

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 Spring 2018 Report

May Highlights - NB



Introduction

MQO Research spoke with 600 residents of New Brunswick 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, the PC Party has overtaken the Liberals in May. Among decided and leaning voters:

- Current Liberal support decreased 11 percentage points to 35%.
- PC Party support jumped 6 percentage points to 43%.
- NDP support held relatively steady at 7%.
- Support for the Green Party exhibited little change as well at 11%.
- The undecided / no vote group held steady at 44% this quarter.

Government Performance

Despite the drop in party support, ratings for the leadership of Premier Brian Gallant held steady this quarter with a mean score of 5.1 (on a 10-point scale).

Provincial Outlook

The economic outlook for the province was relatively unchanged in May. 32% of New Brunswick residents reported that their outlook on the economy had worsened over the past three months, up marginally from 28% in January. 51% indicated their outlook had stayed the same, down slightly from 55% while the percentage who felt things had gotten better held steady at 12%.

Federal Politics

Federally, the Conservatives are now leading the Liberals in New Brunswick. Among decided and leaning voters:

- Liberal support dropped 16 percentage points to 37%.
- Conservative support jumped 13 percentage points to 44%.
- NDP support edged down 4 percentage points to 7%.
- Green Party support increased 6 percentage points to 10%.
- Ratings of government performance under Justin Trudeau also dropped significantly with a mean score of 4.7 (down from 5.3 in October 2017).

The Atlantic Matters poll was conducted by telephone from April 19th to May 16th, 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.

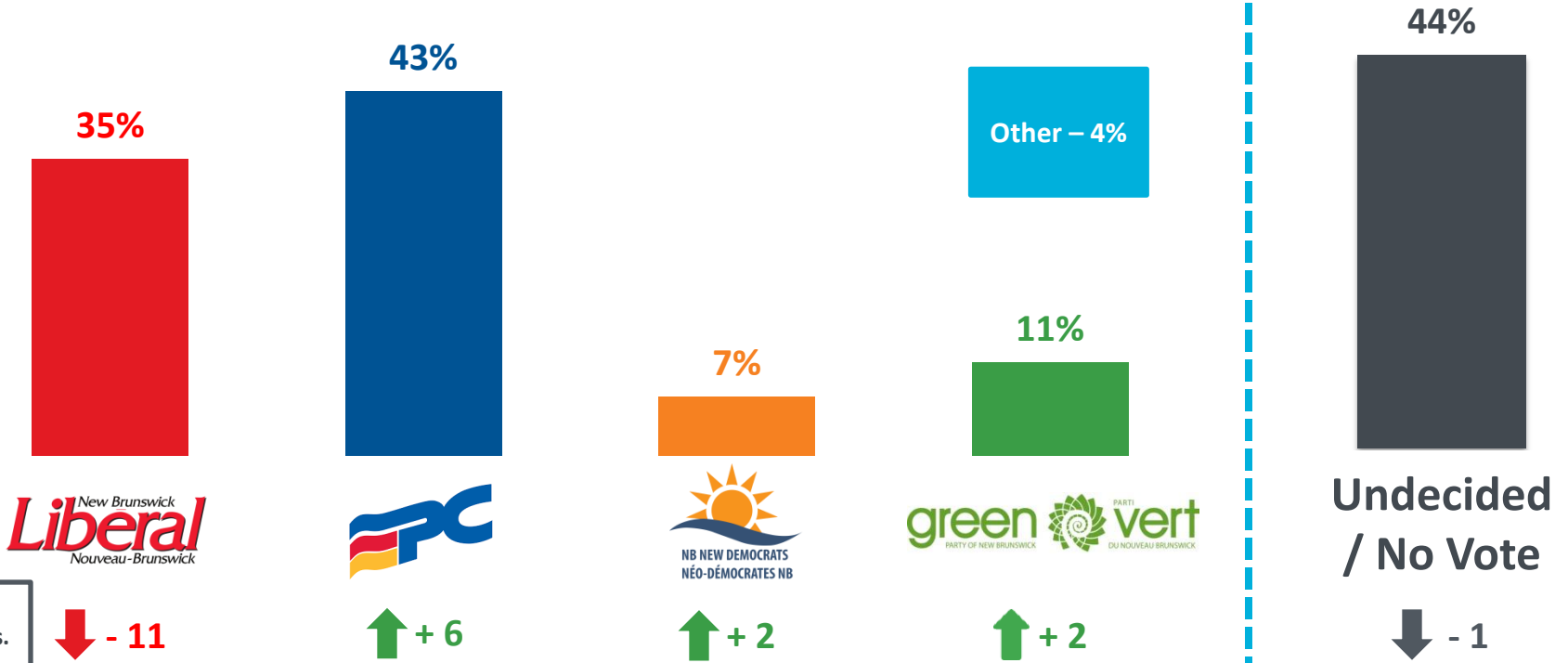
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Provincial Politics - NB

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

Decided and Leaning Voters



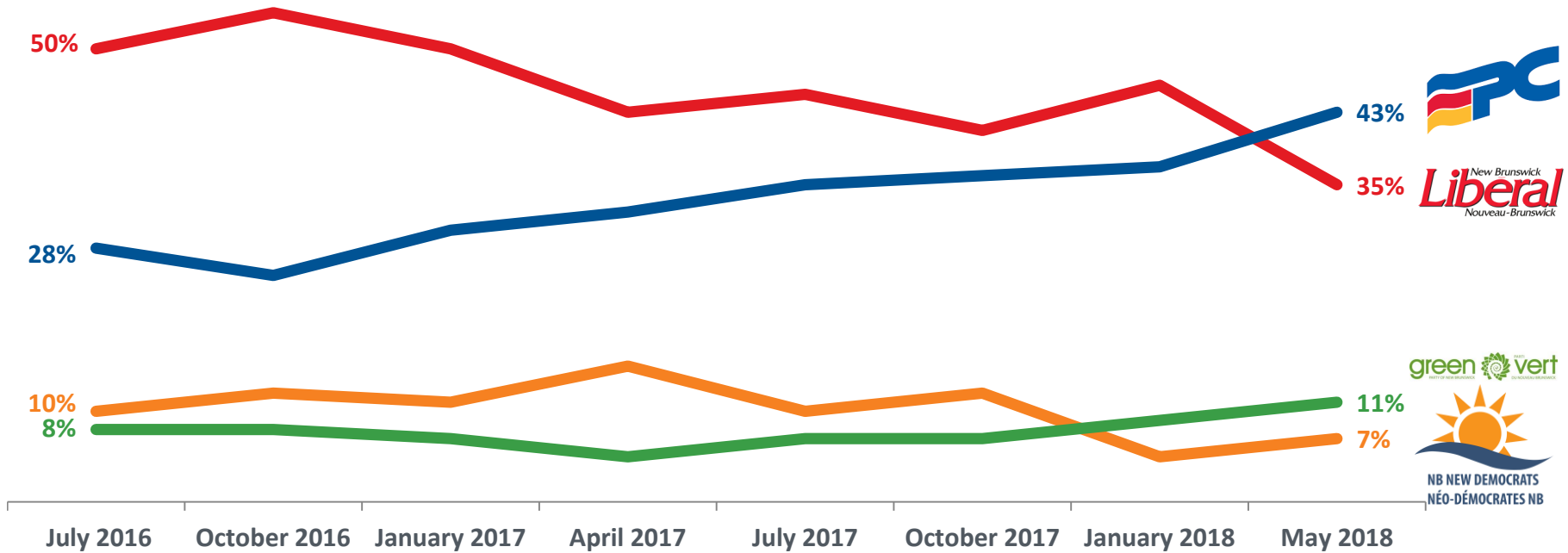
May 2018 (n=339): Margin of error is ± 5.3 percentage points at 95% CI

Provincial Politics - NB



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

Decided and Leaning Voters



May 2018 (n=339): 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
5.1

No
Change

Mean rating
change vs.
January
2018

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

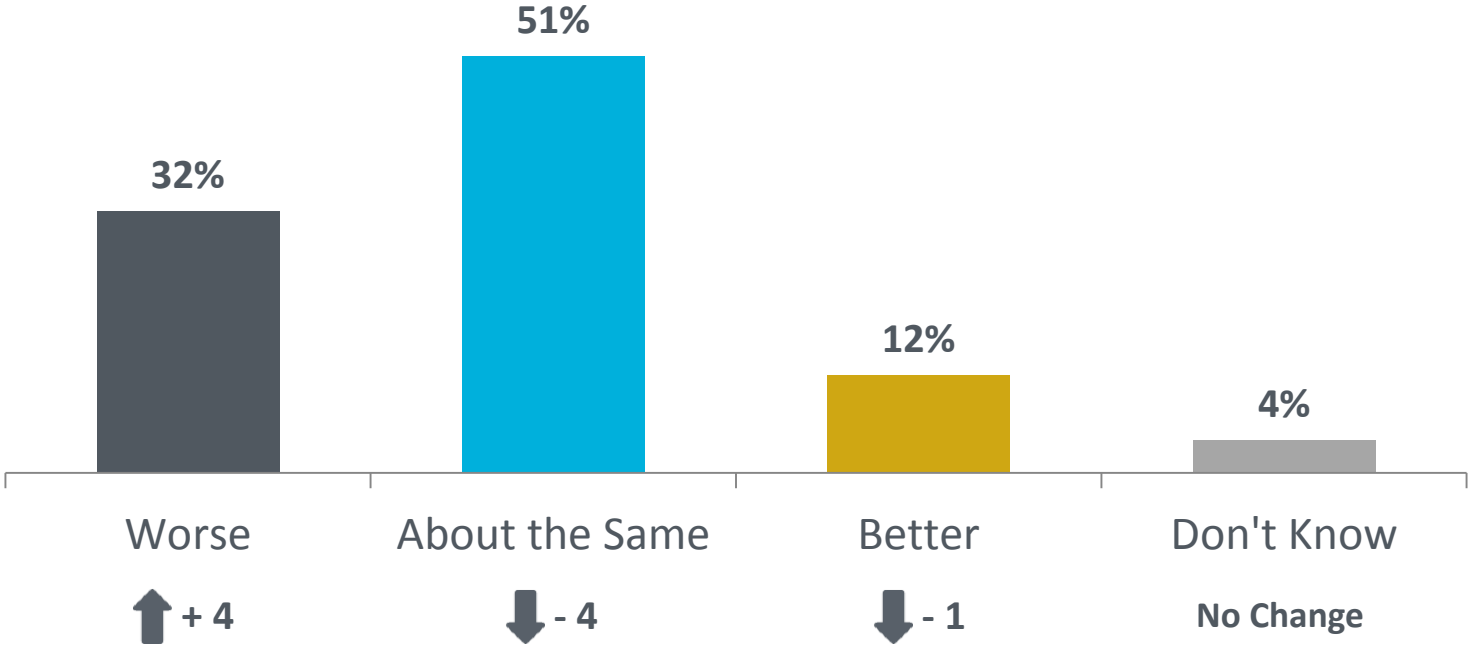


* Don't know / refusals removed (n=507)

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...”

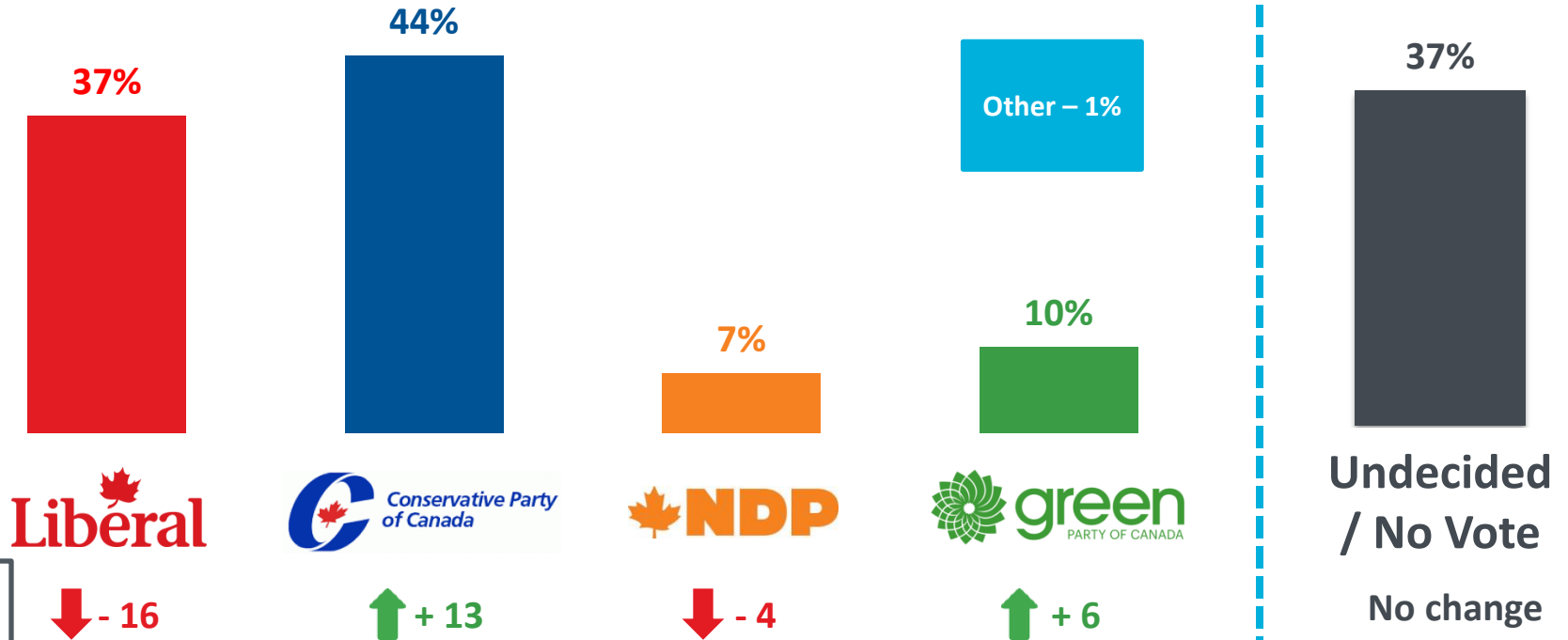


% point change vs. January 2018

Federal Politics - NB

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

Decided and Leaning Voters



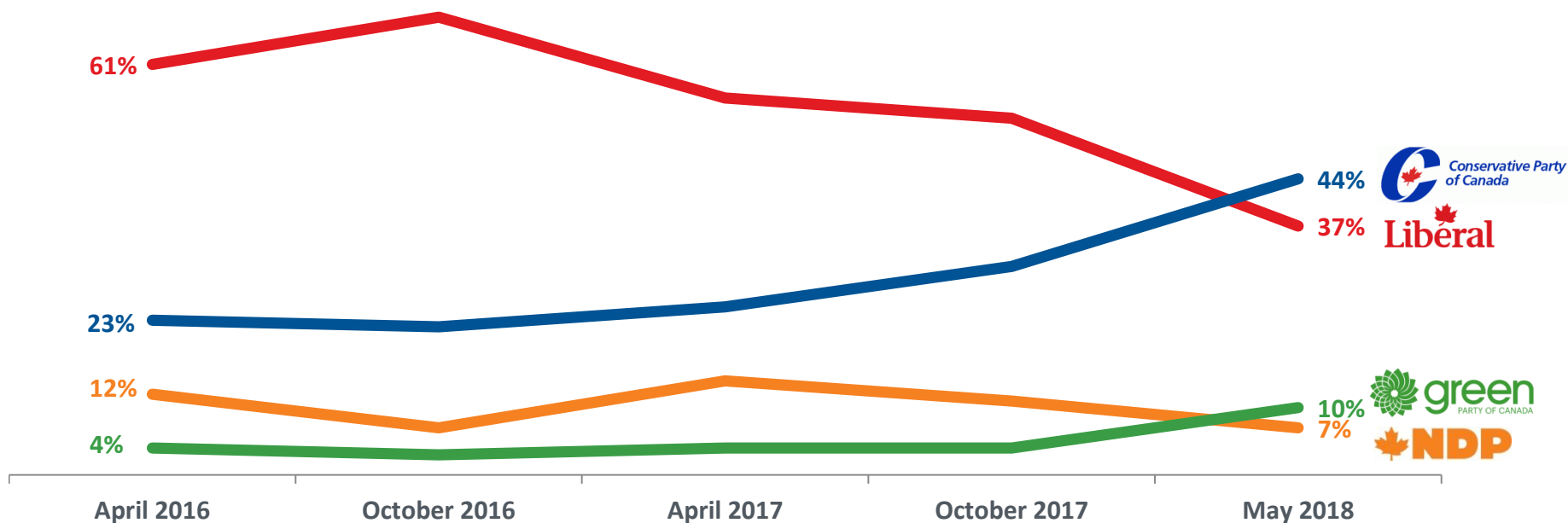
May 2018 (n=366): Margin of error is ± 5.1 percentage points at 95% CI

% point change vs. October 2017

Federal Politics - NB

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

Decided and Leaning Voters



May 2018 (n=366): Margin of error is ± 5.1 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
4.7

↓ - 0.6

Mean rating
change vs.
October
2017

■ 1 to 5 ■ 6 to 7 ■ 8 to 10



* Don't know / refusals removed (n=572)