

# DART & maru / BLUE Voice Canada Poll

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

*Approval Ratings Come Down To Earth as*

*Almost All Ratings Fall*

*Horgan (69%), Legault (63%), and Moe (60%) on Top*

**September 21, 2020** – If there was skyward rise in approval ratings for Canada's premiers as they battled the early days of the pandemic outbreak, it would appear that the time for bringing those ratings back to earth is underway. With the exception of Manitoba's premier Brian Pallister (+9), a new **DART & Maru/Blue Voice Canada Poll** conducted quarterly to measure the approval ratings of almost all of Canada's premiers, finds that every other provincial leader has slipped or fallen. Those leading the pack with their personal approval ratings for this third quarter of 2020 assessment are British Columbia's John Horgan (69% **-2**), Quebec's François Legault (63% **-13**), and Saskatchewan's Scott Moe (60% **-6**).

Despite a slide in ratings, most premiers still enjoy healthy margins of approval which can play a role in going to the polls to secure a new mandate – witness Premier Blain Higgs' September 14, 2020 majority victory in New Brunswick with a 55% (**-16**) approval rating for this quarter. And should rumblings in the hallways that BC premier John Horgan might be tempted to soon seek a consultation with the electorate come true, the effort carries an approval tailwind rating of 69%, the highest in the land, at the outset. On the other hand, this snapshot of Nova Scotia premier Stephen McNeil (49% **-14**) finds him leaving politics on a high note after serving seventeen years in politics.

This quarter's assessment also captures the debut of newly chosen Liberal leader and Premier of Newfoundland and Labrador, Andrew Furey, as he arrives on the scene with a 48% approval rating,

and continues to find Alberta's embattled premier Jason Kenney behind at the bottom of the list (47% **-1**).

*The survey was conducted among 5,324 randomly selected Canadian adults who are members of Maru/Blue's Online panel between August 28, 2020 to September 8, 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 third quarter approval ratings of Canada's premiers via the **DART & Maru/Blue Voice Canada Poll** finds the following results across the land and how they have moved from their last sounding at the end of late May and early June, 2020:

- British Columbia Premier John Horgan (69% **-2**)
- Quebec Premier François Legault (63% **-13**)
- Saskatchewan Premier Scott Moe (60% **-6**)
- Ontario Premier Doug Ford (56% **-6**)
- New Brunswick Premier Blaine Higgs (55% **-16**)
- Manitoba Premier Brian Pallister (54% **+9**)
- Nova Scotia Premier Stephen McNeil (49% **-14**)
- Newfoundland and Labrador Premier Andrew Furey (48% **Entry Measurement**)
- Alberta Premier Jason Kenney (47% **-1**)

— 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, 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 5,344 randomly selected Canadian adults who are members of **maru/Blue's** Online panel between August 28, 2020 to September 8, 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 detailed tables.**

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## DART & maru/BLUE

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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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