

## Support for NS Liberals declines sharply this quarter

- NS Liberals continue to be the preferred party despite declining support compared with three months ago
- Satisfaction with the performance of the provincial government is down for the second consecutive quarter
- Premier McNeil remains the preferred party leader despite declining support for the second consecutive quarter

**HALIFAX, NS March 13, 2017:** Support for the Nova Scotia Liberal Party has declined this quarter, while support for the PC Party and the NDP has increased, according to the most recent survey conducted by **Corporate Research Associates Inc.** Specifically, just over four in ten decided voters support the Liberal Party (44%, down from 56% in November 2016). Preference for the Progressive Conservative Party rests at 28 percent (up from 20% last quarter), while one-quarter prefer the New Democratic Party (23%, up from 19%), and five percent support the Green Party (compared with 4%).

The number of Nova Scotians who are undecided rests at 27 percent (compared with 29%), while three percent refuse to state a preference (compared with 5%), and four percent either support none of these parties or do not plan to vote (compared with 3%).

Nearly one-half of Nova Scotians are satisfied with the performance of Stephen McNeil's Liberal government, down for the second consecutive quarter (45%, down from 53% in November 2016 and 58% in August 2016). Meanwhile, one-half of Nova Scotians are dissatisfied (49%, up from 39% last quarter), and six percent (compared with 8%) do not offer a definite opinion.

In terms of leader preference, one-third of Nova Scotians support Premier Stephen McNeil, down for the second consecutive quarter (31%, down from 38% in November 2016 and 43% in August 2016), while one-quarter prefer Jamie Baillie of the PC Party (24%, up from 20% in November 2016). Support for Gary Burrill of the NDP rests at 17 percent (up from 11%), while preference for Thomas Trappenberg of the Green Party stands at four percent (compared with 5%), and backing for Jonathan Dean of the Atlantica Party rests at one percent (unchanged). Meanwhile, two in ten (18%, compared with 20%) do not offer a definite opinion, and five percent prefer none of these leaders (compared with 4%).

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 1,210 adult Nova Scotians, conducted from February 2 to March 1, 2017 with overall results accurate to within  $\pm 2.8$  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).

###

### For more information, please contact:

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

Margaret Brigley, CRA President and COO at (902) 493-3830

## CRA Atlantic Quarterly® – Winter 2017

### Nova Scotia Political Results

Sample: 1,210 Nova Scotians (18 years plus)  
 Interview Dates: February 2 to March 1, 2017  
 Overall Margin of Sampling Error: ± 2.8 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>February 2016</b>	<b>May 2016</b>	<b>August 2016</b>	<b>November 2016</b>	<b>February 2017</b>
Completely satisfied	3%	3%	5%	3%	<b>4%</b>
Mostly satisfied	51%	52%	53%	50%	<b>41%</b>
Mostly dissatisfied	26%	27%	26%	24%	<b>27%</b>
Completely dissatisfied	13%	8%	9%	15%	<b>22%</b>
Don't know/No answer/Neither	7%	9%	7%	8%	<b>6%</b>

Current overall margin of error is ± 2.8 percentage points based on a sample size of 1,210.

<b>If a provincial election were held today in Nova Scotia, for which party would you vote?</b>					
<b>Party</b>	<b>February 2016</b>	<b>May 2016</b>	<b>August 2016</b>	<b>November 2016</b>	<b>February 2017</b>
Liberal Party	56%	59%	56%	56%	<b>44%</b>
Progressive Conservative Party	23%	21%	22%	20%	<b>28%</b>
New Democratic Party	16%	18%	19%	19%	<b>23%</b>
Green Party	5%	2%	2%	4%	<b>5%</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	5%	6%	3%	3%	<b>4%</b>
Refused to state	4%	6%	7%	5%	<b>3%</b>
Don't know/Undecided	27%	31%	28%	29%	<b>27%</b>

Current margin of error for decided voters is ± 3.5 percentage points based on a sample size of 777.

<b>Which one of the following individuals would you most prefer as Premier of Nova Scotia?</b>					
<b>Leader</b>	<b>February 2016</b>	<b>May 2016</b>	<b>August 2016</b>	<b>November 2016</b>	<b>February 2017</b>
Stephen McNeil of the Liberal Party	41%	41%	43%	38%	<b>31%</b>
Jamie Baillie of the PC Party	15%	19%	18%	20%	<b>24%</b>
Gary Burrill of the NDP	15%	11%	14%	11%	<b>17%</b>
Thomas Trappenberg of the Green Party	6%	3%	2%	5%	<b>4%</b>
Jonathan Dean of the Atlantica Party	-	-	1%	1%	<b>1%</b>
None	6%	5%	7%	4%	<b>5%</b>
Don't know/No answer	17%	21%	16%	20%	<b>18%</b>

Current overall margin of error is ± 2.8 percentage points based on a sample size of 1,210.