



**Newfoundland and Labrador
July 2017 Report**

Introduction

MQO Research spoke with 600 residents of Newfoundland and Labrador to gauge the political temperature in the province for this July edition of our quarterly political poll: Atlantic Matters.

Provincial Politics

According to our latest poll, support for the PC Party jumped significantly this quarter.

- Among decided and leaning voters:
 - Liberal support in the province held steady at 35% in July.
 - Meanwhile support for the PC party jumped from 39% in May to 48% this quarter.
 - The PCs gain was largely at the expense of the NDP. Support fell from 23% last quarter to 16% in July.
- The undecided/don't know group remains relatively high at 33% of all voters.

Overall Leadership

The public's assessment of Premier Dwight Ball remained poor in July. The mean rating, on a scale of 1-10, was 4.0 this quarter. Further, 77% of voters rate the Premier's performance at a 5 or lower, on a scale of 1-10 which was consistent with last quarter.

Provincial Outlook

The provincial economy continues to be a concern for residents of Newfoundland and Labrador. 56% said the general outlook in Newfoundland and Labrador is getting worse while just 8% feel it's getting better.

Personal Wellbeing

Similar to the provincial outlook, residents continue to indicate significant concern with respect to their personal situations. Overall, 56% expressed a high level of concern about the cost of living (rating it an 8 or higher on a 10-point scale). Meanwhile close to one-third (30%) rated their general stress level 8 or higher.

The Atlantic Matters poll was conducted by telephone from July 4 and July 19, 2017 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. Among decided and leaning voters, the margin of error is ± 5.2 percentage points 19 times out of 20.

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

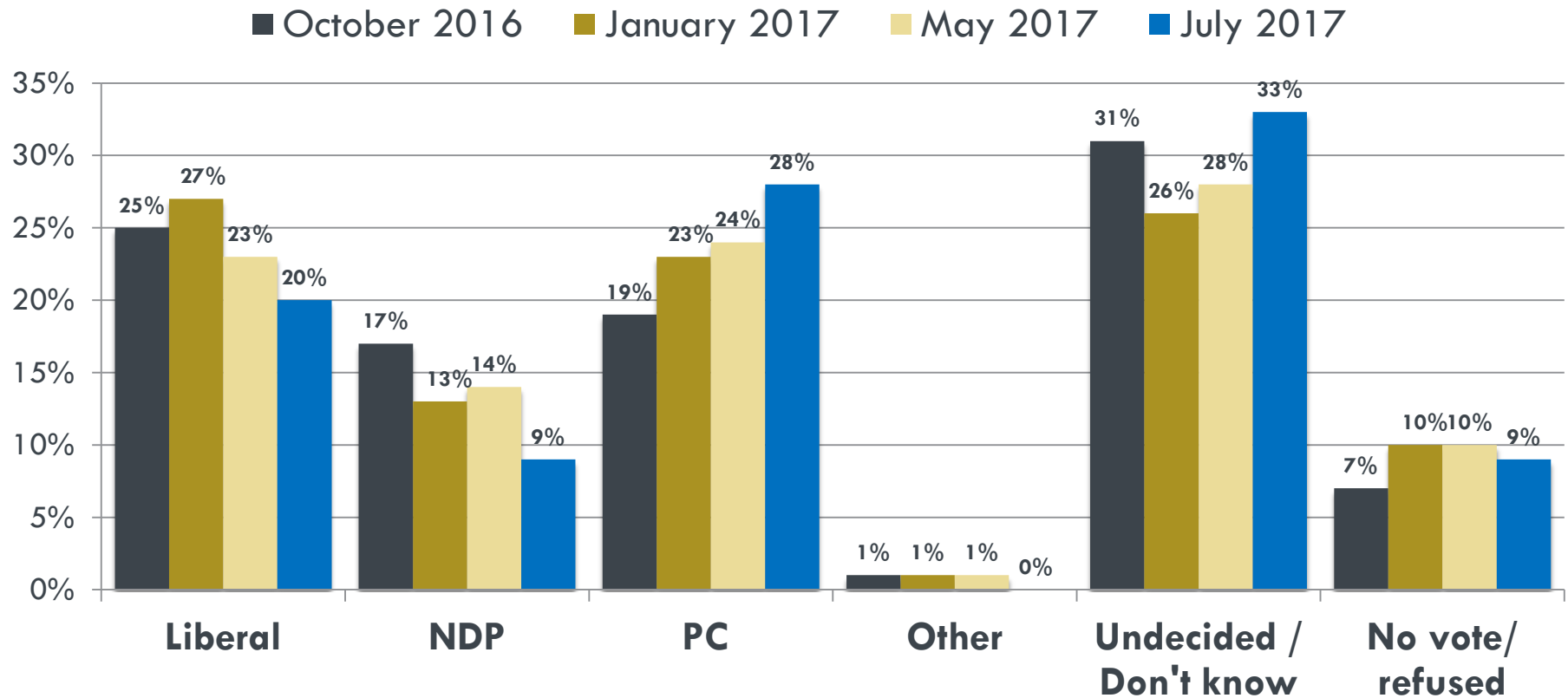
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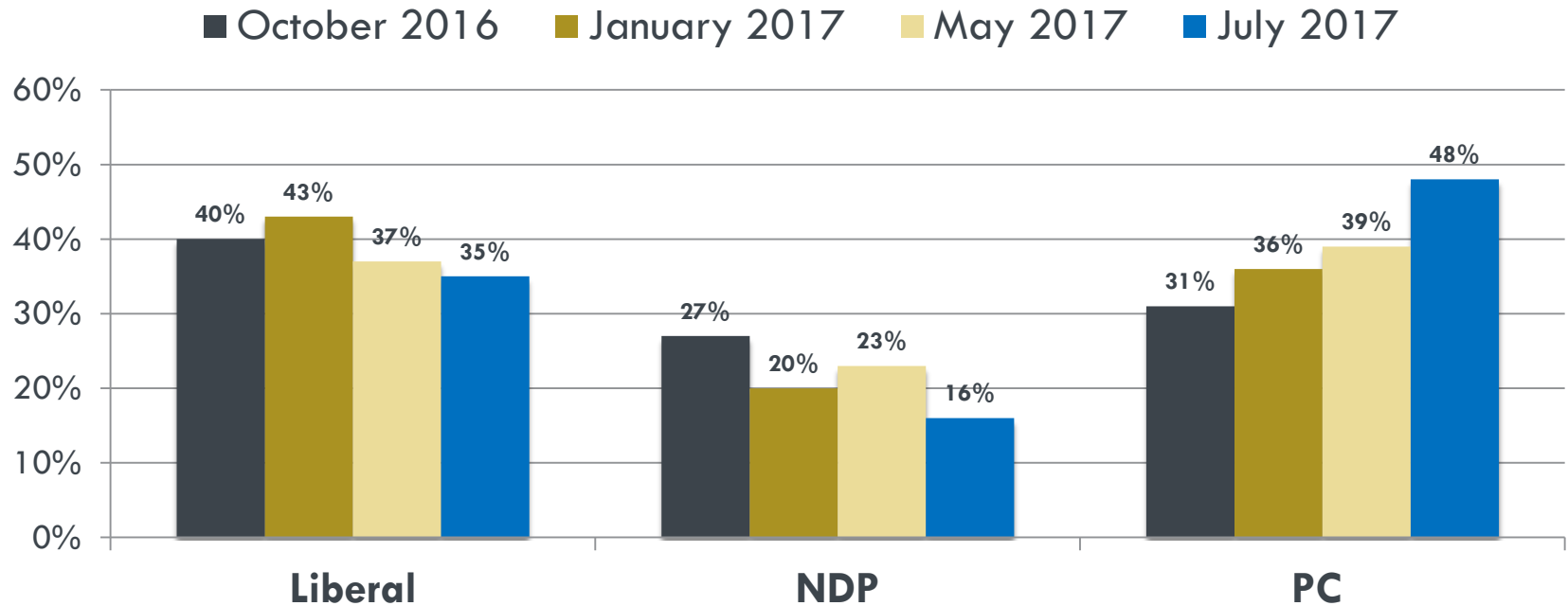
“If a provincial election were held today, which party would you most likely vote for?”

(Party numbers include decided and leaning)

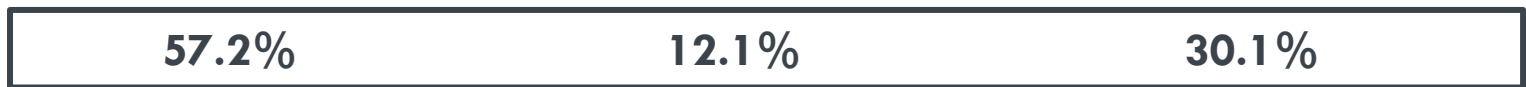


“If a provincial election were held today, which party would you most likely vote for?”

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



2015 Provincial election results



October 2016 (n=375): Margin of error is ± 5.06 percentage points at 95% CI

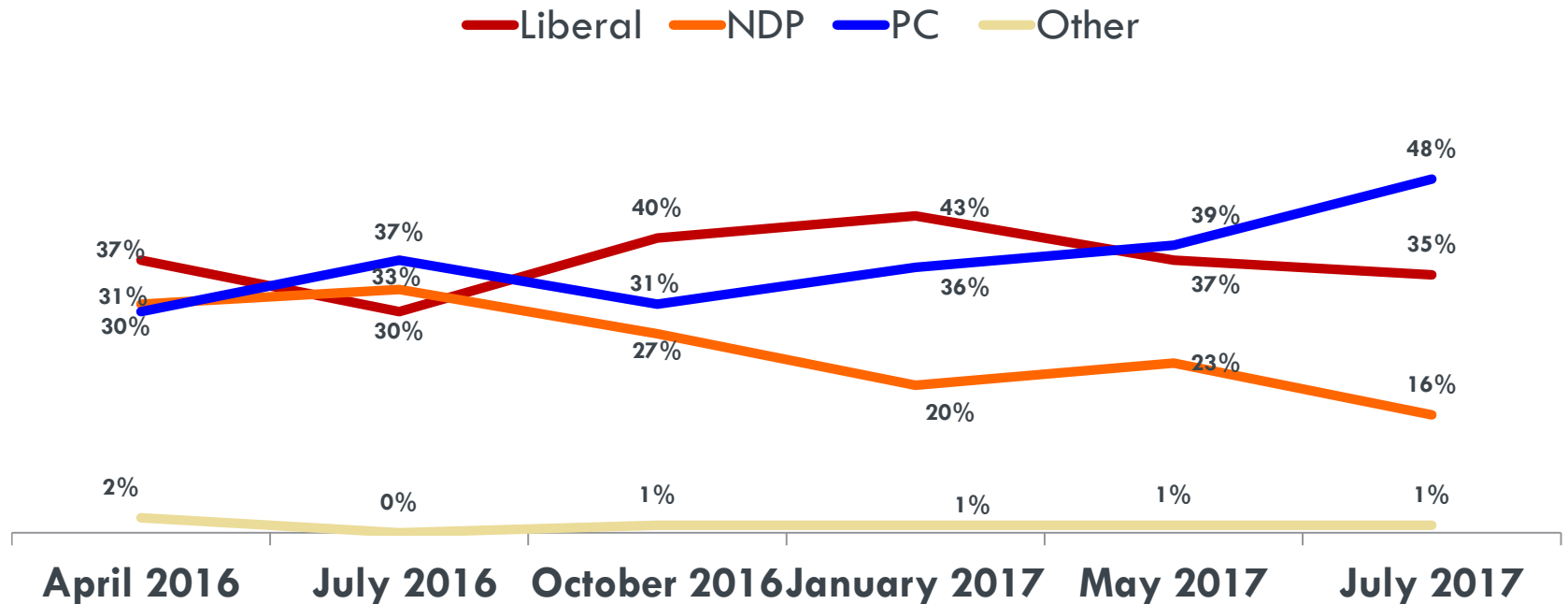
January 2017 (n=382): Margin of error is ± 5.01 percentage points at 95% CI

May 2017 (n=372): Margin of error is ± 5.06 percentage points at 95% CI

July 2017 (n=357): Margin of error is ± 5.18 percentage points at 95% CI

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

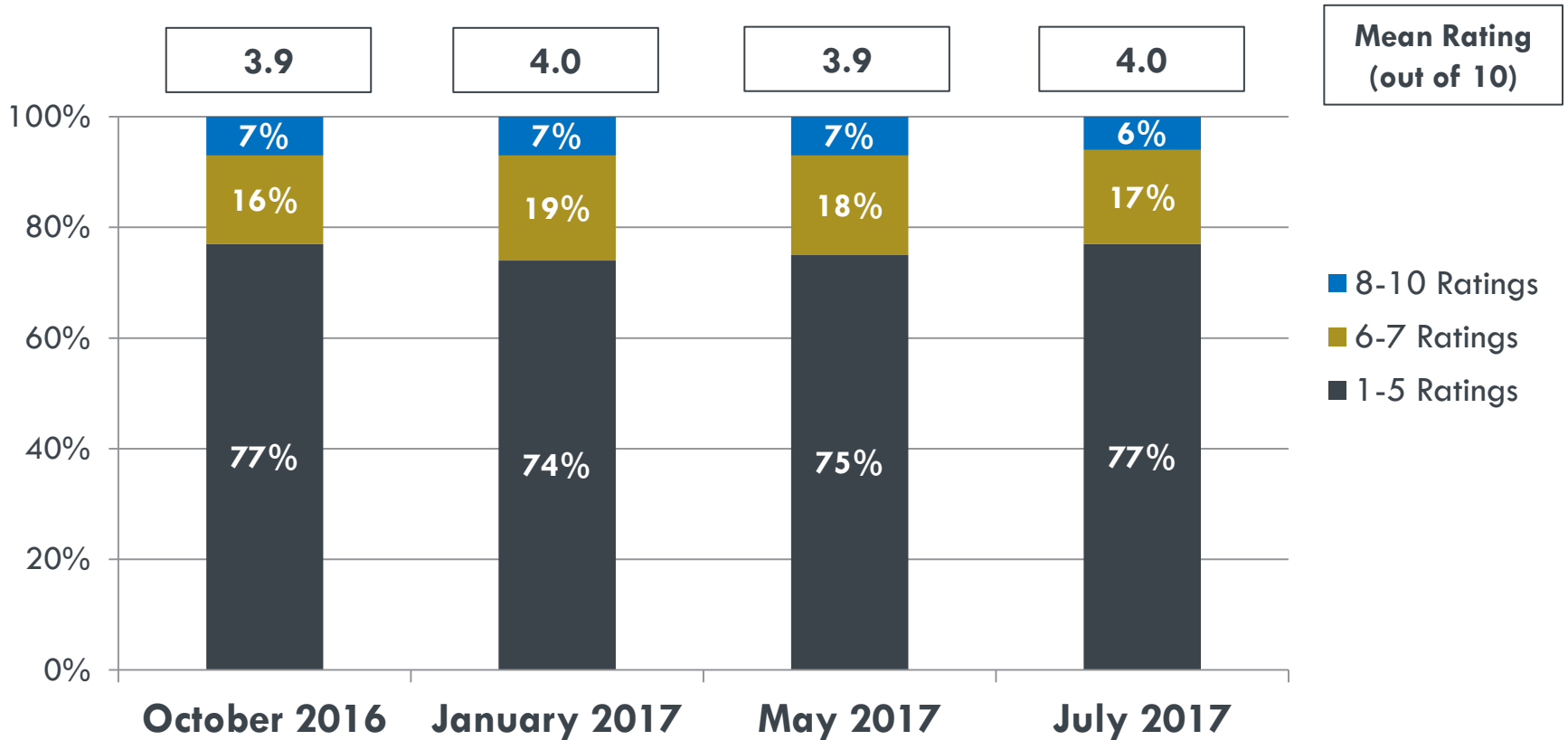
(Decided and leaning voters only; don't know/refused/would not vote removed)



October 2016 (n=375): Margin of error is ± 5.06 percentage points at 95% CI
 January 2017 (n=382): Margin of error is ± 5.01 percentage points at 95% CI
 May 2017 (n=372): Margin of error is ± 5.06 percentage points at 95% CI
 July 2017 (n=357): Margin of error is ± 5.18 percentage points at 95% CI

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

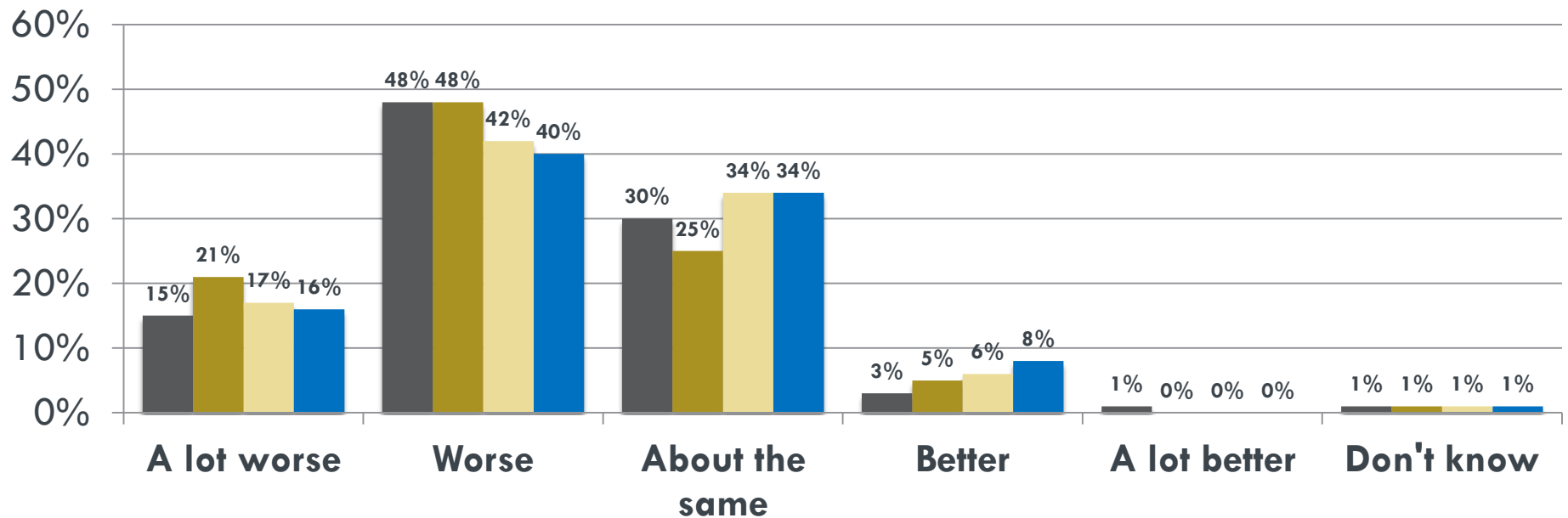
(Don't know and refused removed)



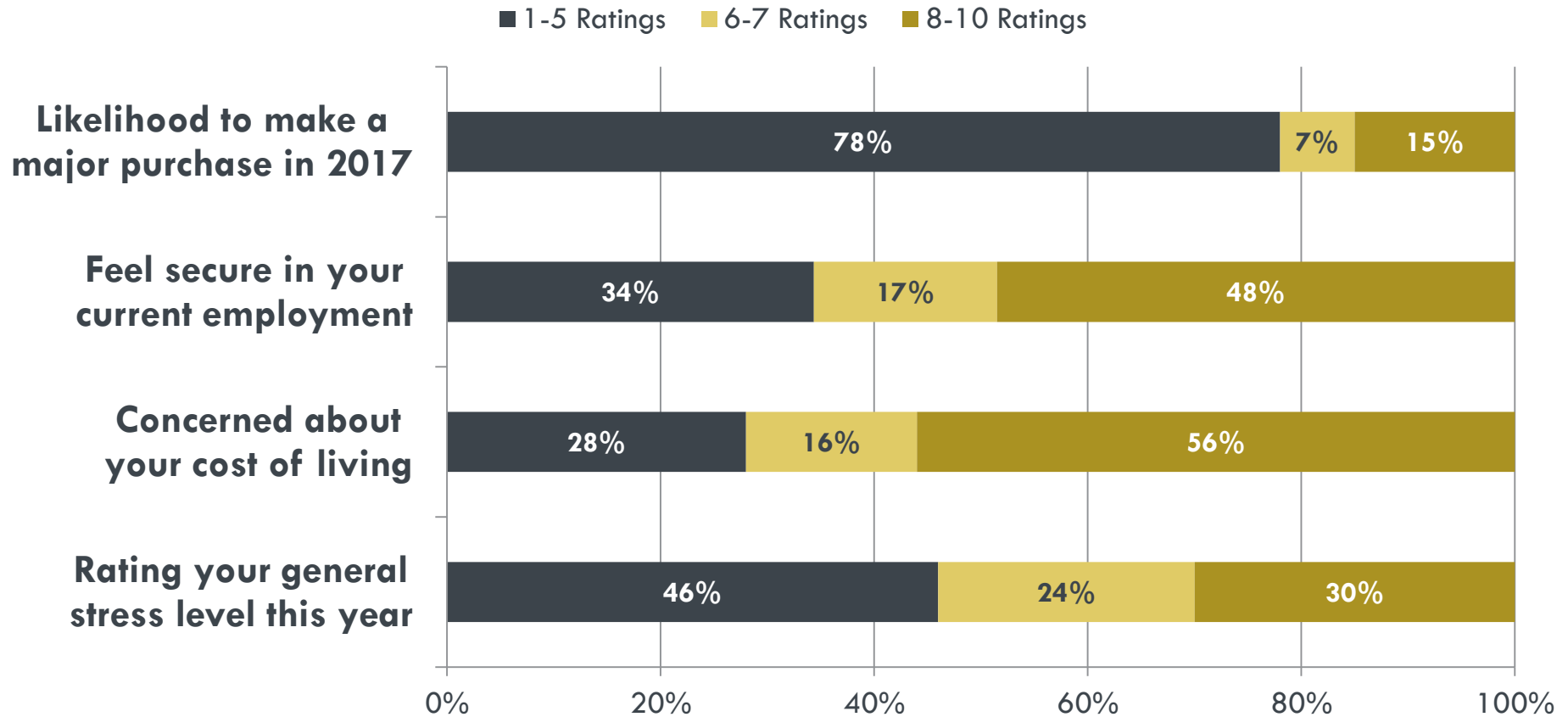
Note: Respondents provided a rating from 1 to 10, where 1 = very weak performance and 10 = very strong performance.

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

■ October 2016 ■ January 2017 ■ May 2017 ■ July 2017



“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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