



# Canada This Month New Brunswick Politics

Public Opinion Research  
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Field Dates: May 01, 2020 to May 07, 2020



# Spotlight on New Brunswick Politics

The COVID-19 outbreak has set off a series of changes in the Canadian political landscape. In New Brunswick, Higgs is seeing very strong approval of his handling of the COVID-19 outbreak. In addition, most are satisfied with the provincial government's performance more broadly and see Higgs more favourably than any other party leader.

But despite this, there is a tight race between the Progressive Conservatives and Liberals in terms of vote share.

Today, INNOVATIVE is releasing a spotlight on New Brunswick from our May 2020 Canada This Month survey. This online survey was in field from May 1<sup>st</sup> to May 7<sup>th</sup> with a weighted sample size of 200 New Brunswick residents. Detailed methodology is provided in the appendix.

This report covers key results on how those from New Brunswick are rating their government's handling of the COVID-19 outbreak and the impacts that is having on more general government approval and provincial vote choice.

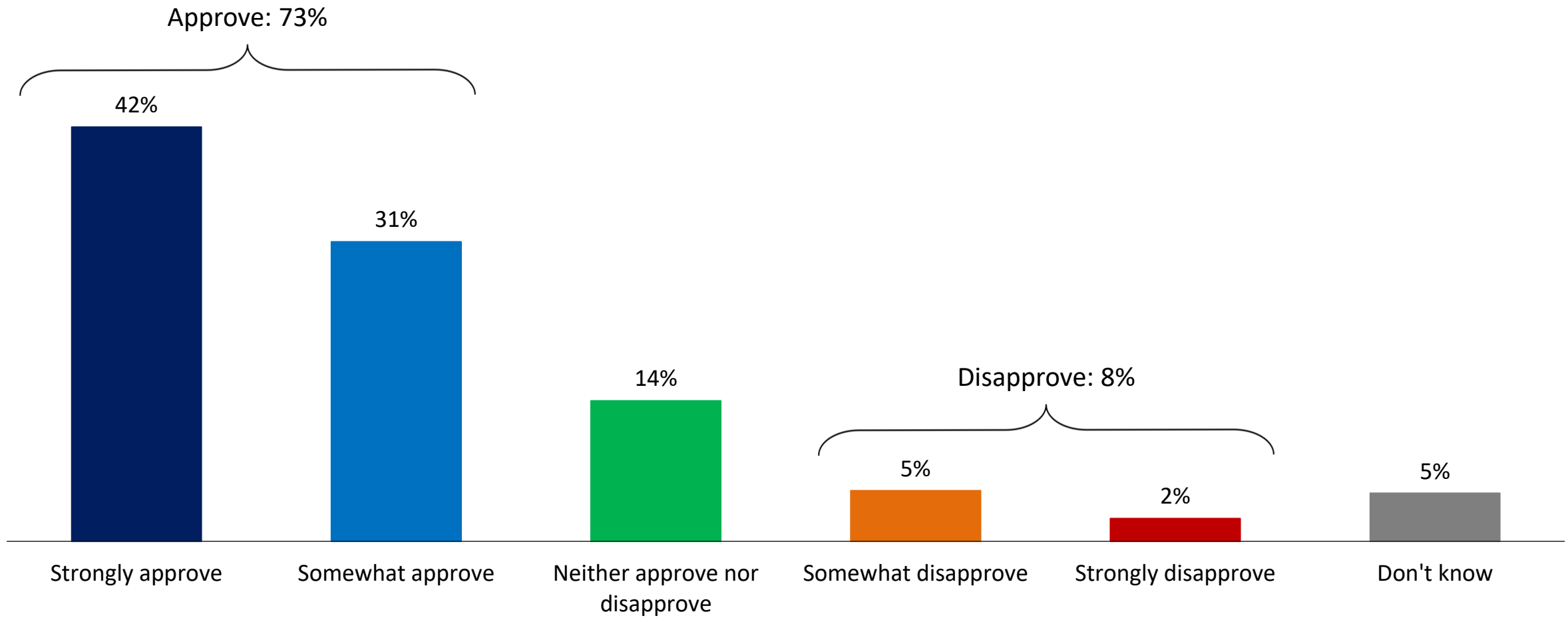
**The New Brunswick government is receiving top marks on their handling of the outbreak as well as general satisfaction with the government**

# COVID-19 Handling: Close to 3-in-4 (73%) say they approve of the NB gov'ts handling of the outbreak while only 8% disapprove



Do you approve or disapprove of the way the New Brunswick Government has handled the outbreak of COVID-19?

[asked of all respondents; n=200]

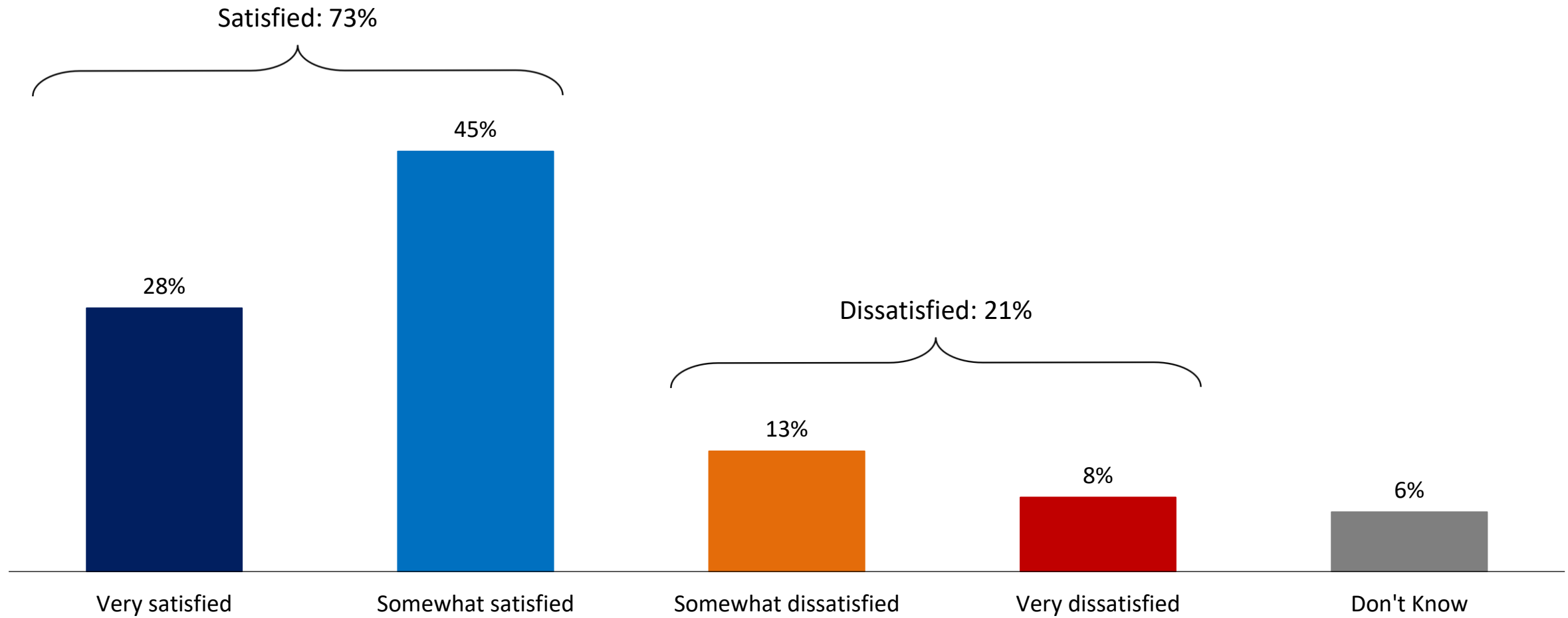


# New Brunswick Mood: Close to 3-in-4 (73%) say they're satisfied with the performance of the NB gov't generally



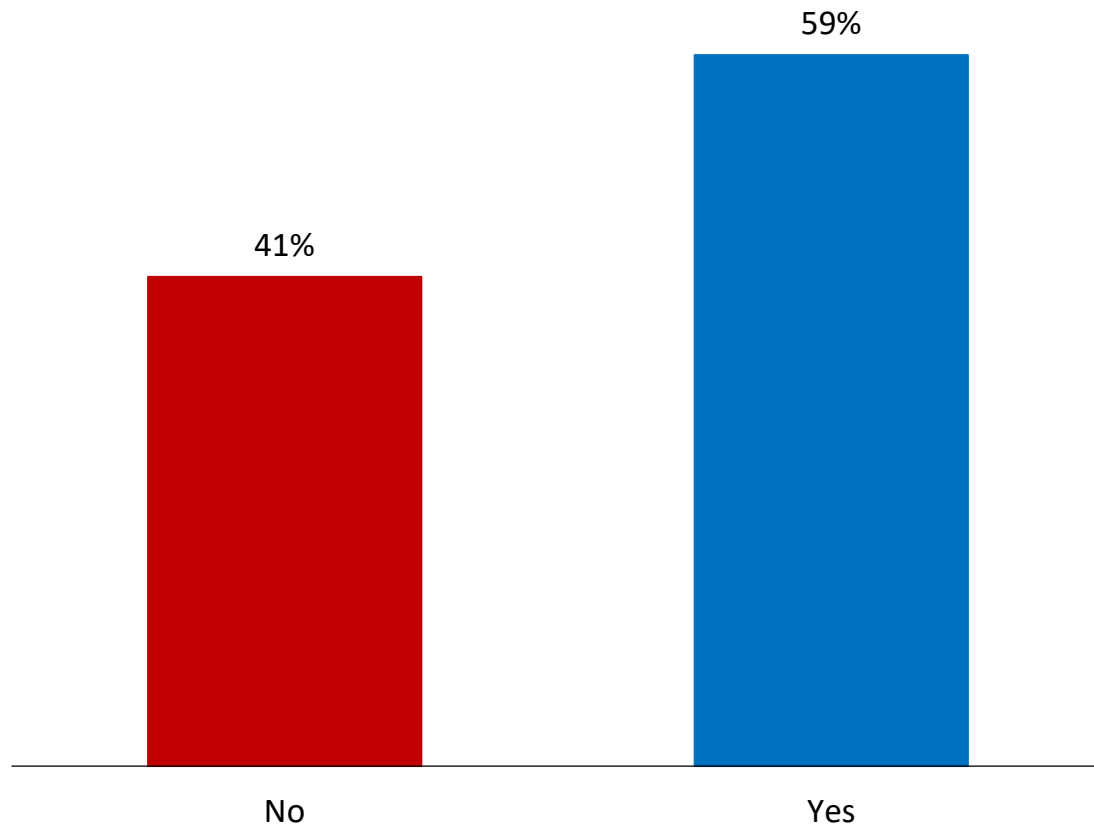
Generally speaking, how satisfied are you with the performance of the PROVINCIAL government in New Brunswick? Would you say you are...?

[asked of all respondents; n=200]

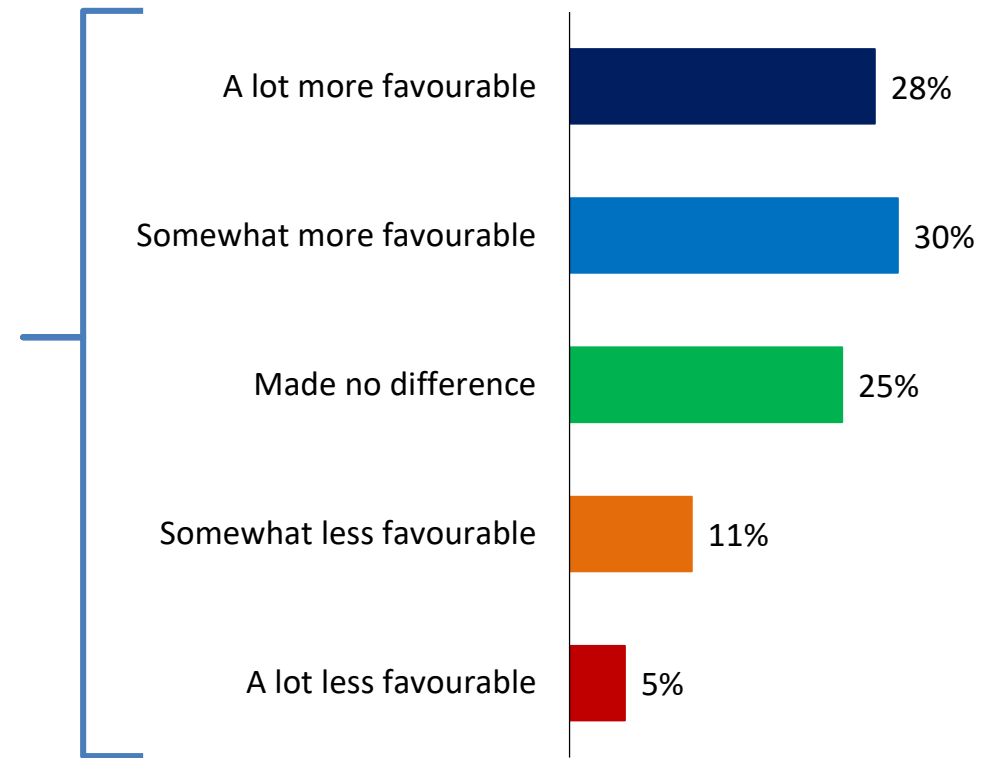


# New Brunswick Read, Seen, Heard: Most (59%) have read, seen, or heard about Higgs and most say it left them more favourable of him

**Q** Have you read, seen or heard anything about Blaine Higgs in the last few days?  
[asked of all respondents; n=200]



**Q** Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Blaine Higgs, or did it make no difference?  
[Asked of those who have RSH; n=118]



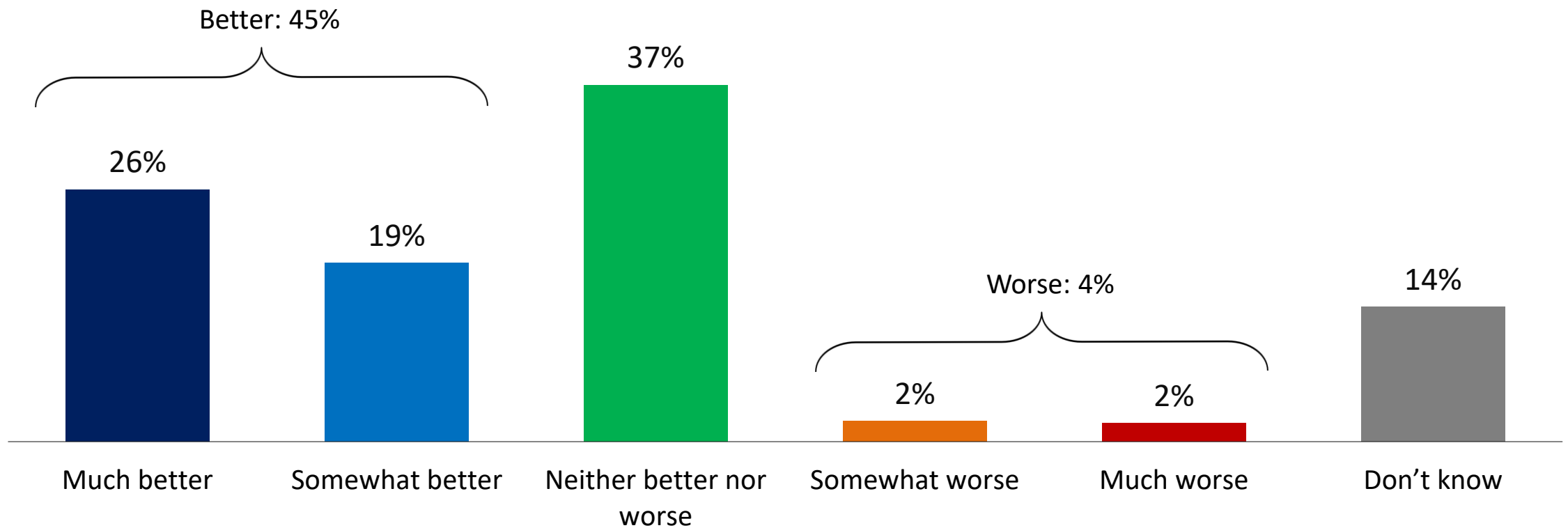
**Higgs response to the crisis has left him with high ratings, making him the clear front-runner in favourability among party leaders**

# Impact on Blaine Higgs: Close to half (45%) say Higgs' handling of the COVID-19 outbreak has left them with a better impression of him



Has the way premier Blaine Higgs has responded to the COVID-19 outbreak left you with a better or worse impression of him?

[asked of all respondents, n=200]



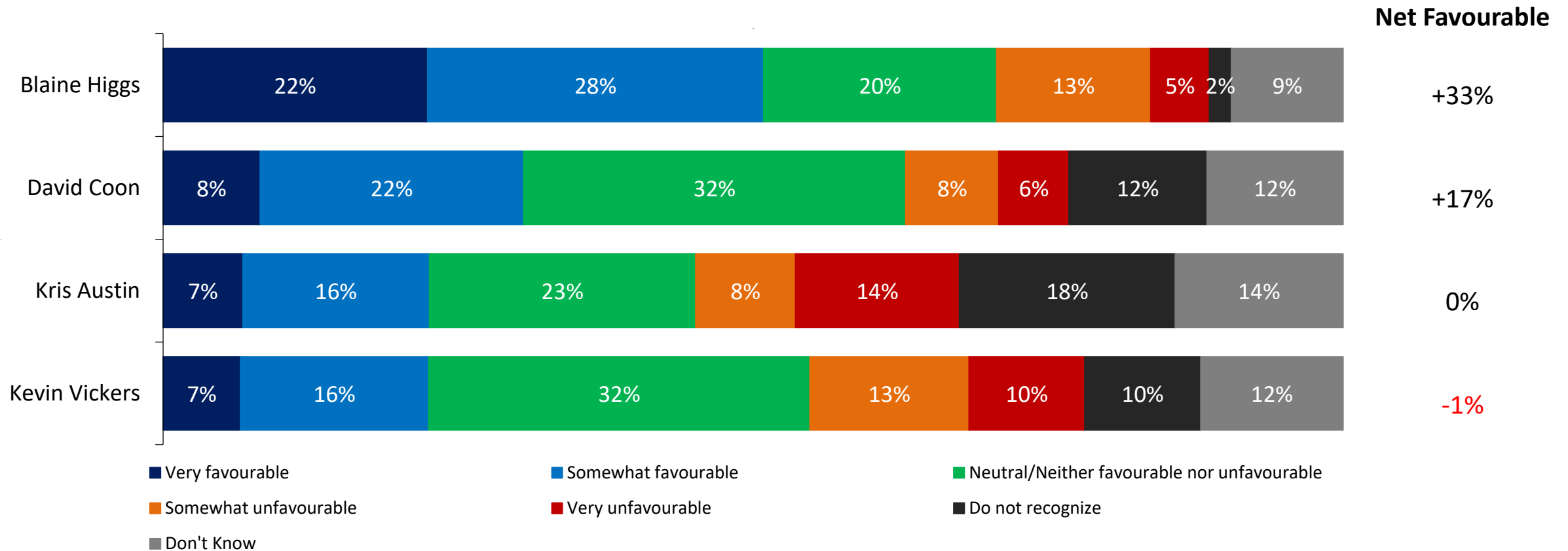


# Leader Favourables: Blaine Higgs is the clear front-runner in terms of party-leader favourability with 51% saying 'favourable'



Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just indicate.

[asked of all respondents; n=200]

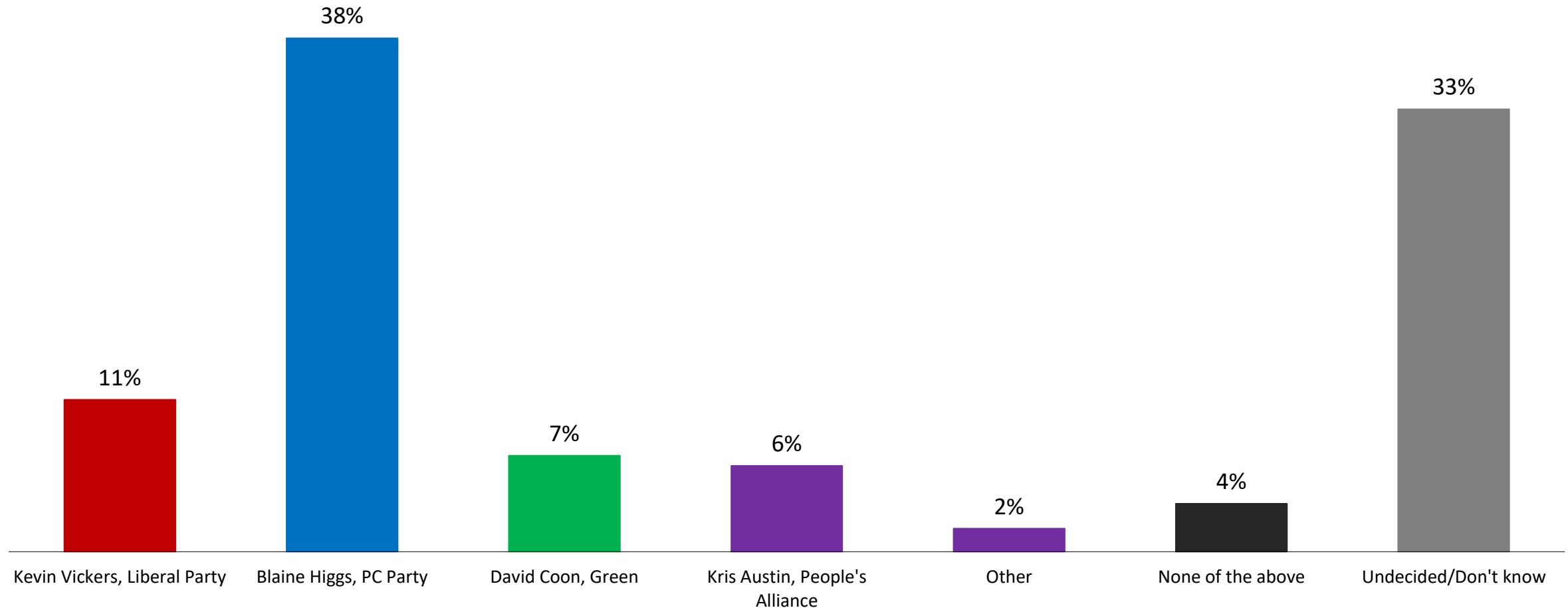


# Best Premier: A plurality (38%) say Higgs would make the best premier, while 33% are undecided



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

[asked of all respondents; n=200]

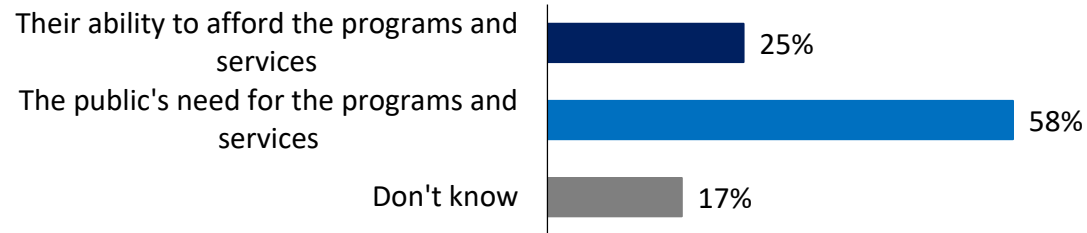


**We group individuals into segments based on key political and economic values and attitudes**

# Core Political Values: Close to half (44%) say the government too often listens to experts instead of common sense

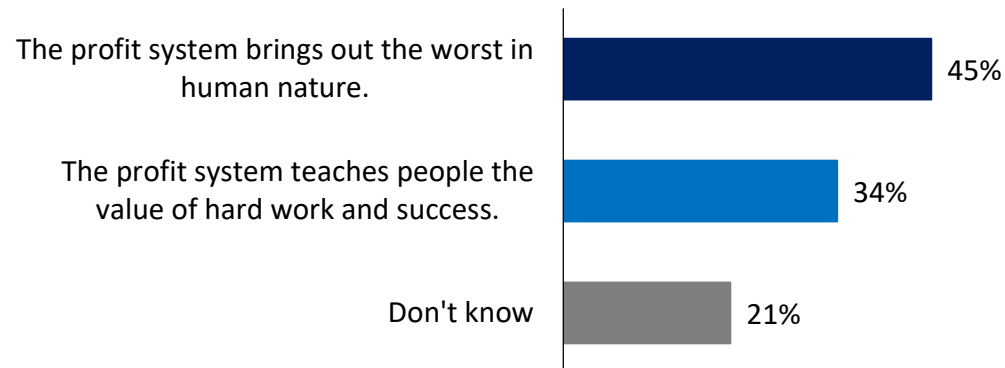
**Q** Now we would like to ask a few questions about basic values and society...When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on...?

[asked of all respondents; n=200]



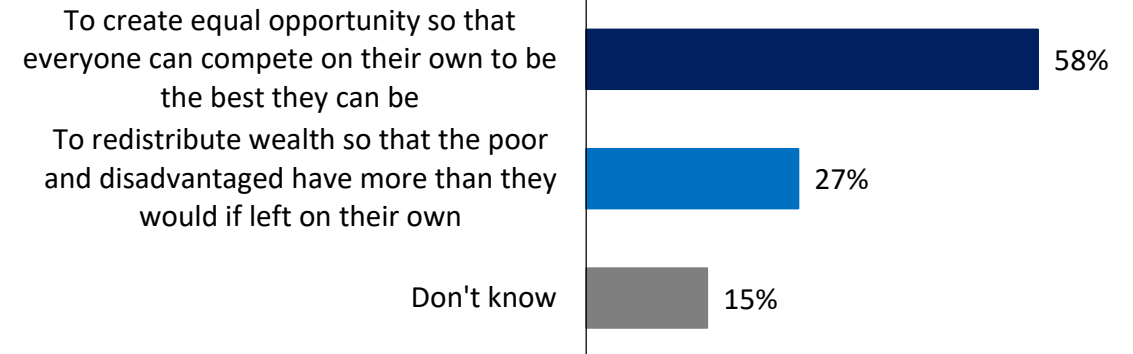
**Q** Which of the following statements comes closest to your view?

[asked of all respondents; n=200]



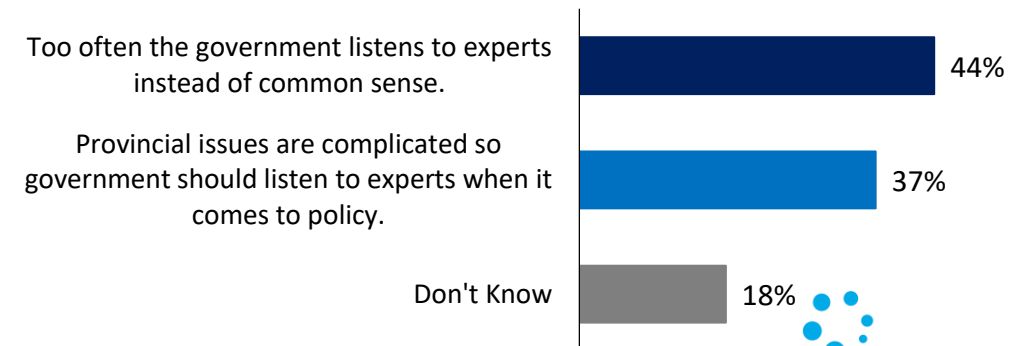
**Q** Is the main role of government to...?

[asked of all respondents; n=200]



**Q** When it comes to government decision making, which of the following statements is closest to your view?

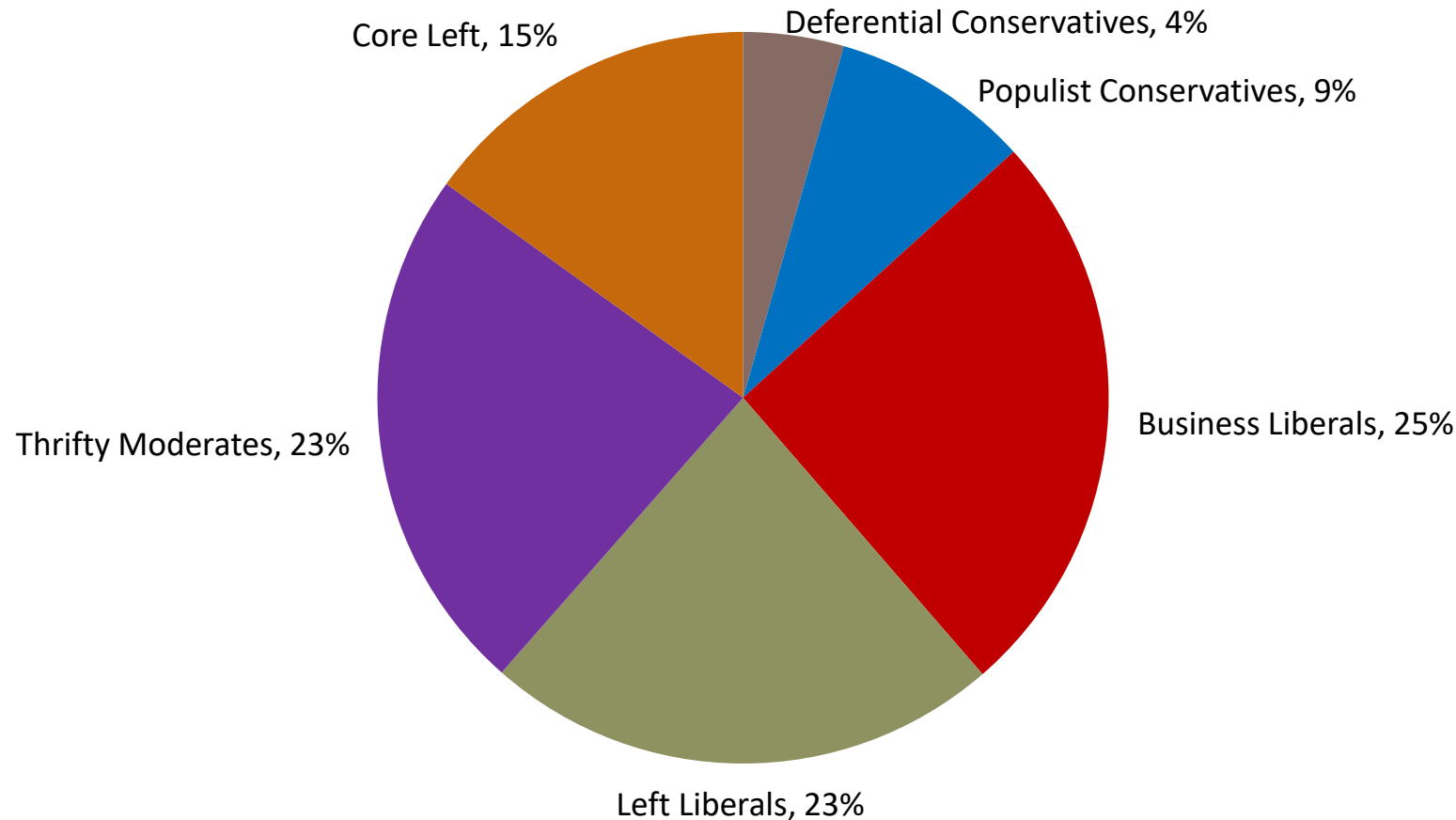
[asked of all respondents; n=200]



# Value Clusters: Most are either Business Liberals (25%), Left Liberals (23%), or Thrifty Moderates (23%)

Clusters are based on 4 basic values: equal opportunity versus redistribution; trust in the profit system; whether spending should be based on ability to afford or public need; and whether government should listen to experts or common sense.

[asked of all respondents; n=200]





# Defining Value Clusters: 6 value clusters are defined by 4 key political values

14

Core Political Values by Value Clusters

Column %		Deferential Conservatives	Populist Conservatives	Business Liberals	Left Liberals	Thrifty Moderates	Core Left
Governments should base decisions on...	Ability to afford	79%	84%	0%	0%	58%	0%
	Public Need	0%	0%	94%	94%	0%	87%
Is the main role of government to .?	Create equal Opportunity	34%	100%	66%	98%	35%	0%
	Redistribute wealth	34%	0%	26%	0%	20%	94%
When it comes to government decision making...	Rely on common sense	0%	100%	48%	43%	35%	35%
	Listen to experts	88%	0%	38%	50%	20%	50%
The profit system...	Brings out the worst in human nature	0%	0%	0%	84%	59%	82%
	Teaches value of hard work and success	82%	84%	88%	0%	2%	0%

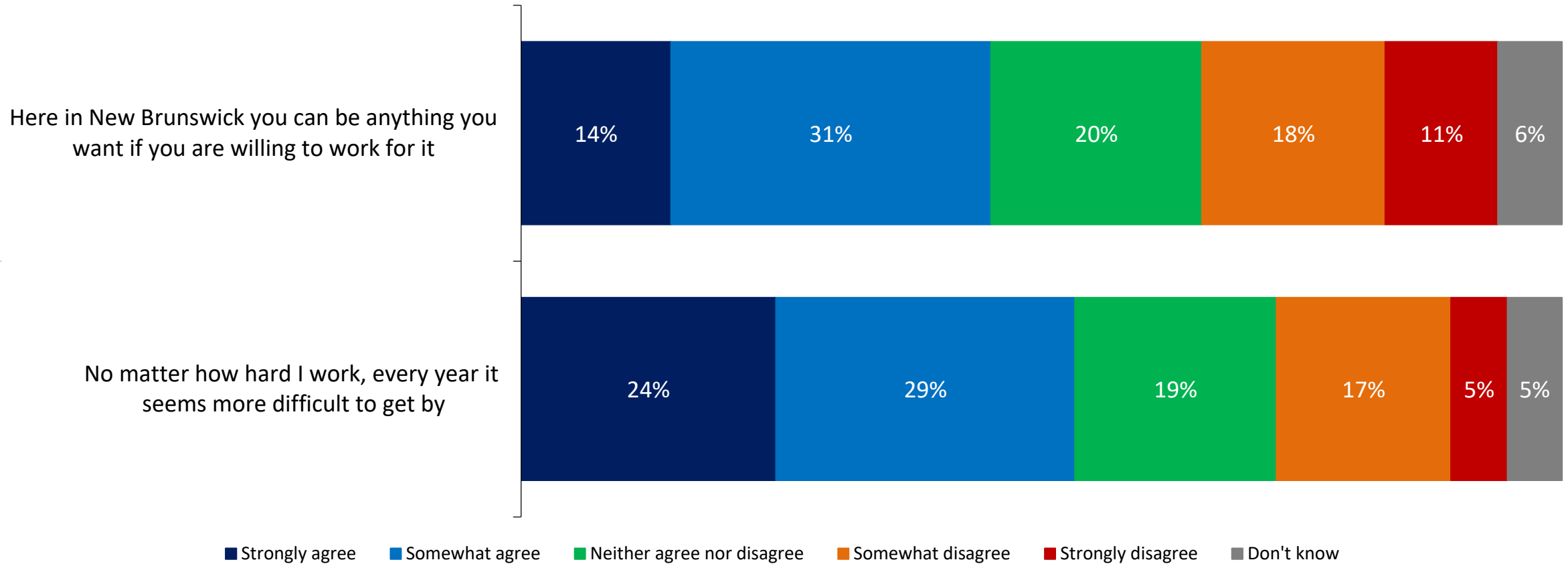
Note: Current data: May 2020

# Segmentation Attitudes: Over half (53%) agree that no matter how hard they work, ever year it seems more difficult to get by



Do you agree or disagree with the following statements?

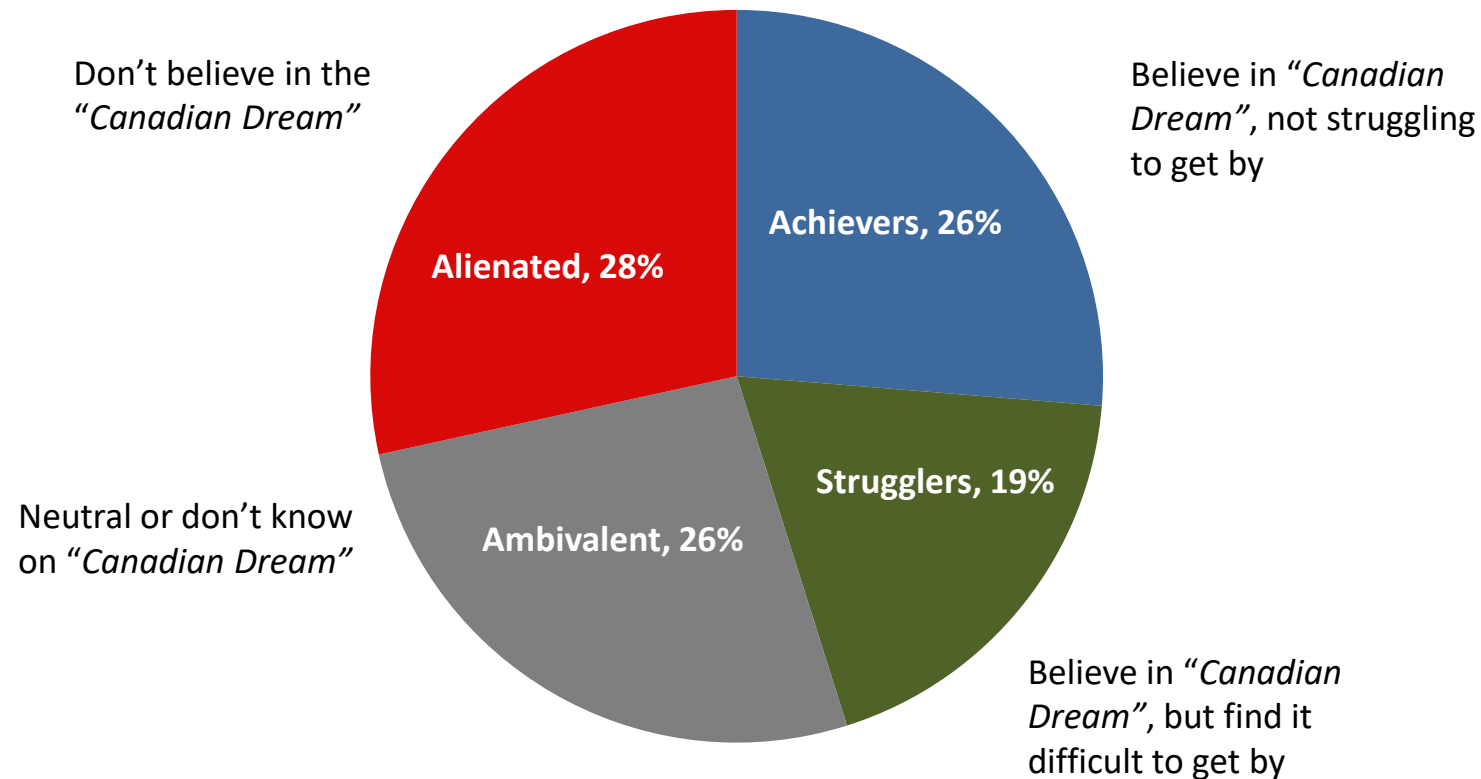
[asked of all respondents; n=200]



# Economic Gap Segmentation: Close to 1-in-3 (28%) are 'Alienated' while 26% are Achievers and 26% are Ambivalent

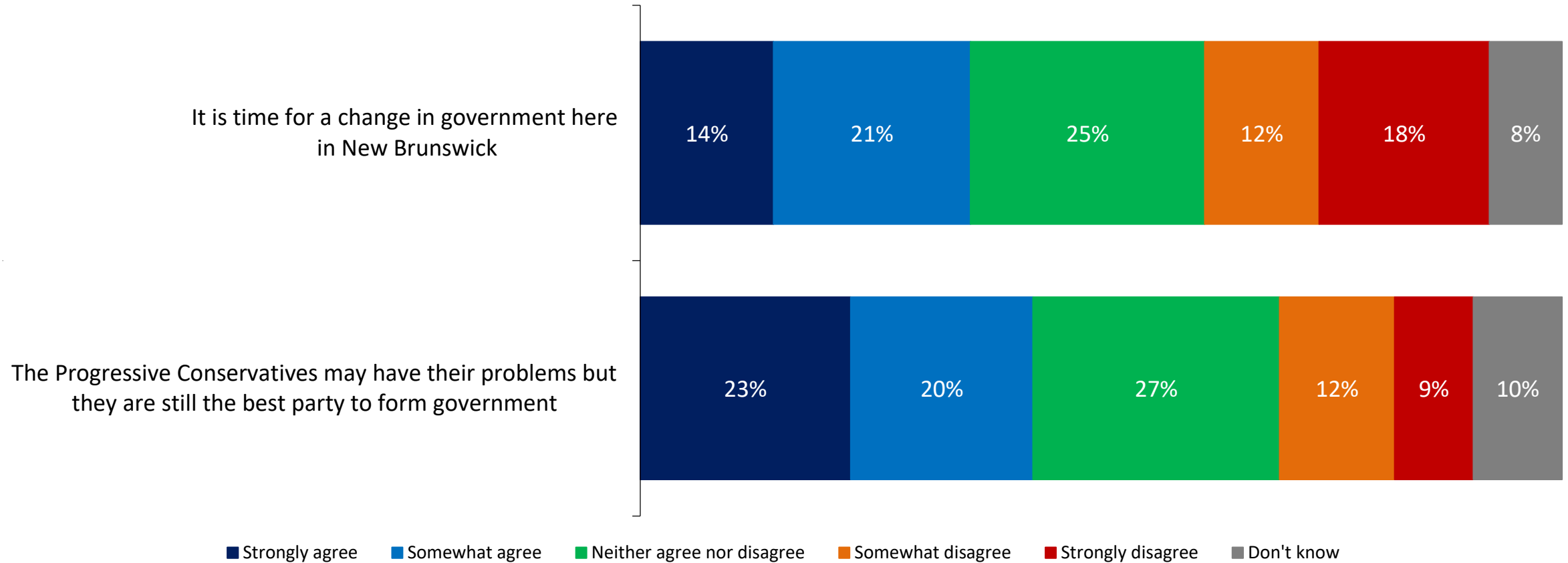
Gap segmentation: Agree with 'Here in New Brunswick you can be anything you want if you are willing to work for it' BY Agree with 'No matter how hard I work, every year it seems more difficult to get by'.

[asked of all respondents; n=200]



# Time for Change Attitudes: 36% say it is time for a change in government in NB

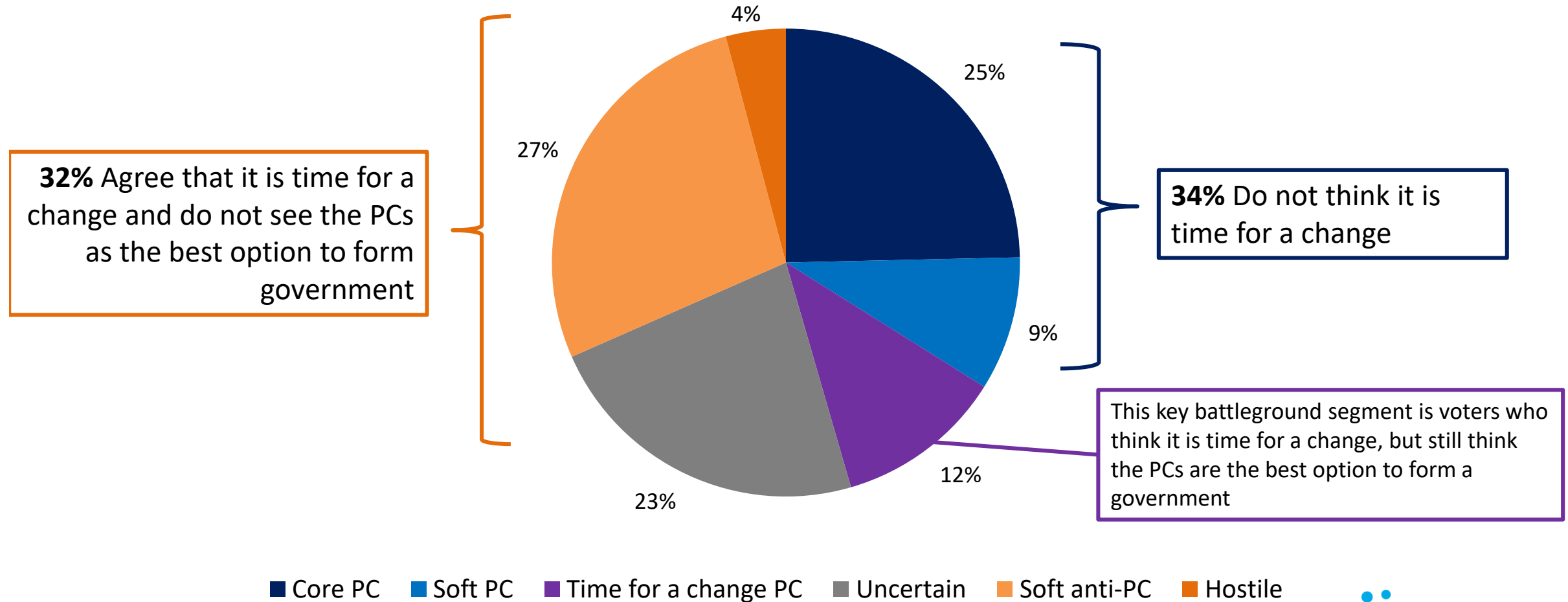
Q Do you agree or disagree with the following statements? -  
[asked of all respondents; n=200]



# Time for Change Segmentation: Respondents are split on whether or not it is time for a change in government in New Brunswick

Time for Change segmentation: Agree with 'The PCs may have their problems but they are still the best party to form government' BY Agree with 'It is time for a change in government here in New Brunswick'.

[asked of all respondents; n=200]





# The Progressive Conservatives and Liberals are in a tight race in vote share

Innovative reports on vote intention in two ways.

When we ask people who they would vote for if an election were held today, and who they lean towards if they are unsure, we call those results Combined vote. This accounts for the views of everyone in the population including decided voters, undecided voters, and non-voters.

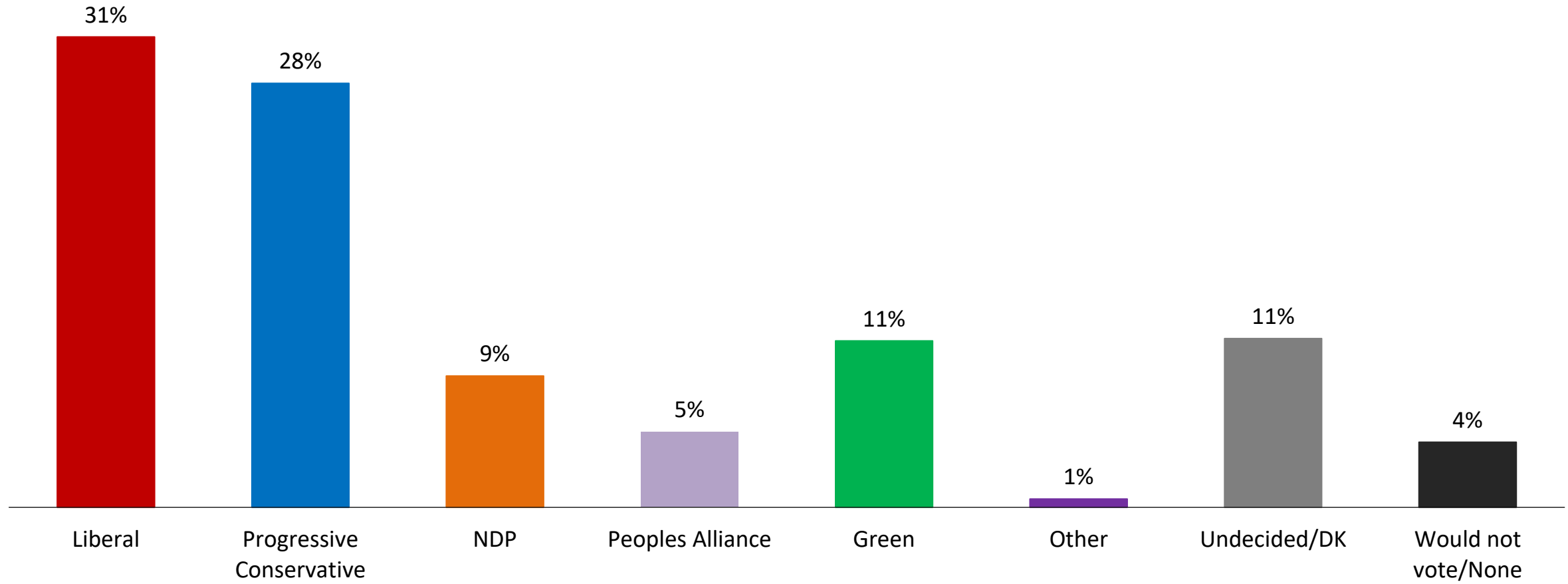
When we look at the results among *only* decided voters, we call that Decided vote. These results most tell us what the election results would be like if the survey results matched the election exactly.

# Provincial Combined Vote: Despite Higgs' high ratings in leadership, the Liberals (31%) and PC (28%) are neck-in-neck in vote share



If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[Vote + Lean]**

[asked of all respondents; n=200]

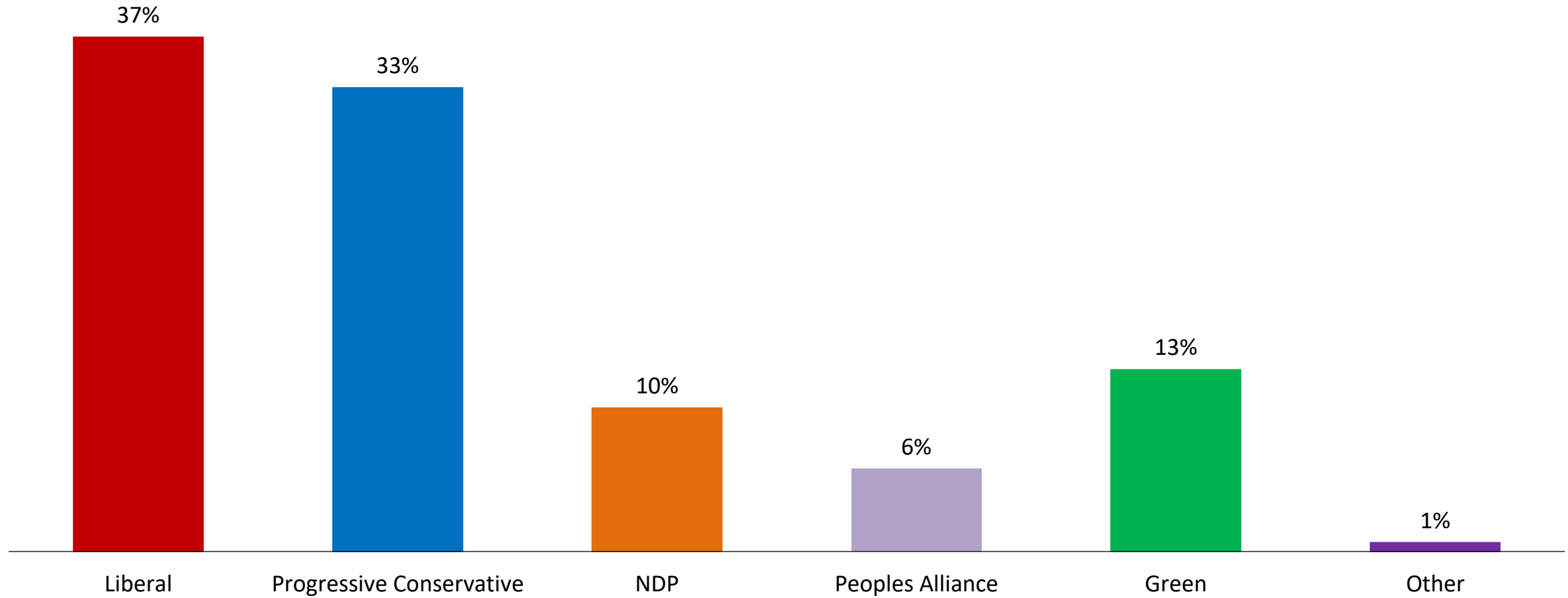


# Provincial Decided Vote: Liberals (37%) are ahead of the PC (33%) on decided vote by only 4-pts



If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[DECIDED]**

[decided voters only; n=169]



# Decided Vote by Value Cluster: Liberals (46%) lead in vote by 19-pts over the PC (27%) among Business Liberals

Decided Vote	Value Clusters				
	Deferential/Populist Conservatives*	Business Liberals	Left Liberals	Thrifty Moderates	Core Left
	(N=23)	(N=43)	(N=40)	(N=35)	(N=27)
Liberal	14%	46%	43%	41%	27%
Progressive Conservative	54%	27%	28%	46%	17%
NDP	8%	7%	11%	8%	19%
Peoples Alliance	5%	7%	0%	0%	22%
Green	14%	13%	19%	5%	14%
Other	5%	0%	0%	0%	0%

# Decided Vote by Economic Gap: Greens (25%), PC (25%), and Liberals (30%) are all neck-in-neck among the Alienated group

Decided Vote	Economic Gap			
	Achievers	Strugglers	Ambivalent	Alienated
	(N=46)	(N=35)	(N=42)	(N=46)
Liberal	46%	38%	33%	30%
Progressive Conservative	45%	32%	30%	25%
NDP	2%	15%	12%	13%
Peoples Alliance	5%	6%	7%	6%
Green	2%	9%	15%	25%
Other	0%	0%	3%	0%

**Note:** Current data: May 2020



# Decided Vote by Time for Change: Those who are Soft anti-PC/Hostile are most likely to say they would vote for the Liberals (58%)

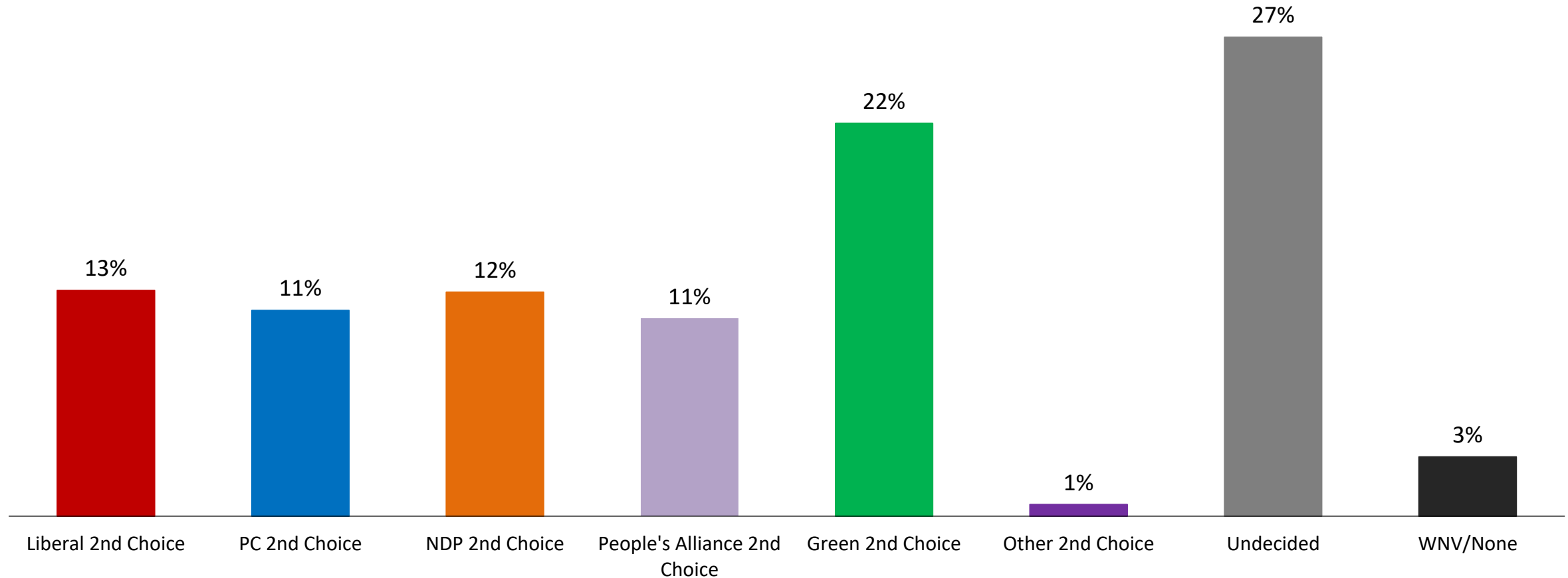
Decided Vote	Time for Change			
	Core/Soft PC	Time for a change PC*	Uncertain	Soft anti-PC/Hostile
	(N=63)	(N=22)	(N=31)	(N=53)
Liberal	17%	31%	46%	58%
Progressive Conservative	70%	28%	10%	5%
NDP	2%	9%	21%	15%
Peoples Alliance	5%	9%	5%	6%
Green	6%	24%	15%	16%
Other	0%	0%	4%	0%

# Provincial 2nd Choice: Most (27%) are undecided on their 2<sup>nd</sup> choice; of those decided, Greens are top 2<sup>nd</sup> choice (22%)



And which party would be your second choice?

[only decided voters; n=169]



# Provincial 2nd Choice: The top 2<sup>nd</sup> choice among PC voters is the People's Alliance while it's the Green party for Liberal voters

And which party would be your second choice? BY [Vote+Lean]

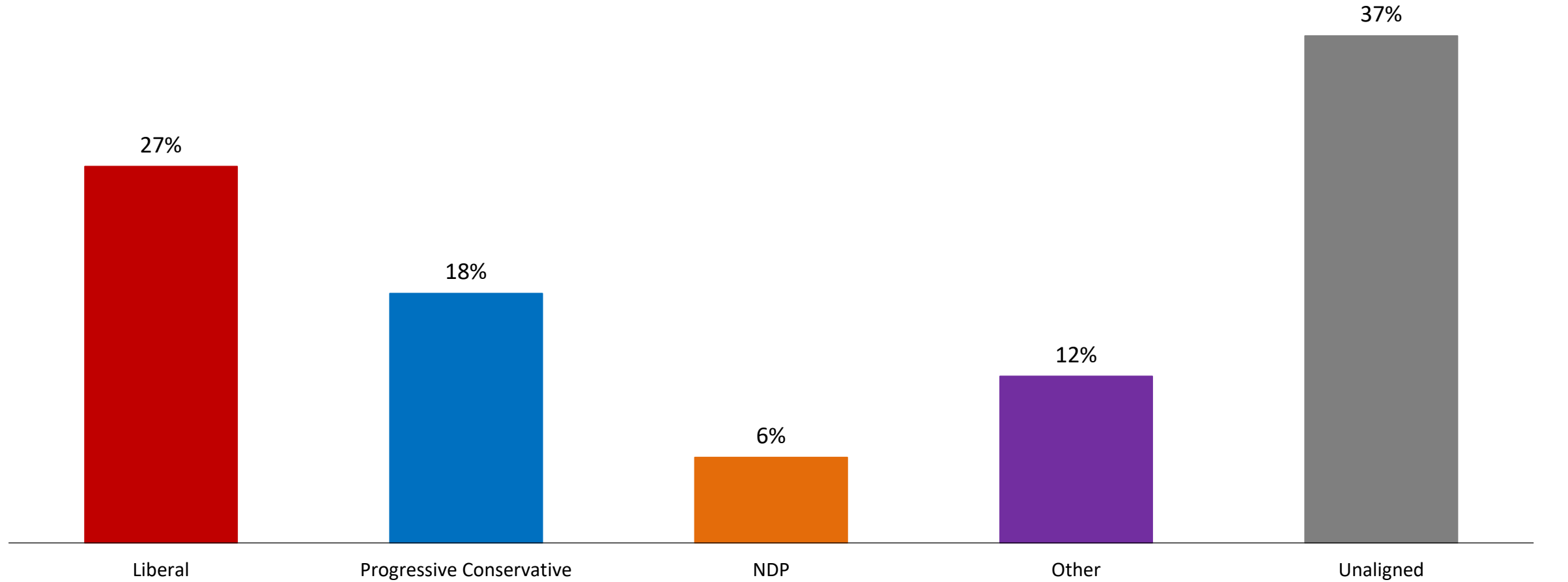
		First Choice		
		Liberal 1st Choice	Conservative 1st Choice	Green 1st Choice*
		(N=62)	(N=56)	(N=22)
Second Choice	Liberal 2nd Choice		18%	14%
	PC 2nd Choice	17%		18%
	NDP 2nd Choice	23%	8%	12%
	People's Alliance 2nd Choice	3%	22%	18%
	Green 2nd Choice	36%	12%	
	Other 2nd Choice	0%	2%	0%
	Undecided	18%	32%	38%
	WNV/None	4%	6%	0%

# Provincial Party ID: Most (37%) are unaligned with a provincial party followed by 27% for the Liberals and 18% for the PCs



Thinking about politics in New Brunswick, generally speaking, do you usually think of yourself as a...

[asked of all respondents; n=200]



# Combined Vote by Party ID: PC partisans are slightly more loyal than Liberal partisans with 79% of their vote going to the PC

		Provincial Party Identification			
		Liberal	Progressive Conservative	Other*	Unaligned
		(N=54)	(N=36)	(N=24)	(N=73)
Provincial Combined Vote	Liberal	72%	13%	21%	17%
	Progressive Conservative	9%	79%	12%	26%
	NDP	9%	3%	0%	1%
	Peoples Alliance	2%	2%	13%	7%
	Green	6%	0%	49%	10%
	Other	0%	0%	5%	0%
	Undecided DK	2%	0%	0%	29%
	Would not vote None	0%	3%	0%	10%

# Methodology

# Survey Methodology

**These are the results of an online survey conducted between May 1<sup>st</sup> and May 7<sup>th</sup>, 2020.**

**Method:** This online survey was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Lucid, a leading provider of online sample. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data to provide results that are intended to approximate a probability sample.

**Sample Size:** n=201 New Brunswick residents, 18 years or older. The results are weighted to n=200 based on Census data from Statistics Canada.

**Field Dates:** May 1st and May 7th, 2020.

**Weighting:** Results for New Brunswick are weighted by age and gender to ensure that the overall sample's composition reflects that of the actual population according to Census data; in order to provide results that are intended to approximate a probability sample. Weighted and unweighted frequencies are reported in the table.

**Margin of Error:** This is a representative sample. However, since the online survey was not a random probability based sample, a margin of error cannot be calculated. Statements about margins of sampling error or population estimates do not apply to most online panels.

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

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
<b>Males 18-34</b>	22	10.9%	23	11.6%
<b>Males 35-54</b>	26	12.9%	32	16%
<b>Males 55+</b>	39	19.4%	41	20.5%
<b>Females 18-34</b>	32	15.9%	23	11.6%
<b>Females 35-54</b>	40	19.9%	34	17.2%
<b>Females 55+</b>	42	20.9%	46	23.1%



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