

## **Nova Scotia Liberals the preferred party by two-to-one margin**

- The Nova Scotia Liberals are the preferred party in Nova Scotia in terms of voting intentions by a two-to-one margin over other provincial parties.
- Just over one-half of Nova Scotians are satisfied with the performance of the provincial government.
- Premier McNeil still the preferred party leader.

**HALIFAX, NS September 9, 2015:** The Nova Scotia Liberals continue to hold a wide margin over other provincial parties, according to the most recent survey conducted by **Corporate Research Associates Inc.**

Specifically, one-half of decided voters support the Nova Scotia Liberal Party (50%, unchanged from May, 2015). Meanwhile the Nova Scotia New Democratic Party (NDP) has maintained its support after a surge last quarter, with three in ten (28%, compared with 27%) Nova Scotians preferring the party. Two in ten back the Nova Scotia Progressive Conservative Party (PC Party) (20%, compared with 19%), while two percent prefer the Green Party (compared with 3%).

The number of Nova Scotians who are undecided rests at 31 percent (compared with 33%), while six percent refuse to state a preference (unchanged), and five percent either support none of the parties or do not plan to vote (compared with 6%).

In terms of satisfaction with the overall performance of Stephen McNeil's Liberal government, just over one-half of residents are satisfied (54%, compared with 50% three months ago), while almost four in ten Nova Scotians are dissatisfied (36%, down from 41%). Meanwhile, nine percent (compared with 10%) do not offer a definite opinion.

When considering leader preference, support for Premier Stephen McNeil stands at 37 percent (compared with 35% three months ago), while one in ten prefer Jamie Baillie of the PC Party (12%, down from 18%). Preference for acting leader Maureen MacDonald of the NDP rests at 20 percent (unchanged), while preference for John Percy of the Green Party stands at three percent (compared with 4%). Meanwhile, two in ten (20%, compared with 17%) are undecided in terms of leader preference, while eight percent prefer none of these leaders (compared with 6%).

These results are part of the **CRA Atlantic Quarterly**<sup>®</sup>, an independent, quarterly telephone survey of Atlantic Canadians, and are based on a sample of 802 adult Nova Scotians, conducted from August 6 to September 2, 2015 with overall results accurate to within  $\pm 3.5$  percentage points, 95 out of 100 times.

Corporate Research Associates (CRA), [www.cra.ca](http://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® – Summer 2015

### Nova Scotia Political Results

Sample: 802 Nova Scotians (18 years plus)  
 Interview Dates: August 6 to September 2, 2015  
 Overall Margin of Sampling Error: ± 3.5 percentage points (95% confidence level);  
 Percentages may not equal 100 percent due to rounding

<b>How satisfied are you with the overall performance of the provincial government led by Premier Stephen McNeil?</b>					
	<b>August 2014</b>	<b>November 2014</b>	<b>February 2015</b>	<b>May 2015</b>	<b>August 2015</b>
Completely satisfied	4%	6%	3%	3%	<b>3%</b>
Mostly satisfied	57%	57%	57%	47%	<b>51%</b>
Mostly dissatisfied	17%	18%	20%	28%	<b>25%</b>
Completely dissatisfied	7%	7%	7%	13%	<b>11%</b>
Don't know/No answer/Neither	15%	11%	13%	10%	<b>9%</b>
Too soon to tell	1%	1%	-	-	-

<b>If a provincial election were held today in Nova Scotia, for which party would you vote?</b>					
<b>Party</b>	<b>August 2014</b>	<b>November 2014</b>	<b>February 2015</b>	<b>May 2015</b>	<b>August 2015</b>
Liberal Party	63%	64%	58%	50%	<b>50%</b>
PC Party	20%	18%	20%	19%	<b>20%</b>
NDP	14%	15%	18%	27%	<b>28%</b>
Green Party	3%	3%	3%	3%	<b>2%</b>
<b>TOTAL DECIDED VOTE</b>	<b>100%</b>	<b>100%</b>	<b>99%</b>	<b>99%</b>	<b>100%</b>
None/Do not plan to vote	6%	6%	5%	6%	<b>5%</b>
Refused to state	5%	5%	4%	6%	<b>6%</b>
Don't know/Undecided	28%	31%	31%	33%	<b>31%</b>

Current Margin of error for decided voters is ± 4.5 percentage points based on a sample size of 464.

<b>Which one of the following individuals would you most prefer as Premier of Nova Scotia?</b>					
<b>Leader</b>	<b>August 2014</b>	<b>November 2014</b>	<b>February 2015</b>	<b>May 2015</b>	<b>August 2015</b>
Stephen McNeil of the Liberal Party (Became Premier in October 2013)	48%	47%	44%	35%	<b>37%</b>
Jamie Baillie of the PC Party	19%	14%	14%	18%	<b>12%</b>
Acting Leader Maureen MacDonald of the NDP	9%	11%	12%	20%	<b>20%</b>
John Percy of the Green Party	3%	4%	3%	4%	<b>3%</b>
None	7%	7%	6%	6%	<b>8%</b>
Don't know/No answer/Other	13%	18%	20%	17%	<b>20%</b>

Current margin of error is ± 4.9 percentage points based on a sample size of 402.