



MEDIA RELEASE: March 5, 2015

For Immediate Release

NB Liberals Maintain Lead Over Other Parties

HALIFAX: According to the most recent survey conducted by **Corporate Research Associates Inc.**, the NB Liberal Party continues to be the preferred party with over one-half of New Brunswick decided voters supporting the Liberals (54%, compared with 52% three months ago). Meanwhile, one-quarter back the PC Party (27%, compared with 23%), and one in ten support the NDP (9%, down from 14%). Green Party support is stable (10%, compared with 9%), while one percent of voters back the People's Alliance of New Brunswick (unchanged). The number of residents who are undecided rests at 27 percent (compared with 24%), while six percent refuse to state a preference (unchanged), and five percent support none of the parties or do not plan to vote (unchanged).

In terms of government satisfaction, over one-half of New Brunswick residents are satisfied with the provincial government (56%, up from 47% in November 2014), while one-quarter (24%, up from 19%) are dissatisfied. Meanwhile, 20 percent do not offer an opinion on the matter (down from 34%).

Premier Brian Gallant's personal popularity is stable this quarter, with over four in ten New Brunswick residents preferring Gallant for Premier (43%, compared with 39%), while the PC interim leader Bruce Fitch is preferred by one in six residents (17%, compared with 14%). Support for Dominic Cardy of the NDP stands at eight percent (compared with 10%), while a similar number (10%, unchanged) prefer David Coon of the Green Party. Meanwhile, three percent (compared with 2%) prefer Kris Austin of the People's Alliance of New Brunswick. Six percent of New Brunswick residents prefer none of these leaders (compared with 5%), while one in seven (13%, down from 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 802 adult New Brunswickers, conducted from February 10 to March 2, 2015, with overall results accurate to within ± 3.5 percentage points, 95 out of 100 times.

For more information, please contact:

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Ce communiqué de presse est également offert en français.



CRA Atlantic Quarterly® – Winter 2015
New Brunswick Political Results

Sample: 802 New Brunswickers (18 years plus)

Interview Dates: February 10 to March 2, 2015

Overall Margin of Sampling Error: ±3.5 percentage points (95% confidence level)

<i>How satisfied are you with the overall performance of the provincial government led by...</i>					
	Premier David Alward?			Premier Brian Gallant?	
	February 2014*	May 2014	August 2014	November 2014	February 2015
Completely satisfied	1%	3%	2%	4%	5%
Mostly satisfied	32%	32%	33%	43%	51%
Mostly dissatisfied	36%	37%	32%	13%	17%
Completely dissatisfied	20%	17%	24%	6%	7%
Don't know/No answer/Neither/Too soon to tell	10%	11%	9%	34%	20%

*Percentages may not equal 100 percent due to rounding.

<i>If an election were held today in New Brunswick, for which party would you vote?</i>					
<i>Note: May and August 2014 results include decided and leaning voters</i>					
Party	February 2014*	May 2014	August 2014	November 2014*	February 2015*
Liberal Party	43%	53%	48%	52%	54%
Progressive Conservative Party	31%	27%	29%	23%	27%
New Democratic Party	21%	17%	17%	14%	9%
Green Party	4%	3%	4%	9%	10%
People's Alliance of New Brunswick	0%	0%	2%	1%	1%
TOTAL DECIDED/LEANING VOTE	99%	100%	100%	99%	101%
None/Do not plan to vote	7%	9%	7%	5%	5%
Refused to state	5%	4%	4%	6%	6%
Don't know/Undecided	31%	18%	14%	24%	27%

Current margin of error for decided is ± 4.4 percent based on a sample size of 489.

*Percentages may not equal 100 percent due to rounding.

<i>Which one of the following individuals would you most prefer as Premier of New Brunswick?</i>					
Leader	February 2014	May 2014	August 2014	November 2014	February 2015
Brian Gallant of the Liberal Party (Elected September 2014)	31%	35%	35%	39%	43%
David Alward/Interim leader Bruce Fitch of the PC Party	22%	20%	22%	14%	17%
Dominic Cardy of the NDP	15%	11%	11%	10%	8%
David Coon of the Green Party	4%	6%	5%	10%	10%
Kris Austin of the People's Alliance of New Brunswick	1%	1%	2%	2%	3%
None of the above/Other	8%	7%	6%	5%	6%
Don't know/No answer/Refused to state	19%	20%	19%	20%	13%

Current margin of error is ± 4.9 percent based on a sample size of 401.