

## **New Brunswick Liberals continue to enjoy comfortable lead as preferred party**

- Just over one-half of decided voters support the New Brunswick Liberal party, consistent with last quarter
- Satisfaction with the performance of the New Brunswick government has increased this quarter
- Premier Brian Gallant continues to be the preferred party leader

**HALIFAX, NS December 7, 2016:** The New Brunswick Liberals continue to hold a wide margin over other provincial parties in terms of voter support, according to the most recent survey conducted by **Corporate Research Associates Inc.**

Specifically, preference for the New Brunswick Liberal Party is consistent with last quarter, with just over one-half of New Brunswick decided voters indicating their support for the Liberals (53%, compared with 54% in August 2016). Meanwhile, three in ten decided voters back the PC Party (30%, compared with 28%), and fewer than one in ten support the New Democratic Party (7%, compared with 8%). Green Party support is stable (9%, compared with 8%), while two percent of voters back the People's Alliance of New Brunswick (unchanged).

The number of residents who are undecided rests at 34 percent (compared with 32% three months ago), while five percent refuse to state a preference (compared with 6%), and three percent either support none of the parties or do not plan to vote (compared with 4%).

In terms of government performance, satisfaction has increased, with more than one-half of New Brunswickers currently reporting satisfaction with the performance of the provincial government (55%, up from 49% three months ago), while one-third are now dissatisfied (34%, down from 39%). Meanwhile, one in ten do not offer an opinion on the matter (11%, compared with 12%).

With regards to leader preference, support for Premier Brian Gallant rests at 36 percent (compared with 39% in August 2016), while support for the new PC leader Blaine Higgs stands at 21 percent (up from 15% for interim leader Bruce Fitch in August 2016). Meanwhile, Green Party leader David Coon is preferred by one in ten (9%, unchanged), Dominic Cardy of the NDP is backed by one in twenty residents (6%, compared with 8%), and Kris Austin of the People's Alliance of New Brunswick is preferred by three percent of residents (compared with 4%). Finally, five percent of New Brunswick residents prefer none of these leaders (compared with 7%), while 21 percent (compared with 18%) do not offer a definite opinion.

These results are part of the **CRA Atlantic Quarterly**<sup>®</sup>, an independent telephone survey of Atlantic Canadians, and are based on a sample of 801 adult New Brunswickers, conducted from November 9 to November 30, 2016, with overall results accurate to within  $\pm 3.5$  percentage points, 95 out of 100 times.



Corporate Research Associates (CRA), [www.cra.ca](http://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® – Autumn 2016

### New Brunswick Political Results

Sample: 801 New Brunswickers (18 years plus)

Interview Dates: November 9 to November 30, 2016

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

Percentages may not equal 100 percent due to rounding.

#### *How satisfied are you with the overall performance of the provincial government led by Premier Brian Gallant?*

	November 2015	February 2016	May 2016	August 2016	November 2016
Completely satisfied	5%	3%	4%	4%	4%
Mostly satisfied	48%	40%	45%	45%	51%
Mostly dissatisfied	25%	35%	28%	28%	25%
Completely dissatisfied	11%	14%	13%	11%	9%
Don't know/No answer/Neither	12%	7%	10%	12%	11%

Current overall margin of error is ± 3.5 percentage points based on a sample size of 801.

#### *If an election were held today in New Brunswick, for which party would you vote?*

Party	November 2015	February 2016	May 2016	August 2016	November 2016
Liberal Party	55%	45%	52%	54%	53%
Progressive Conservative Party	25%	27%	25%	28%	30%
Green Party	7%	8%	9%	8%	9%
New Democratic Party	12%	18%	12%	8%	7%
People's Alliance of New Brunswick	1%	2%	2%	2%	2%
<b>TOTAL DECIDED VOTE</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>101%</b>
None/Do not plan to vote	3%	5%	4%	4%	3%
Refused to state	9%	7%	7%	6%	5%
Don't know/Undecided	25%	29%	29%	32%	34%

Current margin of error for decided voters is ± 4.6 percentage points based on a sample size of 459.

#### *Which one of the following individuals would you most prefer as Premier of New Brunswick?*

Leader	November 2015	February 2016	May 2016	August 2016	November 2016
Brian Gallant of the Liberal Party (Elected Premier in September 2014)	39%	30%	39%	39%	36%
Interim Leader Bruce Fitch/Blaine Higgs of the Progressive Conservative Party	13%	19%	14%	15%	21%
David Coon of the Green Party	9%	10%	11%	9%	9%
Dominic Cardy of the NDP	8%	10%	7%	8%	6%
Kris Austin of the People's Alliance of New Brunswick	3%	2%	4%	4%	3%
None of the above/Other	7%	9%	6%	7%	5%
Don't know/No answer	21%	20%	19%	18%	21%

Current overall margin of error is ± 3.5 percentage points based on a sample size of 791.