

NL Liberals pull ahead of PC Party in terms of voter support

- Support for the NL PC Party has declined, allowing the governing Liberals to take the lead in terms of voter preference
- A majority of residents continue to be dissatisfied with the performance of the Liberal government is stable this quarter
- Paul Davis of the PC Party retains his lead in terms of leader preference, despite declining support this quarter

HALIFAX, NS September 13, 2017: After losing its lead six months ago, the Liberal Party is once again the most preferred political party in Newfoundland and Labrador, according to the most recent survey conducted by **Corporate Research Associates Inc.** Specifically, four in ten decided voters back the governing Newfoundland and Labrador Liberal Party (40%, compared with 34% in May 2017), while one-third support the Progressive Conservative Party (33%, down from 40%), and one-quarter prefer the New Democratic Party (24%, unchanged).

One-third of residents are undecided (35%, compared with 32%), while three percent refuse to state a preference (compared with 2%), and five percent either support none of the parties or do not plan to vote (unchanged).

Satisfaction with the performance of the Liberal government is consistent with past results. Specifically, three in ten residents (30%, compared with 28% three months ago) are satisfied, while two-thirds (64%, compared with 65%) continue to be dissatisfied. Six percent of residents do not offer a definite opinion on the matter (compared with 7%).

With regards to leader preference, support for Premier Dwight Ball is stable and currently rests at 23 percent (unchanged), while three in ten residents support Paul Davis of the PC Party (29%, down from 36%). Preference for NDP leader Earle McCurdy is stable and currently rests at 18 percent (compared with 16%). Meanwhile, one in seven prefer none of these leaders (15%, compared with 13%), and a similar number of residents have no definite opinion at this time (15%, compared with 12%).

These results are part of the **CRA Atlantic Quarterly**[®], an independent telephone survey of Atlantic Canadians, and are based on a sample of 403 adult Newfoundland and Labrador residents. The survey was conducted from August 9 to September 2, 2017, with overall results for the province accurate to within ± 4.9 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).

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CRA Atlantic Quarterly® Summer 2017 Newfoundland and Labrador Political Results

Sample: 403 Newfoundland and Labrador Residents (18 years plus)

Interview Dates: August 9 to September 2, 2017

Overall Margin of Sampling Error: ± 4.9 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 Premier Dwight Ball?</i> | | | | | |
|---|--------------------|----------------------|----------------------|-----------------|--------------------|
| | August 2016 | November 2016 | February 2017 | May 2017 | August 2017 |
| Completely satisfied | 2% | 2% | 3% | 2% | 3% |
| Mostly satisfied | 15% | 31% | 23% | 26% | 27% |
| Mostly dissatisfied | 37% | 36% | 36% | 37% | 38% |
| Completely dissatisfied | 44% | 23% | 35% | 28% | 26% |
| Don't know/No answer/Neither | 2% | 6% | 2% | 7% | 6% |

Current overall margin of error is ± 4.9 percentage points based on a sample size of 403.

| <i>If a provincial election were held today in Newfoundland and Labrador, for which party would you vote?</i> | | | | | |
|--|--------------------|----------------------|----------------------|-----------------|--------------------|
| Party | August 2016 | November 2016 | February 2017 | May 2017 | August 2017 |
| Liberal Party | 34% | 42% | 33% | 34% | 40% |
| Progressive Conservative Party | 33% | 34% | 39% | 40% | 33% |
| New Democratic Party | 32% | 23% | 26% | 24% | 24% |
| Labrador Party | 0% | 0% | 0% | 0% | 2% |
| Green Party | 0% | 1% | 0% | 2% | 1% |
| Other | 1% | 0% | 1% | 0% | 0% |
| TOTAL DECIDED VOTE | 100% | 100% | 99% | 100% | 100% |
| None/Do not plan to vote | 7% | 5% | 5% | 5% | 5% |
| Refused to state | 2% | 1% | 1% | 2% | 3% |
| Don't know/Undecided | 23% | 28% | 24% | 32% | 35% |

Current margin of error for decided voters is ± 6.4 percentage points based on a sample size of 231.

| <i>Which one of the following individuals would you most prefer as Premier of Newfoundland and Labrador?</i> | | | | | |
|---|--------------------|----------------------|----------------------|-----------------|--------------------|
| Leader | August 2016 | November 2016 | February 2017 | May 2017 | August 2017 |
| Dwight Ball of the Liberal Party | 17% | 27% | 21% | 23% | 23% |
| Paul Davis of the PC Party | 32% | 35% | 33% | 36% | 29% |
| Earle McCurdy of the NDP | 24% | 17% | 23% | 16% | 18% |
| None of the above/Other | 13% | 10% | 14% | 13% | 15% |
| Don't know/No answer | 14% | 11% | 9% | 12% | 15% |

Current overall margin of error is ± 4.9 percentage points based on a sample size of 403.