



**Newfoundland Labrador
July 2016 Report**

Research Highlights

Introduction

As we close in on the mid-point of our Atlantic Canadian summer, MQO Research spoke with residents of Newfoundland and Labrador to gauge the political temperature in the province. We now report those results 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 into the evolving political opinions and attitudes of Newfoundland and Labrador residents.

Provincial Politics

According to the latest polling numbers, support for the governing Liberal Party continues to decline in the province: The latest results now show the Liberals in third position, based on decided voters in July.

- Current Liberal support in the province has dropped to 30% (from 37% in April): An almost 50% decline in support since the last fall's provincial election.
- The majority of that loss appears to have shifted to the PC Party, who's numbers jumped from 30% in April to 37% in July.
- Support for the NDP Party increased slightly from 31% to 33%, making them the second most popular party in the province today.
- Finally, the undecided/don't know group decreased from 28% to 24% of all voters in July.

Overall Leadership

While impressions of Premier Dwight Ball's leadership were considered low following the provincial budget release in April (mean rating 3.7 on a scale of 1-10), those numbers have continued to drop. In July, 85% of voters rated the overall leadership of Premier Ball at a 5 or less (mean rating 3.2)

Provincial Outlook

And while concern for the overall provincial outlook has softened slightly since April (when 86% felt it had gotten worse in the past 3 months), the vast majority continue to feel that the outlook has gotten worse from April to July (71%).

Personal Wellbeing

There appears to be a softening of trickledown affect in these July results as we asked voters "how the current economy may impact them this year".

- "Intent to make a major purchase" has strengthened slightly since April, with 13% now rating their likelihood at 8-10
- Concern over the cost of living has reduced as well, with 59% now rating that concern at 8-10
- Peoples sense of security in their jobs has eased, with 35% now rating their security at 1-5
- Finally, in July, 35% of voters now consider their "general stress level this year" at 8-10

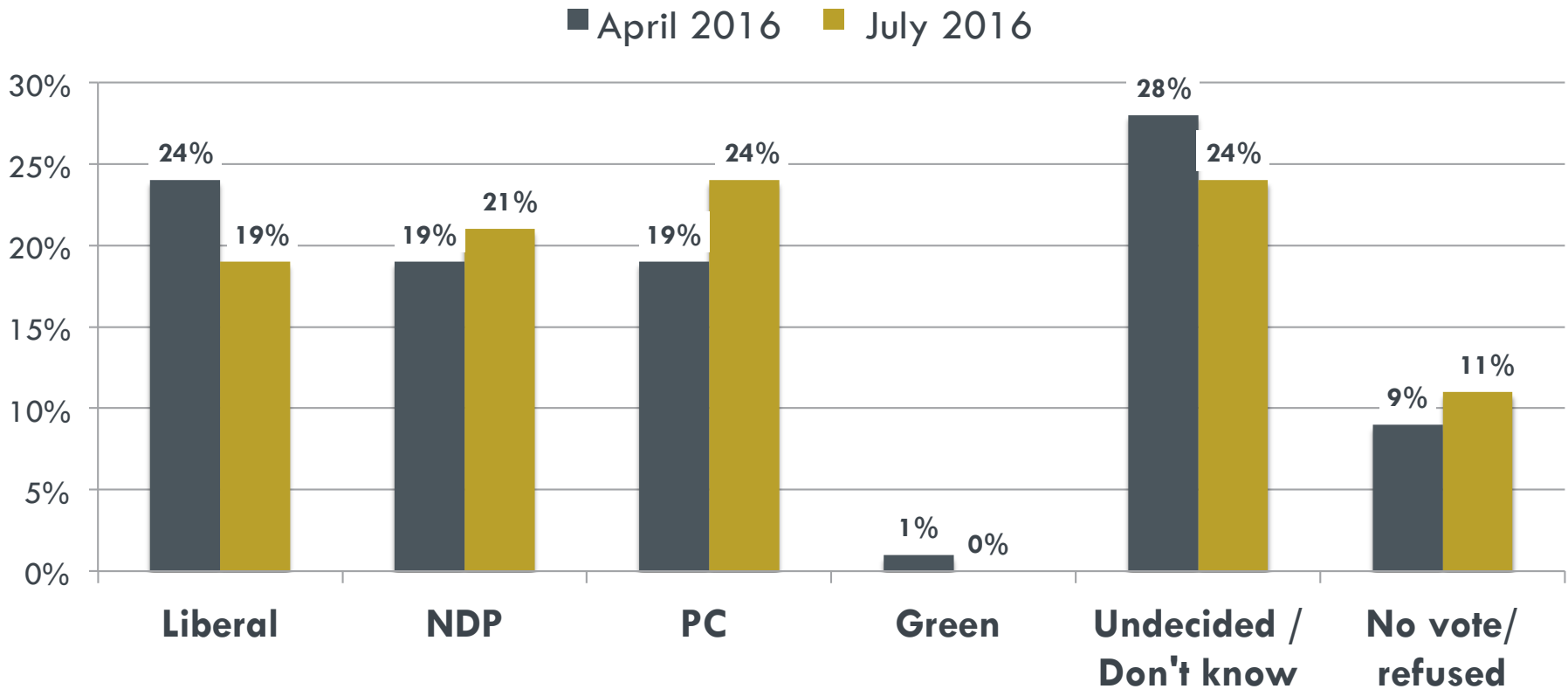
The Atlantic Matters poll was conducted by telephone from July 14 to July 27, 2016 and included 600 randomly selected eligible voters from across the province. The margin of error for the survey is ± 4.0 percentage points 19 times out of 20.

For more information on Atlantic Matters or MQO Research, contact: Rod Budgell, Executive Vice President and Chief Strategist
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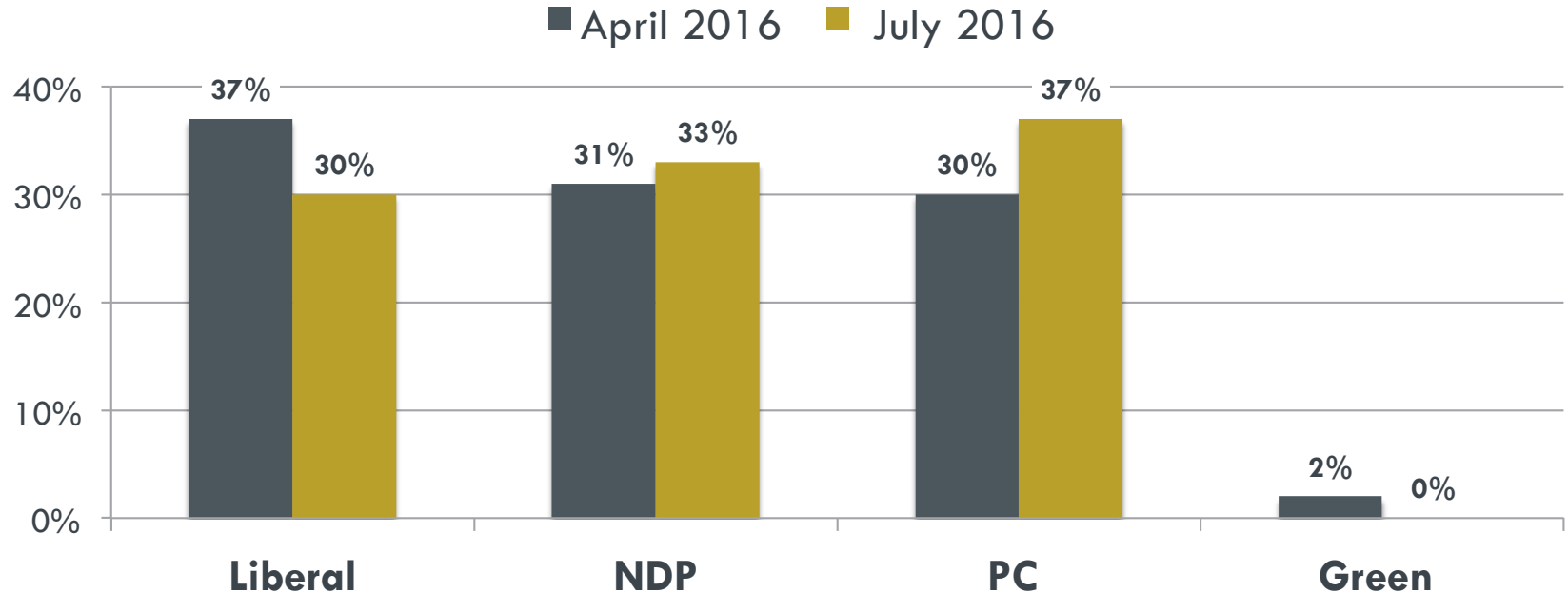
“If a provincial election were held today, which party would you most likely vote for?”

(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)



2015 Provincial election results

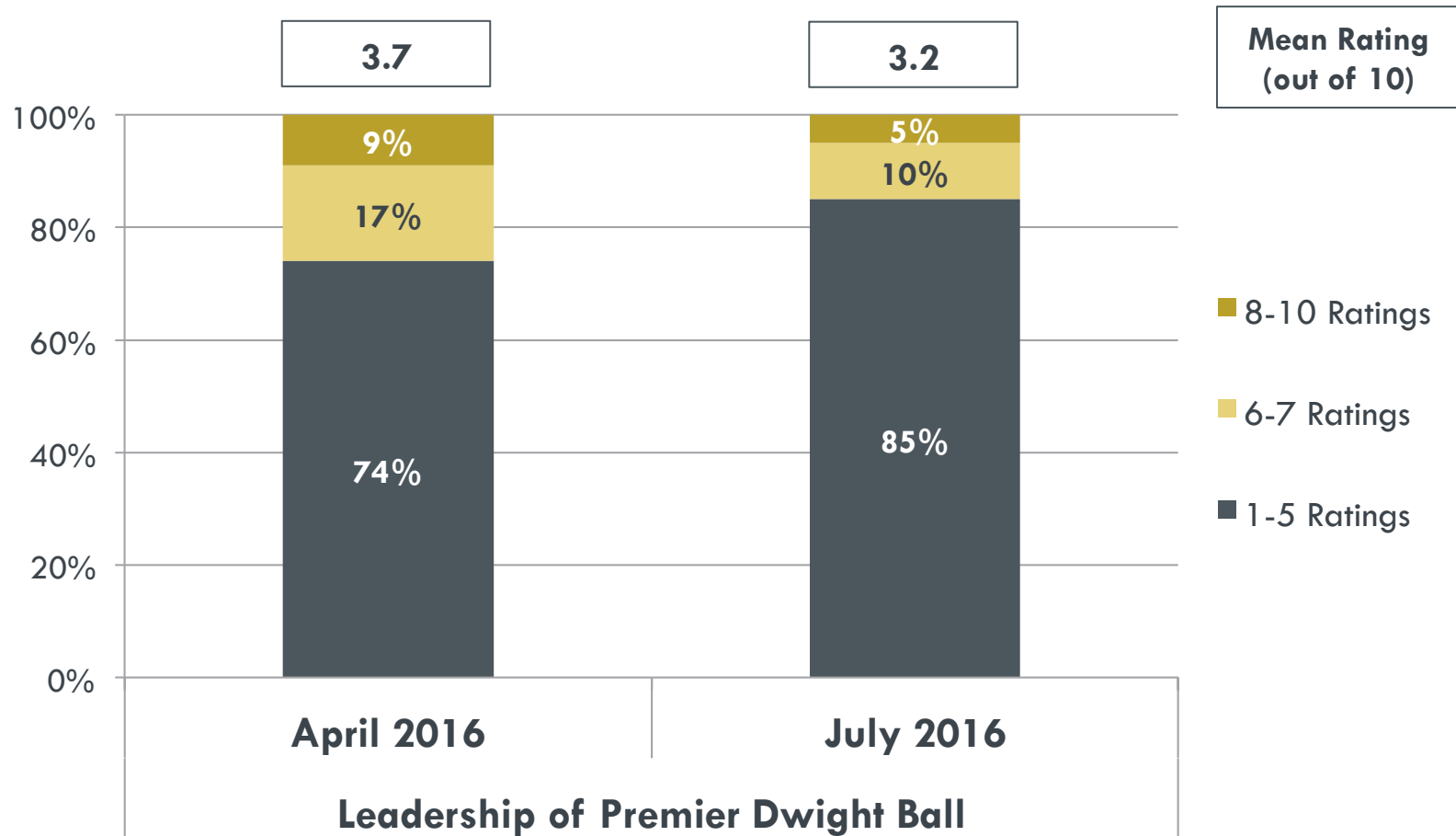
57.2%	12.1%	30.1%	<1%
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April 2016 (n=382): Margin of error for a sample size of 382 is ± 5.01 percentage points at 95% CI

July 2016 (n=359): Margin of error for a sample size of 359 is ± 5.17 percentage points at 95% CI

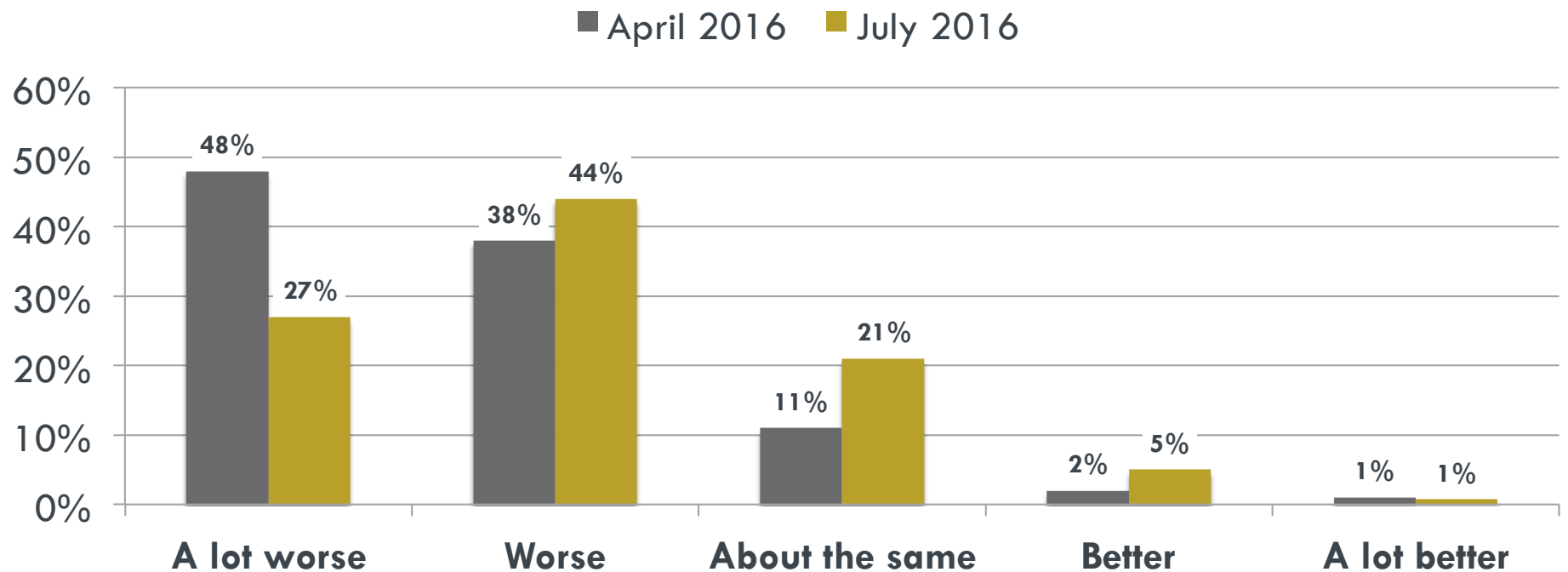
“How would you rate the overall leadership of Premier Dwight Ball?”

(Don't know and refused removed)

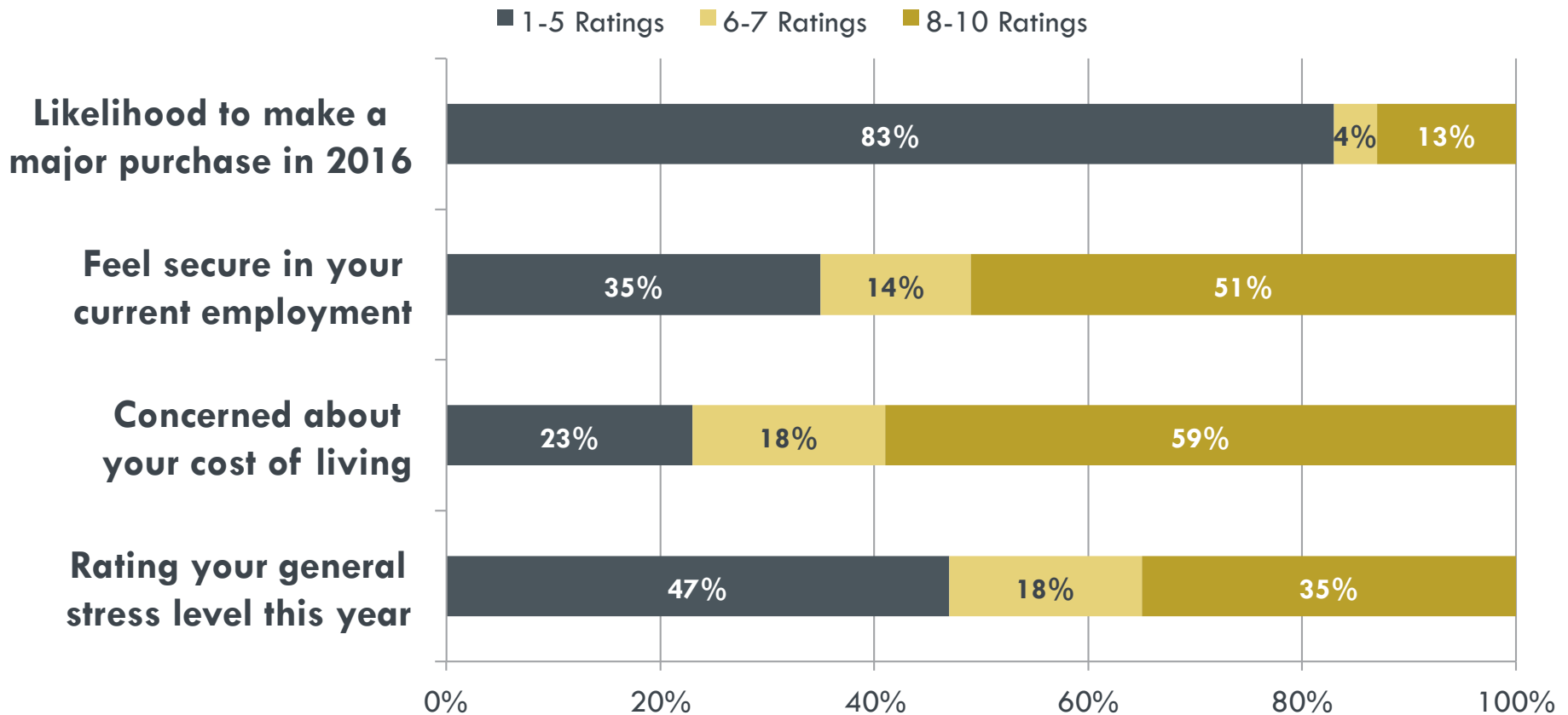


Note: Respondents provided a rating from 1 to 10, where 1 = very weak performance and 10 = very strong performance.

“Based on your personal experiences over the past three months, would you say that the general outlook in NL 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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