

Provincial Premiers Approval Rating Quarterly Tracking Q2 June 2019 Detailed Tables

These are some of the topline findings of a **DART C-Suite Communicators MARU/Blue** 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, who is a Partner of **DART C-Suite Communicators**. Data was collected by Canada's national survey sample research provider **MARU/Blue** using their **MARU Voice of Canada** Omni Online curated panel.

The survey was conducted among 5,215 randomly selected Canadian adults who are members of **MARU/Blue's** Online panel between May 31-June 6, 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 C-Suite Communicators MARU/Blue Voice of Canada** 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.

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

For further information or commentary please contact:

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*Paired/Overlap T-Test for Means, Paired/Overlap Z-Test for Percentages Uppercase letters indicate significance at the 95% level.
National Report Wave 42 (Q2-2019)*

Do you approve or disapprove of the performance of each of the following people?

	Total	Gender		Age			Income			Education		
		Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	Tech school	Univ+
Premier and New Democratic Party (NDP) leader John Horgan [BC]	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
BASE: All Respondents	666	327	339	179	267	220	201	235	128	282	209	175
BASE: UNWEIGHTED	610	310	300	159	249	202	187	219	121	251	214	145
Strongly approve	89	43	46	15	41	33	27	38	17	28	29	32
	13%	13%	14%	8%	15%	15%	13%	16%	13%	10%	14%	18%
Moderately approve	202	82	120	64	67	71	67	60	42	88	70	43
	30%	25%	35%	36%	25%	32%	33%	26%	33%	31%	34%	25%
Moderately disapprove	115	61	54	20	53	42	30	53	18	38	36	41
	17%	19%	16%	11%	20%	19%	15%	23%	14%	13%	17%	24%
Strongly disapprove	145	91	54	12	68	65	33	58	28	64	49	32
	22%	28%	16%	7%	25%	30%	16%	25%	22%	23%	23%	18%
Not sure	115	50	65	68	40	8	44	26	23	63	25	27
	17%	15%	19%	38%	15%	4%	22%	11%	18%	22%	12%	15%
Top2box	291	125	165	79	107	104	94	98	59	116	99	75
	44%	38%	49%	44%	40%	47%	47%	42%	46%	41%	48%	43%
Bottom2box	260	152	108	32	120	108	63	111	46	102	84	73
	39%	46%	32%	18%	45%	49%	31%	47%	36%	36%	40%	42%

		Gender	Age	Income	Education
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Premier and United Conservative Party leader Jason Kenny [AB]	Total	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	541	269	272	174	222	145	139	159	155	250	174	118
BASE: UNWEIGHTED	605	285	320	159	232	214	154	183	173	247	233	125
Strongly approve	119	65	54	19	51	50	30	36	38	58	46	15
	22%	24%	20%	11%	23%	34%	21%	22%	24%	23%	27%	12%
Moderately approve					D	DE				L	L	
	180	103	77	67	73	40	46	50	50	89	54	37
	33%	38%	28%	39%	33%	27%	33%	31%	32%	36%	31%	31%
Moderately disapprove		C										
	57	21	36	18	25	14	13	16	17	25	15	17
	11%	8%	13%	10%	11%	10%	9%	10%	11%	10%	8%	14%
Strongly disapprove	142	63	79	54	54	35	36	45	43	53	45	44
	26%	23%	29%	31%	24%	24%	26%	29%	28%	21%	26%	37%
Not sure												JK
	43	18	26	17	19	7	15	13	7	24	14	6
	8%	7%	10%	10%	9%	5%	11%	8%	5%	9%	8%	5%
Top2box	299	168	131	86	124	90	76	85	88	147	101	51
	55%	62%	48%	49%	56%	62%	54%	54%	57%	59%	58%	43%
Bottom2box		C								L	L	
	199	84	115	71	78	49	48	61	60	78	59	61
	37%	31%	42%	41%	35%	34%	35%	38%	39%	31%	34%	52%
			B									JK

		Gender	Age	Income	Education
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Premier and Saskatchewan Party leader Scott Moe [SK]	Total	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	162	80	82	39	60	63	41	56	44	51	75	35
BASE: UNWEIGHTED	962	422	540	183	296	483	239	332	251	183	465	314
Strongly approve	40	23	18	7	11	22	9	14	12	16	18	7
	25%	29%	21%	19%	18%	35%	23%	25%	27%	32%	23%	19%
		C				DE				L		
Moderately approve	56	29	27	14	22	20	11	21	16	19	27	11
	35%	36%	33%	36%	37%	32%	26%	38%	37%	37%	35%	31%
								G	G			
Moderately disapprove	19	9	10	5	8	6	6	7	4	4	10	5
	12%	12%	12%	13%	13%	10%	15%	12%	10%	7%	13%	15%
											J	J
Strongly disapprove	27	15	12	5	10	12	8	9	8	5	13	10
	17%	19%	15%	13%	17%	19%	20%	16%	17%	9%	17%	28%
											J	JK
Not sure	19	4	15	7	9	2	7	5	3	8	8	3
	12%	5%	18%	19%	15%	4%	17%	10%	8%	15%	11%	8%
			B	F	F	HI				L		
Top2box	97	52	45	21	33	43	20	35	28	35	44	17
	60%	65%	55%	54%	55%	68%	49%	62%	65%	68%	59%	49%
		C				DE		G	G	KL	L	
Bottom2box	46	24	22	10	18	18	14	16	12	8	23	15
	29%	30%	27%	27%	30%	29%	35%	28%	27%	16%	30%	43%
											J	JK

		Gender	Age	Income	Education
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Premier and Progressive Conservative leader Brian Pallister [MB]	Total	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	187	92	95	52	70	65	69	61	27	96	49	41
BASE: UNWEIGHTED	602	269	333	79	210	313	203	206	104	185	264	153
Strongly approve	21	14	7		11	10	8	9	2	12	5	3
	11%	15%	7%		15%	15%	12%	15%	8%	13%	10%	7%
Moderately approve	49	27	21	8	21	20	16	17	7	23	14	12
	26%	30%	23%	15%	30%	31%	23%	28%	25%	23%	28%	30%
						D						
Moderately disapprove	28	15	13	13	7	8	11	6	4	16	7	5
	15%	16%	14%	24%	10%	13%	15%	10%	13%	17%	14%	12%
Strongly disapprove	69	31	38	19	26	23	27	21	11	32	18	19
	37%	33%	40%	37%	38%	36%	40%	35%	42%	34%	37%	45%
Not sure	20	5	15	12	5	3	7	8	3	13	5	2
	11%	5%	16%	24%	7%	4%	10%	13%	12%	13%	11%	5%
			B	F								
Top2box	69	41	28	8	31	30	24	26	9	35	19	15
	37%	45%	30%	15%	45%	47%	35%	43%	33%	36%	39%	37%
			C	D	D							
Bottom2box	97	46	52	32	34	32	38	27	15	49	25	24
	52%	50%	54%	61%	48%	49%	55%	45%	56%	51%	50%	58%

	Gender	Age	Income	Education
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Premier and Progressive Conservative leader Doug Ford [ON]	Total	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	1943	946	996	602	787	553	709	558	365	942	537	464
BASE: UNWEIGHTED	822	458	364	274	340	208	303	246	141	507	220	95
Strongly approve	214	140	74	36	71	108	53	61	66	138	49	28
	11%	15%	7%	6%	9%	20%	7%	11%	18%	15%	9%	6%
Moderately approve	341	191	151	98	130	114	137	110	52	156	94	91
	18%	20%	15%	16%	17%	21%	19%	20%	14%	17%	18%	20%
Moderately disapprove	220	134	87	82	73	65	79	72	43	120	75	26
	11%	14%	9%	14%	9%	12%	11%	13%	12%	13%	14%	5%
Strongly disapprove	1044	438	607	314	479	251	388	277	185	444	303	297
	54%	46%	61%	52%	61%	45%	55%	50%	51%	47%	56%	64%
Not sure	122	44	78	72	34	15	53	38	19	85	16	22
	6%	5%	8%	12%	4%	3%	7%	7%	5%	9%	3%	5%
Top2box	556	331	225	134	200	222	190	171	118	293	143	119
	29%	35%	23%	22%	25%	40%	27%	31%	32%	31%	27%	26%
Bottom2box	1265	571	693	396	553	316	467	349	228	564	378	323
	65%	60%	70%	66%	70%	57%	66%	62%	62%	60%	70%	70%

		Gender	Age	Income	Education	Language
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Premier and coalition Avenir Québec leader François Legault [QC]	Total	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	Tech school	Univ+	English	French
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
BASE: All Respondents	1304	635	669	351	524	429	537	428	182	575	437	293	222	1082
BASE: UNWEIGHTED	601	300	301	123	235	243	266	187	76	287	216	98	114	487
Strongly approve	328	173	155	56	107	164	129	124	38	155	102	70	13	315
	25%	27%	23%	16%	20%	38%	24%	29%	21%	27%	23%	24%	6%	29%
Moderately approve	445	233	212	110	182	152	172	136	79	182	164	99	38	406
	34%	37%	32%	31%	35%	35%	32%	32%	43%	32%	38%	34%	17%	38%
Moderately disapprove	176	99	77	59	75	42	75	63	20	68	51	56	48	128
	13%	16%	11%	17%	14%	10%	14%	15%	11%	12%	12%	19%	21%	12%
Strongly disapprove	174	83	90	35	84	54	75	47	36	76	62	36	74	100
	13%	13%	14%	10%	16%	13%	14%	11%	20%	13%	14%	12%	33%	9%
Not sure	183	47	136	91	76	16	85	58	9	94	57	31	50	133
	14%	7%	20%	26%	14%	4%	16%	14%	5%	16%	13%	11%	22%	12%
Top2box	772	406	366	167	289	316	302	260	117	337	266	169	51	721
	59%	64%	55%	47%	55%	74%	56%	61%	64%	59%	61%	58%	23%	67%
Bottom2box	349	182	167	94	159	96	150	110	56	144	113	92	121	228
	27%	29%	25%	27%	30%	22%	28%	26%	31%	25%	26%	32%	55%	21%

		Gender	Age	Income	Education
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Premier and Liberal Party leader Stephen McNeil [NS]	Total	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	165	80	85	44	62	59	53	63	23	77	52	36
BASE: UNWEIGHTED	305	154	151	45	112	148	108	107	37	126	112	67
Strongly approve	3	2	1		2	2	2	1	0	1	1	1
	2%	3%	1%		3%	3%	4%	1%	1%	2%	2%	3%
Moderately approve	20	8	12	3	9	8	6	8	4	7	7	6
	12%	10%	14%	7%	15%	13%	11%	13%	17%	9%	14%	17%
Moderately disapprove	46	25	21	14	12	20	17	14	7	21	13	11
	28%	31%	24%	31%	20%	33%	31%	23%	32%	28%	26%	30%
						E						
Strongly disapprove	74	37	38	17	30	27	22	32	8	39	21	14
	45%	46%	45%	40%	48%	46%	41%	51%	35%	51%	41%	38%
Not sure	21	8	13	10	8	3	7	8	3	8	9	5
	13%	10%	16%	23%	14%	5%	13%	13%	14%	10%	17%	13%
					F							
Top2box	24	11	13	3	11	9	8	9	4	9	8	7
	14%	13%	15%	7%	18%	16%	15%	14%	18%	11%	16%	19%
Bottom2box	120	62	58	31	42	47	38	46	15	61	35	24
	73%	77%	69%	70%	68%	80%	72%	73%	67%	79%	67%	68%

		Gender	Age	Income	Education
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Premier and Progressive Conservative Party leader Blaine Higgs [NB]	Total	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	131	62	70	32	54	45	51	47	19	71	38	22
BASE: UNWEIGHTED	307	166	141	42	118	147	102	105	59	91	138	78
Strongly approve	19	10	9	2	7	11	5	7	3	12	4	3
	15%	17%	12%	5%	13%	23%	10%	16%	15%	17%	11%	13%
Moderately approve	41	21	20	8	17	15	13	16	5	24	11	6
	31%	34%	28%	24%	32%	34%	26%	34%	29%	33%	29%	27%
Moderately disapprove	17	10	7	3	8	7	5	8	3	7	5	4
	13%	16%	10%	8%	14%	15%	10%	17%	16%	10%	14%	20%
Strongly disapprove	35	14	21	12	13	10	17	11	4	17	10	8
	26%	22%	30%	37%	24%	21%	33%	22%	21%	24%	27%	35%
Not sure	20	7	13	8	9	3	10	5	4	12	7	1
	15%	11%	19%	25%	17%	7%	21%	11%	19%	17%	18%	5%
Top2box	60	31	28	10	24	26	18	23	8	35	15	9
	45%	51%	41%	30%	45%	57%	36%	50%	44%	50%	40%	40%
Bottom2box	52	23	28	14	21	16	22	18	7	24	16	12
	39%	38%	41%	45%	39%	36%	43%	39%	37%	34%	41%	54%

		Gender	Age	Income	Education
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Premier and Liberal Party leader Dwight Ball [NL]	Total	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	92	45	47	24	37	32	38	25	14	48	30	14
BASE: UNWEIGHTED	300	157	143	38	106	156	86	101	59	42	153	105
Strongly approve	7	3	4	0	1	6	4	1	0	6	1	1
	8%	7%	8%	1%	2%	20%	11%	5%	*%	12%	3%	4%
Moderately approve	22	10	12	2	9	10	12	4	4	10	7	5
	24%	22%	25%	9%	25%	33%	31%	17%	25%	22%	23%	32%
Moderately disapprove	24	15	9	7	9	8	7	8	7	11	9	4
	26%	33%	19%	31%	24%	25%	19%	30%	49%	24%	29%	29%
Strongly disapprove	25	13	12	8	11	7	9	10	3	11	10	4
	28%	30%	25%	34%	29%	21%	24%	41%	21%	24%	33%	29%
Not sure	14	3	11	6	7	0	5	2	1	10	3	1
	15%	7%	23%	25%	20%	1%	14%	7%	5%	20%	11%	6%
Top2box	29	13	16	2	10	17	16	5	4	16	8	5
	31%	30%	33%	10%	27%	53%	42%	22%	26%	33%	26%	37%
Bottom2box	49	28	21	15	19	15	16	18	10	23	19	8
	54%	63%	45%	65%	53%	46%	43%	71%	69%	47%	62%	57%

About **DART** C-Suite Communicators and **MARU/Blue**

DART C-Suite Communicators is a team of high-level insight specialists and seasoned communicators who partner with the C-Suite, Executive leadership, or the Board to advance and protect crucial interests, brands, assets and reputations requiring vital intelligence and pivotal communication strategies. Differentiated by our C-Suite peer-level bench strength, **DART C-Suite Communicators** consultants are smart, strategic thinkers who bring experienced fresh-eyes to tough communications assignments knowing the right questions to ask, the internal and external audiences to heed, and the tools and tempo to deliver actionable solutions and accountability. Together, the **DART C-Suite Communicators** team discreetly and seamlessly fills the gaps in existing resources by either doing the work needed or by providing advice and counsel. We are C-Suite confidants who bring integrity, honesty, ideation, and trustworthy sound-boarding to every assignment.

DART C-Suite Communicators is independent and not tied to any political organization. It is a partnership founded by veteran pollster John Wright and communications specialist Victoria Ollers.

DART C-Suite Communicators public releases of polling results, including detailed tables (weighted/unweighted), questions used and analysis, are provided freely at <http://www.dartincom.ca/polls/> **DART C-Suite Communicators** abides by the MRIA polling disclosure requirements.

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. **MARU/Blue** 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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