

New Brunswickers say they are pessimistic towards the provincial government and do not trust any level of government to make decisions that will positively impact them

Wave 1 Survey – Mood of Voters - Summary

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



TELEGRAPH-JOURNAL

Summary

More than one in four New Brunswickers don't trust any level of government to make decisions with a positive impact on them.

New Brunswickers most often describe their feelings towards the provincial government as pessimistic, followed by being disinterested and optimistic, and most often say they do not trust any level of government to make decisions that has a positive impact on them.

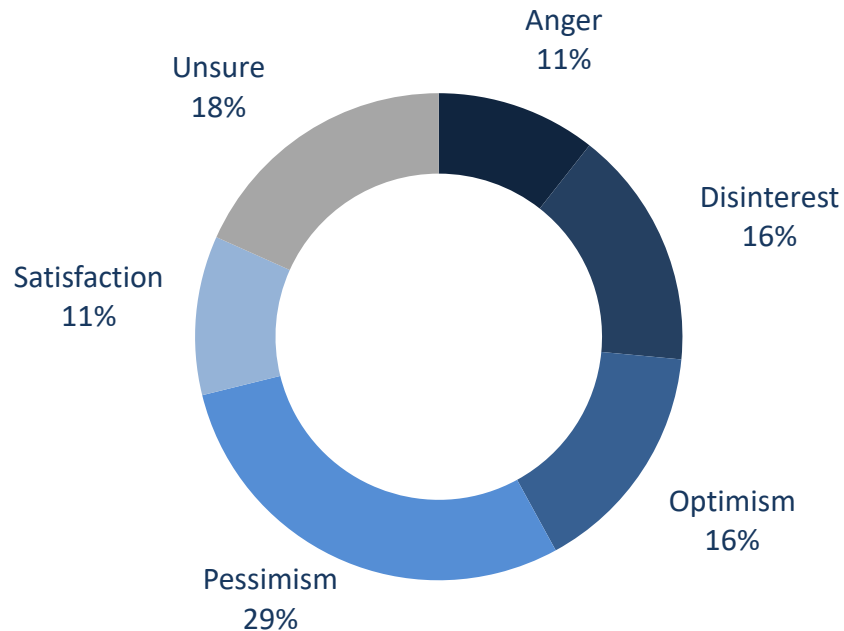
- **New Brunswickers most frequently selected pessimism to describe their views of the provincial government** – Asked which feeling best describes their views of the provincial government in Fredericton, just under three in ten New Brunswickers selected pessimism (29%), followed by disinterest (16%), optimism (16%), satisfaction (11%), and anger (11%). Eighteen per cent are unsure. New Brunswickers 18 to 34 years of age were less likely to select anger (two per cent) than those age 35 to 54 and 55 plus (13% each), and more likely to select optimism (27%) than older age groups (35 to 54: 11%; 55 plus: 13%).
- **New Brunswickers most often say they don't trust any level of government to make decisions with a positive impact on them** – Asked which level of government, if any, they trust to make decisions which would have a positive impact on them, more than one in four New Brunswickers (28%) say none of them, followed by provincial (18%), all of them (15%), federal (14%), and local (12%). Twelve per cent are unsure. New Brunswickers 18 to 34 years of age were more likely to say they trust the provincial level of government (31%) than those age 35 to 54 (15%) and 55 plus (13%).

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.

Feelings towards the provincial government in Fredericton

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



Subgroups	Pessimism
Fredericton/Moncton/ Saint John (n=289)	34.1%
Rest of province (n=211)	24.1%
Male (n=224)	36.3%
Female (n=276)	22.3%
18 to 34 (n=85)	28.5%
35 to 54 (n=197)	23.5%
55 plus (n=218)	33.5%

*Weighted to the true population proportion.

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

QUESTION – Which of the following feelings best describes your views of the provincial government in Fredericton? [RANDOMIZE]

Feelings towards the provincial government in Fredericton

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

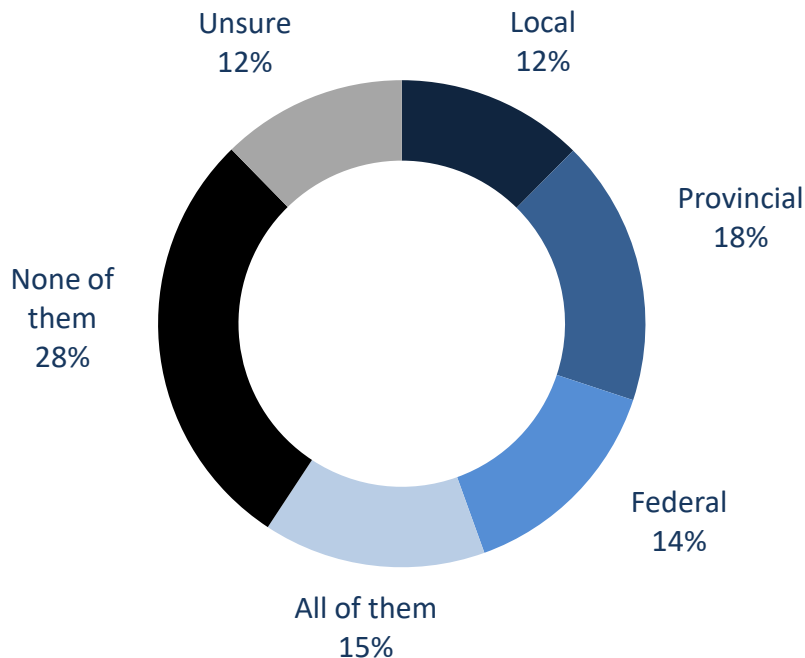
Subgroups	Pessimism	Disinterest	Optimism	Satisfaction	Anger	Unsure
New Brunswick (n=500)	29.1%	15.9%	15.5%	10.6%	10.6%	18.3%
Fredericton/Moncton/ Saint John (n=289)	34.1%	16.3%	13.9%	7.7%	10.0%	18.0%
Rest of province (n=211)	24.1%	15.5%	17.1%	13.3%	11.3%	18.6%
Male (n=224)	36.3%	14.2%	18.6%	8.7%	10.4%	11.7%
Female (n=276)	22.3%	17.5%	12.6%	12.3%	10.8%	24.5%
18 to 34 (n=85)	28.5%	17.3%	26.5%	8.0%	2.3%	17.5%
35 to 54 (n=197)	23.5%	17.5%	11.3%	11.9%	13.0%	22.9%
55 plus (n=218)	33.5%	14.0%	13.2%	10.9%	13.0%	15.3%

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

QUESTION – Which of the following feelings best describes your views of the provincial government in Fredericton? [RANDOMIZE]

Most trustworthy level of government

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



Subgroups	None of them
Fredericton/Moncton/ Saint John (n=289)	29.1%
Rest of province (n=211)	27.7%
Male (n=224)	28.5%
Female (n=276)	28.4%
18 to 34 (n=85)	17.0%
35 to 54 (n=197)	30.0%
55 plus (n=218)	32.9%

*Weighted to the true population proportion.

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

QUESTION – Which level of government, if any, do you trust the most to make decisions which would have a positive impact on you? [RANDOMIZE]

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 to be representative to 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	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	Respondents were randomly selected from a non-probability online panel with a base composition of 13,693 individuals.	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, standard of living, 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 – The Mood of voters - STAT SHEET

			Region			Gender		Age		
			Total	Fredericton/Moncton/Saint John	Rest of Province	Male	Female	18 to 34	35 to 54	55 plus
Question - Which of the following feelings best describes your views of the provincial government in Fredericton? [RANDOMIZE]	Total	Unwgt N	500	289	211	224	276	85	197	218
		Wgt N	500	249	251	243	256	111	164	224
	Anger	%	10.6	10.0	11.3	10.4	10.8	2.3	13.0	13.0
	Disinterest	%	15.9	16.3	15.5	14.2	17.5	17.3	17.5	14.0
	Optimism	%	15.5	13.9	17.1	18.6	12.6	26.5	11.3	13.2
	Pessimism	%	29.1	34.1	24.1	36.3	22.3	28.5	23.5	33.5
	Satisfaction	%	10.6	7.7	13.3	8.7	12.3	8.0	11.9	10.9
	Unsure	%	18.3	18.0	18.6	11.7	24.5	17.5	22.9	15.3

			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 level of government, if any, do you trust the most to make decisions which would have a positive impact on you? [RANDOMIZE]	Total	Unwgt N	500	289	211	224	276	85	197	218
		Wgt N	500	249	251	243	256	111	164	224
	Local	%	12.4	16.3	8.6	11.4	13.4	9.5	14.6	12.2
	Provincial	%	17.7	17.7	17.7	22.6	12.9	31.4	14.5	13.1
	Federal	%	14.4	11.5	17.3	16.9	12.0	7.3	12.0	19.8
	All of them	%	14.8	11.8	17.8	12.0	17.4	16.4	13.2	15.1
	None of them	%	28.4	29.1	27.7	28.5	28.4	17.0	30.0	32.9
	Unsure	%	12.3	13.7	10.9	8.6	15.8	18.4	15.6	6.8

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