



**Nova Scotia  
January 2017 Report**

### **Introduction**

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

As we move through successive editions of the Atlantic Matters report, we'll begin layering a tracking component onto the story, shedding light on the evolving political opinions and attitudes of Nova Scotia residents.

### **Provincial Politics**

According to the latest polling numbers, support for the Liberal party held steady this quarter after dipping slightly in October.

- The undecided/don't know group remains high at 30% of all voters.
- Current Liberal support in the province from decided and leaning voters sits at 58% this quarter.
- PC support held steady in January at 21%.
- NDP support stayed at 18% remaining below the level of support they received in the 2013 election when the NDP garnered 26.8% of the popular vote.

### **Government Performance**

Ratings of Premier Stephen McNeil's leadership continue to hold steady with a mean rating of 5.1 (on a scale of 1-10).

### **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**

While feelings about the provincial outlook remain unchanged again this quarter, there are some indications that people are feeling better about their cost of living. In January, 48% rated their level of concern about their cost of living at 8 or higher (on a scale of 1-10), which was down from 55% in October.

The Atlantic Matters poll was conducted by telephone from January 13 to January 15, 2017 and included 600 randomly selected eligible voters from across the province. The margin of error for the survey is  $\pm 4.0$  percentage points 19 times out of 20. Among decided and leaning voters, the margin of error for the survey is  $\pm 5.2$  percentage points 19 times out of 20.

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

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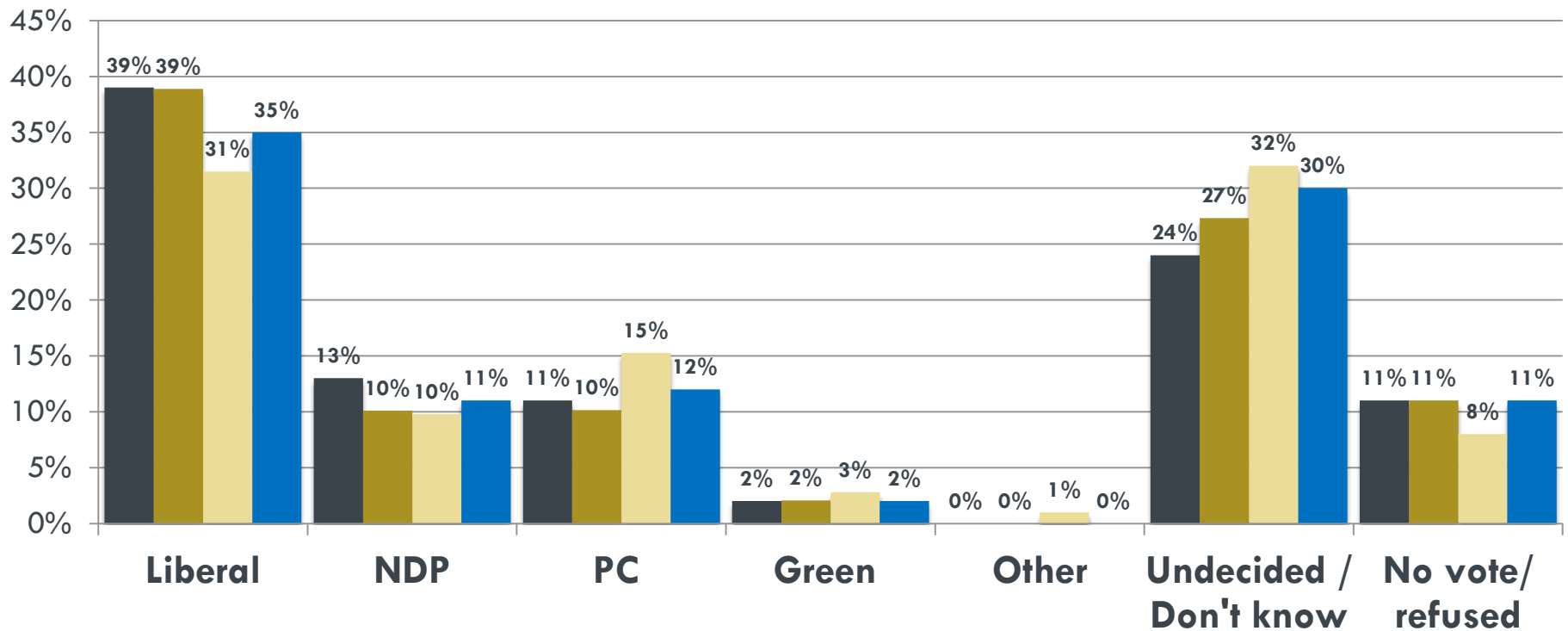
Phone 902-465-3154

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

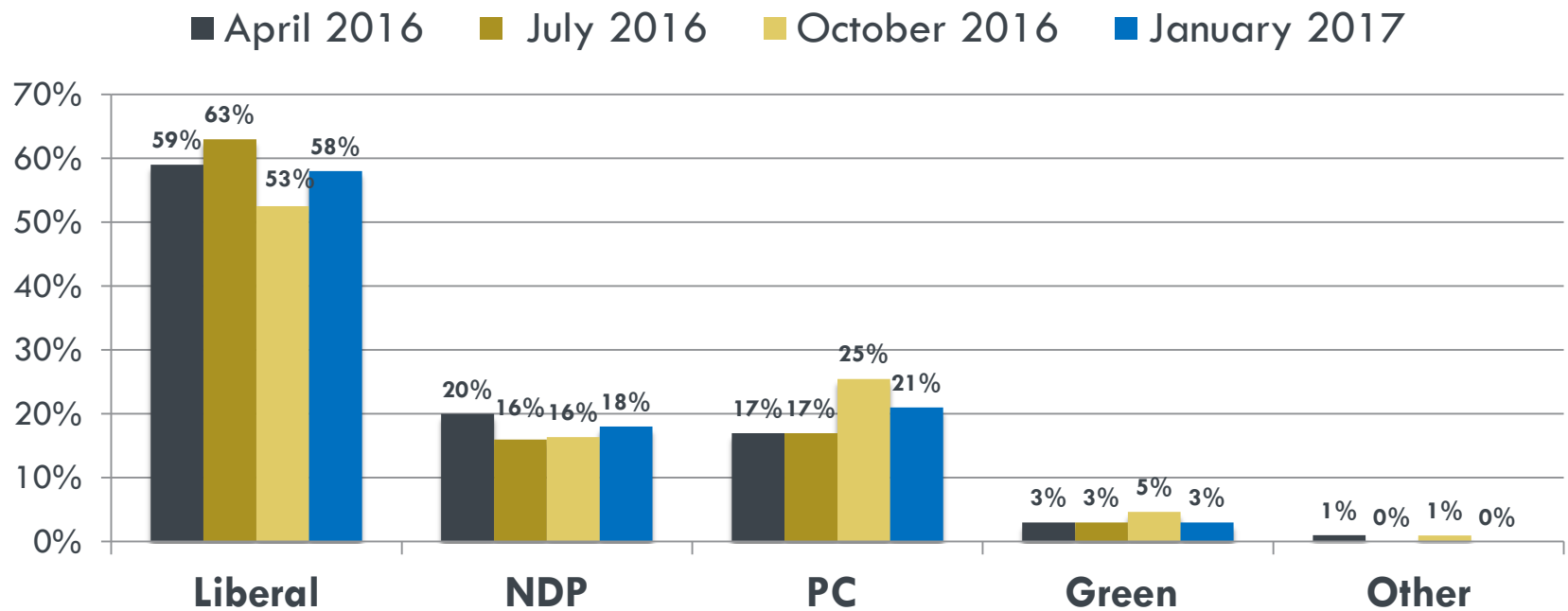
(Party numbers include decided and leaning)

■ April 2016   ■ July 2016   ■ October 2016   ■ January 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)



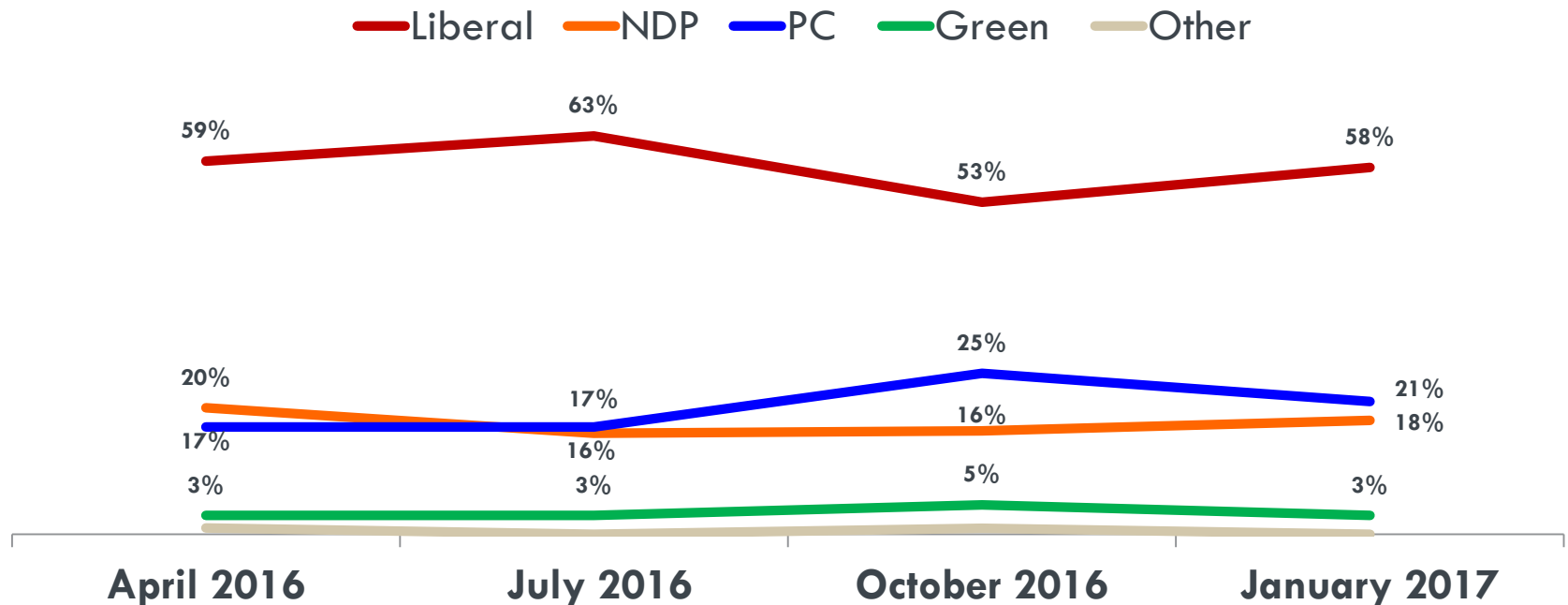
2013 Provincial election results

|              |              |              |               |               |
|--------------|--------------|--------------|---------------|---------------|
| <b>45.7%</b> | <b>26.8%</b> | <b>26.3%</b> | <b>&lt;1%</b> | <b>&lt;1%</b> |
|--------------|--------------|--------------|---------------|---------------|

April 2016 (n=388): Margin of error is ± 4.97 percentage points at 95% CI  
 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

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

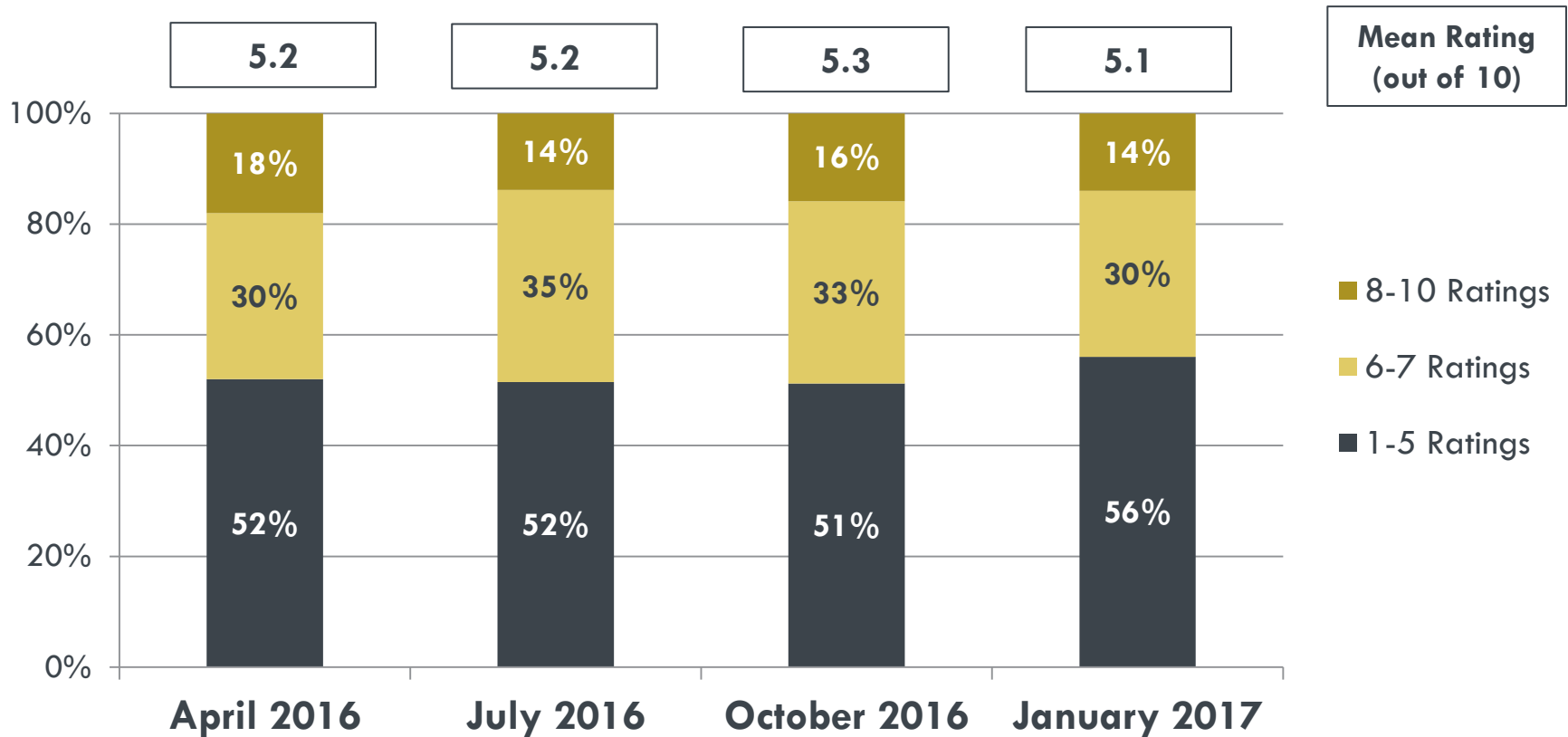
(Decided and leaning voters only; don't know/refused/would not vote removed)



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

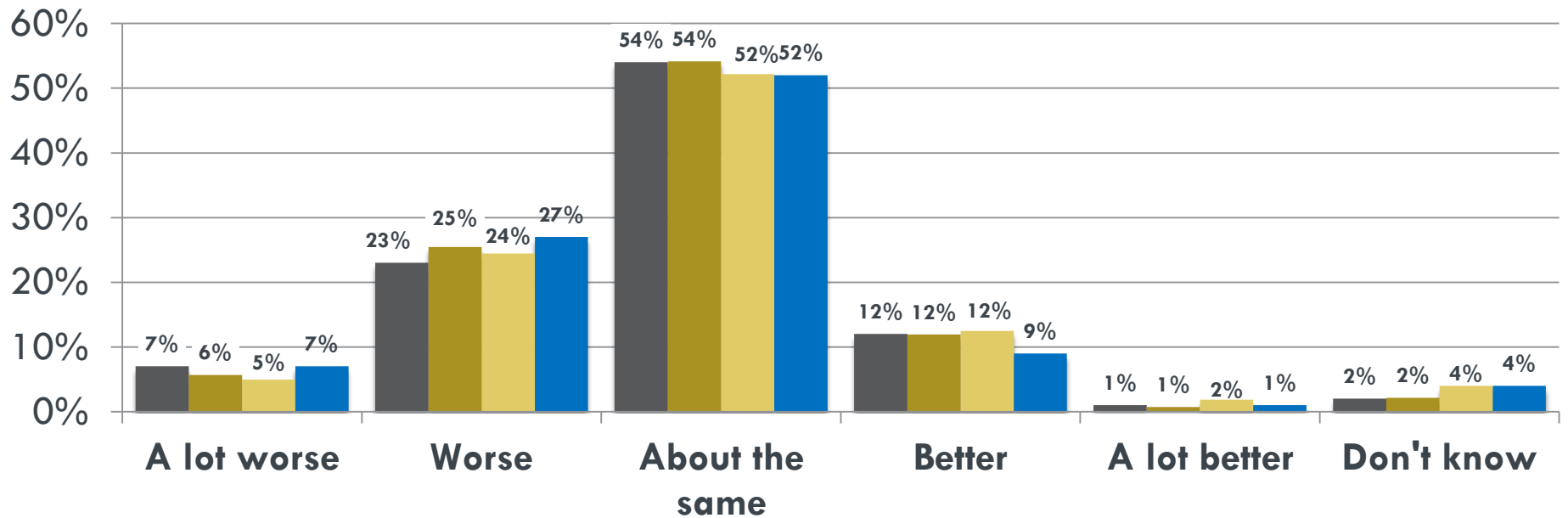
(Don't know and refused removed)



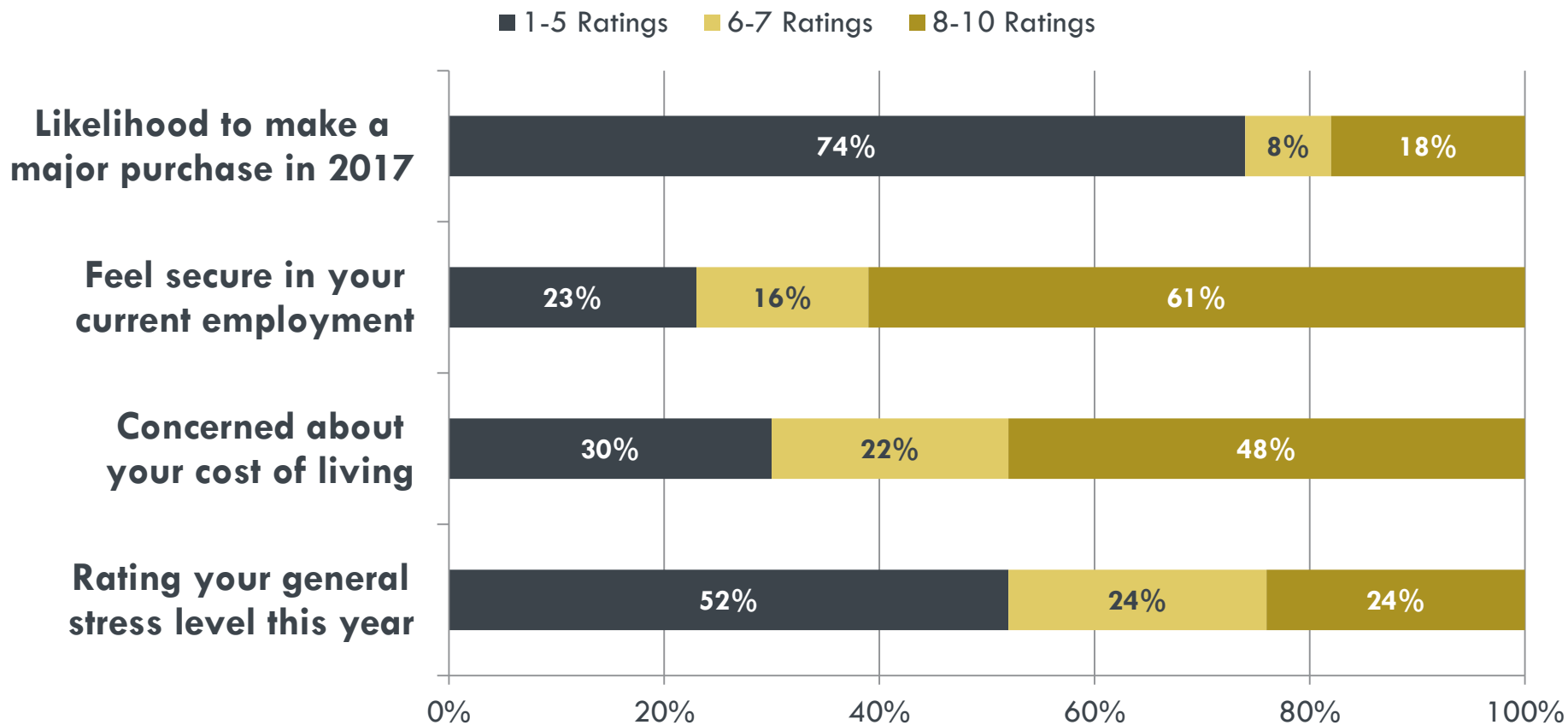
Note: Respondents provided a rating from 1 to 10, where 1 = very weak performance and 10 = very strong performance.

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

■ April 2016   ■ July 2016   ■ October 2016   ■ January 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.





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