

# DART & maru/BLUE Voice Canada Poll

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

**BC's Horgan Falls (37% -10), New Brunswick's Higgs Slips (36% -6),  
Manitoba's Pallister Stumbles (41% -3), Nova Scotia's McNeil Tumbles (27% -  
9), and Newfoundland's Ball Bows Out (32% -11)**

*Quebec's Legault (66% +6) and Saskatchewan's Moe (55% -1) Continue to Lead  
in Approval Ratings as Alberta's Kenney (43% +3) and Ontario's Ford (30% +2)  
Improve*

# Voice Canada Poll

March 15, 2020

## 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, 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 **5,155 randomly selected Canadian adults** who are members of **maru/Blue's** Online panel between February 27 - March 6, 2020 and provided their approval rating of the premier of their province. 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 within 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**

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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 45 (Q1-2020)*

# Voice Canada Poll

[Premier and New Democratic Party (NDP) leader John Horgan [BC]] Do you approve or disapprove of the performance of each of the following people?

	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	659	327	332	173	319	167	140	223	218	218	208	233
BASE: UNWEIGHTED	601	272	329	45	259	297	173	206	136	224	236	141
Strongly approve	50	23	27	5	30	15	14	16	18	19	15	16
	8%	7%	8%	3%	9%	9%	10%	7%	8%	9%	7%	7%
Moderately approve	191	112	78	63	71	57	43	51	78	35	52	103
	29%	34%	24%	36%	22%	34%	31%	23%	36%	16%	25%	44%
Moderately disapprove	137	91	46	41	60	36	19	64	28	30	68	40
	21%	28%	14%	24%	19%	21%	14%	29%	13%	14%	33%	17%
Strongly disapprove	201	94	107	36	120	46	38	62	86	113	47	41
	31%	29%	32%	21%	38%	27%	27%	28%	39%	52%	23%	18%
										KL		
Not sure	79	7	73	28	38	12	25	30	7	21	26	33
	12%	2%	22%	16%	12%	7%	18%	13%	3%	10%	12%	14%
			B									
Top2box	241	135	105	67	101	73	57	67	96	54	67	119
	37%	41%	32%	39%	32%	44%	41%	30%	44%	25%	32%	51%
Bottom2box	338	185	154	77	180	82	57	126	114	142	115	81
	51%	56%	46%	45%	56%	49%	41%	57%	52%	65%	55%	35%
										L		

Voice Canada Poll

[Premier and United Conservative Party leader Jason Kenny [AB]] Do you approve or disapprove of the performance of each of the following people?

	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	535	241	294	194	240	101	174	144	152	221	163	152
BASE: UNWEIGHTED	601	264	337	55	287	259	141	179	199	122	296	183
Strongly approve	88	64	24	3	59	26	21	16	43	51	20	17
	16%	26%	8%	2%	24%	26%	12%	11%	28%	23%	12%	11%
Moderately approve	142	71	71	62	53	28	53	24	31	66	54	22
	27%	29%	24%	32%	22%	28%	31%	16%	21%	30%	33%	14%
Moderately disapprove	53	16	37	18	24	11	10	9	29	14	11	28
	10%	6%	13%	9%	10%	11%	6%	6%	19%	6%	7%	18%
Strongly disapprove	226	71	155	100	91	35	76	84	48	69	76	81
	42%	30%	53%	52%	38%	35%	44%	58%	32%	31%	46%	54%
Not sure	26	20	7	11	14	1	13	11	1	21	2	4
	5%	8%	2%	6%	6%	1%	8%	8%	*%	9%	1%	2%
Top2box	230	135	95	65	111	54	75	40	74	117	74	39
	43%	56%	32%	33%	46%	54%	43%	28%	49%	53%	45%	26%
Bottom2box	279	87	192	118	115	46	86	93	77	84	86	109
	52%	36%	65%	61%	48%	45%	49%	65%	51%	38%	53%	72%

DAIRY BLUE  
Voice Canada Poll





[Premier and Progressive Conservative leader Brian Pallister [MB]] Do you approve or disapprove of the performance of each of the following people?

	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	185	94	91	63	65	56	73	60	36	98	50	36
BASE: UNWEIGHTED	601	270	331	68	138	395	166	240	126	103	253	245
Strongly approve	26	18	8	7	7	12	13	7	5	15	7	3
	14%	19%	9%	11%	11%	21%	18%	12%	15%	16%	15%	9%
Moderately approve	50	26	24	14	18	17	17	18	12	27	12	11
	27%	28%	26%	22%	28%	31%	23%	30%	32%	27%	25%	29%
Moderately disapprove	32	12	20	12	12	8	11	10	6	15	10	7
	17%	13%	22%	19%	18%	14%	16%	16%	17%	15%	20%	18%
Strongly disapprove	63	36	27	23	24	16	26	22	10	31	19	13
	34%	38%	30%	37%	36%	29%	36%	37%	28%	32%	38%	37%
Not sure	14	2	12	6	5	3	5	4	3	10	2	3
	8%	2%	13%	10%	7%	5%	7%	6%	7%	10%	3%	7%
Top2box	76	44	32	21	25	29	30	25	17	42	20	14
	41%	47%	35%	34%	39%	52%	41%	41%	47%	43%	39%	38%
Bottom2box	95	48	47	36	35	24	38	31	16	46	29	20
	51%	51%	52%	56%	54%	43%	52%	53%	46%	47%	58%	55%

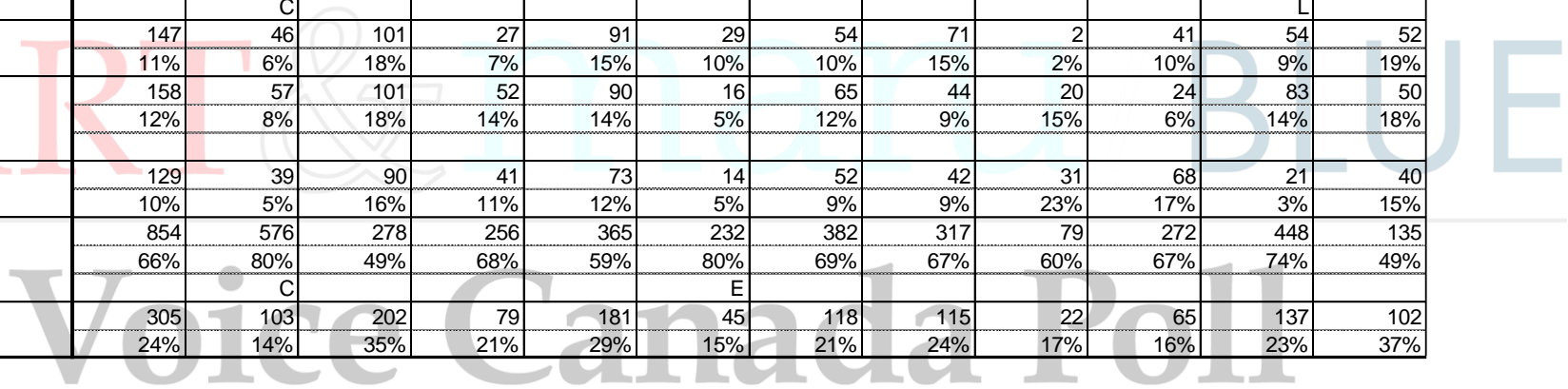
[Premier and Progressive Conservative leader Doug Ford [ON]] Do you approve or disapprove of the performance of each of the following people?

	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	1921	901	1020	485	833	603	700	525	430	848	567	506
BASE: UNWEIGHTED	813	414	399	162	286	365	240	261	179	368	200	245
Strongly approve	183	128	55	26	76	81	31	72	67	103	53	27
	10%	14%	5%	5%	9%	13%	4%	14%	16%	12%	9%	5%
Moderately approve	397	232	165	64	185	149	96	154	85	201	102	94
	21%	26%	16%	13%	22%	25%	14%	29%	20%	24%	18%	19%
Moderately disapprove	240	106	133	33	104	103	41	77	83	74	67	98
	12%	12%	13%	7%	12%	17%	6%	15%	19%	9%	12%	19%
Strongly disapprove	1012	381	631	304	449	258	475	215	180	399	330	283
	53%	42%	62%	63%	54%	43%	68%	41%	42%	47%	58%	56%
Not sure	90	54	36	59	20	11	57	8	15	71	15	4
	5%	6%	4%	12%	2%	2%	8%	1%	3%	8%	3%	1%
Top2box	580	360	220	89	260	230	127	226	152	304	155	121
	30%	40%	22%	18%	31%	38%	18%	43%	35%	36%	27%	24%
Bottom2box	1251	487	764	337	553	362	515	292	263	473	397	381
	65%	54%	75%	69%	66%	60%	74%	56%	61%	56%	70%	75%



[Premier and coalition Avenir Québec leader François Legault [QC]] Do you approve or disapprove of the performance of each of the following people?

	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	1287	717	570	377	619	291	552	474	132	405	605	277
BASE: UNWEIGHTED	605	292	313	40	272	293	238	220	80	230	230	145
Strongly approve	240	123	116	6	104	131	83	114	23	124	63	54
	19%	17%	20%	2%	17%	45%	15%	24%	17%	31%	10%	19%
						DE						
Moderately approve	614	452	162	250	262	102	300	203	56	148	385	81
	48%	63%	28%	66%	42%	35%	54%	43%	42%	37%	64%	29%
		C									L	
Moderately disapprove	147	46	101	27	91	29	54	71	2	41	54	52
	11%	6%	18%	7%	15%	10%	10%	15%	2%	10%	9%	19%
Strongly disapprove	158	57	101	52	90	16	65	44	20	24	83	50
	12%	8%	18%	14%	14%	5%	12%	9%	15%	6%	14%	18%
Not sure	129	39	90	41	73	14	52	42	31	68	21	40
	10%	5%	16%	11%	12%	5%	9%	9%	23%	17%	3%	15%
Top2box	854	576	278	256	365	232	382	317	79	272	448	135
	66%	80%	49%	68%	59%	80%	69%	67%	60%	67%	74%	49%
		C				E						
Bottom2box	305	103	202	79	181	45	118	115	22	65	137	102
	24%	14%	35%	21%	29%	15%	21%	24%	17%	16%	23%	37%

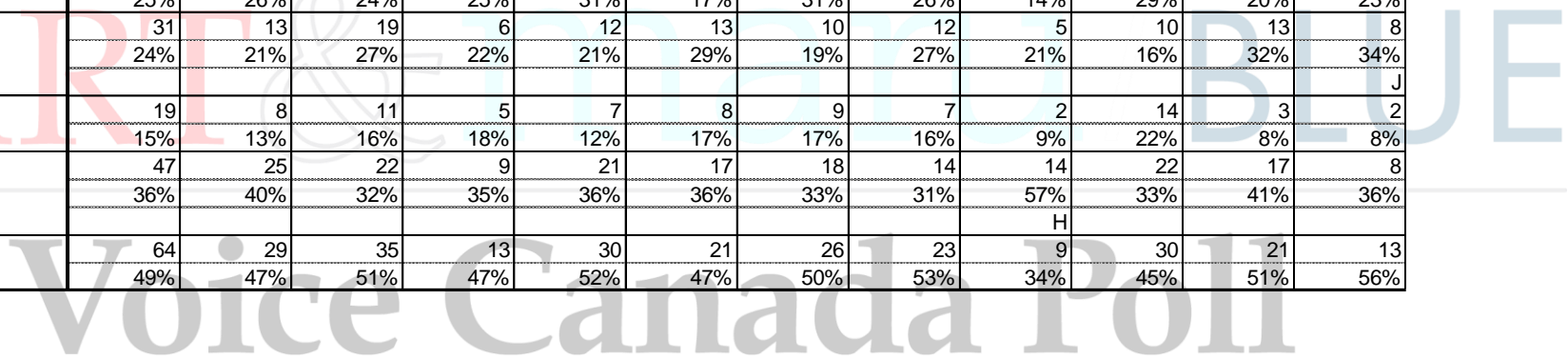


Premier and Liberal Party leader Stephen McNeil [NS] Do you approve or disapprove of the performance of each of the following people?

	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	163	76	87	23	72	68	59	58	26	67	54	41
BASE: UNWEIGHTED	300	133	167	12	73	215	81	113	58	36	153	111
Strongly approve	12	10	2	-	6	6	6	4	2	7	2	3
	7%	13%	3%		9%	9%	11%	6%	8%	10%	4%	8%
Moderately approve	32	17	15	7	10	16	14	11	5	11	10	12
	20%	22%	17%	29%	14%	23%	25%	18%	19%	16%	18%	28%
Moderately disapprove	27	12	15	3	13	11	7	11	7	5	14	8
	16%	16%	17%	15%	17%	16%	12%	19%	26%	8%	25%	18%
										J		
Strongly disapprove	76	35	41	7	37	32	24	27	11	36	25	16
	47%	47%	47%	30%	52%	47%	41%	47%	44%	53%	45%	38%
Not sure	16	2	14	6	6	4	7	5	1	9	4	3
	10%	3%	16%	26%	9%	6%	12%	9%	2%	13%	8%	7%
			B									
Top2box	44	26	18	7	16	21	21	14	7	17	12	15
	27%	35%	20%	29%	22%	31%	35%	25%	28%	25%	22%	37%
Bottom2box	103	47	56	10	50	43	31	38	18	41	38	23
	63%	62%	64%	45%	69%	63%	53%	66%	70%	61%	70%	57%

Voice Canada Poll

[Premier and Progressive Conservative Party leader Blaine Higgs [NB]] Do you approve or disapprove of the performance of each of the following people?												
	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	130	62	68	27	57	46	53	44	25	66	41	23
BASE: UNWEIGHTED	300	134	166	45	70	185	95	119	58	57	127	116
Strongly approve	15	9	6	3	6	6	3	5	7	6	5	4
	12%	15%	9%	12%	11%	13%	6%	10%	26%	9%	12%	19%
									G			
Moderately approve	32	16	16	6	15	11	14	9	8	16	12	4
	24%	26%	23%	23%	26%	23%	27%	20%	30%	25%	28%	16%
Moderately disapprove	32	16	16	7	18	8	16	12	3	19	8	5
	25%	26%	24%	25%	31%	17%	31%	26%	14%	29%	20%	23%
Strongly disapprove	31	13	19	6	12	13	10	12	5	10	13	8
	24%	21%	27%	22%	21%	29%	19%	27%	21%	16%	32%	34%
											J	
Not sure	19	8	11	5	7	8	9	7	2	14	3	2
	15%	13%	16%	18%	12%	17%	17%	16%	9%	22%	8%	8%
Top2box	47	25	22	9	21	17	18	14	14	22	17	8
	36%	40%	32%	35%	36%	36%	33%	31%	57%	33%	41%	36%
									H			
Bottom2box	64	29	35	13	30	21	26	23	9	30	21	13
	49%	47%	51%	47%	52%	47%	50%	53%	34%	45%	51%	56%



[Premier and Liberal Party leader Dwight Ball [NL]] Do you approve or disapprove of the performance of each of the following people?

	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	91	45	46	19	40	33	41	22	20	48	29	14
BASE: UNWEIGHTED	253	92	161	51	100	102	89	76	62	49	120	84
Strongly approve	5	2	3	2	1	2	2	1	1	2	2	1
	5%	5%	6%	9%	3%	5%	5%	4%	7%	4%	7%	7%
Moderately approve	25	14	11	7	9	9	12	6	5	15	6	5
	27%	30%	24%	37%	22%	28%	30%	28%	24%	30%	19%	33%
Moderately disapprove	16	8	9	3	7	6	8	3	3	7	6	3
	18%	17%	19%	18%	18%	18%	20%	13%	16%	14%	22%	24%
Strongly disapprove	37	21	16	5	17	15	12	12	10	18	14	5
	40%	45%	35%	26%	42%	45%	30%	53%	51%	38%	48%	32%
Not sure	9	1	7	2	6	1	7	0	1	7	1	1
	10%	3%	16%	10%	14%	4%	16%	2%	3%	14%	5%	4%
Top2box	30	16	14	9	10	11	14	7	6	16	8	6
	32%	34%	30%	46%	25%	33%	34%	32%	31%	34%	26%	39%
Bottom2box	53	28	25	8	24	20	20	14	13	25	20	8
	58%	62%	54%	44%	61%	63%	49%	65%	66%	52%	69%	56%

**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 executive 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 Canadian Research and Intelligence Council ("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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