



**New Brunswick
April 2016 Report**

Introduction

As the Liberal Government of New Brunswick moves past its second budget earlier this year, MQO Research releases its first Atlantic Matters poll. It's an opportunity to compare current support for the New Brunswick Liberal party to the outcome of the 2014 election, and from there to take a look at how New Brunswick residents are feeling about their government's performance at this point in their term.

Provincial Politics

According to MQO Research's recent Atlantic Matters poll of New Brunswick households, Liberal party support is quite strong across the province.

- Decided and leaning voter support for the Liberal party currently stands at 51%, compared to their final vote share of 42.7% in the last provincial election (September 2014).
- In these newly released numbers, PC support sits at 28%. This is a significant drop from their popular vote result of 34.6% in the 2014 election. By comparison, NDP support is relatively consistent, dropping only slightly to 11% compared to 13% in fall 2014.

The Atlantic Matters poll was conducted by telephone from April 8 to April 16 2016 and included 601 randomly selected eligible voters from across the province. The margin of error for the survey is $\pm 4.0\%$ 19 times out of 20.

Note: For the rating scale questions, results reflect only those who provided a rating between 1 and 10 (don't know and refused removed).

Government Performance

When asked to rate the provincial government's overall performance (on a scale of 1-10; higher number, more positive rating) since being elected in 2014, results were less than stellar, with 60% providing a rating of 5 or less, while 40% provided a rating of 6 or higher (only 8% provided a rating of 8 or higher).

The public's assessment of Premier Brian Gallant's overall leadership received similar ratings, with 59% offering a rating of 5 or less, 29% providing a rating of either 6 or 7 and 11% rating the Premier's performance an 8+.

The specific areas where voters were most critical included government's performance in "creating jobs", where 73% provided a rating between 1 and 5, and "managing the economy", where 72% provided a similar 1 to 5 rating. Despite these somewhat critical perceptions from the public, 41% of the voting public gave the current government a rating of 6 or higher in terms of "demonstrating leadership".

Provincial Outlook

In terms of looking forward, eligible voters were asked for their opinions on the general outlook for the province. Results indicate that 45% of households across the province feel that over the past three months the general outlook has remained "about the same", while a substantial 41% feel the outlook has gotten "worse" or "a lot worse". When asked how confident they are that the economy will improve this year, only 30% gave a rating of 6 or higher on a scale of 1 to 10, suggesting that most feel the province's general outlook for this year will remain challenging.

Personal Wellbeing

Respondents were next asked how the current economy may affect them personally over the coming year. Using the same 1 to 10 scale, 73% indicated that the likelihood of them making a major purchase this year is quite low (5 or less on a scale of 1-10).

Conversely, when asked how concerned people are about the cost of living this year, 52% rated their level of concern as being quite high (8 or higher on a scale of 1-10).

After considering a series of related questions, respondents were asked: “With all of this in mind, how would you rate your general stress level this year”? In response to this question, 27% provided a rating of 8 or higher, while an additional 25% gave a rating of either 6 or 7.

Federal Politics

Liberal support at the Federal level remains quite strong in New Brunswick on the heels of last fall’s election. Today, 61% of decided and leaning voters indicate they would vote Liberal if an election were held today. This is a notable increase from New Brunswick’s actual result in the fall 2015 Federal election, when 51.6% of the popular vote was placed behind the Liberal party.

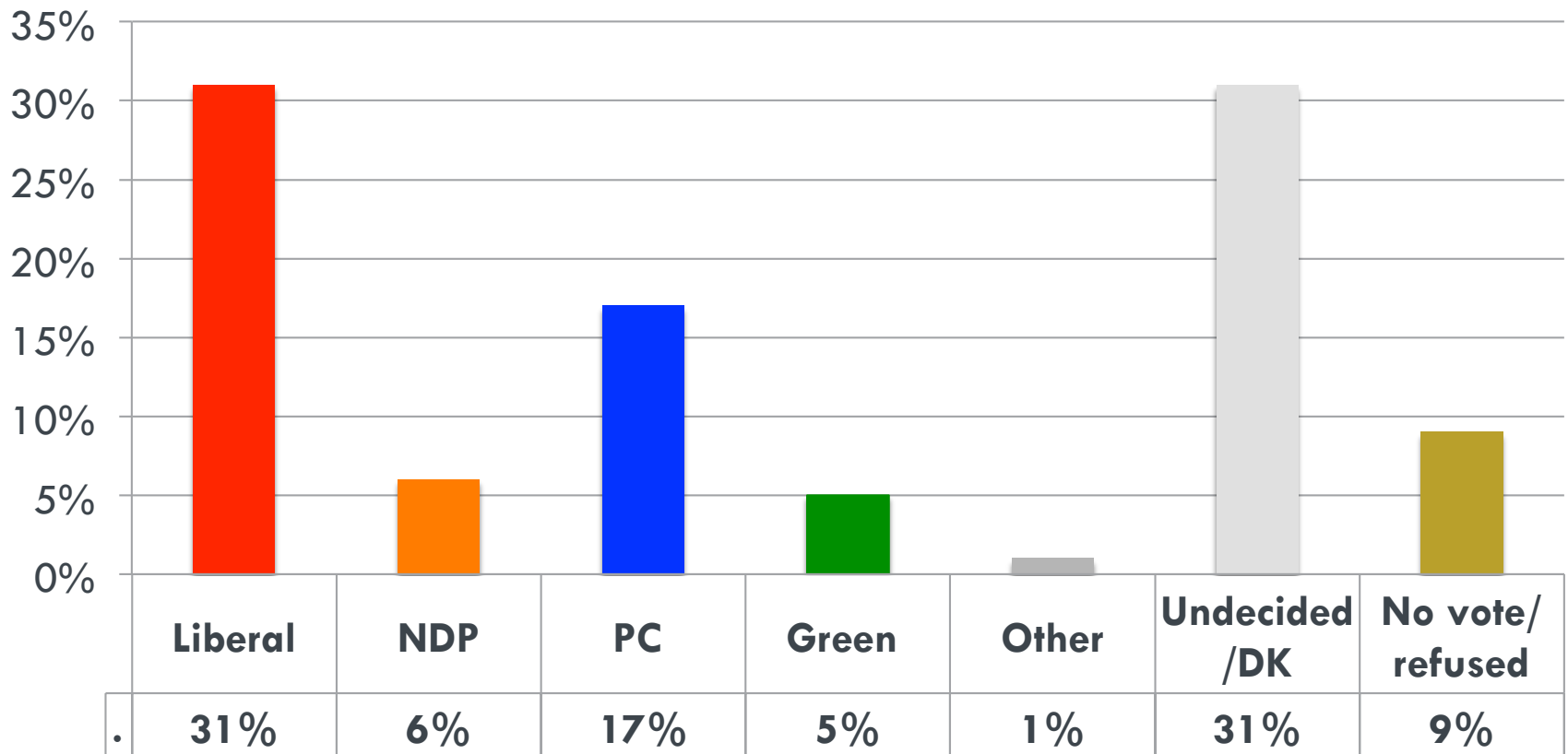
Since the last election, Federal Conservative support has remained relatively consistent, dropping only slightly to 23% compared to 25.3% in fall 2015. NDP support has taken a more significant dip in the same period, falling from 18.3% in 2015 to 12% today.

Perceptions of the federal government’s performance over the past three months were quite varied, with 33% providing a low rating of 5 or less, while 34% felt a 6 or 7 was appropriate, and 32% rated the federal governments performance quite high (a rating of 8 or higher).

Interestingly, when asked how people rated the federal government’s working relationship with New Brunswick over the past three months, people were less enamored with their performance, as 54% rated the relationship a 5 or less, and only 17% rated it an 8 or higher.

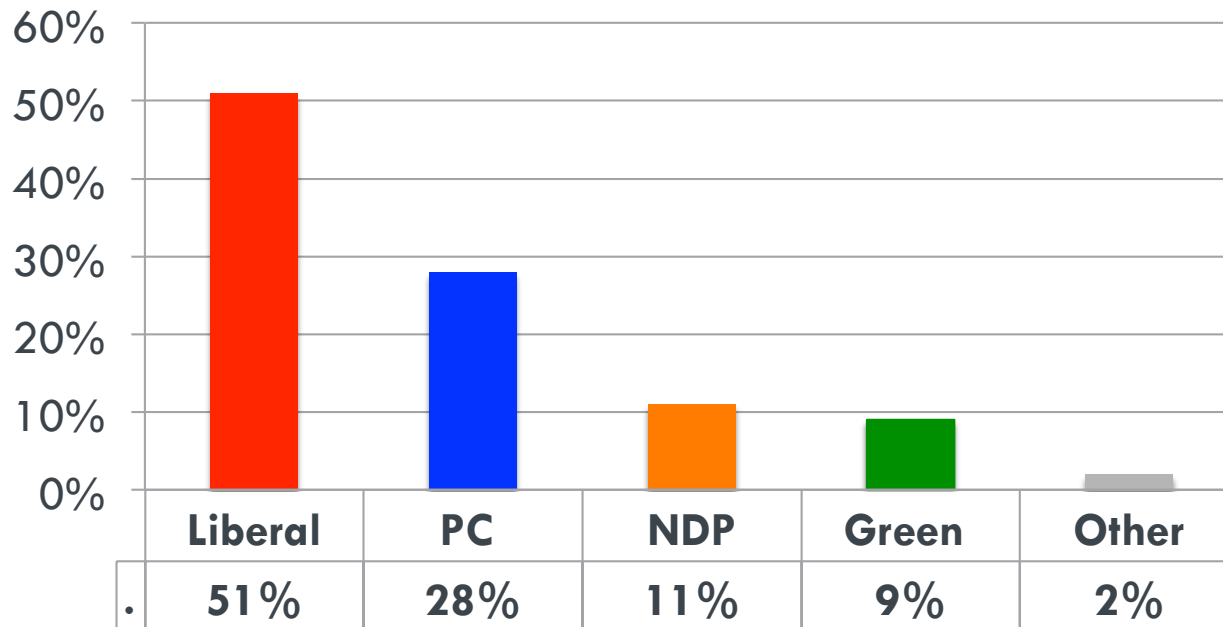
“If a provincial election were held today, which party would you most likely vote for?”

(Party numbers include decided and leaning)



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

(Decided and leaning voters only; don't know/refused/would not vote have been removed)



2014 Provincial election results

42.5%	34.5%	12.9%	6.6%	3.0%
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N= 362

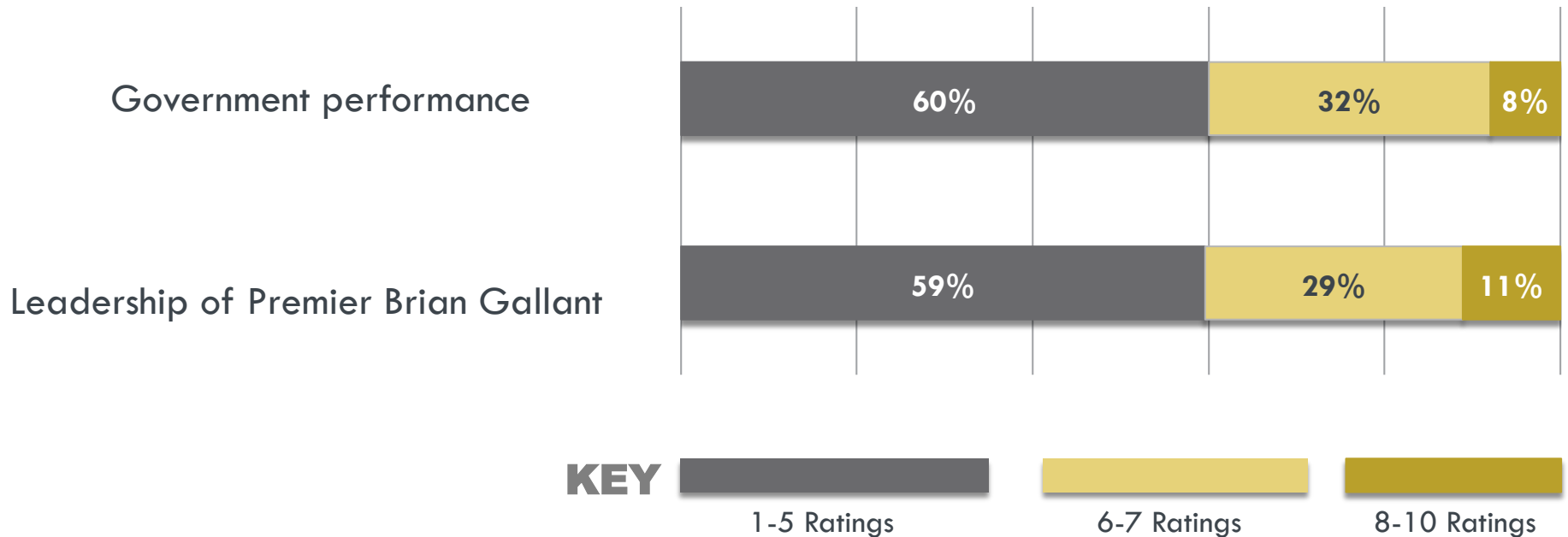
Margin of error for a sample size of 362 is ± 5.14 at 95% CI

“How would you rate the overall performance of your provincial government since they have been elected?”

(Don't know and refused removed)

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

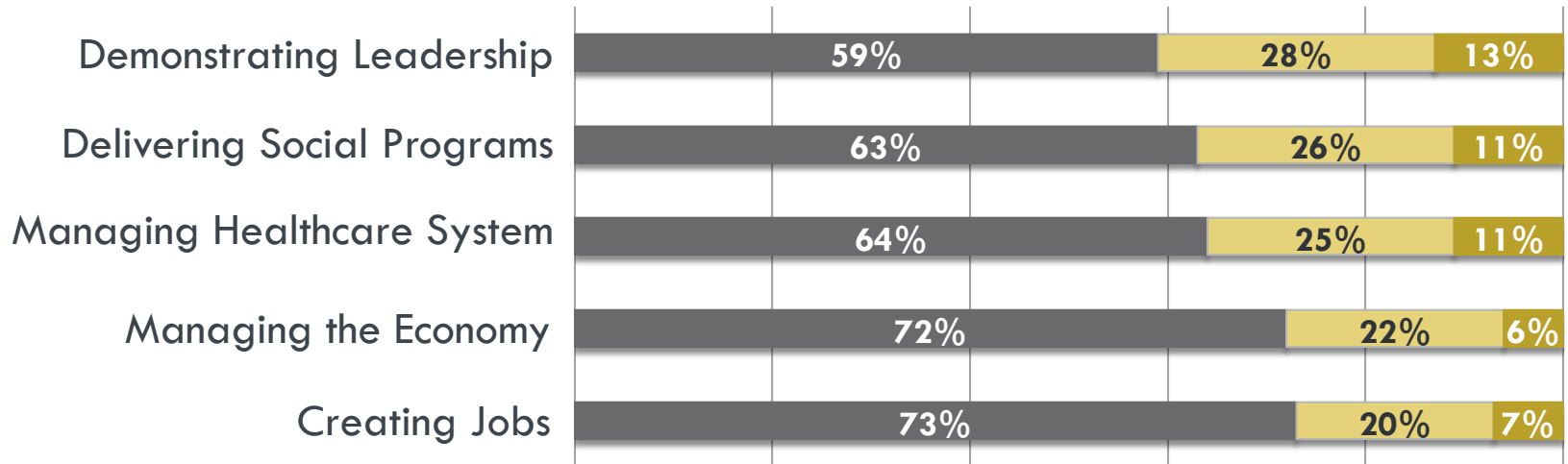
(Don't know and refused removed)



Note: Respondents provided a rating from 1 to 10, where 1= low/weak performance and 10=high/strong performance.

“In the past three months, how would you rate your provincial government’s performance in each of the following areas?”

(Don’t know and refused removed)



KEY



1-5 Ratings



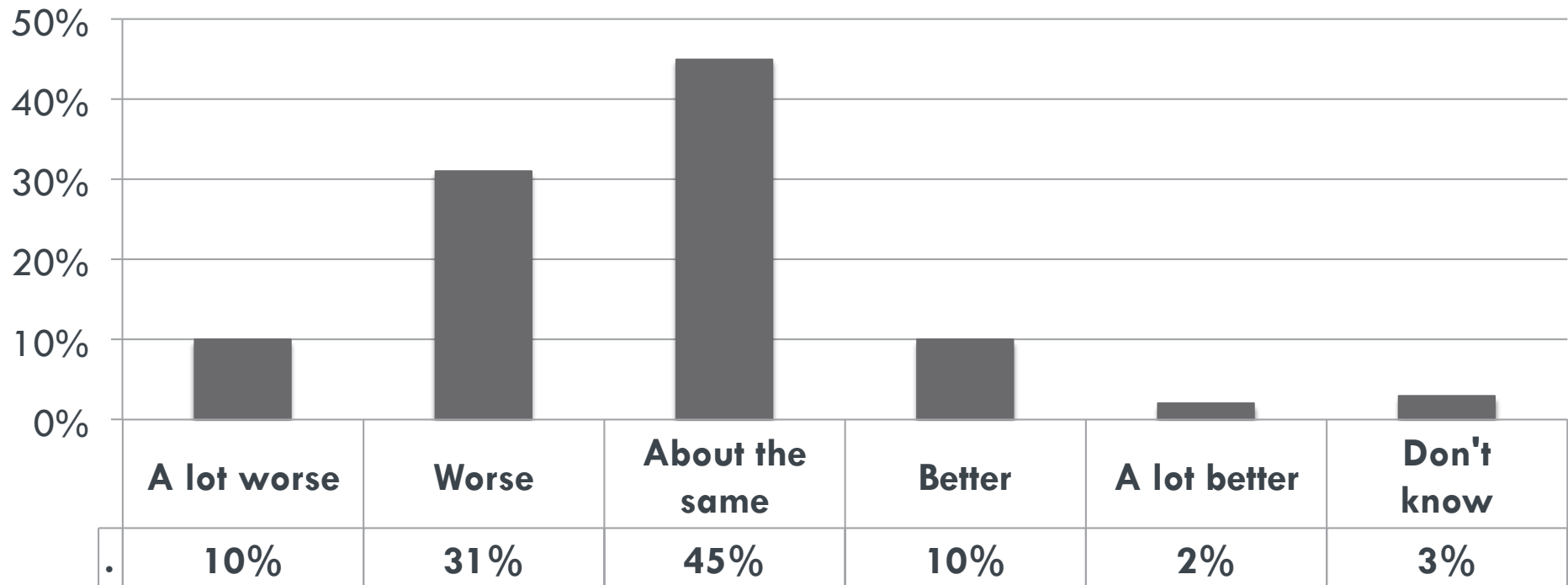
6-7 Ratings



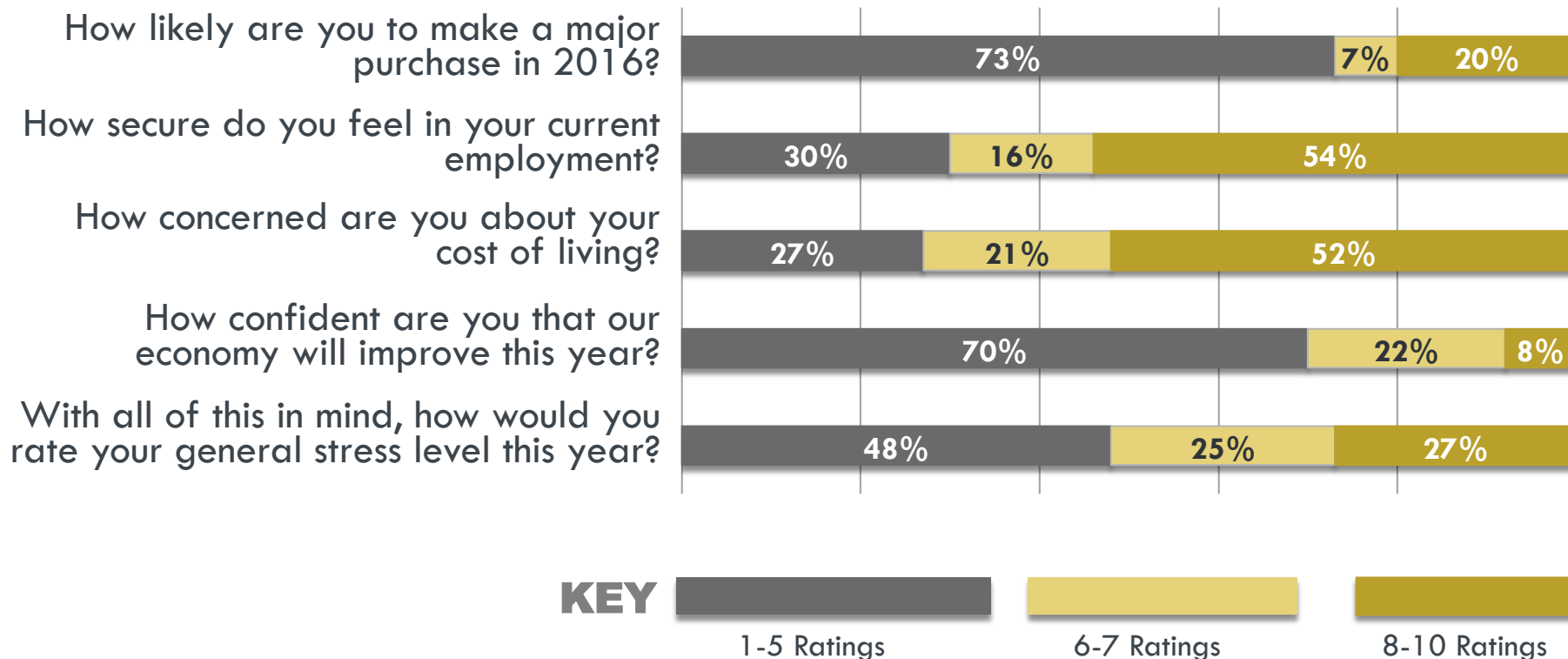
8-10 Ratings

Note: Respondents provided a rating from 1 to 10, where 1= low/weak performance and 10=high/strong performance.

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



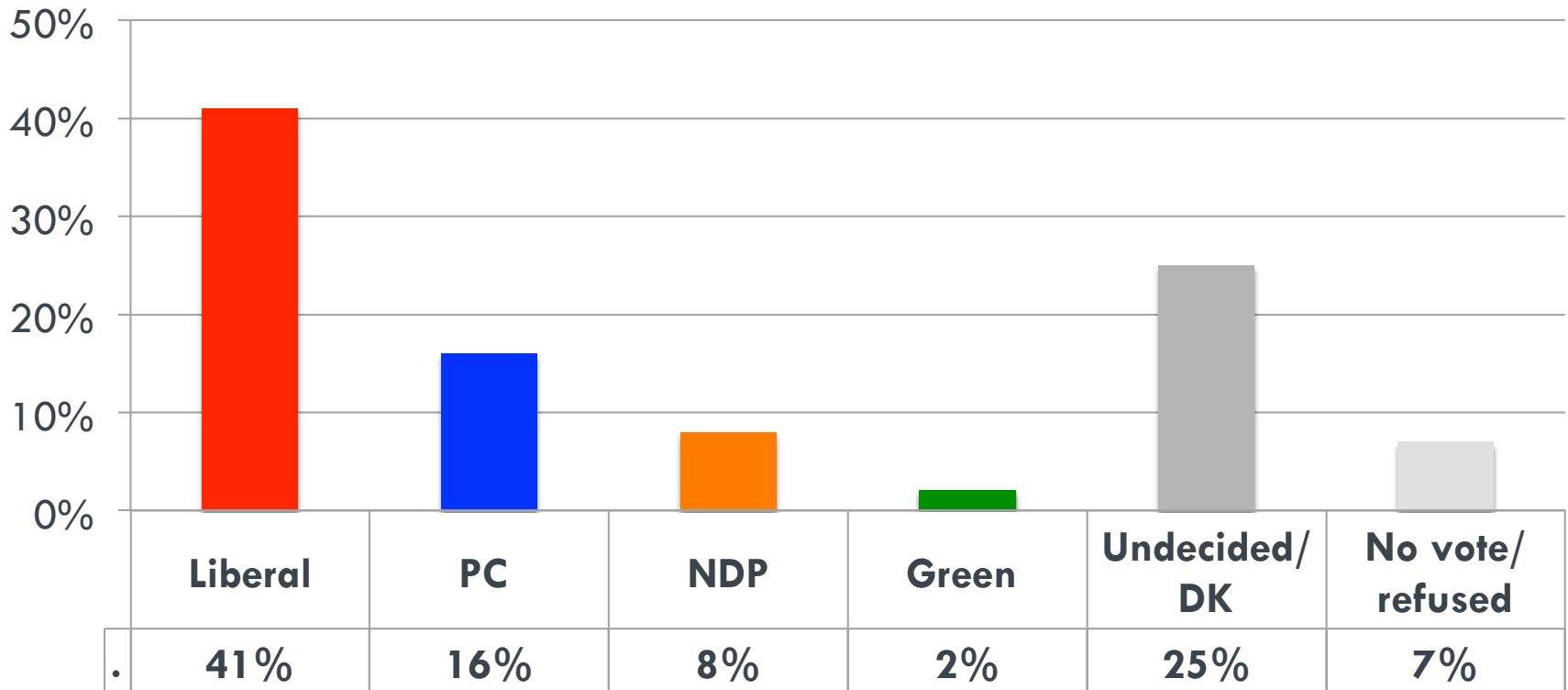
“We’d like to know how the current economy may affect you this year....”
(Don’t know and refused removed)



Note: Respondents provided a rating from 1 to 10, where higher numbers indicate greater likelihood of purchasing/higher levels of security/higher levels of concern/higher levels of confidence/greater stress level.

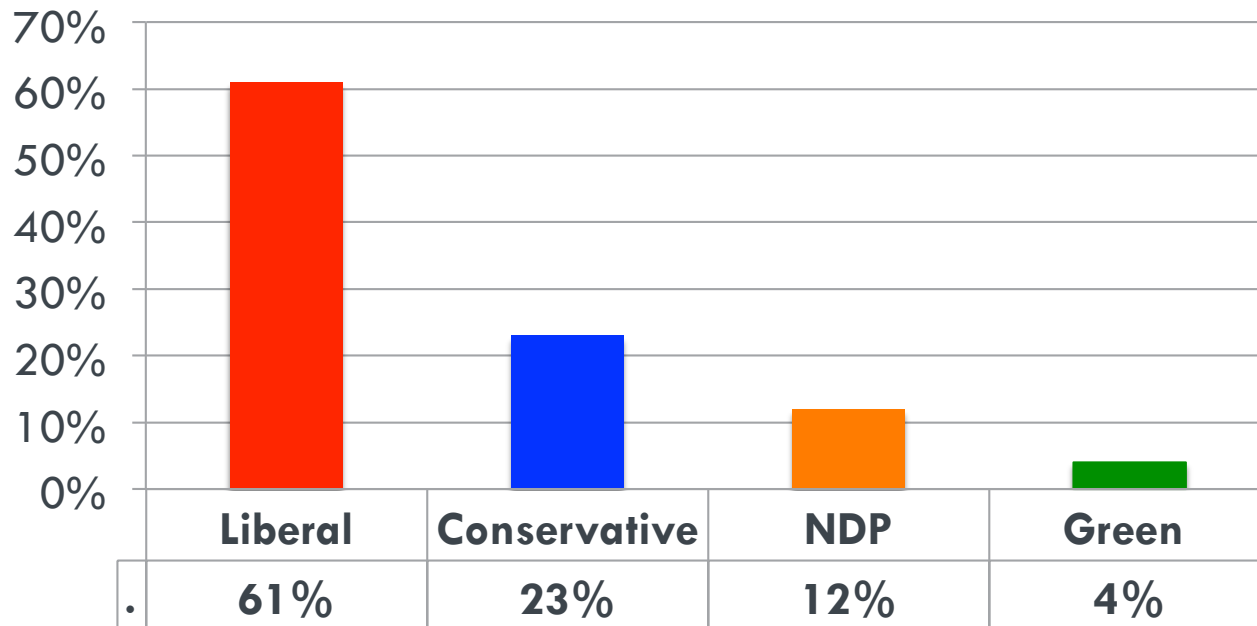
“If a federal election were held today, which party would you most likely vote for?”

(Party numbers include decided and leaning)



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

(Decided and leaning voters only; don't know/refused/would not vote have been removed)



2015 Federal election results

51.6%	25.3%	18.3%	4.6%
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N= 410

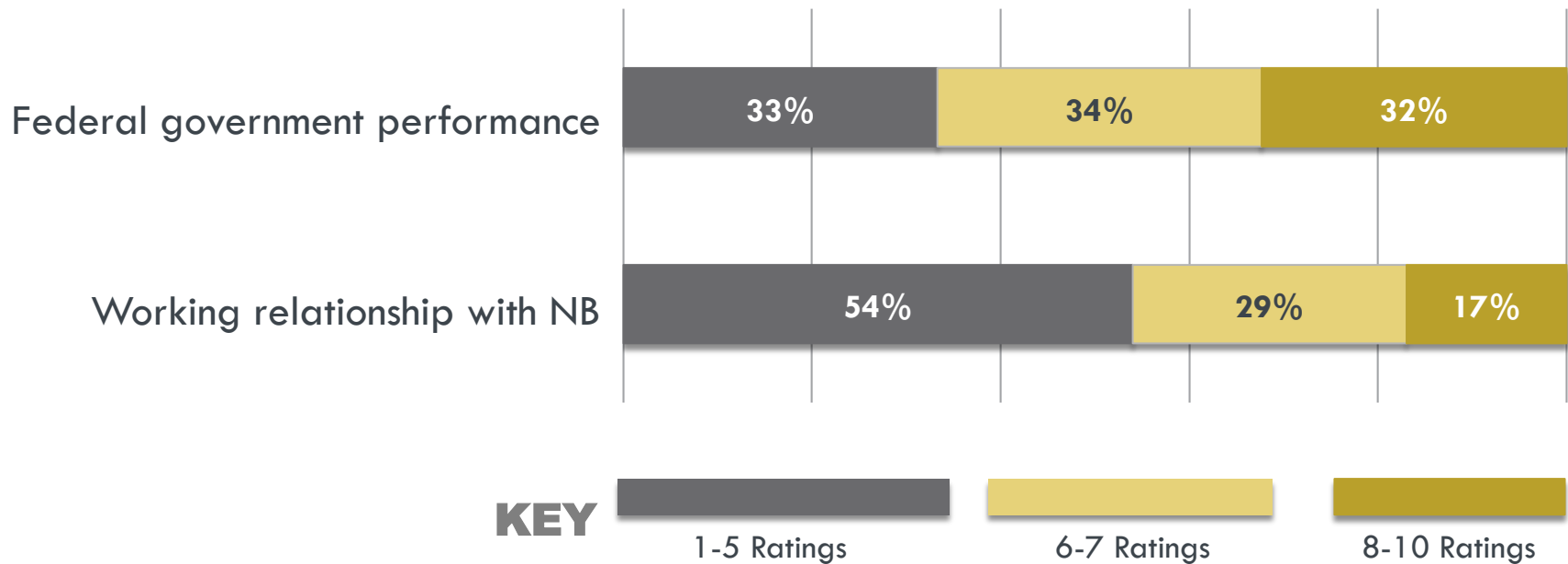
Margin of error for a sample size of 410 is ± 4.83 at 95% CI

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

(Don't know and refused removed)

“And thinking about the past three months, how would you rate the federal government’s working relationship with NB?”

(Don't know and refused removed)



Note: Respondents provided a rating from 1 to 10, where 1= low/weak performance and 10=high/strong performance.

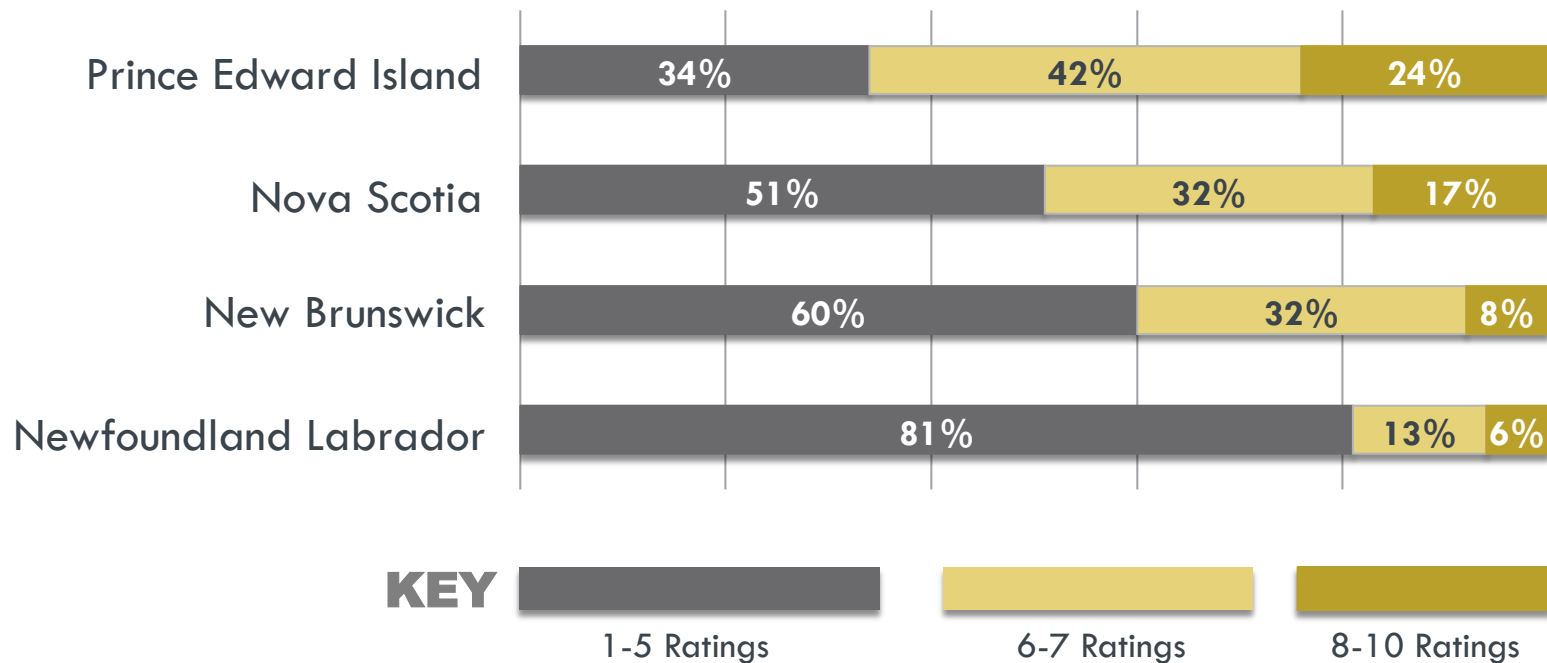


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A pan-Atlantic view of opinions from Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland Labrador

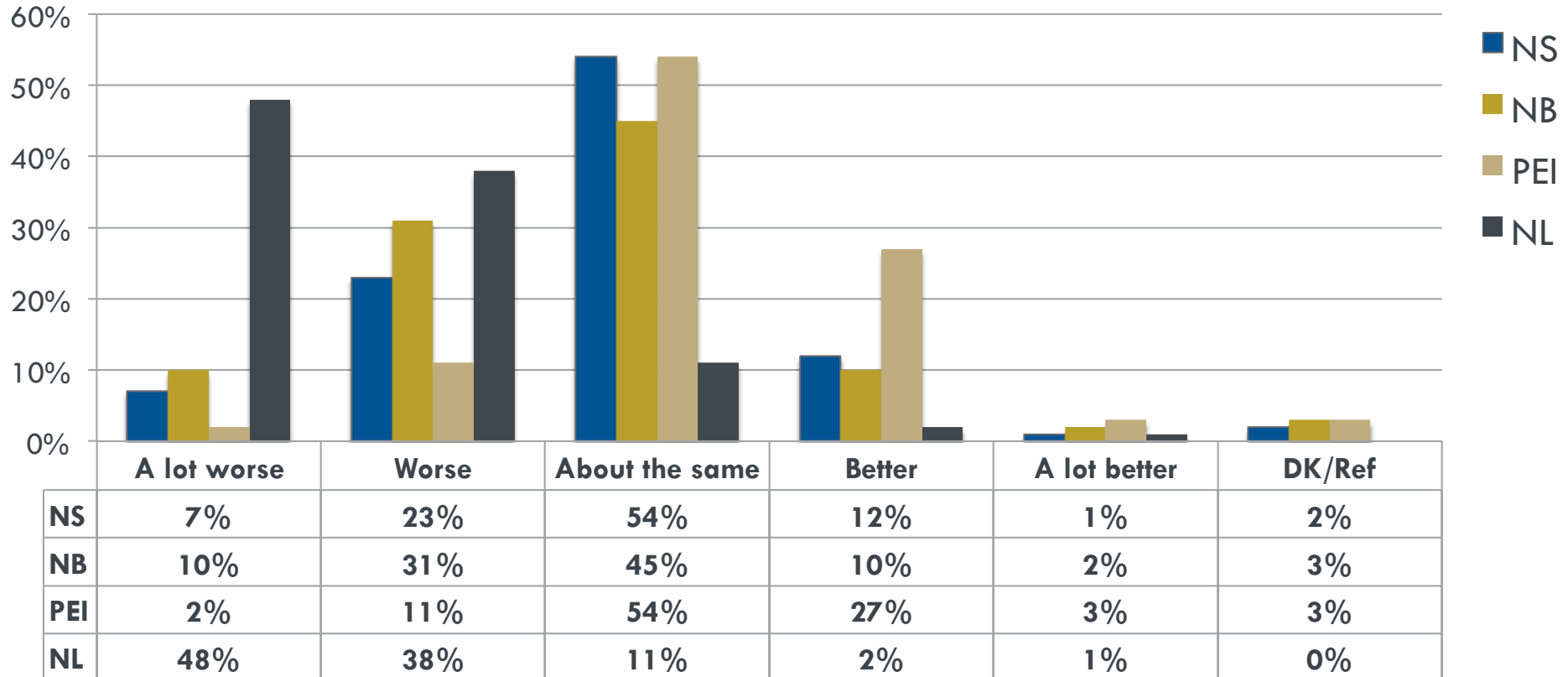
“How would you rate the overall performance of your provincial government since they have been elected?”

(Don't know and refused removed)



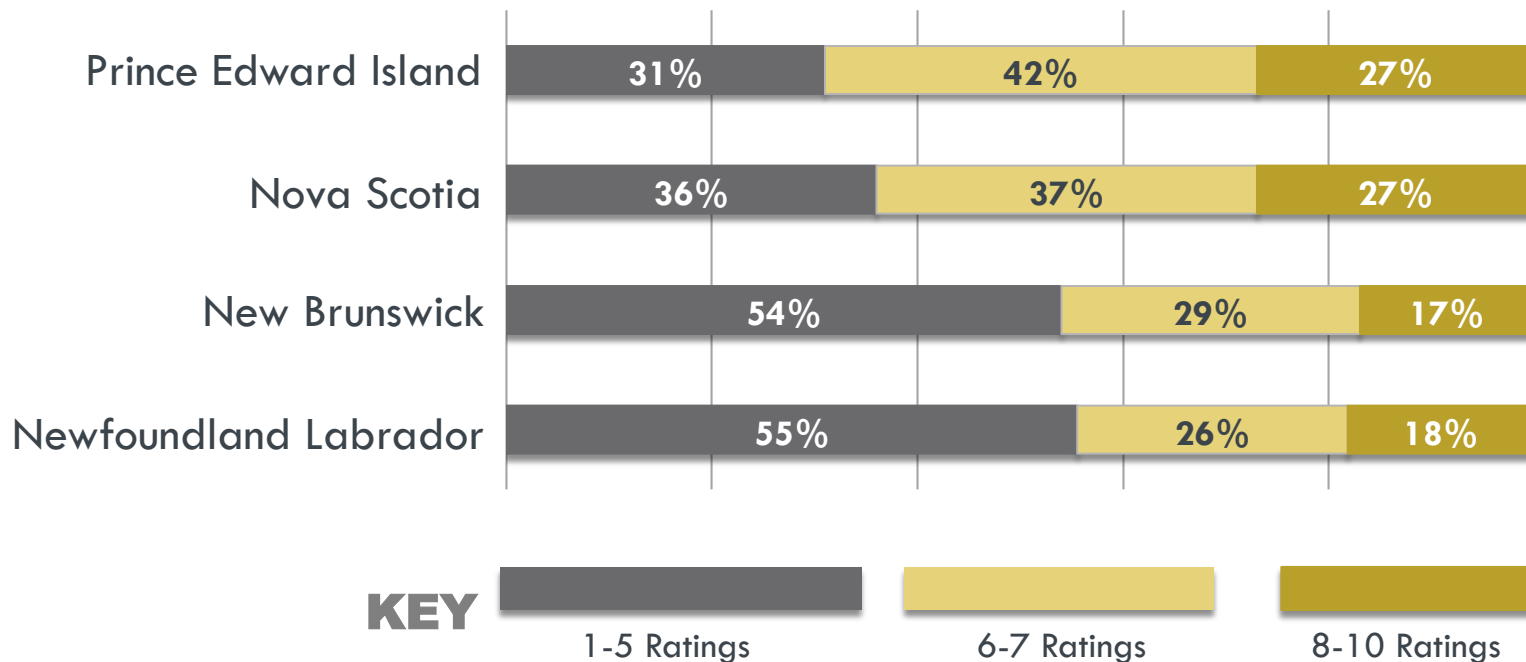
Note: Respondents provided a rating from 1 to 10, where 1= low/weak performance and 10=high/strong performance.

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



“And thinking about the past three months, how would you rate the federal government’s working relationship with [Province]?”

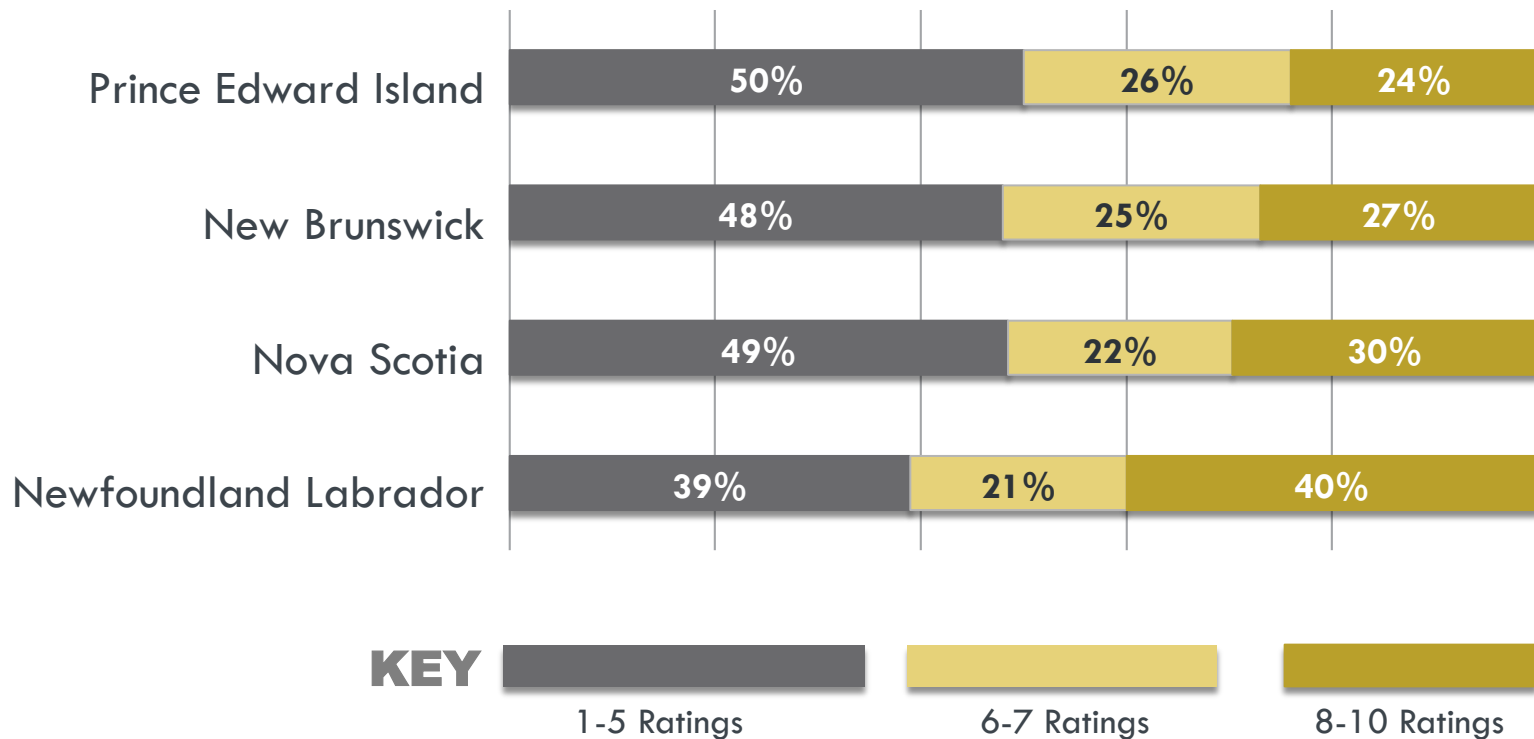
(Don’t know and refused removed)



Note: Respondents provided a rating from 1 to 10, where 1= low/weak performance and 10=high/strong performance.

“With all of this in mind*, how would you rate your general stress level this year?”

*Major purchases, job security, cost of living, confidence in the economy
(Don't know and refused removed)



Note: Respondents provided a rating from 1 to 10, where higher numbers indicate greater stress level.



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