

# NEWS RELEASE



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**FOR IMMEDIATE RELEASE**

## **Campaign Pushing Almost Half Toward Voting**

Toronto, May 17th – In a random sampling of public opinion taken by The Forum Poll™ among 1057 Nova Scotia voters, almost half (45%) say the current election campaign has made them more likely to vote. (44%) say the campaign hasn't changed whether they will vote or not, with fewer than 1 in 10 saying the campaign (5%) has made them less likely to vote on May 30<sup>th</sup>. (6%) say they do not know.

Respondents most likely to say they campaign has increased their chances of voting include those aged 65+ (53%), females (48%), earning \$20,000-\$40,000 (56%) or \$40,000-\$60,000 (55%), and living in Cape Breton (52%) or North End (50%).

### **Strong majority say they are absolutely certain to vote.**

Almost 8 in 10 (78%) say they are absolutely-certain they will be voting in the upcoming election, barring some unforeseen emergency.

Few (2%) say they will not at all be likely to vote in the upcoming election.

Respondents most likely to say they are absolutely certain to vote include those aged 35-44 (84%) or 45-54 (84%), earning \$80,000-\$100,000 (91%) or the most wealthy (90%), with a post-graduate degree (90%), and supporting the Progressive Conservatives (85%) or NDP (85%).

"One of the most oft-repeated adages amongst political operatives is 'campaigns matter', and in Nova Scotia 2017 it looks very true, with almost half more likely to vote because of the current campaign," 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](mailto:lbozinoff@forumresearch.com) or at (416) 960-9603.

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
[lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)  
416.960.9603

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**FORUM  
RESEARCH**

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
[forumresearch.com](http://forumresearch.com)

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Lorne Bozinoff, President  
lbozinoff@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 15<sup>th</sup>: 13387

May 16<sup>th</sup>: 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](http://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](http://www.forumresearch.com/polls.asp)



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**Voter motivation**

*Has the current election campaign made you more likely or less likely vote?*

**Age/Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1057	168	144	173	236	336	493	540
More likely	45	34	49	46	45	53	44	48
Neither more likely nor less likely	44	51	47	46	45	35	46	43
Less likely	5	7	2	5	3	6	5	3
Don't know	6	8	2	3	7	7	6	6

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1057	91	168	149	132	121	191
More likely	45	38	56	55	40	46	45
Neither more likely nor less likely	44	43	34	35	48	46	51
Less likely	5	8	6	4	6	2	3
Don't know	6	11	4	6	6	6	1

**Region**

%	Total	Halifax	Cape Breton	South Shore	North End
Sample	1057	445	147	305	160
More likely	45	40	52	44	50
Neither more likely nor less likely	44	51	39	42	40
Less likely	5	6	2	5	6
Don't know	6	3	8	9	4



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**MEDIA INQUIRIES:**  
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lbozinoff@forumresearch.com  
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## Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1057	197	257	377	226
More likely	45	49	48	40	47
Neither more likely nor less likely	44	32	44	50	45
Less likely	5	8	4	4	4
Don't know	6	11	4	6	3

## Current Provincial Vote Preference

%	Total	Progressive Conservative	Liberal	New Democratic	Other
Sample	1057	313	336	244	48
More likely	45	56	41	47	26
Neither more likely nor less likely	44	36	50	47	59
Less likely	5	4	5	4	7
Don't know	6	4	4	3	8



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**Voter likelihood**

*How likely are you are you to vote in the upcoming Nova Scotia 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
Absolutely certain, barring some unforeseen emergency	78	68	84	84	80	78	78	79
Certain	6	5	6	7	8	6	7	6
Extremely likely	3	5	5	2	3	2	3	3
Very likely	3	2	1	1	3	5	3	2
Somewhat likely	3	6	4	2	2	2	2	4
Not very likely	2	5	0	0	2	3	2	2
Not at all likely	2	7	1	2	0	1	3	1
Don't know	2	2	0	2	3	3	2	2

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1057	91	168	149	132	121	191
Absolutely certain, barring some unforeseen emergency	78	53	70	81	80	91	90
Certain	6	9	9	6	5	3	6
Extremely likely	3	7	5	4	3	1	2
Very likely	3	4	6	4	1	1	1
Somewhat likely	3	7	1	2	6	3	0
Not very likely	2	6	4	3	2	0	0
Not at all likely	2	6	4	0	1	0	0
Don't know	2	7	1	1	2	1	1



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**Region**

	%	Total	Halifax	Cape Breton	South Shore	North End
Sample		1057	445	147	305	160
Absolutely certain, barring some unforeseen emergency		78	78	75	80	77
Certain		6	7	6	5	8
Extremely likely		3	3	4	3	4
Very likely		3	3	3	3	2
Somewhat likely		3	4	3	4	1
Not very likely		2	1	2	2	5
Not at all likely		2	3	4	1	2
Don't know		2	2	3	2	1

**Education**

	%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample		1057	197	257	377	226
Absolutely certain, barring some unforeseen emergency		78	62	77	80	90
Certain		6	8	7	6	5
Extremely likely		3	5	4	3	1
Very likely		3	6	3	2	1
Somewhat likely		3	4	5	3	1
Not very likely		2	6	1	3	0
Not at all likely		2	5	2	2	2
Don't know		2	5	2	1	1



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### Current Provincial Vote Preference

%	Total	Progressive Conservative	Liberal	New Democratic	Other
Sample	1057	313	336	244	48
Absolutely certain, barring some unforeseen emergency	78	85	76	85	62
Certain	6	5	8	5	3
Extremely likely	3	3	3	2	10
Very likely	3	3	3	1	7
Somewhat likely	3	1	4	3	6
Not very likely	2	1	3	1	2
Not at all likely	2	2	1	0	11
Don't know	2	1	1	2	0

For more information:  
Lorne Bozinoff, Ph.D.  
President  
Forum Research Inc.  
Tel: (416) 960-9603  
Fax: (416) 960-9602  
E-mail: [lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)



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