

Detailed Tables

Half (51% -5) of Canadians Say It's Time to Change the Trudeau Government versus Just 27% Who Believe the Liberals Have Done a Good Job and Deserve to be Re-Elected

For Public Release September 18, 2019

*These are some of the data tables of a **DART & Maru/Blue Voice Canada Poll** conducted as part of a regular sounding of Canadians on various issues and matters that affect their lives as citizens, consumers, and voters for the Sun Network/Postmedia. 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 1,517 randomly selected Canadian adults who are members of **Maru/Blue's** Online panel on September 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. 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** 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. Paired/Overlap T-Test for Means, Paired/Overlap Z-Test for Percentages Uppercase letters indicate significance at the 95% level.

Visit <http://www.dartincom.ca/polls/> for all written releases and detailed tables.

For further information or commentary please contact:

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Which of the following two statements best reflects how you feel today about the current leadership of our federal government?

[Random]

[Rotate]

(Choose One)

- 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
- 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
- Don't know/Not sure [**Anchor**]

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
	A	B	C	D	G	H	I
BASE: All Respondents	1517	222	173	118	551	339	114
BASE: WEIGHTED	1517	193	153	100*	570	381	120
It's time for a change in w ho l	777	105	111	56	280	175	50
	51%	54%	73%	56%	49%	46%	41%
		I	BDEFGHI	I			
It's not time for a change in w	410	49	23	20	173	114	33
	27%	25%	15%	19%	30%	30%	28%
		C			CDE	CDE	C
Don't know /Not sure	329	40	19	24	117	92	38
	22%	21%	12%	24%	21%	24%	31%
		C		C	C	C	BCG



MARU VOICE
CANADA

	Gender			Age			Income		
	Total	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+
	A	J	K	L	M	N	O	P	Q
BASE: All Respondents	1517	791	726	348	526	643	473	478	352
BASE: WEIGHTED	1517	739	778	322	561	635	483	479	348
It's time for a change in w ho l	777	400	377	148	296	333	251	236	181
	51%	54%	48%	46%	53%	52%	52%	49%	52%
It's not time for a change in w	410	216	195	94	139	177	120	139	106
	27%	29%	25%	29%	25%	28%	25%	29%	30%
Don't know /Not sure	329	123	207	79	126	124	111	104	61
	22%	17%	27%	25%	22%	20%	23%	22%	17%

	Education				Language		Children in Household	
	Total	HS or less	College/ Tech school	Univ+	English	French	Yes	No
	A	R	S	T	U	V	W	X
BASE: All Respondents	1517	509	472	536	1234	283	411	1106
BASE: WEIGHTED	1517	512	475	529	1183	334	410	1107
It's time for a change in w ho l	777	283	250	244	614	163	221	556
	51%	55%	52%	46%	52%	49%	54%	50%
It's not time for a change in w	410	102	120	188	324	86	105	305
	27%	20%	25%	36%	27%	26%	26%	28%
Don't know /Not sure	329	127	106	97	245	84	84	245
	22%	25%	22%	18%	21%	25%	20%	22%

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.

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.

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