



Ipsos Reid



Global Television – New Brunswick

September 2010



9/30/2010

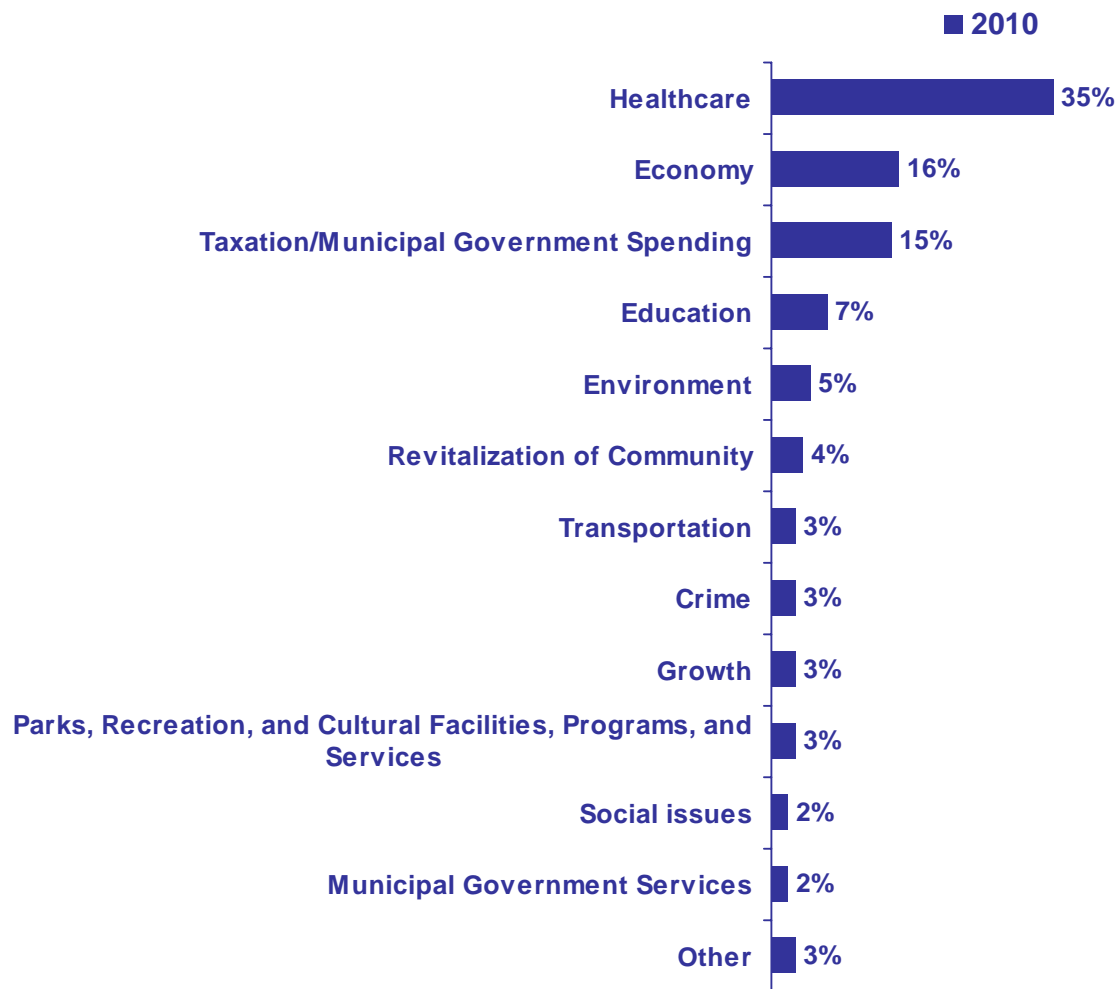
Nobody's Unpredictable

Methodology

- These are the findings of an Ipsos Reid poll conducted between September 6-10, 2010 on behalf of Global Television. For this survey, a sample of 7,208 Canadians from Ipsos' Canadian online panel was interviewed online as follows:
- Metro Vancouver (n=428), Kelowna Area (n=402), Calgary (n=426), Edmonton (n=433), Regina (n=422), Saskatoon (n=425), Winnipeg (n=423), Toronto (n=437), Montreal (n=425), Halifax (n=423), Nova Scotia outside Halifax (n=426) – herein called Nova Scotia, New Brunswick (n=432), Rest of Canada (n=2,106)
- Weighting was then employed to balance demographics and ensure that the sample's overall composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe.
- A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of:
 - +/-4.8 percentage points for each individual city/region, 19 times out of 20, of what the results would have been had the entire population of that particular city or region been polled;
 - +/-1.2 percentage points for the national Canadian population, 19 times out of 20, of what the results would have been had the entire population of adults living in Canada been polled.
- All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.
- Note of change in methodology: last year's "national" figures were an aggregate of all of the cities/regions combined and was therefore best described as a sample of urban Canadians. This year's national numbers are a truer reflection of a national sample (including rural Canadians). Thus, tracking comparisons on a national level should be used with caution. For example, while concern for crime appears to be down on a national level, it is likely that crime is less of a concern for rural Canadians and this brings down the proportion of mentions of crime. Tracking at a city level is unaffected.

1. Local Issues Facing Community

Top Local Issues in New Brunswick



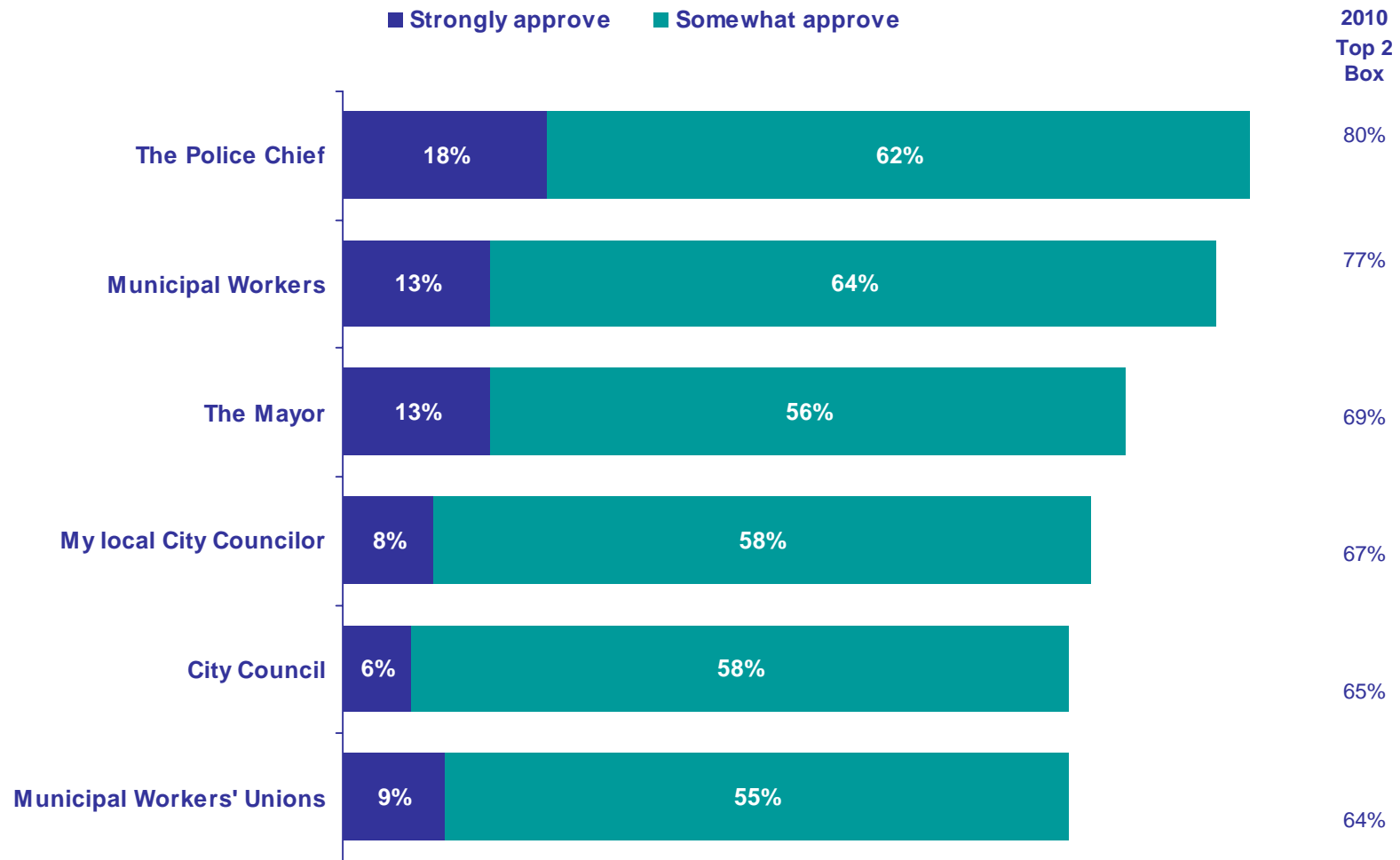
1. In your view, as a resident of New Brunswick, what is the most important LOCAL issue facing your community that is the one issue you feel should receive the greatest attention from your local leaders?

Base: All New Brunswick Respondents n=432



Performance Approval

Performance Approval Rating of Various Officials



2. Generally speaking would you say you approve or disapprove of the overall performance of the following in New Brunswick?

Base: All New Brunswick Respondents n=432



Statements about City, Love and Life

Agreement with Statements

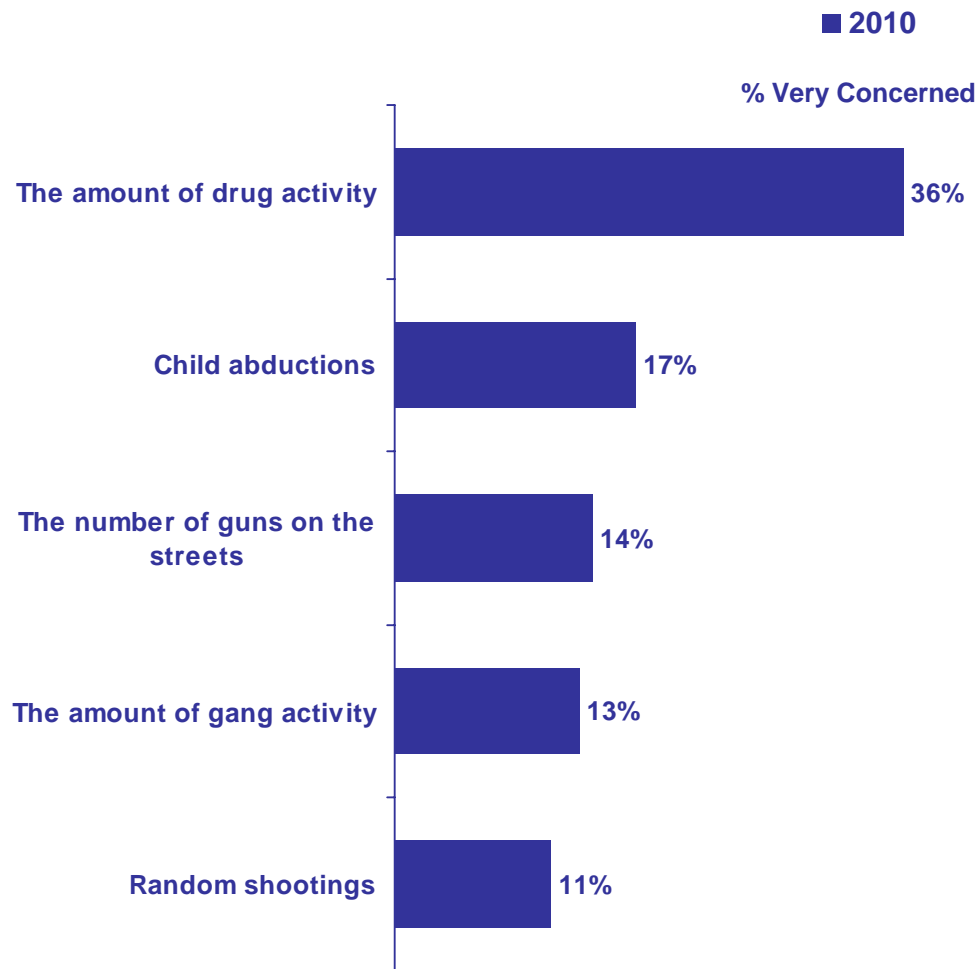
■ Strongly agree ■ Somewhat agree



3. Do you agree or disagree with the following statements?
Base: All New Brunswick Respondents n=432

Concerns about Crime and Safety

Concerns About Crime and Safety

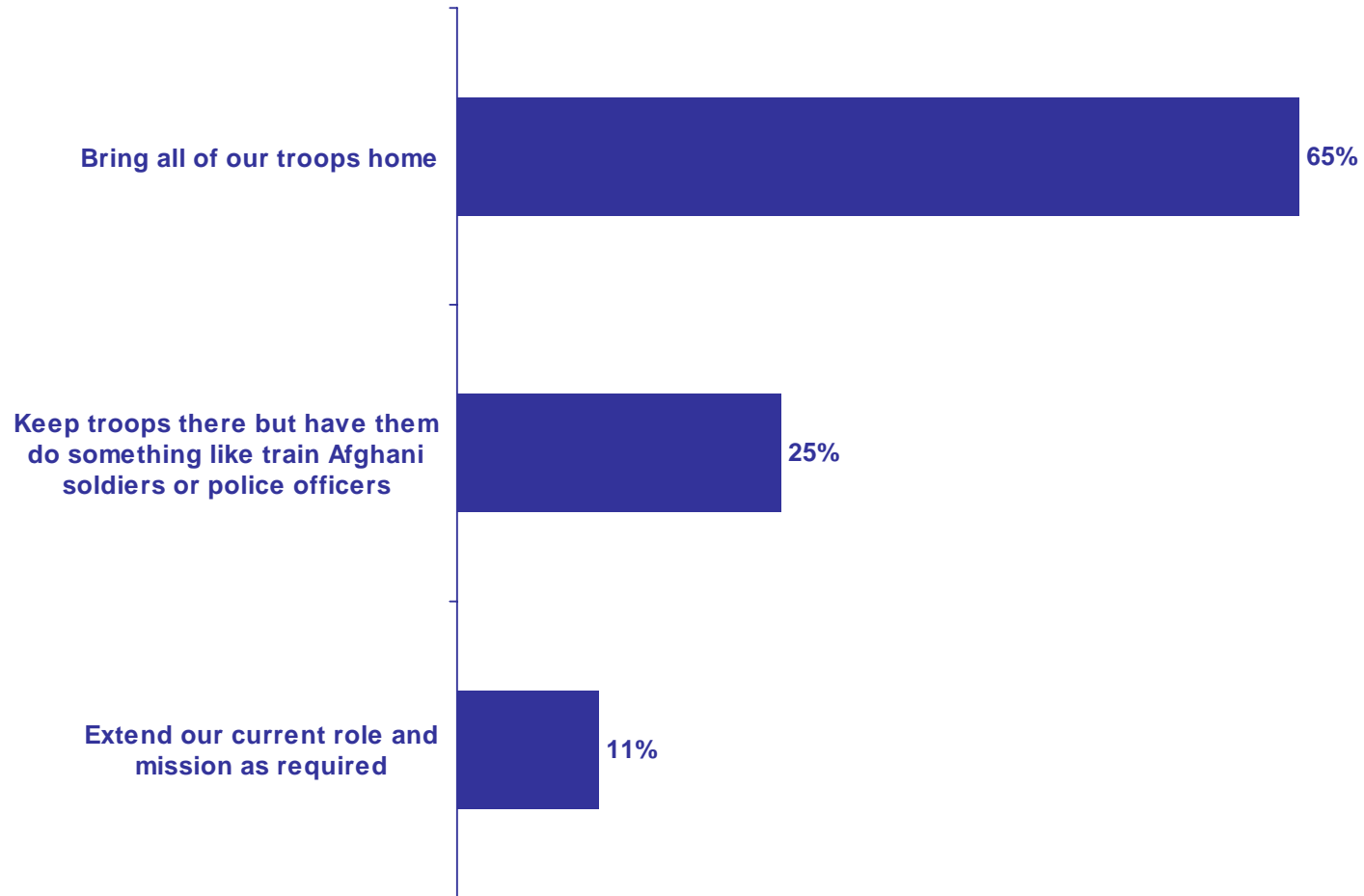


4. How concerned are you about the following in your community?

Base: All New Brunswick Respondents n=432

Views on Afghanistan

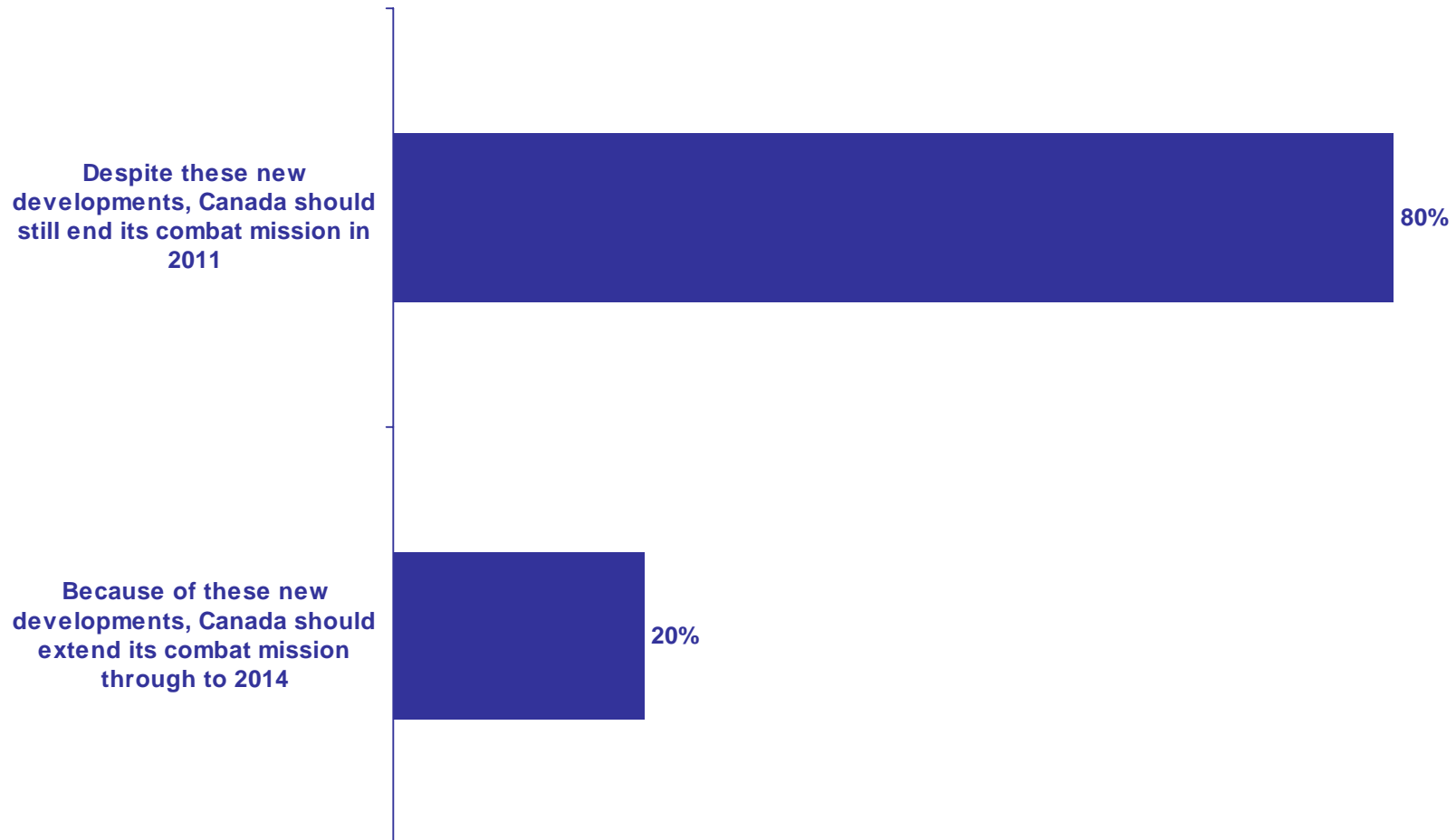
Views on Afghanistan – Position on Current Mission



5. There has been some talk recently about what Canada should do after our military mission in Afghanistan is supposed to finish in 2011. Which of the following would you be most likely to support?

Base: All New Brunswick Respondents n=432

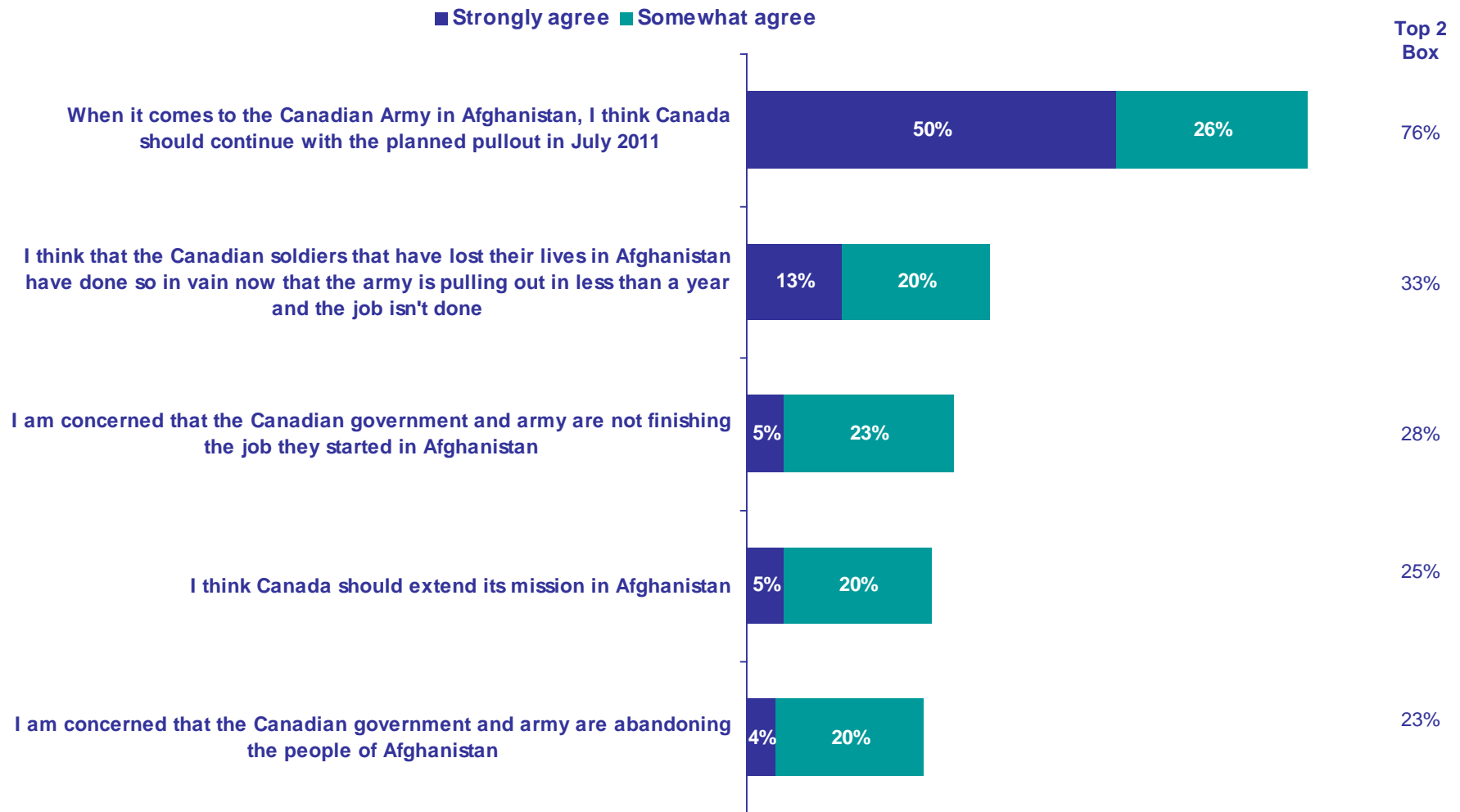
Afghanistan – Mission End Date Position



6. As you may know, in the past few weeks, foreign ministers from many western countries met in Afghanistan..... Which is closer to your point of view?

Base: All New Brunswick Respondents n=432

Food Safety and Other Lifestyle Statements



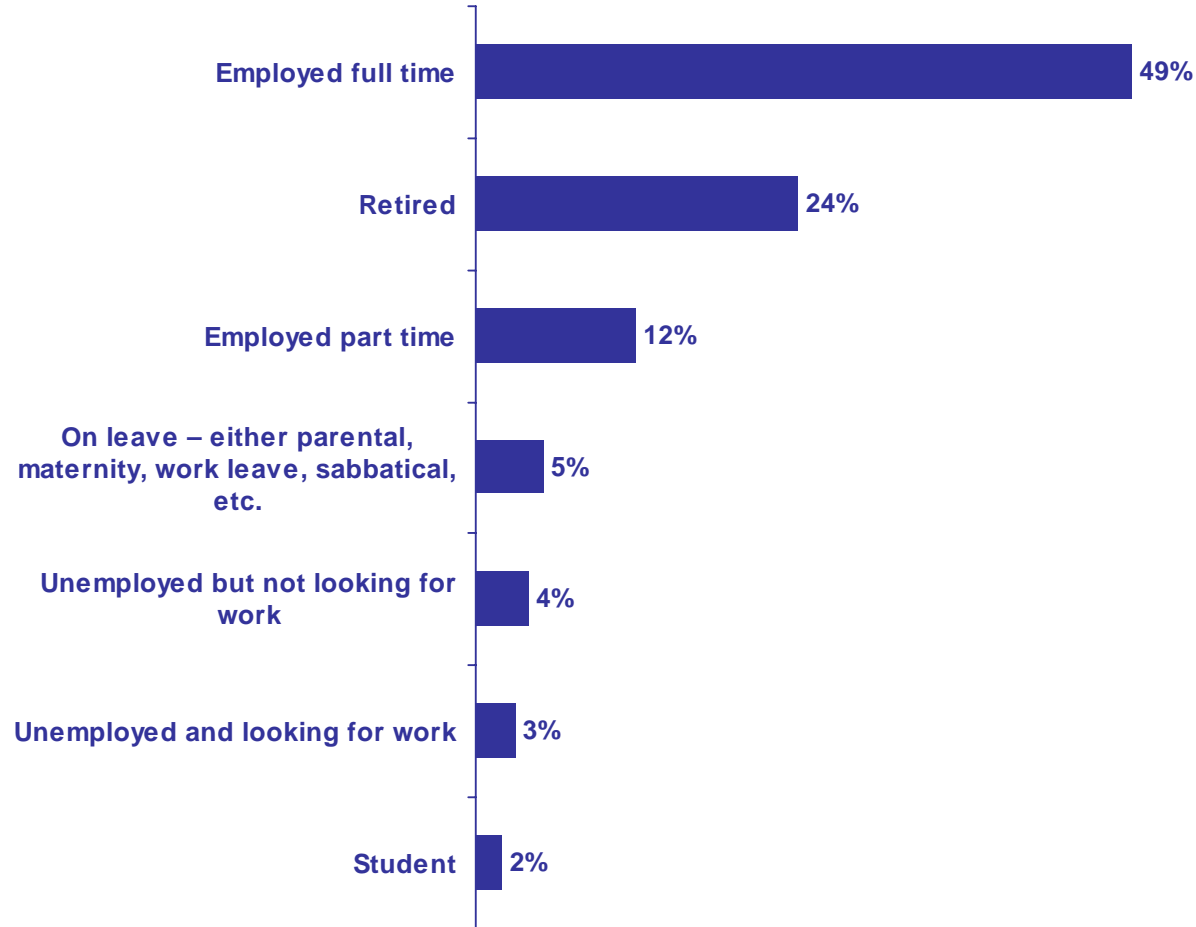
15. Do you agree or disagree with the following statements?

Base: All New Brunswick Respondents n=432



Jobs

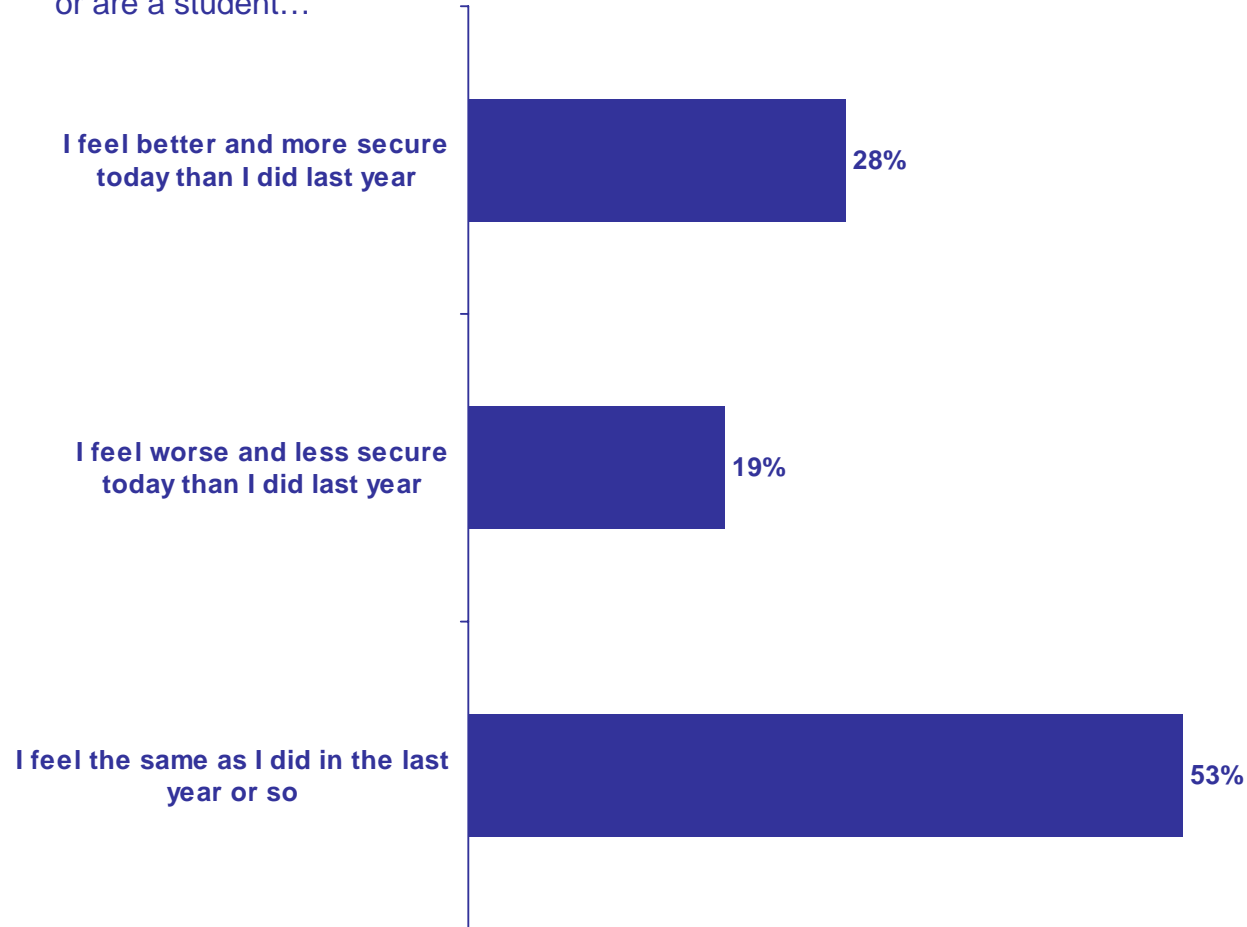
Employment Status



7. **What is your current employment status?**
 Base: All New Brunswick Respondents n=432

Change in Job Security

Among those who are employed,
unemployed and looking for work
or are a student...



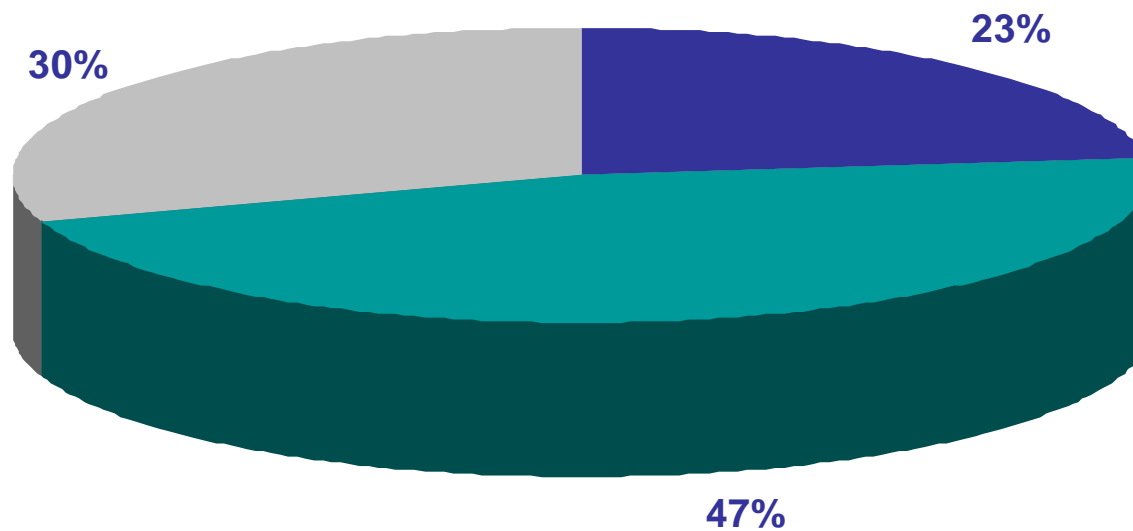
8. **How secure do you feel in your job, or, if you are unemployed, about your prospects of finding a job?**

Base: Respondents Employed Full/Part time/Unemployed and looking for work or Student n=250

Recession and Retirement

Recession and Retirement Plans

■ Yes ■ No ■ I'm not thinking about retirement plans yet

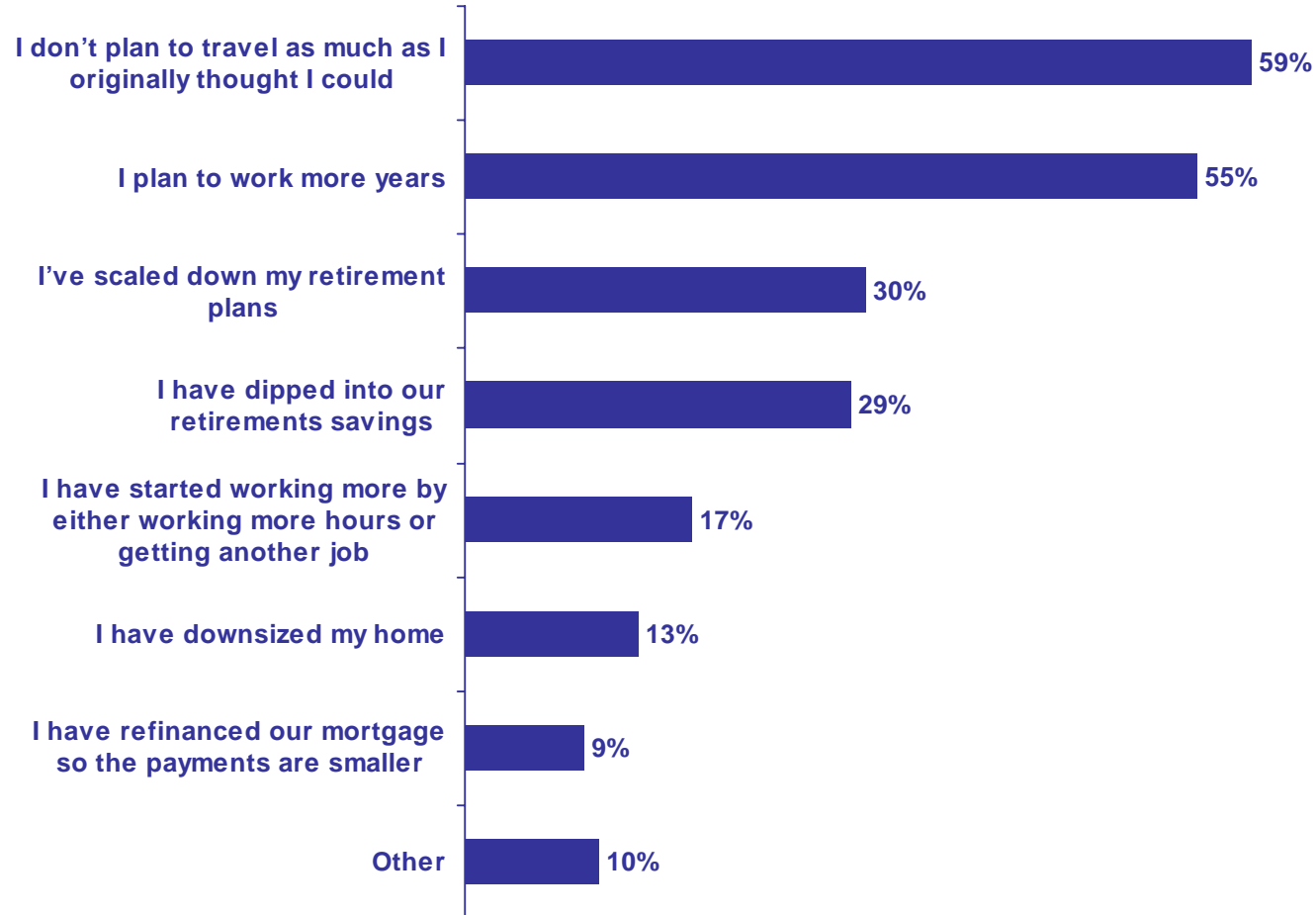


9. **Has the recession caused you to alter your retirement plans?**

Base: All New Brunswick Respondents n=432



How the Recession Has Altered Retirement Plans

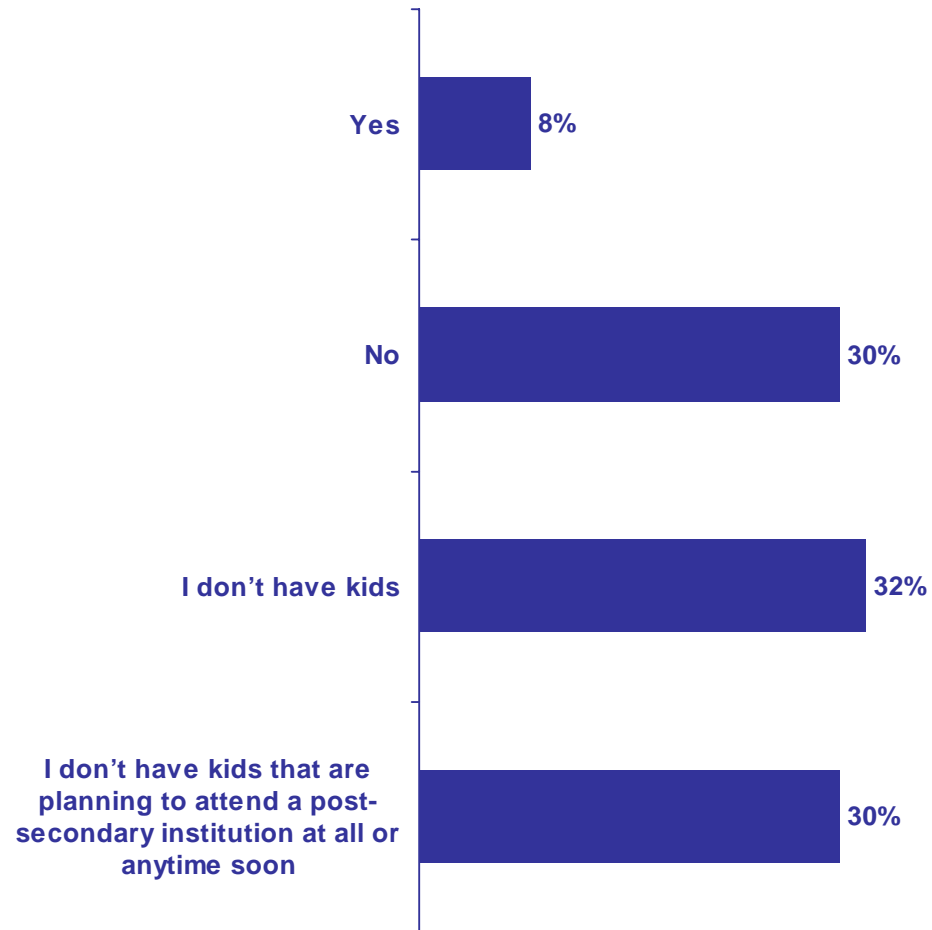


10. How has the recession caused you to alter your retirement plans?

Base: Recession caused to alter your retirement plans n=109

Recession and Children's Education

Recession and Children's Education

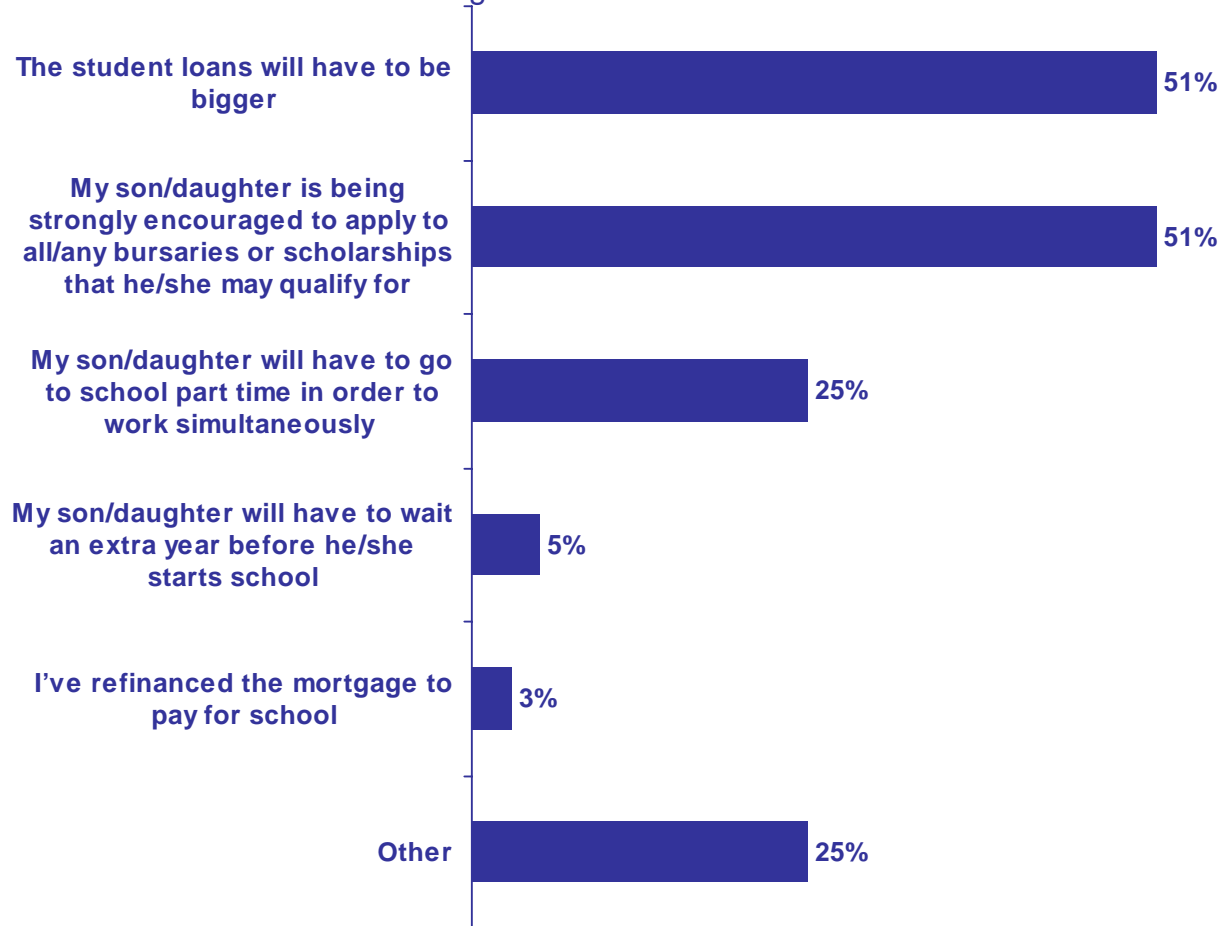


11. Has the recession caused you to alter your plans for your children's education or funding for it?

Base: All New Brunswick Respondents n=432

Recession and Children's Education

Among those who say the recession has caused them to alter their children's education or funding for it...

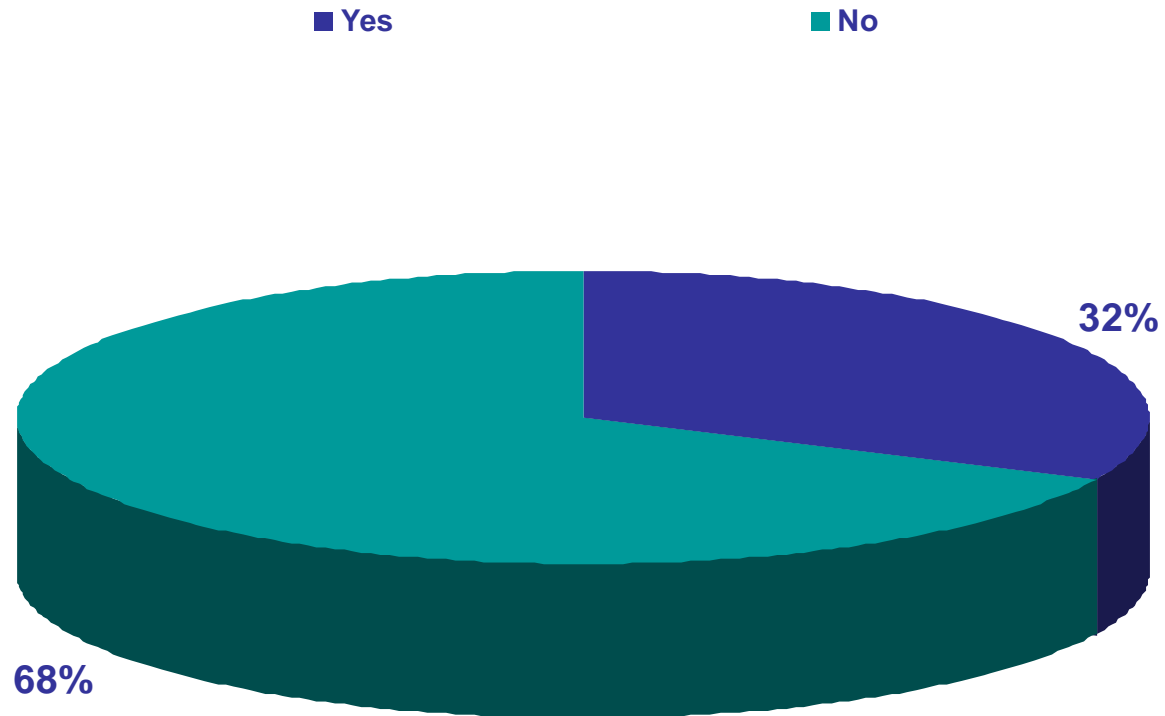


12. How has the recession affected your plans for your children's education or funding for it?

Base: Recession caused to alter your plans for your children's education or funding for it n=32

Recession and Investing

Recession and Investing



13. **Has the recession changed the way you invest?**
Base: All New Brunswick Respondents n=432

Recession and Investing

Among those who say the recession has caused them to change the way they invest...



14. How has the recession caused you to change the way you invest?

Base: Recession caused you to change the way you invest n=148

Food Safety and Life

Food Safety and Other Lifestyle Statements



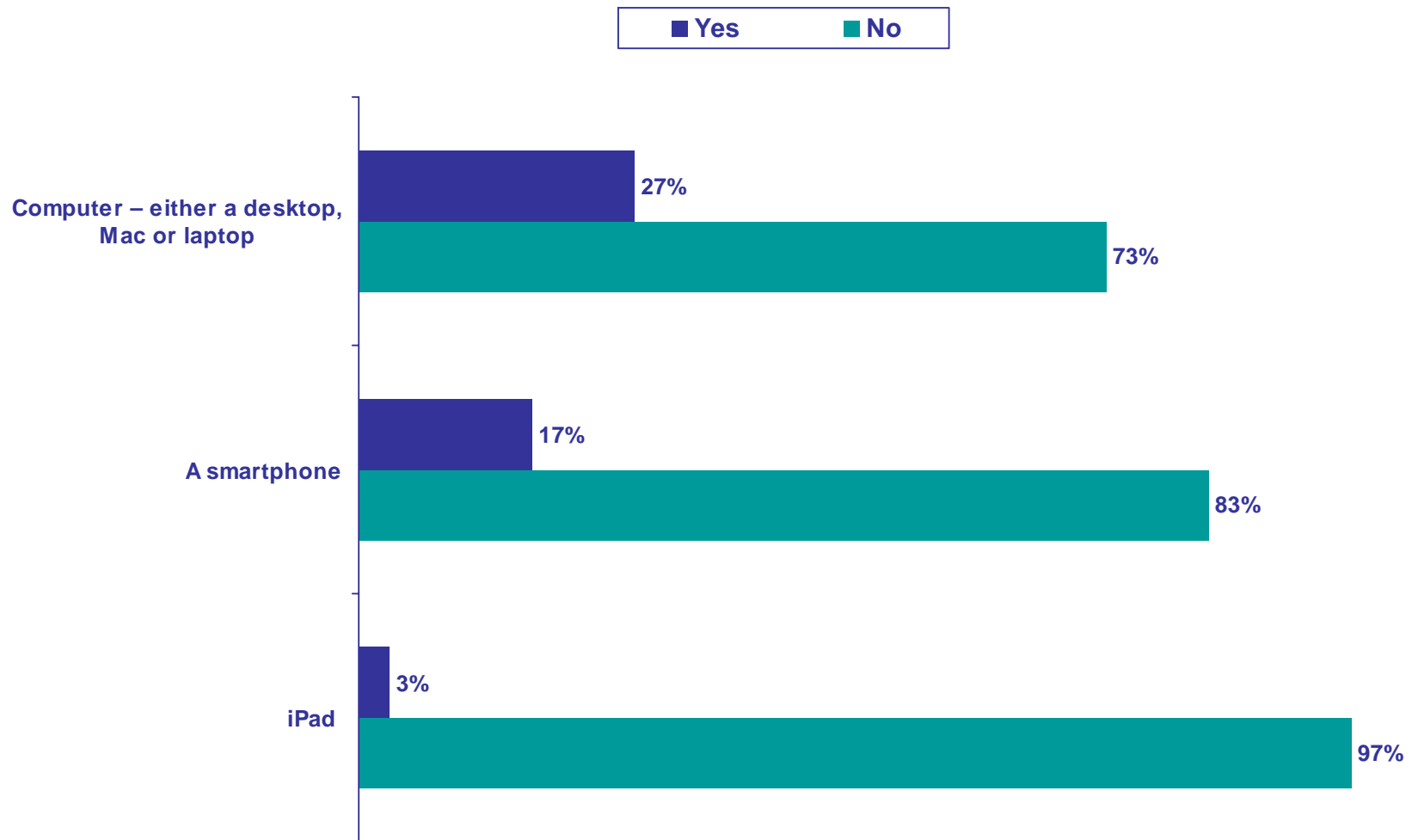
15. Do you agree or disagree with the following statements?

Base: All New Brunswick Respondents n=432



Technology Matters

Technology Purchases



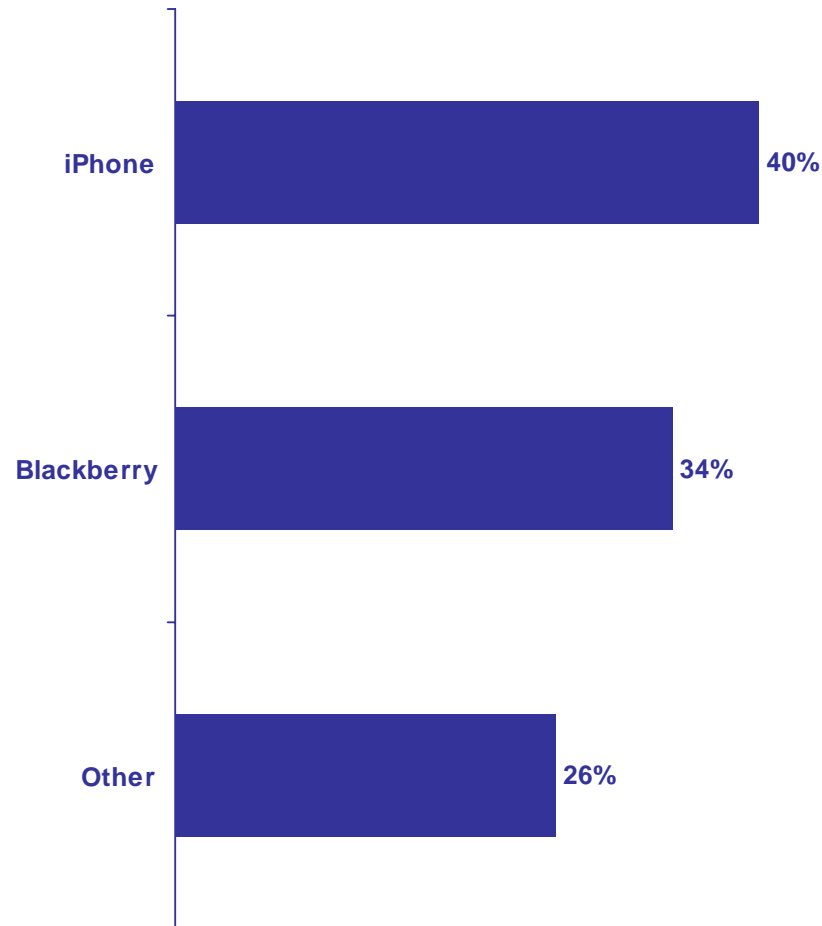
16. Have you or someone in your family bought any one of these items in the last 6 months?

Base: All New Brunswick Respondents n=432



Battle of the Smartphones

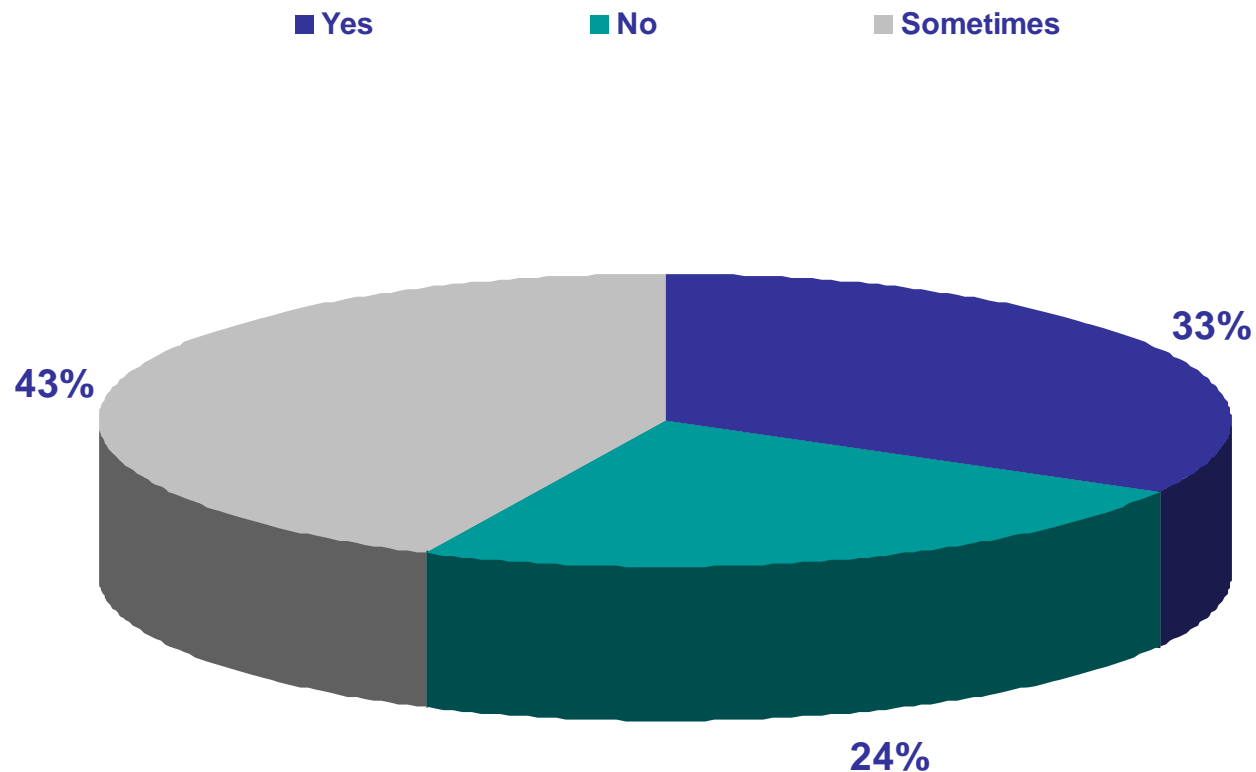
Among those who bought a smartphone in the last 6 months...



17. Which smartphone was purchased?

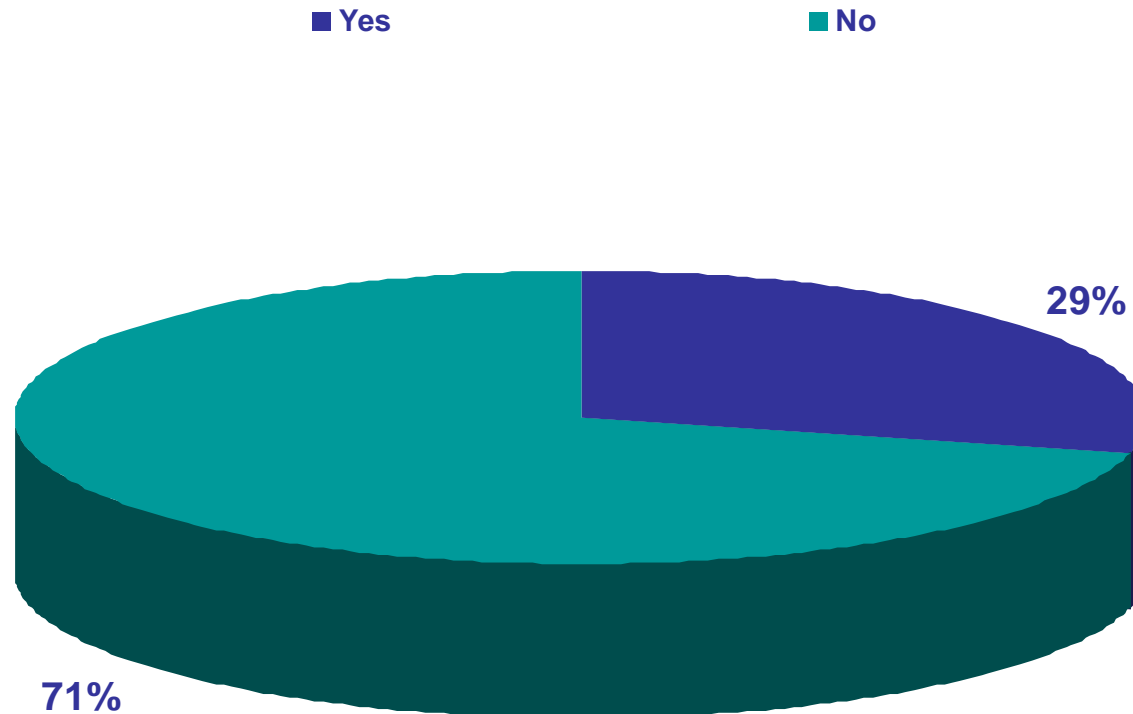
Base: Bought a smartphone in the last 6 months n=56

Technology and Lifestyle



18. Do you feel that devices such as smartphones, iPads, and/or computers are making your life easier??
Base: All New Brunswick Respondents n=432

Antiquated Technology



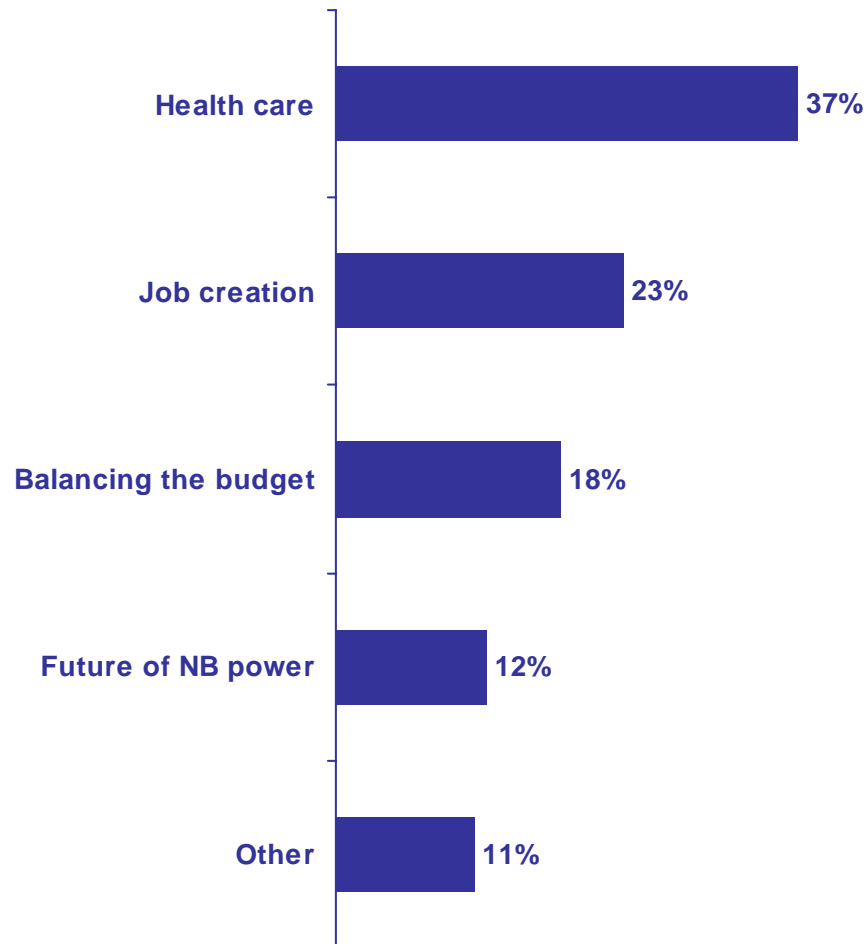
19. Are you waiting for another 6 months to a year to buy the newest technology because you are concerned the current models may be outdated very soon?

Base: All New Brunswick Respondents n=432



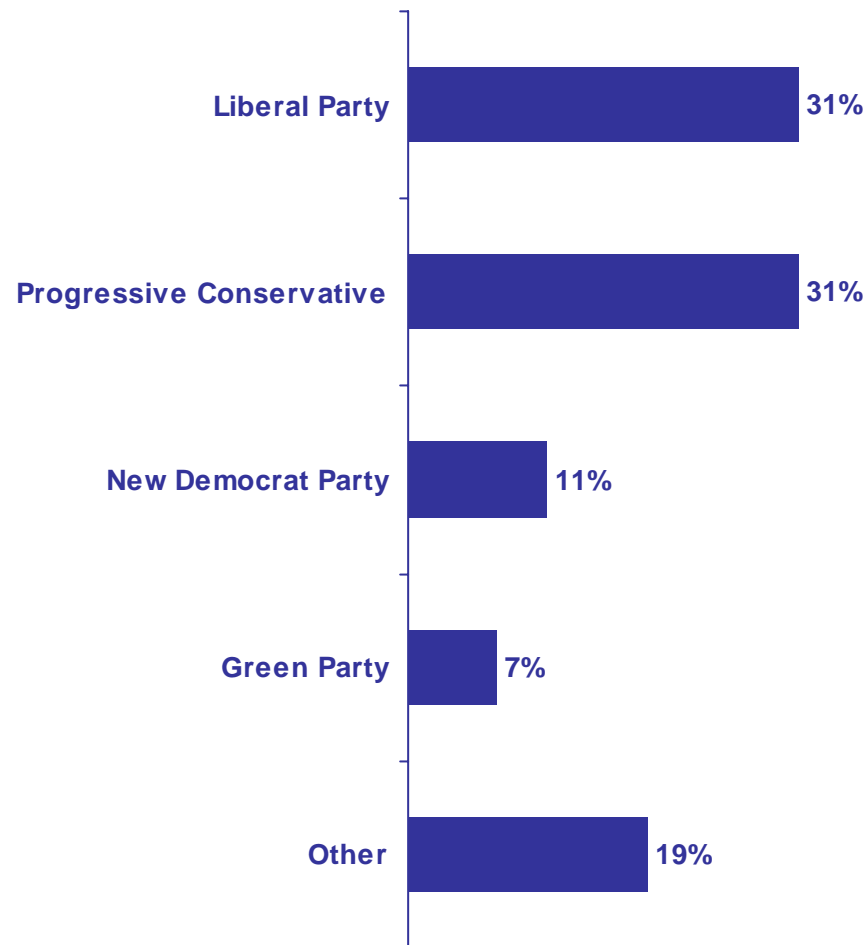
New Brunswick Specific Questions

Election Campaign Issues of Importance



20. What is the issue that matters to you most in the New Brunswick election campaign?
Base: All New Brunswick Respondents n=432

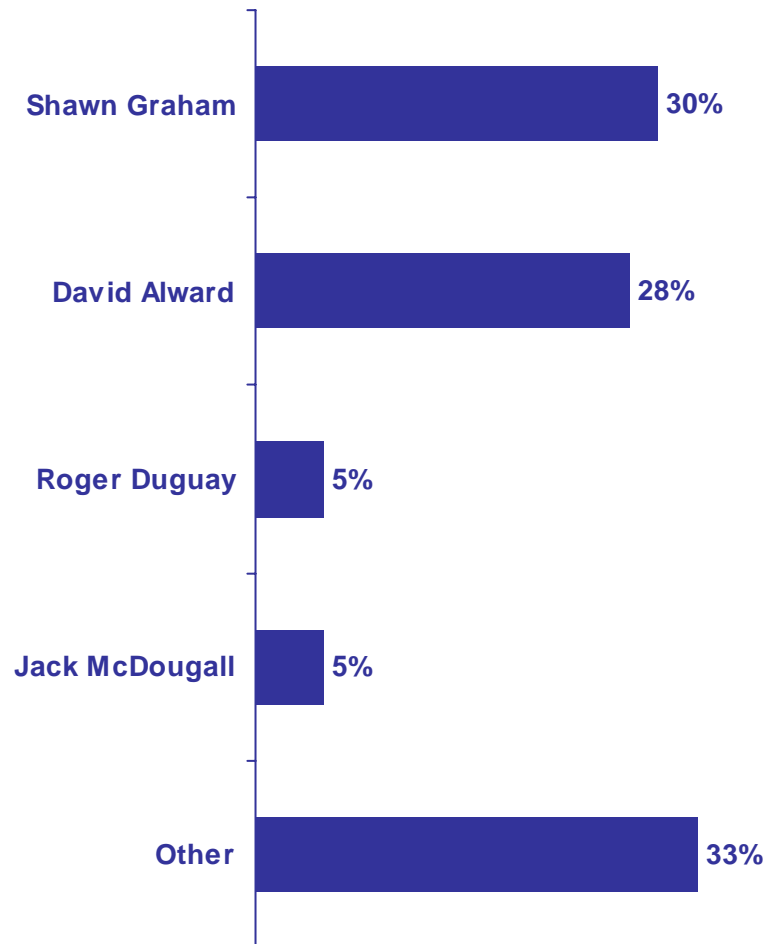
Provincial Voting Intentions



21. If an election were to happen tomorrow, which provincial party would you vote for?

Base: All New Brunswick Respondents n=432

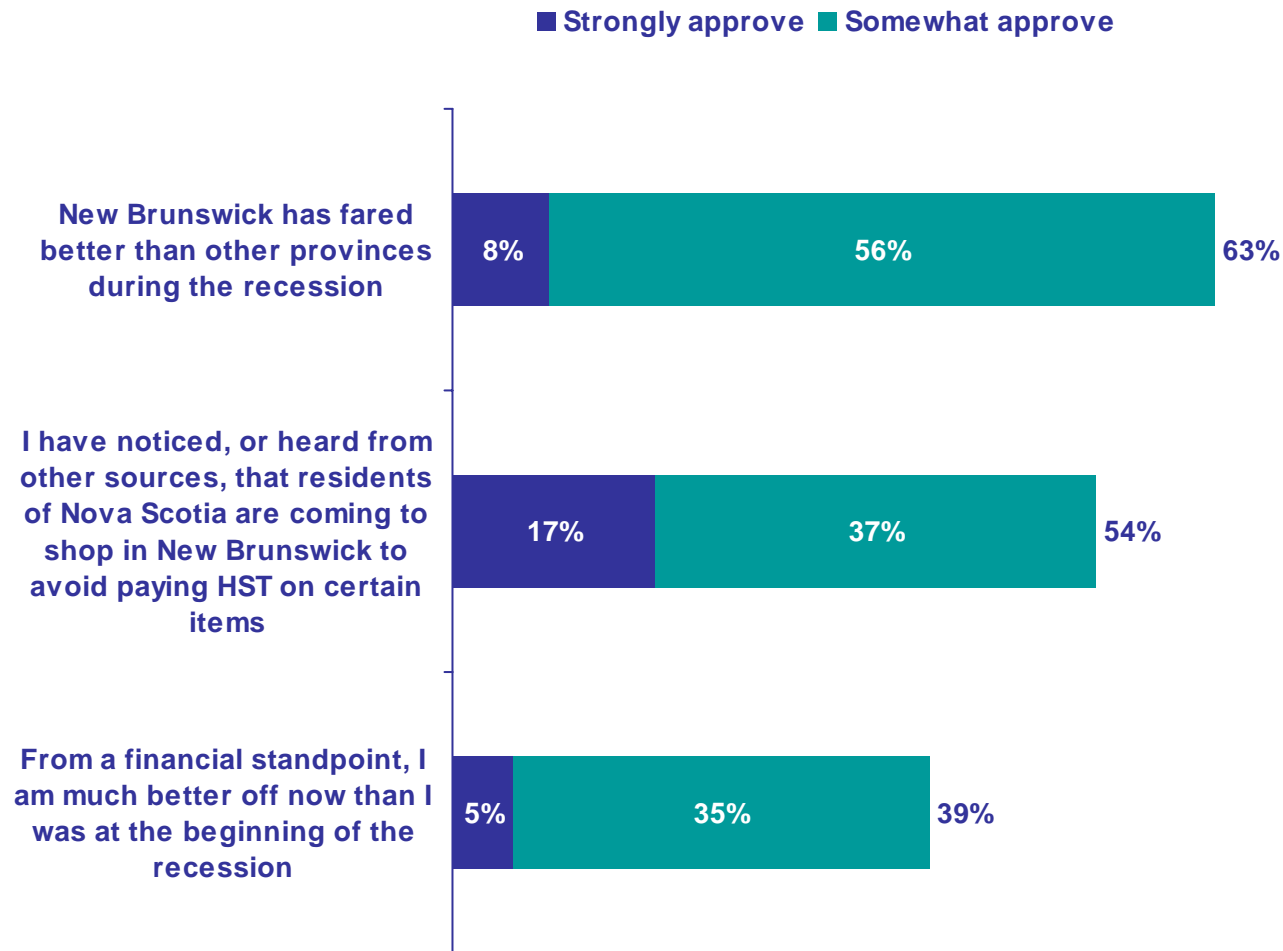
Provincial Party Leader Preference



22. Which party leader do you think would make the best premier?

Base: All New Brunswick Respondents n=432

Attitudes About the Recession



23. Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements:

Base: All New Brunswick Respondents n=432