

Voter Intentions At the Drawing Up of the Writ for the 2019 Federal Election

Scheer's Conservatives (35% -4) Lead Nationally to Trudeau's Liberals (32% N/C), Singh's NDP (15% N/C), May's Green Party (8% +1), and Bernier's Peoples Party (2% +1) with Blanchet's Bloc Québécois at 23% in Quebec (+1)

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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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September 13, 2019 – A new national poll conducted at the drawing up of the Writ for the 2019 Canadian Federal election indicates that Andrew Scheer's Conservatives may lead Justin Trudeau's Liberals *at the national level* but it's the *regional* battles that are really fundamental to watch because of the seat distributions – especially in Ontario, where the vote rich province is currently led by the federal Liberals by a wide margin of 40% (+6) versus the Conservative party (-5 since the last sounding in mid August) now at 33%.

The other party leaders trail with Jagmeet Singh's NDP ahead (15% no change) of Elizabeth May's Green Party (8% +1), and Maxime Bernier's Peoples Party (2% +1.) While at six percent nationally, Yves – François Blanchet's Bloc Québécois (23% +1) in Quebec is just five points back of the Conservatives (28%) and nine points behind the leading Liberals (32%).

The **DART & Maru/Blue Voice Canada** was conducted for the Sun Publishing Network/Postmedia on September 11, 2019. The poll found that 18% of Canadians can be put in the *undecided/can't say/won't vote column* – up eight points since mid August.

Following the release of the Conflict of Interest and Ethics Commissioner's Report last month that condemned Mr. Trudeau and his government for having violated ethics laws with respect to the SNC-Lavalin matter, polling showed that there was virtually no movement across the country in the

voter support (except for an extraordinary elevated level of support for Mr. Scheer's Conservatives in the province of Alberta which, on its own, would not produce any more seats for that party.)

In the wake of that report, Mr. Trudeau and his cabinet ministers fanned and literally "money-bombed" key areas across the country where the Liberals hope to either hold or resuscitate their vote - especially in Ontario, British Columbia, Québec, and Atlantic Canada. The Liberals also took sharp aim at Mr. Scheer in Ontario (as a "premier Doug Ford mimic") and attacked he and the Conservative party for positions held years ago on same-sex marriage and abortion.

With this as a backdrop, the strategy apparently did not produce a significant buoyancy for the Liberals themselves nationally - but it appears to have had a surgical effect in the province of Ontario where the Liberals now lead by seven points (40%) and the Conservatives having retreated significantly (33% -5.) Any student of Canadian politics knows that this is extremely important because Ontario, and especially with the 905 area code, is the gateway towards a potential minority or majority government. And, while the Liberal party appears to have taken a bit of a hit in Atlantic Canada, they still lead the Conservatives by four points with the NDP (17% and Green party (16%) clustered together.

Overall, Mr. Scheer leads the Liberals by three points nationally produced by a relatively close but leading fight in British Columbia, pretty much taking everything in Alberta, and having a twenty point lead in Saskatchewan/Manitoba. In the alternate, the Liberals are competitive in British Columbia, hold some decent ground in Saskatchewan/Manitoba, have opened a significant lead in Ontario, and lead in Québec and Atlantic Canada.

As to the other parties, Mr. Singh's NDP (15% nationally) is neck and neck with the Conservatives in British Columbia, has picked up some ground in Saskatchewan/Manitoba (+5) and is neck and neck with the Green party in Atlantic Canada (17%) where Ms. May's Green Party (16%) has vaulted up 11 points as many of Mr. Singh's former candidates have crossed over to her camp. What once was the "Orange Crush" in Québec for the NDP is a mere shadow now with the NDP holding just 7% of the decided vote in that province.

In Québec, the Trudeau Liberals still hold the lead at 32% (+1) just ahead of the Conservatives (28% +5) followed by the Bloc at 23%, the NDP at 7% and the Green party at 6%.

As for the Green party, while Ms. May has, within the margin of error, picked up just one point nationally (with 8%), her party is floating well on both coasts – now at 16% and Atlantic Canada (+11) and at 14% (+1) and British Columbia. While witnessing some uptick in support in Saskatchewan/Manitoba (6% +4) and slightly in Ontario (8% +2), the NDP has relatively little traction elsewhere.

The Peoples Party of Canada remains a mere wisp in the ether of Canadian politics holding just 1% of decided voters across the country and with virtually no viability anywhere else.

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 1,517 randomly selected Canadian adults who are members of **Maru/Blue's Voice Canada** Online panel on September 11, 2019 and is considered accurate to within +/- 2.9 percentage points. The survey identified 1,253 decided or leaning voters out of the total sample. *Because of extremely small sample sizes, approval ratings cannot be provided for Prince Edward Island, Nunavut and both the Yukon and Northwest Territories.*

The Voter Intent Broken Out...

What follows is a chart of current voter intent compared with the last sounding in August 17, 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”.

Decided Voters	Region						
	Total	BC	AB	SK/MB	ON	QC	AL
Conservative party led by Andrew Scheer at September 11, 2019	35%	31%	62%	47%	33%	28%	31%
Change since August 17, 2019	-4	-1	-15	-11	-5	+5	+1
Liberal party led by Justin Trudeau at September 11, 2019	32%	25%	16%	27%	40%	32%	35%
Change since August 17, 2019	N/C	N/C	+5	-1	N/C	+1	-7
New Democratic party led by Jagmeet Singh at September 11, 2019	15%	27%	14%	17%	16%	7%	17%
Change since August 17, 2019	N/C	+2	+1	+5	+1	-7	+2
Bloc Québécois led by Yves-Francois Blanchet at September 11, 2019	6%	-	-	-	-	23%	-
Change since August 17, 2019	+1					+1	
-Green party led by Elizabeth May at September 11, 2019	8%	14%	3%	6%	8%	6%	16%
Change since August 17, 2019	+1	+1	-5	+4	+2	N/C	+11
Peoples Party of Canada led by Maxime Bernier at September 11, 2019	1%	2%	2%		2%	1%	1%
Change since August 17, 2019	N/C	+1	+2		+1	+1	-4
-Another Political Party at September 11, 2019	10%	17%	5%	6%	10%	7%	17%

Undecided/Would not vote 18% (+8)

Not sure/Can't say September 11, 2019	14%	8%	16%	14%	13%	15%	26%
Change since August 17, 2019	+3	N/C	+8	+5	+3	+5	+20
Would not vote September 11, 2019	4%	2%	4%	8%	4%	5%	3%
Change since August 17, 2019	+3	+1	+4	+7	+4	+4	+1

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 1,517 randomly selected Canadian adults who are members of **Maru/Blue's** Online panel on September 11, 2019. The survey identified 1,253 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 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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