



**Prince Edward Island
July 2017 Report**

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, support for the various political parties held steady in July.

- Among decided and leaning voters:
 - Current Liberal support in the province sits at 39% which is on par with April.
 - NDP support also held steady at 7% this quarter.
 - Support for the PC party sits at 31 percent relatively unchanged from last quarter.
 - The Green party continues to maintain the large jump in support seen at the start of 2017 currently sitting at 22%.
- The undecided/don't know group dropped back to 22% this quarter (compared to 29% in April).

Government Performance

Ratings for the leadership of Premier Wade MacLauchlan also held steady in July. The mean score sits at 4.9 this quarter while 60% of voters scored the Premier 1 to 5 (on a 10-point scale) in July which was on par with April.

Provincial Outlook

Islanders were a little more optimistic about the provincial outlook this quarter. 21 percent indicated that the general outlook in Prince Edward Island was “getting better” which trended up from 16 percent in April.

Personal Wellbeing

Islanders perceptions about their personal wellbeing also showed signs of increased optimism in July. 70% rated their job security an 8 or higher which was up from 60% last quarter. Further, just 39% rated their level of concern about the cost of living an 8 or higher which was down from 49% last quarter. Conversely, 24 percent rated their level of stress an 8 or higher which was up from 18% in April.

The Atlantic Matters poll was conducted by telephone from July 3 to July 15, 2017 and included 400 randomly selected eligible voters from across the province. The margin of error for the survey is ± 4.9 percentage points 19 times out of 20. Among decided and leaning voters, the margin of error for the survey is ± 5.9 percentage points 19 times out of 20.

**For more information on Atlantic Matters or MQO Research, contact:
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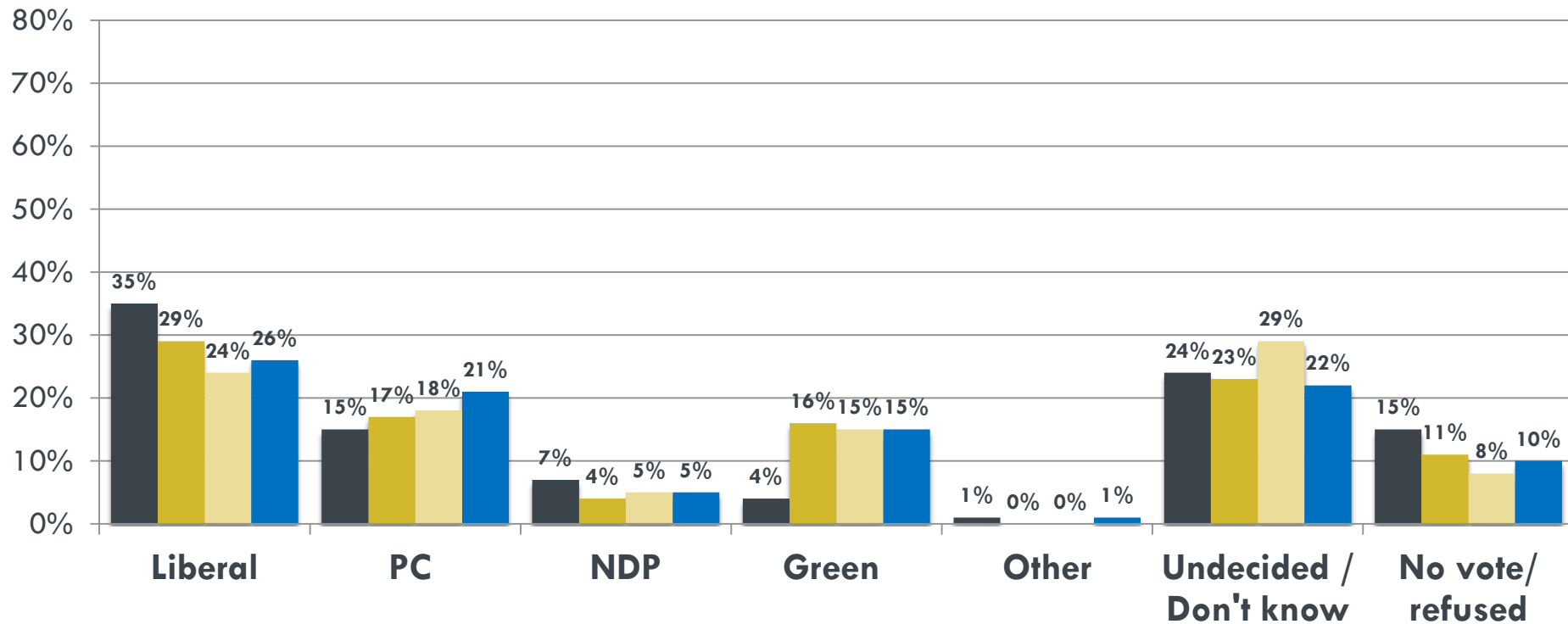
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“If a provincial election were held today, which party would you most likely vote for?”

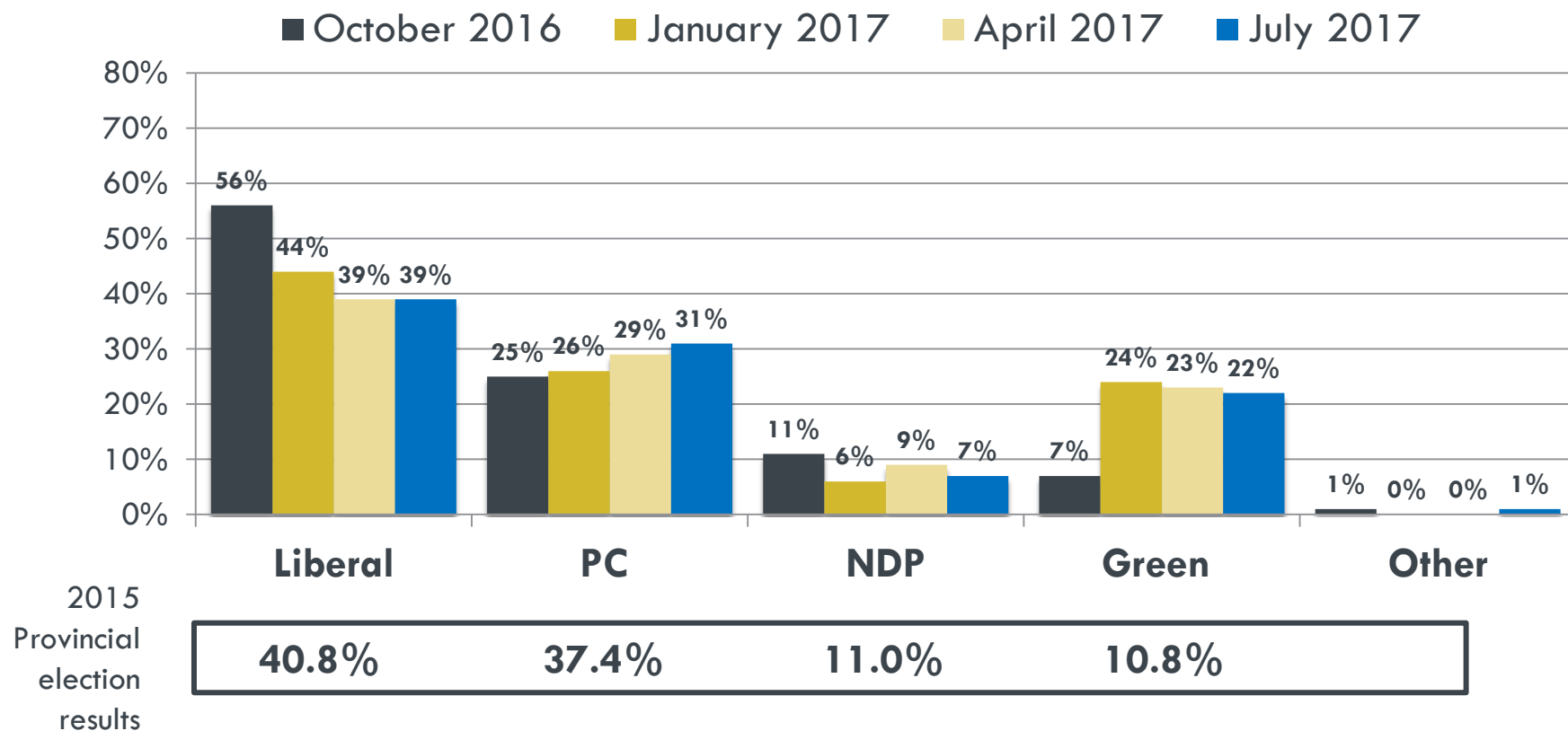
(Party numbers include decided and leaning)

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



“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 removed)



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

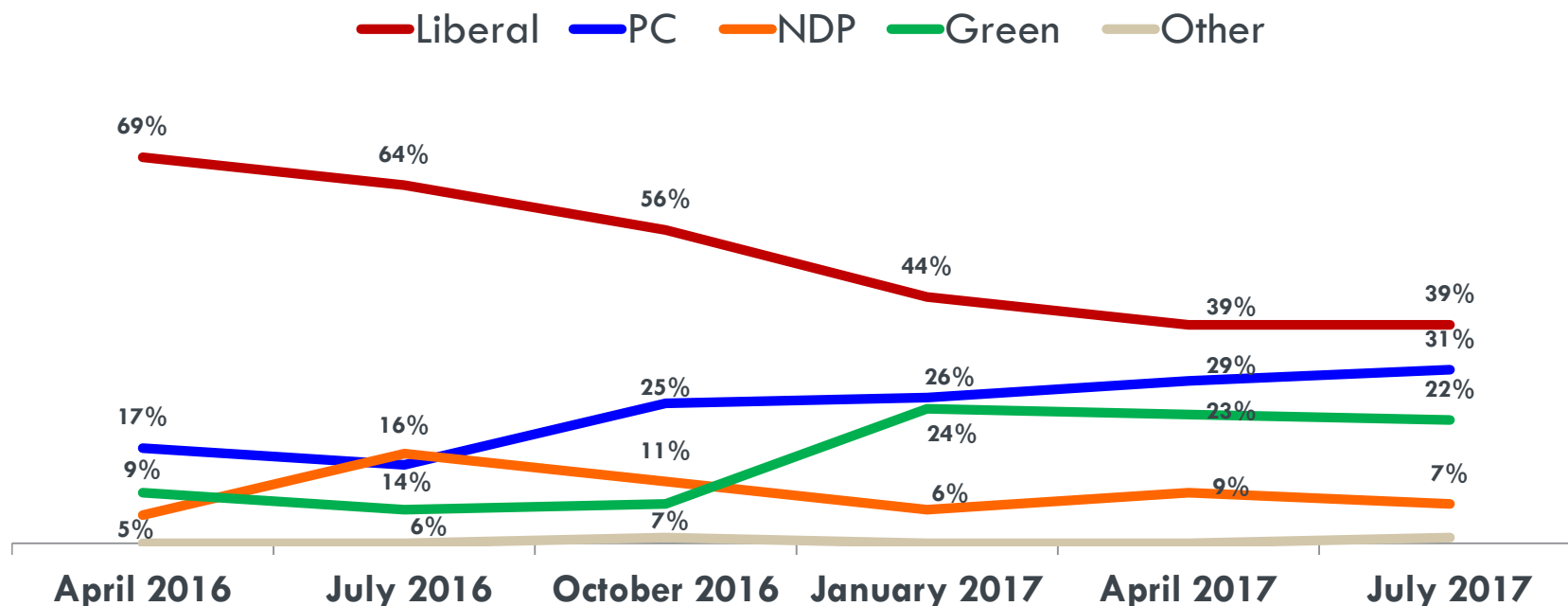
January 2017 (n=198): Margin of error is ± 6.96 percentage points at 95% CI

April 2017 (n=187): Margin of error is ± 7.16 percentage points at 95% CI

July 2017 (n=278): Margin of error is ± 5.87 percentage points at 95% CI

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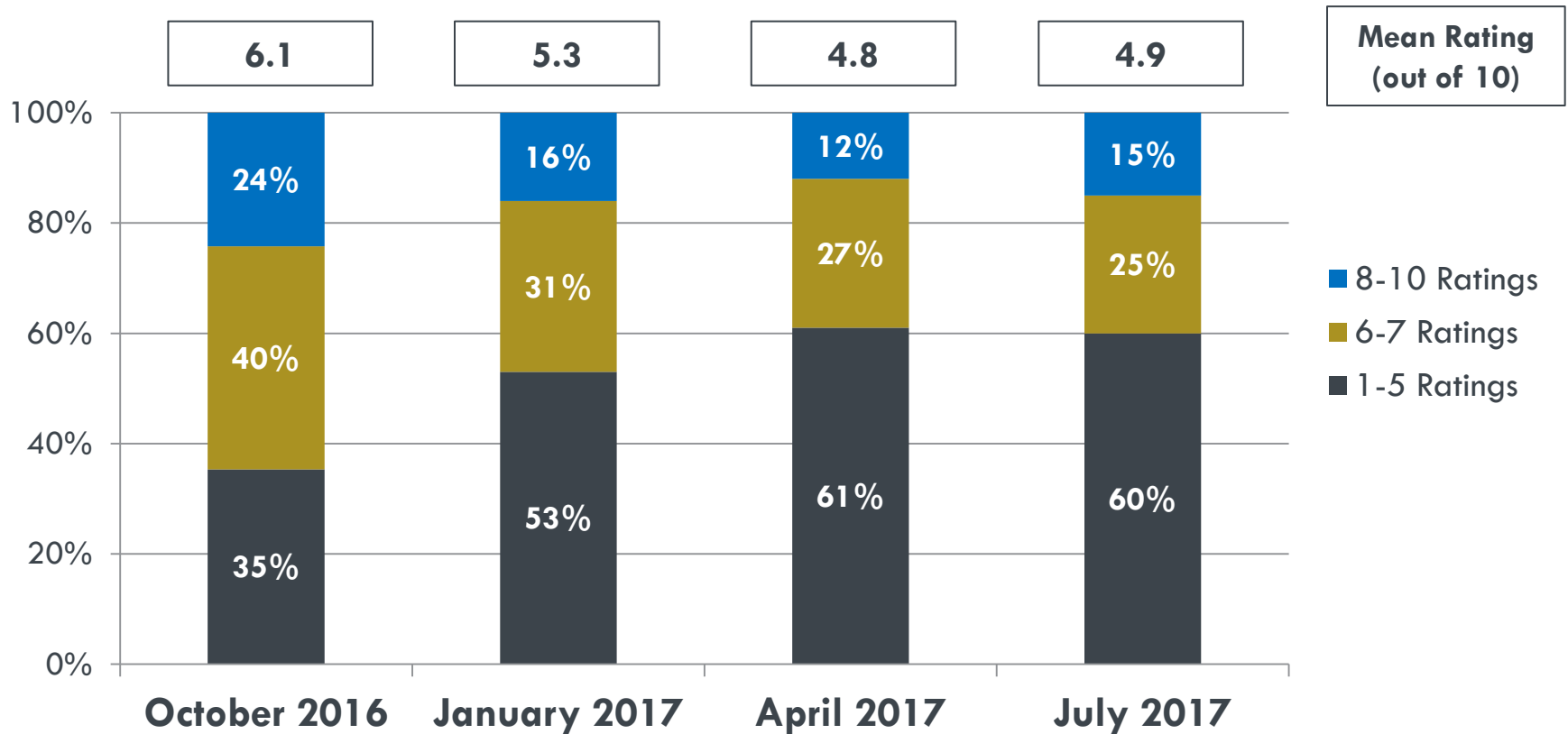
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“How would you rate the overall leadership of Premier Wade MacLauchlan?”

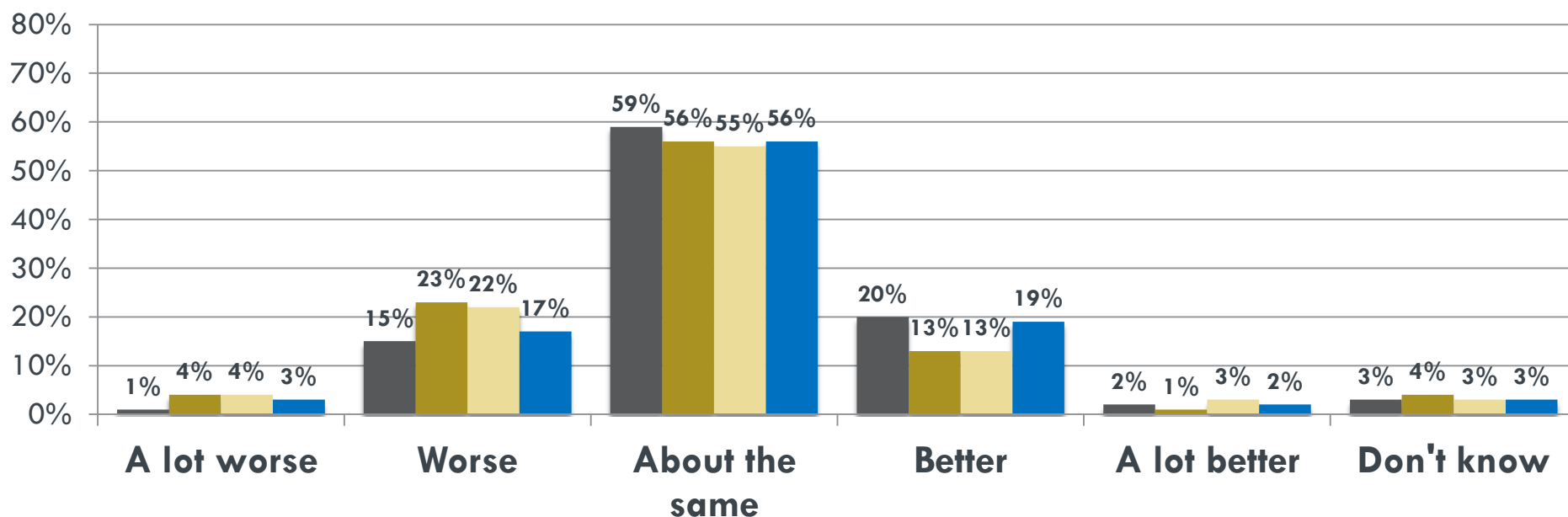
(Don't know and refused removed)



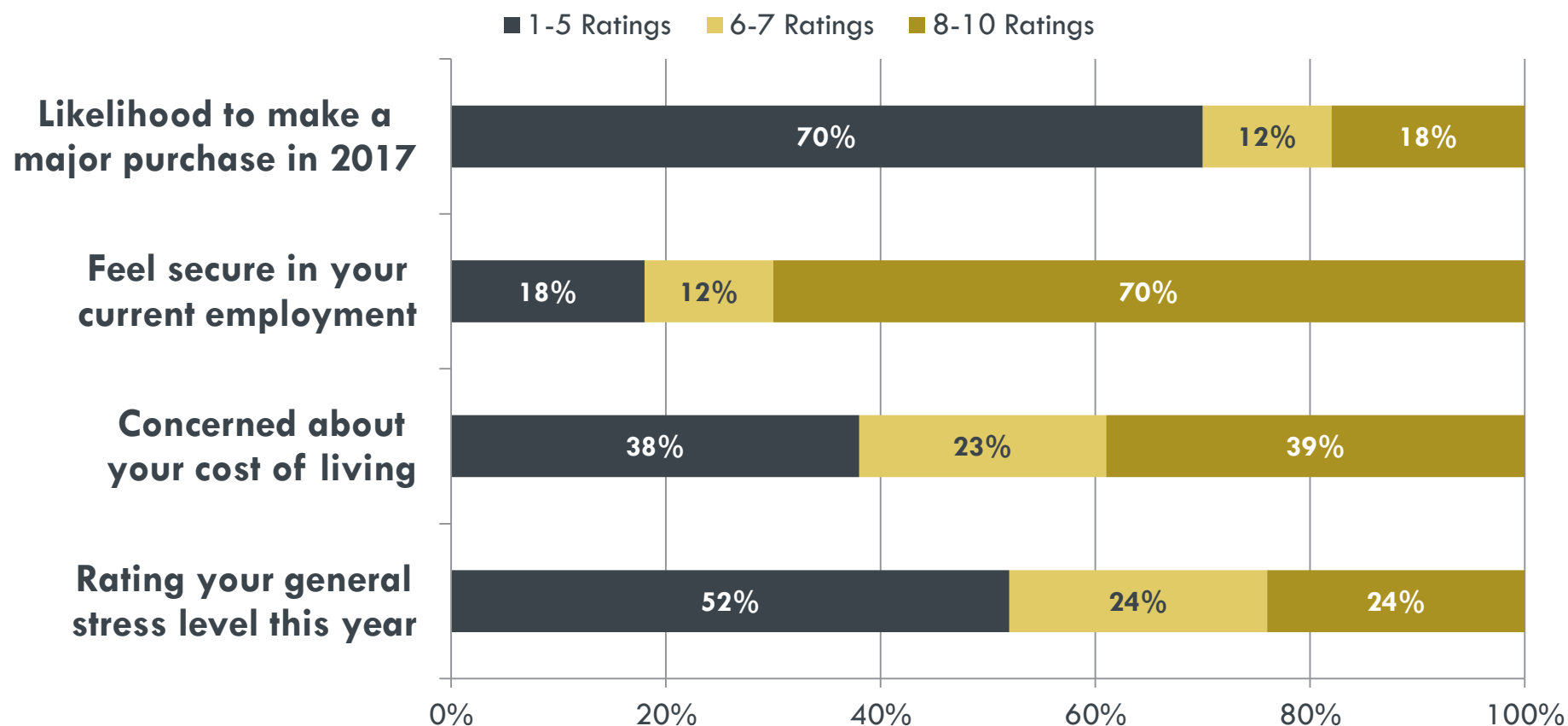
Note: Respondents provided a rating from 1 to 10, where 1 = very weak performance and 10 = very strong performance.

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

■ October 2016 ■ January 2017 ■ April 2017 ■ July 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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