

Fall 2018 Provincial Report Nova Scotia



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, the governing Liberals now hold a slim lead. Among decided and leaning voters:

- Current Liberal support edged down 3 percentage points to 42%.
- PC Party support was up 5 percentage points to 36%.
- NDP support was down 5 percentage points to 15%.
- Support for the Green Party was relatively unchanged this quarter at 6%.

The undecided / no vote group was relatively unchanged at 42%.

Government Performance

The rating for the leadership of Premier Stephen McNeil edged up from a mean score of 4.7 last quarter to 5.0 in October (on a 10-point scale).

Provincial Outlook

The economic outlook for the province was relatively unchanged in October. 29% of Nova Scotians reported their outlook on the economy had worsened over the past three months (down marginally from 33% in July), while 52% indicated their outlook had stayed the same (trended up from 49%) and 17% felt things had gotten better (trended up from 14%).

The Atlantic Matters poll was conducted by telephone from October 18th to November 3rd, 2018 and included 600 randomly selected eligible voters from across the province. The margin of error for the total sample is ± 4.0 percentage points 19 times out of 20.

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

Stephen Moore – Vice-President

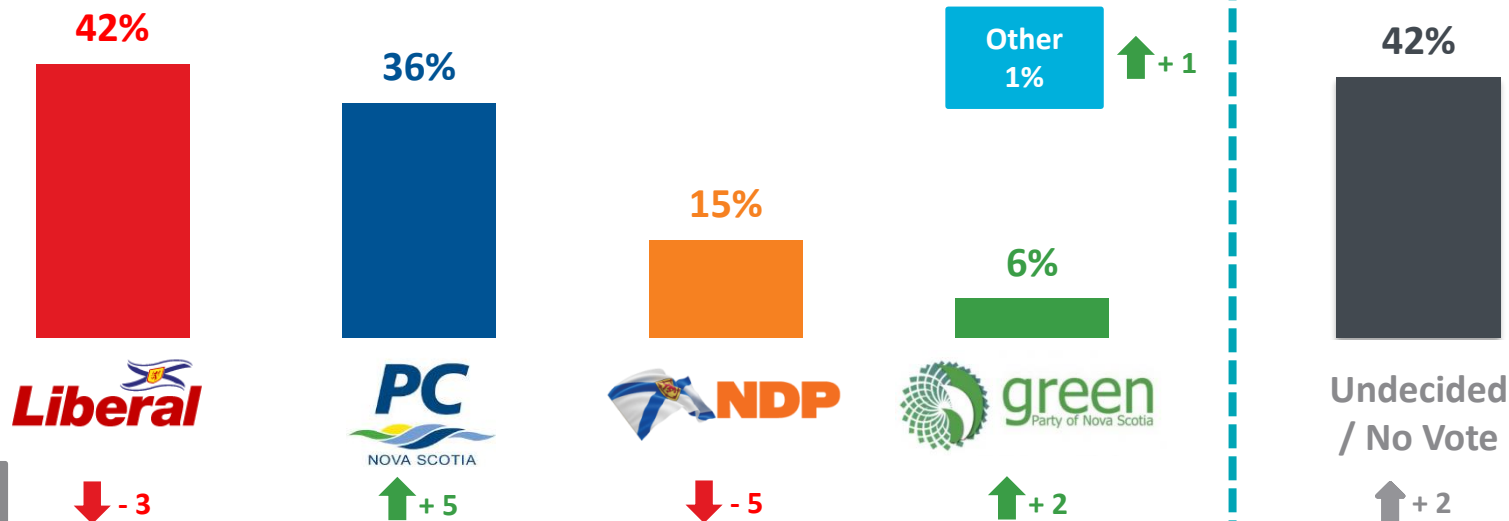
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"If a provincial election were held today, which party would you most likely vote for?"

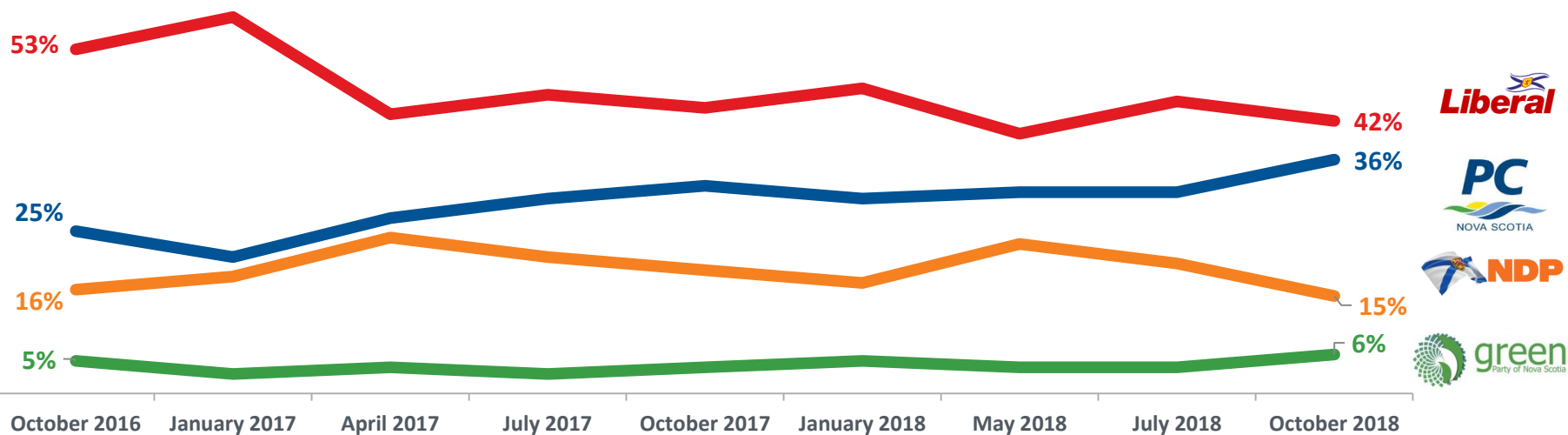
Decided and Leaning Voters



% point change vs. July 2018

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

Decided and Leaning Voters



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Decided and Leaning Voters

	October 2016	January 2017	April 2017	July 2017	October 2017	January 2018	May 2018	July 2018	October 2018
Liberal	53%	58%	43%	46%	44%	47%	40%	45%	42%
PC	25%	21%	27%	30%	32%	30%	31%	31%	36%
NDP	16%	18%	24%	21%	19%	17%	23%	20%	15%
Green	5%	3%	4%	3%	4%	5%	4%	4%	6%

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



Mean Rating
5.0

↑ -0.3

Mean rating change vs. July 2018

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



* Don't know / refusals removed (n=538)

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

