

New Brunswickers most often say Brian Gallant is the most trustworthy and best understands them, but four in ten say none of the above or are unsure of the leaders

Wave 1 Survey – Views on the Leaders - Summary

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



Summary

One in four New Brunswickers say Brian Gallant is the provincial leader who understands New Brunswickers

Brian Gallant was the most frequently selected provincial leader by New Brunswickers in terms of the provincial leader who understands New Brunswickers like them and the most trustworthy, in both cases this was followed by none of the leaders and unsure.

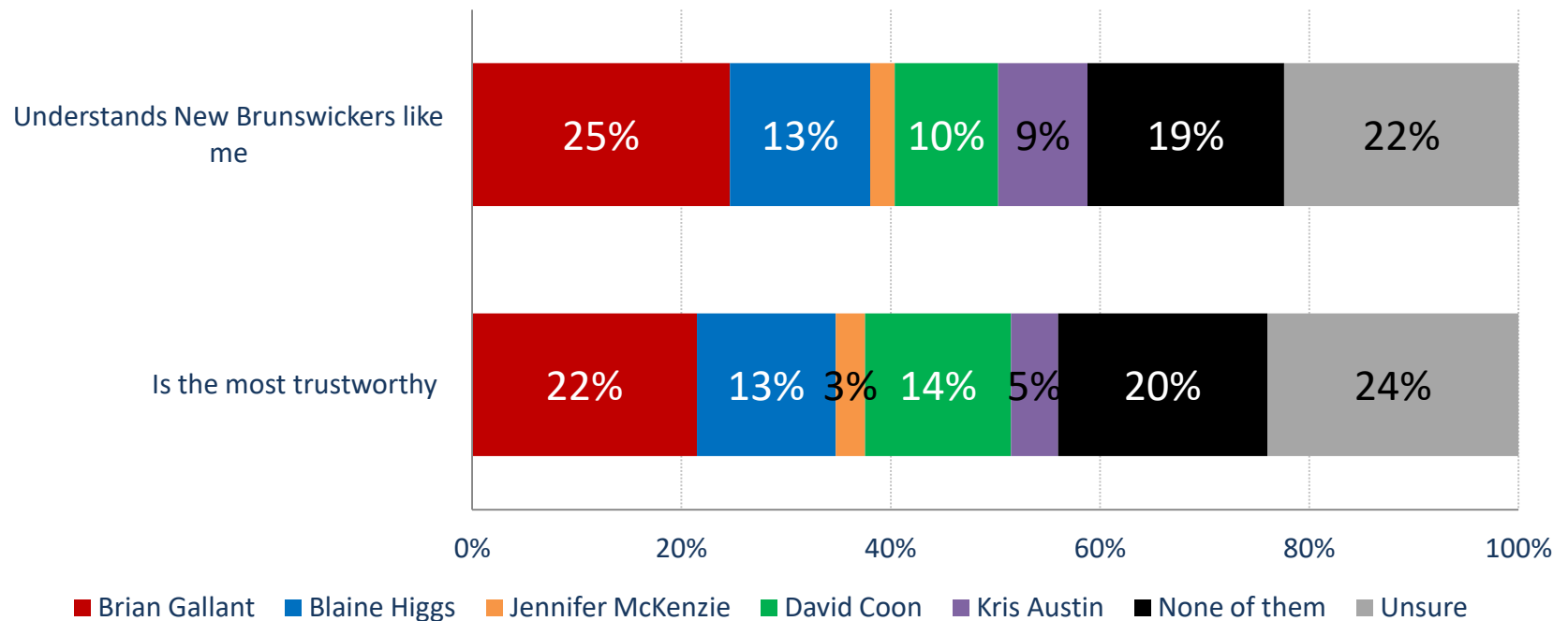
- **New Brunswickers most often say Brian Gallant is the provincial leader who understands New Brunswickers like them** – Asked which provincial party leader, if any, understands New Brunswickers like them, one in four New Brunswickers say Brian Gallant (25%), followed by none of them (19%), Blaine Higgs (13%), David Coon (10%), Kris Austin (nine per cent), and Jennifer McKenzie (two per cent). Twenty-two per cent are unsure.
- **New Brunswickers most often say Brian Gallant is the provincial leader who is the most trustworthy** – Asked which provincial party leader, if any, is the most trustworthy, over two in ten New Brunswickers say Brian Gallant (22%), followed by none of them (20%), David Coon (14%), Blaine Higgs (13%), Kris Austin (five per cent), and Jennifer McKenzie (three per cent). Twenty-four per cent are unsure. Residents of Fredericton, Moncton, and Saint John were less likely to say Brian Gallant is most trustworthy (17%) than the rest of the province (26%).

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.

Perceptions of provincial political leaders

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

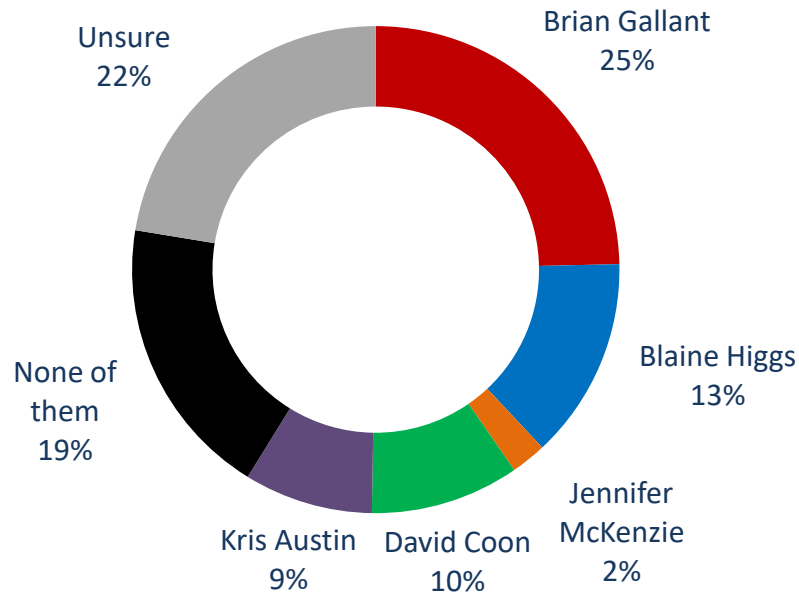


***Note: Charts may not add up to 100 due to rounding**

QUESTION – As you may know [RANDOMIZE] in New Brunswick Brian Gallant is the leader of the Liberals, Blaine Higgs is the leader of the PCs, Jennifer McKenzie is the leader of the NDP, David Coon is the leader of the Green Party, and Kris Austin is the leader of the People’s Alliance Party. Which provincial party leader, if any, [RANDOMIZE LIST]

Provincial political leader that understands New Brunswickers

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



Leader	New Brunswick (n=500)	Fredericton/ Moncton/ Saint John (n=289)	Rest of province (n=211)
Brian Gallant	24.6%	22.0%	27.2%
Blaine Higgs	13.4%	15.8%	11.0%
Jennifer McKenzie	2.4%	3.4%	1.3%
David Coon	9.9%	8.7%	11.0%
Kris Austin	8.6%	10.9%	6.2%
None of them	18.8%	17.4%	20.1%
Unsure	22.4%	21.8%	23.1%

*Weighted to the true population proportion.

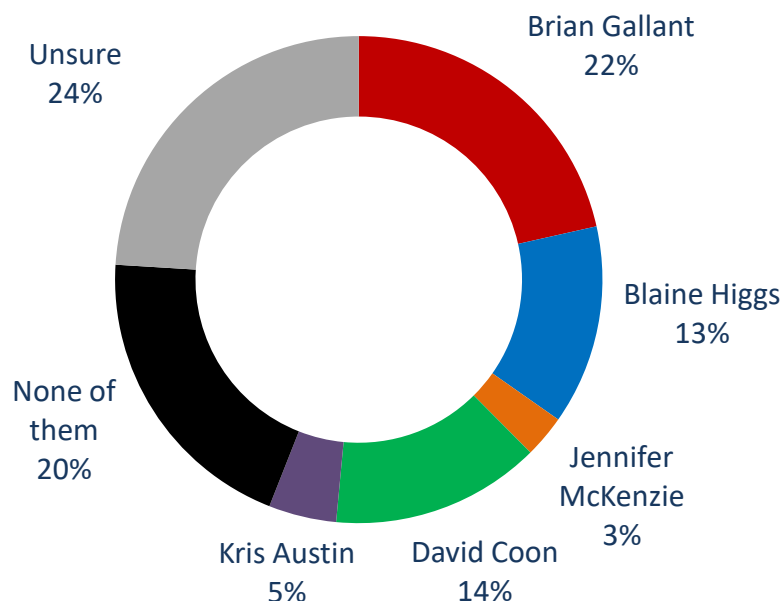
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Understands New Brunswickers like me

Most trustworthy provincial political leader

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



Leader	New Brunswick (n=500)	Fredericton/ Moncton/ Saint John (n=289)	Rest of province (n=211)
Brian Gallant	21.5%	16.6%	26.3%
Blaine Higgs	13.3%	15.7%	10.9%
Jennifer McKenzie	2.8%	3.2%	2.5%
David Coon	13.9%	15.8%	12.1%
Kris Austin	4.5%	5.7%	3.2%
None of them	20.0%	20.1%	19.9%
Unsure	24.0%	22.9%	25.1%

*Weighted to the true population proportion.

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Is the most trustworthy

Methodology

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

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

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Technical Note

Element	Description
Organization who commissioned the research	Telegraph Journal
Final Sample Size	500 New Brunswick residents
Margin of Error	Not applicable.
Mode of Survey	Respondents were randomly selected from a non-probability online panel with a base composition of 13,693 individuals.
Sampling Method Base	The sampling included residents of New Brunswick
Demographics (Captured)	Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Fieldwork/Validation	Not applicable.
Number of Calls	Not applicable.
Time of Calls	Not applicable.
Field Dates	August 24 th to 30 th , 2018.
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

Element	Description
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.
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.
Excluded Demographics	Individuals younger than 18 years old, and non residents of New Brunswick could not participate
Stratification	By age and gender using the latest Census information (2014) and the sample is geographically stratified to be representative of New Brunswick.
Estimated Response Rate	Not applicable.
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.
Question Content	This is one report of four. The other reports contain content related to issues of concern, standard of living, and voter mood.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Survey Company	Nanos Research
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.

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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As you may know [RANDOMIZE] in New Brunswick Brian Gallant is the leader of the Liberals, Blaine Higgs is the leader of the PCs, Jennifer McKenzie is the leader of the NDP, David Coon is the leader of the Green Party, and Kris Austin is the leader of the People's Alliance Party. Which provincial party leader, if any, [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 - Understands New Brunswickers like me	Total	Unwgt N	500	289	211	224	276	85	197	218
		Wgt N	500	249	251	243	256	111	164	224
	Brian Gallant	%	24.6	22.0	27.2	27.9	21.6	28.0	22.7	24.4
	Blaine Higgs	%	13.4	15.8	11.0	16.2	10.7	8.8	11.3	17.2
	Jennifer McKenzie	%	2.4	3.4	1.3	3.4	1.4	1.5	2.5	2.6
	David Coon	%	9.9	8.7	11.0	9.9	9.9	12.7	8.5	9.5
	Kris Austin	%	8.6	10.9	6.2	8.8	8.4	14.5	5.6	7.8
	None of them	%	18.8	17.4	20.1	19.5	18.1	15.0	20.5	19.4
	Unsure	%	22.4	21.8	23.1	14.4	30.0	19.5	28.9	19.1

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Question - Is the most trustworthy	Total	Unwgt N	500	289	211	224	276	85	197	218
		Wgt N	500	249	251	243	256	111	164	224
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	Blaine Higgs	%	13.3	15.7	10.9	18.1	8.7	12.1	10.4	15.9
	Jennifer McKenzie	%	2.8	3.2	2.5	1.8	3.8	3.2	2.8	2.7
	David Coon	%	13.9	15.8	12.1	15.8	12.2	20.6	8.9	14.3
	Kris Austin	%	4.5	5.7	3.2	4.9	4.0	7.2	2.5	4.6
	None of them	%	20.0	20.1	19.9	18.1	21.8	12.0	24.6	20.6
	Unsure	%	24.0	22.9	25.1	16.2	31.5	18.9	31.5	21.1

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