

# 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 Premiers Get Pandemic Performance Bounce*

**June 18, 2020** – The quarterly approval ratings of Canada's premiers via the **DART & maru/Blue Voice Canada Poll** finds that despite significant challenges in the province related to COVID-19, Quebec Premier François Legault (76% +10) continues to have the highest approval rating among provincial leaders in the country. Premier Legault has held the number one spot five out of seven times since first measured in December 2018 following his election (including the first quarter of 2020). The only other premier to best him in the other two quarters is Saskatchewan's Scott Moe.

It's important to note that the last sounding of the approval ratings of the premiers took place between February 27 and March 6, 2020, mere days before the world changed dramatically – the usual benchmark of that is the postponement of the National Basketball Association (NBA) season on March 11, 2020.

The approval ratings and rankings of those premiers measured for the second quarter of 2020 are as follows:

- Quebec Premier François Legault (76% +10)
- British Columbia Premier John Horgan (71% +34)
- New Brunswick Premier Blaine Higgs (71% +35)
- Newfoundland and Labrador Premier Dwight Ball (67% +35)
- Saskatchewan Premier Scott Moe (66% +11)

- Nova Scotia Premier Stephen McNeil (63% +36)
- Ontario Premier Doug Ford (62% +32)
- Alberta Premier Jason Kenney (48% +5)
- Manitoba Premier Brian Pallister (45% +4)

*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. 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 COVID-19 scourge has altered the lives of Canadians from coast to coast to coast and made each provincial (and territorial) leader the focal point in making decisions for their domain. When a crisis hits, leaders, and those around them either rise to the challenge and embody the collective effort with prudent decision making, or they suffer the fate of a political stumble or fall. So far, it appears that all of the premiers have fared well – with some achieving what can simply be described as astonishingly high levels for their own careers (or any other politician for that matter).

Those premiers who have had the highest gains during this time (including some whose political fortunes appeared to be mired in great difficulty) are notable:

- Nova Scotia Premier Stephen McNeil (63% +36)
- Newfoundland and Labrador Premier Dwight Ball (67% +35)
- New Brunswick Premier Blaine Higgs (71% +35)
- British Columbia Premier John Horgan (71% +34)
- Ontario Premier Doug Ford (62% +32)

Of the next (still impressively boosted approval ratings) tier, Saskatchewan Premier Scott Moe (66% +11) leads the way, followed by Quebec Premier François Legault (76% +10), Alberta Premier Jason Kenney (48% +5), and Manitoba Premier Brian Pallister (45% +4).

## 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.

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**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/>  
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**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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