



MEDIA RELEASE: January 6, 2015

For Immediate Release

Federal Liberal Party Maintains Wide Lead Across Atlantic Canada

HALIFAX: The federal Liberal Party has maintained a wide lead this quarter with a majority indicating they plan to vote Liberal in the next federal election, according to the most recent survey of decided Atlantic Canadians conducted by **Corporate Research Associates Inc.** Voting intentions are relatively unchanged from three months ago. Over one-half of decided voters support the Liberal Party (55%, compared with 56% three months ago), while one-quarter prefer the Conservative Party (26%, compared with 24%). Meanwhile, backing for the NDP is consistent with last quarter (16%, compared with 17%), while three percent of Atlantic Canadians prefer the Green Party (compared with 2%). Four in ten (42%, up from 38%) residents in the region are undecided, refuse to state a preference, or do not plan to vote.

Conservative Party leader Stephen Harper's popularity currently stands at 19 percent (compared with 20% in August 2014). Meanwhile, Justin Trudeau of the Liberal Party is preferred by four in ten Atlantic Canadians (42%, compared with 43%), while preference for Thomas Mulcair of the NDP rests at one in seven (14%, compared with 13%), and Elizabeth May of the Green Party is preferred by five percent (unchanged).

"If the current patterns hold in terms of voting intentions, the number of Conservative seats would be significantly reduced in Atlantic Canada after the next federal election," said Don Mills, Chairman and CEO of Corporate Research Associates.

A majority of Atlantic Canadians are dissatisfied with the current federal government, stable from last quarter and a decline from one year ago. Specifically, under six in ten residents (56%, compared with 59% in August 2014) are dissatisfied with the current performance of the federal government. Meanwhile, one-third of residents are satisfied (35%, compared with 34%), while eight percent do not offer a definite opinion (compared with 6%).

These results are part of the **CRA Atlantic Quarterly**[®], an independent, quarterly survey of Atlantic Canadians, and are based on a sample of 1500 adult Atlantic Canadians, conducted from November 5 to November 30, 2014, with overall results accurate to within ± 2.5 percentage points, 95 out of 100 times.

For more information, please contact:

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

Ce communiqué de presse est également offert en français.

CRA Atlantic Quarterly® – Autumn 2014

Federal Political Results

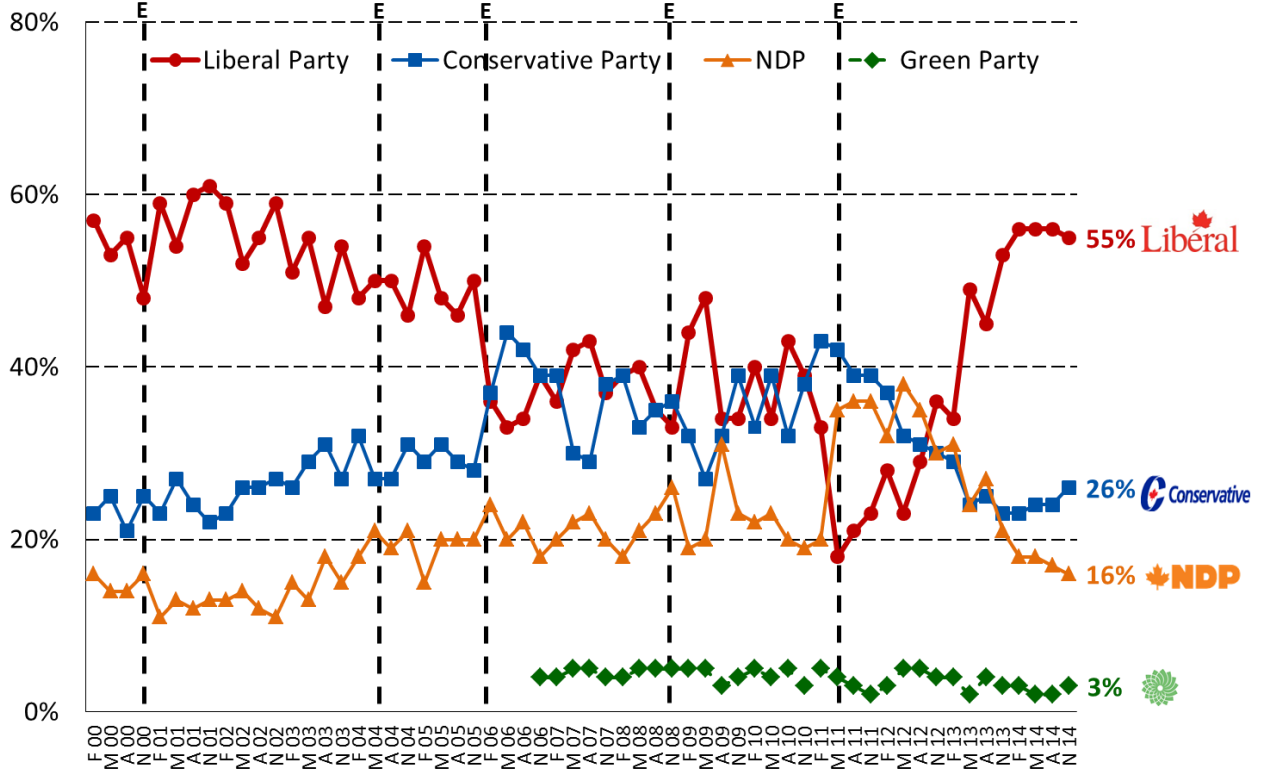
Sample: 1500 Atlantic Canadians (18 years plus)

Interview Dates: November 5 to November 30, 2014

Overall Margin of Sampling Error: ± 2.5 percentage points (95% confidence level)

Federal Decided Voters

Atlantic Canada



F=February, M=May, A=August, N=November

E = Election



CRA Atlantic Quarterly[®] – Autumn 2014
Federal Political Results

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Generally speaking, how satisfied are you with the overall performance of the Federal Government led by Prime Minister Stephen Harper?

	Atlantic Canada		Newfoundland and Labrador		Nova Scotia		New Brunswick		Prince Edward Island	
	Aug 14	Nov 14	Aug 14	Nov 14	Aug 14	Nov 14	Aug 14	Nov 14	Aug 14	Nov 14
Completely satisfied	3%	2%	2%	1%	3%	1%	4%	2%	2%	5%
Mostly satisfied	31%	33%	25%	37%	34%	29%	31%	36%	29%	30%
Mostly dissatisfied	33%	34%	36%	34%	33%	37%	32%	31%	35%	37%
Completely dissatisfied	26%	22%	28%	21%	23%	25%	27%	19%	27%	22%
Don't know/No answer/Neither	6%	8%	9%	7%	7%	8%	6%	11%	7%	5%

If a federal election were held today, for which party would you vote?

Party	Atlantic Canada		Newfoundland and Labrador		Nova Scotia		New Brunswick		Prince Edward Island	
	Aug 14	Nov 14	Aug 14	Nov 14	Aug 14	Nov 14	Aug 14	Nov 14	Aug 14	Nov 14
Conservative Party	24%	26%	19%	22%	25%	26%	28%	29%	23%	24%
Liberal Party	56%	55%	65%	62%	60%	54%	45%	49%	55%	54%
New Democratic Party	17%	16%	15%	14%	13%	17%	23%	16%	19%	15%
Green Party	2%	3%	1%	2%	2%	3%	4%	4%	4%	7%
Other	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%
TOTAL DECIDED VOTE *	99%	100%	101%	100%	100%	100%	100%	99%	101%	100%
Undecided/No answer/Do not plan to vote/Refused	38%	41%	32%	36%	38%	43%	40%	45%	47%	39%

* Percentages may not equal 100% due to rounding. Margin of error for decided voters is ± 3.3% based on a sample size of 886.

Which one of the following party leaders would you most prefer as Prime Minister of Canada?

Leader	Atlantic Canada		Newfoundland and Labrador		Nova Scotia		New Brunswick		Prince Edward Island	
	Aug 14	Nov 14	Aug 14	Nov 14	Aug 14	Nov 14	Aug 14	Nov 14	Aug 14	Nov 14
Stephen Harper of the Conservative Party	20%	19%	15%	18%	22%	18%	23%	21%	18%	20%
Justin Trudeau of the Liberal Party	43%	42%	54%	49%	42%	42%	38%	36%	41%	43%
Thomas Mulcair of the NDP	13%	14%	13%	15%	11%	13%	15%	14%	15%	19%
Elizabeth May of the Green Party	5%	5%	1%	2%	6%	7%	6%	5%	6%	4%
Mario Beaulieu of the Bloc Québécois	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
None of the above/Other	7%	5%	6%	5%	9%	6%	7%	6%	9%	4%
Don't know/Undecided/Refused	11%	15%	12%	12%	10%	13%	12%	19%	12%	10%