



**New Brunswick
October 2016 Report**

Introduction

MQO Research spoke with 600 residents of New Brunswick to gauge the political temperature in the province for this third 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 gained strength in October.

- The percent of undecided/don't know group, which was reported at 30% in July is now at 27% in the latest poll.
- Looking at decided and leaning voters, current Liberal support in the province sits at 54%, up 4 points from July.
- The PC party support fell marginally, down to 25% of the decided and leaning vote, now 10-points behind where they were in the 2014 election.
- NDP support sits at 12% while the Green party support remains just below double digits at 8% in October.

Government Performance

The public's assessment of Premier Brian Gallant's overall leadership improved in October, with a mean rating of 5.2, an improvement from the July result of 4.8. Most notably, the percent of voters scoring Mr. Gallant 1 to 5 on the 10-point scale (where 1 means very weak and 10 means very strong) moved from 60% to 49%.

Provincial Outlook

New Brunswick residents are feeling better about the outlook for the province. When we asked residents how they felt about the general outlook for the province today (based on their personal experiences over the past three months), 11% have moved from a negative perception (a lot worse/worse) to either unchanged (56%) or positive (better/a lot better – now at 15%).

Personal Wellbeing

Many residents are still concerned about their personal situations. Overall, 47% rated their concern about the cost of living quite high at 8-10 on a scale of 1-10. When asked about their general stress level this year, one quarter gave a rating of 8 or higher on a scale of 1-10.

Federal Politics

Federally, the Liberals remain very strong, posting a 7-point improvement to 68% among decided and leaning voters since the last poll in April 2016:

- Conservative support remained consistent at 22%.
- NDP support fell by 5 points and into the single digits (7%).
- Rating of government performance under Justin Trudeau also remained high (6.2) consistent with April results.

The Atlantic Matters poll was conducted by telephone from October 6 to October 15, 2016 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.

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

Rick Emberley

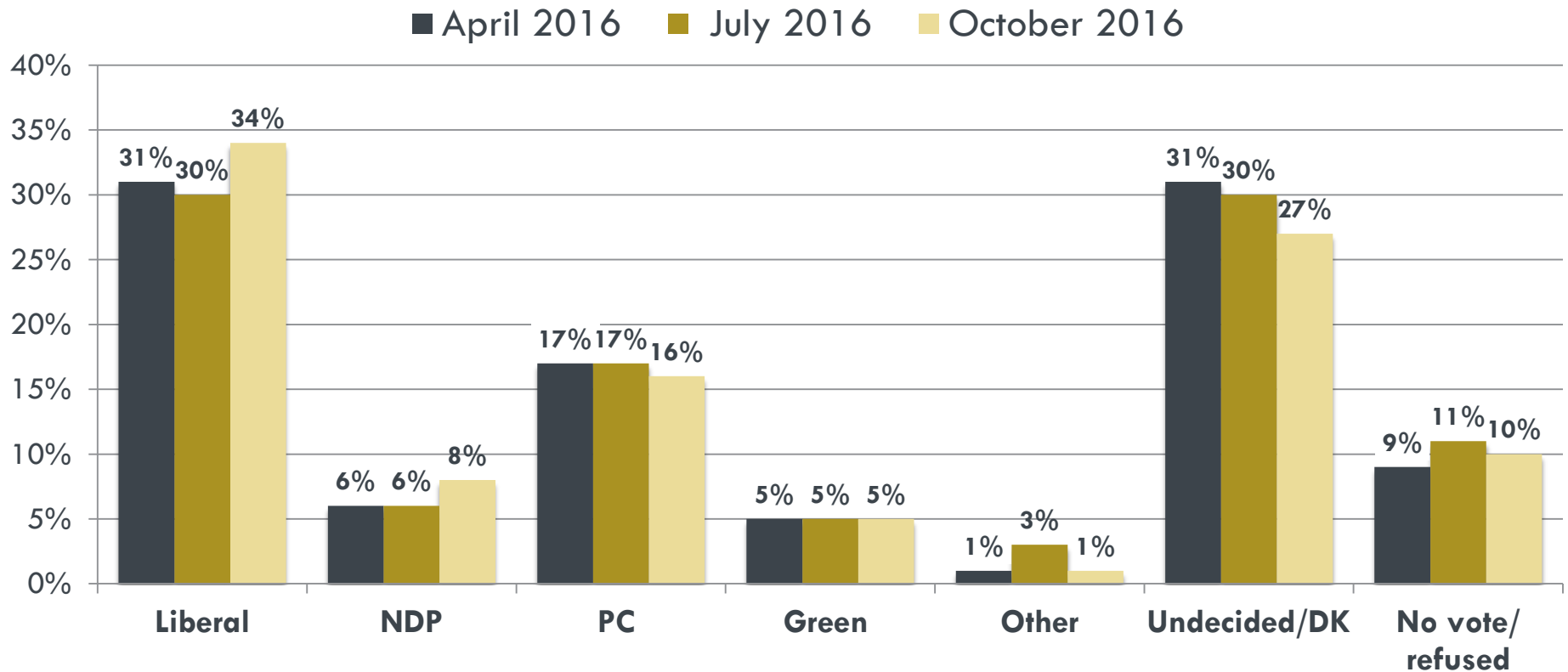
Rick@mqoresearch.com

Phone 902-465-3154

Cell 902-456-9268

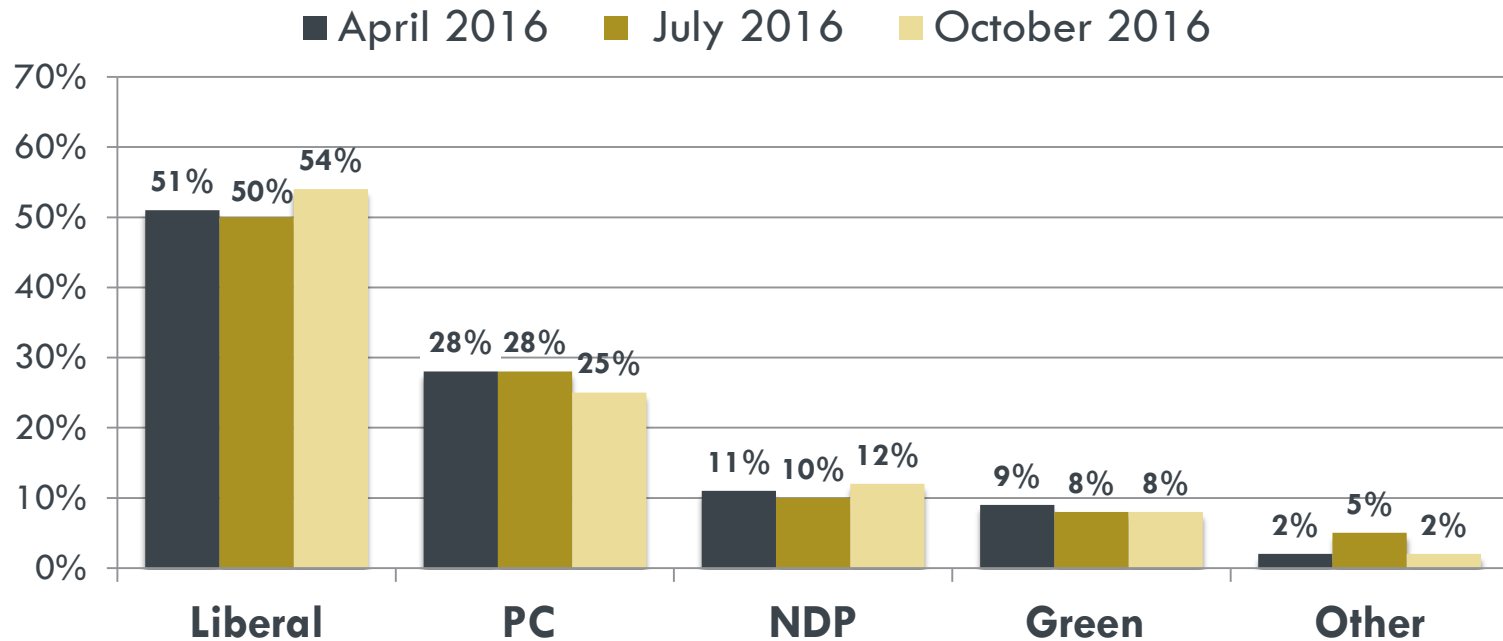
“If a provincial election were held today, which party would you most likely vote for?”

(Party numbers include decided and leaning)



“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 have been removed)



2014 Provincial election results

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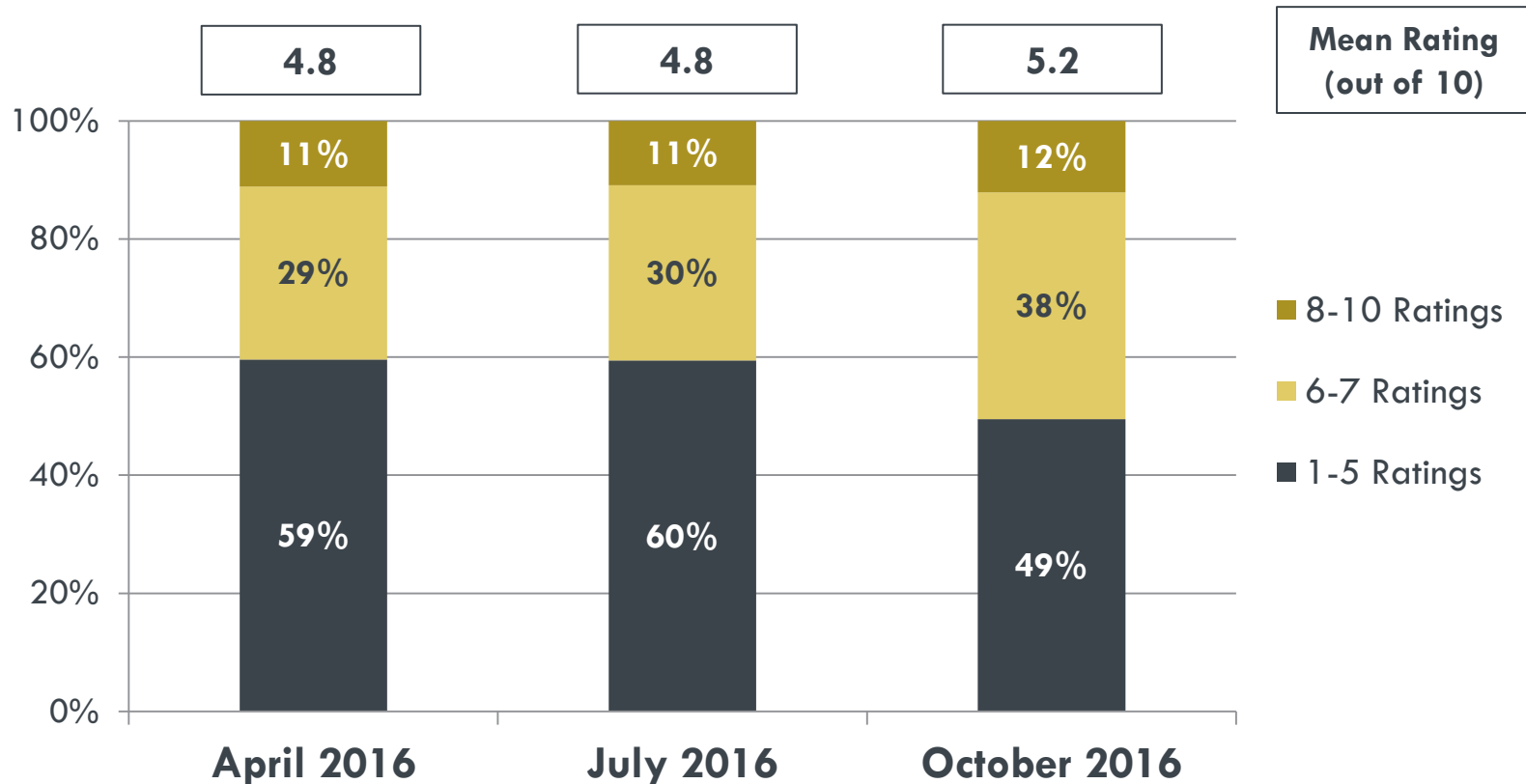
April 2016 (n=362): Margin of error for a sample size of 362 is ± 5.14 percentage points at 95% CI

July 2016 (n=346): Margin of error for a sample size of 346 is ± 5.27 percentage points at 95% CI

October 2016 (n=369): Margin of error for a sample size of 324 is ± 5.10 percentage points at 95% CI

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

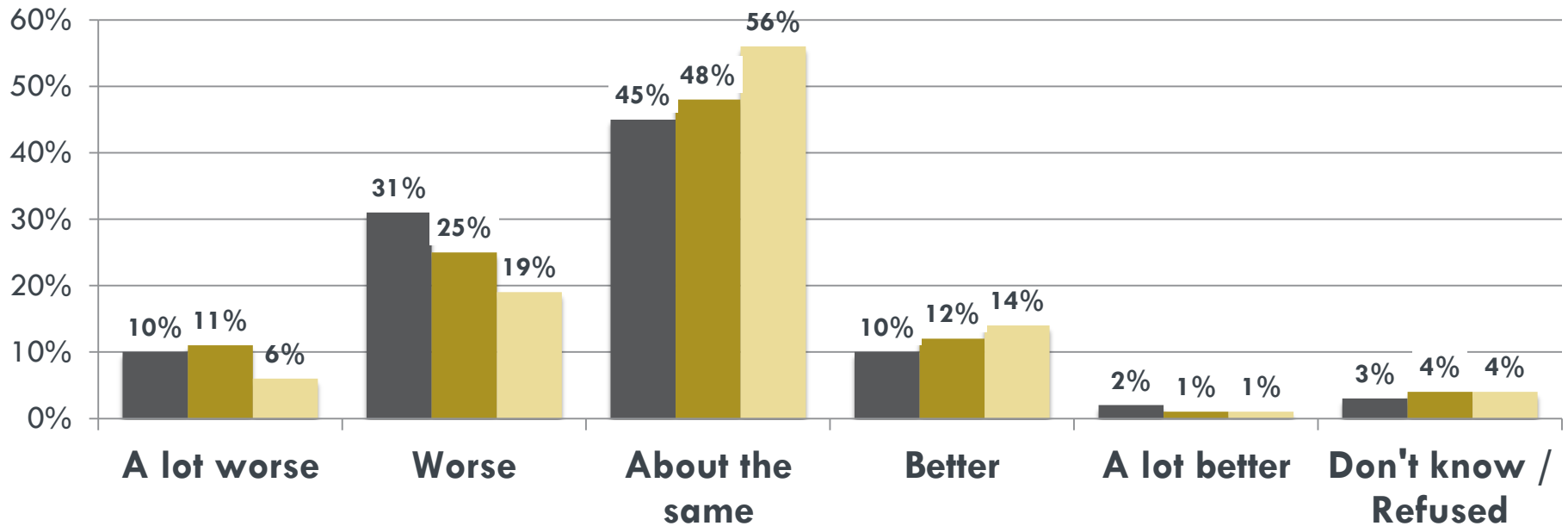
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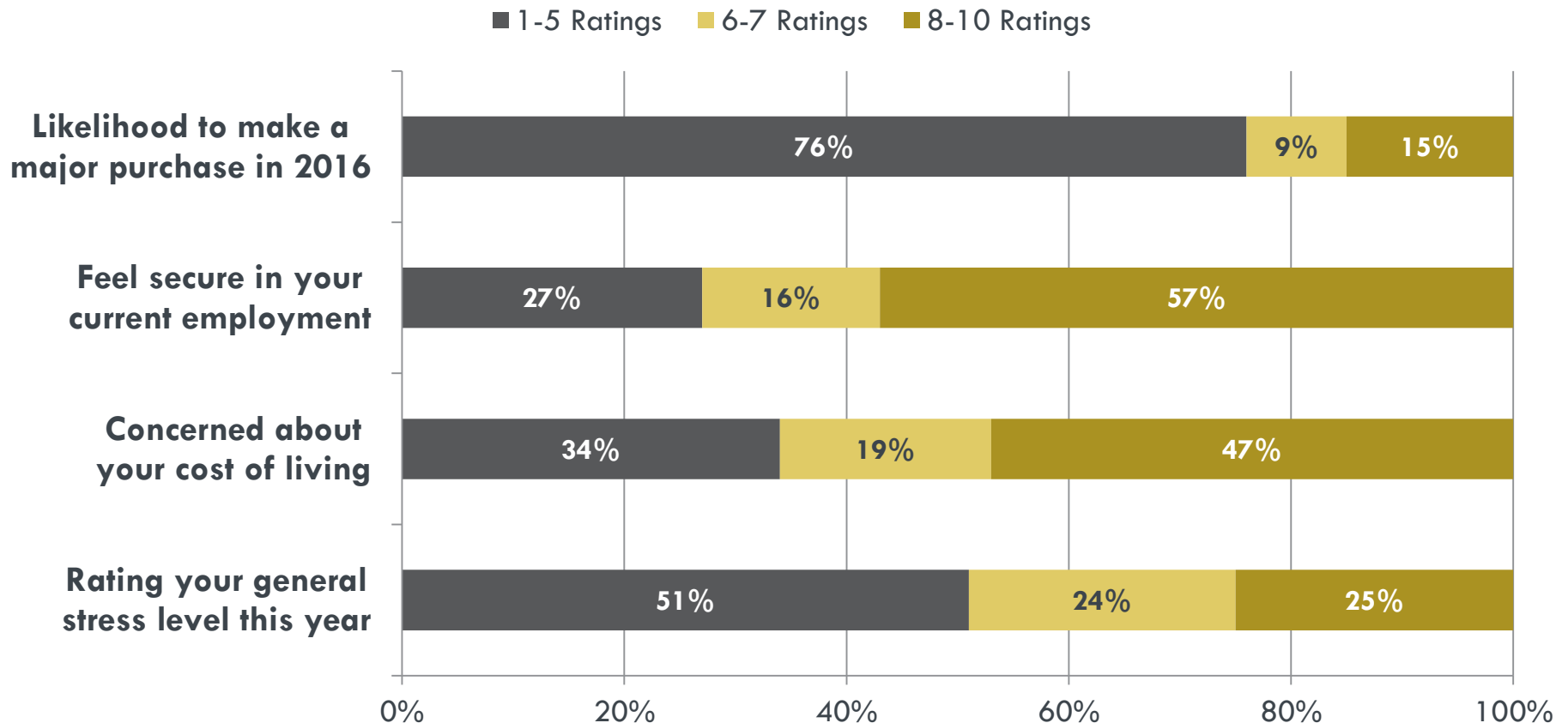
Note: Respondents provided a rating from 1 to 10, where 1 = very weak performance and 10 = very strong performance.

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

■ April 2016 ■ July 2016 ■ October 2016



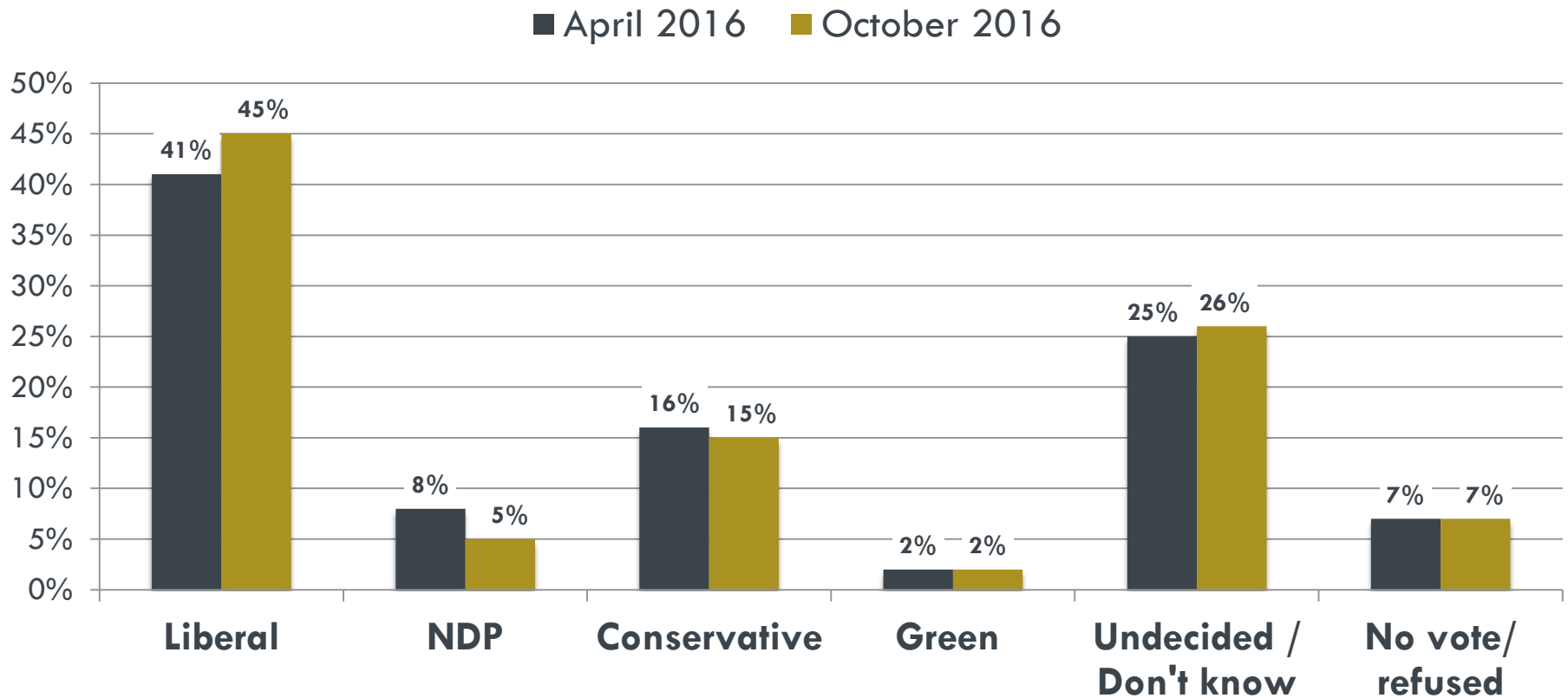
“We’d like to know how the current economy may affect you this year....”
(Don’t know and refused removed)



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.

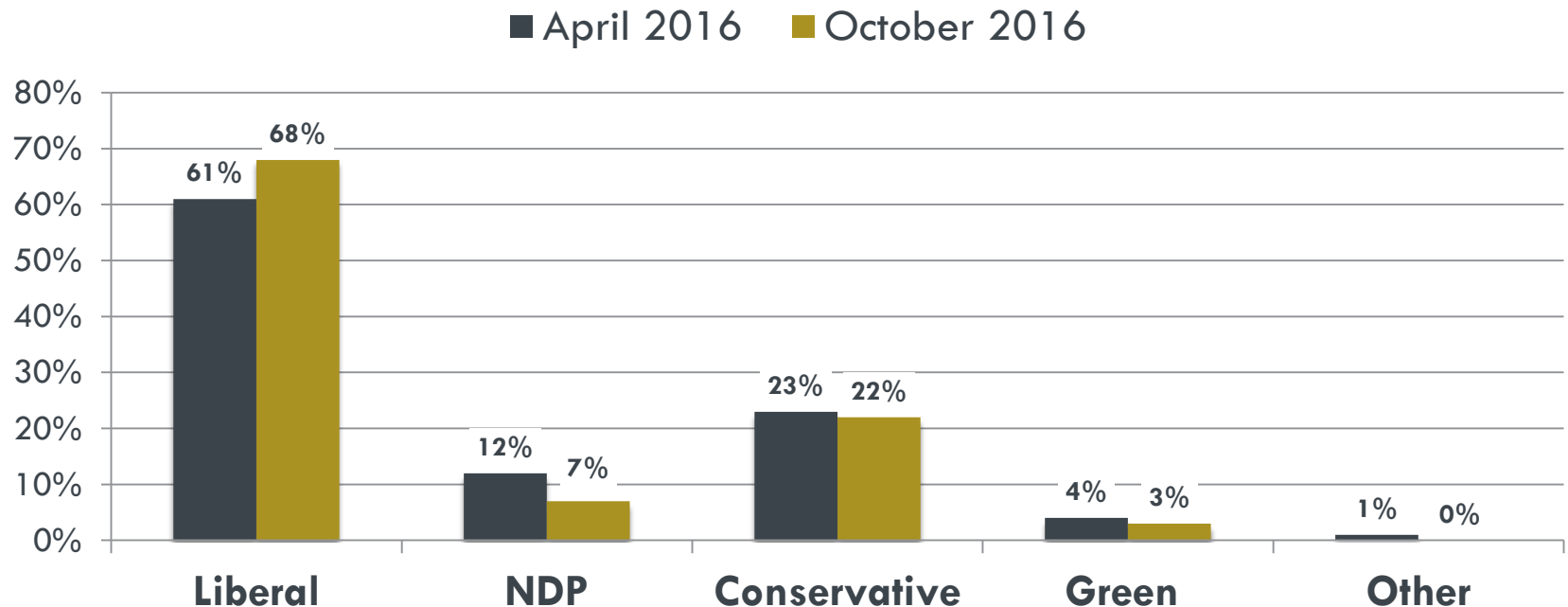
“If a federal election were held today, which party would you most likely vote for?”

(Party numbers include decided and leaning)



“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)

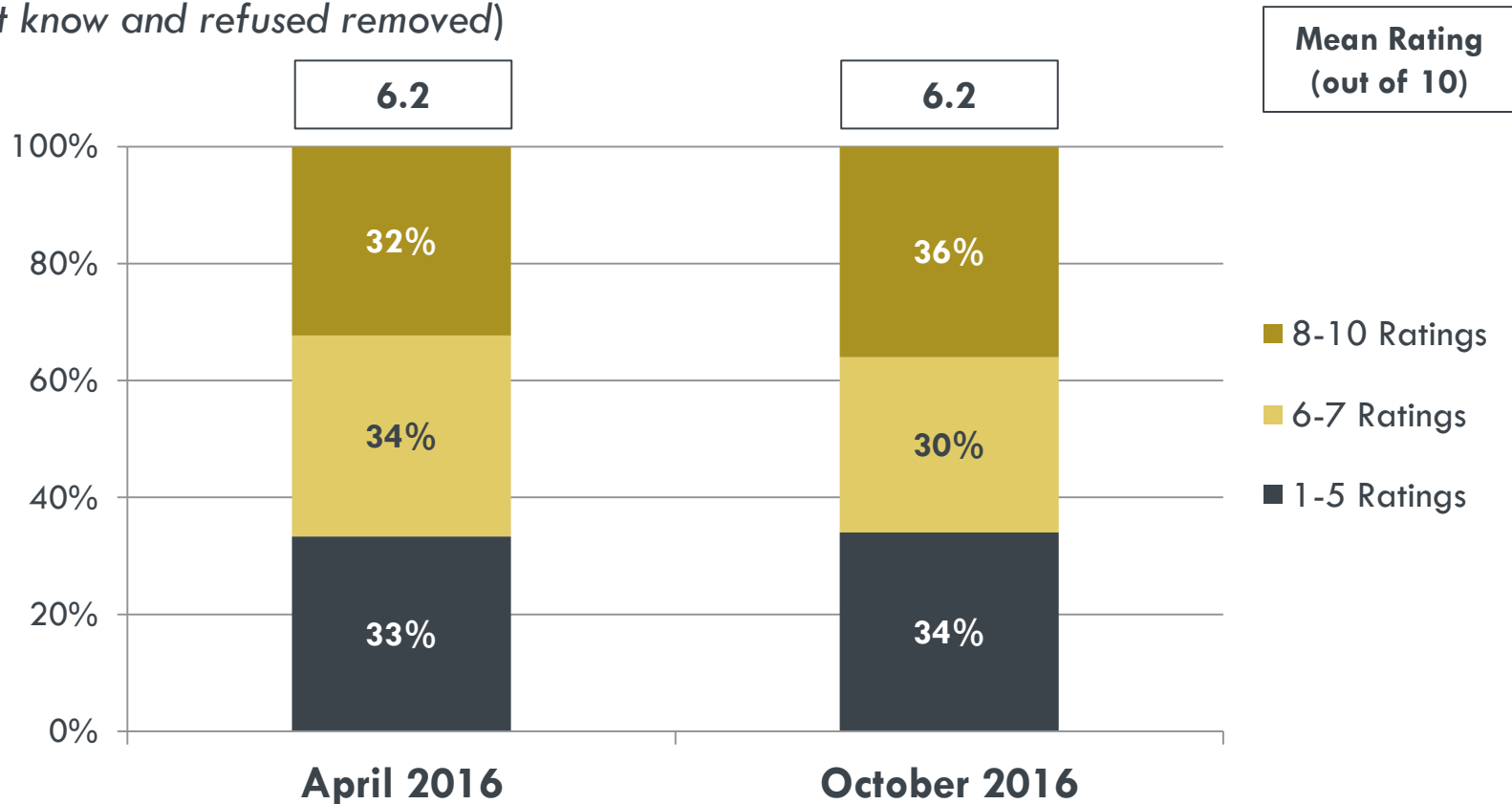


April 2016 (n=410): Margin of error is ± 4.84 percentage points at 95% CI

October 2016 (n=397): Margin of error is ± 4.92 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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