

# Spring 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 Spring edition of our quarterly political poll: Atlantic Matters.

## Provincial Politics

According to the latest polling numbers, the PCs maintained a sizeable lead while the Greens gained support in New Brunswick this quarter. Among decided and leaning voters:

- PC Party support decreased by 6 percentage points to 40%.
- Liberal support held relatively steady at 30%.
- Support for the Green Party increased by 9 percentage points to 20%.
- Support for the People's Alliance trended down 3 percentage points to 5%.
- NDP support held steady at 3%.

The undecided / no vote group decreased 6 percentage points to 38%.

## Government Performance

The mean rating for the leadership of Premier Blaine Higgs held relatively steady at 5.6 this quarter (on a 10-point scale).

## Leader Preference

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

- Premier Blaine Higgs was the top choice of 38% of voters.
- Liberal leader Kevin Vickers has the support of 26%.
- 23% indicated Green leader David Coon was their preferred choice for Premier.
- People's Alliance leader Kris Austin was the top choice among 8% of voters.
- Mackenzie Thomason, interim leader of the NDP, has the support of 5% of voters.

## Provincial Outlook

The provincial outlook for New Brunswick worsened in May. 39% of residents reported their outlook worsened over the past three months (up from 27% in February), while 48% indicated their outlook stayed the same (relatively unchanged) and 9% felt things had improved (down from 16%).

The Atlantic Matters poll was conducted by telephone from April 23<sup>rd</sup> to May 6<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.

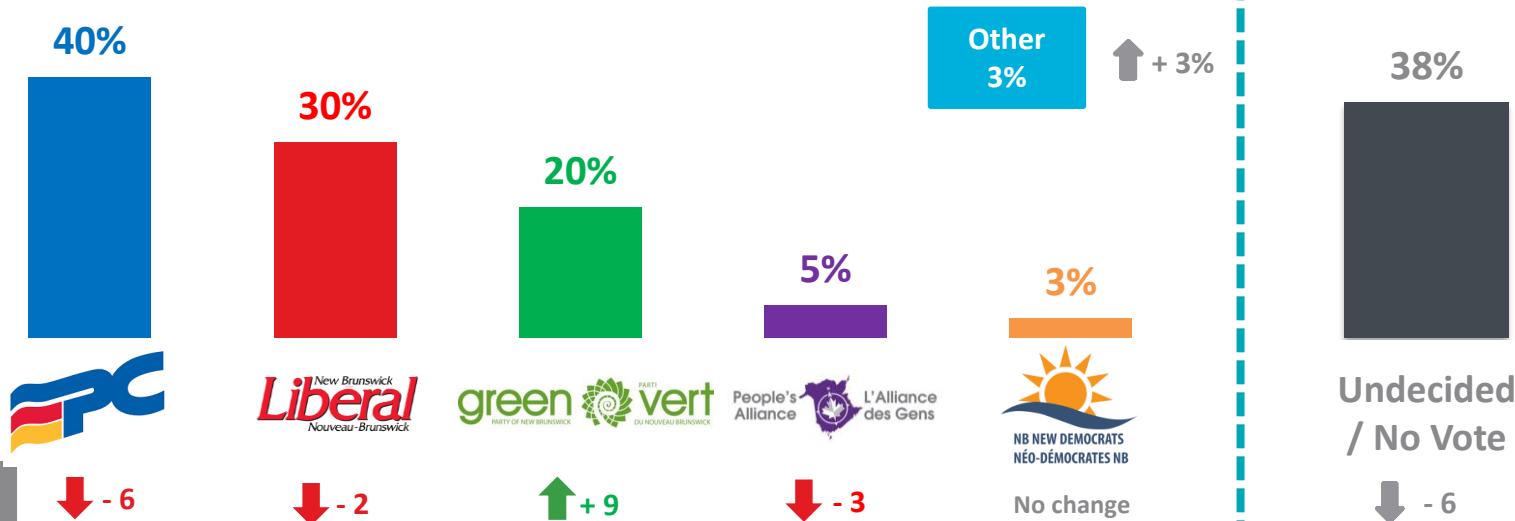
For more information on Atlantic Matters or MQO Research, contact:

Stephen Moore – Vice-President

[smoore@mqoresearch.com](mailto:smoore@mqoresearch.com) / Cell: 902-210-5379

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

Decided and Leaning Voters

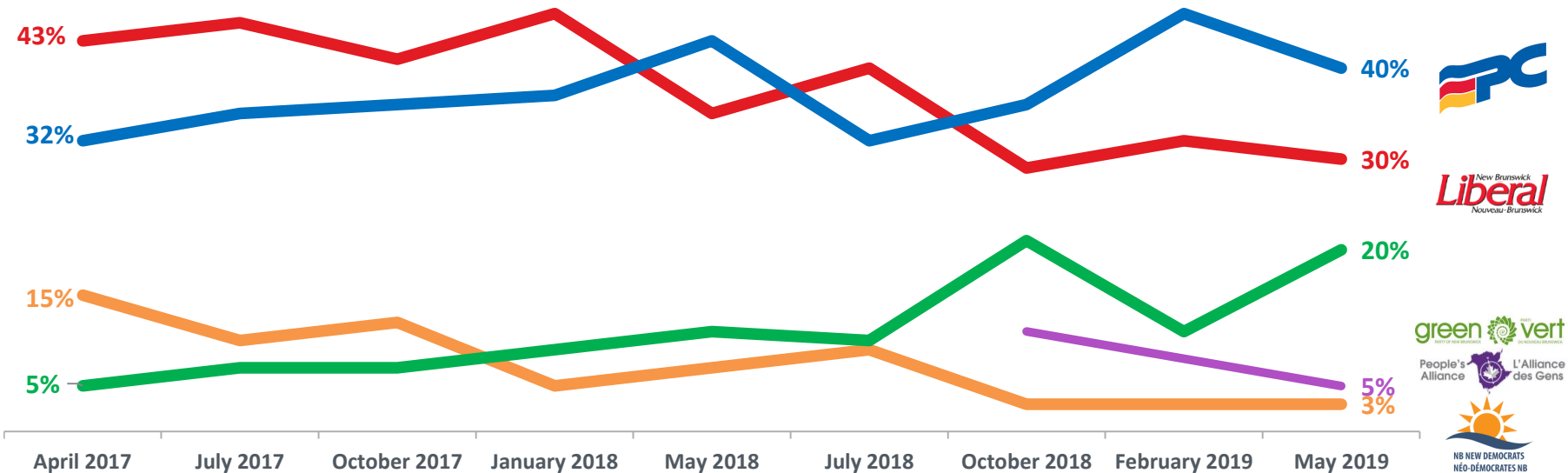


% point change vs. February 2019

# PROVINCIAL POLITICS – NB TREND

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

Decided and Leaning Voters



May 2019 (n=379): Margin of error is ± 5.0 percentage points at 95% CI

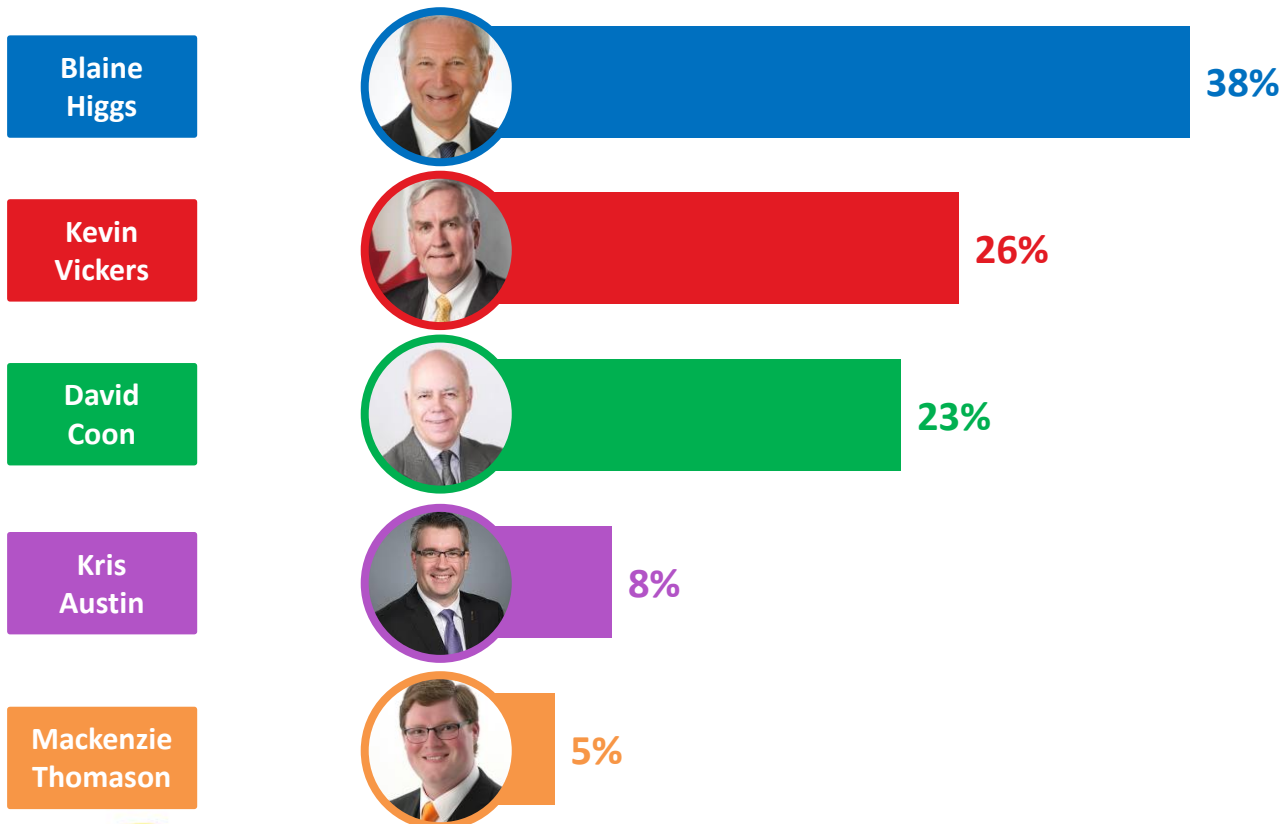
*“If a provincial election were held today, which party would you most likely vote for?”*

Decided and Leaning Voters

	April 2017	July 2017	October 2017	January 2018	May 2018	July 2018	October 2018	February 2019	May 2019
<b>Liberal</b>	43%	45%	41%	46%	35%	40%	29%	32%	30%
<b>PC</b>	32%	35%	36%	37%	43%	32%	36%	46%	40%
<b>NDP</b>	15%	10%	12%	5%	7%	9%	3%	3%	3%
<b>Green</b>	5%	7%	7%	9%	11%	10%	21%	11%	20%
<b>People’s Alliance</b>	N/A	N/A	N/A	N/A	N/A	N/A	11%	8%	5%

# LEADER PREFERENCE - NB

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



May 2019 (n=409): Margin of error is  $\pm 4.9$  percentage points at 95% CI

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



Mean Rating  
5.6

↓ - 0.2

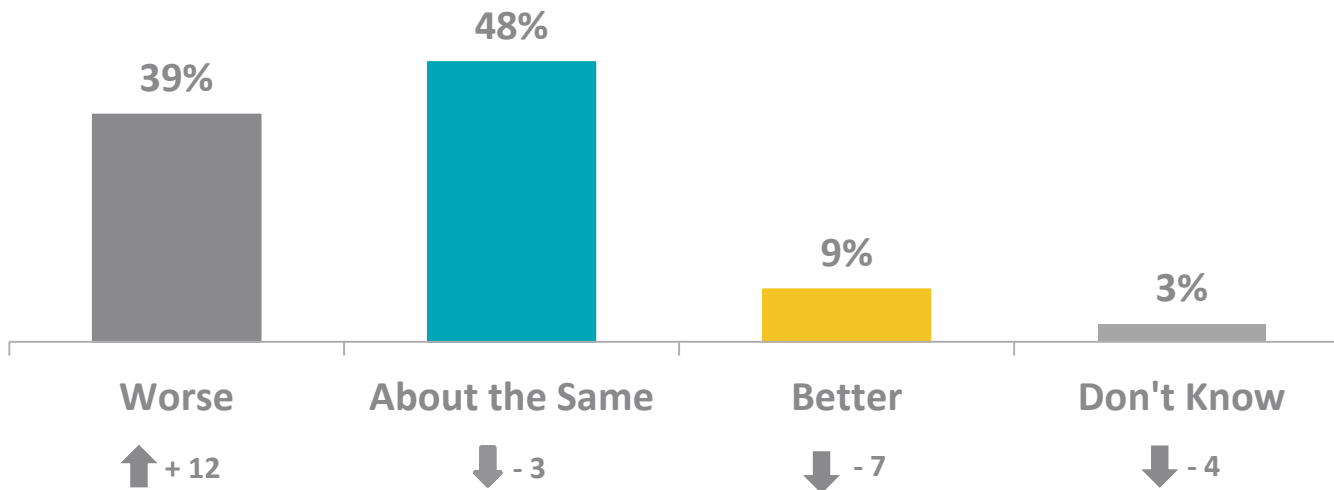
Mean rating change vs. February 2019

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



\* Don't know / refusals removed (n=531)

*“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. February 2019