Down the Home Stretch:

Scheer's Conservatives (33% N/C) Lead Trudeau Liberals (29% +1) Nationally followed by Singh's NDP (21% +1), May's Green Party (7% N/C), and Bernier's People's Party (2% N/C) Blanchet's Bloc Québécois (33% -2) Lead in Quebec

For Public Release October 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.*

Down the Home Stretch:

Scheer's Conservatives (33% N/C) Lead Trudeau Liberals (29% +1) Nationally followed by Singh's NDP (21% +1), May's Green Party (7% N/C), and Bernier's People's Party (2% N/C) Blanchet's Bloc Québécois (33% -2) Lead in Quebec

October 18, 2019— With just four days to go until Canada's new parliament is elected, a new **DART & Maru/Blue Voice Canada Poll** indicates that the race for which party and its leader will form the next government **is too close to call**—mainly due to battleground Ontario which today has swung its support to the Conservatives by just four points versus the Liberals of last week. **If this edge in Ontario holds until election day it may well give Mr. Scheer and his Conservatives the most seats**. But even if the Conservatives win the most seats by a "*Scheer's breath*", the governing Liberals are the first invited to form a government if they can cobble together the support of other parties.

When compared to last week, the Scheer Conservatives (**33% N/C**) continue to lead the Trudeau Liberals (**29% +1**) followed by the Singh NDP (**21% +1**), the May Green party (**7% N/C**) and the flatlined Bernier People's Party (**2% N/C**) while the Bloc Quebecois led by Yves-Francois Blanchet (**33% -2**) continues to lead in Quebec. It is noted that among those aged 18-34—the age group that propelled Mr. Trudeau and his Liberals into power in 2015—the NDP (**32% -7**) continue to lead the Liberals (**28% +1**) as they did last week.

This is the last **DART** & **Maru/Blue Voice Canada Poll** of the 2019 federal election campaign.

The Dynamics of the final Vote…

The polling **suggests a minority parliament for either the Conservatives *or* the Liberals**, dependent on two major factors:

- **Voter turnout** – While the advance polls are up 29% over 2015, it is not indicative as to which parties those voters are choosing. Despite the fact that 2015 had the largest voter turnout since at least 2004 — largely by younger voters who showed up at the ballot box that propelled Mr. Trudeau into power — it's been older voters who are traditionally more numerous than and have often given the Conservatives what is known as a "ballot box" bonus on election day. This dynamic will be having a significant influence on the final tally.

  Currently, voters by age grouping indicate their current preferences as such:

  - **Aged 18-34** — the NDP (**32%**) followed by the Liberals (**28%**), the Conservatives (**22%**), the Green party (**9%**) and the People's party (**4%**)
  - **Aged 35-54** — the Conservatives (**33%**) followed by the Liberals (**26%**), the NDP (**21%**), Green party (**8%**) and the People's party (**3%**)
  - **Aged 55+** — the Conservatives (**38%**) followed by the Liberals (**31%**), the NDP (**15%**), Green party (**5%**) and the People's party (**1%**)

- **Geography** — There's not a single Canadian election that's not dependent on geography to determine which party ends up with a majority of the seats to form a clear majority or have the makings of a minority government supported by one or more of the other parties. But some parts of the country bear more avid watching on election night — so with ranked ordering:

  - **Ontario** — where the Conservatives (**36% +4**) now lead the Liberals (**32% -1**) in a fierce battle for this seat rich province, with particular attention payed to the 905 area code that surrounds Toronto and is often the gateway to forming a government one way or the other. The NDP (**22% -3**) are running ahead of the Green (**8% +2**) and People's (**2% N/C**) parties.

  - **Quebec** — where the Bloc (**33% -2**) with its charismatic leader, Yves-Francois Blanchet who has had a significant impact on the tenor of the campaign in that province,

continue to lead the Liberal's (**30% +3**) while Conservatives (**19% +1**) trail, followed by the NDP (**13% -1**), the Green party (**5% N/C**) and the People's party (**1% -1**.)

- o **British Columbia**—which could make a significant difference on election night if the outcome is not clear after the rest of the country has its votes tallied—and it could be a late night as this pacific time province counts the ballots. Currently the Conservatives (**29% -9**) are in a virtual tie with the Liberals (**28% +4**), followed by the NDP (**26% +4**), the Green party (**12% -1**) and the People's party (**3% +1**.)

- o **Atlantic Canada**—maritime voters that have been in play from the outset of the campaign has the Liberals (**35% -5**) leading the NDP (**28% +5**), followed by the Conservatives (**22% +1**), the Green party (**13% +1**) and the People's party (**2% +1.**)

- o **Manitoba/Saskatchewan**—the prairie provinces continue to have the Conservatives (**51% -2**) in the lead followed by the NDP (**25% +5**), the Liberals (**20% N/C**), the Green Party (**2% -2**) and the People's party (**2% N/C**.)

- o **Alberta**—which continues to be the bastion of the Conservative party (**57% -7**), followed by the Liberals (**23% -2**), the NDP (**18% +5**), the People's party (**6% +3**) and the Green party (**3% -2.**)

Undertaken for Sun News/Postmedia, the **DART** *&* **Maru/Blue Voice Canada Poll** found the undecided vote is **7% (-2)** with those who indicate they would not vote totally **5% (N/C)**. The survey was undertaken via 1,518 randomly selected Canadian adults who are members of **Maru/Blue's Voice Canada** Online panel on October 16, 2019 and is considered accurate to within +/- 2.9 percentage points. The survey identified 1,368 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 Oct 9, 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							
BASE: WEIGHTED							
Conservative Party led by Andrew Scheer	33%	29%	57%	51%	36%	19%	22%
	33%	38%	64%	53%	32%	18%	21%
Change since October 9, 2019	N/C	-9	-7	-2	+4	-1	+1
Liberal Party led by Justin Trudeau	29%	28%	13%	20%	32%	30%	35%
	28%	24%	15%	20%	33%	27%	40%
Change since October 9, 2019	+1	+4	-2	N/C	-1	+3	-5
New Democratic Party led by Jagmeet Singh	21%	26%	18%	25%	22%	13%	28%
	20%	22%	13%	20%	25%	14%	23%
Change since October 9, 2019	-1	+4	+5	+5	-3	-1	+5
Bloc Quebecois led by Yves-Francois Blanchet	8%					33%	
	9%					35%	
Change since October 9, 2019	-1					-2	
Green Party led by Elizabeth May	7%	12%	3%	2%	8%	5%	13%
	7%	13%	5%	4%	6%	5%	12%
Change since October 9, 2019	N/C	-1	-2	-2	+2	N/C	+1
	2%	3%	6%	2%	2%	-	2%

People's Party of Canada led by Maxime Bernier	2%	2%	3%	2%	2%	1%	3%
Change since October 9, 2019	N/C	+1	+3	N/C	N/C	-1	-1
Another Political Party	1%	2%	2%	-	-	-	-
	1%	1%	0%	1%	2%	0%	1%
Change since October 9, 2019	N/C	+1	+2	-1	-2	N/C	-1

Undecided/Would not vote 12% (-2)

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

—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 1,518 randomly selected Canadian adults who are members of **Maru/Blue's** Online panel on October 16, 2019. The survey identified 1,368 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

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