**October Highlights - NB**

**Introduction**

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

**Provincial Politics**

According to the latest polling numbers, support for all political parties held relatively steady in October. Among decided and leaning voters:

- Current Liberal support in the province edged down 4 percentage points to 41%.
- PC Party support held steady at 36%.
- NDP support also held steady at 12%.
- Support for the Green Party also exhibited no change this quarter at 7%.
- The undecided / no vote group increased significantly to 45% this quarter (up from 37% in July).

**Government Performance**

Ratings for the leadership of Premier Brian Gallant held steady this quarter with a mean score of 5.2.

**Provincial Outlook**

New Brunswick residents’ were more pessimistic about the economic outlook for the province in October. 35% said the general outlook in New Brunswick has been getting worse over the past three months which was up from 26% in July.

**Federal Politics**

Federally, the Conservatives gained some ground this quarter in New Brunswick. Among decided and leaning voters:

- Liberal support held relatively steady at 53%.
- Conservative support was up 6 percentage points to 31%.
- NDP support also held relatively steady at 11%.
- Support for the Green Party remained unchanged at 4%.
- Ratings of government performance under Justin Trudeau trended down slightly with a mean score of 5.3 (down from 5.6 in April).

The Atlantic Matters poll was conducted by telephone from Oct. 4 to Oct. 15, 2017 and included 600 randomly selected eligible voters from across the province. The margin of error for the total sample 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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Provincial Politics - NB

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

Decided and Leaning Voters

- **Liberal**: 41% (− 4)
- **PC**: 36% (− 1)
- **NB New Democrats**: 12% (− 2)
- **Green Party**: 7% (No change)
- **Undecided / No Vote**: 45% (+ 8)

October 2017 (n=338): Margin of error is ± 5.3 percentage points at 95% CI

% point change vs. July 2017
Provincial Politics - NB

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

Decided and Leaning Voters

<table>
<thead>
<tr>
<th>Month</th>
<th>Liberal</th>
<th>PC</th>
<th>NB Dems</th>
<th>Green</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 2016</td>
<td>51%</td>
<td>28%</td>
<td>11%</td>
<td>9%</td>
</tr>
<tr>
<td>July 2016</td>
<td>41%</td>
<td>36%</td>
<td>12%</td>
<td>7%</td>
</tr>
<tr>
<td>October 2016</td>
<td>36%</td>
<td>32%</td>
<td>9%</td>
<td>7%</td>
</tr>
<tr>
<td>January 2017</td>
<td>36%</td>
<td>33%</td>
<td>10%</td>
<td>6%</td>
</tr>
<tr>
<td>April 2017</td>
<td>36%</td>
<td>26%</td>
<td>11%</td>
<td>6%</td>
</tr>
<tr>
<td>July 2017</td>
<td>34%</td>
<td>26%</td>
<td>10%</td>
<td>5%</td>
</tr>
<tr>
<td>October 2017</td>
<td>34%</td>
<td>25%</td>
<td>10%</td>
<td>5%</td>
</tr>
</tbody>
</table>

October 2017 (n=338): Margin of error is ± 5.3 percentage points at 95% CI
Provincial Government Performance - NB

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

Mean Rating 5.2

No change

Mean rating change vs. July 2017

1 to 5 6 to 7 8 to 10

54% 32% 14%

* Don’t know / refusals removed (n=533)
“Based on your personal experiences over the past three months, would you say that the general outlook in NB has been getting...”

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Percentage</th>
<th>Change vs. July 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worse</td>
<td>35%</td>
<td>+9</td>
</tr>
<tr>
<td>About the Same</td>
<td>50%</td>
<td>-4</td>
</tr>
<tr>
<td>Better</td>
<td>12%</td>
<td>-4</td>
</tr>
<tr>
<td>Don't Know</td>
<td>3%</td>
<td>-1</td>
</tr>
</tbody>
</table>
Federal Politics - NB

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

Decided and Leaning Voters

- Liberal: 53% (↓ - 3)
- Conservative Party of Canada: 31% (↑ + 6)
- NDP: 11% (↓ - 3)
- Green Party of Canada: 4% (No change)
- Undecided / No Vote: 37% (No change)

October 2017 (n=391): Margin of error is ± 5.0 percentage points at 95% CI
Federal Politics - NB

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

Decided and Leaning Voters

<table>
<thead>
<tr>
<th>Party</th>
<th>April 2016</th>
<th>October 2016</th>
<th>April 2017</th>
<th>October 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liberal</td>
<td>61%</td>
<td>53%</td>
<td>46%</td>
<td>53%</td>
</tr>
<tr>
<td>Conservative Party of Canada</td>
<td>23%</td>
<td>24%</td>
<td>27%</td>
<td>31%</td>
</tr>
<tr>
<td>NDP</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
<td>11%</td>
</tr>
<tr>
<td>Green Party of Canada</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
</tr>
</tbody>
</table>

October 2017 (n=391): Margin of error is ± 5.0 percentage points at 95% CI
Federal Government Performance - NB

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

Mean Rating 5.3

- 0.3

Mean rating change vs. April 2017

1 to 5  6 to 7  8 to 10

49%  30%  21%

* Don’t know / refusals removed (n=579)