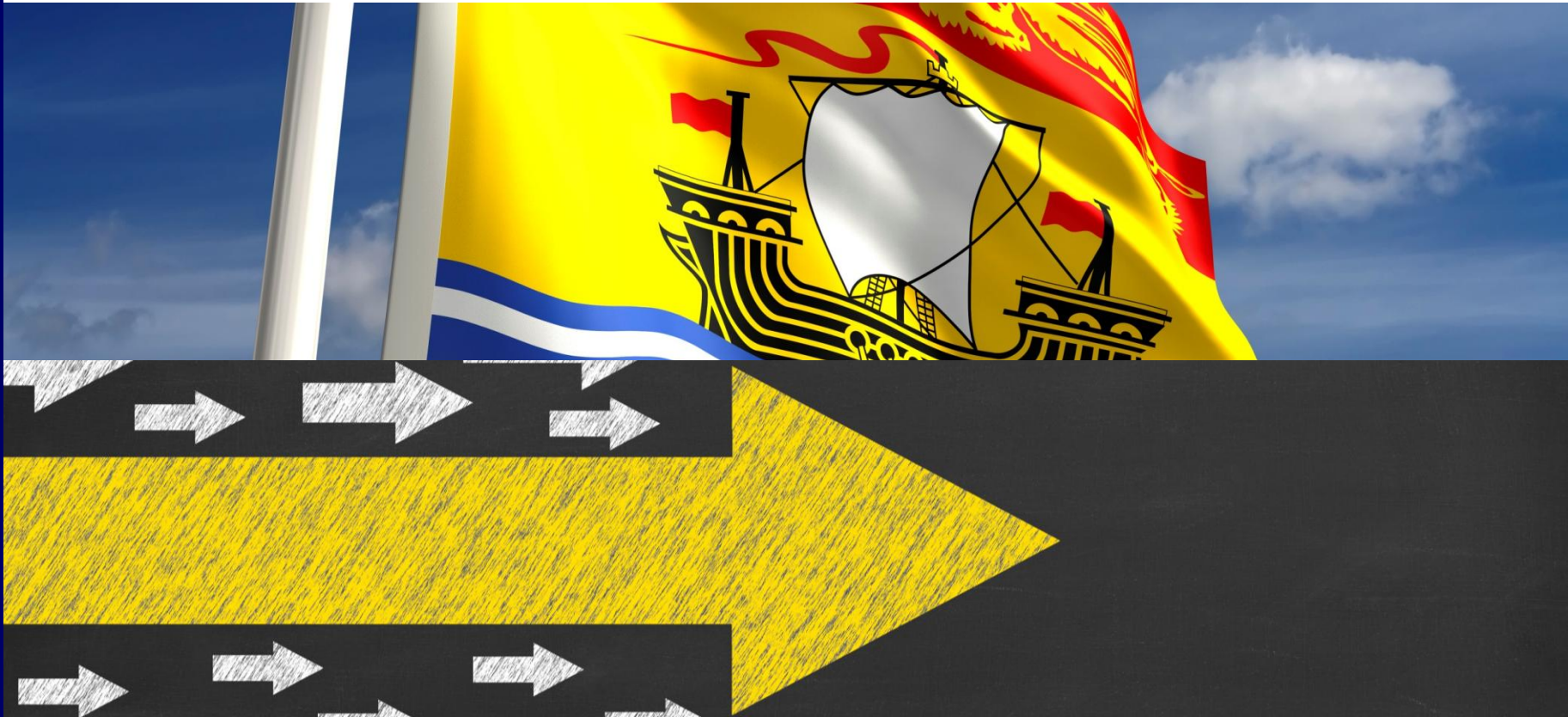


New Brunswickers are three times more pessimistic than optimistic about the standard of living of future generations

Wave 1 Survey – Better or Worse Off - Summary

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



TELEGRAPH JOURNAL

Summary

New Brunswickers are three times as likely to be pessimistic than to be optimistic about the standard of living of the next generation

More than four in ten New Brunswickers think the next generation of New Brunswickers will have a lower standard of living than the next generation, and generally think education has stayed the same since the Brian Gallant Liberals took over as the provincial government. Opinions on changes to job creation and healthcare are mixed with New Brunswickers divided between whether they have stayed the same or are worse off since the Brian Gallant Liberals.

- **New Brunswickers are three times more likely to say the standard of living of the next generation will be worse off than to say it will be better off** – Forty-two per cent of New Brunswickers say the next generation of will have a lower standard of living than New Brunswickers have today, while 33 per cent say the standard of living will be the same, and 14 per cent say it will be higher. Eleven per cent are unsure. New Brunswickers 55 years of age and older are more likely to say the next generation will be worse off (46%) than those age 18 to 34 (36%).
- **New Brunswickers are twice as likely to say creating jobs is worse off compared to better off under since the current Liberals took office** – Under four in ten New Brunswickers (38%) say creating jobs is the same since the Brian Gallant Liberals took over as the government, while 36 per cent say job creation is worse off, and 16 per cent say it is better off. Ten per cent are unsure.
- **New Brunswickers are nearly four times more likely to say healthcare is worse off rather than better off since the current Liberals took office** – Just over four in ten New Brunswickers (42%) say healthcare is the same since the Brian Gallant Liberals took over as the government, while 40 per cent say it is worse off, and 11 per cent say healthcare is better off. Seven per cent are unsure. New Brunswickers 55 years of age and older are more likely to say healthcare is worse off (51%) than those age 35 to 54 (42%) or 18 to 34 (27%).

Summary

Over four in ten New Brunswickers say education has stayed the same under the Brian Gallant Liberals.

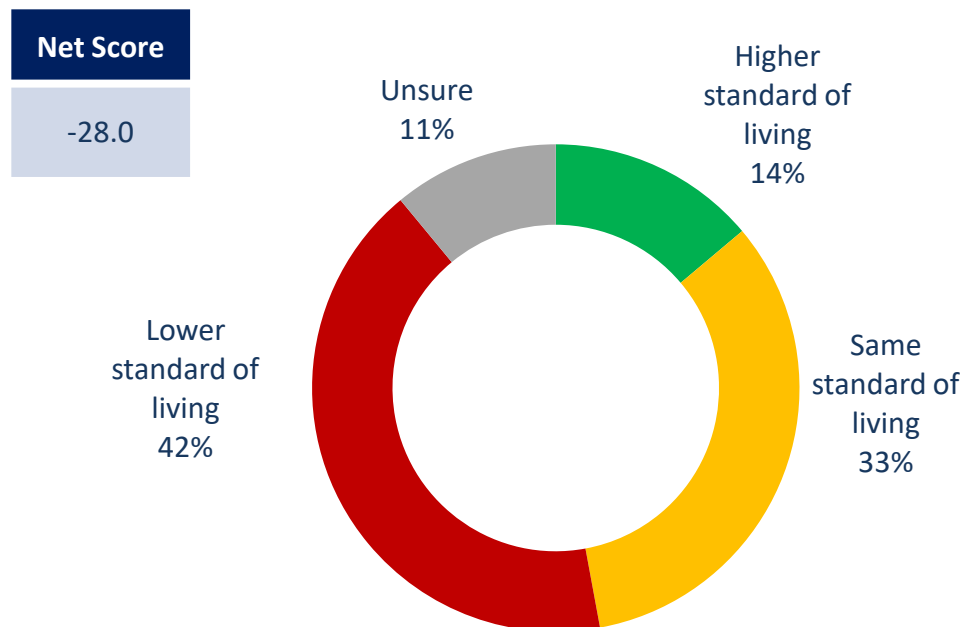
- **New Brunswickers are twice as likely to say education is worse off compared to better off since the current Liberals took office** – Just over four in ten New Brunswickers (42%) say education is the same since the Brian Gallant Liberals took over as the government, while 33 per cent say education is worse off, and 16 per cent say it is better off. Nine 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.

Standard of living of the next generation of New Brunswickers

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



Subgroups	Lower standard
Fredericton/Moncton/ Saint John (n=289)	45.3%
Rest of province (n=211)	38.6%
Male (n=224)	44.1%
Female (n=276)	39.9%
18 to 34 (n=85)	35.6%
35 to 54 (n=197)	40.5%
55 plus (n=218)	46.1%

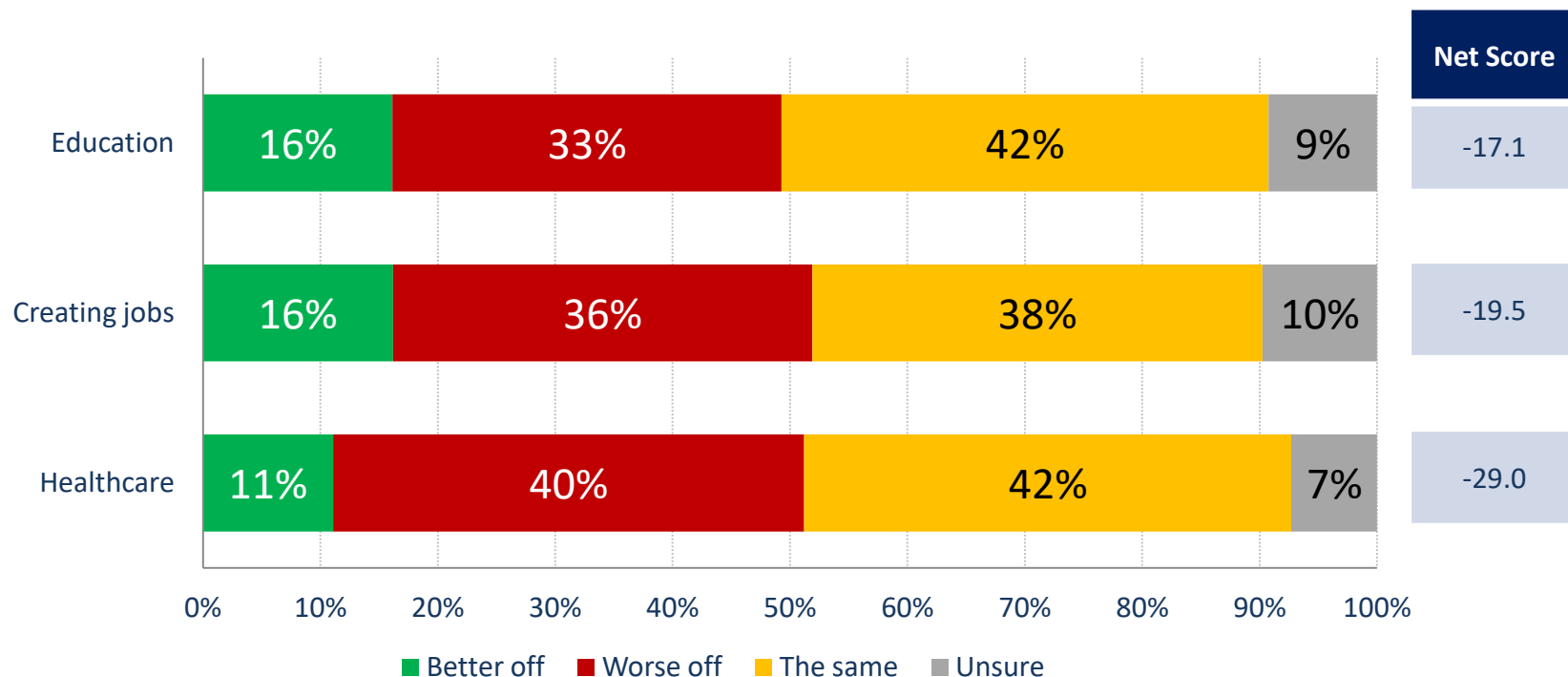
*Weighted to the true population proportion.

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

QUESTION – Do you think the next generation of New Brunswickers will have a standard of living that is higher, the same or lower than New Brunswickers have today?

Changes under New Brunswick Liberals

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



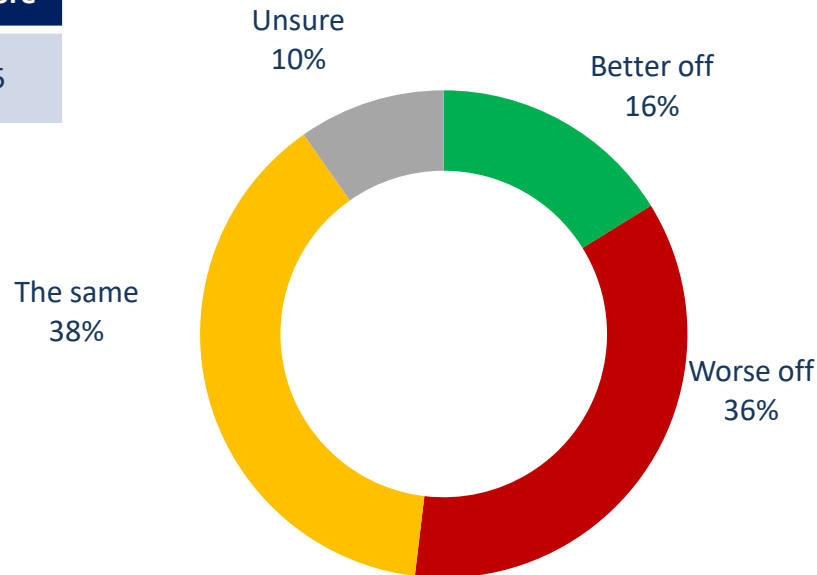
***Note:** Charts may not add up to 100 due to rounding

QUESTION – Are the following better off, worse off or the same since the Brian Gallant Liberals took over as the government of New Brunswick. [RANDOMIZE]

State of job creation

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

Net Score
-19.5



Subgroups	The same
Fredericton/Moncton/ Saint John (n=289)	43.4%
Rest of province (n=211)	33.3%
Male (n=224)	36.7%
Female (n=276)	39.9%
18 to 34 (n=85)	35.9%
35 to 54 (n=197)	41.7%
55 plus (n=218)	37.1%

*Weighted to the true population proportion.

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

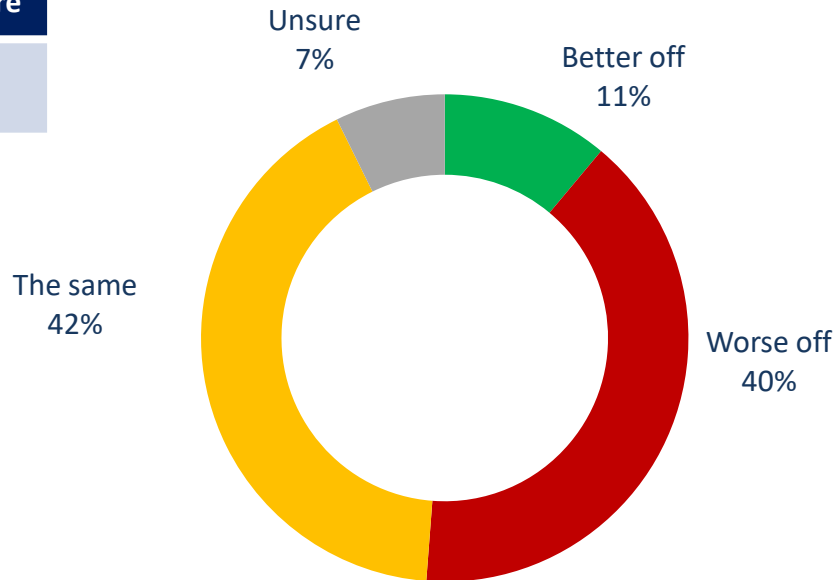
QUESTION – Are the following better off, worse off or the same since the Brian Gallant Liberals took over as the government of New Brunswick. [RANDOMIZE]

Creating jobs

State of healthcare

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

Net Score
-29.0



Subgroups	The same
Fredericton/Moncton/ Saint John (n=289)	44.6%
Rest of province (n=211)	38.4%
Male (n=224)	40.2%
Female (n=276)	42.7%
18 to 34 (n=85)	38.5%
35 to 54 (n=197)	49.9%
55 plus (n=218)	36.8%

*Weighted to the true population proportion.

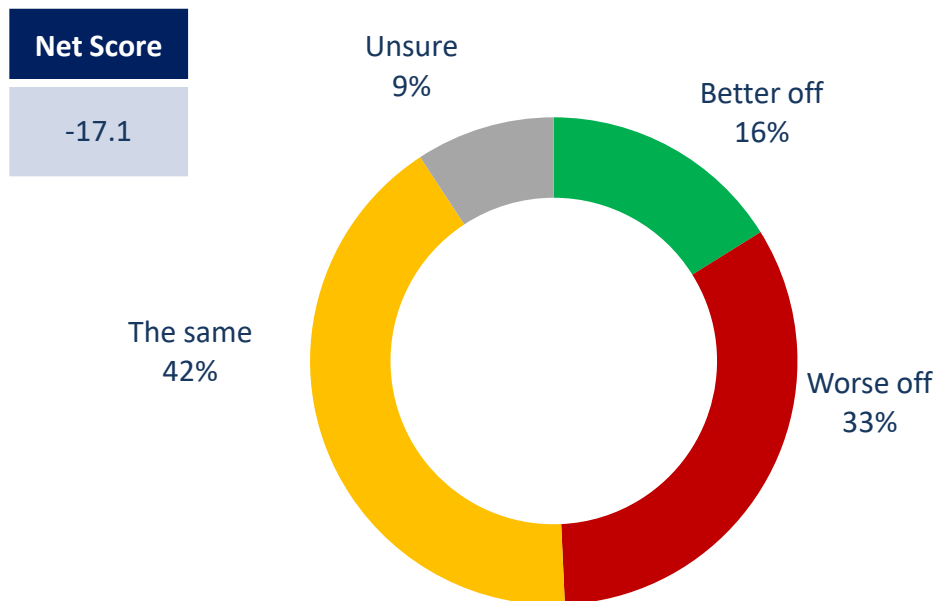
***Note: Charts may not add up to 100 due to rounding**

QUESTION – Are the following better off, worse off or the same since the Brian Gallant Liberals took over as the government of New Brunswick. [RANDOMIZE]

Healthcare

State of education

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



Subgroups	The same
Fredericton/Moncton/ Saint John (n=289)	41.4%
Rest of province (n=211)	41.6%
Male (n=224)	38.4%
Female (n=276)	44.4%
18 to 34 (n=85)	33.2%
35 to 54 (n=197)	45.8%
55 plus (n=218)	42.4%

*Weighted to the true population proportion.

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

QUESTION – Are the following better off, worse off or the same since the Brian Gallant Liberals took over as the government of New Brunswick. [RANDOMIZE]

Education

Methodology

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.

This is one (1) report 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	Respondents were randomly selected from a non-probability online panel with a base composition of 13,693 individuals.	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 issues of concern, 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

2018-1244 – Telegraph Journal/Nanos Survey – Wave 1- Better off or worse off - 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 - Do you think the next generation of New Brunswickers will have a standard of living that is higher, the same or lower than New Brunswickers have today?	Total	Unwgt N	500	289	211	224	276	85	197	218
		Wgt N	500	249	251	243	256	111	164	224
	Higher	%	13.9	12.3	15.4	14.6	13.1	16.5	16.6	10.6
	The same	%	33.2	29.6	36.9	33.3	33.1	30.8	33.5	34.2
	Lower	%	41.9	45.3	38.6	44.1	39.9	35.6	40.5	46.1
	Unsure	%	11.0	12.8	9.2	8.0	13.9	17.0	9.4	9.2

Are the following better off, worse off or the same since the Brian Gallant Liberals took over as the government of New Brunswick. [RANDOMIZE]

			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 - Creating jobs	Total	Unwgt N	500	289	211	224	276	85	197	218
		Wgt N	500	249	251	243	256	111	164	224
	Better off	%	16.2	15.3	17.1	18.9	13.6	22.7	17.3	12.1
	Worse off	%	35.7	31.6	39.8	37.7	33.8	26.5	32.3	42.8
	The same	%	38.4	43.4	33.3	36.7	39.9	35.9	41.7	37.1
	Unsure	%	9.7	9.7	9.8	6.7	12.7	15.0	8.6	8.0

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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2018-1244 – Telegraph Journal/Nanos Survey – Wave 1- Better off or worse off - STAT SHEET

Are the following better off, worse off or the same since the Brian Gallant Liberals took over as the government of New Brunswick. [RANDOMIZE]

			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 - Healthcare	Total	Unwgt N	500	289	211	224	276	85	197	218
		Wgt N	500	249	251	243	256	111	164	224
	Better off	%	11.1	8.9	13.3	16.4	6.1	23.7	8.6	6.6
	Worse off	%	40.1	39.3	40.9	38.9	41.3	26.5	34.1	51.3
	The same	%	41.5	44.6	38.4	40.2	42.7	38.5	49.9	36.8
	Unsure	%	7.3	7.2	7.4	4.5	10.0	11.4	7.4	5.2

Are the following better off, worse off or the same since the Brian Gallant Liberals took over as the government of New Brunswick. [RANDOMIZE]

			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 - Education	Total	Unwgt N	500	289	211	224	276	85	197	218
		Wgt N	500	249	251	243	256	111	164	224
	Better off	%	16.1	15.4	16.9	16.7	15.6	25.7	14.0	12.9
	Worse off	%	33.2	34.3	32.0	38.6	28.0	29.2	30.7	36.9
	The same	%	41.5	41.4	41.6	38.4	44.4	33.2	45.8	42.4
	Unsure	%	9.2	8.9	9.5	6.3	12.0	11.8	9.5	7.8

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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