

NEWS RELEASE



FORUM RESEARCH INC.

FOR IMMEDIATE RELEASE

Healthcare The Most Pressing Issue For The Plurality

Economy and Education behind

Toronto, May 17th – In a random sampling of public opinion taken by The Forum Poll™ among 1057 Nova Scotia voters, more than a quarter (27%) say that healthcare is the issue to most likely determine their upcoming vote. Well behind healthcare are the economy (17%) and education (16%).

“It’s time for a change” is the ballot issue for about 1-in-10 (11%), and the local candidate will drive (10%) of voters at the ballot box.

Another, not listed, issue (9%) and ethics in government (7%) were identified by fewer than 1-in-10.

Party loyalty was only identified by (2%) of respondents as the issue most likely to determine their vote.

Respondents most likely to identify healthcare as their primary issue include those aged (41%), females (32%), the least wealthy (31%), earning \$20,000-\$40,000 (34%), or \$60,000-\$80,000 (31%), the least educated (33%) or with some college/university (30%), living in Cape Breton (34%), and supporting the Liberals (31%) or NDP (29%).

“Healthcare is the issue that is foremost on the minds of the plurality of Nova Scotia voters. The economy and education are concerns, too. Fortunately for the government, change isn’t motivating a large proportion of voters, right now, so they can offer real policy options instead of reactive key messages,” said Dr. Lorne Bozinoff, President of Forum Research.

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at lbozinoff@forumresearch.com or at (416) 960-9603.

MEDIA INQUIRIES:

Lorne Bozinoff, President

lbozinoff@forumresearch.com

416.960.9603

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RESEARCH**

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1057 randomly selected Nova Scotia Voters. The poll was conducted May 15-16, 2017.

The following numbers of households were contacted for this poll:

May 15th: 13387

May 16th: 41056

Results based on the total sample are considered accurate +/- 3%, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at www.forumresearch.com/samplestim.asp

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at www.forumresearch.com/polls.asp



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Most Important Issue

Which of the following issues is most likely to determine your vote in the upcoming provincial election:

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1057	168	144	173	236	336	493	540
Education	16	22	27	17	10	7	11	20
Healthcare	27	15	21	24	34	41	22	32
Economy	17	16	20	18	18	17	23	13
Party Loyalty	2	2	2	1	2	5	3	2
It's time for a change	11	12	9	14	11	9	11	11
Local Candidate	10	11	6	8	11	10	11	8
Ethics in Government	7	8	10	7	6	7	6	8
Other	9	15	6	12	7	4	11	6

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1057	91	168	149	132	121	191
Education	16	16	9	16	12	19	22
Healthcare	27	31	34	25	31	14	22
Economy	17	9	17	17	17	22	19
Party Loyalty	2	4	1	4	2	1	2
It's time for a change	11	12	14	11	11	12	9
Local Candidate	10	3	10	13	7	15	9
Ethics in Government	7	8	9	4	10	8	9
Other	9	18	6	11	9	8	8



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Region

%	Total	Halifax	Cape Breton	South Shore	North End
Sample	1057	445	147	305	160
Education	16	17	18	11	21
Healthcare	27	24	34	28	26
Economy	17	19	11	20	15
Party Loyalty	2	1	1	4	3
It's time for a change	11	11	11	10	13
Local Candidate	10	6	11	13	8
Ethics in Government	7	10	6	6	5
Other	9	11	8	7	9

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1057	197	257	377	226
Education	16	9	10	16	29
Healthcare	27	33	30	27	21
Economy	17	16	15	19	19
Party Loyalty	2	5	4	1	1
It's time for a change	11	13	14	9	10
Local Candidate	10	9	10	11	7
Ethics in Government	7	6	9	8	6
Other	9	10	8	10	7



Current Provincial Vote Preference

%	Total	Progressive Conservative	Liberal	New Democratic	Other
Sample	1057	313	336	244	48
Education	16	19	7	28	9
Healthcare	27	28	28	23	20
Economy	17	17	31	8	4
Party Loyalty	2	4	4	0	0
It's time for a change	11	12	3	17	22
Local Candidate	10	9	15	5	3
Ethics in Government	7	7	5	10	17
Other	9	5	7	9	25

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For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: lbozinoff@forumresearch.com



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