

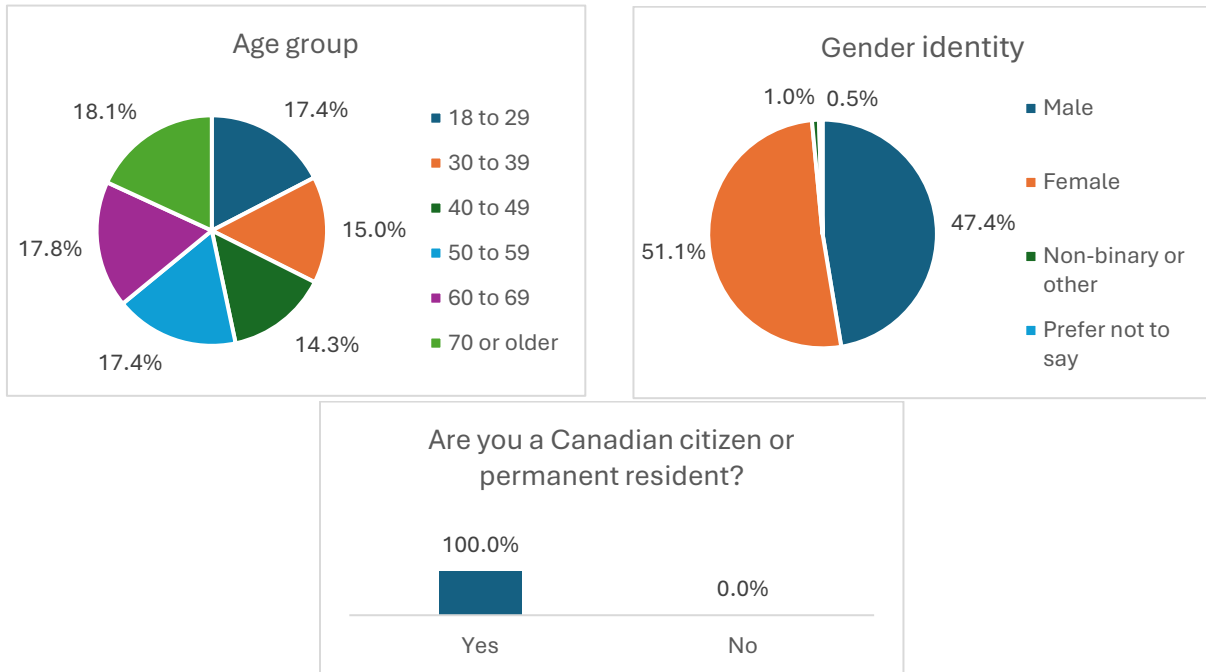
2026 - NOVA SCOTIA LONG-TERM CARE PUBLIC OPINION POLLING RESULTS

Overview

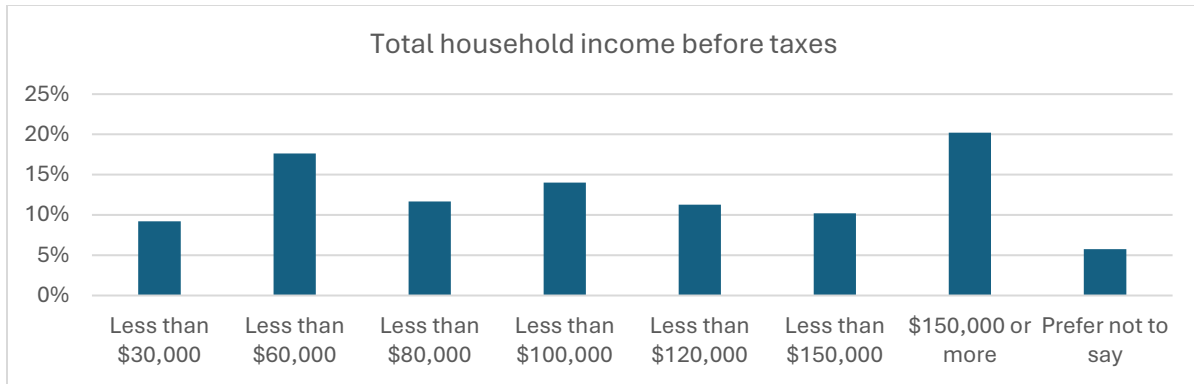
This survey was commissioned by CUPE and conducted online from April 24 to 26, 2026 by Viewpoints Research. At this time, CUPE Long-term care workers had already been on strike for nearly two weeks. We heard from 803 Nova Scotia residents aged 18 or older. Respondents were recruited via cell phone text message from an opt-in panel, with phone numbers matched to postal code to ensure sample integrity and geographic representativeness. Data was weighted by region, gender, and age using the 2021 Census to reflect the provincial population. The margin of error for a comparable probability-based random sample of this size is $\pm 3.5\%$, 19 times out of 20. Results are expressed as percentages and may not sum to 100% due to rounding.

Demographics

We heard from a range of age groups and a close to even split between men and women. We did not however hear from anyone who is not a Canadian citizen or permanent resident.

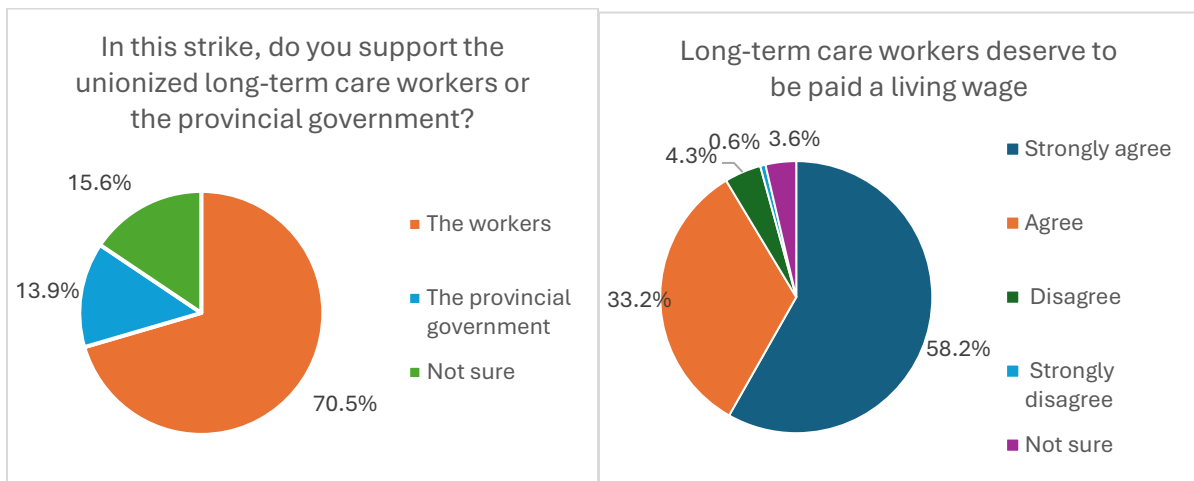


The participants skewed toward higher income earners with 41.7% earning over \$100,000 annually, compared to the provincial average of \$90,200 (2023 median total income of couple families). While this indicates our sample may not have been entirely representative of the Nova Scotian population, it does not undermine our results to know that a more affluent portion of the population is supportive of workers striking for living wages.

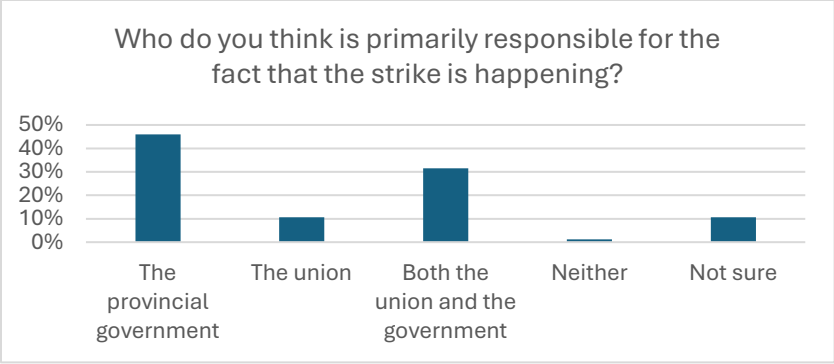


Strike Opinions

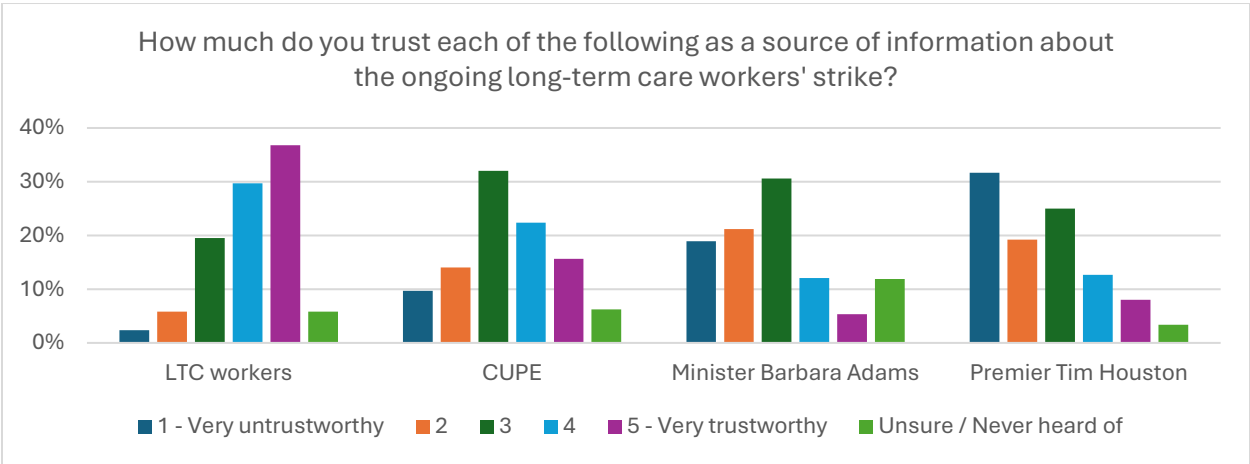
The polling results showed strong public support for striking long-term care workers and their demands for fair wages. 70.5% of participants said they support the workers in this strike over the provincial government. Over 91% said they agree or strongly agree that long-term workers deserve to be paid a living wage.



When asked who they see as responsible for the strike happening, nearly half of the participants (46.0%) said they believed the provincial government to be primarily responsible. Nearly a third (31.5%) said both the provincial government and the union were responsible, but only 10.6% said just the union. The public is placing responsibility and blame for this situation on the government, not the striking workers.

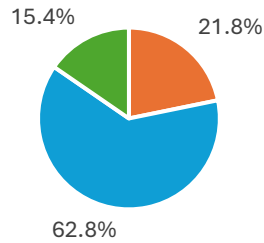


Looking at how much the public trusts various sources of information regarding the strike, the long-term care workers themselves are seen as the most trustworthy (66.5% trustworthy or very trustworthy), CUPE is seen as fairly trustworthy (38.0% trustworthy or very trustworthy); whereas Seniors and Long-Term Care Minister Barbara Adams is seen as untrustworthy (40.1% untrustworthy or very untrustworthy) and Premier Houston is viewed as the most untrustworthy (50.9% untrustworthy or very untrustworthy).



When asked whether their views align with the governments or the union’s messaging, a majority of participants sided with the union. Less than a quarter of participants agreed with the government’s message that a minimum 12% increase is a good deal and the province cannot afford to offer more. Instead, 62.8% of participants agreed that the offer fails to meet the cost of living and workers and seniors deserve a better offer.

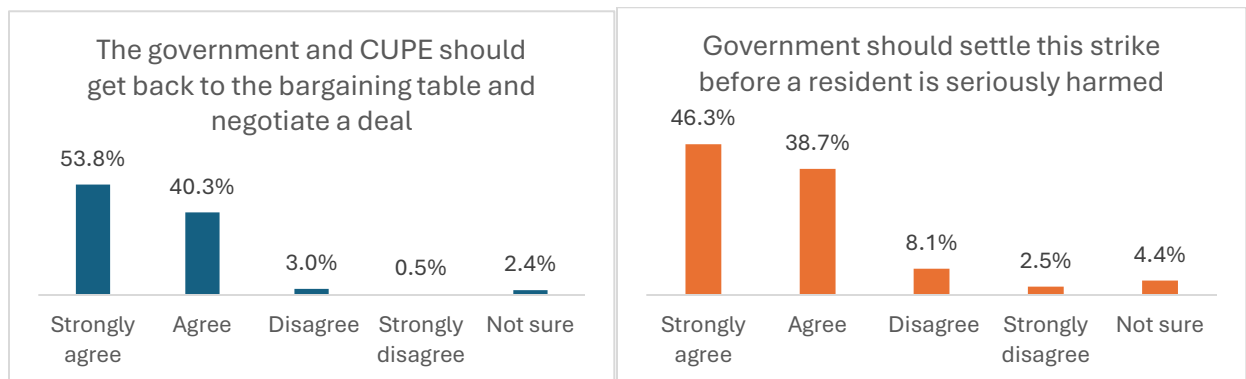
Which statement is closest to your own view?

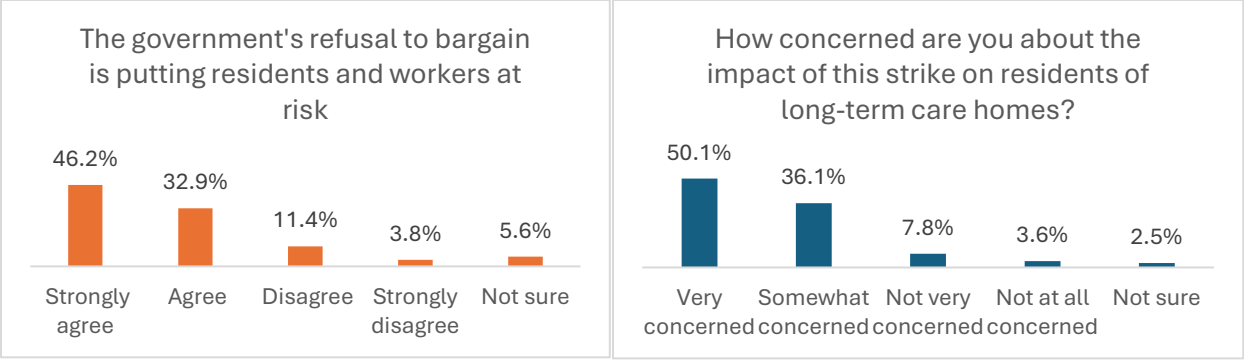


- The government says its offer is fair, that it is offering at least a 12% increase. Nova Scotia cannot afford to pay more than it has offered.
- The union says the offer doesn't keep up with the cost of living, and low wages are fueling a staffing crisis that puts seniors at risk. Workers deserve better.
- Not sure

Participants showed strong support for the bargaining process with 94.1% agreeing or strongly agreeing that both sides should get back to the table to negotiate a deal. Again, participants showed that they place blame for the current situation and responsibility to conclude the strike with the government: 85.0% agreed or strongly agreed that government should settle the strike before a resident is seriously harmed and 79.2% agreed or strongly agreed that the government's refusal to bargain is putting residents and workers at risk.

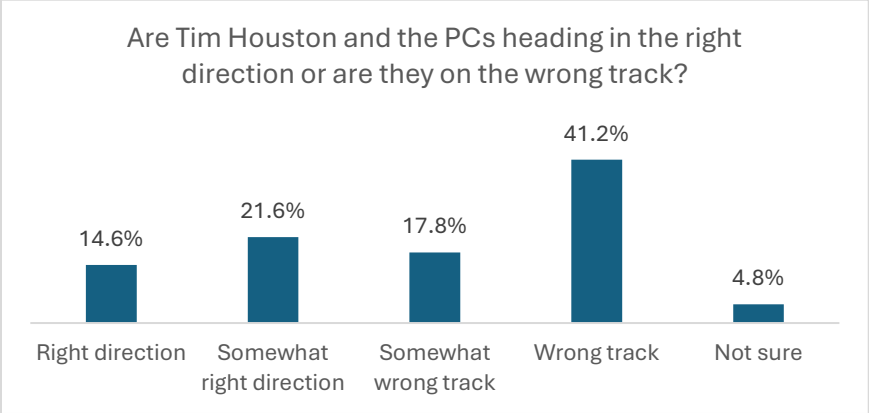
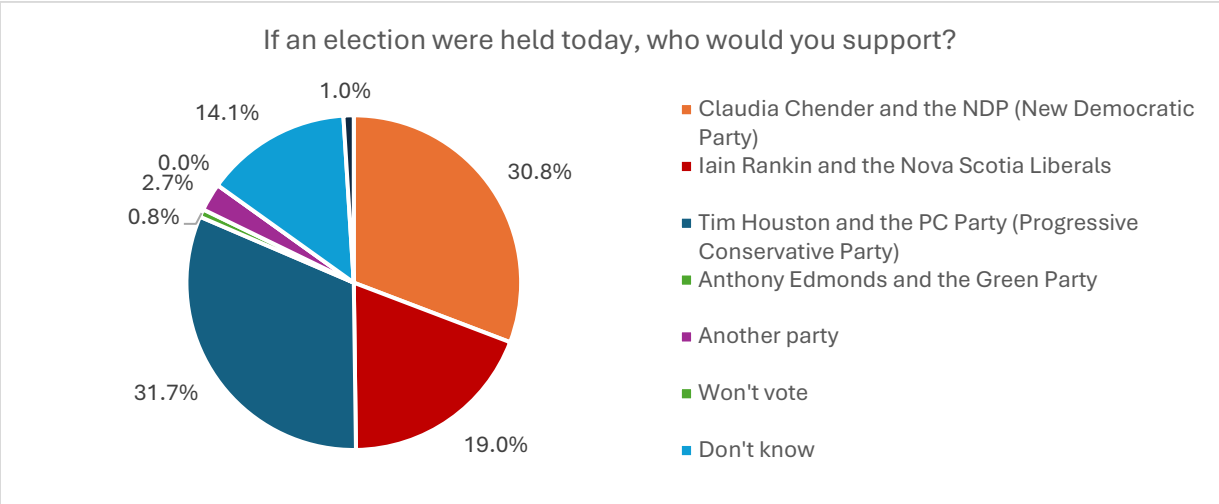
The results also showed, as we would expect, that the public is highly concerned about long-term care home residents and the impact the strike will have on them (86.1% are very concerned or somewhat concerned).





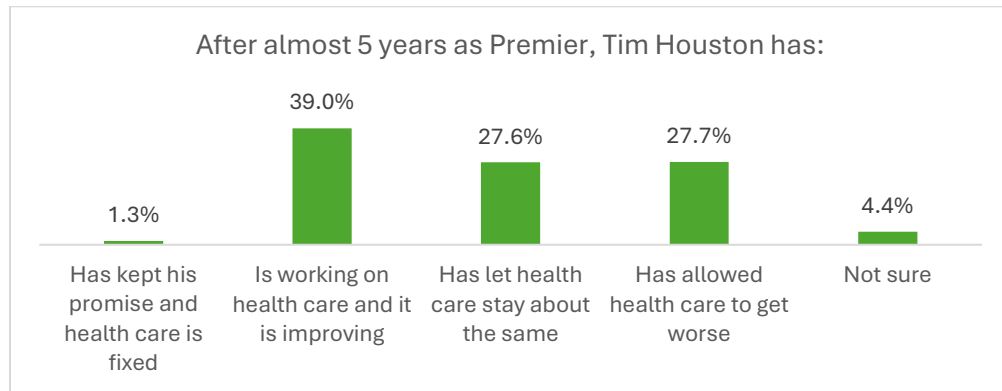
Political Opinions

We also asked general questions about participants' political opinions and their views on Premier Houston and his Progressive Conservative (PC) party. The results showed a nearly-even split between PC (31.7%) and NDP (30.8%) supporters among participants.

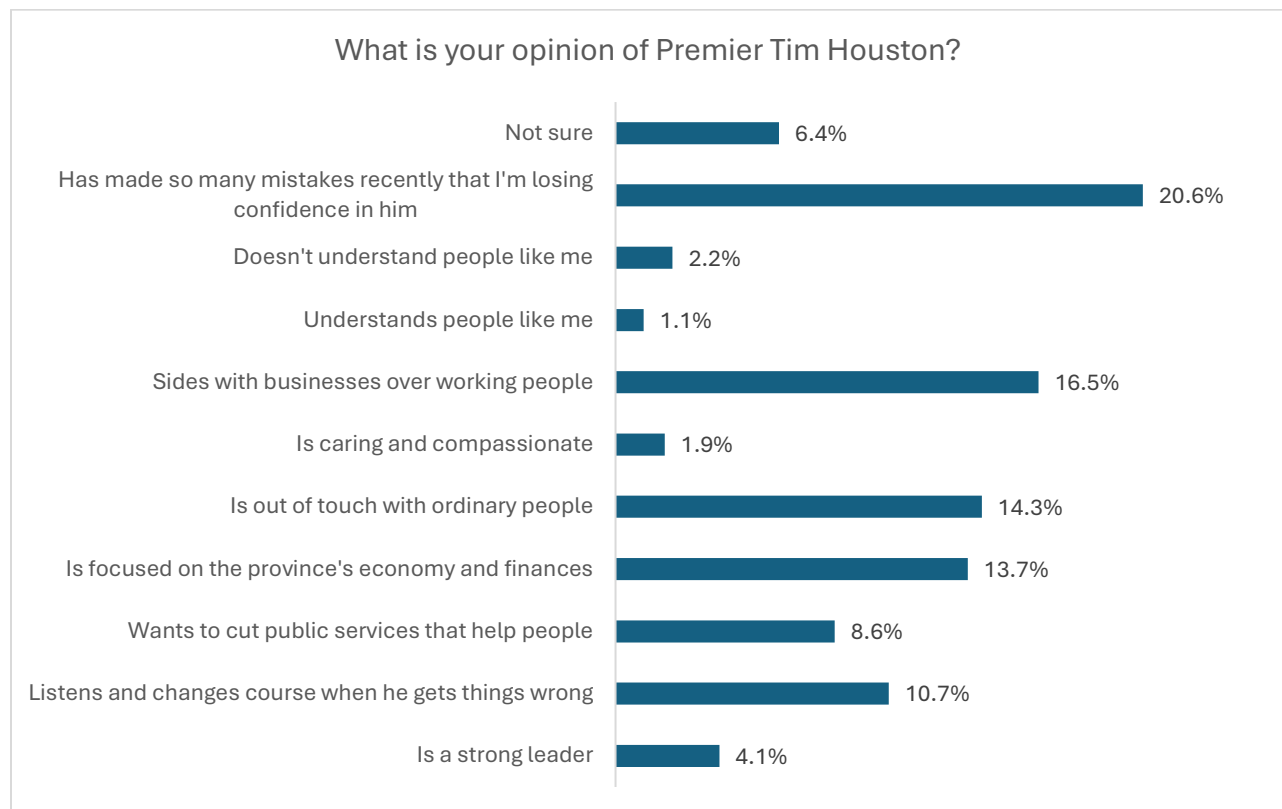


Close to half of the participants (41.2%) believe Tim Houston and the PCs are on the wrong track. However, when asked about Tim Houston's record on healthcare, the results are more mixed. 39.0% believe Houston is working on healthcare and it is improving while nearly equal amounts of

participants believe healthcare has stayed about the same (27.6%) or has gotten worse (27.7%) under Houston’s leadership.



Overall opinions on the Premier, however, are mostly negative. Just over 20% of participants say he has made so many mistakes that they are losing confidence in him and 16.5% believe he sides with businesses over working people. On the other hand, only 1.9% see him as caring and compassionate, only 4.1% believe he is a strong leader, and just over 1% say he understands people like them.



These results show that among Nova Scotians – including many PC party supporters – there are negative opinions of the Premier and his party and strong supporters of striking long-term care workers and their demands for a living wage.

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April 29, 2026

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