

## From Pre-Writ to Post-Blackface: a Bump **Up** for the Conservatives, a Notch **Lower** for the Liberals

*Scheer's Conservatives (37% **+2**) Lead Nationally (and in Ontario **+3**) to Trudeau's Liberals (30% **-2**), Singh's NDP (15% N/C), May's Green Party (8% N/C), and Bernier's Peoples Party (3% **+1**) with Blanchet's Bloc Québécois at 26% in Quebec (**+3**)*

For Public Release September 23, 2019

## 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.*

## From Pre-Writ to Post-Blackface: a Bump *Up* for the Conservatives, a Notch *Lower* for the Liberals

*Scheer's Conservatives (37% +2) Lead Nationally (and in Ontario +3) to Trudeau's Liberals (30% -2), Singh's NDP (15% N/C), May's Green Party (8% N/C), and Bernier's Peoples Party (3% +1) with Blanchet's Bloc Québécois at 26% in Quebec (+3)*

**September 23, 2019** – A new national poll conducted two days *after* the latest federal election campaign eruption – now to be forever known as the “*Blackface*” incidents – and compared with a similar sounding taken just two days *before* the Writ was drawn up shows a bump up for the Andrew Scheer Conservatives and a notch lower for the Justin Trudeau led Liberals – with virtually no change (N/C) for any of the other national parties.

Compared as voter intent *bookends*, the Conservatives (37% +2) lead nationally to the Liberals (30% -2), compared to Jagmeet Singh's NDP (15% N/C), Elizabeth May's Green Party (8% N/C), and Maxime Bernier's Peoples Party (3% +1), with Yves-Francois Blanchet's Bloc Québécois at 26% in Quebec (+3.) Canadians who mark themselves undecided/would not vote now total 12% (-6.)

But if there has been any cumulative movement for the parties where voter traction counts most, it's in some select regions – especially in Ontario where the yield in seats can mean the difference between a minority or majority government.

- In Ontario, the Conservatives (37% +3) now lead the Liberals (34% -6) -- with the NDP at 18% (+2), the Green party at 7% (-1) and the Peoples Party at 3% (+1.) This is a critical battleground where either the Liberals or the Conservatives must win the seat rich 905 area code that surrounds the city of Toronto. This fickle band of voters is enough to hand either party a minority or majority government. While the data sample is not high enough to provide a full

insight as to what's going on in that gateway to government area, the data appears to infer that the Conservatives currently have the upper hand in the close combat terrain.

- Elizabeth May's Green party has consolidated a foothold in Atlantic Canada – now at 17% (+1) and supplanting the NDP which has fallen to 11% (-6.) The Green party is and its strongest on both coasts (British Columbia at 14% +1) with much less effect in the interior of the country.
- While at 6% nationally, the Bloc Québécois led by Yves-Francois Blanchet is at 26% (+3) in Québec, surpassing the Conservatives (21% -7) and closing in on the Liberals (33% +1.) The NDP (10% +3), the Green party (6% N/C) and the Peoples party (4% +3) trail badly.
- In British Columbia, it's the NDP who have faltered (22% -5) and where the Conservatives (32% +1) are just edging out the Liberals (29% +4), with the Green party (14% +1) and the Peoples party (3% +1) trailing.
- The biggest movement has come in the Saskatchewan/Manitoba arena where the Conservatives (58% +11) almost rival the vote they have in Alberta (65% +3), followed by the Liberals (21% -6), the NDP (14% -3), the Green party (4% +1), and the Peoples party (3% +2.)

The **DART & Maru/Blue Voice Canada Poll** was undertaken for Sun News/Postmedia among 1,520 randomly selected Canadian adults who are members of **Maru/Blue's Voice Canada** Online panel on September 20, 2019 and is considered accurate to within +/- 2.9 percentage points. The survey identified 1,303 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. Any discrepancy between what is reported in this Factum and the actual detailed tables previously or now is the result of rounding.*

## The Voter Intent Broken Out...

What follows is a chart of current voter intent compared with the last sounding on September 11, 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 <b>Andrew Scheer</b> at September 20, 2019	37%	32%	65%	58%	37%	21%	34%
<b>Change since September 11, 2019</b>	+2	+1	+3	+11	+3	-7	+3
Liberal party led by <b>Justin Trudeau</b> at September 20, 2019	30%	29%	16%	21%	34%	33%	35%
<b>Change since September 11, 2019</b>	-2	+4	N/C	-6	-6	+1	N/C
New Democratic party led by <b>Jagmeet Singh</b> at September 20, 2019	15%	22%	12%	14%	18%	10%	11%
<b>Change since September 11, 2019</b>	N/C	-5	-2	-3	+2	+3	-6
Bloc Québécois led by <b>Yves-Francois Blanchet</b> at September 20, 2019	6%	-	-	-	-	26%	-
<b>Change since September 11, 2019</b>	N/C					+3	
-Green party led by <b>Elizabeth May</b> at September 20, 2019	8%	14%	4%	5%	7%	6%	17%
<b>Change since September 11, 2019</b>	+1	+1	+1	-1	-1	N/C	+1
Peoples Party of Canada led by <b>Maxime Bernier</b> at September 20, 2019	3%	3%	3%	2%	3%	4%	3%
<b>Change since September 11, 2019</b>	+2	+1	+2	+2	+1	+3	+2
<b>Another Political Party</b> at September 20, 2019	1%	1%	1%	1%	1%	1%	1%

**Undecided/Would not vote 12% (-6)**

Not sure/Can't say September 20, 2019							
	11%	8%	5%	8%	11%	13%	11%
Change since September 11, 2019	-3	N/C	-11	-6	-2	+2	+15
Would not vote September 20, 2019							
	1%	1%	1%	1%	1%	2%	0%
Change since September 11, 2019	-3	-1	-3	-7	-3	-3	-3

# DART

- 30 -

## 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.

**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 the written release 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)

## 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.

**Discover us at:**

[www.dartincom.ca](http://www.dartincom.ca) [www.marublue.net](http://www.marublue.net)

DART  
maru/BLUE