



New Brunswick's Progressive Conservatives and Liberals in dead heat.

New Brunswick Survey | Summary
Conducted by Nanos, August 2024
Field: July 28th, 2024 to July 31st, 2024
Submission 2024-2651



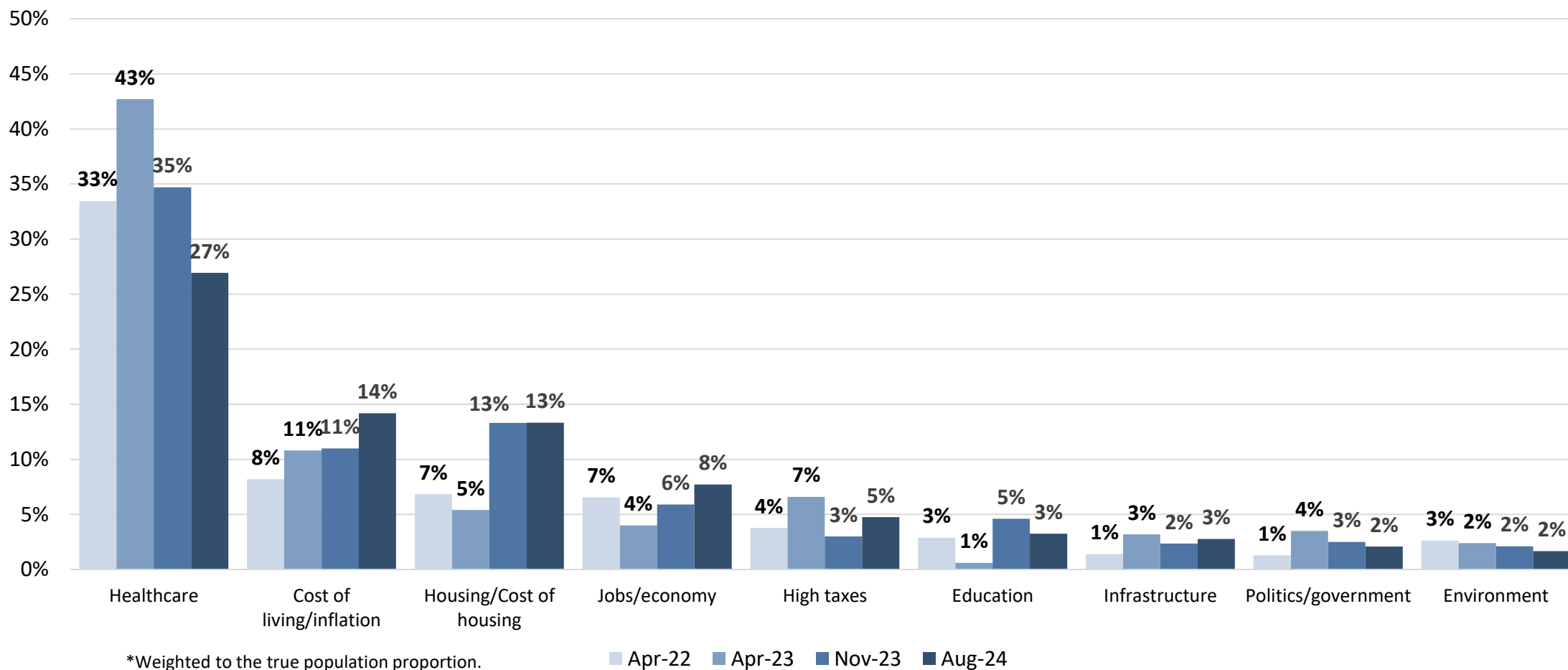
“*New Brunswick has PC-Liberal dead heat in provincial party support. Concern about healthcare top provincial issue but worry about cost of living and housing on the rise.*”

Nik Nanos

Chief Data Scientist

PROVINCIAL ISSUES OF CONCERN

Question – What is your most important PROVINCIAL issue of concern? [UNPROMPTED]



*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

■ Apr-22 ■ Apr-23 ■ Nov-23 ■ Aug-24

Source: Nanos conducted an RDD dual frame (land- and cell- lines) hybrid random survey of 447 residents of New Brunswick, 18 years of age or older, between July 28th and July 31st, 2024, accurate 4.7 percentage points plus or minus, 19 times out of 20.

KEY FINDINGS

1

BALLOT

The latest Nanos New Brunswick provincial ballot tracking has the Progressive Conservatives at 35.9 per cent, the Liberals at 35.9 per cent, the Green Party at 13.5 per cent, the NDP at 9.8 per cent and the People's Alliance at 4.9 per cent.

2

PREFERRED PREMIER

Nanos tracking has the leader of the Liberal Party, Susan Holt, (26.4%) and Blaine Higgs from the Progressive Conservative Party (24.8%) in a statistical dead heat as the preferred choice of premier by New Brunswickers, followed by David Coon from the Green Party (10.8%), Alex White from NDP (7.0%) and Rick DeSaulniers from Peoples Party (3.7%). Twenty-two per cent of New Brunswick residents were unsure whom they preferred.

3

ACCESSIBLE VOTERS

Asked whether they would consider voting for each of the provincial parties, 45.5 per cent would consider voting Liberal, while 39.8 per cent of Canadians say they would consider voting Progressive Conservative. Over one in three (32.5%) would consider voting Green, 30.8 per cent would consider voting NDP, and 17.8 per cent would consider voting for the People's Alliance.

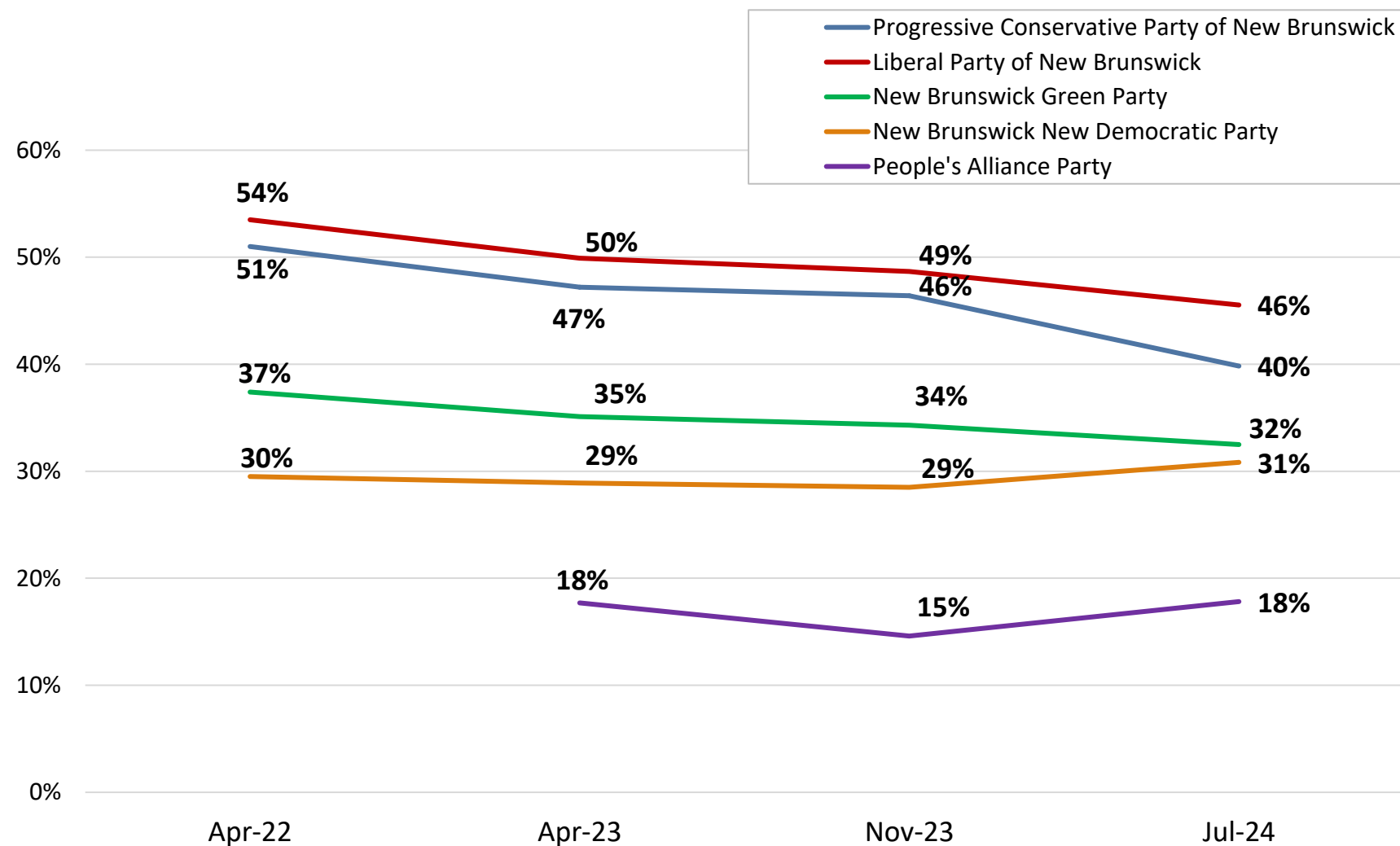
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PROVINCIAL ISSUES

The top issue of concern in New Brunswick remains healthcare (27%), but it is on the decline since April 2023 (43%). The issues of cost of living and inflation (14%), housing (13%) and jobs and the economy (8%) are on the rise as the top provincial issue of concern.

Consider Voting For Provincial Political Parties

New Brunswick – Would consider voting for provincial political parties (August 2024, n=447)



Question: For each of the following provincial political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE]

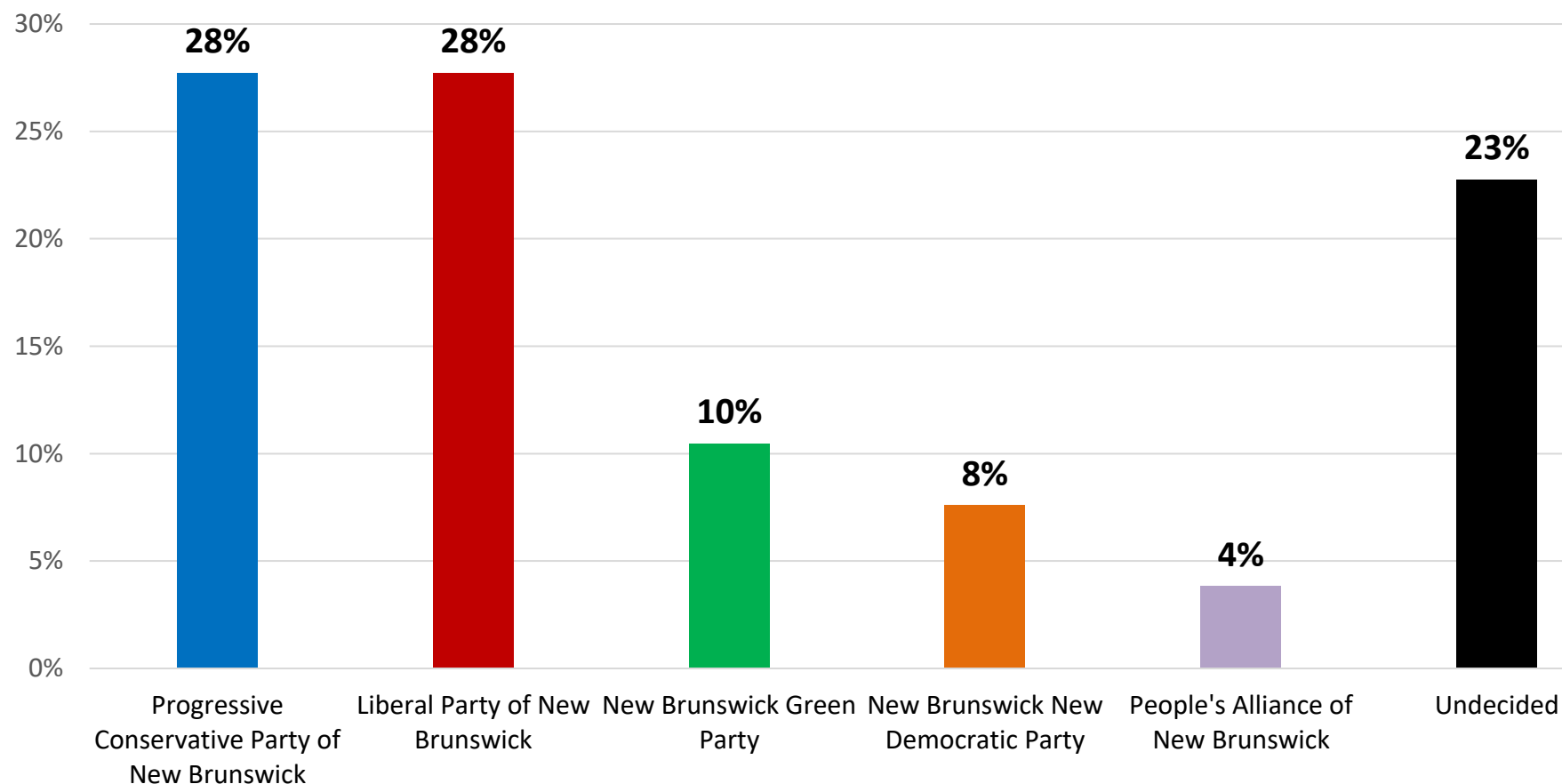
Source: Nanos conducted an RDD dual frame (land- and cell- lines) hybrid random survey of 447 residents of New Brunswick, 18 years of age or older, between July 28th and July 31st, 2024, accurate 4.7 percentage points plus or minus, 19 times out of 20.

Vote Profile

Question: For those parties you would consider voting for PROVINCIALY, could you please rank your top two current local preferences? [RANDOMIZE]

Are you currently leaning towards any particular PROVINCIAL party? If you are, which party would that be? [RANDOMIZE]

*New Brunswick – Vote Profile
(August 2024, n=447)*



Source: Nanos conducted an RDD dual frame (land- and cell- lines) hybrid random survey of 447 residents of New Brunswick, 18 years of age or older, between July 28th and July 31st, 2024, accurate 4.7 percentage points plus or minus, 19 times out of 20.

Vote Profile – By Demographics

Question: For those parties you would consider voting for PROVINCIALY, could you please rank your top two current local preferences? [RANDOMIZE]

Are you currently leaning towards any particular PROVINCIAL party? If you are, which party would that be? [RANDOMIZE]

	New Brunswick (n=447)	Moncton & area (n=119)	North (n=157)	South (n=171)	Men (n=221)	Women (n=226)	18 to 34 (n=100)	35 to 54 (n=140)	55 plus (n=207)
Progressive Conservative Party of New Brunswick	27.7%	27.0%	29.7%	26.7%	32.1%	23.6%	25.1%	24.1%	31.3%
Liberal Party of New Brunswick	27.7%	29.7%	27.8%	26.6%	28.7%	26.8%	19.0%	28.9%	31.1%
New Brunswick Green Party	10.4%	9.4%	12.0%	9.8%	9.9%	11.0%	13.2%	9.7%	9.6%
New Brunswick New Democratic Party	7.6%	10.3%	8.8%	5.2%	5.1%	9.9%	7.6%	9.0%	6.7%
People's Alliance of New Brunswick	3.8%	3.2%	2.8%	4.9%	4.7%	3.0%	4.2%	4.3%	3.3%
Undecided (unprompted)	22.8%	20.3%	19.0%	26.9%	19.5%	25.8%	30.9%	24.0%	18.1%

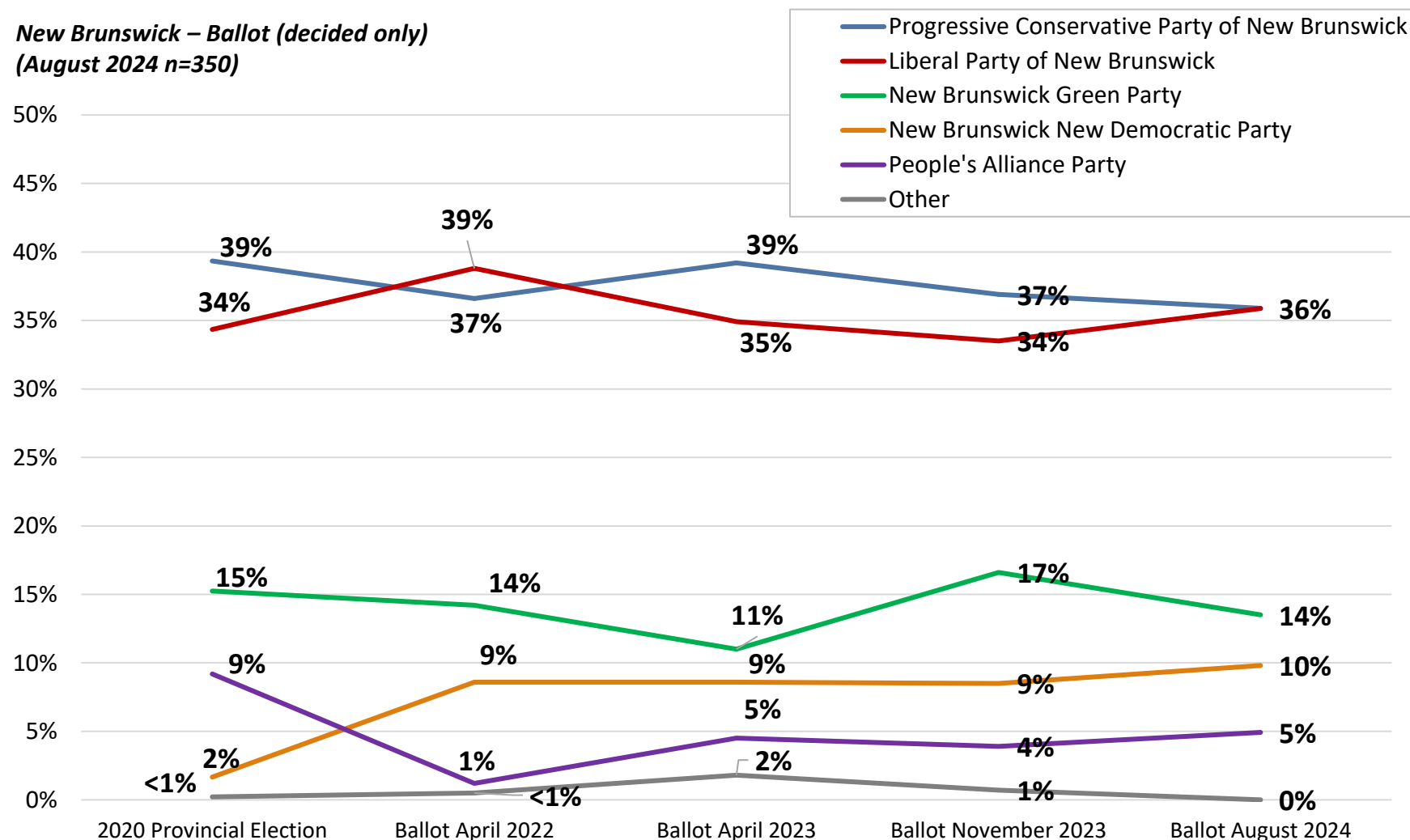
Source: Nanos conducted an RDD dual frame (land- and cell- lines) hybrid random survey of 447 residents of New Brunswick, 18 years of age or older, between July 28th and July 31st, 2024, accurate 4.7 percentage points plus or minus, 19 times out of 20.

Ballot – Decided Only

Question: For those parties you would consider voting for PROVINCIAL, could you please rank your top two current local preferences? [RANDOMIZE]

Are you currently leaning towards any particular PROVINCIAL party? If you are, which party would that be? [RANDOMIZE]

*New Brunswick – Ballot (decided only)
(August 2024 n=350)*



Source: Nanos conducted an RDD dual frame (land- and cell- lines) hybrid random survey of 350 residents of New Brunswick who are decided on their political party preference, 18 years of age or older, between July 28th and July 31st, 2024, accurate 5.3 percentage points plus or minus, 19 times out of 20.

Ballot – By Demographics

Question: For those parties you would consider voting for PROVINCIALY, could you please rank your top two current local preferences? [UNPROMPTED]

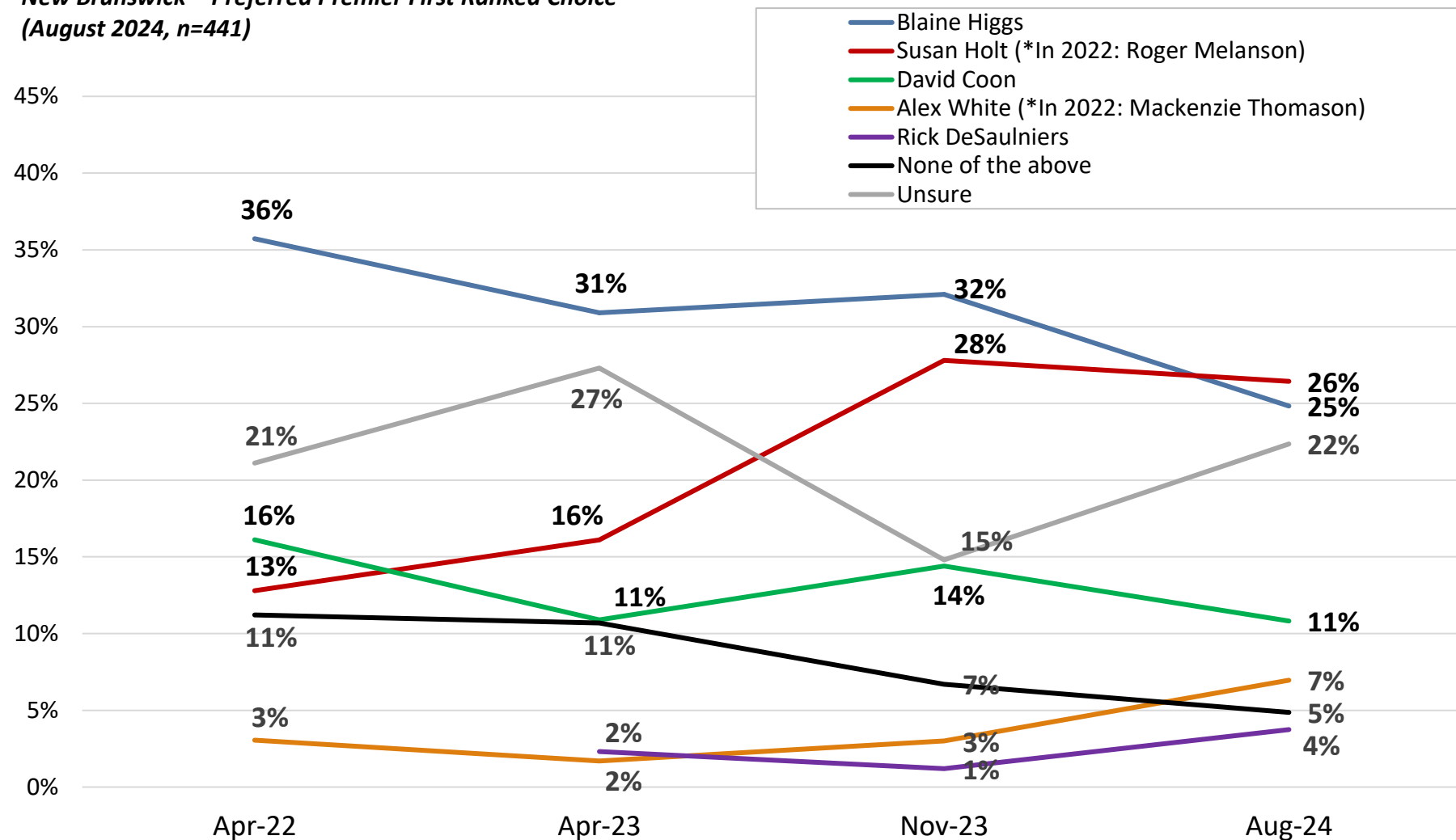
	New Brunswick (n=350)	Moncton & area (n=96)	North (n=128)	South (n=126)	Men (n=182)	Women (n=168)	18 to 34 (n=71)	35 to 54 (n=109)	55 plus (n=170)
Progressive Conservative Party of New Brunswick	35.9%	33.8%	36.6%	36.5%	39.9%	31.8%	36.3%	31.7%	38.2%
Liberal Party of New Brunswick	35.9%	37.3%	34.3%	36.3%	35.6%	36.1%	27.4%	38.1%	37.9%
New Brunswick Green Party	13.5%	11.8%	14.8%	13.5%	12.3%	14.8%	19.2%	12.7%	11.7%
New Brunswick New Democratic Party	9.8%	13.0%	10.9%	7.1%	6.4%	13.3%	11.1%	11.8%	8.1%
People's Alliance of New Brunswick	4.9%	4.0%	3.5%	6.7%	5.8%	4.0%	6.0%	5.6%	4.1%

Source: Nanos conducted an RDD dual frame (land- and cell- lines) hybrid random survey of 350 residents of New Brunswick who are decided on their political party preference, 18 years of age or older, between July 28th and July 31st, 2024, accurate 5.3 percentage points plus or minus, 19 times out of 20.

Preferred Premier

Question: As you may know, at the provincial level, [ROTATE] Susan Holt is the leader of Liberal Party, Blaine Higgs is the leader of the Progressive Conservative Party, Alex White is the leader of the NDP, David Coon is the leader of the Green Party, and Rick DeSaulniers is the leader of the People's Alliance of New Brunswick. Of the current provincial political party leaders, could you please rank your top two current preferences for Premier of New Brunswick?
[ROTATE PARTY LEADERS]

*New Brunswick – Preferred Premier First Ranked Choice
(August 2024, n=441)*



Source: Nanos conducted an RDD dual frame (land- and cell- lines) hybrid random survey of 441 residents of New Brunswick, 18 years of age or older, between July 28th and July 31st, 2024, accurate 4.7 percentage points plus or minus, 19 times out of 20.

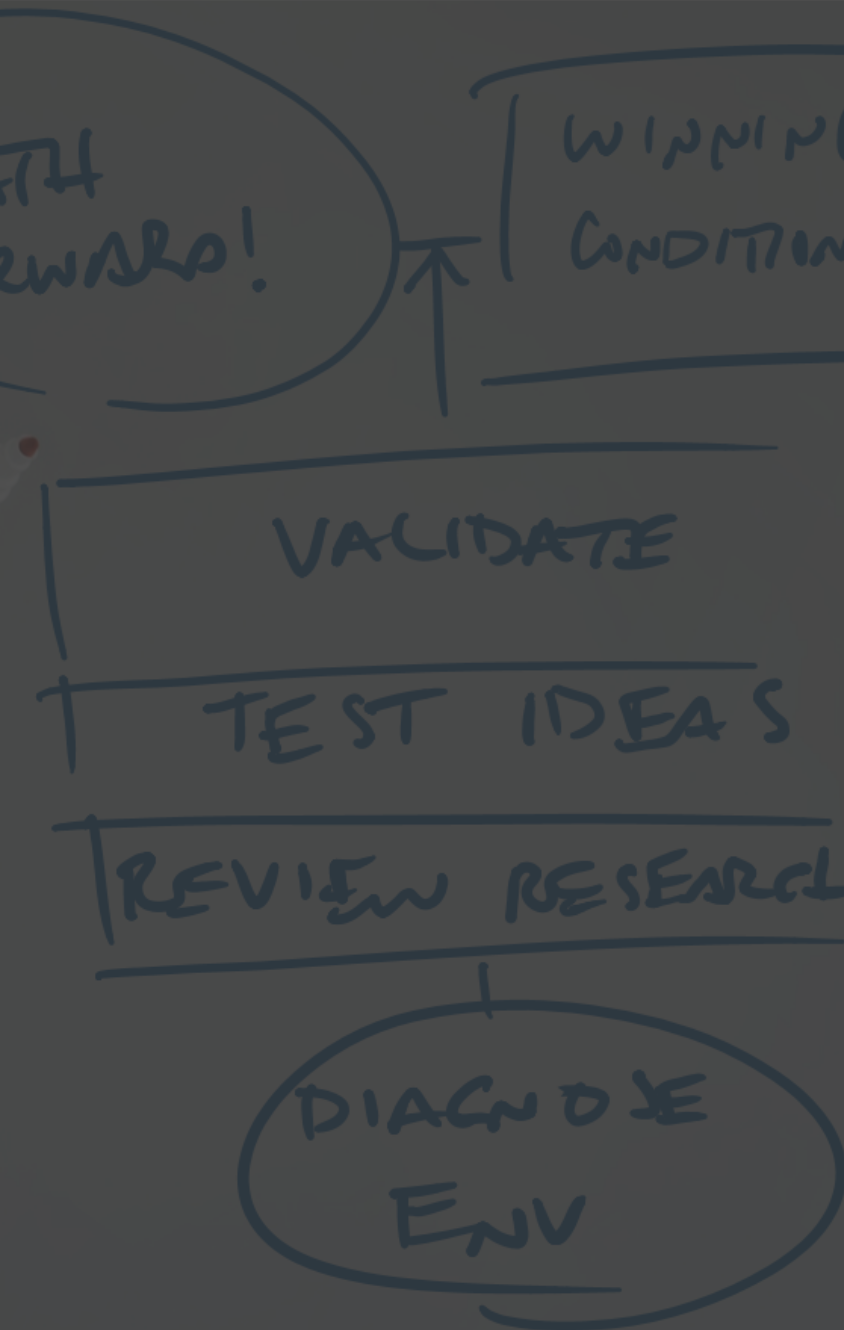
Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 447 residents of New Brunswick, 18 years of age or older, between July 28th and July 31st, 2024 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents where 300 randomly selected individuals were administered by live telephone agents and 147 individuals were administered the survey online. 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 Canada.

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

The margin of error for a random survey of 447 New Brunswick residents is ± 4.7 percentage points, 19 times out of 20.

The research was conducted by Nanos Research.

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



Element	Description	Element	Description
Research sponsor	Nanos Research	Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of New Brunswick. See tables for full weighting disclosure.
Population and Final Sample Size	447 Randomly selected individuals.	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
Source of Sample	Nanos Insights Lab (Online, n=147 randomly selected individuals) Dynata (Telephone, n=300 Randomly selected individuals).	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of New Brunswick.
Margin of Error	±4.7 percentage points, 19 times out of 20.	Estimated Response Rate	5 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across New Brunswick.	Question Content	This was the first topic on the omnibus
Demographics (Captured)	Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered by telephone for three quarters of the sample and online for one quarter of the sample.	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com .
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Data Tables	By region, age and gender
Field Dates	July 28 th to July 31 st , 2024.		
Language of Survey	The survey was conducted in both English and French.		
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/		



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Nanos Poll compared to 2021 Election Results

Party	Saturday 18 th & Sunday 19 th	Sunday 19 th Only ELECTION CALL	Election Results	Variance from ELXN CALL
 Conservative	32.0%	31.2%	33.7%	-2.5
 Libéral	31.5%	32.4%	32.6%	-0.2
 NDP	19.0%	17.5%	17.8%	-0.3
 BLOC Québécois	7.3%	7.5%	7.6%	-0.1
 PPC PEOPLE'S PARTY of CANADA	5.1%	6.6%	4.9%	+1.7
 green PARTY OF CANADA	4.6%	4.5%	2.3%	+2.2
Other	0.5%	0.3%	1.1%	-0.8
Decided Voters	n=1,513	n=766		
Margin of Error 19 times out of 20	±2.5	±3.6		

Question: If a FEDERAL election were held today, could you please rank your top two current local voting preferences? [First ranked response] Source: CTV, Globe, Nanos nightly election tracking ending September 19th, 2021.

Margin of Error for Research

Factoring the margin of error for the national random sample administered by Nanos, Liberal support may be as high as 36.0% or as low as 28.8%. Likewise, support for the Conservatives may be as high as 34.8% or as low as 27.6%.

Key Takeaways

All of the Nanos estimates were within the reported margin of error for the election call.

Both the Sat/Sun sample and the Sunday only election call samples showed a tight race which manifested itself in the final result.

The total error for the six parties plus others is 7.8 for an average error of about 1.1 percent.

Any questions?



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