

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. 10<sup>th</sup> to Jan. 14<sup>th</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. Among decided and leaning voters, the margin of error for the survey is  $\pm 5.3$  percentage points 19 times out of 20.

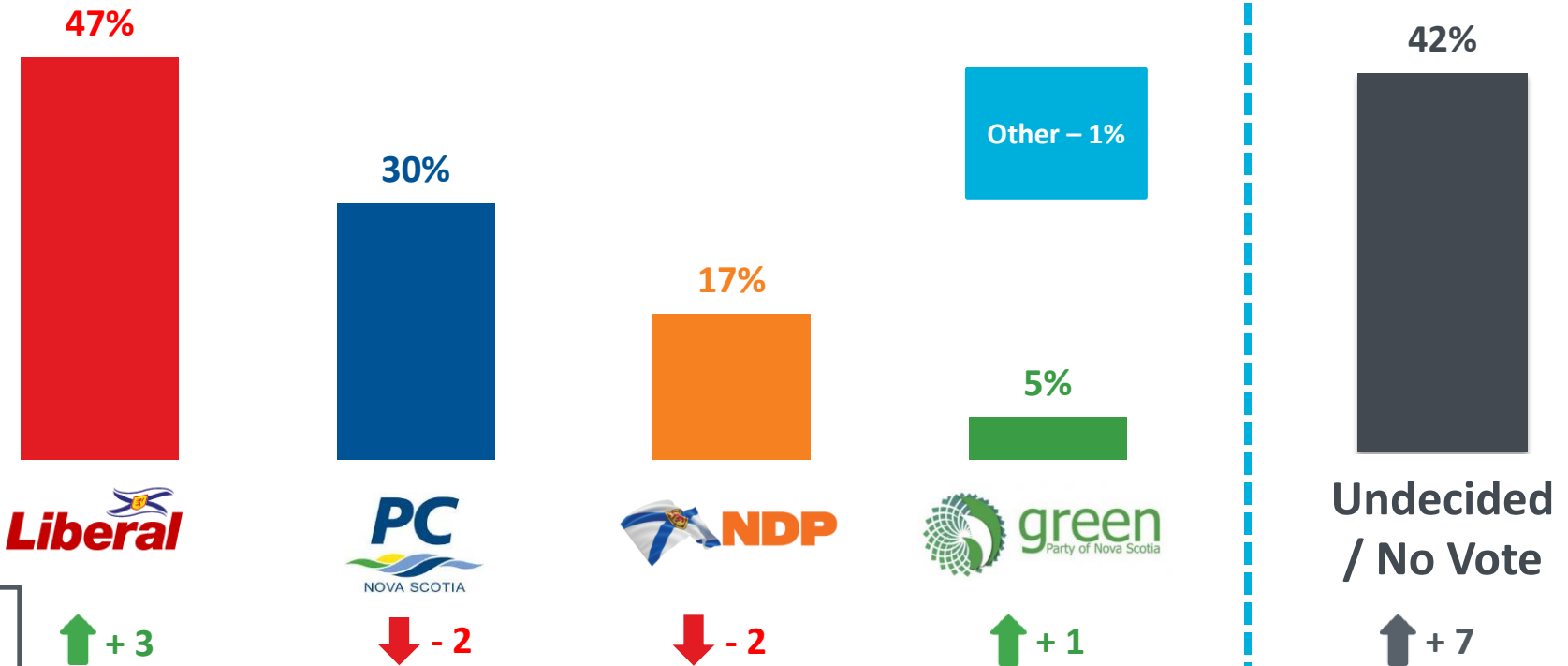
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# Provincial Politics - NS

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

Decided and Leaning Voters



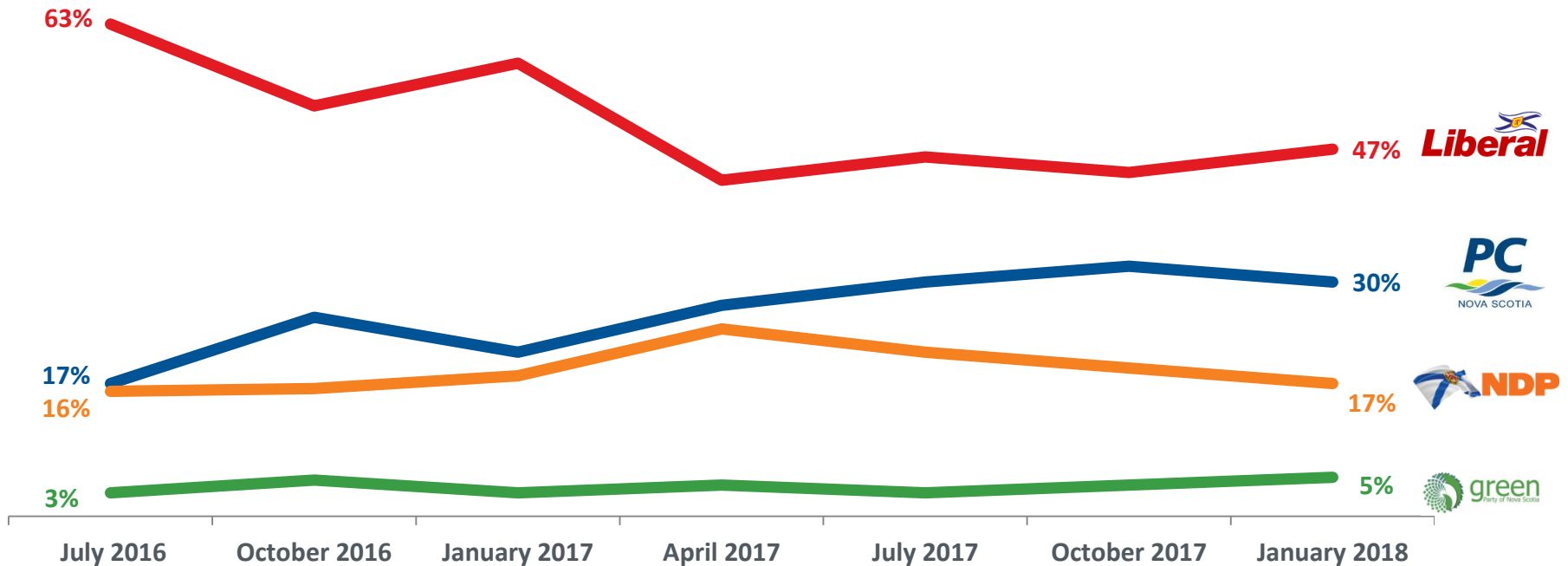
January 2018 (n=346): Margin of error is  $\pm 5.3$  percentage points at 95% CI

# 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  $\pm 5.3$  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)

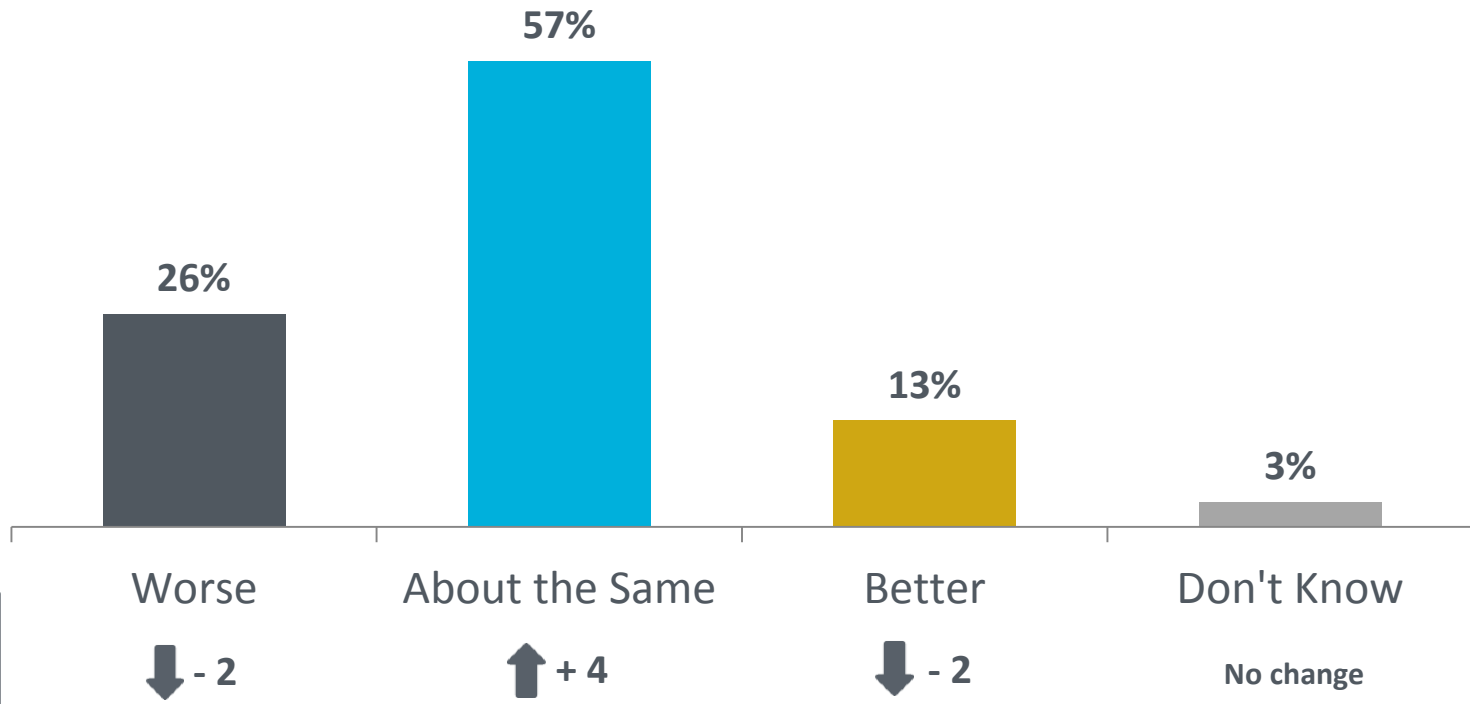


\* Don't know / refusals removed (n=546)

# 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

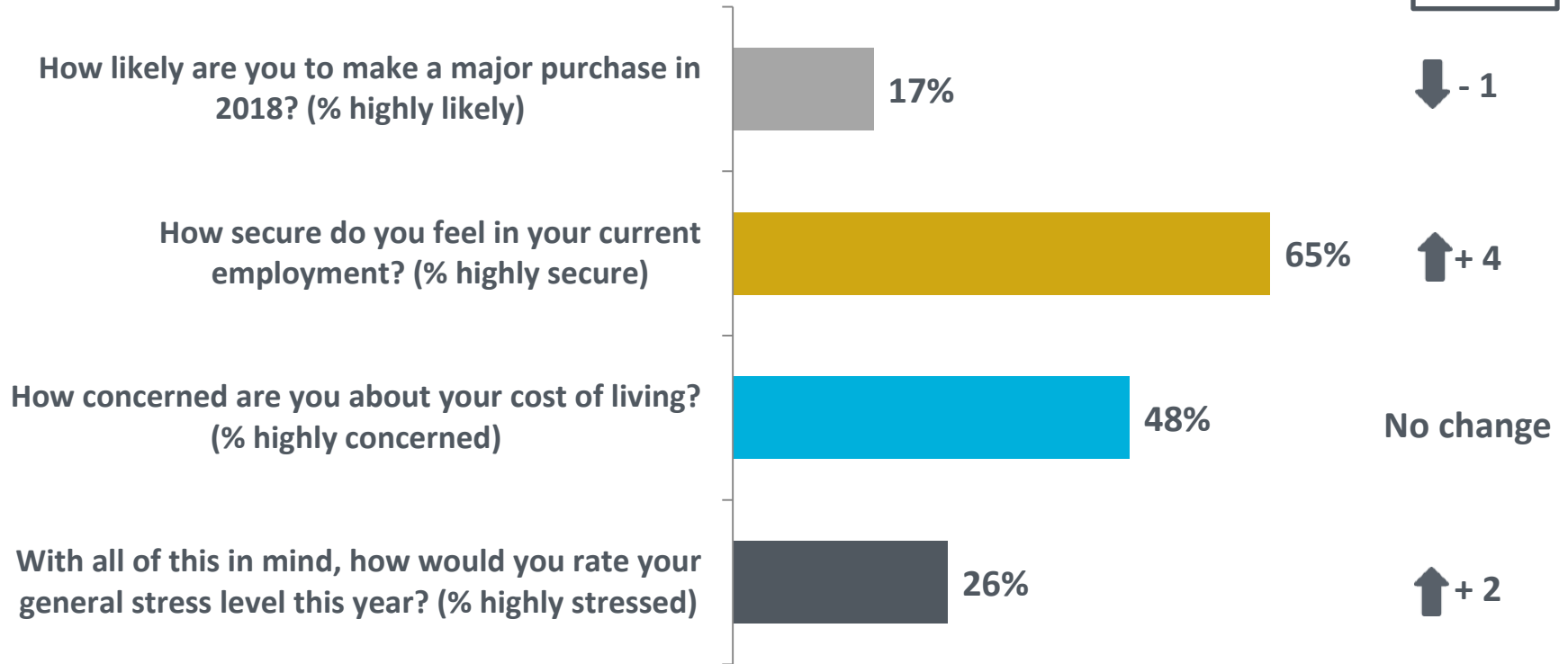
# Consumer Confidence - NS



*“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)