



**Prince Edward Island  
July 2016 Report**

# Research Highlights

## Introduction

As we close in on the mid-point of our Atlantic Canadian summer, MQO Research spoke with residents of Prince Edward Island to gauge the political temperature in the province for the second 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 Prince Edward Island residents.

## Provincial Politics

According to the latest polling numbers, there is some significant upward movement in NDP support in the province over the past three months.

- Among decided voters, current Liberal support in the province has slipped by 5% to 64% since the April results.
- Similarly, PC party support has slipped by 3%, from 17% down to 14%, and Green Party support has slipped from 9% to 6%.
- The beneficiary of this combined slippage (or perhaps the cause of it) has been the NDP party, which has seen an increase in decided voter support from 5% in April to become the second most popular party in the province in July at 16% of the decided vote.
- Finally, the undecided/don't know group, has increased slightly, moving from 21% to 24%.

## Government Performance

Consistent with the slight party slippage, ratings for the leadership of Premier Wade MacLauchlan have also dropped, with a mean rating of 6.1 (on a scale of 1-10) compared to 6.6 in April.

- This included a drop in voters who rate the Premier's leadership at 8 or higher. In April, 36% felt the Premier's leadership deserved a rating of 8-10, while in July that number sits at 27%.

## 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), results followed a similar trend, with the percentage feeling things are getting better dropping by 4% and the percentage feeling things are getting worse increasing by 5%.

## Personal Wellbeing

Despite the slight shift in attitudes since April, the shift hasn't translated into increased personal concerns over job security or cost of living for residents.

The Atlantic Matters poll was conducted by telephone from July 5 to July 19, 2016 and included 300 randomly selected eligible voters from across the province. The margin of error for the survey is  $\pm 5.65$  percentage points, 19 times out of 20.

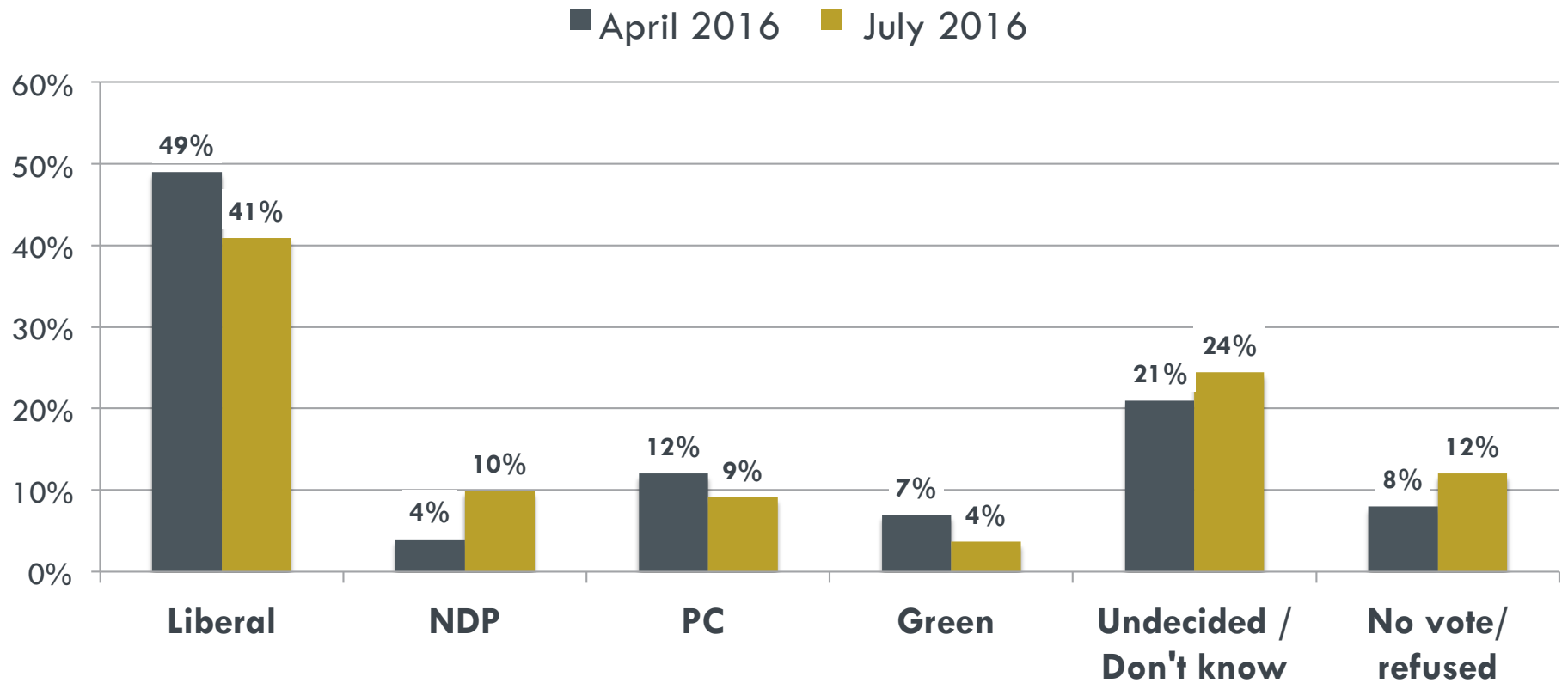
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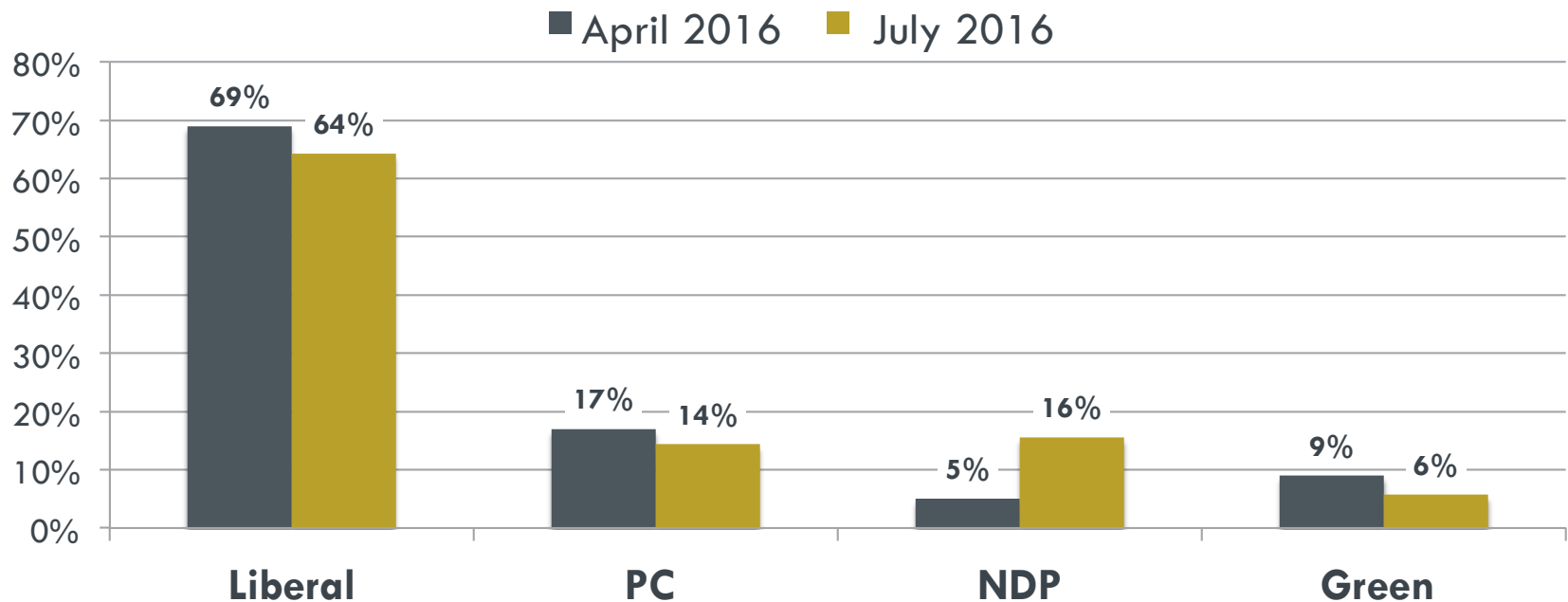
## *“If a provincial election were held today, which party would you most likely vote for?”*

*(Party numbers include decided and leaning)*



## “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)



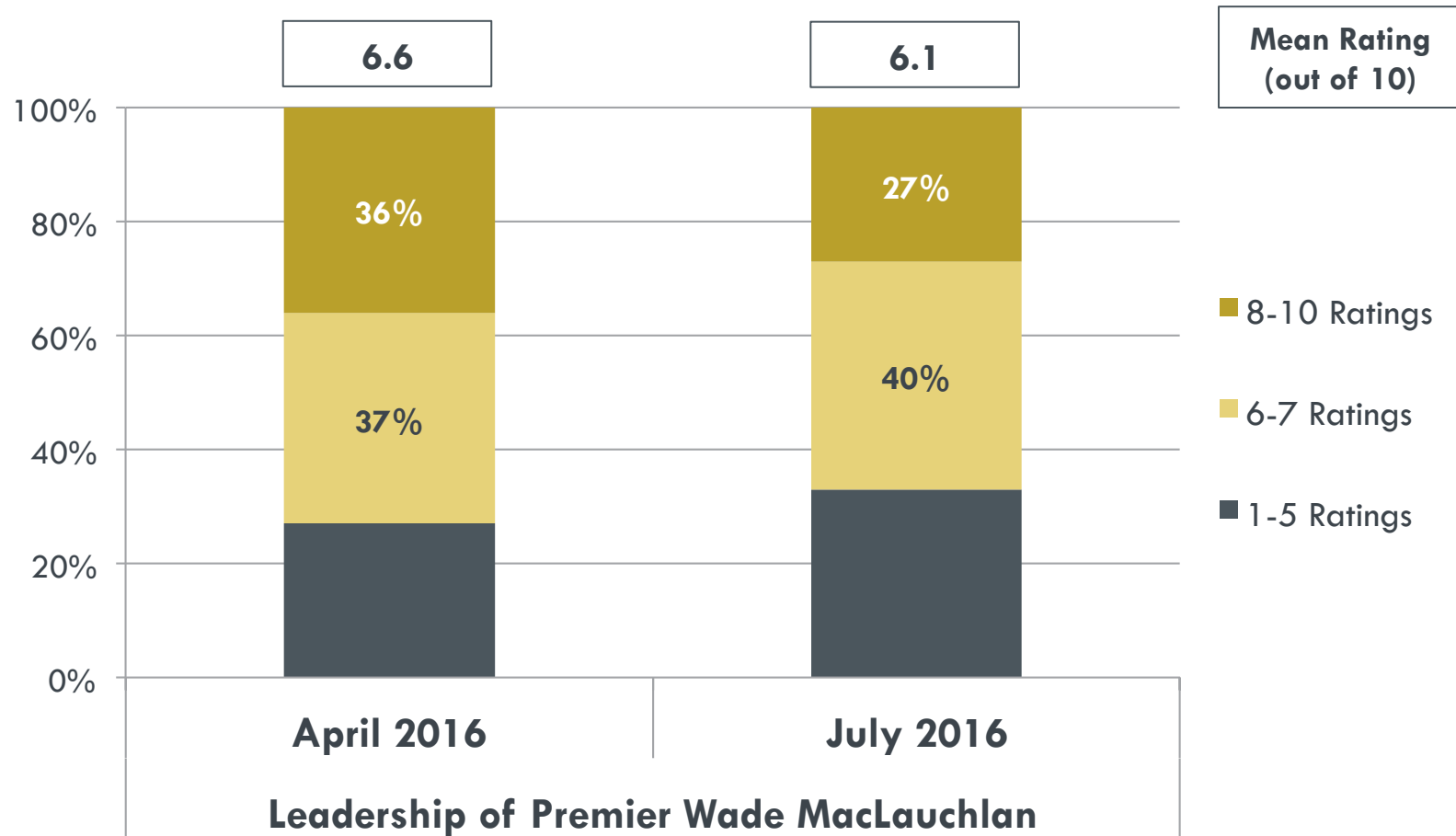
2015 Provincial election results

<b>40.8%</b>	<b>37.4%</b>	<b>11.0%</b>	<b>10.8%</b>
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April 2016 (n=220): Margin of error for a sample size of 220 is  $\pm 6.60$  percentage points at 95% CI  
 July 2016 (n=199): Margin of error for a sample size of 199 is  $\pm 6.94$  percentage points at 95% CI

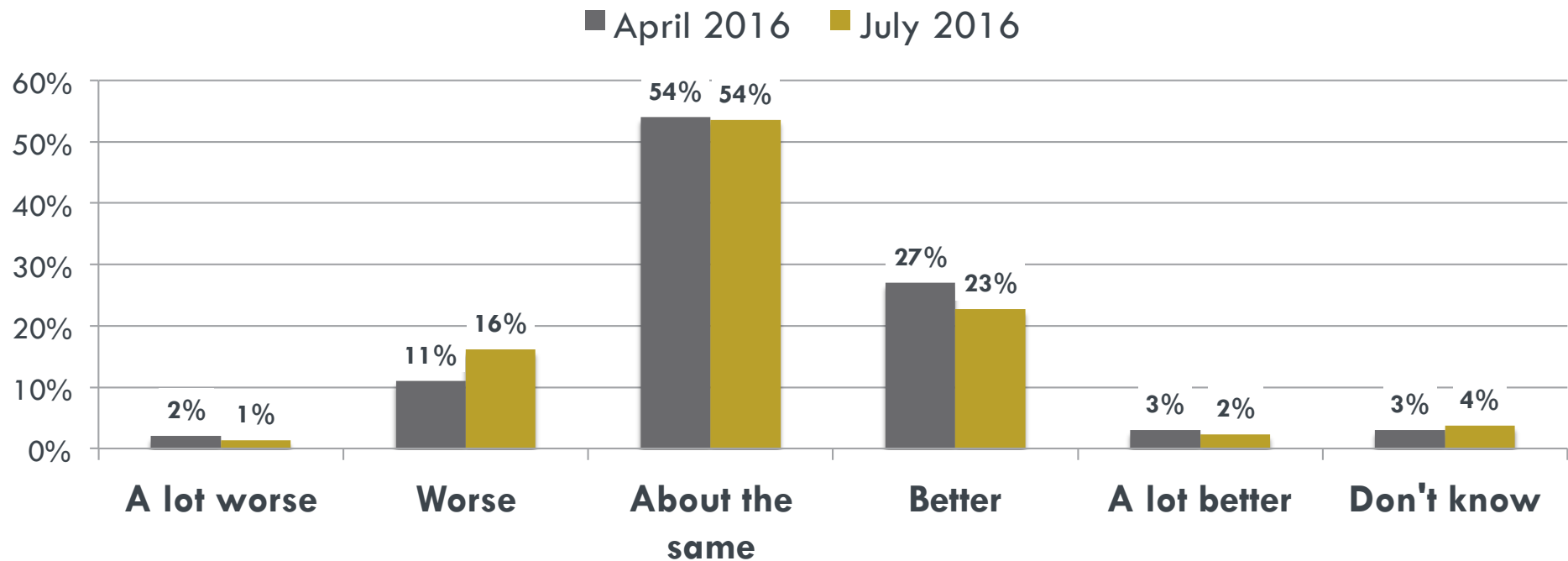
## “How would you rate the overall leadership of Premier Wade MacLauchlan?”

(Don't know and refused removed)

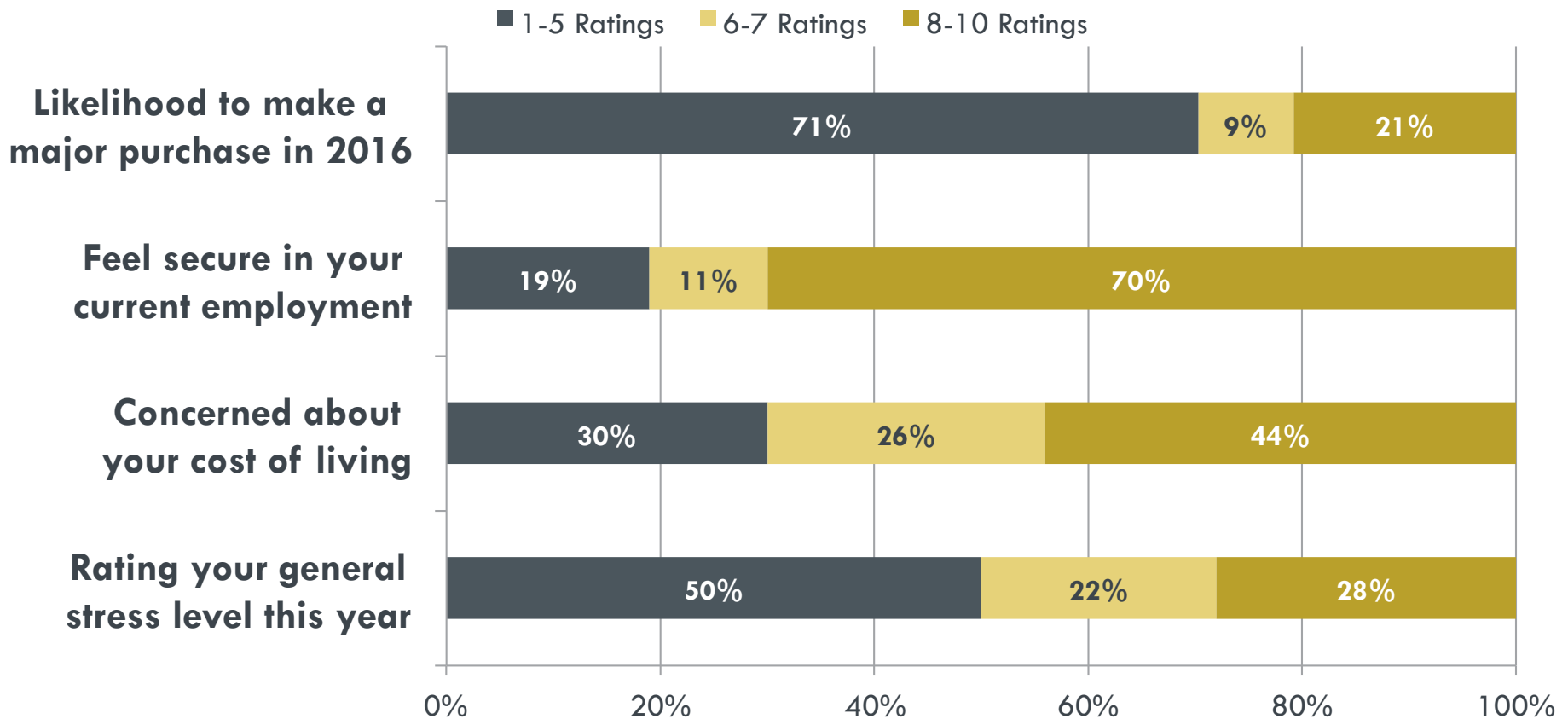


Note: Respondents provided a rating from 1 to 10, where 1 = very weak performance and 10 = very strong performance.

*“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.



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