

Fall 2018 Provincial Report New Brunswick



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, the PCs are now leading while both the Green Party and People's Alliance have made significant gains. Among decided and leaning voters:

- Current Liberal support dropped 11 percentage points to 29%.
- PC Party support edged up 4 percentage points to 36%.
- NDP support dropped 6 percentage points to 3%.
- Support for the Green Party was up 11 percentage points to 21%.
- Support for the People's Alliance currently sits at 11%.

The undecided / no vote group dropped 8 percentage points to 37% this quarter.

Government Performance

The rating for the leadership of Premier Brian Gallant trended down from a mean score of 5.0 last quarter to 4.7 in October (on a 10-point scale).

Provincial Outlook

The economic outlook for the province was relatively unchanged in October. 35% of New Brunswick residents reported their outlook on the economy had worsened over the past three months (edging up from 31% in July), while 50% indicated their outlook had stayed the same (relatively unchanged) and 9% felt things had gotten better (trending down from 13%).

The Atlantic Matters poll was conducted by telephone from October 23rd to November 5th, 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:

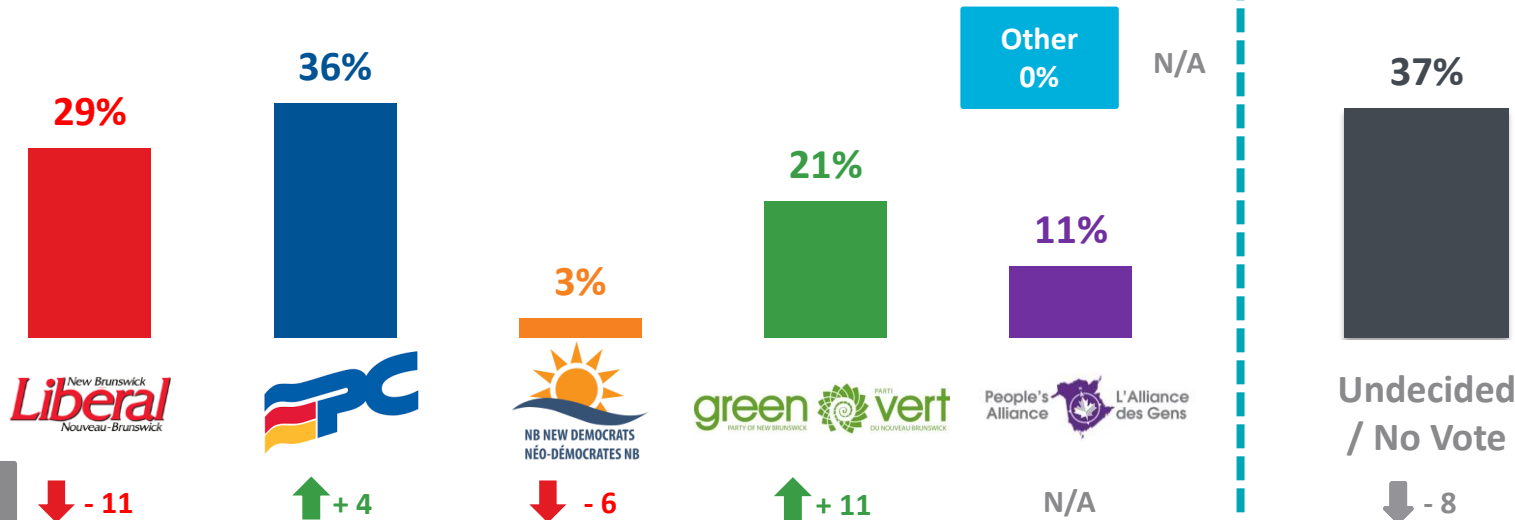
Stephen Moore – Vice-President

smoore@mgoresearch.com

Cell: 902-210-5379

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

Decided and Leaning Voters



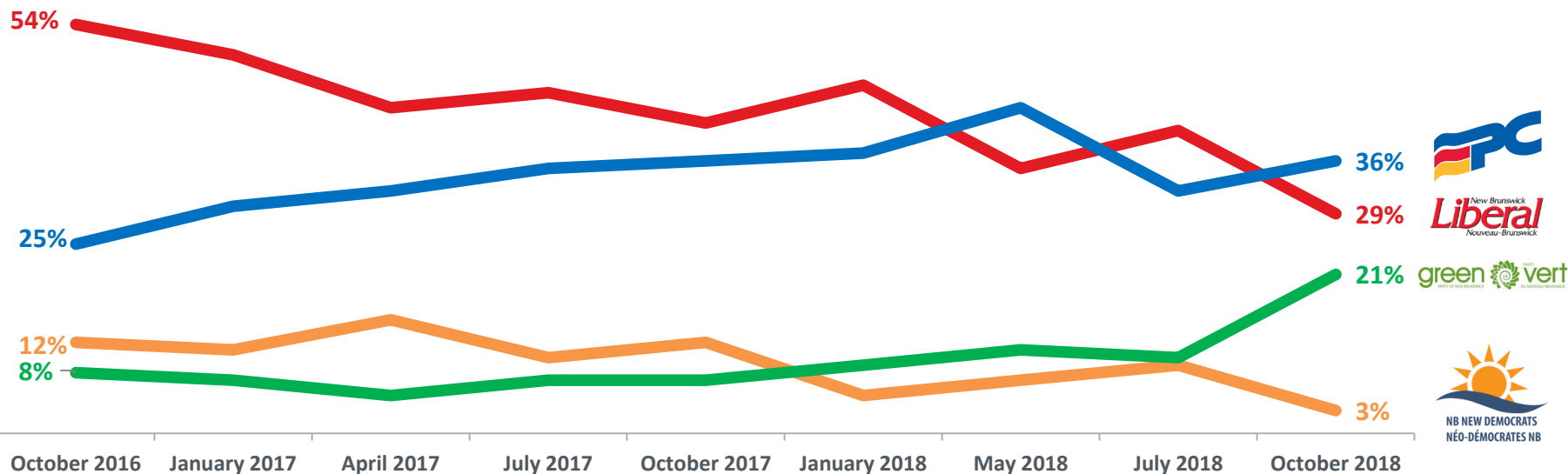
% point change vs. July 2018

PROVINCIAL POLITICS – NB TREND

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

Decided and Leaning Voters

People’s Alliance not shown given historical data unavailable



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

Decided and Leaning Voters

	October 2016	January 2017	April 2017	July 2017	October 2017	January 2018	May 2018	July 2018	October 2018
Liberal	54%	50%	43%	45%	41%	46%	35%	40%	29%
PC	25%	30%	32%	35%	36%	37%	43%	32%	36%
NDP	12%	11%	15%	10%	12%	5%	7%	9%	3%
Green	8%	7%	5%	7%	7%	9%	11%	10%	21%
People’s Alliance	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	11%

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



Mean Rating
4.7

↓ -0.3

Mean rating change vs. July 2018

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



* Don't know / refusals removed (n=497)

“Based on your personal experiences over the past three months, would you say that the general outlook in NB has been getting...”

