

# Winter 2019 Provincial Report New Brunswick



## Introduction

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

## Provincial Politics

According to the latest polling numbers, the PCs extended their lead in New Brunswick while the Green Party lost the gains experienced last quarter. Among decided and leaning voters:

- PC Party support jumped 10 percentage points to 46%.
- Current Liberal support trended up 3 percentage points to 32%.
- Support for the Green Party fell 10 percentage points to 11%.
- Support for the People's Alliance trended down 3 percentage points to 8%.
- NDP support held steady at 3%.

The undecided / no vote group jumped 7 percentage points to 44%.

## Government Performance

The rating for the leadership of Premier Blaine Higgs was 5.8 this quarter (on a 10-point scale).

## Provincial Outlook

The provincial outlook for New Brunswick improved in February. 27% of New Brunswick residents reported their outlook had worsened over the past three months (down from 35% in October), while 51% indicated their outlook had stayed the same (relatively unchanged) and 16% felt things had gotten better (up significantly from 9%).

The Atlantic Matters poll was conducted by telephone from January 30<sup>th</sup> to February 10<sup>th</sup>, 2019 and included 600 randomly selected eligible voters from across the province. The margin of error for the total sample is  $\pm 4.0$  percentage points 19 times out of 20.

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

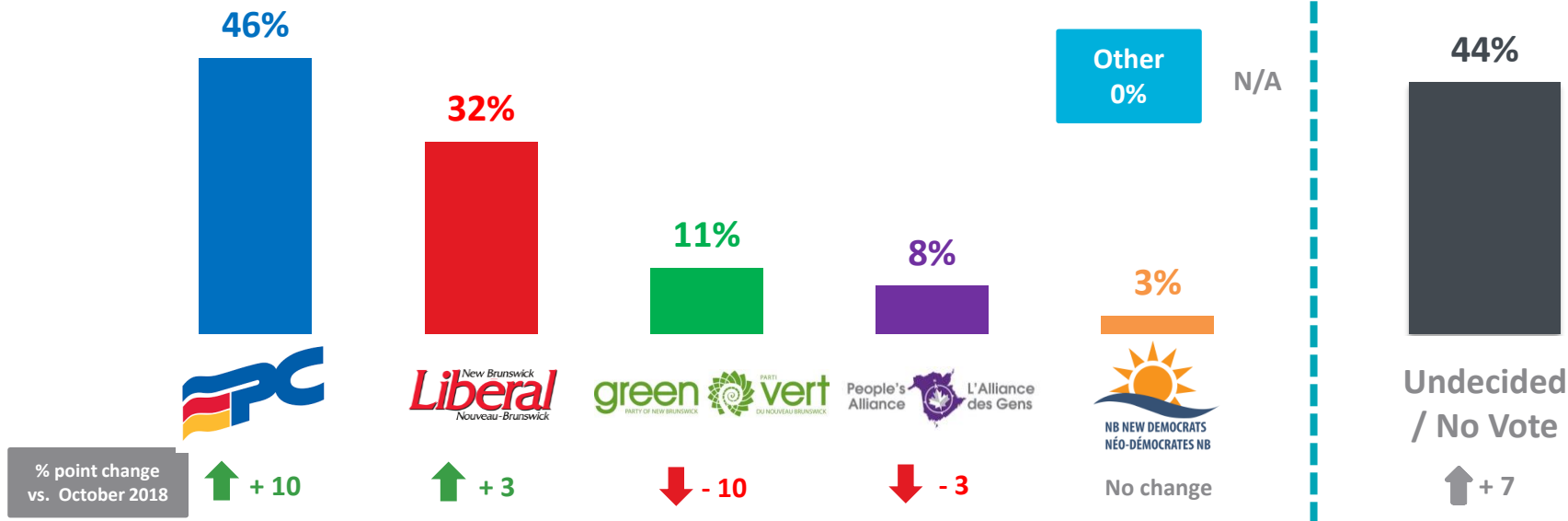
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*“If a provincial election were held today, which party would you most likely vote for?”*

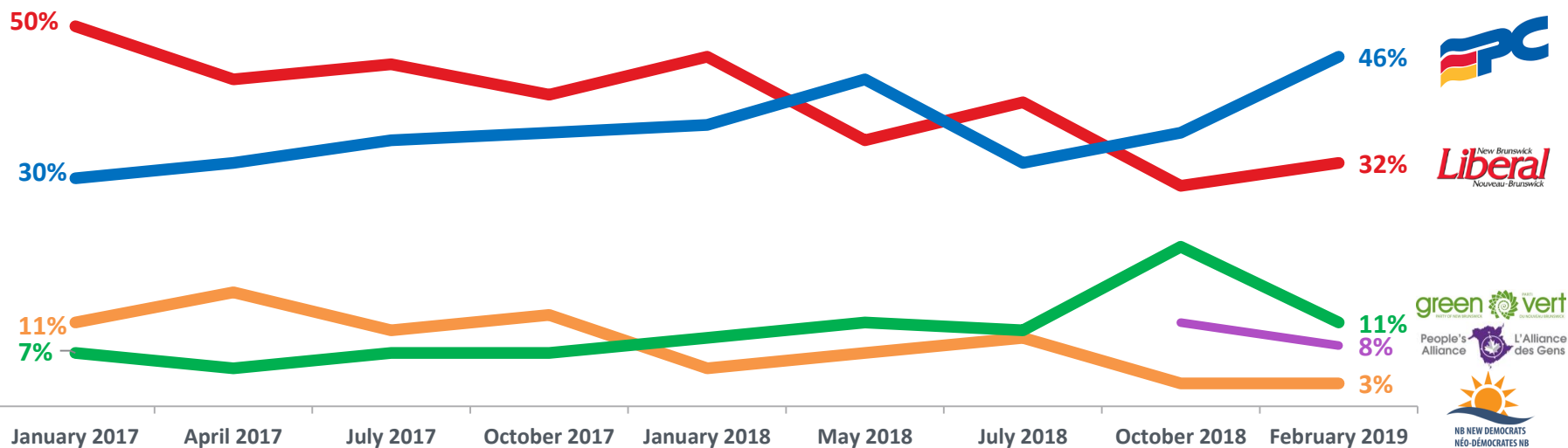
Decided and Leaning Voters



# 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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## Decided and Leaning Voters

	January 2017	April 2017	July 2017	October 2017	January 2018	May 2018	July 2018	October 2018	February 2019
<b>Liberal</b>	50%	43%	45%	41%	46%	35%	40%	29%	32%
<b>PC</b>	30%	32%	35%	36%	37%	43%	32%	36%	46%
<b>NDP</b>	11%	15%	10%	12%	5%	7%	9%	3%	3%
<b>Green</b>	7%	5%	7%	7%	9%	11%	10%	21%	11%
<b>People’s Alliance</b>	N/A	N/A	N/A	N/A	N/A	N/A	N/A	11%	8%

*“How would you rate the overall leadership of Premier Blaine Higgs?”*



Mean Rating  
5.8

N/A

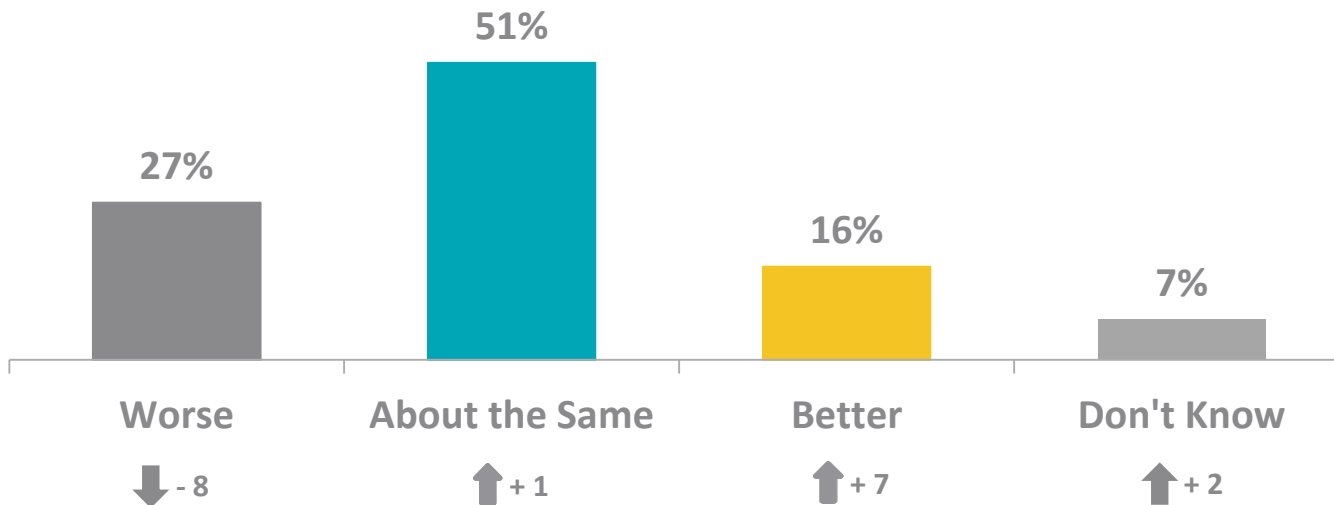
Mean rating change vs. October 2018

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



\* Don't know / refusals removed (n=485)

*“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. October 2018