

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Liberals set to win New Brunswick election

Liberals lead ahead of New Brunswick Election

Toronto, October 20th – In a random sampling of public opinion taken by The Forum Poll™ among 2,428 New Brunswick voters ahead of the October 21st provincial election, 45.7% of those who are decided or leaning are likely to vote for the Liberal Party while 37.1% are likely to vote for the Progressive Conservative Party. Voter support is low for the Green party (10.7%), NDP (2.7%), and People’s Alliance (2.0%).

Liberals poised for majority with 31 seats, PCs trail with 13

We project 31 seats for the Liberals, 13 seats for the Progressive Conservatives, 3 seats for the Greens, and 2 seats for the Alliance. A party must win at least 25 seats to form a majority government.

“The Liberals are on track to secure 31 seats while the Progressive Conservatives are projected to have 13 seats,” said Dr. Lorne Bozinoff, President of Forum Research. “With a minimum of 25 seats needed to form a majority government, the Liberals are in a strong position. The PCs, who achieved a majority in the 2020 elections, are encountering a more challenging electoral environment as voter support appears to be shifting.”

The poll was conducted by Forum Research with the results based on an interactive voice response telephone survey of 2,428 randomly selected New Brunswick residents over the age of 18, 71.6% by cellphone and 28.4% on landlines. The poll was conducted from October 18-20, 2024. Results based on the total sample are considered accurate +/- 3.0%, 19 times out of 20. Subsample and regional results will be less accurate. Margins of error for subsample and regional results are available at www.forumresearch.com/samplestim.asp.

This research is not necessarily predictive of future outcomes, but rather captures opinion at one point in time. With offices across Canada and around the world, 100% Canadian owned Forum Research is one of the country’s leading survey research firms. Forum Research follows the CRIC Public Opinion Research Standards and Disclosure Requirements that can be found here: <https://canadianresearchinsightscouncil.ca/standards/>

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The key questions covered in the recent poll included:

Note: TOTAL (u/w) indicates the unweighted count of respondents. TOTAL (w/t) indicates the count weighted for age and gender.

In the provincial election that will be held on Monday, October 21, which party are you most likely to vote for or have you voted for already? + Even though you may not have made up your mind, which party are you leaning towards at this time?

[Decided/ Leaning]

Age/Gender

%	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Other Gender
TOTAL (u/w)	2428	106	191	303	369	513	946	1176	1159	93
TOTAL (w/t)	2425	148	314	355	401	496	711	1136	1203	86
Progressive Conservative	37.1	36.7	33.9	35.6	38.5	36.5	39.0	44.3	31.4	23.0
Liberal	45.7	37.0	43.6	45.5	45.2	48.1	47.4	40.4	51.3	39.4
NDP	2.7	6.6	3.1	3.3	2.1	2.6	1.6	2.4	2.8	4.6
Green	10.7	16.1	15.8	10.8	11.2	8.6	8.4	9.8	10.8	20.7
People's Alliance of New Brunswick	2.0	1.4	2.5	2.3	1.1	2.2	2.2	1.7	1.9	7.2
Other	1.8	2.4	1.2	2.6	1.9	1.9	1.4	1.4	1.9	5.1

Language Spoken at Home

%	TOTAL	English	French	Some other language
TOTAL (u/w)	2428	1888	468	72
TOTAL (w/t)	2425	1893	451	81
Progressive Conservative	37.1	40.7	23.1	32.2
Liberal	45.7	42.4	60.6	40.2
NDP	2.7	2.7	2.1	5.3
Green	10.7	10.5	11.5	10.2
People's Alliance of New Brunswick	2.0	1.9	1.6	6.0
Other	1.8	1.8	1.0	6.0

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Region

%	TOTAL	East Coast Moncton	Bay of Fundy St. John	Central Fredericton
TOTAL (u/w)	2428	1008	738	682
TOTAL (w/t)	2425	1018	826	581
Progressive Conservative	37.1	34.5	38.2	40.1
Liberal	45.7	47.1	47.7	40.5
NDP	2.7	2.7	2.2	3.2
Green	10.7	11.8	8.4	11.9
People's Alliance of New Brunswick	2.0	2.0	1.5	2.7
Other	1.8	1.8	1.9	1.6

Income

%	TOTAL	<\$20K	\$20K- 40K	\$40K- \$60K	\$60K- 80K	\$80K- \$100K	\$100K- 250K	\$250K+
TOTAL (u/w)	2428	237	371	354	279	268	562	80
TOTAL (w/t)	2425	239	344	342	277	264	613	87
Progressive Conservative	37.1	37.3	43.3	32.9	35.7	40.4	33.3	38.8
Liberal	45.7	36.9	38.6	43.6	48.3	42.9	54.7	51.4
NDP	2.7	5.6	3.5	3.6	2.1	2.0	1.3	0.8
Green	10.7	12.1	10.4	13.3	11.8	12.4	8.7	4.9
People's Alliance of New Brunswick	2.0	3.3	2.1	3.8	1.8	1.3	0.5	2.8
Other	1.8	4.8	2.0	2.8	0.4	1.0	1.4	1.3

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