

Increasing satisfaction with provincial government translates to improving voter support for NL Liberals

- The NL Liberal Party has reclaimed its position as the most preferred political party in terms of voter preference, surpassing the PC Party, which gained the lead last quarter
- Satisfaction with the performance of the Liberal government has improved to its highest level since February 2016
- Preference for Premier Dwight Ball and PC Party leader Ches Crosbie is virtually even this quarter

HALIFAX, NS September 6, 2018: After losing its lead to the PC Party last quarter, the Liberals have once again become the most preferred political party in Newfoundland and Labrador, according to the most recent survey conducted by **Corporate Research Associates Inc.** This result can be accredited to rising support for the governing Liberal Party, combined with a decline in preference for the PC Party since last quarter. Specifically, just under four in ten decided voters back the governing Newfoundland and Labrador Liberal Party (43%, up from 36% in May 2018), while one-third support the Progressive Conservative Party (35%, down from 42%), and two in ten prefer the New Democratic Party (19%, compared with 22%).

Three in ten residents are undecided (28%, compared with 29%), while seven percent either support none of these parties or do not plan to vote (compared with 4%), and two percent refuse to state a preference (unchanged).

Satisfaction with the performance of the Liberal government has improved this quarter, reaching its highest level since February 2016. Specifically, just over four in ten residents (43%, up from 38% three months ago) are satisfied, while just over one-half (53%, compared with 56%) 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 and PC leader Ches Crosbie is nearly even. Specifically, three in ten Newfoundland and Labrador residents support each of Premier Dwight Ball (31%, compared with 27% in May 2018) and Ches Crosbie of the PC Party (30%, compared with 34% three months ago). Preference for NDP leader Gerry Rogers is stable and currently rests at 16 percent (compared with 19%). Meanwhile, six percent prefer none of these leaders (unchanged), and one in six residents 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 800 adult Newfoundland and Labrador residents. The survey was conducted from August 2 to 30, 2018, with overall results for the province accurate to within ± 3.5 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. Follow us on Twitter [@CRAInsight](https://twitter.com/CRAInsight).

###

For more information, please contact:

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

CRA Atlantic Quarterly® Summer 2018 Newfoundland and Labrador Political Results

Sample: 800 Newfoundland and Labrador Residents (18 years plus)

Interview Dates: August 2 to 30, 2018

Overall Margin of Sampling Error: ± 3.5 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 2017	November 2017	February 2018	May 2018	August 2018
Completely satisfied	3%	3%	4%	3%	4%
Mostly satisfied	27%	30%	31%	35%	39%
Mostly dissatisfied	38%	38%	40%	35%	36%
Completely dissatisfied	26%	25%	21%	21%	17%
Don't know/No answer/Neither	6%	4%	5%	7%	6%

Current overall margin of error is ± 3.5 percentage points based on a sample size of 800.

<i>If a provincial election were held today in Newfoundland and Labrador, for which party would you vote?</i>					
Party	August 2017	November 2017	February 2018	May 2018	August 2018
Liberal Party	40%	44%	41%	36%	43%
Progressive Conservative Party	33%	33%	33%	42%	35%
New Democratic Party	24%	19%	24%	22%	19%
Other	3%	3%	2%	0%	2%
TOTAL DECIDED VOTE	100%	99%	100%	100%	99%
None/Do not plan to vote	5%	5%	8%	4%	5%
Refused to state	3%	1%	1%	2%	2%
Don't know/Undecided	35%	29%	25%	29%	28%

Current margin of error for decided voters is ± 4.3 percentage points based on a sample size of 521.

<i>Which one of the following individuals would you most prefer as Premier of Newfoundland and Labrador?</i>					
Leader	August 2017	November 2017	February 2018	May 2018	August 2018
Dwight Ball of the Liberal Party	23%	31%	28%	27%	31%
Paul Davis/Ches Crosbie of the PC Party	29%	31%	27%	34%	30%
Earle McCurdy/Interim leader Lorraine Michael/Gerry Rogers of the NDP	18%	19%	23%	19%	16%
None of the above/Other	15%	10%	11%	6%	6%
Don't know/No answer	15%	10%	11%	14%	17%

Current overall margin of error is ± 3.5 percentage points based on a sample size of 800.