

Report

# PROVINCIAL POLITICS IN NEW BRUNSWICK

**acadienouvelle**  
le quotidien francophone du Nouveau-Brunswick

For publication on August 29, 2020



# METHODOLOGY

## METHODOLOGY



Web survey using computer-assisted Web interviewing (CAWI) technology.



From August 21<sup>st</sup> to August 26<sup>th</sup>, 2020



519 New Brunswickers, 18 years of age or older, who have the right to vote in New Brunswick, randomly recruited from LEO's online panel.



Using data from the 2016 Census, results were weighted according to age, gender, mother tongue, region, level of education and presence of children in the household in order to ensure a representative sample of the population.



For comparison purposes, a probability sample of 519 respondents would have a margin of error of  $\pm 4.3\%$ , 19 times out of 20.

The research results presented here are in full compliance with the CRIC Public Opinion Research Standards and Disclosure Requirements.

# METHODOLOGY

## Notes on Reading this Report

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.

In this report, data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.

A more detailed methodology is presented in the annex.

If you have questions about the data presented in this report, please contact Christian Bourque, Associate and Executive Vice-President at the following e-mail address: [cbourque@leger360.com](mailto:cbourque@leger360.com)



# FINAL CHOICE

## Q1C. Is this your final choice or are you likely to change your mind?

Base: Respondents who were able to say which party they intend to vote for.

(weighted n=417, unweighted n=420)



Based on people who intend to vote for the **CPNB**  
(weighted n = 168, unweighted n = 174)



Based on people who intend to vote for the **LPNB**  
(weighted n = 137, unweighted n = 141)









Based on people who intend to vote for the **GPNB**  
(weighted n = 55, unweighted n = 57)



Based on people who intend to vote for the **PANB**  
(weighted n = 30, unweighted n = 22\*)



Based on people who intend to vote for the **NDP**  
(weighted n = 27\*, unweighted n = 26\*)

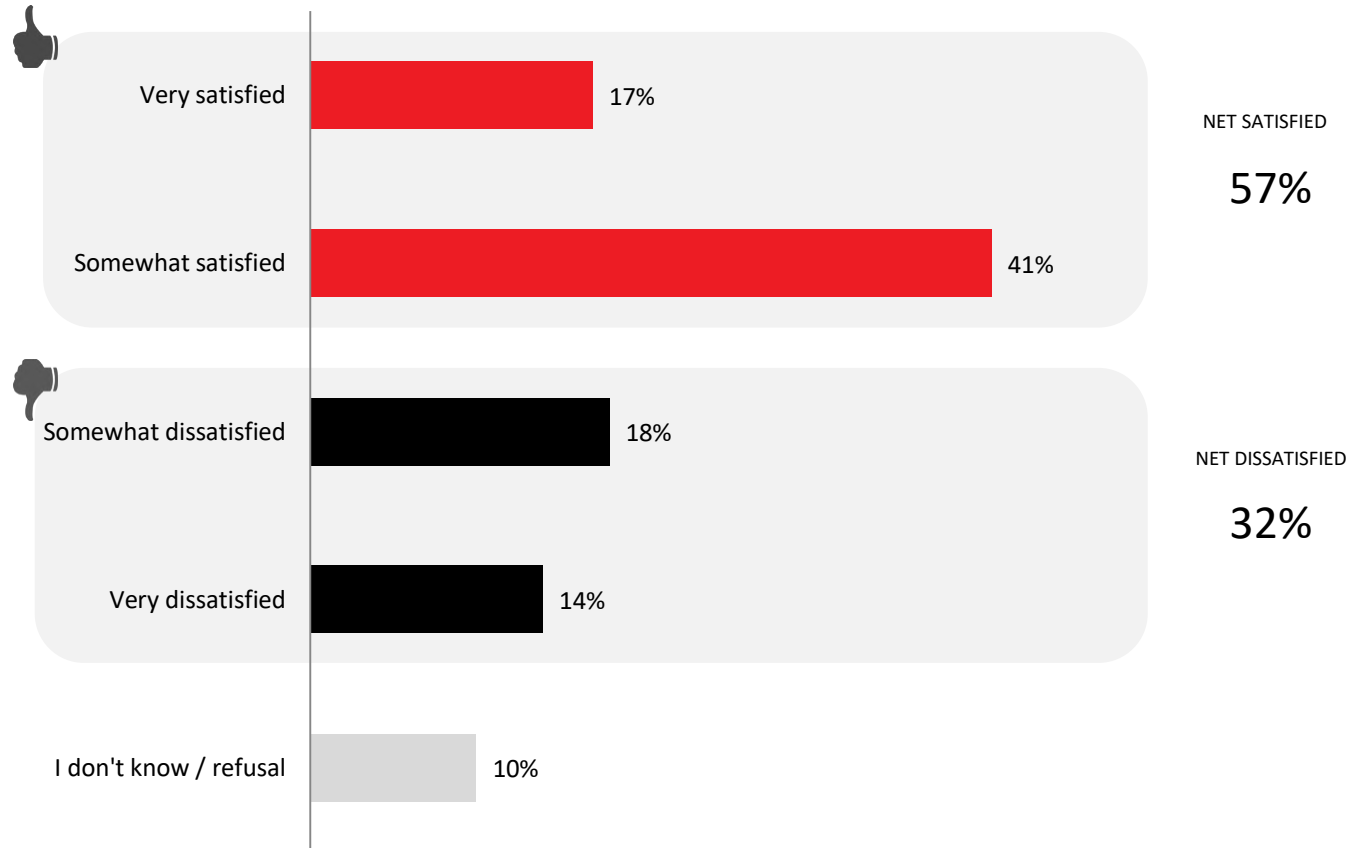
	Total						
Final choice	48%	50%	58%	25%	56%	22%	
I'm likely to change my mind	50%	47%	41%	71%	44%	75%	
I don't know	2%	3%	1%	5%	0%	3%	
Refusal	0%	0%	0%	0%	0%	0%	

\*Given the small number of respondents (n<30) data are presented for illustrative purposes only.

# SATISFACTION WITH THE NEW BRUNSWICK GOVERNMENT

Q2. Are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the New Brunswick government led by Blaine Higgs?

Base: All respondents (n=519)



# SATISFACTION WITH THE NEW BRUNSWICK GOVERNMENT – DETAILED RESULTS

**Q2. Are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the New Brunswick government led by Blaine Higgs?**

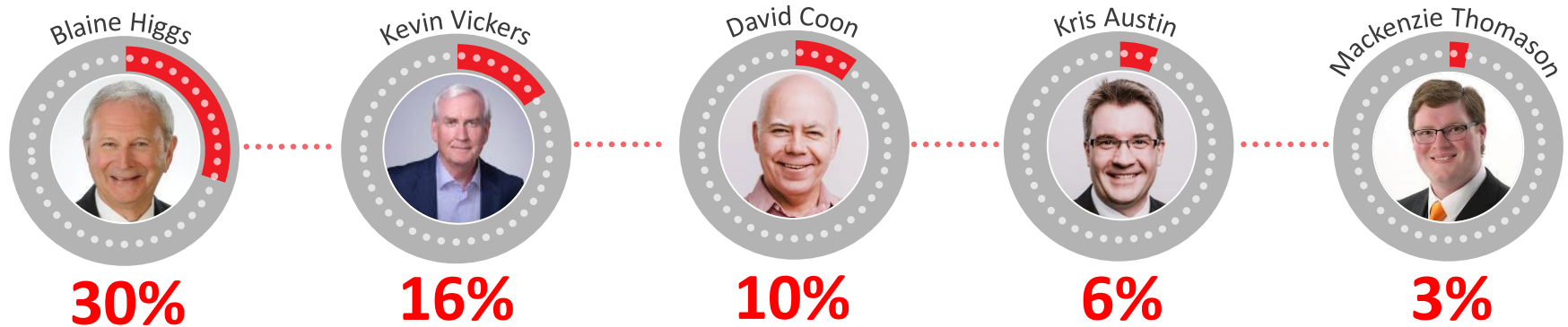
Base: All respondents

	TOTAL	Male	Female	18-34	35-54	55+	Moncton	St-John	Fredericton	Rest of NB	Franco	Non Franco
Weighted n =	519	254	265	117	174	228	101	88	71	260	163	356
Unweighted n =	519	214	305	105	169	245	190	49	90	190	182	337
<b>NET SATISFIED</b>	<b>57%</b>	61%	54%	52%	53%	64%	62%	68%	63%	50%	33%	69%
Very satisfied	17%	21%	13%	11%	15%	22%	23%	18%	22%	13%	8%	21%
Somewhat satisfied	41%	40%	41%	41%	38%	42%	40%	50%	42%	37%	25%	48%
<b>NET DISSATISFIED</b>	<b>32%</b>	30%	34%	28%	35%	31%	31%	22%	31%	36%	56%	21%
Somewhat dissatisfied	18%	16%	20%	14%	23%	16%	19%	12%	23%	18%	24%	15%
Very dissatisfied	14%	14%	14%	15%	13%	15%	12%	10%	8%	18%	32%	6%
I don't know	8%	8%	8%	17%	8%	4%	5%	10%	5%	9%	7%	9%
Refusal	2%	1%	4%	3%	4%	1%	1%	0%	1%	4%	4%	2%

# BEST PREMIER OF NEW BRUNSWICK

**Q3. In your opinion, which provincial party leader would make the best premier of New Brunswick?**

Base: All respondents (n=519)



Note: The complement to 100% corresponds to "None of them," "I don't know" and "Refusal" responses.



# SECOND CHOICE – ACCORDING TO VOTING INTENTIONS

## Q4. If you could not vote for < insert Q1A/Q1B answer >, what would be your second choice?

Base: Respondents who were able to say which party they intend to vote for.

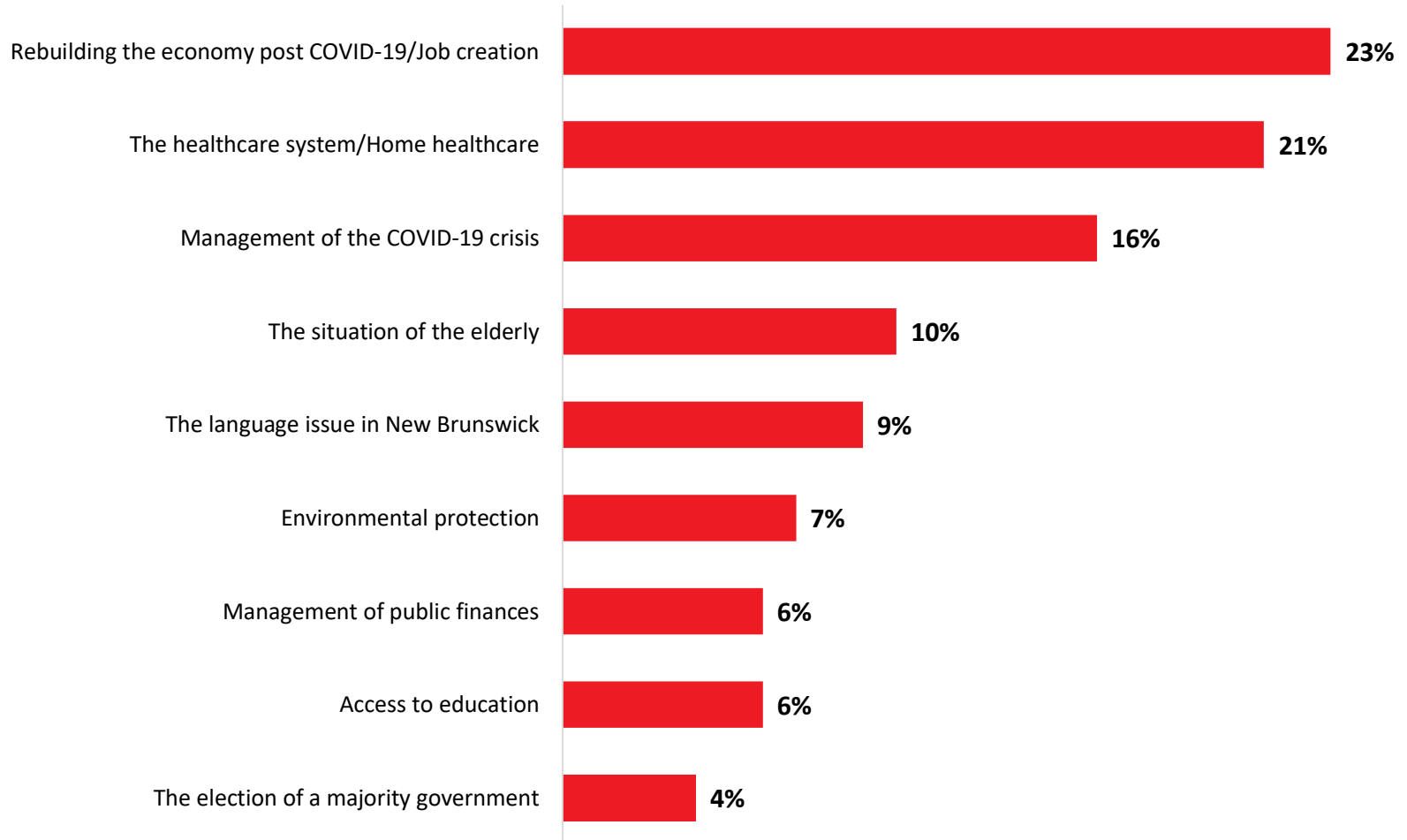
	TOTAL	CPNB	LPNB	GPNB	PANB	NDPNB
Weighted n =	417	168	137	55	30	27
Unweighted n =	420	174	141	57	22*	26*
...David Coon's Green Party of New Brunswick	22%	16%	40%	-	16%	16%
...Kevin Vicker's New Brunswick Liberal Party	15%	18%	-	39%	13%	24%
...Kris Austin's People's Alliance of New Brunswick	12%	19%	1%	12%	-	38%
...Mackenzie Thomason's New Democratic Party of New Brunswick	11%	9%	12%	21%	4%	-
...Blaine Higgs' Progressive Conservative Party of New Brunswick	9%	-	14%	4%	41%	12%
...another party	2%	3%	1%	4%	0%	0%
I would not vote	7%	9%	6%	4%	2%	3%
I would cancel my vote	5%	5%	9%	2%	0%	0%
I don't know	17%	20%	14%	13%	25%	5%
Refusal	1%	1%	1%	0%	0%	3%

\*Given the small number of respondents (n<30) data are presented for illustrative purposes only.

# MOST IMPORTANT ISSUE IN THE ELECTION CAMPAIGN

**Q6. Which of the following issues is most important to you in the coming election campaign?**

Base: All respondents (n=519)



# MOST IMPORTANT ISSUE IN THE ELECTION CAMPAIGN

## – DETAILED RESULTS

### Q6. Which of the following issues is most important to you in the coming election campaign?

Base: All respondents

	TOTAL	Male	Female	18-34	35-54	55+	Moncton	St-John	Fredericton	Rest of NB	Franco	Non Franco
Weighted n =	519	254	265	117	174	228	101	88	71	260	163	356
Unweighted n =	519	214	305	105	169	245	190	49	90	190	182	337
Rebuilding the economy post COVID-19/Job creation	23%	26%	20%	28%	25%	19%	24%	20%	36%	20%	19%	25%
The healthcare system/Home healthcare	21%	10%	31%	19%	13%	28%	23%	23%	18%	20%	21%	20%
Management of the COVID-19 crisis	16%	15%	16%	19%	18%	12%	16%	19%	16%	14%	11%	18%
The situation of the elderly	10%	10%	11%	5%	10%	13%	9%	15%	3%	11%	13%	9%
The language issue in New Brunswick	9%	14%	4%	16%	5%	8%	9%	6%	3%	11%	15%	6%
Environmental protection	7%	7%	6%	7%	7%	7%	4%	3%	13%	7%	5%	8%
Management of public finances	6%	8%	4%	2%	8%	7%	5%	6%	7%	6%	5%	7%
Access to education	6%	5%	6%	5%	13%	0%	5%	7%	3%	6%	5%	6%
The election of a majority government	4%	5%	2%	0%	2%	6%	5%	2%	1%	4%	6%	2%

# MOST IMPORTANT ISSUE IN THE ELECTION CAMPAIGN

– ACCORDING TO VOTING INTENTIONS

## Q6. Which of the following issues is most important to you in the coming election campaign?

Base: Respondents who were able to say which party they intend to vote for.

	TOTAL	CPNB	LPNB	GPNB	PANB	NDPNB
Weighted n =	519	168	137	55	30	27
Unweighted n =	519	174	141	57	22*	26*
Rebuilding the economy post COVID-19/Job creation	23%	20%	26%	24%	16%	35%
The healthcare system/Home healthcare	21%	17%	23%	13%	22%	21%
Management of the COVID-19 crisis	16%	19%	13%	14%	6%	10%
The situation of the elderly	10%	9%	13%	9%	6%	0%
The language issue in New Brunswick	9%	6%	12%	2%	37%	10%
Environmental protection	7%	6%	1%	27%	6%	9%
Management of public finances	6%	10%	3%	6%	4%	5%
Access to education	6%	6%	6%	3%	3%	6%
The election of a majority government	4%	6%	4%	2%	0%	3%

\*Given the small number of respondents (n<30) data are presented for illustrative purposes only.

# EXPECTED WINNER

Q5. In your opinion, which of the following parties will win the elections on September 14<sup>th</sup>? Is it...

Base : All respondents

	TOTAL	Male	Female	18-34	35-54	55+	Moncton	St-John	Fredericton	Rest of NB	Franco	Non Franco
Weighted n =	519	254	265	117	174	228	101	88	71	260	163	356
Unweighted n =	519	214	305	105	169	245	190	49	90	190	182	337
...Blaine Higgs' Progressive Conservative Party of New Brunswick	34%	41%	28%	28%	27%	44%	34%	52%	44%	26%	21%	41%
...Kevin Vicker's New Brunswick Liberal Party	25%	25%	25%	30%	29%	19%	23%	17%	17%	31%	43%	17%
...David Coon's Green Party of New Brunswick	4%	5%	3%	9%	4%	1%	3%	6%	7%	3%	2%	5%
...Mackenzie Thomason's New Democratic Party of New Brunswick	1%	1%	1%	2%	3%	0%	4%	2%	0%	0%	0%	2%
...Kris Austin's People's Alliance of New Brunswick	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
...another party	1%	0%	1%	0%	2%	0%	0%	3%	0%	0%	0%	1%
I don't know	33%	28%	39%	30%	33%	35%	34%	19%	31%	39%	33%	33%
Refusal	1%	1%	2%	2%	2%	1%	2%	1%	1%	1%	1%	1%

# EXPECTED WINNER

## – ACCORDING TO VOTING INTENTIONS

**Q5. In your opinion, which of the following parties will win the elections on September 14<sup>th</sup>? Is it...**

Base: Respondents who were able to say which party they intend to vote for.

	TOTAL	CPNB	LPNB	GPNB	PANB	NDPNB
Weighted n =	519	168	137	55	30	27
Unweighted n =	519	174	141	57	22*	26*
<b>...Blaine Higgs' Progressive Conservative Party of New Brunswick</b>	<b>34%</b>	<b>73%</b>	<b>12%</b>	<b>24%</b>	23%	20%
<b>...Kevin Vicker's New Brunswick Liberal Party</b>	<b>25%</b>	<b>6%</b>	<b>62%</b>	21%	29%	35%
<b>...David Coon's Green Party of New Brunswick</b>	<b>4%</b>	<b>1%</b>	<b>0%</b>	<b>24%</b>	0%	13%
<b>...Mackenzie Thomason's New Democratic Party of New Brunswick</b>	<b>1%</b>	<b>0%</b>	1%	2%	4%	11%
<b>...Kris Austin's People's Alliance of New Brunswick</b>	<b>0%</b>	0%	0%	0%	0%	0%
<b>...another party</b>	<b>1%</b>	0%	0%	<b>3%</b>	0%	0%
I don't know	<b>33%</b>	20%	24%	27%	44%	21%
Refusal	<b>1%</b>	0%	0%	0%	0%	0%

\*Given the small number of respondents (n<30) data are presented for illustrative purposes only.

# APPENDIX

# DETAILED METHODOLOGY

## Sampling Frame

Participants were randomly selected from LEO's online panel.

Leger owns and manages an Internet panel that includes more than 400,000 Canadians coast to coast. An online panel consists of Web users profiled according to different demographic variables. The majority of Leger's panel members (60%) were randomly recruited over the phone in the past ten years, which makes this panel very similar to the current Canadian population on a number of demographic characteristics. Moreover, 35% of panellists were recruited through affiliate programs and 5% through partner campaigns and programs.

To be eligible, respondents were required to be 18 years of age or older and have the right to vote in New Brunswick.



# DETAILED METHODOLOGY

## Weighted and Unweighted Sample

The table below presents the geographic distribution of respondents before weighting. In the unweighted sample, there was a slight imbalance in geographical distribution. The weighting process served primarily to adjust the weight (slightly overrepresented in the sample) of the regions outside of major urban centres.

Region	Unweighted	Weighted
Moncton	190	101
Saint-Jean	49	88
Fredericton	90	71
Rest of New Brunswick	190	260

# DETAILED METHODOLOGY

## Weighted and Unweighted Sample

The following tables present the demographic distribution of respondents according to gender, age and language (mother tongue)

<b>GENDER</b>	<b>Unweighted</b>	<b>Weighted</b>
Male	214	254
Female	305	265

<b>AGE</b>	<b>Unweighted</b>	<b>Weighted</b>
Between 18 and 34	105	117
Between 35 and 55	169	174
55 or over	245	228

<b>LANGUAGE (MOTHER TONGUE)</b>	<b>Unweighted</b>	<b>Weighted</b>
French	182	162
English - Other	337	356

The sample thus collected has a minimum weighting factor of 0.1979 and a maximum weighting factor of 4.4513. The weighted variance is 0.4915.

# SURVEY

[ASK ALL]

[SINGLE MENTION]

**QS1.** In which region of New Brunswick do you live?

Label	Value	Attribute	Termination
Moncton	1		
Saint-John	2		
Fredericton	3		
Other region of New Brunswick	4	F	

[ASK ALL]

[SINGLE MENTION]

**SEXE.** Please indicate your sex:

*Note: As indicated by Statistics Canada, transgender, transsexual, and intersex Canadians should indicate the sex (male or female) with which they most associate themselves.*

Label	Value	Attribute	Termination
Male	1		
Female	2		

# SURVEY

[ASK ALL]

[SINGLE MENTION]

**AGE.** How old are you?

Label	Value	Attribute	Termination
Under 18	0		TERMINATE
Between 18 and 24	1		
Between 25 and 34	2		
Between 35 and 44	3		
Between 45 and 54	4		
Between 55 and 64	5		
Between 65 and 74	6		
75 or older	7		
I prefer not to answer	99		TERMINATE

[ASK ALL]

[SINGLE MENTION]

[LIST ORDER: In order]

**ELI1.** Are you at least 18 years old and eligible to vote in New Brunswick?

Label	Value	Attribute	Termination
Yes	1		
No	2		TERMINATE

# SURVEY

[BASE : ALL]

[SINGLE MENTION]

[LIST ORDER: Randomized 1-5]

**Q1A.** If PROVINCIAL elections were held today, for which political party would you be most likely to vote? Would it be for...

Label	Value	Attribute	Termination
...Mackenzie Thomason's New Democratic Party of New Brunswick	1		
...Blaine Higgs' Progressive Conservative Party of New Brunswick	2		
...Kevin Vickers' New Brunswick Liberal Party	3		
...Kris Austin's People's Alliance of New Brunswick	4		
...David Coon's Green Party of New Brunswick	5		
...another party	6	F	
I would not vote	7	F	
I would cancel my vote	8	F	
I don't know	98	F	
I prefer not to answer	99	F	

# SURVEY

[BASE : ASK IF Q1A=98]

[SINGLE MENTION]

[LIST ORDER: Randomized 1-5]

**Q1B.** Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote? Would it be for...

Label	Value	Attribute	Termination
...Mackenzie Thomason's New Democratic Party of New Brunswick	1		
...Blaine Higgs' Progressive Conservative Party of New Brunswick	2		
...Kevin Vickers' New Brunswick Liberal Party	3		
...Kris Austin's People's Alliance of New Brunswick	4		
...David Coon's Green Party of New Brunswick	5		
...another party	6	F	
I would not vote	7	F	
I would cancel my vote	8	F	
I don't know	98	F	
I prefer not to answer	99	F	

[BASE : ASK IF Q1A=1, 2, 3, 4, 5 OR IF Q1B 1, 2, 3, 4, 5]

[SINGLE MENTION]

[LIST ORDER: In order]

**Q1C.** Is this your final choice or are you likely to change your mind?

Label	Value	Attribute	Termination
My choice is final	1		
I'm likely to change my mind	2		
I don't know	98	F	
I prefer not to answer	99	F	

# SURVEY

[BASE : ASK ALL]

[SINGLE MENTION]

[LIST ORDER: In order]

**Q2.** Are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the New Brunswick government led by Blaine Higgs?

Label	Value	Attribute	Termination
Very satisfied	1		
Somewhat satisfied	2		
Somewhat dissatisfied	3		
Very dissatisfied	4		
I don't know	98	F	
I prefer not to answer	99	F	

[BASE : ASK ALL]

[SINGLE MENTION]

[LIST ORDER: Randomized 1-5]

**Q3.** In your opinion, which provincial party leader would make the best premier of New Brunswick?

Label	Value	Attribute	Termination
Mackenzie Thomason	1		
Blaine Higgs	2		
Kevin Vickers	3		
Kris Austin	4		
David Coon	5		
None of them	6	F	
I don't know	98	F	
I prefer not to answer	99	F	

# SURVEY

[BASE : ASK IF Q1A=1, 2, 3, 4, 5 OR Q1B=1, 2, 3, 4, 5]

[SINGLE MENTION]

[LIST ORDER: Randomized 1-5]

**Q4.** If you could not vote for < insert Q1A/Q1B answer >, what would be your second choice?

Label	Value	Attribute	Termination
...Mackenzie Thomason's New Democratic Party of New Brunswick	1		
...Blaine Higgs' Progressive Conservative Party of New Brunswick	2		
...Kevin Vickers' New Brunswick Liberal Party	3		
...Kris Austin's People's Alliance of New Brunswick	4		
...David Coon's Green Party of New Brunswick	5		
...another party	6	F	
I would not vote	7	F	
I would cancel my vote	8	F	
I don't know	98	F	
I prefer not to answer	99	F	

[BASE : ASK ALL]

[SINGLE MENTION]

[LIST ORDER: Randomized 1-5]

**Q5.** In your opinion, which of the following parties will win the elections on September 14<sup>th</sup> ? Is it...

Label	Value	Attribute	Termination
...Mackenzie Thomason's New Democratic Party of New Brunswick	1		
...Blaine Higgs' Progressive Conservative Party of New Brunswick	2		
...Kevin Vickers' New Brunswick Liberal Party	3		
...Kris Austin's People's Alliance of New Brunswick	4		
...David Coon's Green Party of New Brunswick	5		
...another party	6	F	
I don't know	98	F	
I prefer not to answer	99	F	



# SURVEY

[BASE : ASK ALL]

[SINGLE MENTION]

[LIST ORDER: Randomized 1-9]

**Q6.** Which of the following issues is most important to you in the coming election campaign?

Label	Value	Attribute	Termination
Management of the COVID-19 crisis	1		
Management of public finances	2		
The language issue in New Brunswick	3		
The healthcare system/Home healthcare	4		
Rebuilding the economy post COVID-19/Job creation	5		
The election of a majority government	6		
Access to education	7		
Environmental protection	8		
The situation of the elderly	9		

[ASK ALL]

[SINGLE MENTION]

**LANGU.** What is the language you first learned at home in your childhood and that you still understand?

Label	Value	Attribute	Termination
French	1		
English	2		
Other	3		
English and French	7		
French and other	4		
English and other	5		
Other and other	6		
I prefer not to answer	9		

# SURVEY

[ASK ALL]

[SINGLE MENTION]

**ENFAN.** Are there any children who are UNDER 18 YEARS OF AGE living in your household?

(IF SO): Are any of them 12 YEARS OLD AND OLDER or LESS THAN 12 years old?

Label	Value	Attribute	Termination
Yes: 12 years of age and OLDER ONLY	1		
Yes: 12 years of age and older AND younger than 12 years old	2		
Yes: YOUNGER than 12 years old ONLY	3		
No children under 18 years old at all in the household	4		
I prefer not to answer	9		

# CROSSED TABLES

Voting intentions with leaners

VOTE	No:1	GENDER			AGE			REGION				MOTHER TONGUE	
	BB1	Total	Male	Female	18-34	35-54	55+	Moncton	St-John's	Fredericton	Other	French	English-Other
Weighted Totals :		519	254	265	117	174	228	101	88	71	260	163	356
Unweighted Totals :		519	214	305	105	169	245	190	49	90	190	182	337
New Democratic Party		5%	5%	5%	9%	7%	2%	7%	9%	0%	5%	4%	6%
Progressive Conservative Party		32%	38%	27%	24%	25%	42%	36%	41%	46%	24%	24%	36%
Liberal Party		26%	27%	26%	21%	28%	28%	26%	19%	13%	32%	49%	16%
People's Alliance		6%	6%	6%	8%	3%	6%	3%	11%	4%	6%	1%	8%
Green Party		11%	11%	11%	16%	11%	8%	11%	10%	27%	6%	6%	13%
Another party		2%	2%	1%	0%	3%	1%	1%	0%	1%	2%	1%	2%
I wouldn't vote		4%	4%	3%	5%	5%	2%	4%	1%	0%	6%	3%	4%
I would nullify my vote		2%	1%	2%	2%	2%	1%	0%	3%	0%	2%	1%	2%
I don't know		9%	6%	12%	10%	12%	6%	9%	5%	4%	12%	7%	10%
I prefer not to answer		4%	1%	6%	4%	4%	4%	4%	1%	4%	4%	4%	3%

Voting intentions with leaners

VOTE	No:2	VOTING INTENTIONS AMONG DECIDED						
	BB2	Total	New Democratic Party	Progressive Conservative Party	Liberal Party	People's Alliance	Green Party	Other
Weighted Totals :		519	27	168	137	30	55	8
Unweighted Totals :		519	26	174	141	22	57	6
New Democratic Party		5%	100%	0%	0%	0%	0%	0%
Progressive Conservative Party		32%	0%	100%	0%	0%	0%	0%
Liberal Party		26%	0%	0%	100%	0%	0%	0%
People's Alliance		6%	0%	0%	0%	100%	0%	0%
Green Party		11%	0%	0%	0%	0%	100%	0%
Another party		2%	0%	0%	0%	0%	0%	100%
I wouldn't vote		4%	0%	0%	0%	0%	0%	0%
I would nullify my vote		2%	0%	0%	0%	0%	0%	0%
I don't know		9%	0%	0%	0%	0%	0%	0%
I prefer not to answer		4%	0%	0%	0%	0%	0%	0%

Voting intentions among decided

VOTE1	No:3	GENDER			AGE			REGION				MOTHER TONGUE	
	BB1	Total	Male	Female	18-34	35-54	55+	Moncton	St-John's	Fredericton	Other	French	English-Other
Weighted Totals :		425	225	199	92	135	197	84	78	65	198	137	288
Unweighted Totals :		426	191	235	81	130	215	159	42	82	143	156	270
New Democratic Party		6%	6%	7%	12%	9%	2%	8%	10%	0%	6%	5%	7%
Progressive Conservative Party		40%	42%	36%	31%	33%	48%	43%	45%	50%	32%	28%	45%
Liberal Party		32%	30%	34%	27%	36%	32%	31%	21%	15%	43%	58%	20%
People's Alliance		7%	7%	7%	11%	4%	7%	3%	12%	5%	7%	1%	10%
Green Party		13%	12%	14%	20%	14%	9%	13%	12%	29%	8%	7%	16%
Another party		2%	2%	1%	0%	4%	1%	1%	0%	1%	3%	1%	2%

# CROSSED TABLES (CONTINUED)

Voting intentions among decided								
No:4	VOTING INTENTIONS AMONG DECIDED							
	BB2	Total	New Democratic Party	Progressive Conservative Party	Liberal Party	People's Alliance	Green Party	Other
VOTE1								
Weighted Totals :		425	27	168	137	30	55	8
Unweighted Totals :		426	26	174	141	22	57	6
New Democratic Party		6%	100%	0%	0%	0%	0%	0%
Progressive Conservative Party		40%	0%	100%	0%	0%	0%	0%
Liberal Party		32%	0%	0%	100%	0%	0%	0%
People's Alliance		7%	0%	0%	0%	100%	0%	0%
Green Party		13%	0%	0%	0%	0%	100%	0%
Another party		2%	0%	0%	0%	0%	0%	100%

Q1C: Is your choice final or could you still change your mind?													
No:5	BB1	GENDER			AGE			REGION				MOTHER TONGUE	
		Total	Male	Female	18-34	35-54	55+	Moncton	St-John's	Fredericton	Other	French	English-Other
Q1C													
Weighted Totals :		417	220	197	92	129	195	83	78	64	192	136	281
Unweighted Totals :		420	189	231	81	127	212	157	42	81	140	155	265
My choice is final		48%	52%	44%	29%	51%	55%	53%	47%	46%	47%	55%	45%
I could still change my mind		50%	47%	53%	70%	45%	43%	45%	49%	52%	51%	43%	53%
I don't know		2%	1%	3%	1%	3%	2%	2%	4%	2%	1%	2%	2%
I prefer not to answer		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Q1C: Is your choice final or could you still change your mind?								
No:6	VOTING INTENTIONS AMONG DECIDED							
	BB2	Total	New Democratic Party	Progressive Conservative Party	Liberal Party	People's Alliance	Green Party	Other
Q1C								
Weighted Totals :		417	27	168	137	30	55	0
Unweighted Totals :		420	26	174	141	22	57	0
My choice is final		48%	22%	50%	58%	56%	25%	0%
I could still change my mind		50%	75%	47%	41%	44%	71%	0%
I don't know		2%	3%	3%	1%	0%	5%	0%
I prefer not to answer		0%	0%	0%	0%	0%	0%	0%

Q2: Are you very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied with the Government of New Brunswick under Blaine Higgs?													
No:7	BB1	GENDER			AGE			REGION				MOTHER TONGUE	
		Total	Male	Female	18-34	35-54	55+	Moncton	St-John's	Fredericton	Other	French	English-Other
Q2													
Weighted Totals :		519	254	265	117	174	228	101	88	71	260	163	356
Unweighted Totals :		519	214	305	105	169	245	190	49	90	190	182	337
TOTAL SATISFIED		57%	61%	54%	52%	53%	64%	62%	68%	63%	50%	33%	69%
Very satisfied		17%	21%	13%	11%	15%	22%	23%	18%	22%	13%	8%	21%
Somewhat satisfied		41%	40%	41%	41%	38%	42%	40%	50%	42%	37%	25%	48%
TOTAL DISSATISFIED		32%	30%	34%	28%	35%	31%	31%	22%	31%	36%	56%	21%
Somewhat dissatisfied		18%	16%	20%	14%	23%	16%	19%	12%	23%	18%	24%	15%
Very dissatisfied		14%	14%	14%	15%	13%	15%	12%	10%	8%	18%	32%	6%
I don't know		8%	8%	8%	17%	8%	4%	5%	10%	5%	9%	7%	9%
I prefer not to answer		2%	1%	4%	3%	4%	1%	1%	0%	1%	4%	4%	2%

# CROSSED TABLES (CONTINUED)

Q2: Are you very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied with the Government of New Brunswick under Blaine Higgs?

Q2	VOTING INTENTIONS AMONG DECIDED						
	Total	New Democratic Party	Progressive Conservative Party	Liberal Party	People's Alliance	Green Party	Other
Weighted Totals :	519	27	168	137	30	55	8
Unweighted Totals :	519	26	174	141	22	57	6
<b>TOTAL SATISFIED</b>	57%	59%	88%	38%	54%	45%	12%
Very satisfied	17%	3%	44%	4%	7%	1%	0%
Somewhat satisfied	41%	55%	44%	35%	46%	44%	12%
<b>TOTAL DISSATISFIED</b>	32%	38%	9%	58%	24%	47%	72%
Somewhat dissatisfied	18%	15%	4%	28%	20%	35%	66%
Very dissatisfied	14%	23%	4%	30%	3%	12%	6%
I don't know	8%	0%	3%	2%	23%	6%	16%
I prefer not to answer	2%	3%	0%	1%	0%	2%	0%

Q3: In your opinion, which of the provincial party leaders would make the best Premier of New Brunswick?

Q3	VOTING INTENTIONS AMONG DECIDED											
	Total	GENDER		AGE			REGION				MOTHER TONGUE	
		Male	Female	18-34	35-54	55+	Moncton	St-John's	Fredericton	Other	French	English-Other
Weighted Totals :	519	254	265	117	174	228	101	88	71	260	163	356
Unweighted Totals :	519	214	305	105	169	245	190	49	90	190	182	337
Mackenzie Thomason	3%	4%	2%	5%	4%	0%	5%	6%	0%	1%	2%	3%
Blaine Higgs	30%	35%	25%	25%	24%	38%	34%	33%	42%	24%	16%	37%
Kevin Vickers	16%	17%	15%	12%	23%	14%	10%	11%	9%	22%	31%	9%
Kris Austin	6%	7%	5%	7%	5%	6%	2%	11%	2%	7%	2%	8%
David Coon	10%	13%	8%	10%	11%	10%	11%	8%	24%	7%	13%	9%
None	5%	7%	4%	2%	3%	8%	4%	5%	2%	6%	8%	4%
I don't know	27%	18%	36%	36%	28%	22%	31%	27%	20%	27%	24%	28%
I prefer not to answer	3%	1%	5%	2%	2%	3%	3%	0%	1%	4%	4%	2%

Q3: In your opinion, which of the provincial party leaders would make the best Premier of New Brunswick?

Q3	VOTING INTENTIONS AMONG DECIDED						
	Total	New Democratic Party	Progressive Conservative Party	Liberal Party	People's Alliance	Green Party	Other
Weighted Totals :	519	27	168	137	30	55	8
Unweighted Totals :	519	26	174	141	22	57	6
Mackenzie Thomason	3%	19%	2%	2%	4%	0%	0%
Blaine Higgs	30%	10%	77%	9%	0%	4%	0%
Kevin Vickers	16%	16%	1%	54%	3%	0%	0%
Kris Austin	6%	14%	1%	1%	78%	3%	0%
David Coon	10%	0%	6%	8%	0%	57%	0%
None	5%	7%	2%	5%	0%	4%	22%
I don't know	27%	30%	10%	20%	15%	32%	78%
I prefer not to answer	3%	3%	1%	1%	0%	0%	0%

# CROSSED TABLES (CONTINUED)

Q4: In the event that you could not vote for [pipe: Q1Selected], what would be your second choice?

Q4	No:11											
	BB1	GENDER			AGE			REGION				MOTHER TONGUE
	Total	Male	Female	18-34	35-54	55+	Moncton	St-John's	Fredericton	Other	French	English-Other
Weighted Totals :	417	220	197	92	129	195	83	78	64	192	136	281
Unweighted Totals :	420	189	231	81	127	212	157	42	81	140	155	265
... the New Democratic Party of New Brunswick, led by Mackenzie Thomason	11%	8%	13%	12%	11%	10%	11%	16%	5%	10%	9%	11%
... the Progressive Conservative Party of New Brunswick, led by Blaine Higgs	9%	12%	5%	15%	6%	8%	8%	4%	5%	12%	8%	9%
... the Liberal Party of New Brunswick, led by Kevin Vickers	15%	17%	13%	28%	13%	10%	19%	12%	21%	12%	17%	14%
... the People's Alliance of New Brunswick, led by Kris Austin	12%	15%	9%	6%	14%	14%	11%	13%	19%	10%	1%	17%
... the Green Party of New Brunswick, led by David Coon	22%	22%	22%	18%	20%	25%	23%	12%	30%	23%	33%	17%
... another party	2%	4%	1%	2%	3%	2%	0%	5%	4%	2%	1%	3%
I wouldn't vote	7%	6%	7%	6%	5%	8%	8%	7%	2%	7%	5%	7%
I would nullify my vote	5%	8%	2%	0%	10%	4%	2%	0%	3%	10%	9%	4%
I don't know	17%	9%	25%	13%	16%	19%	17%	31%	12%	12%	14%	18%
I prefer not to answer	1%	1%	1%	0%	2%	1%	0%	0%	0%	2%	3%	0%

Q4: In the event that you could not vote for [pipe: Q1Selected], what would be your second choice?

Q4	No:12						
	BB2	VOTING INTENTIONS AMONG DECIDED					
	Total	New Democratic Party	Progressive Conservative Party	Liberal Party	People's Alliance	Green Party	Other
Weighted Totals :	417	27	168	137	30	55	0
Unweighted Totals :	420	26	174	141	22	57	0
... the New Democratic Party of New Brunswick, led by Mackenzie Thomason	11%	0%	9%	12%	4%	21%	0%
... the Progressive Conservative Party of New Brunswick, led by Blaine Higgs	9%	12%	0%	14%	41%	4%	0%
... the Liberal Party of New Brunswick, led by Kevin Vickers	15%	24%	18%	0%	13%	39%	0%
... the People's Alliance of New Brunswick, led by Kris Austin	12%	38%	19%	1%	0%	12%	0%
... the Green Party of New Brunswick, led by David Coon	22%	16%	16%	40%	16%	0%	0%
... another party	2%	0%	3%	1%	0%	4%	0%
I wouldn't vote	7%	3%	9%	6%	2%	4%	0%
I would nullify my vote	5%	0%	5%	9%	0%	2%	0%
I don't know	17%	5%	20%	14%	25%	13%	0%
I prefer not to answer	1%	3%	1%	1%	0%	0%	0%

# CROSSED TABLES (CONTINUED)

Q5: Which of the following parties do you think will win the September 14 election? Is it...

No:15	BB1	GENDER		AGE			REGION				MOTHER TONGUE		
		Total	Male	Female	18-34	35-54	55+	Moncton	St-John's	Fredericton	Other	French	English-Other
Q5													
Weighted Totals :		519	254	265	117	174	228	101	88	71	260	163	356
Unweighted Totals :		519	214	305	105	169	245	190	49	90	190	182	337
... the New Democratic Party of New Brunswick, led by Mackenzie Thomason		1%	1%	1%	2%	3%	0%	4%	2%	0%	0%	0%	2%
... the Progressive Conservative Party of New Brunswick, led by Blaine Higgs		34%	41%	28%	28%	27%	44%	34%	52%	44%	26%	21%	41%
... the Liberal Party of New Brunswick, led by Kevin Vickers		25%	25%	25%	30%	29%	19%	23%	17%	17%	31%	43%	17%
... the People's Alliance of New Brunswick, led by Kris Austin		0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
... the Green Party of New Brunswick, led by David Coon		4%	5%	3%	9%	4%	1%	3%	6%	7%	3%	2%	5%
... another party		1%	0%	1%	0%	2%	0%	0%	3%	0%	0%	0%	1%
I don't know		33%	28%	39%	30%	33%	35%	34%	19%	31%	39%	33%	33%
I prefer not to answer		1%	1%	2%	2%	2%	1%	2%	1%	1%	1%	1%	1%

Q5: Which of the following parties do you think will win the September 14 election? Is it...

No:16	BB2	VOTING INTENTIONS AMONG DECIDED						
		Total	New Democratic Party	Progressive Conservative Party	Liberal Party	People's Alliance	Green Party	Other
Q5								
Weighted Totals :		519	27	168	137	30	55	8
Unweighted Totals :		519	26	174	141	22	57	6
... the New Democratic Party of New Brunswick, led by Mackenzie Thomason		1%	11%	0%	1%	4%	2%	0%
... the Progressive Conservative Party of New Brunswick, led by Blaine Higgs		34%	20%	73%	12%	23%	24%	22%
... the Liberal Party of New Brunswick, led by Kevin Vickers		25%	35%	6%	62%	29%	21%	6%
... the People's Alliance of New Brunswick, led by Kris Austin		0%	0%	0%	0%	0%	0%	0%
... the Green Party of New Brunswick, led by David Coon		4%	13%	1%	0%	0%	24%	0%
... another party		1%	0%	0%	0%	0%	3%	12%
I don't know		33%	21%	20%	24%	44%	27%	61%
I prefer not to answer		1%	0%	0%	0%	0%	0%	0%

# CROSSED TABLES (CONTINUED)

Q6: Which of the following issues is most important to you in the coming election campaign?

Q6	No:13											
	BB1	GENDER			AGE			REGION				MOTHER TONGUE
	Total	Male	Female	18-34	35-54	55+	Moncton	St-John's	Fredericton	Other	French	English-Other
Weighted Totals :	519	254	265	117	174	228	101	88	71	260	163	356
Unweighted Totals :	519	214	305	105	169	245	190	49	90	190	182	337
Management of the COVID-19 crisis	16%	15%	16%	19%	18%	12%	16%	19%	16%	14%	11%	18%
Management of public finances	6%	8%	4%	2%	8%	7%	5%	6%	7%	6%	5%	7%
The language issue in New Brunswick	9%	14%	4%	16%	5%	8%	9%	6%	3%	11%	15%	6%
The healthcare system/Home healthcare	21%	10%	31%	19%	13%	28%	23%	23%	18%	20%	21%	20%
Rebuilding the economy post COVID-19/Job creation	23%	26%	20%	28%	25%	19%	24%	20%	36%	20%	19%	25%
The election of a majority government	4%	5%	2%	0%	2%	6%	5%	2%	1%	4%	6%	2%
Access to education	6%	5%	6%	5%	13%	0%	5%	7%	3%	6%	5%	6%
Environmental protection	7%	7%	6%	7%	7%	7%	4%	3%	13%	7%	5%	8%
The situation of the elderly	10%	10%	11%	5%	10%	13%	9%	15%	3%	11%	13%	9%

Q6: Which of the following issues is most important to you in the coming election campaign?

Q6	No:14						
	BB2	VOTING INTENTIONS AMONG DECIDED					
	Total	New Democratic Party	Progressive Conservative Party	Liberal Party	People's Alliance	Green Party	Other
Weighted Totals :	519	27	168	137	30	55	8
Unweighted Totals :	519	26	174	141	22	57	6
Management of the COVID-19 crisis	16%	10%	19%	13%	6%	14%	49%
Management of public finances	6%	5%	10%	3%	4%	6%	0%
The language issue in New Brunswick	9%	10%	6%	12%	37%	2%	6%
The healthcare system/Home healthcare	21%	21%	17%	23%	22%	13%	33%
Rebuilding the economy post COVID-19/Job creation	23%	35%	20%	26%	16%	24%	0%
The election of a majority government	4%	3%	6%	4%	0%	2%	0%
Access to education	6%	6%	6%	6%	3%	3%	0%
Environmental protection	7%	9%	6%	1%	6%	27%	0%
The situation of the elderly	10%	0%	9%	13%	6%	9%	12%



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