

Trudeau Liberals (32%) Gain on Scheer's Conservatives (37%) with Voter Bounce in Ontario, But Only One Quarter (24%) Believe Liberals Deserve Re-Election

*Singh's NDP (17%), May's Green Party (7%),
and Bernier's Peoples Party (1%) Trail*

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*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.*

Trudeau Liberals (32%) Gain on Scheer's Conservatives (37%) with Voter Bounce in Ontario, But Only One Quarter (24%) Believe Liberals Deserve Re-Election

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July 2, 2019 – Prime Minister Justin Trudeau's embattled Liberals (32% +8) have gained on Andrew Scheer's Conservative Party of Canada (which has also lifted to 37% +3), primarily on a voter support bounce in the province of Ontario compared to where the party was in a poll last taken on June 6, 2019. The Grits now lead in seat rich Ontario (40% +12) over the Conservatives (34% -2) suggesting that the Liberal strategy of linking Scheer, who they portray as weak and a compatriot of the unpopular Ontario Premier Doug Ford, is having an impact. Jagmeet Singh's NDP (17%) and Elizabeth May's Green Party (7%) trail, while Maxine Bernier's Peoples Party of Canada (1%) barely registers with voters.

Yet despite moving up in the polls nationally and in other parts of the country, the support for Mr. Trudeau and his party is grudging as only 24% (+2) of Canadians believe it's "*not time for a change in who leads the federal government – the Liberals under Justin Trudeau have done a good job and deserve to be re-elected.*" Alternately, a majority (52% -5) believe that "*it's time for a change in who leads our federal government – the Liberals under Justin Trudeau should be replaced by a different political party.*" A total of 24% (+3) are not sure enough to choose *either* sentiment, similar to the total of 22% who are either not sure/can't say (17% -3) who they'd vote for or the remainder (5% --) who won't vote at all.

Despite the *voter intent* moving ahead for Mr. Trudeau and his Liberals to 33% (+8), the much lower 24% who believe the government deserves to be re-elected currently acts as a drag on real, solid commitment to actually show up at the polls. It's like showing a full tank of gas except that roughly one third is just fumes.

The **DART/MARU Voice of Canada** poll was 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.*

Dissecting the Key Voter Sentiment...

A majority (52% **-5**) of Canadians believe *"It's time for a change in who leads our federal government – the Liberals under Justin Trudeau should be replaced by a different political party."*

Saskatchewan/Manitoba has moved off this sentiment the most since last measured (**-11**) earlier in the month.

June 6, 2019 June 27, 2019 Variance

57% 52% **-5**

	Region					
Total	BC	AB	SK/MB	ON	QC	Atl
June 27 52%	58%	72%	63%	49%	46%	38%
June 6 57%	60%	74%	74%	55%	50%	45%
-5	-2	-2	-11	-6	-4	-3

Alternatively, just one quarter (**24%** **+2**) believe *"It's not time for a change in who leads the federal government – the Liberals under Justin Trudeau have done a good job and deserve to be re-elected."* The bounce in Ontario (**+6**) and movement in the Atlantic provinces (**+3**) have helped improve the fortunes of Mr. Trudeau and his Liberals – but, in total, not that much (**+2**).

June 6, 2019 June 27, 2019 Variance

22% 24% +2

	Region					
Total	BC	AB	SK/MB	ON	QC	Atl
June 27 24%	24%	11%	16%	29%	24%	30%
June 6 22%	23%	12%	13%	23%	25%	27%
+2	+1	-1	+3	+6	-1	+3

As for those who “Don’t Know or are Not Sure”, the pool is slightly bigger now (**24% +3**) with the largest group of inbound doubters from Sask/Man (**+8**) and Quebec (**+5**) when compared to the last poll measuring the sentiment.

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June 6, 2019 June 27, 2019 Variance

21% 24% +3

	Region					
Total	BC	AB	SK/MB	ON	QC	Atl
(A)	(B)	(C)	(D)	(G)	(H)	(I)
June 27 24%	18%	17%	21%	23%	30%	31%
June 6 21%	18%	14%	13%	22%	25%	29%
+3	--	+3	+8	+1	+5	+2

The Voter Intent Broken Out...

What follows is a chart of current voter intent compared with the last sounding in June 6, 2019. A comparative change notation is also made in the findings (**+ up** / **- down** / **-- no change**). The detailed tables with all of the other socio-economic and regional factors are under separate cover, and any discrepancies between the tables and the findings in this chart are due to “rounding”

<u>Decided Voters</u>	Region						
	Total	BC	AB	SK/MB	ON	QC	Atlantic
Conservative party led by Andrew Scheer June 27, 2019	37%	34%	66%	50%	34%	29%	26%
Change since June 6, 2019	+3	--	+5	+4	-2	+7	+7
Liberal party led by Justin Trudeau June 27, 2019	33%	27%	18%	21%	40%	30%	49%
Change since June 6, 2019	+8	+3	+2	+7	+12	+2	+18
New Democratic party led by Jagmeet Singh June 27, 2019	17%	27%	11%	18%	19%	13%	15%
Change since June 6, 2019	+4	+4	+1	+4	+6	+4	+1
Bloc Québécois led by Yves-Francois Blanchet June 27, 2019	5%	-	-	-	-	20%	-
Change since June 6, 2019	+1					+2	
-Green party led by Elizabeth May June 27, 2019	7%	11%	2%	10%	7%	6%	9%
Change since June 6, 2019	+2	+2	--	+5	+1	+3	+6
-Peoples Party of Canada led by Maxime Bernier June 27, 2019	1%	1%	-	1%	*%	2%	1%
Change since June 6, 2019	*%	*%		+1	*%	+1	--
-Another Political Party June 27, 2019	1%	1%	2%	-	*%	1%	-
Change since June 6, 2019	--	--	+1			--	-2%

Not sure/Can't say June 27, 2019	17%	14%	12%	15%	18%	17%	20%
Change since June 6, 2019	-3	+1	-1	-1	-3	-6	-12
Would not vote June 27, 2019	5%	4%	4%	6%	3%	5%	9%
Change since June 6, 2019	--	--	+2	-1	-2	+2	--

Commentary...

We have a long way to go until election day on Monday, October 21, 2019. However, there are some pieces of the electoral map that are pretty much defined already:

- Not surprisingly, Alberta is a *no Liberal zone* and no matter how many more Albertans determine their vote is for “*anybody but Trudeau*”, the piling on is not going to win the Conservatives any more seats or have the Liberals to lose any more. So, if the total vote get’s higher and pushes up the national vote average topline, well, it doesn’t matter. So, effectively, we can eliminate this province from the *watch list*.
- In polling methodology, Saskatchewan and Manitoba are reported combined due to smaller sample sizes that are nationally representative to the population in each province. None-the less, it’s dominated by Conservative voters – and as such, combined “Alberta/Man/Sask block has little current growth room for the Liberals.
- Despite the recent string of voters trouncing a number of provincial Liberal premiers in Atlantic Canada, the numbers on the board for the Trudeau Liberals appear “ok” at the time.
- British Columbia is essentially a three-way split between the Conservatives, Liberals and the NDP – with the Conservatives currently in front. With the diminution of the once-upon-a-time *Orange Crush* in Quebec, this is the only major foothold that Jagmeet Singh and his party has on the board.
- Quebec is a split between the Liberals, Conservatives, and a revived Bloc – with the NDP trailing. The significance here is that currently the room for Liberal party growth is limited.
- As such, the gateway to either a minority or majority government likely rests in a band of voters that sits like a donut around the Greater Toronto Area known well as the “905” area code. This group of voters has shown no firm allegiance to any party, oscillating between the Liberals and the Conservatives both Federally and Provincially and determining just who can form a government in either jurisdiction. So, it’s here where most political and pundit eyes will focus over the next few months, and intensely during the final weeks of the campaign. Noting today that Mr. Trudeau’s Liberals hold sway in the 905, likely due to a withering advertising blitz linking the unpopular premier Doug Ford (approval rating 29%, down from 40% a year ago) with Mr. Scheer.
- As for Elizabeth May, the voter intent for the Green Party is reasonably higher than it has been – but not hugely breakthrough. The issue for the Green Party is that they have always scored well heading to the ballot box, but their end result has often been half the strength expected.

- On the whole? A bounce for the Trudeau Liberals from the last poll, mainly contrived out of Ontario – but likely earned grudgingly from voters when given a stark partisan choice to the Conservative front runner. The “*deserve to be re-elected*” number for the Prime Minister (24%) should be troubling indeed for the campaign team: Ontario’s Kathleen Wynne was showing 28% of the decided vote but 19% with the same *deserve to be re-elected* question six months before she got exactly 19% at the ballot box. Of all the questions asked to voters over the last 30 years in Canada, this is the greatest harbinger of potential outcome on Election day.

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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**

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

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