

## Detailed Tables

### Post-Blackface:

**Despite Many (45%) Who Believe Justin Trudeau is a Hypocrite and Deserves Political Comeuppance, Two-Thirds (66%) Say People Should Cut him Some Slack or Give Him a Break Because These Things Happened Many Years Ago**

*Majority (76%) Say PM has not shown himself to be a racist in any act of office or what he has said or done as leader of this Country*

*Findings also show negligible voter impact*

For Public Release September 23, 2019

These are some of the data tables 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. **DART & Maru/Blue** are members of the Canadian Research Insights Council and adhere to the professional disclosure standards which can be accessed at:

<https://canadianresearchinsightscouncil.ca/standards/>

The survey was conducted among 1,517 randomly selected Canadian adults who are members of **Maru/Blue's** Online panel on September 20, 2019. The survey identified 1,303 decided or leaning voters out of the total sample. 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 all written releases and detailed tables.**

**For further information or commentary please contact:**

**John Wright**

Partner

**DART C-Suite Communicators**

(416) 919-2101 [jwright@dartincom.ca](mailto:jwright@dartincom.ca)

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

1. Over the last few days, have you heard anything to do with pictures portraying Prime Minister Justin Trudeau in what is often referred to as black-face"?"

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
	A	B	C	D	G	H	I
BASE: All Respondents	1520	225	168	105	543	362	117
BASE: WEIGHTED	1520	198	164	101*	569	374	115
Yes	1389	189	154	87	526	327	106
	91%	96%	94%	86%	92%	87%	92%
		DFH	DFH		FH		F
No	131	9	9	14	43	47	9
	9%	4%	6%	14%	8%	13%	8%
				BC		BCGJ	

	Gender			Age		
	Total	Male	Female	18-34	35-54	55+
	A	N	O	P	Q	R
BASE: All Respondents	1520	771	749	323	492	705
BASE: WEIGHTED	1520	743	777	319	562	638
Yes	1389	698	691	260	506	622
	91%	94%	89%	81%	90%	97%
		O			P	PQ
No	131	45	87	59	56	16
	9%	6%	11%	19%	10%	3%
			N	QR	R	

	Income			Education			
	Total	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+
	A	S	T	U	V	W	X
BASE: All Respondents	1520	527	488	293	523	467	530
BASE: WEIGHTED	1520	564	463	271	640	481	400
Yes	1389	497	427	258	576	439	373
	91%	88%	92%	95%	90%	91%	93%
			S	S			
No	131	67	36	12	63	41	27
	9%	12%	8%	5%	10%	9%	7%
		TU					

2. Over the last few days it has come to light that in 2001 Prime Minister Justin Trudeau appeared in an Aladdin Costume and darkened his face brown for an event. A video of him at a river camp and another picture has also surfaced from some years ago where he is in a fully costumed and in a made-up black face". Many people have criticized Mr. Trudeau for this and he, himself, has called these what he now believes are racist" portrayals. Have you heard about this?

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
	A	B	C	D	G	H	I
BASE: All Respondents	1520	225	168	105	543	362	117
BASE: WEIGHTED	1520	198	164	101*	569	374	115
Yes	1365	186	150	87	521	322	99
	90%	94%	92%	85%	92%	86%	86%
		DFHI	F		FH		
No	155	11	14	15	48	52	16
	10%	6%	8%	15%	8%	14%	14%
				BJ		BGJ	BJ

	Gender			Age		
	Total	Male	Female	18-34	35-54	55+
	A	N	O	P	Q	R
BASE: All Respondents	1520	771	749	323	492	705
BASE: WEIGHTED	1520	743	777	319	562	638
Yes	1365	688	677	247	505	613
	90%	93%	87%	77%	90%	96%
		O			P	PQ
No	155	54	101	72	57	25
	10%	7%	13%	23%	10%	4%
			N	QR	R	

	Income				Education		
	Total	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+
	A	S	T	U	V	W	X
BASE: All Respondents	1520	527	488	293	523	467	530
BASE: WEIGHTED	1520	564	463	271	640	481	400
Yes	1365	477	426	258	567	430	369
	90%	85%	92%	95%	89%	89%	92%
			S	S			
No	155	87	37	13	73	51	31
	10%	15%	8%	5%	11%	11%	8%
		TU					

## Of the 90% Aware...

3. Based on what you've seen, read, or heard, please indicate if you agree or disagree with the following statements:

*People should cut Justin Trudeau some slack or give him a break because these things happened many years ago*

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
	A	B	C	D	G	H	I
BASE: If \"Yes\" at T2"	1390	213	157	96	505	314	105
BASE: WEIGHTED	1365	186	150	87*	521	322	99*
Agree (NET)	907	131	81	47	328	254	65
	66%	71%	54%	55%	63%	79%	66%
		CDEJ			E	BCDEGIJKLM	E
Very much agree	509	67	37	18	179	172	37
	37%	36%	25%	20%	34%	53%	37%
		CDE			CDE	BCDEFGIJKLM	DE
Somewhat agree	397	65	44	30	148	82	28
	29%	35%	29%	34%	28%	26%	29%
		H					
Don't agree very much	211	29	22	19	82	35	22
	15%	16%	15%	22%	16%	11%	22%
				H			H
Don't agree at all	248	26	46	20	111	33	12
	18%	14%	31%	23%	21%	10%	12%
			BGHIKM	H	BHI		
Don't Agree (NET)	459	55	69	39	194	68	34
	34%	29%	46%	45%	37%	21%	34%
		H	BHK	BH	H		H

	Gender			Age		
	Total	Male	Female	18-34	35-54	55+
	A	N	O	P	Q	R
BASE: If \"Yes\" at T2"	1390	724	666	268	443	679
BASE: WEIGHTED	1365	688	677	247	505	613
Agree (NET)	907	433	473	175	336	396
	66%	63%	70%	71%	67%	65%
			N			
Very much agree	509	247	263	63	194	252
	37%	36%	39%	26%	38%	41%
					P	P
Somewhat agree	397	187	211	112	142	143
	29%	27%	31%	45%	28%	23%
				QR		
Don't agree very much	211	104	107	49	77	85
	15%	15%	16%	20%	15%	14%
Don't agree at all	248	152	96	24	92	133
	18%	22%	14%	10%	18%	22%
		O			P	P
Don't Agree (NET)	459	255	203	72	169	217
	34%	37%	30%	29%	33%	35%
		O				

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	Income			Education			
	Total	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+
	A	S	T	U	V	W	X
BASE: If \"Yes\" at T2"	1390	460	452	279	476	421	493
BASE: WEIGHTED	1365	477	426	258	567	430	369
Agree (NET)	907	337	276	156	357	291	259
	66%	71%	65%	61%	63%	68%	70%
		U					V
Very much agree	509	206	150	82	233	148	128
	37%	43%	35%	32%	41%	35%	35%
		TU					
Somewhat agree	397	130	126	74	124	142	131
	29%	27%	30%	29%	22%	33%	35%
						V	V
Don't agree very much	211	72	76	36	87	57	67
	15%	15%	18%	14%	15%	13%	18%
Don't agree at all	248	69	74	66	123	82	43
	18%	14%	17%	25%	22%	19%	12%
				ST	X	X	
Don't Agree (NET)	459	140	150	101	210	139	110
	34%	29%	35%	39%	37%	32%	30%
				S	X		

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**As Prime Minister, Justin Trudeau may play the political game, but he has not shown himself to be a racist in any act of office or what he has said or done as leader of this Country**

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
	A	B	C	D	G	H	I
BASE: If \Yes\" at T2"	1390	213	157	96	505	314	105
BASE: WEIGHTED	1365	186	150	87*	521	322	99*
Agree (NET)	1035	143	93	57	384	279	78
	76%	77%	62%	66%	74%	87%	79%
		C			C	BCDEFGJKLM	CDE
Very much agree	631	80	46	29	232	198	46
	46%	43%	31%	34%	44%	62%	46%
		CE			CE	BCDEGIJKM	CE
Somewhat agree	404	63	47	28	153	81	33
	30%	34%	31%	32%	29%	25%	33%
		H					
Don't agree very much	157	27	32	15	54	18	12
	11%	15%	21%	17%	10%	5%	12%
		H	GHJKLM	HK	H		H
Don't agree at all	173	16	25	15	83	25	8
	13%	9%	17%	17%	16%	8%	8%
			BH	BH	BH		
Don't Agree (NET)	330	43	57	30	137	43	21
	24%	23%	38%	34%	26%	13%	21%
		H	BGHJKLM	HI	H		

	Gender			Age		
	Total	Male	Female	18-34	35-54	55+
	A	N	O	P	Q	R
BASE: If \"Yes\" at T2"	1390	724	666	268	443	679
BASE: WEIGHTED	1365	688	677	247	505	613
Agree (NET)	1035	498	537	198	386	451
	76%	72%	79%	80%	76%	74%
			N			
Very much agree	631	301	331	106	237	288
	46%	44%	49%	43%	47%	47%
Somewhat agree	404	197	206	92	149	163
	30%	29%	30%	37%	29%	27%
				R		
Don't agree very much	157	82	75	38	57	63
	11%	12%	11%	15%	11%	10%
Don't agree at all	173	109	64	12	62	99
	13%	16%	10%	5%	12%	16%
		O			P	P
Don't Agree (NET)	330	190	140	49	119	162
	24%	28%	21%	20%	24%	26%
		O				

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	Income						
	Total	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+
	A	S	T	U	V	W	X
BASE: If \"Yes\" at T2"	1390	460	452	279	476	421	493
BASE: WEIGHTED	1365	477	426	258	567	430	369
Agree (NET)	1035	372	320	190	417	330	288
	76%	78%	75%	74%	74%	77%	78%
Very much agree	631	233	194	116	262	193	177
	46%	49%	46%	45%	46%	45%	48%
Somewhat agree	404	139	126	74	155	138	111
	30%	29%	30%	29%	27%	32%	30%
Don't agree very much	157	45	53	32	66	42	49
	11%	10%	13%	12%	12%	10%	13%
Don't agree at all	173	60	53	36	84	58	32
	13%	13%	12%	14%	15%	13%	9%
					X	X	
Don't Agree (NET)	330	105	106	68	150	100	81
	24%	22%	25%	26%	26%	23%	22%

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**Mr. Trudeau is a hypocrite and deserves this political comeuppance—finally he is getting a taste of his own medicine**

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
	A	B	C	D	G	H	I
BASE: If "Yes" at T2"	1390	213	157	96	505	314	105
BASE: WEIGHTED	1365	186	150	87*	521	322	99*
Agree (NET)	614	77	97	53	247	103	38
	45%	41%	64%	61%	47%	32%	38%
		H	BGHIJKLM	BGHIKL	H		
Very much agree	361	48	56	33	149	51	23
	26%	26%	37%	39%	29%	16%	23%
		H	BHIKL	BHIL	H		
Somewhat agree	253	28	40	20	98	51	15
	19%	15%	27%	23%	19%	16%	15%
			BGHI				
Don't agree very much	302	47	31	17	117	69	21
	22%	25%	21%	19%	22%	21%	22%
Don't agree at all	450	63	22	17	158	150	40
	33%	34%	15%	19%	30%	47%	40%
		CDE			CDE	BCDEFGJKLM	CDEJ
Don't Agree (NET)	751	109	53	33	275	219	61
	55%	59%	36%	39%	53%	68%	62%
		CDE			CDE	BCDEFGJKM	CDE

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	Gender			Age		
	Total	Male	Female	18-34	35-54	55+
	A	N	O	P	Q	R
BASE: If \"Yes\" at T2"	1390	724	666	268	443	679
BASE: WEIGHTED	1365	688	677	247	505	613
Agree (NET)	614	356	257	108	231	274
	45%	52%	38%	44%	46%	45%
		O				
Very much agree	361	223	138	44	134	183
	26%	32%	20%	18%	27%	30%
		O			P	P
Somewhat agree	253	133	120	65	97	91
	19%	19%	18%	26%	19%	15%
				R		
Don't agree very much	302	119	182	77	110	114
	22%	17%	27%	31%	22%	19%
			N	QR		
Don't agree at all	450	213	237	62	163	225
	33%	31%	35%	25%	32%	37%
						P
Don't Agree (NET)	751	332	419	139	274	339
	55%	48%	62%	56%	54%	55%
			N			

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	Income				Education		
	Total	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+
	A	S	T	U	V	W	X
BASE: If \"Yes\" at T2"	1390	460	452	279	476	421	493
BASE: WEIGHTED	1365	477	426	258	567	430	369
Agree (NET)	614	198	195	130	285	189	140
	45%	42%	46%	51%	50%	44%	38%
				S	X		
Very much agree	361	106	122	82	178	113	70
	26%	22%	29%	32%	31%	26%	19%
			S	S	X	X	
Somewhat agree	253	92	73	48	107	76	70
	19%	19%	17%	19%	19%	18%	19%
Don't agree very much	302	103	92	51	103	98	101
	22%	22%	22%	20%	18%	23%	27%
							V
Don't agree at all	450	176	139	77	179	143	128
	33%	37%	33%	30%	32%	33%	35%
Don't Agree (NET)	751	279	231	127	282	241	229
	55%	58%	54%	49%	50%	56%	62%
		U					V

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*If these two pictures and a video had surfaced a year ago, I would have wanted Mr. Trudeau to resign as Prime Minister right then and there*

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
	A	B	C	D	G	H	I
BASE: If \"Yes\" at T2"	1390	213	157	96	505	314	105
BASE: WEIGHTED	1365	186	150	87*	521	322	99*
Agree (NET)	433	59	67	41	176	61	28
	32%	32%	45%	48%	34%	19%	28%
		H	BGHIJ	BGHIJKL	H		
Very much agree	257	29	42	24	117	29	16
	19%	16%	28%	27%	22%	9%	16%
		H	BHI	BH	H		
Somewhat agree	176	30	25	18	59	32	12
	13%	16%	17%	21%	11%	10%	12%
			H	GHK			
Don't agree very much	330	44	44	14	135	64	27
	24%	24%	29%	16%	26%	20%	28%
			DFH		F		F
Don't agree at all	602	83	39	31	210	196	44
	44%	44%	26%	36%	40%	61%	44%
		CE			C	BCDEGIJKLM	C
Don't Agree (NET)	932	127	83	45	345	261	71
	68%	68%	55%	52%	66%	81%	72%
		CDE			CDE	BCDEFGJKLM	CDE

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	Gender			Age		
	Total	Male	Female	18-34	35-54	55+
	A	N	O	P	Q	R
BASE: If \"Yes\" at T2"	1390	724	666	268	443	679
BASE: WEIGHTED	1365	688	677	247	505	613
Agree (NET)	433	252	182	69	156	208
	32%	37%	27%	28%	31%	34%
		O				
Very much agree	257	158	98	22	97	138
	19%	23%	15%	9%	19%	22%
		O			P	P
Somewhat agree	176	93	83	47	58	71
	13%	14%	12%	19%	12%	12%
				QR		
Don't agree very much	330	145	184	86	133	111
	24%	21%	27%	35%	26%	18%
			N	QR	R	
Don't agree at all	602	291	311	92	216	294
	44%	42%	46%	37%	43%	48%
						P
Don't Agree (NET)	932	437	495	178	349	405
	68%	63%	73%	72%	69%	66%
			N			

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	Income						
	Total	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+
	A	S	T	U	V	W	X
BASE: If \"Yes\" at T2"	1390	460	452	279	476	421	493
BASE: WEIGHTED	1365	477	426	258	567	430	369
Agree (NET)	433	139	136	95	195	140	99
	32%	29%	32%	37%	34%	33%	27%
				S	X		
Very much agree	257	72	87	58	134	77	46
	19%	15%	20%	22%	24%	18%	12%
				S	WX	X	
Somewhat agree	176	67	49	37	61	63	53
	13%	14%	11%	14%	11%	15%	14%
Don't agree very much	330	114	104	63	115	106	108
	24%	24%	24%	24%	20%	25%	29%
							V
Don't agree at all	602	225	187	100	256	184	162
	44%	47%	44%	39%	45%	43%	44%
		U					
Don't Agree (NET)	932	338	291	163	372	290	270
	68%	71%	68%	63%	66%	67%	73%
		U					V

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	Gender			Age		
	Total	Male	Female	18-34	35-54	55+
	A	N	O	P	Q	R
BASE: If \"Yes\" at T2"	1390	724	666	268	443	679
BASE: WEIGHTED	1365	688	677	247	505	613
Agree (NET)	164	98	66	45	54	64
	12%	14%	10%	18%	11%	10%
		O		QR		
Very much agree	66	39	28	8	20	38
	5%	6%	4%	3%	4%	6%
Somewhat agree	97	59	38	37	34	26
	7%	9%	6%	15%	7%	4%
				QR		
Don't agree very much	265	115	150	72	95	98
	19%	17%	22%	29%	19%	16%
			N	QR		
Don't agree at all	937	476	461	130	356	451
	69%	69%	68%	53%	70%	74%
					P	P
Don't Agree (NET)	1201	591	611	202	451	549
	88%	86%	90%	82%	89%	90%
			N		P	P

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	Income				Education		
	Total	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+
	A	S	T	U	V	W	X
BASE: If \"Yes\" at T2"	1390	460	452	279	476	421	493
BASE: WEIGHTED	1365	477	426	258	567	430	369
Agree (NET)	164	58	51	32	62	56	45
	12%	12%	12%	12%	11%	13%	12%
Very much agree	66	23	22	10	32	21	13
	5%	5%	5%	4%	6%	5%	4%
Somewhat agree	97	35	29	22	30	35	32
	7%	7%	7%	9%	5%	8%	9%
Don't agree very much	265	88	79	50	97	74	93
	19%	18%	18%	20%	17%	17%	25%
Don't agree at all	937	331	297	175	407	300	230
	69%	69%	70%	68%	72%	70%	62%
Don't Agree (NET)	1201	419	375	226	504	374	323
	88%	88%	88%	88%	89%	87%	88%

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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.

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