

100 Sparks St., Suite 1090
Ottawa, Ontario, Canada
K1P 5B7

Toll free: 1-888-757-1119

abacusdata.ca

NL Election 2015: St. John's West Liberal Siobhan Coady leads NDP Leader McCurdy by 33 points

By David Coletto & Bruce Anderson

For interviews, or to find out about our services, please contact Bruce Anderson at banderson@abacusdata.ca (613-882-0929) or CEO David Coletto at david@abacusdata.ca (613-232-2806)

VOCM News commissioned Abacus Data to conduct surveys in four provincial electoral districts. Today, we report the results of a survey of 500 eligible voters living in St. John's West.

Liberal candidate Siobhán Coady has a 33-point lead over NDP leader Earle McCurdy with 57% of decided voters in the district, followed by Mr. McCurdy at 24% and PC candidate Dan Crummell in third at 19%. 26% of respondents were undecided or not voting.

Ms. Coady's support is strong among men and women, and particularly strong among those a university degree while the PC's are far behind in every single demographic group.

We also measured the mood of voters in the district, their perceptions of the party leaders, and what issues were most important to them. Here's what we found:

- 83% think it is time for a change in government (4 points above the provincial average).
- The economy and jobs (29%), and health care (21%) are the top issues in the district, similar to provincial level findings.
- 68% would consider voting Liberal (5 points below the provincial average), 41% would consider voting NDP (5 points above provincial average) and 35% would consider voting PC (3 points above the provincial average).
- Liberal Leader Dwight Ball is the most popular party leader in the district (42% positive, 13% negative) although Mr. Davis' personal numbers are not particularly bad (37% positive and 23% negative). Mr. Ball's net impression score is lower (NL +40, St. John's West +29) while Mr. Davis' numbers are somewhat higher (NL +7, St. John's West +14). Mr. McCurdy's numbers are slightly better in St. John's West than provincially (NL +4, St. John's West +7).

- While the PC's are in third place in St. John's West, a majority (56%) think the province is headed in the right direction (province wide 54%).
- 81% of voters think the Liberal Party will win the election (76% province wide) and 59% think the Liberal candidate will win locally in St. John's West.
- 51% voted Liberal in the recent federal election, 26% voted NDP and 6% voted Conservative. 77% of those who voted Liberal federally are planning to vote for Ms. Coady and the Liberals provincially while 58% of federal NDP supporters say they are planning on voting NL NDP.

The Upshot

Barring any sudden change in views among the electorate in St. John's West, Liberal candidate Siobhan Coady should win the election leaving NDP Leader Earle McCurdy without a seat in the House of Assembly.

Much like our provincial survey released two weeks ago, Ms. Coady's lead is built on a broad desire for change, positive feelings about Liberal leader Dwight Ball, and appeal of the Liberal brand among both Liberal and NDP voters.

Despite what would normally be very favourable conditions for an incumbent party (52% think province is headed in the right direction and 37% have a favourable impression of the Premier), the PCs are a distant third among committed voters in the district.

Download the full results deck here: <http://abacusdata.ca/wp-content/uploads/2015/11/Abacus-Newfoundland-and-Labrador-Political-Survey-St.-Johns-West-Nov-2015.pdf>

Methodology

The random live-interview telephone survey was conducted with 500 eligible voters living in the provincial electoral district of St. John's West. The survey was completed from November 8 to 12, 2015.

The margin of error for a probability-based random sample of 500 respondents using a probability sample is +/- 4.5%, 19 times out of 20.

The data was statistically weighted according to census data to ensure that the sample matched population of the electoral district.

Note the small sample sizes when reviewing results in subgroups.

For more information about the poll's methodology or the results, please contact David Coletto, CEO at david@abacusdata.ca or at 613-232-2806.

Abacus Data Inc.

We offer global research capacity with a strong focus on customer service, attention to detail and value added insight. Our team combines the experience of our Chairman Bruce Anderson, one of Canada's leading research executives for two decades, with the energy, creativity and research expertise of CEO David Coletto, PhD. For more information, visit our website at <http://www.abacusdata.ca/>

If a provincial election was held today, which political party would you vote for in your local electoral district?

Would you vote...

Sample size 500

Comparable MoE: $\pm 4.5\%$, 19 times out of 20

Fields dates: November 8 to 12, 2015

		PC	Liberal	NDP	UND/NV	Raw	Weighted
Gender	St. John's West	14%	42%	18%	26%	500	500
	Male	13%	44%	20%	24%	214	240
	Female	15%	40%	16%	29%	286	260
Age group	18 to 39	8%	41%	27%	24%	48	134
	40 to 59	16%	42%	14%	28%	229	223
	60+	17%	42%	15%	26%	214	143
Education	HS or less	17%	42%	19%	21%	116	140
	College	12%	38%	20%	30%	128	186
	University	13%	46%	13%	27%	247	175

If a provincial election was held today, which political party would you vote for in your local electoral district?

Would you vote...

Sample size 357

Comparable MoE: $\pm 5.3\%$, 19 times out of 20

Fields dates: November 8 to 12, 2015

		PC	Liberal	NDP	Other	Raw	Weighted
Gender	St. John's West	19%	57%	24%	0%	357	368
	Male	17%	58%	26%	0%	157	184
	Female	22%	56%	22%	0%	200	184
Age group	18 to 39	10%	54%	36%	0%	35	101
	40 to 59	22%	59%	19%	0%	163	161
	60+	23%	57%	20%	0%	159	106
Education	HS or less	22%	53%	25%	0%	90	110
	College	17%	54%	29%	0%	85	130
	University	18%	63%	18%	1%	182	128