

Liberals continue to enjoy significant lead in voter intentions

- NS Liberals remain well ahead in party standings
- 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 a comfortable margin

HALIFAX, NS March 11, 2016: The Nova Scotia Liberal Party remains well ahead in the provincial party standings, and support stands at the level of one year ago, according to the most recent survey conducted by **Corporate Research Associates Inc.**

Specifically, nearly six in ten decided voters support the Nova Scotia Liberal Party (56%, down from 64% in November, 2015). Meanwhile, preference for the Nova Scotia New Democratic Party stands at 16% (compared with 17%), while one quarter prefer the Nova Scotia Progressive Conservative Party (23%, up from 17%). Finally, five percent prefer the Green Party (up from 2%).

The number of Nova Scotians who are undecided rests at 27 percent (compared with 24%), while four percent refuse to state a preference (compared with 7%), and five percent either support none of these parties or do not plan to vote (compared with 4%).

Satisfaction with the overall performance of Stephen McNeil's Liberal Government is consistent with last quarter and currently stands at 54% (compared with 55% in November 2015), while four in ten Nova Scotians are dissatisfied (39%, compared with 37%). Meanwhile, seven percent (compared with 8%) do not offer a definite opinion.

When considering leader preference, four in ten support Premier Stephen McNeil (41%, compared with 45% three months ago), while one in seven prefer Jamie Baillie of the PC Party (15%, unchanged). Preference for acting leader Maureen MacDonald and subsequently Gary Burrill who was elected as leader of the NDP on February 27 rests at 15 percent (compared with 17%), while preference for the next leader of the Green Party stands at six percent (up from 2%). Meanwhile, just under two in ten (17%, unchanged) are undecided in terms of leader preference, while six percent prefer none of these leaders (compared with 5%).

These results are part of the **CRA Atlantic Quarterly**[®], an independent, quarterly telephone survey of Atlantic Canadians, and are based on a sample of 800 adult Nova Scotians, conducted from February 4 to March 1, 2016 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® – Winter 2016 Nova Scotia Political Results

Sample: 800 Nova Scotians (18 years plus)
Interview Dates: February 4 to March 1, 2016
Overall Margin of Sampling Error: ±3.5 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>					
	February 2015	May 2015	August 2015	November 2015	February 2016
Completely satisfied	3%	3%	3%	2%	3%
Mostly satisfied	57%	47%	51%	53%	51%
Mostly dissatisfied	20%	28%	25%	27%	26%
Completely dissatisfied	7%	13%	11%	10%	13%
Don't know/No answer/Neither	13%	10%	9%	8%	7%

Current margin of error is ±4.9 percentage points based on a sample size of 400.

<i>If a provincial election were held today in Nova Scotia, for which party would you vote?</i>					
Party	February 2015	May 2015	August 2015	November 2015	February 2016
Liberal Party	58%	50%	50%	64%	56%
PC Party	20%	19%	20%	17%	23%
NDP	18%	27%	28%	17%	16%
Green Party	3%	3%	2%	2%	5%
Other	-	-	-	1%	-
TOTAL DECIDED VOTE	99%	99%	100%	101%	100%
None/Do not plan to vote	5%	6%	5%	4%	5%
Refused to state	4%	6%	6%	7%	4%
Don't know/Undecided	31%	33%	31%	24%	27%

Current margin of error for decided voters is ±4.3 percentage points based on a sample size of 512.

<i>Which one of the following individuals would you most prefer as Premier of Nova Scotia?</i>					
Leader	February 2015	May 2015	August 2015	November 2015	February 2016
Stephen McNeil of the Liberal Party (Elected Premier in October 2013)	44%	35%	37%	45%	41%
Jamie Baillie of the PC Party	14%	18%	12%	15%	15%
Acting Leader Maureen MacDonald/Gary Burrill of the NDP	12%	20%	20%	17%	15%
The next leader of the Green Party	3%	4%	3%	2%	6%
None	6%	6%	8%	5%	6%
Don't know/No answer/Other	20%	17%	20%	17%	17%

Current margin of error is ±4.9 percentage points based on a sample size of 400.