

# New Brunswickers say confusion best describes their feelings towards the outcome of the provincial election – believe votes, not seats are more important in determining who should govern

Submitted by Nanos Research to the Telegraph Journal, October 2018  
(Submission 2018-1247A)



**NANOS**

**TELEGRAPH JOURNAL**

# Summary

New Brunswickers most often say confusion is the feeling that best describes their views on the outcome of the provincial election and more than half say the number of votes should be more important than the number of seats when determining who will govern New Brunswick.

29 per cent of New Brunswickers say confusion best describes their feelings towards the outcome of the provincial election

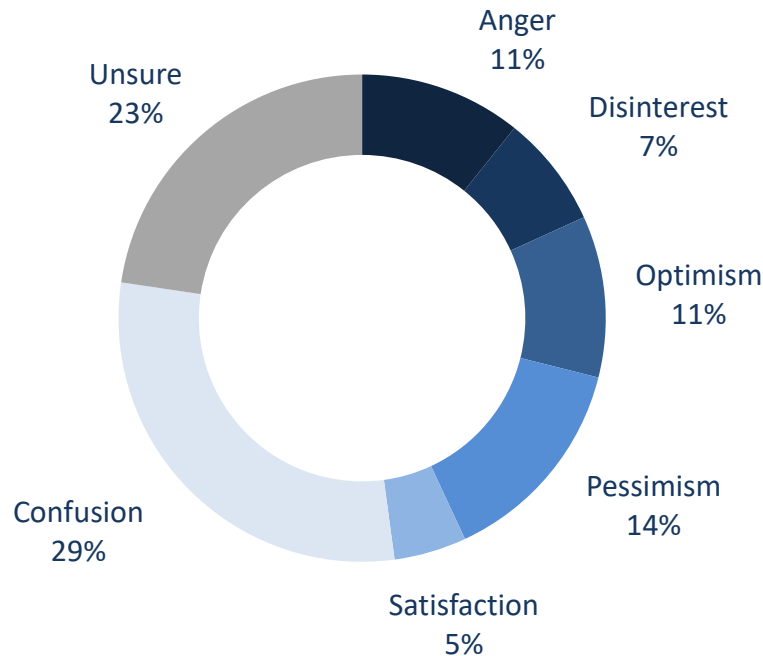
- **New Brunswickers most often say confusion is the feeling that best describes their views on the outcome of the provincial election** – Asked which feeling best describes their views of the outcome of the provincial election, New Brunswickers most often selected confusion (29%), followed by pessimism (14%), anger and optimism (11% each), disinterest (seven per cent), and satisfaction (five per cent). Twenty-three per cent are unsure.
- **New Brunswickers most often say they voted for change or voted based on the policies and ideas of parties** – Asked why they voted the way they did in the recent provincial election, New Brunswickers most often say they voted that way for change (20%), followed by I voted that way based on policies and ideas of parties (19%), I voted that way because of a local candidate I liked (15%), I voted that way because of a political party I liked (11%), I didn't/was unable to vote and I voted that way because of a provincial party leader I liked (seven per cent each).
- **More than half of New Brunswickers say the number of votes should be important than the number of seats in determining who should govern New Brunswick** – Over one in two New Brunswickers (54%) think the number of votes should be more important in determining who should govern New Brunswick, while 27 per cent say the number of seats should be more important. Nineteen per cent are unsure.

Nanos conducted an online survey of 501 New Brunswick voters, 18 years of age or older, between October 5<sup>th</sup> and 11<sup>th</sup>, 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 on the outcome of the provincial election

Source: Telegraph Journal/Nanos Research, online survey, October 5<sup>th</sup> to 11<sup>th</sup>, 2018, n=501, no margin of error applies to this research.



Subgroups	Confusion
Fredericton/Moncton/ Saint John (n=299)	33.8%
Rest of province (n=202)	25.3%
Male (n=263)	22.1%
Female (n=238)	36.4%
18 to 34 (n=151)	23.9%
35 to 54 (n=213)	27.3%
55 plus (n=137)	34.3%

\*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 outcome of the provincial election? [RANDOMIZE]

# Feelings on the outcome of the provincial election

Source: Telegraph Journal/Nanos Research, online survey, October 5<sup>th</sup> to 11<sup>th</sup>, 2018, n=501, no margin of error applies to this research.

Subgroups	Confusion	Pessimism	Anger	Optimism	Disinterest	Satisfaction	Unsure
All (n=501)	29.5%	14.1%	10.7%	10.7%	7.5%	4.8%	22.7%
Fredericton/Moncton/ Saint John (n=299)	33.8%	13.6%	9.9%	8.7%	8.8%	2.7%	22.5%
Rest of province (n=202)	25.3%	14.7%	11.6%	12.6%	6.2%	6.9%	22.8%
Male (n=263)	22.1%	17.9%	15.5%	12.9%	9.6%	6.1%	16.0%
Female (n=238)	36.4%	10.7%	6.3%	8.6%	5.5%	3.6%	28.9%
18 to 34 (n=151)	23.9%	11.9%	11.7%	16.4%	6.7%	5.4%	24.0%
35 to 54 (n=213)	27.3%	16.4%	9.8%	7.7%	9.5%	6.9%	22.3%
55 plus (n=137)	34.3%	13.6%	11.0%	9.9%	6.2%	2.9%	22.2%

**QUESTION** – Which of the following feelings best describes your views of the outcome of the provincial election? [RANDOMIZE]

# Reason for voting the way they did

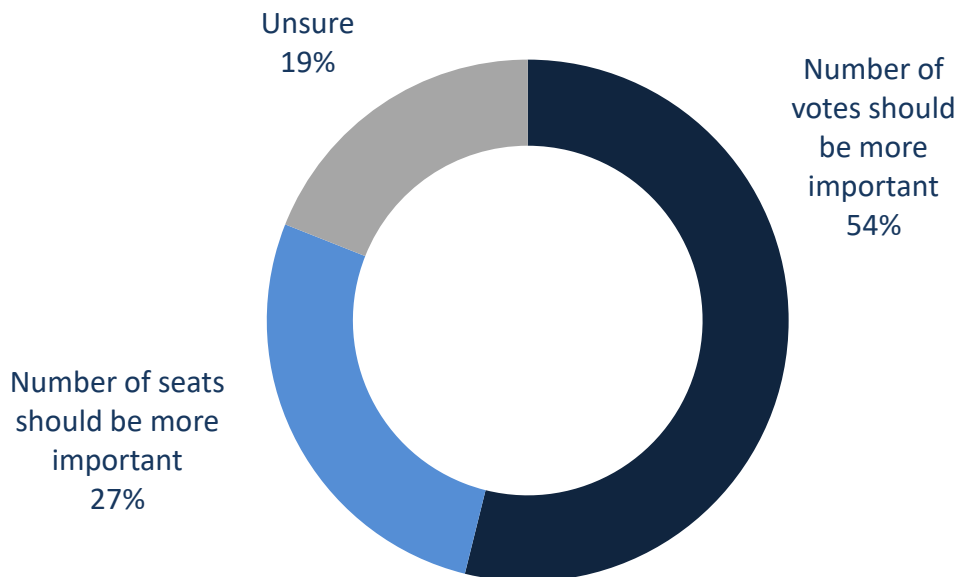
Source: Telegraph Journal/Nanos Research, online survey, October 5<sup>th</sup> to 11<sup>th</sup>, 2018, n=496, no margin of error applies to this research.

Priority	Frequency (n=496)
I voted that way for change	19.8%
I voted that way based on policies and ideas of parties	18.7%
I voted that way because of a local candidate I liked	15.2%
I voted that way because of a political party I liked	11.0%
I didn't/was unable to vote	7.2%
I voted that way because of a provincial party leader I liked	6.5%
I voted that way to block a political party I disliked from winning	4.4%
I voted that way to block a provincial party leader I disliked from winning	2.9%
I voted that way to block a local candidate that I disliked from winning	1.9%
I voted that way because my family did	0.2%
I voted that way to protest the lack of choice	0.1%
I voted that way because I didn't want a change	0.1%
I voted that way because it was the best of bad choices	0.1%
Unsure	11.7%

**QUESTION** – Thinking of how you voted in the recent provincial election in New Brunswick, which ONE of the following statements best reflects why you voted the way you did? [RANDOMIZE]

# Importance of total votes versus seats won

Source: Telegraph Journal/Nanos Research, online survey, October 5<sup>th</sup> to 11<sup>th</sup>, 2018, n=501, no margin of error applies to this research.



Subgroups	Number of votes should be more important
Fredericton/Moncton/ Saint John (n=299)	51.1%
Rest of province (n=202)	56.5%
Male (n=263)	48.3%
Female (n=238)	59.1%
18 to 34 (n=151)	61.2%
35 to 54 (n=213)	47.3%
55 plus (n=137)	54.9%

\*Weighted to the true population proportion.

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

**QUESTION** – As you may know, in provincial elections the number of seats won by a party is usually different than the percentage of total votes received across the province. What should be more important in determining who should govern in the Province of New Brunswick [ROTATE] the number of total votes received by a party across the province or the number of seats won across the province.

# Methodology

Nanos conducted an online survey of 501 New Brunswick voters, 18 years of age or older, between October 5<sup>th</sup> and 11<sup>th</sup>, 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 three (3).

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

# Technical Note

Element	Description
Organization who commissioned the research	Telegraph Journal
Final Sample Size	501 New Brunswick voters
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	October 5 <sup>th</sup> to 11 <sup>th</sup> , 2018.
Language of Survey	The survey was conducted in both English and French.
Standards	This report meets the standards set forth by ESOMAR.

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 (2016) and the sample is geographically stratified to be representative of New Brunswick.
Estimated Response Rate	Not applicable.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	All questions asked are contained in the report. This is one (1) report of three (3).
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. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.



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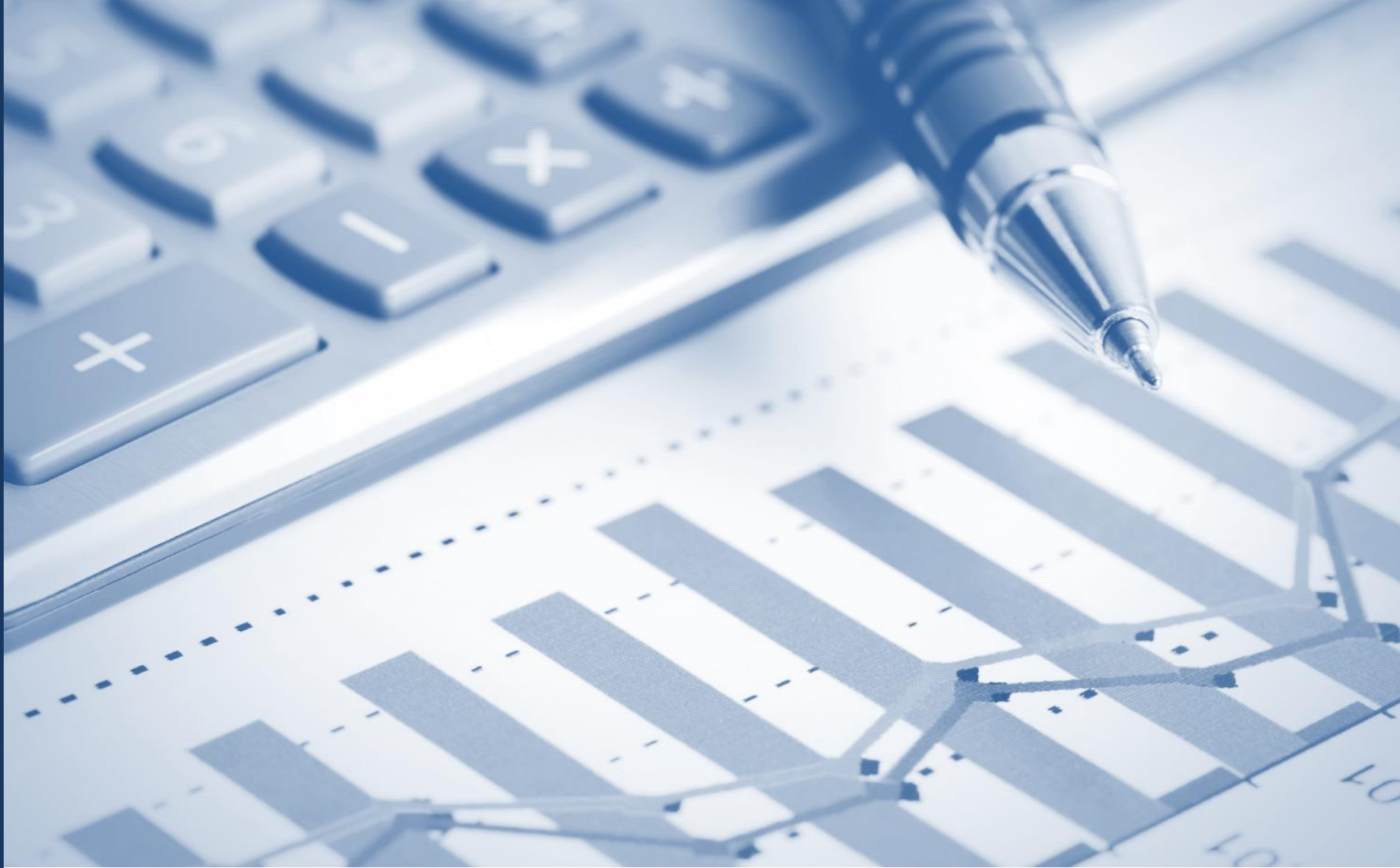
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# Tabulations

**2018-1247 – Telegraph Journal/Nanos Survey – Thoughts on Election Outcomes - STAT SHEET**

			Region			Gender		Age		
			New Brunswick 2018-09	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 outcome of the provincial election? [RANDOMIZE]	Total	Unwgt N	501	299	202	263	238	151	213	137
		Wgt N	501	246	255	242	259	119	166	216
	Anger	%	10.7	9.9	11.6	15.5	6.3	11.7	9.8	11.0
	Disinterest	%	7.5	8.8	6.2	9.6	5.5	6.7	9.5	6.2
	Optimism	%	10.7	8.7	12.6	12.9	8.6	16.4	7.7	9.9
	Pessimism	%	14.1	13.6	14.7	17.9	10.7	11.9	16.4	13.6
	Satisfaction	%	4.8	2.7	6.9	6.1	3.6	5.4	6.9	2.9
	Confusion	%	29.5	33.8	25.3	22.1	36.4	23.9	27.3	34.3
	Unsure	%	22.7	22.5	22.8	16.0	28.9	24.0	22.3	22.2

Nanos conducted an online survey of 500 New Brunswick residents, 18 years of age or older, between October 5<sup>th</sup> and 11<sup>th</sup>, 2018. The results were weighted to the true population to be representative to the New Brunswick population.

**2018-1247 – Telegraph Journal/Nanos Survey – Thoughts on Election Outcomes - STAT SHEET**

Question - Thinking of how you voted in the recent provincial election in New Brunswick, which ONE of the following statements best reflects why you voted the way you did? [RANDOMIZE]			Region			Gender		Age		
			New Brunswick 2018-09	Fredericton/Moncton/Saint John	Rest of Province	Male	Female	18 to 34	35 to 54	55 plus
			Unwgt N							
	Total		496	294	202	259	237	150	211	135
		Wgt N	497	241	255	238	258	118	165	213
	I voted that way because of a local candidate I liked	%	15.2	14.0	16.4	13.1	17.2	6.3	16.3	19.3
	I voted that way because of a political party I liked	%	11.0	9.4	12.5	10.6	11.4	12.5	9.5	11.4
	I voted that way because of a provincial party leader I liked	%	6.5	6.9	6.2	6.1	7.0	7.2	5.7	6.9
	I voted that way to block a local candidate that I disliked from winning	%	1.9	0.6	3.0	3.3	0.5	0.8	1.4	2.8
	I voted that way to block a political party I disliked from winning	%	4.4	4.6	4.2	6.3	2.6	1.2	4.0	6.5
	I voted that way to block a provincial party leader I disliked from winning	%	2.9	3.4	2.5	5.2	0.8	5.8	3.5	0.9
	I voted that way for change	%	19.8	18.5	21.1	19.0	20.6	27.4	24.0	12.4
	I voted that way based on policies and ideas of parties	%	18.7	23.3	14.4	20.1	17.4	17.0	14.3	23.1
	I didn't/was unable to vote	%	7.2	6.7	7.7	5.1	9.2	8.3	5.4	8.1
	I voted that way to protest the lack of choice	%	0.1	0.3	0.0	0.3	0.0	0.0	0.4	0.0
	I voted that way because I didn't want a change	%	0.1	0.2	0.0	0.2	0.0	0.0	0.3	0.0
	I voted that way because it was the best of bad choices	%	0.1	0.2	0.0	0.2	0.0	0.0	0.3	0.0
	I voted that way because my family did	%	0.2	0.3	0.1	0.1	0.3	0.3	0.4	0.0
	Unsure	%	11.7	11.5	11.8	10.3	13.0	13.2	14.6	8.6

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**2018-1247 – Telegraph Journal/Nanos Survey – Thoughts on Election Outcomes - STAT SHEET**

			Region			Gender		Age		
			New Brunswick 2018-09	Fredericton/Moncton/Saint John	Rest of Province	Male	Female	18 to 34	35 to 54	55 plus
Question - As you may know, in provincial elections the number of seats won by a party is usually different than the percentage of total votes received across the province. What should be more important in determining who should govern in the Province of New Brunswick [ROTATE] the number of total votes received by a party across the province or the number of seats won across the province?	Total	Unwgt N	501	299	202	263	238	151	213	137
		Wgt N	501	246	255	242	259	119	166	216
	Number of votes should be more important	%	53.9	51.1	56.5	48.3	59.1	61.2	47.3	54.9
	Number of seats should be more important	%	27.1	28.9	25.4	36.6	18.2	17.2	28.4	31.7
	Unsure	%	19.0	20.0	18.1	15.1	22.7	21.7	24.4	13.4

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