

Provincial Premiers Approval Rating Quarterly Tracking Q3 September 2019 Detailed Tables

These are some of the detailed tables 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 Canada** Omni Online curated panel. Release date: September 19, 2019.

The survey was conducted among 5,273 randomly selected Canadian adults who are members of **MARU/Blue's** Online panel between September 5 - 11, 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. The data are also weighted on vote choice in the last provincial election in respondents' province of residence. 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:

John Wright

Partner

DART C-Suite Communicators (416) 919-2101

Paired/Overlap T-Test for Means, Paired/Overlap Z-Test for Percentages Uppercase letters indicate significance at the 95% level.

National Report Wave 42 (Q3-2019)

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

Premier and Coalition Avenir Québec leader François Legault [QC]

	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	1319	638	681	369	525	425	566	433	177	595	436	288
BASE: UNWEIGHTED	615	315	300	87	263	265	257	206	82	284	209	122
Strongly approve	335	205	130	62	116	157	150	103	39	157	131	47
	25%	32%	19%	17%	22%	37%	26%	24%	22%	26%	30%	16%
		C				DE					L	
Moderately approve	438	211	227	122	162	154	174	154	78	186	145	107
	33%	33%	33%	33%	31%	36%	31%	36%	44%	31%	33%	37%
Moderately disapprove	143	81	63	55	58	31	53	63	22	62	44	38
	11%	13%	9%	15%	11%	7%	9%	15%	12%	10%	10%	13%
Strongly disapprove	191	91	100	51	88	53	70	65	25	60	60	71
	14%	14%	15%	14%	17%	12%	12%	15%	14%	10%	14%	25%
												JK
Not sure	211	50	161	79	102	30	120	48	14	131	57	24
	16%	8%	24%	21%	19%	7%	21%	11%	8%	22%	13%	8%
			B	F	F		HI			KL		
Top2box	773	416	357	184	278	311	324	257	117	343	276	154
	59%	65%	52%	50%	53%	73%	57%	59%	66%	58%	63%	54%
		C				DE						
Bottom2box	334	171	163	106	145	84	122	128	46	121	104	110
	25%	27%	24%	29%	28%	20%	22%	30%	26%	20%	24%	38%
												JK

Premier and Saskatchewan Party leader Scott Moe [SK]

		Gender		Age			Income			Education		
	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	163	78	85	40	60	64	42	57	43	52	76	36
BASE: UNWEIGHTED	1027	471	556	160	283	584	257	355	264	207	491	329
Strongly approve	44	25	19	6	14	24	8	17	14	18	20	7
	27%	32%	22%	15%	23%	37%	19%	30%	33%	34%	26%	19%
		C				DE		G	G	L	L	
Moderately approve	50	27	24	15	17	19	12	18	14	15	23	12
	31%	34%	28%	37%	28%	30%	29%	31%	34%	29%	31%	33%
Moderately disapprove	19	8	11	4	8	7	5	7	3	5	10	4
	12%	11%	13%	10%	14%	11%	13%	12%	8%	9%	13%	12%
Strongly disapprove	29	15	14	6	11	11	9	9	7	7	13	10
	18%	19%	17%	16%	18%	18%	20%	16%	16%	13%	17%	27%
												JK
Not sure	21	4	18	9	10	3	8	6	4	7	11	3
	13%	5%	21%	22%	16%	4%	19%	10%	9%	14%	14%	9%
			B	F	F		HI				L	
Top2box	94	51	43	21	31	43	20	35	28	33	43	18
	58%	66%	50%	52%	51%	67%	47%	61%	67%	64%	56%	52%
		C				DE		G	G	L		
Bottom2box	48	23	25	10	19	18	14	16	10	11	23	14
	29%	30%	29%	26%	32%	29%	33%	28%	24%	22%	30%	39%
							I					JK

Premier and United Conservative Party leader Jason Kenny [AB]

	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	546	274	272	171	231	144	128	179	162	244	174	128
BASE: UNWEIGHTED	603	303	300	107	246	250	158	186	168	256	230	117
Strongly approve	136	91	45	40	51	44	29	43	52	66	49	21
	25%	33%	16%	24%	22%	31%	22%	24%	32%	27%	28%	16%
		C									L	
Moderately approve	165	93	71	52	64	49	41	54	49	86	46	32
	30%	34%	26%	30%	28%	34%	32%	30%	30%	35%	27%	25%
Moderately disapprove	57	18	39	14	27	16	12	20	13	16	19	21
	10%	7%	14%	8%	12%	11%	10%	11%	8%	7%	11%	17%
			B									J
Strongly disapprove	140	62	79	40	75	26	30	46	47	49	45	47
	26%	23%	29%	23%	32%	18%	24%	25%	29%	20%	26%	37%
					F							J
Not sure	48	10	38	25	15	9	16	17	1	28	14	6
	9%	4%	14%	15%	6%	6%	13%	9%	1%	11%	8%	5%
			B				I	I				
Top2box	301	185	116	92	115	93	69	97	100	152	96	53
	55%	67%	43%	54%	50%	65%	54%	54%	62%	62%	55%	42%
		C				E				L	L	
Bottom2box	197	80	117	54	101	42	43	65	60	65	64	68
	36%	29%	43%	31%	44%	29%	33%	36%	37%	27%	37%	53%
			B		F							JK

Premier and New Democratic Party (NDP) leader John Horgan [BC]

		Gender		Age			Income			Education		
	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	675	309	366	183	281	211	247	186	133	306	217	151
BASE: UNWEIGHTED	608	302	306	105	240	263	191	186	130	277	214	117
Strongly approve	96	33	62	15	30	51	56	19	14	35	24	36
	14%	11%	17%	8%	11%	24%	23%	10%	11%	12%	11%	24%
Moderately approve	219	110	109	56	95	68	74	70	45	97	79	44
	33%	36%	30%	31%	34%	32%	30%	38%	34%	32%	36%	29%
Moderately disapprove	116	51	65	44	48	24	47	37	15	51	37	28
	17%	16%	18%	24%	17%	11%	19%	20%	11%	17%	17%	18%
Strongly disapprove	127	73	54	11	57	59	28	34	45	70	36	21
	19%	24%	15%	6%	20%	28%	11%	18%	34%	23%	17%	14%
Not sure	117	41	75	56	51	10	43	25	13	53	41	23
	17%	13%	21%	31%	18%	5%	18%	14%	10%	17%	19%	15%
Top2box	315	143	172	71	125	119	129	89	59	132	103	80
	47%	46%	47%	39%	45%	56%	52%	48%	45%	43%	48%	53%
Bottom2box	243	124	119	55	105	83	74	71	60	121	73	49
	36%	40%	32%	30%	37%	39%	30%	38%	45%	39%	34%	32%

Premier and Progressive Conservative Party leader Blaine Higgs [NB]

		Gender		Age			Income			Education		
	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	133	65	68	30	53	49	41	54	17	69	40	23
BASE: UNWEIGHTED	308	138	170	17	101	190	100	113	51	98	134	76
Strongly approve	20	14	7	1	9	11	5	9	5	13	5	3
	15%	21%	10%	2%	17%	22%	13%	16%	27%	19%	11%	12%
Moderately approve	37	20	16	9	10	17	12	12	5	17	12	7
	27%	31%	24%	31%	20%	34%	28%	22%	30%	25%	29%	31%
Moderately disapprove	16	6	10	1	9	7	5	7	3	7	5	5
	12%	10%	14%	3%	16%	13%	11%	12%	20%	10%	12%	20%
Strongly disapprove	30	10	21	11	12	7	8	14	2	17	7	6
	23%	15%	30%	35%	23%	15%	19%	27%	11%	25%	17%	25%
Not sure	30	15	15	8	13	8	12	12	2	15	12	3
	22%	23%	22%	28%	25%	16%	29%	23%	13%	21%	31%	12%
Top2box	57	34	23	10	19	27	17	21	10	31	16	10
	43%	52%	34%	34%	36%	56%	41%	38%	57%	44%	41%	43%
Bottom2box	46	16	30	12	21	14	12	21	5	24	12	10
	35%	24%	45%	39%	39%	28%	30%	39%	30%	35%	29%	45%

Premier and Liberal Party leader Dwight Ball [NL]

	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	93	42	52	18	40	35	39	21	16	47	31	16
BASE: UNWEIGHTED	291	143	148	23	94	174	83	90	68	40	139	112
Strongly approve	7	4	3		3	4	6	0	0	6	1	0
	7%	10%	5%		7%	12%	15%	2%	2%	13%	2%	2%
Moderately approve	30	14	16	6	13	11	18	5	3	13	11	5
	32%	34%	30%	34%	31%	32%	45%	23%	20%	28%	36%	35%
Moderately disapprove	21	9	12	3	9	9	5	8	5	8	7	6
	23%	22%	24%	16%	23%	26%	12%	39%	31%	17%	24%	40%
Strongly disapprove	23	11	11	3	9	10	7	5	7	12	8	3
	24%	27%	22%	17%	24%	29%	17%	23%	42%	25%	26%	19%
Not sure	12	3	9	6	6	0	4	3	1	8	3	1
	13%	7%	18%	34%	15%	1%	11%	12%	5%	18%	11%	4%
Top2box	37	18	19	6	15	15	23	5	3	19	12	6
	40%	44%	36%	34%	38%	44%	60%	25%	22%	41%	39%	37%
Bottom2box	44	20	24	6	19	19	11	13	12	19	16	9
	47%	49%	46%	33%	47%	55%	29%	63%	74%	41%	50%	58%

Premier and Progressive Conservative leader Brian Pallister [MB]

		Gender		Age			Income			Education		
	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	189	90	99	51	76	62	66	56	33	100	50	39
BASE: UNWEIGHTED	602	273	329	58	205	339	171	214	120	195	238	169
Strongly approve	24	11	13	5	8	12	9	9	3	16	6	2
	13%	13%	13%	9%	10%	19%	14%	15%	10%	16%	13%	5%
						E					L	
Moderately approve	52	30	22	15	19	18	11	16	10	32	11	9
	27%	34%	22%	28%	25%	30%	17%	28%	32%	32%	22%	24%
Moderately disapprove	22	9	13	4	11	7	6	7	5	7	7	8
	11%	10%	13%	7%	14%	12%	9%	13%	15%	7%	14%	20%
												J
Strongly disapprove	67	28	39	14	31	22	25	21	11	31	19	17
	36%	31%	40%	27%	41%	36%	38%	37%	33%	31%	39%	44%
Not sure	24	11	13	14	7	2	14	3	4	14	7	3
	13%	13%	13%	28%	10%	4%	21%	6%	11%	14%	13%	8%
				F	F		HI					
Top2box	76	41	35	19	27	30	21	24	14	47	17	11
	40%	46%	35%	38%	35%	48%	32%	44%	41%	48%	35%	29%
						E				L		
Bottom2box	89	37	52	17	42	30	31	28	16	38	26	25
	47%	41%	52%	34%	55%	48%	47%	50%	48%	38%	52%	63%
												J

Premier and Progressive Conservative leader Doug Ford [ON]

		Gender		Age			Income			Education		
	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	1964	1008	956	641	837	486	666	618	391	991	567	406
BASE: UNWEIGHTED	816	459	357	236	354	226	264	258	183	417	258	141
Strongly approve	152	96	56	24	57	70	56	47	25	75	57	20
	8%	10%	6%	4%	7%	15%	8%	8%	6%	8%	10%	5%
						D						
Moderately approve	353	228	125	94	180	79	80	96	97	191	98	64
	18%	23%	13%	15%	21%	16%	12%	16%	25%	19%	17%	16%
		C							G			
Moderately disapprove	292	111	181	75	152	65	87	133	48	116	95	81
	15%	11%	19%	12%	18%	13%	13%	21%	12%	12%	17%	20%
			B									
Strongly disapprove	1031	518	513	401	393	238	387	306	211	519	281	232
	53%	51%	54%	62%	47%	49%	58%	50%	54%	52%	50%	57%
				E								
Not sure	136	54	81	47	55	33	57	36	10	89	37	10
	7%	5%	9%	7%	7%	7%	8%	6%	2%	9%	6%	2%
										L		
Top2box	505	324	180	118	237	150	136	144	122	267	154	84
	26%	32%	19%	18%	28%	31%	20%	23%	31%	27%	27%	21%
		C										
Bottom2box	1323	629	694	476	545	303	474	439	259	635	376	313
	67%	62%	73%	74%	65%	62%	71%	71%	66%	64%	66%	77%

Premier and Liberal Party leader Stephen McNeil [NS]

		Gender		Age			Income			Education		
	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	167	79	87	47	58	62	54	65	25	68	61	38
BASE: UNWEIGHTED	304	137	167	38	121	145	94	104	62	90	111	103
Strongly approve	3	2	1	0	1	2	1	2	1	1	1	1
	2%	3%	1%	1%	1%	4%	2%	2%	4%	2%	1%	3%
Moderately approve	29	15	14	8	13	8	11	13	3	9	10	10
	17%	20%	16%	17%	22%	14%	21%	20%	14%	14%	16%	27%
Moderately disapprove	41	24	17	7	17	18	18	13	5	18	16	8
	25%	30%	19%	14%	29%	28%	34%	20%	19%	26%	26%	21%
Strongly disapprove	71	33	38	22	19	30	17	27	15	29	26	15
	43%	42%	43%	47%	33%	48%	32%	42%	58%	43%	43%	40%
Not sure	22	5	18	10	8	4	6	10	1	11	8	3
	13%	6%	20%	21%	14%	7%	11%	15%	6%	16%	13%	9%
			B									
Top2box	32	18	15	8	14	11	12	14	4	11	11	11
	19%	22%	17%	17%	23%	17%	23%	22%	17%	15%	17%	30%
Bottom2box	112	57	55	29	36	47	35	41	19	47	42	23
	67%	72%	63%	61%	62%	76%	66%	62%	77%	69%	69%	61%

About **DART C-Suite Communicators** **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 CRIC 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.

Discover us at: www.dartincom.ca and www.marubluenet

DART
C-Suite Communicators

maru//BLUE