



**Prince Edward Island  
January 2017 Report**

### **Introduction**

MQO Research spoke with 300 residents of Prince Edward Island to gauge the political temperature in the province for this fourth edition of our quarterly political poll: Atlantic Matters. As we move through successive editions of the Atlantic Matters report, we'll begin layering a tracking component onto the story, shedding light on the evolving political opinions and attitudes of PEI residents.

### **Provincial Politics**

According to the latest polling numbers, support for the Liberal party continued the downward trend observed last quarter.

- The undecided/don't know group, has held steady 23%.
- Among decided and leaning voters, current Liberal support in the province has slipped by 12 points since October to 44%.
- Similarly, NDP party support has slipped by another 5 points down to 6% this quarter.
- Support for the PC party held steady in January at 26%.
- The beneficiary of this combined slippage was the Green Party in January. Support among decided and leaning voters was up 17 points to 24% in January.

### **Government Performance**

Ratings for the leadership of Premier Wade MacLauchlan also appears to be in decline. The mean score dropped from 6.1 in October to 5.3 this quarter.

- This was a result of a large increase number of voters who rate the Premier's leadership at 1 to 5. 53% of voters scored the Premier 1 to 5 in January which was up from 35% just three months earlier.

### **Provincial Outlook**

Islanders also appear to be more pessimistic about the provincial outlook this quarter. 27% felt the general outlook for the province has been getting worse which was up from 16% last quarter.

### **Personal Wellbeing**

Despite the decline in the provincial outlook, Islanders perceptions about their personal wellbeing held relatively steady in January.

The Atlantic Matters poll was conducted by telephone from January 13 to January 16, 2017 and included 300 randomly selected eligible voters from across the province. The margin of error for the survey is  $\pm 5.65$  percentage points 19 times out of 20. Among decided and leaning voters, the margin of error for the survey is  $\pm 7.0$  percentage points 19 times out of 20.

**For more information on Atlantic Matters or MQO Research, contact:**

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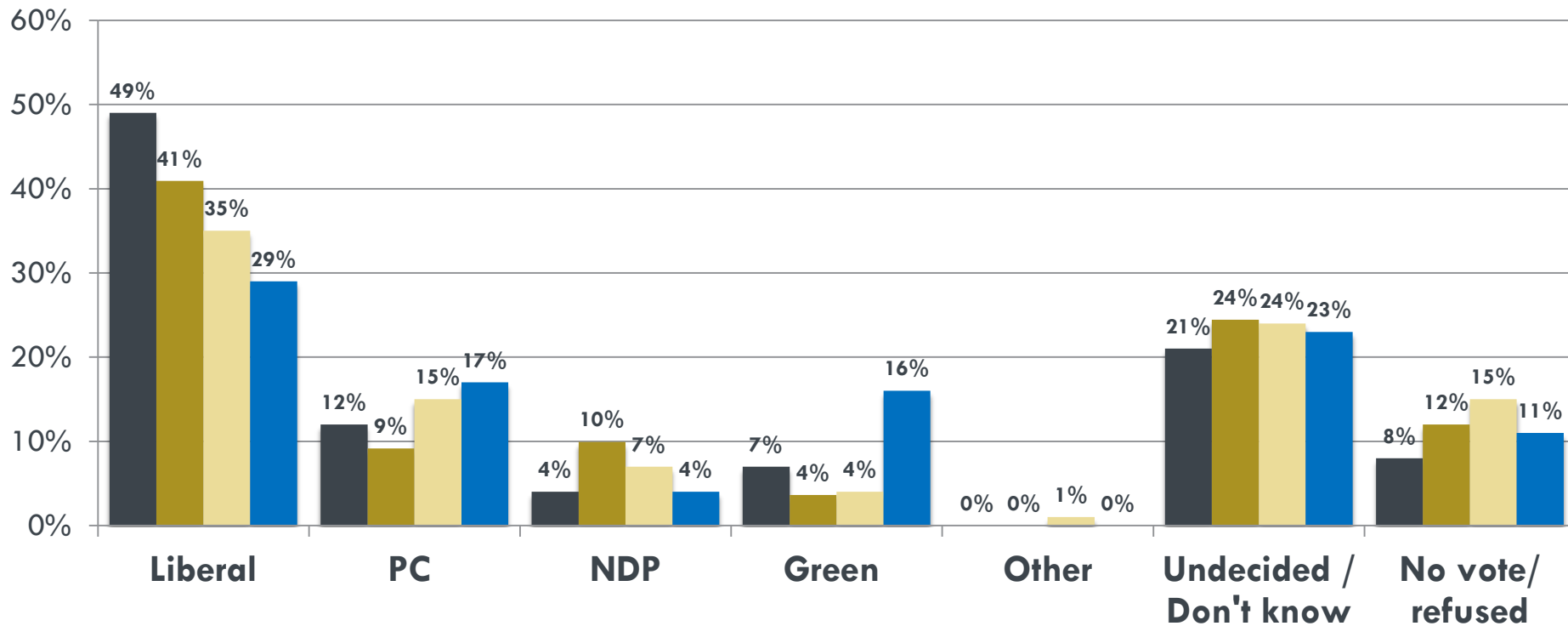
Phone 902-465-3154

Cell 902-456-9268

# “If a provincial election were held today, which party would you most likely vote for?”

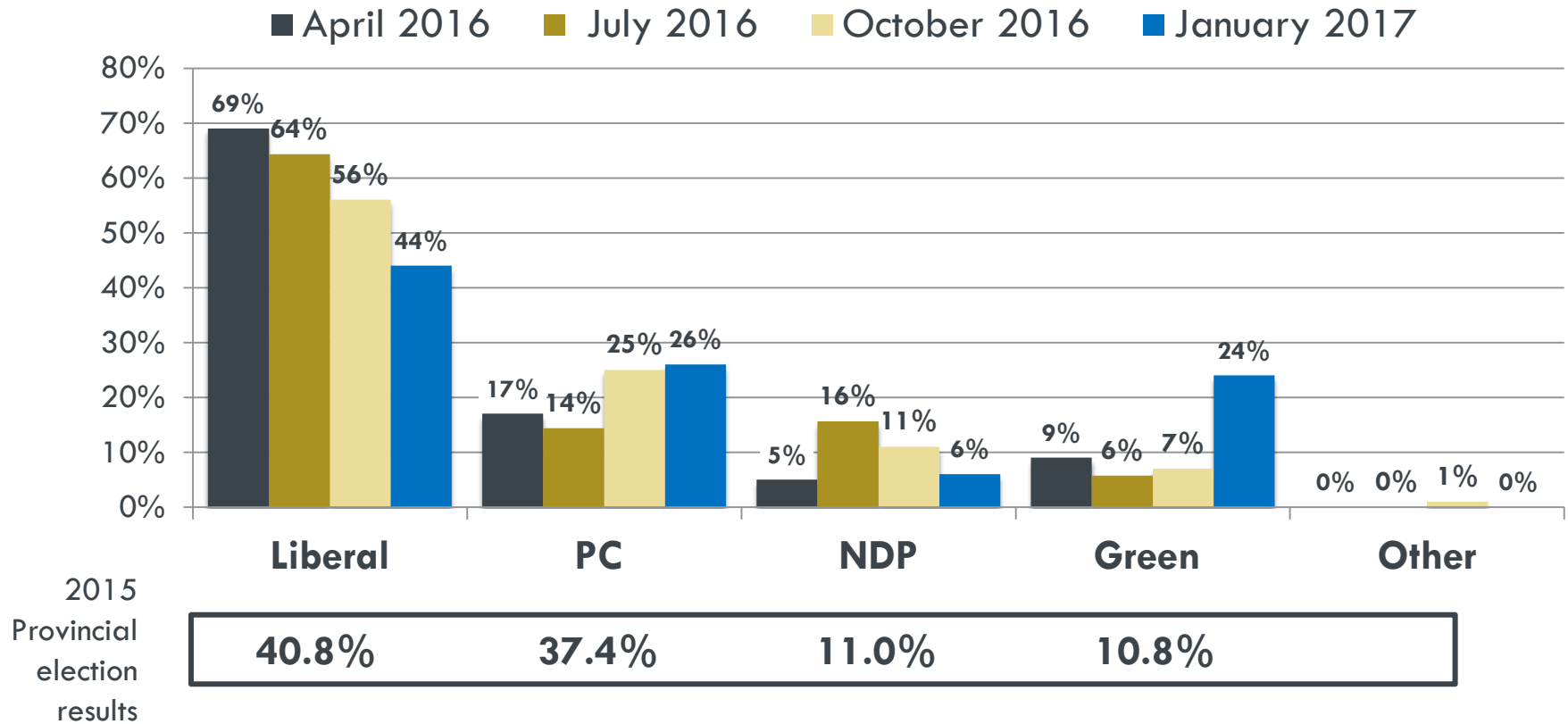
(Party numbers include decided and leaning)

■ April 2016   ■ July 2016   ■ October 2016   ■ January 2017



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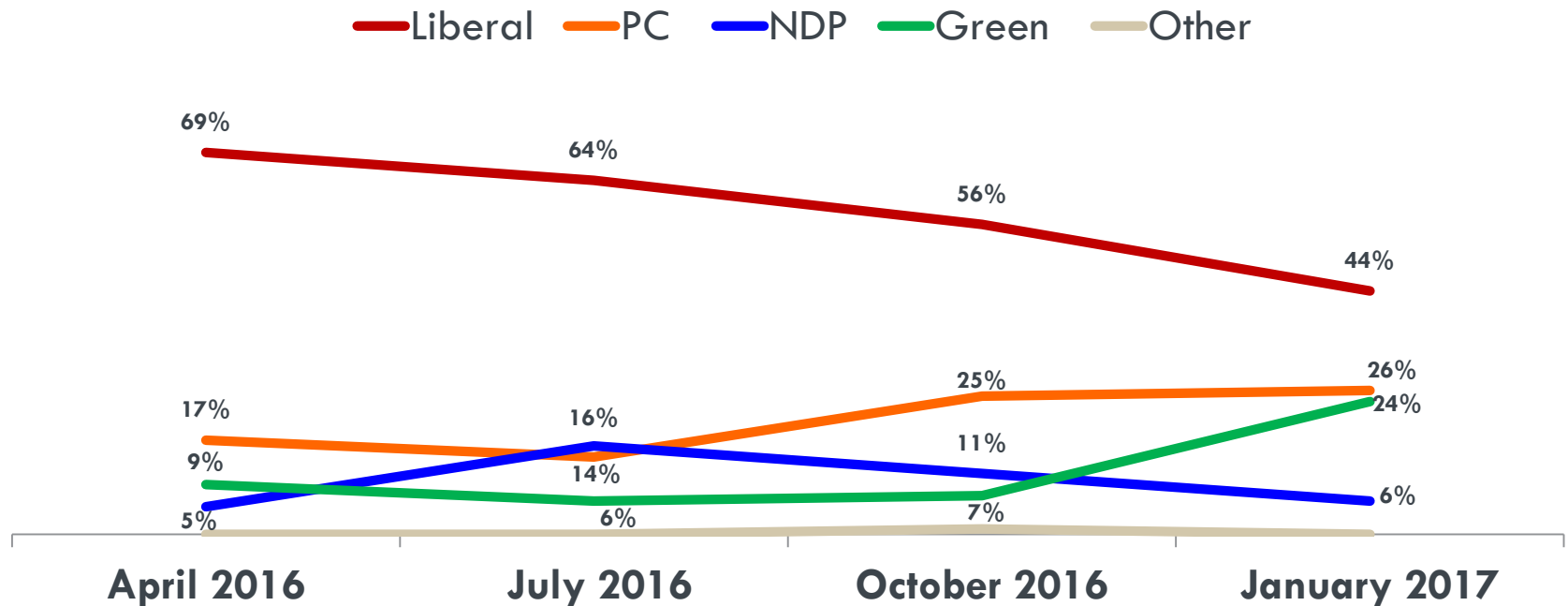
(Decided and leaning voters only; don't know/refused/would not vote removed)



April 2016 (n=220): Margin of error is ± 6.60 percentage points at 95% CI  
 July 2016 (n=199): Margin of error is ± 6.94 percentage points at 95% CI  
 October 2016 (n=184): Margin of error is ± 7.22 percentage points at 95% CI  
 January 2017 (n=198): Margin of error is ± 6.96 percentage points at 95% CI

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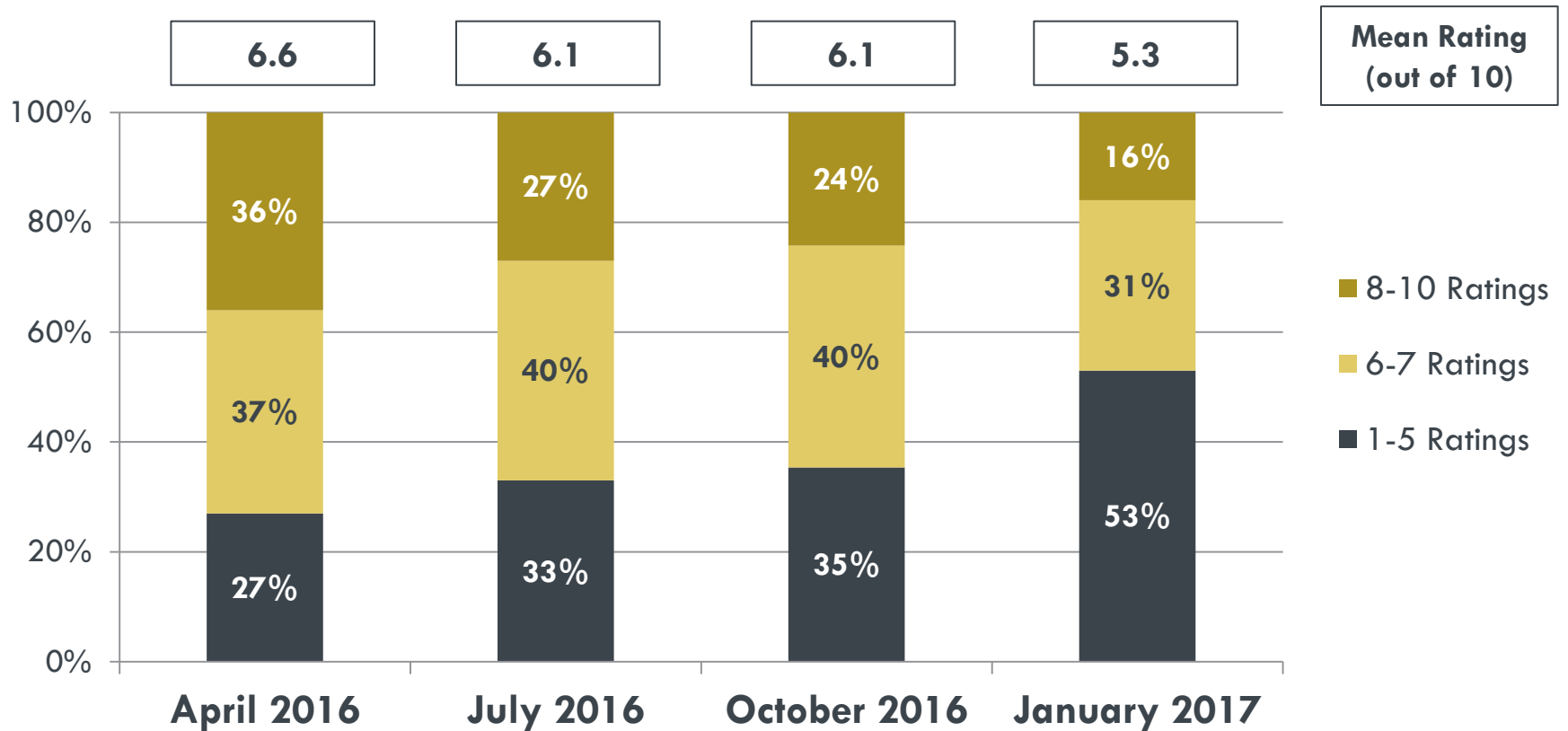
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## “How would you rate the overall leadership of Premier Wade MacLauchlan?”

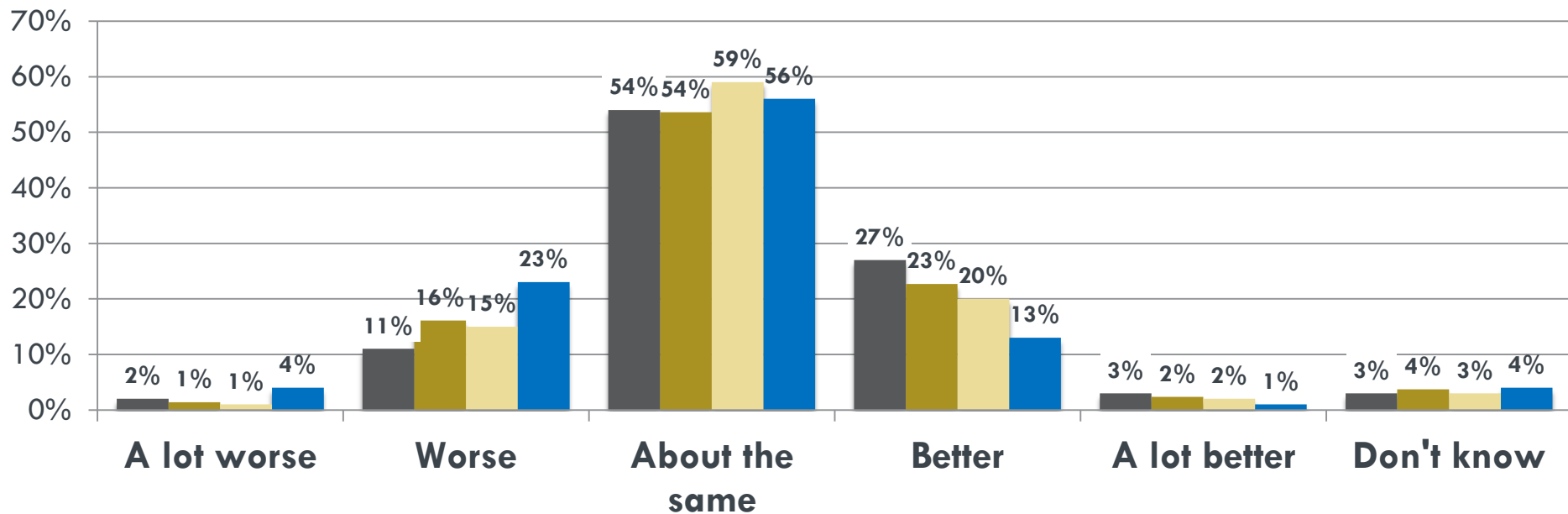
(Don't know and refused removed)



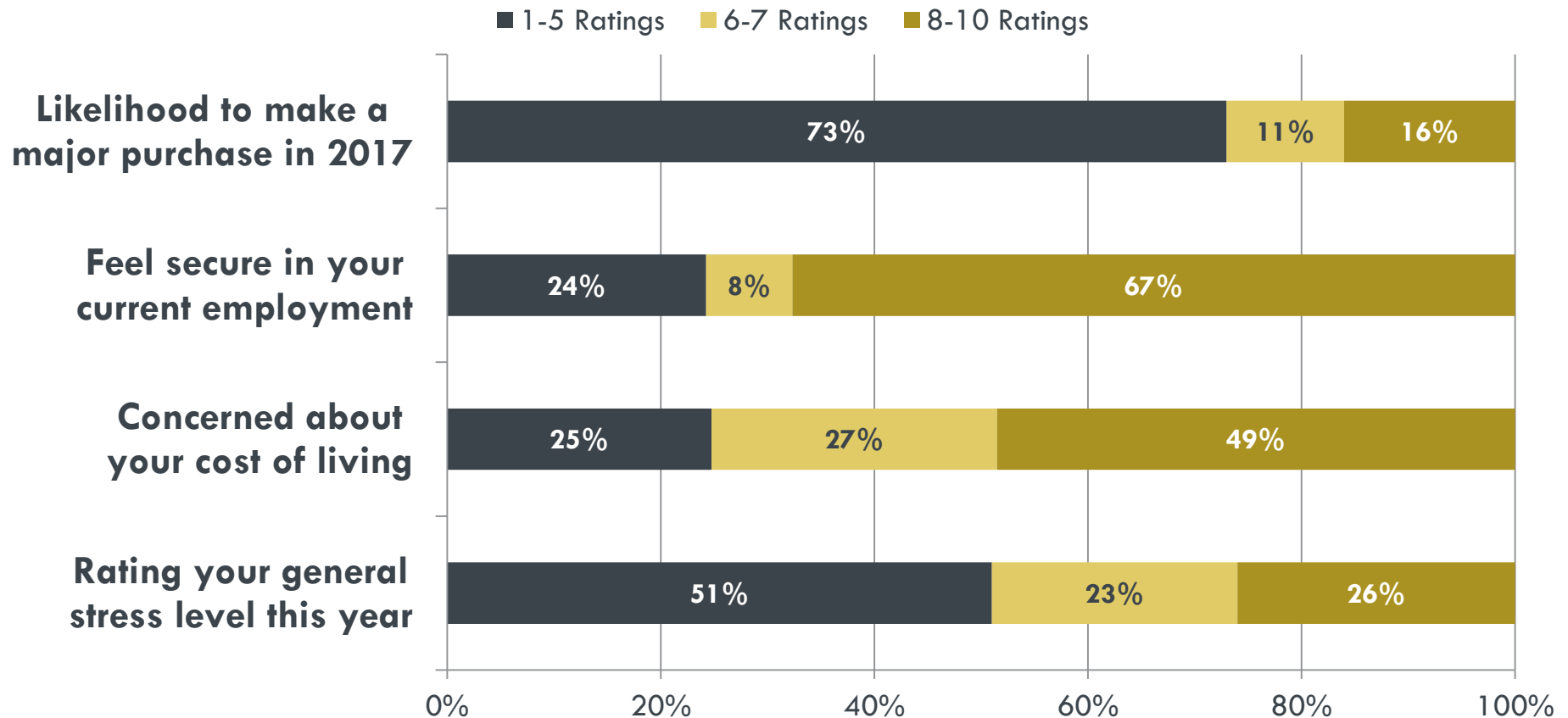
Note: Respondents provided a rating from 1 to 10, where 1 = very weak performance and 10 = very strong performance.

*“Based on your personal experiences over the past three months, would you say that the general outlook in PEI has been getting...”*

■ April 2016   ■ July 2016   ■ October 2016   ■ January 2017



**“We’d like to know how the current economy may affect you this year....”**  
*(Don’t know and refused removed)*



Note: Respondents provided a rating from 1 to 10, where higher numbers indicate greater likelihood of purchasing/higher levels of security/higher levels of concern/greater stress level.





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