



Newfoundland and Labrador Winter 2018 Report

January Highlights - NL



Introduction

MQO Research spoke with 600 residents in Newfoundland and Labrador 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 gap between the governing Liberals and the PC Party narrowed in January.

Among decided and leaning voters:

- Support for the Liberal Party decreased 9 percentage points to 43%.
- PC Party support increased 7 percentage points to 38%.
- NDP support held steady at 16%.
- The undecided / no vote group also held steady at 36%.

Government Performance

Ratings for the leadership of Premier Dwight Ball exhibited little change this quarter with a score of 4.8 (on a 10-point scale).

Provincial Outlook

The economic outlook for the province deteriorated in January. 52% of residents of Newfoundland and Labrador reported that their outlook on the economy had worsened over the past three months, up from 45% in October. 36% indicated their outlook had stayed the same, down from 43 percent while the percentage who felt things had gotten better held steady at 10%.

Consumer Confidence

Despite the pessimistic outlook for the economy, consumer confidence is slightly more positive compared to the same time last year. 57% expressed a high level of security in their current employment, up significantly from 46% a year ago. Additionally, the percentage of those feeling higher levels of stress in general edged down four percentage points to 25% in January.

The Atlantic Matters poll was conducted by telephone from Jan. 12th 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 ± 5.0 percentage points 19 times out of 20.

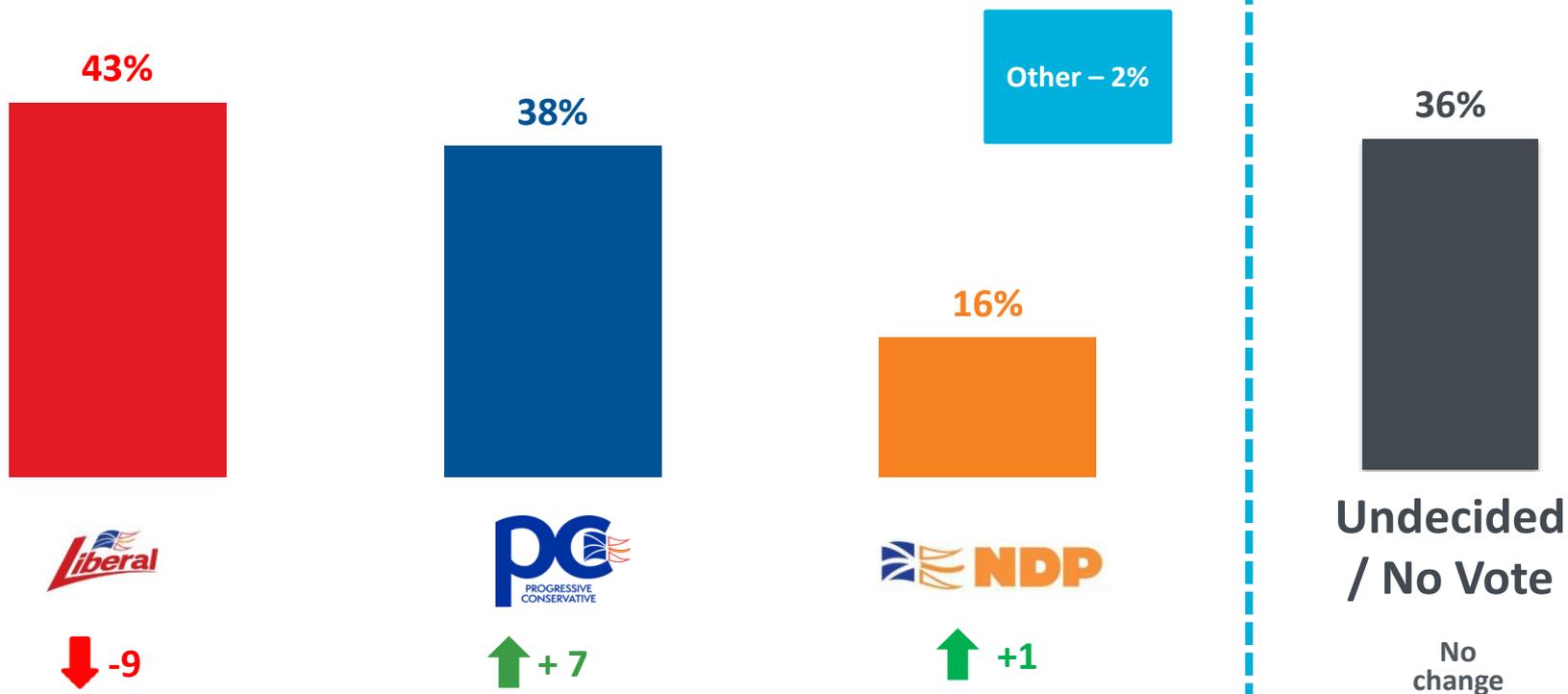
**For more information on Atlantic Matters or MQO Research, contact:
Tracey Stephenson**

E: tstephenson@m5.ca / T: 506-852-7281 / C: 506-850-8077

Provincial Politics - NL

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

Decided and Leaning Voters



January 2018 (n=386): Margin of error is ± 5.0 percentage points at 95% CI

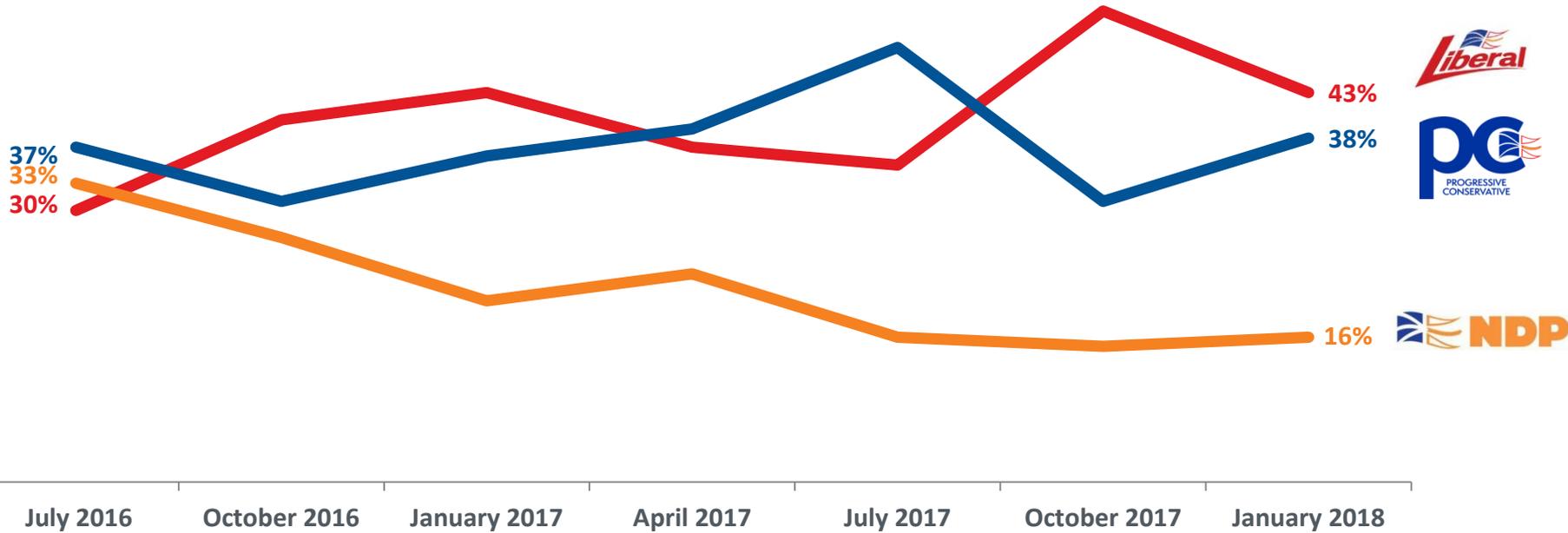
% point change vs. October 2017

Provincial Politics - NL



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

Decided and Leaning Voters



January 2018 (n=386): Margin of error is ± 5.0 percentage points at 95% CI

Provincial Government Performance - NL



“How would you rate the overall leadership of Premier Dwight Ball?”



Mean
Rating
4.8

↑ +0.2

Mean rating
change vs.
October
2017

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

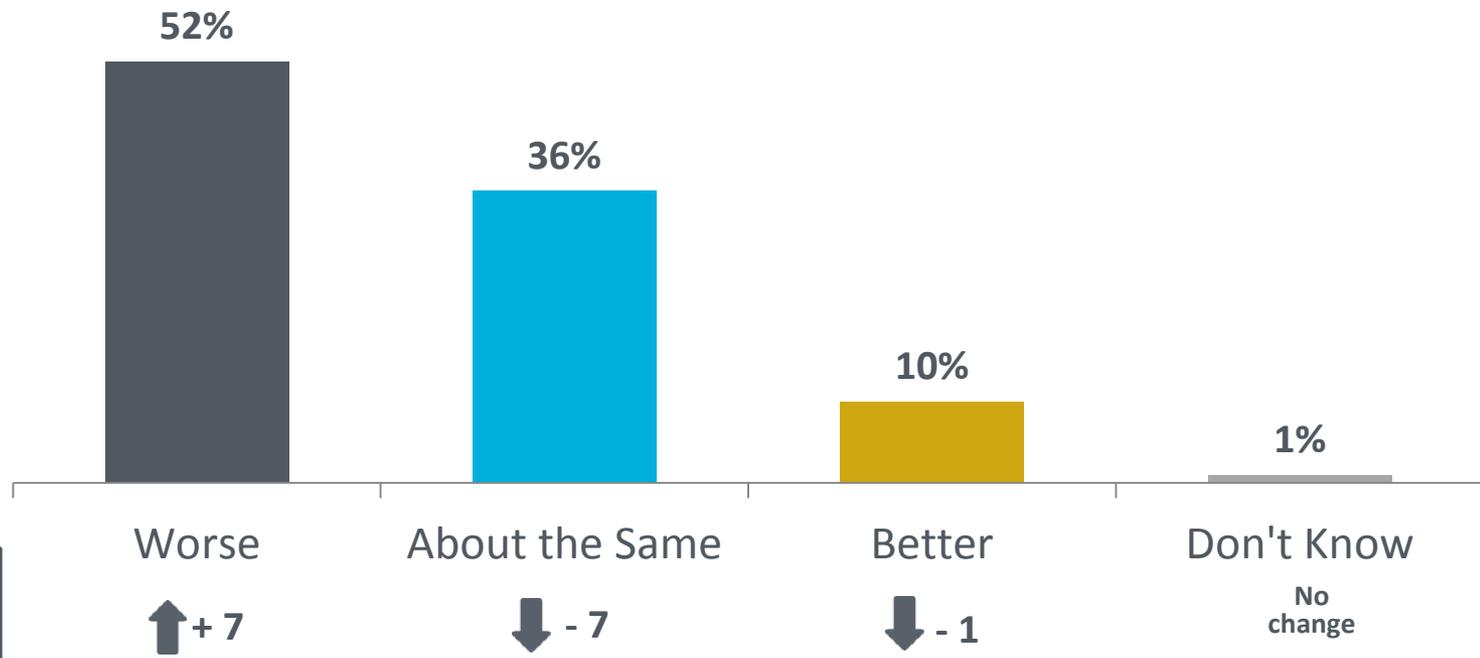


* Don't know / refusals removed (n=554)

Economic Outlook - NL



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



% point change vs. October 2017

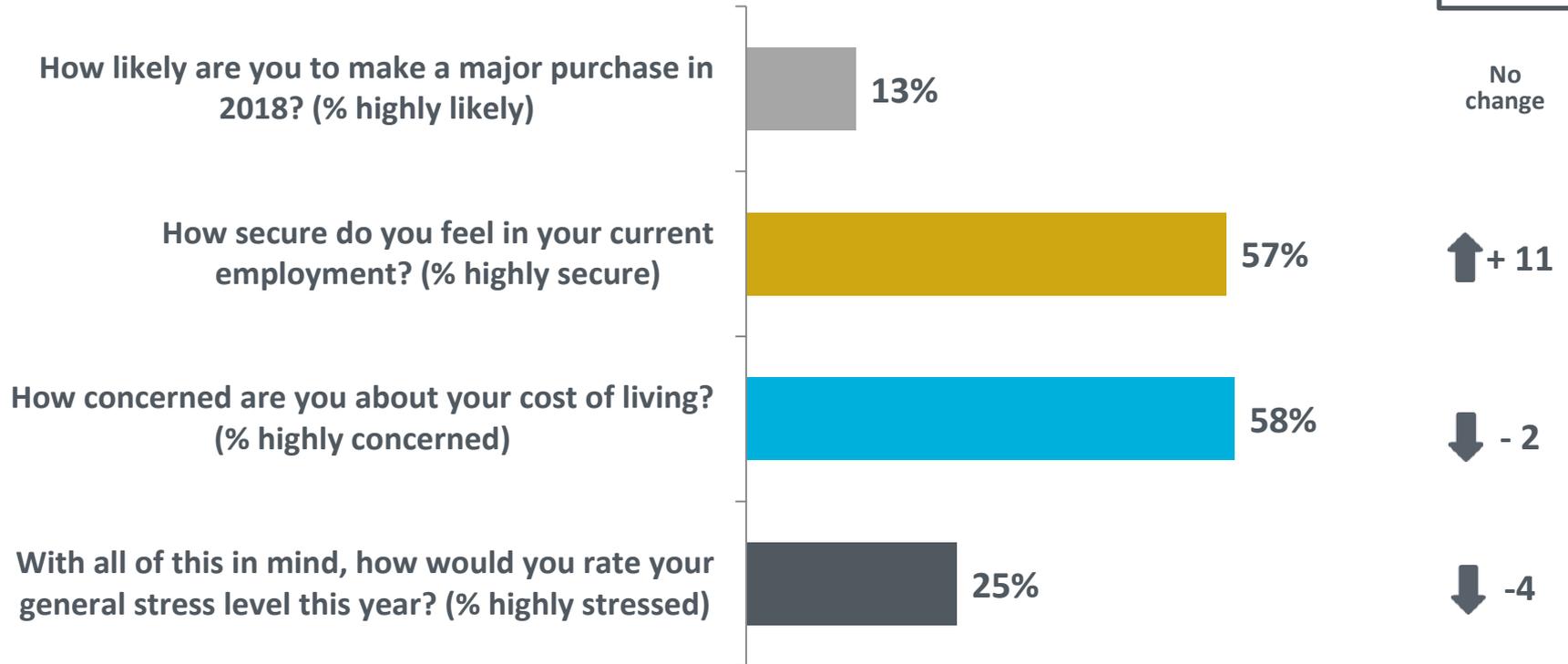
Consumer Confidence - NL

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



% point change vs. January 2017

% Rating 8 or Higher



* Don't know / refusals removed (n=396-596)