

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 MQO Research, featuring the letters "MQO" 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.

MQO
RESEARCH RECHERCHE

Prince Edward Island Winter 2018 Report

January Highlights - PEI



Introduction

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

Provincial Politics

According to the latest polling numbers, the Green Party gained significant ground in January and are now tied for second in the polls with the PC Party. Among decided and leaning voters:

- Current Liberal support decreased 6 percentage points to 37% this quarter.
- Support for the PC Party held relatively steady at 29% in January.
- NDP dropped by 6 percentage points to 6% this quarter.
- Support for the Green Party jumped 15 percentage points to 28% rebounding from the drop seen in October.
- The undecided / no vote group remained steady at 37%.

Government Performance

Ratings for the leadership of Premier Wade MacLauchlan remained steady this quarter with a mean rating of 5.3 (on a 10-point scale).

Provincial Outlook

The economic outlook for the province held fairly steady in January. The majority (63%) of Islanders reported that the economic outlook over the past three months had stayed the same. 13% of Islanders indicated that the general outlook in Prince Edward Island has been getting worse over the past three months and 20% felt things were getting better.

Consumer Confidence

In general, Islanders were slightly more optimistic heading into 2018 compared to January 2017. 43% reported feeling highly concerned (% 8 or higher) about their current cost of living which dropped 6 percentage points year over year. 22 percent rated their stress level an 8 or higher which edged down 4 percentage points from January 2017.

The Atlantic Matters poll was conducted by telephone from Jan. 15th to Jan. 20th, 2018 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.

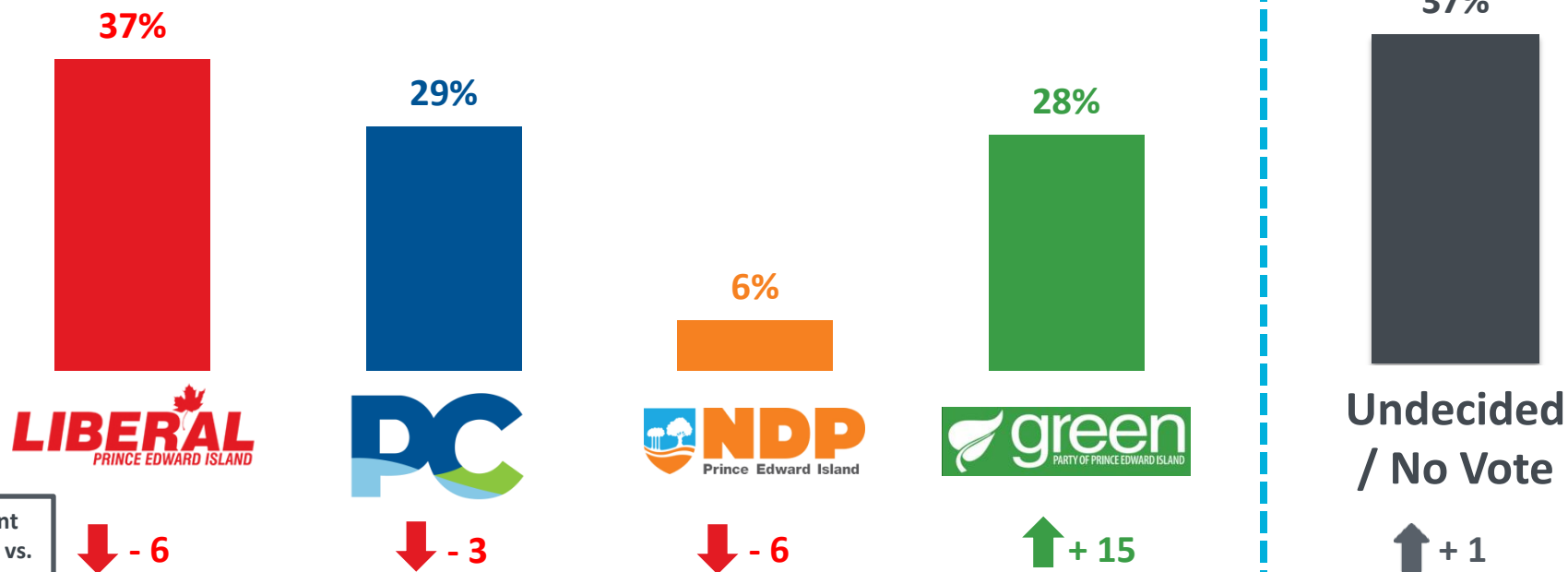
For more information on Atlantic Matters or MQO Research, contact:
Tracey Stephenson

E: tstephenson@m5.ca / T: 506-852-7281 / C: 506-850-8077

Provincial Politics - PEI

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

Decided and Leaning Voters



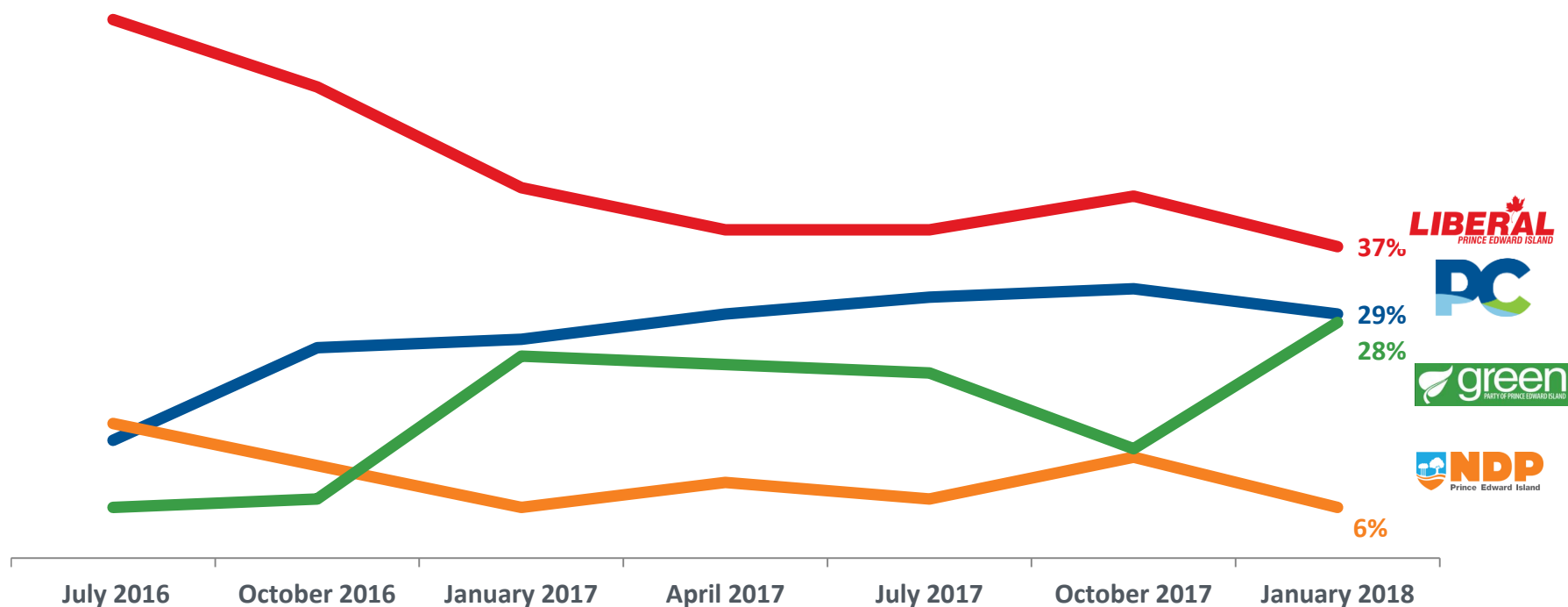
January 2018 (n=264): Margin of error is ± 6.0 percentage points at 95% CI

% point change vs. October 2017

Provincial Politics - PEI

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

Decided and Leaning Voters



January 2018 (n=264): Margin of error is ± 6.0 percentage points at 95% CI

Provincial Government Performance - PEI



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



Mean Rating
5.3

No change

Mean rating change vs. October 2017

■ 1 to 5 ■ 6 to 7 ■ 8 to 10 (1 – very weak / 10 – very strong)

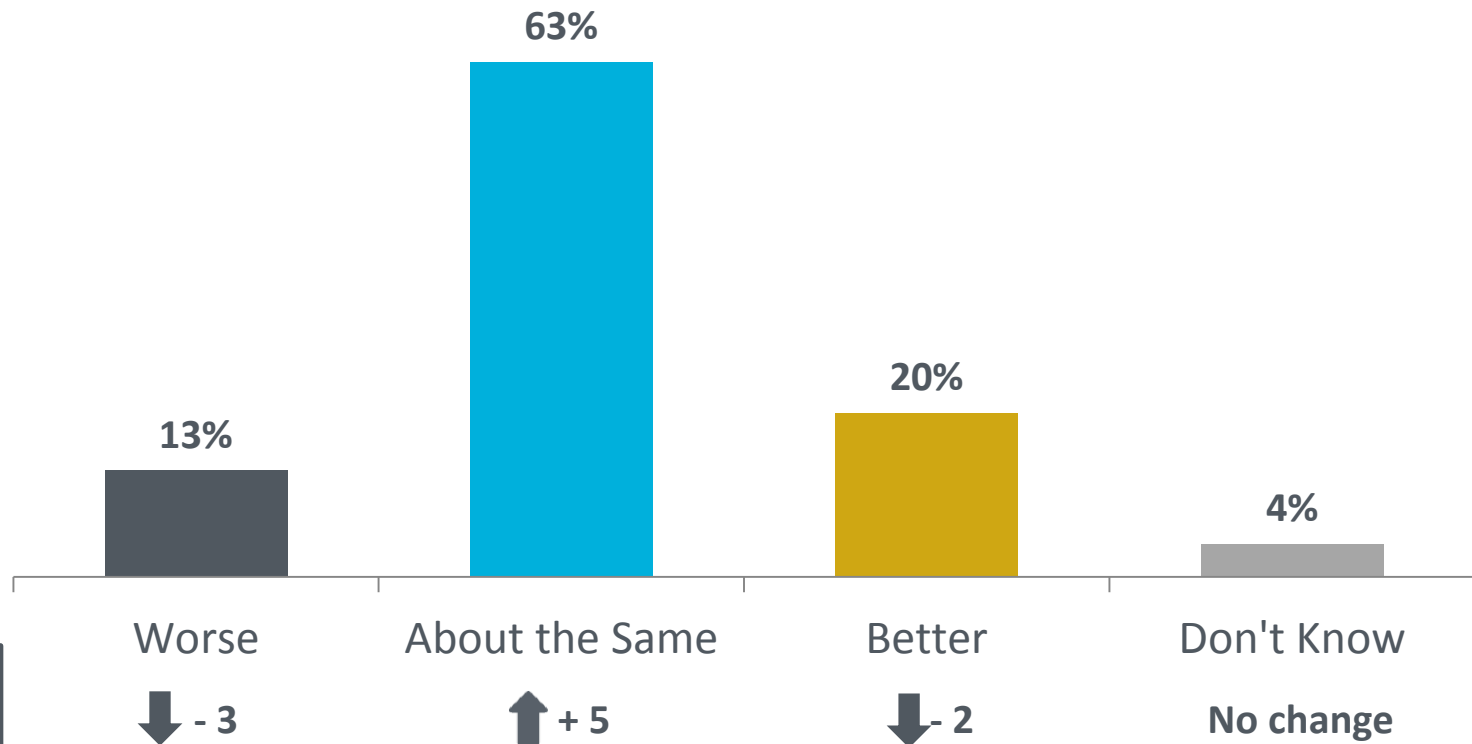


* Don't know / refusals removed (n=365)

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. October 2017

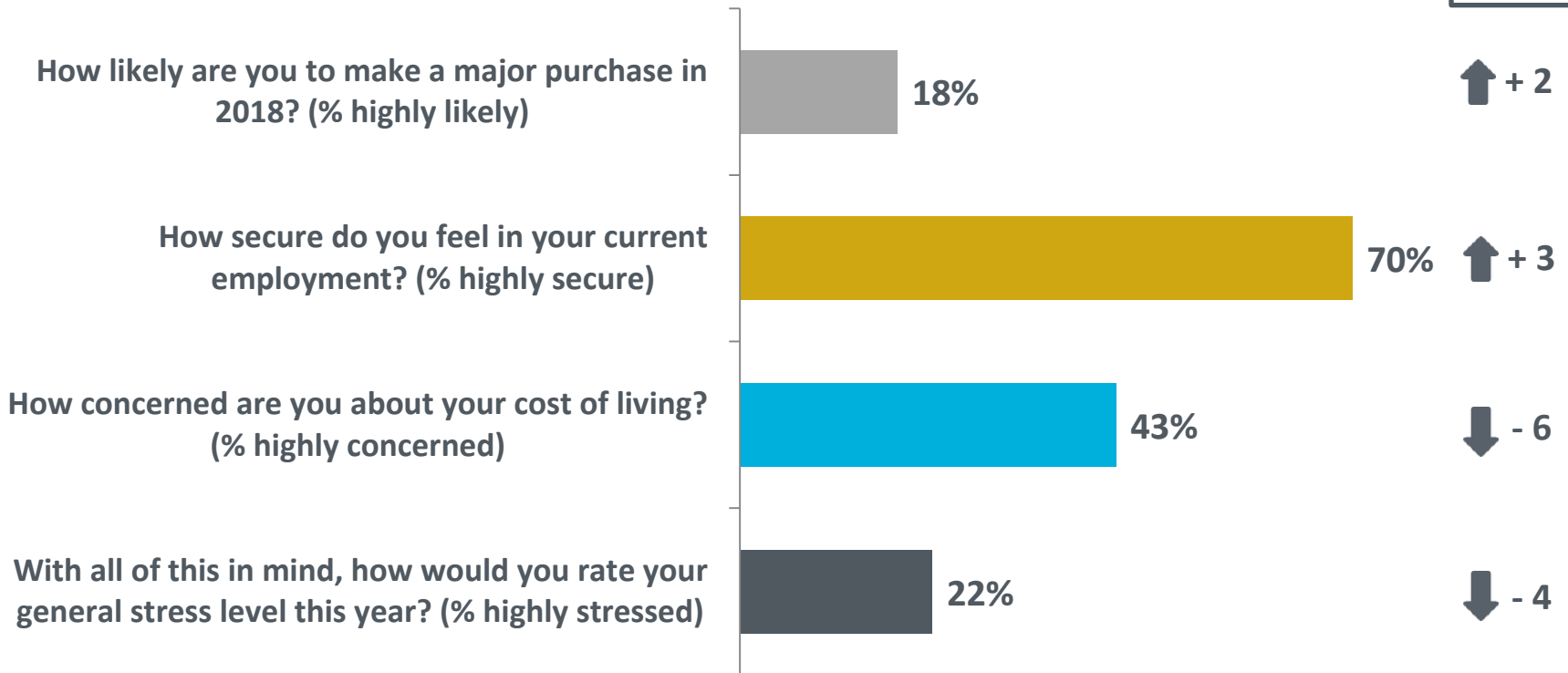
Consumer Confidence - PEI

“We’d like to know how the current economy may affect you this year...”



% point
change vs.
January
2017

% Rating 8 or Higher



* Don't know / refusals removed (n=248-398)