

**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

**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.*

# Half (51% -5) of Canadians Say It's Time to Change the Trudeau Government versus Just 27% (+1) Who Believe the Liberals Have Done a Good Job and Deserve to be Re-Elected

**September 18, 2019**—A new national poll released today indicates that almost twice as many Canadians say it is *time to change the government* compared to those who feel the Justin Trudeau Liberal Government should be returned to office.

Asked to choose between two statements that best reflect how they feel today about the current leadership of the federal government, the poll found a full 51% (-5) of Canadians agreed that *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* versus just 27% (+1) who indicated that *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*. One in five (22% +3) opted for *Don't know/Not sure*.

Providing context, previous measurements have included:

- **August 18, 2019:** deserve to be re-elected 26% versus time for a change 56% – unsure -18%
- **June 27, 2019:** deserve to be re-elected 24% versus time for a change 58% – unsure -18%
- **June 6, 2019:** deserve to be re-elected 22% versus time for a change 60% – unsure -18%
- **October 19, 2018:** deserve to be re-elected 29% versus time for a change 68% – unsure 3%

For the latest sounding, *the desire for change* is found in either a *majority or a plurality* of support across every region in the country with the highest level coming from Alberta (73%) followed by Manitoba/Saskatchewan (56%), Ontario (49%), Québec (46%) and Atlantic Canada (41%).

Demographically, men (54%) are slightly higher than women (48%) to desire change, while among age groups, those who are middle-aged (35-54 53%) and older (55+ 52%) are more likely to desire change than their younger counterparts (18-34 46%). Those who are both lowest (under \$50,000 52%)

and highest (over \$100,000 a year 52%) household income per year feel roughly the same as middle income Canadians (\$50,000 – \$99,000 49%) with the same perspective, and those who are lower educated (55%) and those with college/technical schooling (52%) are more likely to field it's time for change than those who are university educated (46%.) Those who are English-speaking (52%) are slightly more likely than those with French mother tongue (49%) to support changing the government, and those with children and household (54%) are virtually on par with those with no children (50%).

As for those who believe *It's not time for a change* and of the Trudeau government should be returned to office, they are most likely to hail from Québec (30%), Ontario (30%) and Atlantic Canada (28%), followed by those from British Columbia (25%), Manitoba/Saskatchewan (19%) and Alberta (15%).

Demographically, men (29%) are more likely than women (25%) to want to see the Trudeau Liberals back in power, and those who were youngest (18-34 29%) and oldest (55+ 28%) are virtually on par with middle-aged (35-54 25%) to feel the same. The middle (29%) and highest (30%) income Canadians are more likely to want the government returned than those in the lowest income (25%) bracket, while the highest educated (36%) group is more likely than the middle schooled (25%) and lowest educated (20%) to wish the same. Those who are English-speaking (27%) choose to hope for re-election to the same degree as those with French mother tongue (26%), similar to those without children in the household (28%) versus those with children in the home (26%).

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. *Because of extremely small sample sizes, approval ratings cannot be provided for Prince Edward Island, Nunavut and both the Yukon and Northwest Territories.*

## 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.**

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

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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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