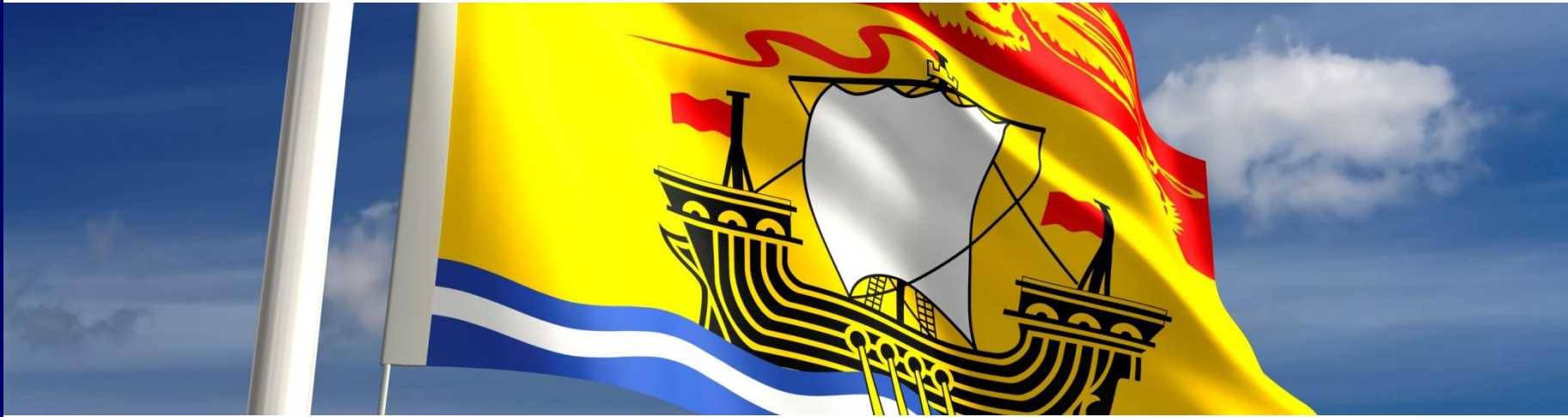


More than two in three New Brunswickers say the minimum wage in New Brunswick should be significantly higher – healthcare is the top unprompted issue

Wave 1 Survey – Issues - Summary

Submitted by Nanos to the Telegraph Journal, September 2018
(Submission 2018-1244)



IMPORTANT



NANOS

TELEGRAPH JOURNAL

Summary

67 per cent of New Brunswickers say the minimum wage in New Brunswick should be significantly higher

Healthcare is the top unprompted issue that New Brunswickers want to hear politicians talk about during the provincial election, as well as jobs and reducing debt, the deficit and overspending. A majority of New Brunswickers say the minimum wage in New Brunswick of \$11.25 an hour should be significantly higher.

- **New Brunswickers most often said healthcare is the unprompted top issue they want to hear politicians talk about during the provincial election** – Asked what the top two important issues to them personally are that they want to hear the politicians talk about, unprompted New Brunswickers most often mentioned healthcare (23%) as their top issue, followed by jobs (12%), deficit/debt reduction/ stop overspending (10%), seniors/senior care and environment/ climate change (five per cent each).
- **More than two in three New Brunswickers say the minimum wage in New Brunswick should be significantly higher** – Just over two in three New Brunswickers (67%) say the \$11.25 minimum wage in New Brunswick should be significantly higher, while 24 per cent say it seems about right, and three per cent say there should be no minimum wage. Seven per cent are unsure.

Nanos conducted an online survey of 500 New Brunswick voters, 18 years of age or older, between August 24th to 30th, 2018. Respondents were randomly selected from a non-probability online panel. The results were weighted to the true population proportion to be representative of the New Brunswick population.

This study was commissioned by the Telegraph Journal and the research was conducted by Nanos Research.

Top issues for the New Brunswick elections

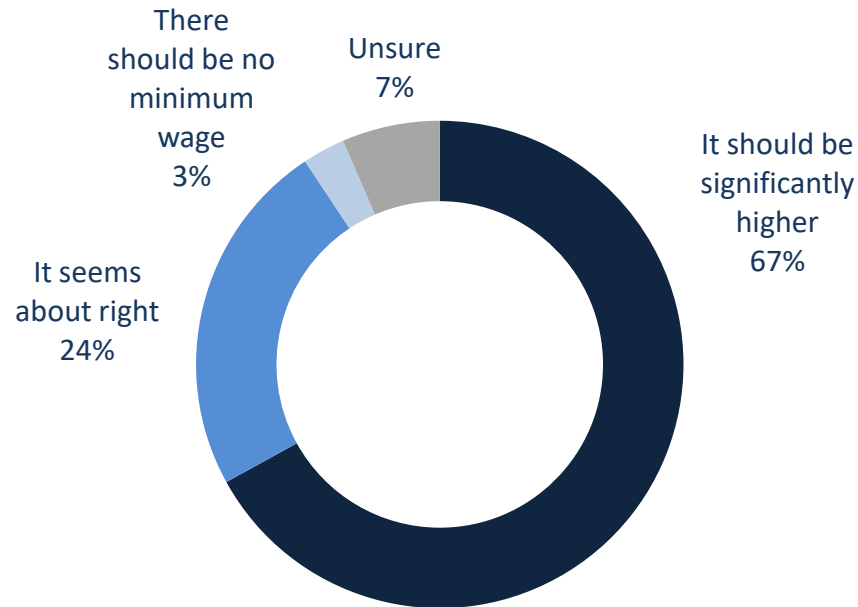
Source: Telegraph Journal/Nanos Research, online survey, August 24th to 30th, 2018, n=500, no margin of error applies to this research

Issue	Top issue – New Brunswick (n=500)	Top issue - Fredericton/ Moncton/ Saint John(n=289)	Top issue - Rest of New Brunswick (n=211)
Health care	22.7%	18.8%	26.5%
Jobs	12.2%	12.1%	12.3%
Deficit/debt reduction/stop overspending	9.6%	10.7%	8.6%
Economy	9.3%	7.6%	11.0%
Seniors/Senior care	5.0%	5.0%	5.0%
Environment/climate change	5.0%	3.7%	6.3%
Education	4.4%	4.0%	4.8%
Taxes	4.4%	4.7%	4.1%
Bilingualism	3.7%	5.1%	2.3%
Poverty/homelessness	2.3%	2.2%	2.4%
Development/infrastructure	2.1%	1.7%	2.5%
Minimum wage/increased cost of living	1.8%	1.8%	1.8%
Childcare/childcare costs	1.3%	1.2%	1.4%
Immigration	1.3%	1.7%	0.9%
Keep promises/honesty/transparency	1.2%	1.9%	0.6%
Equality/equal rights/equal wage	0.9%	1.1%	0.7%
Marijuana/cannabis	0.7%	0.3%	1.0%
Energy costs/gas prices	0.3%	0.3%	0.4%
Affordable housing	0.2%	0.3%	-
Veterans	0.2%	-	0.3%
Gun control	0.1%	0.3%	-
Other	5.0%	7.0%	3.1%
Unsure	6.2%	8.5%	3.9%

QUESTION – For the New Brunswick provincial election what are the top two most important issues to you personally that you want to hear the politicians talk about? [Open]

Views on the minimum wage in New Brunswick

Source: Telegraph Journal/Nanos Research, online survey, August 24th to 30th, 2018, n=500, no margin of error applies to this research



Subgroups	Should be higher
Fredericton/Moncton/ Saint John (n=289)	63.6%
Rest of province (n=211)	70.4%
Male (n=224)	61.3%
Female (n=276)	72.4%
18 to 34 (n=85)	69.7%
35 to 54 (n=197)	63.8%
55 plus (n=218)	68.1%

*Weighted to the true population proportion.

***Note:** Charts may not add up to 100 due to rounding

QUESTION – Which of the following best describes your view of the \$11.25 minimum wage in New Brunswick? [RANDOMIZE]

Methodology

Nanos conducted a representative online survey of 500 New Brunswick voters, 18 years of age or older, between August 24th to 30th, 2018. Respondents were randomly selected from a non-probability online panel. The results were weighted to the true population proportion to be representative of the New Brunswick population.

This study was commissioned by the Telegraph Journal and the research was conducted by Nanos Research.

This is one report (1) of four (4).

Note: Charts may not add up to 100 due to rounding.

Technical Note

Element	Description	Element	Description
Organization who commissioned the research	Telegraph Journal	Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) and the sample is geographically stratified to ensure a distribution across all regions of New Brunswick. See tables for full weighting disclosure.
Final Sample Size	500 New Brunswick residents	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Margin of Error	Not applicable.	Excluded Demographics	Individuals younger than 18 years old, and non residents of New Brunswick could not participate
Mode of Survey	Online survey randomly selected from a non-probability online panel.	Stratification	By age and gender using the latest Census information (2014) and the sample is geographically stratified to be representative of New Brunswick.
Sampling Method Base	The sampling included residents of New Brunswick	Estimated Response Rate	Not applicable.
Demographics (Captured)	Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Order	The order of the content for the survey was as follows: top unprompted issues of concern, standard of living for the next generation, change under the provincial Liberal government, mood of voters, perceptions of the provincial party leaders, minimum wage, and positive impact of government.
Fieldwork/Validation	Not applicable.	Question Content	This is one report of four. The other reports contain content related to change under the provincial Liberal government, the mood of voters, and perceptions of the New Brunswick political leaders.
Number of Calls	Not applicable.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Time of Calls	Not applicable.	Survey Company	Nanos Research
Field Dates	August 24 th to 30 th , 2018.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.
Language of Survey	The survey was conducted in both English and French.		
Standards	This report meets the standards set forth by the MRIA which can be found here: https://mria-arim.ca/polling		

About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



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Tabulations

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			Region			Gender		Age		
			New Brunswick 2018-08	Fredericton/Moncton/Saint John	Rest of Province	Male	Female	18 to 34	35 to 54	55 plus
Question – [Top Issue] For the New Brunswick provincial election what are the top two most important issues to you personally that you want to hear the politicians talk about? [Open]	Total	Unwgt N	500	289	211	224	276	85	197	218
		Wgt N	500	249	251	243	256	111	164	224
	Jobs	%	12.2	12.1	12.3	12.3	12.1	17.8	11.8	9.7
	Development/infrastructure	%	2.1	1.7	2.5	2.5	1.8	0.8	0.8	3.8
	Taxes	%	4.4	4.7	4.1	3.6	5.2	5.3	6.2	2.7
	Deficit/debt reduction/stop overspending	%	9.6	10.7	8.6	13.4	6.0	6.5	8.0	12.4
	Health care	%	22.7	18.8	26.5	16.0	28.9	11.6	23.2	27.8
	Childcare/childcare costs	%	1.3	1.2	1.4	0.0	2.5	3.1	1.9	0.0
	Education	%	4.4	4.0	4.8	4.2	4.6	1.3	7.5	3.7
	Economy	%	9.3	7.6	11.0	11.1	7.6	5.6	8.7	11.6
	Seniors/Senior care	%	5.0	5.0	5.0	3.0	6.9	1.6	3.0	8.2
	Environment/climate change	%	5.0	3.7	6.3	4.6	5.4	2.9	4.1	6.7
	Equality/equal rights/equal wage	%	0.9	1.1	0.7	0.8	0.9	0.0	1.5	0.9
	Poverty/homelessness	%	2.3	2.2	2.4	2.2	2.5	1.6	4.4	1.2
	Immigration	%	1.3	1.7	0.9	1.4	1.2	0.7	2.4	0.8
	Bilingualism	%	3.7	5.1	2.3	4.8	2.6	7.3	1.4	3.6
	Minimum wage/increased cost of living	%	1.8	1.8	1.8	1.1	2.5	1.3	3.1	1.1
	Marijuana/cannabis	%	0.7	0.3	1.0	1.0	0.3	0.7	0.6	0.7
	Affordable housing	%	0.2	0.3	0.0	0.4	0.0	0.0	0.5	0.0
	Energy costs/gas prices	%	0.3	0.3	0.4	0.4	0.2	0.0	1.0	0.0
	Keep promises/honesty/transparency	%	1.2	1.9	0.6	2.2	0.3	0.0	1.4	1.8

Nanos conducted an online representative survey of 500 New Brunswick residents, 18 years of age or older, between August 24th and 30th, 2018. The results were weighted to the true population to be representative to the New Brunswick population.

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		Region			Gender		Age		
		New Brunswick 2018-08	Fredericton/Moncton/Saint John	Rest of Province	Male	Female	18 to 34	35 to 54	55 plus
Other	%	5.0	7.0	3.1	7.1	3.1	13.4	3.7	1.9
Gun control	%	0.1	0.3	0.0	0.0	0.3	0.7	0.0	0.0
Veterans	%	0.2	0.0	0.3	0.0	0.3	0.0	0.5	0.0
Unsure	%	6.2	8.5	3.9	7.9	4.5	18.0	4.4	1.6

2018-1244 – Telegraph Journal/Nanos Survey – Wave 1 – The issues - STAT SHEET

			Region			Gender		Age		
			New Brunswick 2018-08	Fredericton/Moncton/Saint John	Rest of Province	Male	Female	18 to 34	35 to 54	55 plus
Question – [Second most important issue] For the New Brunswick provincial election what are the top two most important issues to you personally that you want to hear the politicians talk about? [Open]	Total	Unwgt N	462	264	198	209	253	67	184	211
		Wgt N	459	223	236	220	238	86	155	217
	Jobs	%	9.3	9.1	9.5	11.6	7.2	7.2	11.2	8.8
	Development/infrastructure	%	2.7	1.3	4.1	2.9	2.6	2.5	2.4	3.1
	Taxes	%	8.3	11.0	5.7	9.6	7.1	10.5	8.8	7.1
	Deficit/debt reduction/stop overspending	%	7.0	7.6	6.5	8.7	5.5	4.4	5.7	9.0
	Health care	%	21.1	20.3	21.8	16.9	25.0	12.1	21.4	24.4
	Childcare/childcare costs	%	0.9	1.0	0.9	0.2	1.6	3.3	0.6	0.2
	Education	%	10.0	8.7	11.2	7.7	12.1	7.2	13.5	8.6
	Economy	%	5.4	6.2	4.7	5.8	5.1	0.9	5.6	7.2
	Seniors/Senior care	%	8.0	6.2	9.6	6.1	9.7	2.1	3.3	13.6
	Environment/climate change	%	4.4	4.1	4.7	3.6	5.1	7.2	4.9	2.9
	Equality/equal rights/equal wage	%	0.3	0.6	0.0	0.0	0.6	0.9	0.4	0.0
	Poverty/homelessness	%	2.5	2.6	2.4	2.9	2.1	5.0	2.7	1.3
	Immigration	%	1.8	1.0	2.4	2.2	1.3	0.0	3.1	1.5
	Bilingualism	%	3.0	4.4	1.7	2.5	3.5	2.1	3.4	3.1
	Minimum wage/increased cost of living	%	4.1	4.4	3.8	5.8	2.5	14.8	2.7	0.8
	Marijuana/cannabis	%	0.8	0.7	0.8	0.4	1.1	1.2	0.6	0.8
	Affordable housing	%	0.4	0.9	0.0	0.0	0.8	0.0	0.6	0.5
	Energy costs/gas prices	%	1.3	0.3	2.1	1.9	0.7	4.2	0.9	0.4

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		Region			Gender		Age		
		New Brunswick 2018-08	Fredericton/Moncton/Saint John	Rest of Province	Male	Female	18 to 34	35 to 54	55 plus
Keep promises/honesty/transparency	%	2.3	2.5	2.2	4.4	0.4	0.0	3.7	2.3
Other	%	5.6	6.5	4.7	5.8	5.4	14.0	3.9	3.5
Gun control	%	0.3	0.0	0.5	0.0	0.5	0.4	0.6	0.0
Veterans	%	0.5	0.3	0.7	1.0	0.0	0.0	0.0	1.1

			Region			Gender		Age		
			New Brunswick 2018-08	Fredericton/Moncton/Saint John	Rest of Province	Male	Female	18 to 34	35 to 54	55 plus
Question - Which of the following best describes your view of the \$11.25 minimum wage in New Brunswick? [RANDOMIZE]	Total	Unwgt N	500	289	211	224	276	85	197	218
		Wgt N	500	249	251	243	256	111	164	224
	It should be significantly higher	%	67.0	63.6	70.4	61.3	72.4	69.7	63.8	68.1
	It seems about right	%	23.7	26.9	20.6	27.1	20.5	18.0	25.0	25.6
	There should be no minimum wage	%	2.8	1.1	4.5	3.7	2.0	4.0	3.7	1.6
	Unsure	%	6.5	8.3	4.6	7.9	5.1	8.4	7.5	4.7

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