

# DART & maru / BLUE Voice Canada Poll

## The December 2020 Quarterly Approval Rating and Rankings of Canada's Premiers

*Premier Who Cancels Christmas Gets Grinched:  
Manitoba's Pallister Drops Down Coal Chute to Lowest  
Approved Provincial Leader in Country (35%, down 19 Points)*

**Quebec's Legault Gets Early Christmas Present as Top Ranked (70%)  
Premier, While Horgan (BC), McNeil (NS) and Furey (NFL) Tie for  
Second (63%)**

**December 22, 2020** – Provincial premier Brian Pallister may have produced a viral moment when he told Manitobans “I’m the guy who is stealing Christmas”, telling them to stay apart this holiday season, and hoping Manitobans would respect him in the coming years for “having the guts” to tell them to do the right thing even if they aren’t happy with him now, but it certainly contributed to him being dropped down the coal chute (-19 points) to become the lowest approved Premier in the country (35%).

The new **DART & Maru/Blue Public Opinion** quarterly measure of Canada’s approval ratings for almost all of Canada’s premiers may have captured a good part of that slide before his pronouncement because of the data collection window, but it’s more than fair to say that his frank “If you don’t think that COVID is real right now, you’re an idiot” statement and recommendation to his citizenry to stay home did not help one of the largest drops in provincial premier ratings ever covered by this year over year measure, between the beginning of one three month period of measurement to another (Pallister was at 54% approval in September, 2020). Premier Pallister is bested by Alberta premier Jason Kenney (39% -8) who has continued to tumble since June 2020 and is now at his lowest approval rating since his first sounding in June 2019 (which was 55% and is now down 16 points since then.)

And while Premier François Legault (+7 to 70%) tops the list of approval ratings (a place he has enjoyed many times previously), others, such as newly christened Newfoundland premier Andrew Furey (63% +15 points) and Nova Scotia premier Stephen McNeil (63% +14 points), soared in their provincial citizenry assessments.

*The survey was conducted among 5,281 randomly selected Canadian adults who are members of **Maru/Blue's** Online panel between November 25, 2020 to December 7, 2020. The precision of this **DART C-Suite Communicators & Maru/Blue Public Opinion** 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 survey captures the aftermath of two provincial elections during the quarter: Saskatchewan premier Scott Moe's Saskatchewan Party secured its fourth consecutive majority mandate on October 26, 2020 election (the first party to manage that in the province since the CCF under Tommy Douglas over 60 years ago) where he obtained 61% of the vote (approval rating now at 55%), and similarly that of premier John Horgan's British Columbia NDP that captured a majority government with almost 48 percent of the vote (and now 63% approval rating).

The final quarterly approval ratings of Canada's premiers for 2020 find the following rank ordered results across the land and how they have moved from their last sounding in September, 2020:

- Quebec Premier François Legault (70% +7)
- British Columbia Premier John Horgan (63% -6)
- Newfoundland and Labrador Premier Andrew Furey (63 +15)
- Nova Scotia Premier Stephen McNeil (63% +14)
- New Brunswick Premier Blaine Higgs (56% +1)
- Saskatchewan Premier Scott Moe (55% -5)
- Ontario Premier Doug Ford (53% -3)
- Alberta Premier Jason Kenney (39% -8)
- Manitoba Premier Brian Pallister (35% -19)

## 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 legacy 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 5,281 randomly selected Canadian adults who are members of **maru/Blue's** Online panel between November 25, 2020 to December 7, 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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