Introduction

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

Provincial Politics

According to the latest polling numbers, the Liberals are back in front this quarter. Among decided and leaning voters:

- Current Liberal support jumped 5 percentage points to 40%.
- PC Party support fell 11 percentage points to 32%.
- NDP support held relatively steady at 9%.
- Support for the Green Party exhibited little change at 10%.
- 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 5.0 (on a 10-point scale).

Provincial Outlook

The economic outlook for the province was relatively unchanged in July. 31% of New Brunswick residents reported that their outlook on the economy had worsened over the past three months while 52% indicated their outlook had stayed the same and 13% felt things had gotten better.

The Atlantic Matters poll was conducted by telephone from July 17th to August 4th, 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.

For more information on Atlantic Matters or MQO Research, contact: Tracey Stephenson
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"If a provincial election were held today, which party would you most likely vote for?"

Decided and Leaning Voters

- Liberal: 40% (+5 vs. April 2018)
- PC: 32% (-11)
- NDP: 9% (+2)
- Green: 9% (-1)
- Other: 10% (+5)
- Undecided / No Vote: 45% (+1)

July 2018 (n=337): Margin of error is ± 5.3 percentage points at 95% CI
If a provincial election were held today, which party would you most likely vote for?

Decided and Leaning Voters

July 2018 (n=337): Margin of error is ± 5.3 percentage points at 95% CI
PROVINCIAL POLITICS – NB TREND

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

Decided and Leaning Voters

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July 2018 (n=337): Margin of error is ± 5.3 percentage points at 95% CI
LEADER PERFORMANCE - NB

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

Mean Rating 5.0

Mean rating change vs. April 2018 - 0.1

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

57% 30% 13%

* Don’t know / refusals removed (n=524)
“Based on your personal experiences over the past three months, would you say that the general outlook in NB has been getting...”

- 31% Worse
- 52% About the Same
- 13% Better
- 4% Don't Know

% point change vs. April 2018

- 1 worse
+ 1 about the same
+ 1 better
No change