



**Nova Scotia
July 2016 Report**

Research Highlights

Introduction

As we close in on the mid-point of our Atlantic Canadian summer, MQO Research spoke with residents of Nova Scotia to gauge the political temperature in the province for the second edition of our quarterly political poll: Atlantic Matters. As we move through successive editions of the Atlantic Matters report, we'll begin layering a tracking component onto the story, shedding light on the evolving political opinions and attitudes of Nova Scotia residents.

Provincial Politics

According to the latest polling numbers, the Liberal party continues to grow its support: In this case at the apparent expense of the NDP party in Nova Scotia.

- Current Liberal support in the province from decided voters has now moved above 60% (59% in April, 63% in July)
- Conversely, NDP support has slipped four percentage points from 20% to 16%. This continues a downward shift in NDP support since the 2013 election results when the NDP garnered 26.8% of the popular vote.
- PC support in July has remained consistent with April numbers, at 17% of the decided vote.
- Finally, the undecided/don't know group has increased slightly, moving from 24% to 27% of all voters.

Government Performance

Despite the slight increase in support for the Liberal party, people's ratings of Premier Stephen McNeil's leadership remain consistent with April numbers, with a mean rating of 5.2 (on a scale of 1-10).

Provincial Outlook

There has been little change in people's feelings about the provincial outlook over the past three months. Approximately 30% of voters continue to feel the province's outlook is worse than it was in the recent past.

Personal Wellbeing

While feelings about the provincial outlook remain unchanged from April, there are some indications that people are feeling a little better personally. This is most noticeable in their level of concern for the cost of living in Nova Scotia. In April, 60% rated their concern at 8 or higher (on a scale of 1-10), while in July that number dropped to 52%.

The Atlantic Matters poll was conducted by telephone from July 5 to July 19, 2016 and included 600 randomly selected eligible voters from across the province. The margin of error for the survey is ± 4.0 percentage points 19 times out of 20.

**For more information on Atlantic Matters or MQO Research, contact:
Rod Budgell, Executive Vice President and Chief Strategist**

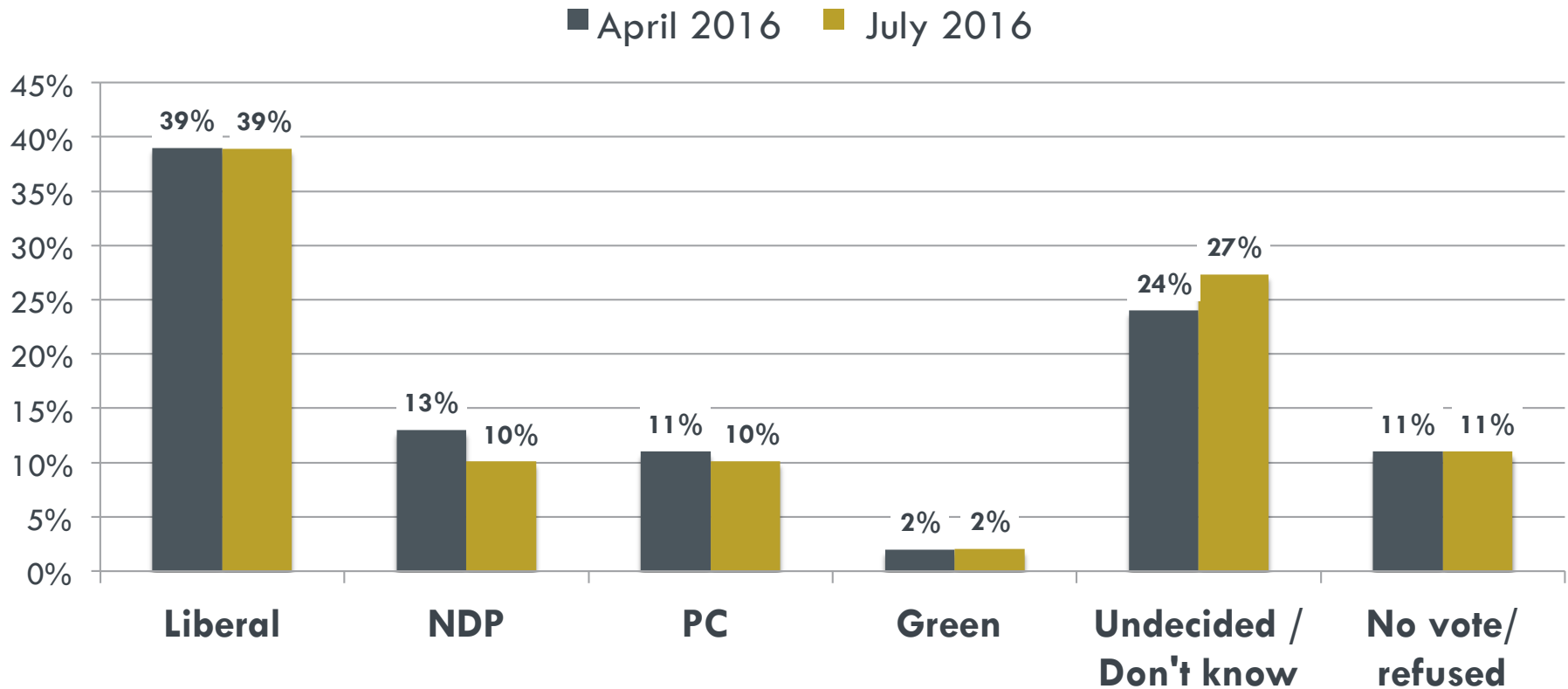
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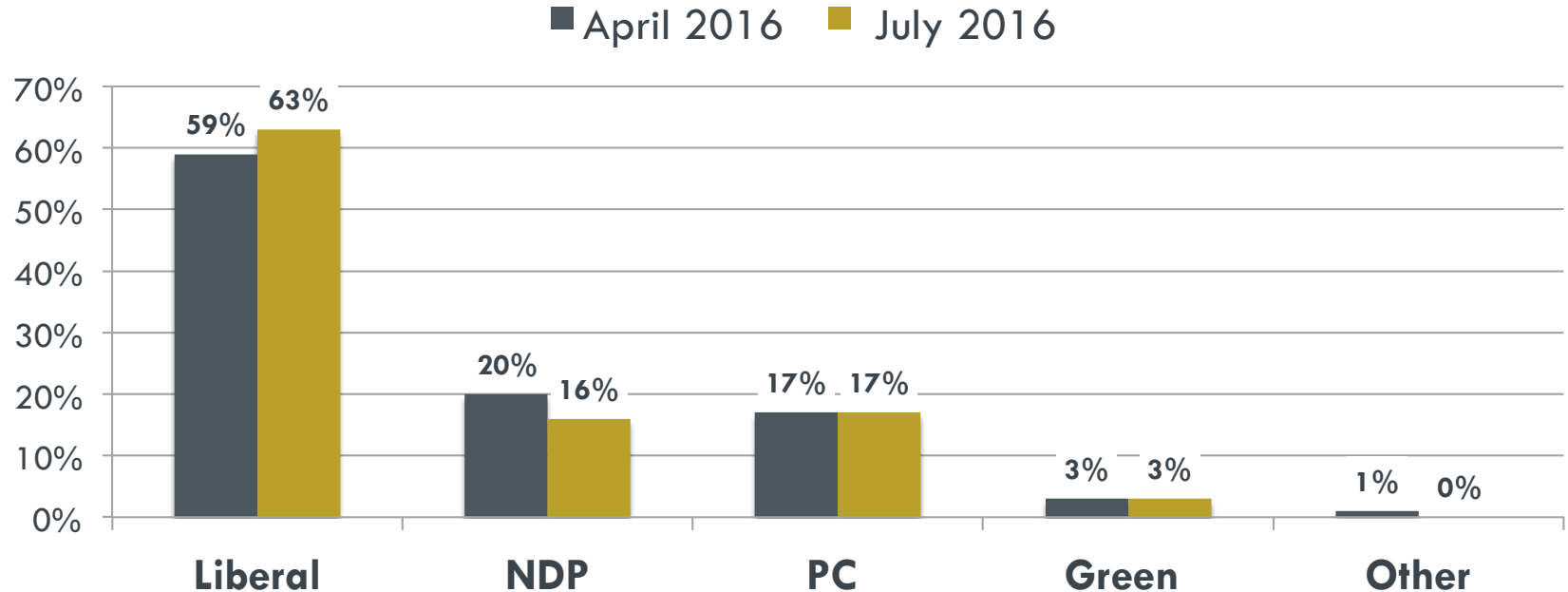
“If a provincial election were held today, which party would you most likely vote for?”

(Party numbers include decided and leaning)



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

(Decided and leaning voters only; don't know/refused/would not vote have been removed)



2013 Provincial election results

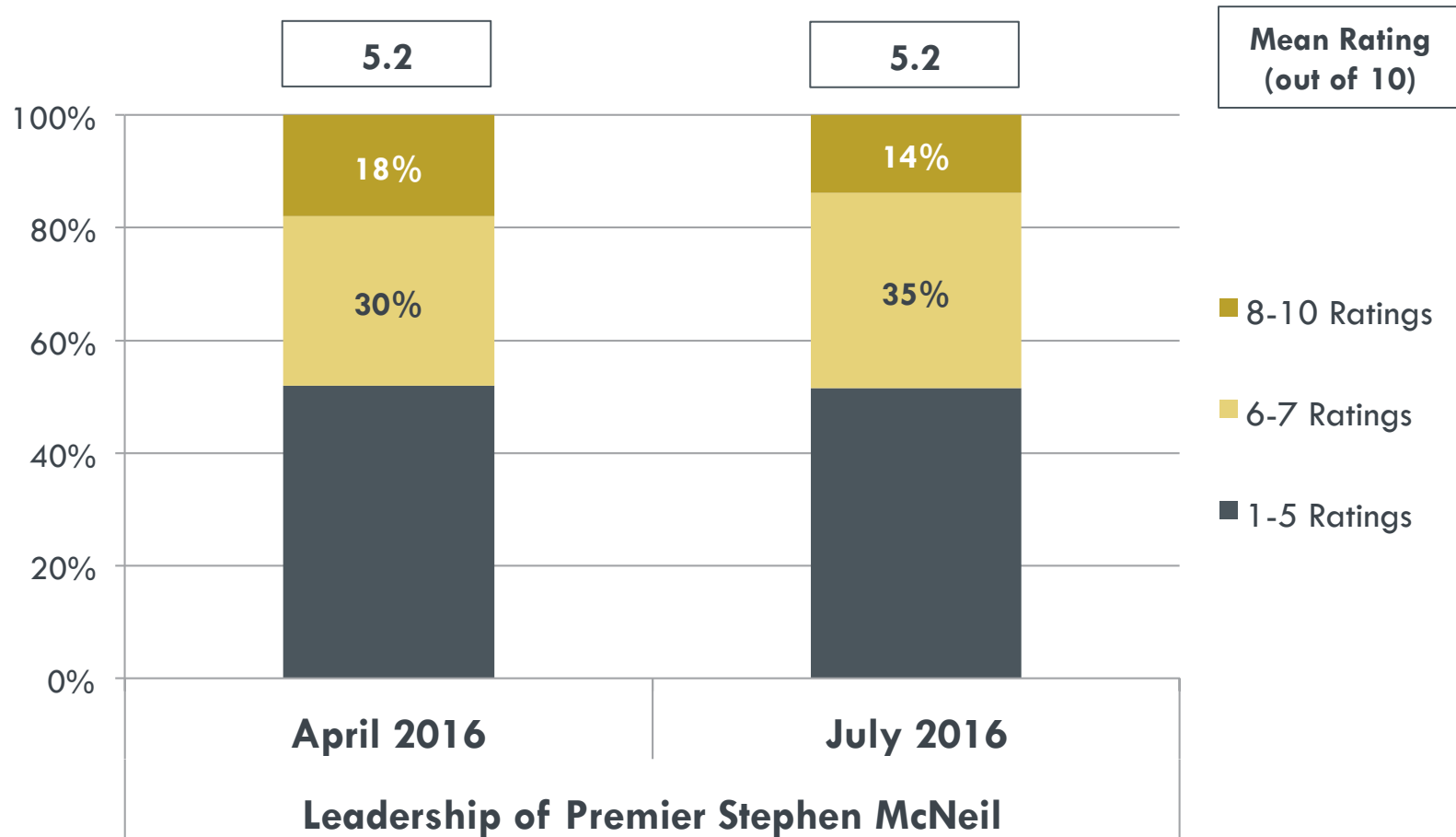
45.7%	26.8%	26.3%	<1%	<1%
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April 2016 (n=388): Margin of error for a sample size of 388 is ± 4.97 percentage points at 95% CI

July 2016 (n=359): Margin of error for a sample size of 359 is ± 5.17 percentage points at 95% CI

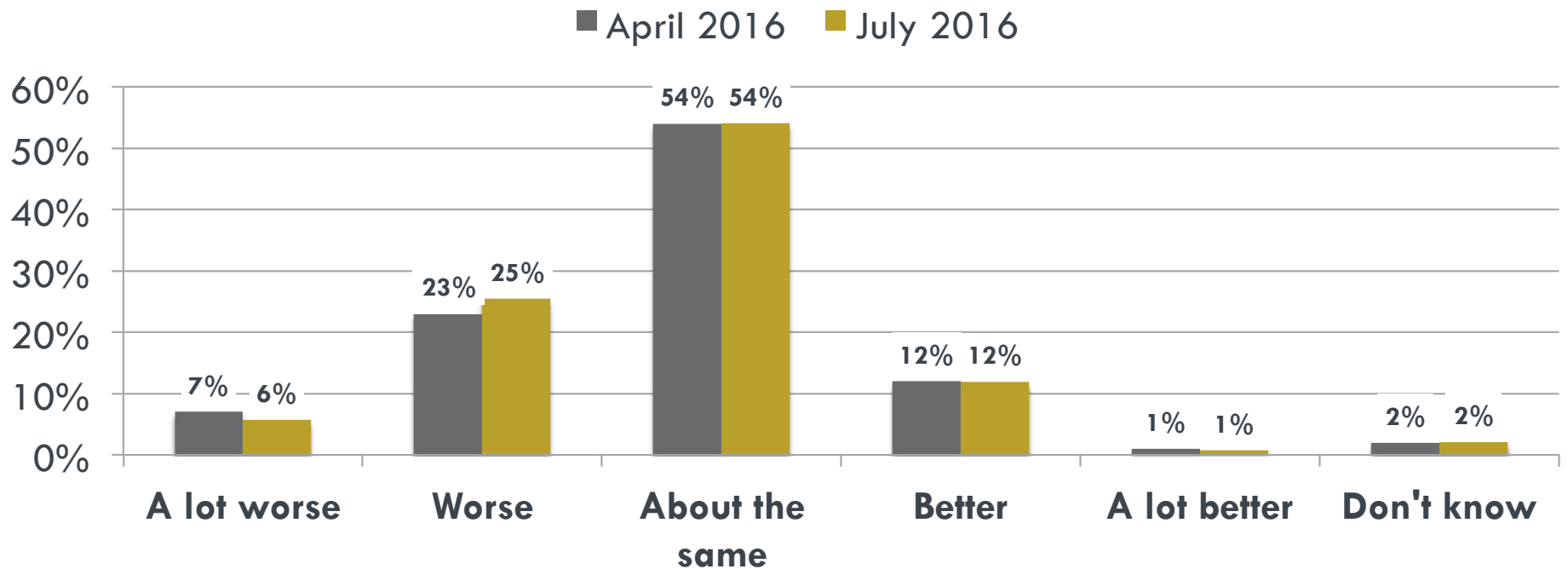
“How would you rate the overall leadership of Premier Stephen McNeil?”

(Don't know and refused removed)

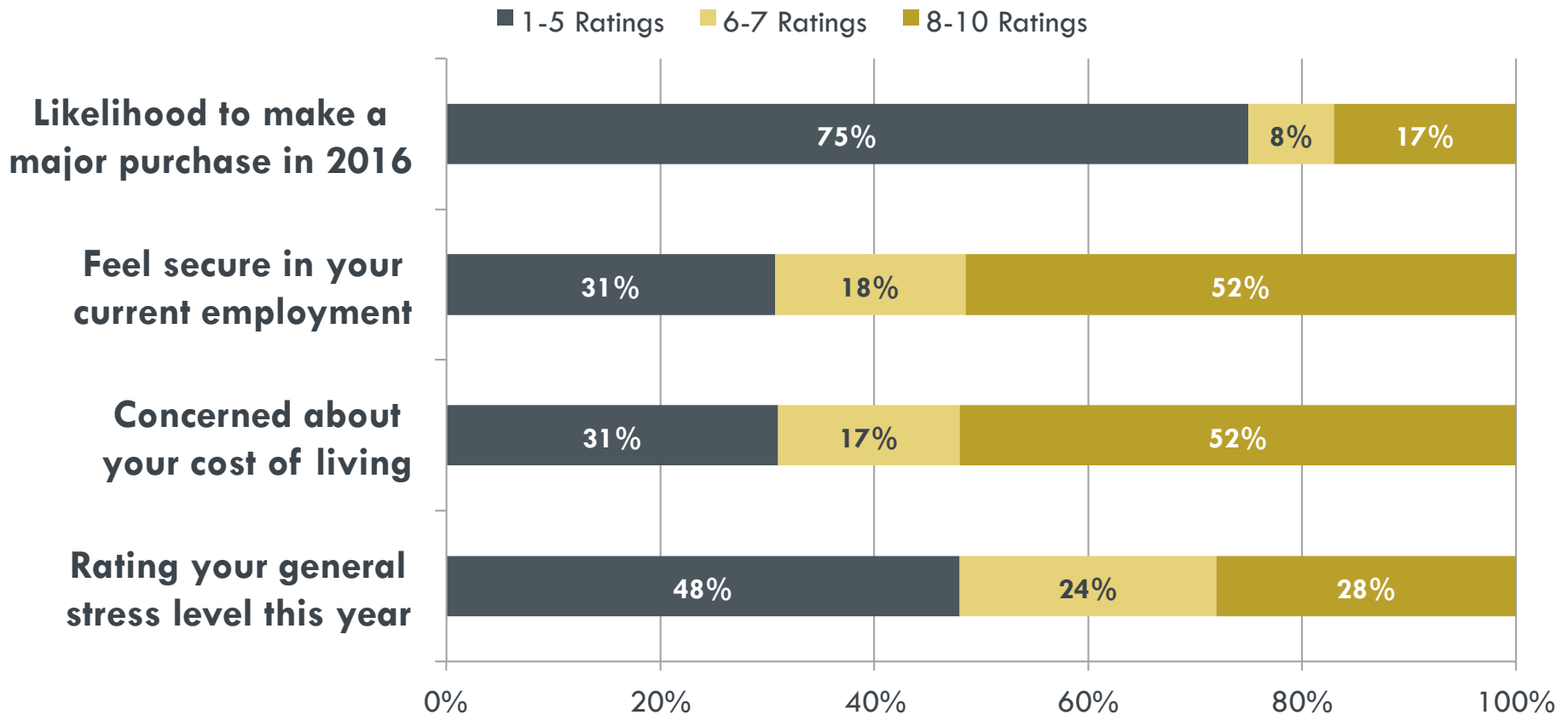


Note: Respondents provided a rating from 1 to 10, where 1 = very weak performance and 10 = very strong performance.

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



“We’d like to know how the current economy may affect you this year....”
(Don’t know and refused removed)



Note: Respondents provided a rating from 1 to 10, where higher numbers indicate greater likelihood of purchasing/higher levels of security/higher levels of concern/greater stress level.



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