

DART & maru/BLUE Voice Canada Poll

The Quarterly Approval Rating and Rankings of Canada's Premiers

*Quebec's Legault (76% +10) Soars as Premier with Highest Approval Rating as
All Other Premiers Get Pandemic Performance Bounce*

June 18, 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 5,137 randomly selected Canadian adults who are members of **maru/Blue's** Online panel between May 28, 2020 to June 3, 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

DART C-Suite Communicators
(416) 919-2101 jwright@dartincom.ca

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

— 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

Do you approve or disapprove of the performance of each of the following people?

[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	656	298	358	168	275	213	194	202	161	281	215	160
BASE: UNWEIGHTED	617	298	319	86	264	267	204	189	134	275	233	109
Strongly approve	178	69	109	30	57	92	47	46	51	61	59	59
	27%	23%	30%	18%	21%	43%	24%	23%	32%	22%	27%	37%
						DE						
Moderately approve	285	142	143	88	132	64	93	97	63	137	87	62
	43%	48%	40%	53%	48%	30%	48%	48%	39%	49%	40%	39%
					F							
Moderately disapprove	63	33	31	16	31	17	20	19	21	26	17	19
	10%	11%	9%	9%	11%	8%	10%	9%	13%	9%	8%	12%
Strongly disapprove	85	42	43	12	37	37	24	22	22	41	36	8
	13%	14%	12%	7%	13%	17%	12%	11%	14%	15%	17%	5%
											L	
Not sure	44	12	33	23	19	3	10	18	4	16	16	12
	7%	4%	9%	14%	7%	1%	5%	9%	3%	6%	8%	8%
Top2Box	463	211	252	118	189	156	140	143	114	197	145	121
	71%	71%	70%	70%	69%	73%	72%	71%	71%	70%	68%	75%
Bottom2Box	148	75	73	27	67	53	44	41	43	67	54	27
	23%	25%	20%	16%	24%	25%	23%	20%	27%	24%	25%	17%

[Premier and United Conservative Party leader Jason Kenney [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	533	266	267	172	217	144	145	164	146	240	172	122
BASE: UNWEIGHTED	608	287	321	94	246	268	151	194	167	261	219	128
Strongly approve	84	38	47	32	21	31	16	25	36	45	29	10
	16%	14%	17%	19%	10%	22%	11%	15%	25%	19%	17%	9%
Moderately approve	170	92	79	50	72	48	49	56	46	80	53	37
	32%	34%	30%	29%	33%	33%	34%	34%	32%	33%	31%	31%
Moderately disapprove	111	71	40	46	39	26	48	29	18	58	24	29
	21%	27%	15%	27%	18%	18%	33%	18%	12%	24%	14%	24%
Strongly disapprove	145	64	81	33	75	36	28	48	44	41	60	44
	27%	24%	30%	19%	34%	25%	19%	29%	30%	17%	35%	36%
Not sure	23	3	20	9	11	3	5	7	2	16	5	2
	4%	1%	8%	5%	5%	2%	3%	4%	1%	7%	3%	1%
Top2Box	255	129	125	83	93	79	65	80	82	125	82	48
	48%	48%	47%	48%	43%	55%	45%	49%	56%	52%	48%	39%
Bottom2Box	256	135	121	80	113	63	76	77	62	99	85	72
	48%	50%	45%	46%	52%	43%	52%	47%	42%	41%	49%	59%

[Premier and Saskatchewan Party leader Scott Moe [SK]] 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	159	78	82	44	49	65	50	52	36	78	47	34
BASE: UNWEIGHTED	1057	525	532	198	293	566	273	350	295	219	461	377
Strongly approve	52	27	25	16	10	26	15	20	11	28	16	7
	32%	35%	30%	36%	20%	39%	30%	38%	31%	36%	34%	20%
Moderately approve	54	28	26	14	18	21	16	16	14	24	17	13
	34%	36%	32%	33%	37%	33%	33%	32%	39%	31%	36%	37%
Moderately disapprove	24	11	12	7	9	7	5	9	6	11	5	8
	15%	15%	15%	16%	19%	11%	11%	17%	18%	14%	10%	23%
Strongly disapprove	18	8	9	3	6	9	7	5	3	6	6	6
	11%	11%	12%	6%	12%	14%	14%	10%	9%	8%	13%	17%
Not sure	12	3	10	4	6	2	6	2	1	8	3	1
	8%	3%	12%	10%	12%	3%	12%	4%	3%	10%	7%	3%
Top2Box	105	55	50	30	28	47	32	36	26	53	33	20
	66%	71%	62%	68%	57%	72%	63%	70%	71%	68%	70%	57%
Bottom2Box	41	20	22	10	15	16	13	13	10	17	11	14
	26%	25%	27%	22%	31%	25%	25%	26%	27%	22%	23%	40%

. [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	1914	911	1002	621	920	372	592	608	439	993	493	427
BASE: UNWEIGHTED	818	427	391	219	365	234	239	268	204	372	266	180
Strongly approve	474	219	255	102	208	164	120	157	130	292	131	51
	25%	24%	25%	16%	23%	44%	20%	26%	30%	29%	27%	12%
						DE				L	L	
Moderately approve	720	329	391	240	349	130	231	230	158	398	149	173
	38%	36%	39%	39%	38%	35%	39%	38%	36%	40%	30%	40%
Moderately disapprove	279	144	135	101	146	32	75	95	68	96	99	83
	15%	16%	13%	16%	16%	9%	13%	16%	15%	10%	20%	20%
					F						J	J
Strongly disapprove	301	170	132	112	155	35	104	110	58	134	80	88
	16%	19%	13%	18%	17%	9%	18%	18%	13%	13%	16%	21%
					F							
Not sure	139	50	89	66	62	11	62	15	25	73	34	32
	7%	6%	9%	11%	7%	3%	10%	3%	6%	7%	7%	8%
				F			H					
Top2Box	1194	548	646	342	557	294	351	387	289	690	280	224
	62%	60%	64%	55%	61%	79%	59%	64%	66%	69%	57%	52%
						DE				KL		
Bottom2Box	580	314	267	213	301	67	179	205	125	230	179	171
	30%	34%	27%	34%	33%	18%	30%	34%	28%	23%	36%	40%
				F	F						J	J

[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	1285	616	669	360	562	364	527	471	152	608	439	237
BASE: UNWEIGHTED	605	314	291	73	269	263	244	210	86	310	201	94
Strongly approve	567	257	310	88	251	228	217	225	78	290	210	68
	44%	42%	46%	24%	45%	63%	41%	48%	52%	48%	48%	28%
					D	DE				L	L	
Moderately approve	408	184	225	121	191	96	185	128	48	144	154	110
	32%	30%	34%	34%	34%	26%	35%	27%	31%	24%	35%	46%
												J
Moderately disapprove	127	72	55	77	29	21	41	71	3	58	33	36
	10%	12%	8%	21%	5%	6%	8%	15%	2%	10%	7%	15%
				EF								
Strongly disapprove	77	55	22	12	48	18	31	13	16	35	28	15
	6%	9%	3%	3%	8%	5%	6%	3%	11%	6%	6%	6%
Not sure	104	47	57	62	42	1	52	34	6	81	15	8
	8%	8%	9%	17%	7%	*%	10%	7%	4%	13%	3%	3%
				F	F					KL		
Top2Box	976	441	535	209	443	324	403	353	126	434	364	178
	76%	72%	80%	58%	79%	89%	76%	75%	83%	71%	83%	75%
					D	DE						J
Bottom2Box	205	128	77	89	77	39	72	84	20	93	60	51
	16%	21%	12%	25%	14%	11%	14%	18%	13%	15%	14%	22%
		C										

[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	162	71	92	30	67	65	78	49	22	74	53	35
BASE: UNWEIGHTED	305	143	162	17	97	191	117	100	51	86	129	90
Strongly approve	46	24	23	3	26	18	22	17	4	22	16	8
	28%	33%	25%	9%	38%	27%	28%	34%	18%	29%	30%	24%
Moderately approve	56	26	30	8	23	26	19	22	8	20	19	16
	34%	37%	33%	26%	34%	39%	25%	46%	38%	27%	36%	48%
Moderately disapprove	27	12	15	4	10	14	17	5	4	15	8	5
	17%	17%	16%	13%	14%	21%	22%	10%	20%	20%	14%	14%
Strongly disapprove	25	7	17	13	5	7	16	3	3	15	7	3
	15%	10%	19%	42%	7%	11%	20%	7%	14%	20%	13%	9%
				E								
Not sure	8	1	7	3	4	1	3	1	2	3	4	2
	5%	2%	8%	10%	6%	2%	4%	3%	11%	4%	7%	5%
Top2Box	102	50	53	11	48	43	42	39	12	42	35	25
	63%	70%	57%	35%	72%	66%	53%	80%	55%	57%	66%	72%
								GI				
Bottom2Box	52	20	32	17	15	21	33	9	7	29	15	8
	32%	28%	35%	55%	22%	32%	42%	17%	34%	39%	28%	23%
							H					

[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	129	55	74	17	57	55	39	48	29	65	38	27
BASE: UNWEIGHTED	290	135	155	13	72	205	84	118	52	79	130	81
Strongly approve	41	18	23	1	13	27	10	19	6	19	14	8
	32%	33%	30%	6%	23%	48%	27%	39%	20%	29%	37%	29%
						DE						
Moderately approve	51	23	28	6	26	19	18	18	13	29	13	8
	39%	42%	38%	35%	46%	34%	47%	36%	44%	45%	36%	30%
Moderately disapprove	16	8	9	1	10	5	6	5	2	9	5	2
	13%	14%	12%	9%	17%	9%	15%	11%	8%	14%	12%	9%
Strongly disapprove	13	4	9	8	3	2	3	2	6	3	3	7
	10%	7%	12%	46%	6%	3%	7%	5%	22%	5%	8%	26%
				EF					H			JK
Not sure	8	2	6	1	5	3	2	4	2	4	3	1
	6%	4%	8%	5%	8%	5%	4%	9%	6%	7%	7%	5%
Top2Box	92	41	51	7	39	46	29	37	19	48	27	16
	71%	75%	68%	41%	68%	83%	73%	76%	64%	74%	73%	60%
						D						
Bottom2Box	29	12	18	9	13	7	9	7	9	12	8	10
	23%	21%	24%	54%	23%	12%	22%	15%	30%	19%	20%	35%
				F								

[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	50	41	7	39	45	34	23	14	41	34	16
BASE: UNWEIGHTED	207	113	94	6	53	148	59	62	48	25	110	72
Strongly approve	24	13	11	-	9	15	14	4	2	14	7	3
	26%	25%	28%		23%	34%	42%	16%	13%	34%	20%	20%
Moderately approve	37	21	15	1	18	18	9	13	7	16	13	7
	40%	42%	37%	10%	46%	40%	28%	57%	49%	40%	38%	45%
Moderately disapprove	13	5	8	2	7	4	4	3	3	4	6	3
	14%	10%	20%	24%	18%	9%	12%	13%	18%	11%	17%	17%
Strongly disapprove	11	10	1	1	3	7	1	3	2	3	6	2
	12%	20%	3%	11%	8%	17%	4%	15%	14%	8%	17%	14%
Not sure	6	2	5	4	2	0	5	-	1	3	3	1
	7%	3%	11%	55%	5%	*%	15%		6%	7%	8%	4%
				EF								
Top2Box	61	34	27	1	27	33	24	16	9	30	20	11
	67%	67%	66%	10%	69%	74%	69%	73%	62%	74%	58%	65%
Bottom2Box	24	15	9	3	10	12	5	6	5	8	11	5
	27%	29%	23%	34%	26%	26%	16%	27%	32%	19%	34%	31%

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.

Discover us at:

www.dartincom.ca www.marublue.net