

NEWS RELEASE



FOR IMMEDIATE RELEASE

All tied up in New Brunswick

Progressive Conservatives to take most seats

TORONTO September 21st, 2014 - In a random sampling of public opinion taken by the Forum Poll™ the day before the provincial election among 1326 New Brunswick voters, exactly equal proportions, 4-in-10, will vote for Brian Gallant's Liberals or David Alward's Progressive Conservatives (40% each). This stands in contrast to last week, when the Liberals held a healthy lead (September 11, Liberals - 42%, Progressive Conservatives - 32%). The NDP will take about one tenth of the vote (12%) and this hasn't changed since last week (September 11 - 13%). The Green Party will take half this proportion of votes (6%) and other parties will take very few (2%).

The Progressive Conservative vote is especially common to gen X (45 to 54 - 45%), the wealthiest (50%) and those in the Bay of Fundy/St John region (48%).

The Liberal vote is common to younger voters (35 to 44 - 46%), the least wealthy (49%), the least educated (45%), Francophones (53%) and those in the East Coast/Moncton region (46%).

Of note, one fifth of past Progressive Conservative voters will support the Liberals this time (20%) and one fifth of past Liberals will return the favour (21%). One third of past New Democrat voters will vote Liberal this time (34%) and, indeed, only slightly more will vote NDP again (39%).

Progressive Conservatives set to take more seats

If these results are projected up to seats in the new 49 seat Legislative Assembly, the Progressive Conservatives would take 26 to 23 for the Liberals, thereby retaining power.

Alward's favourables up sharply, Gallant's up, Cardy's down

Premier Alward has seen his approval improve from one quarter a week ago (September 11 - 26%) to more than a third today (35%) and his net favourable score (approve minus disapprove) has improved from -37 to -21. Brian Gallant's approval rating has improved slightly from 3-in-10 last week (29%) to more than a third today (36%), and his net score has improved slightly from -16 to -10. Dominic Cardy has seen his approval decline slightly from close to 4-in-10 last week (38%) to one third today (34%), and his net has declined considerably from +14 to -5.

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TORONTO

September 21st, 2014

HIGHLIGHTS:

- Exactly equal proportions, 4-in-10, will vote for Brian Gallant's Liberals or David Alward's Progressive Conservatives (40% each).
- If these results are projected up to seats in the new 49 seat Legislative Assembly, the Progressive Conservatives would take 26 to 23 for the Liberals, thereby retaining power.
- Premier Alward has seen his approval improve from one quarter a week ago (September 11 - 26%) to more than a third today (35%) and his net favourable score (approve minus disapprove) has improved from -37 to -21.
- Brian Gallant's approval rating has improved slightly from 3-in-10 last week (29%) to more than a third today (36%), and his net score has improved slightly from -16 to -10.

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"As we said last week, there is danger at the top of the polls. Stay there too long and you're a tempting target, and it appears Brian Gallant has brought some friendly fire with his ill-prepared CBC interview. This one has frankly become too close to call," said Forum Research President, Dr. Lorne Bozinoff.

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at lbozinoff@forumresearch.com or at (416) 960-9603.

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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1326 randomly selected voters in New Brunswick. The poll was conducted on September 21st, 2014.

Results based on the total sample are considered accurate +/- 3%, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at www.forumresearch.com/samplestim.asp

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at www.forumresearch.com/polls.asp

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Provincial Election Voting Preference Trending

[Decided / Leaning]

%	Sample	Con	Lib	NDP	Green	Other
Sept. 21 st , 2014	1326	40	40	12	6	2
Sep. 11 th , 2014	732	32	42	13	6	7
August 25 th , 2014	962	31	46	15	7	1

Overall Seat Distribution

%	Con	Lib	NDP
Sept. 21 st , 2014	26	23	0
Sep. 11 th , 2014	15	34	0
August 20-21 st , 2014	5	44	0
Election – Sept. 27 th , 2010	42	13	0

New Brunswick Party Leader Approval Rating - Trending

[All Respondents]

%	Sample	Alward	Gallant	Cardy
Sept. 21 st , 2014	1326	35	36	34
Sep. 11 th , 2014	732	26	29	38
August 25 th , 2014	962	27	34	34

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Current Provincial Party Preference

‘Which party are you most likely to vote for in the provincial election on September 22?’ + ‘Even though you may not have made up your mind, which party are you leaning towards at this time?’

[Decided / Leaning]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1269	137	152	223	330	427	648	621
Progressive Conservative	40	38	33	45	37	44	43	37
Liberal	40	32	46	34	44	42	40	39
New Democratic	12	15	11	14	12	7	10	13
Green	6	12	7	5	5	5	5	8
Another Party	2	3	3	2	2	2	2	3

Region / Language

%	Total	East Coast Moncton	Bay of Fundy St. John	Central Fredericton	English	French
Sample	1269	573	306	390	807	439
Progressive Conservative	40	35	48	38	44	33
Liberal	40	46	29	42	34	53
New Democratic	12	11	13	11	13	8
Green	6	6	7	7	7	5
Another Party	2	2	3	2	3	1

Past Provincial Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	1269	549	404	152	39	49
Progressive Conservative	40	67	21	11	10	39
Liberal	40	20	69	34	22	27
New Democratic	12	8	6	39	29	7
Green	6	3	3	14	35	8
Another Party	2	2	1	2	4	19

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Approval of David Alward as Premier

'Do you approve or disapprove of the job David Alward is doing as premier?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1326	143	163	232	343	445	669	657
Approve	35	33	32	37	31	41	38	32
Disapprove	56	54	59	57	59	50	57	55
Don't know	9	12	9	6	9	10	5	13

Region / Language

%	Total	East Coast Moncton	Bay of Fundy St. John	Central Fredericton	English	French
Sample	1326	601	322	403	839	463
Approve	35	34	35	37	37	31
Disapprove	56	57	54	55	56	55
Don't know	9	9	11	7	7	14

Provincial Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	1326	477	488	144	103	57
Approve	35	79	9	11	9	23
Disapprove	56	14	85	84	79	63
Don't know	9	8	7	5	12	14

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Approval of Brian Gallant

'Do you approve or disapprove of the job Brian Gallant is doing as interim leader of the Opposition?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1326	143	163	232	343	445	669	657
Approve	36	31	35	33	41	39	37	34
Disapprove	46	46	47	51	43	44	50	43
Don't know	18	23	18	16	16	18	13	23

Region / Language

%	Total	East Coast Moncton	Bay of Fundy St. John	Central Fredericton	English	French
Sample	1326	601	322	403	839	463
Approve	36	40	30	35	31	46
Disapprove	46	44	52	42	52	35
Don't know	18	16	18	22	18	20

Provincial Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	1326	477	488	144	103	57
Approve	36	9	76	24	23	12
Disapprove	46	77	8	62	53	53
Don't know	18	15	16	14	24	35

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Approval of Dominic Cardy

'Do you approve or disapprove of the job Dominic Cardy is doing as Leader of the NDP?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1326	143	163	232	343	445	669	657
Approve	34	39	35	38	34	25	35	34
Disapprove	40	41	37	38	39	42	46	34
Don't know	26	20	28	24	28	33	19	32

Region / Language

%	Total	East Coast Moncton	Bay of Fundy St. John	Central Fredericton	English	French
Sample	1326	601	322	403	839	463
Approve	34	36	33	33	34	35
Disapprove	40	36	44	39	40	39
Don't know	26	28	22	28	26	26

Provincial Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	1326	477	488	144	103	57
Approve	34	29	25	78	40	36
Disapprove	40	47	47	10	39	25
Don't know	26	24	28	12	22	39

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