

CANADIAN PREMIERS' QUARTERLY APPROVAL RATING TRACKING

Q2 JUNE 2018



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About the Survey...

This survey is a regular quarterly survey of constituent provincial voters across Canada concerning the approval of their Provincial Premier. For this particular series dating back to 2013, the following question has been asked of the incumbent Premier:

Do you approve or disapprove of the performance of...[strongly/moderately/not sure]

Because of extremely small sample sizes, approval ratings cannot be provided for Prince Edward Island and the Canadian Territories.

Methodology...

These are some of the topline findings of a **DART** Insight poll conducted June 8-13, 2018 as part of a regular quarterly sounding of Canadians on various issues and matters that affect their lives as citizens, consumers, and voters. The research is created and analyzed under the direction of veteran pollster John Wright, CEO of **DART Insight** which is a division of **DART** Insight and Communications Limited in partnership with Canada's national survey sample research provider **Maru/Blue** that curates a vast Online Panel and provides data collection services.

The survey was conducted among 5,357 randomly selected Canadian adults who are members of **Maru/Blue's** Online panel between June 8 and 13, 2018. The results have been weighted by education, age, gender, and region (and in Quebec, language) to match the population, according to Census data. This is to ensure the sample is representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding. The precision of this **DART Insight** Online poll is measured using a Bayesian Credibility Interval. In this case, the poll is accurate to within +/- 3.9 percentage points, 19 times out of 20, had all Canadian adults been polled. The credibility interval will be wider among subsets of the population. Minor discrepancies in the data may occur due to rounding.



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Visit <http://www.dartincom.ca/polls/> for the written release and detailed tables.

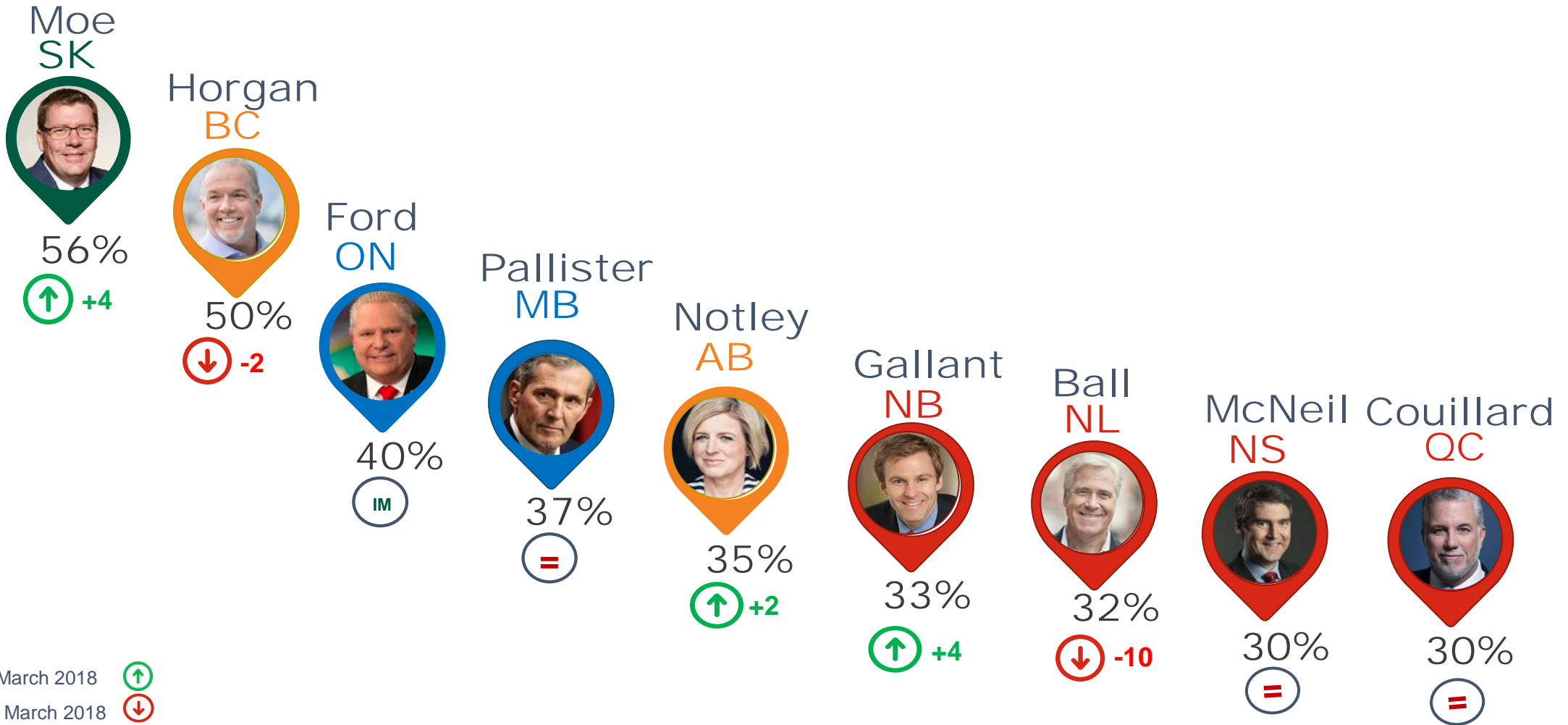
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Discover us at:

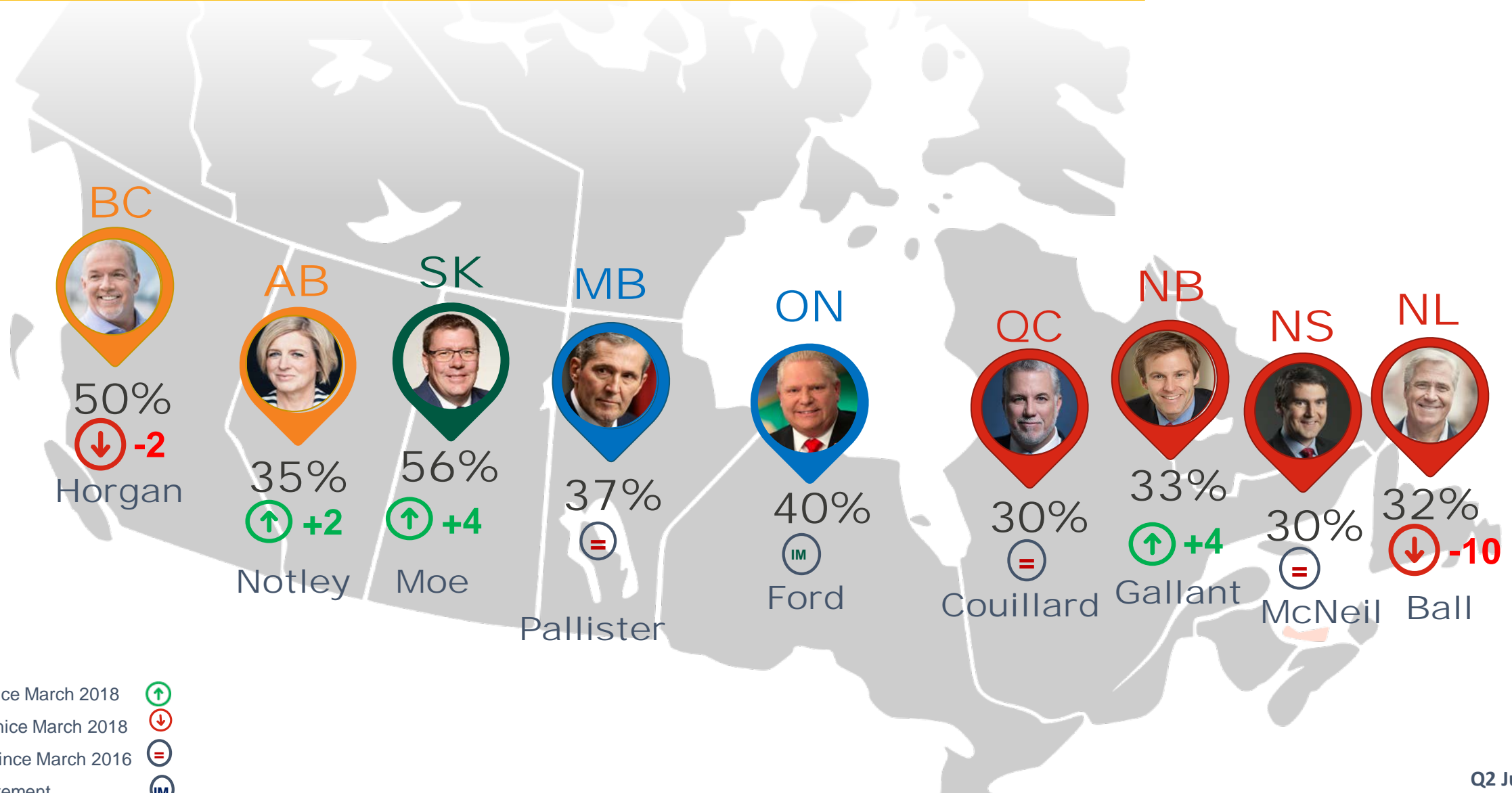
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Canadian Premiers' Approval Ratings at a Glance June 2018

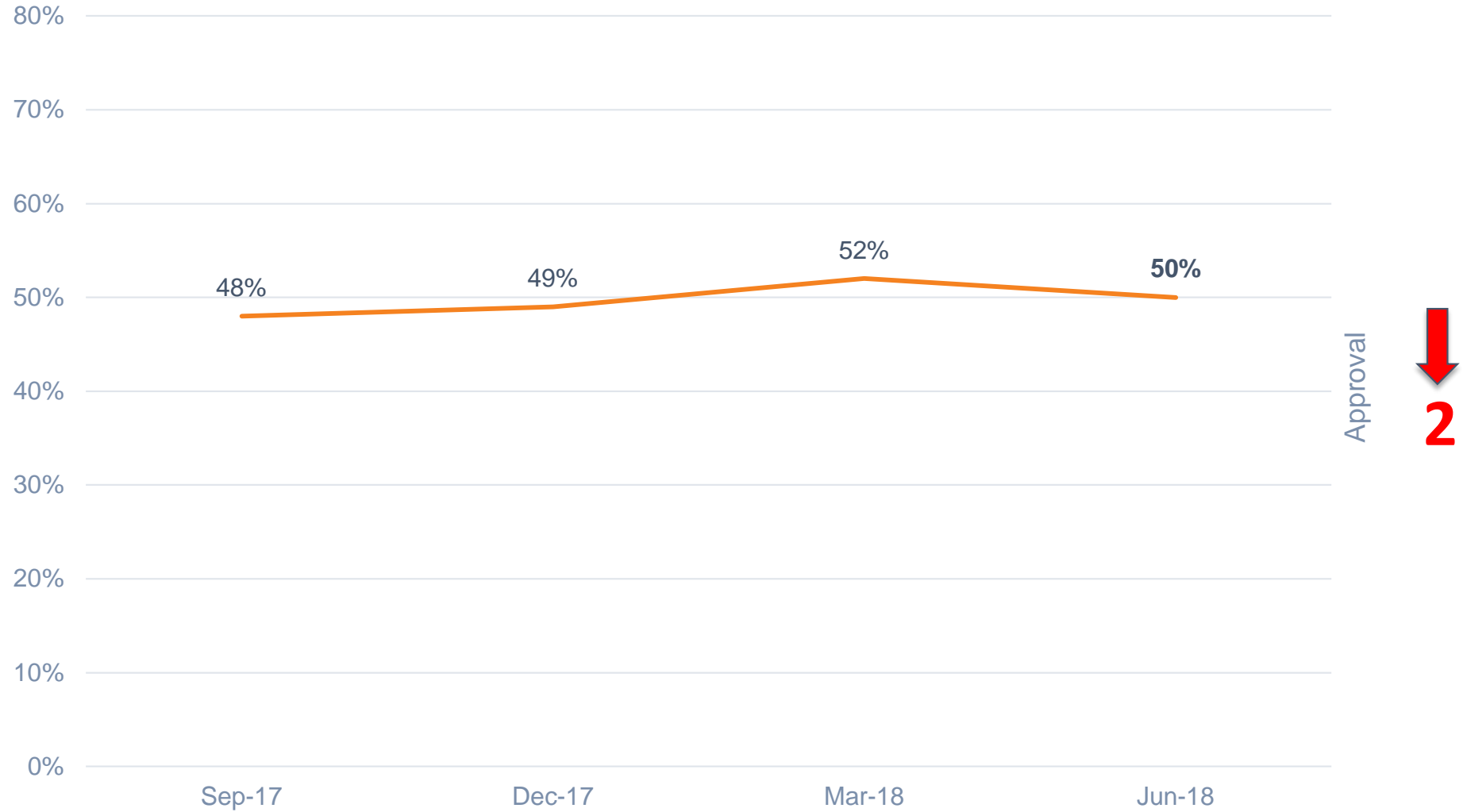


Increased since March 2018 
 Decreased since March 2018 
 No Change since March 2016 
 Initial Measurement 

Canadian Premiers' Approval Ratings at a Glance June 2018



B.C. Premier John Horgan (NDP)

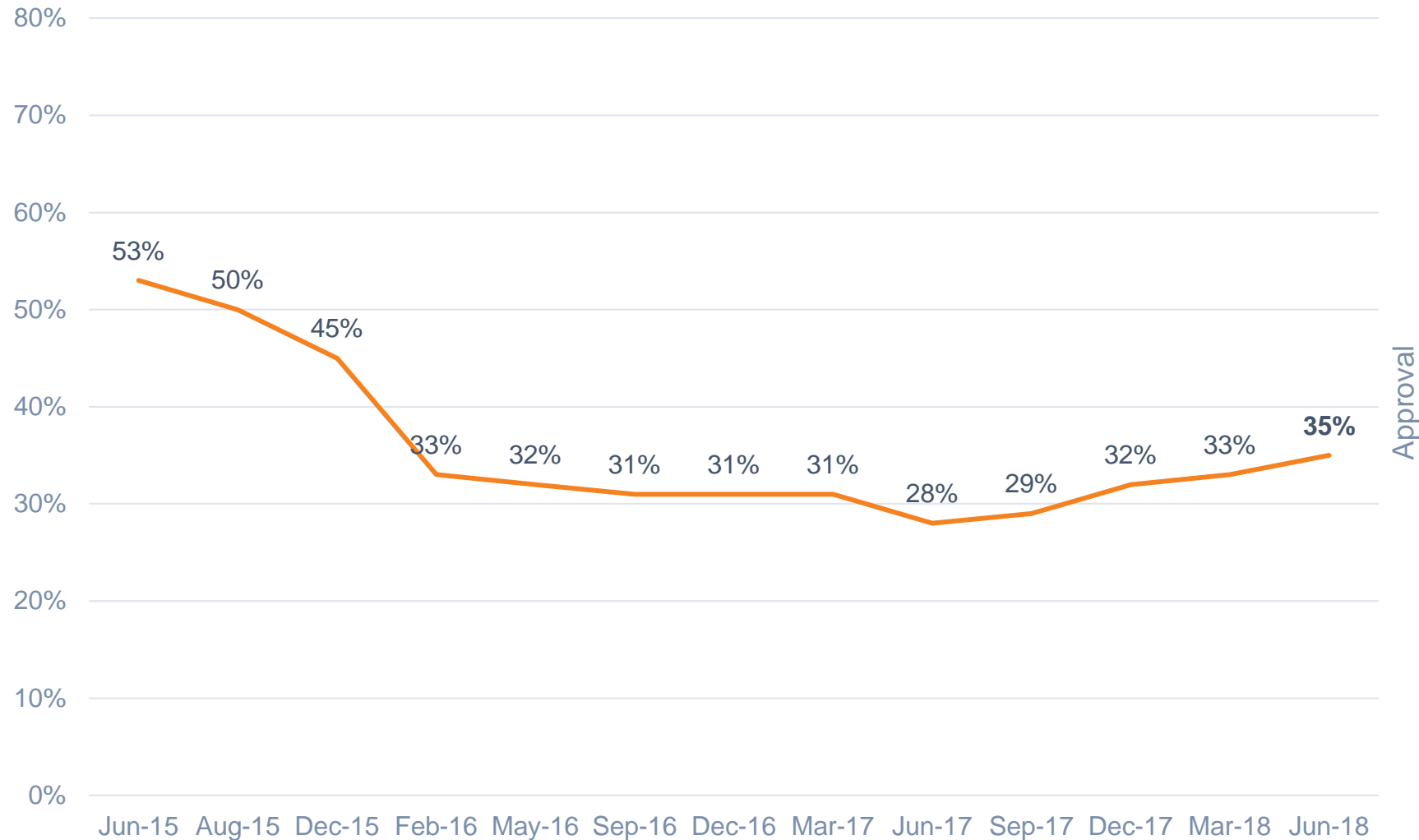


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↑ Increased since March 2018

↓ Decreased since March 2018

Alberta Premier Rachel Notley (NDP Alberta)



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↑ Increased since March 2018

↓ Decreased since March 2018

Saskatchewan Premier **Scott Moe** (Saskatchewan Party)

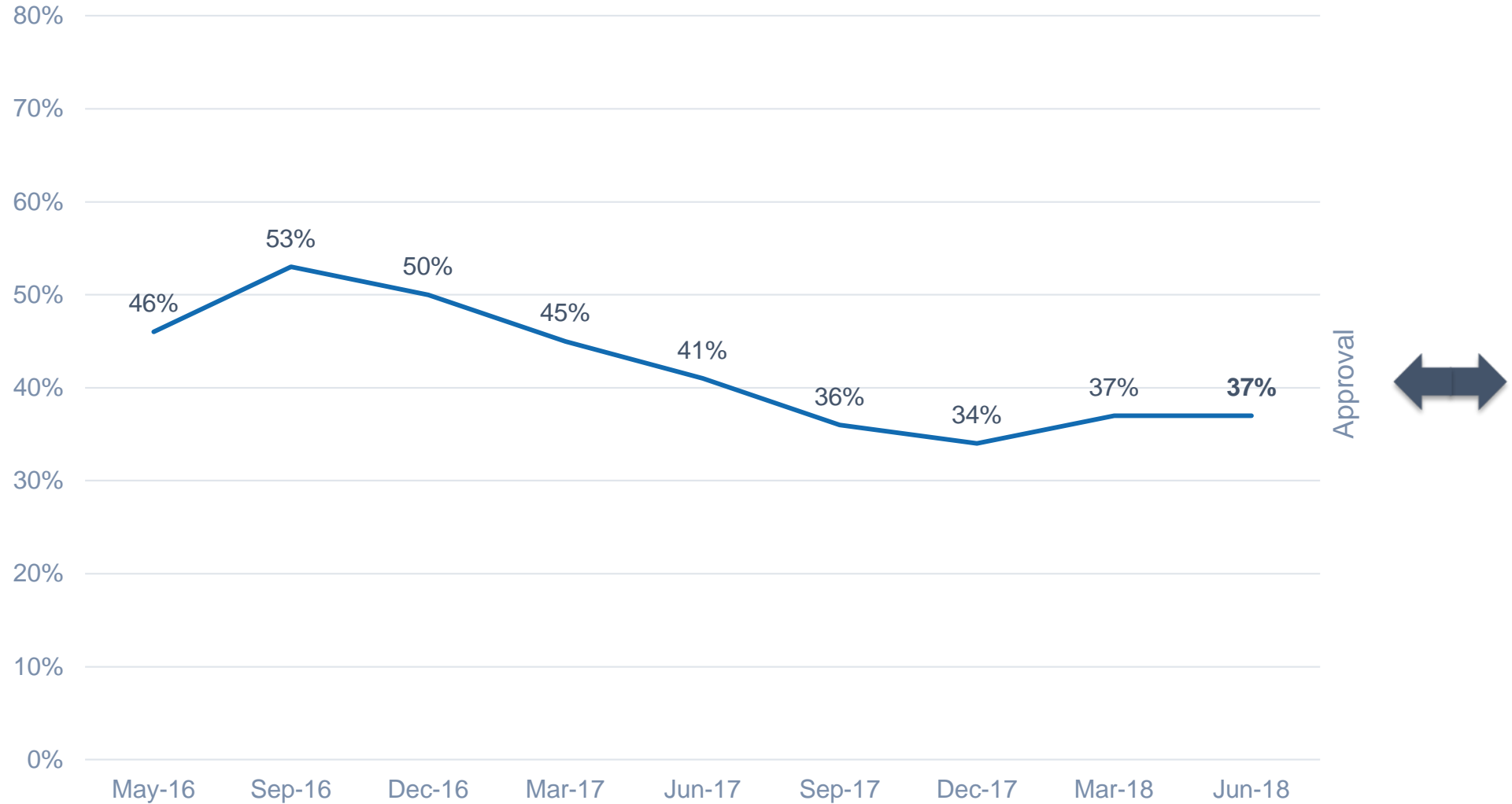


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↑ Increased since March 2018

↓ Decreased since March 2018

Manitoba Premier Brian Pallister (PC Party)

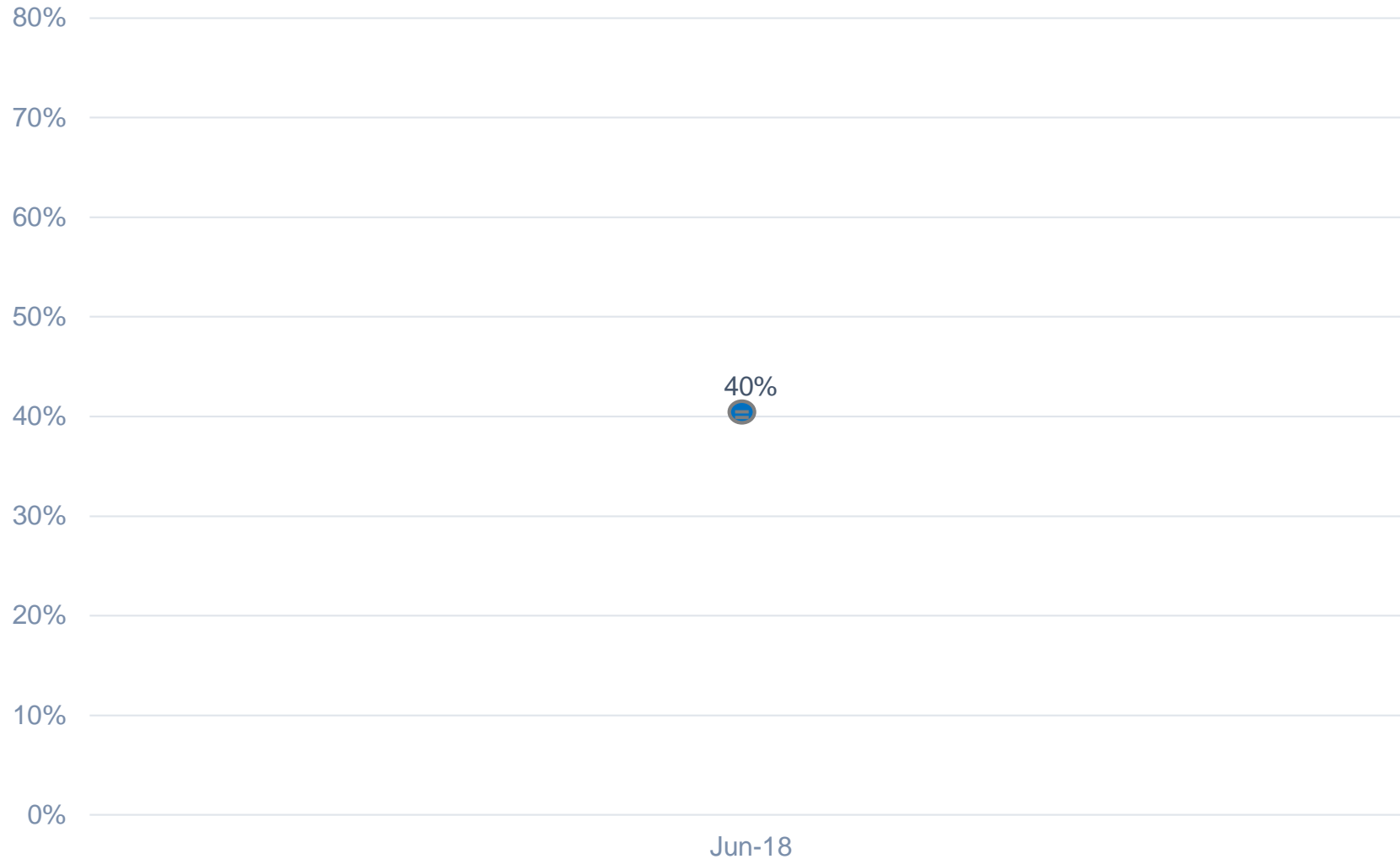


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↑ Increased since March 2018

↓ Decreased since March 2018

Ontario Premier Doug Ford (PC Party)



Approval

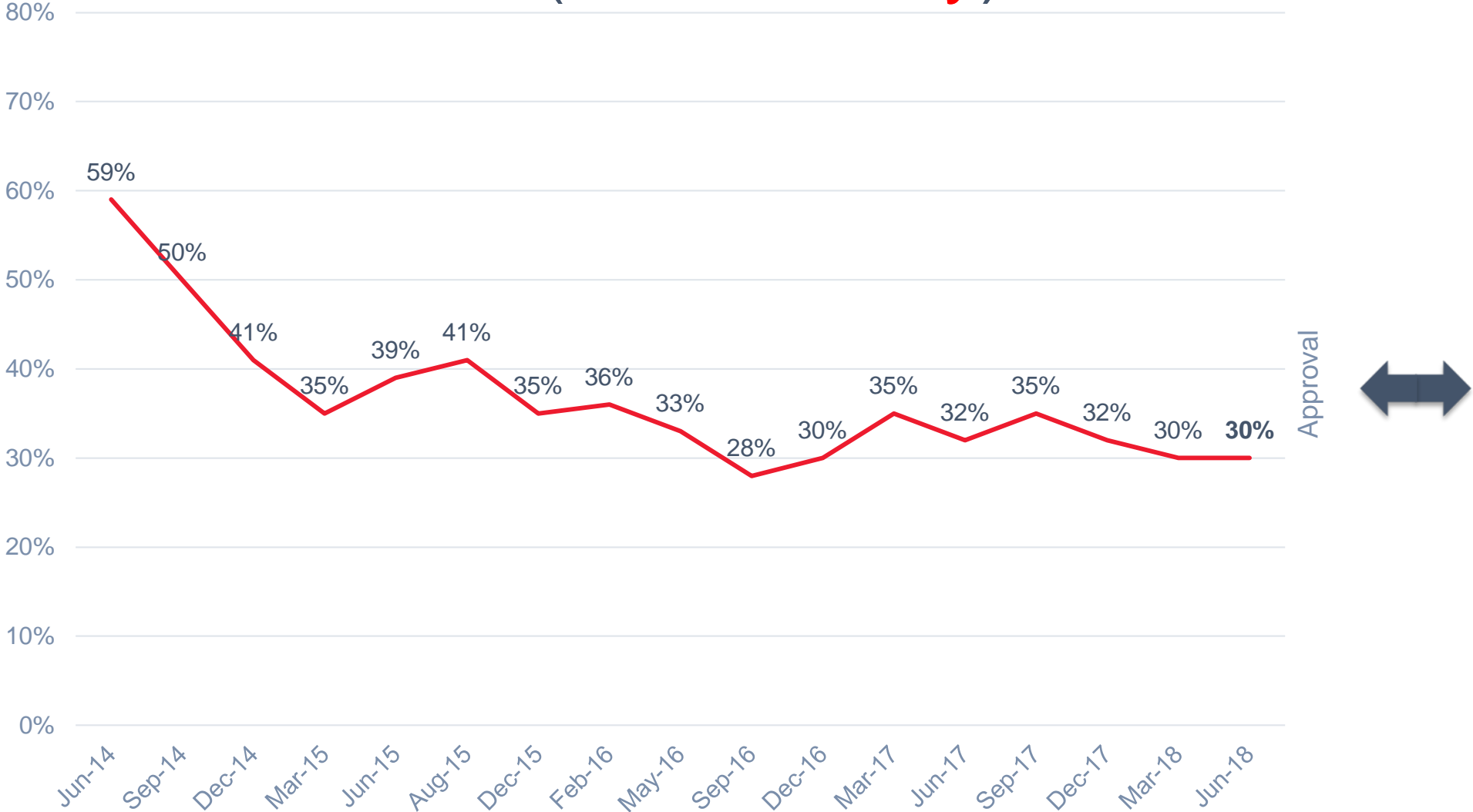


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↑ Increased since March 2018

↓ Decreased since March 2018

Quebec Premier Philippe Couillard (Liberal Party)

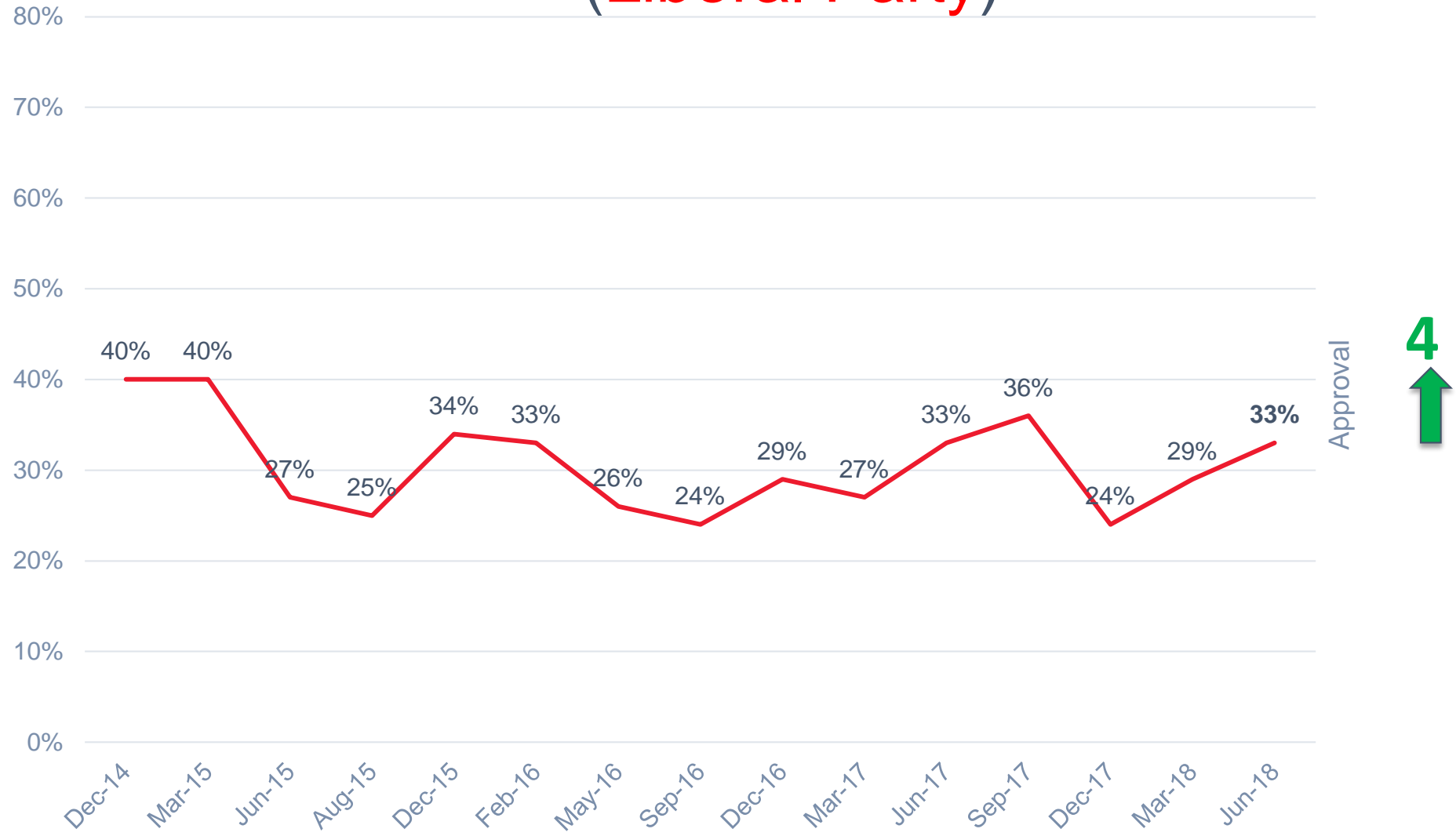


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↑ Increased since March 2018

↓ Decreased since March 2018

New Brunswick Premier **Brian Gallant** (**Liberal Party**)



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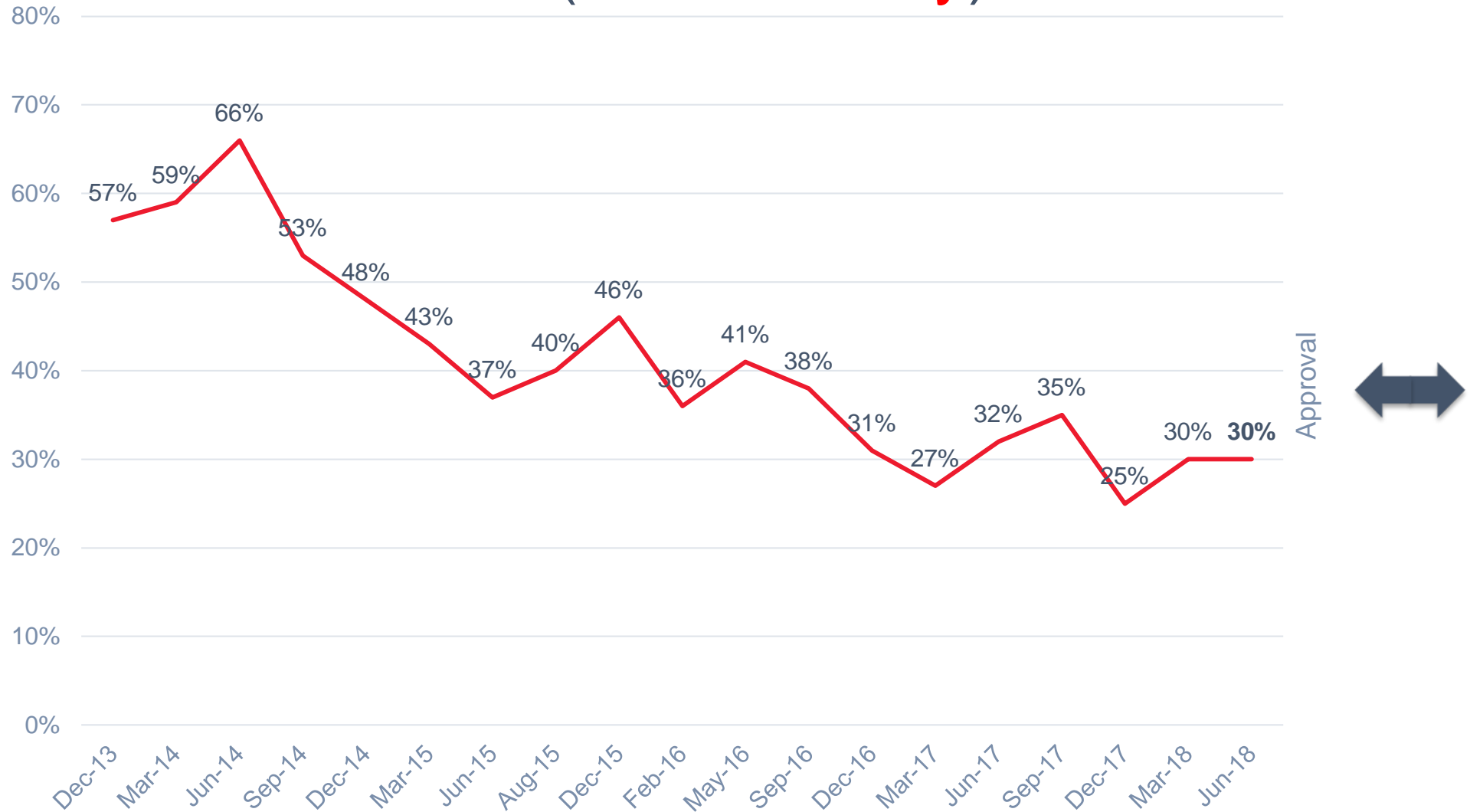


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↑ Increased since March 2018

↓ Decreased since March 2018

Nova Scotia Premier Stephen McNeil (Liberal Party)

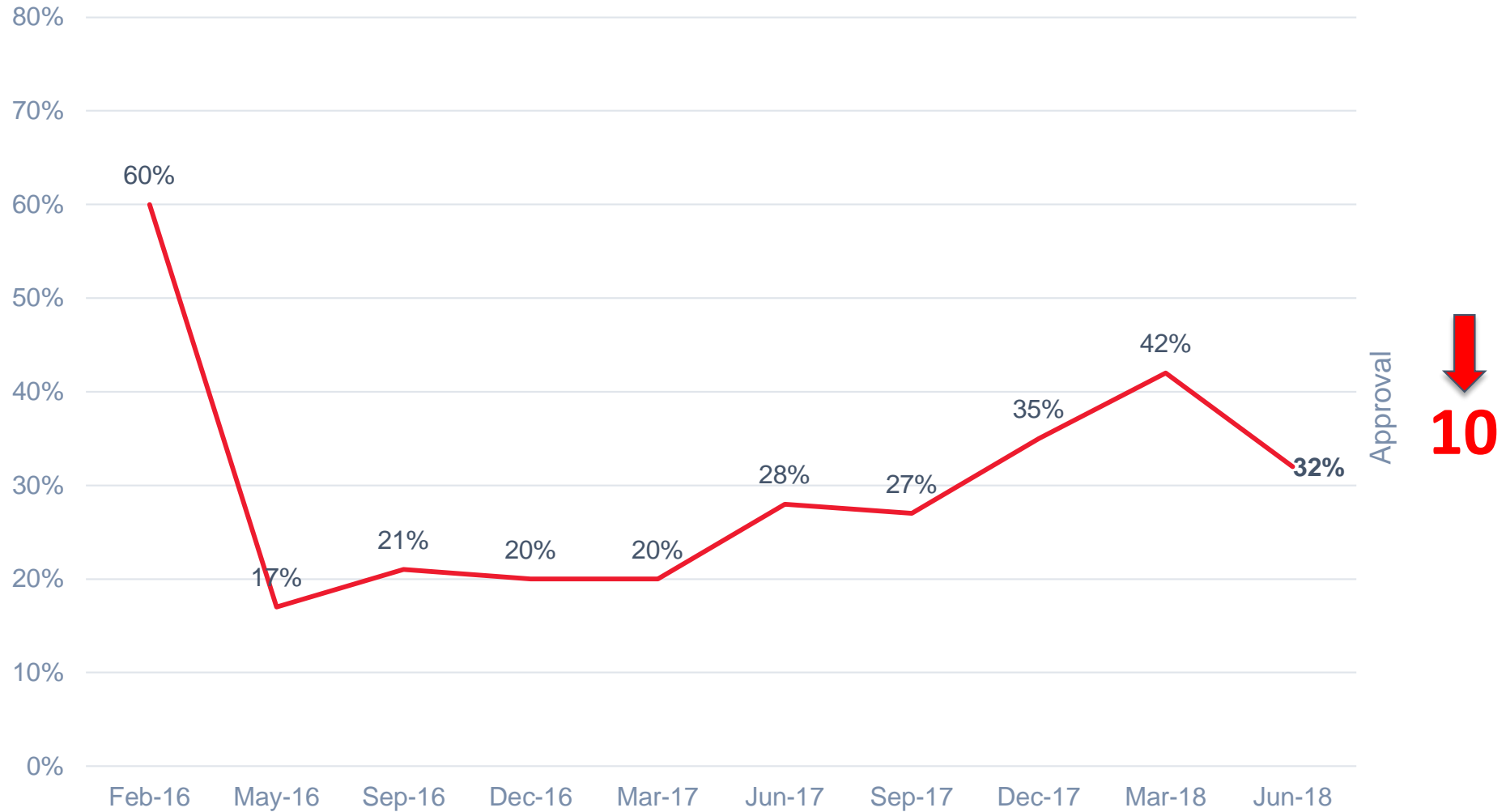


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↑ Increased since March 2018

↓ Decreased since March 2018

Newfoundland and Labrador Premier Dwight Ball (Liberal Party)



↓
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↑ Increased since March 2018

↓ Decreased since March 2018

About **DART** Insight and **Maru/Blue**...

DART Insight is the market and public affairs opinion research services division of Canadian based consultancy **DART Insight and Communications**. The other half of the company is **DART Communications** and provides communications strategy and execution, media training, event deployment and corporate services. The company serves clients in private, public, association and not-for-profit organizations, is independent, and is not tied to any political organization. Founded by veteran pollster and commentator **John Wright (CEO DART Insight)** and communications specialist **Victoria Ollers (CEO DART Communications)**, the company is comprised of highly experienced, recognized and awarded senior practitioners in many related disciplines who have gathered together under one banner to serve clients in North America and beyond.

Public releases of polling results, including detailed tables (weighted/unweighted), questions used and analysis, are provided freely at <http://www.dartincom.ca/polls/>

DART Insight and Communications is a member in good standing with the Marketing Intelligence and Research Association (MIRA) of Canada. Accuracy of any Online polling results are measured using a Bayesian Credibility Interval which is endorsed by MIRA and the American Association of Public Opinion Research (AAPOR).

Maru/Blue is a premium quality data services firm that provides reliable global data connections for brands, agencies, and market research. We create value for our clients by connecting them with expertly profiled known respondents. The result? Reliable, reproducible insights. We deliver instant access to the general population, specific markets, and your or your competitor's customers.

We began disrupting the market community industry in 2000. Our market communities broke new ground, adding depth and richness to clients' understanding of what motivates their customers and shapes their markets. Now, as part of the **Maru Group**, we continue to provide reliable global data connections for agencies, brands, and market research firms.

Springboard America, and **Maru Voice Canada**, established more than a decade ago, are a testament to our commitment and depth of engagement. More recently we developed the **Maru Voice Business Canada** and Springboard America Business Forum, both an excellent source for business to business research.

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