



**MEDIA RELEASE: September 5, 2013**

**For Immediate Release**

## **Popularity of NB Liberals Continues to Grow**

**HALIFAX:** The NB Liberal Party continues to gain support, according to the most recent survey conducted by **Corporate Research Associates Inc.** Almost one-half of New Brunswick decided voters support the Liberal Party (47%, up from 41% in May 2013). Meanwhile, almost one-quarter back the governing PC Party (23%, down from 29% three months ago), and a similar number support the NDP (24%, compared with 27%). Green Party support is stable (4%, compared with 3%), while three percent of decided voters back the People's Alliance of New Brunswick (compared with 1%). The number of residents who are undecided rests at 30 percent (compared with 33%), while seven percent refuse to state a preference (compared with 6%), and six percent support none of the parties or do not plan to vote (compared with 5%).

Presently, approximately four in ten New Brunswick residents are either completely or mostly satisfied with the provincial government (38%, unchanged from May 2013), while over one-half (54%, compared with 51%) are dissatisfied. One in ten do not offer an opinion (8%, compared with 11%).

David Alward's personal popularity is stable this quarter, with two in ten New Brunswick residents preferring Alward for Premier (19%, compared with 20%). Meanwhile, Brian Gallant of the Liberal Party is preferred by three in ten (30%, compared with 31%) and support for Dominic Cardy of the NDP stands at 15 percent (compared with 17%). Four percent (unchanged) prefer David Coon of the Green Party, while four percent (compared with 2%) prefer Kris Austin of the People's Alliance of New Brunswick. Five percent of New Brunswick residents like none of these leaders or support others (compared with 7%), while almost one-quarter (23% compared with 19%) do not offer a definite opinion.

These results are part of the **CRA Atlantic Quarterly**<sup>®</sup>, an independent survey of Atlantic Canadians, and are based on a sample of 400 adult New Brunswickers, conducted from August 14 to September 1, 2013, with overall results accurate to within  $\pm 4.9$  percentage points, 95 out of 100 times.

**For more information, please contact:**

Margaret Brigley, President and COO, at (902) 493-3830

**Ce communiqué de presse est également offert en français.**



**CRA Atlantic Quarterly® – Summer 2013**  
**New Brunswick Political Results**

Sample: 400 New Brunswickers (18 years plus)  
Interview Dates: August 14 to September 1, 2013  
Overall Margin of Sampling Error: ±4.9 percentage points (95% confidence level)

<b>How satisfied are you with the overall performance of the provincial government led by Premier David Alward?</b>					
	<b>August 2012</b>	<b>November 2012</b>	<b>February 2013</b>	<b>May 2013</b>	<b>August 2013</b>
Completely satisfied	3%	1%	1%	3%	<b>2%</b>
Mostly satisfied	44%	45%	40%	35%	<b>36%</b>
Mostly dissatisfied	31%	33%	34%	35%	<b>35%</b>
Completely dissatisfied	13%	16%	15%	16%	<b>19%</b>
Don't know/No answer/Neither	9%	5%	10%	11%	<b>8%</b>

<b>If an election were held today in New Brunswick, for which party would you vote?</b>					
<b>Party</b>	<b>August 2012</b>	<b>November 2012</b>	<b>February 2013</b>	<b>May 2013</b>	<b>August 2013</b>
Progressive Conservative Party	38%	38%	32%	29%	<b>23%</b>
Liberal Party	32%	38%	35%	41%	<b>47%</b>
New Democratic Party	24%	19%	26%	27%	<b>24%</b>
Green Party	6%	4%	5%	3%	<b>4%</b>
People's Alliance of New Brunswick	0%	1%	0%	1%	<b>3%</b>
Other	0%	0%	1%	0%	<b>0%</b>
<b>TOTAL DECIDED VOTE</b>	<b>100%</b>	<b>100%</b>	<b>99%</b>	<b>101%</b>	<b>101%</b>
None/Do not plan to vote	5%	4%	8%	5%	<b>6%</b>
Refused to state	7%	7%	8%	6%	<b>7%</b>
Don't know/Undecided	31%	30%	28%	33%	<b>30%</b>

\*Percentages may not equal 100% due to rounding. Margin of error for decided voters is ± 6.5% based on a sample size of 230

<b>Which one of the following individuals would you most prefer as Premier of New Brunswick?</b>					
<b>Leader</b>	<b>August 2012</b>	<b>November 2012</b>	<b>February 2013</b>	<b>May 2013</b>	<b>August 2013</b>
David Alward of the PC Party (Elected Oct 2010)	33%	29%	21%	20%	<b>19%</b>
Interim leader Victor Boudreau/Brian Gallant of the Liberal Party	18%	29%	26%	31%	<b>30%</b>
Dominic Cardy of the NDP	15%	11%	15%	17%	<b>15%</b>
Interim leader Greta Doucet/David Coon of the Green Party	6%	5%	6%	4%	<b>4%</b>
Kris Austin of the People's Alliance of New Brunswick	1%	3%	2%	2%	<b>4%</b>
None of the above/Other	7%	7%	7%	7%	<b>5%</b>
Don't know/No answer/Refused to state	20%	18%	23%	19%	<b>23%</b>