

# Summer 2018 Report Nova Scotia



## Introduction

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

## Provincial Politics

According to the latest polling numbers, the governing Liberals hold a comfortable lead. Among decided and leaning voters:

- Current Liberal support jumped 5 percentage points to 45%.
- PC Party support held steady at 31%.
- NDP support was down marginally by 3 percentage points to 20%.
- Support for the Green Party held steady this quarter at 4%.
- The undecided / no vote group was relatively unchanged at 40% in July.

## Government Performance

Ratings for the leadership of Premier Stephen McNeil held relatively steady this quarter with a mean score of 4.7 (on a 10-point scale).

## Provincial Outlook

The economic outlook for the province was relatively unchanged in July. 33% of Nova Scotians reported that their outlook on the economy had worsened over the past three months while 49% indicated their outlook had stayed the same and 14% felt things had gotten better.

The Atlantic Matters poll was conducted by telephone from July 16<sup>th</sup> to July 31<sup>st</sup>, 2018 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.

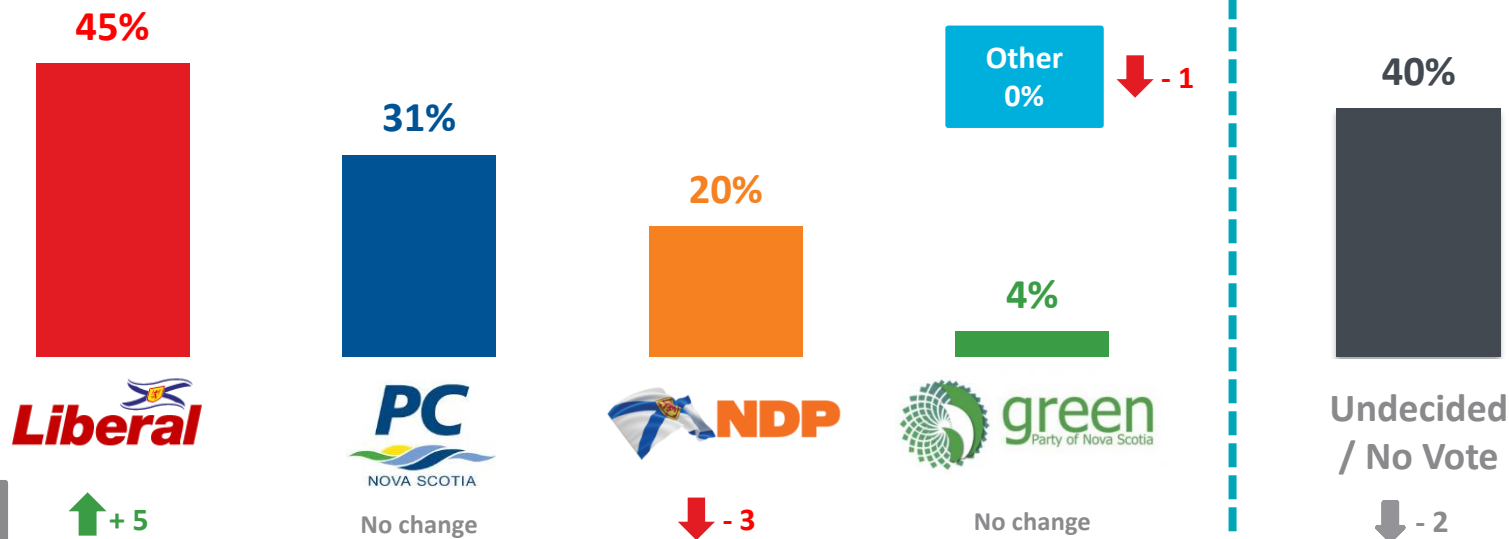
**For more information on Atlantic Matters or MQO Research, contact:**

**Tracey Stephenson**

**E:** [tstephenson@m5.ca](mailto:tstephenson@m5.ca) / **T:** 506-852-7281 / **C:** 506-850-8077

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

Decided and Leaning Voters



% point change vs. May 2018

↑ +5

No change

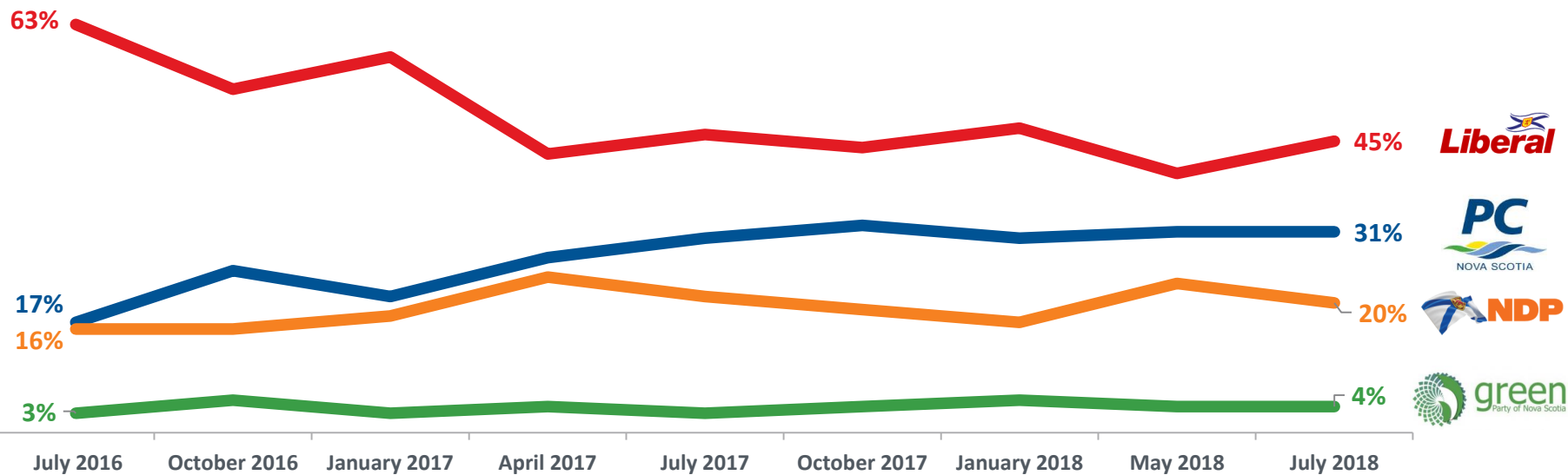
↓ -3

No change

↓ -2

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

Decided and Leaning Voters



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

Decided and Leaning Voters

	April 2016	July 2016	October 2016	January 2017	April 2017	July 2017	October 2017	January 2018	May 2018	July 2018
<b>Liberal</b>	59%	63%	53%	58%	43%	46%	44%	47%	40%	45%
<b>PC</b>	17%	17%	25%	21%	27%	30%	32%	30%	31%	31%
<b>NDP</b>	20%	16%	16%	18%	24%	21%	19%	17%	23%	20%
<b>Green</b>	3%	3%	5%	3%	4%	3%	4%	5%	4%	4%

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



Mean Rating  
4.7

↓ - 0.1

Mean rating change vs. May 2018

■ 1 to 5 ■ 6 to 7 ■ 8 to 10 (1 – very weak / 10 – very strong)



\* Don't know / refusals removed (n=535)

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

