

# NEWS RELEASE



**FOR IMMEDIATE RELEASE**

## **Liberals on track for majority in Nova Scotia**

### **Progressive Conservatives close to NDP in second place**

TORONTO, OCTOBER 7, 2013 - In a random sampling of public opinion taken by the Forum Poll™ among 961 residents of Nova Scotia 18 years of age and older, close to one half will vote Liberal in the election being held Tuesday, October 8 (48%), compared to just more than a quarter who will vote NDP (26%) and just fewer who will vote Conservative (23%). Very few will vote Green (3%). Liberal support is common to the wealthiest (\$80K to \$100K - 55%), those who live in Cape Breton (53%) and Catholics (57%). Of note, 4- in-10 of those who voted NDP last time will vote Liberal on Tuesday (37%) as will 3-in-10 past Conservative voters (30%). In contrast, just 1-in-10 past Liberal voters will vote NDP (10%) or Conservative (10%).

If these results were projected to seat counts in a 51 seat house, the Liberals would take a 10 seat majority of 36 seats to 10 for the NDP and 5 for the Conservatives.

"Stephen McNeil has run a very smooth campaign, avoiding controversy or personal attacks, and his signature policies, while not particularly exciting, offer comfort to Nova Scotians. It looks like Canada will have a fourth Liberal provincial government come Wednesday morning," said Forum Research President, Dr. Lorne Bozinoff.

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  
416.960.9603

#### **TORONTO**

**October 7<sup>th</sup>, 2013**

#### **HIGHLIGHTS:**

- Close to one half will vote Liberal in the election being held Tuesday, October 8 (48%), compared to just more than a quarter who will vote NDP (26%) and just fewer who will vote Conservative (23%). Very few will vote Green (3%).
- "Stephen McNeil has run a very smooth campaign, avoiding controversy or personal attacks, and his signature policies, while not particularly exciting, offer comfort to Nova Scotians. It looks like Canada will have a fourth Liberal provincial government come Wednesday morning," said Forum Research President, Dr. Lorne Bozinoff.

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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### **Methodology**

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 961 randomly selected Nova Scotians 18 years of age and older. The poll was conducted on October 7, 2013. The following numbers of households were contacted for this poll:

October 4<sup>th</sup>: 28,344

October 5<sup>th</sup>: 23,980

October 6<sup>th</sup>: 27,341

October 7<sup>th</sup>: 28,868

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 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.

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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## NS Trending Tables

*'In the provincial election called for Tuesday, October 8, which party are you most likely to vote for?'*

*[Decided / Leaning]*

%	Con	Lib	NDP	Green	Other
Oct. 7 <sup>th</sup> , 2013 (n=922)	23	48	26	3	0
Oct. 6 <sup>th</sup> , 2013 (n=950)	23	47	28	2	0
Oct. 5 <sup>th</sup> , 2013 (n=903)	23	47	28	2	0
Oct. 4 <sup>th</sup> , 2013 (n=946)	24	46	28	2	0

## Seat Projections

%	Con	Lib	NDP	Green	Other
Oct. 7 <sup>th</sup> , 2013 (n=922)	5	36	10	0	0
Oct. 6 <sup>th</sup> , 2013 (n=950)	6	30	15	0	0
Oct. 5 <sup>th</sup> , 2013 (n=903)	7	34	10	0	0
Oct. 4 <sup>th</sup> , 2013 (n=946)	7	32	12	0	0

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**Provincial Party Preference**

*'In the provincial election called for Tuesday, October 8, which party are you most likely to vote for?' + 'Even though you may not have made up your mind, which party are you leaning towards at this time?'*

[Decided / Leaning]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	922	68	95	177	279	303	421	501
Progressive Conservative	23	26	23	26	20	23	26	21
Liberal	48	42	51	48	45	51	49	46
New Democratic	26	26	24	24	33	24	22	29
Green	3	6	1	3	2	3	3	3
Other	0	0	0	0	0	0	0	0

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	922	79	167	153	132	82	146	21
Progressive Conservative	23	27	27	23	27	14	27	16
Liberal	48	34	44	45	44	55	47	67
New Democratic	26	30	26	29	27	29	25	6
Green	3	9	2	3	2	2	1	11
Other	0	0	0	0	0	0	0	0

**Region**

%	Total	Halifax	Cape Breton	South Shore	North End
Sample	922	381	140	277	124
Progressive Conservative	23	22	14	21	39
Liberal	48	47	53	52	34
New Democratic	26	29	28	24	25
Green	3	2	5	3	2
Other	0	0	0	0	0

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### Previous Provincial Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other	Didn't Vote
Sample	922	174	234	405	31	28	50
Progressive Conservative	23	60	10	16	6	14	27
Liberal	48	30	80	37	32	47	55
New Democratic	26	9	10	45	28	28	17
Green	3	1	0	3	33	11	1
Other	0	0	0	0	0	0	0

### Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	922	181	264	317	160
Progressive Conservative	23	27	24	26	14
Liberal	48	44	46	49	50
New Democratic	26	25	28	24	30
Green	3	4	2	2	5
Other	0	0	0	0	0

### Religion

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Other	None
Sample	922	731	337	30	276	88	37	154
Progressive Conservative	23	24	29	31	18	24	30	19
Liberal	48	49	45	25	57	50	23	47
New Democratic	26	25	25	35	23	24	26	32
Green	3	2	1	9	2	2	21	3
Other	0	0	0	0	0	0	0	0

### Ethnicity

%	Total	Canadian	British, Scots, Irish or Welsh	Other European	Other
Sample	922	709	125	39	49
Progressive Conservative	23	24	21	17	21
Liberal	48	49	44	41	40
New Democratic	26	25	32	35	22
Green	3	2	3	7	16
Other	0	0	0	0	0

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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](mailto:lbozinoff@forumresearch.com)

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