

**Heading into the English Language Debate
Majority (55% +4) of Canadians Say It's Time to
Change the Trudeau Government versus Just 25% (-2)
Who Believe the Liberals Have Done a Good Job and
Deserve to be Re-Elected**

For Public Release October 7, 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.*

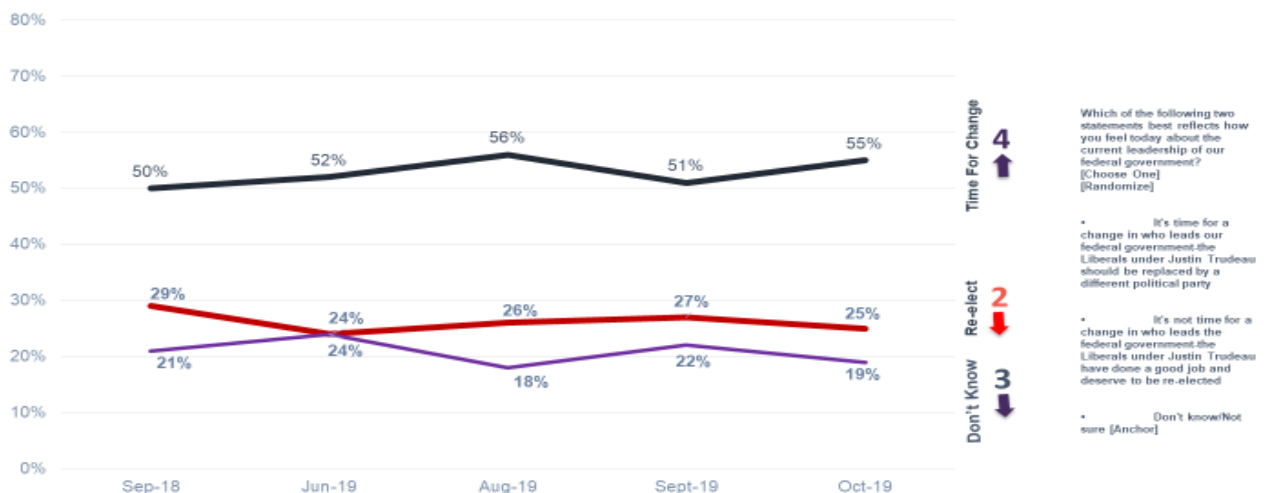
*Once released into the public domain, findings contained herein may be used with source attribution given to the **DART & Maru/Blue** Poll. Descriptions of the findings, methodology and contact persons are provided in this release—with a full set of detailed tables with questions found for easy download at <http://www.dartincom.ca/polls/> A description of **DART & Maru/Blue** Voice Canada Poll can also be found in this release.*

Heading into the English Language Debate Majority (55% +4) of Canadians Say It's Time to Change the Trudeau Government versus Just 25% (-2) Who Believe the Liberals Have Done a Good Job and Deserve to be Re-Elected

October 7, 2019 – As the party leaders ready for the English-language debate runs from 7 p.m. to 9 p.m. (ET) tonight, a new national poll released today indicates that a majority (55% +4) of Canadians believe *it's time for a change in who leads our federal government-- that the Liberals under Justin Trudeau should be replaced by a different political party*, versus just 25% (-2) who are of the view 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 (19% -3) opt for *Don't know/Not sure*.

Providing context, tracking indicates the incumbent government has not yet broken through the 30% ceiling for those who believe it should be returned to office:

Time for a Change versus Deserves Re-election



Gauged very distinctly from vote preference for any particular party, this measurement is important because it oftentimes portends momentum for either supporters or those who oppose the incumbent government in getting to the ballot box. This can be a critical dimension in a close race, as is the case right now, between the two major parties.

Those who believe that it's time for a change (55%) in government is likely to come from Alberta (74%) and the prairies (Manitoba/Saskatchewan 71%) followed by those from British Columbia (57%), Québec (51%), and Ontario (50%) and Atlantic Canada (50%).

Those who believe that it's not time for a change in the federal government deserves to be re-elected (25%) are most likely to be found in Québec (29%) and Ontario (29%), followed by those in Atlantic Canada (27%), British Columbia (19%), the prairies (Manitoba/Saskatchewan 16%), and Alberta (15%).

Those who "don't know" or are "not sure" (19%) are most likely to hail from British Columbia (24%) followed closely behind by those from Atlantic Canada (23%), Ontario (21%), Québec (20%), the prairies (Manitoba/Saskatchewan 12%), and Alberta (11%).

Interestingly, there are just minor variations in terms of age with respect to wanting to change the Trudeau government: aged 35 - 54 (58%), aged 55+ (55%), and aged 18 - 34 (53%). While more pronounced with gender (male 59%/female 51%), both represent a majority.

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 1,520 randomly selected Canadian adults who are members of **Maru/Blue's Voice Canada** Online panel on October 1, 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.*

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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 1,520 randomly selected Canadian adults who are members of **Maru/Blue's** Online panel on October 1, 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 is a member of and abides by the Canadian Research Insights Council (CRIC) polling disclosure requirements: <https://canadianresearchinsightscouncil.ca/standards/por/>

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