



**STRATCOM**

# New Brunswick Polling 2021 Public Service Workers Strike

November 9, 2021

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Vancouver | Edmonton | Toronto | Ottawa | Montreal | London | Brighton

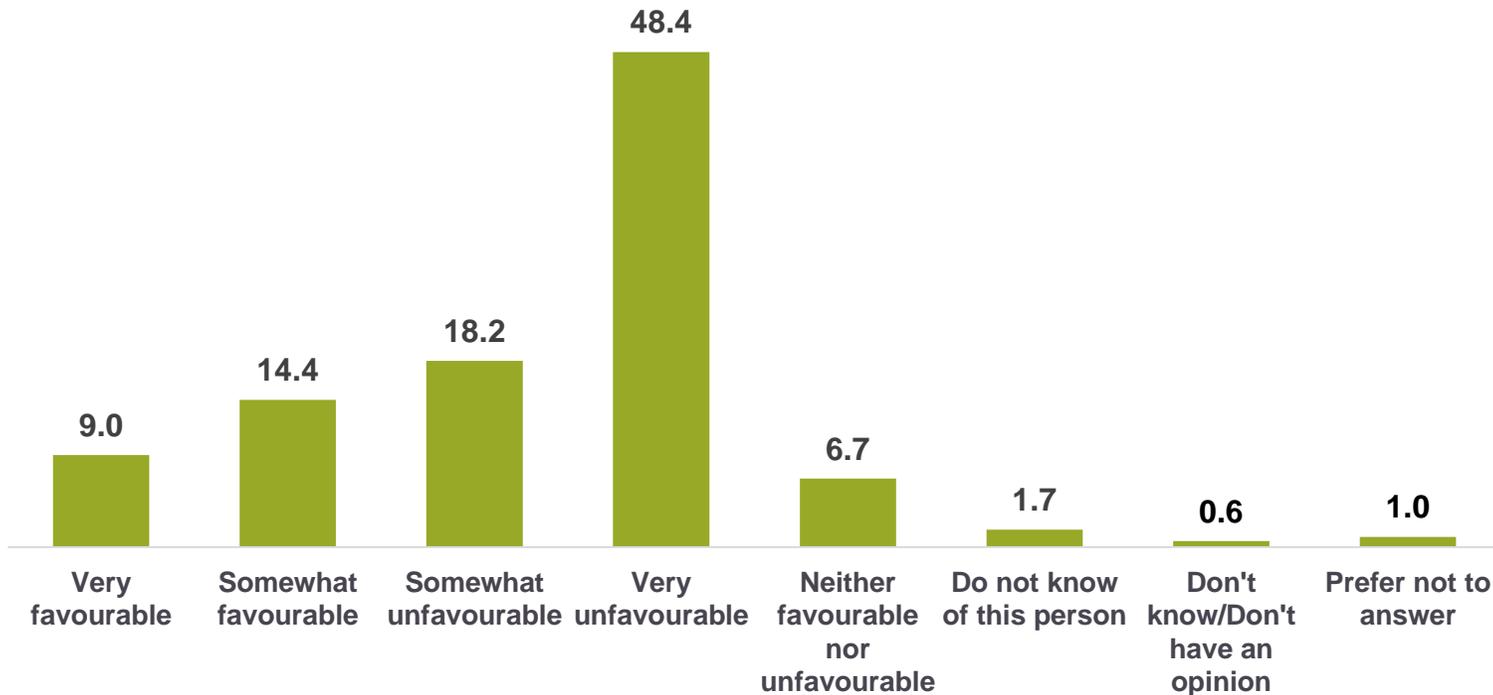
**CUPE·SCFP**

# Methods and Reporting

- ▶ Fielded via Interactive Voice Response (IVR) from November 4<sup>th</sup> – 6<sup>th</sup>, 2021 via landline and RDD cellular numbers in both English and French.
- ▶ Sample of 1184 residents (18+) of New Brunswick, statistically weighted to match gender, age and regional proportions as per the 2016 Census.
- ▶ The margin of error for a sample of this size is +/- 2.8%, 19 times out of 20.
- ▶ Sub-groups in crosstabs with fewer than 100n should be seen as directional only.
- ▶ Some charts and tables might not total 100% due to rounding.
- ▶ All figures are percent (%) unless indicated otherwise.
- ▶ All research conducted by Stratcom.

# Blaine Higgs favourability

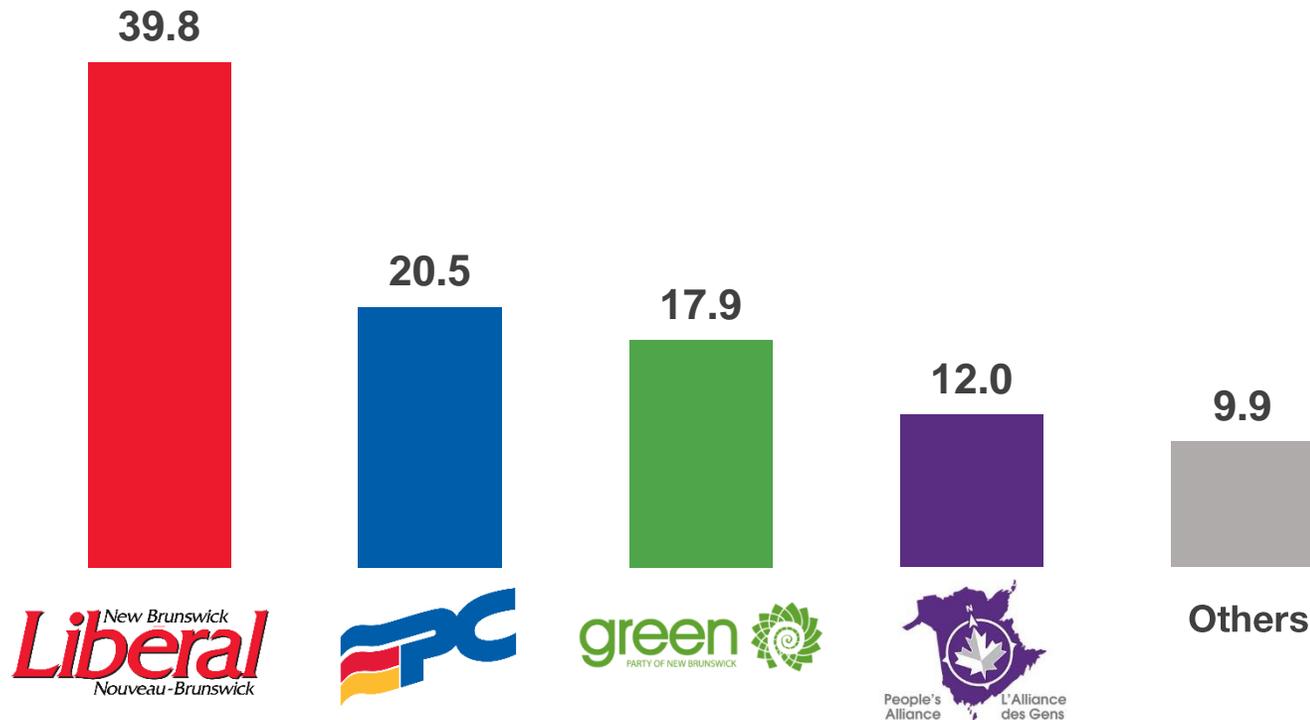
- Unfavourability (67%) almost three times higher than favourability (23%)



- *Almost half (48%) have a very unfavourable impression of Higgs.*
- *Favourability increases with age, from 9% among those aged 18-34 up to 40% of those 65+.*
- *Majority unfavourable across all regions, ranging from 60% in Central to 71% in Northeast.*
- *Only cohort with majority favourability is PC voters (87%).*
- *Undecided voters show 57% unfavourable rating.*

# Provincial vote intention (decided voters)

- Liberal support (40%) almost double that of the second place Progressive Conservatives (21%)



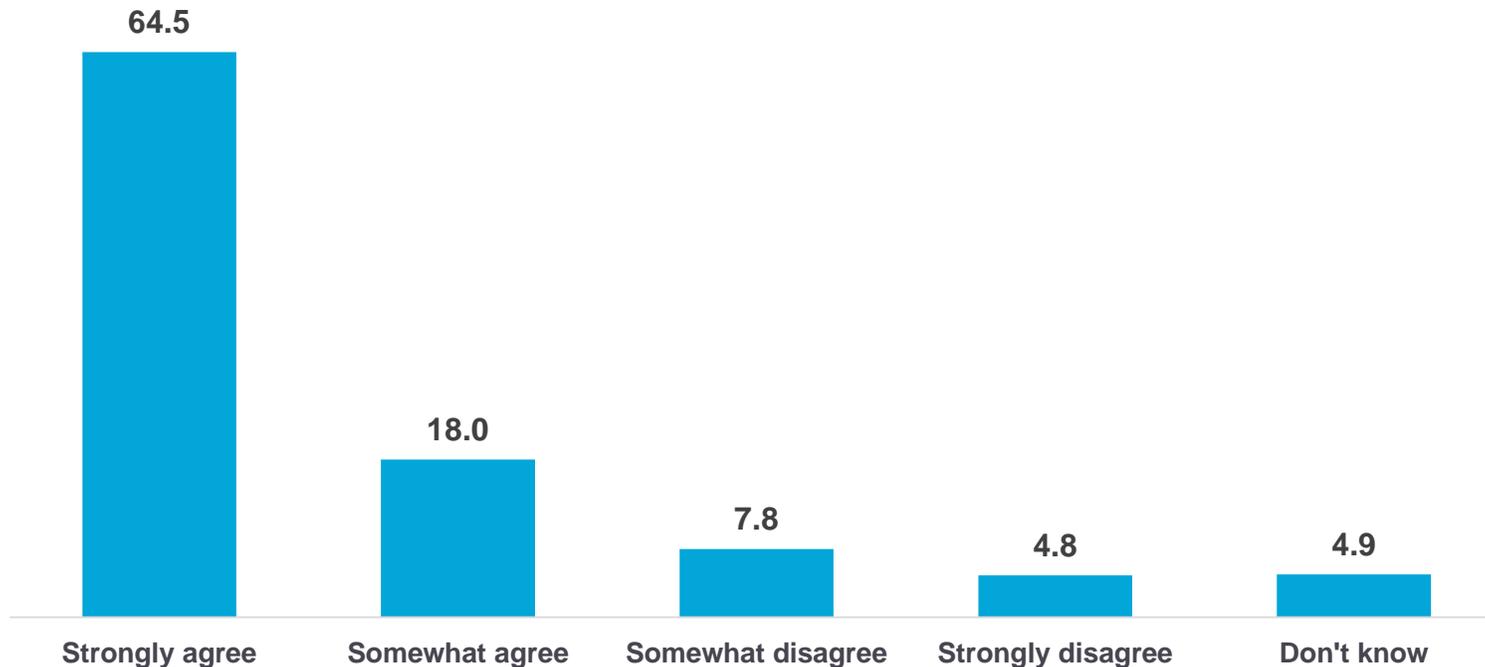
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If a provincial election were held in New Brunswick today, which party would you vote for? (note: leader names included along with party name)

- 18% of voters are undecided
- Liberals hold plurality support across all age groups, ranging from 34% to 42%
- No difference in Liberal support between male (40%) and female (40%) voters
- Liberal support lowest in Fredericton (19%) and highest in the North (59%)
- Wide range in PC support by age, from 9% among those 18-34 up to 36% among those 65+

# Support for public service wage increases

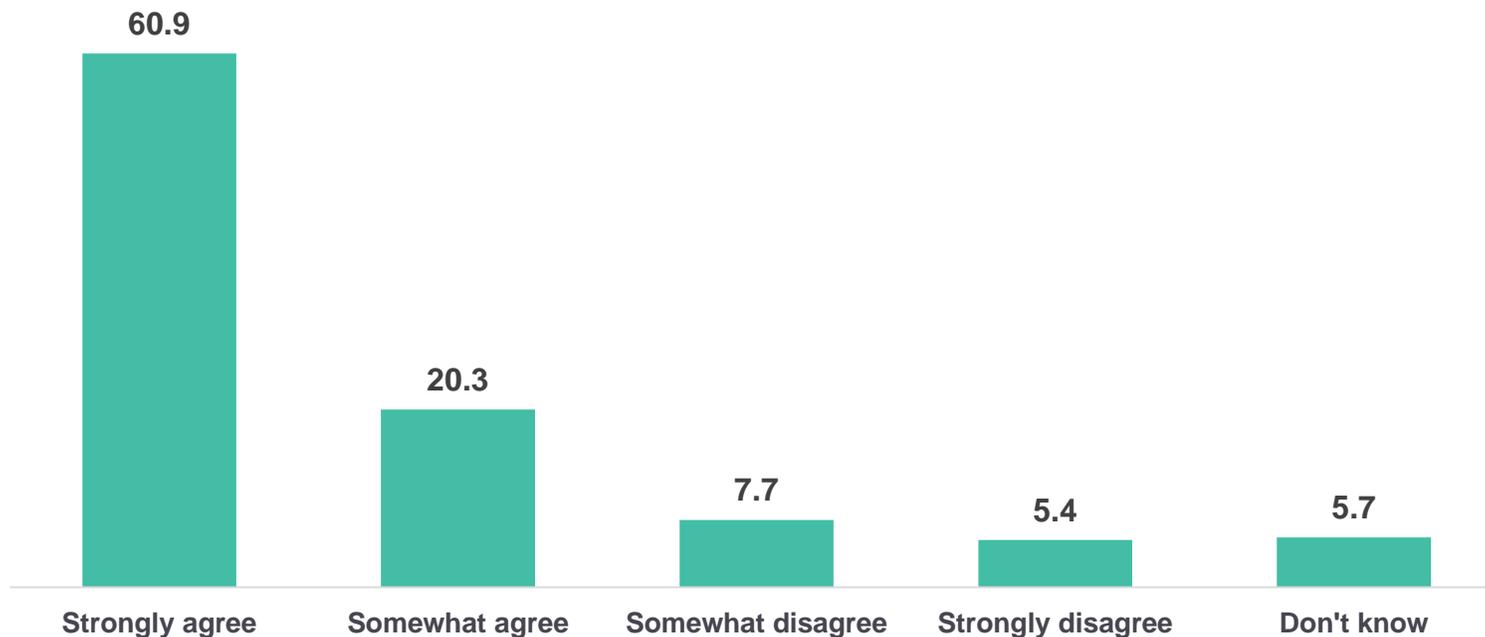
- Very high agreement (83%) with public service wage increases that reflect NB's high cost of living



- Majority agreement with wage increases across all regions as well as gender and age demographics.
- Majority agreement with voters for all parties, ranging from 59% among PC voters up to almost unanimous agreement with Liberal voters (94%).

# Support for public service wage increases

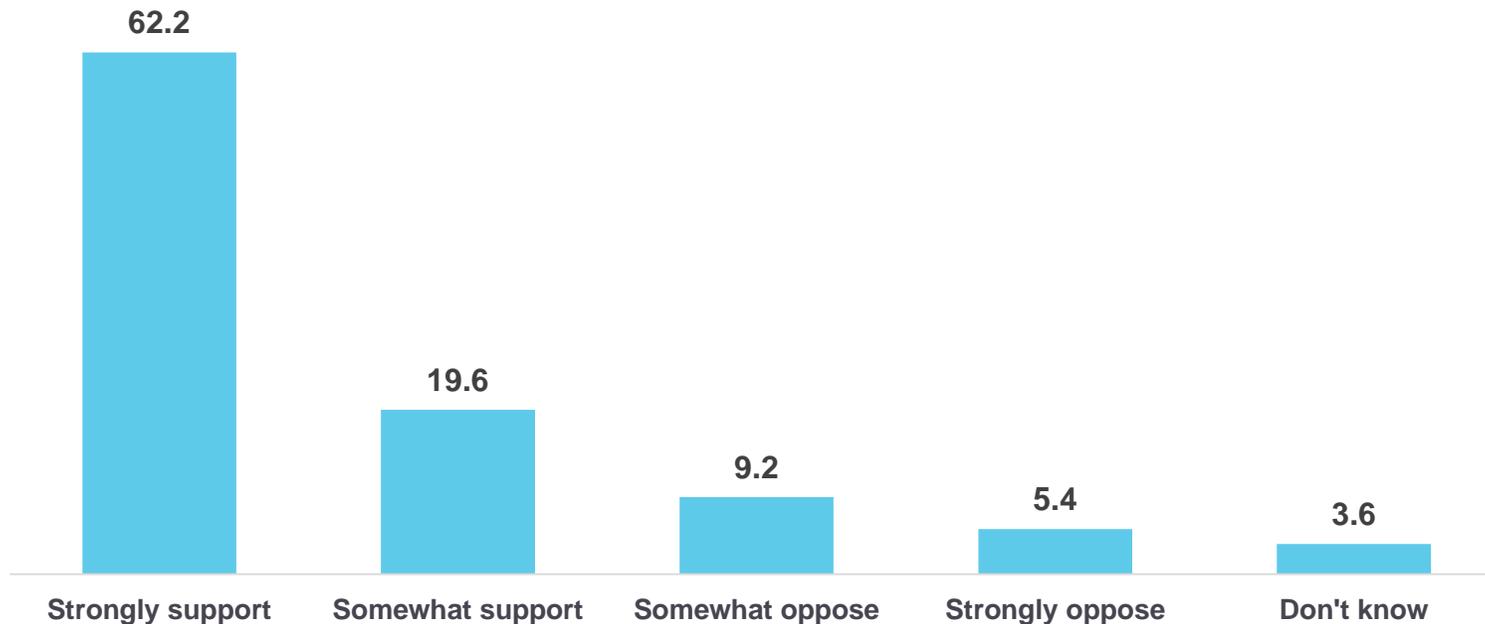
- Strong agreement (81%) with higher pay for public service workers in order to recruit and retain staff to keep key service levels high



- *Majority agreement across all regions as well as gender and age demographics.*
- *Majority agreement with voters for all parties, ranging from 60% among PC voters up to 93% agreement with Liberal voters.*
- *Very little variance in agreement with this message across age cohorts (79% to 84%).*

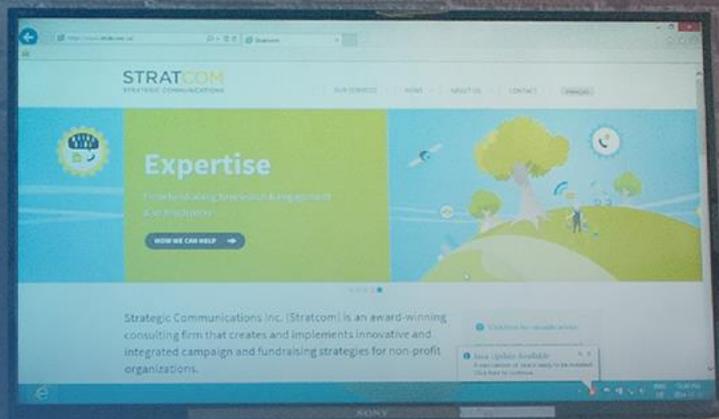
# Support for public service wage increases

- Significant total support (82%) for the workers' demands with very little opposition (15%)



Last Thursday, approximately 20,000 provincial public sector workers went on strike in New Brunswick. These workers are represented by CUPE and include school bus drivers, custodians, mechanics, health-care workers, educational support staff, and workers in transportation, corrections, community college system and more. The workers are asking for wage increases that go above cost of living as most haven't had a proper raise in 15 years and remain among the lowest paid workers in their fields in Canada. Do you support or oppose the worker's demands?

- Majority showing strong support (62%)
- Slight majority support from PC voters (55%); almost unanimous support from Liberal (94%) and Green voters (92%), and very strong support from People's Alliance voters (75%) and undecided voters (79%).
- 80% to 85% support across gender and age cohorts
- Regional support is lowest in Southwest (75%) and highest in Northwest (89%).



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