

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

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.*

Post-Blackface

Despite Many (45%) Who Agree Justin Trudeau is a Hypocrite and Deserves Political Comeuppance, Two-Thirds (66%) Believe 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

September 23, 2019 – A new national poll released today shows that of an astounding nine-in-ten (90%) Canadians who are now aware of Prime Minister Justin Trudeau’s penchant for *Blackface* as a younger man, a majority (66%) believe people should cut him some slack or give him a break because these things happened many years ago. A larger majority (76%) also agree the Prime Minister 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. And while the findings also reveal a sizable minority (45%) who believe Mr. Trudeau *is a hypocrite and deserves political comeuppance*, it also appears that the impact on both current or potential Liberal voters is negligible.

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.*

Of the nine-in-ten (90%) adult Canadians aware of the “*Blackface*” revelations, two-thirds (66%) believe *people should cut the PM some slack or give him a break because these things happened many years ago* (even a majority of 54% in Albertans who have only passing affection for Mr. Trudeau feel this way) – while a further majority (55%) **disagree** he is **a hypocrite and deserves this political comeuppance**. These findings stand in contrast to a fulsome and intense minority (45%) of Canadians who are acquainted with his antics and believe the embattled Prime Minister is *finally getting a taste of his own medicine as a hypocrite and deserves this political comeuppance* – and a further one-third (34%) who don’t think Mr. Trudeau should catch a break or some slack from anyone.

In fact, three quarters (76%) of those aware of the *Blackface* incidents agree with the view that 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*. This compares to just one-quarter (24%) who disagree. Further, seven-in-ten (68%) *disagree with the premise* (including a majority of 55% in Alberta) that *had these two pictures and a video surfaced a year ago, they would not have wanted Mr. Trudeau to resign as Prime Minister right then and there* – compared to three in ten (32%) who would have wished it so on the spot.

The impact on voting intentions? Of the 90% aware of the *Blackface* tales, those who were already voting for the Liberal party or potentially considering to do so *before* these revelations, *only 5% agree very much* its made them re-consider where to mark their ballot on election day – and these voters are most likely to be found in Alberta and Manitoba/Saskatchewan where Liberal voters are already deeply in the minority.

Highlights of the Findings...

- ***66% believe people should cut Justin Trudeau some slack or give him a break because these things happened many years ago versus 34% who disagree....***

Those most likely to believe this proposition are from Québec (79%), followed by those from British Columbia (71%), Atlantic Canada (66%), Ontario (63%), Manitoba/Saskatchewan (55%) and Alberta (54%.) Younger (71%), lower income (71%) and higher educated (70%) Canadians and women (70%)

are also most likely to agree with this view. Those most unwilling to cut Mr. Trudeau any slack are from both Alberta (46%) and Manitoba/Saskatchewan (45%), followed by those from Ontario (37%), Atlantic Canada (34%), British Columbia (29%), and Québec (21%.) Those least likely to give Mr. Trudeau a pass are those with highest income (39%), men (37%), and those who are 55+ (35%.)

- **76% agree that *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 versus 24% who disagree.***

Those most likely to hold this view are from Québec (87%), followed by those from Atlantic Canada (79%), British Columbia (77%), Ontario (74%), Manitoba/Saskatchewan (66%), and Alberta (62%.) Younger Canadians (80%) and women (79%) are most likely to share this perspective. Those least likely to hold this point of view are from Alberta (30%), followed by those from Manitoba/Saskatchewan (34%), Ontario (26%), British Columbia (23%) and Atlantic Canada (21%) – plus men (28%), and upper wage earners (26%.)

- **55% disagree that *Mr. Trudeau is a hypocrite and deserves this political comeuppance-finally he is getting a taste of his own medicine versus 45% who agree that he is.***

Those most likely to disagree with this point of view are from Québec (60%), followed by those from Atlantic Canada (62%), British Columbia (59%), Ontario (53%), Manitoba/Saskatchewan (39%), and Alberta (36%.) Women (62%) and those who are highest educated (62%) are most pronounced in this view.

Of the sizable minority (45%) who *agree* with this perspective, they are most likely to hail from Alberta (64%) and Manitoba/Saskatchewan (61%), followed by those from Ontario (47%), British Columbia (41%), Atlantic Canada (38%), and Québec (32%.) Men (52%) and higher income Canadians (51%) are also most likely to agree with this view.

- **68% disagree that *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* versus 32% who agree.**

Those most likely to disagree with this perspective are from Québec (81%), followed by those from Atlantic Canada (72%), British Columbia (68%), Ontario (66%), Alberta (55%), and Manitoba/Saskatchewan (52%.) Women (73%), those highest educated (73%) and younger (72%) Canadians are most likely to disagree with the premise.

Those most likely to agree with this view are from Manitoba/Saskatchewan (40%) and Alberta (45%), followed by those from Ontario (34%), British Columbia (32%), Atlantic Canada (28%) and Québec (19%.) Men (37%) and higher income earners (37%) share this view.

- ***Of the 90% aware, very few (5%) very much agree that they were likely going to, or were considering, a vote for the Liberal party before these revelations, but this has made them re-consider where to put their vote.***

Those five percent (5% of the 90%) who *very much agree* with this view are most likely from Manitoba/Saskatchewan (9%) and Alberta (7%) -- where Liberal voters are already in the minority. There are no other socioeconomic or demographic differences.

– 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. 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

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 www.marublue.net