

Support for the Nova Scotia Liberals surges post-Federal election

- More Nova Scotians this quarter support the NS Liberals.
- Over one-half of Nova Scotians continue to be satisfied with the performance of the provincial government.
- Premier McNeil remains the preferred party leader by comfortable margin.

HALIFAX, NS December 8, 2015: Support for the Nova Scotia Liberals has improved this quarter, according to the most recent survey conducted by **Corporate Research Associates Inc.**

Specifically, two-thirds of decided voters support the Nova Scotia Liberal Party (64%, up from 50% in August, 2015). Meanwhile, preference for the Nova Scotia New Democratic Party stands at 17% (down from 28%), while the same proportion prefer the Nova Scotia Progressive Conservative Party (17%, compared with 20%). Finally, two percent prefer the Green Party (unchanged).

The number of Nova Scotians who are undecided rests at 24 percent (down from 31%), while seven percent refuse to state a preference (compared with 6%), and four percent either support none of these parties or do not plan to vote (compared with 5%).

Satisfaction with the overall performance of Stephen McNeil's Liberal Government is consistent with last quarter and currently stands at 55% (compared with 54% in August 2015), while almost four in ten Nova Scotians are dissatisfied (37%, compared with 36%). Meanwhile, eight percent (compared with 9%) do not offer a definite opinion.

When considering leader preference, over four in ten support Premier Stephen McNeil (45%, up from 37% three months ago), while one in seven prefer Jamie Baillie of the PC Party (15%, compared with 12%). Preference for acting leader Maureen MacDonald of the NDP rests at 17 percent (compared with 20%), while preference for John Percy of the Green Party stands at two percent (compared with 3%). Meanwhile, just under two in ten (17%, compared with 20%) are undecided in terms of leader preference, while five percent prefer none of these leaders (compared with 8%).

These results are part of the **CRA Atlantic Quarterly**[®], an independent, quarterly telephone survey of Atlantic Canadians, and are based on a sample of 804 adult Nova Scotians, conducted from November 10 to December 1, 2015 with overall results accurate to within ± 3.4 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® – Autumn 2015

Nova Scotia Political Results

Sample: 804 Nova Scotians (18 years plus)
 Interview Dates: November 10 to December 1, 2015
 Overall Margin of Sampling Error: ± 3.4 percentage points (95% confidence level);
 Percentages may not equal 100 percent due to rounding

<i>How satisfied are you with the overall performance of the provincial government led by Premier Stephen McNeil?</i>					
	November 2014	February 2015	May 2015	August 2015	November 2015
Completely satisfied	6%	3%	3%	3%	2%
Mostly satisfied	57%	57%	47%	51%	53%
Mostly dissatisfied	18%	20%	28%	25%	27%
Completely dissatisfied	7%	7%	13%	11%	10%
Don't know/No answer/Neither	11%	13%	10%	9%	8%
Too soon to tell	1%	-	-	-	-

<i>If a provincial election were held today in Nova Scotia, for which party would you vote?</i>					
Party	November 2014	February 2015	May 2015	August 2015	November 2015
Liberal Party	64%	58%	50%	50%	64%
PC Party	18%	20%	19%	20%	17%
NDP	15%	18%	27%	28%	17%
Green Party	3%	3%	3%	2%	2%
Other	-	-	-	-	1%
TOTAL DECIDED VOTE	100%	99%	99%	100%	101%
None/Do not plan to vote	6%	5%	6%	5%	4%
Refused to state	5%	4%	6%	6%	7%
Don't know/Undecided	31%	31%	33%	31%	24%

Current Margin of error for decided voters is ± 4.3 percentage points based on a sample size of 524.

<i>Which one of the following individuals would you most prefer as Premier of Nova Scotia?</i>					
Leader	November 2014	February 2015	May 2015	August 2015	November 2015
Stephen McNeil of the Liberal Party (Became Premier in October 2013)	47%	44%	35%	37%	45%
Jamie Baillie of the PC Party	14%	14%	18%	12%	15%
Acting Leader Maureen MacDonald of the NDP	11%	12%	20%	20%	17%
John Percy of the Green Party	4%	3%	4%	3%	2%
None	7%	6%	6%	8%	5%
Don't know/No answer/Other	18%	20%	17%	20%	17%

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