



**New Brunswick
July 2016 Report**

Introduction

As we close in on the mid-point of our Atlantic Canadian summer, MQO Research spoke with residents of New Brunswick to gauge the political temperature in the province for the second edition of our quarterly political poll: Atlantic Matters.

As we move through successive editions of the Atlantic Matters report, we'll begin layering a tracking component onto the story, shedding light on the evolving political opinions and attitudes of New Brunswick residents.

Provincial Politics

According to the latest polling numbers, the story for the Liberal government in New Brunswick this summer is "strong and steady".

- Current Liberal support in the province sits at 50% of decided voters - comparable to the 51% share reported in our April poll, and remaining significantly above the 2014 election result of 42.5% (of the popular vote).
- Similarly PC party support remains consistent with April results at 28% of the decided vote, while NDP support sits at 10%.
- Green party support remains just below double digits at 8% in July.
- Finally, the undecided/don't know group, which was reported at 31% in April remained consistent at 30% in the latest poll.

Government Performance

Similar to the consistency in voter support for the Liberal Government in New Brunswick, the public's assessment of Premier Brian Gallant's overall leadership remains unchanged from April, with a mean rating of 4.8 (on a scale of 1-10 where 1 means very weak and 10 means very strong.)

Provincial Outlook

When we asked New Brunswick residents how they felt about the general outlook for the province today (based on their personal experiences over the past three months), 5% of residents have moved from a negative perception to a neutral or positive position, indicating a slightly upward trend.

Personal Wellbeing

Despite the positive support indicated for the Liberal Government and the nudging forward of feelings about the provincial outlook, many residents are still concerned about their personal situations. There remains a notable concern for job security (31% rated their sense of security at 5 or less on a scale of 1-10) while 48% rated their concern about the cost of living quite high at 8-10 on a scale of 1-10.

Finally, when asked about their general stress level this year, over one quarter of New Brunswick residents continue to rate it at an 8 or higher on a scale of 1-10 (28%).

The Atlantic Matters poll was conducted by telephone from July 5 to July 19, 2016 and included 600 randomly selected eligible voters from across the province. The margin of error for the survey is ± 4.0 percentage points, 19 times out of 20.

**For more information on Atlantic Matters or MQO Research, contact:
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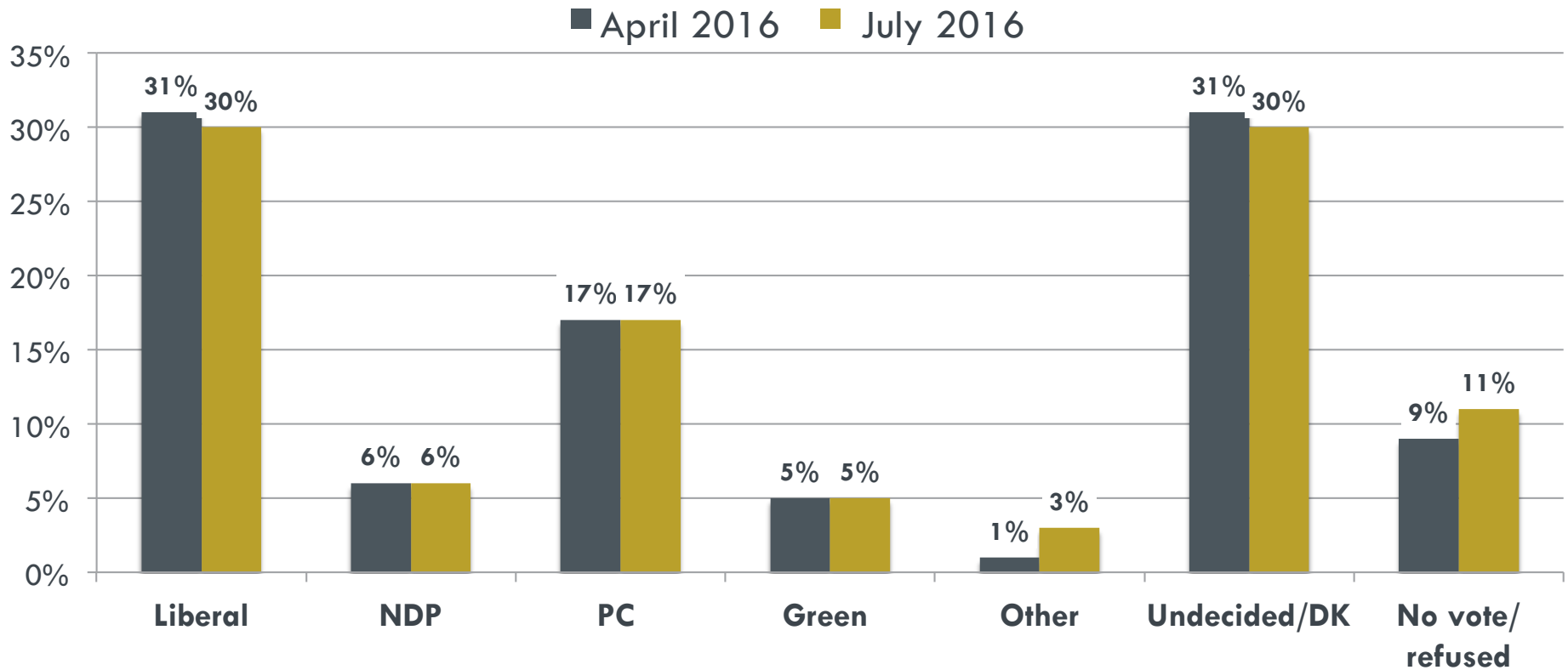
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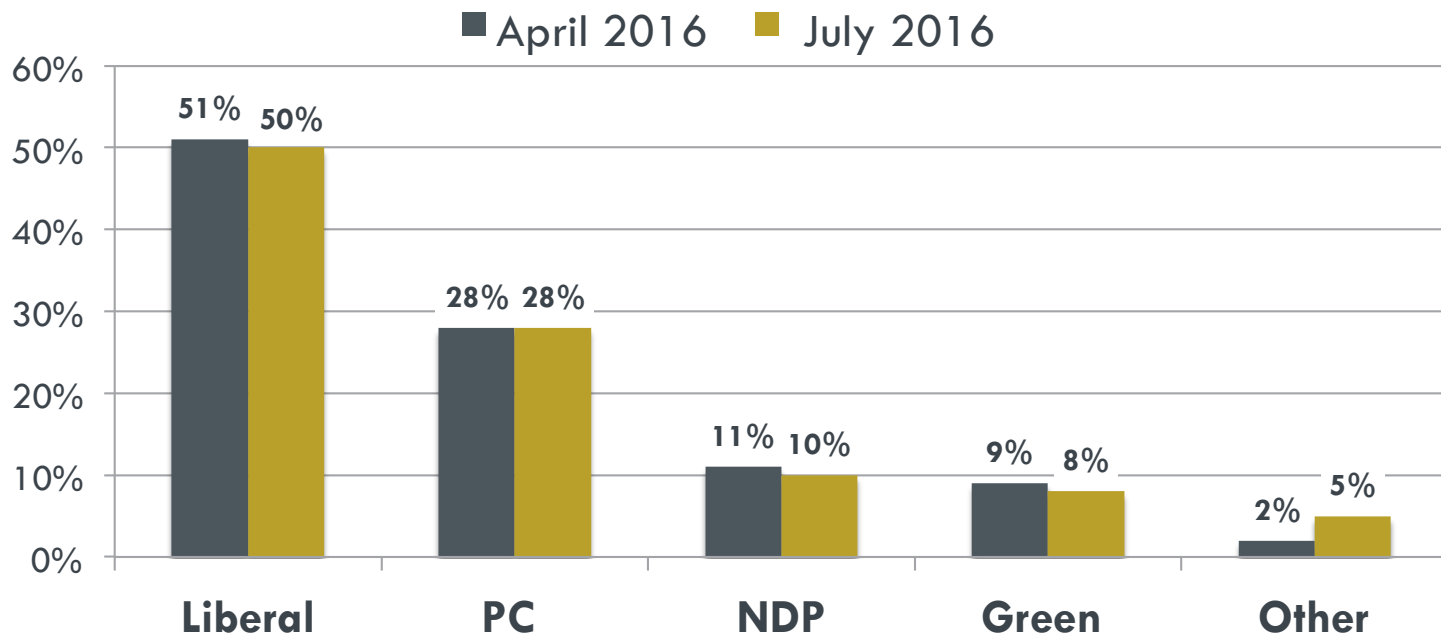
“If a provincial election were held today, which party would you most likely vote for?”

(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)

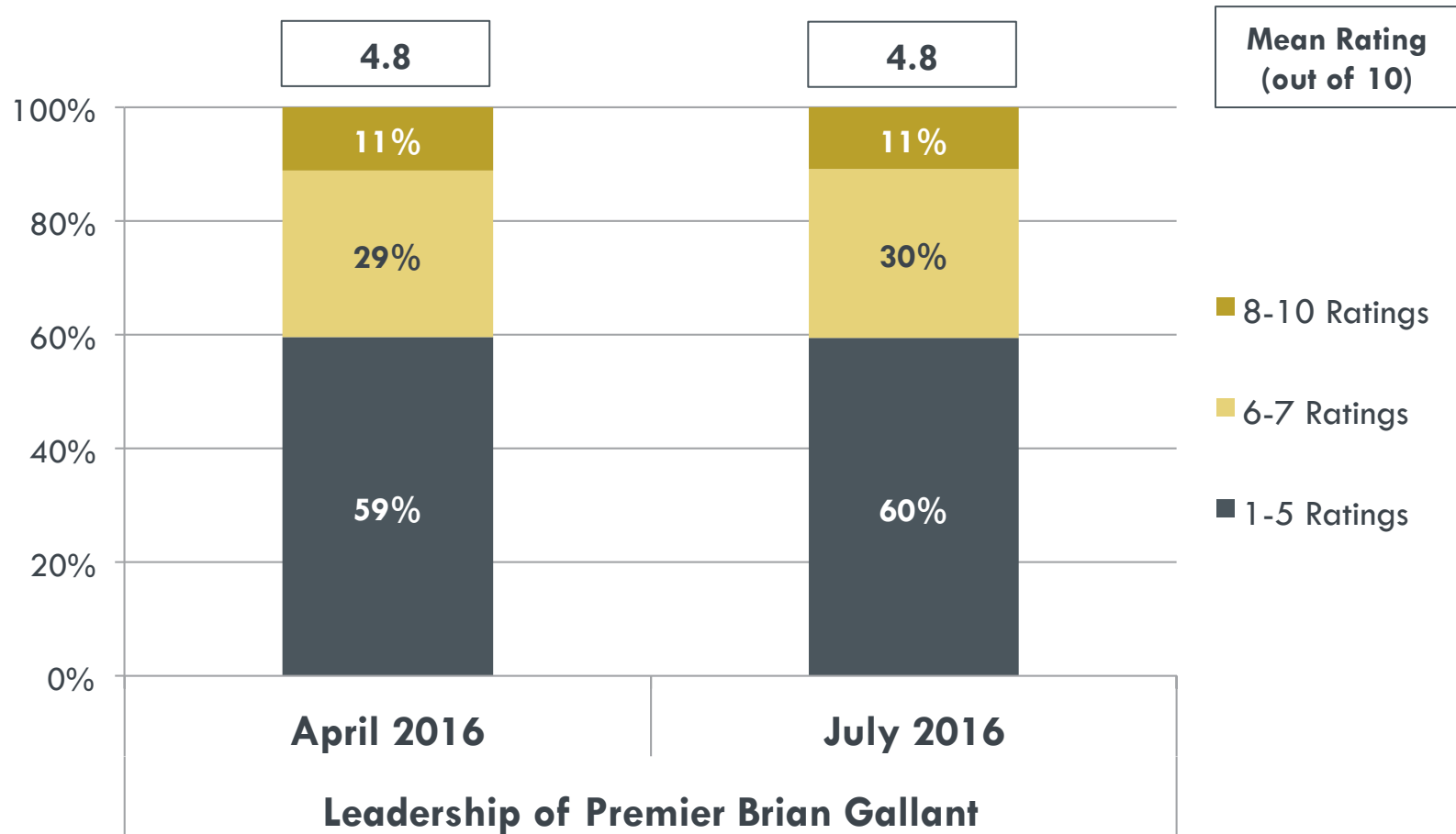


2014 Provincial election results

42.5%	34.5%	12.9%	6.6%	3.0%
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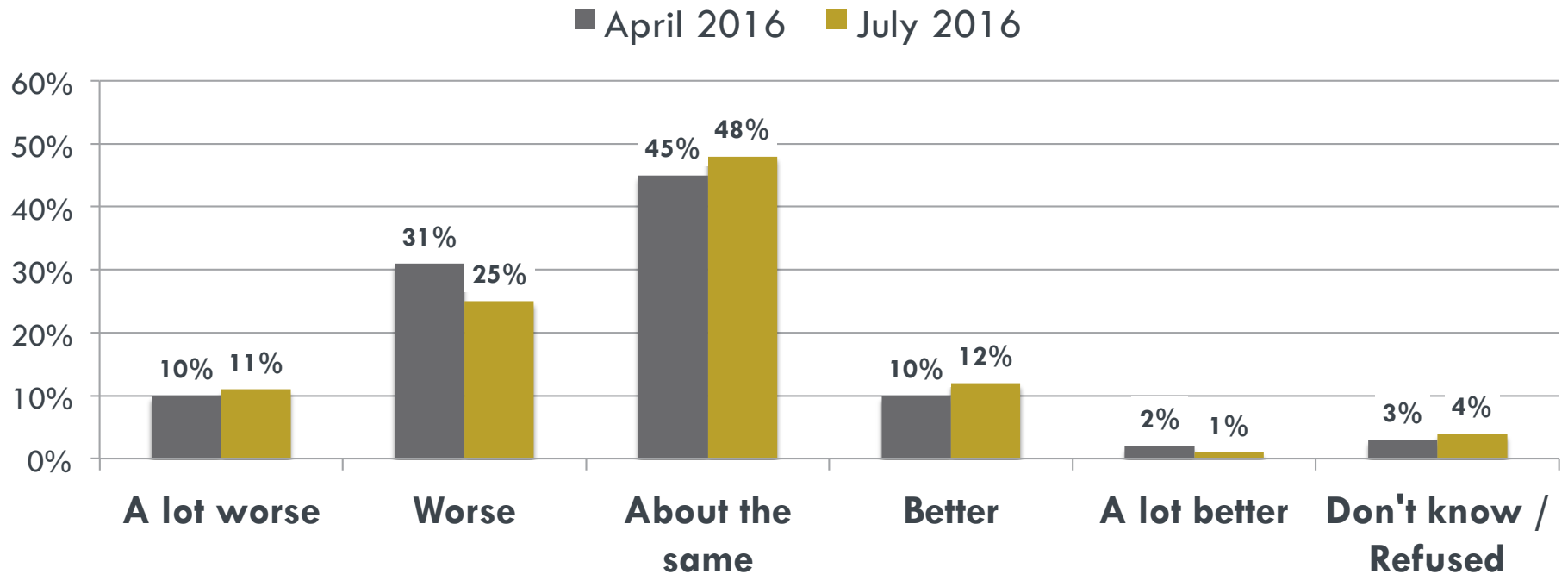
April 2016 (n=362): Margin of error for a sample size of 362 is ± 5.14 percentage points at 95% CI
 July 2016 (n=346): Margin of error for a sample size of 346 is ± 5.27 percentage points at 95% CI

“How would you rate the overall leadership of Premier Brian Gallant?”
 (Don't know and refused removed)

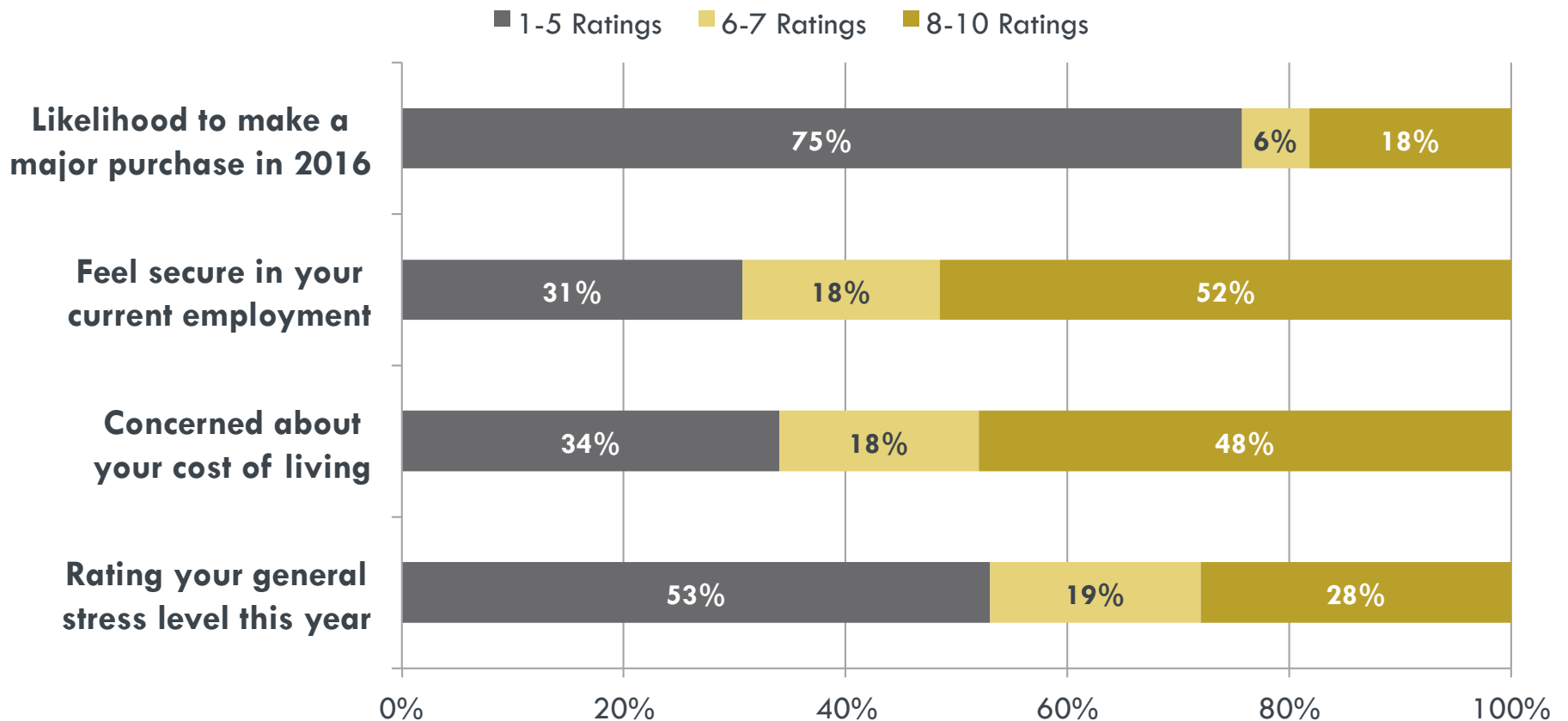


Note: Respondents provided a rating from 1 to 10, where 1 = very weak performance and 10 = very strong performance.

“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/greater stress level.



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