

Fall 2018 Provincial Report Newfoundland and Labrador



Introduction

MQO Research spoke with 600 residents of Newfoundland and Labrador to gauge the political temperature in the province for the October edition of our quarterly political poll: Atlantic Matters.

Provincial Politics

According to the latest polling numbers, the Liberal lead widened to 12 percentage points in October. Among decided and leaning voters:

- Support for the Liberal Party trended up 3 percentage points to 47%.
- PC Party support trended down 3 percentage points to 35%.
- NDP support exhibited no change at 16%.
- The undecided / no vote group jumped 6 percentage points to 41%.

Government Performance

Rating for the leadership of Premier Dwight Ball was up slightly with a mean score of 5.1 (on a 10-point scale) this quarter (compared to 4.8 in July).

Provincial Outlook

The economic outlook for the province was less pessimistic in October. 42% of residents of Newfoundland and Labrador reported their outlook on the economy had worsened over the past three months, down from 52% last quarter. Meanwhile, 44% indicated their outlook stayed the same (up from 37%) and 11 percent felt things had gotten better (relatively unchanged from 9%).

The Atlantic Matters poll was conducted by telephone from October 12th to October 26th, 2018 and included 600 randomly selected eligible voters from across the province. The margin of error for the total sample is ± 4.0 percentage points 19 times out of 20.

For more information on Atlantic Matters or MQO Research, contact:

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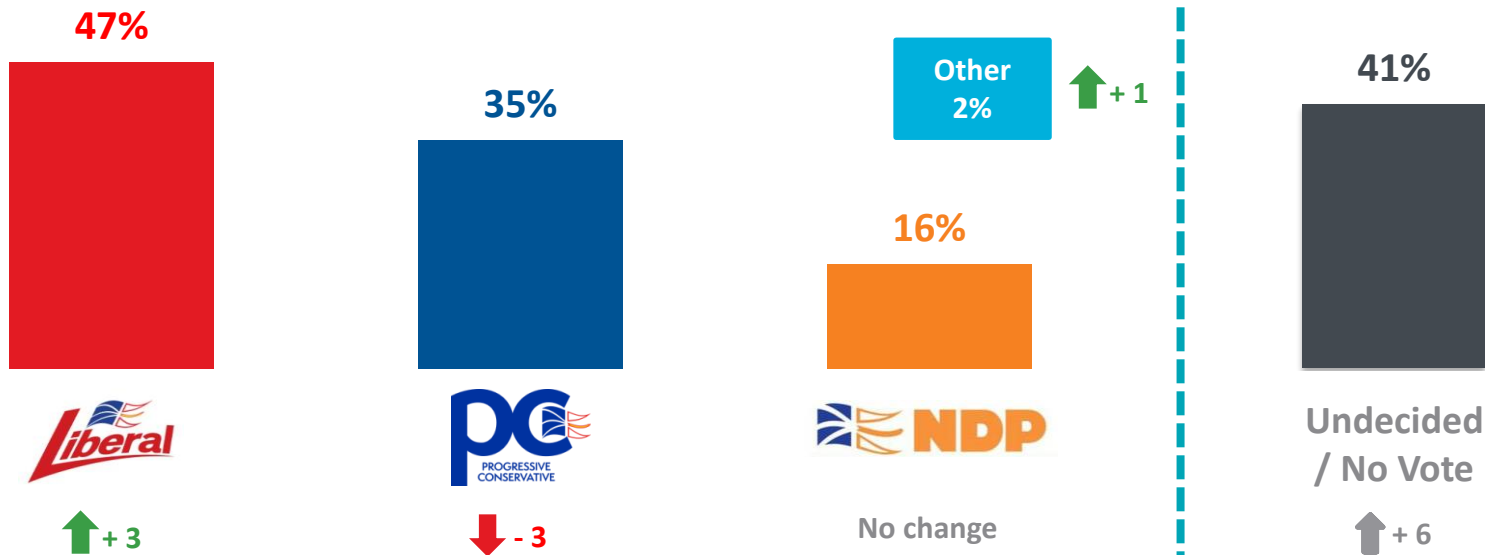
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“If a provincial election were held today, which party would you most likely vote for?”

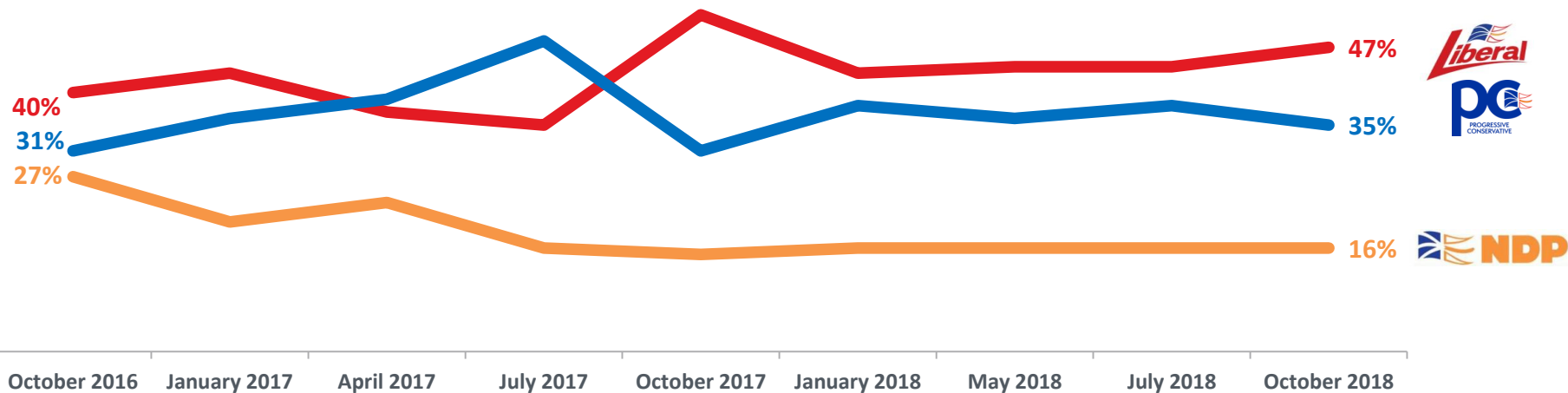
Decided and Leaning Voters



% point change
vs. July 2018

“If a provincial election were held today, which party would you most likely vote for?”

Decided and Leaning Voters



“If a provincial election were held today, which party would you most likely vote for?”

Decided and Leaning Voters

	October 2016	January 2017	April 2017	July 2017	October 2017	January 2018	May 2018	July 2018	October 2018
Liberal	40%	43%	37%	35%	52%	43%	44%	44%	47%
PC	31%	36%	39%	48%	31%	38%	36%	38%	35%
NDP	27%	20%	23%	16%	15%	16%	16%	16%	16%

“How would you rate the overall leadership of Premier Dwight Ball?”



Mean Rating
5.1

↑ +0.3

Mean rating change vs. July 2018

■ 1 to 5 ■ 6 to 7 ■ 8 to 10 (1 – very weak / 10 – very strong)



* Don't know / refusals removed (n=551)

“Based on your personal experiences over the past three months, would you say that the general outlook in NL has been getting...”

