



**Nova Scotia
October 2016 Report**

Research Highlights

Introduction

MQO Research spoke with 600 residents of Nova Scotia to gauge the political temperature in the province for this third 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, the Liberal party remains strong but lost support in this quarter as decided and leaning voters shifted to the PCs.

- The undecided/don't know group continues to grow, moving from 24% to 27% and now to 32% of all voters.
- Current Liberal support in the province from decided and leaning voters fell to 53% (from 63% in July).
- Conversely, PC support was up by 8 points in October to 25% from the 17% reported in July.
- NDP support stayed at 16% remaining over 10 points below the support they received in the 2013 election when the NDP garnered 26.8% of the popular vote.

Government Performance

Despite the decrease in support for the Liberal party, people's ratings of Premier Stephen McNeil's leadership remain consistent with July numbers, with a mean rating of 5.3 (on a scale of 1-10).

Provincial Outlook

There has been little change in people's feelings about the provincial outlook over the past three months. Approximately 29% 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 from July, there are some indications that people are feeling more secure. This is most noticeable in how secure they feel in their job. In July, 52% rated their job security at 8 or higher (on a scale of 1-10), while in October that number increased to 60%.

Federal Politics

Federally, the Liberals remain very strong, holding at 68% among decided and leaning voters since the last poll in April 2016:

- Conservative support was up by 4 points to 19%.
- NDP have slipped to 10% of decided and leaning voters.
- Rating of government performance under Justin Trudeau also remained high (6.6) compared to 6.8 in April.

The Atlantic Matters poll was conducted by telephone from October 4 to October 15, 2016 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.

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

Rick Emberley

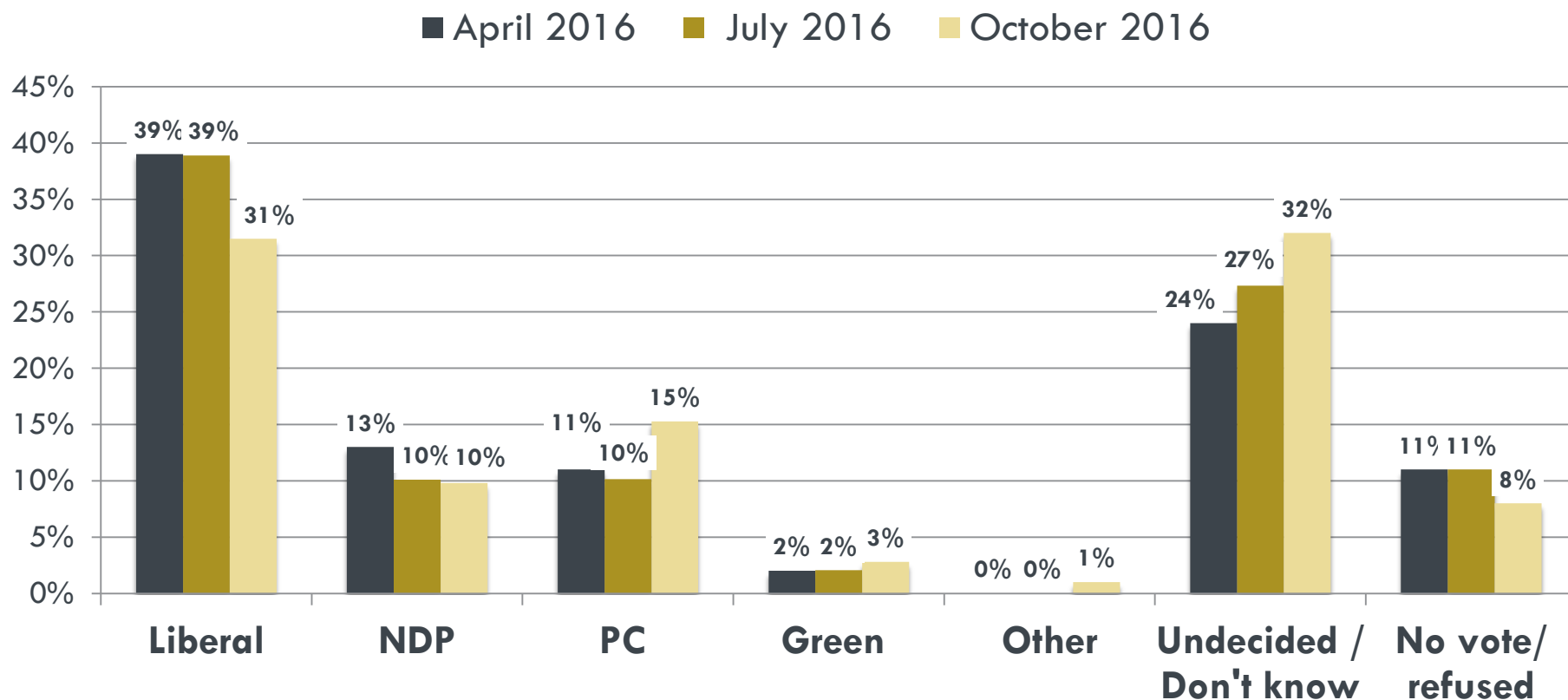
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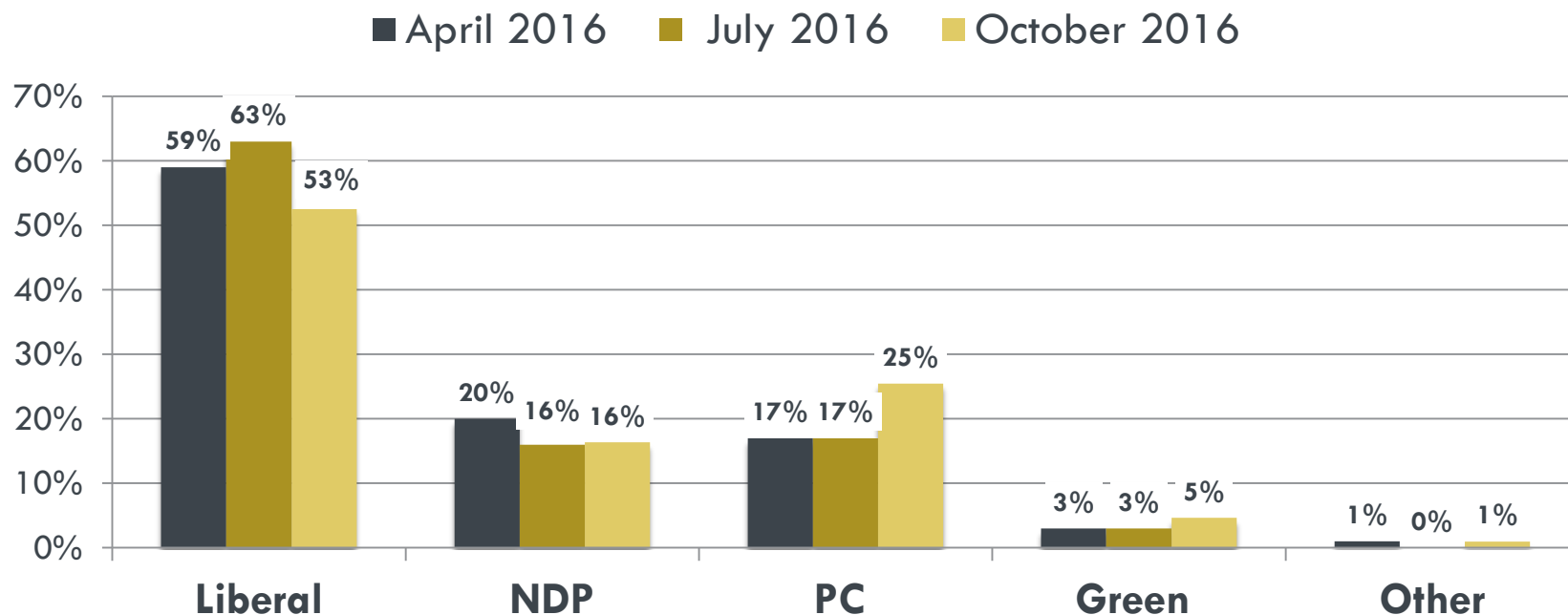
“If a provincial election were held today, which party would you most likely vote for?”

(Party numbers include decided and leaning)



“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 have been removed)



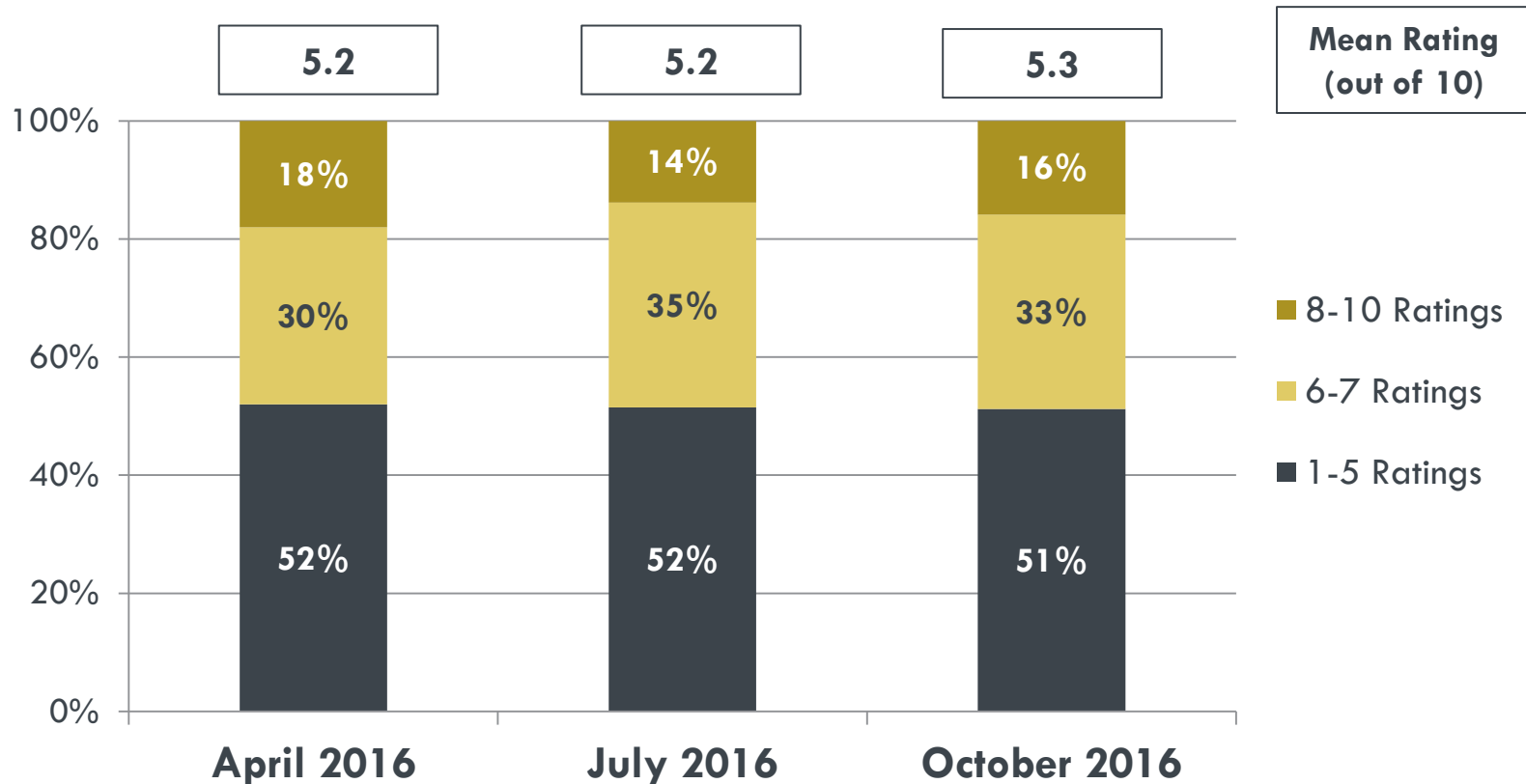
2013 Provincial election results

45.7%	26.8%	26.3%	<1%	<1%
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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

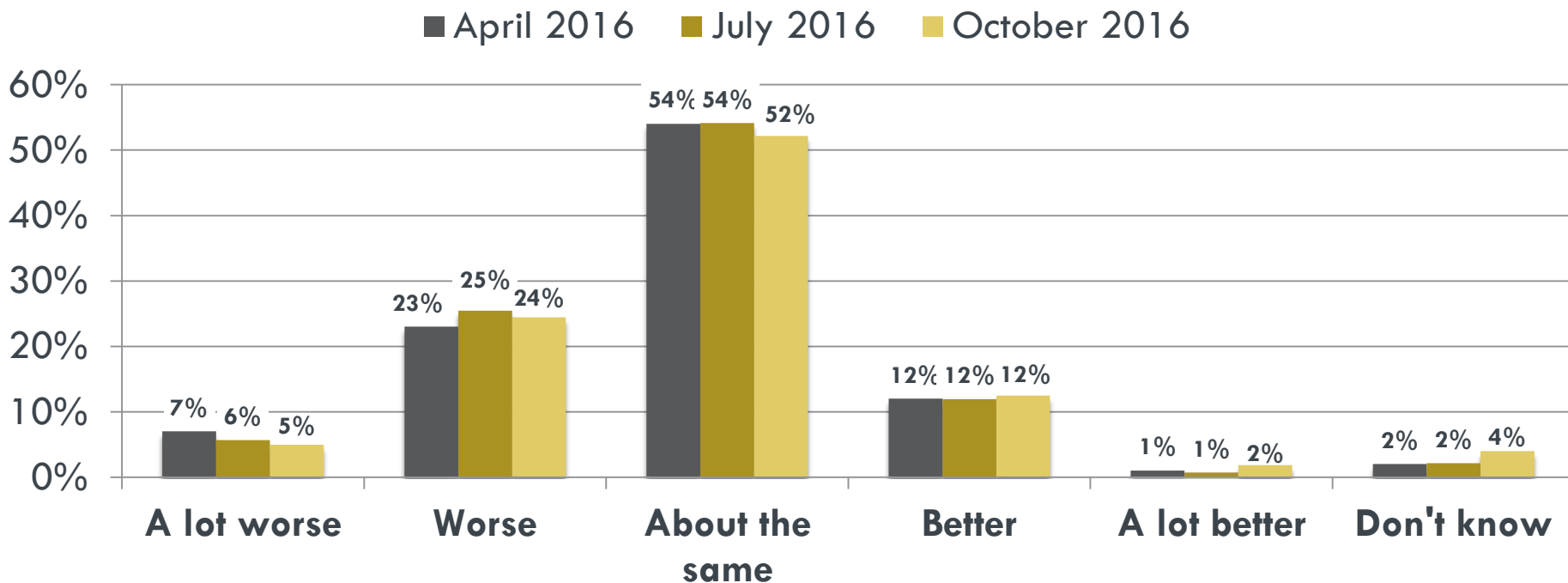
“How would you rate the overall leadership of Premier Stephen McNeil?”

(Don't know and refused removed)

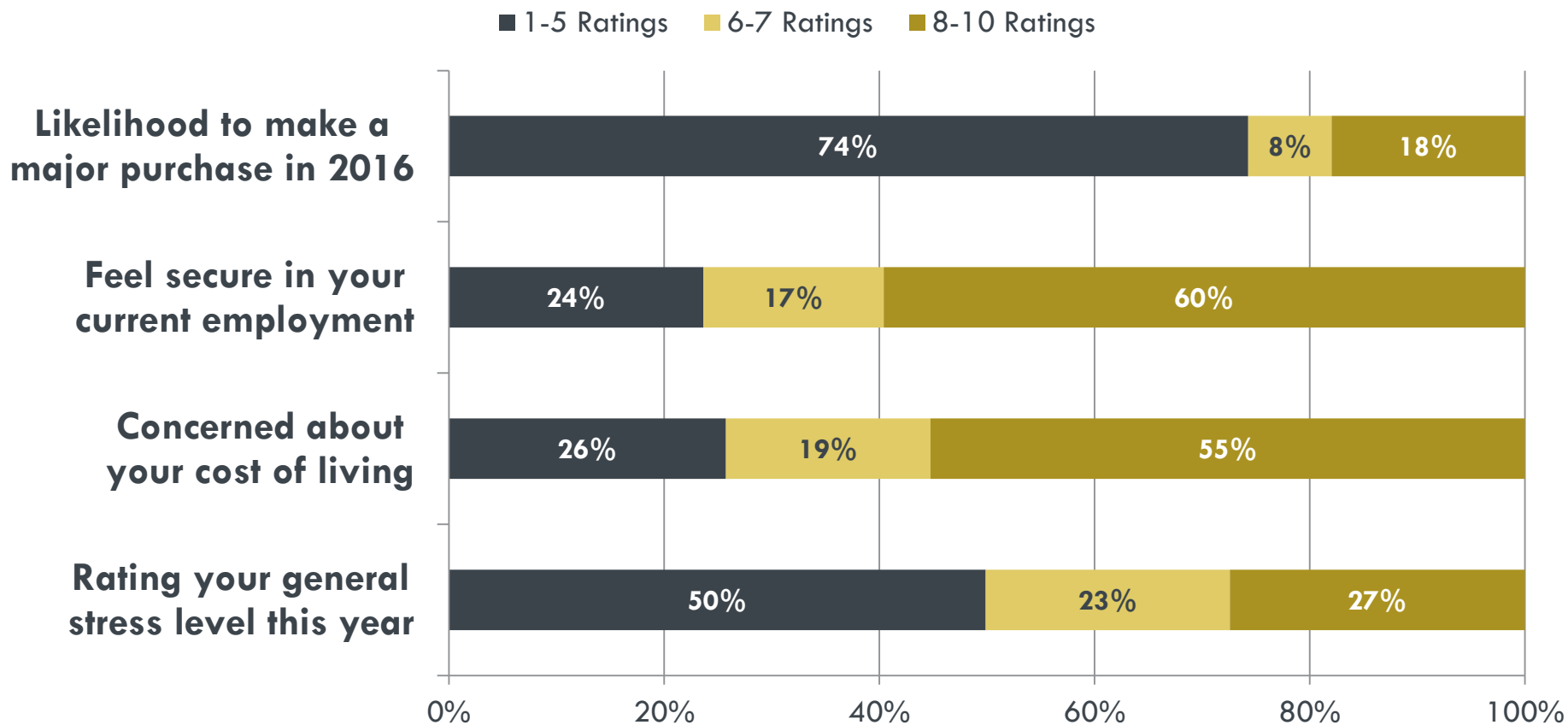


Note: Respondents provided a rating from 1 to 10, where 1 = very weak performance and 10 = very strong performance.

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



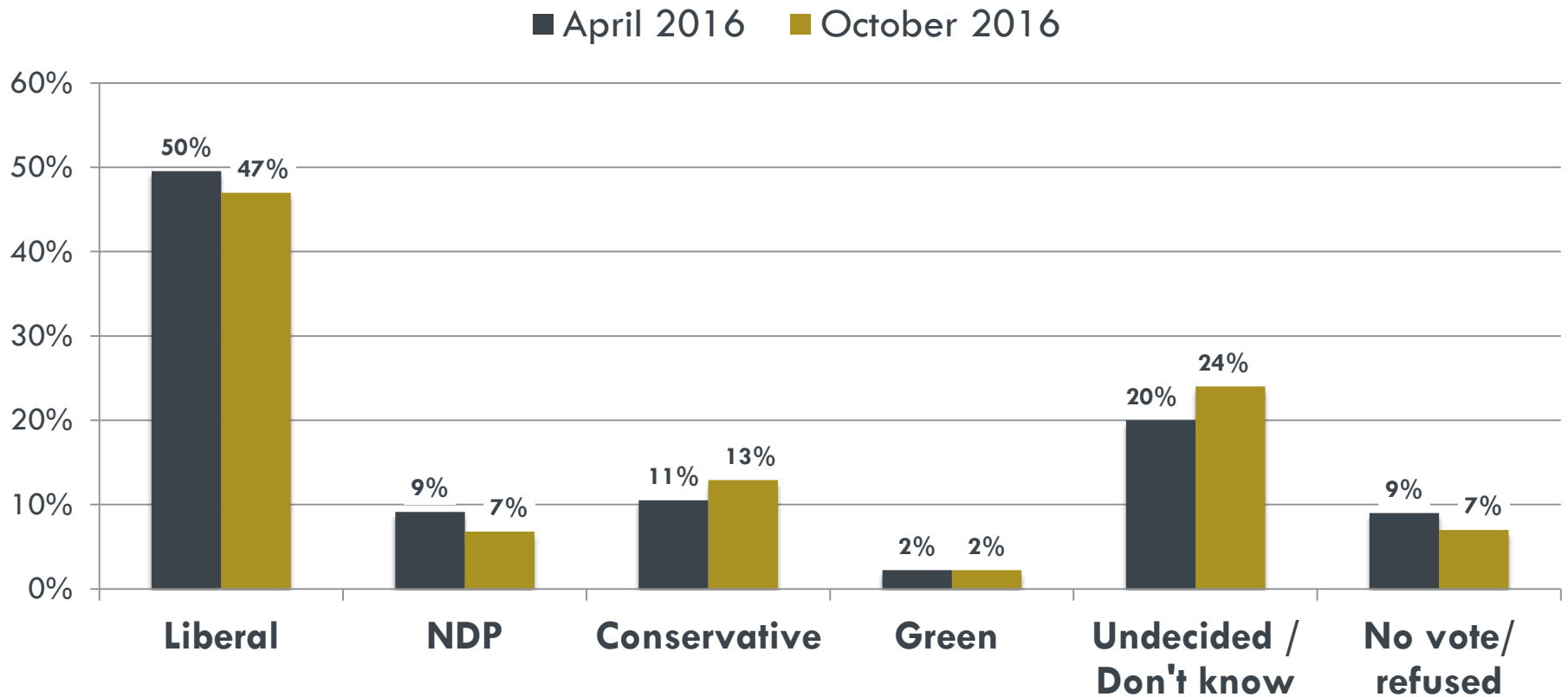
“We’d like to know how the current economy may affect you this year....”
(Don’t know and refused removed)



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.

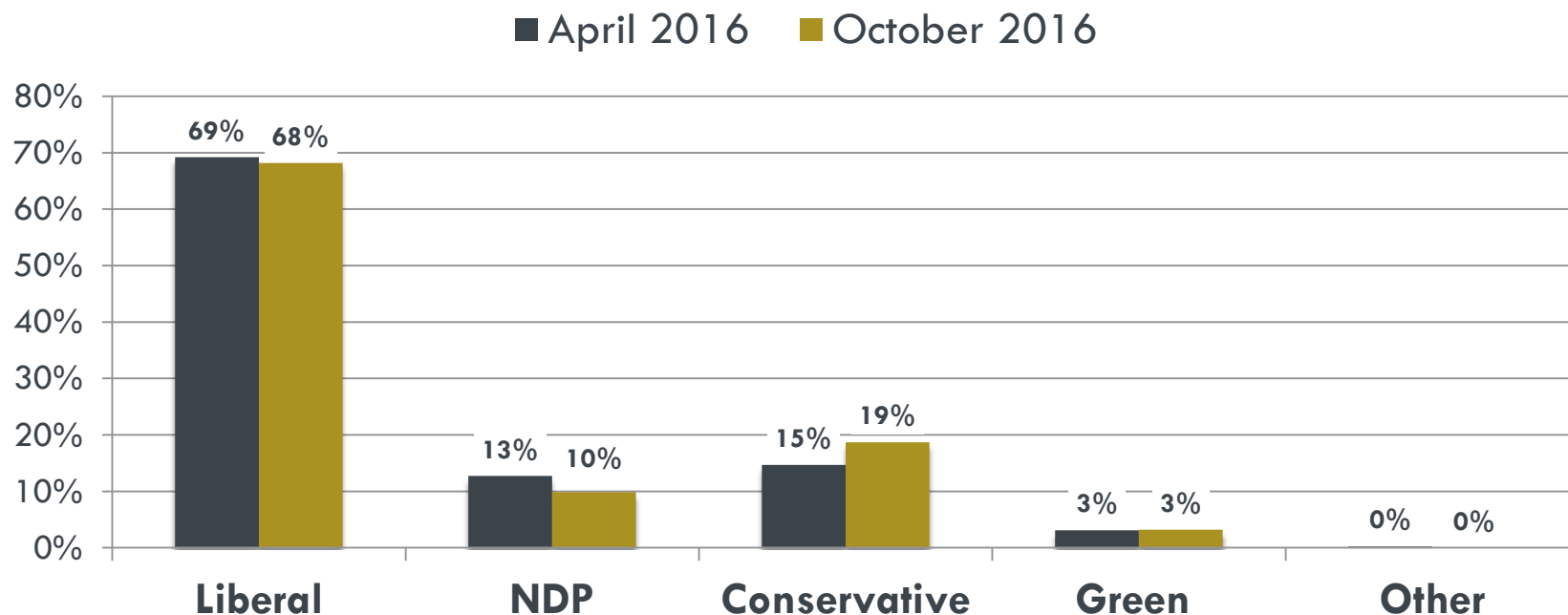
“If a federal election were held today, which party would you most likely vote for?”

(Party numbers include decided and leaning)



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

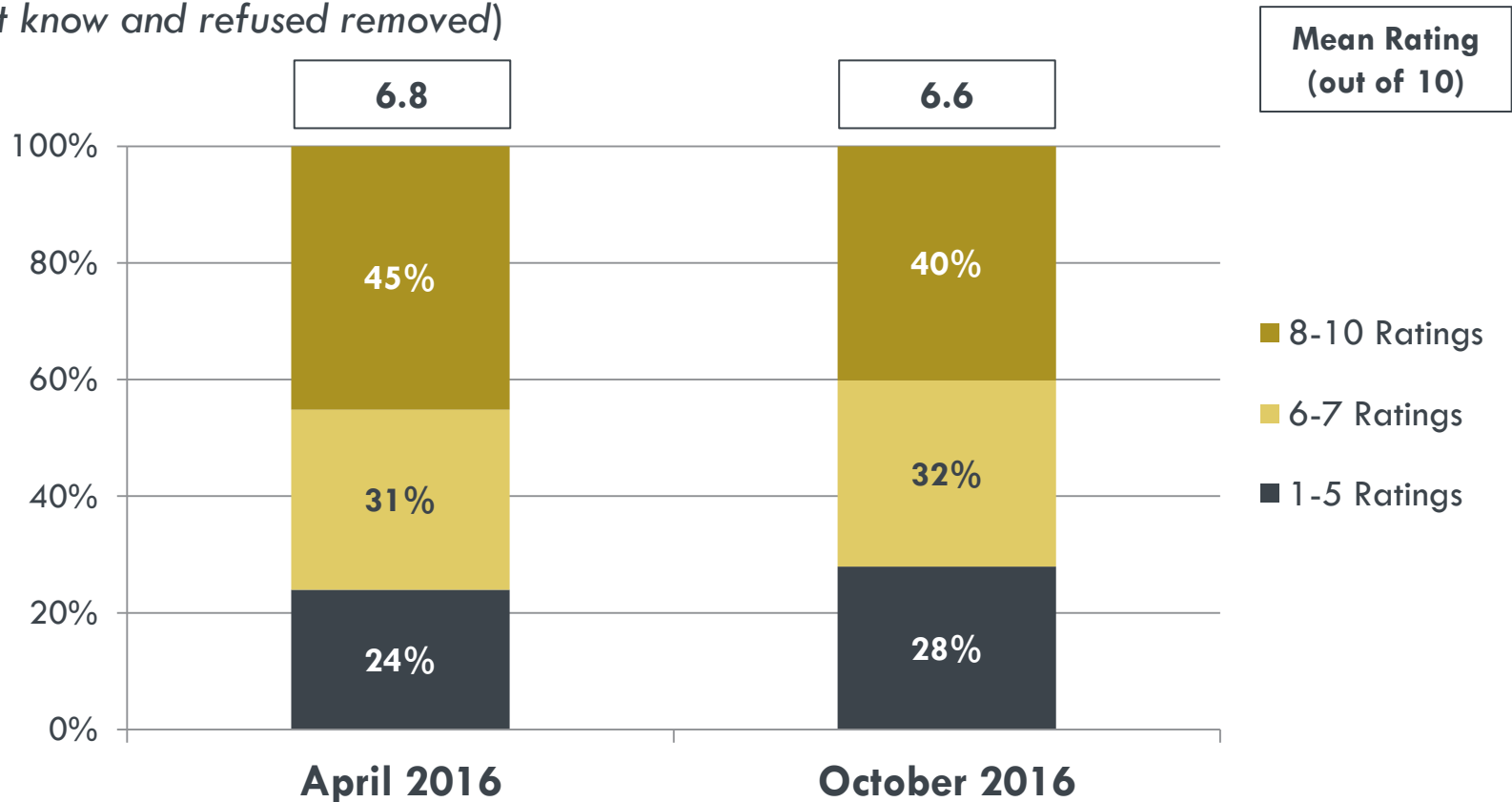
(Decided and leaning voters only; don't know/refused/would not vote have been removed)



October 2016 (n=418): Margin of error is ± 4.79 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)



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



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