

The logo for Atlantic Matters, featuring the text "ATLANTIC" in a small, blue, sans-serif font above the word "matters" in a larger, bold, black, sans-serif font. To the right of the text is a blue graphic consisting of three concentric, curved lines that resemble a stylized wave or a signal.

ATLANTIC
matters

The logo for MQQ Research, featuring the letters "MQQ" in a large, bold, yellow, sans-serif font. The letter "Q" is white with a yellow outline. Below the letters, the words "RESEARCH" and "RECHERCHE" are written in a smaller, white, sans-serif font, separated by a small white speech bubble icon.

MQQ
RESEARCH RECHERCHE

Prince Edward Island Fall 2017 Report

October Highlights - PEI



Introduction

MQO Research spoke with 400 residents of Prince Edward Island to gauge the political temperature in the province for the October edition of our quarterly political poll: Atlantic Matters.

Provincial Politics

According to the latest polling numbers, the Green Party experienced a significant drop in support this quarter. Among decided and leaning voters:

- Current Liberal support edged up 4 percentage points to 43% this quarter.
- Support for the PC Party held steady at 32%.
- NDP support also increased by 5 percentage points to 12%.
- Support for the Green Party slid 9 percentage points to 13% after seeing a significant jump in support throughout 2017.
- The undecided / no vote group increased slightly to 36% in October (up from 32% last quarter).

Government Performance

Ratings for the leadership of Premier Wade MacLauchlan saw a small increase this quarter. The mean score increased from 4.9 in July to 5.3 in October.

Provincial Outlook

The economic outlook for the province held steady in October. 16% of Islanders indicated the general outlook in PEI has been getting worse over the past three months while 58% said it was about the same and 22% felt things were getting better.

Federal Politics

Federally, the Liberals continue to hold a strong lead but did exhibit a drop in support this quarter. Among decided and leaning voters:

- Liberal support dropped 7 percentage points to 60%.
- Conservative support held relatively steady at 25%.
- NDP support edged up 5 percentage points to 11%.
- Support for the Green Party remained unchanged at 5%.
- Ratings of government performance under Justin Trudeau held steady compared to April 2017 with a mean score of 5.7.

The Atlantic Matters poll was conducted by telephone from Oct. 3 to Oct. 10, 2017 and included 400 randomly selected eligible voters from across the province. The margin of error for the total sample is ± 4.9 percentage points 19 times out of 20. Among decided and leaning voters, the margin of error for the survey is ± 6.1 percentage points 19 times out of 20.

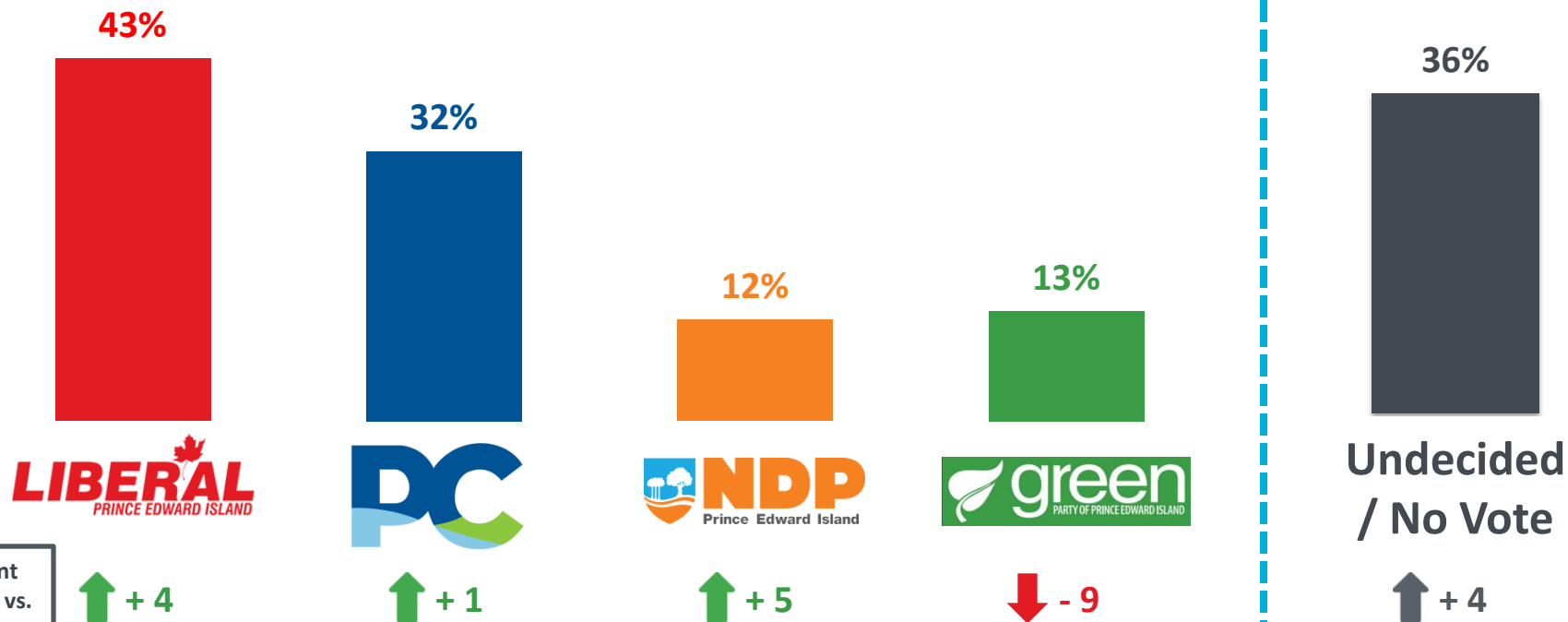
**For more information on Atlantic Matters or MQO Research, contact:
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Provincial Politics - PEI

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

Decided and Leaning Voters



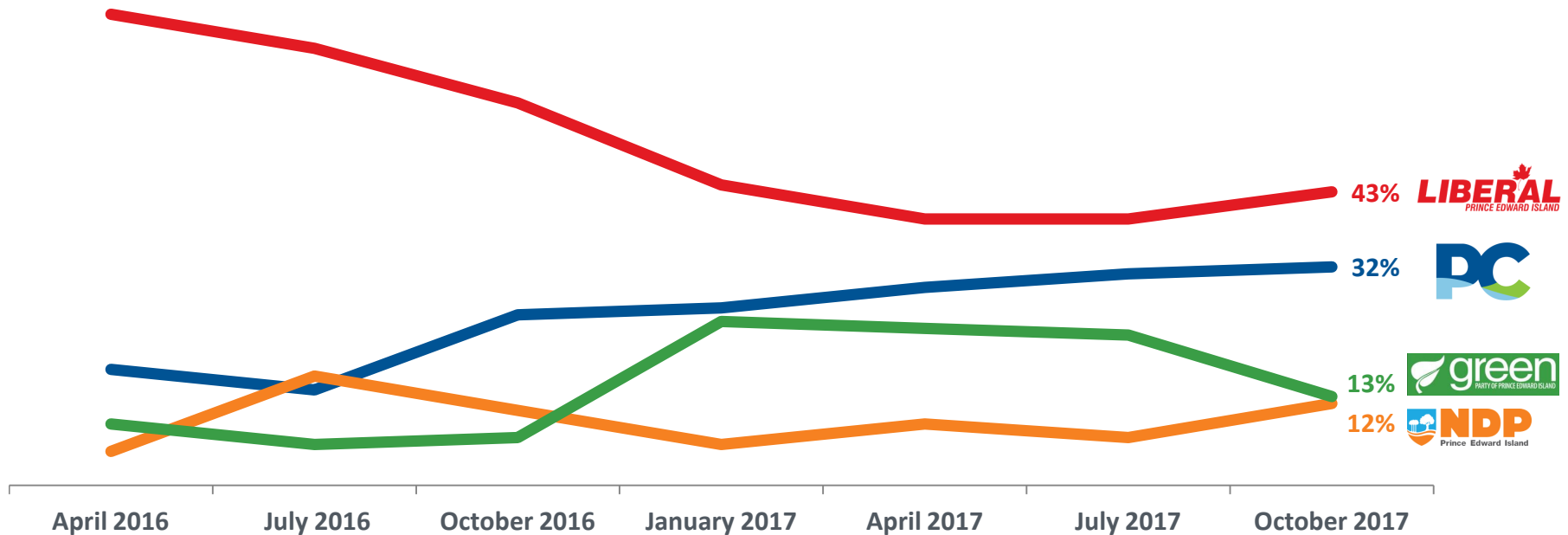
October 2017 (n=261): Margin of error is ± 6.1 percentage points at 95% CI

Provincial Politics - PEI



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

Decided and Leaning Voters



October 2017 (n=261): Margin of error is ± 6.1 percentage points at 95% CI

Provincial Government Performance - PEI



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



Mean Rating
5.3

↑ + 0.4

Mean rating change vs. July 2017

■ 1 to 5 ■ 6 to 7 ■ 8 to 10

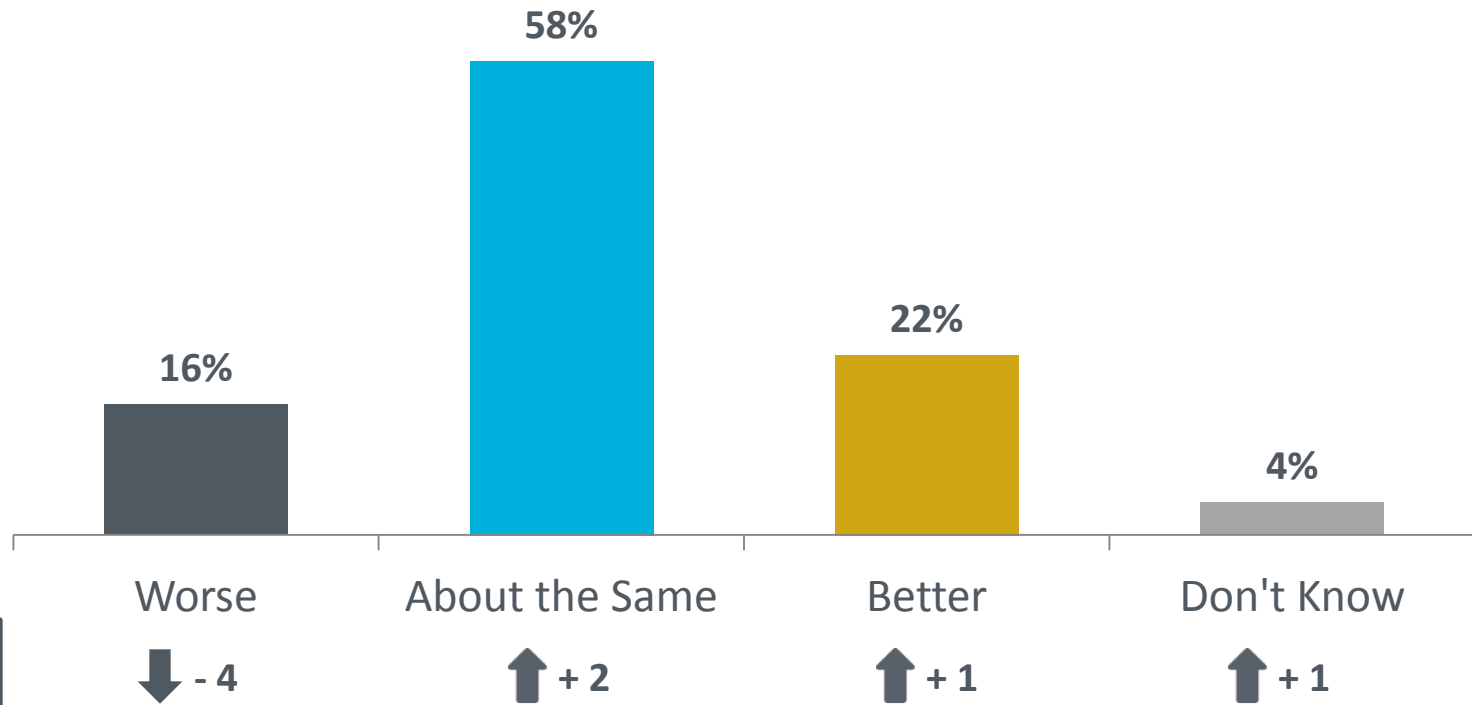


* Don't know / refusals removed (n=364)

Economic Outlook - PEI



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

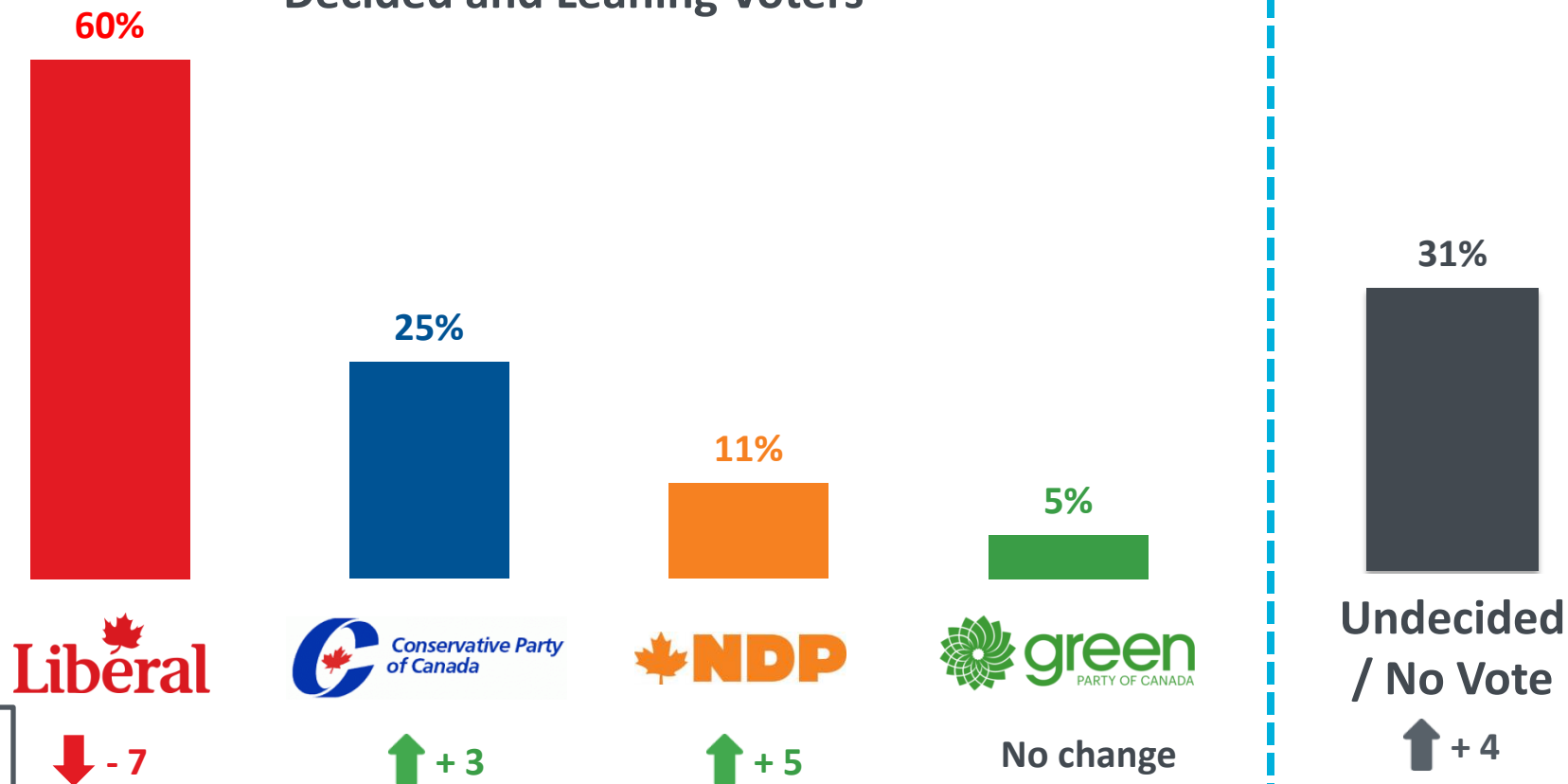


% point change vs. July 2017

Federal Politics - PEI

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

Decided and Leaning Voters



October 2017 (n=282): Margin of error is ± 5.8 percentage points at 95% CI

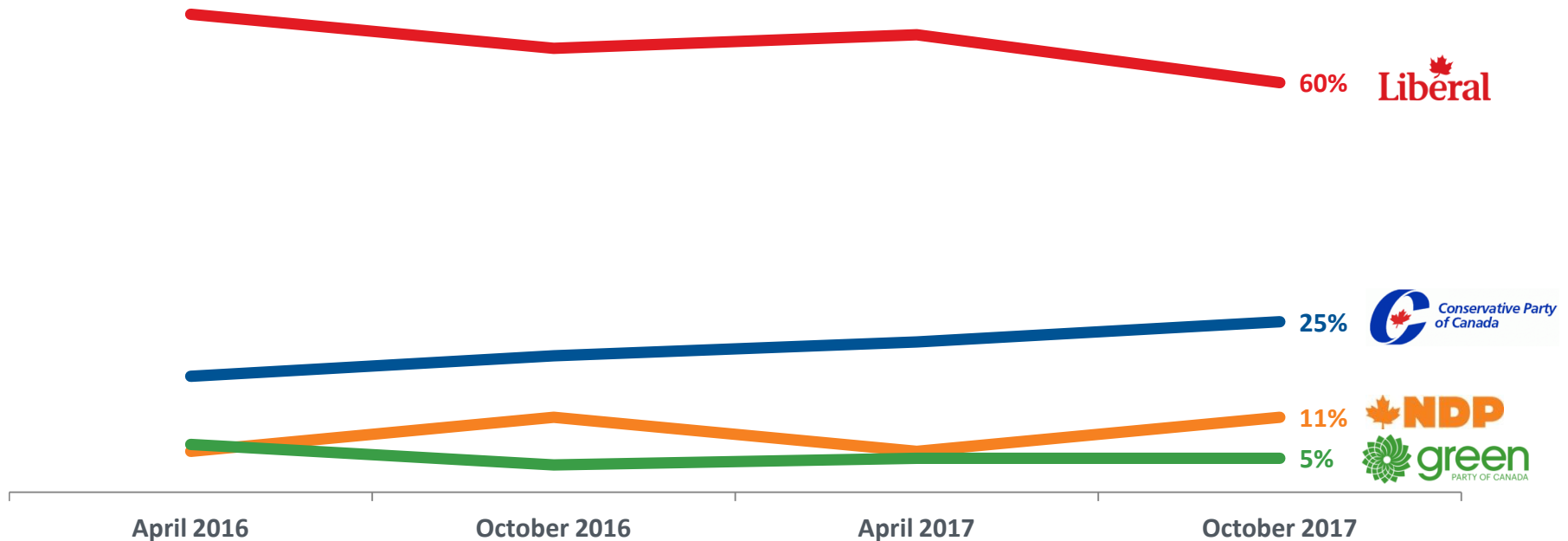
% point change vs. April 2017

Federal Politics - PEI



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

Decided and Leaning Voters



October 2017 (n=282): Margin of error is ± 5.8 percentage points at 95% CI

Federal Government Performance - PEI



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

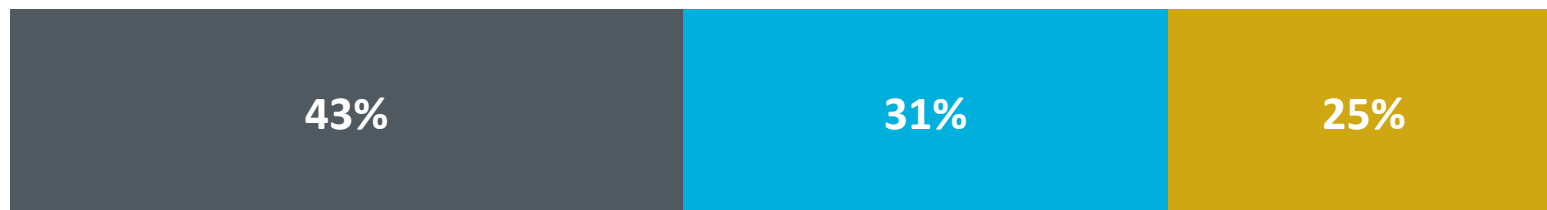


Mean Rating
5.7

↓ - 0.1

Mean rating change vs. April 2017

■ 1 to 5 ■ 6 to 7 ■ 8 to 10



* Don't know / refusals removed (n=390)