

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 signal.

ATLANTIC
matters



New Brunswick Fall 2017 Report

October Highlights - NB



Introduction

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

Provincial Politics

According to the latest polling numbers, support for all political parties held relatively steady in October. Among decided and leaning voters:

- Current Liberal support in the province edged down 4 percentage points to 41%.
- PC Party support held steady at 36%.
- NDP support also held steady at 12%.
- Support for the Green Party also exhibited no change this quarter at 7%.
- The undecided / no vote group increased significantly to 45% this quarter (up from 37% in July).

Government Performance

Ratings for the leadership of Premier Brian Gallant held steady this quarter with a mean score of 5.2.

Provincial Outlook

New Brunswick residents' were more pessimistic about the economic outlook for the province in October. 35% said the general outlook in New Brunswick has been getting worse over the past three months which was up from 26% in July.

Federal Politics

Federally, the Conservatives gained some ground this quarter in New Brunswick. Among decided and leaning voters:

- Liberal support held relatively steady at 53%.
- Conservative support was up 6 percentage points to 31%.
- NDP support also held relatively steady at 11%.
- Support for the Green Party remained unchanged at 4%.
- Ratings of government performance under Justin Trudeau trended down slightly with a mean score of 5.3 (down from 5.6 in April).

The Atlantic Matters poll was conducted by telephone from Oct. 4 to Oct. 15, 2017 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 for the survey is ± 5.3 percentage points 19 times out of 20.

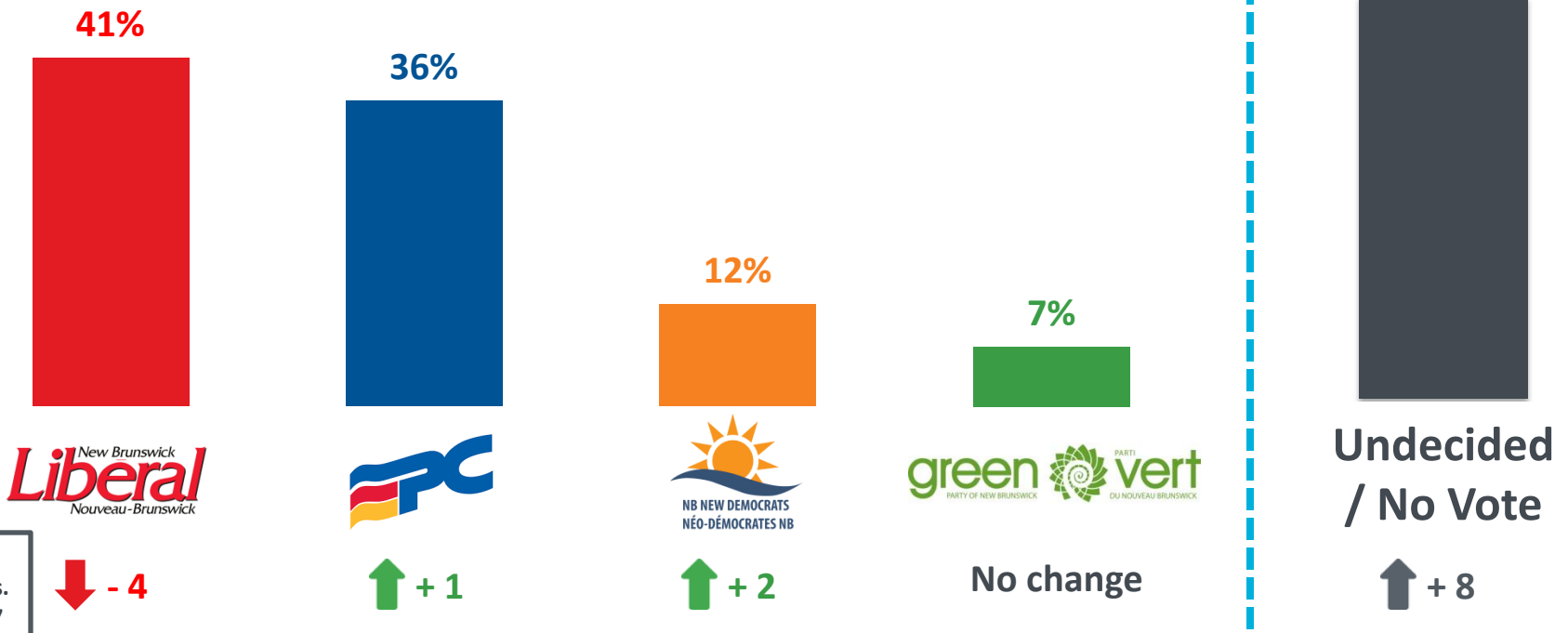
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Provincial Politics - NB

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

Decided and Leaning Voters



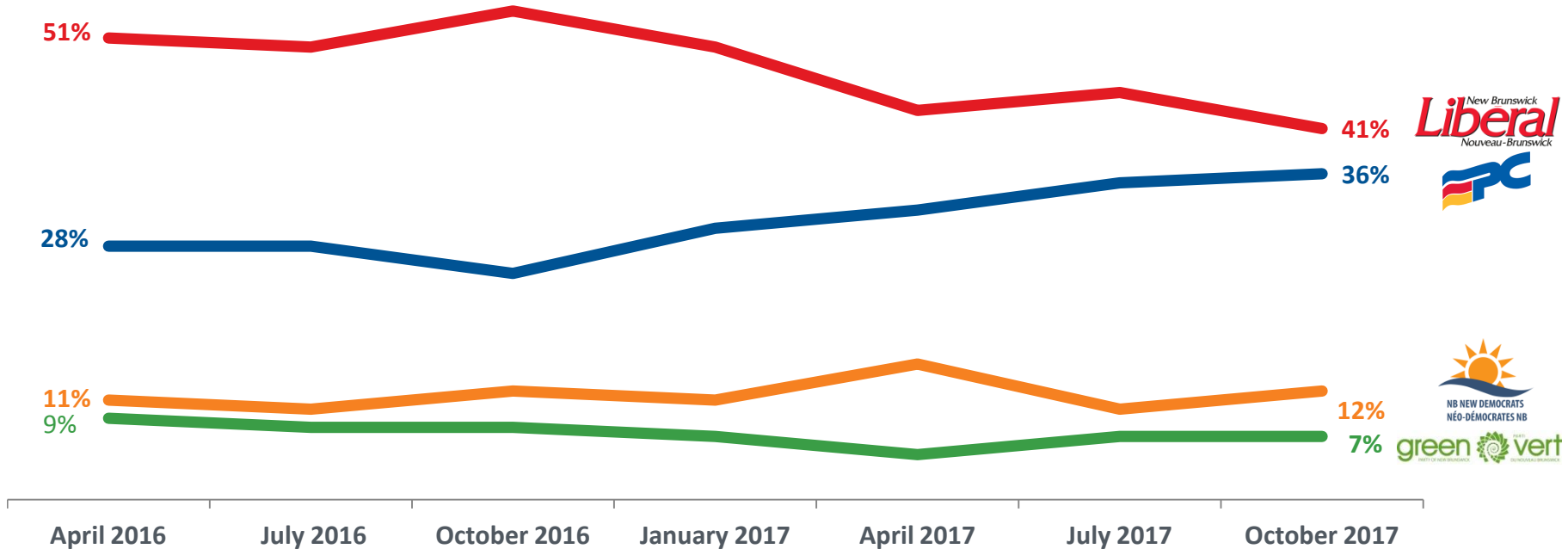
October 2017 (n=338): Margin of error is ± 5.3 percentage points at 95% CI

Provincial Politics - NB



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

Decided and Leaning Voters



October 2017 (n=338): 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
5.2

No change

Mean rating change vs. July 2017

■ 1 to 5 ■ 6 to 7 ■ 8 to 10

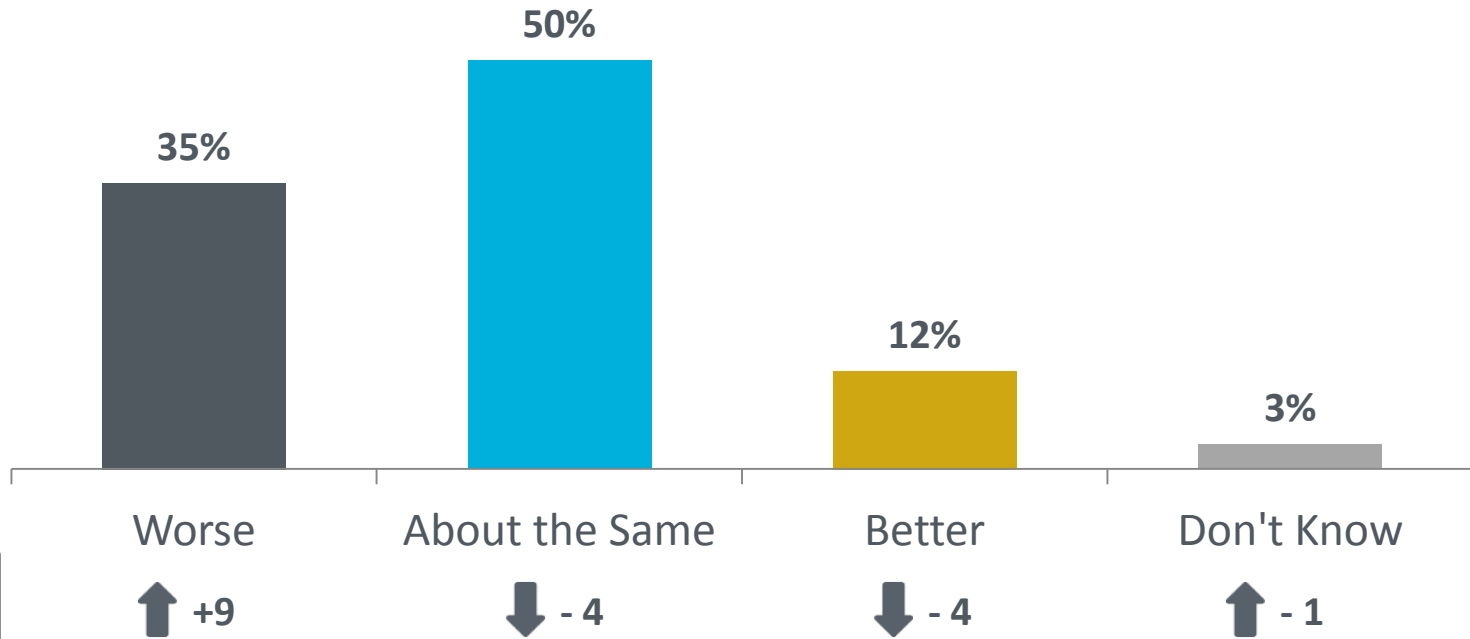


* Don't know / refusals removed (n=533)

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...”

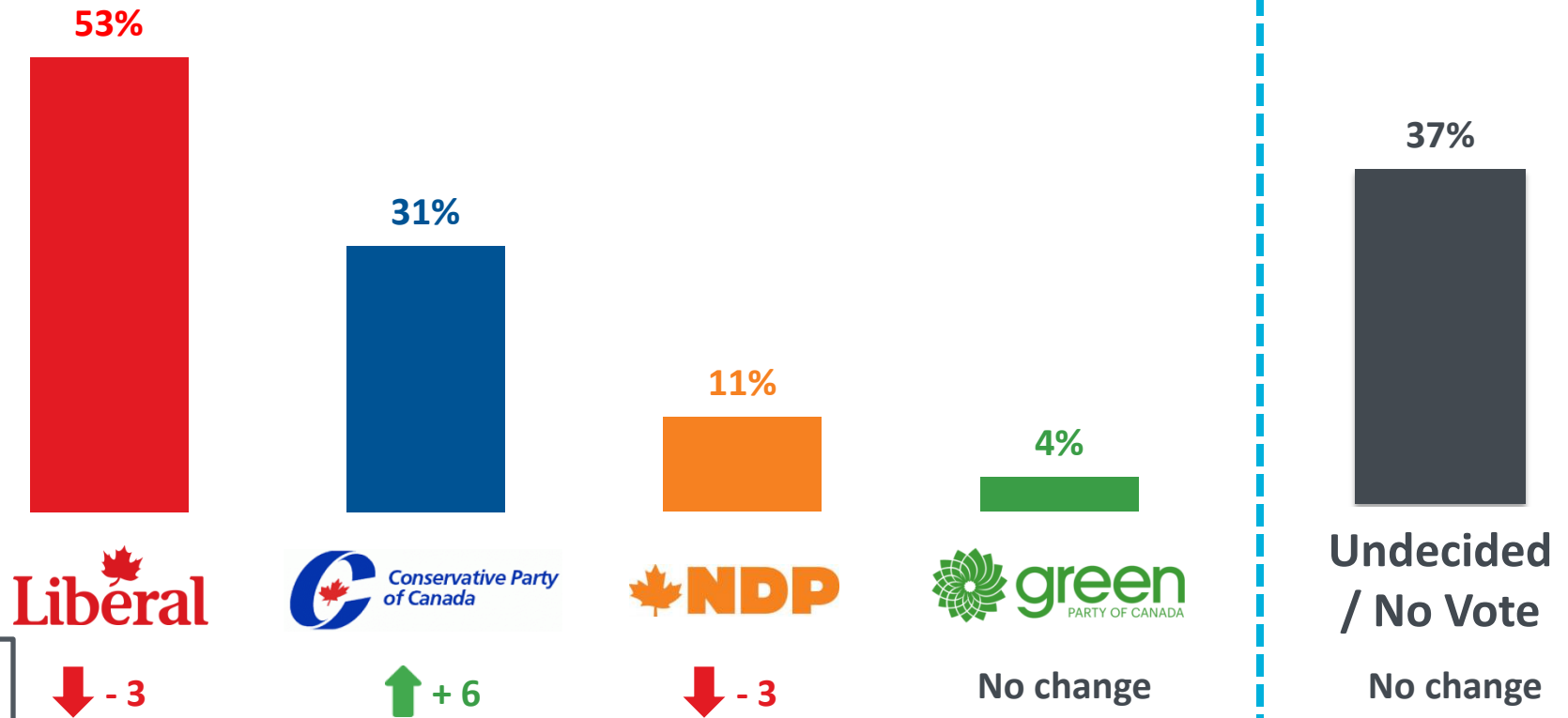


% point change vs. July 2017

Federal Politics - NB

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

Decided and Leaning Voters

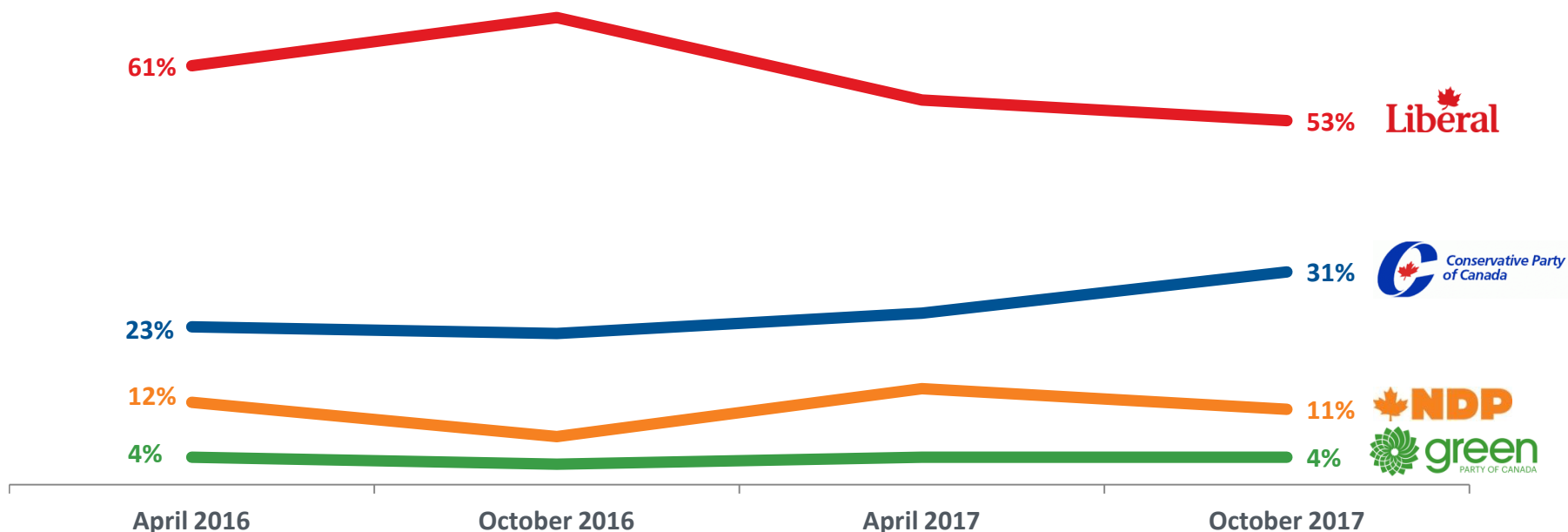


October 2017 (n=391): Margin of error is ± 5.0 percentage points at 95% CI

Federal Politics - NB

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

Decided and Leaning Voters



October 2017 (n=391): Margin of error is ± 5.0 percentage points at 95% CI

Federal Government Performance - NB



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



Mean
Rating
5.3

↓ - 0.3

Mean rating
change vs.
April 2017

■ 1 to 5 ■ 6 to 7 ■ 8 to 10



* Don't know / refusals removed (n=579)