

Summer 2018 Report Nova Scotia



Introduction

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

Provincial Politics

According to the latest polling numbers, the governing Liberals hold a comfortable lead. Among decided and leaning voters:

- Current Liberal support jumped 5 percentage points to 45%.
- PC Party support held steady at 31%.
- NDP support was down marginally by 3 percentage points to 20%.
- Support for the Green Party held steady this quarter at 4%.
- The undecided / no vote group was relatively unchanged at 40% in July.

Government Performance

Ratings for the leadership of Premier Stephen McNeil held relatively steady this quarter with a mean score of 4.7 (on a 10-point scale).

Provincial Outlook

The economic outlook for the province was relatively unchanged in July. 33% of Nova Scotians reported that their outlook on the economy had worsened over the past three months while 49% indicated their outlook had stayed the same and 14% felt things had gotten better.

The Atlantic Matters poll was conducted by telephone from July 16th to July 31st, 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.

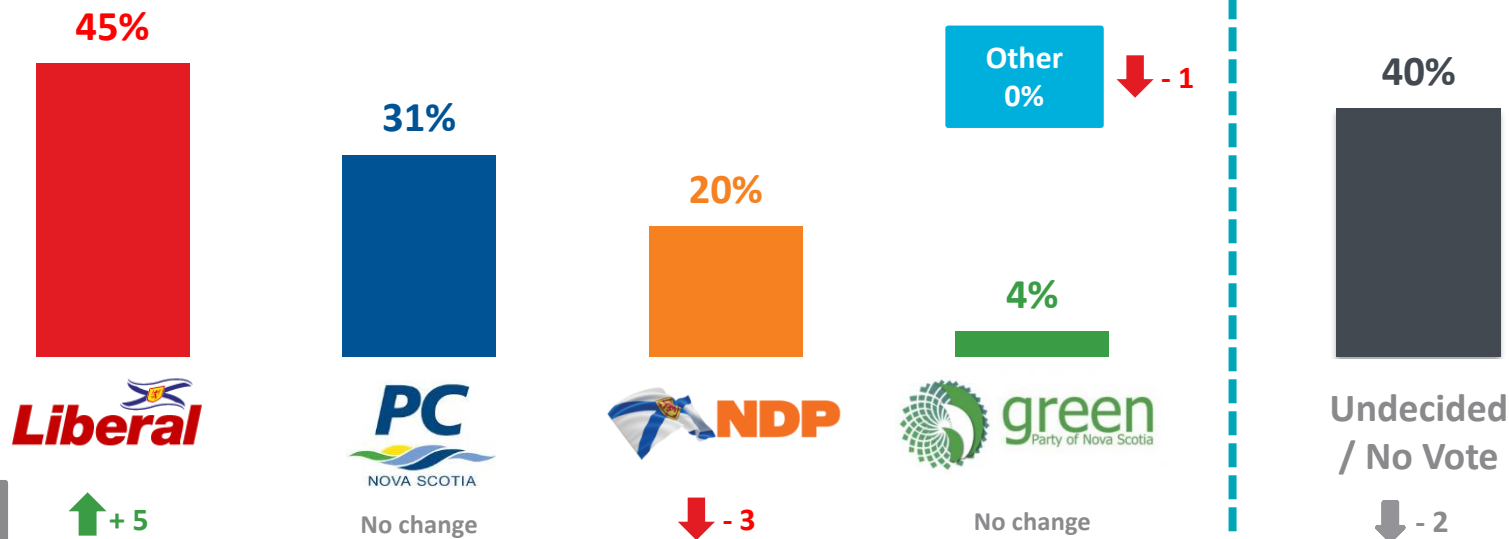
For more information on Atlantic Matters or MQO Research, contact:

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

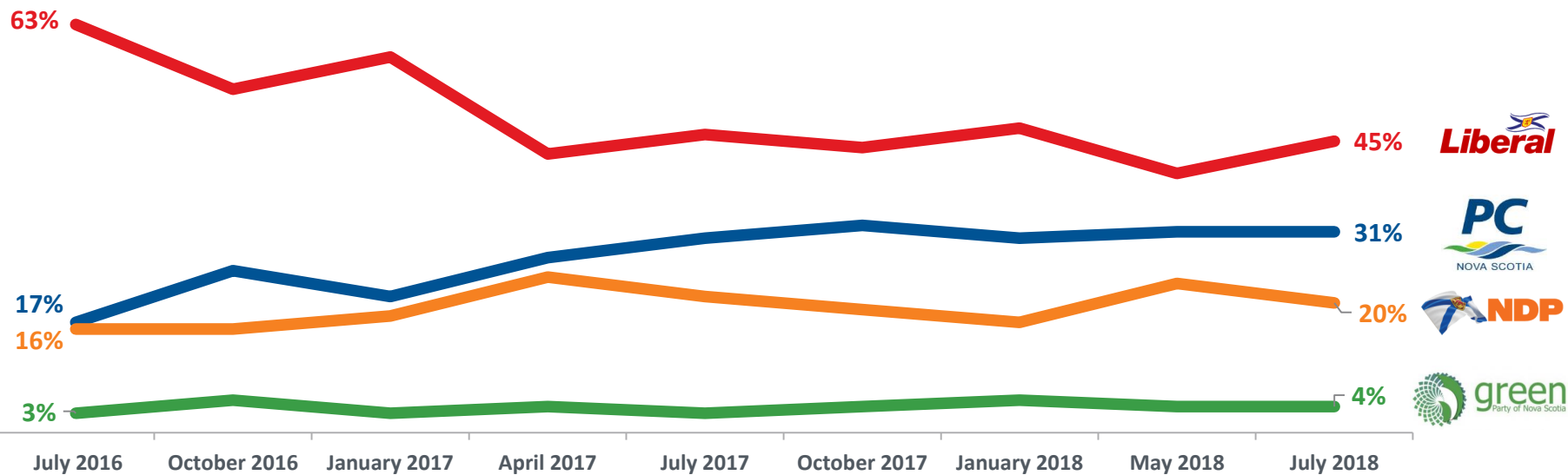
Decided and Leaning Voters



% point change vs. May 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

	April 2016	July 2016	October 2016	January 2017	April 2017	July 2017	October 2017	January 2018	May 2018	July 2018
Liberal	59%	63%	53%	58%	43%	46%	44%	47%	40%	45%
PC	17%	17%	25%	21%	27%	30%	32%	30%	31%	31%
NDP	20%	16%	16%	18%	24%	21%	19%	17%	23%	20%
Green	3%	3%	5%	3%	4%	3%	4%	5%	4%	4%

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



Mean Rating
4.7

↓ - 0.1

Mean rating change vs. May 2018

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



* Don't know / refusals removed (n=535)

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

