

The logo for Atlantic Matters, featuring the word "ATLANTIC" in a small, blue, sans-serif font above the word "matters" in a larger, bold, black, sans-serif font. To the right of the text is a blue graphic consisting of three concentric, curved lines that resemble a stylized wave or a speech bubble tail.

ATLANTIC
matters

The logo for MQO Research, featuring the letters "MQO" in a large, bold, yellow, sans-serif font. The letter "Q" is white with a yellow outline and a white tail that points downwards and to the left. Below the letters, the words "RESEARCH" and "RECHERCHE" are written in a smaller, white, sans-serif font, separated by a small gap.

MQO
RESEARCH RECHERCHE

New Brunswick Winter 2018 Report

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.

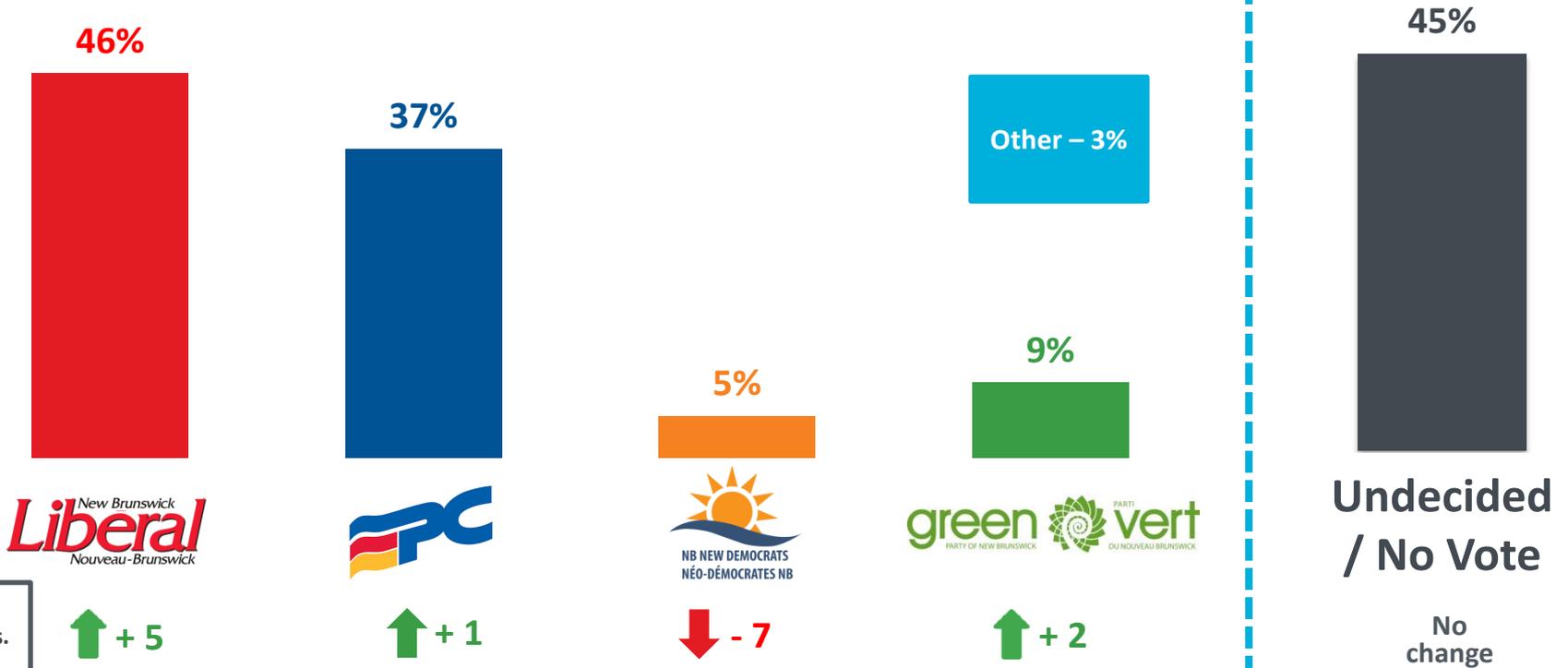
**For more information on Atlantic Matters or MQO Research, contact:
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Provincial Politics - NB

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

Decided and Leaning Voters



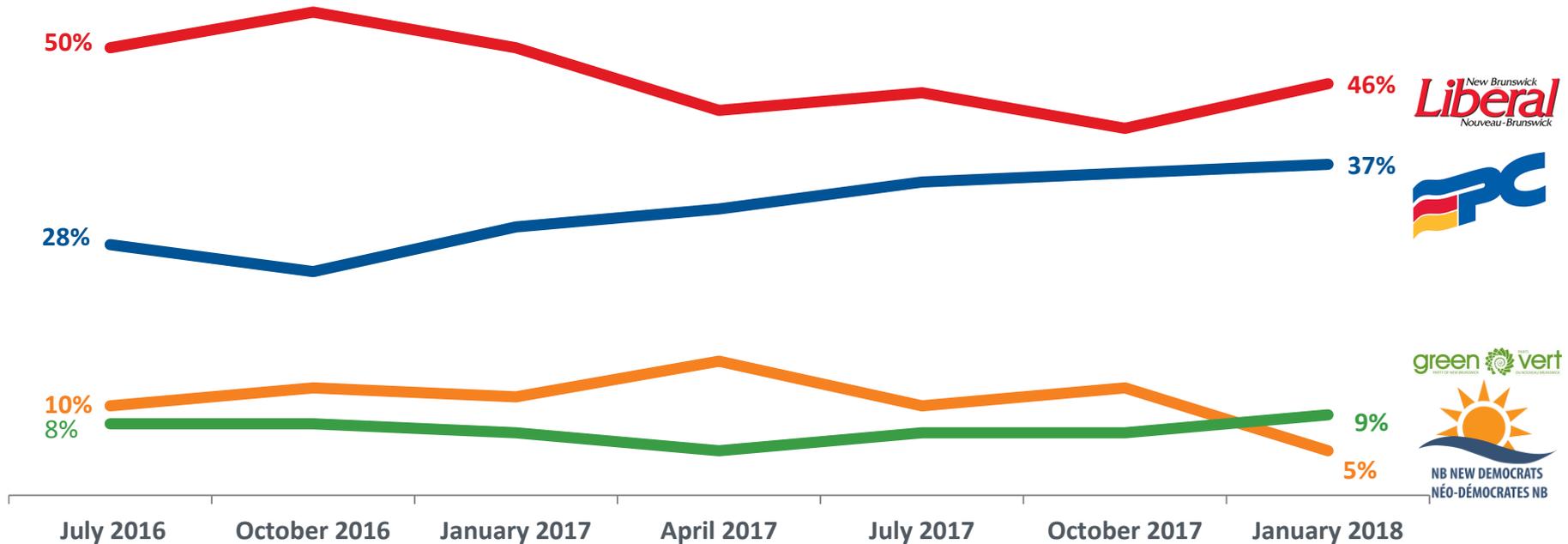
January 2018 (n=345): Margin of error is ± 5.3 percentage points at 95% CI

Provincial Politics - NB



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

Decided and Leaning Voters



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

↓ - 0.1

Mean rating
change vs.
October
2017

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

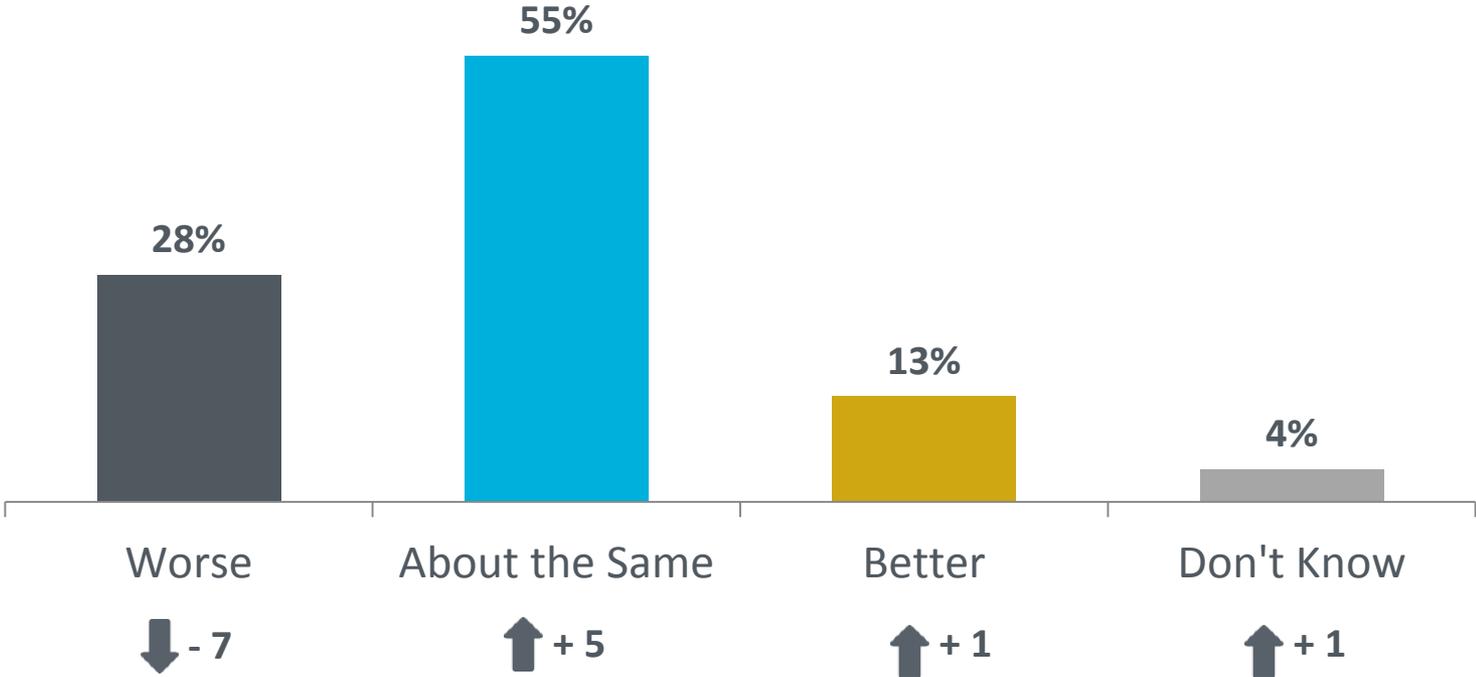


* Don't know / refusals removed (n=513)

Economic Outlook - NB



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



% point change vs. October 2017

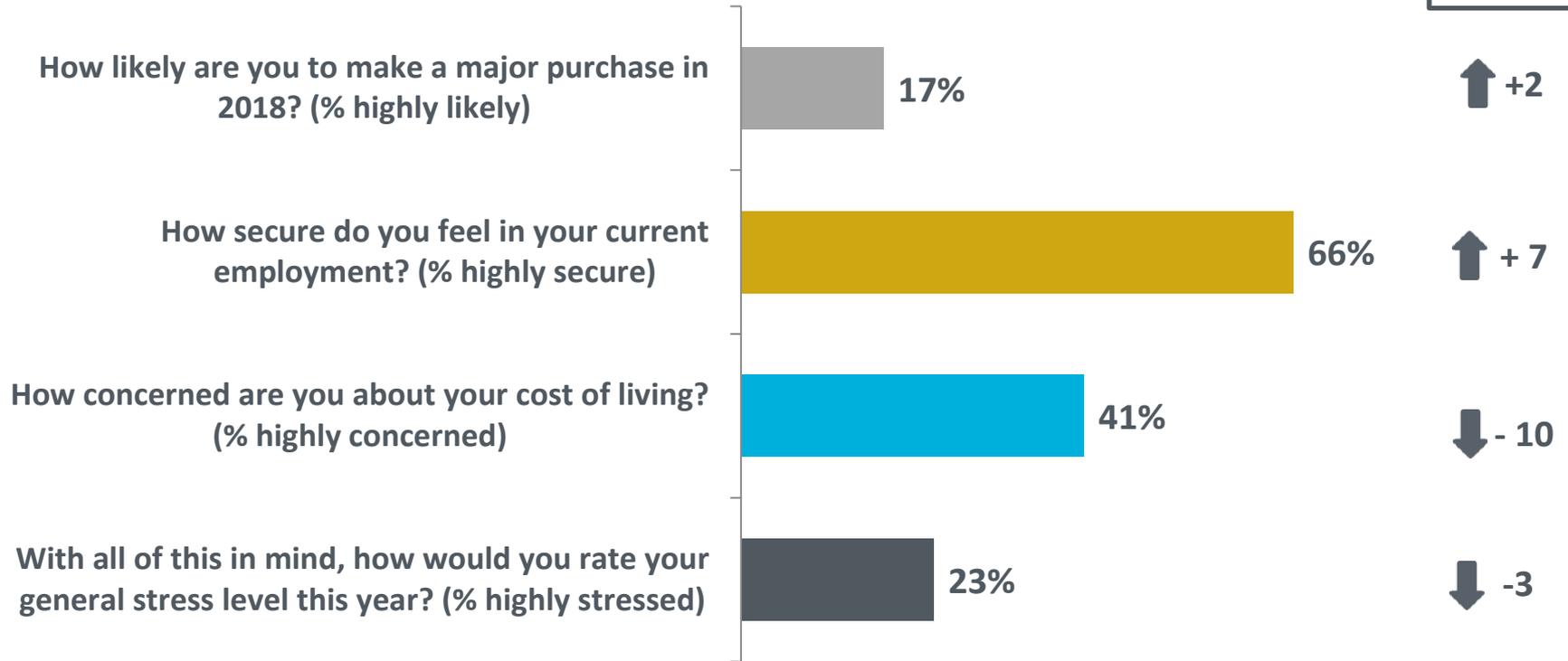
Consumer Confidence - NB



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

% Rating 8 or Higher

% point change vs. January 2017



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