

Spring 2019 Provincial Report Newfoundland and Labrador



Introduction

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

Provincial Politics

According to the latest polling numbers, the Liberals hold a double-digit lead heading into the May election. Among decided and leaning voters:

- Support for the Liberal Party trended up 4 percentage points to 48%.
- PC Party support dropped 6 percentage points to 36%.
- NDP support was relatively unchanged at 11%.
- Support for the NL Alliance also exhibited little change at 2%.

The undecided / no vote group held relatively steady at 39%.

Government Performance

The mean rating for the leadership of Premier Dwight Ball was down marginally this quarter dropping from 5.2 to 5.0 (on a 10-point scale).

Leader Preference

Each party leader is polling in line with their party numbers. Among decided respondents:

- Premier Dwight Ball was the top choice of 47% of voters.
- PC Leader Ches Crosbie has the support of 37%.
- 12% indicated Alison Coffin was their preferred choice for Premier.
- NL Alliance leader Graydon Pelley was the top choice among 4% of voters.

Provincial Outlook

The outlook for the province held relatively steady in May. 41% of residents of Newfoundland and Labrador reported their outlook worsened over the past three months (down 3 percentage points from January) while 44% indicated their outlook stayed the same (unchanged) and 13 percent felt things had improved (up 3 percentage points).

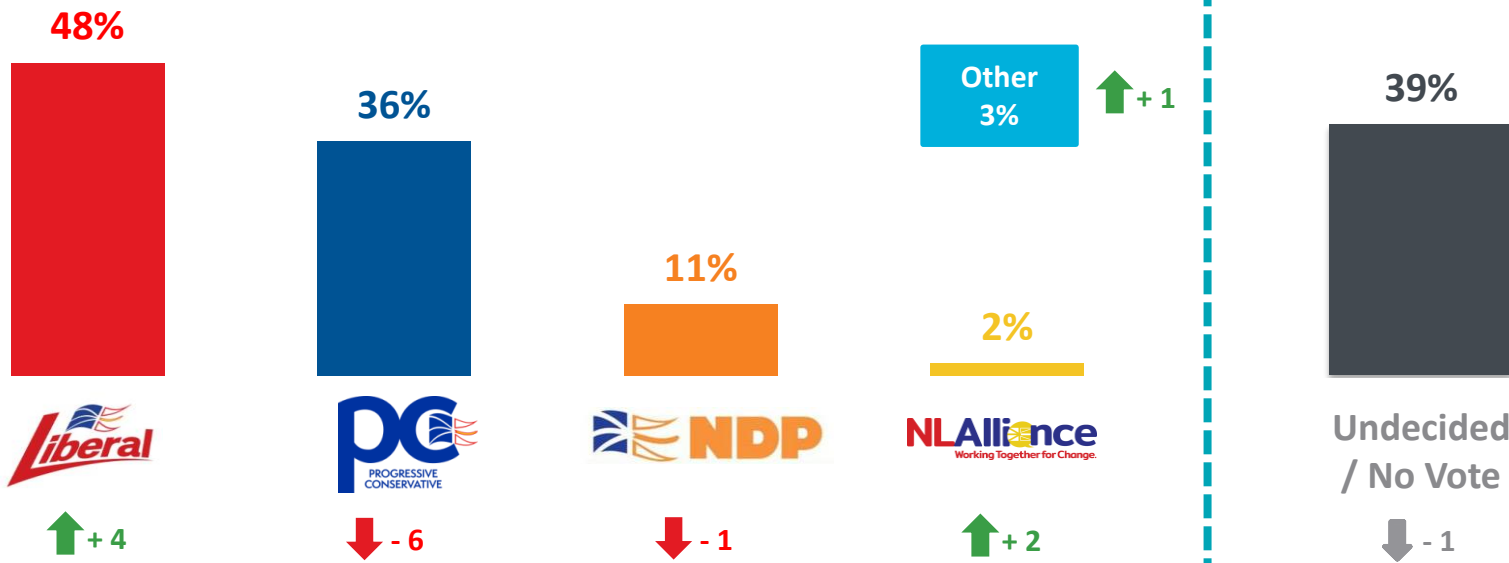
The Atlantic Matters poll was conducted by telephone from April 25th to May 4th, 2019 and included 600 randomly selected eligible voters from across the province. The margin of error for the total sample is ± 4.0 percentage points 19 times out of 20.

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

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

Decided and Leaning Voters

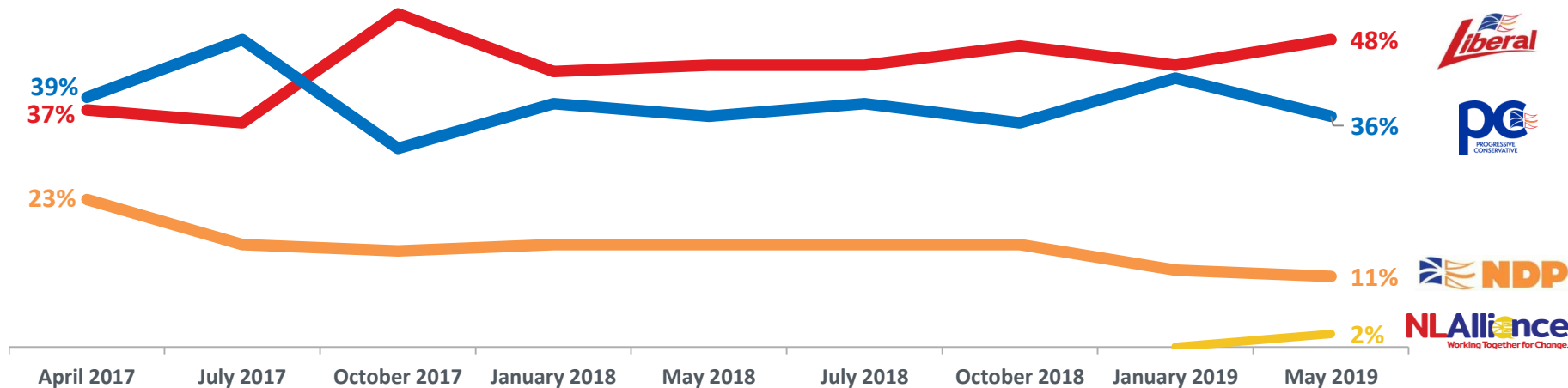


% point change vs. January 2019

PROVINCIAL POLITICS – NL TREND

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

Decided and Leaning Voters



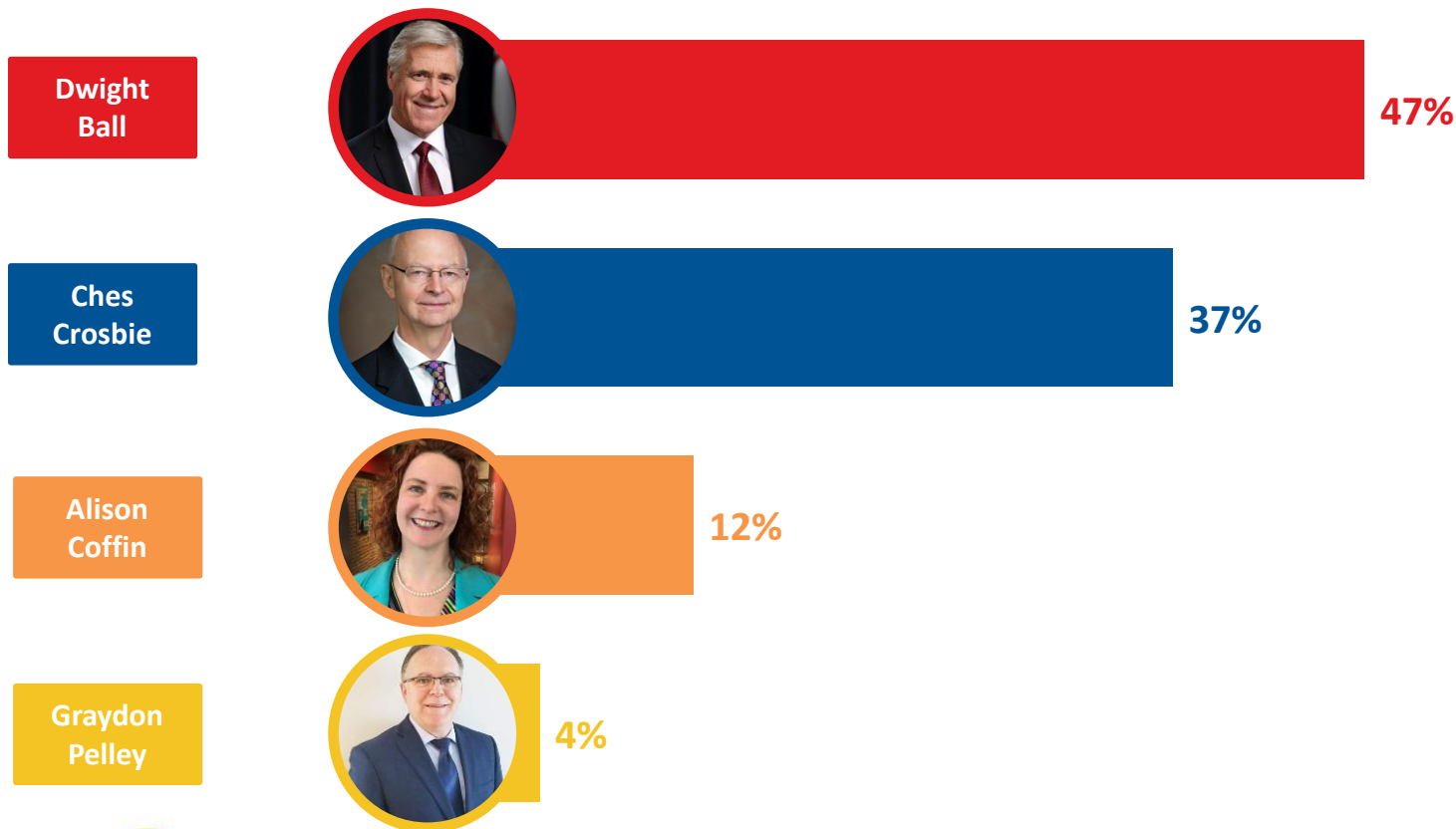
“If a provincial election were held today, which party would you most likely vote for?”

Decided and Leaning Voters

	April 2017	July 2017	October 2017	January 2018	May 2018	July 2018	October 2018	January 2019	May 2019
Liberal	37%	35%	52%	43%	44%	44%	47%	44%	48%
PC	39%	48%	31%	38%	36%	38%	35%	42%	36%
NDP	23%	16%	15%	16%	16%	16%	16%	12%	11%
NL Alliance	-	-	-	-	-	-	-	0%	2%

LEADER PREFERENCE - NL

“In your opinion, which of the following leaders would make the best Premier of NL?”



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



Mean Rating
5.0

↓ - 0.2

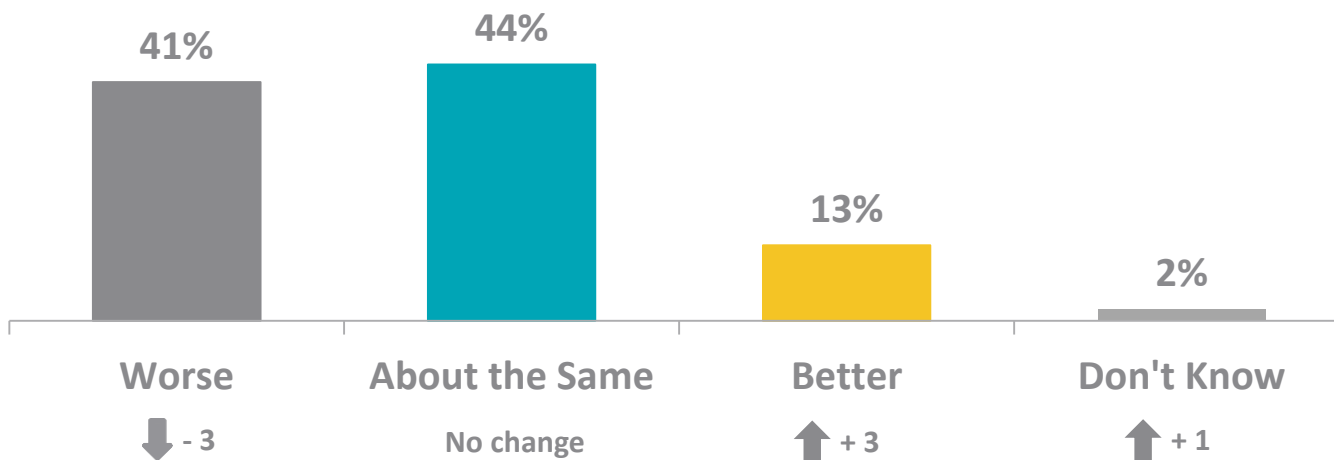
Mean rating change vs. January 2019

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



* Don't know / refusals removed (n=561)

“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 2019