



Political Environment of New Brunswick



September 2006

Innovative Research Group, Inc. | www.innovativeresearch.ca

Toronto Office

350 Bay Street, 3rd Floor
Toronto ON | M5H 2S6

Main: 416.642.6340
Fax: 416.640.5988

Vancouver Office

1055 West Hastings, 3rd Floor
Vancouver BC | V6E 2E9

Main: 604.662.4022
Fax: 604.684.6024

Outline

Methodology

Issue Matrix

Provincial Vote

Previous Election

Best to be Premier

Leaders' Debate

Methodology

- Telephone survey conducted from September 8th to September 10th, 2006 among 800 adults (18+).
- Margin of error +/- 3.46%, 19 times out of 20.
- Data weighted according to 2001 Census to reflect actual demographic breakdown.

- *Note:* Graphs may not always total 100% due to rounding values rather than an error in data.
- Sums are added before rounding numbers.



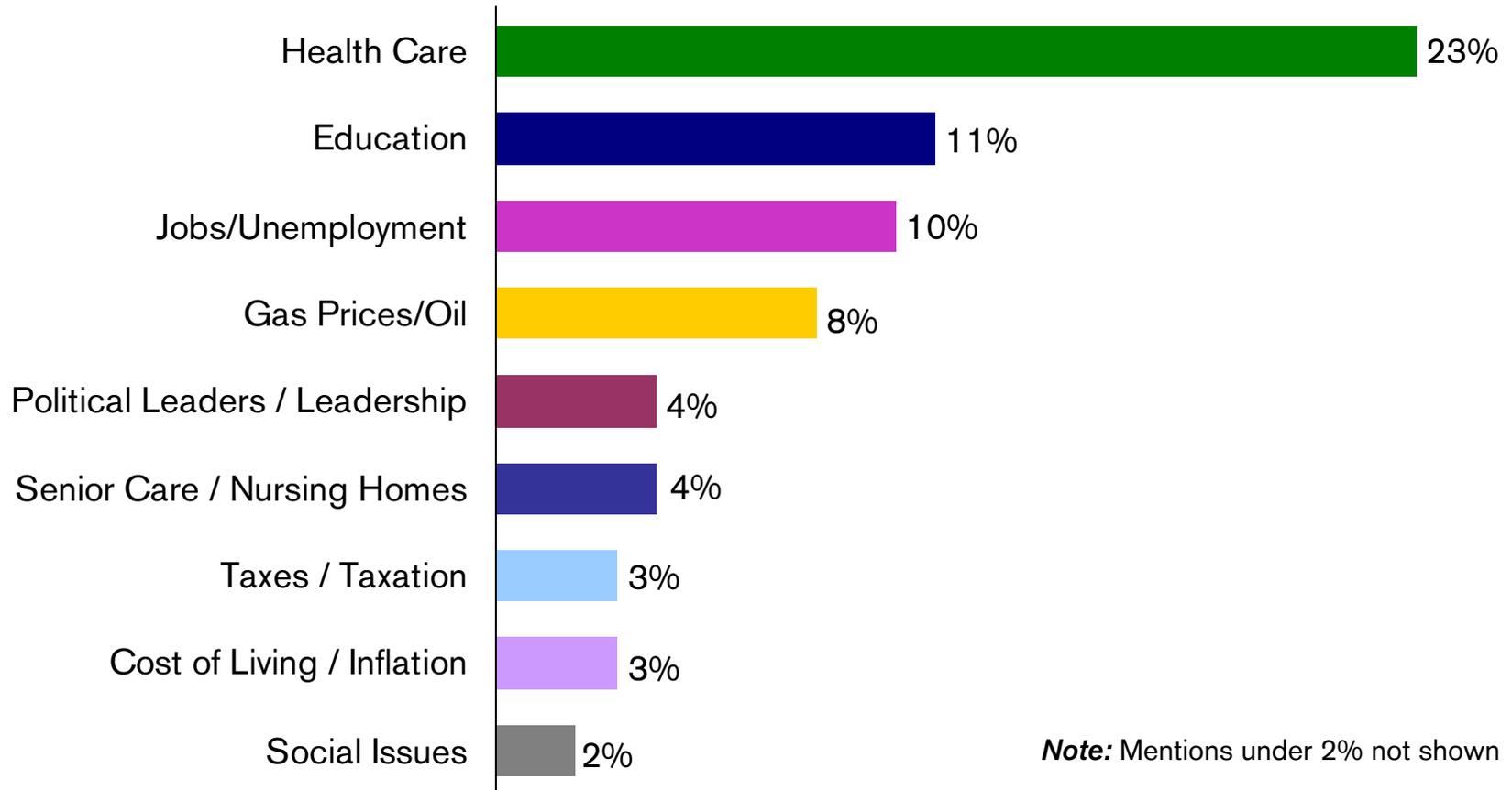
Issue Matrix



Health Care Tops Most Important Issue



What is the most important issue in New Brunswick today, in other words, the one that concerns you personally the most?



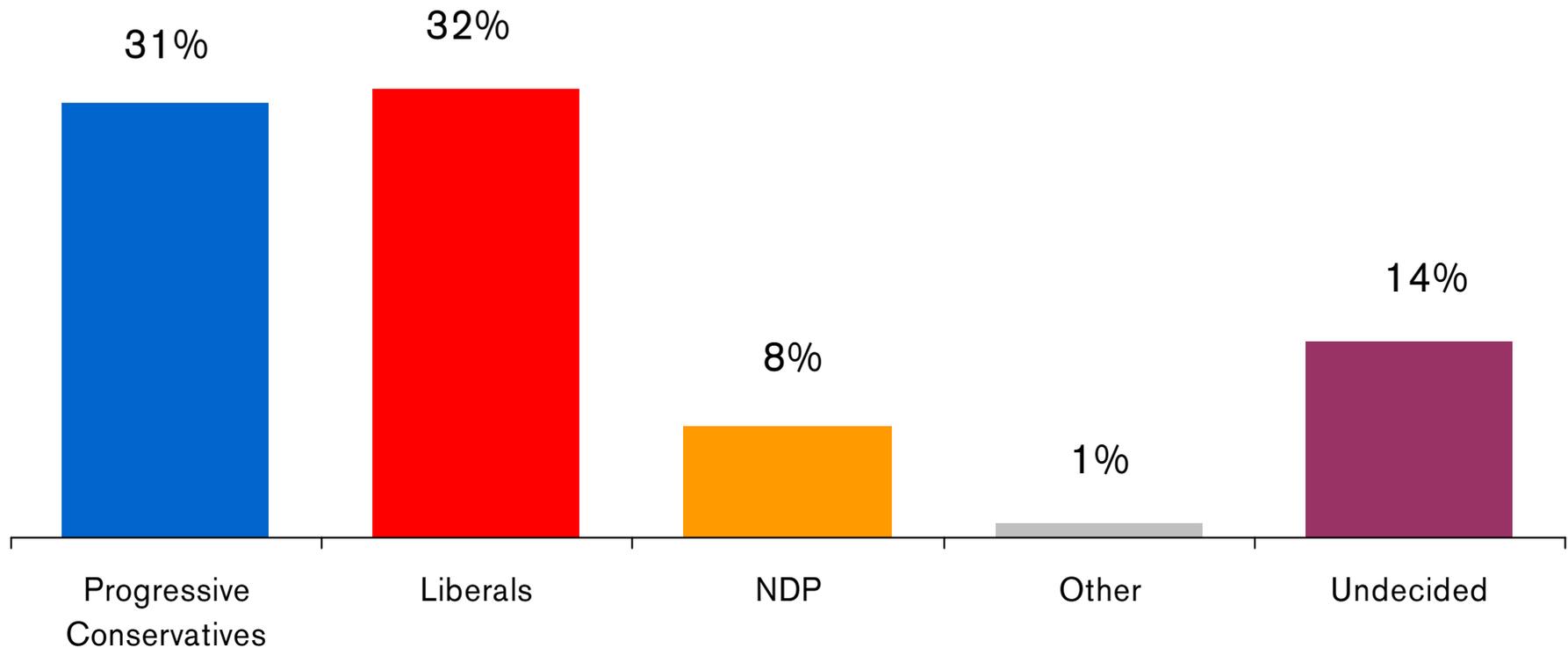
Provincial Vote



Total Vote - Liberals and Conservatives in a Statistical Tie

Q

If a provincial election were held today, which party would you vote for: the Progressive Conservative Party, the Liberal Party, the New Democratic Party, or another party?

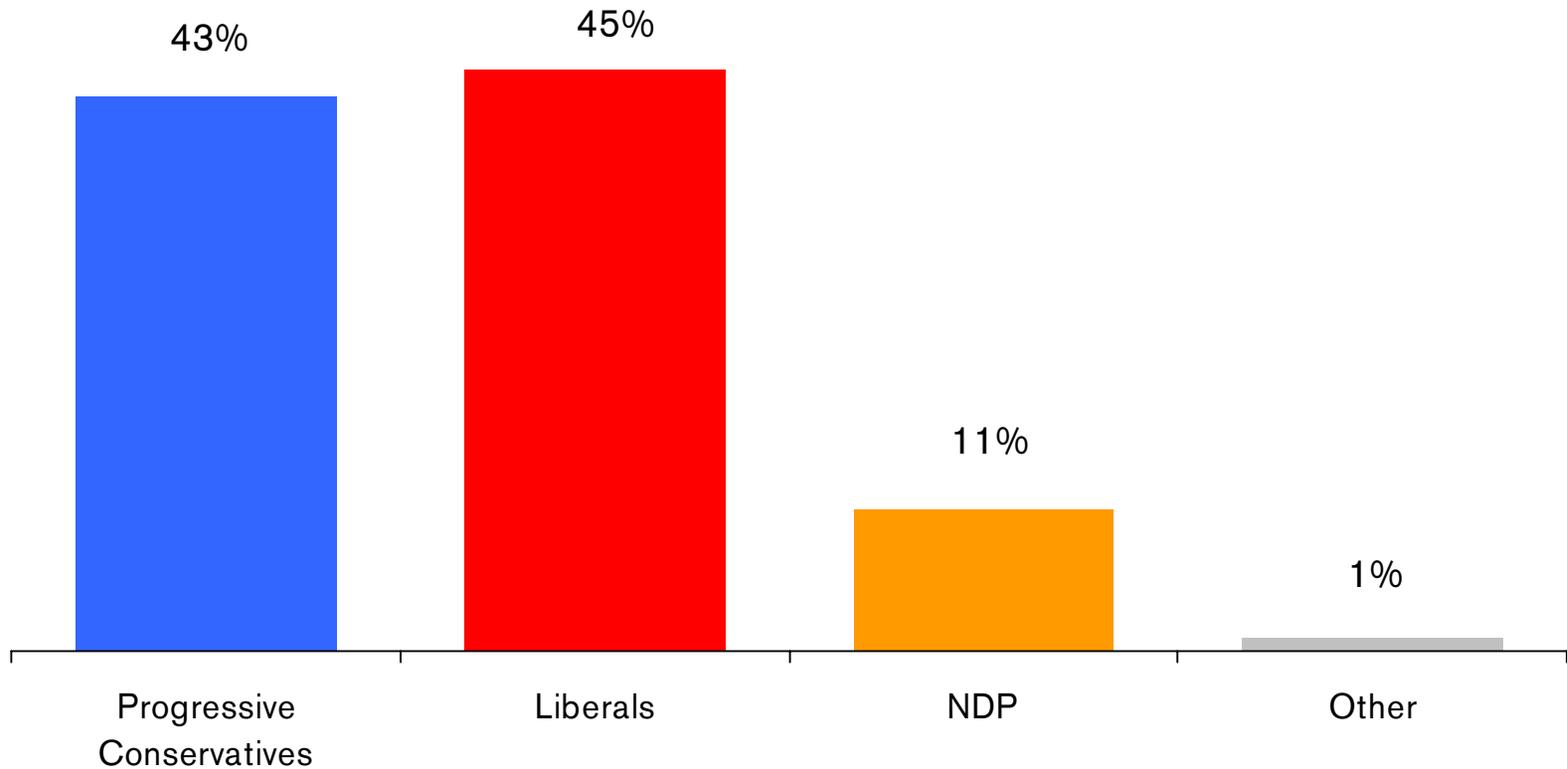


Note: 'Refused' / Would Not Vote(15%) not shown

Decided Vote – Liberals and PCs Too Close To Call



If a provincial election were held today, which party would you vote for: the Progressive Conservative Party, the Liberal Party, the New Democratic Party, or another party?



Liberals lead in North and South, Tories in Central and South East

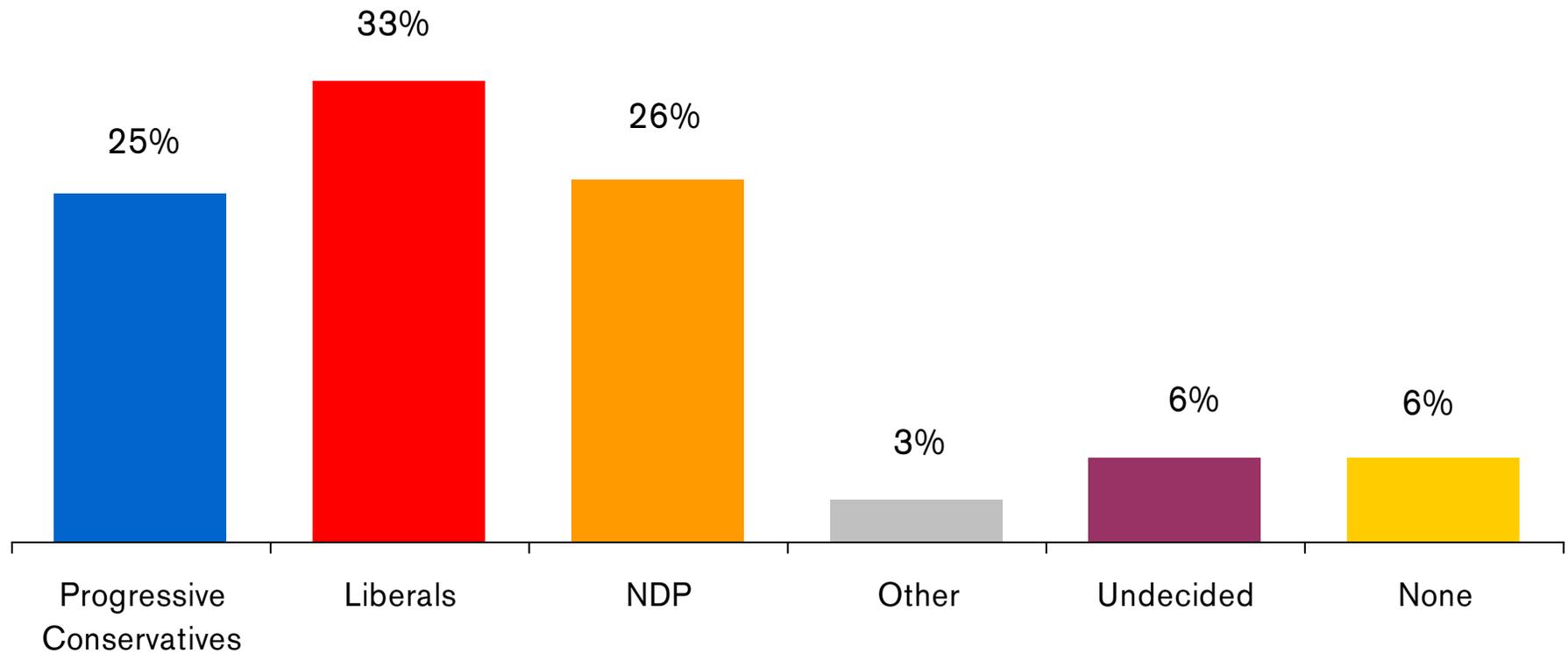
Current Vote	Regions			
	North	South (St. John)	Central (Fredericton)	South East (Moncton)
PC	28%	27%	35%	34%
Liberal	34%	34%	27%	31%
NDP	6%	8%	11%	6%
Green/Other	1%	1%	1%	1%
DK/Undecided	13%	14%	13%	14%
Won't Vote/Ref	18%	15%	12%	14%



Liberals Lead in Second Choice Preference



If a provincial election were held today, which party would you vote for: the Progressive Conservative Party, the Liberal Party, the New Democratic Party, or another party?



Note: 'Refused' / Would Not Vote(15%) not shown

Liberals Gain from Drop in Either PCs or NDP, Tories Edge Out NDP in Liberal Second Choice

Second Choice	Current Vote		
	PC	Liberal	NDP
PC	-	48%	31%
Liberal	65%	-	43%
NDP	19%	37%	-
Green/Other	1%	2%	14%
DK/Undecided	5%	6%	5%
Won't Vote/Ref	9%	7%	5%

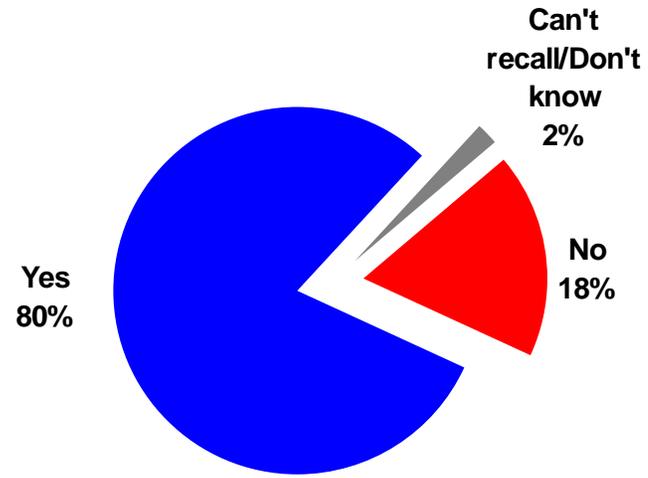


Previous Election

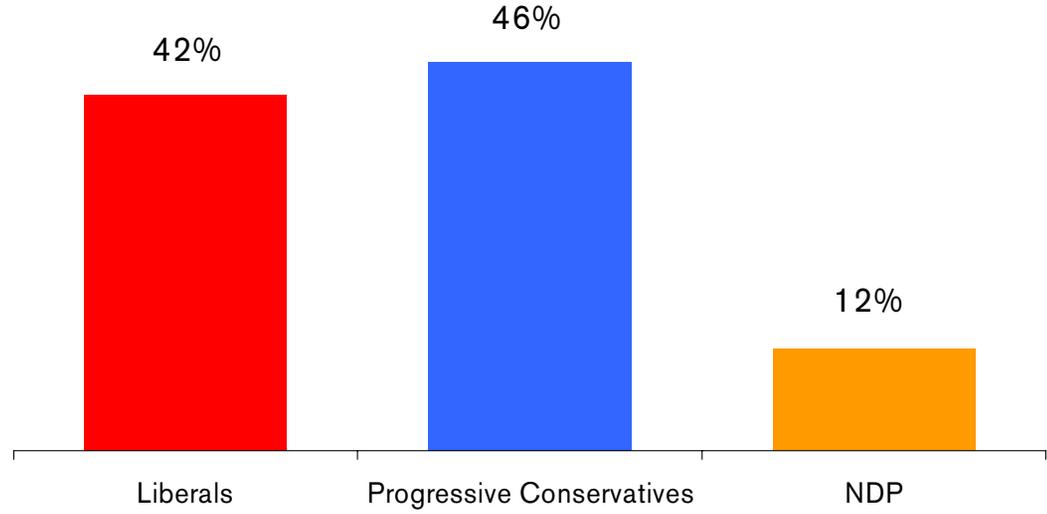


Last Election, Slightly More Voters Recall Choosing the PC Party Over the Liberals.

Q Did you happen to vote in the June 9th, 2003 New Brunswick provincial election?



Q And which party did you vote for?
n=602



Note: 'Don't know/Refused (26%) not shown

PCs Have Slight Edge in Holding Base, NDP Base Eroding

Current Vote	2003 Vote		
	PC	Liberal	NDP
PC	72%	16%	10%
Liberal	16%	70%	21%
NDP	1%	5%	54%
Green/Other	-	-	-
DK/Undecided	7%	5%	10%
Won't Vote/Ref	4%	4%	6%

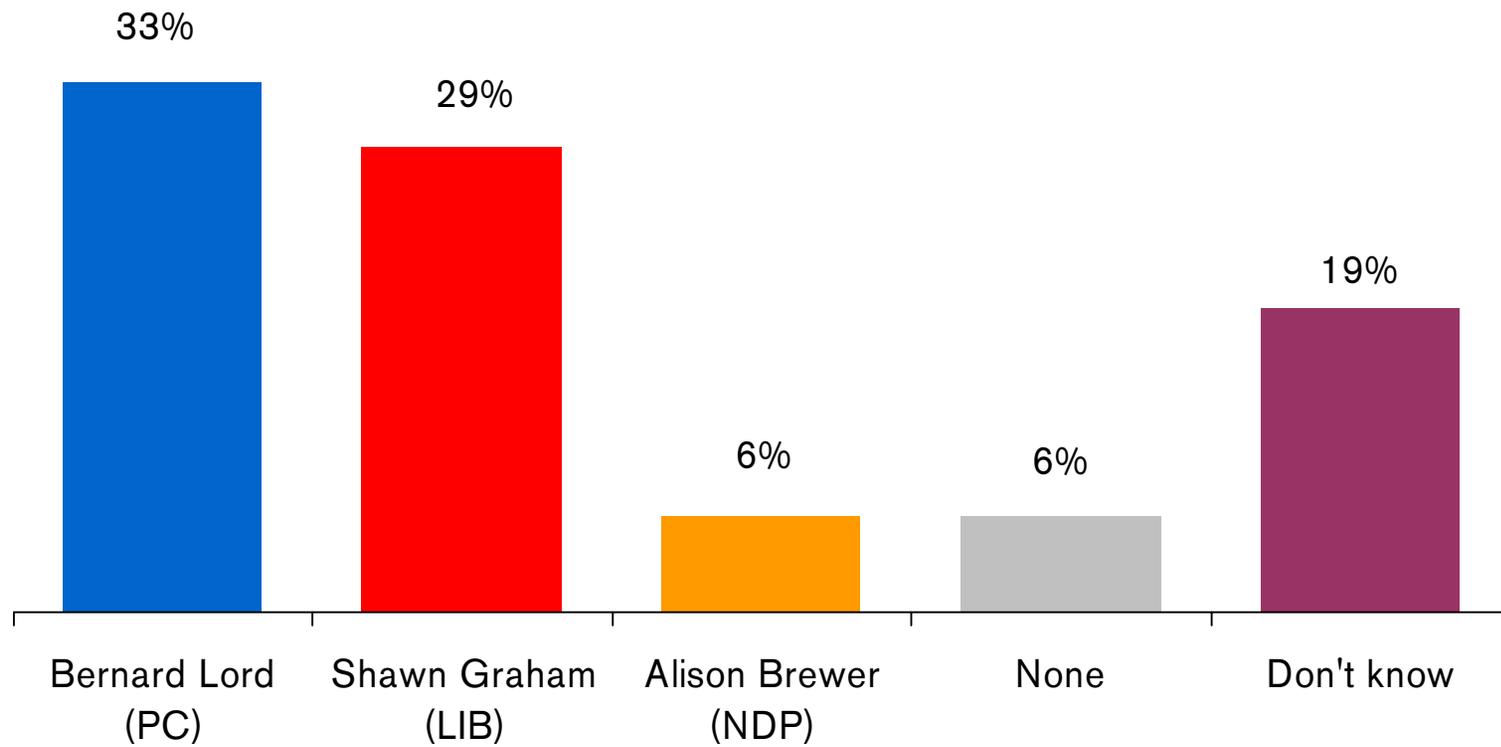
Ratings of Political Leaders



Bernard Lord Seen as Best to be Premier of New Brunswick

Q

Which of the following leaders would make the best Premier of New Brunswick?



Note: 'Don't know/No response' (7%) not shown

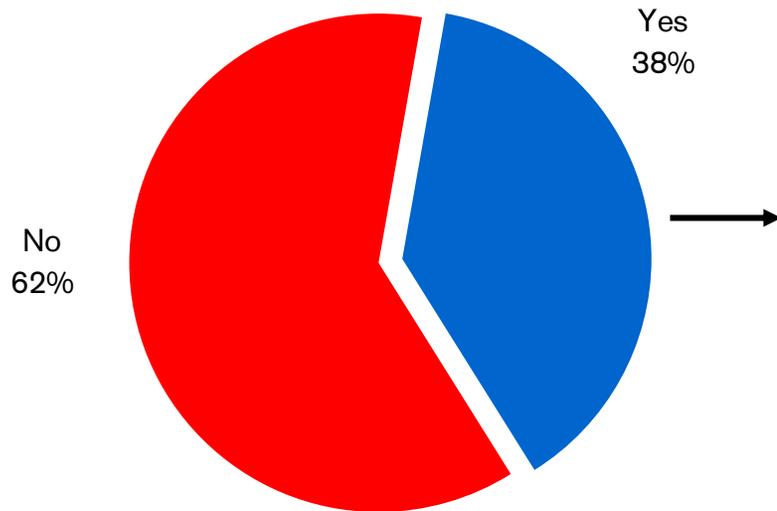
Leader's Debates



Most Did Not Watch Either Debate

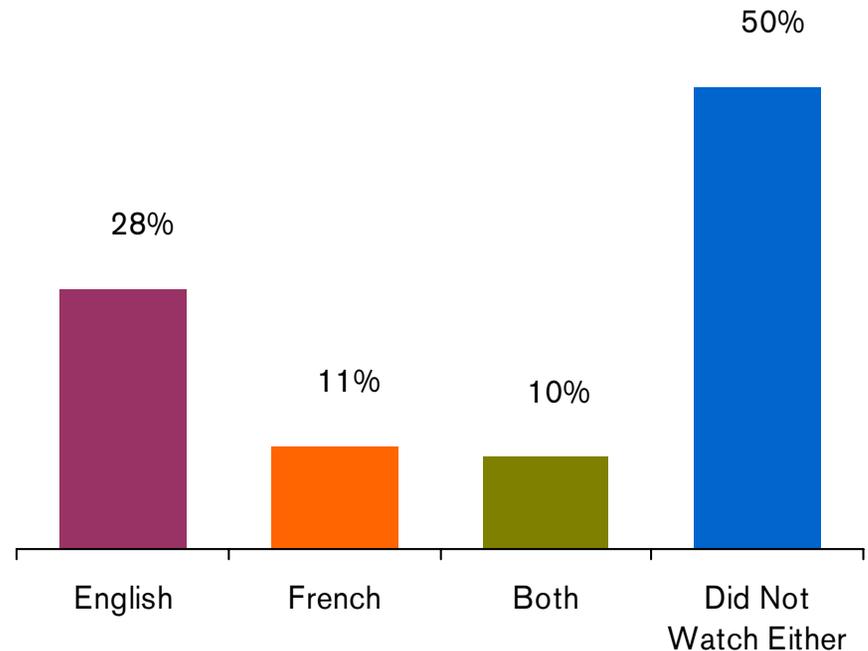
Q

Have you read, seen or heard anything about any of the leader's debates that have been televised in the past few days?



Q

Did you happen watch either the English or French or both leader's debates yourself? (n=304)

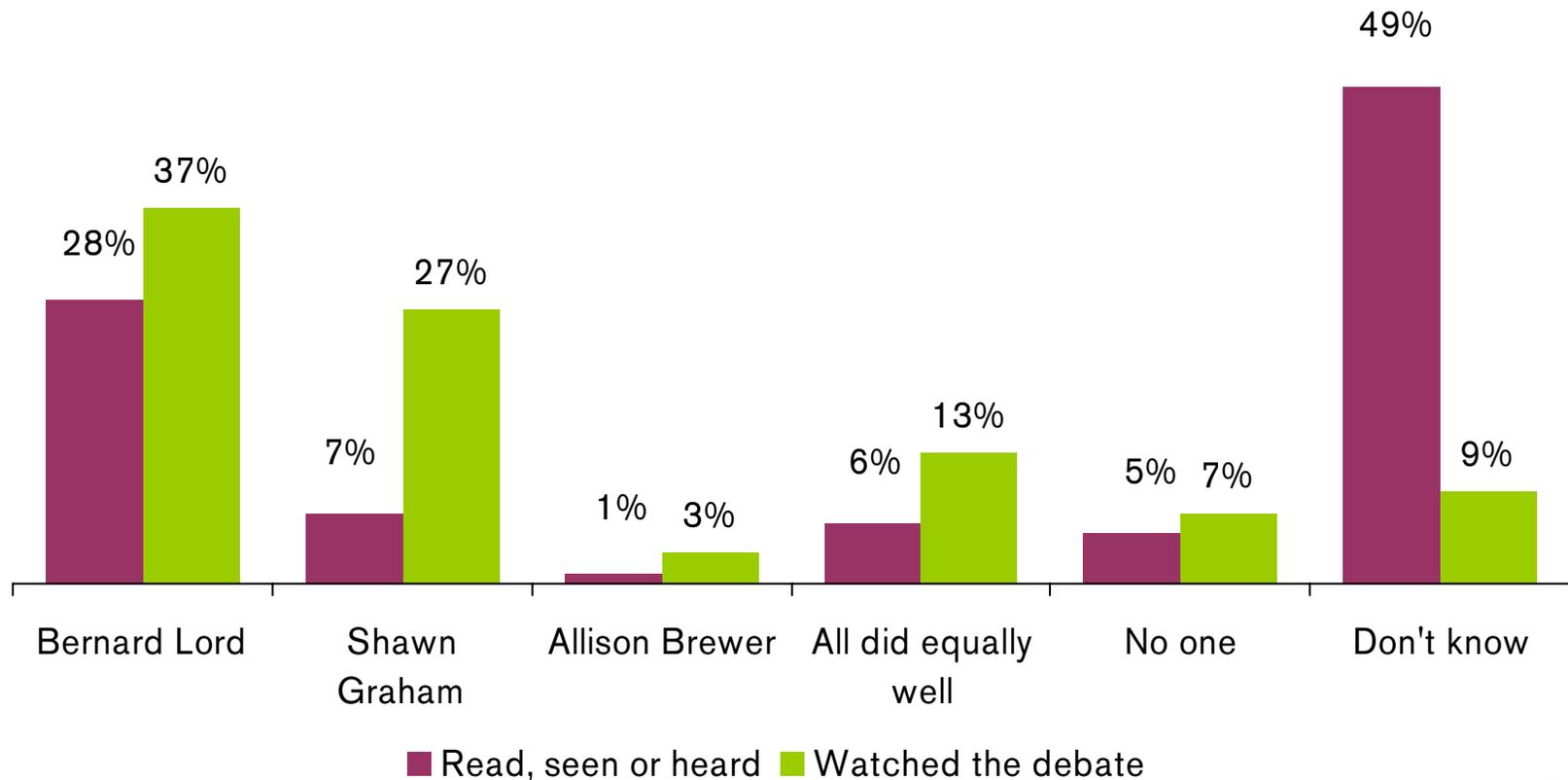


Note: Don't know / refused <1%

Lord Wins Debate, but Graham Close Among Those Who Actually Watched

Q

Did Bernard Lord, Shawn Graham and Allison Brewer perform better than you expected, less well than you expected or about as you expected in the leader's debate?

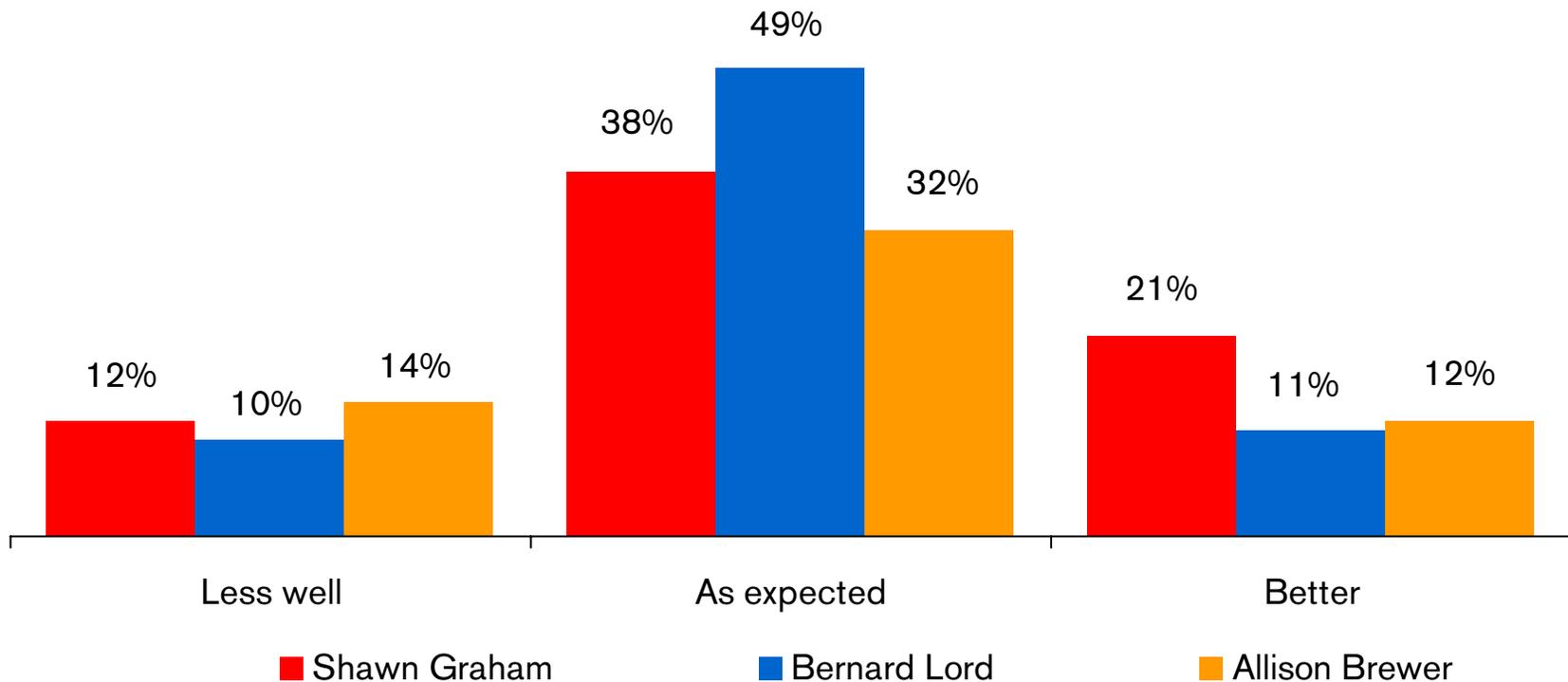


Note: 'Refused' not shown

Graham Exceeded Expectations

Q

Did Bernard Lord, Shawn Graham and Allison Brewer perform better than you expected, less well than you expected or about as you expected in the leader's debate? (n=304)



Note: 'Don't Know / Refused' not shown