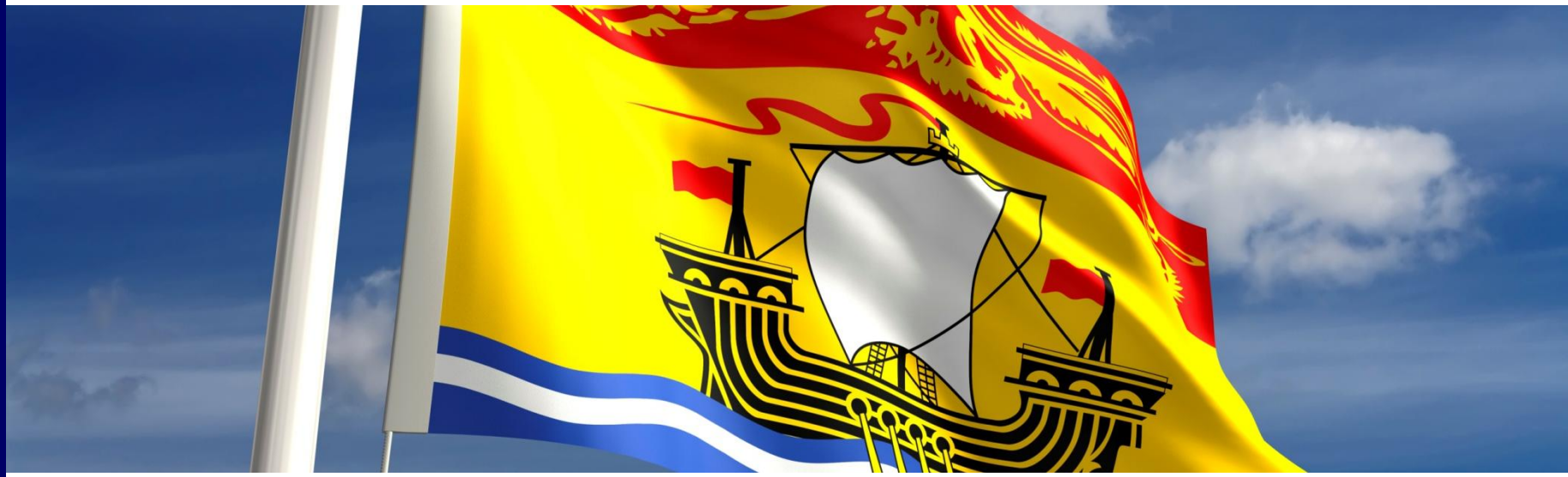
New Brunswick Provincial Election
Ballot support as of Thursday evening September 20

Liberal 37, PC 30, People's Alliance 12, Greens 11, NDP 10 > Ten Percent Report Likely to Change Vote

Survey released September 21, 2018



NANOS

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Election Snapshot as of September 20

One in ten voters report they are likely to change their vote in the provincial election

With days left in the New Brunswick provincial election campaign, to follow are the results going into the last weekend. This should be considered an estimate of opinion for the last week of the election. **In the experience of Nanos, election preferences may change in the closing weekend of the election factoring the momentum of the campaigns and the events of the closing weekend. Likewise, this survey estimates popular support within the margin of error and not the number of seats which could be won by the respective provincial parties.**

- **Issue –** The top five unprompted issues reported by voters were healthcare (16%), education (12%), the deficit (11%), the economy (11%) and jobs (8%).
- **Accessible Voters** – Voters were asked, for each provincial political party a series of independent questions as to whether they would consider or not consider voting for that party (to estimate accessible voters independently for each party). The Liberals and PCs have equivalent levels of accessible voters (50% each) while 39 per cent would consider voting Green, 31 per cent would consider voting NDP and 27 per cent would consider voting for the People's Alliance.
- **Fluidity of Vote Preference** – Of note, on the ballot question, 13 per cent of voters said they were unsure. Asked separately their likelihood to change their vote for the election 10 per cent said they were likely to change their vote and another 11 per cent said they were somewhat likely to change their vote.
- **Reported Vote Preference** – Ballot support before the closing weekend stands at 37 per cent for the Liberals, 30 percent for the PCs, 12 per cent for the People's Alliance, 11 per cent for the Greens and 10 per cent for the NDP.
- **Preferred Premier** – Asked who they prefer as Premier, 25 per cent said Gallant, 22 per cent said Higgs, 12 per cent Coon, seven percent said Austin, seven percent said McKenzie, five percent said they preferred none and 23 per cent were unsure who they preferred.

These observations are based on a Nanos RDD dual frame (land- and cell-lines) random telephone survey of 500 New Brunswick voters, 18 years of age or older, conducted between September 17 and 20, 2018. Participants were randomly recruited by telephone using live agents and administered a survey in either English or French. The margin of error for a random survey of 500 New Brunswick voters is ±4.4 percentage points, 19 times out of 20. The margin of error for the subset of 431 decided voters is ±4.8 percentage points, 19 times out of 20.

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

Top provincial issues of concern

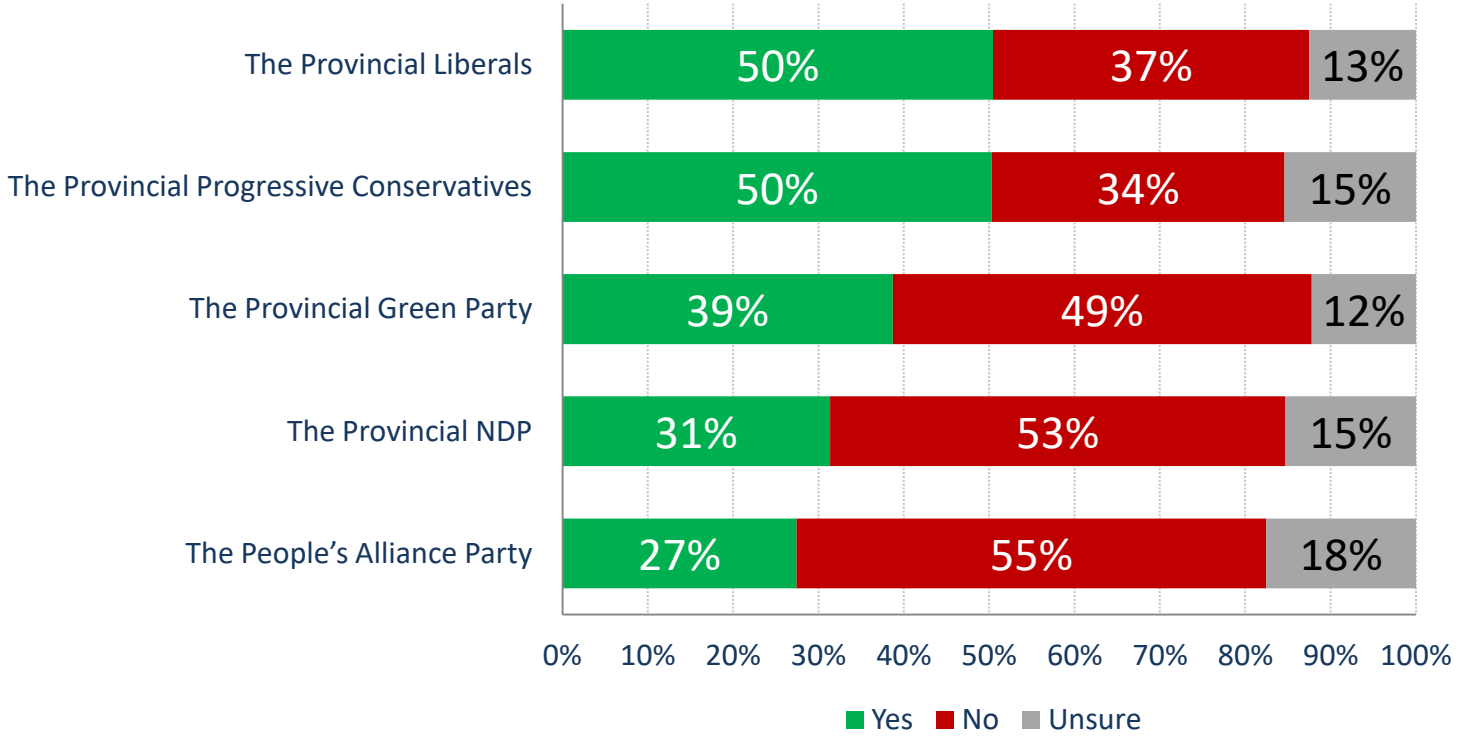
Source: Telegraph Journal/Nanos Research, RDD dual frame random telephone survey, September 17 to 20, 2018, n=500, accurate 4.4 percentage points plus or minus, 19 times out of 20.

Top issues	Total (n=500)
Healthcare	15.8%
Education	12.4%
Deficit/debt reduction/stop overspending	11.3%
Economy	11.2%
Jobs	8.2%
Taxes	5.1%
Environment/climate change	4.1%
Bilingualism	4.0%
Unsure	13.6%

QUESTION – For the New Brunswick provincial election what is your most important PROVINCIAL issue of concern? [Open]

Consider voting

Source: Telegraph Journal/Nanos Research, RDD dual frame random telephone survey, September 17 to 20, 2018, n=500, accurate 4.4 percentage points plus or minus, 19 times out of 20.



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

QUESTION – Regardless of how you actually vote, would you consider or not consider voting for any of the following PROVINCIAL political parties? [RANDOMIZE]

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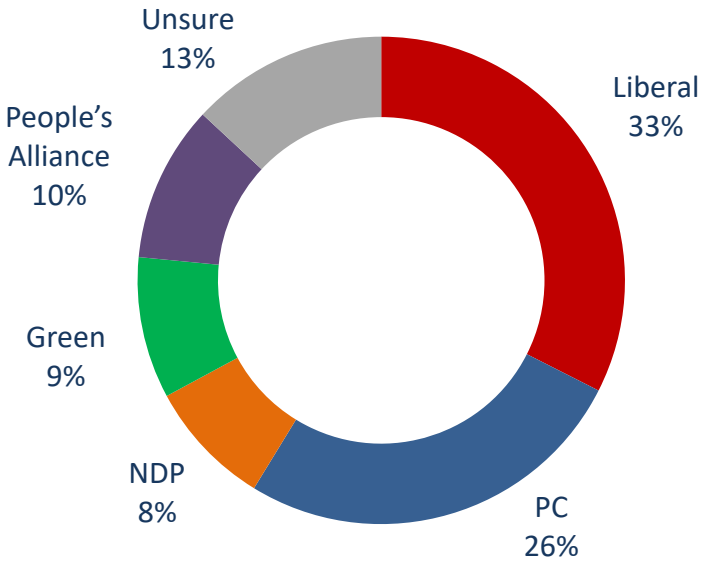
Vote Profile including Undecided

Source: Telegraph Journal/Nanos Research, RDD dual frame random telephone survey, September 17 to 20, 2018, n=500, accurate 4.4 percentage points plus or minus, 19 times out of 20.



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

QUESTION – For those parties you would consider voting for PROVINCIALLY, could you please rank your top two local party preferences? [RANDOMIZE]

Vote Profile including Undecided

Source: Telegraph Journal/Nanos Research, RDD dual frame random telephone survey, September 17 to 20, 2018, n=500, accurate 4.4 percentage points plus or minus, 19 times out of 20.

	Male	Female	18-34	35-54	55 plus	English	French/ Biling.
Liberals	29.8	35.0	36.5	31.8	31.0	24.4	44.8
PCs	27.3	25.3	20.0	28.5	27.9	31.9	17.8
People's Alliance	13.3	7.8	12.9	10.1	9.3	13.8	5.2
Greens	9.2	9.5	13.0	10.8	6.3	9.8	8.7
NDP	6.2	10.3	10.2	6.3	9.0	6.1	11.8
Undecided	14.2	12.1	7.4	12.5	16.5	14.0	11.7

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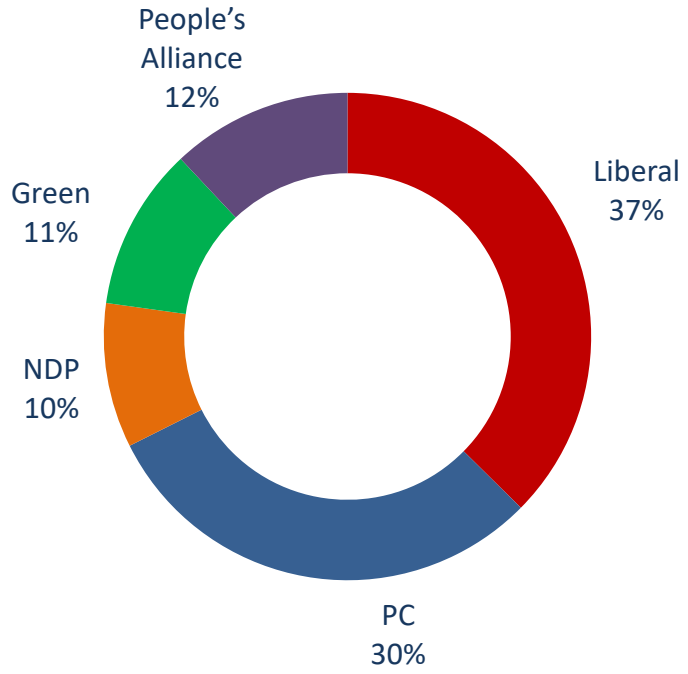
Ballot Support – Decided only

Source: Telegraph Journal/Nanos Research, RDD dual frame random telephone survey, September 17 to 20, 2018, n=431 DECIDED VOTERS, accurate 4.8 percentage points plus or minus, 19 times out of 20.



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

QUESTION – For those parties you would consider voting for PROVINCIALLY, could you please rank your top two local party preferences? [RANDOMIZE]

Ballot Support – Decided Only

Source: Telegraph Journal/Nanos Research, RDD dual frame random telephone survey, September 17 to 20, 2018, n=431 DECIDED VOTERS, accurate 4.8 percentage points plus or minus, 19 times out of 20.

	Male	Female	18-34	35-54	55 plus	English	French/ Biling.
Liberals	34.7	39.8	39.5	36.3	37.1	28.4	50.7
PCs	31.9	28.8	21.6	32.5	33.4	37.1	20.2
People's Alliance	15.5	8.8	13.9	11.6	11.2	16.1	5.9
Greens	10.7	10.8	14.1	12.4	7.6	11.4	9.8
NDP	7.3	11.8	11.0	7.3	10.8	7.1	13.4

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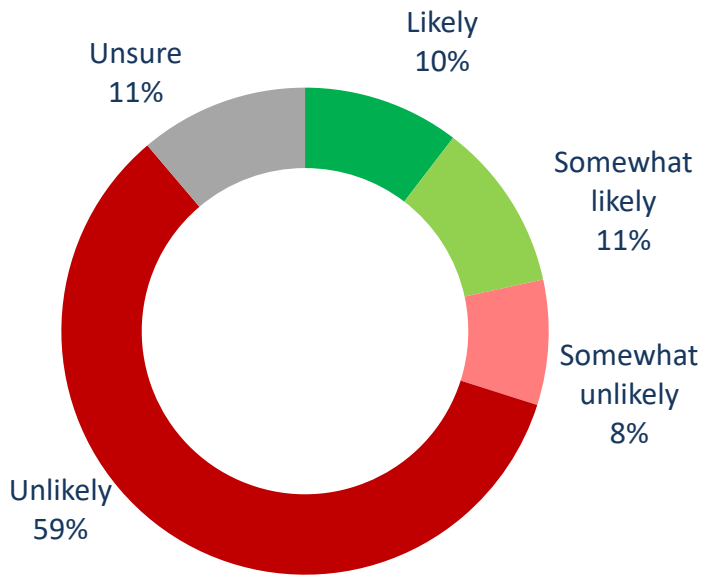
Likelihood to change vote

Source: Telegraph Journal/Nanos Research, RDD dual frame random telephone survey, September 17 to 20, 2018, n=500, accurate 4.4 percentage points plus or minus, 19 times out of 20.

Net Score
-45.6



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

QUESTION – As of today, are you likely, somewhat likely, somewhat unlikely or unlikely to change who you will vote for in the upcoming provincial election?

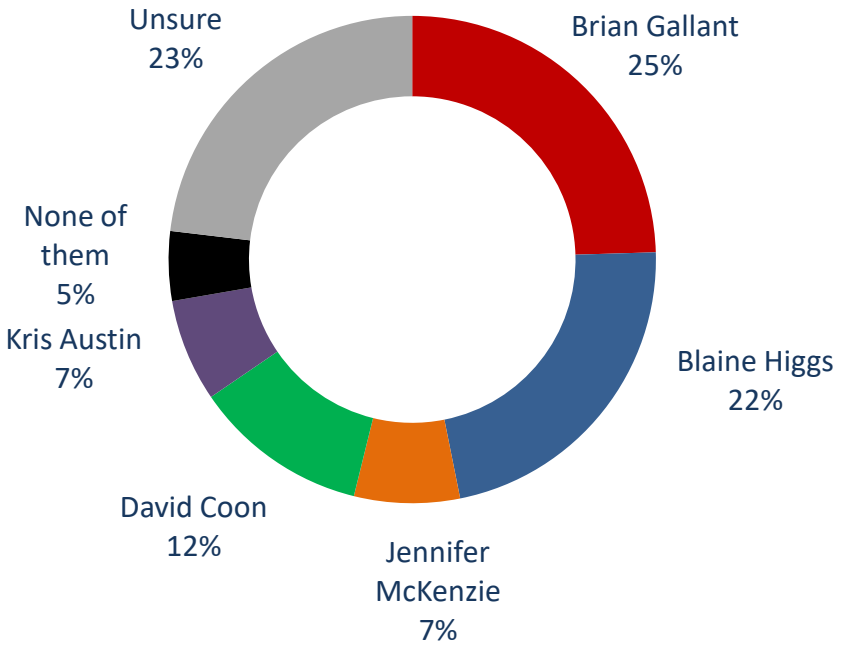
Likelihood to change vote

Source: Telegraph Journal/Nanos Research, RDD dual frame random telephone survey, September 17 to 20, 2018, n=500, accurate 4.4 percentage points plus or minus, 19 times out of 20.

	Male	Female	18-34	35-54	55 plus	English	French/ Biling.
Likely	10.3	10.5	7.1	14.4	9.1	6.2	16.8
Somewhat likely	10.8	11.6	12.6	12.3	9.6	12.6	9.0
Somewhat unlikely	10.4	6.3	8.0	8.0	8.6	7.6	9.3
Unlikely	57.4	60.3	61.2	54.2	61.3	62.5	53.4
Unsure	11.1	11.4	11.0	11.1	11.4	11.1	11.5

Preferred NB Premier

Source: Telegraph Journal/Nanos Research, RDD dual frame random telephone survey, September 17 to 20, 2018, n=500, accurate 4.4 percentage points plus or minus, 19 times out of 20.



***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. Of the current provincial political party leaders, who is your top choice to be Premier of New Brunswick?

Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey of 500 New Brunswick voters, 18 years of age or older, between September 17 and 20, 2018. Participants were randomly recruited by telephone using live agents and administered a survey. The sample included both land- and cell-lines across New Brunswick. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of New Brunswick.

Individuals were randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 500 New Brunswick voters is ±4.4 percentage points, 19 times out of 20.

The margin of error for the random survey of 431 decided voters is ±4.8 percentage points, 19 times out of 20.

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

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	500 New Brunswick voters
Margin of Error	±4.4 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) random telephone survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across New Brunswick.
Demographics (Captured)	Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Fieldwork/Validation	Live interviews with live supervision to validate work
Number of Calls	Maximum of five call backs.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	September 17 to 20, 2018
Language of Survey	The survey was conducted in both English and French.
Standards	This report meets the standards set forth by ESOMAR and AAPOR.

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; individuals without land or cell line 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	Six percent, consistent with industry norms.
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.
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.

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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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[2018-1244] – Telegraph Journal/Nanos Survey – STAT SHEET

				Gender		Age			Language	
			NB 2018-09	Male	Female	18 to 34	35 to 54	55 plus	English	French/Bilingual
Question - For the New Brunswick provincial election, what is your most important PROVINCIAL issue of concern?	Total	Unwgt N	500	264	236	93	173	234	303	197
		Wgt N	500	239	261	113	168	219	301	199
	Jobs	%	8.2	7.4	8.8	8.7	10.0	6.5	8.1	8.3
	Development/infrastructure	%	1.0	1.7	0.4	1.6	0.8	0.9	0.9	1.2
	Taxes	%	5.1	4.2	5.9	2.5	7.2	4.8	5.6	4.4
	Deficit/debt reduction/stop overspending	%	11.3	15.1	7.9	6.6	9.3	15.3	12.8	9.2
	Health care	%	15.8	12.1	19.2	10.6	19.3	15.9	16.6	14.6
	Childcare/childcare costs	%	0.6	0.3	1.0	1.0	0.4	0.6	0.5	0.9
	Education	%	12.4	6.4	17.9	27.4	9.1	7.2	10.4	15.4
	Economy	%	11.2	13.9	8.6	8.8	12.6	11.3	14.2	6.5
	Seniors/seniors care	%	3.5	4.5	2.7	4.0	2.1	4.4	3.5	3.6
	Environment/climate change	%	4.1	5.8	2.6	4.3	1.4	6.2	2.2	7.1
	Equality/equal rights	%	0.7	0.6	0.8	1.2	1.2	0.0	1.1	0.0
	Poverty/homelessness	%	0.6	0.7	0.4	0.0	0.6	0.8	0.6	0.5
	Immigration	%	0.4	0.0	0.8	1.0	0.6	0.0	0.0	1.1
	Bilingualism	%	4.0	3.5	4.5	2.6	4.3	4.6	3.9	4.2

Minimum wage/increased cost of living	%	1.7	2.1	1.3	2.3	1.6	1.4	1.6	1.8
Marijuana/cannabis	%	0.7	0.3	1.1	1.0	1.1	0.4	0.9	0.6
Energy costs/gas prices	%	0.2	0.4	0.0	0.0	0.0	0.4	0.0	0.5
Keep promises/honesty/transparency	%	0.8	0.9	0.6	0.0	1.3	0.8	0.2	1.6
Other	%	3.6	5.1	2.2	2.7	3.2	4.5	5.1	1.4
Change the government	%	0.3	0.3	0.4	0.6	0.6	0.0	0.3	0.4
Unsure	%	13.6	14.6	12.7	13.1	13.3	14.1	11.4	17.0

[2018-1244] – Telegraph Journal/Nanos Survey – STAT SHEET

Regardless of how you actually vote, would you consider or not consider voting for any of the following PROVINCIAL political parties?
[RANDOMIZE]

				Gender		Age			Language	
			NB 2018-09	Male	Female	18 to 34	35 to 54	55 plus	English	French/Bilingual
Question - The Provincial Liberals	Total	Unwgt N	500	264	236	93	173	234	303	197
		Wgt N	500	239	261	113	168	219	301	199
	Yes, would consider	%	50.4	46.8	53.8	53.4	52.5	47.3	42.2	62.9
	No, would not consider	%	37.0	43.8	30.9	37.6	35.0	38.3	44.6	25.6
	Unsure	%	12.5	9.4	15.3	8.9	12.5	14.4	13.2	11.4

				Gender		Age			Language	
			NB 2018-09	Male	Female	18 to 34	35 to 54	55 plus	English	French/Bilingual
Question - The Provincial Progressive Conservatives	Total	Unwgt N	500	264	236	93	173	234	303	197
		Wgt N	500	239	261	113	168	219	301	199
	Yes, would consider	%	50.3	53.5	47.4	46.3	50.2	52.5	57.0	40.3
	No, would not consider	%	34.3	29.9	38.2	36.9	37.7	30.3	28.3	43.3
	Unsure	%	15.4	16.5	14.4	16.7	12.2	17.2	14.7	16.4

[2018-1244] – Telegraph Journal/Nanos Survey – STAT SHEET

				Gender		Age			Language	
			NB 2018-09	Male	Female	18 to 34	35 to 54	55 plus	English	French/Bilingual
Question - The Provincial NDP	Total	Unwgt N	500	264	236	93	173	234	303	197
		Wgt N	500	239	261	113	168	219	301	199
	Yes, would consider	%	31.4	28.2	34.3	36.1	27.8	31.6	29.4	34.3
	No, would not consider	%	53.4	55.2	51.7	47.7	58.2	52.6	54.6	51.5
	Unsure	%	15.3	16.6	14.0	16.2	13.9	15.8	16.0	14.2

				Gender		Age			Language	
			NB 2018-09	Male	Female	18 to 34	35 to 54	55 plus	English	French/Bilingual
Question - The Provincial Green Party	Total	Unwgt N	500	264	236	93	173	234	303	197
		Wgt N	500	239	261	113	168	219	301	199
	Yes, would consider	%	38.7	39.5	37.9	53.9	39.6	30.2	38.7	38.7
	No, would not consider	%	49.1	49.4	48.9	38.6	47.9	55.5	47.8	51.2
	Unsure	%	12.2	11.1	13.1	7.5	12.6	14.3	13.5	10.1

[2018-1244] – Telegraph Journal/Nanos Survey – STAT SHEET

				Gender		Age			Language	
			NB 2018-09	Male	Female	18 to 34	35 to 54	55 plus	English	French/Bilingual
Question - The People's Alliance Party	Total	Unwgt N	500	264	236	93	173	234	303	197
		Wgt N	500	239	261	113	168	219	301	199
	Yes, would consider	%	27.4	30.2	24.9	39.5	26.4	22.0	33.6	18.1
	No, would not consider	%	55.0	53.4	56.5	43.2	58.1	58.8	48.9	64.2
	Unsure	%	17.5	16.5	18.5	17.3	15.6	19.2	17.4	17.7

				Gender		Age			Language	
			NB 2018-09	Male	Female	18 to 34	35 to 54	55 plus	English	French/Bilingual
Vote Profile	Total	Unwgt N	500	264	236	93	173	234	303	197
		Wgt N	500	239	261	113	168	219	301	199
	Liberal	%	32.5	29.8	35.0	36.5	31.8	31.0	24.4	44.8
	PC	%	26.3	27.3	25.3	20.0	28.5	27.9	31.9	17.8
	NDP	%	8.4	6.2	10.3	10.2	6.3	9.0	6.1	11.8
	Green	%	9.4	9.2	9.5	13.0	10.8	6.3	9.8	8.7
	People's Alliance	%	10.4	13.3	7.8	12.9	10.1	9.3	13.8	5.2
	Unsure	%	13.1	14.2	12.1	7.4	12.5	16.5	14.0	11.7

[2018-1244] – Telegraph Journal/Nanos Survey – STAT SHEET

				Gender		Age			Language	
			NB 2018-09	Male	Female	18 to 34	35 to 54	55 plus	English	French/Bilingual
Ballot	Total	Unwgt N	431	225	206	86	150	195	257	174
		Wgt N	435	205	229	105	147	183	259	176
	Liberal	%	37.4	34.7	39.8	39.5	36.3	37.1	28.4	50.7
	PC	%	30.2	31.9	28.8	21.6	32.5	33.4	37.1	20.2
	NDP	%	9.6	7.3	11.8	11.0	7.3	10.8	7.1	13.4
	Green	%	10.8	10.7	10.8	14.1	12.4	7.6	11.4	9.8
	People's Alliance	%	12.0	15.5	8.8	13.9	11.6	11.2	16.1	5.9

				Gender		Age			Language	
			NB 2018-09	Male	Female	18 to 34	35 to 54	55 plus	English	French/Bilingual
Question - As of today are you likely, somewhat likely, somewhat unlikely or unlikely to change who you will vote for in the upcoming provincial election	Total	Unwgt N	500	264	236	93	173	234	303	197
		Wgt N	500	239	261	113	168	219	301	199
	Likely	%	10.4	10.3	10.5	7.1	14.4	9.1	6.2	16.8
	Somewhat likely	%	11.2	10.8	11.6	12.6	12.3	9.6	12.6	9.0
	Somewhat unlikely	%	8.3	10.4	6.3	8.0	8.0	8.6	7.6	9.3
	Unlikely	%	58.9	57.4	60.3	61.2	54.2	61.3	62.5	53.4
	Unsure	%	11.2	11.1	11.4	11.0	11.1	11.4	11.1	11.5

[2018-1244] – Telegraph Journal/Nanos Survey – STAT SHEET

				Gender		Age			Language	
			NB 2018-09	Male	Female	18 to 34	35 to 54	55 plus	English	French/Bilingual
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. Of the current provincial political party leaders, who is your top choice to be Premier of New Brunswick?	Total	Unwgt N	500	264	236	93	173	234	303	197
		Wgt N	500	239	261	113	168	219	301	199
	Brian Gallant	%	24.5	23.9	25.1	26.9	23.5	24.1	16.8	36.3
	Blaine Higgs	%	22.3	26.4	18.6	16.4	23.1	24.8	27.5	14.5
	Jennifer McKenzie	%	7.0	4.2	9.6	8.6	8.5	5.1	5.4	9.5
	David Coon	%	11.6	10.0	13.0	14.1	12.0	10.0	14.8	6.7
	Kris Austin	%	6.8	7.5	6.2	11.5	4.9	5.9	6.5	7.2
	None of them	%	4.6	6.2	3.2	4.4	3.9	5.3	5.7	3.0
	Unsure	%	23.1	21.7	24.3	18.1	24.0	24.9	23.2	22.8