



**Prince Edward Island
October 2016 Report**

Introduction

MQO Research spoke with 300 residents of Prince Edward Island to gauge the political temperature in the province for this third 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, the Liberal party remains strong but continued to lose support in this quarter as decided and leaning voters shifted to the PCs.

- The undecided/don't know group, has stayed at 24%.
- Among decided and leaning voters, current Liberal support in the province has slipped by 8 points since July to 56%.
- Similarly, NDP party support has slipped by 5 points down to 11%, on par with the 2015 election results.
- The beneficiary of this combined slippage has been the PC party, which has seen an increase in decided and leaning voter support move from 14% in July up to 25% in October.

Government Performance

Despite the party results, ratings for the leadership of Premier Wade MacLauchlan remained relatively stable with a mean score holding at 6.1 out of 10:

- There has been some minor slippage in the voters who rate the Premier's leadership at 8 or higher on the 10-point scale (-3 points); conversely, there has been a 2-point increase in voters who scored the Premier 1 to 5..

Provincial Outlook

When we asked Prince Edward Island residents how they felt about the general outlook for the province today (based on their personal experiences over the past three months), the majority (59%) felt it remained unchanged; 22% felt it was better and 16% felt it was worse.

Personal Wellbeing

There has been a decrease in a sense of well-being among Islanders. The percentage of people who are concerned about the cost of living increased from 44% to 52%; the percentage of people who feel secure in their current employment declined from 70% to 64%.

Federal Politics

Federally, the Liberals remain very strong, but are down by 5 points to 65% among decided and leaning voters since the last poll in April 2016:

- Conservative support was up by 3 points to 20%.
- NDP support was up by 5 points to 11%.
- Rating of government performance under Justin Trudeau also remained high (6.4) but slipped from 6.8 in April.

The Atlantic Matters poll was conducted by telephone from September 30 to October 2, 2016 and included 300 randomly selected eligible voters from across the province. The margin of error for the survey is ± 5.65 percentage points 19 times out of 20.

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

Rick Emberley

Rick@mqoresearch.com

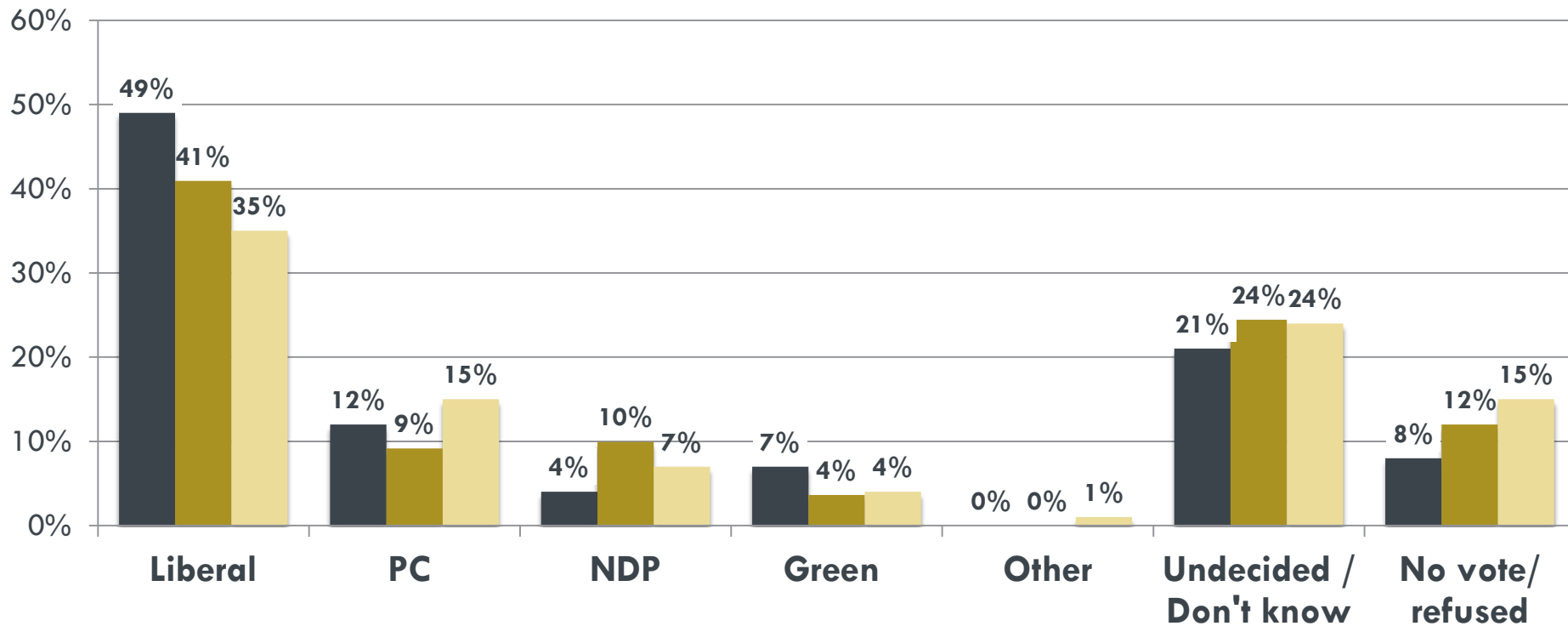
Phone 902-465-3154

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)

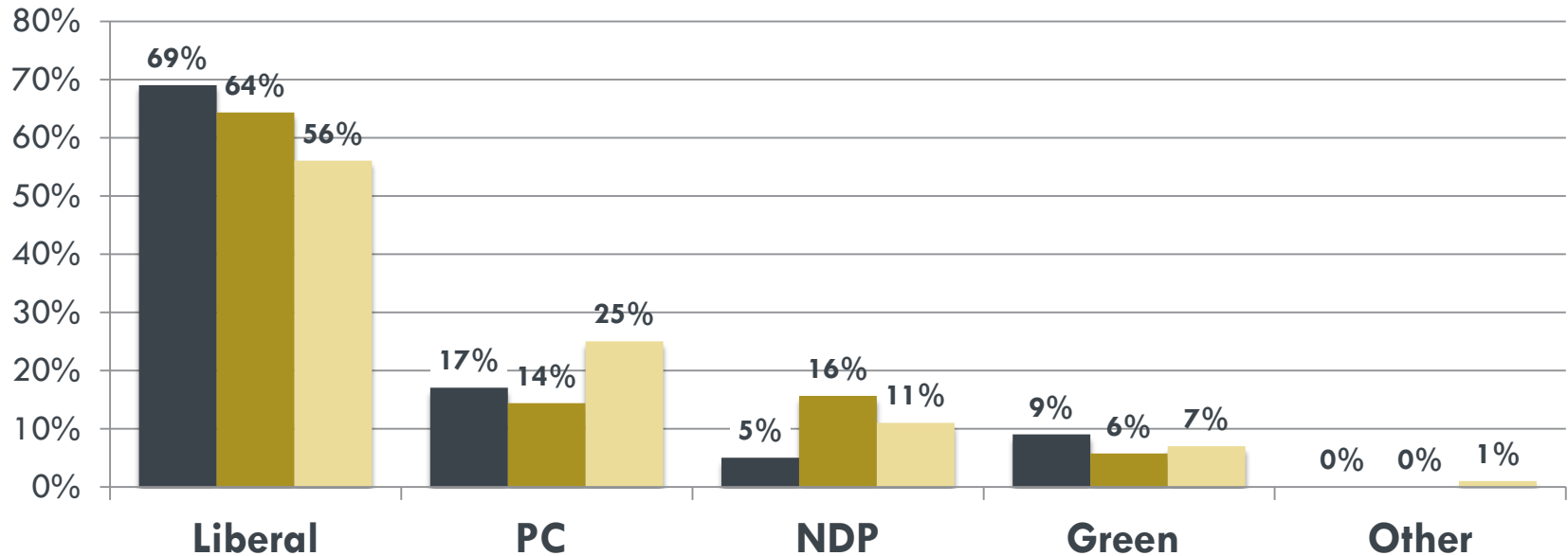
■ April 2016 ■ July 2016 ■ October 2016



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

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

■ April 2016 ■ July 2016 ■ October 2016



2015
Provincial
election
results

40.8%	37.4%	11.0%	10.8%
--------------	--------------	--------------	--------------

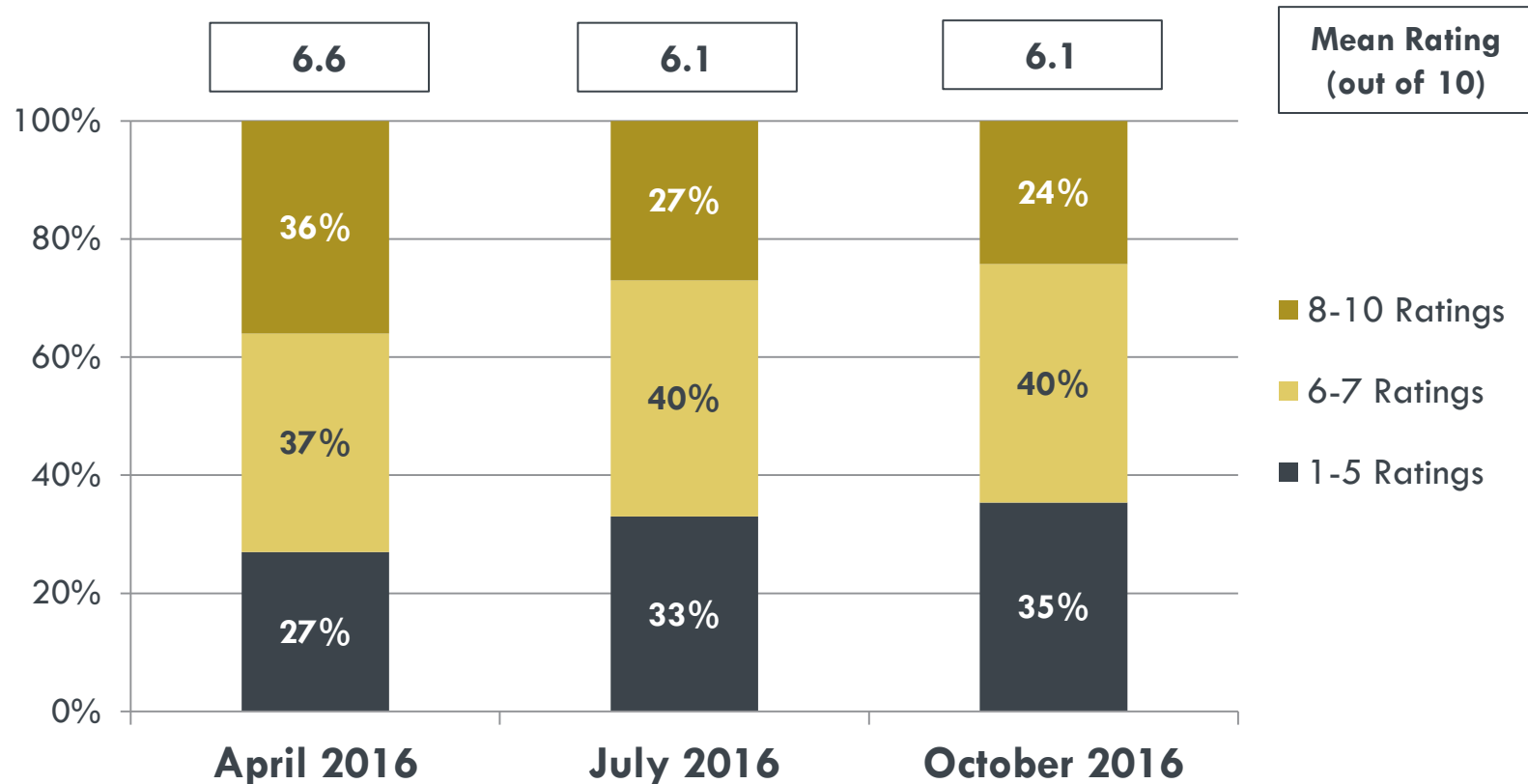
April 2016 (n=220): Margin of error for a sample size of 220 is ± 6.60 percentage points at 95% CI

July 2016 (n=199): Margin of error for a sample size of 199 is ± 6.94 percentage points at 95% CI

October 2016 (n=184): Margin of error for a sample size of 184 is ± 7.22 percentage points at 95% CI

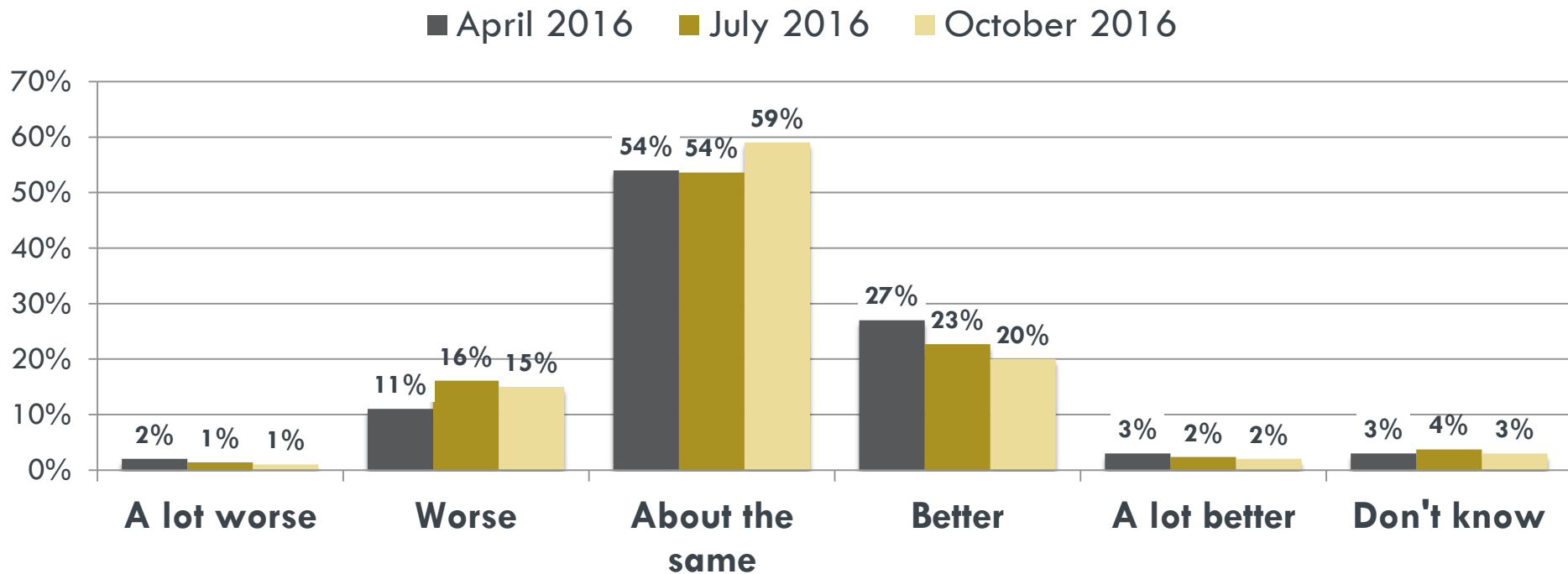
“How would you rate the overall leadership of Premier Wade MacLauchlan?”

(Don't know and refused removed)

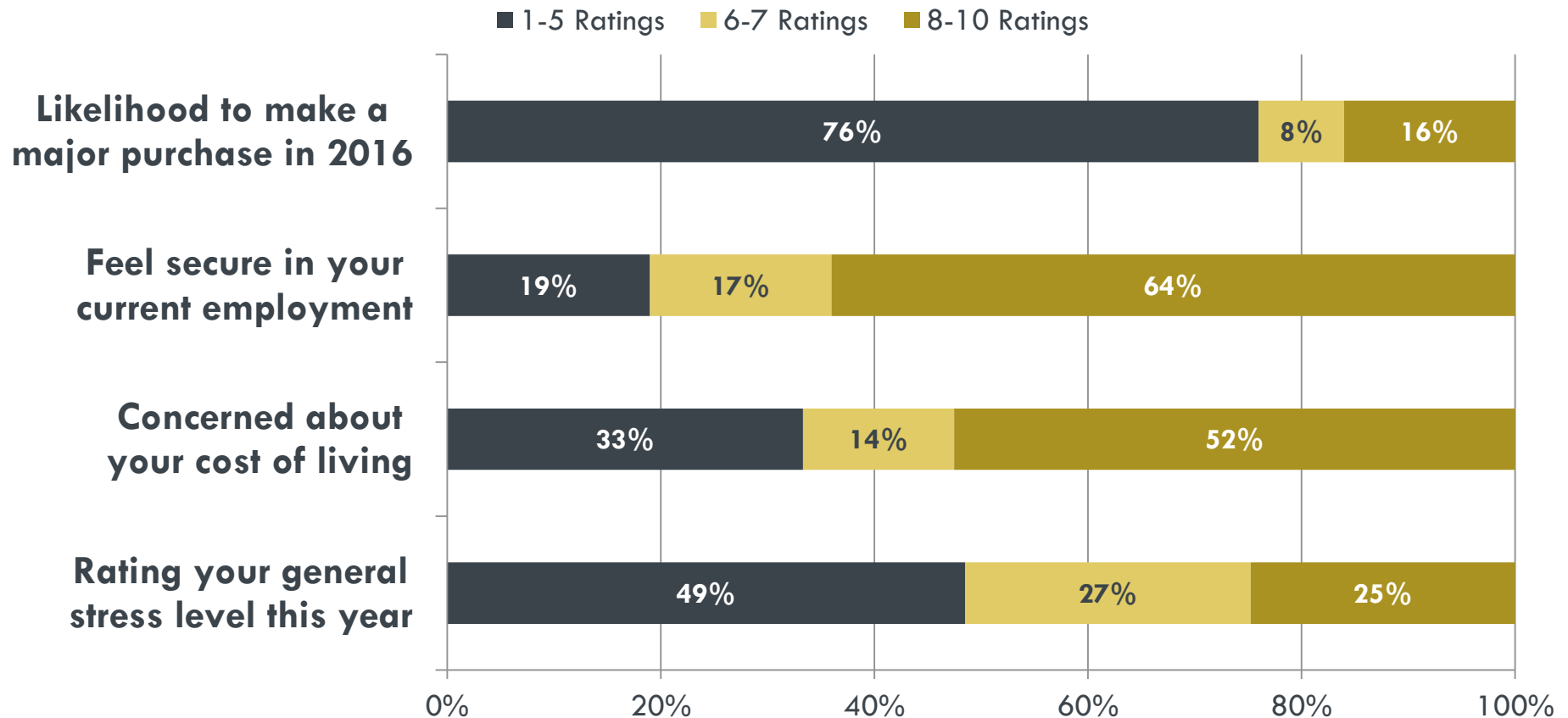


Note: Respondents provided a rating from 1 to 10, where 1 = very weak performance and 10 = very strong performance.

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



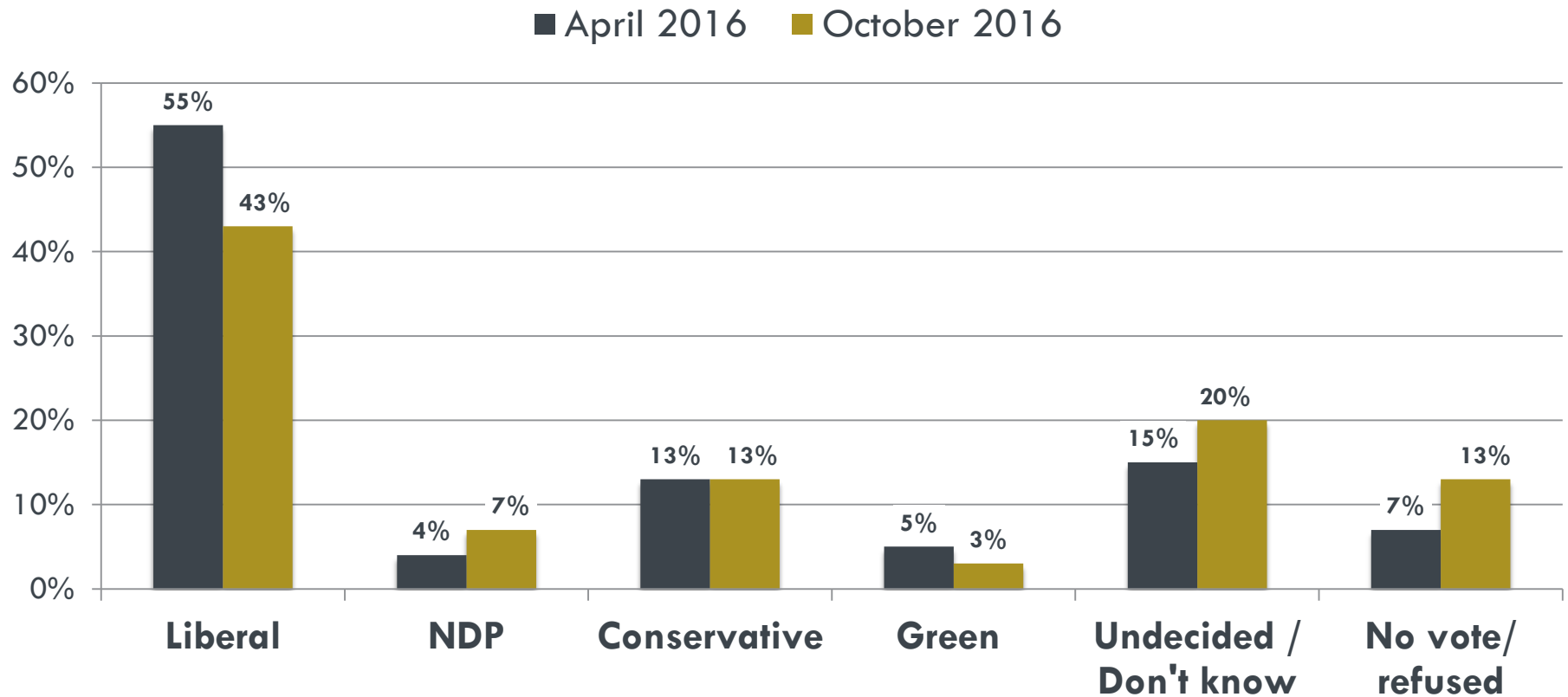
“We’d like to know how the current economy may affect you this year....”
(Don’t know and refused removed)



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.

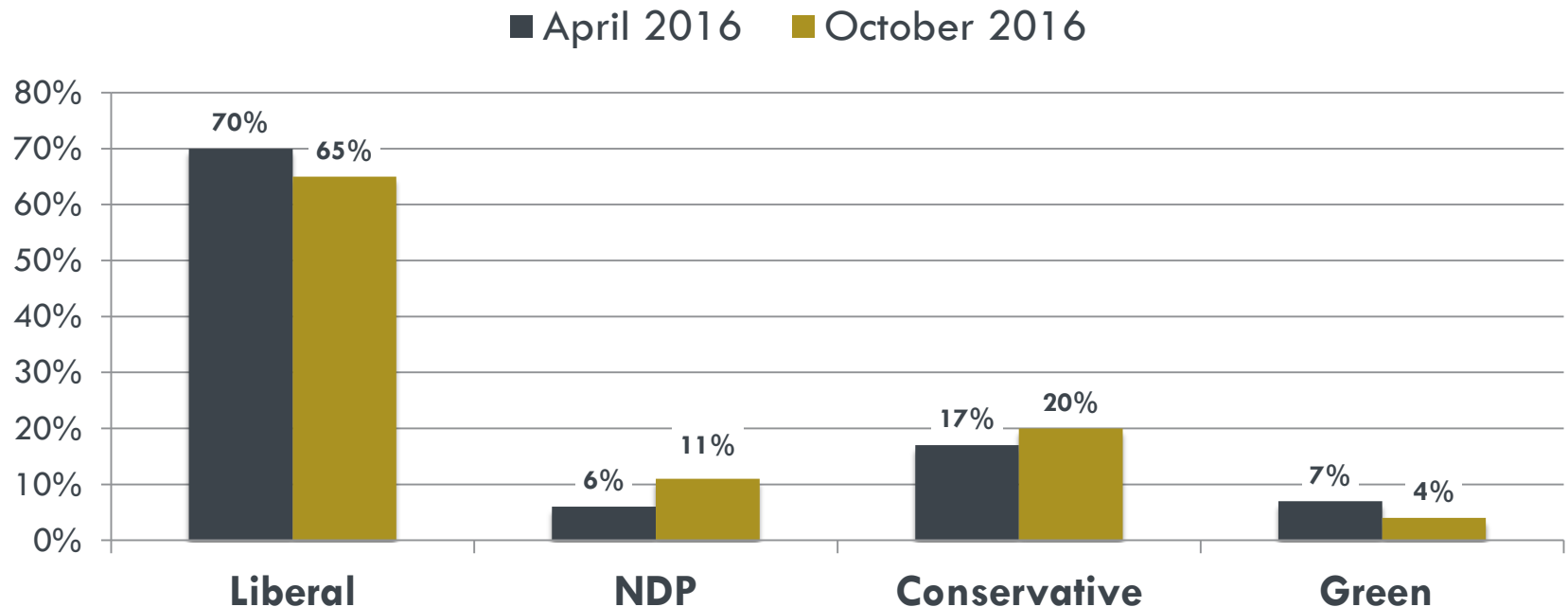
“If a federal election were held today, which party would you most likely vote for?”

(Party numbers include decided and leaning)



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

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

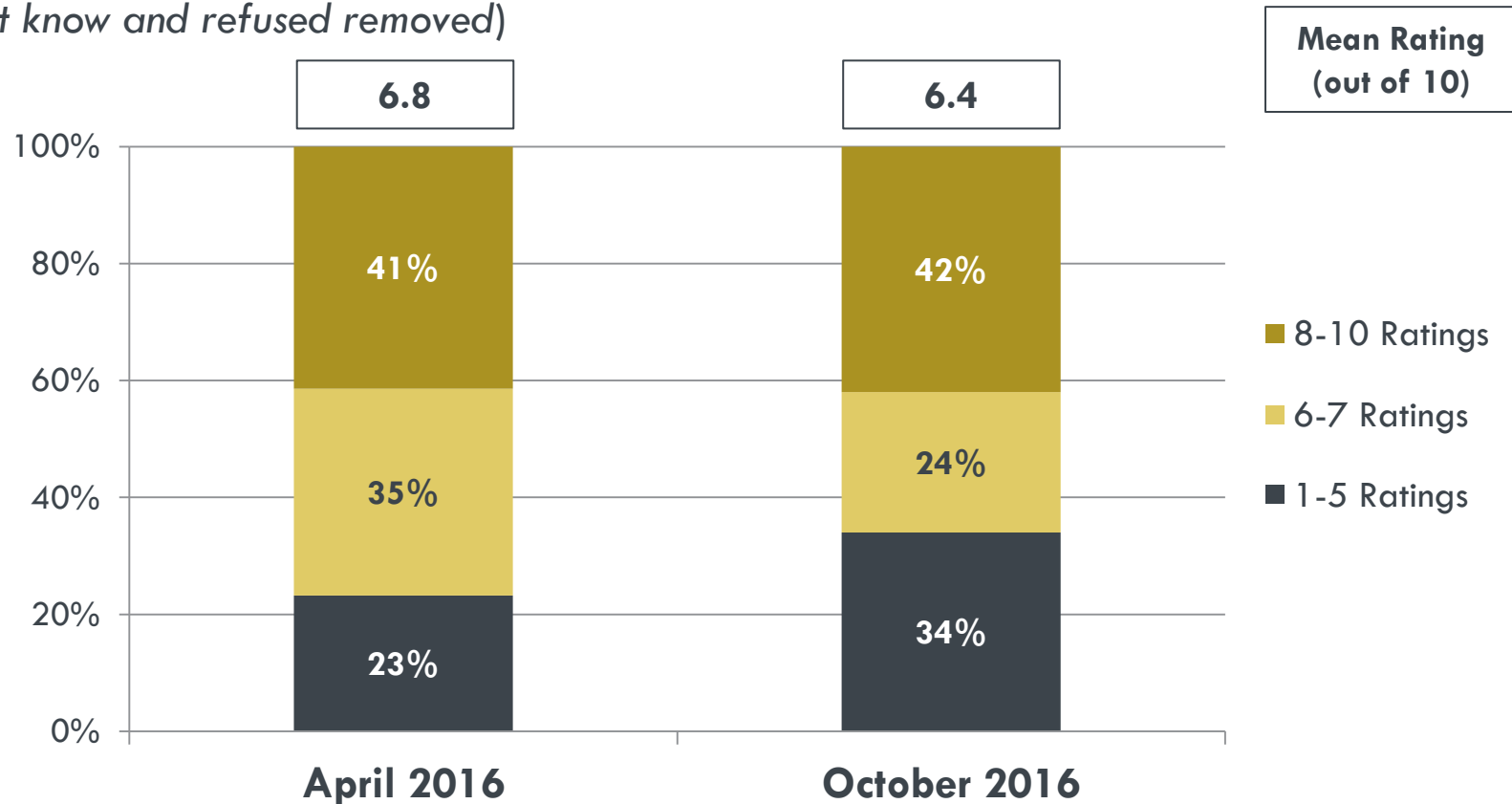


April 2016 (n=238): Margin of error is ± 6.34 percentage points at 95% CI

October 2016 (n=203): Margin of error is ± 6.87 percentage points at 95% CI

“Thinking about the past three months, how would you rate the performance of the Government of Canada, led by Justin Trudeau?”

(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.



**Prince Edward Island
October 2016 Report**