

Newfoundland and Labrador Liberals continue to hold significant lead in voter support

- The Liberal Party of Newfoundland and Labrador are the preferred party by almost a two-to-one margin
- One-half of residents are satisfied with the performance of the Progressive Conservative government
- Newfoundlander and Labradorians continue to prefer Liberal leader Dwight Ball for premier

HALIFAX, NS September 9, 2015: The Liberal Party of Newfoundland and Labrador (Liberal Party) is preferred over other provincial parties by almost a two-to-one margin, according to the most recent survey conducted by Corporate Research Associates Inc.

Specifically, one-half of decided voters back the Liberal Party (48% compared with 50% in May, 2015), while one-quarter support the Newfoundland and Labrador New Democratic Party (NDP) (25%, compared with 22%). Meanwhile, support for the governing Newfoundland and Labrador Progressive Conservative Party (PC Party) rests at 27 percent (unchanged), while one percent prefer the Green Party (unchanged).

The number of residents who are undecided rests at 28 percent (up from 22%), while three percent refuse to state a preference (unchanged), and four percent either support none of the parties or do not plan to vote (unchanged).

In terms of satisfaction with government, one-half (49%, compared with 47% three months ago) of residents are satisfied with the performance of the government. Meanwhile, four-in-ten (40%, down from 46%) residents are dissatisfied, while ten percent do not offer a definite opinion (compared with 7%).

Premier Paul Davis' personal popularity rests at 24 percent (compared with 26% three months ago), while four-in-ten support Dwight Ball of the Liberal Party (42%, compared with 43%). Preference for NDP leader Earle McCurdy stands at 17 percent (compared with 18%), while one-in-six prefer none of these leaders, someone else, or have no definite opinion at this time (17%, compared with 14%).

These results are part of the **CRA Atlantic Quarterly**[®], an independent telephone survey of Atlantic Canadians, and are based on a sample of 812 adult Newfoundland and Labrador residents. The survey was conducted from August 11 to September 2, 2015 with overall results for the province accurate to within ± 3.4 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).

###

For more information, please contact:

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

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

CRA Atlantic Quarterly® Summer 2015 Newfoundland and Labrador Political Results

Sample: 812 Newfoundland and Labrador Residents (18 years plus)

Interviewing Dates: August 11 to September 2, 2015

Overall Margin of Sampling Error: ± 3.4 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...</i>					
	Interim Premier Tom Marshall?	Premier Paul Davis?			
	August 2014	November 2014	February 2015	May 2015	August 2015
Completely satisfied	8%	5%	5%	4%	4%
Mostly satisfied	54%	45%	51%	43%	45%
Mostly dissatisfied	18%	22%	24%	30%	26%
Completely dissatisfied	7%	9%	9%	16%	14%
Don't know/No answer/Neither	12%	13%	12%	7%	10%
Too soon to tell	1%	7%	-	-	-

<i>If a provincial election were held today in Newfoundland and Labrador, for which party would you vote?</i>					
Party	August 2014	November 2014	February 2015	May 2015	August 2015
Progressive Conservative Party	26%	29%	31%	27%	27%
Liberal Party	58%	60%	56%	50%	48%
New Democratic Party	15%	10%	13%	22%	25%
Green Party	1%	1%	0%	1%	1%
TOTAL DECIDED VOTE	100%	100%	100%	100%	101%
None/Do not plan to vote	5%	4%	5%	4%	4%
Refused to state	3%	2%	2%	3%	3%
Don't know/Undecided	31%	24%	23%	22%	28%

Current margin of error for decided voters is ± 4.3 percentage points based on a sample size of 531.

<i>Which one of the following individuals would you most prefer as Premier of Newfoundland and Labrador?</i>					
Leader	August 2014	November 2014	February 2015	May 2015	August 2015
Interim Premier Tom Marshall/ Premier Paul Davis of the PC Party	28%	26%	29%	26%	24%
Dwight Ball of the Liberal Party	40%	46%	47%	43%	42%
Lorraine Michael/Earle McCurdy of the NDP	13%	9%	9%	18%	17%
None of the above/Other	8%	6%	9%	4%	6%
Don't know/No answer	12%	13%	6%	10%	11%

Current margin of error is ± 4.9 percentage points based on a sample size of 407.