



MEDIA RELEASE: December 5, 2012

For Immediate Release

NS Liberals Maintain Lead in Voter Support, PC Party Making Gains

HALIFAX: The Provincial Liberals maintain the lead in voter support this quarter, while PC Party support has improved, according to the most recent survey conducted by **Corporate Research Associates Inc.** Support for the Liberal Party is stable this quarter (41%, unchanged), while backing of the PC Party shows improvement (27%, up from 22%). Meanwhile, support among decided voters for the governing NDP stands at 29 percent (compared with 31% three months ago). Three percent prefer the Green Party (compared with 5%). Over four in ten are undecided, do not plan to vote, or do not offer a response (42%, compared with 44%).

Although NDP voter support has not increased this quarter, satisfaction with the provincial government has improved slightly. Presently, just over four in ten Nova Scotia residents are satisfied with the overall performance of the Dexter government (42%, up from 37% in August 2012). One-half of Nova Scotians are dissatisfied with the performance of the NDP Government (50%, compared with 54%), while seven percent (compared with 9%) do not offer a definite opinion.

Premier Darrell Dexter's personal popularity is slightly improved as compared to three months ago. One-quarter prefer Dexter for Premier (26%, compared with 23% in August 2012). Support for Stephen McNeil of the Liberal Party is stable (33%, compared with 35%), while just under two in ten back Jamie Baillie of the PC Party (17%, unchanged). Preference for John Percy of the Green Party stands at three percent (unchanged). Under two in ten Nova Scotians (17%, compared with 16%) are undecided in terms of leader preference, while four percent prefer none of these leaders (compared with 7%).

These results are part of the **CRA Atlantic Quarterly**[®], an independent, quarterly survey of Atlantic Canadians, and are based on a sample of 800 adult Nova Scotians, conducted from November 7 to November 30, 2012, with overall results accurate to within ± 3.5 percentage points, 95 out of 100 times.

For more information, please contact:

Don Mills, Chairman and CEO at (902) 493-3838

Margaret Brigley, President and COO at (902) 493-3830



CRA Atlantic Quarterly® – Autumn 2012
Nova Scotia Political Results

Sample: 800 Nova Scotians (18 years plus)
Interview Dates: November 7 to November 30, 2012
Overall Margin of Sampling Error: ± 3.5 percentage points (95% confidence level)

<i>How satisfied are you with the overall performance of the provincial government led by Premier Darrell Dexter?</i>					
	November 2011	February 2012	May 2012	August 2012	November 2012
Completely satisfied	5%	3%	2%	2%	3%
Mostly satisfied	50%	45%	39%	35%	39%
Mostly dissatisfied	23%	30%	33%	32%	34%
Completely dissatisfied	13%	12%	19%	22%	16%
Don't know/No answer/Neither	9%	10%	8%	9%	7%

<i>If a provincial election were held today in Nova Scotia, for which party would you vote?</i>					
Party	November 2011	February 2012	May 2012	August 2012	November 2012
NDP	45%	44%	35%	31%	29%
Liberal Party	22%	27%	33%	41%	41%
PC Party	29%	25%	28%	22%	27%
Green Party	4%	3%	4%	5%	3%
Atlantica Party*	0%	0%	0%	-	-
Other	0%	0%	1%	0%	0%
TOTAL DECIDED VOTE	100%	99%	101%	99%	100%
Undecided/Don't know/No answer/ Do not plan to vote/Refused	40%	44%	36%	44%	42%

<i>Which one of the following individuals would you most prefer as Premier of Nova Scotia?</i>					
Leader	November 2011	February 2012	May 2012	August 2012	November 2012
Darrell Dexter of the NDP (Elected June, 2009)	36%	29%	23%	23%	26%
Stephen McNeil of the Liberal Party	22%	21%	27%	35%	33%
Jamie Baillie of the PC Party	18%	22%	21%	17%	17%
John Percy of the Green Party	5%	3%	5%	3%	3%
Jonathan Dean of the Atlantica Party*	1%	1%	1%	-	-
None	5%	7%	9%	7%	4%
Don't know/No answer	14%	17%	14%	16%	17%

*The Atlantica Party was deregistered as of June 5, 2012