

Spotlight on Nova Scotia Politics

The COVID-19 outbreak has set off a series of changes in the Canadian political landscape. In Nova Scotia, McNeil has very high approval of his COVID-19 handling as well as strong favourability compared to other party leaders. In addition, most are satisfied with the provincial government's performance more broadly and think McNeil is the best option for premier out of all party leaders.

Today, INNOVATIVE is releasing a spotlight on Nova Scotia from our May 2020 Canada This Month survey. This online survey was in field from May 1st to May 7th with a weighted sample size of 200 Nova Scotia residents. Detailed methodology is provided in the appendix.

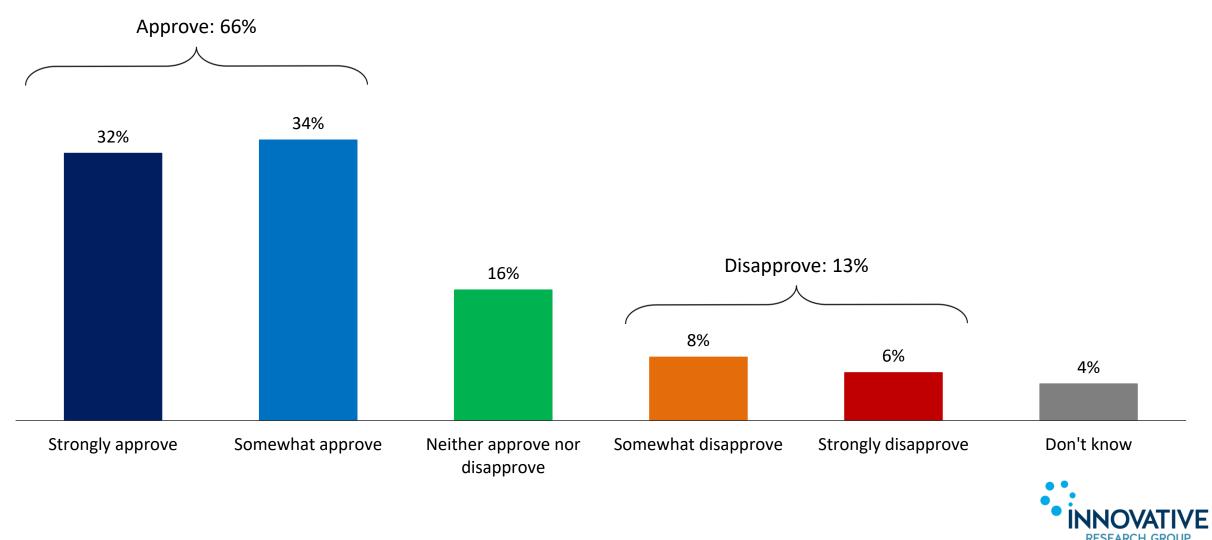
This report covers key results on how those from Nova Scotia are rating their government's handling of the COVID-19 outbreak and the impacts that is having on more general government approval and provincial vote choice.

The Nova Scotia government is receiving top marks on their handling of the outbreak along with more general satisfaction with government performance

COVID-19 Handling: Nearly 7-in-10 (66%) say they approve of the Nova Scotia govt's handling of the outbreak while only 13% disagree



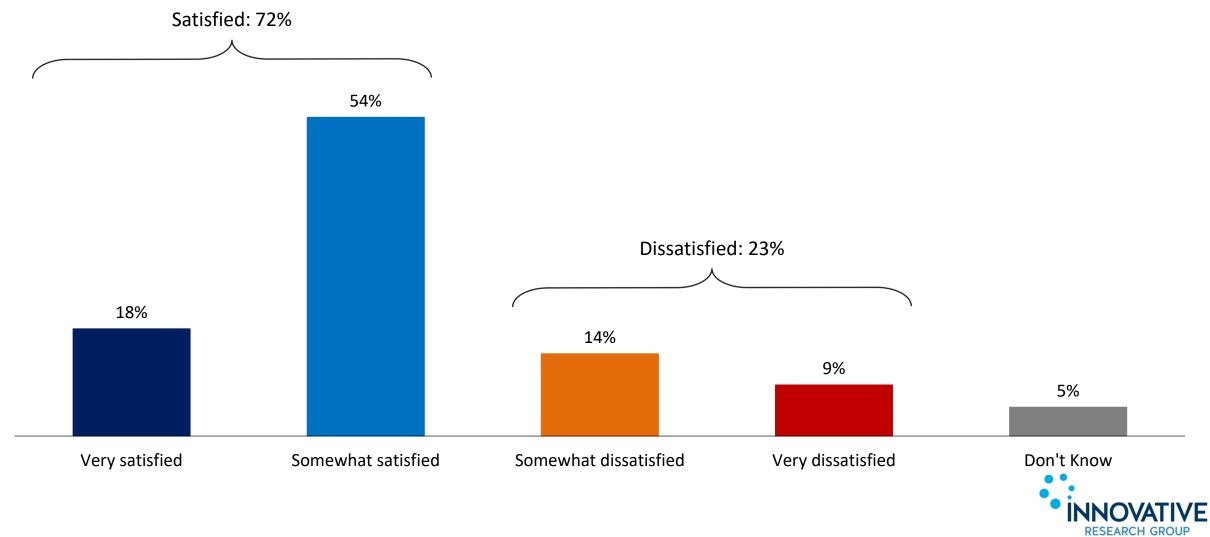
Do you approve or disapprove of the way the Nova Scotia Government has handled the outbreak of COVID-19? [asked of all respondents; n=200]



Nova Scotia Mood: 3-in-4 (72%) say they are satisfied with the performance of the Nova Scotia gov't more generally



Generally speaking, how satisfied are you with the performance of the PROVINCIAL government in Nova Scotia? Would you say you are...? [asked of all respondents; n=200]



Nova Scotia Read, Seen, Heard: Most (65%) have read, seen, or heard about McNeil and a vast majority said it was a positive impact



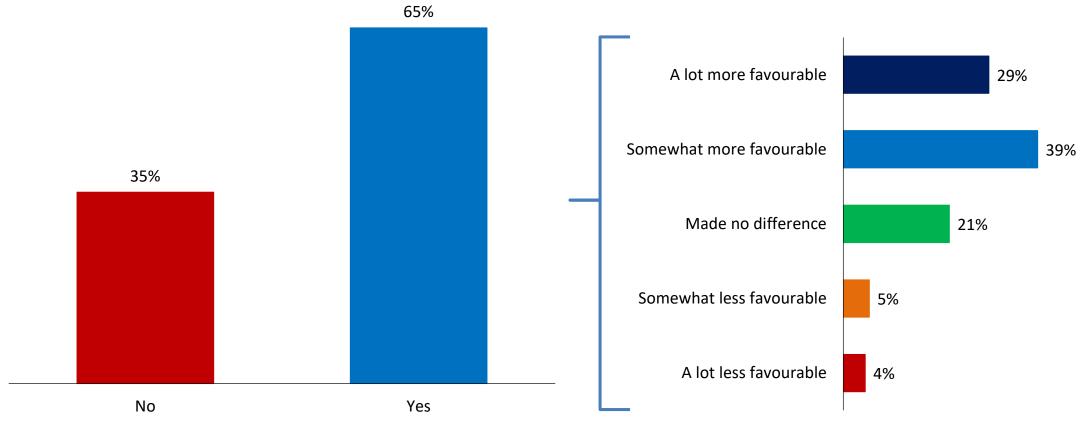
Have you read, seen or heard anything about Stephen McNeil in the last few days?

[asked of all respondents; n=200]



Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Stephen McNeil, or did it make no difference?

[Asked of those who have RSH; n=130]

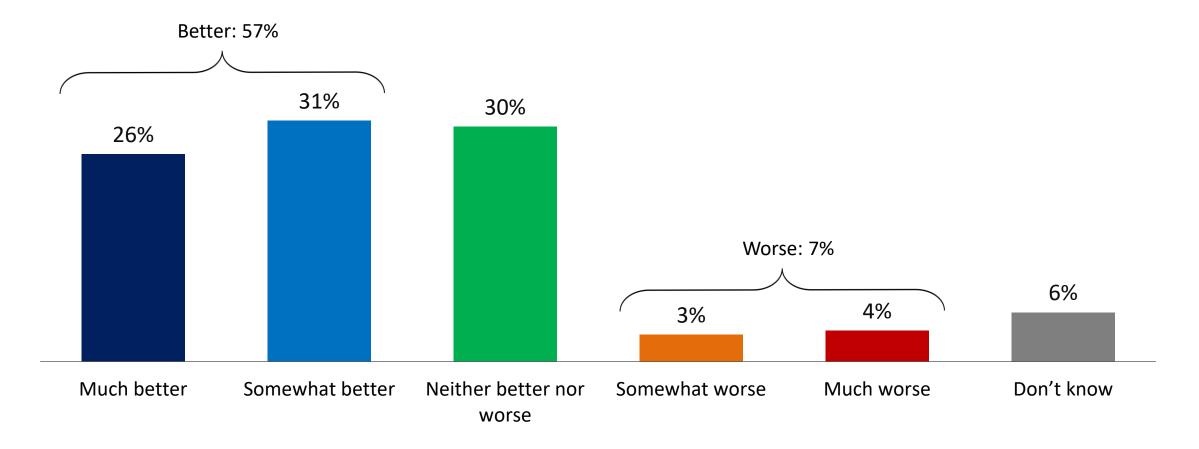




Impact on Stephen McNeil: Close to 3-in-5 (57%) say McNeil's COVID response has left them with a more favourable impression of him



Has the way premier Stephen McNeil has responded to the COVID-19 outbreak left you with a better or worse impression of him? [asked of all respondents, n=200]



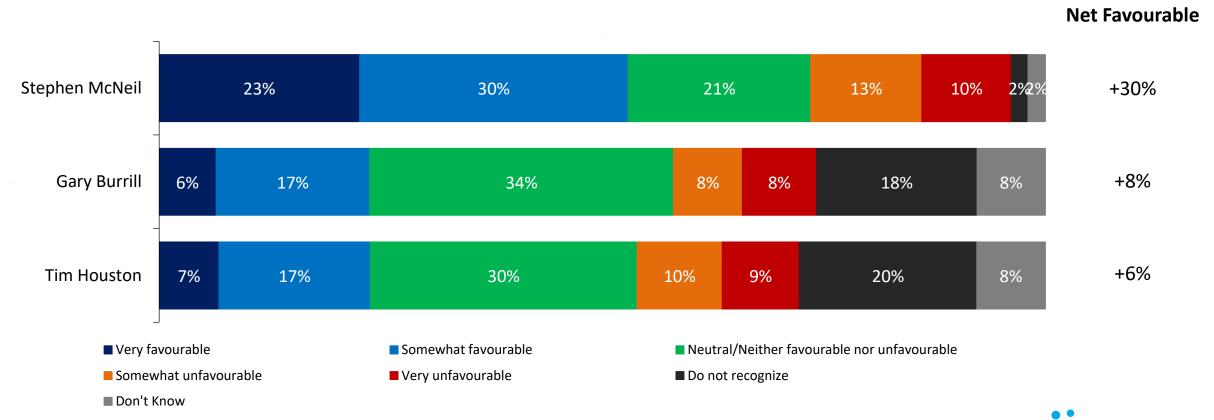


Leader Favourables: Premier McNeil has the highest net favourability of any Nova Scotia party leader



Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just indicate.

[asked of all respondents; n=200]

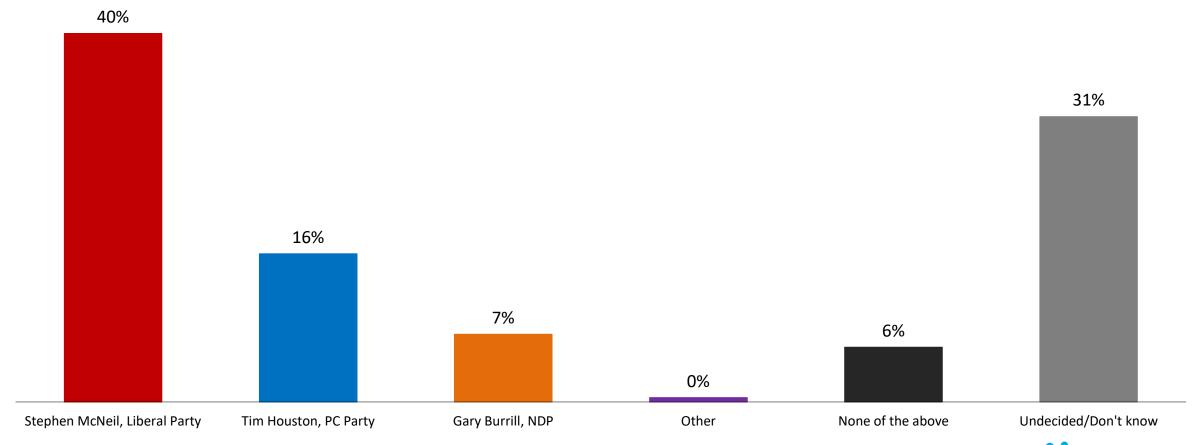




Best Premier: McNeil (40%) currently enjoys a strong lead on best to be Premier in Nova Scotia



Which of the following leaders would make the best Premier of Nova Scotia? [asked of all respondents; n=200]



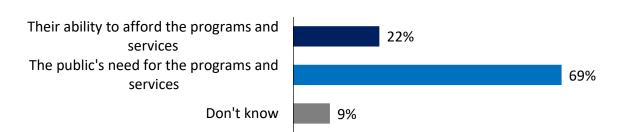


We group individuals into segments based on key political and economic values and attitudes

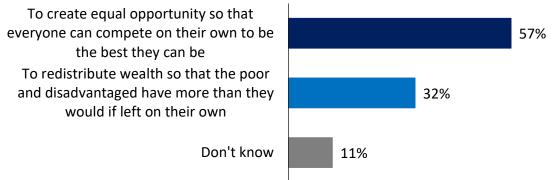
Core Political Values: Respondents are torn on whether gov't should listen to common sense (41%) or experts (42%) when it comes to policy

Now we would like to ask a few questions about basic values and society...When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on...?

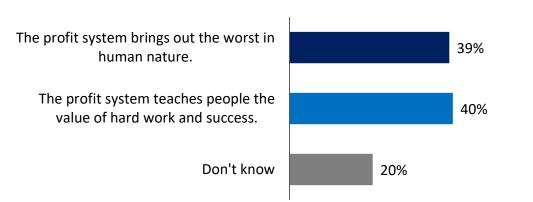
[asked of all respondents; n=200]



Is the main role of government to ...? [asked of all respondents; n=200]

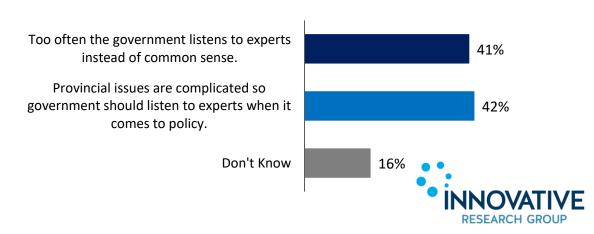


Which of the following statements comes closest to your view? [asked of all respondents; n=200]



When it comes to government decision making, which of the following statements is closest to your view?

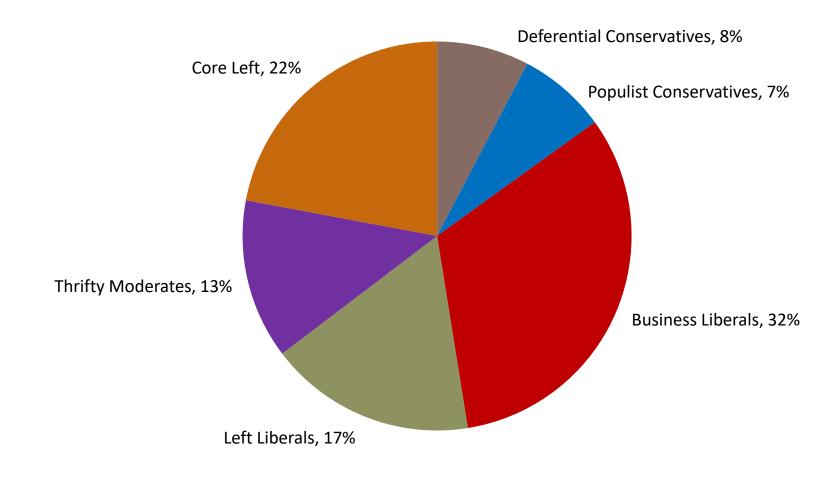
[asked of all respondents; n=200]



Value Clusters: Most are Business Liberals (32%), Core Left (22%), or Left Liberals (17%)

Clusters are based on 4 basic values: equal opportunity versus redistribution; trust in the profit system; whether spending should be based on ability to afford or public need; and whether government should listen to experts or common sense.

[asked of all respondents; n=200]





Defining Value Clusters: 6 value clusters are defined by 4 key political values

Core Political Values by Value Clusters

Column %		Deferential Conservatives	Populist Conservatives	Business Liberals	Left Liberals	Thrifty Moderates	Core Left
Governments should base	Ability to afford	87%	87%	0%	0%	67%	0%
decisions on	Public Need	0%	0%	98%	89%	0%	98%
Is the main role of government to	Create equal Opportunity	69%	87%	73%	97%	33%	0%
.?	Redistribute wealth	24%	0%	18%	0%	33%	91%
When it comes to government decision making	Rely on common sense	0%	100%	36%	47%	48%	35%
	Listen to experts	100%	0%	57%	36%	11%	39%
The profit system	Brings out the worst in human nature	0%	0%	0%	80%	55%	83%
	Teaches value of hard work and success	88%	87%	82%	0%	4%	0%



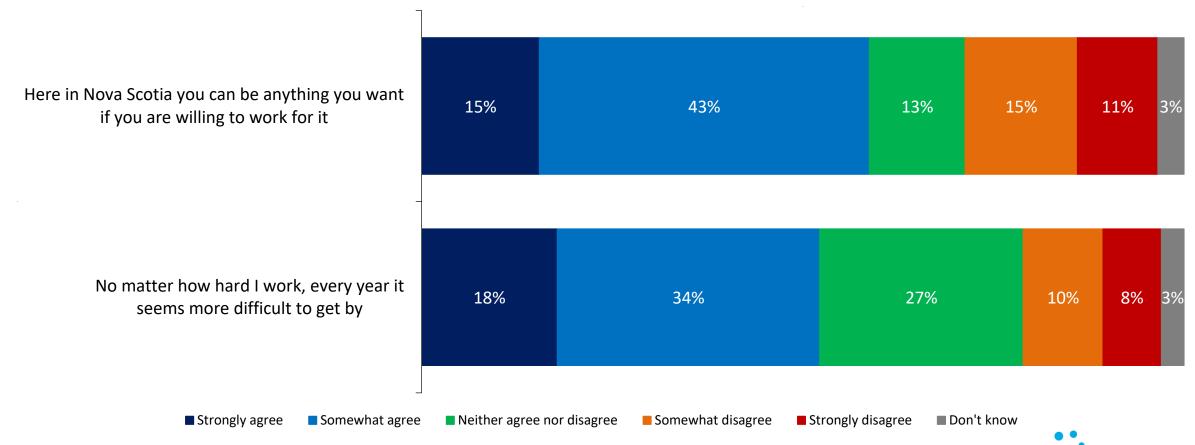
Note: Current data: May 2020

Segmentation Attitudes: 6-in-10 (59%) say they agree that in Nova Scotia you can be anything you want if you're willing to work for it



Do you agree or disagree with the following statements?

[asked of all respondents; n=200]

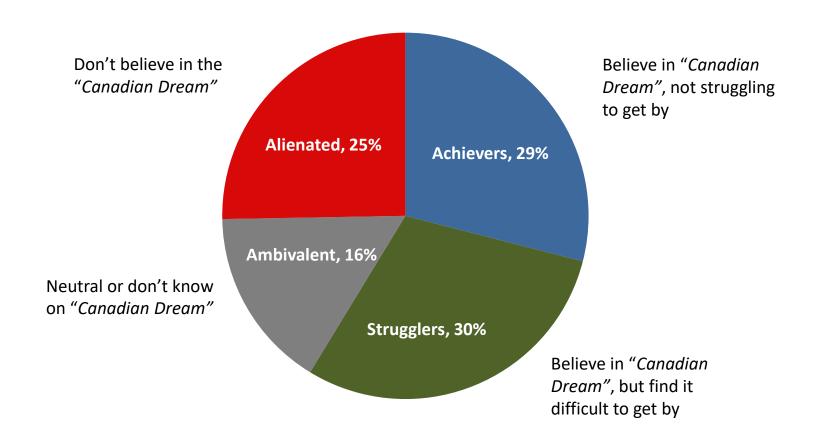




Economic Gap Segmentation: Most are either Dream Strugglers (30%) or Dream Achievers (29%)

Gap segmentation: Agree with 'Here in Nova Scotia you can be anything you want if you are willing to work for it' BY Agree with 'No matter how hard I work, every year it seems more difficult to get by'.

[asked of all respondents; n=200]

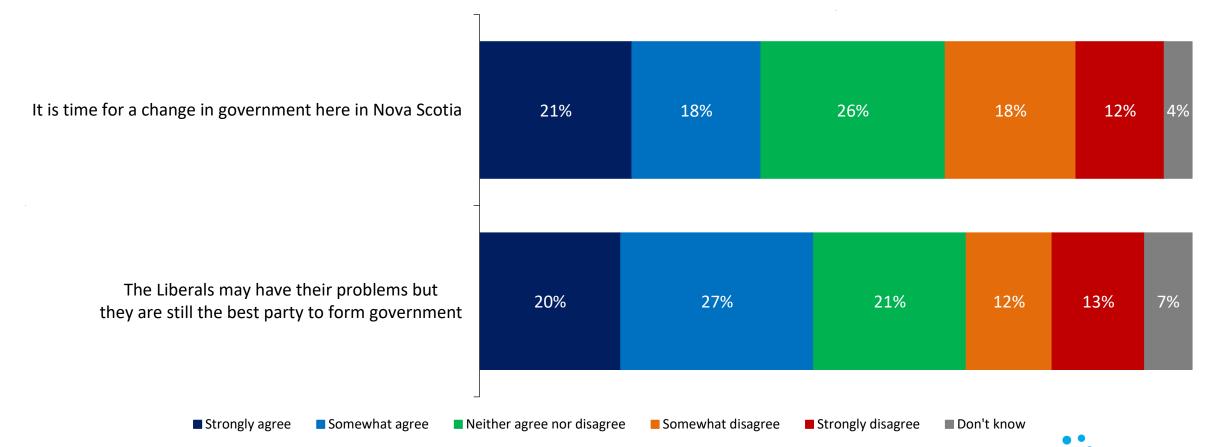




Time for Change Attitudes: Half (47%) say the Nova Scotia Liberals are still the best party to form government



Do you agree or disagree with the following statements? [asked of all respondents; n=200]

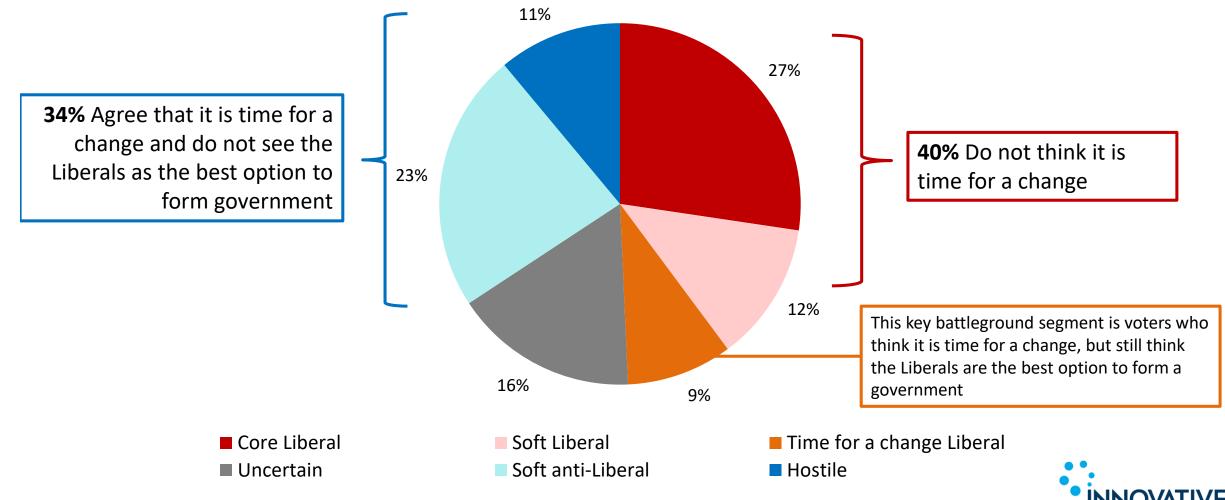




Time for Change Segmentation: Most (40%) do not think it is time for a change of government while 34% think it is time for a change

Time for Change segmentation: Agree with 'The Liberals may have their problems but they are still the best party to form government' BY Agree with 'It is time for a change in government here in Nova Scotia'.

[asked of all respondents; n=200]



The Liberals are far ahead of other parties on vote

Innovative reports on vote intention in two ways.

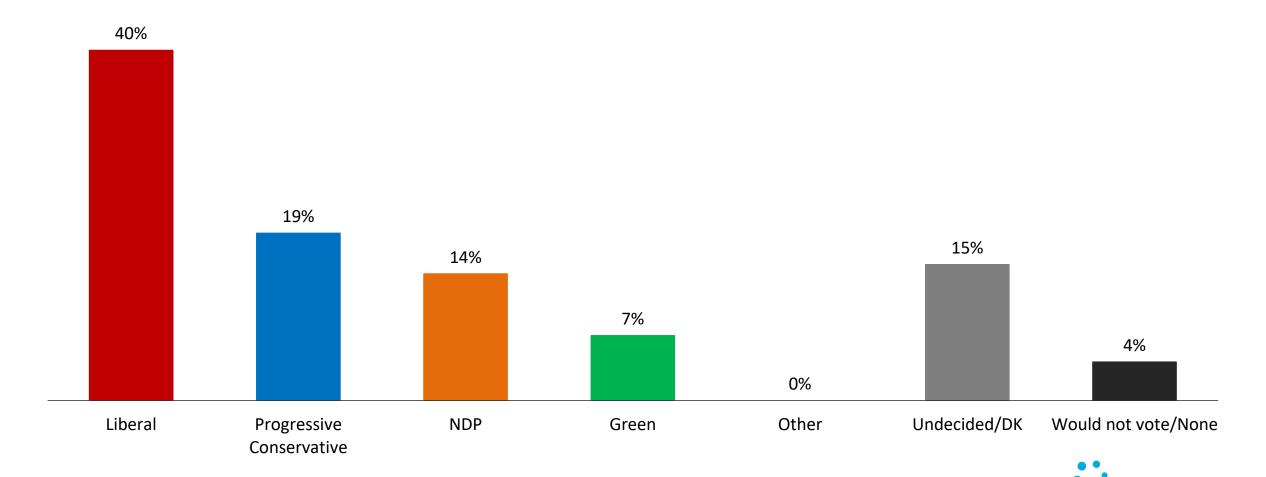
When we ask people who they would vote for if an election were held today, and who they lean towards if they are unsure, we call those results **Combined vote**. This accounts for the views of everyone in the population including decided voters, undecided voters, and non-voters.

When we look at the results among *only* decided voters, we call that <u>Decided vote</u>. These results most tell us what the election results would be like if the survey results matched the election exactly.

Provincial Combined Vote: The Liberals (40%) are far ahead of both the PCs (19%) and NDP (14%) in reported vote share



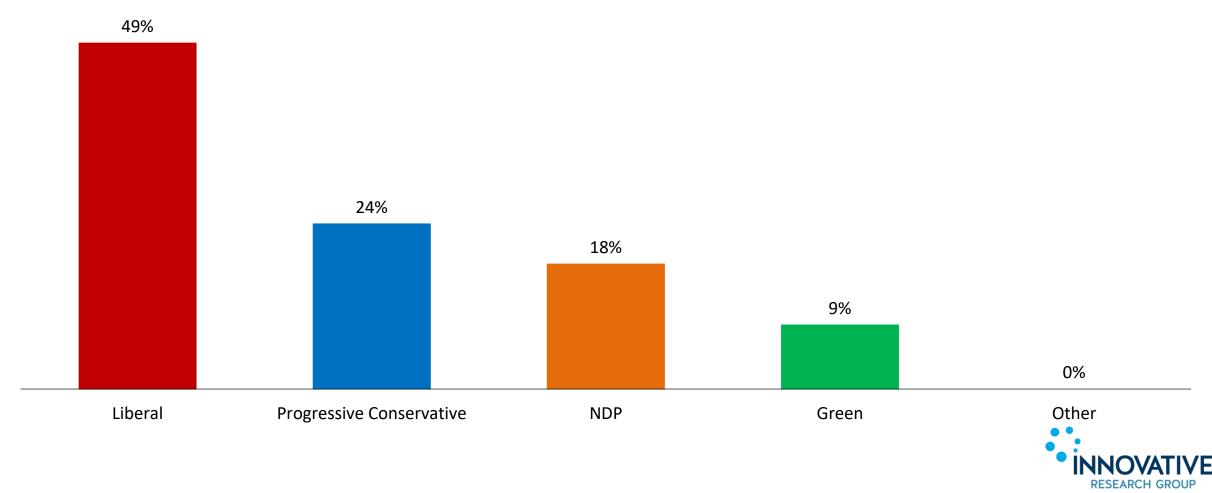
If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [Vote + Lean] [asked of all respondents; n=200]



Provincial Decided Vote: The Liberals (49%) have half of the decided vote while the PCs and NDP trail



If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [DECIDED] [decided voters only; n=161]



Decided Vote

Decided Vote by Value Cluster: The Liberals are the clear top choice among Business Liberals, Left Liberals, and the Core Left

Value Clusters

	Deferential/Populist Conservatives*	Business Liberals	Left Liberals*	Thrifty Moderates*	Core Left
	(N=26)	(N=53)	(N=26)	(N=19)	(N=36)
Liberal	48%	49%	41%	43%	60%
Progressive Conservative	52%	16%	22%	37%	8%
NDP	0%	18%	29%	15%	23%
Green	0%	17%	7%	5%	8%
Other	0%	0%	0%	0%	0%



Decided Vote by Economic Gap: While the Liberals lead among all groups, the PCs find their highest support among the Ambivalent cluster

Economic Gap

		Achievers	Strugglers	Ambivalent*	Alienated
		(N=52)	(N=51)	(N=22)	(N=35)
Liber	ral	61%	44%	48%	40%
Progres Conserv		19%	19%	35%	30%
NDI	P	17%	19%	13%	21%
Gree	en	4%	18%	4%	8%
Othe	er	0%	0%	0%	0%



Decided Vote

Decided Vote by Time for Change: Among the Soft anti-Liberal/Hostile group, PCs (48%) are the clear top vote choice

Time for Change

	Core/Soft Liberal	Time for a change Liberal*	Soft anti-Liberal/Hostile	
	(N=75)	(N=18)	(N=54)	
Liberal	77%	56%	13%	
Progressive Conservative	7%	22%	48%	
NDP	14%	11%	26%	
Green	3%	11%	13%	
Other	0%	0%	0%	

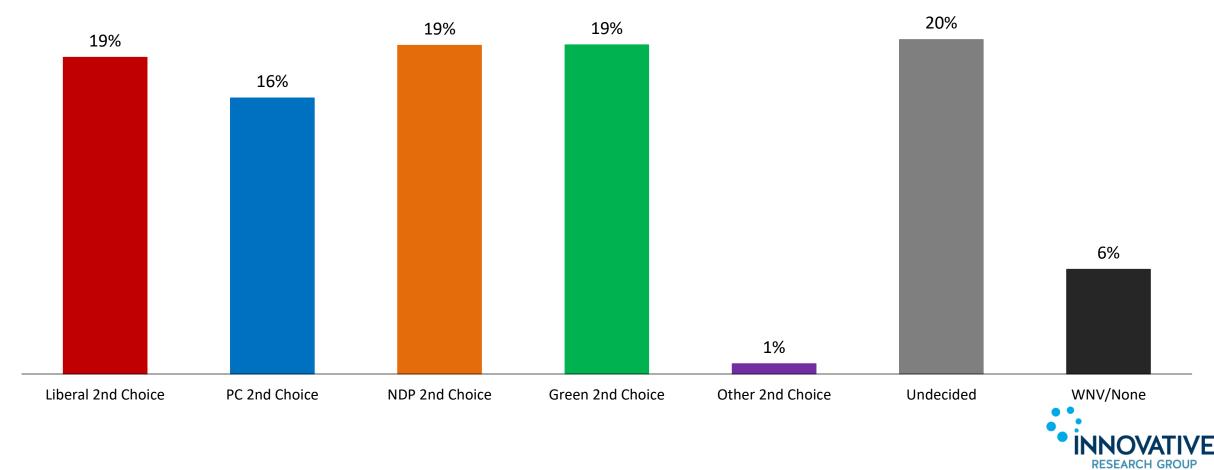


Provincial 2nd Choice: The Liberals, NDP, and Greens are all tied (19%) as the top 2nd choice with PCs (16%) not far behind



And which party would be your second choice?

[only decided voters; n=161]



Second Choice

Provincial 2nd Choice: The top 2nd choice among PC and NDP voters is the Liberals

And which party would be your second choice? BY [Vote+Lean]

First Choice

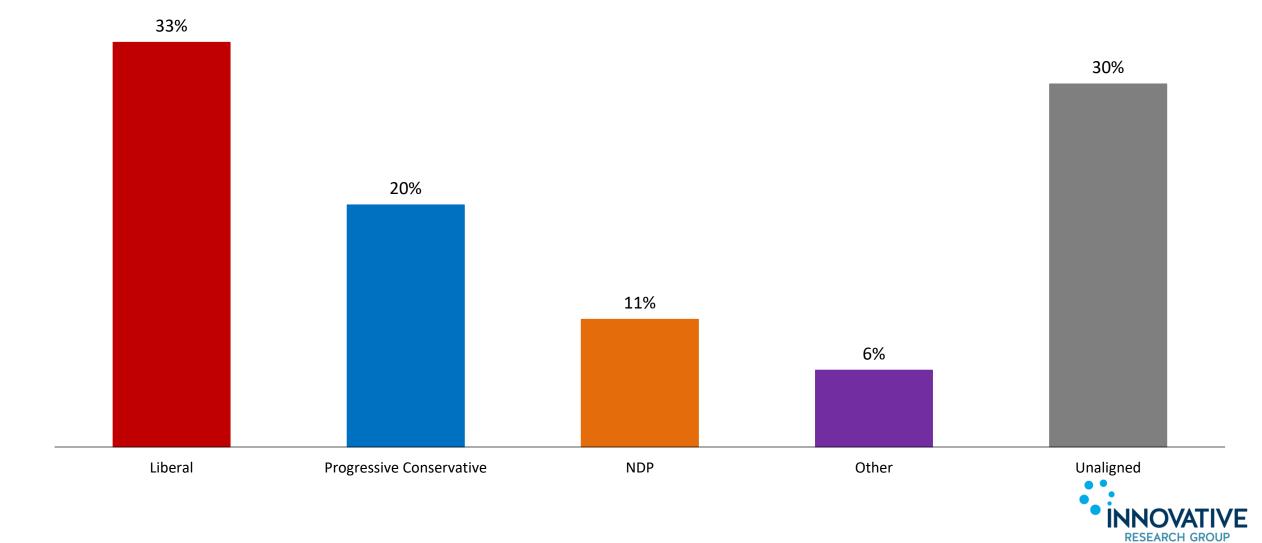
	Liberal 1st Choice	Progressive Conservative 1st Choice	NDP 1st Choice*
	(N=79)	(N=38)	(N=29)
Liberal 2nd Choice		31%	46%
PC 2nd Choice	24%		3%
NDP 2nd Choice	28%	18%	
Green 2nd Choice	22%	10%	34%
Other 2nd Choice	1%	0%	0%
Undecided	22%	23%	13%
WNV/None	2%	18%	3%



Provincial Party ID: Most (33%) identify as Liberal partisans followed closely by 'Unaligned' (30%)

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Thinking about politics in Nova Scotia, generally speaking, do you usually think of yourself as a... [asked of all respondents; n=200]



Combined Vote by Party ID: Liberal and NDP partisans are tied on loyalty as both groups give 81% of their vote to the party they identify with

Provincial Party Identification

	Liberal Progressive Conservative		NDP*	Unaligned	
	(N=67)	(N=40)	(N=21)	(N=60)	
Liberal	81%	12%	4%	28%	
Progressive Conservative	6%	78%	5%	3%	
NDP	6%	5%	81%	8%	
Green	3%	2%	5%	3%	
Other	0%	0%	0%	0%	
Undecided/DK	4%	3%	4%	43%	
Would not vote/None	0%	0%	0%	15%	



Methodology

Survey Methodology

These are the results of an online survey conducted between May 1st and May 7th, 2020.

Method: This online survey was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Lucid, a leading provider of online sample. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data to provide results that are intended to approximate a probability sample.

Sample Size: n=207 Nova Scotia residents, 18 years or older. The results are weighted to n=200 based on Census data from Statistics Canada.

Field Dates: May 1st and May 7th, 2020.

Weighting: Results for Nova Scotia are weighted by age and gender to ensure that the overall sample's composition reflects that of the actual population according to Census data; in order to provide results that are intended to approximate a probability sample. Weighted and unweighted frequencies are reported in the table.

Margin of Error: This is a representative sample. However, since the online survey was not a random probability based sample, a margin of error cannot be calculated. Statements about margins of sampling error or population estimates do not apply to most online panels.

Note: Graphs may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Males 18-34	22	10.6%	23	11.6%
Males 35-54	32	15.5%	32	16%
Males 55+	42	20.3%	41	20.5%
Females 18-34	25	12.1%	23	11.6%
Females 35-54	37	17.9%	34	17.2%
Females 55+	49	23.7%	46	23.1%



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