



MAINSTREET RESEARCH

Mainstreet Research Survey of Voting Intentions in New Brunswick

About Mainstreet

Founded in 2010, Mainstreet Research is recognized as one of Canada's top public opinion and market research firms. Since our founding, we have been providing actionable and data-driven insights to our clients to help them make their most important evidence-based strategic decisions.

Mainstreet has an impressive track record in accurately forecasting election results in Canada and the United States and has become a trusted source for comprehensive market research, analysis and advice. Our insights are found in major media outlets across the country.

Mainstreet Research is a proud corporate member of MRIA, WAPOR and AAPOR and exceeds all Canadian and international standards for market research and public opinion research.

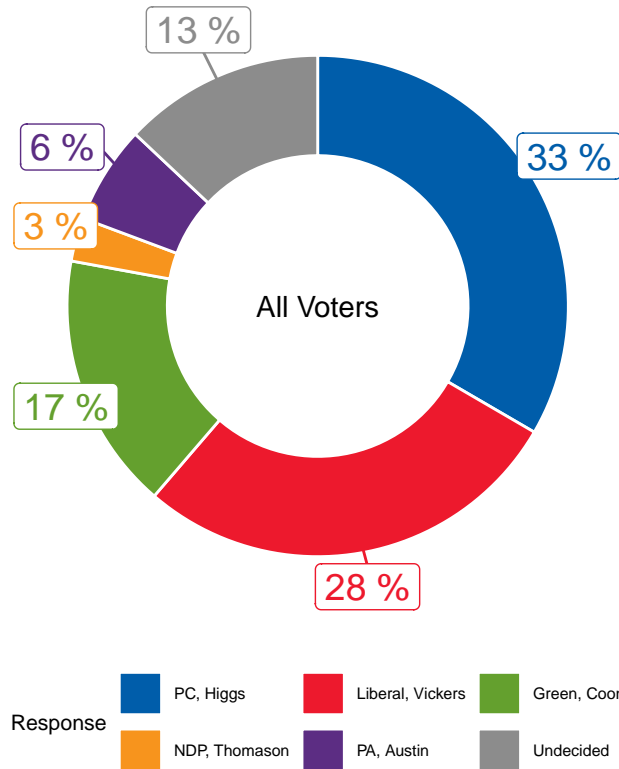
Methodology

The analysis in this report is based on results of a survey conducted on August 27th, 2020 among a sample of 700 adults, 18 years of age or older, living in New Brunswick. The survey was conducted using automated telephone interviews (Smart IVR). Respondents were interviewed on landlines and cellular phones. The survey is intended to represent the voting population in New Brunswick.

The margin of error for the poll is +/- 3.7% at the 95% confidence level. Margins of error are higher in each subsample.

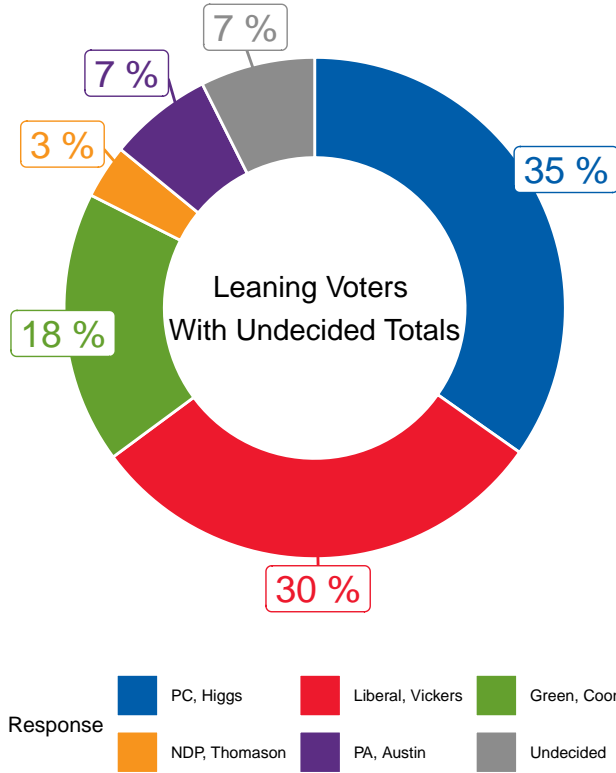
Totals may not add up 100% due to rounding.

If the provincial election were held today, which party would you vote for? (all voters)



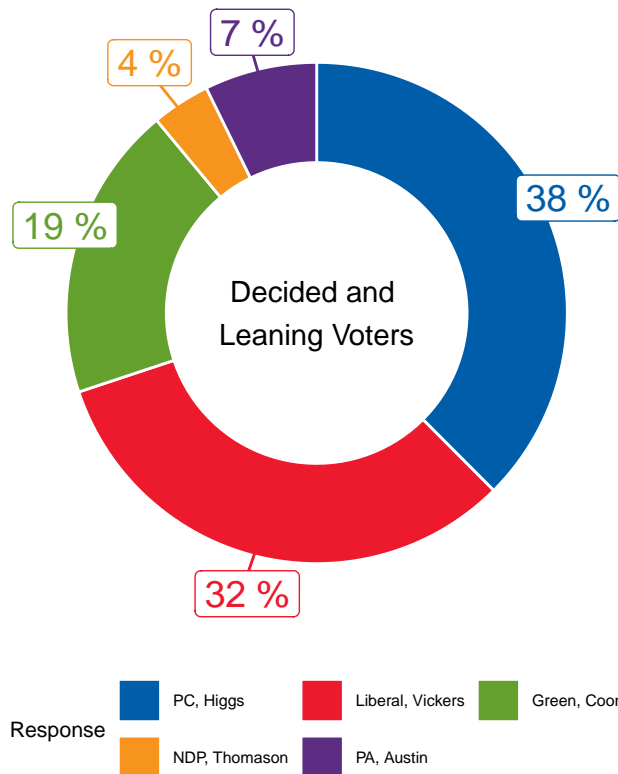
	Gender			Age				Region				
	Total	Male	Female	18-34	35-49	50-64	65+	Northwest, Restigouche, Chaleur Peninsula	Moncton	Greater Fredericton	Saint John	Elsewhere in NB
PC, Higgs	33.4%	34.6%	32.2%	25.9%	30%	32.6%	46.5%	16.1%	34.9%	38.6%	38.6%	39.2%
Liberal, Vickers	27.9%	27.3%	28.5%	14.8%	29.4%	36.8%	28.9%	55%	31.4%	15.5%	18.7%	17.4%
Green, Coon	16.6%	13.8%	19.3%	28%	16.7%	13%	8.5%	11.3%	9.7%	29%	17.9%	17.6%
NDP, Thomason	2.8%	3.2%	2.5%	7.3%	2.1%	0.9%	1.1%	0.3%	6.9%	1.7%	4.6%	1.3%
PA, Austin	6.3%	8.9%	3.8%	8.2%	9.4%	4.1%	3.8%	3.5%	5.5%	5.6%	8.2%	8.6%
Undecided	13%	12.2%	13.8%	15.9%	12.3%	12.5%	11.1%	13.9%	11.6%	9.7%	12.1%	15.9%
Unweighted Frequency	700	403	297	95	145	187	273	118	141	131	104	206
Weighted Frequency	700	345	355	170	170	206	154	143	148	117	100	192

If the provincial election were held today, which party would you vote for? (leaning voters with undecided totals)



	Gender			Age				Region				
	Total	Male	Female	18-34	35-49	50-64	65+	Northwest, Restigouche, Chaleur Peninsula	Moncton	Greater Fredericton	Saint John	Elsewhere in NB
PC, Higgs	34.8%	36%	33.5%	25.9%	32%	33.6%	49.2%	17.3%	35.2%	40.1%	39.2%	41.9%
Liberal, Vickers	30.1%	28.3%	31.9%	19%	31.3%	37.8%	30.8%	55.5%	35%	17.3%	18.7%	21.1%
Green, Coon	17.6%	15.1%	19.9%	30.2%	16.7%	14.5%	8.5%	13%	9.7%	30%	18.7%	18.9%
NDP, Thomason	3.5%	3.8%	3.1%	8.1%	3.3%	0.9%	1.9%	0.3%	6.9%	1.7%	5.8%	3.1%
PA, Austin	6.7%	9.1%	4.3%	8.2%	9.4%	5.1%	4.2%	3.5%	5.5%	5.6%	9.5%	9.2%
Undecided	7.4%	7.6%	7.2%	8.6%	7.1%	8.2%	5.3%	10.4%	7.7%	5.3%	8.1%	5.9%
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If the provincial election were held today, which party would you vote for? (decided and leaning voters)



	Gender			Age				Region				
	Total	Male	Female	18-34	35-49	50-64	65+	Northwest, Restigouche, Chaleur Peninsula	Moncton	Greater Fredericton	Saint John	Elsewhere in NB
PC, Higgs	37.5%	39%	36.1%	28.4%	34.5%	36.6%	52.1%	19.3%	38.1%	42.3%	42.6%	44.4%
Liberal, Vickers	32.4%	30.5%	34.2%	20.7%	33.6%	41%	32.4%	61.8%	37.9%	18.1%	20.3%	22.4%
Green, Coon	19.1%	16.4%	21.6%	33.1%	18.1%	15.8%	9%	14.5%	10.5%	31.9%	20.5%	20.1%
NDP, Thomason	3.8%	4.2%	3.4%	8.8%	3.6%	1%	2%	0.3%	7.6%	1.8%	6.3%	3.3%
PA, Austin	7.3%	9.9%	4.7%	9%	10.2%	5.5%	4.4%	4%	6%	5.9%	10.4%	9.8%
Unweighted Frequency	652	377	275	86	135	173	258	105	131	126	95	195
Weighted Frequency	652	321	331	158	158	192	143	129	137	112	92	183