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But...

A Majority (54%) think Canadians have an inflated sense of how good we are as a country, and only half believe that so far 2019 has been a good year for Canada (52%), Canada is headed in the right direction (54%), and Canada's reputation in the world has improved over the last four years (53%)

C-Suite Communicators For Public Release June 30, 2019



*This public opinion survey is branded as the **DART/MARU** Voice of Canada Poll. Both firms are non-partisan and comprised of well-known national veteran survey/research professionals who have worked together for decades. Once released into the public domain, findings contained herein may be used with source attribution given to the **DART/MARU** Voice of Canada Poll. Descriptions of the findings, methodology and contact persons are provided in this release—with a full set of detailed tables with questions found for easy download at <http://www.dartincom.ca/polls/> A description of **DART** and **MARU/Blue** can also be found in this release.*

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June 30, 2019 – While Canadians may be a Toonie proud of Canada in many respects this 2019 Canada day, there are many other attributes that are worth just a Loonie...and even less so to those who reside in Alberta.

While a majority (86%) think Canada is the best place to live in the world, think Canada is the envy of most other countries in the world (77%), and believe 2019 so far has been a good year for themselves (72%) there's another side to the shiny Toonie: a majority (54%) believe Canadians have an inflated sense of how good we are as a country – and only half (52%) believe so far that 2019 has been a good year for Canada, believe Canada is headed in the right direction (54%), and think Canada's reputation in the world has improved over the last four years (53%).

Noting that Prime Minister Trudeau – or for that matter, any national leader – has got to get about 38% of the national vote to capture a majority government, these numbers, even at the lower end, are worthy for potential support.

But, in Alberta, based on the current voting inclination and these sentiments, it will be a long day before the province becomes habitable for federal Liberals running in the October 21, 2019 election: Albertans, are *more likely than anywhere else in the country* disagree that Canada's reputation in the

world has improved over the last four years (disagree 66%); that so far, 2019 has been a good year for Canada (disagree 65%); and that Canada is headed in the right direction (disagree 59%) – and they are second most to believe (just behind those in British Columbia) that Canadians have an inflated sense of how good we are as a country (*agree 59%*).

These are some of the findings from a **DART/MARU Voice of Canada** poll undertaken for Sun/PostMedia as part of a regular sounding of Canadians on various issues that affect their lives as citizens, consumers, and voters. The survey was conducted among 1,512 randomly selected Canadian adults who are members of **MARU/Blue**'s Online panel on June 26, 2019 and is considered accurate to within +/- 2.9 percentage points. *Because of extremely small sample sizes, approval ratings cannot be provided for Prince Edward Island, Nunavut and both the Yukon and Northwest Territories.*

Tapping into the Mood of the Country on Canada Day, 2019...

Full Majority (86%) think Canada is the Best Place to Live in the World...

86% Agree (Strongly 44%/Somewhat 42%) Canada is the Best Place to Live in the World...

- **Saskatchewan/Manitoba 89%** (Strongly 47% /Somewhat 42%)
- **Atlantic 88%** (Strongly 52% /Somewhat 36%)
- **Alberta 87%** (Strongly 46% /Somewhat 42%)
- **Ontario 86%** (Strongly 44% /Somewhat 42%)
- **Quebec 85%** (Strongly 37% /Somewhat 48%)
- **British Columbia 84%** (Strongly 46% /Somewhat 42%)

Women (88%) versus men (84%), older Canadians (55 +91%), and those least educated (less than high school 91%) are most likely to believe this to be the case.

14% Disagree (Strongly 2%/Somewhat 12%)

- **British Columbia 16%** (Strongly 3% /Somewhat 13%)
- **Quebec 15%** (Strongly 3% /Somewhat 12%)

- **Ontario 14%** (Strongly 1% /Somewhat 13%)
- **Alberta 13%** (Strongly 3% /Somewhat 10%)
- **Atlantic 12%** (Strongly 2% /Somewhat 10%)
- **Saskatchewan/Manitoba 12%** (Strongly 1% /Somewhat 11%)

Majority (77%) Think Canada is the Envy of Most Other Countries in the World...

77% Agree (Strongly 23% /Somewhat 54%) that Canada is the envy of most other countries in the world

- **Quebec 79%** (Strongly 24% /Somewhat 55%)
- **British Columbia 81%** (Strongly 30% /Somewhat 51%)
- **Atlantic 81%** (Strongly 29% /Somewhat 52%)
- **Ontario 77%** (Strongly 21% /Somewhat 56%)
- **Alberta 72%** (Strongly 16% /Somewhat 56%)
- **Saskatchewan/Manitoba 69%** (Strongly 16% /Somewhat 53%)

Older Canadians (55+83%) are the most likely to believe this to be the case.

23% Disagree (Strongly 4% /Somewhat 19%)

- **Saskatchewan/Manitoba 31%** (Strongly 6% /Somewhat 25%)
- **Alberta 28%** (Strongly 7% /Somewhat 21%)
- **Ontario 23%** (Strongly 3% /Somewhat 20%)
- **Quebec 21%** (Strongly 5% /Somewhat 16%)
- **British Columbia 19%** (Strongly 5% /Somewhat 14%)
- **Atlantic 19%** (Strongly 2% /Somewhat 17%)

Those *least* likely to believe this our younger (18 – 34 26%, 35 – 54 27%) those with college or equivalent education (26%), and those with children (26%.)

Majority (72%) Believe 2019 So Far has Been a Good Year for Themselves...

72% Agree (Strongly 20% /Somewhat 52%) that “so far, 2019 has been a good year for me”:

- **Atlantic 78%** (Strongly 21% /Somewhat 57%)
- **British Columbia 74%** (Strongly 23% /Somewhat 51%)
- **Ontario 73%** (Strongly 19% /Somewhat 54%)
- **Quebec 72%** (Strongly 20% /Somewhat 52%)
- **Saskatchewan/Manitoba 70%** (Strongly 21% /Somewhat 49%)
- **Alberta 64%** (Strongly 15% /Somewhat 49%)

Younger Canadians (79%), those with higher income (77%), and those who are university educated (76%) are most likely to believe this.

28% Disagree (Strongly 9% /Somewhat 19%)

- **Alberta 36%** (Strongly 11% /Somewhat 25%)
- **Saskatchewan/Manitoba 31%** (Strongly 13% /Somewhat 18%)
- **British Columbia 26%** (Strongly 9% /Somewhat 17%)
- **Ontario 28%** (Strongly 8% /Somewhat 20%)
- **Atlantic 22%** (Strongly 8% /Somewhat 14%)
- **Quebec 21%** (Strongly 5% /Somewhat 16%)

Those with lowest income (33%), those who are middle aged (35 – 54 31%), and those with less than high school education (31%) are most likely to embrace this view.

But, Majority (54%) also Believe Canadians Have an Inflated Sense of How Good We Are as a Country...

54% Agree (Strongly 12% /Somewhat 42%) Canadians have an inflated sense of how good we are as a country...

- **British Columbia 63%** (*Strongly 17% /Somewhat 46%*)
- **Alberta 59%** (*Strongly 9% /Somewhat 50%*)
- **Ontario 56%** (*Strongly 12% /Somewhat 44%*)
- **Atlantic 55%** (*Strongly 13% /Somewhat 42%*)
- **Saskatchewan/Manitoba 50%** (*Strongly 9% /Somewhat 41%*)
- **Quebec 46%** (*Strongly 11% /Somewhat 35%*)

Our youngest Canadians (aged 18 – 34 64%), and those with the university education (58%) are most likely to take this position.

46% Disagree (*Strongly 11% /Somewhat 35%*)

- **Quebec 54%** (*Strongly 11% /Somewhat 43%*)
- **Saskatchewan/Manitoba 50%** (*Strongly 19% /Somewhat 31%*)
- **Atlantic 45%** (*Strongly 13% /Somewhat 32%*)
- **Ontario 44%** (*Strongly 9% /Somewhat 35%*)
- **Alberta 41%** (*Strongly 8% /Somewhat 33%*)
- **British Columbia 37%** (*Strongly 12% /Somewhat 25%*)

Those most likely to disagree with this view are women (49%), older Canadians (35+48%), and those with lower education (48%).

Half (52%) Believe So far, 2019 Has Been a Good Year for Canada...

52% Agree (*Strongly 7% /Somewhat 45%*) that so far, 2019 has been a good year for Canada...

- **Quebec 63%** (*Strongly 6% /Somewhat 57%*)
- **Atlantic 57%** (*Strongly 10% /Somewhat 47%*)
- **Ontario 52%** (*Strongly 8% /Somewhat 44%*)
- **British Columbia 46%** (*Strongly 10% /Somewhat 36%*)
- **Saskatchewan/Manitoba 46%** (*Strongly 4% /Somewhat 42%*)
- **Alberta 35%** (*Strongly 4% /Somewhat 31%*)

Those most likely to believe this are those with university education (69%), young Canadians (aged 18 – 34 63%), and women (56%).

48% Disagree (Strongly 13% /Somewhat 35%)

- **Alberta 65%** (Strongly 26% /Somewhat 39%)
- **Saskatchewan/Manitoba 54%** (Strongly 17% /Somewhat 37%)
- **British Columbia 54%** (Strongly 16% /Somewhat 38%)
- **Ontario 48%** (Strongly 12% /Somewhat 36%)
- **Atlantic 43%** (Strongly 9% /Somewhat 34%)
- **Quebec 37%** (Strongly 9% /Somewhat 28%)

Those most likely to disagree those with college or equivalent education (54%), men (51%), and those who are middle aged (51%).

Half (54%) Believe Canada is Headed in the Right Direction...

54% Agree (Strongly 9% /Somewhat 45%) that our country is headed in the right direction...

- **Quebec 63%** (Strongly 10% /Somewhat 53%)
- **Atlantic 59%** (Strongly 14% /Somewhat 45%)
- **Ontario 53%** (Strongly 8% /Somewhat 45%)
- **British Columbia 51%** (Strongly 11% /Somewhat 40%)
- **Saskatchewan/Manitoba 48%** (Strongly 8% /Somewhat 40%)
- **Alberta 41%** (Strongly 4% /Somewhat 37%)

Those most likely to embrace this view are young Canadians (aged 18 – 34 61%), university educated (61%) and women (59%).

46% Disagree (Strongly 15% /Somewhat 31%)

- **Alberta 59%** (*Strongly 30% /Somewhat 29%*)
- **Saskatchewan/Manitoba 52%** (*Strongly 18% /Somewhat 34%*)
- **British Columbia 49%** (*Strongly 17% /Somewhat 32%*)
- **Ontario 47%** (*Strongly 12% /Somewhat 35%*)
- **Atlantic 41%** (*Strongly 11% /Somewhat 30%*)
- **Quebec 37%** (*Strongly 11% /Somewhat 25%*)

those most likely to disagree that the country is headed in the right direction are those with college or equivalent education (52%) and men (50%).

DART

And Half (53%) Think Canada's Reputation in the World has Improved Over the Last Four Years...

C-Suite Communicators

53% Agree (*Strongly 12% /Somewhat 41%*) that Canadas reputation in the world has improved over the last four years...

- **Atlantic 63%** (*Strongly 15% /Somewhat 48%*)
- **Ontario 56%** (*Strongly 13% /Somewhat 43%*)
- **Quebec 55%** (*Strongly 10% /Somewhat 45%*)
- **British Columbia 53%** (*Strongly 16% /Somewhat 37%*)
- **Saskatchewan/Manitoba 48%** (*Strongly 12% /Somewhat 36%*)
- **Alberta 34%** (*Strongly 5% /Somewhat 29%*)

Those most likely to believe this are younger Canadians (aged 18 – 34 64%), those with university education (61%), women (57%) and those with children (56%).

47% Disagree (*Strongly 13% /Somewhat 35%*)

- **Alberta 66%** (*Strongly 28% /Somewhat 38%*)
- **Saskatchewan/Manitoba 52%** (*Strongly 17% /Somewhat 35%*)
- **British Columbia 47%** (*Strongly 17% /Somewhat 30%*)

- **Quebec 45%** (Strongly 13% /Somewhat 32%)
- **Ontario 44%** (Strongly 11% /Somewhat 33%)
- **Atlantic 37%** (Strongly 10% /Somewhat 27%)

Those most likely to disagree with this view are men (51%) older Canadians (65+ 51%), and those with college or equivalent education (51%).

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DART Methodology

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 1,512 randomly selected Canadian adults who are members of **MARU/Blue's** Online panel on June 26, 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/MARU Voice of Canada** Online poll is measured using a Bayesian Credibility Interval. In this case, the poll is accurate to within +/- 2.9 percentage points, 19 times out of 20, had all Canadian adults been polled. The credibility interval will be wider among subsets of the population and individual provinces.

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

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*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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