Leger

August 4, 2021

METHODOLOGICAL APPROACH
METHODOLOGY

Leger, the largest Canadian-owned polling and marketing research firm conducted this web survey with a representative sample of **300 Nova Scotians,** over the age of 18, eligible to vote, selected from LEO's (Leger Opinion) representative panel. Data collection took place from **July 30th, 2021, to August 2nd, 2021**, via Computer-Assisted Web Interviewing technology (CAWI).

Using 2016 Census reference variables, the data was then analyzed and weighted by our statisticians according to gender, age, and education level, in order to render a representative sample of the general population of Nova Scotia.

METHODOLOGICAL APPROACH
METHODOLOGY

The LEO (Leger Opinion) panel is the largest Canadian panel with over 400,000 representative panelists from all regions of Canada. LEO was created by Leger based on a representative Canadian sample of Canadian citizens with Internet access.

LEO's panelists were randomly selected (RDD) through Leger's call centre, panelists from more hard-to-reach target groups were also added to the panel through targeted recruitment campaigns. The double opt-in selection process, a model to detect fraud and the renewal of 25% of the panel each year ensures complete respondent quality. To ensure a higher response rate and reach people on their mobile devices, Leger has also developed a high-performance Apple and Android application.

In fact, Leger is the only Canadian research firm offering both the number and quality of panelists. Most competing polling firms in Canada and the United States also use the LEO panel.

METHODOLOGICAL APPROACH
METHODOLOGY
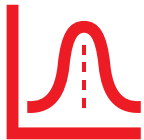
A margin of error cannot be associated with a non-probability sample in a panel survey. For comparison purposes, a probability sample of this size would have a margin of error **±5.7%, 19 times out of 20**. The results presented in this study comply with the public opinion research standards and disclosure requirements of CRIC (the Canadian Research and Insights Council) and the global ESOMAR network. Leger is a founding member of CRIC and is actively involved in raising quality standards in the survey industry. President Jean-Marc Léger is a member of the CRIC's Board of Directors and the Canadian representative of ESOMAR.

METHODOLOGICAL APPROACH
METHODOLOGY

Leger is the polling firm that has presented the most accurate data, on average, over the last ten years in Canada. During the last federal election in 2019, Leger was once again **the most accurate firm in the country**. This accuracy is attributed to the quality of the LEO panel and rigorous application of methodological rules by Leger's 600 employees, including 200 professionals in Leger's eight offices across Canada (Montreal, Toronto, Quebec City, Winnipeg, Calgary, Edmonton and Vancouver) and in the United States (Philadelphia).

Poll aggregator 338Canada.com gave Leger the highest rating among all polling firms in Canada for the accuracy of its studies. See https://338canada.com/pollster-ratings.htm

2019 CANADIAN FEDERAL ELECTION						
LEGER SURVEY Published in *Le Journal de Montréal* October 20, 2019	**33%**	**33%**	**18%**	**8%**	**6%**	**2%**
OFFICIAL RESULTS 2019 **Canadian** Federal Election	**33%**	**34%**	**16%**	**8%**	**7%**	**2%**

NOTES ON READING THIS REPORT
METHODOLOGY

The numbers presented have been rounded. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.

In this report, data in bold **red** characters indicates a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicates a significantly higher proportion that that of other respondents.

If you have questions about the data presented in this report, please contact Christian Bourque, Associate and Executive Vice-President at the following e-mail address: cbourque@leger360.com
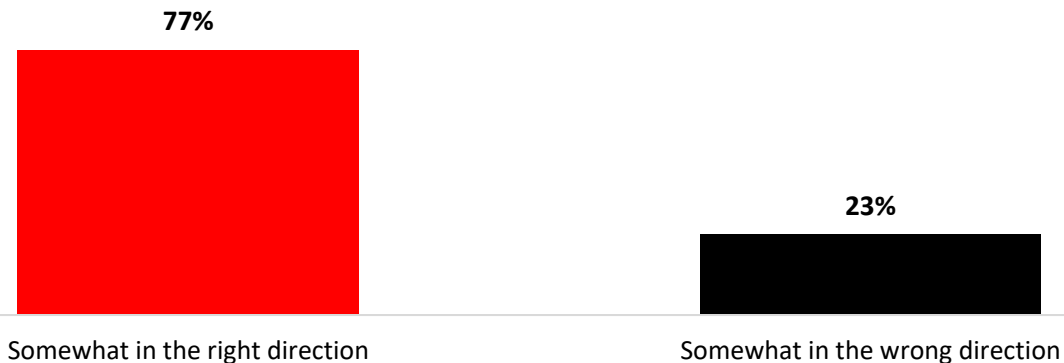
PROVINCIAL POLITICS

PRESENT STATE OF NOVA SCOTIA

CTC732. Would you say that in Nova Scotia things are going somewhat in the right direction or somewhat in the wrong direction?
Base: All respondents (n=300)

77% — Somewhat in the right direction

23% — Somewhat in the wrong direction

	TOTAL	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	300	140	157	61	84	155	75	98	127
Unweighted n =	300	120	178	58	90	152	85	106	109
Somewhat in the right direction	**77%**	78%	76%	74%	79%	77%	78%	76%	76%
Somewhat in the wrong direction	**23%**	22%	24%	26%	21%	23%	22%	24%	24%

VOTING INTENTIONS - PROVINCIAL ELECTIONS

CTC37. If the Nova Scotia provincial election were held today, for which political party would you be most likely to vote? Would it be for...? *In the event a respondent had no opinion, the following prompting question was asked:* **Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote? Would it be for the …**
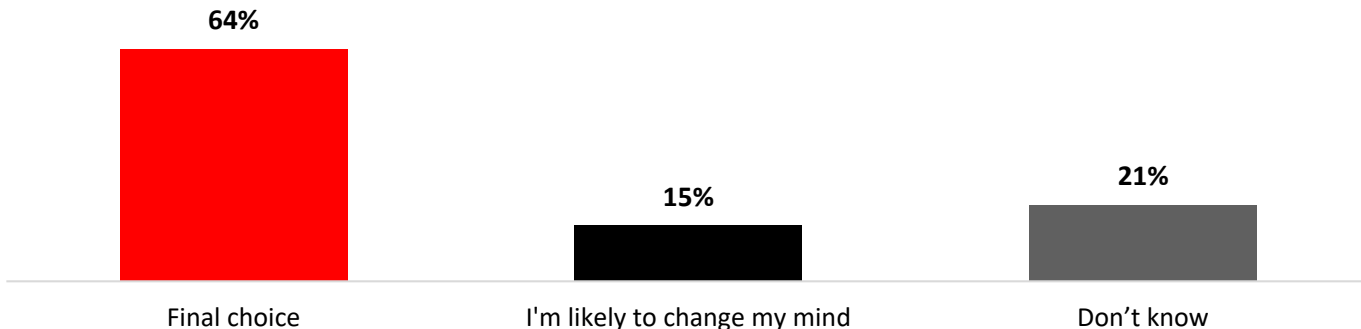
Base: All respondents (n=300)

	TOTAL	TOTAL Decided voters	Male	Female	18-34	35-50	51+	Urban	Sub-urban	Rural
Weighted n=	300	230	115	111	50	64	116	60	79	92
Unweighted n=	300	234	100	132	48	69	117	65	87	82
…Iain Rankin's Nova Scotia Liberal Party	32%	**42%**	41%	44%	25%	33%	55%	43%	47%	37%
…Tim Houston's Progressive Conservative Party of Nova Scotia	25%	**32%**	37%	28%	16%	48%	30%	15%	28%	47%
…Gary Burrill's Nova Scotia NDP	15%	**20%**	15%	23%	45%	12%	13%	36%	19%	10%
…Jessica Alexander's Green Party	4%	**5%**	5%	4%	12%	5%	1%	6%	4%	4%
… another party	1%	**1%**	1%	1%	2%	2%	0%	0%	2%	1%
I would not vote	5%	-	-	-	-	-	-	-	-	-
I would cancel my vote	0%	-	-	-	-	-	-	-	-	-
I don't know	17%	-	-	-	-	-	-	-	-	-
Refusal	0%	-	-	-	-	-	-	-	-	-

CHOICE OF POLITICAL PARTY

CTC694. Is this your final choice or are you likely to change your mind?
Base: Decided voters (n=234)

	TOTAL	Male	Female	18-34	35-50	51+	Urban	Sub-urban	Rural
Weighted n =	230	115	111	50	64	116	60	79	92
Unweighted n =	234	100	132	48	69	117	65	87	82
Final choice	**64%**	67%	60%	64%	66%	62%	74%	**51%**	68%
I'm likely to change my mind	**15%**	15%	16%	19%	20%	11%	14%	**25%**	**8%**
Don't know	**21%**	18%	24%	17%	13%	**27%**	12%	24%	24%

CHOICE OF POLITICAL PARTY – DETAILS BY VOTING INTENTIONS

CTC694. Is this your final choice or are you likely to change your mind?
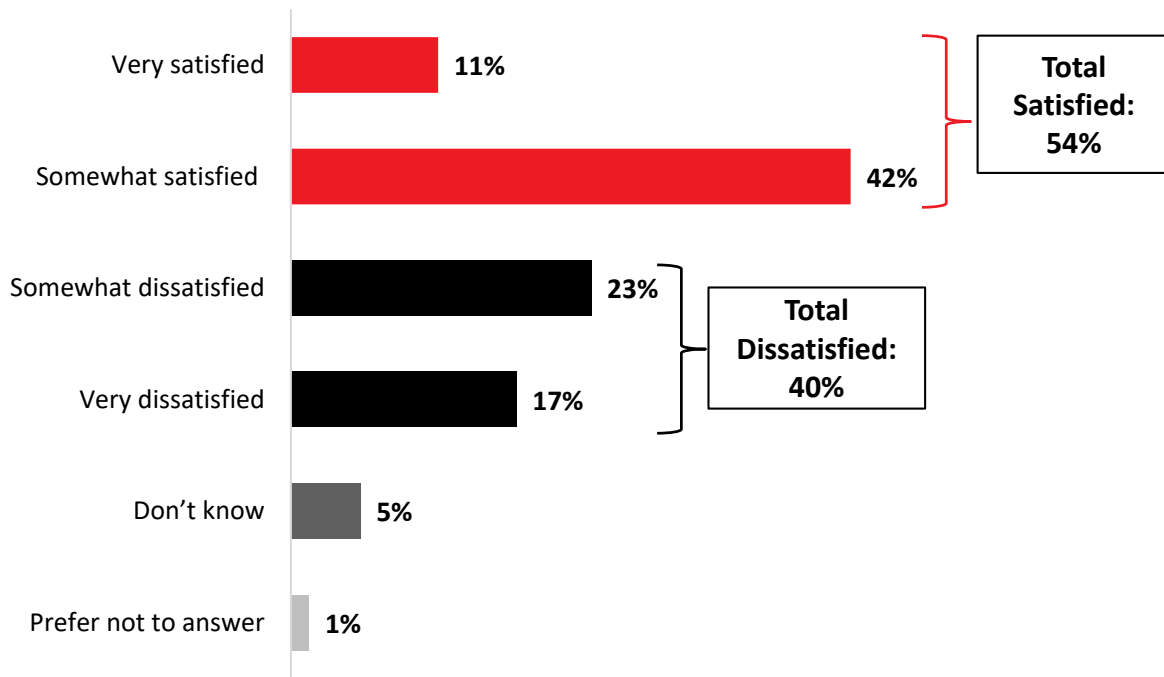Base: Decided voters

	TOTAL	NSL	PC	NDP	GP	Others
Weighted n=	230	97	74	46	11	3
Unweighted n=	234	108	64	49	10*	3*
Final choice	**64%**	68%	60%	66%	41%	43%
I'm likely to change my mind	**15%**	12%	12%	21%	37%	57%
Don't know	**21%**	20%	28%	13%	22%	0%

Given the small number of respondents (n<30) data are presented for illustrative purposes only.

SATISFACTION WITH LIBERAL GOVERNMENT (1/2)

CTC695. Are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the current Liberal provincial government in Nova Scotia?

Base: All respondents (n=300)

Response	Percentage
Very satisfied	11%
Somewhat satisfied	42%
Somewhat dissatisfied	23%
Very dissatisfied	17%
Don't know	5%
Prefer not to answer	1%

Total Satisfied: 54%

Total Dissatisfied: 40%

SATISFACTION WITH LIBERAL GOVERNMENT (2/2)

CTC695. Are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the current Liberal provincial government in Nova Scotia?

Base: All respondents

	TOTAL	Male	Female	18-34	35-50	51+	Urban	Sub-urban	Rural
Weighted n=	300	140	157	61	84	155	75	98	127
Unweighted n=	300	120	178	58	90	152	85	106	109
Total Satisfied	**54%**	**61%**	**47%**	47%	46%	**60%**	60%	59%	**45%**
Very satisfied	**11%**	15%	8%	5%	7%	**16%**	11%	11%	11%
Somewhat satisfied	**42%**	47%	39%	41%	40%	44%	50%	48%	**34%**
Total Dissatisfied	**40%**	**33%**	45%	50%	41%	35%	34%	39%	44%
Somewhat dissatisfied	**23%**	**15%**	**29%**	**36%**	19%	20%	26%	**15%**	27%
Very dissatisfied	**17%**	19%	16%	14%	22%	16%	**8%**	23%	17%
Don't know	**5%**	6%	5%	3%	11%	3%	4%	**1%**	**10%**
Prefer not to answer	**1%**	0%	3%	0%	2%	2%	2%	2%	1%

SATISFACTION WITH LIBERAL GOVERNMENT - DETAILS BY VOTING INTENTIONS

CTC695. Are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the current Liberal provincial government in Nova Scotia?
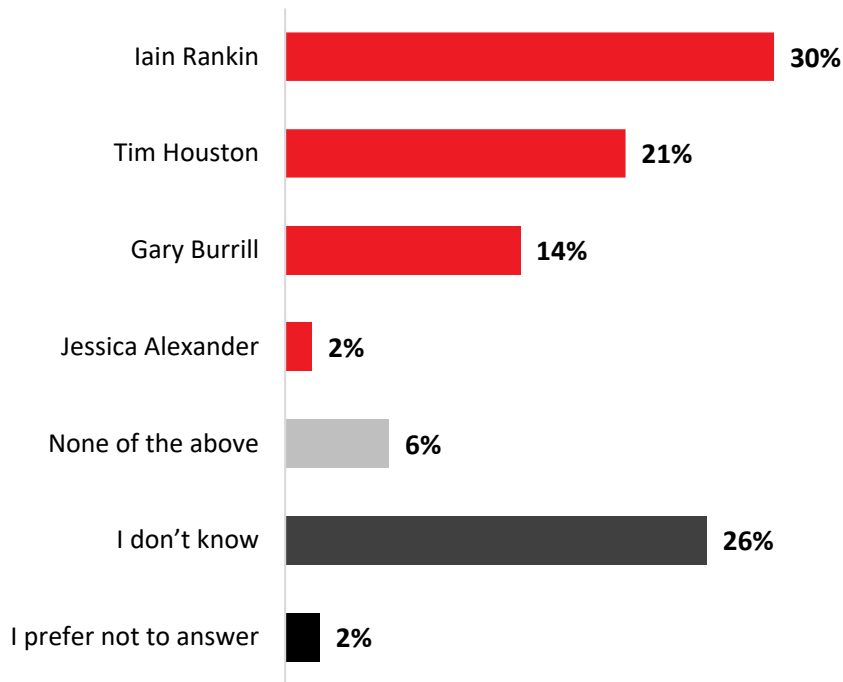
Base: All respondents

	TOTAL	NSL	PC	NDP	GP	Others
Weighted n=	300	97	74	46	11	3
Unweighted n=	300	108	64	49	10*	3*
Total Satisfied	**54%**	**95%**	**36%**	**23%**	72%	0%
Very satisfied	**11%**	26%	4%	5%	0%	0%
Somewhat satisfied	**42%**	68%	33%	17%	72%	0%
Total Dissatisfied	**40%**	**5%**	**62%**	**76%**	19%	100%
Somewhat dissatisfied	**23%**	4%	34%	43%	10%	60%
Very dissatisfied	**17%**	2%	28%	33%	9%	40%
Don't know	**5%**	0%	2%	1%	9%	0%
Prefer not to answer	**1%**	0%	0%	0%	0%	0%

Given the small number of respondents (n<30) data are presented for illustrative purposes only.

LEADER WHO WOULD MAKE THE BEST PREMIER OF NOVA SCOTIA (1/2)

CTC696. In your opinion, which party leader would make the best Premier of Nova Scotia?

Base: All respondents (n=300)

Leader	Percentage
Iain Rankin	30%
Tim Houston	21%
Gary Burrill	14%
Jessica Alexander	2%
None of the above	6%
I don't know	26%
I prefer not to answer	2%

LEADER WHO WOULD MAKE THE BEST PREMIER OF NOVA SCOTIA(2/2)

CTC696. In your opinion, which party leader would make the best Premier of Nova Scotia?
Base: All respondents

	TOTAL	Male	Female	18-34	35-50	51+	Urban	Sub-urban	Rural
Weighted n=	300	140	157	61	84	155	75	98	127
Unweighted n=	300	120	178	58	90	152	85	106	109
Iain Rankin	**30%**	32%	27%	25%	22%	35%	34%	33%	24%
Tim Houston	**21%**	28%	15%	9%	34%	18%	9%	23%	25%
Gary Burrill	**14%**	15%	13%	29%	10%	11%	26%	10%	11%
Jessica Alexander	**2%**	2%	1%	4%	2%	1%	2%	2%	1%
None of the above	**6%**	7%	6%	2%	3%	10%	3%	8%	7%
Don't know	**26%**	16%	34%	31%	27%	22%	24%	20%	31%
Prefer not to answer	**2%**	0%	4%	0%	2%	3%	2%	4%	1%

LEADER WHO WOULD MAKE THE BEST PREMIER OF NOVA SCOTIA - DETAILS BY VOTING INTENTIONS

CTC696. In your opinion, which party leader would make the best Premier of Nova Scotia?
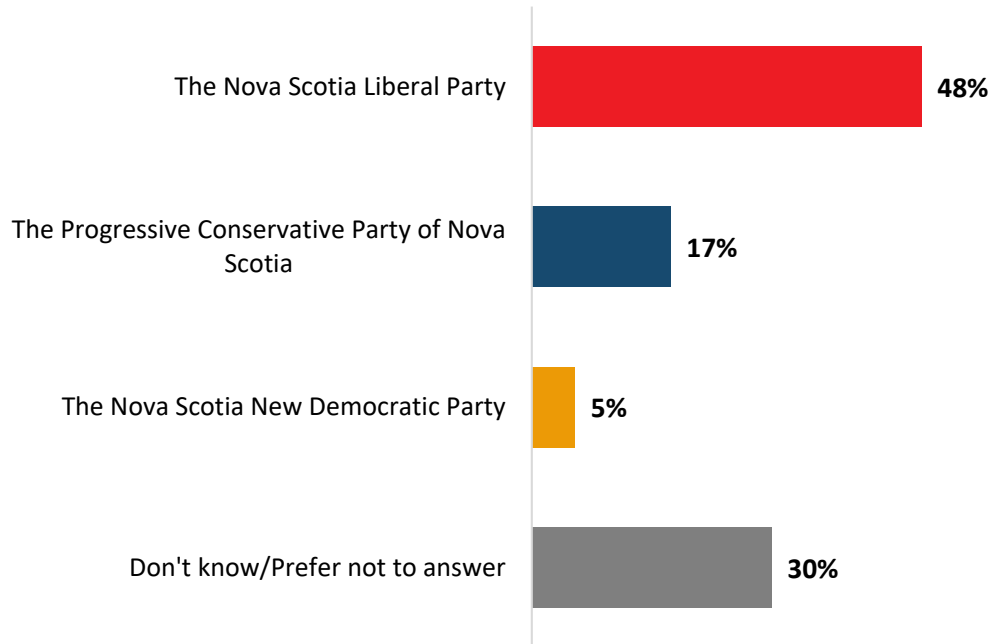Base: All respondents

	TOTAL	NSL	PC	NDP	GP	Others
Weighted n=	300	97	74	46	11	3
Unweighted n=	300	108	64	49	10*	3*
Iain Rankin	30%	78%	14%	1%	0%	0%
Tim Houston	21%	5%	64%	8%	28%	83%
Gary Burrill	14%	4%	4%	74%	5%	0%
Jessica Alexander	2%	1%	0%	1%	37%	0%
None of the above	6%	5%	1%	6%	0%	17%
Don't know	26%	8%	17%	11%	30%	0%
Prefer not to answer	2%	0%	0%	0%	0%	0%

PARTY THAT WILL FORM THE NEXT GOVERNMENT (1/2)

CTC710. Who do you think will win the next provincial election and form the next government?
Base: All respondents (n=300)

Party	Percentage
The Nova Scotia Liberal Party	48%
The Progressive Conservative Party of Nova Scotia	17%
The Nova Scotia New Democratic Party	5%
Don't know/Prefer not to answer	30%

PARTY THAT WILL FORM THE NEXT GOVERNMENT (2/2)

CTC710. Who do you think will win the next provincial election and form the next government?

Base: All respondents

	TOTAL	Male	Female	18-34	35-50	51+	Urban	Sub-urban	Rural
Weighted n=	300	140	157	61	84	155	75	98	127
Unweighted n=	300	120	178	58	90	152	85	106	109
The Nova Scotia Liberal Party	**48%**	54%	43%	43%	50%	49%	52%	**59%**	**37%**
The Progressive Conservative Party of Nova Scotia	**17%**	18%	17%	14%	20%	17%	**8%**	16%	**23%**
The Nova Scotia New Democratic Party	**5%**	6%	5%	**20%**	3%	**1%**	**14%**	**1%**	4%
Don't know/Prefer not to answer	**30%**	**21%**	35%	24%	27%	33%	27%	24%	36%

PARTY THAT WILL FORM THE NEXT GOVERNMENT - DETAILS BY VOTING INTENTIONS

CTC710. Who do you think will win the next provincial election and form the next government?
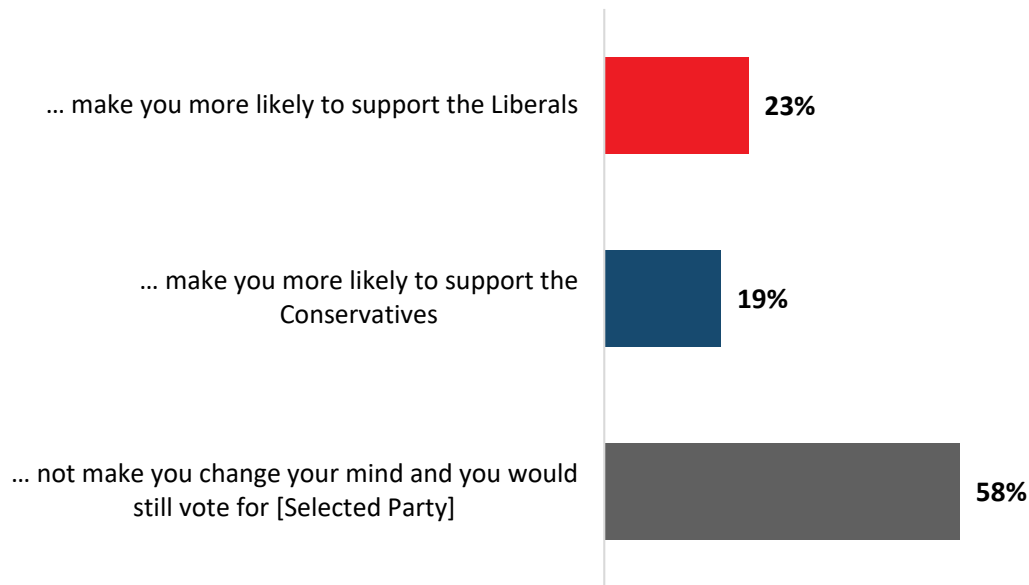
Base: All respondents

	TOTAL	NSL	PC	NDP	GP	Others
Weighted n=	300	97	74	46	11	3
Unweighted n=	300	108	64	49	10*	3*
The Nova Scotia Liberal Party	48%	81%	35%	43%	64%	83%
The Progressive Conservative Party of Nova Scotia	17%	3%	50%	11%	14%	17%
The Nova Scotia New Democratic Party	5%	3%	3%	21%	13%	0%
Don't know/Prefer not to answer	30%	13%	12%	25%	9%	0%

Given the small number of respondents (n<30) data are presented for illustrative purposes only.

CHOICE BETWEEN THE CONSERVATIVES AND THE LIBERALS (1/2)

CTC711. If the race is very tight between the Liberals and Conservatives, making every vote important, would that situation…

Base: Decided voters who do not intend to vote for the Conservative Party or the Liberal Party (n=62)

… make you more likely to support the Liberals	23%
… make you more likely to support the Conservatives	19%
… not make you change your mind and you would still vote for [Selected Party]	58%

SATISFACTION WITH THE MEASURES PUT IN PLACE TO FIGHT COVID-19 (1/2)

CTC10. To this day, are you satisfied or not with the measures put in place to fight the Covid-19 (Coronavirus) pandemic by the Government of Nova Scotia?

Base: All respondents (n=300)

Response	Percentage
Very satisfied	39%
Somewhat satisfied	45%
Somewhat dissatisfied	10%
Very dissatisfied	5%
Don't know / Prefer not to answer	2%

Total Satisfied: 84%

Total Dissatisfied: 14%
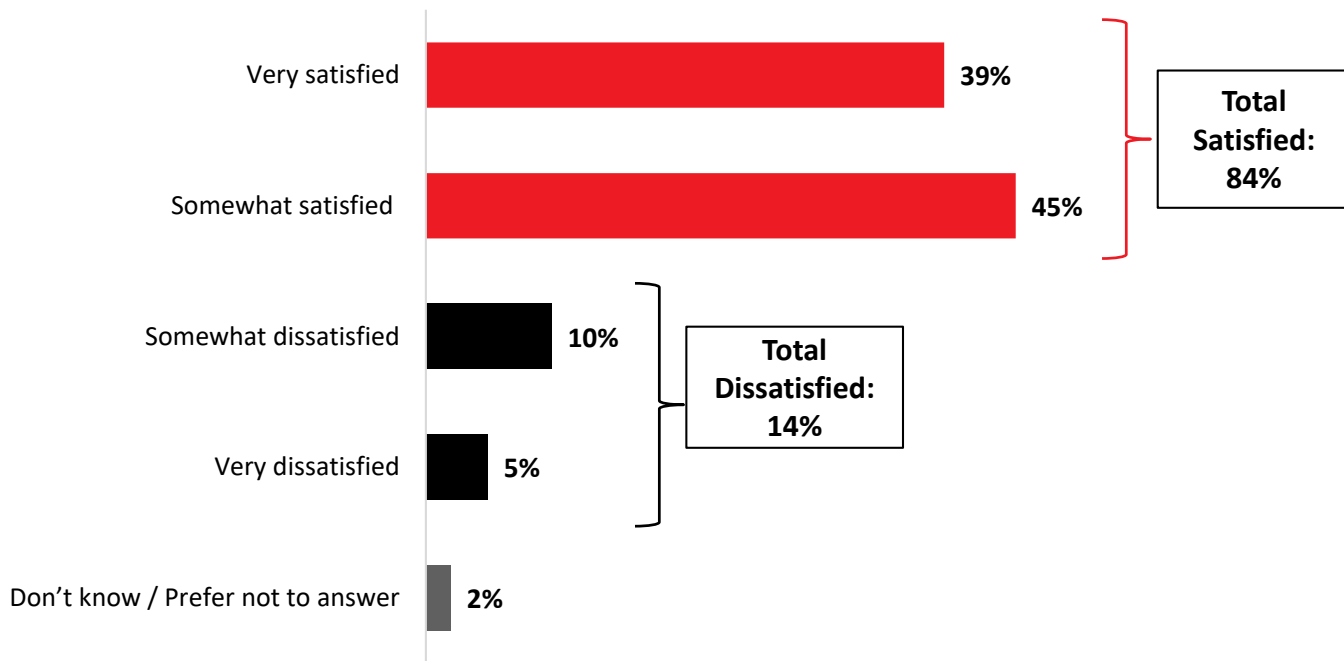
SATISFACTION WITH THE MEASURES PUT IN PLACE TO FIGHT COVID-19 (2/2)

CTC695. Are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the current Liberal provincial government in Nova Scotia?

Base: All respondents

	TOTAL	Male	Female	18-34	35-50	51+	Urban	Sub-urban	Rural
Weighted n=	300	140	157	61	84	155	75	98	127
Unweighted n=	300	120	178	58	90	152	85	106	109
Total Satisfied	**84%**	79%	88%	88%	79%	85%	86%	87%	80%
Very satisfied	**39%**	41%	38%	22%	28%	52%	42%	35%	41%
Somewhat satisfied	**45%**	38%	50%	66%	50%	33%	44%	52%	39%
Total Dissatisfied	**14%**	18%	11%	12%	19%	12%	10%	13%	18%
Somewhat dissatisfied	**10%**	12%	7%	10%	11%	8%	9%	8%	11%
Very dissatisfied	**5%**	6%	4%	2%	8%	4%	1%	5%	7%
Don't know / Prefer not to answer	**2%**	3%	1%	0%	2%	2%	5%	0%	2%

SATISFACTION WITH THE MEASURES PUT IN PLACE TO FIGHT COVID-19 - DETAILS BY VOTING INTENTIONS

CTC695. Are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the current Liberal provincial government in Nova Scotia?

Base: All respondents

	TOTAL	NSL	PC	NDP	GP	Others
Weighted n=	300	97	74	46	11	3
Unweighted n=	300	108	64	49	10*	3*
Total Satisfied	**84%**	**98%**	81%	81%	91%	0%
Very satisfied	**39%**	**61%**	33%	35%	2%	0%
Somewhat satisfied	**45%**	37%	48%	46%	89%	0%
Total Dissatisfied	**14%**	**0%**	19%	19%	9%	100%
Somewhat dissatisfied	**10%**	**0%**	9%	15%	9%	60%
Very dissatisfied	**5%**	**0%**	11%	4%	0%	40%
Don't know / Prefer not to answer	**2%**	2%	0%	0%	0%	0%

Given the small number of respondents (n<30) data are presented for illustrative purposes only.

RESPONDENT PROFILE

RESPONDENT PROFILE

	Total (n=300)
GENDER	
Male	**47%**
Female	**52%**
Non-binary	**1%**
AGE	
Between 18 and 24	**9%**
Between 25 and 34	**11%**
Between 35 and 44	**18%**
Between 45 and 50	**10%**
Between 51 and 64	**27%**
65 or older	**24%**
EDUCATION	
Elementary (7 years or less)	**0%**
High school, general or vocational (8 to 12 years)	**32%**
College (pre-university, technical training, certificate, accreditation or advanced diploma)	**41%**
University certificates and diplomas	**4%**
University Bachelor (including classical studies)	**16%**
University Master's degree	**4%**
University Doctorate (PhD)	**1%**

OUR SERVICES

- **Leger**
  Marketing research and polling

- **Leger MetriCX**
  Strategic and operational customer experience consulting services

- **Leger Analytics (LEA)**
  Data modelling and analysis

- **Leger Opinion (LEO)**
  Panel management

- **Leger Community**
  Online community management

- **Leger Digital**
  Digital strategy and user experience

- **International research**
  Worldwide Independent Network (WIN)

600
EMPLOYEES

185
CONSULTANTS

8
OFFICES

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EDMONTON | CALGARY | VANCOUVER | PHILADELPHIA

OUR COMMITMENTS TO QUALITY

Leger is a member of the Canadian Research Insights Council (CRIC), the industry association for the market/survey/insights research industry.

Leger is a member of ESOMAR (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals. As such, Leger is committed to applying the international ICC/ESOMAR code of Market, Opinion and Social Research and Data Analytics.

Leger is also a member of the Insights Association, the American Association of Marketing Research Analytics.

Leger is a sponsor of CAIP Canada, Canada's professional body for Certified Analytics and Insights Professionals who uphold CRIC's marketing research and public opinion research standards. CAIP Canada is globally endorsed by ESOMAR and the MRII/University of Georgia.

We Know Canadians