

Summer 2018 Report Prince Edward Island



Introduction

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

Provincial Politics

According to the latest polling numbers, there is a very tight race in PEI. Among decided and leaning voters:

- Current Liberal support trended down 4 percentage points to 34%;
- Support for the PC Party remained unchanged at 29%;
- NDP support trended down 3 percentage points to 4%;
- Support for the Green Party climbed 7 percentage points to 33% putting the party just one point back of the governing Liberals;
- The undecided / no vote group remained steady at 34%.

Government Performance

Ratings for the leadership of Premier Wade MacLauchlan was unchanged this quarter with a mean rating of 5.1 (on a 10-point scale).

Provincial Outlook

Islander's view on the economic outlook for the province trended up this quarter. 25 percent of Islanders reported that the economic outlook over the past three months had improved, up marginally from 21% in April. Meanwhile, 51% felt things had stayed about the same (down 5 percentage points from April) while 20% said the economic outlook of the province had gotten worse (on par with 19% in April).

The Atlantic Matters poll was conducted by telephone from July 12th to July 29th, 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.

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

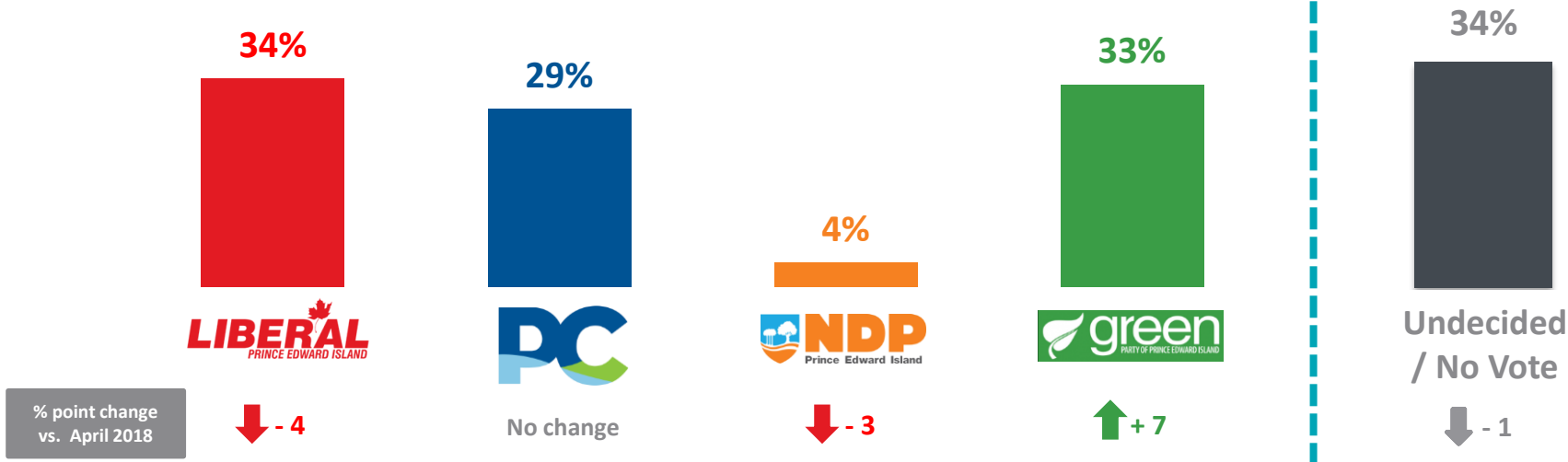
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“If a provincial election were held today, which party would you most likely vote for?”

Decided and Leaning Voters

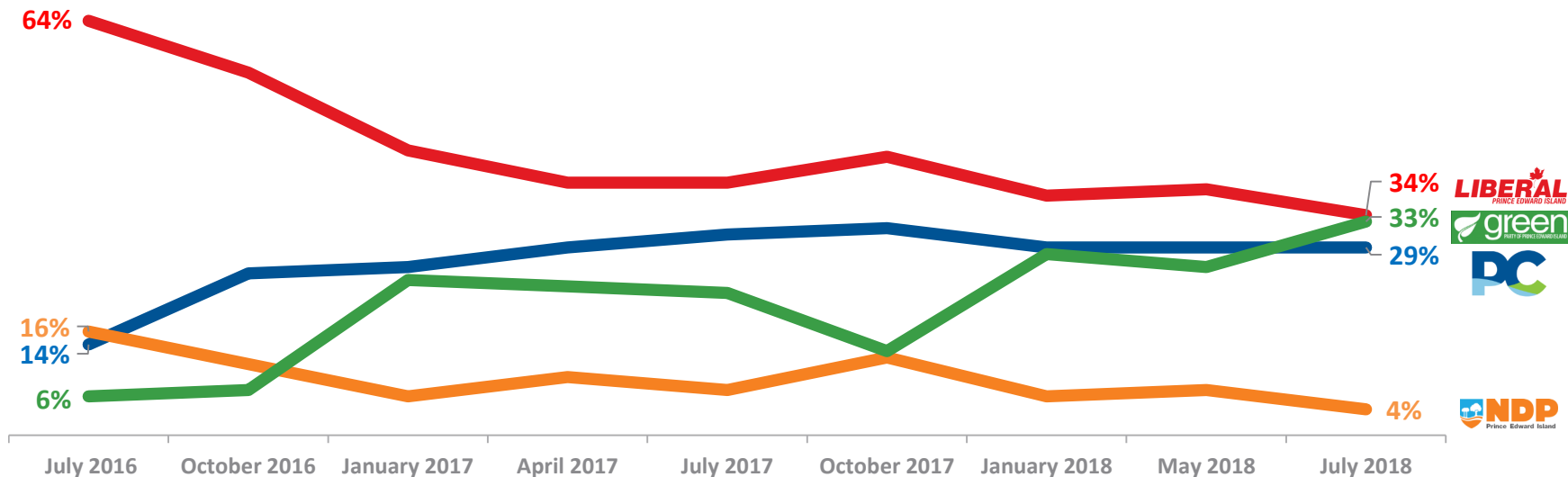


% point change vs. April 2018

PROVINCIAL POLITICS – PEI TREND

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

Decided and Leaning Voters



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

Decided and Leaning Voters

	April 2016	July 2016	October 2016	January 2017	April 2017	July 2017	October 2017	January 2018	May 2018	July 2018
Liberal	69%	64%	56%	44%	39%	39%	43%	37%	38%	34%
PC	17%	14%	25%	26%	29%	31%	32%	29%	29%	29%
NDP	5%	16%	11%	6%	9%	7%	12%	6%	7%	4%
Green	9%	6%	7%	24%	23%	22%	13%	28%	26%	33%

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



Mean Rating
5.1

No change

Mean rating change vs. April 2018

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



* Don't know / refusals removed (n=358)

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

