

NL PCs pull ahead of Liberals in voter support

- Support for the Liberals has declined, allowing the PC Party to take the lead in terms of voter preference for the first time since May 2016
- Dissatisfaction with the performance of the Liberal government has increased compared with three months ago
- Support for Premier Dwight Ball has declined this quarter

HALIFAX, NS March 13 2017: For the first time in nine months, the Progressive Conservative Party is the most preferred provincial political party in Newfoundland and Labrador, according to the most recent survey conducted by **Corporate Research Associates Inc.** Specifically, one-third of decided voters back the governing Newfoundland and Labrador Liberal Party (33%, down from 42% in November 2016), while four in ten support the Progressive Conservative Party (39%, compared with 34%), and one-quarter prefer the New Democratic Party (26%, compared with 23%).

One-quarter of residents are undecided (24%, compared with 28%), while one percent refuse to state a preference (unchanged), and five percent either support none of the parties or do not plan to vote (unchanged).

After an improvement last quarter, satisfaction with the performance of the Liberal government has declined and currently stands at 26 percent (down from 33% three months ago), while seven in ten are dissatisfied (71%, up from 59%), and two percent do not offer a definite opinion (down from 6%).

With regards to leader preference, support for Premier Dwight Ball has declined and currently rests at 21 percent (down from 27% three months ago), while one-third of residents support Paul Davis of the PC Party (33%, compared with 35%). Preference for NDP leader Earle McCurdy has improved and currently stands at 23 percent (up from 17%). Meanwhile, one in seven prefer none of these leaders (14%, compared with 10%), and one in ten have no definite opinion at this time (9%, compared with 11%).

These results are part of the **CRA Atlantic Quarterly**[®], an independent telephone survey of Atlantic Canadians, and are based on a sample of 402 adult Newfoundland and Labrador residents. The survey was conducted from February 2 to 28, 2017, with overall results for the province accurate to within ± 4.9 percentage points in 95 out of 100 samples.

Corporate Research Associates (CRA), www.cra.ca, is one of Canada's leading public opinion and market research companies. Founded in 1978, CRA is dedicated to providing clients with state-of-the-art research and strategic consulting services. CRA is a **Certified Gold Seal Member** of the Marketing Research and Intelligence Association (MRIA), which sets stringent standards as a condition of membership, and enforces those standards through independent audits. Follow us on Twitter [@CRAInsight](https://twitter.com/CRAInsight).

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CRA Atlantic Quarterly® Winter 2017 Newfoundland and Labrador Political Results

Sample: 402 Newfoundland and Labrador Residents (18 years plus)

Interview Dates: February 2 to 28, 2017

Overall Margin of Sampling Error: ± 4.9 percentage points (95% confidence level)

Percentages may not equal 100% due to rounding.

<i>How satisfied are you with the overall performance of the provincial government led by Premier Dwight Ball?</i>					
	February 2016	May 2016	August 2016	November 2016	February 2017
Completely satisfied	7%	1%	2%	2%	3%
Mostly satisfied	57%	20%	15%	31%	23%
Mostly dissatisfied	19%	27%	37%	36%	36%
Completely dissatisfied	7%	48%	44%	23%	35%
Don't know/No answer/Neither	8%	3%	2%	6%	2%
Too soon to tell	3%	1%	-	-	-

Current overall margin of error is ± 4.9 percentage points based on a sample size of 402.

<i>If a provincial election were held today in Newfoundland and Labrador, for which party would you vote?</i>					
Party	February 2016	May 2016	August 2016	November 2016	February 2017
Liberal Party	66%	27%	34%	42%	33%
Progressive Conservative Party	23%	34%	33%	34%	39%
New Democratic Party	11%	38%	32%	23%	26%
Green Party	0%	2%	0%	1%	0%
Other	0%	0%	1%	0%	1%
TOTAL DECIDED VOTE	100%	101%	100%	100%	99%
None/Do not plan to vote	3%	8%	7%	5%	5%
Refused to state	3%	3%	2%	1%	1%
Don't know/Undecided	21%	25%	23%	28%	24%

Current margin of error for decided voters is ± 5.8 percentage points based on a sample size of 282.

<i>Which one of the following individuals would you most prefer as Premier of Newfoundland and Labrador?</i>					
Leader	February 2016	May 2016	August 2016	November 2016	February 2017
Dwight Ball of the Liberal Party	53%	18%	17%	27%	21%
Paul Davis of the PC Party	29%	35%	32%	35%	33%
Earle McCurdy of the NDP	8%	22%	24%	17%	23%
None of the above/Other	5%	17%	13%	10%	14%
Don't know/No answer	6%	8%	14%	11%	9%

Current overall margin of error is ± 4.9 percentage points based on a sample size of 402.