



MEDIA RELEASE: March 6, 2014

For Immediate Release

NB Liberals Maintain Lead Although Gap is Narrowing

HALIFAX: The NB Liberal Party has maintained its lead over other parties in the province although the gap is narrowing, according to the most recent survey conducted by **Corporate Research Associates Inc.** Over four in ten New Brunswick decided voters support the Liberal Party (43%, compared with 47% in November 2013). Meanwhile, three in ten back the governing PC Party (31%, compared with 25% three months ago), and two in ten support the NDP (21%, compared with 24%). Green Party support is stable (4%, unchanged), while less than one percent of decided voters back the People's Alliance of New Brunswick (unchanged). The number of residents who are undecided rests at 31 percent (compared with 32%), while five percent refuse to state a preference (compared with 6%), and seven percent support none of the parties or do not plan to vote (compared with 4%).

Presently, one-third of New Brunswick residents are either completely or mostly satisfied with the provincial government (33%, compared with 39% in November 2013), while more than one-half (56%, compared with 55%) are dissatisfied. Meanwhile, ten percent do not offer an opinion (compared with 6%).

David Alward's personal popularity is up marginally this quarter, with two in ten New Brunswick residents preferring Alward for Premier (22%, compared with 18%). Brian Gallant of the Liberal Party is preferred by three in ten (31%, unchanged) and support for Dominic Cardy of the NDP stands at 15 percent (unchanged). Four percent (compared with 6%) prefer David Coon of the Green Party, while one percent (compared with 3%) prefer Kris Austin of the People's Alliance of New Brunswick. Eight percent of New Brunswick residents prefer none of these leaders or support others (compared with 7%), while two in ten (19%, compared with 20%) do not offer a definite opinion.

These results are part of the **CRA Atlantic Quarterly**[®], an independent telephone survey of Atlantic Canadians, and are based on a sample of 401 adult New Brunswickers, conducted from February 12 to February 28, 2014, with overall results accurate to within ± 4.9 percentage points, 95 out of 100 times.

For more information, please contact:

Don Mills, Chairman and CEO at (902) 493-3838

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

Ce communiqué de presse est également offert en français.



CRA Atlantic Quarterly® – Winter 2014
New Brunswick Political Results

Sample: 401 New Brunswickers (18 years plus)
Interview Dates: February 12 to February 28, 2014
Overall Margin of Sampling Error: ±4.9 percentage points (95% confidence level)

How satisfied are you with the overall performance of the provincial government led by Premier David Alward?					
	February 2013	May 2013	August 2013	November 2013	February 2014
Completely satisfied	1%	3%	2%	3%	1%
Mostly satisfied	40%	35%	36%	36%	32%
Mostly dissatisfied	34%	35%	35%	37%	36%
Completely dissatisfied	15%	16%	19%	18%	20%
Don't know/No answer/Neither	10%	11%	8%	6%	10%

If an election were held today in New Brunswick, for which party would you vote?					
Party	February 2013	May 2013	August 2013	November 2013	February 2014
Progressive Conservative Party	32%	29%	23%	25%	31%
Liberal Party	35%	41%	47%	47%	43%
New Democratic Party	26%	27%	24%	24%	21%
Green Party	5%	3%	4%	4%	4%
People's Alliance of New Brunswick	0%	1%	3%	0%	0%
Other	1%	0%	0%	0%	0%
TOTAL DECIDED VOTE	99%	101%	101%	100%	99%
None/Do not plan to vote	8%	5%	6%	4%	7%
Refused to state	8%	6%	7%	6%	5%
Don't know/Undecided	28%	33%	30%	32%	31%

*Percentages may not equal 100% due to rounding. Margin of error for decided voters is ± 6.6% based on a sample size of 221

Which one of the following individuals would you most prefer as Premier of New Brunswick?					
Leader	February 2013	May 2013	August 2013	November 2013	February 2014
David Alward of the PC Party (Elected Oct 2010)	21%	20%	19%	18%	22%
Brian Gallant of the Liberal Party	26%	31%	30%	31%	31%
Dominic Cardy of the NDP	15%	17%	15%	15%	15%
David Coon of the Green Party	6%	4%	4%	6%	4%
Kris Austin of the People's Alliance of New Brunswick	2%	2%	4%	3%	1%
None of the above/Other	7%	7%	5%	7%	8%
Don't know/No answer/Refused to state	23%	19%	23%	20%	19%