

The logo for Atlantic Matters, featuring the text "ATLANTIC" in a small, blue, sans-serif font above the word "matters" in a larger, bold, black, sans-serif font. To the right of the text is a blue graphic consisting of three concentric, curved lines that resemble a stylized wave or a signal.

ATLANTIC  
**matters**



# Nova Scotia Fall 2017 Report

# October Highlights - NS



## Introduction

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

## Provincial Politics

According to the latest polling numbers, support for all political parties held relatively steady in October. Among decided and leaning voters:

- Current Liberal support in the province held steady at 44%.
- PC Party support held steady at 32%.
- NDP support also held steady at 19%.
- Support for the Green Party exhibited little change this quarter at 4%.
- The undecided / no vote group was also relatively unchanged at 35%.

## Government Performance

Ratings for the leadership of Premier Stephen McNeil edged down slightly this quarter with a mean score of 4.9 (compared to 5.2 in July 2017).

## Provincial Outlook

Nova Scotia residents' were more pessimistic about the economic outlook for the province in October. 28% said the general outlook in Nova Scotia has been getting worse over the past three months which was up from 23% in July.

## Federal Politics

Federally, the Conservatives gained ground this quarter in Nova Scotia at the expense of the governing Liberals. Among decided and leaning voters:

- Liberal support dropped 5 percentage points to 54%.
- Conservative support was up 7 percentage points to 29%.
- NDP support held steady at 14%.
- Support for the Green Party exhibited little change at 3%.
- Ratings of government performance under Justin Trudeau trended down slightly with a mean score of 5.6 (5.9 in April).

The Atlantic Matters poll was conducted by telephone from Oct. 6 to Oct. 18, 2017 and included 600 randomly selected eligible voters from across the province. The margin of error for the total sample is  $\pm 4.0$  percentage points 19 times out of 20. Among decided and leaning voters, the margin of error for the survey is  $\pm 5.0$  percentage points 19 times out of 20.

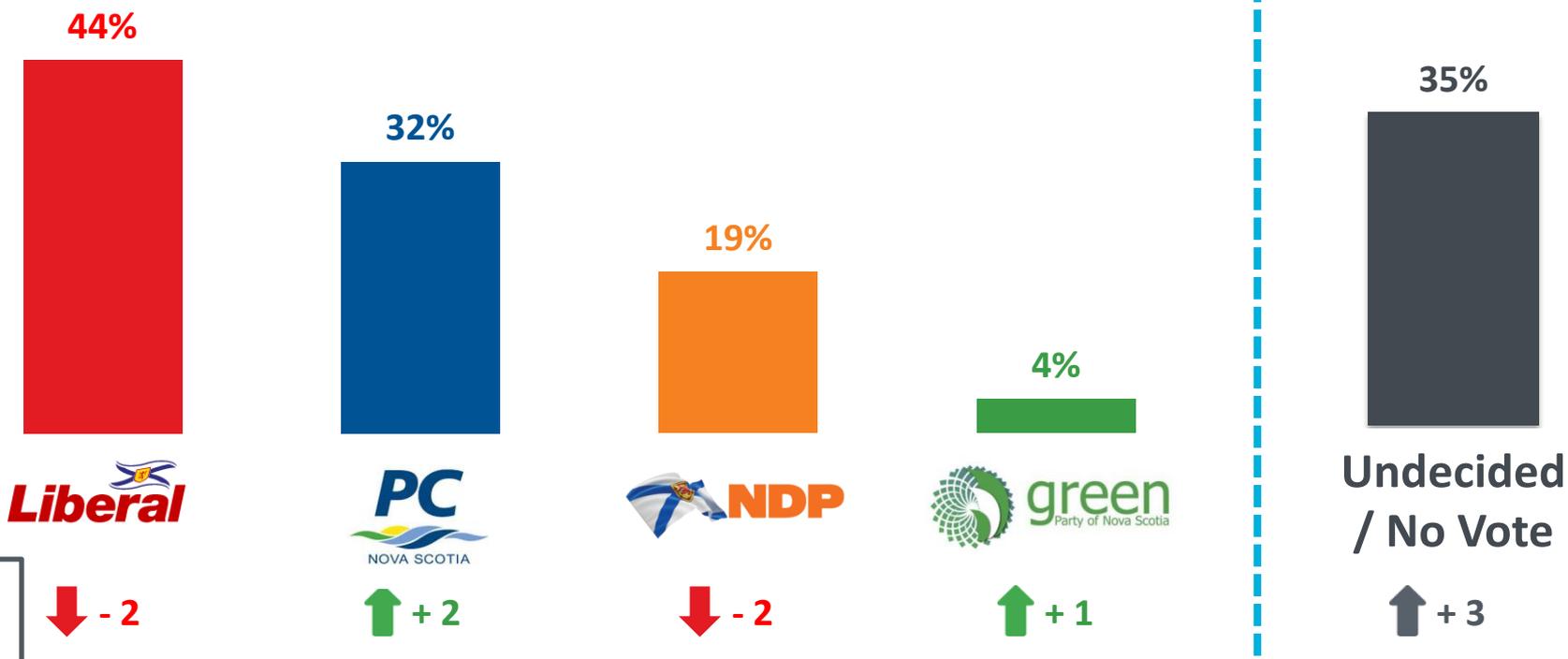
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# Provincial Politics - NS

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

Decided and Leaning Voters



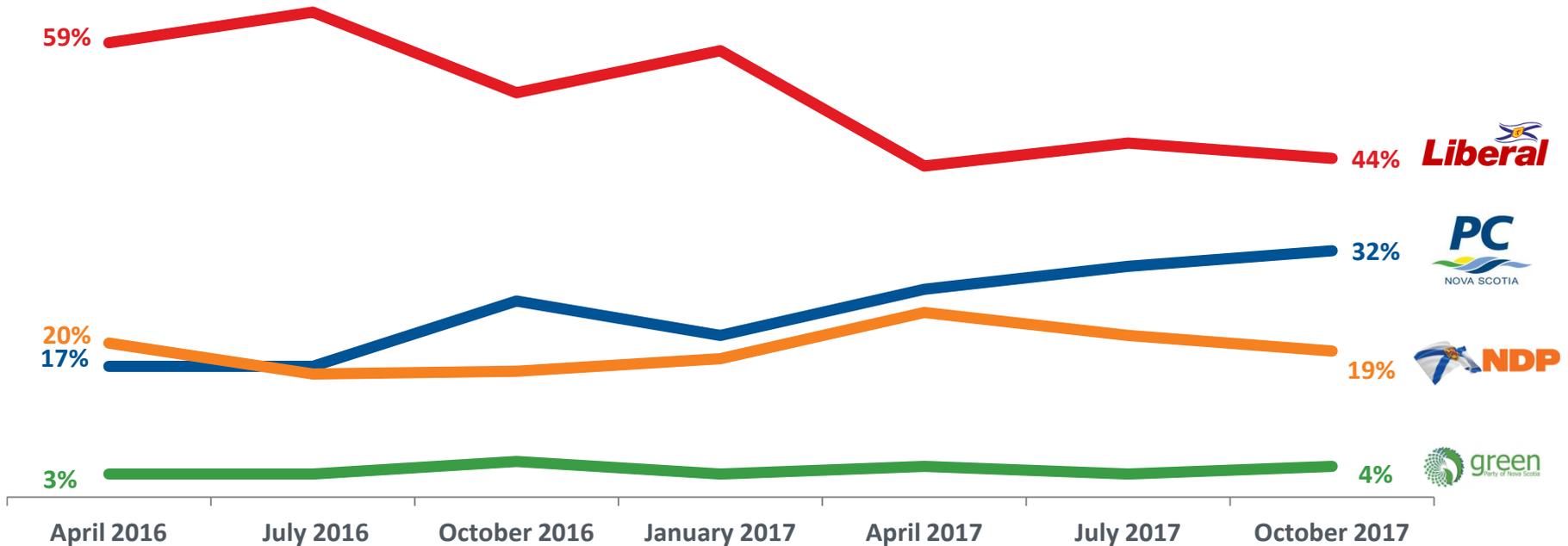
October 2017 (n=381): Margin of error is ± 5.0 percentage points at 95% CI

# Provincial Politics - NS



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

Decided and Leaning Voters



October 2017 (n=381): Margin of error is  $\pm 5.0$  percentage points at 95% CI

# Provincial Government Performance - NS



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



Mean Rating  
4.9

↓ - 0.3

Mean rating change vs. July 2017

■ 1 to 5 ■ 6 to 7 ■ 8 to 10

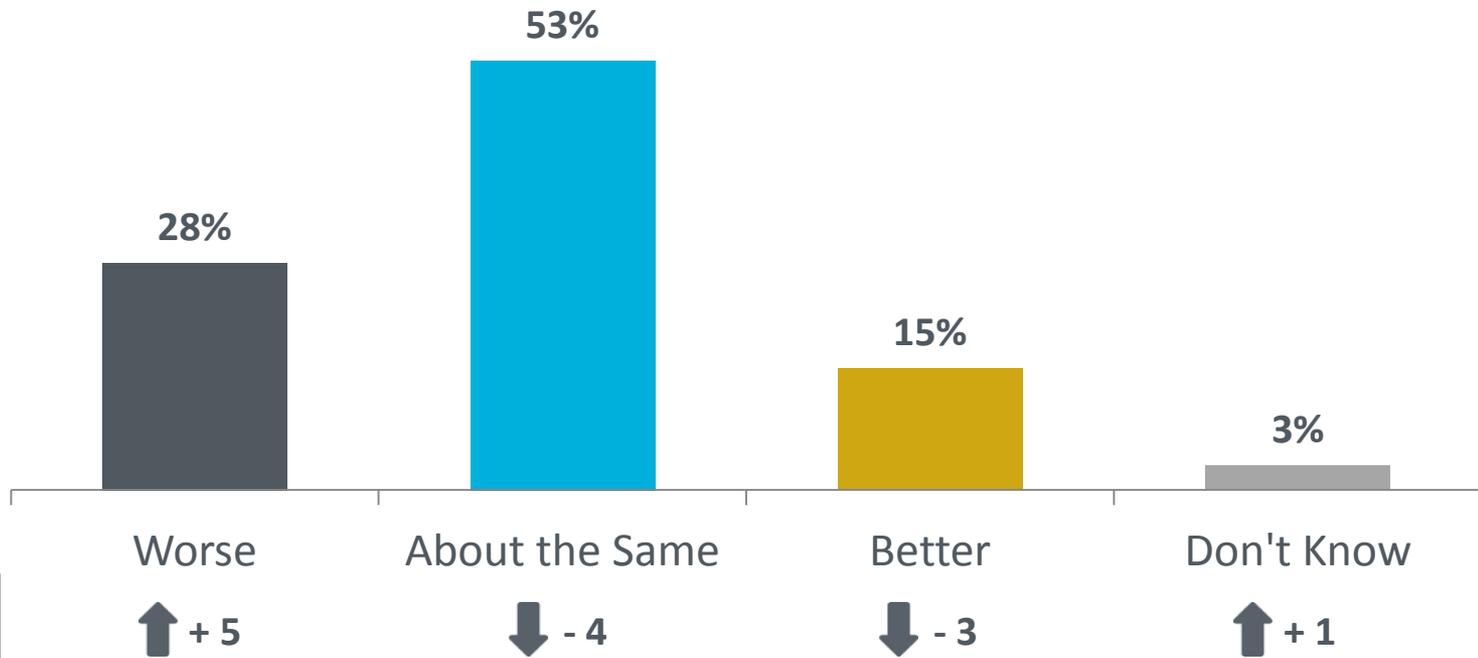


\* Don't know / refusals removed (n=541)

# Economic Outlook - NS



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

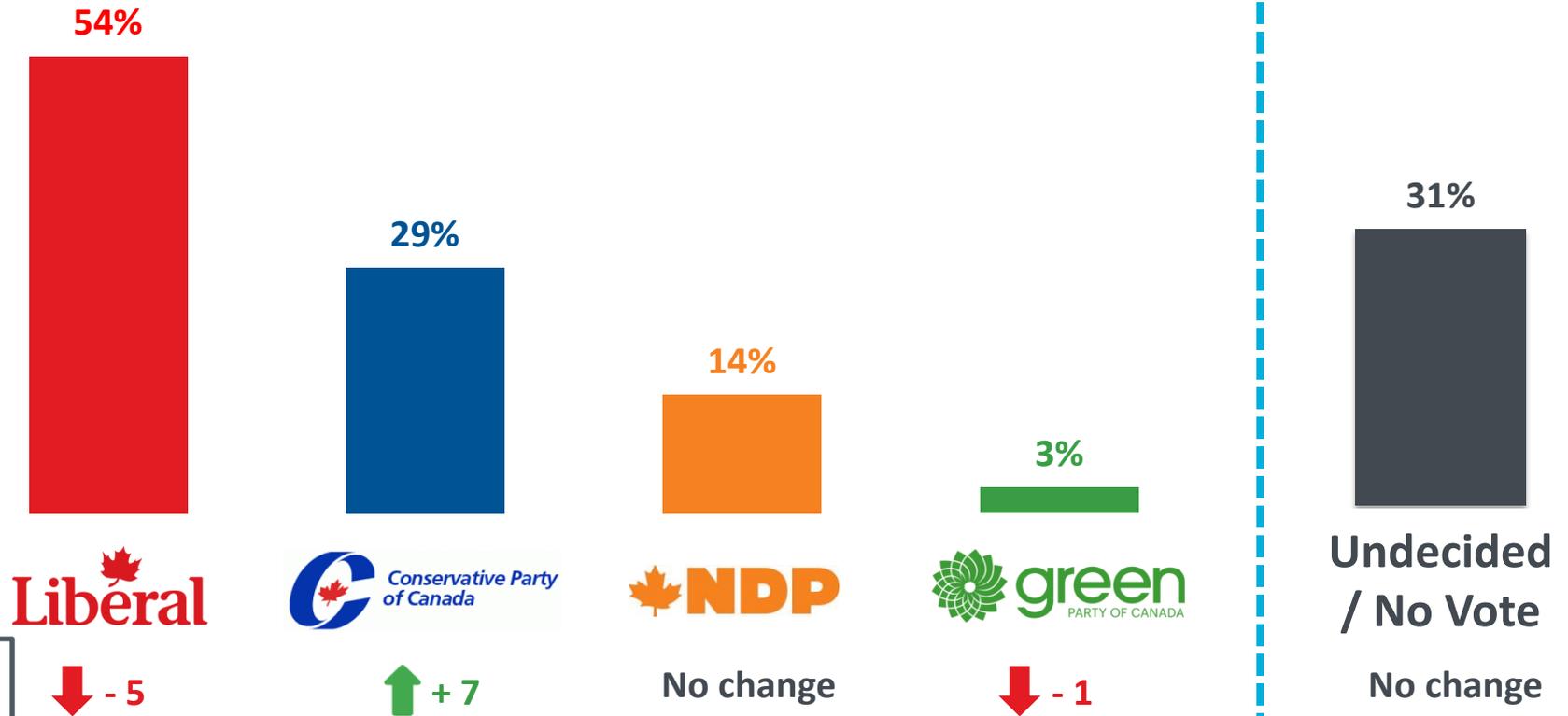


% point change vs. July 2017

# Federal Politics - NS

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

Decided and Leaning Voters

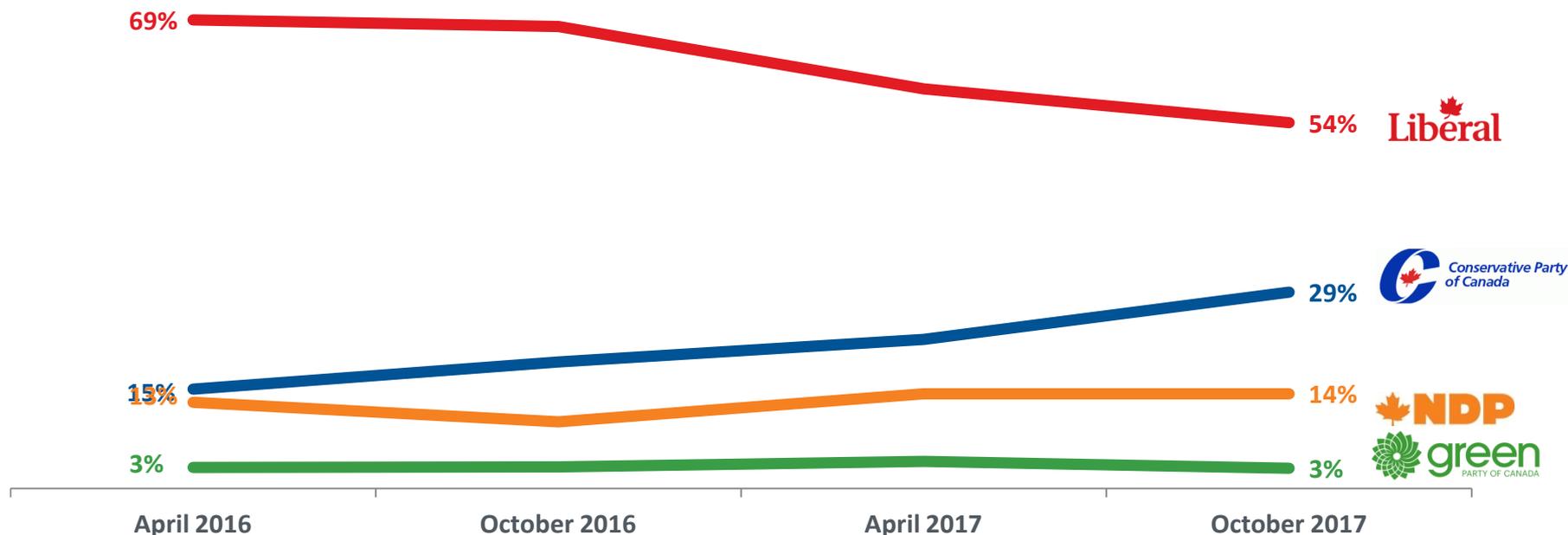


October 2017 (n=415): Margin of error is ± 4.8 percentage points at 95% CI

# Federal Politics - NS

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

Decided and Leaning Voters



October 2017 (n=415): Margin of error is ± 4.8 percentage points at 95% CI

# Federal Government Performance - NS



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



Mean  
Rating  
5.6

↓ - 0.3

Mean rating  
change vs.  
April 2017

■ 1 to 5 ■ 6 to 7 ■ 8 to 10



\* Don't know / refusals removed (n=578)