New Brunswick Politics in the Time of COVID-19: June 2020 Update

Public Opinion Research
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Field Dates: May 29, 2020 to June 3, 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, Brian Higgs is seeing very strong leader favourability which has increased since our previous polling in May. Additionally, satisfaction with NB provincial government's handling of the outbreak is high and also up since May.

But despite this, the Liberals actually have the edge over the Progressive Conservatives in terms of vote share.

Today, INNOVATIVE is releasing a spotlight on New Brunswick from Wave 8 of our COVID-19 tracking survey. This online survey was in field from May 29th to June 3rd 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, their vote choice, and satisfaction with government handling of several issues related to the outbreak.
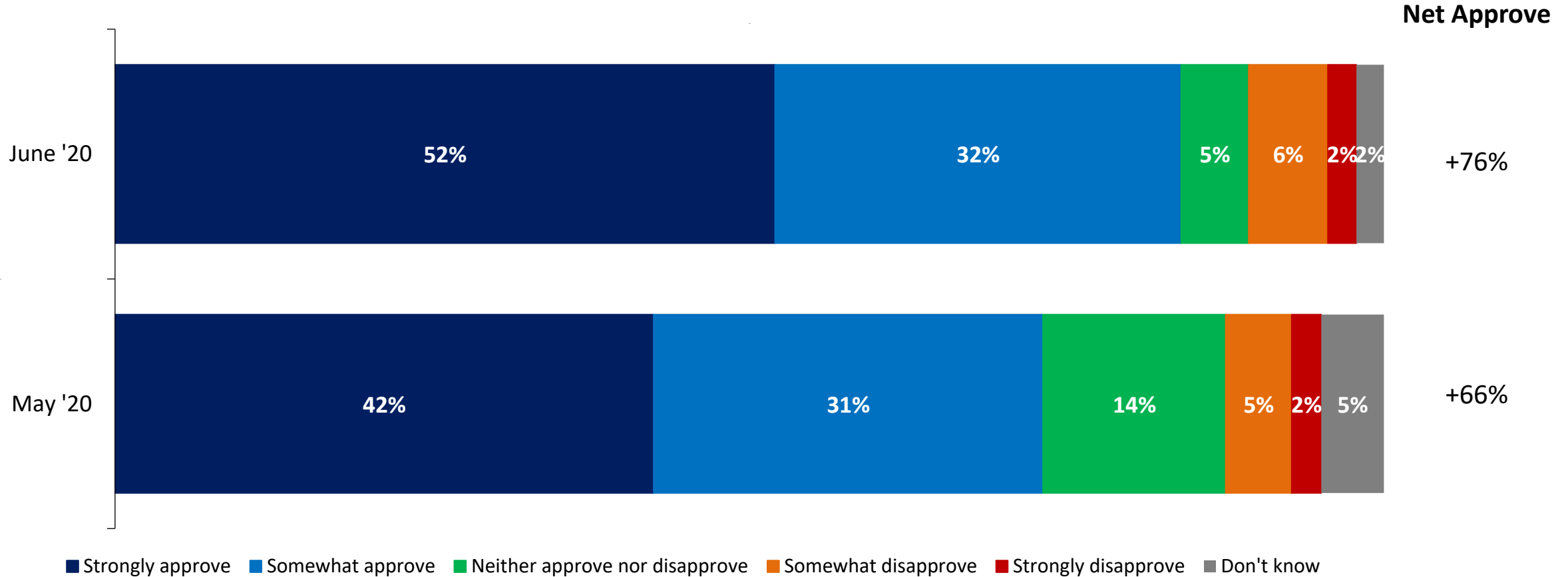
Government Approval

The NB government continues to receive top marks on their handling of the outbreak which is even higher now than it was in May.

COVID-19 Handling Tracking: Over 4-in-5 (84%) approve of the NB gov't handling of the outbreak; net approval up 10 points since May

Q 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]

Net Approve

June '20
| Strongly approve 52% | Somewhat approve 32% | Neither 5% | Somewhat disapprove 6% | Strongly 2% | Don't know 2% |

+76%

May '20
| Strongly approve 42% | Somewhat approve 31% | Neither 14% | Somewhat disapprove 5% | Strongly 2% | Don't know 5% |

+66%

■ Strongly approve ■ Somewhat approve ■ Neither approve nor disapprove ■ Somewhat disapprove ■ Strongly disapprove ■ Don't know

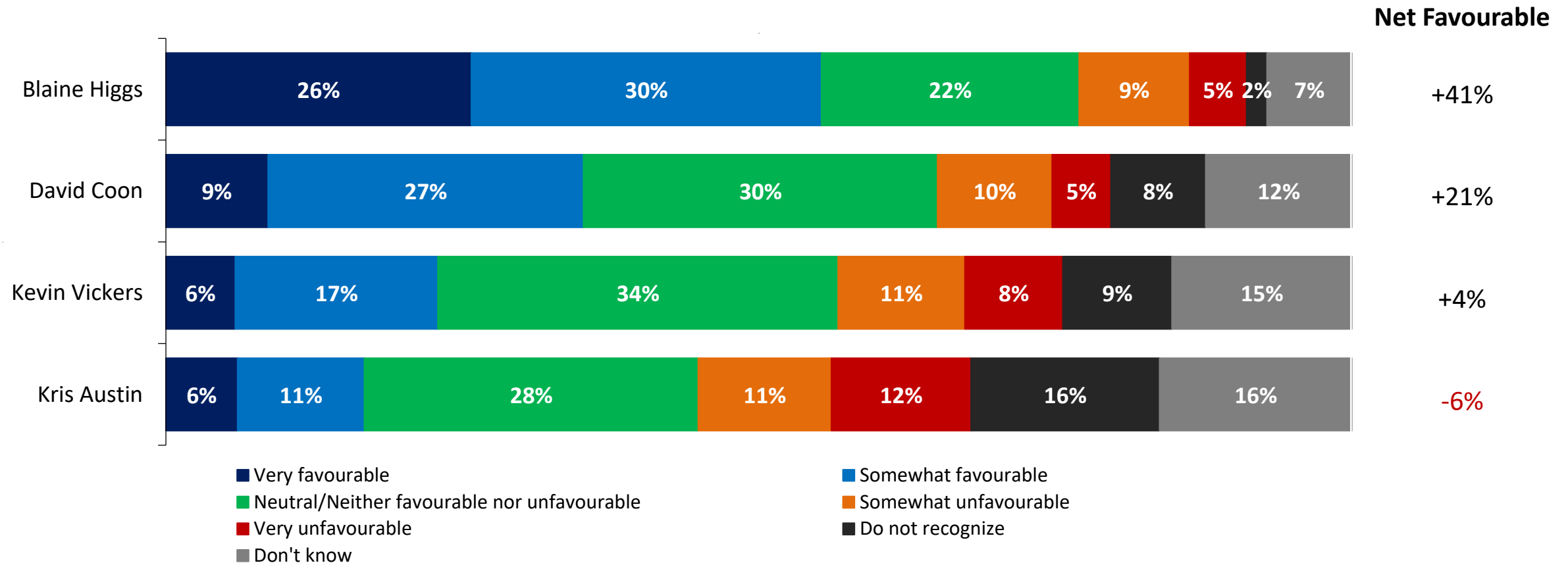INNOVATIVE
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Leadership

Higgs continues to be the party leader with the highest favourability and is seen even more favourably than in May.

Leader Favourables: Blaine Higgs is far ahead of other leaders in favourability with over half (55%) saying they feel favourable towards him

Q 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]

Net Favourable

Leader	Very favourable	Somewhat favourable	Neutral	Somewhat unfavourable	Very unfavourable	Do not recognize	Don't know	Net Favourable
Blaine Higgs	26%	30%	22%	9%	5%	2%	7%	+41%
David Coon	9%	27%	30%	10%	5%	8%	12%	+21%
Kevin Vickers	6%	17%	34%	11%	8%	9%	15%	+4%
Kris Austin	6%	11%	28%	11%	12%	16%	16%	-6%

■ Very favourable ■ Somewhat favourable
■ Neutral/Neither favourable nor unfavourable ■ Somewhat unfavourable
■ Very unfavourable ■ Do not recognize
■ Don't know

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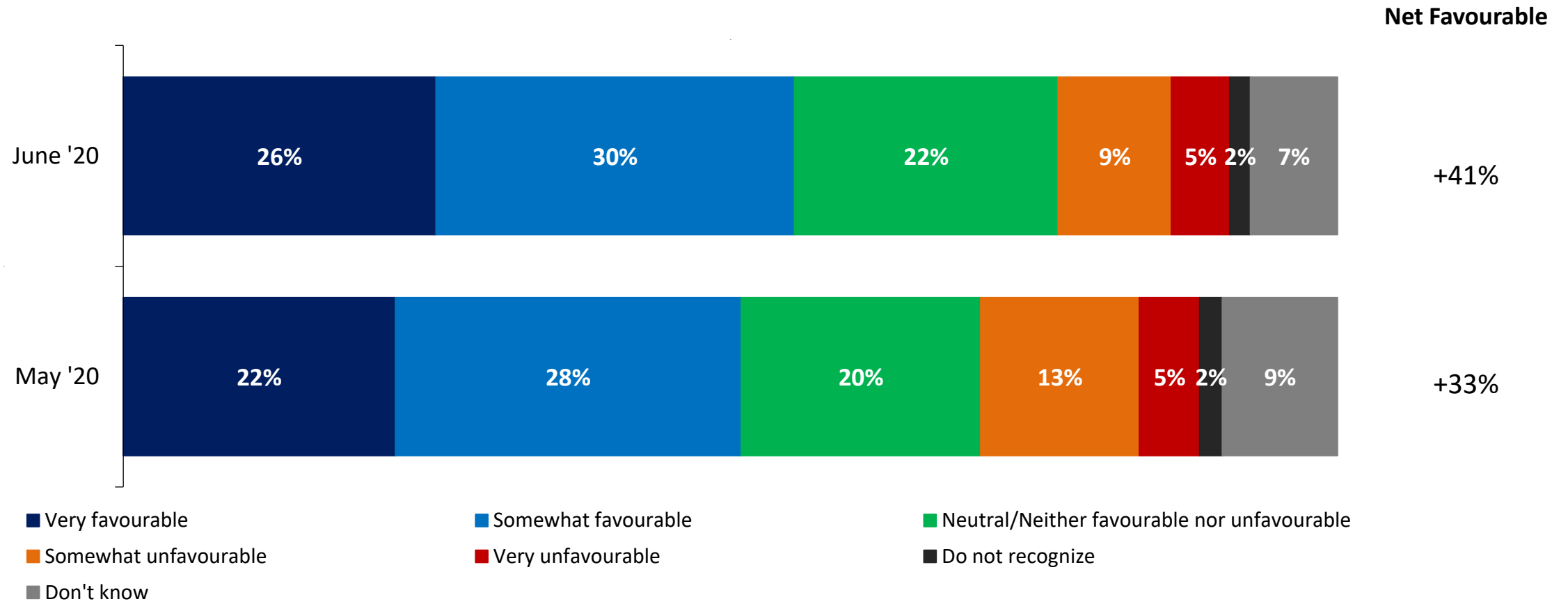
Current data: June 2020

Leader Favourables, Higgs: Net favourability of Higgs is up eight points since May to +41%

Q 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. **Blaine Higgs**

[asked of all respondents; n=200]

Net Favourable

	Very favourable	Somewhat favourable	Neutral/Neither favourable nor unfavourable	Somewhat unfavourable	Very unfavourable	Do not recognize	Don't know	Net Favourable
June '20	26%	30%	22%	9%	5%	2%	7%	+41%
May '20	22%	28%	20%	13%	5%	2%	9%	+33%

■ Very favourable   ■ Somewhat favourable   ■ Neutral/Neither favourable nor unfavourable
■ Somewhat unfavourable   ■ Very unfavourable   ■ Do not recognize
■ Don't know

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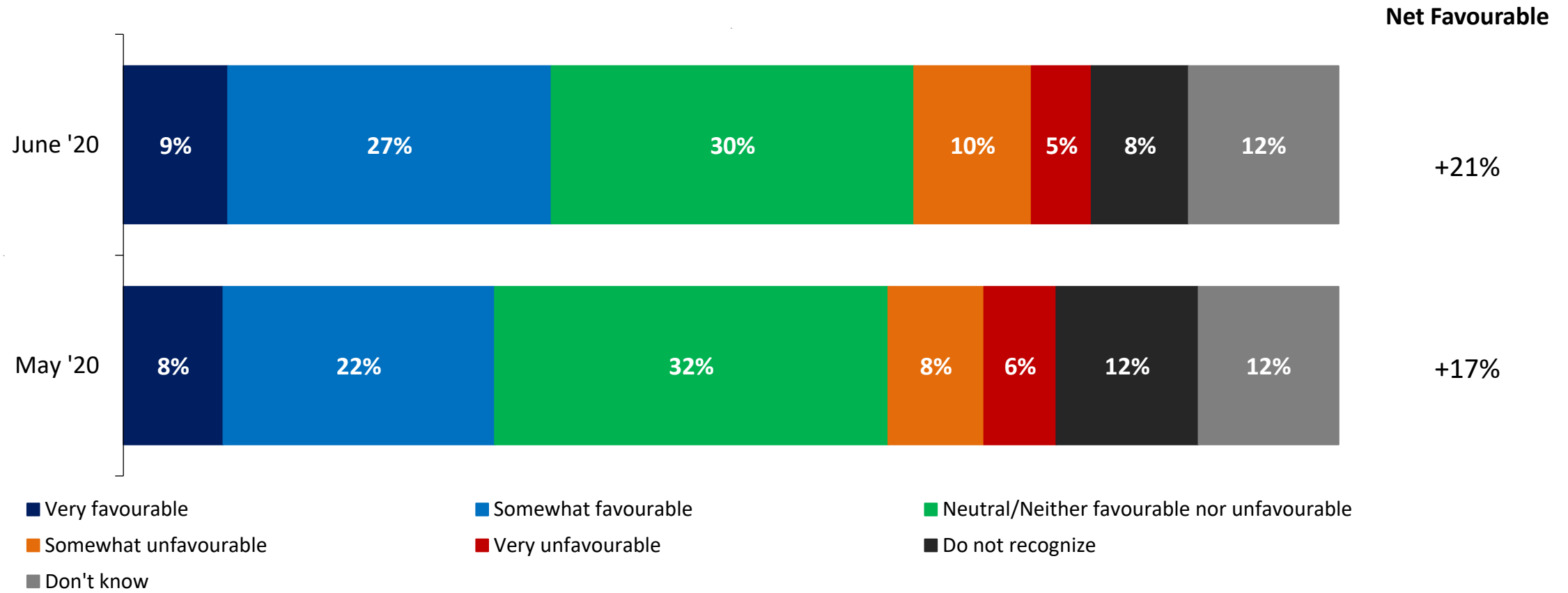RESEARCH GROUP

Current data: June 2020

Leader Favourables, Coon: Those saying they are favourable of Coon up four points since May, from 31% to 35%

Q 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. **David Coon**

[asked of all respondents; n=200]

Net Favourable

	Very favourable	Somewhat favourable	Neutral	Somewhat unfavourable	Very unfavourable	Do not recognize	Don't know	Net Favourable
June '20	9%	27%	30%	10%	5%	8%	12%	+21%
May '20	8%	22%	32%	8%	6%	12%	12%	+17%

■ Very favourable ■ Somewhat favourable ■ Neutral/Neither favourable nor unfavourable
■ Somewhat unfavourable ■ Very unfavourable ■ Do not recognize
■ Don't know

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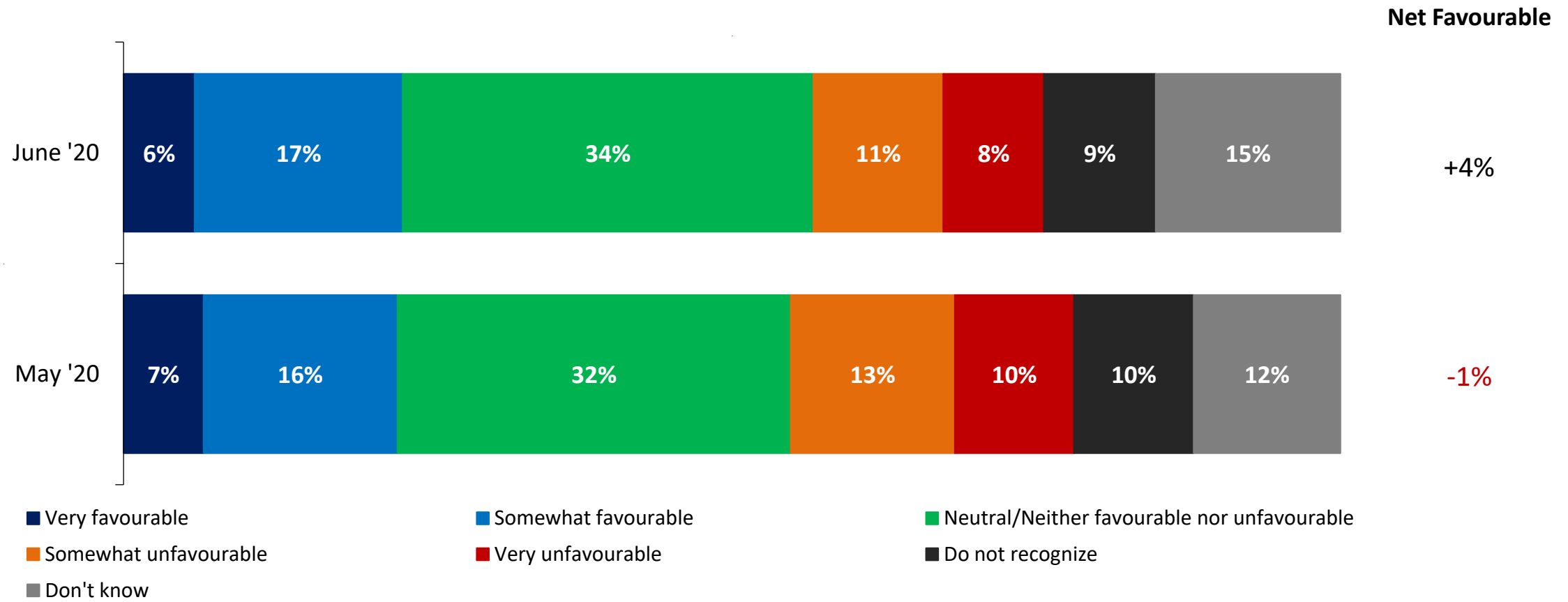
Current data: June 2020

Leader Favourables, Vickers: There are now more who say they are favourable of Vickers than those who say unfavourable (+4% net)

Q 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. **Kevin Vickers**
[asked of all respondents; n=200]

Net Favourable

	Very favourable	Somewhat favourable	Neutral/Neither favourable nor unfavourable	Somewhat unfavourable	Very unfavourable	Do not recognize	Don't know	Net Favourable
June '20	6%	17%	34%	11%	8%	9%	15%	+4%
May '20	7%	16%	32%	13%	10%	10%	12%	-1%

■ Very favourable   ■ Somewhat favourable   ■ Neutral/Neither favourable nor unfavourable
■ Somewhat unfavourable   ■ Very unfavourable   ■ Do not recognize
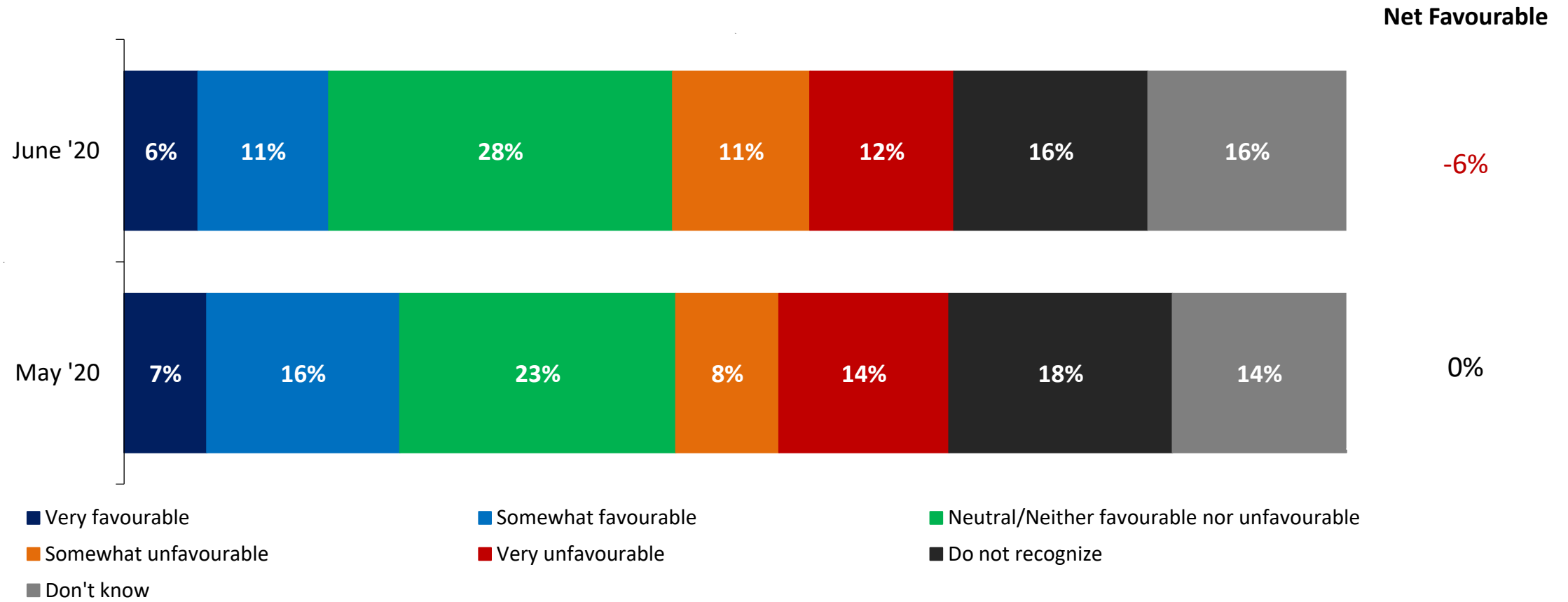■ Don't know

Current data: June 2020

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Leader Favourables, Austin: Respondents are split on favourability of Austin, who now has more saying unfavourable than favourable (-6% net)

Q 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. **Kris Austin**

[asked of all respondents; n=200]

Net Favourable

	Very favourable	Somewhat favourable	Neutral/Neither	Somewhat unfavourable	Very unfavourable	Do not recognize	Don't know	Net Favourable
June '20	6%	11%	28%	11%	12%	16%	16%	-6%
May '20	7%	16%	23%	8%	14%	18%	14%	0%

■ Very favourable　　■ Somewhat favourable　　■ Neutral/Neither favourable nor unfavourable
■ Somewhat unfavourable　　■ Very unfavourable　　■ Do not recognize
■ Don't know

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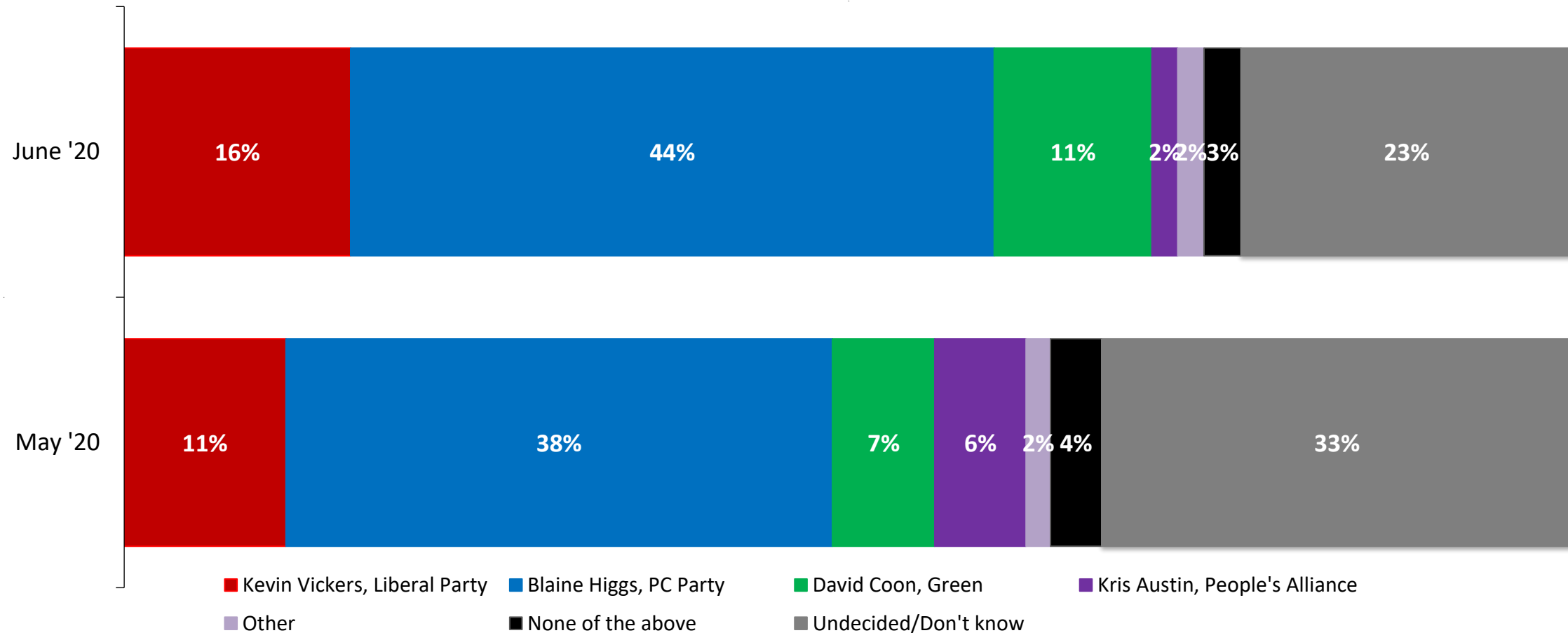
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Best Premier: Those undecided dropped 10 pts since June while Higgs is up 6 pts (44%) and Vickers is up 5 pts (16%) on 'best premier'

Q Which of the following leaders would make the best Premier of New Brunswick?
[asked of all respondents; n=200]

| | Kevin Vickers, Liberal Party | Blaine Higgs, PC Party | David Coon, Green | Kris Austin, People's Alliance | Other | None of the above | Undecided/Don't know |

June '20: 16% | 44% | 11% | 2% | 2% | 3% | 23%

May '20: 11% | 38% | 7% | 6% | 2% | 4% | 33%

Legend: ■ Kevin Vickers, Liberal Party ■ Blaine Higgs, PC Party ■ David Coon, Green ■ Kris Austin, People's Alliance ■ Other ■ None of the above ■ Undecided/Don't know

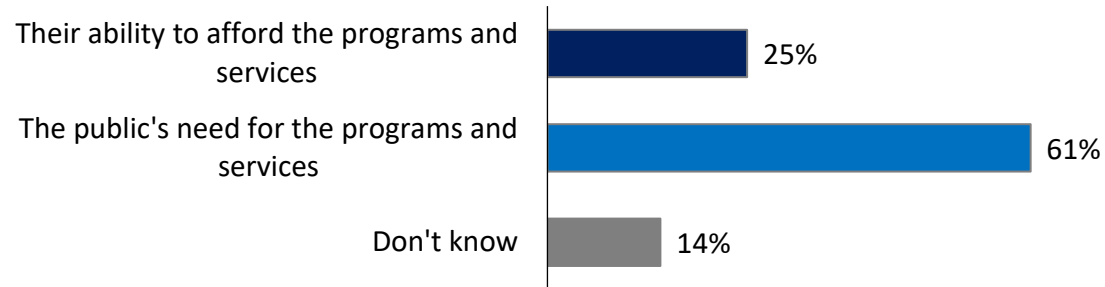INNOVATIVE RESEARCH GROUP

Current data: June 2020

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

We use these segments throughout the remainder of the report to analyze vote leadership results.

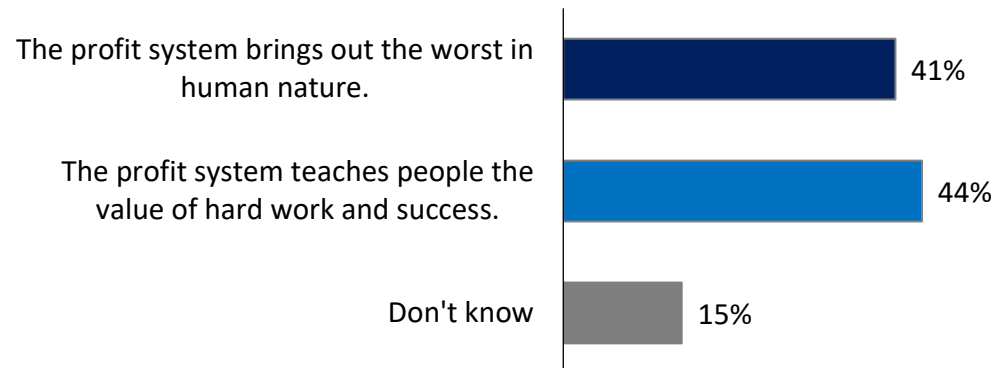# Core Political Values: Half (47%) say the government too often listens to experts instead of common sense

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...?
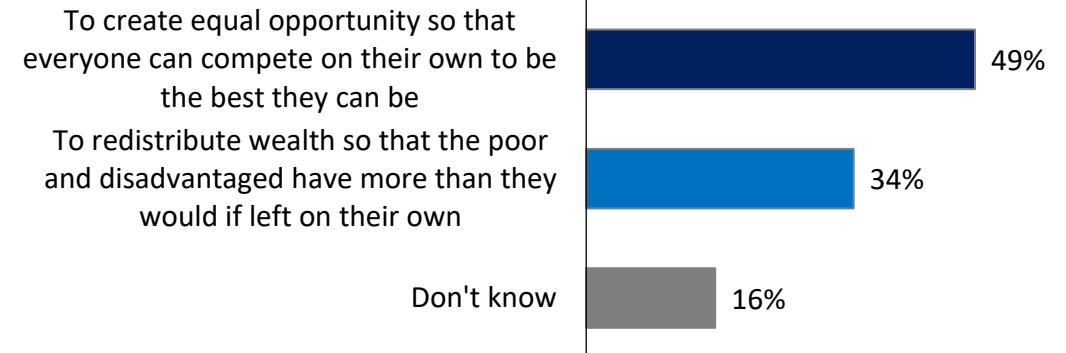[asked of all respondents; n=200]

Their ability to afford the programs and services — 25%

The public's need for the programs and services — 61%

Don't know — 14%

Q Is the main role of government to...?
[asked of all respondents; n=200]

To create equal opportunity so that everyone can compete on their own to be the best they can be — 49%

To redistribute wealth so that the poor and disadvantaged have more than they would if left on their own — 34%

Don't know — 16%

Q Which of the following statements comes closest to your view?
[asked of all respondents; n=200]

The profit system brings out the worst in human nature. — 41%

The profit system teaches people the value of hard work and success. — 44%

Don't know — 15%

Q When it comes to government decision making, which of the following statements is closest to your view?
[asked of all respondents; n=200]

Too often the government listens to experts instead of common sense. — 47%

Provincial issues are complicated so government should listen to experts when it comes to policy. — 34%

Don't know — 19%

Current data: June 2020

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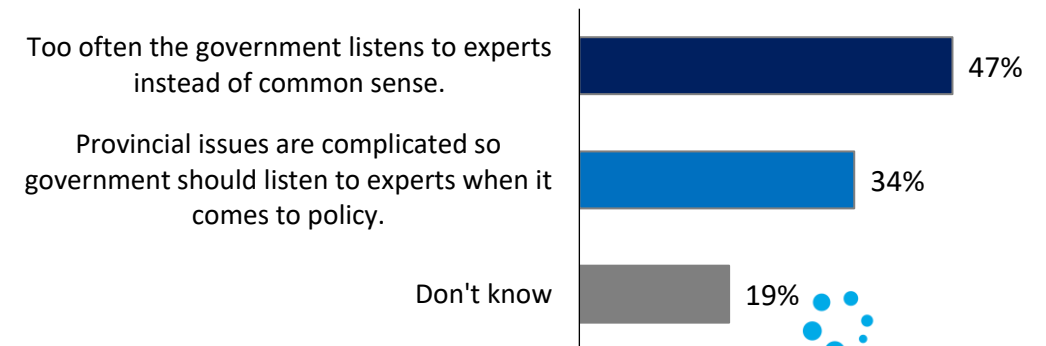
Value Clusters: Most are either Business Liberals (31%), Thrifty Moderates (20%), or Core Left (20%)

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]

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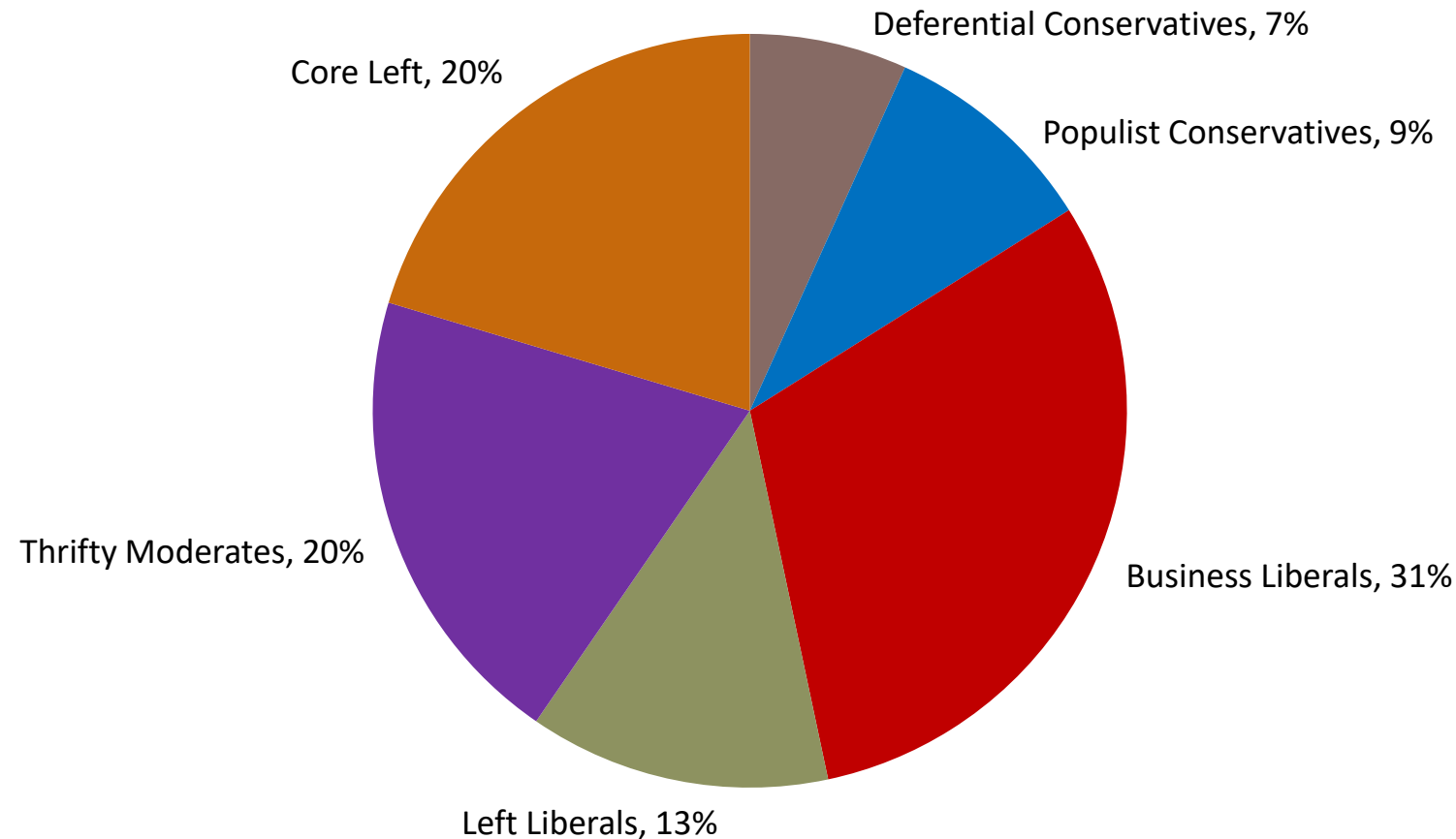
Defining Value Clusters: 6 value clusters are defined by 4 key political values

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	86%	85%	0%	0%	57%	0%
	Public Need	0%	0%	97%	93%	0%	93%
Is the main role of government to .?	Create equal Opportunity	75%	95%	60%	97%	24%	0%
	Redistribute wealth	18%	0%	27%	0%	28%	93%
When it comes to government decision making...	Rely on common sense	0%	100%	49%	59%	37%	37%
	Listen to experts	93%	0%	35%	35%	17%	46%
The profit system...	Brings out the worst in human nature	0%	0%	0%	90%	59%	86%
	Teaches value of hard work and success	93%	89%	94%	0%	5%	0%

Note: Current data: June 2020

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Segmentation Attitudes: Over half (55%) agree that no matter how hard they work, ever year it seems more difficult to get by

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

Here in New Brunswick you can be anything you want if you are willing to work for it
18% | 33% | 16% | 15% | 14% | 4%

No matter how hard I work, every year it seems more difficult to get by
26% | 29% | 22% | 15% | 4% | 4%

■ Strongly agree　■ Somewhat agree　■ Neither agree nor disagree　■ Somewhat disagree　■ Strongly disagree　■ Don't know

Current data: June 2020

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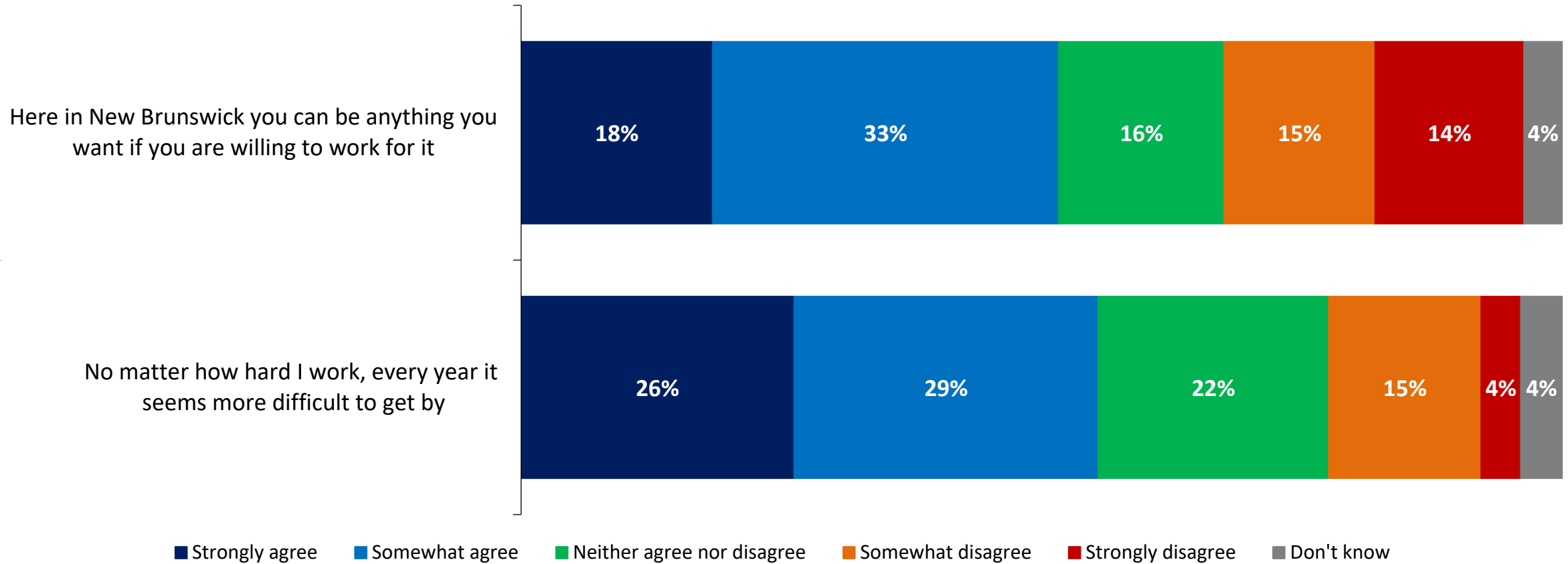
Economic Gap Segmentation: Close to 1-in-3 (29%) are 'Alienated' while 27% are Strugglers and 24% are Achievers

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]

Don't believe in the "*Canadian Dream*"

Believe in "*Canadian Dream*", not struggling to get by

Achievers, 24%

Alienated, 29%

Ambivalent, 20%

Strugglers, 27%

Neutral or don't know on "*Canadian Dream*"

Believe in "*Canadian Dream*", but find it difficult to get by

Current data: June 2020

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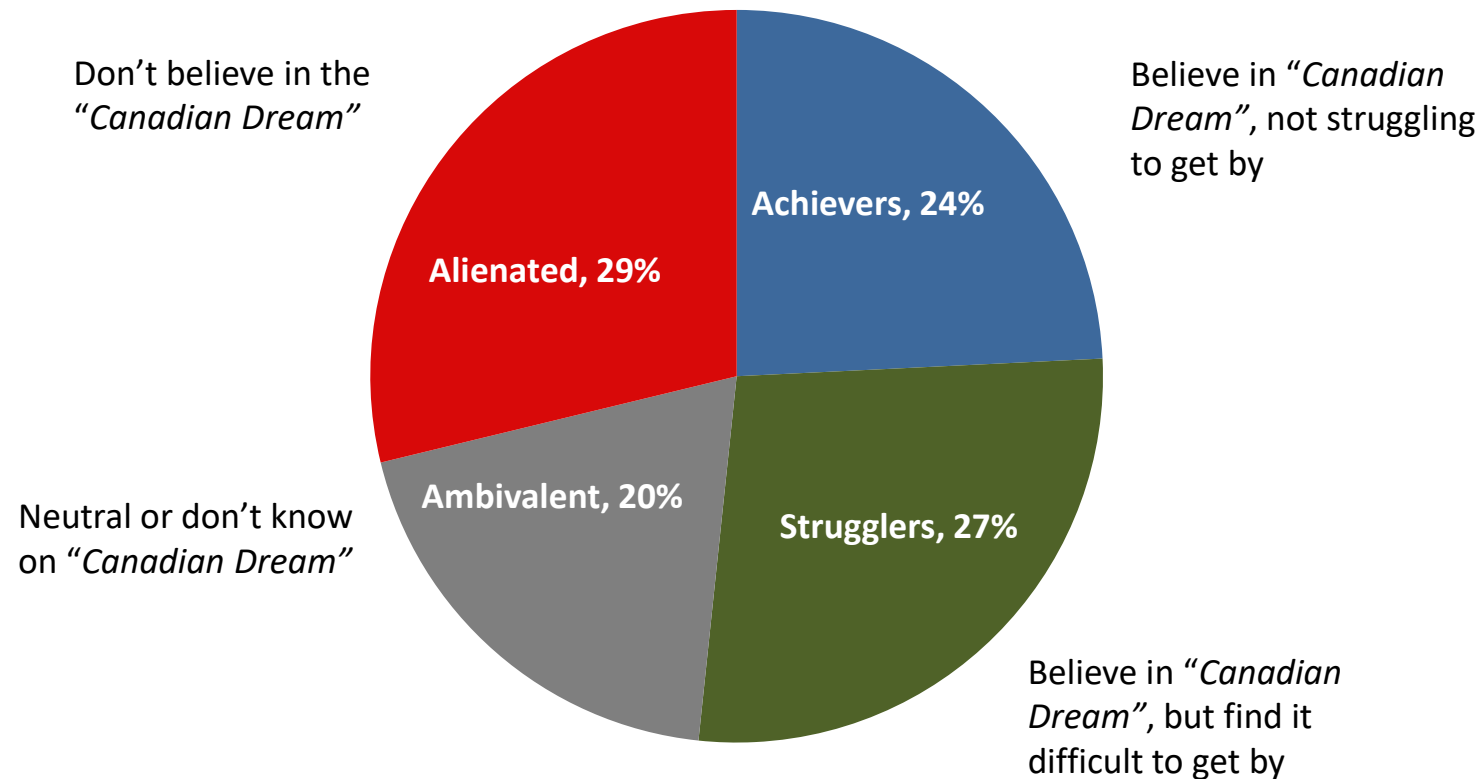
Time for Change Attitudes: Respondents are torn on whether it is time for a change in government (40% agree) or not (35% disagree)

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

It is time for a change in government here in New Brunswick
- Strongly agree: 20%
- Somewhat agree: 21%
- Neither agree nor disagree: 19%
- Somewhat disagree: 16%
- Strongly disagree: 19%
- Don't know: 6%

The Progressive Conservatives may have their problems but they are still the best party to form government
- Strongly agree: 19%
- Somewhat agree: 25%
- Neither agree nor disagree: 25%
- Somewhat disagree: 11%
- Strongly disagree: 15%
- Don't know: 6%

Legend: ■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ Don't know

Current data: June 2020

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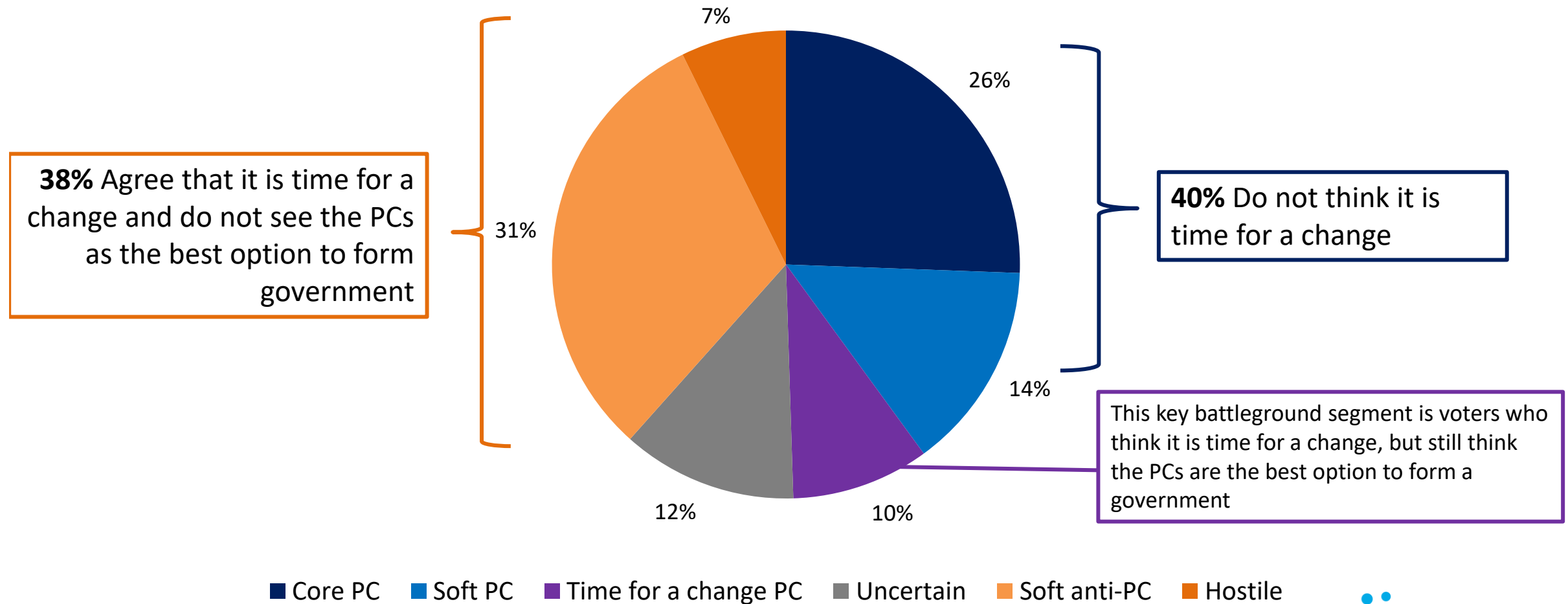RESEARCH GROUP

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]

7%

26%

38% Agree that it is time for a change and do not see the PCs as the best option to form government

31%

40% Do not think it is time for a change

14%

This key battleground segment is voters who think it is time for a change, but still think the PCs are the best option to form a government

12%

10%

- Core PC
- Soft PC
- Time for a change PC
- Uncertain
- Soft anti-PC
- Hostile

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Current data: June 2020

The Liberals and PCs are in a tight race but now, the Liberals are pulling ahead

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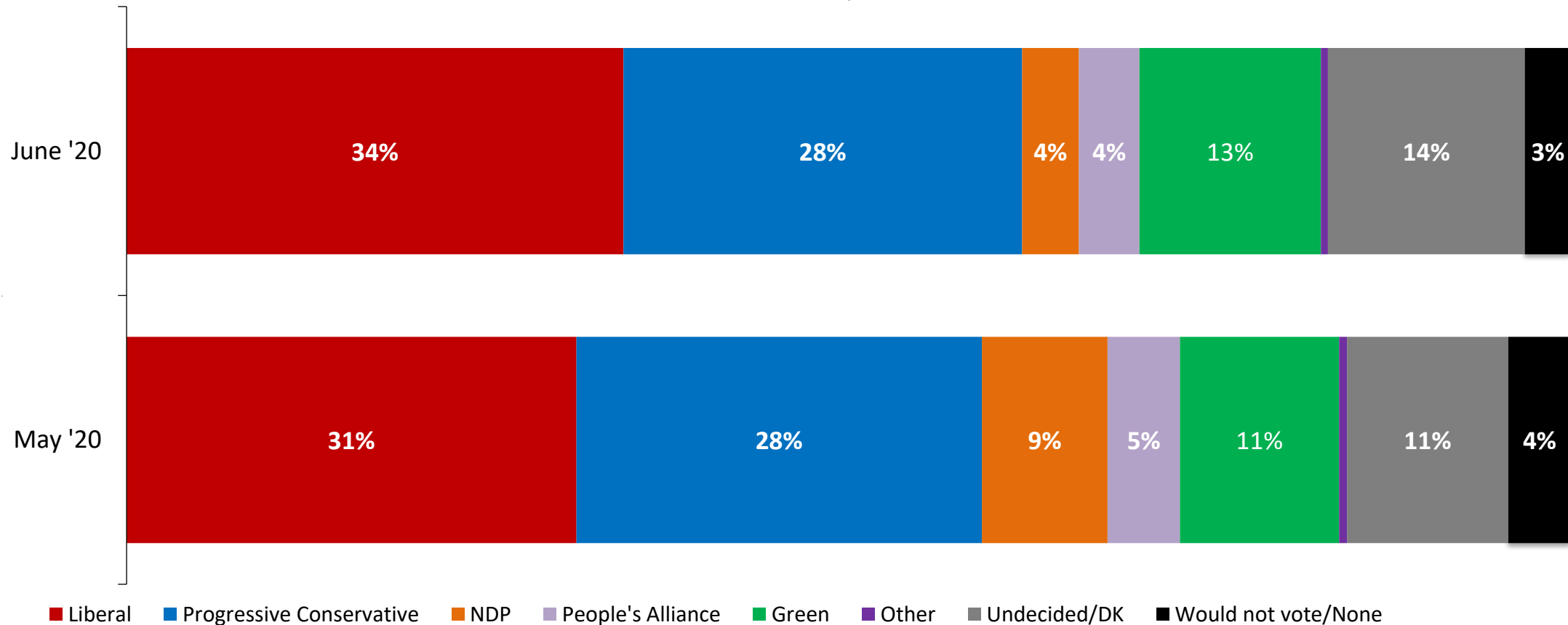
When we look at the results among *only* decided voters, we call that **Decided vote.** These results most tell us what the election results would be like if the survey results matched the election exactly.

Provincial Combined Vote: Despite Higgs' high ratings in leadership, the Liberals (34%) are ahead of the PCs (28%) in vote share

Q 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]

June '20: Liberal 34%, Progressive Conservative 28%, NDP 4%, People's Alliance 4%, Green 13%, Undecided/DK 14%, Would not vote/None 3%

May '20: Liberal 31%, Progressive Conservative 28%, NDP 9%, People's Alliance 5%, Green 11%, Undecided/DK 11%, Would not vote/None 4%

■ Liberal ■ Progressive Conservative ■ NDP ■ People's Alliance ■ Green ■ Other ■ Undecided/DK ■ Would not vote/None

Current data: June 2020

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Provincial Decided Vote: Among decided, the Liberals are now eight points ahead of the PCs compared to the four-point vote gap in May

Q 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=166]

	Liberal	Progressive Conservative	NDP	People's Alliance	Green	Other
June '20	41%	33%	5%	5%	15%	
May '20	37%	33%	10%	6%	13%	

Current data: June 2020

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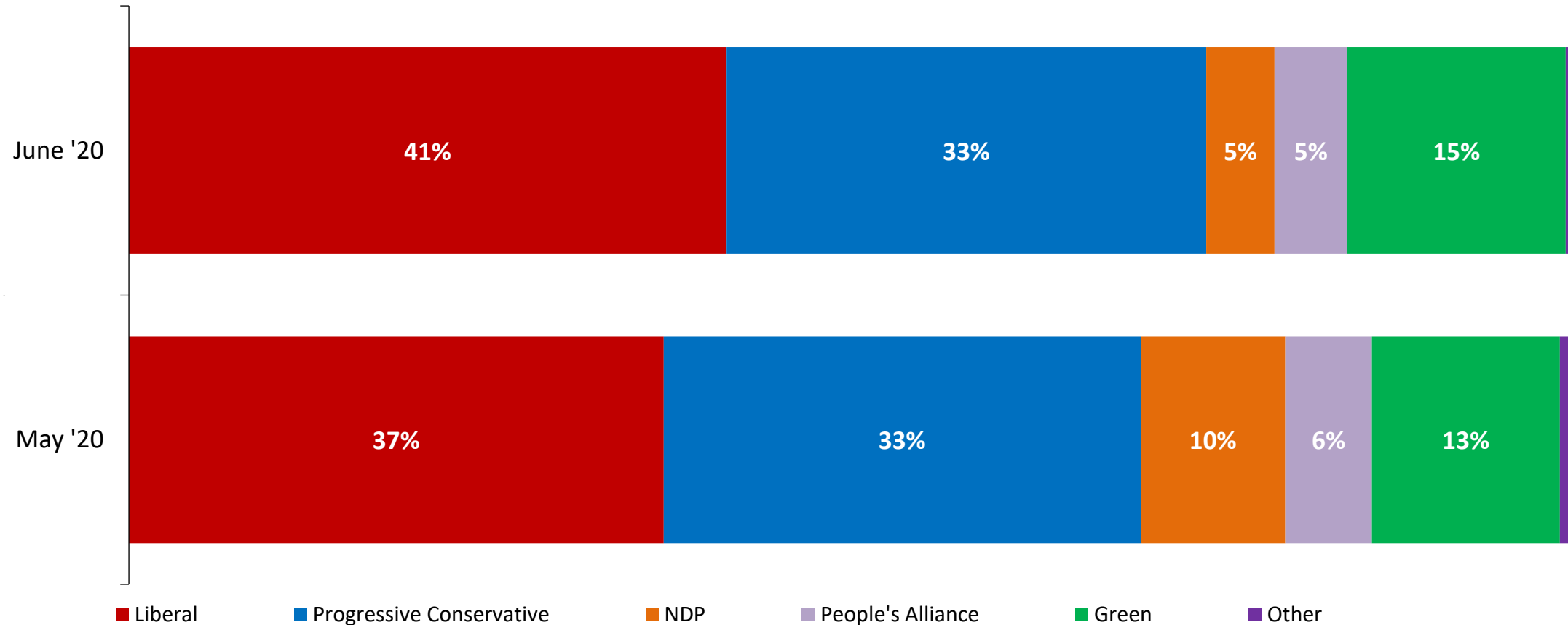
Combined Vote by Value Cluster: The Liberals lead over the Progressive Conservatives in vote share among all core value groups

Value Clusters

Combined Vote	Deferential/Populist Conservatives (N=32)	Business Liberals (N=61)	Left Liberals* (N=26)	Thrifty Moderates (N=40)	Core Left (N=41)
Liberal	38%	38%	34%	30%	29%
Progressive Conservative	35%	34%	25%	25%	16%
NDP	0%	3%	6%	2%	9%
People's Alliance	6%	1%	0%	7%	7%
Green	11%	5%	19%	13%	22%
Other	0%	2%	0%	0%	0%
Undecided/DK	10%	14%	16%	18%	9%
Would not Vote/None	0%	3%	0%	4%	7%

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Note: Current data: June 2020; *Small sample size (n<30), take caution when interpreting results

Combined Vote by Economic Gap: The PCs (41%) lead in vote over the Liberals (29%) in the Ambivalent group

Economic Gap

Combined Vote	Achievers	Strugglers	Ambivalent	Alienated
	(N=48)	(N=55)	(N=39)	(N=58)
Liberal	41%	39%	29%	28%
Progressive Conservative	35%	20%	41%	19%
NDP	0%	6%	5%	5%
People's Alliance	6%	2%	2%	7%
Green	11%	10%	3%	23%
Other	0%	2%	0%	0%
Undecided/DK	7%	18%	16%	13%
Would not vote/None	0%	3%	5%	5%

Note: Current data: June 2020

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Combined Vote by Time for Change: Those who are Soft anti-PC/Hostile are most likely to say they would vote for the Liberals (47%)

Time for Change

Combined Vote	Core/Soft PC (N=80)	Time for a change PC* (N=19)	Uncertain* (N=24)	Soft anti-PC/Hostile (N=77)
Liberal	27%	31%	22%	47%
Progressive Conservative	49%	27%	15%	10%
NDP	1%	5%	0%	8%
People's Alliance	5%	0%	4%	5%
Green	7%	9%	14%	19%
Other	1%	0%	0%	0%
Undecided/DK	8%	28%	34%	9%
Would not Vote/None	2%	0%	11%	2%

Note: Current data: June 2020; *Small sample size (n<30), take caution when interpreting results

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Provincial 2nd Choice: 1-in-5 (22%) are undecided on their 2nd choice; of those decided, NDP is top 2nd choice (18%) followed by Greens (16%)

Q And which party would be your second choice?
[only decided voters; n=166]

Liberal 2nd Choice	PC 2nd Choice	NDP 2nd Choice	People's Alliance 2nd Choice	Green 2nd Choice	Other 2nd Choice	Undecided	WNV/None
14%	13%	18%	12%	16%	0%	22%	5%

Current data: June 2020

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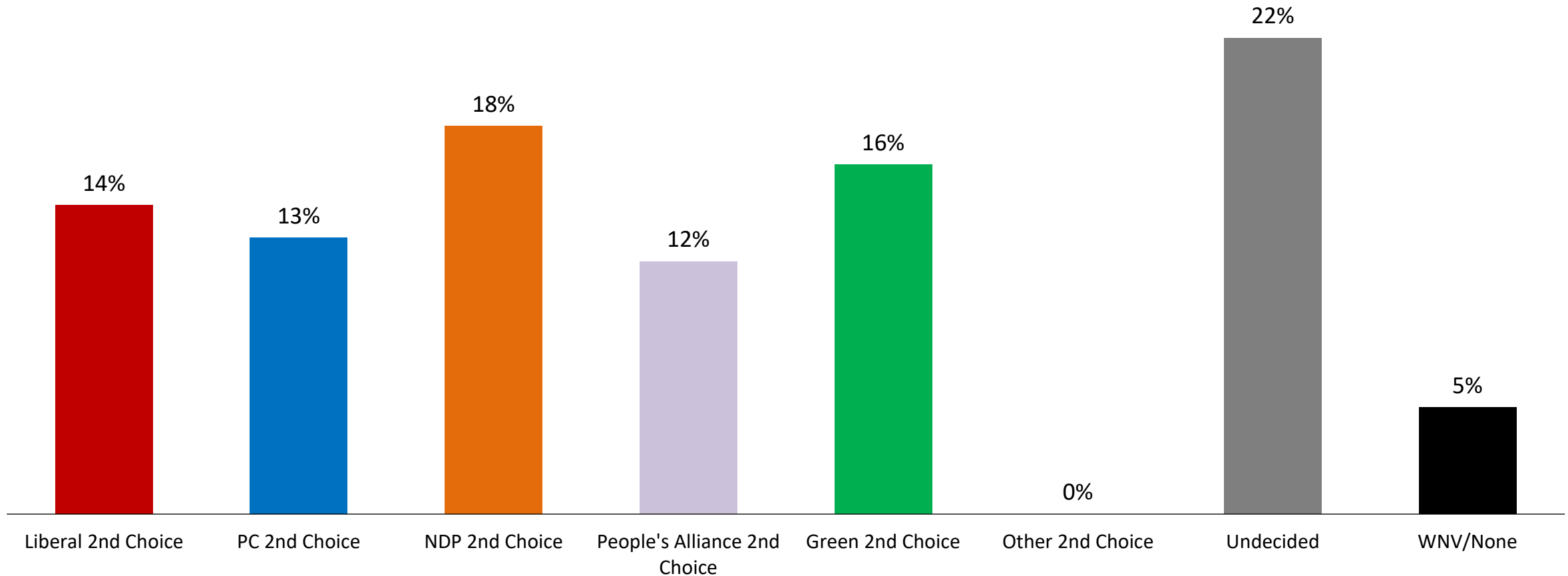
Provincial 2nd Choice: Liberal voters are split on their top 2nd choice between PC (25%), NDP (24%), and Greens (24%)

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

	First Choice		
Second Choice	**Liberal 1st Choice** (N=69)	**Conservative 1st Choice** (N=55)	**Green 1st Choice*** (N=25)
Liberal 2nd Choice		19%	42%
PC 2nd Choice	25%		4%
NDP 2nd Choice	24%	13%	24%
People's Alliance 2nd Choice	4%	24%	10%
Green 2nd Choice	24%	8%	
Other 2nd Choice	0%	0%	0%
Undecided	16%	31%	20%
WNV/None	6%	5%	0%

Note: *Small sample size (n<30), take caution when interpreting results; 'Other', 'People's Alliance', and 'NDP' in Combined Vote not shown due to insufficient sample size.
Current data: June 2020

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Provincial Party ID: A plurality (29%) are unaligned with a provincial party, followed by 28% for the Liberals and 24% for the PCs

Q Thinking about politics in New Brunswick, generally speaking, do you usually think of yourself as a...
[asked of all respondents; n=200]

Liberal	Progressive Conservative	Green	Other	Unaligned
28%	24%	10%	9%	29%

Current data: June 2020
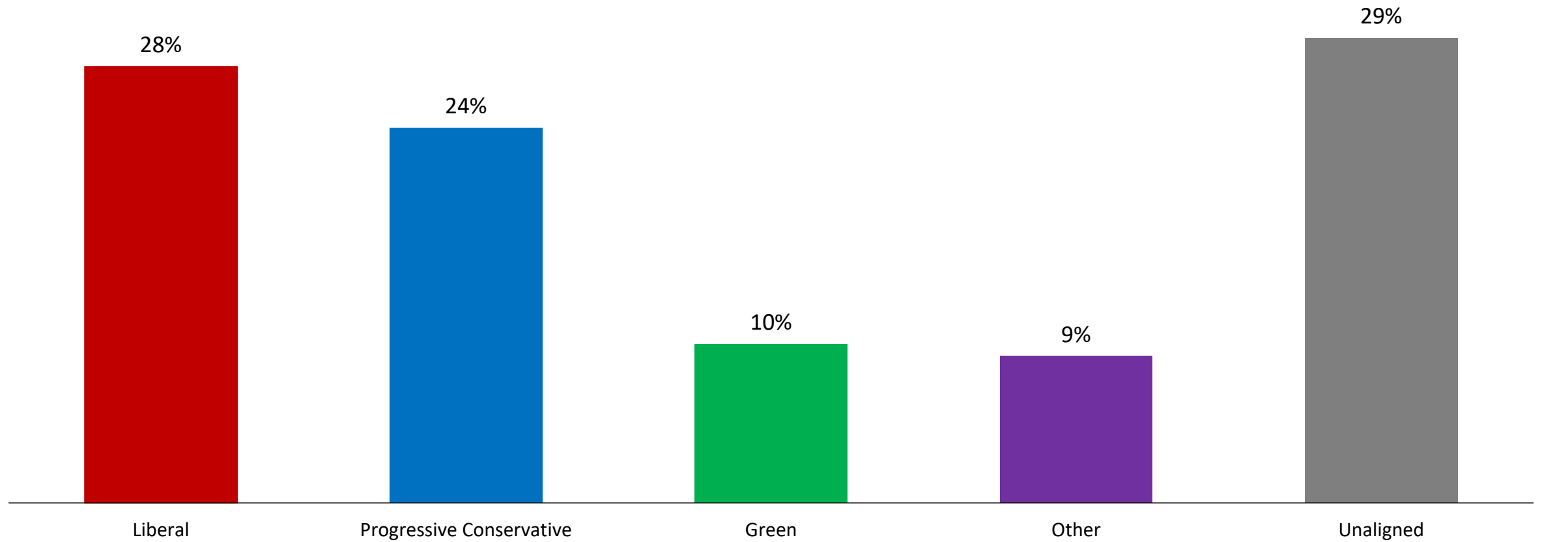
Combined Vote by Party ID: Liberal partisans are the most loyal with 84% of their vote going towards the Liberal party

Provincial Party Identification

Provincial Combined Vote	Liberal	Progressive Conservative	Green*	Unaligned
	(N=55)	(N=47)	(N=20)	(N=59)
Liberal	84%	9%	12%	22%
Progressive Conservative	7%	79%	15%	17%
NDP	2%	0%	4%	3%
Peoples Alliance	2%	0%	0%	1%
Green	5%	5%	70%	6%
Other	0%	2%	0%	0%
Undecided DK	2%	4%	0%	40%
Would not vote None	0%	0%	0%	11%

Note: *Small sample size (n<30), take caution when interpreting results ;'NDP' Party ID not shown due to insufficient sample size.
Current data: June 2020

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Preparing for the Future

The NB provincial government's top strengths are on public health issues while making changes to long term care to protect seniors is most at risk of becoming a critical weakness.

Re-opening: A strong majority (54%) believe there will be outbreaks until a vaccine becomes available

Q Which of the following comes closest to your point of view?
[asked of all respondents in NB; n=200]

12%	22%	54%	12%
Once governments ease restrictions in the coming months, we will be able to return to a more regular way of living	There will be a second wave in the fall before we can return to a more regular way of living	COVID-19 outbreaks will continue for the foreseeable future until a vaccine becomes available, preventing any return to a more regular way of living	Don't know

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Shorthand for the Issues

Respondents are asked to rate the importance of various issues and how satisfied they are with the federal and provincial governments on those issues in preparation for the near future. The table below shows the shorthand which is used in the report and the corresponding full wording shown on the survey.
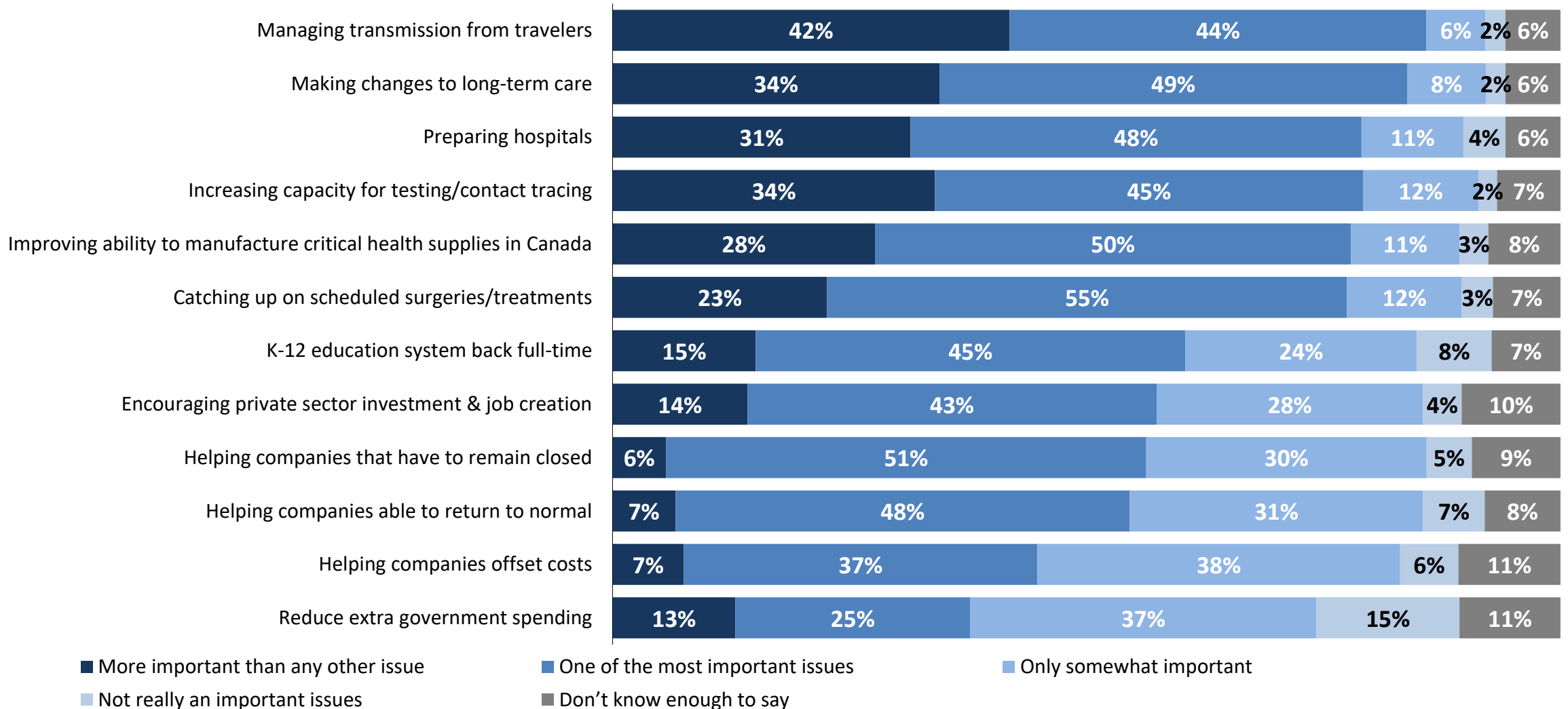
Full Question Wording	*Shorthand*
Helping companies that are able to return to normal operations to manage the damage from the "lockdown"	Helping companies able to return to normal
Helping companies offset the costs associated with new COVID-19 rules and restrictions	Helping companies offset costs
Helping companies that have to remain closed for now to survive	Helping companies that have to remain closed
Catching up on scheduled surgeries and other healthcare treatments that have been delayed	Catching up on scheduled surgeries/treatments
Making changes to the long-term care system to better protect seniors	Making changes to long-term care
Preparing hospitals in case there is a future spike in new cases	Preparing hospitals
Increasing public health agencies' capacity to conduct testing and contact tracing	Increasing capacity for testing/contact tracing
Beginning to reduce the amount of extra government spending on COVID-19 measures	Reduce extra government spending
Transitioning the K-12 education system back to full time instruction, either in person or online	K-12 education system back full-time
Managing COVID-19 transmission from international travelers coming to Canada	Managing transmission from travelers
Improving Canada's ability to manufacture more of our critical health supplies here in Canada (e.g. personal protective equipment)	Improving ability to manufacture critical health supplies in Canada
Encouraging private sector investment and job creation	Encouraging private sector investment & job creation

Important Issues: Top issues include, managing transmission from travelers, protecting seniors and preparing hospitals for a 2nd wave

Q Currently, experts expect that COVID-19 outbreaks will continue in Canada for the next year or more. As governments address these ongoing impacts from COVID-19, there are a number of issues they may consider. On the list below, please indicate how important each issue is to you personally?
[asked of all respondents in NB; n=200]

Issue	More important than any other issue	One of the most important issues	Only somewhat important	Not really an important issues	Don't know enough to say
Managing transmission from travelers	42%	44%	6%	2%	6%
Making changes to long-term care	34%	49%	8%	2%	6%
Preparing hospitals	31%	48%	11%	4%	6%
Increasing capacity for testing/contact tracing	34%	45%	12%	2%	7%
Improving ability to manufacture critical health supplies in Canada	28%	50%	11%	3%	8%
Catching up on scheduled surgeries/treatments	23%	55%	12%	3%	7%
K-12 education system back full-time	15%	45%	24%	8%	7%
Encouraging private sector investment & job creation	14%	43%	28%	4%	10%
Helping companies that have to remain closed	6%	51%	30%	5%	9%
Helping companies able to return to normal	7%	48%	31%	7%	8%
Helping companies offset costs	7%	37%	38%	6%	11%
Reduce extra government spending	13%	25%	37%	15%	11%

■ More important than any other issue ■ One of the most important issues ■ Only somewhat important
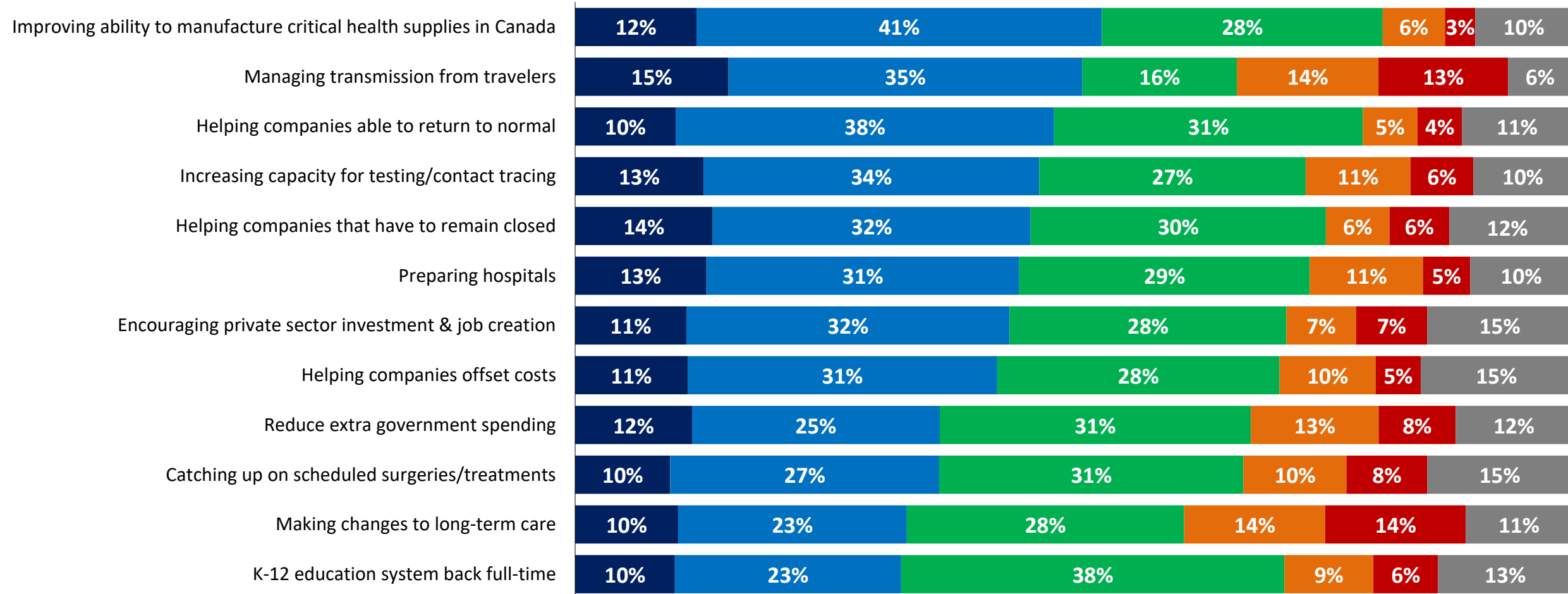■ Not really an important issues ■ Don't know enough to say

Federal Satisfaction: Top federal issue respondents are satisfied with is improving ability to manufacture health supplies in Canada

Q And how satisfied are you with the work done so far by the Federal Government on each of these issues?
[asked of all respondents in NB; n=200]

Issue	Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Very dissatisfied	Don't know
Improving ability to manufacture critical health supplies in Canada	12%	41%	28%	6%	3%	10%
Managing transmission from travelers	15%	35%	16%	14%	13%	6%
Helping companies able to return to normal	10%	38%	31%	5%	4%	11%
Increasing capacity for testing/contact tracing	13%	34%	27%	11%	6%	10%
Helping companies that have to remain closed	14%	32%	30%	6%	6%	12%
Preparing hospitals	13%	31%	29%	11%	5%	10%
Encouraging private sector investment & job creation	11%	32%	28%	7%	7%	15%
Helping companies offset costs	11%	31%	28%	10%	5%	15%
Reduce extra government spending	12%	25%	31%	13%	8%	12%
Catching up on scheduled surgeries/treatments	10%	27%	31%	10%	8%	15%
Making changes to long-term care	10%	23%	28%	14%	14%	11%
K-12 education system back full-time	10%	23%	38%	9%	6%	13%

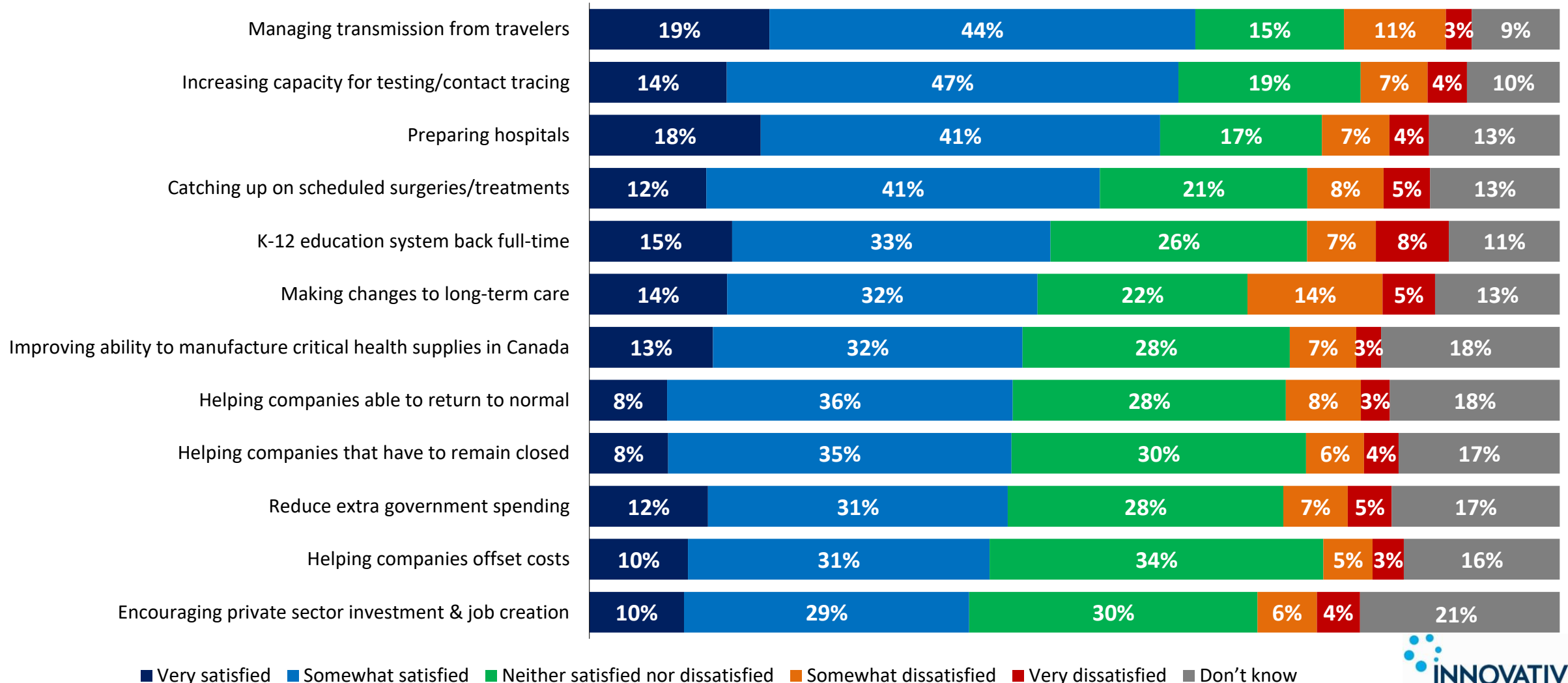Legend: ■ Very satisfied ■ Somewhat satisfied ■ Neither satisfied nor dissatisfied ■ Somewhat dissatisfied ■ Very dissatisfied ■ Don't know

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Provincial Satisfaction: Top issue respondents are satisfied with is managing transmission from travellers
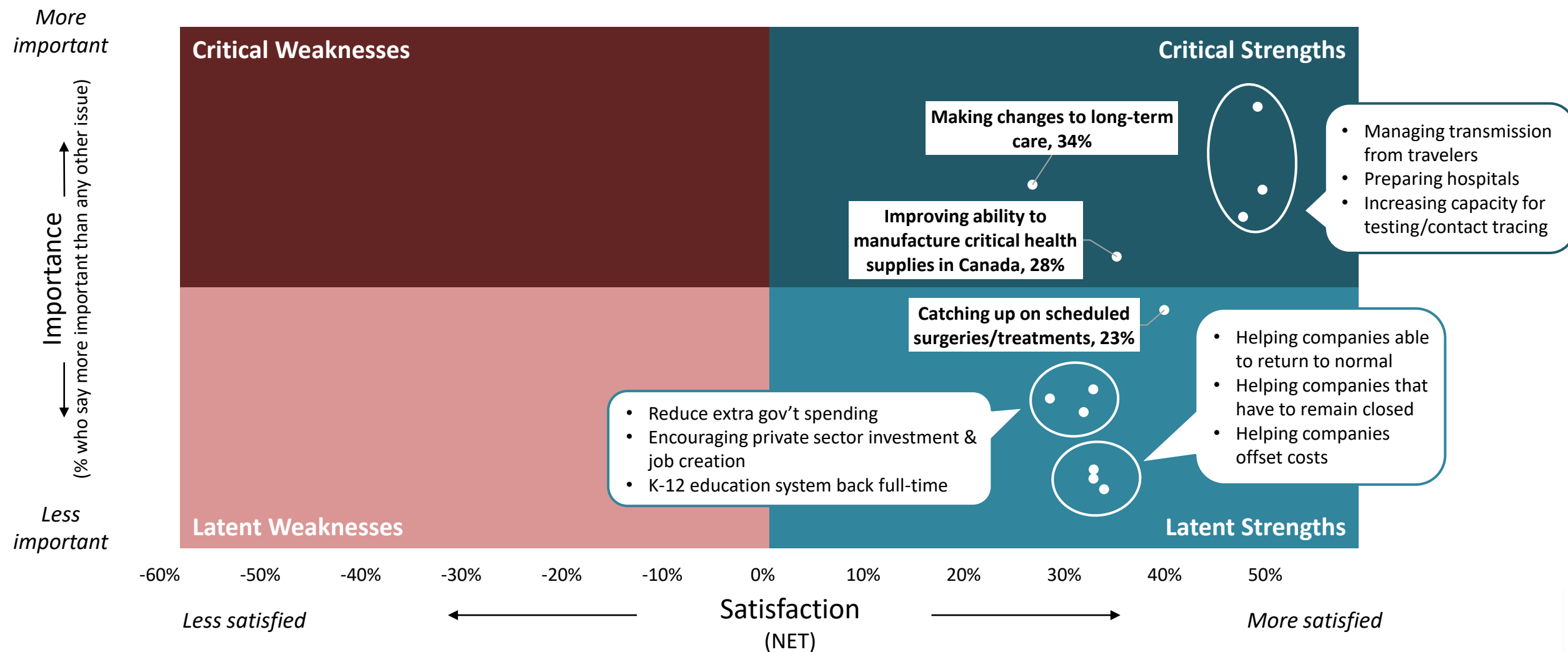
Q And how satisfied are you with the work done so far by the New Brunswick Provincial Government on each of these issues?
[asked of all respondents in NB; n=200]

Issue	Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Very dissatisfied	Don't know
Managing transmission from travelers	19%	44%	15%	11%	3%	9%
Increasing capacity for testing/contact tracing	14%	47%	19%	7%	4%	10%
Preparing hospitals	18%	41%	17%	7%	4%	13%
Catching up on scheduled surgeries/treatments	12%	41%	21%	8%	5%	13%
K-12 education system back full-time	15%	33%	26%	7%	8%	11%
Making changes to long-term care	14%	32%	22%	14%	5%	13%
Improving ability to manufacture critical health supplies in Canada	13%	32%	28%	7%	3%	18%
Helping companies able to return to normal	8%	36%	28%	8%	3%	18%
Helping companies that have to remain closed	8%	35%	30%	6%	4%	17%
Reduce extra government spending	12%	31%	28%	7%	5%	17%
Helping companies offset costs	10%	31%	34%	5%	3%	16%
Encouraging private sector investment & job creation	10%	29%	30%	6%	4%	21%

■ Very satisfied ■ Somewhat satisfied ■ Neither satisfied nor dissatisfied ■ Somewhat dissatisfied ■ Very dissatisfied ■ Don't know

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Importance by NB Provincial Satisfaction: The provincial government is receiving top marks on high-importance issues related to public health

The NB provincial government is receiving top marks on public health issues such as managing international transmission, preparing hospitals for a second wave, and increasing capacity for testing and contact tracing. The issue seen most negatively is making changes to long-term care facilities, which is also of high importance to NB residents. This is the issue most at risk for becoming a critical weakness.


More important

Importance
(% who say more important than any other issue)

Less important

Critical Weaknesses

Critical Strengths

Making changes to long-term care, 34%

- Managing transmission from travelers
- Preparing hospitals
- Increasing capacity for testing/contact tracing

Improving ability to manufacture critical health supplies in Canada, 28%

Catching up on scheduled surgeries/treatments, 23%

- Helping companies able to return to normal
- Helping companies that have to remain closed
- Helping companies offset costs

- Reduce extra gov't spending
- Encouraging private sector investment & job creation
- K-12 education system back full-time

Latent Weaknesses

Latent Strengths

-60% -50% -40% -30% -20% -10% 0% 10% 20% 30% 40% 50%

Less satisfied

**Satisfaction
(NET)**

More satisfied

Second Lockdown: Nearly half (47%) say to leave all businesses open that respect social distancing rather than essential services only

Q During the recent "lockdown" phase of COVID-19, provincial and territorial governments across Canada took two different approaches. Some governments said all business and services must close unless they are on a list of essential services. Other governments said business and services that respect social distancing measures can remain open unless the top public health official specifically ordered them closed.

If there is a second wave of COVID-19 cases in New Brunswick, which approach would you prefer the Provincial Government take?
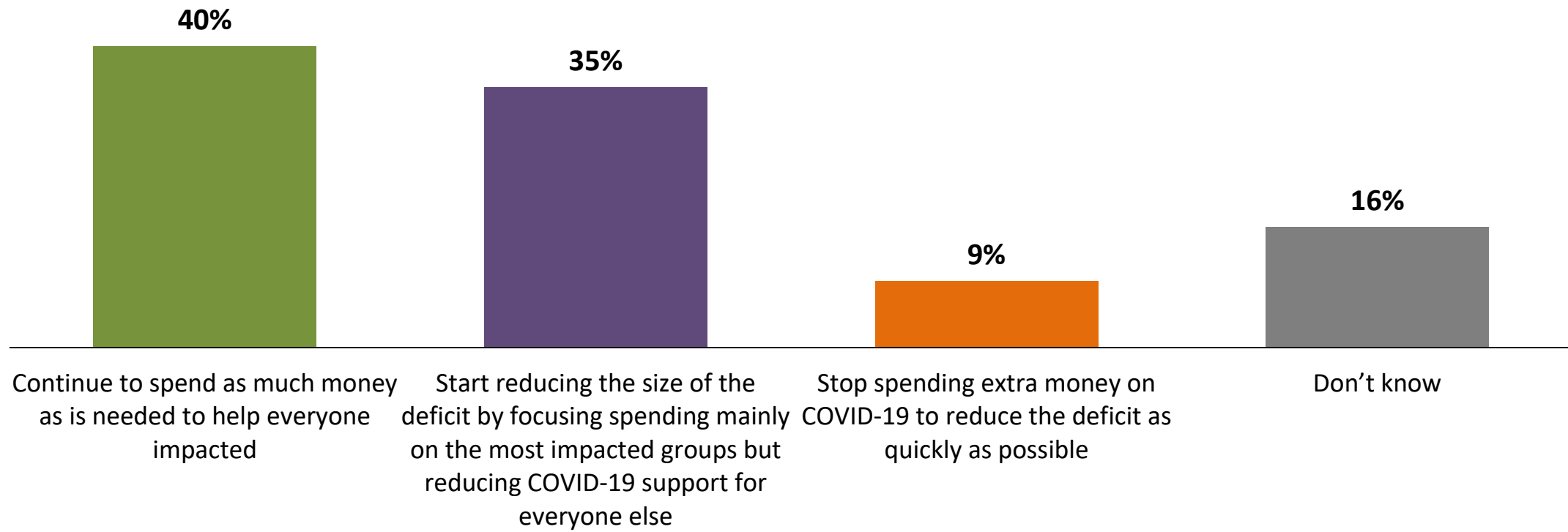[asked of all respondents in NB; n=200]

41%

47%

12%

Close all businesses and services unless they are on a list of essential services

Leave all businesses and services that respect social distancing open unless they are specifically ordered closed

Don't know

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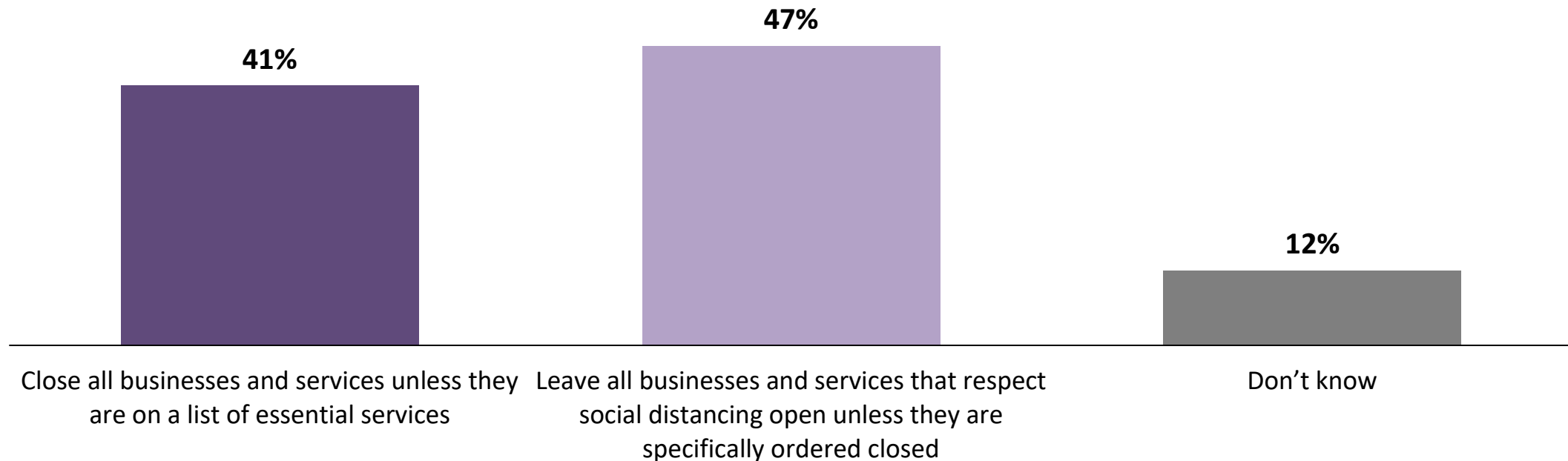
Government Spending Decisions: A plurality (40%) say gov'ts should continue to spend as much money as is needed to help everyone

Q When governments make major decisions concerning spending on COVID-19 relief programs, do you think they should...
[asked of all respondents in NB; n=200]

Bar chart:

- **40%** — Continue to spend as much money as is needed to help everyone impacted
- **35%** — Start reducing the size of the deficit by focusing spending mainly on the most impacted groups but reducing COVID-19 support for everyone else
- **9%** — Stop spending extra money on COVID-19 to reduce the deficit as quickly as possible
- **16%** — Don't know

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Methodology

Survey Methodology

These are the results of an online survey conducted between May 29th and June 3rd, 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 29th to June 3rd, 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.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Males 18-34	28	13.9%	24	12.1%
Males 35-54	18	9.0%	36	17.9%
Males 55+	39	19.4%	36	18.2%
Females 18-34	34	16.9%	24	12.2%
Females 35-54	40	19.9%	38	18.8%
Females 55+	42	20.9%	41	20.7%

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

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