

Federal Liberals maintain historic highs in satisfaction and support in Atlantic Canada

- Majority of Atlantic Canadians are satisfied with the performance of the federal government.
- Support for the Liberal Party has declined in Atlantic Canada, although the party is still strongly favoured in the region.
- Justin Trudeau of the Liberal Party continues to be the preferred leader as Prime Minister of Canada.

HALIFAX, NS January 16, 2017: A majority of Atlantic Canadians are satisfied with the performance of the federal government and Justin Trudeau continues to be the preferred leader by a considerable margin, according to the most recent survey conducted by **Corporate Research Associates Inc.**

Specifically, three-quarters of residents (73%, compared with 74% in August 2016) are satisfied with the performance of the federal government, while two in ten are dissatisfied (20%, unchanged), and six percent do not offer a definite opinion (compared with 5%). Meanwhile, one percent believe it is too soon to tell (unchanged).

In terms of voting intentions, seven in ten decided voters in Atlantic Canada support the Liberal Party of Canada (68%, down from 74% three months ago), while two in ten prefer the Conservative Party of Canada (18%, compared with 16%). Backing for the NDP stands at 11 percent (up from 7%), while three percent prefer the Green Party of Canada (unchanged). Three in ten (29%, compared with 31%) residents in the region are undecided, refuse to state a preference, or do not plan to vote.

In terms of leader preference, support for Justin Trudeau of the Liberal Party of Canada currently stands at 62 percent (compared with 65% in August 2016). Meanwhile, preference for interim leader Rona Ambrose of the Conservative Party of Canada is stable (12%, compared with 11%). Backing for Thomas Mulcair of the NDP rests at eight percent (compared with 6%), and Elizabeth May of the Green Party is preferred by five percent (unchanged).

“The federal Liberal government under Justin Trudeau continues to enjoy historic highs in Atlantic Canada in terms of both performance satisfaction and voter support,” said Don Mills, Chairman and CEO of Corporate Research Associates. “Trudeau’s personal popularity also remains at historic levels within the region.”

These results are part of the **CRA Atlantic Quarterly**[®], an independent, quarterly survey of Atlantic Canadians, and are based on a sample of 1502 adult Atlantic Canadians 18 years of age or older, conducted from November 7 to December 1, 2016, with overall results accurate to within ± 2.5 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).

###

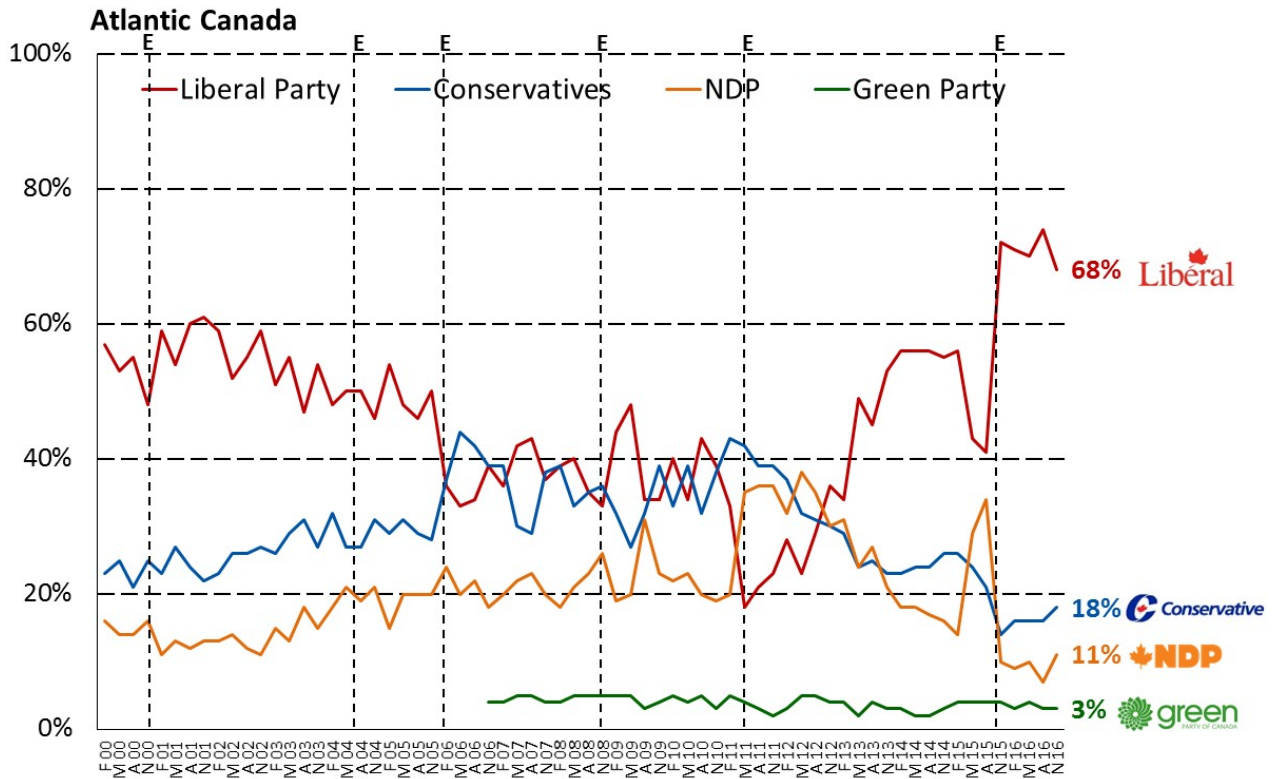
For more information, please contact:

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

CRA Atlantic Quarterly® – Autumn 2016
Federal Political Results

Sample: 1502 Atlantic Canadians (18 years plus)
Interview Dates: November 7 to December 1, 2016
Overall Margin of Sampling Error: ± 2.5 percentage points (95% confidence level)

Federal Decided Voters



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

E = Election

CRA Atlantic Quarterly® – Autumn 2016

Federal Political Results

Sample: 1502 Atlantic Canadians (18 years plus)

Interview Dates: November 7 to December 1, 2016

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

*Percentages may not equal 100% due to rounding.

Generally speaking, how satisfied are you with the overall performance of the Federal Government led by Prime Minister Justin Trudeau?										
	Atlantic Canada		Newfoundland and Labrador		Nova Scotia		New Brunswick		Prince Edward Island	
	Aug 16	Nov 16	Aug 16	Nov 16	Aug 16*	Nov 16	Aug 16	Nov 16*	Aug 16*	Nov 16*
Completely satisfied	11%	8%	11%	7%	11%	9%	11%	7%	8%	8%
Mostly satisfied	63%	65%	68%	68%	64%	63%	58%	65%	66%	64%
Mostly dissatisfied	13%	13%	11%	12%	12%	12%	16%	14%	13%	16%
Completely dissatisfied	7%	7%	6%	6%	8%	8%	8%	8%	6%	6%
Don't know/No answer/Neither	5%	6%	3%	6%	6%	7%	6%	5%	6%	6%
Too soon to tell	1%	1%	1%	1%	-	1%	1%	-	-	1%

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 16	Nov 16	Aug 16*	Nov 16*	Aug 16*	Nov 16*	Aug 16	Nov 16*	Aug 16	Nov 16
Liberal Party	74%	68%	76%	70%	74%	68%	73%	66%	75%	65%
Conservative Party	16%	18%	13%	19%	16%	16%	19%	19%	13%	19%
New Democratic Party	7%	11%	10%	10%	8%	12%	5%	11%	4%	8%
Green Party	3%	3%	1%	1%	3%	3%	3%	4%	7%	8%
Other	-	-	1%	1%	-	-	-	1%	1%	-
TOTAL DECIDED VOTE	100%	100%	101%	101%	101%	99%	100%	101%	100%	100%
Undecided/No answer/Do not plan to vote/Refused	31%	29%	22%	25%	33%	25%	34%	36%	37%	30%

Margin of error for decided voters is ± 3.0 percentage points based on a sample size of 1070

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 16*	Nov 16	Aug 16*	Nov 16*	Aug 16*	Nov 16*	Aug 16	Nov 16*	Aug 16*	Nov 16
Justin Trudeau of the Liberal Party	65%	62%	71%	70%	65%	60%	62%	58%	60%	60%
Interim leader Rona Ambrose of the Conservative Party	11%	12%	7%	10%	11%	13%	13%	12%	11%	13%
Thomas Mulcair of the NDP	6%	8%	7%	9%	5%	7%	5%	9%	6%	7%
Elizabeth May of the Green Party	5%	5%	2%	1%	5%	7%	5%	5%	7%	8%
None of the above	4%	4%	4%	4%	3%	3%	4%	4%	4%	2%
Don't know/Undecided/Refused	10%	9%	8%	5%	10%	9%	12%	12%	11%	10%