January Highlights - NB

Introduction

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

Provincial Politics

According to the latest polling numbers, the governing Liberals widened their lead over the PC Party in January. Among decided and leaning voters:

- Current Liberal support increased 5 percentage points to 46%.
- PC Party support was relatively unchanged at 37%.
- NDP support decreased by 7 percentage points to 5%.
- Support for the Green Party exhibited little change this quarter at 9%.
- The undecided / no vote group held steady at 45% this quarter.

Government Performance

Ratings for the leadership of Premier Brian Gallant held steady this quarter with a mean score of 5.1 (on a 10-point scale).

Provincial Outlook

The economic outlook for the province improved slightly in January. 28% of New Brunswick residents reported that their outlook on the economy had worsened over the past three months, down from 35% in October. 55% indicated their outlook had stayed the same, up from 50% while the percentage who felt things had gotten better held steady at 13%.

Consumer Confidence

Consumer confidence also showed signs of improvement this quarter. 41% expressed a high level of concern with the cost of living, down from 51% a year ago. Additionally, the percentage feeling highly secure in their current employment increased 7 percentage points to 66% compared to January of last year.

The Atlantic Matters poll was conducted by telephone from Jan. 18th to Jan. 25th, 2018 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 is ± 5.3 percentage points 19 times out of 20.

For more information on Atlantic Matters or MQO Research, contact:
Tracey Stephenson
E: tstephenson@m5.ca / T: 506-852-7281 / C: 506-850-8077
Provincial Politics - NB

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

Decided and Leaning Voters

Liberal + 5

New Brunswick

Nouveau-Brunswick

NDP + 1

NB New Democrats Néo-Démocrates NB

Green + 2

green vert

Other - 3%

Undecided / No Vote

45%

January 2018 (n=345): Margin of error is ±5.3 percentage points at 95% CI

% point change vs. October 2017

Atlantic matters
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></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Liberal</td>
<td>50%</td>
<td>46%</td>
<td>46%</td>
<td>46%</td>
<td>46%</td>
<td>46%</td>
<td>46%</td>
</tr>
<tr>
<td>PC</td>
<td>28%</td>
<td>37%</td>
<td>37%</td>
<td>37%</td>
<td>37%</td>
<td>37%</td>
<td>37%</td>
</tr>
<tr>
<td>Green</td>
<td>10%</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>NB New Dems</td>
<td>8%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
</tr>
</tbody>
</table>

January 2018 (n=345): 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 5.1

Mean rating change vs. October 2017 - 0.1

1 to 5 6 to 7 8 to 10 (1 – very weak / 10 – very strong)

56% 32% 12%

* Don’t know / refusals removed (n=513)
“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>Perception</th>
<th>Percentage</th>
<th>Change vs. October 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worse</td>
<td>28%</td>
<td>-7</td>
</tr>
<tr>
<td>About the Same</td>
<td>55%</td>
<td>+5</td>
</tr>
<tr>
<td>Better</td>
<td>13%</td>
<td>+1</td>
</tr>
<tr>
<td>Don't Know</td>
<td>4%</td>
<td>+1</td>
</tr>
</tbody>
</table>
Consumer Confidence - NB

“We’d like to know how the current economy may affect you this year...”

% Rating 8 or Higher

How likely are you to make a major purchase in 2018? (% highly likely)
- 17%

How secure do you feel in your current employment? (% highly secure)
- 66%

How concerned are you about your cost of living? (% highly concerned)
- 41%

With all of this in mind, how would you rate your general stress level this year? (% highly stressed)
- 23%

* Don’t know / refusals removed (n=385-600)