

Liberals' lead narrows midway through 2018 NB election campaign

- Two weeks prior to the provincial election, the gap between the Liberals and the PC Party has narrowed in terms of voter support
- Just under one-half of New Brunswick decided and leaning voters support the Liberal Party, while one-third prefer the PC Party
- The Liberals have a wide lead in Northern New Brunswick, while voter support is more evenly split between the Liberals and the PCs in Southern New Brunswick and in the Moncton area

HALIFAX, NS September 11, 2018: With just under two weeks remaining in the 2018 provincial election campaign, the New Brunswick Liberal Party's lead in voter support has narrowed, as compared to pre-campaign results, according to the most recent survey conducted by **Corporate Research Associates Inc.**

Specifically, just under one-half of New Brunswick decided and leaning voters support the Liberals (45%, compared with 50% of leaning and decided voters prior to the 2018 election campaign). Meanwhile, one-third of decided and leaning voters back the PC Party (33%, compared with 30%), and one in ten support the Green Party (10%, compared with 7%). Preference for the New Democratic Party rests at six percent (compared with 7%), while five percent of decided and leaning voters back the People's Alliance of New Brunswick (compared with 6%). Of note, Liberals hold a wide lead over the PC Party in Northern New Brunswick, while voter support is more evenly split between the Liberals and the PCs in Southern New Brunswick and in the Moncton area.

The number of residents who are undecided rests at 13 percent (compared with 14%), while three percent refuse to state a preference (compared with 6%), and seven percent either support none of the parties or do not plan to vote (compared with 5%).

"The election has narrowed significantly since the start of the campaign and is now likely to be a close race despite the apparent comfortable lead by the Liberals in overall voting intentions. This is a consequence of the disproportionate support that the Liberals have in Northern New Brunswick, which skews the voter intention numbers provincially," said Don Mills, Chairman and CEO of Corporate Research Associates Inc. "Indeed, the outcome of the election will largely be determined by voters in the southeastern portion of the province where the race is currently tight."

These results are part of the **CRA Atlantic Quarterly**[®], an independent telephone survey of Atlantic Canadians, and are based on a sample of 519 adult New Brunswickers, conducted from August 23 to September 9, 2018, with overall results accurate to within ± 4.3 percentage points, 95 out of 100 times.

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. Follow us on Twitter [@CRAInsight](https://twitter.com/CRAInsight).

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CRA Atlantic Quarterly® – Summer 2018

New Brunswick Political Results

Sample: 519 New Brunswickers (18 years plus)

Interview Dates: August 23 to September 9, 2018

Overall Margin of Sampling Error: ± 4.3 percentage points (95% confidence level)

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>		
Party	August 1 to 19	August 23 to September 9
Liberal Party	50%	45%
Progressive Conservative Party	30%	33%
Green Party	7%	10%
New Democratic Party	7%	6%
People's Alliance of New Brunswick	6%	5%
Other	0%	0%
TOTAL DECIDED VOTE	100%	99%
None/Do not plan to vote	5%	7%
Refused to state	6%	3%
Don't know/Undecided	14%	13%

Current margin of error for decided and leaning voters is ± 4.9 percentage points based on a sample size of 398.

<i>If an election were held today in New Brunswick, for which party would you vote?</i>				
Party	NB Overall	Northern NB (n=117)	Southern NB (n=178)	Moncton Area (n=103)
Liberal Party	45%	66%	32%	41%
Progressive Conservative Party	33%	19%	40%	41%
Green Party	10%	6%	14%	8%
New Democratic Party	6%	4%	7%	7%
People's Alliance of New Brunswick	5%	5%	7%	3%

Current margin of error for decided and leaning voters is ± 4.9 percentage points based on a sample size of 398.