

A **DART** & **Maru/Blue** Voice Canada Poll

## The Quarterly Approval Rating and Rankings of Canada's Premiers

### Alberta's Kenney (40%) Crashes with 15 Point Drop in Provincial Approval in One Quarter

*Quebec's Legault (60% +1) and Saskatchewan's Moe (56% -2)*

*Continue to Lead in Approval Ratings*

**December 12, 2019** – Well, that honeymoon was short lived: recently elected Alberta Premier Jason Kenney has taken an unprecedented plummet over the last three months according to the latest quarterly sounding of citizen approval ratings of their provincial premiers.

The survey results provided exclusively to Postmedia by **DART** & **Maru/Blue** Voice Canada Poll, and finds that Premier Kenney has fallen from 55 percent approval in September to 40 percent in December.

While his Alberta standard bearing may have won him points in many homespun quarters, premier Kenney and his United Conservative government have initiated a significant structural change in a province that had just finished with four years of deep NDP structural change, understandably raising the ire of many on a range of issues and policies. When mixed in with numerous other contentious decisions – ranging from reducing the corporate tax rate to a belt tightening budget to the firing of the Alberta Election Commissioner – the premier is clearly playing the long game, likely factoring in a tough medicine impact on his popularity now for a revival in political prospects down the home stretch towards the next election.

Meanwhile, at the other end of the country, China trade focused Nova Scotia premier Stephen McNeil (36%) has risen approximately as much as Mr. Kenney has cratered – up seventeen points. And finally, while Ontario premier Doug Ford (28% +2) is at the bottom of the premier's rankings for this quarter, he has appeared to have arrested his continuing slide in his approval ratings with the very deliberate and noticeable change in tone and governing style.

On the heels of a first ministers and territorial leaders meeting hosted by Ontario Premier Doug

Ford in Mississauga, Ontario, the approval ratings landscape fares much better for Mr. Kenney's counterparts. The approval ratings and rankings of those premiers measured for the fourth quarter of 2019 are as follows:

- Quebec Premier François Legault (60% +1)
- Saskatchewan Premier Scott Moe (56% -2)
- British Columbia Premier John Horgan (47% N/C)
- Manitoba Premier Brian Pallister (44% +4)
- Newfoundland Premier Dwight Ball (43% +3)
- New Brunswick Premier Blaine Higgs (42% -1)
- Alberta Premier Jason Kenney (40% -15)
- Nova Scotia Premier Stephen McNeil (36% +17)
- Ontario Premier Doug Ford (28% +2)

– 30 –

## Methodology

These are some of the topline findings 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.

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 C-Suite Communicators** and **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.

**Discover us at:**

[www.dartincom.ca](http://www.dartincom.ca) [www.marubluenet.com](http://www.marubluenet.com)