



## **Support down for Muskrat Falls development but still backed by majority of NL residents**

**HALIFAX, NS June 16, 2016:** Over one-half of Newfoundland and Labrador residents support the Muskrat Falls hydroelectric project development, down modestly from 2015, according to the most recent survey conducted by Corporate Research Associates Inc.

Specifically, over one-half of Newfoundland and Labrador residents (54%, down from 65% in May 2015) completely or mostly support the Muskrat Falls development, while one-third (35%, compared with 29%) mostly or completely oppose, and 11 percent either do not know or do not offer an opinion on the matter (up from 6%).

Opinion on the Muskrat Falls development differs by demographics. Specifically, support is higher among men and those with higher household income levels.

“Despite increased controversy regarding the Muskrat Falls development, the majority of residents in the province continue to support this project and there has been only a modest increase in opposition to the development in the past year,” said Don Mills, Chairman and CEO of Corporate Research Associates.

These results are part of the *CRA Atlantic Quarterly*<sup>®</sup>, an independent, quarterly survey of Atlantic Canadians, and are based on a telephone sample of 400 adult Newfoundland and Labradorians, conducted from May 9 to May 30, 2016, with overall results accurate to within  $\pm 4.9$  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).

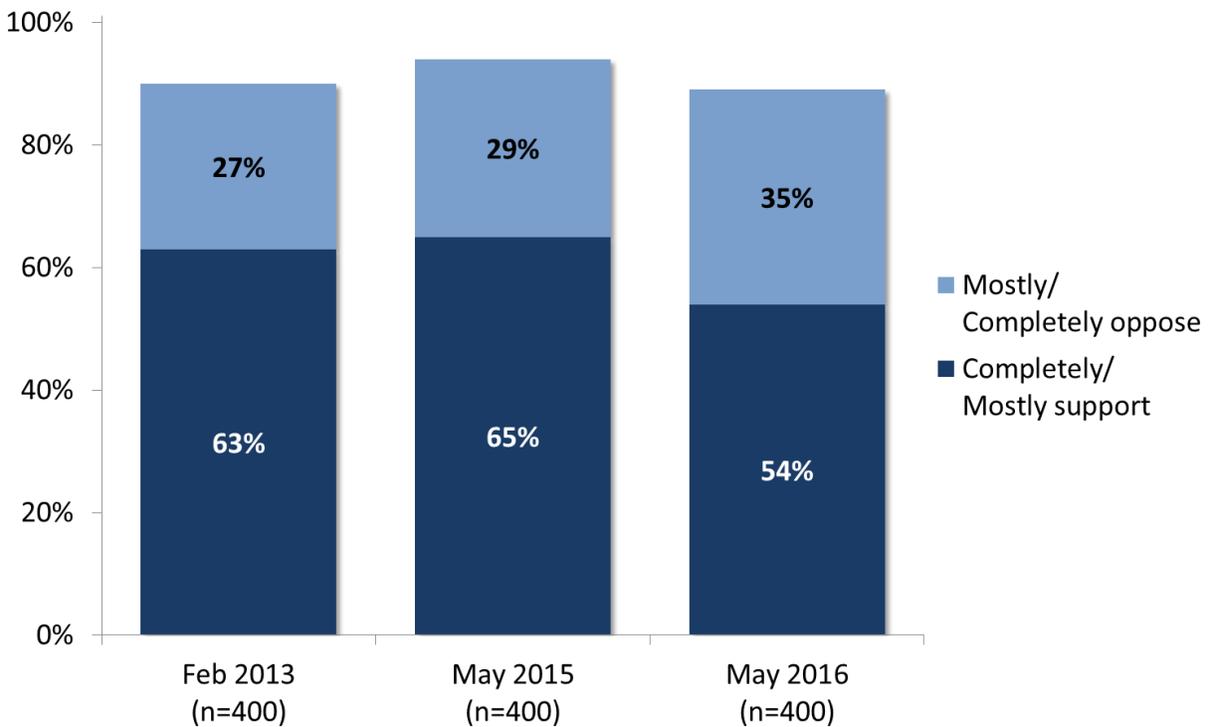
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## Muskrat Falls Hydroelectric Project Development



Q.CRA54: All things considered, do you completely support, mostly support, mostly oppose, or completely oppose the Muskrat Falls hydroelectric project development?