



**New Brunswick
July 2017 Report**

Introduction

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

Provincial Politics

According to the latest polling numbers, support for all political parties held steady in July with the exception of the NDP which saw a slight drop.

- Among decided and leaning voters:
 - Current Liberal support in the province sits at 45%, which is on par with April.
 - PC party support held steady at 35%.
 - NDP support was down from 15% in April to 10% this quarter.
- The percent of undecided/don't know group is now at 26% in the latest poll which is down from 33% last quarter.

Government Performance

The public's assessment of Premier Brian Gallant's overall leadership held relatively steady again in July with a mean rating of 5.2 (on a 10-point scale). Meanwhile, the percentage rating the Premier's performance a 1-5 (on a 10-point scale) sits at 54% which was on par with April.

Provincial Outlook

New Brunswick residents' outlook for the province held relatively steady showing some positive signs in July. 26% felt the outlook was getting worse, down from 31% in July, while 54% said it had remained the same and 16% said the province's outlook was looking better, compared to 12% last quarter.

Personal Wellbeing

New Brunswickers remain concerned about their personal situations, but slightly less so than in April. Overall, 43% rated their concern about the cost of living quite high at 8-10 on a scale of 1-10 which trended down from 48% in April. When asked about their general stress level this year, 24% gave a rating of 8 or higher on a scale of 1-10 which was down from 31% three months earlier.

The Atlantic Matters poll was conducted by telephone from July 6 to July 24, 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 for the survey is ± 5.1 percentage points 19 times out of 20.

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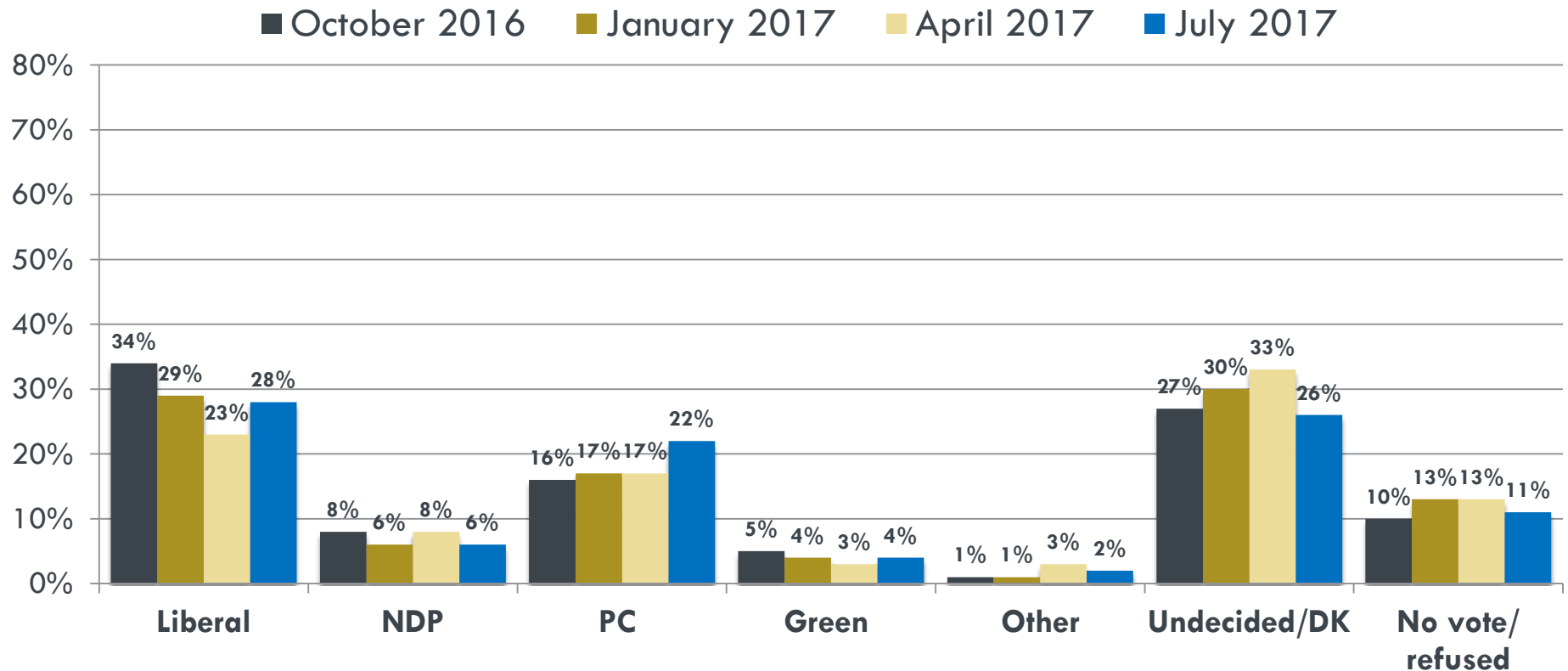
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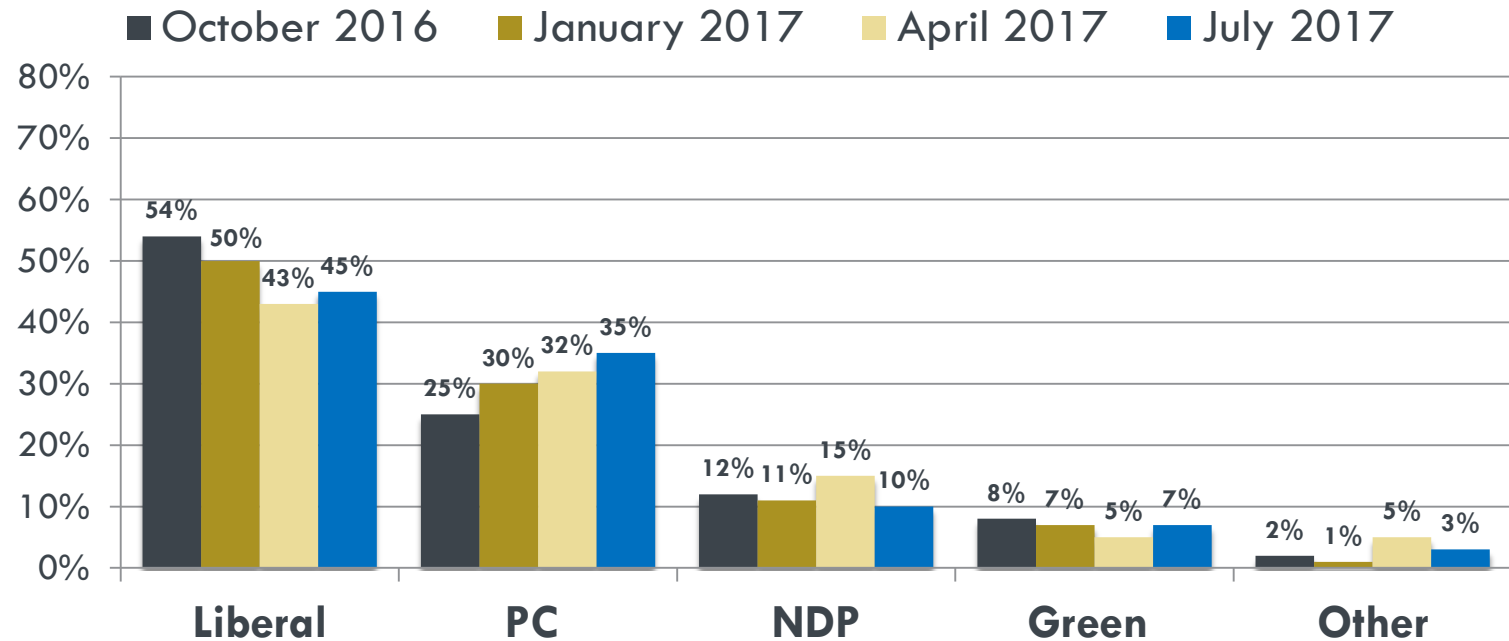
“If a provincial election were held today, which party would you most likely vote for?”

(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 removed)



2014 Provincial election results

42.5%	34.5%	12.9%	6.6%	3.0%
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October 2016 (n=369): Margin of error is ± 5.10 percentage points at 95% CI

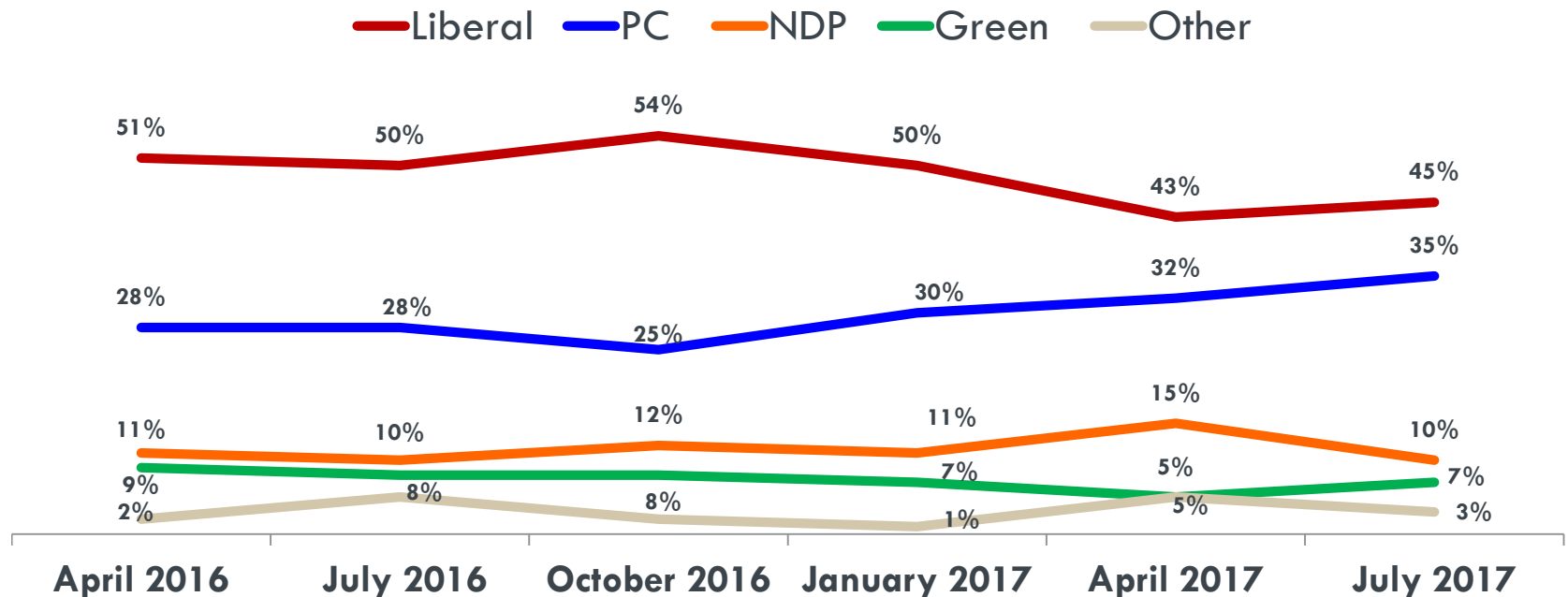
January 2017 (n=340): Margin of error is ± 5.31 percentage points at 95% CI

April 2017 (n=336): Margin of error is ± 5.34 percentage points at 95% CI

July 2017 (n=375): Margin of error is ± 5.06 percentage points at 95% CI

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

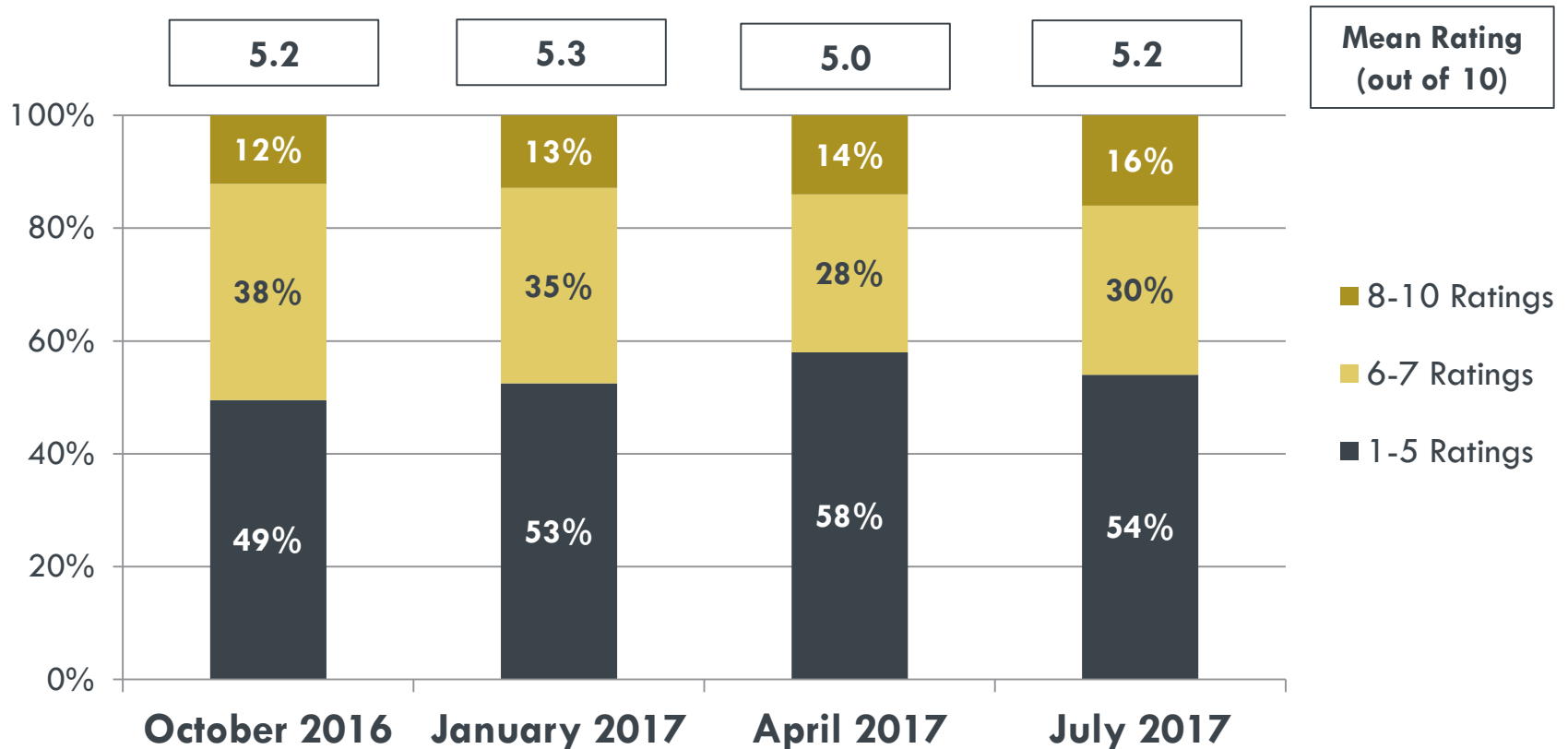
(Decided and leaning voters only; don't know/refused/would not vote removed)



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 July 2017 (n=375): Margin of error is ± 5.06 percentage points at 95% CI

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

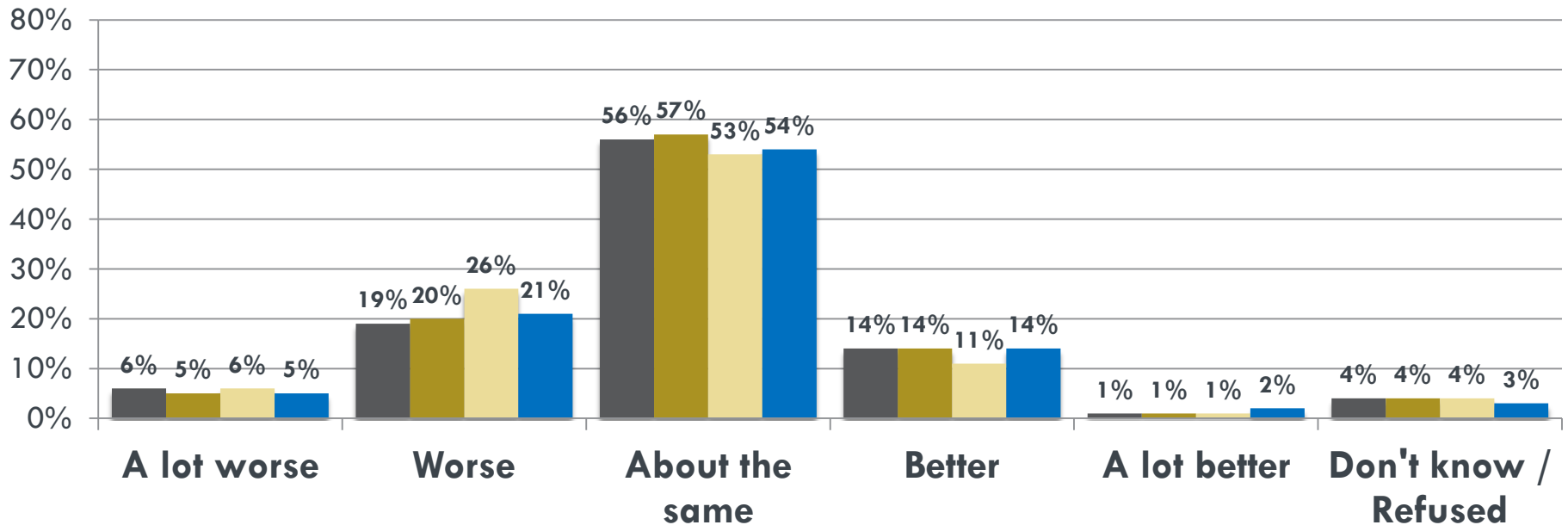
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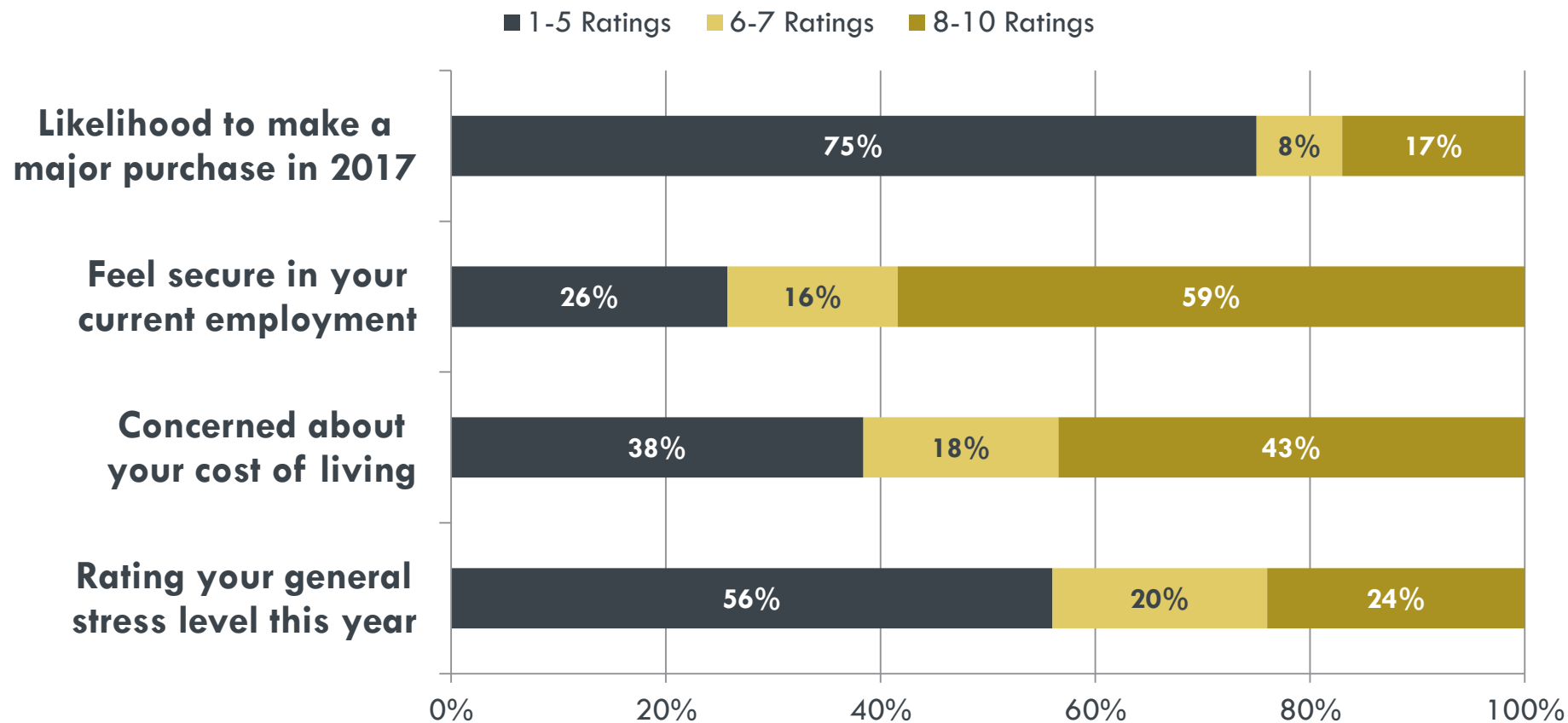
Note: Respondents provided a rating from 1 to 10, where 1 = very weak performance and 10 = very strong performance.

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

■ October 2016 ■ January 2017 ■ April 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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