# Trudeau Liberals (28% -2) Wounded—Caught in Pincer Between Surge of Both Singh NDP (20% +5) and Blanchet's Bloc Québécois (35% +9) in Quebec

## *Younger Voters also Desert Trudeau for Singh*

## *Scheer's Conservatives (33% -4) Stumble but Lead Nationally as May's Green Party (7% -1) Trails, and Bernier's Peoples Party (2% -1) Flatlines*

**For Public Release October 12, 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.*

# Trudeau Liberals (28% -2) Wounded—Caught in Pincer Between Surge of Both Singh NDP (20% +5) and Blanchet's Bloc Québécois (35% +9) in Quebec

## *Younger Voters also Desert Trudeau for Singh*

## *Scheer's Conservatives (33% -4) Stumble but Lead Nationally as May's Green Party (7% -1) Trails, and Bernier's Peoples Party (2% -1) Flatlines*

**October 12, 2019—** The headline for the day is not about who is *leading* in the election (Andrew Scheer's Conservatives at 33%) but the rise and fall in the political fortunes of all the major parties except one with just over a week before voters go to the polls.

A new **DART** *&* **Maru/Blue Voice Canada Poll** conducted three days after the Debates Commission English language program finds that Justin Trudeau's Liberals (**28% -2**) are wounded and caught in a political pincer between voter support surges for both Jagmeet Singh's NDP (**20% +5**) and Quebec's Yves-Francois Blanchet's Bloc Québécois (**35% +9**) in Quebec.

The poll also found younger voters (aged 18 - 34) – the very cohort that propelled Mr. Trudeau and his Liberals into the office – is deserting them and surging towards Mr. Singh's NDP. To put this in context, by mid-September Mr. Trudeau had reenergized this group where 39% of them had intentions to vote for the Liberal party versus just 22% for Mr. Singh's NDP. Today, those numbers are completely reversed with the NDP holding onto 39% of the intended youth vote while the Liberals are at 27%. It would appear from current and past polls that two separate circumstances changed the fortunes for these two parties: younger voters started moving to the NDP immediately after the "blackface" coverage and then moved up sharply to join Mr. Singh with his newfound popularity after the English Language debate..

Andrew Scheer's Conservatives have stumbled (**33% -4**) in every province and region (especially in Atlantic Canada **–13**) except in British Columbia (**38% +5**) where they are up with voter intent and locked in a battle (**32%**) with the Liberals (**33%**). Despite fractures in vote support across the land causing a national drop, the Conservatives still hold a marginal lead over the beleaguered Liberals. Elizabeth May's Green Party (**7%** -1) has had her biggest falling out in Atlantic Canada (**12%** -5) which has emphasized the stagnant campaign across the country. And Maxime Bernier's Peoples Party of Canada (**2% -1**) continued to demonstrate why they *didn't* deserve to be in the national debates with less than a fraction of eligible voters offering their support.

But the two parties with momentum and in the hunt that have caught Trudeau Liberal campaign like a pincer – are Singh's NDP (20% **+5**) and Blanchet's Bloc Québécois (35% **+9**) in Quebec. The Liberals now have a multi-front war on their hands for voters, particularly in Québec where the charismatic Bloc Québécois leader Yves-Francois Blanchet is draining Liberal votes, and by the NDP led by Jagmeet Singh that is on the march in Atlantic Canada (**23% +12**), Ontario (**25% +7**), Manitoba/Saskatchewan (**20% +6**), and Québec (**14% +4.**)

It's apparent that the NDP leader has broken through the repetitive rhetoric of the other two leading parties by way of numerous public acts: displays of empathy and kind heartedness in responding to racist comments, spirited fencing with reporters about his commitment to open cost clean water for indigenous peoples, and his sensibilities during the national English language debate. The findings suggest that previously committed Liberals (and perhaps some in Conservative warrens across the country) are likely bleeding to his camp, perhaps with their ballot hoping to send a message to the leading parties to raise the bar of political discourse and conduct across the land, or just taking at temporary liking to the leader of the NDP more than their platform or party – content to park their vote the until next time Canadians go to the polls.

In Québec, it's simple math: Yves-Francois Blanchet's Bloc Québécois (**35% +9**) are as up as much as the combined downslope of the Conservatives (**18% -3**) and the Liberals (**27% -6.**) Given a national stage to advance his own province's agenda – especially the right to legislate its controversial secularism Bill 21 – the charismatic leader (sporting the highest premier approval ratings in the country) is taking Liberal votes right out of their hide. Mr. Scheer has played the French and English

debates with prudence, pledging that his potential federal government would not intervene in court challenges where challenges the Bill 21 must take its course through due legal process. There's little doubt that the Conservative strategy is to lay a path down now for potential support from Blanchet's Bloc should they form a minority government.

## *Younger Voters Surge to Singh…*

And while the geographic terrain is important, the underlying support by younger Canadians (aged 18 – 34) – that demographic that helped propel Justin Trudeau into office – is now surging behind Mr. Singh.  Five polls taken since July 2nd demonstrate that Mr. Trudeau had his mojo with this demographic up to mid-September, but following the revelations of his "blackface" indiscretion, the slide among this group from the Liberals over to the NDP has been precipitous – dropping from 39% to 27% while the NDP has risen from 22% to 39%, essentially reversing positions.

The Conservatives have essentially maintained their core of youth voters – beginning with 26% at the beginning of July and at 24% now. Interestingly enough, the Green party has had absolutely no real improvement despite the issue of the environment being an expected magnet to Ms. May's campaign – beginning with 7% support among this cohort, the Green party is at 8% now.



Tracking the Youth (18 – 34) Voters: Singh Surges
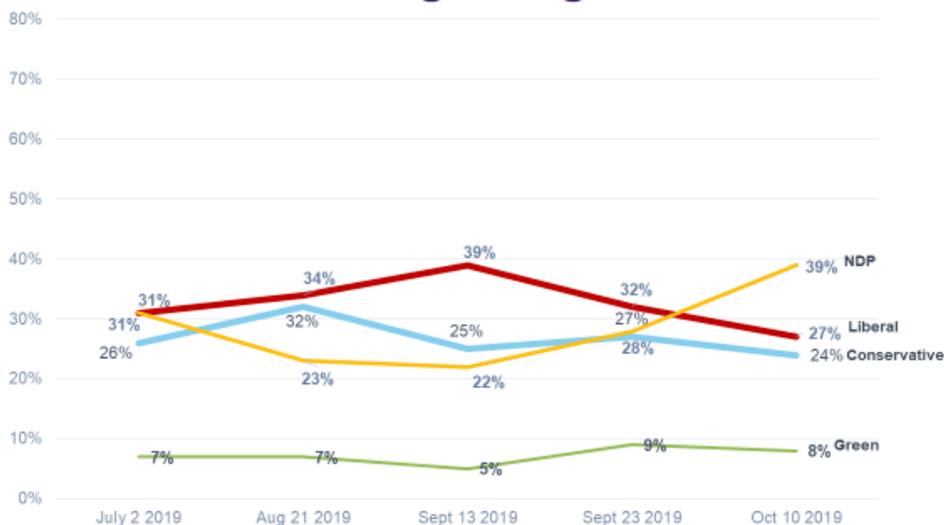
Undertaken for Sun News/Postmedia, the **DART** & **Maru/Blue** **Voice Canada Poll** found the undecided vote is **9%** (-2) with those who indicate they would not vote totally **5%** (**+4**). The survey was undertaken via 1,310 randomly selected Canadian adults who are members of **Maru/Blue's** **Voice Canada** Online panel on October 9, 2019 and is considered accurate to within +/- 3.1 percentage points. The survey identified 1,294 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. **Note**: the original posting of this Factum has been **replaced** with this version that now correctly identifies the Conservative vote as having dropped **-4** nationally. Both the headline and text have revised to reflect that reality. The break-out of the vote below and the data tables **remain the same** as it was an editorial oversight that caused the variation. **DART** apologizes to any and all who experienced this and thanks the earnest followers that pointed out this discrepancy to us so we could update this Factum immediately.*

## *The Voter Intent Broken Out...*

What follows is a chart of current voter intent compared with the last sounding on September 20, 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".

|  | | Region | | | | | |
|---|---|---|---|---|---|---|---|
|  | **Total** | **BC** | **AB** | **MB/SK** | **ON** | **PQ** | **ATL** |
|  | | | | | | | |
| **BASE: Decided Voters** | 1310 | 188 | 164 | 92 | 497 | 281 | 88 |
| **BASE: WEIGHTED** | 1294 | 173 | 139 | 88 | 489 | 308 | 97* |
| **Conservative Party led by Andrew Scheer** | 33% | 38% | 64% | 53% | 32% | 18% | 21% |
|  | 37% | 32% | 65% | 58% | 37% | 21% | 34% |
| **Change since September 20, 2019** | -4 | +6 | -1 | -5 | -5 | -3 | -13 |
| **Liberal Party led by Justin Trudeau** | 28% | 24% | 15% | 20% | 33% | 27% | 40% |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| | 30% | 29% | 16% | 21% | 34% | 33% | 35% |
| Change since September 20, 2019 | -2 | -5 | -1 | -1 | -1 | -6 | -5 |
| New Democratic Party led by Jagmeet Singh | 20% | 22% | 13% | 20% | 25% | 14% | 23% |
| | 15% | 22% | 12% | 14% | 18% | 10% | 11% |
| Change since September 20, 2019 | +5 | n/c | +1 | +6 | +7 | +4 | +12 |
| Bloc Quebecois led by Yves-Francois Blanchet | 9% | | | | | 35% | |
| | 6% | | | | | 26% | |
| Change since September 20, 2019 | +3 | | | | | +9 | |
| Green Party led by Elizabeth May | 7% | 13% | 5% | 4% | 6% | 5% | 12% |
| | 8% | 14% | 4% | 5% | 7% | 6% | 17% |
| Change since September 20, 2019 | -1 | -1 | +1 | -1 | -1 | -1 | -5 |
| Peoples Party of Canada led by Maxime Bernier | 2% | 2% | 3% | 2% | 2% | 1% | 3% |
| | 3% | 3% | 3% | 2% | 3% | 4% | 3% |
| Change since September 20, 2019 | -1 | -1 | 0 | 0 | -1 | -3 | 0 |
| Another Political Party | 1% | 1% | 0% | 1% | 2% | 0% | 1% |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| Change since September 20, 2019 | 0 | 0 | -1 | 0 | -1 | -1 | 0 |

**Undecided/Would not vote 14% (+2)**

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Not sure/Can't say | 9% | 8% | 11% | 9% | 8% | 12% | 8% |
| | 11% | 8% | 5% | 8% | 11% | 13% | 11% |
| Change since September 20, 2019 | -2 | N/C | +6 | +1 | -3 | -1 | -3 |
| Would not vote | 5% | 4% | 3% | 4% | 6% | 5% | 7% |
| | 1% | 1% | 1% | 1% | 1% | 2% | 0% |
| Change since September 20, 2019 | +4 | +3 | +2 | +3 | +5 | +3 | +7 |

# 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/](https://canadianresearchinsightscouncil.ca/standards/)

*The survey was conducted among 1,310 randomly selected Canadian adults who are members of* **Maru/Blue's** *Online panel on October 9, 2019. The survey identified 1,294 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 +/- 3.1 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 *&* 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/

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