

Support for NDP increases in Nova Scotia

- Support for NS NDP surges at the expense of Liberals.
- Satisfaction with the performance of the provincial government declined this quarter.
- Support for Premier McNeil down from last quarter; still the preferred party leader.

HALIFAX, NS June 9, 2015: Support for the NS NDP has increased this quarter at the expense of the Liberals, according to the most recent survey conducted by **Corporate Research Associates Inc.**

Specifically, one-half of decided voters support the Liberal Party (50%, down from 58% in February, 2015), while one-quarter (27%, up from 18%) support the NDP. Meanwhile, two in ten back the PC Party (19%, compared with 20%), while three percent prefer the Green Party (unchanged). The number of Nova Scotians who are undecided rests at 33 percent (compared with 31%), while six percent refuse to state a preference (compared with 4%), and six percent either support none of the parties or do not plan to vote (compared with 5%).

Fewer Nova Scotians are satisfied with the performance of their provincial government this quarter. One-half of residents are satisfied with the overall performance of the McNeil government (50%, down from 60% three months ago), while four in ten Nova Scotians are dissatisfied (41%, up from 27%). Meanwhile, ten percent (compared with 13%) do not offer a definite opinion.

When considering leader preference, support for Stephen McNeil of the Liberal Party stands at 35 percent (down from 44% three months ago), while two in ten prefer Jamie Baillie of the PC Party (18%, compared with 14%). Preference for acting leader Maureen MacDonald of the NDP rests at 20 percent (up from 12%), while preference for John Percy of the Green Party stands at four percent (compared with 3%). Meanwhile, under two in ten (17%, compared with 20%) are undecided in terms of leader preference, while six percent prefer none of these leaders (unchanged).

These results are part of the **CRA Atlantic Quarterly**[®], an independent, quarterly telephone survey of Atlantic Canadians, and are based on a sample of 801 adult Nova Scotians, conducted from May 7 to June 1, 2015 with overall results accurate to within ± 3.5 percentage points, 95 out of 100 times.

Corporate Research Associates (CRA), www.cra.ca, is one of Canada's leading public opinion and market research companies. Founded in 1978, CRA is dedicated to providing clients with state-of-the-art research and strategic consulting services. CRA is a **Certified Gold Seal** Member of the Marketing Research and Intelligence Association (MRIA), which sets stringent standards as a condition of membership, and enforces those standards through independent audits. Follow us on Twitter [@CRAInsight](https://twitter.com/CRAInsight).

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CRA Atlantic Quarterly® – Spring 2015

Nova Scotia Political Results

Sample: 801 Nova Scotians (18 years plus)

Interview Dates: May 7 to June 1, 2015

Overall Margin of Sampling Error: ± 3.5 percentage points (95% confidence level)

How satisfied are you with the overall performance of the provincial government led by Premier Stephen McNeil?					
	May 2014	August 2014*	November 2014	February 2015	May 2015
Completely satisfied	4%	4%	6%	3%	3%
Mostly satisfied	58%	57%	57%	57%	47%
Mostly dissatisfied	19%	17%	18%	20%	28%
Completely dissatisfied	6%	7%	7%	7%	13%
Don't know/No answer/Neither	11%	15%	11%	13%	10%
Too soon to tell	2%	1%	1%	-	-

* Percentages may not equal 100 percent due to rounding.

If a provincial election were held today in Nova Scotia, for which party would you vote?					
Party	May 2014	August 2014	November 2014	February 2015*	May 2015
Liberal Party	57%	63%	64%	58%	50%
PC Party	21%	20%	18%	20%	19%
NDP	19%	14%	15%	18%	27%
Green Party	3%	3%	3%	3%	3%
TOTAL DECIDED VOTE	100%	100%	100%	99%	99%
None/Do not plan to vote	6%	6%	6%	5%	6%
Refused to state	6%	5%	5%	4%	6%
Don't know/Undecided	31%	28%	31%	31%	33%

* Percentages may not equal 100 percent due to rounding.

Current Margin of error for decided voters is ± 4.7 percent based on a sample size of 433.

Which one of the following individuals would you most prefer as Premier of Nova Scotia?					
Leader	May 2014	August 2014	November 2014	February 2015	May 2015
Stephen McNeil of the Liberal Party (Became Premier in October 2013)	45%	48%	47%	44%	35%
Jamie Baillie of the PC Party	18%	19%	14%	14%	18%
Acting Leader Maureen MacDonald of the NDP	13%	9%	11%	12%	20%
John Percy of the Green Party	2%	3%	4%	3%	4%
None	7%	7%	7%	6%	6%
Don't know/No answer/Other	15%	13%	18%	20%	17%

Current margin of error is ± 4.9 percent based on a sample size of 401.