



**Nova Scotia
April 2017 Report**

Introduction

MQO Research spoke with 600 residents of Nova Scotia to gauge the political temperature in the province for the April edition of our quarterly political poll: Atlantic Matters.

Provincial Politics

According to the latest polling numbers, support for the Liberal party took a steep decline in April.

- Current Liberal support in the province among decided and leaning voters declined by 15 percentage points to 43% in April.
- PC support increased 6 percentage points to 27%.
- NDP support also saw a 6 percentage point increase jumping to 24%.
- The undecided/don't know group remains high at 27% of all voters.

Government Performance

Ratings of Premier Stephen McNeil's leadership also dipped in April. The mean rating fell from 5.1 to 4.7 over the past three months while the percentage rating the Premier's performance a 1-5 (on a 10-point scale) increased from 56% to 62% over the same period.

Provincial Outlook

The public's feelings about the provincial outlook exhibited little change over the past quarter. Approximately 34% of voters continue to feel the province's outlook is worse or a lot worse than it was in the recent past.

Personal Wellbeing

Residents' feelings about their personal wellbeing showed some movement in April. 54% rated their level of concern about their cost of living at 8 or higher (on a scale of 1-10) which was up from 48% three months ago. When asked about their general stress level this year, one quarter (26%) gave a rating of 8 or higher.

Federal Politics

Federally, the Liberals hold a strong lead although support among decided and leaning voters did drop from 68% in October to 59% this quarter:

- Conservative support held steady at 22%.
- NDP support was up marginally to 14%.
- Rating of government performance under Justin Trudeau also fell this quarter with the mean rating slipping from 6.6 to 5.9 and the percentage rating the government's performance a 1-5 (on a 10-point scale) increasing from 28% to 38%.

The Atlantic Matters poll was conducted by telephone from April 4 to April 10, 2017 and included 600 randomly selected eligible voters from across the province. The margin of error for the survey is ± 4.0 percentage points 19 times out of 20. Among decided and leaning voters, the margin of error for the survey is ± 5.0 percentage points 19 times out of 20.

For more information on Atlantic Matters or MQO Research, contact:

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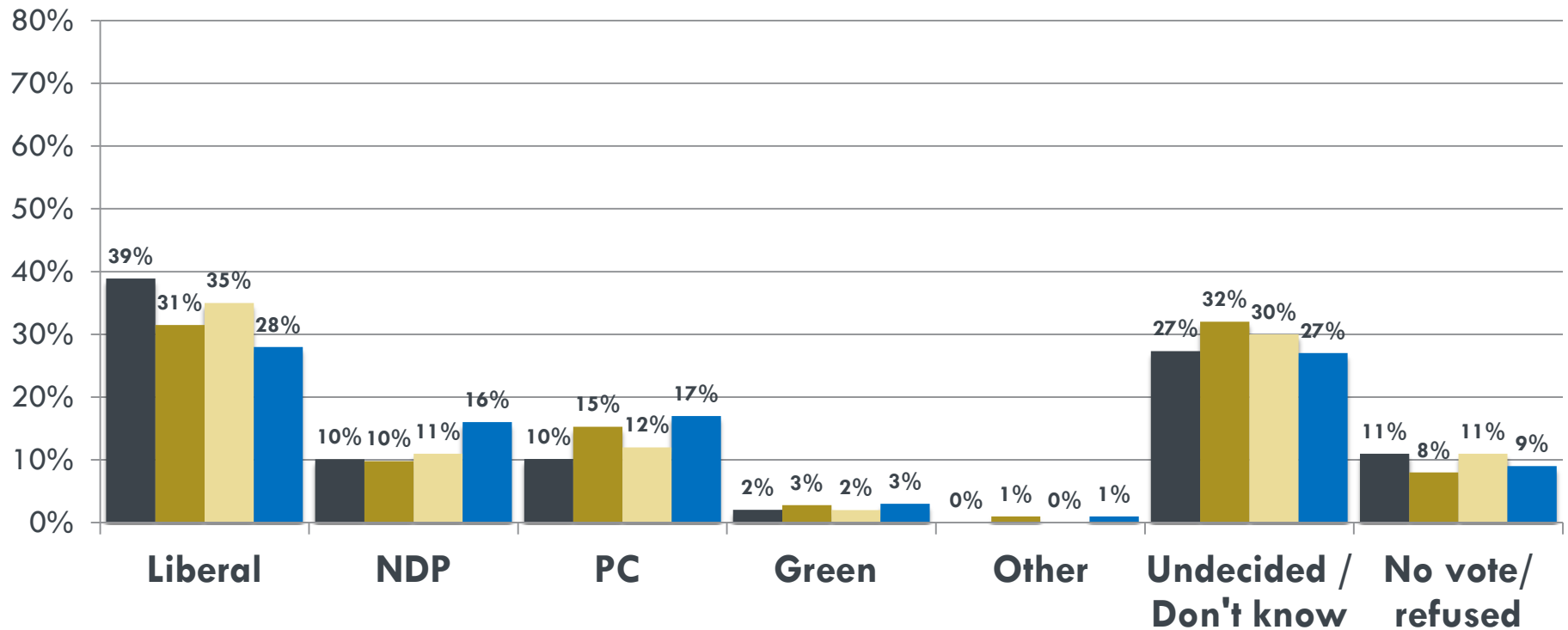
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“If a provincial election were held today, which party would you most likely vote for?”

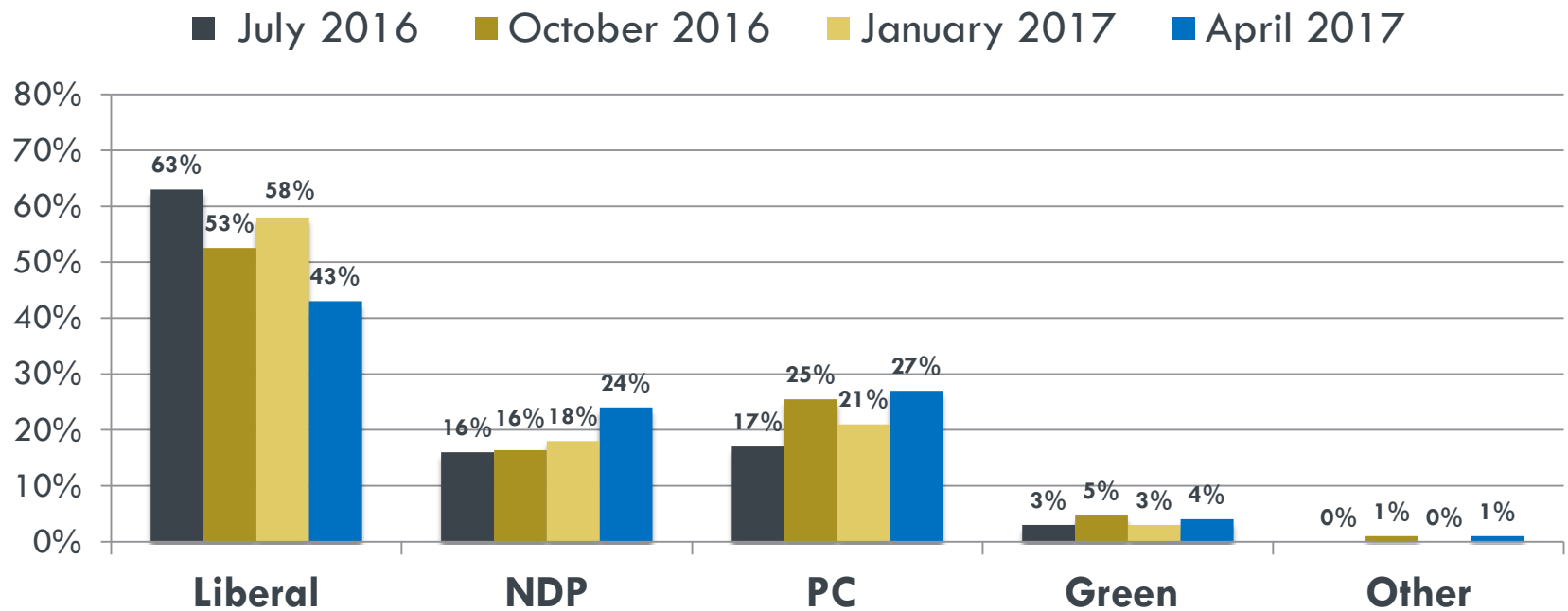
(Party numbers include decided and leaning)

■ July 2016 ■ October 2016 ■ January 2017 ■ April 2017



“If a provincial election were held today, which party would you most likely vote for?”

(Decided and leaning voters only; don't know/refused/would not vote removed)



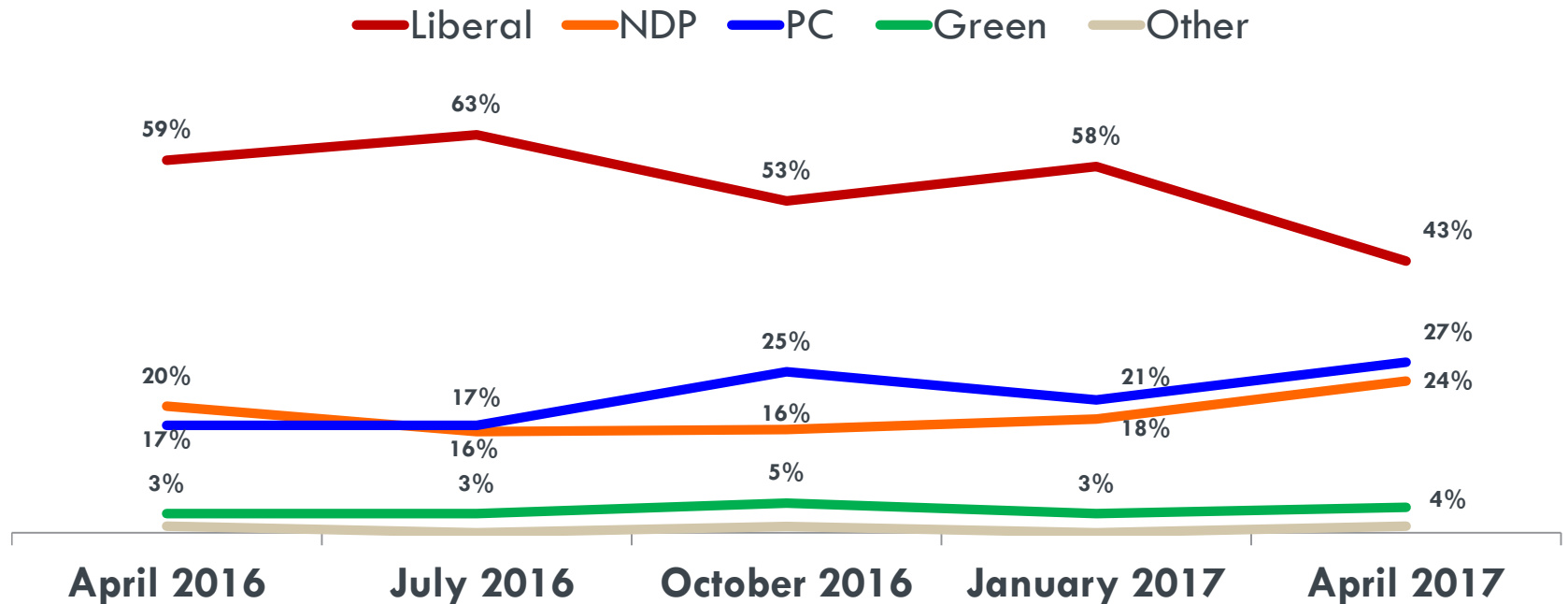
2013 Provincial election results

45.7%	26.8%	26.3%	<1%	<1%
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July 2016 (n=359): Margin of error is ± 5.17 percentage points at 95% CI
 October 2016 (n=355): Margin of error is ± 5.20 percentage points at 95% CI
 January 2017 (n=358): Margin of error is ± 5.18 percentage points at 95% CI
 April 2017 (n=381): Margin of error is ± 5.02 percentage points at 95% CI

“If a provincial election were held today, which party would you most likely vote for?”

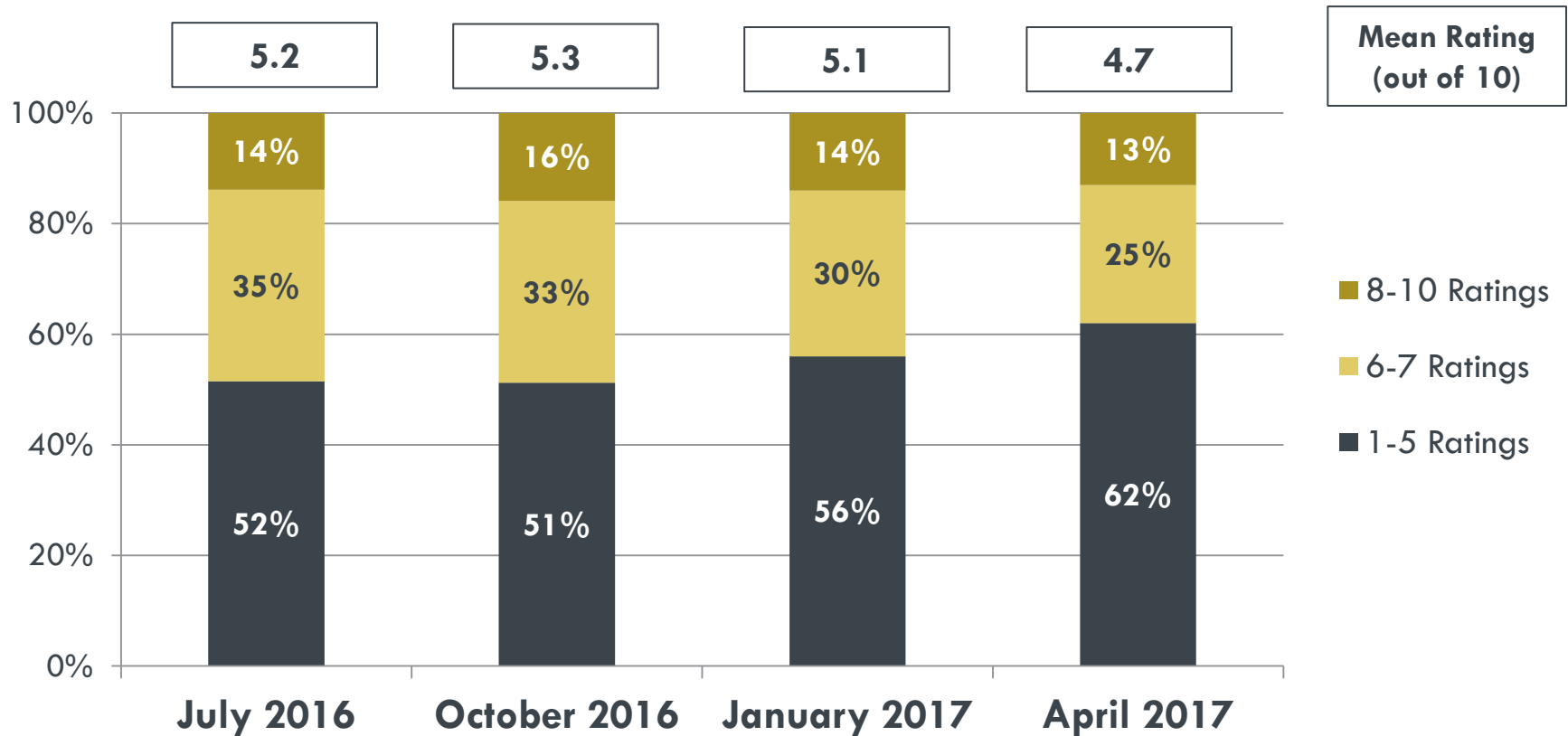
(Decided and leaning voters only; don't know/refused/would not vote removed)



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“How would you rate the overall leadership of Premier Stephen McNeil?”

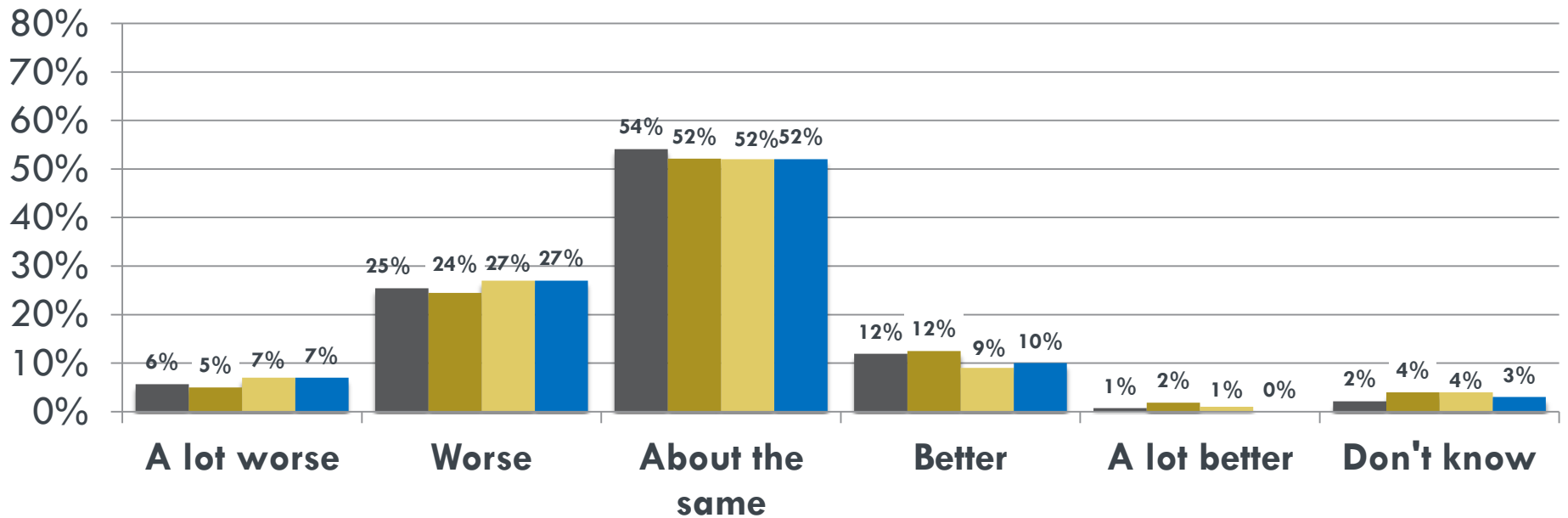
(Don't know and refused removed)



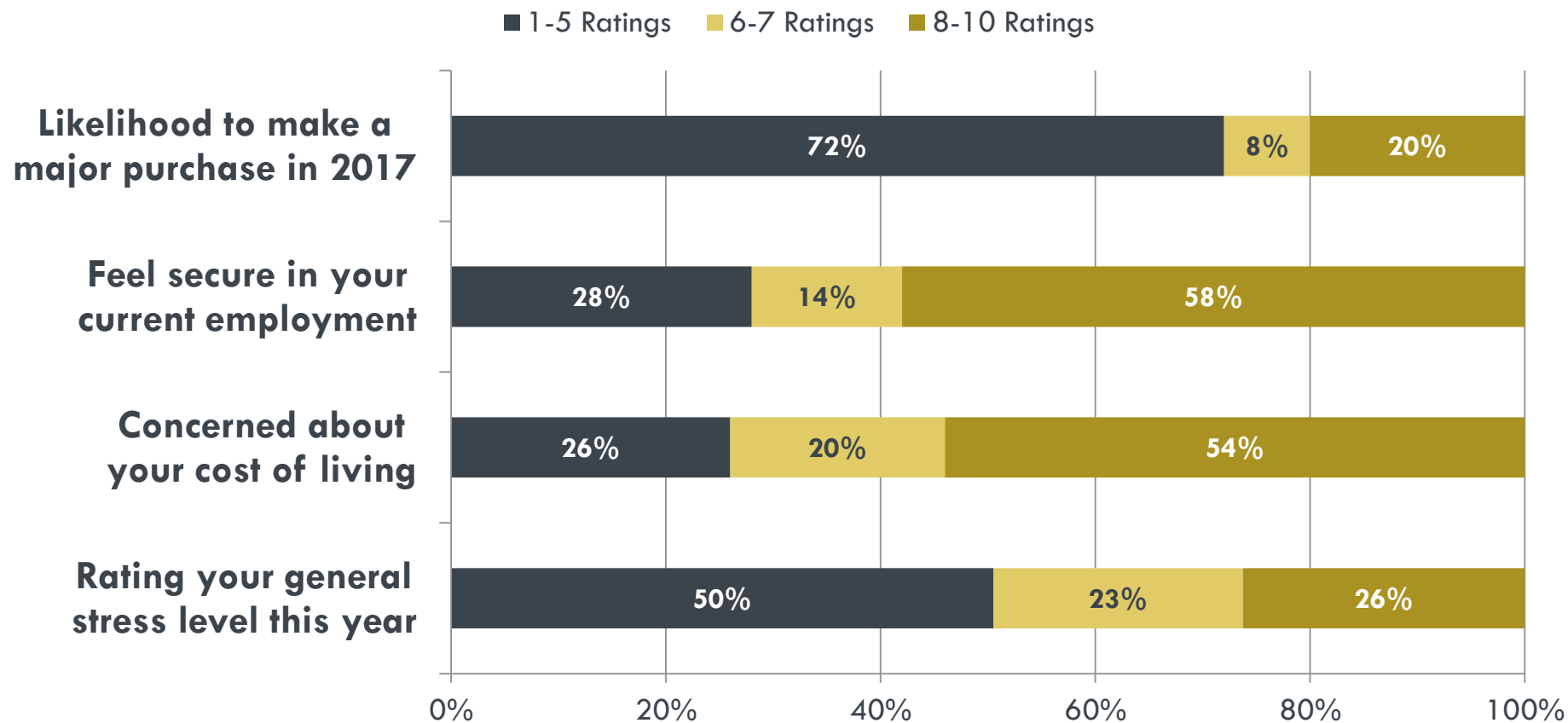
Note: Respondents provided a rating from 1 to 10, where 1 = very weak performance and 10 = very strong performance.

“Based on your personal experiences over the past three months, would you say that the general outlook in NS has been getting...”

■ July 2016 ■ October 2016 ■ January 2017 ■ April 2017



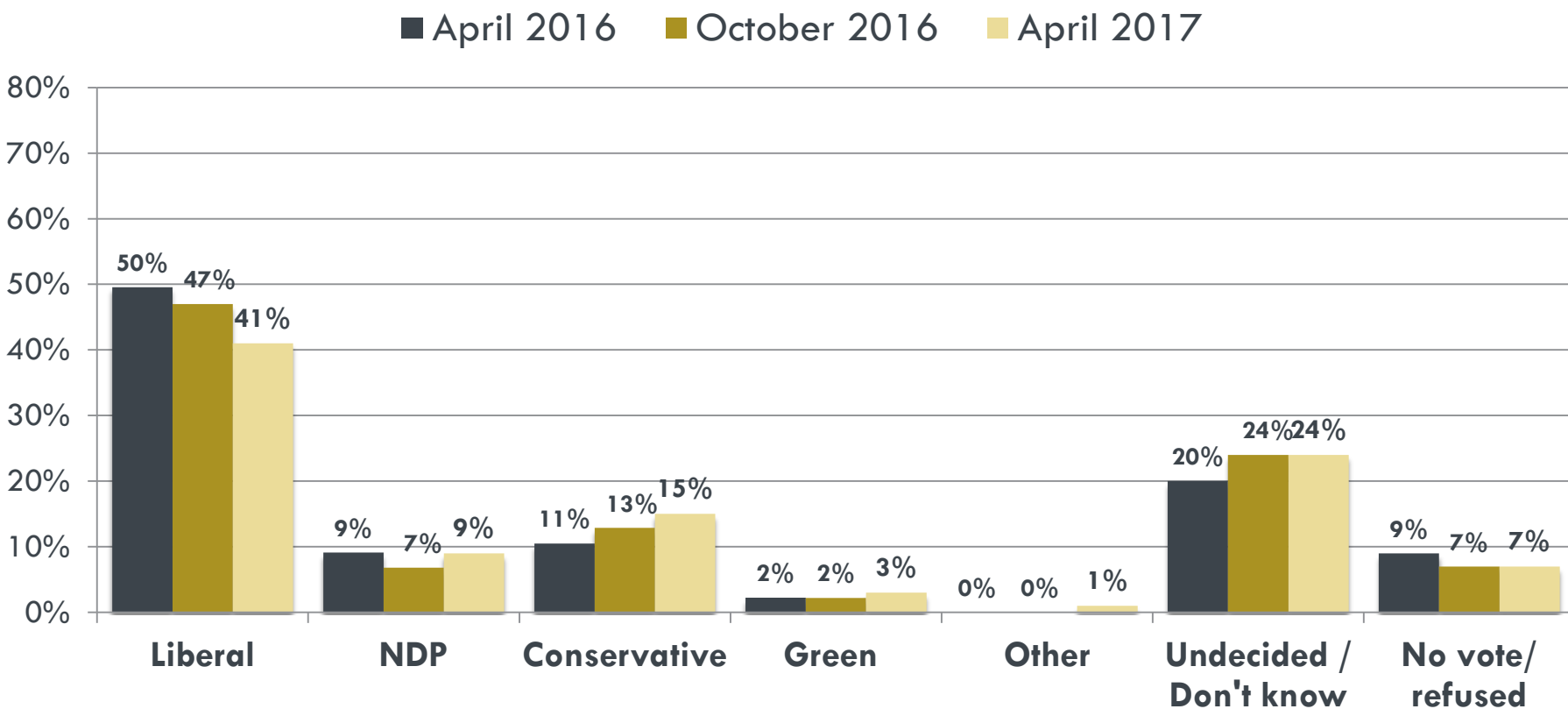
“We’d like to know how the current economy may affect you this year...”
(Don’t know and refused removed)



Note: Respondents provided a rating from 1 to 10, where higher numbers indicate greater likelihood of purchasing/higher levels of security/higher levels of concern/greater stress level.

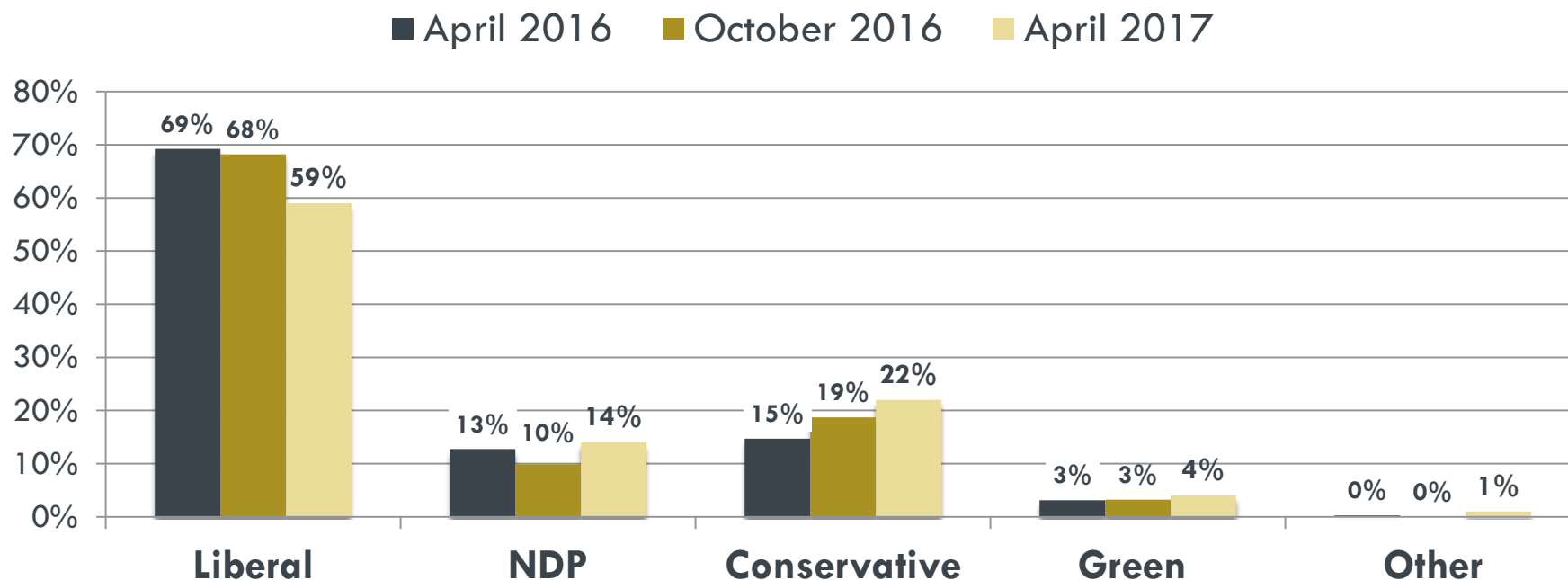
“If a federal election were held today, which party would you most likely vote for?”

(Party numbers include decided and leaning)



“If a federal election were held today, which party would you most likely vote for?”

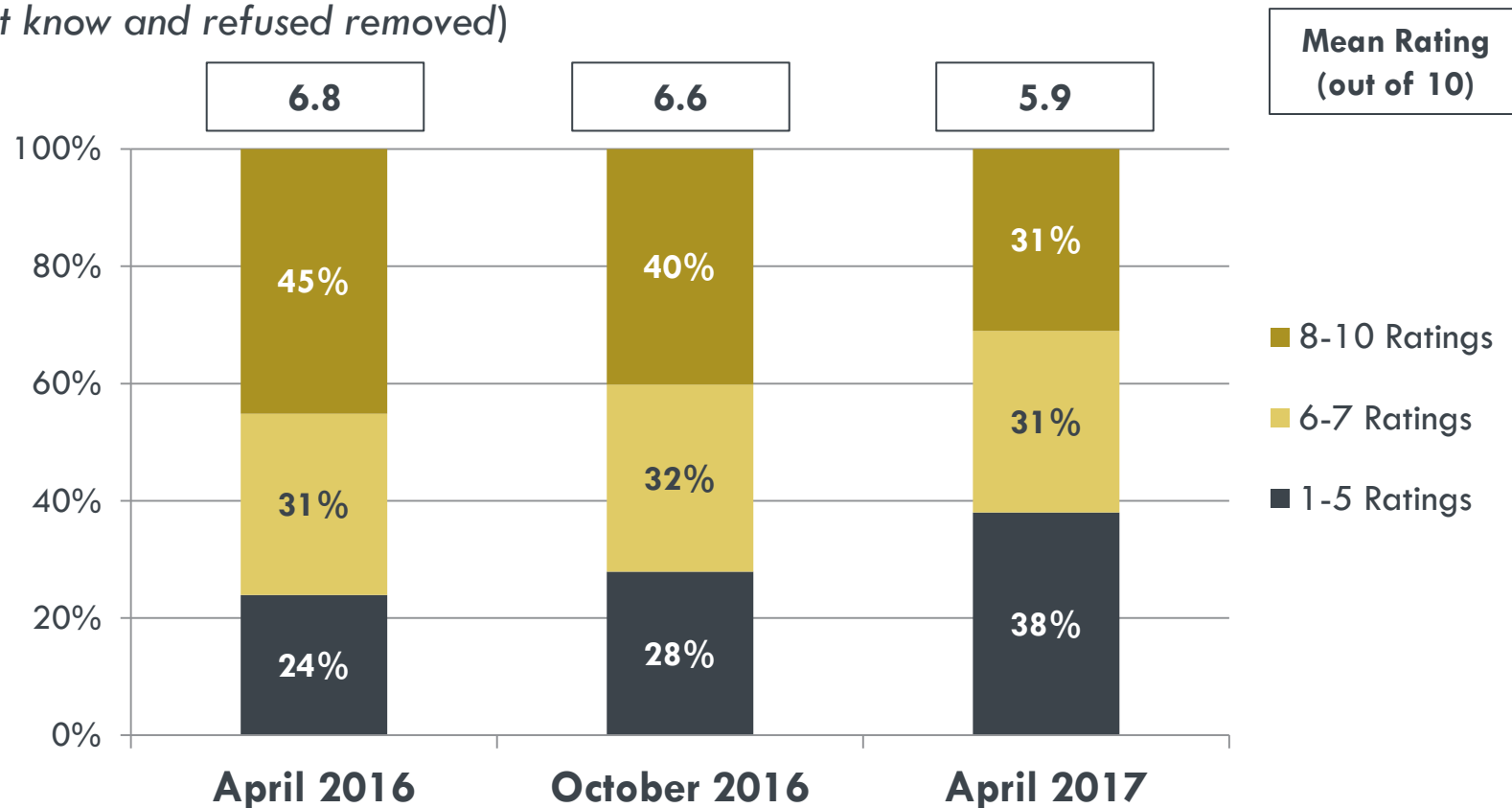
(Decided and leaning voters only; don't know/refused/would not vote have been removed)



April 2016 (n=433): Margin of error is ± 4.71 percentage points at 95% CI
 October 2016 (n=418): Margin of error is ± 4.79 percentage points at 95% CI
 April 2017 (n=417): Margin of error is ± 4.80 percentage points at 95% CI

“Thinking about the past three months, how would you rate the performance of the Government of Canada, led by Justin Trudeau?”

(Don't know and refused removed)



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