

# NEWS RELEASE



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**FOR IMMEDIATE RELEASE**

## **Almost 4-in-10 Think Nova Scotia Headed in Wrong Direction**

### **A third see Healthcare as their biggest issue**

Toronto, May 8th – In a random sampling of public opinion taken by The Forum Poll™ among 1042 Nova Scotia voters, almost 4-in-10 (38%) say that Nova Scotia is moving in the wrong direction. Just under a quarter (22%) say that Nova Scotia is moving in the right direction, with just under a third (29%) saying it's neither moving in the right nor wrong direction, and (11%) responding they do not know.

Respondents most likely to say that Nova Scotia is moving in the wrong direction include those aged 35-44 (48%), earning \$80,000-\$100,000 (48%), with a post-graduate degree (49%), living in Cape Breton (46%), and supporting the NDP (59%).

Respondents most likely to say that Nova Scotia is moving in the right direction include those aged 55-64 (29%) or 65+ (31%), the least wealthy (27%) or earning \$40,000-\$60,000 (30%), with some college/university (33%), and supporting the Liberals (52%).

### **Healthcare the dominant issue**

Healthcare was identified by a third (32%) of voters as the issue that is most likely to determine their vote. Following well behind is the economy (17%), Education (16%), and Jobs (14%). Not likely to be a factor in this campaign are the environment (8%) or infrastructure (5%). Other issues (5%) not listed were identified by (5%), and a very small proportion (3%) did not know what would determine their vote at the time of this survey.

Respondents most likely to say that healthcare is their ballot question include those aged 65+ (49%), females (40%), earning \$20,000-\$40,000 (38%) or \$40,000-\$60,000 (36%), with some college/university (36%) or a college/university degree (35%), living in Cape Breton (40%), and supporting the PCs (36%) or Liberals (34%).

### **Almost 4-in-10 expect the Liberals to win**

Just under 4-in-10 (37%) see the Liberals as the eventual winners of the 2017 provincial election. Just over a quarter (28%) see the PCs as the eventual winner, with a small proportion of voters (12%) believing the NDP will win. (23%) aren't sure who will win and said they do not know.

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“Most voters expect the Liberals to win, but clearly voters have concerns as the plurality believe that Nova Scotia is moving in the wrong direction. If the opposition can tap into this overall dissatisfaction, they will greatly increase their chances of unseating a very popular Liberal government,” said Dr. Lorne Bozinoff, President of Forum Research.



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“Most voters expect the Liberals to win, but clearly voters have concerns as the plurality believe that Nova Scotia is moving in the wrong direction. If the opposition can tap into this overall dissatisfaction, they will greatly increase their chances of unseating a very popular Liberal government,” 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.

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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 1042 randomly selected Nova Scotia Voters. The poll was conducted May 2<sup>nd</sup>-3<sup>rd</sup>, 2017.

The following numbers of households were contacted for this poll:

May 2<sup>nd</sup>: 20980

May 3<sup>rd</sup>: 34243

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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**Provincial direction**

Overall, is Nova Scotia moving in the right direction?

**Age/Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1042	134	136	194	246	332	499	519
Right Direction	22	16	16	20	29	31	26	19
Neither	29	34	27	28	25	26	26	31
Wrong Direction	38	44	48	43	34	21	39	37
Don't know	11	6	9	9	12	21	9	13

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1042	106	179	161	138	96	175
Right Direction	22	27	23	30	23	20	17
Neither	29	23	32	29	29	26	36
Wrong Direction	38	34	30	31	44	48	44
Don't know	11	16	15	10	4	5	4

**Region**

%	Total	Halifax	REGIO Cape Breton	South Shore	North End
Sample	1042	436	146	298	162
Right Direction	22	24	23	19	24
Neither	29	30	22	32	25
Wrong Direction	38	35	46	37	38
Don't know	11	11	8	12	14

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1042	211	254	348	229
Right Direction	22	26	33	16	17
Neither	29	32	25	31	25
Wrong Direction	38	24	31	45	49
Don't know	11	18	11	9	8



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### ***Current Provincial Vote Preference***

<b>%</b>	<b>Total</b>	<b>PROV</b>	<b>Progressive Conservative</b>	<b>Liberal</b>	<b>New Democratic</b>	<b>Other</b>
<b>Sample</b>	<b>1042</b>		<b>281</b>	<b>348</b>	<b>231</b>	<b>67</b>
<b>Right Direction</b>	22		10	52	5	25
<b>Neither</b>	29		28	30	31	22
<b>Wrong Direction</b>	38		52	10	59	43
<b>Don't know</b>	11		10	9	6	10



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**Ballot question**

*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	1042	134	136	194	246	332	499	519
Education	16	20	32	17	9	4	14	17
Healthcare	32	19	24	31	38	49	23	40
The Environment	8	14	9	3	6	7	8	8
The Economy	17	16	20	19	15	18	22	13
Infrastructure	5	4	0	6	7	6	8	2
Jobs	14	16	10	17	16	9	17	11
Other	5	8	4	5	5	4	5	4
Don't know	3	3	2	3	3	5	2	4

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1042	106	179	161	138	96	175
Education	16	5	12	10	19	16	27
Healthcare	32	28	38	36	31	30	25
The Environment	8	18	8	6	8	7	3
The Economy	17	14	16	19	13	16	23
Infrastructure	5	4	2	5	5	9	5
Jobs	14	19	16	17	16	10	11
Other	5	5	2	4	6	11	5
Don't know	3	6	5	2	1	1	2



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**Region**

%	Total	Halifax	Cape Breton	South Shore	North End
<b>Sample</b>	<b>1042</b>	<b>436</b>	<b>146</b>	<b>298</b>	<b>162</b>
Education	16	20	12	12	19
Healthcare	32	30	40	32	29
The Environment	8	9	7	8	7
The Economy	17	17	17	17	19
Infrastructure	5	4	5	7	3
Jobs	14	11	12	16	17
Other	5	6	5	5	4
Don't know	3	4	1	4	4

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
<b>Sample</b>	<b>1042</b>	<b>211</b>	<b>254</b>	<b>348</b>	<b>229</b>
Education	16	10	10	14	31
Healthcare	32	32	36	35	23
The Environment	8	6	8	9	9
The Economy	17	18	18	16	18
Infrastructure	5	6	7	4	2
Jobs	14	17	15	14	9
Other	5	5	3	5	7
Don't know	3	5	4	3	1



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## **Current Provincial Vote Preference**

<b>%</b>	<b>Total</b>	<b>Progressive Conservative</b>	<b>Liberal</b>	<b>New Democratic</b>	<b>Other</b>
<b>Sample</b>	<b>1042</b>	<b>281</b>	<b>348</b>	<b>231</b>	<b>67</b>
<b>Education</b>	16	17	6	30	12
<b>Healthcare</b>	32	36	34	29	29
<b>The Environment</b>	8	2	6	13	14
<b>The Economy</b>	17	21	24	7	11
<b>Infrastructure</b>	5	5	7	3	1
<b>Jobs</b>	14	15	14	11	19
<b>Other</b>	5	3	5	5	12
<b>Don't know</b>	3	1	4	1	3



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## Election Winner

*In your opinion, who will win the provincial election in 2017?*

### Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1042	134	136	194	246	332	499	519
Progressive Conservative	28	32	34	34	27	17	30	28
Liberal	37	28	29	40	39	47	44	31
NDP	12	18	15	9	9	7	10	14
Don't know	23	22	22	17	25	30	17	27

## Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1042	106	179	161	138	96	175
Progressive Conservative	28	28	29	24	37	30	29
Liberal	37	29	37	41	39	40	41
NDP	12	13	9	13	9	16	11
Don't know	23	29	26	23	15	15	19



## Region

%	Total	Halifax	Cape Breton	South Shore	North End
Sample	1042	436	146	298	162
Progressive Conservative	28	30	28	30	25
Liberal	37	38	32	36	38
NDP	12	11	16	10	14
Don't know	23	21	25	24	23

## Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1042	211	254	348	229
Progressive Conservative	28	25	26	31	30
Liberal	37	33	44	35	34
NDP	12	14	9	9	17
Don't know	23	28	21	25	18

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### ***Current Provincial Vote Preference***

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<b>Sample</b>	<b>1042</b>	<b>281</b>	<b>348</b>	<b>231</b>	<b>67</b>
<b>Progressive Conservative</b>	28	63	11	24	14
<b>Liberal</b>	37	18	74	19	28
<b>NDP</b>	12	4	5	34	11
<b>Don't know</b>	23	15	10	23	46



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