

Voter Fallout from Ethics Commissioner Report: Virtually Nothing

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Just One Quarter (26% +2) Believe Liberals Deserve Re-Election as Majority Still Say It's Time for a Change in Government (56% +4)

For Public Release August 21, 2019

A **DART** & **Maru/Blue**

Voice Canada Poll

*This public opinion survey is branded as the **DART** & **Maru/Blue** Voice 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/Blue** 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** & **Maru/Blue** Voice Canada Poll can also be found in this release.*

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August 21, 2019 – A new national poll conducted in the wake of the political fallout of a damning report about the SNC-Lavalin affair that found Prime Minister Justin Trudeau guilty of violating Canada's Conflict of Interest Act has found that voter preferences have gone essentially unchanged since last surveyed in late June.

In short, Andrew Scheer's Conservatives (39% +2) have increased voter support essentially from places they've already mastered while the Trudeau Liberals stand pat (32% N/C) and other party leaders too: Singh's NDP (15% -2), May's Green (7% N/C), Bernier (1% N/C), Bloc (22% Quebec +2)

The underlying fundamentals also seem baked into the electorate opinion landscape as just one quarter (26% +2) continue to believe the Liberals deserve re-election while a majority still say it's time for a change in government (56% +4.) Also, and in what may be somewhat troubling for Mr. Trudeau's election team, is that the pool of Canadians who were undecided as to whether the government should be re-elected has shrunk along with those in the "undecided" column – perhaps the most likely being the real fallout of the Ethics report release.

The **DART & Maru/Blue Voice Canada** was conducted for the Sun Publishing Network/Postmedia over the weekend following both the release of the report by Ethics Commissioner Mario Dion and the response by the Prime Minister earlier in the week. The poll found that 1 in 10 (10%) Canadians can be put in the *undecided/can't say/won't vote column* – down from 22% in the last sounding (-12).

In short, except for Mr. Scheer garnering an extra push from Alberta voters – up 11 points to an astounding 77% of the provincial vote support, and another upward bound from Saskatchewan/Manitoba voters (+8 to 58%) – the only other relevant observation is that the Ontario race is now tightening between the parties into a virtual tie – 38% (+4) for the Tories with the Grits hanging tough at 40% (N/C).

The Liberals have the lead in Atlantic Canada, and are competitive in Ontario and Quebec, while the rest of the country favors the Conservatives.

The **DART & Maru/Blue Voice Canada Poll** was undertaken for Sun News/Post Media 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 Voice Canada** Online panel on August 16 and 17, 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.*

The Sentiment for Change...

The sentiment to re-elect or change a government is a fundamental component that can drive voters to get to the ballot box. In fact, it can often be a predictor of motivation towards the actual ballot box tally for incumbent governments despite what the voter support topline may suggest – so it's something to carefully assess during the lead up to and during an election campaign.

This August sounding indicates that the desire for re-electing the Trudeau government is certainly less robust for the Liberals than their comparative voter intent numbers – 26% versus 32%--and *that*

difference bears watching. Our recent polling suggests that the drag on the potential Liberal vote has settled in and, as widely speculated, portends a very nasty Liberal campaign to demonize the Conservatives so that less enthusiastic Liberal supporters will bite their tongue, get up of the couch, and mark an 'X' on the ballot for Mr. Trudeau, however anemic their support may be.

As of this timeframe, a majority (56% **+4**) 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" while, alternatively, just one quarter (26% **+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."

Tracking Time for a Change...

June 6, 2019 June 27, 2019 Aug 16, 2018 Variance

57% 52% 56% **+4**

	Region					
Total	BC	AB	SK/MB	ON	QC	AL
Aug 16 56%	54%	78%	68%	52%	52%	53%
June 27 52%	58%	72%	63%	49%	46%	38%
Variance +4	-4	+6	+5	+3	+6	+15
June 6, 57%	60%	74%	74%	55%	50%	45%

Tracking Deserve Re-election...

June 6, 2019 June 27, 2019 August 16, 2019 Variance

22% 24% 26% **+2**

	Region					
Total	BC	AB	SK/MB	ON	QC	AL
Aug 16 26%	24%	13%	19%	28%	27%	30%
June 27 24%	24%	11%	16%	29%	24%	30%
Variance +2	-0-	+2	+3	-1	+3	-0-

June 6, 22%	23%	12%	13%	23%	25%	27%
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The Likely Real Impact of the Report Fallout...

As for those who “Don’t Know or are Not Sure”, the pool has shrunk (**down to 18% from 24% -6**) which may be the most direct outcome of the Ethics Report fallout and is potentially yet another negative harbinger for the Trudeau Liberals that they will have to resuscitate and grow during the election campaign – especially in Atlantic Canada (17% **-14**)

June 6, 2019	June 27, 2019	August 16, 2019	Variance
21%	24%	18%	-6

	Region					
Total	BC	AB	SK/MB	ON	QC	AL
Aug 16 18%	21%	9%	13%	19%	21%	17%
June 27 24%	18%	17%	21%	23%	30%	31%
Variance -6	+3	-8	-8	-4	-9	-14
June 6, 21%	18%	14%	13%	22%	25%	29%

The Voter Intent Broken Out...

What follows is a chart of current voter intent compared with the last sounding in June 27, 2019. A comparative change notation is also made in the findings (**+ up**/**- down**/ **N/C 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”.

As noted above, the national voter support for the Conservatives is up (**+3**) but really is unchanged on the ground – except where it has tightened somewhat in Ontario, itself a breadbasket of votes that either the Liberals or conservatives to win in order to find a path towards a minority or majority government.

If there is anything else to observe, it’s simply this: while the NDP is stagnant nationally (15% **-2**), it’s only real refuge is in British Columbia (25% **-2**); the Green Party is also holding nationally (7% **N/C**),

also with its bastion in British Columbia (13% +2); the Bloc in Quebec (22% +2) has made it a three party race with the previous NDP Orange Crush now distantly trailing (14%); and, Maxime Bernier's Peoples Party of Canada at 1% is barely registering...anywhere.

Decided Voters	Region						
	Total	BC	AB	SK/MB	ON	QC	AL
Conservative party led by Andrew Scheer Aug 17, 2019	39%	32%	77%	58%	38%	26%	30%
Change since June 27, 2019	+2	-2	+11	+8	+4	-3	+4
Liberal party led by Justin Trudeau Aug 17, 2019	32%	25%	11%	28%	40%	31%	44%
Change since June 27, 2019	-0-	-2	-7	+7	-0-	+1	-5
New Democratic party led by Jagmeet Singh Aug 17, 2019	15%	25%	5%	12%	15%	14%	15%
Change since June 27, 2019	-2	-2	-6	-6	-4	+1	-0-
Bloc Québécois led by Yves-Francois Blanchet Aug 17, 2019	5%	-	-	-	-	22%	-
Change since June 6, 2019	+1					+2	
-Green party led by Elizabeth May Aug 17, 2019	7%	13%	7%	2%	6%	6%	5%
Change since June 27, 2019	-0-	+2	+5	-8	-1	-0-	-4
-Peoples Party of Canada led by Maxime Bernier Aug 17, 2019	1%	1%	-	-	+1	-	6%
Change since June 27, 2019				-1	+1	-2	+5
-Another Political Party Aug 17, 2019				-			-
Change since Aug 17, 2019					*%	1%	
Change since Aug 17, 2019	-1	-1	-1			+1	

Undecided/Would not vote 10% (-12)

Not sure/Can't say Aug 17, 2019	9%	8%	8%	9%	10%	10%	6%
Change since June 27, 2019	-8	-6	-4	-6	-8	-7	-14
Would not vote Aug 17, 2019	1%				1%	1%	2%
Change since June 27, 2019	-4	-3	-4	-6	-1	-4	-7

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Methodology

*These are some of the topline findings of a **DART & Maru/Blue Voice Canada** conducted as part of a regular 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 **Voice 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 August 16/17, 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. Voter intent is weighted by past vote and demographics. The precision of this **DART & Maru/Blue Voice Canada 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** & **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. **Maru 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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