

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 Spring 2018 Report

# May Highlights - NS



## Introduction

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

## Provincial Politics

According to the latest polling numbers, support for the governing Liberals declined in May. Among decided and leaning voters:

- Current Liberal support dropped 7 percentage points to 40%.
- PC Party support was relatively unchanged at 31%.
- NDP support increased by 6 percentage points to 23%.
- Support for the Green Party exhibited little change this quarter at 4%.
- The undecided / no vote group held steady at 42% in May.

## Government Performance

Ratings for the leadership of Premier Stephen McNeil marginally decreased this quarter with a mean score of 4.8 (on a 10-point scale).

## Provincial Outlook

The economic outlook for the province saw a significant decline this quarter. 36% of Nova Scotians reported that the economic outlook over the past three months had gotten worse, up from 26% in January.

## Federal Politics

Federally, party support held relatively steady across all parties compared to October 2017. Among decided and leaning voters:

- Liberal support held steady at 53%.
- Conservative support was also relatively unchanged at 27%.
- NDP support held steady at 14%.
- Support for the Green Party exhibited little change at 5%.
- Ratings of government performance under Justin Trudeau continued to trend down in May with the mean rating dipping to 5.2 (down from 5.6 in October and 5.9 in April of last year).

The Atlantic Matters poll was conducted by telephone from April 17<sup>th</sup> to May 5<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  $\pm 5.2$  percentage points 19 times out of 20.

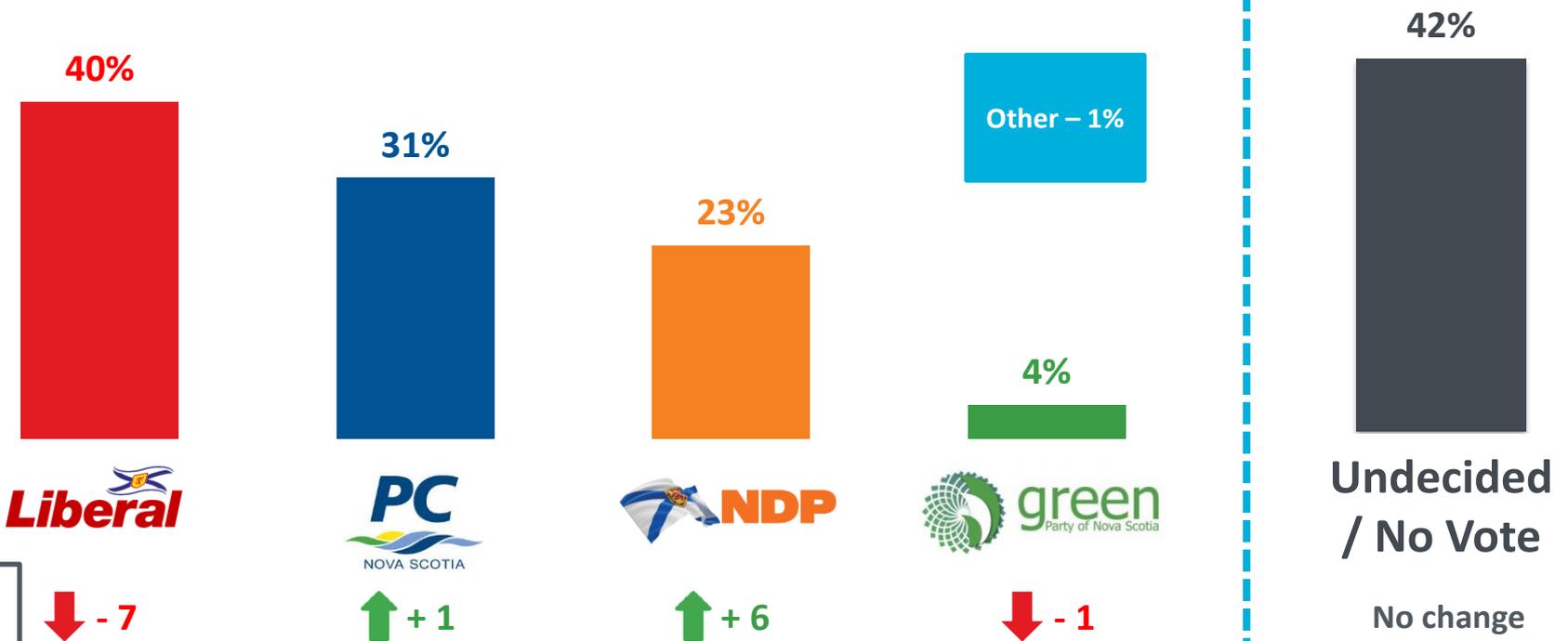
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# Provincial Politics - NS

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

Decided and Leaning Voters



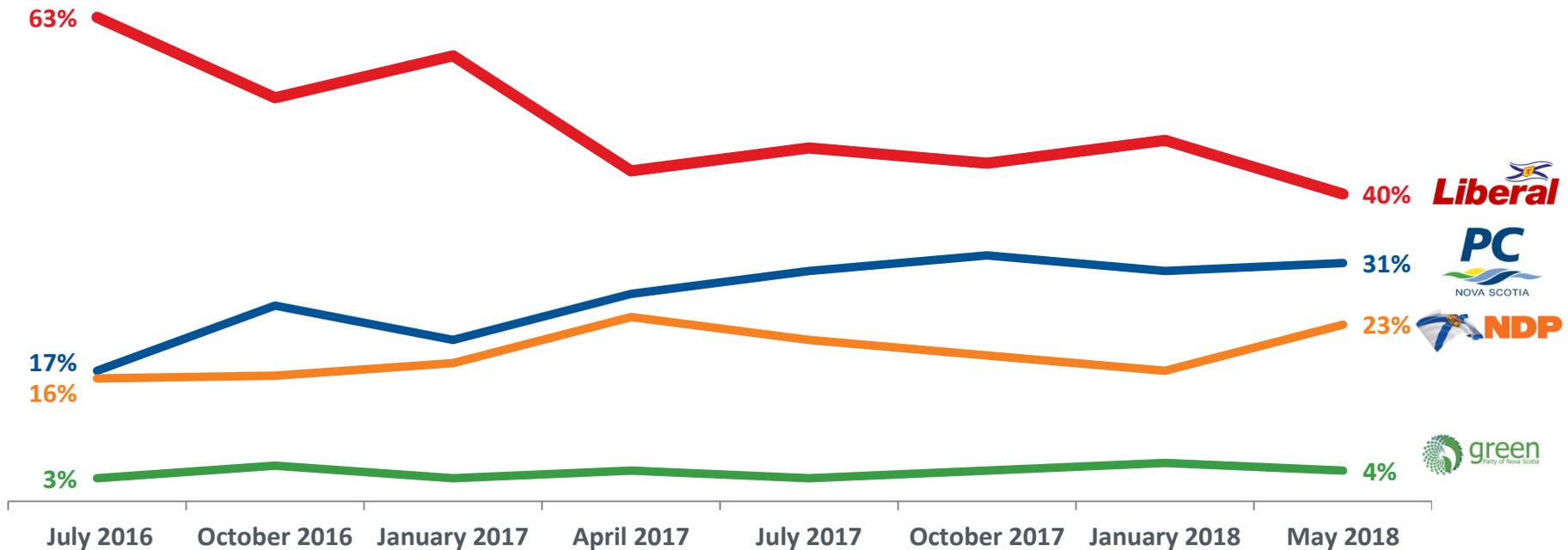
May 2018 (n=348): Margin of error is ± 5.2 percentage points at 95% CI

# Provincial Politics - NS



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

## Decided and Leaning Voters



May 2018 (n=348): Margin of error is  $\pm 5.2$  percentage points at 95% CI

# Provincial Government Performance - NS



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



Mean  
Rating  
4.8

↓ - 0.3

Mean rating  
change vs.  
January  
2018

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

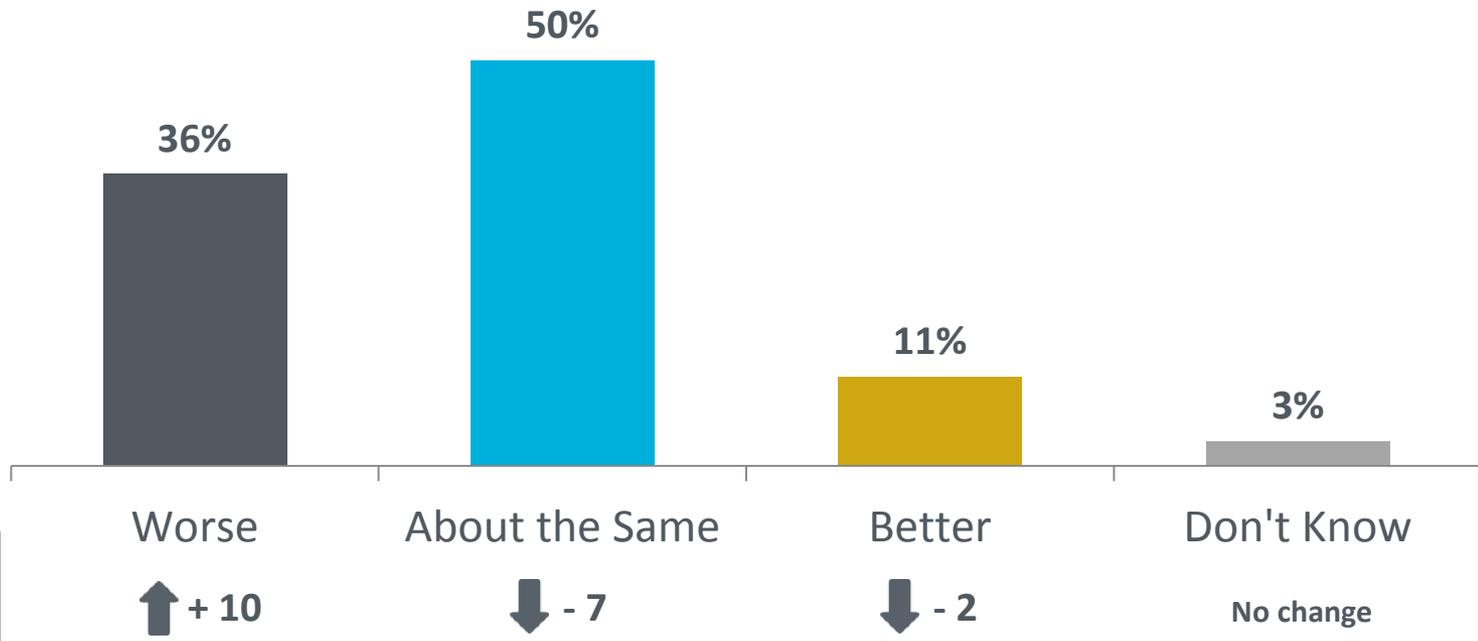


\* Don't know / refusals removed (n=541)

# 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...”*

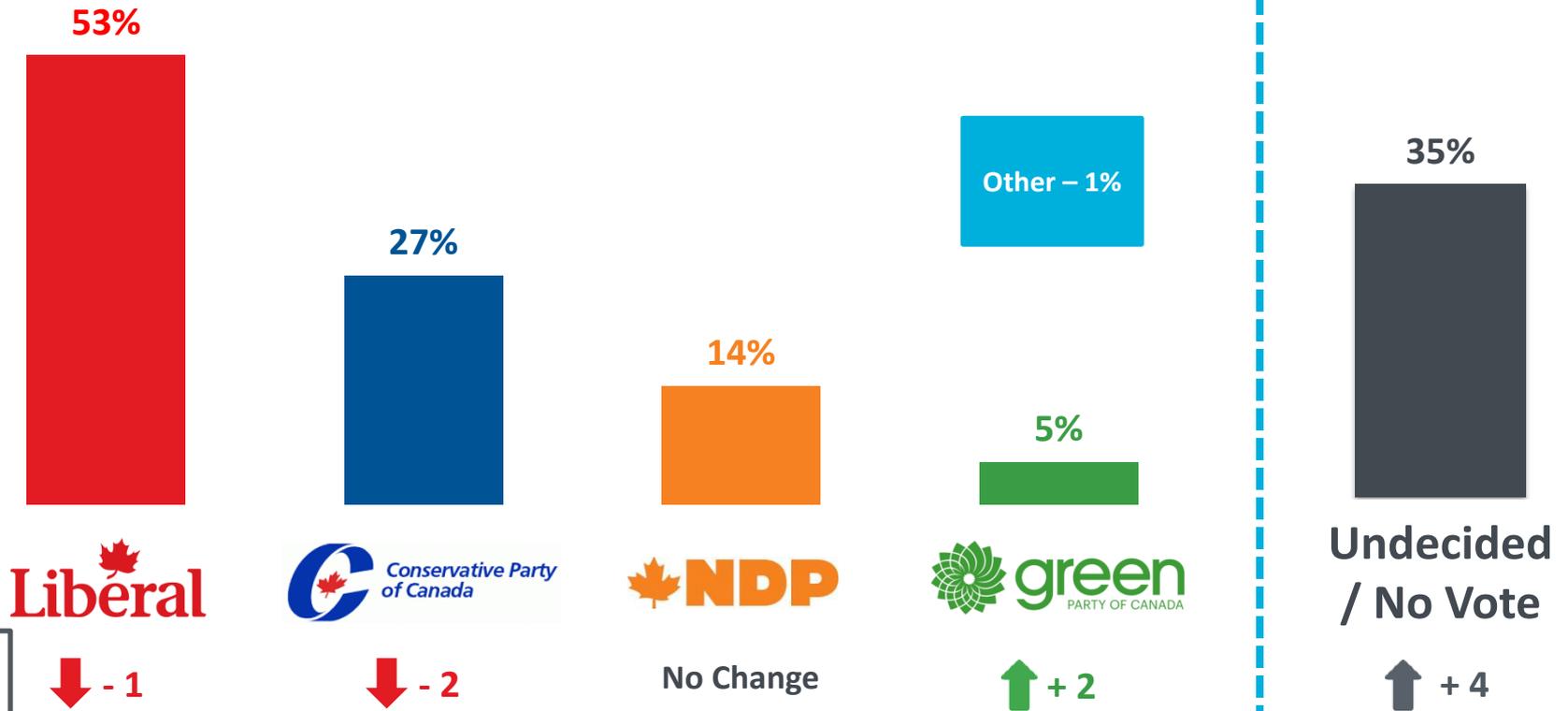


% point change vs. January 2018

# Federal Politics - NS

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

Decided and Leaning Voters



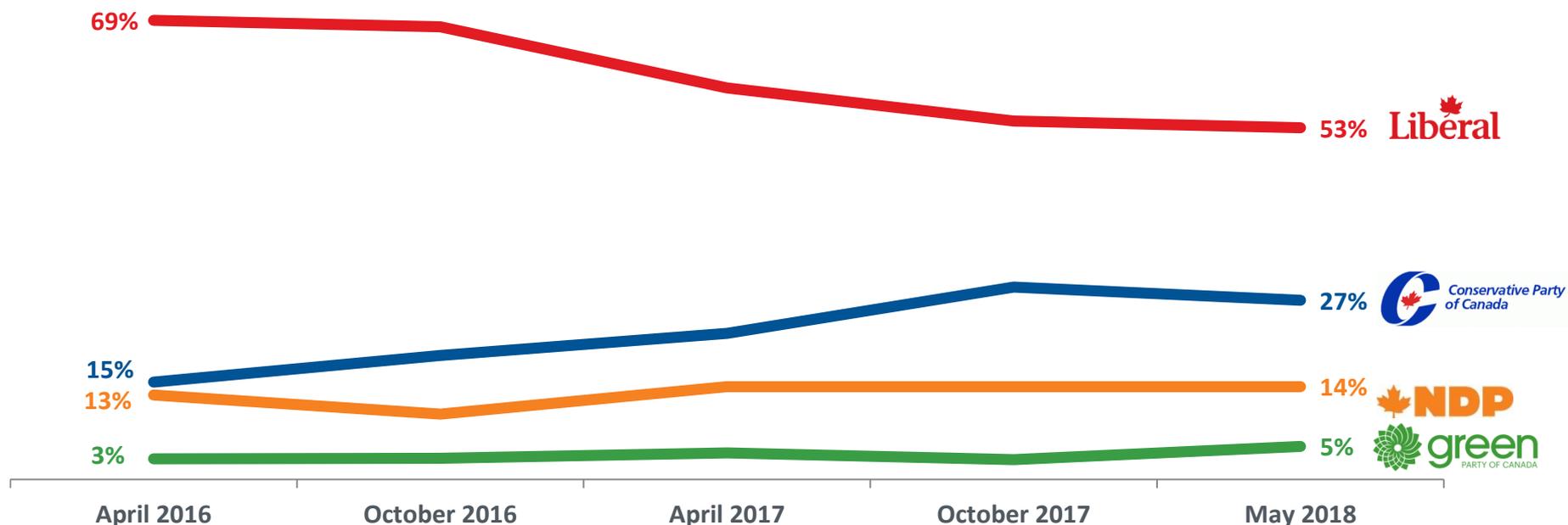
May 2018 (n=393): Margin of error is ± 4.9 percentage points at 95% CI

% point change vs. October 2017

# Federal Politics - NS

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

Decided and Leaning Voters



May 2018 (n=393): Margin of error is ± 4.9 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  
5.2

↓ - 0.4

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=585)