

## Provincial Premiers Approval Rating Quarterly Tracking Q4 December 2019 Detailed Tables

**December 12, 2019** – These are some of the detailed tables of a **DART C-Suite Communicators MARU/Blue Voice Canada** poll conducted as part of a regular quarterly 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 **MARU Voice Canada** Omni Online curated panel.

The survey was conducted among 5,035 randomly selected Canadian adults who are members of **MARU/Blue’s** Online panel between November 27 to December 3, 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. The data are also weighted on vote choice in the last provincial election in respondents’ province of residence. 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. The precision of this **DART C-Suite Communicators MARU/Blue Voice Canada** Online poll is measured using a Bayesian Credibility Interval. In this case, the poll is accurate to within +/- 1.6 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.

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*Paired/Overlap T-Test for Means, Paired/Overlap Z-Test for Percentages Uppercase letters indicate significance at the 95% level.*

*National Report Wave 42 (Q3-2019)*



Premier and United Conservative Party leader Jason Kenny [AB]

	Gender			Age			Income			Education		
	Total	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	Tech school	Univ+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
BASE: All Respondents	523	261	262	169	218	136	126	150	148	248	163	113
BASE: UNWEIGHTED	610	298	312	107	216	287	157	185	179	273	190	147
Strongly approve	70	35	35	10	27	33	16	22	25	28	25	16
	13%	13%	13%	6%	13%	24%	12%	14%	17%	11%	16%	14%
Moderately approve	138	72	67	23	71	44	32	34	51	60	50	28
	26%	27%	25%	14%	32%	32%	25%	23%	35%	24%	31%	25%
Moderately disapprove	101	55	47	36	48	18	36	24	25	61	23	17
	19%	21%	18%	21%	22%	13%	28%	16%	17%	25%	14%	15%
Strongly disapprove	179	91	88	84	56	38	33	60	42	75	55	50
	34%	35%	34%	50%	26%	28%	26%	40%	28%	30%	34%	44%
Not sure	35	9	26	16	16	3	10	9	6	24	9	2
	7%	3%	10%	9%	7%	2%	8%	6%	4%	10%	6%	2%
Top2box	208	106	102	33	98	77	47	55	76	88	75	44
	40%	41%	39%	20%	45%	56%	37%	37%	51%	36%	46%	39%
Bottom2box	281	146	135	120	104	56	69	85	66	136	78	67
	54%	56%	51%	71%	48%	41%	55%	57%	45%	55%	48%	59%



## Premier and Progressive Conservative leader Brian Pallister [MB]

	Gender			Age			Income			Education		
	Total	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	Tech school	Univ+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
BASE: All Respondents	180	71	110	39	80	62	57	52	35	93	53	35
BASE: UNWEIGHTED	603	276	327	31	160	412	173	212	115	178	267	158
Strongly approve	22	11	11	0	8	14	6	8	4	14	6	2
	12%	16%	10%	1%	9%	22%	11%	16%	12%	15%	11%	7%
						DE						
Moderately approve	57	28	30	11	27	20	20	17	10	36	12	10
	32%	39%	27%	28%	33%	32%	36%	33%	28%	39%	22%	28%
										K		
Moderately disapprove	29	11	18	6	15	8	8	8	7	14	10	5
	16%	15%	16%	15%	18%	13%	14%	15%	19%	15%	18%	16%
Strongly disapprove	49	17	32	11	20	18	15	14	10	17	19	13
	27%	24%	29%	30%	25%	29%	26%	28%	30%	18%	35%	38%
										J	J	J
Not sure	23	4	20	10	11	2	8	5	4	13	7	4
	13%	6%	18%	26%	14%	4%	13%	9%	11%	14%	14%	11%
			B	F	F							
Top2box	79	39	40	11	34	34	26	25	14	49	18	12
	44%	55%	37%	30%	43%	54%	46%	49%	40%	53%	33%	35%
			C			D				KL		
Bottom2box	78	28	50	17	34	26	23	22	17	31	28	19
	43%	40%	45%	44%	43%	42%	41%	42%	49%	33%	53%	54%
										J	J	J

Premier and Progressive Conservative leader Doug Ford [ON]

	Gender		Age			Income			Education			
	Total	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	Tech school	Univ+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
BASE: All Respondents	1876	993	883	650	785	441	622	603	410	1003	529	344
BASE: UNWEIGHTED	822	408	414	226	346	250	254	276	179	447	232	143
Strongly approve	188	138	50	49	63	76	76	62	33	112	50	26
	10%	14%	6%	8%	8%	17%	12%	10%	8%	11%	10%	8%
		C				DE						
Moderately approve	337	220	116	91	168	77	99	89	100	185	95	56
	18%	22%	13%	14%	21%	18%	16%	15%	24%	18%	18%	16%
		C										
Moderately disapprove	252	141	111	89	100	63	89	85	48	137	64	50
	13%	14%	13%	14%	13%	14%	14%	14%	12%	14%	12%	15%
Strongly disapprove	930	447	483	339	381	211	274	325	212	433	300	198
	50%	45%	55%	52%	49%	48%	44%	54%	52%	43%	57%	57%
			B								J	J
Not sure	169	46	123	82	73	14	84	42	18	136	20	14
	9%	5%	14%	13%	9%	3%	13%	7%	4%	14%	4%	4%
			B	F	F		I			KL		
Top2box	525	358	167	140	232	154	176	151	133	297	146	82
	28%	36%	19%	22%	30%	35%	28%	25%	32%	30%	28%	24%
		C				D						
Bottom2box	1182	588	594	428	480	274	363	410	259	571	364	248
	63%	59%	67%	66%	61%	62%	58%	68%	63%	57%	69%	72%
										J	J	J

## Premier and Coalition Avenir Québec leader François Legault [QC]

	Gender			Age			Income			Education			Language	
	Total	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	Tech school	Univ+	English	French
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
BASE: All Respondents	1258	568	689	317	531	409	621	423	127	565	424	268	225	1032
BASE: UNWEIGHTED	503	233	270	69	177	257	250	161	52	273	166	64	131	372
Strongly approve	357	209	147	87	97	173	191	125	29	173	106	78	11	346
	28%	37%	21%	27%	18%	42%	31%	30%	23%	31%	25%	29%	5%	34%
		C				E								M
Moderately approve	398	164	233	89	176	133	196	121	63	172	151	75	35	363
	32%	29%	34%	28%	33%	32%	32%	29%	49%	30%	36%	28%	15%	35%
														M
Moderately disapprove	149	64	84	35	81	33	61	61	14	52	61	36	63	86
	12%	11%	12%	11%	15%	8%	10%	14%	11%	9%	14%	13%	28%	8%
													N	
Strongly disapprove	209	107	103	57	103	49	89	82	7	62	76	72	89	121
	17%	19%	15%	18%	19%	12%	14%	19%	6%	11%	18%	27%	39%	12%
													N	
Not sure	145	23	122	49	75	22	84	34	15	106	31	8	28	117
	12%	4%	18%	15%	14%	5%	14%	8%	12%	19%	7%	3%	13%	11%
			B		F					KL				
Top2box	754	374	381	176	273	306	387	246	92	345	257	153	45	709
	60%	66%	55%	56%	51%	75%	62%	58%	72%	61%	61%	57%	20%	69%
						E								M
Bottom2box	358	171	187	93	183	82	150	143	21	114	136	107	152	206
	28%	30%	27%	29%	35%	20%	24%	34%	16%	20%	32%	40%	67%	20%
					F								N	

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## Premier and Liberal Party leader Stephen McNeil [NS]

	Gender			Age			Income			Education		
	Total	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	Tech school	Univ+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
BASE: All Respondents	160	75	85	24	73	64	73	50	22	68	60	33
BASE: UNWEIGHTED	303	147	156	16	108	179	111	107	52	97	118	88
Strongly approve	5	2	3	0	3	2	2	2	1	2	2	1
	3%	3%	3%	1%	4%	3%	3%	4%	3%	4%	4%	2%
Moderately approve	52	32	19	11	21	20	28	16	4	23	21	7
	32%	43%	23%	44%	29%	32%	38%	32%	18%	35%	36%	21%
			C									
Moderately disapprove	34	11	24	7	14	13	13	11	7	11	13	10
	21%	14%	28%	29%	19%	21%	18%	21%	34%	17%	22%	30%
Strongly disapprove	52	26	26	4	24	24	25	14	9	21	18	12
	33%	35%	30%	17%	34%	37%	34%	28%	40%	32%	31%	38%
Not sure	17	3	13	2	11	4	5	7	1	9	5	3
	11%	5%	16%	9%	15%	6%	7%	14%	5%	13%	8%	9%
			B									
Top2box	57	35	22	11	24	22	30	18	5	26	23	7
	36%	46%	26%	45%	33%	35%	42%	36%	21%	38%	39%	23%
			C									
Bottom2box	86	37	49	11	38	37	38	25	16	33	31	22
	54%	49%	58%	46%	53%	59%	51%	49%	74%	48%	53%	68%
									GH			

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Premier and Progressive Conservative Party leader Blaine Higgs [NB]

	Gender			Age			Income			Education		
	Total	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	Tech school	Univ+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
BASE: All Respondents	127	51	76	21	57	49	47	33	32	66	37	23
BASE: UNWEIGHTED	280	125	155	17	77	186	94	90	53	89	120	71
Strongly approve	17	7	10	4	4	9	8	5	2	10	4	3
	13%	14%	13%	18%	7%	19%	17%	15%	6%	15%	11%	11%
Moderately approve	37	20	16	3	17	16	12	11	11	22	9	6
	29%	39%	22%	16%	30%	33%	25%	34%	35%	32%	26%	24%
Moderately disapprove	24	9	15	4	12	8	9	6	6	8	10	7
	19%	18%	20%	17%	21%	17%	20%	17%	18%	11%	26%	28%
Strongly disapprove	32	12	20	8	13	11	10	5	12	19	6	7
	25%	24%	26%	37%	23%	22%	21%	15%	39%	29%	16%	29%
Not sure	18	3	15	2	11	4	8	6	1	8	8	2
	14%	6%	20%	12%	19%	9%	17%	18%	2%	12%	22%	7%
Top2box	53	27	26	7	21	25	20	17	13	32	14	8
	42%	53%	35%	34%	37%	52%	42%	50%	41%	48%	36%	35%
Bottom2box	56	21	35	11	25	19	19	11	18	27	15	13
	44%	41%	46%	54%	44%	39%	40%	33%	57%	41%	42%	57%

## Premier and Liberal Party leader Dwight Ball [NL]

	Gender		Age			Income			Education			
	Total	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	Tech school	Univ+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
BASE: All Respondents	89	40	49	16	43	29	40	18	14	41	33	15
BASE: UNWEIGHTED	215	127	88	9	57	149	62	73	46	21	111	83
Strongly approve	7	6	1		4	4	5	2	0	5	1	1
	8%	16%	2%		9%	12%	12%	13%	2%	13%	3%	7%
Moderately approve	31	14	17	11	13	7	9	6	6	14	11	6
	35%	35%	35%	66%	30%	25%	23%	31%	41%	35%	34%	37%
Moderately disapprove	14	8	5		7	6	4	4	4	4	6	4
	15%	21%	11%		17%	22%	10%	21%	26%	9%	18%	26%
Strongly disapprove	33	11	22	4	17	12	20	5	4	18	12	3
	37%	28%	44%	23%	40%	40%	51%	27%	31%	43%	37%	22%
Not sure	4	0	4	2	2	0	2	1			3	1
	4%	*%	8%	11%	4%	*%	4%	8%			8%	8%
Top2box	39	20	18	11	17	11	14	8	6	20	12	7
	43%	51%	37%	66%	39%	38%	35%	45%	43%	48%	37%	44%
Bottom2box	47	20	27	4	25	18	24	9	8	21	18	7
	52%	49%	55%	23%	57%	62%	61%	48%	57%	52%	55%	48%

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## About **DART C-Suite Communicators** **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 CRIC 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. **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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