

NEWS RELEASE



FOR IMMEDIATE RELEASE

Liberals with 15 point lead in New Brunswick

Liberals to sweep 49 seat Assembly

TORONTO AUGUST 26th, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 962 New Brunswick voters, close to one half of voters will vote Liberal in the provincial election of September 22 (46%), compared to 3-in-10 who will vote Progressive Conservative (31%). One seventh will support the provincial New Democrats (15%), fewer than a tenth the Green Party (7%) and very few will vote any other party (1%).

The Liberals are especially popular with younger voters (under 35 - 53%), while the Progressive Conservatives are at a deficit here (14%). Fewer women support the Progressive Conservatives than males (26% to 35%). The least wealthy and the least educated support the Liberals (less than \$20K - 59%, some college or university or less - 50%), while those in higher income groups are especially likely to vote Progressive Conservative (\$80K to \$100K - 39%). Francophones are especially likely to vote Liberal (55%).

Of note, one third of past Progressive Conservative voters (32%) will vote Liberal this time, and as many as one half of past NDP supporters will as well (48%). Just one half of past Progressive Conservative voters will vote for their party again (53%), as will just more than a third of past NDP voters (37%).

Liberals to take almost every seat

If these results are projected up to seats in the newly reduced 49 seat Legislative Assembly, the Liberals would take 44, leaving just 5 for the Progressive Conservatives. The NDP would be shut out.

Gallant and Cardy tied in approval; Alward lags

One third approve of both Liberal leader Brian Gallant and NDP leader Dominic Cardy (34% each), but Cardy's net favourable score (approve minus disapprove) is slightly more positive (+4) than Gallant's (0). One quarter approve of David Alward (27%), and his net is an extremely negative -33. Both Gallant and Alward poll at approximately the same level as their parties, but Cardy polls twice as well, which means he is unable to drag the party up to his own personal popularity level.

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TORONTO

August 26th, 2014

HIGHLIGHTS:

- Close to one half of voters will vote Liberal in the provincial election of September 22 (46%), compared to 3-in-10 who will vote Progressive Conservative (31%).
- One seventh will support the provincial New Democrats (15%), fewer than a tenth the Green Party (7%) and very few will vote any other party (1%).
- If these results are projected up to seats in the newly reduced 49 seat Legislative Assembly, the Liberals would take 44, leaving just 5 for the Progressive Conservatives. The NDP would be shut out.
- One third approve of both Liberal leader Brian Gallant and NDP leader Dominic Cardy (34% each).
- One quarter approve of David Alward (27%).

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Jobs seen to be the biggest election issue

When asked to specify the most important issue, jobs are mentioned by more than half (52%), either creating the economic climate necessary for job creation (24%), just job creation (21%) or job training and career development (7%). The other key issue is cutting government waste (14%). Less important are ethics in government (8%) or tourism development (2%). One fifth sees something other than the listed items as most important (21%). Cutting government waste and ethics in government (16% and 10% respectively) are more important to Liberals than Progressive Conservatives (9% and 5%), respectively, while job creation and creating economic climate for job creation (31% and 35%, respectively) are more important to Progressive Conservatives than to Liberals (22% and 23%, respectively).

Two thirds agree government has outlived usefulness

When asked their agreement with a series of statements, most voters, two thirds, agree that the government has outlived its usefulness and needs to be replaced (65%), and fully one half agree "strongly" (50%). After this, one half agree that the Energy East pipeline is the key to New Brunswick's prosperity (50%). Fewer than a third agree with the other statements, including "I don't usually vote Liberal but I think I will this time" (30% in total, 26% among past Progressive Conservatives and 40% among past New Democrats), "I will vote for the party I have always voted for" (27% agree in total, 40% among past Liberals), and "I usually vote NDP but they are running a campaign which is too right wing" (22% agree in total, 41% among past New Democrats).

"The Liberals have a solid lead across the province, and especially with the Francophone population, and it appears this will translate into almost absolute dominance of the Legislative Assembly," 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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HIGHLIGHTS:

- When asked to specify the most important issue, jobs are mentioned by more than half (52%), either creating the economic climate necessary for job creation (24%), just job creation (21%) or job training and career development (7%).
- When asked their agreement with a series of statements, most voters, two thirds, agree that the government has outlived its usefulness and needs to be replaced (65%), and fully one half agree "strongly" (50%).
- "The Liberals have a solid lead across the province, and especially with the Francophone population, and it appears this will translate into almost absolute dominance of the Legislative Assembly," said Forum Research President, Dr. Lorne Bozinoff.

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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 962 randomly selected New Brunswick residents, 18 years of age and older. The poll was conducted on August 25th, 2014.

Results based on the total sample are considered accurate $\pm 3\%$, 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
August 25 th , 2014	962	31	46	15	7	1

Overall Seat Distribution

%	Con	Lib	NDP
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
August 25 th , 2014	962	27	34	34

Agreement Statements Summary Table – Ranked by Agree

%	Agree - Top 2	Disagree - Btm 2	Don't Know
Current Government Outlived Usefulness	65	26	9
Support for Energy East Pipeline	50	36	15
New Liberal Voters	30	52	19
Vote for Same Party as Always	27	60	13
NDP too Right-Wing	22	49	28

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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	877	66	96	152	249	314	434	443
Progressive Conservative	31	14	28	33	28	44	35	26
Liberal	46	53	46	45	47	40	45	46
New Democratic	15	20	18	15	15	10	12	18
Green	7	11	7	6	8	6	7	8
Another Party	1	2	1	1	1	1	1	1

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	877	208	247	266	156
Progressive Conservative	31	27	30	34	29
Liberal	46	50	50	40	43
New Democratic	15	16	11	17	16
Green	7	6	7	7	10
Another Party	1	1	1	2	1

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	877	98	170	161	109	91	117
Progressive Conservative	31	16	29	35	26	39	31
Liberal	46	59	44	40	49	37	50
New Democratic	15	12	20	14	15	16	13
Green	7	12	6	9	9	6	5
Another Party	1	1	1	1	1	1	1

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Past Provincial Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	877	379	207	127	27	52
Progressive Conservative	31	53	16	8	19	21
Liberal	46	32	75	48	19	35
New Democratic	15	8	7	37	15	19
Green	7	6	2	7	47	13
Another Party	1	1	0	1	0	11

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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	962	77	102	169	269	345	468	494
Approve	27	18	25	27	29	37	31	23
Disapprove	60	65	61	60	63	53	59	62
Don't know	12	16	14	13	8	10	10	15

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	962	107	185	175	117	95	127
Approve	27	17	28	29	23	31	29
Disapprove	60	53	59	65	75	57	65
Don't know	12	30	13	6	2	12	7

Provincial Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	962	277	360	122	69	49
Approve	27	78	12	7	7	18
Disapprove	60	13	80	86	77	77
Don't know	12	10	8	7	16	5

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	962	230	275	291	166
Approve	27	26	27	28	28
Disapprove	60	53	60	62	67
Don't know	12	21	13	10	6

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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	962	77	102	169	269	345	468	494
Approve	34	29	29	41	37	31	36	31
Disapprove	33	30	43	34	31	31	40	27
Don't know	33	41	28	24	31	38	23	42

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	962	107	185	175	117	95	127
Approve	34	33	34	27	43	27	41
Disapprove	33	26	28	41	30	38	37
Don't know	33	41	37	32	27	34	22

Provincial Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	962	277	360	122	69	49
Approve	34	13	65	24	10	17
Disapprove	33	58	11	41	58	52
Don't know	33	29	24	34	32	31

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	962	230	275	291	166
Approve	34	35	37	30	36
Disapprove	33	26	30	40	35
Don't know	33	39	33	30	29

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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	962	77	102	169	269	345	468	494
Approve	34	36	32	33	36	31	36	32
Disapprove	29	29	40	28	26	25	37	22
Don't know	37	35	28	39	38	45	27	46

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	962	230	275	291	166
Approve	34	25	30	36	45
Disapprove	29	26	28	31	32
Don't know	37	48	43	32	23

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	962	107	185	175	117	95	127
Approve	34	38	33	31	42	32	37
Disapprove	29	25	28	28	35	34	33
Don't know	37	37	38	41	23	34	30

Provincial Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	962	277	360	122	69	49
Approve	34	26	34	72	25	34
Disapprove	29	38	30	9	48	32
Don't know	37	36	36	19	27	34

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Most Important Issue

‘Which of the following will be the one most important issue which decides your vote in the provincial election on September 22?’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	962	77	102	169	269	345	468	494
Job training and career development	7	8	5	8	7	7	6	8
Job creation	21	25	26	22	16	16	22	20
Creating the economic climate necessary for job creation	24	18	28	21	25	29	29	19
Tourism development	2	1	1	3	2	1	2	1
Ethics in government	8	7	7	5	11	12	8	9
Cutting government waste	14	8	11	16	18	19	15	13
Something else	21	29	19	22	19	12	16	25
Don't know	3	2	4	4	3	5	2	4

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	962	230	275	291	166
Job training and career development	7	9	10	6	2
Job creation	21	25	20	21	18
Creating the economic climate necessary for job creation	24	18	23	30	21
Tourism development	2	2	2	1	2
Ethics in government	8	7	10	7	11
Cutting government waste	14	18	15	11	14
Something else	21	15	16	23	31
Don't know	3	7	4	2	2

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Household Income

	%						
	Total	<\$20K	\$20- \$40K	\$40- \$60K	\$60- \$80K	\$80- \$100K	\$100- \$250K
Sample	962	107	185	175	117	95	127
Job training and career development	7	26	6	5	4	7	1
Job creation	21	21	23	21	25	23	13
Creating the economic climate necessary for job creation	24	14	15	21	31	28	40
Tourism development	2	5	1	2	1	1	1
Ethics in government	8	8	10	10	6	5	7
Cutting government waste	14	11	18	18	12	7	10
Something else	21	12	24	21	20	26	24
Don't know	3	3	3	3	1	3	5

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Provincial Party Preference

	%						
	Total	Conservative	Liberal	NDP	Green	Other	
Sample	962	277	360	122	69	49	
Job training and career development	7	4	8	6	13	2	
Job creation	21	31	22	19	8	10	
Creating the economic climate necessary for job creation	24	35	23	11	16	12	
Tourism development	2	1	1	4	4	0	
Ethics in government	8	5	10	9	11	9	
Cutting government waste	14	9	16	15	8	36	
Something else	21	13	19	31	40	28	
Don't know	3	3	2	5	0	3	

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Current Government Outlived Usefulness

'I'm going to read you a number of statements. Please tell me whether you agree or disagree with each. The current government has outlived its usefulness and needs to be replaced'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	962	77	102	169	269	345	468	494
NET: TOP2	65	76	67	62	64	54	62	68
NET: BTM2	26	16	23	29	28	38	31	22
Agree strongly	50	62	46	48	51	40	49	51
Agree	15	14	21	14	13	14	13	16
Disagree	17	8	14	15	20	27	19	14
Disagree strongly	10	8	10	14	8	11	12	8
Don't know	9	8	10	9	8	8	6	11

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	962	230	275	291	166
NET: TOP2	65	69	65	61	67
NET: BTM2	26	20	25	31	28
Agree strongly	50	54	52	46	51
Agree	15	15	13	16	16
Disagree	17	16	16	16	20
Disagree strongly	10	4	9	15	8
Don't know	9	11	10	8	5

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	962	107	185	175	117	95	127
NET: TOP2	65	68	68	67	67	61	65
NET: BTM2	26	15	24	27	29	30	29
Agree strongly	50	56	48	58	57	42	48
Agree	15	12	20	9	10	19	18
Disagree	17	15	14	17	18	17	14
Disagree strongly	10	1	10	10	11	13	15
Don't know	9	17	8	6	4	9	6

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Provincial Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	962	277	360	122	69	49
NET: TOP2	65	15	88	93	83	65
NET: BTM2	26	79	9	2	6	23
Agree strongly	50	5	71	81	70	44
Agree	15	10	17	12	13	21
Disagree	17	45	8	2	4	14
Disagree strongly	10	34	1	0	2	9
Don't know	9	5	4	5	11	12

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Vote for Same Party as Always

'I will vote for the party I have always voted for'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	962	77	102	169	269	345	468	494
NET: TOP2	27	22	31	25	27	31	27	27
NET: BTM2	60	60	58	64	61	55	64	56
Agree strongly	12	8	15	16	9	13	11	13
Agree	15	14	17	9	17	18	15	14
Disagree	41	37	35	42	45	44	42	39
Disagree strongly	19	23	22	22	16	11	22	16
Don't know	13	18	11	11	12	14	9	17

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	962	230	275	291	166
NET: TOP2	27	38	26	19	30
NET: BTM2	60	46	57	67	66
Agree strongly	12	21	11	9	9
Agree	15	17	15	10	21
Disagree	41	36	44	42	39
Disagree strongly	19	10	13	25	27
Don't know	13	16	17	14	4

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	962	107	185	175	117	95	127
NET: TOP2	27	33	24	34	19	27	24
NET: BTM2	60	40	58	58	76	66	70
Agree strongly	12	15	11	15	11	16	6
Agree	15	18	13	18	8	11	18
Disagree	41	28	39	43	50	49	40
Disagree strongly	19	13	18	15	26	18	30
Don't know	13	27	18	8	5	7	6

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Provincial Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	962	277	360	122	69	49
NET: TOP2	27	28	33	30	26	20
NET: BTM2	60	63	61	60	60	63
Agree strongly	12	16	13	17	9	1
Agree	15	13	20	13	17	18
Disagree	41	45	47	42	27	29
Disagree strongly	19	18	14	18	33	34
Don't know	13	8	6	10	14	18

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New Liberal Voters

'I don't usually vote Liberal but I think I will this time'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	962	77	102	169	269	345	468	494
NET: TOP2	30	33	25	28	34	26	32	28
NET: BTM2	52	41	60	57	51	54	54	50
Agree strongly	14	10	13	17	19	15	16	12
Agree	15	23	13	12	16	12	15	16
Disagree	31	18	30	36	33	39	31	30
Disagree strongly	21	23	29	21	18	15	23	19
Don't know	19	26	15	15	15	20	15	22

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	962	230	275	291	166
NET: TOP2	30	33	31	25	32
NET: BTM2	52	43	48	59	55
Agree strongly	14	18	18	10	12
Agree	15	16	13	15	20
Disagree	31	28	29	31	35
Disagree strongly	21	15	19	28	19
Don't know	19	23	21	17	13

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	962	107	185	175	117	95	127
NET: TOP2	30	39	28	30	36	23	26
NET: BTM2	52	40	51	54	50	62	64
Agree strongly	14	15	16	15	20	7	11
Agree	15	25	12	15	16	16	14
Disagree	31	21	35	30	29	39	34
Disagree strongly	21	18	17	24	20	23	30
Don't know	19	21	20	16	15	15	10

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Provincial Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	962	277	360	122	69	49
NET: TOP2	30	4	63	9	8	25
NET: BTM2	52	87	27	69	67	47
Agree strongly	14	0	35	0	4	5
Agree	15	4	29	9	4	20
Disagree	31	47	23	42	33	17
Disagree strongly	21	40	4	27	34	30
Don't know	19	9	10	21	25	29

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NDP too Right-Wing

'I usually vote NDP but they are running a campaign which is too right-wing'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	962	77	102	169	269	345	468	494
NET: TOP2	22	26	21	21	23	20	24	21
NET: BTM2	49	40	57	54	53	46	56	42
Agree strongly	10	14	10	9	8	8	11	9
Agree	12	12	11	12	16	12	13	12
Disagree	33	20	36	37	39	35	37	29
Disagree strongly	16	20	20	17	14	11	20	13
Don't know	28	34	23	25	24	34	19	37

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	962	230	275	291	166
NET: TOP2	22	27	24	19	21
NET: BTM2	49	38	47	54	59
Agree strongly	10	12	14	6	8
Agree	12	15	10	13	12
Disagree	33	27	35	34	35
Disagree strongly	16	11	13	19	24
Don't know	28	35	29	28	21

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	962	107	185	175	117	95	127
NET: TOP2	22	30	24	33	26	15	11
NET: BTM2	49	41	44	45	55	67	62
Agree strongly	10	15	11	17	8	5	4
Agree	12	15	13	16	17	10	6
Disagree	33	34	28	36	29	45	37
Disagree strongly	16	7	17	9	26	22	24
Don't know	28	30	32	22	20	18	27

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Provincial Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	962	277	360	122	69	49
NET: TOP2	22	15	23	31	47	26
NET: BTM2	49	62	54	50	27	32
Agree strongly	10	6	12	8	20	18
Agree	12	9	11	23	27	8
Disagree	33	38	40	33	22	24
Disagree strongly	16	24	14	17	5	7
Don't know	28	23	23	19	25	43

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Support for Energy East Pipeline

‘The secret to New Brunswick prosperity is the Energy East pipeline’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	962	77	102	169	269	345	468	494
NET: TOP2	50	37	45	47	54	67	57	43
NET: BTM2	36	43	41	37	35	21	35	36
Agree strongly	22	16	16	20	24	33	25	19
Agree	28	21	29	27	30	35	32	24
Disagree	21	20	24	27	22	16	21	21
Disagree strongly	14	23	18	11	13	6	14	15
Don't know	15	20	14	16	11	12	8	21

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	962	230	275	291	166
NET: TOP2	50	45	54	50	49
NET: BTM2	36	32	35	34	45
Agree strongly	22	24	27	19	17
Agree	28	21	27	31	32
Disagree	21	19	21	21	26
Disagree strongly	14	13	14	13	19
Don't know	15	24	11	16	6

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	962	107	185	175	117	95	127
NET: TOP2	50	34	52	59	41	58	53
NET: BTM2	36	41	26	31	48	35	39
Agree strongly	22	12	26	28	17	20	19
Agree	28	22	26	31	24	38	34
Disagree	21	19	18	20	20	29	25
Disagree strongly	14	22	8	11	28	6	14
Don't know	15	25	22	11	10	7	8

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Provincial Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	962	277	360	122	69	49
NET: TOP2	50	80	47	33	22	49
NET: BTM2	36	10	42	47	68	45
Agree strongly	22	46	14	13	8	23
Agree	28	34	33	19	14	26
Disagree	21	10	29	26	21	22
Disagree strongly	14	1	13	21	47	23
Don't know	15	9	11	20	10	6

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