

NEWS RELEASE



FOR IMMEDIATE RELEASE

Liberal lead tightens in New Brunswick

Cardy's favourables up sharply, Gallant's down

TORONTO September 11th, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 732 New Brunswick voters 11 days before the September 22 provincial election, just more than 4-in-10 will vote Liberal (42%), compared to about a third who will vote Progressive Conservative (32%), for a 10 point lead in favour of the Liberals. This stands in contrast to our last poll two weeks ago, when the spread was 15 points for the Liberals (August 26, Liberals - 46%, Progressive Conservatives - 31%). The New Democrats have just more than a tenth of the vote (13%), stable from two weeks ago (15%). Less than a tenth will vote Green (6%) or for another party (7%). Of note, one quarter of past Progressive Conservative voters will vote Liberals this time (25%), as will more than 4-in-10 New Democrats (42%). The Liberal vote is the "stickiest" in that more past Liberals will vote their party (78%) than will either Progressive Conservatives (55%) or New Democrats (34%).

Liberals to take two thirds of Assembly seats

In the new 49 seat Legislative Assembly, the Liberals are projected to take 34 seats, down from 44 two weeks ago, while the Progressive Conservatives are projected to capture 15 Assembly seats, up from 5 previously.

Two thirds approve of downtown revitalization capital projects

Fewer than 3-in-10 approve of Brian Gallant now (29%), down from more than a third two weeks ago (34%), and his net favourable score (approve minus disapprove) has declined from 0 to -16. Dominic Cardy, on the other hand, has seen his approval improve from a third (34%) to close to 4-in-10 now (38%), and his net has improved from +4 to +14. Premier Alward has the approval of far fewer (26%, stable from 27%) and his net favourable is a dismal -37, down from -33. As such, both Alward and Gallant poll slightly behind their parties, while Cardy polls far ahead of his personally.

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TORONTO

September 11th, 2014

HIGHLIGHTS:

- Just more than 4-in-10 will vote Liberal (42%), compared to about a third who will vote Progressive Conservative (32%), for a 10-point lead in favour of the Liberals.
- The Liberals are projected to take 34 seats, down from 44 two weeks ago, while the Progressive Conservatives are projected to capture 15 Assembly seats, up from 5 previously.
- Among the three quarters who are aware of him (74%), Matt Brown has approval from 7-in-10 (70%).
- Fewer than 3-in-10 approve of Brian Gallant now (29%), down from more than a third two weeks ago (34%),

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Gallant and Alward matched on all attributes except ethics; Cardy lags

When the three party leaders are tested for which would be best at a selection of tasks, Brian Gallant and David Alward are matched on handling the provincial budget (Alward - 26%, Gallant - 27, Cardy 18%), creating jobs and growth (28%, 31%, 12% respectively), handling relations with Ottawa (30%, 30%, 13% respectively), cutting government waste (22%, 23%, 22% respectively). On ethics in government, Gallant leads (21%, 28%, 17%) as he does slightly on having the best vision for New Brunswick (26%, 30%, 15%).

"It appears some of the shine has come off Brian Gallant's bandwagon, which is inevitably the case when you have such a strong lead going into the election. It's interesting to note that he and the Premier are matched on most leadership attributes except ethics and vision, so we must assume these are the factors motivating his lead in the polls" 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:

- Brian Gallant and David Alward are matched on handling the provincial budget (Alward - 26%, Gallant - 27, Cardy 18%), creating jobs and growth (28%, 31%, 12% respectively), handling relations with Ottawa (30%, 30%, 13% respectively), cutting government waste (22%, 23%, 22% respectively).
- "It appears some of the shine has come off Brian Gallant's bandwagon, which is inevitably the case when you have such a strong lead going into the election. It's interesting to note that he and the Premier are matched on most leadership attributes except ethics and vision, so we must assume these are the factors motivating his lead in the polls" 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 732 randomly selected voters in New Brunswick. The poll was conducted on September 11th, 2014.

Results based on the total sample are considered accurate +/- 4%, 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
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
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
Sep. 11 th , 2014	732	26	29	38
August 25 th , 2014	962	27	34	34

Candidate Attributes Summary Table

%	Alward	Gallant	Cardy
Handle the Provincial Budget	26	27	18
Create Jobs and Growth	28	31	12
Handle Relations with Ottawa	30	30	13
Cut Government Waste	22	23	22
Be the Most Ethical in Government	21	28	17
Best Vision for New Brunswick's Future	26	30	15

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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	675	62	80	128	164	241	357	318
Progressive Conservative	32	22	32	27	33	43	34	30
Liberal	42	44	35	46	44	40	44	40
New Democratic	13	12	16	15	14	10	14	13
Green	6	8	9	6	6	4	4	9
Another Party	7	14	9	6	3	4	4	9

Region / Language

%	Total	East Coast Moncton	Bay of Fundy St. John	Central Fredericton	English	French
Sample	675	313	169	193	403	260
Progressive Conservative	32	26	39	33	36	26
Liberal	42	52	30	40	34	56
New Democratic	13	10	16	16	16	8
Green	6	9	4	4	7	5
Another Party	7	3	11	6	7	5

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	675	79	166	114	93	51	72
Progressive Conservative	32	22	30	36	35	27	34
Liberal	42	49	46	38	45	45	42
New Democratic	13	10	12	16	11	19	16
Green	6	8	6	4	5	9	6
Another Party	7	11	5	6	4	0	3

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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	732	65	86	140	186	255	378	354
Approve	29	19	25	38	33	34	32	26
Disapprove	46	56	51	37	43	41	50	42
Don't know	25	25	25	25	25	26	18	32

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	732	90	182	120	99	56	74
Approve	29	26	34	31	34	37	30
Disapprove	46	32	40	51	43	50	51
Don't know	25	41	26	18	23	13	18

Provincial Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	732	222	278	90	47	38
Approve	29	7	62	20	17	3
Disapprove	46	74	19	57	54	73
Don't know	25	19	19	23	30	24

Region / Language

%	Total	East Coast Moncton	Bay of Fundy St. John	Central Fredericton	English	French
Sample	732	342	175	215	438	282
Approve	29	34	23	30	24	38
Disapprove	46	44	50	42	47	42
Don't know	25	22	27	28	28	20

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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	732	65	86	140	186	255	378	354
Approve	38	41	38	34	41	33	45	31
Disapprove	24	26	17	22	23	28	27	21
Don't know	39	32	45	44	36	39	28	48

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	732	90	182	120	99	56	74
Approve	38	18	31	38	33	55	57
Disapprove	24	39	26	22	27	24	15
Don't know	39	43	43	40	39	21	28

Provincial Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	732	222	278	90	47	38
Approve	38	35	32	78	34	39
Disapprove	24	22	32	5	18	31
Don't know	39	43	36	17	48	30

Region / Language

%	Total	East Coast Moncton	Bay of Fundy St. John	Central Fredericton	English	French
Sample	732	342	175	215	438	282
Approve	38	35	46	32	37	39
Disapprove	24	28	15	28	21	28
Don't know	39	37	40	40	43	33

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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	732	65	86	140	186	255	378	354
Approve	26	18	20	23	30	39	30	23
Disapprove	63	74	74	64	54	49	63	63
Don't know	11	8	6	12	16	12	7	14

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	732	90	182	120	99	56	74
Approve	26	17	24	32	29	25	24
Disapprove	63	71	65	56	67	64	73
Don't know	11	12	12	12	3	12	4

Provincial Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	732	222	278	90	47	38
Approve	26	73	8	8	8	5
Disapprove	63	18	84	86	83	85
Don't know	11	9	8	6	8	10

Region / Language

%	Total	East Coast Moncton	Bay of Fundy St. John	Central Fredericton	English	French
Sample	732	342	175	215	438	282
Approve	26	23	30	26	25	27
Disapprove	63	64	64	60	63	63
Don't know	11	12	6	14	11	11

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Best Candidate to Handle the Provincial Budget

'Which of the three party leaders would be best able to handle the provincial budget?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	732	65	86	140	186	255	378	354
David Alward	26	13	27	25	30	40	30	23
Brian Gallant	27	22	19	36	27	30	32	22
Dominic Cardy	18	27	18	14	16	10	18	17
None of these	19	27	28	17	13	11	13	26
Don't know	10	11	7	8	13	9	6	13

Region / Language

%	Total	East Coast Moncton	Bay of Fundy St. John	Central Fredericton	English	French
Sample	732	342	175	215	438	282
David Alward	26	23	32	24	28	24
Brian Gallant	27	37	21	18	22	36
Dominic Cardy	18	15	22	17	18	17
None of these	19	15	19	27	22	15
Don't know	10	10	7	13	10	9

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	732	90	182	120	99	56	74
David Alward	26	14	26	34	35	24	27
Brian Gallant	27	22	32	25	33	39	23
Dominic Cardy	18	13	14	12	17	31	23
None of these	19	28	21	20	11	4	19
Don't know	10	23	8	9	4	2	7

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Best Candidate to Create Jobs and Growth

'Which of the three party leaders would do the most to create jobs and growth?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	732	65	86	140	186	255	378	354
David Alward	28	19	25	27	31	41	33	24
Brian Gallant	31	29	28	34	32	33	36	26
Dominic Cardy	12	16	16	12	11	7	12	13
None of these	18	26	23	18	12	9	13	23
Don't know	10	11	8	10	14	9	6	14

Region / Language

%	Total	East Coast Moncton	Bay of Fundy St. John	Central Fredericton	English	French
Sample	732	342	175	215	438	282
David Alward	28	26	31	29	29	27
Brian Gallant	31	40	24	25	25	40
Dominic Cardy	12	9	18	11	13	10
None of these	18	16	17	24	20	14
Don't know	10	10	10	11	11	9

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	732	90	182	120	99	56	74
David Alward	28	18	24	30	36	30	27
Brian Gallant	31	29	38	32	37	39	35
Dominic Cardy	12	5	14	9	7	19	17
None of these	18	32	17	15	13	8	15
Don't know	10	15	7	13	7	5	6

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Best Candidate to Handle Relations with Ottawa

'Which of the three party leaders would best handle relations with Ottawa?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	732	65	86	140	186	255	378	354
David Alward	30	20	26	29	32	46	35	26
Brian Gallant	30	27	28	34	32	30	34	27
Dominic Cardy	13	23	14	11	10	6	14	12
None of these	14	17	19	14	11	9	8	20
Don't know	12	13	13	11	16	9	9	15

Region / Language

%	Total	East Coast Moncton	Bay of Fundy St. John	Central Fredericton	English	French
Sample	732	342	175	215	438	282
David Alward	30	29	34	27	32	28
Brian Gallant	30	37	24	27	24	40
Dominic Cardy	13	9	20	12	15	10
None of these	14	14	10	19	15	12
Don't know	12	11	12	16	14	10

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	732	90	182	120	99	56	74
David Alward	30	17	30	39	35	28	30
Brian Gallant	30	25	37	28	36	49	36
Dominic Cardy	13	6	9	10	14	17	18
None of these	14	27	11	11	12	3	9
Don't know	12	26	12	12	2	4	6

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Best Candidate to Cut Government Waste

'Which of the three party leaders would be best at cutting government waste?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	732	65	86	140	186	255	378	354
David Alward	22	11	24	21	26	32	25	19
Brian Gallant	23	26	14	26	25	25	24	23
Dominic Cardy	22	23	27	23	22	18	27	19
None of these	20	30	19	19	14	14	17	22
Don't know	12	11	16	12	13	12	8	17

Region / Language

%	Total	East Coast Moncton	Bay of Fundy St. John	Central Fredericton	English	French
Sample	732	342	175	215	438	282
David Alward	22	21	25	20	23	20
Brian Gallant	23	27	24	17	18	33
Dominic Cardy	22	19	26	23	25	18
None of these	20	19	14	28	20	18
Don't know	12	14	11	12	13	11

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	732	90	182	120	99	56	74
David Alward	22	15	14	33	28	24	20
Brian Gallant	23	18	29	23	27	31	20
Dominic Cardy	22	13	18	22	27	32	38
None of these	20	36	22	12	14	5	14
Don't know	12	18	17	10	4	9	8

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Best Candidate to Be the Most Ethical in Government

'Which of the three party leaders would be the most ethical in government?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	732	65	86	140	186	255	378	354
David Alward	21	14	17	17	24	32	22	19
Brian Gallant	28	29	22	33	27	27	29	26
Dominic Cardy	17	15	21	21	19	12	23	12
None of these	21	28	29	18	15	15	16	26
Don't know	13	14	12	11	15	14	10	16

Region / Language

%	Total	East Coast Moncton	Bay of Fundy St. John	Central Fredericton	English	French
Sample	732	342	175	215	438	282
David Alward	21	16	27	20	23	17
Brian Gallant	28	33	24	24	20	41
Dominic Cardy	17	16	21	15	20	13
None of these	21	21	17	27	24	16
Don't know	13	14	11	14	13	13

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	732	90	182	120	99	56	74
David Alward	21	16	17	24	29	18	16
Brian Gallant	28	25	34	27	29	43	26
Dominic Cardy	17	6	14	15	23	24	32
None of these	21	32	17	25	16	8	18
Don't know	13	21	18	9	3	7	8

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Candidate with Best Vision for New Brunswick's Future

'Which of the three party leaders has the best vision for New Brunswick's future?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	732	65	86	140	186	255	378	354
David Alward	26	12	28	24	30	42	30	23
Brian Gallant	30	28	23	36	30	31	35	25
Dominic Cardy	15	16	20	14	17	9	18	12
None of these	19	31	23	17	12	10	12	26
Don't know	10	13	5	9	12	8	6	13

Region / Language

%	Total	East Coast Moncton	Bay of Fundy St. John	Central Fredericton	English	French
Sample	732	342	175	215	438	282
David Alward	26	22	32	26	29	22
Brian Gallant	30	39	22	25	24	40
Dominic Cardy	15	13	17	15	18	10
None of these	19	15	22	22	19	19
Don't know	10	11	6	12	10	9

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	732	90	182	120	99	56	74
David Alward	26	18	24	32	31	30	26
Brian Gallant	30	26	41	25	37	37	27
Dominic Cardy	15	9	7	18	17	22	27
None of these	19	30	17	18	12	7	14
Don't know	10	17	11	8	4	4	6

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