

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



Newfoundland and Labrador Spring 2018 Report

May Highlights - NL



Introduction

MQO Research spoke with 600 residents in Newfoundland and Labrador to gauge the political temperature in the province for the May edition of our quarterly political poll: Atlantic Matters.

Provincial Politics

According to the latest polling numbers, support for all three political parties was relatively unchanged in May. Among decided and leaning voters:

- Support for the Liberal Party held steady at 44%.
- PC Party support also held steady at 36%.
- NDP support exhibited no change at 16%.
- The undecided / no vote group increased 5 percentage points to 41%.

Government Performance

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

Provincial Outlook

The economic outlook for the province held relatively steady in May. 49% of residents of Newfoundland and Labrador reported that their outlook on the economy had worsened over the past three months, 39% indicated their outlook had stayed the same, while 9 percent felt things had gotten better.

Federal Politics

Federally, support for the governing Liberals dropped significantly in May. Among decided and leaning voters:

- Liberal support fell 13 percentage points to 57%.
- Conservative support increased 8 percentage points to 29%.
- NDP support held relatively steady at 11%.
- Support for the Green Party exhibited little change at 1%.
- Ratings of government performance under Justin Trudeau also dropped significantly with a mean score of 5.2 (down from 6.1 in October 2017).

The Atlantic Matters poll was conducted by telephone from April 21st to May 13th, 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.

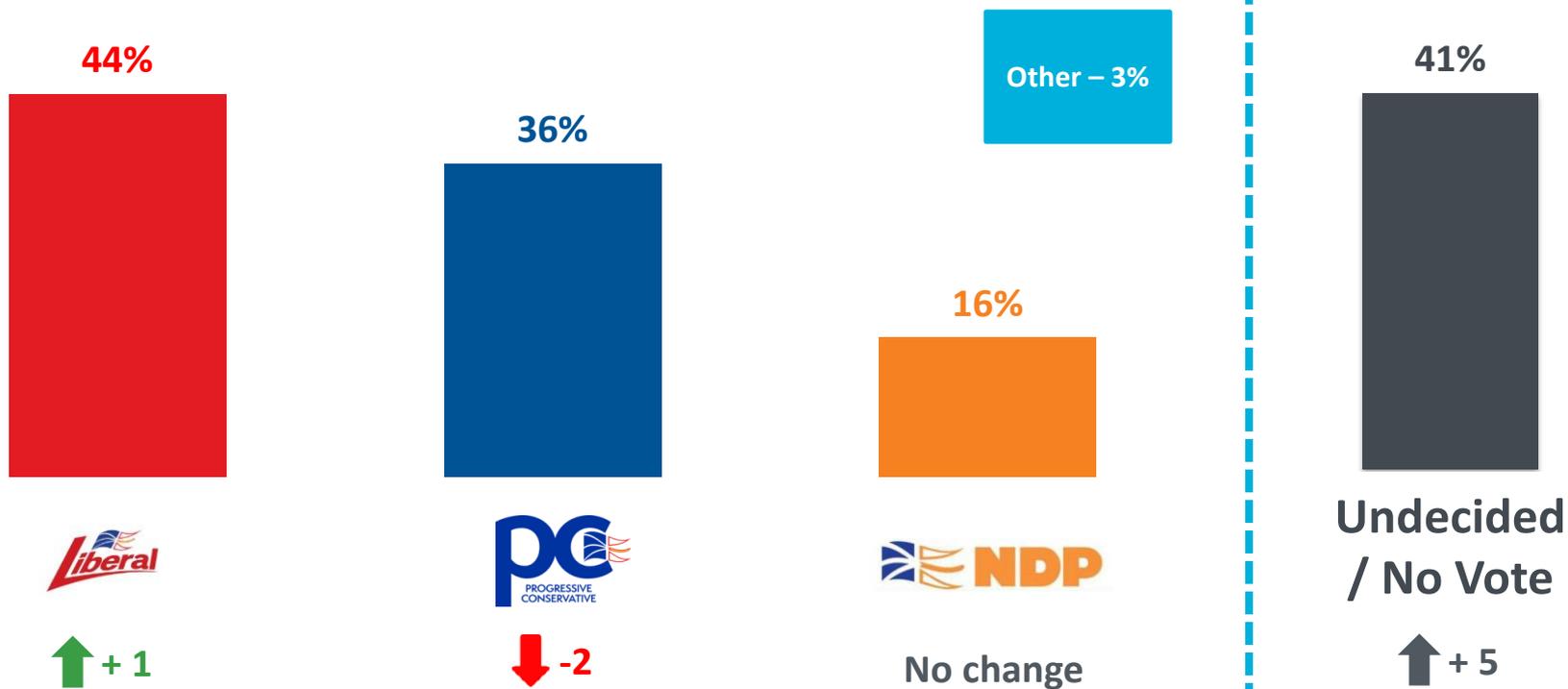
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Provincial Politics - NL

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

Decided and Leaning Voters



% point change vs. January 2018

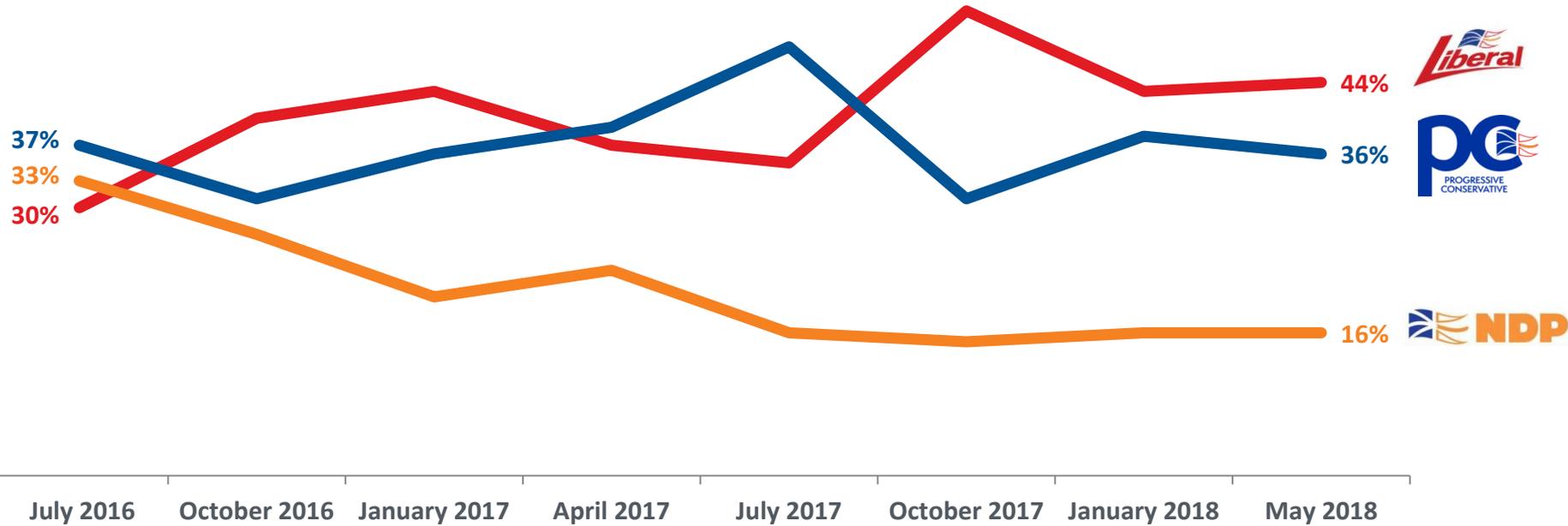
May 2018 (n=370): Margin of error is ± 5.1 percentage points at 95% CI

Provincial Politics - NL



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

Decided and Leaning Voters



May 2018 (n=370): Margin of error is ± 5.1 percentage points at 95% CI

Provincial Government Performance - NL



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



Mean
Rating
4.8

No change

Mean rating
change vs.
January
2018

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

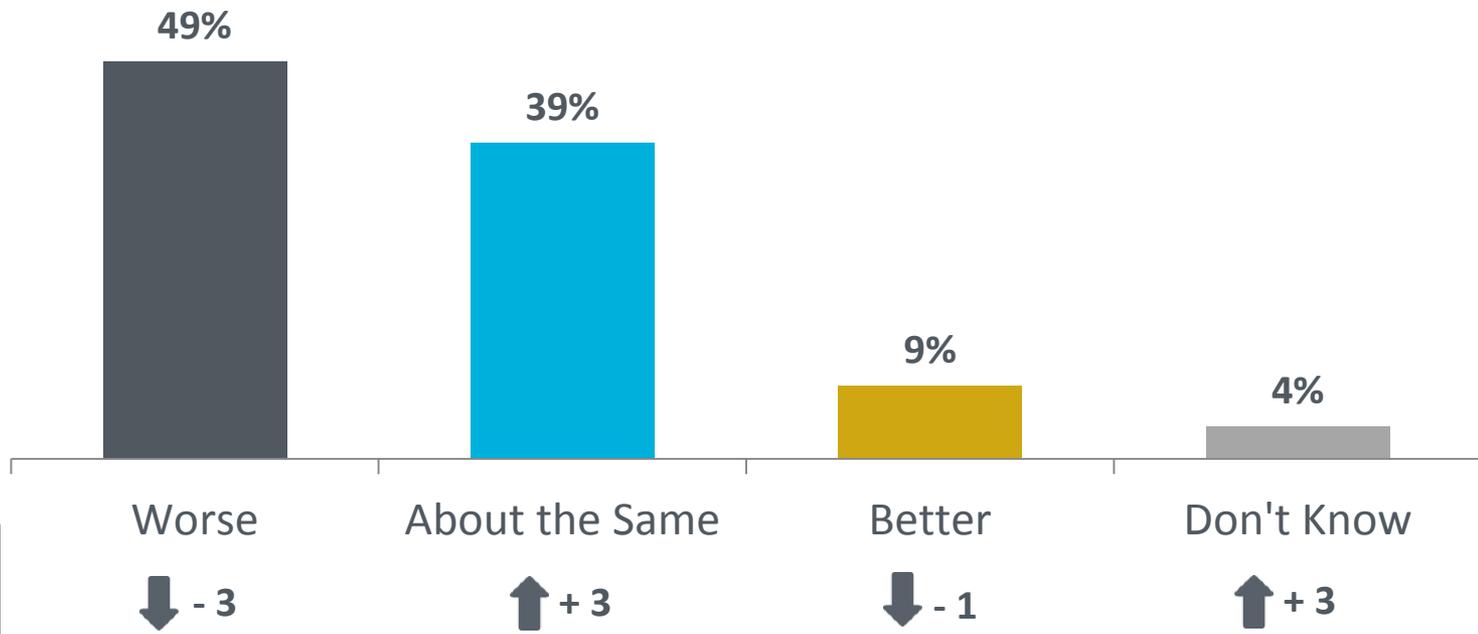


** Don't know / refusals removed (n=554)*

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...”

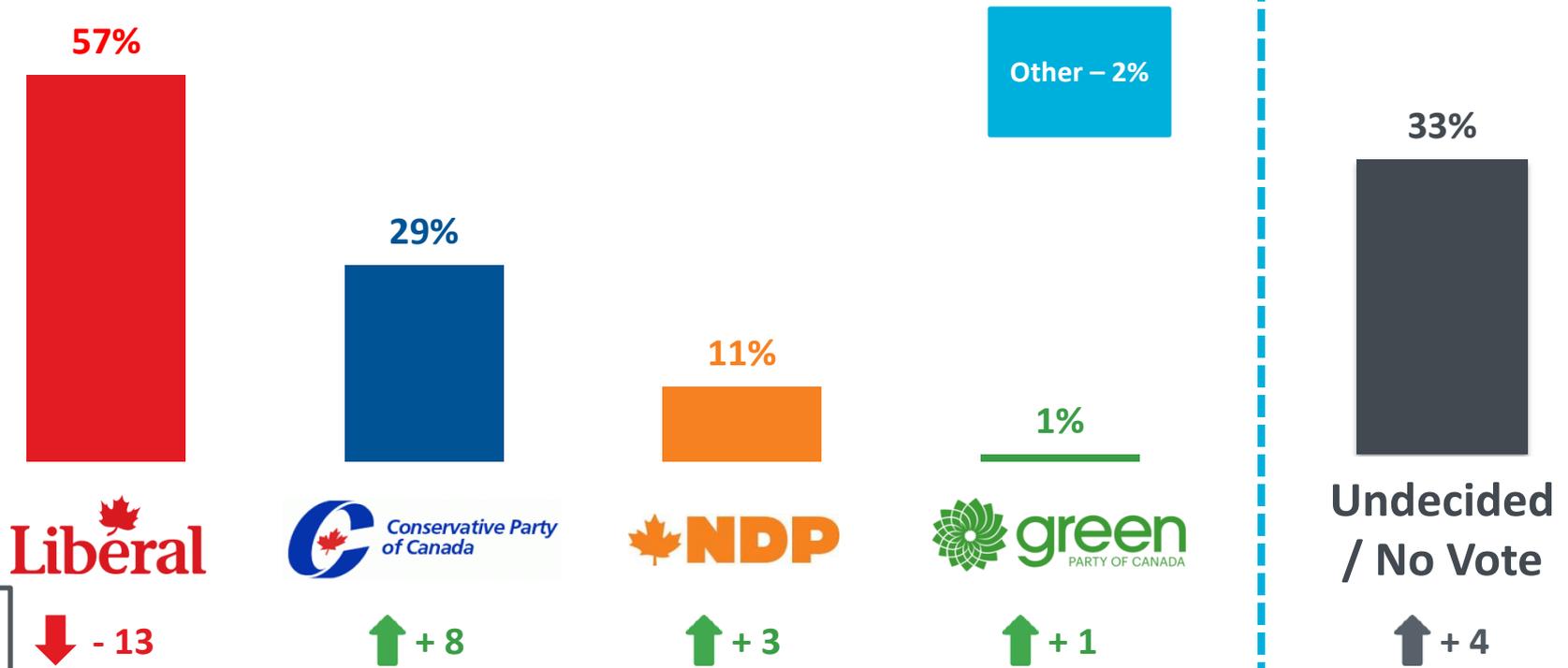


% point change vs. January 2018

Federal Politics - NL

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

Decided and Leaning Voters



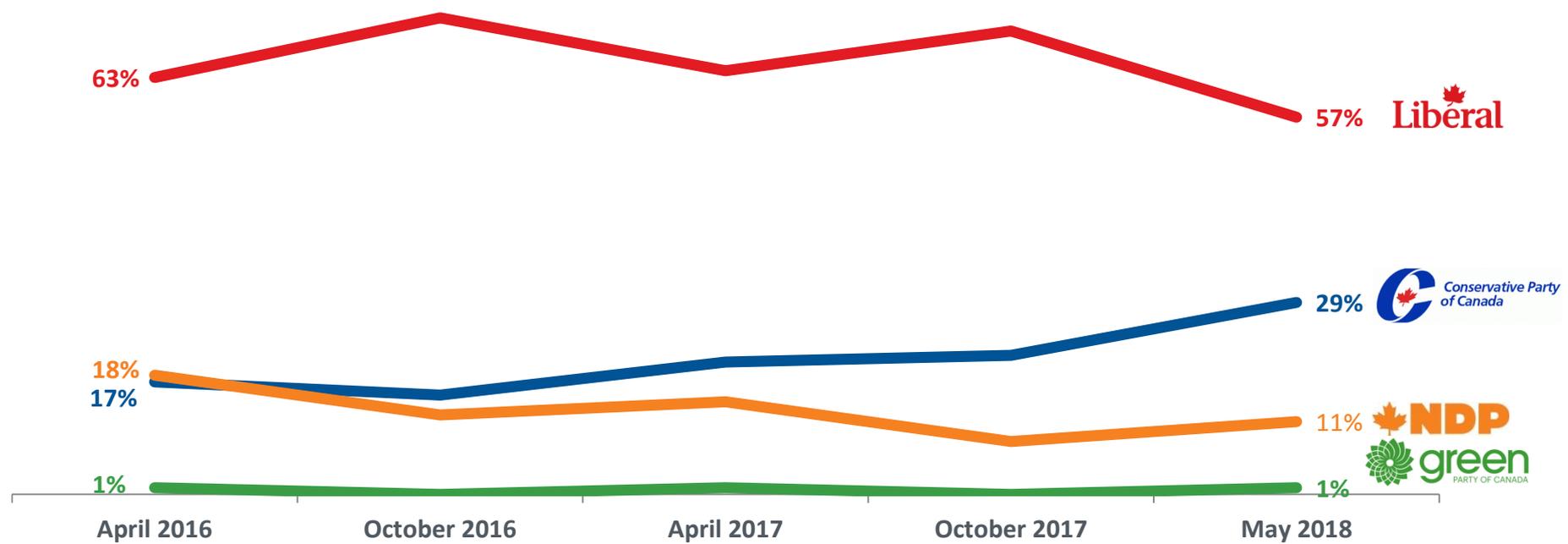
May 2018 (n=411): Margin of error is ± 4.8 percentage points at 95% CI

% point change vs. October 2017

Federal Politics - NL

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

Decided and Leaning Voters



May 2018 (n=411): Margin of error is ± 4.8 percentage points at 95% CI

Federal Government Performance - NL



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



Mean
Rating
5.2

↓ - 0.9

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=586)