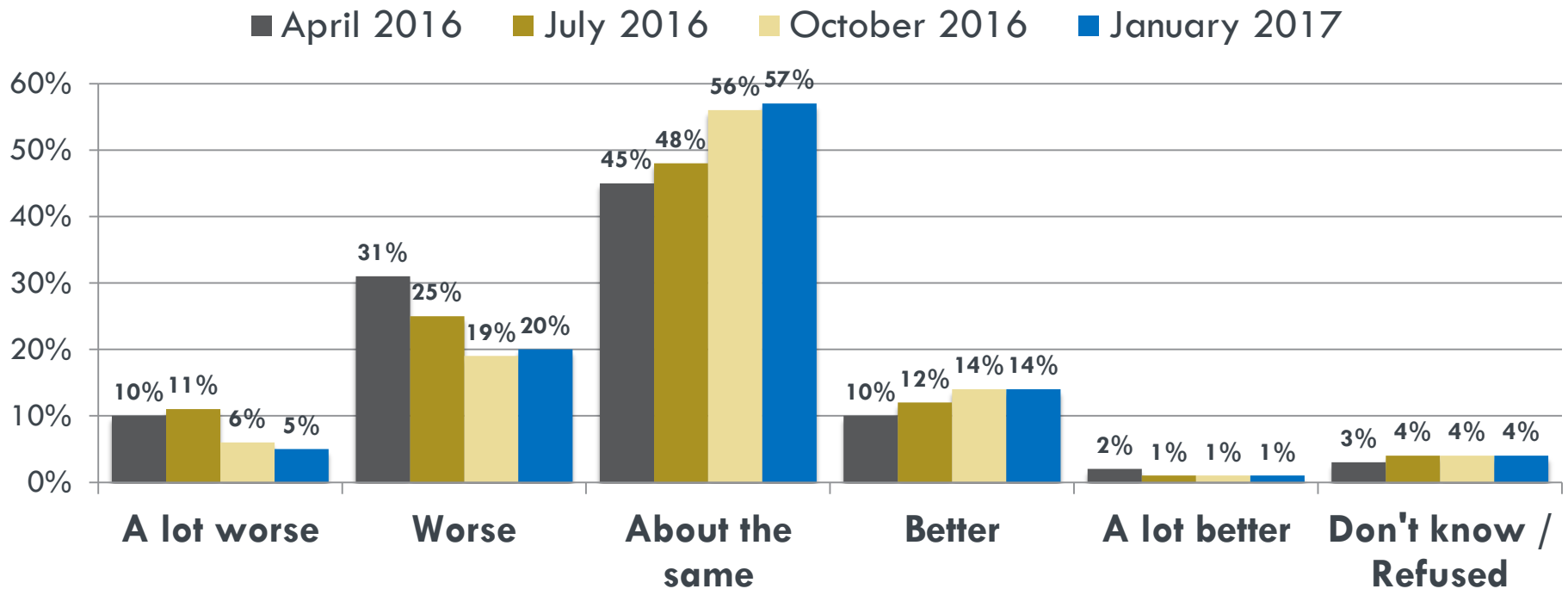
“How would you rate the overall leadership of Premier Brian Gallant?”

(Don't know and refused removed)

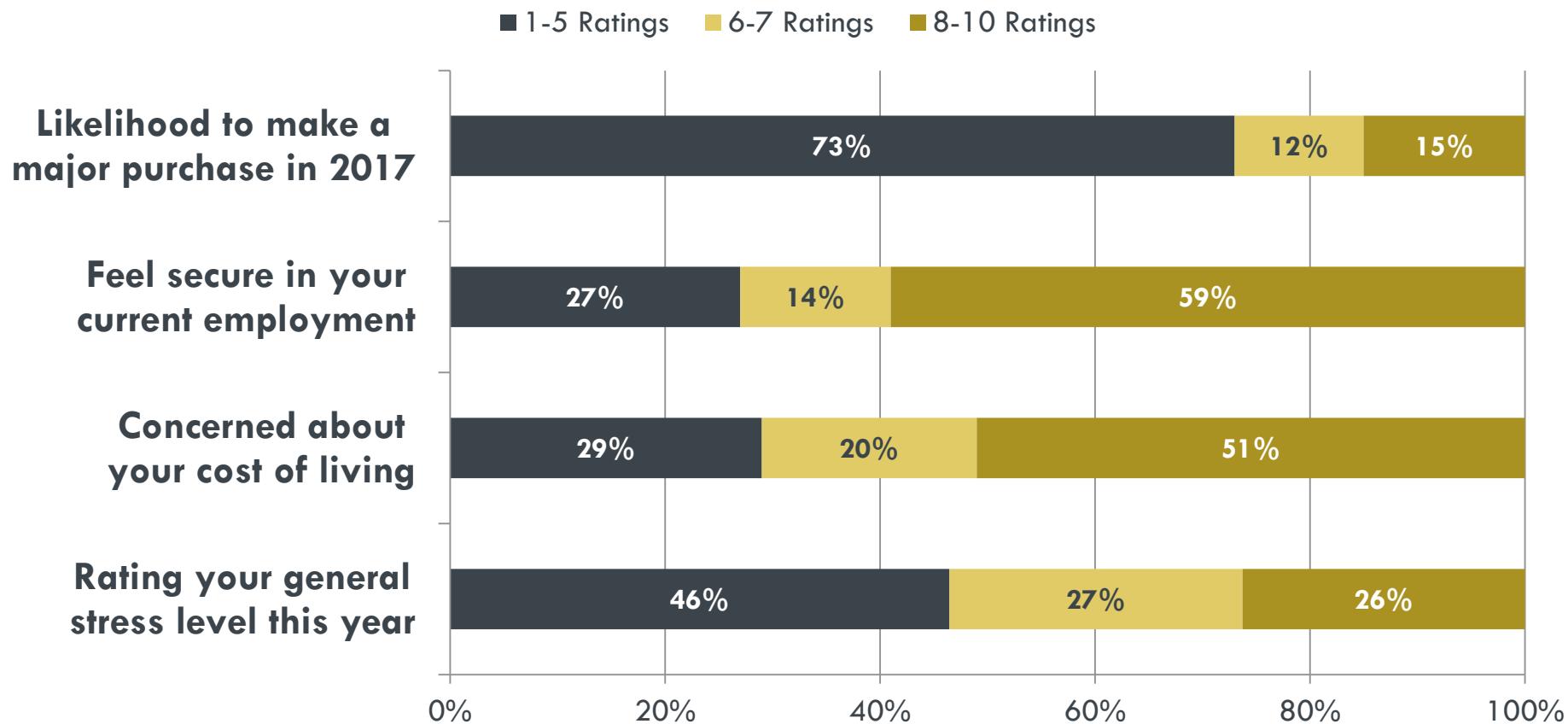


Note: Respondents provided a rating from 1 to 10, where 1 = very weak performance and 10 = very strong performance.

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



“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.



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