

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 Winter 2018 Report

January Highlights - NS



Introduction

MQO Research spoke with 600 residents of Nova Scotia to gauge the political temperature in the province for the January 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 January 2018. Among decided and leaning voters:

- Current Liberal support held steady at 47%.
- PC Party support was relatively unchanged at 30%.
- NDP support also remained steady at 17%.
- Support for the Green Party exhibited little change this quarter at 5%.
- The undecided / no vote group jumped 7 percentage points to 42% this quarter.

Government Performance

Ratings for the leadership of Premier Stephen McNeil marginally increased this quarter with a mean score of 5.1 (on a 10-point scale).

Provincial Outlook

The economic outlook for the province held fairly steady in January. The majority (57%) of Nova Scotians reported that the economic outlook over the past three months had stayed the same. 26% indicated that the general outlook in Nova Scotia has been getting worse over the past three months and 13% felt things were getting better.

Consumer Confidence

Consumer confidence was relatively unchanged in Nova Scotia compared to a year ago. The percentage of Nova Scotians reporting they feel very secure (rating of 8 or higher) in their current job did edge up four percentage points to 65 percent while all other indicators held steady.

The Atlantic Matters poll was conducted by telephone from Jan. 10th to Jan. 14th, 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. Among decided and leaning voters, the margin of error for the survey is ± 5.3 percentage points 19 times out of 20.

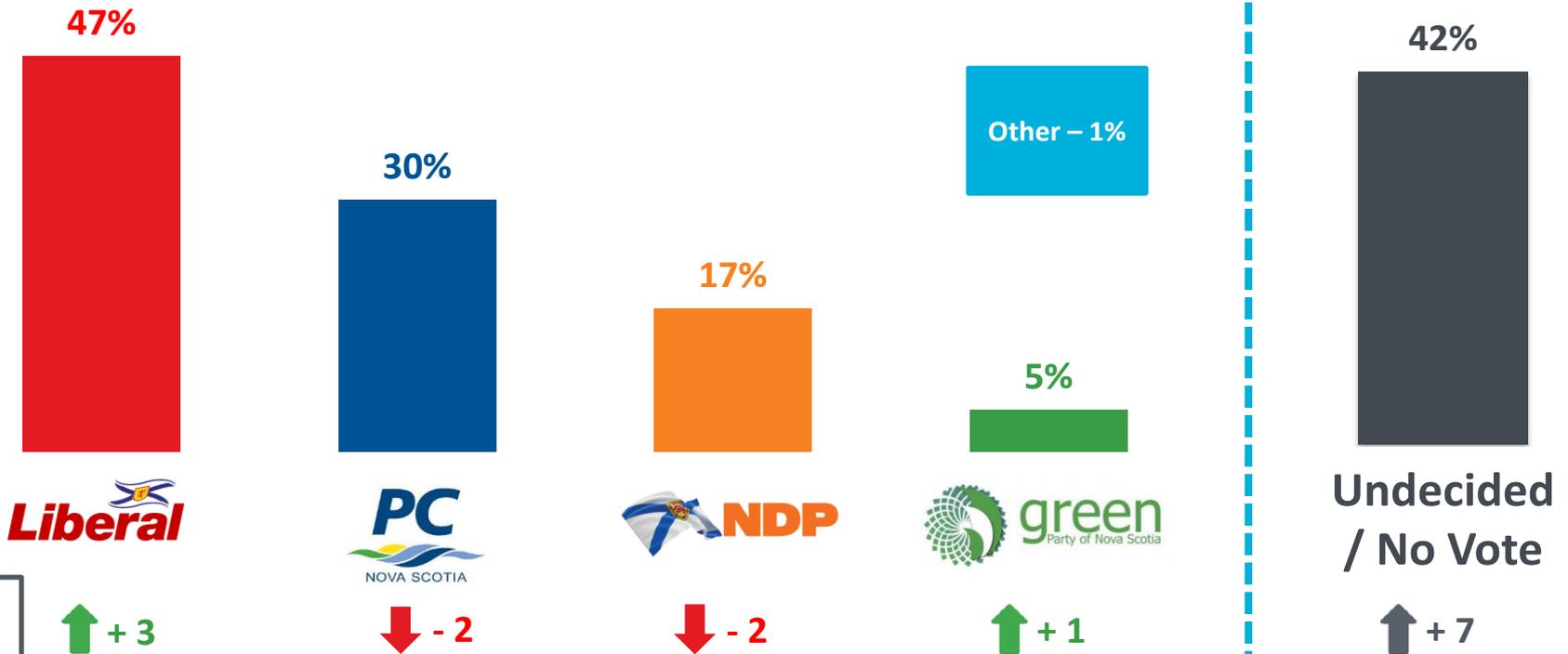
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Provincial Politics - NS

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

Decided and Leaning Voters



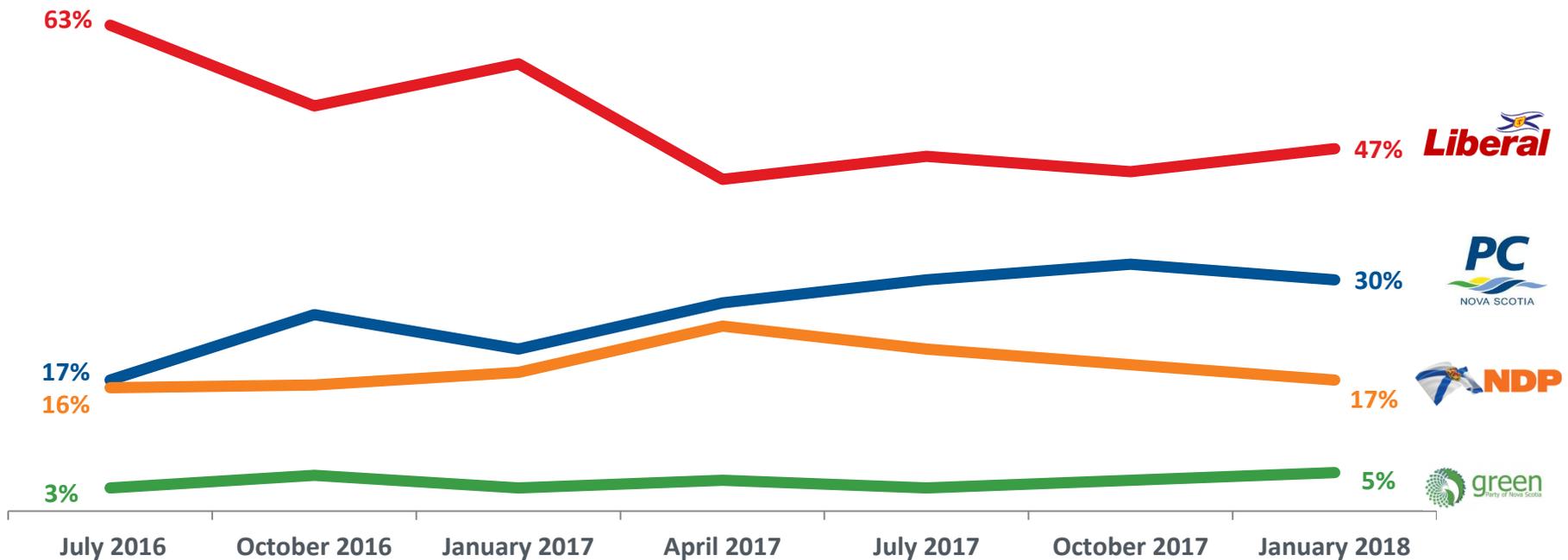
January 2018 (n=346): Margin of error is ± 5.3 percentage points at 95% CI

Provincial Politics - NS



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

Decided and Leaning Voters



January 2018 (n=346): Margin of error is ± 5.3 percentage points at 95% CI

Provincial Government Performance - NS



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



Mean
Rating
5.1

↑ + 0.2

Mean rating
change vs.
October
2017

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

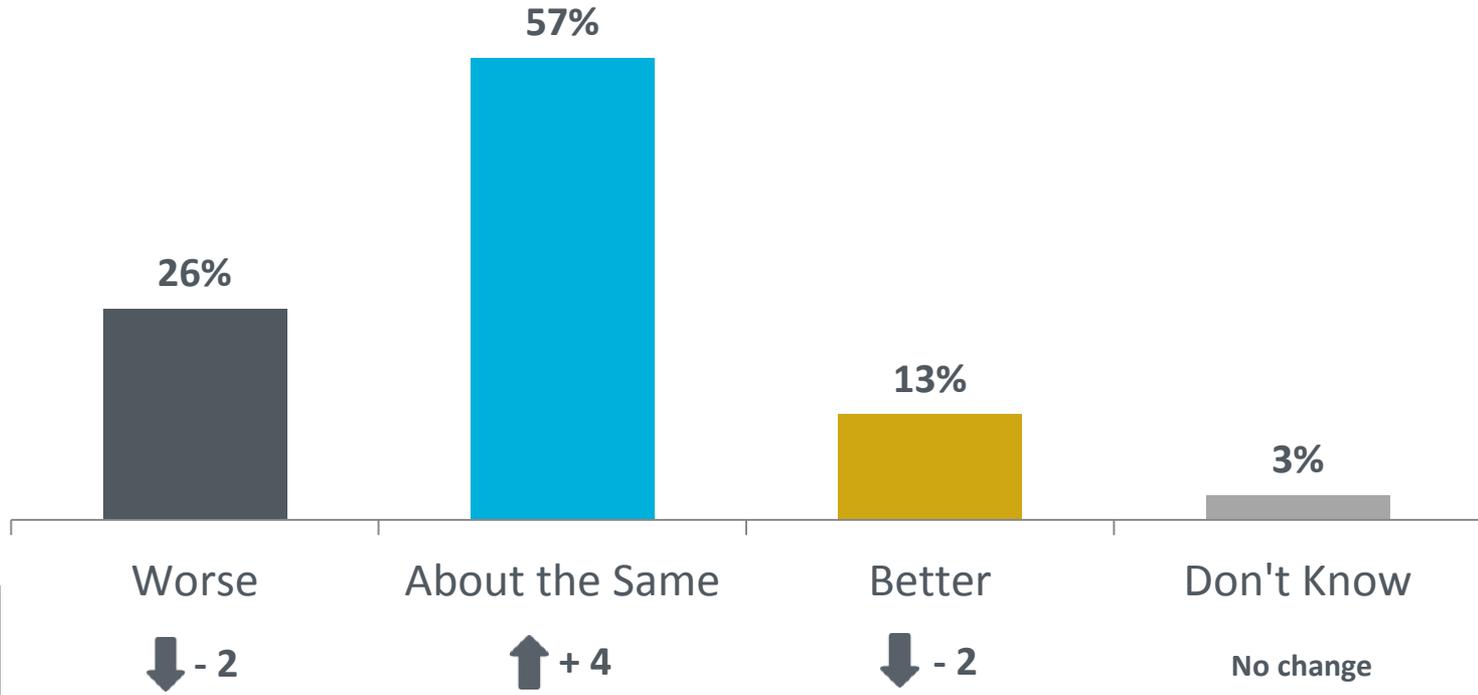


* Don't know / refusals removed (n=546)

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. October 2017

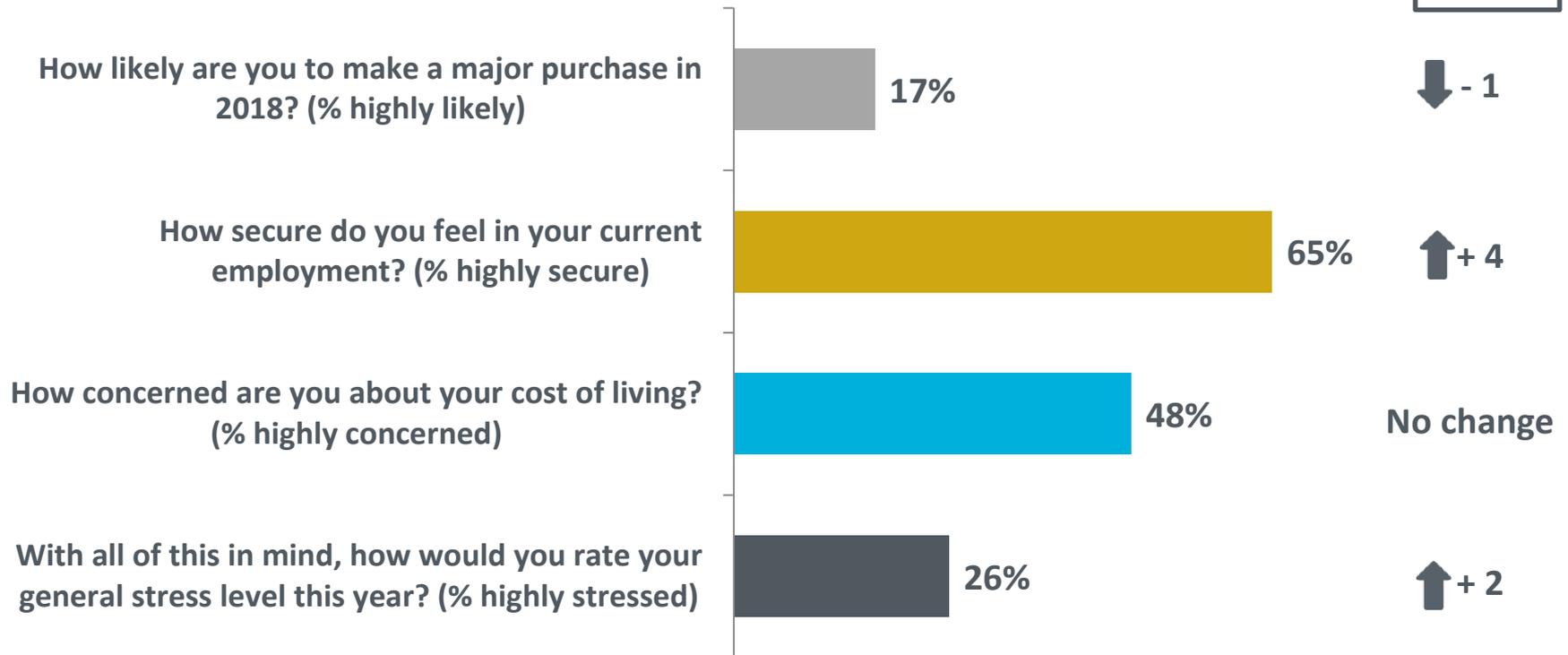
Consumer Confidence - NS



“We’d like to know how the current economy may affect you this year...”

% Rating 8 or Higher

% point change vs. January 2017



* Don't know / refusals removed (n=383-598)