

## Provincial Premiers Approval Quarterly Tracking Q1 March 2019 Detailed Tables

These are detailed tables of a **DART Insight** poll conducted 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** Inc. 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 5,450 randomly selected Canadian adults who are members of **Maru/Blue**'s Online panel between March 8-14, 2019. Respondents could opt in for either official language. The results have been weighted by education, age, gender, and region to match the population, according to Census data. This is to ensure the sample is representative of the entire adult population of Canada. Reporting of results from Prince Edward Island, Nunavut and both the Yukon and Northwest Territories is excluded because of extremely small sample sizes. 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 +/- 1.5 percentage points, 19 times out of 20, had all Canadian adults been polled. The credibility interval will be wider among subsets of the population and individual provinces.

*Paired/Overlap T-Test for Means, Paired/Overlap Z-Test for Percentages  
Uppercase letters indicate significance at the 95% level.  
National Report Wave 41 (Q1-2019)*

Visit <http://www.dartincom.ca/polls/> for the written release and detailed tables. For further information or commentary

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Premier and Saskatchewan Party leader Scott Moe [SK]	Total	Gender		Age			Income			Education		
		Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	Tech school	Univ+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
BASE: All Respondents	169	83	86	39	64	66	43	62	41	53	79	37
BASE: UNWEIGHTED	1043	471	572	128	298	617	243	362	264	212	488	343
Strongly approve	45	24	22	8	14	24	11	15	14	16	22	8
	27%	28%	26%	20%	22%	36%	25%	24%	33%	29%	28%	21%
Moderately approve	54	28	26	14	21	19	13	23	12	19	25	10
	32%	33%	31%	36%	33%	29%	29%	38%	28%	35%	32%	28%
Moderately disapprove	22	11	11	6	9	8	5	10	5	6	11	6
	13%	13%	13%	16%	14%	11%	12%	15%	12%	11%	14%	16%
Strongly disapprove	28	17	11	4	11	13	7	9	9	5	12	11
	17%	20%	13%	12%	17%	20%	16%	14%	22%	10%	15%	30%
Not sure	19	4	15	7	9	3	7	6	2	8	9	2
	11%	4%	17%	17%	15%	4%	17%	9%	5%	15%	11%	5%
Top2box	100	51	48	22	35	43	23	38	25	34	47	18
	59%	62%	56%	56%	55%	65%	54%	61%	61%	65%	60%	49%
Bottom2box	51	28	23	11	20	21	12	18	14	11	23	17
	30%	34%	26%	27%	31%	31%	29%	30%	34%	21%	29%	46%















### *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 Inc.** 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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