

A **DART** & Maru/Blue

Voice Canada Poll

Quarterly Approval Rating of Canada's Premiers

*Manitoba's Pallister has election glow (40% **+3**) while Ontario's Ford (26% **-3**) skids into the ditch*

*Quebec's Legault (59% **N/C**), Saskatchewan's Scott Moe (58% **-2**) and Alberta's Jason Kenney (55% **N/C**) continue to ride high as Premiers with highest approval ratings*

*BC's Horgan (47% **+3**), New Brunswick's Higgs (43% **-2**), Newfoundland's Ball (40% **+9**) and Nova Scotia's McNeil (19% **+5**) trail*

September 19, 2019 – Manitoba's victorious majority government Premier Brian Pallister is sporting a 40% approval rating (up three points from June) while his conservative counterpart Premier Doug Ford of Ontario has skidded down fourteen points over the last eighteen months to an approval rating of just 26% – the second lowest rating of any Premier in the country today.

The rating for approval straddled the last days of the campaigning for the election in which Pallister captured a second majority government mandate on September 10, 2019 to continue his government's program of cost-cutting and tax reductions. In 2016, Mr. Pallister won the largest majority government in Manitoba in more than a century, and while he won less seats than his party had at the end of the last legislative session, it was still one for the books (the fourth-largest

winning majority in Manitoba's history) as his PC's collected 36 seats out of the fifty-seven in the legislative assembly, compared to his official opposition rival New Democrat's at 18, and the Liberal party's three (one short of official party status.)

It is by no mistake that with dismal approval ratings for Mr. Ford the federal Liberals under Prime Minister Justin Trudeau are using the embattled Ontario Premier as an electioneering foil (the vote rich province is the gateway to either a federal minority or majority government) while Conservative Leader Andrew Scheer appears not to want to rub any elbows with the Premier at any campaign stops anytime soon.

Recent polling puts the ruling Ontario Conservative party tied with the official opposition NDP at 32%, compared to the Liberal party (with an interim leader) at 26% and the Green party at 8%. And, while the next election is still three and a half years away (with the Liberals electing a new leader in the spring of 2020) and "anything can happen", it's going to be a tough, uphill climb out of the ditch to resuscitate the Premier's personal approval rating. If there is some hope in all of this for the Premier and his advisors, it's that his party is running six points ahead of his personal popularity with the teacher's unions getting ready to take a run at the government. Depending upon how this hand is played, it may provide an opportunity for an image rehabilitation.

At the other end of the spectrum are Québec's Premier François Legault (of the Coalition Avenir Québec at 59% - no change since June), Saskatchewan's Premier Scott Moe (of the Saskatchewan party at 58% - virtually tied and down just two points since June) and relatively new Alberta Premier Jason Kenney (of the 55% - no change since June) maintaining their positions as the three most approved Premiers in the country.

At various levels of approval for this third quarter sounding across the country are the remaining Premiers: British Columbia's NDP leader John Horgan at 47% (up three points), New Brunswick's PC leader Blaine Higgs and 43% (down two points), Newfoundland's Liberal leader Dwight Ball at 40% (up nine points) and Nova Scotia's Liberal leader Stephen McNeil at a dismal 19% (up five points since June.)

Methodology

These are some of the topline findings of a **DART C-Suite Communicators MARU/Blue Voice Canada** 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.

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 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.

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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 CRIC polling disclosure requirements.

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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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