

DART&maru/BLUE

Voice Canada Poll

**CANADIAN PREMIERS'
QUARTERLY APPROVAL
RATING TRACKING**

Q4 December 2020

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Voice Canada Poll

Guide

Increased since September 2020 +

Decreased since September 2020 -

No change since September 2020 **N/C**

About the Survey...

This survey is a regular quarterly sounding of constituent provincial voters across Canada concerning the approval of their Provincial Premier. For this particular series dating back to 2013, the following question has been asked of the incumbent Premier:

Do you approve or disapprove of the performance of...[strongly/somehat/not sure]

Because of extremely small sample sizes, approval ratings cannot be provided for Prince Edward Island, Nunavut and both the Yukon and Northwest Territories.

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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, who is a Partner of **DART C-Suite Communicators**. Data was collected by Canada's national survey sample research provider **Maru/Blue** using their 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. 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. 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 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 individual provinces.

Visit <http://www.dartincom.ca/polls/> for the written release and detailed tables.

Visit Maru/Blue at <https://www.marublue.com/public-opinion>

For further information or commentary please contact:

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Canadian Premiers' Approval Ratings at a Glance December 2020

Legault



70%



+7

Horgan



63%



-6

McNeil



63%



+14

Furey



63%



+15

Higgs



56%



+1

Moe



55%



-5

Ford



53%



-3

Kenney



39%



-8

Pallister



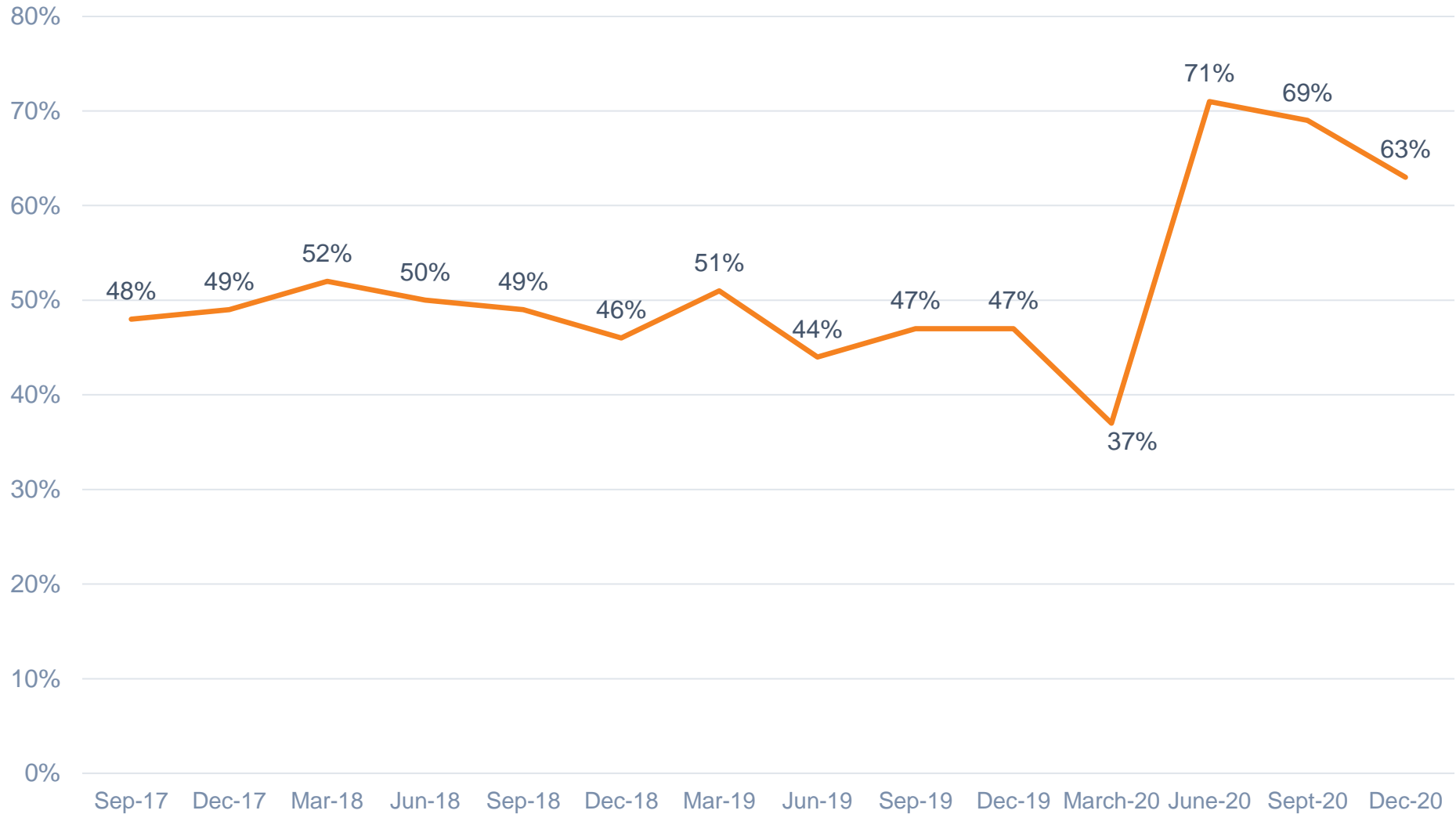
35%



-19

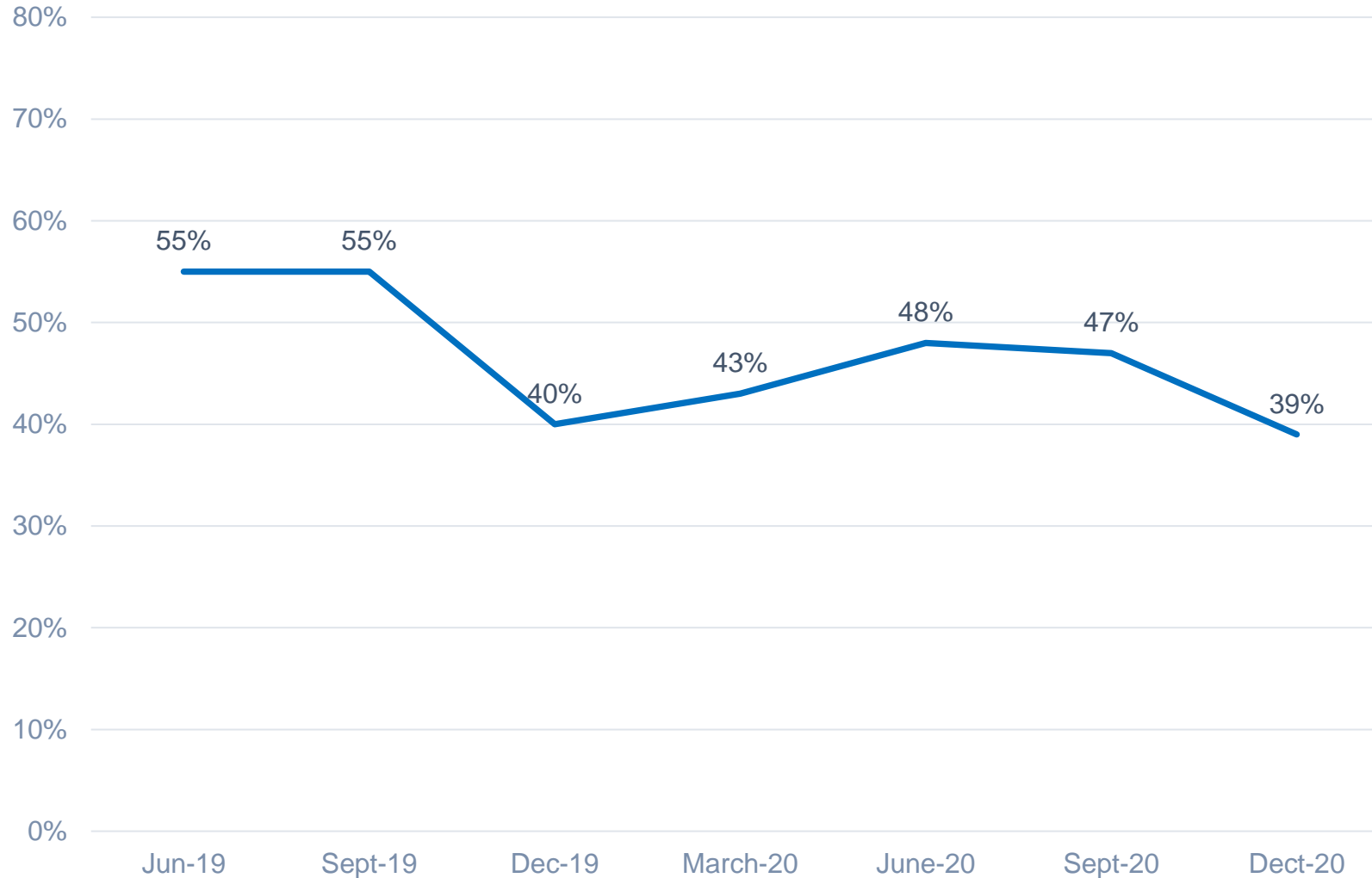
B.C. Premier John Horgan (NDP)

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Approval
6

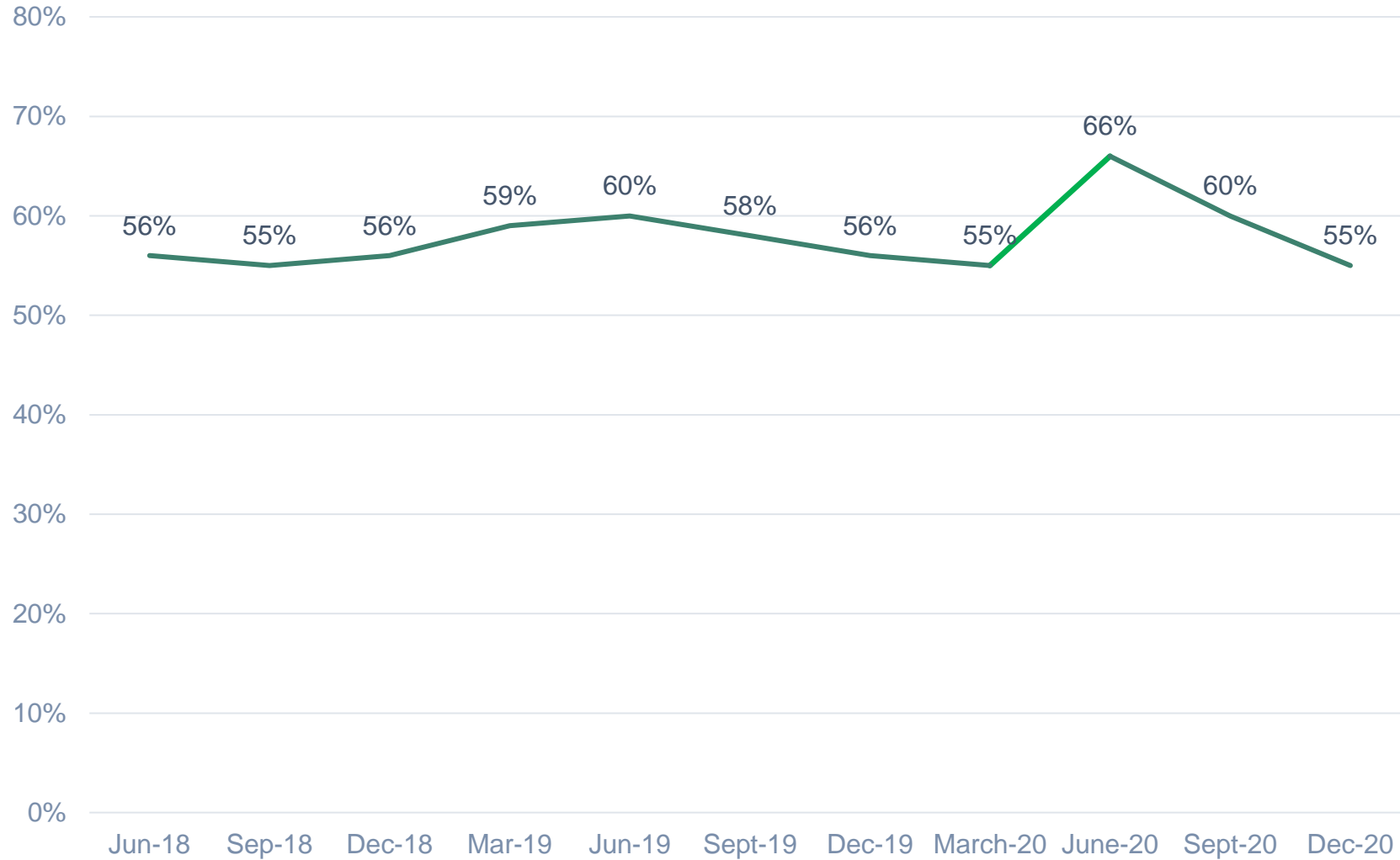
Alberta Premier Jason Kenney (United Conservative)



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Approval
8
↓

Saskatchewan Premier Scott Moe (Saskatchewan Party)

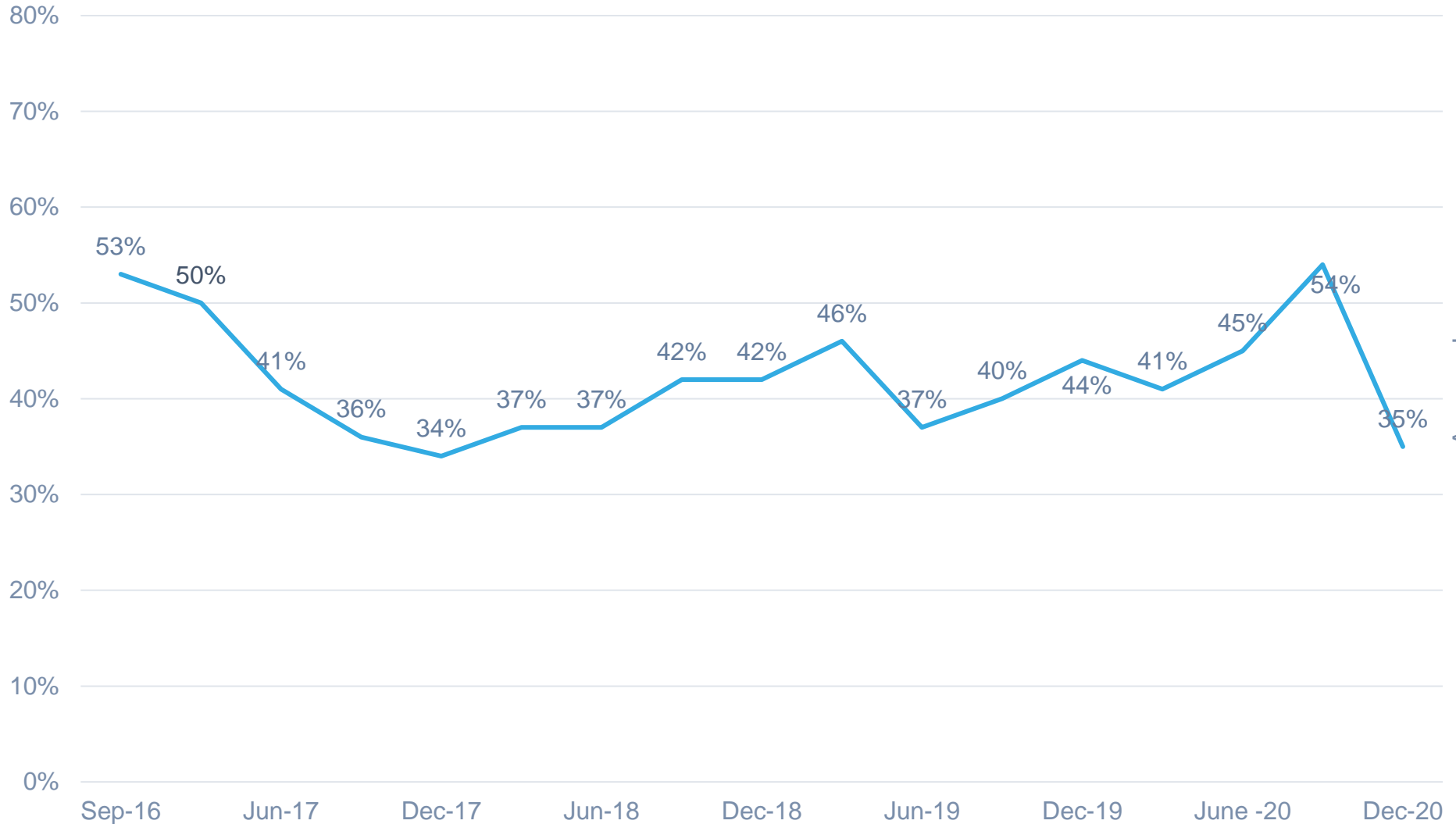


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Approval
5
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Manitoba Premier Brian Pallister (PC)

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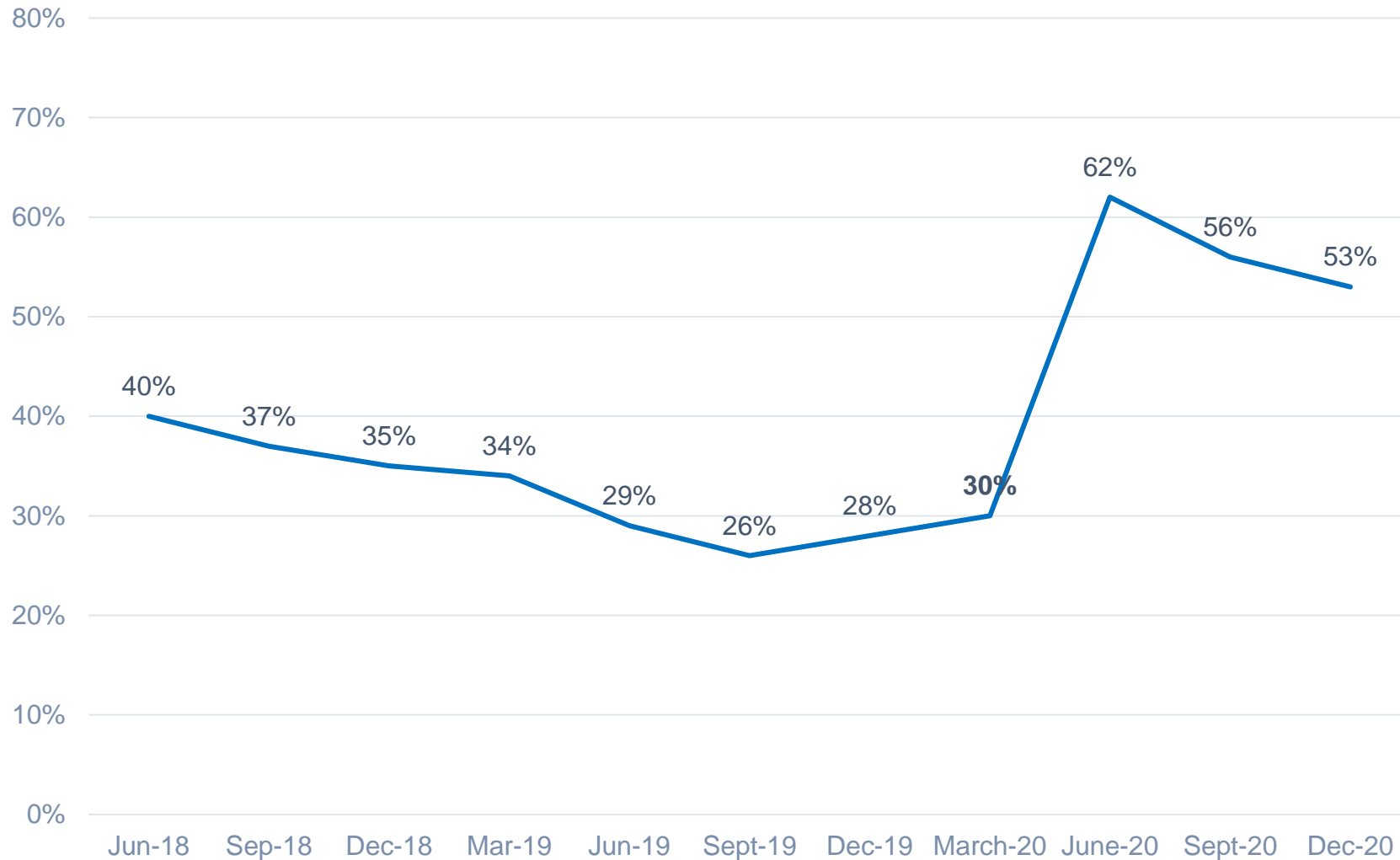
Approval
19
↓

Increased since September 2020 + Decreased since September 2020 - No Change since September 2020= N/C

Canadian Premier Approval Ratings Q4 December 2020

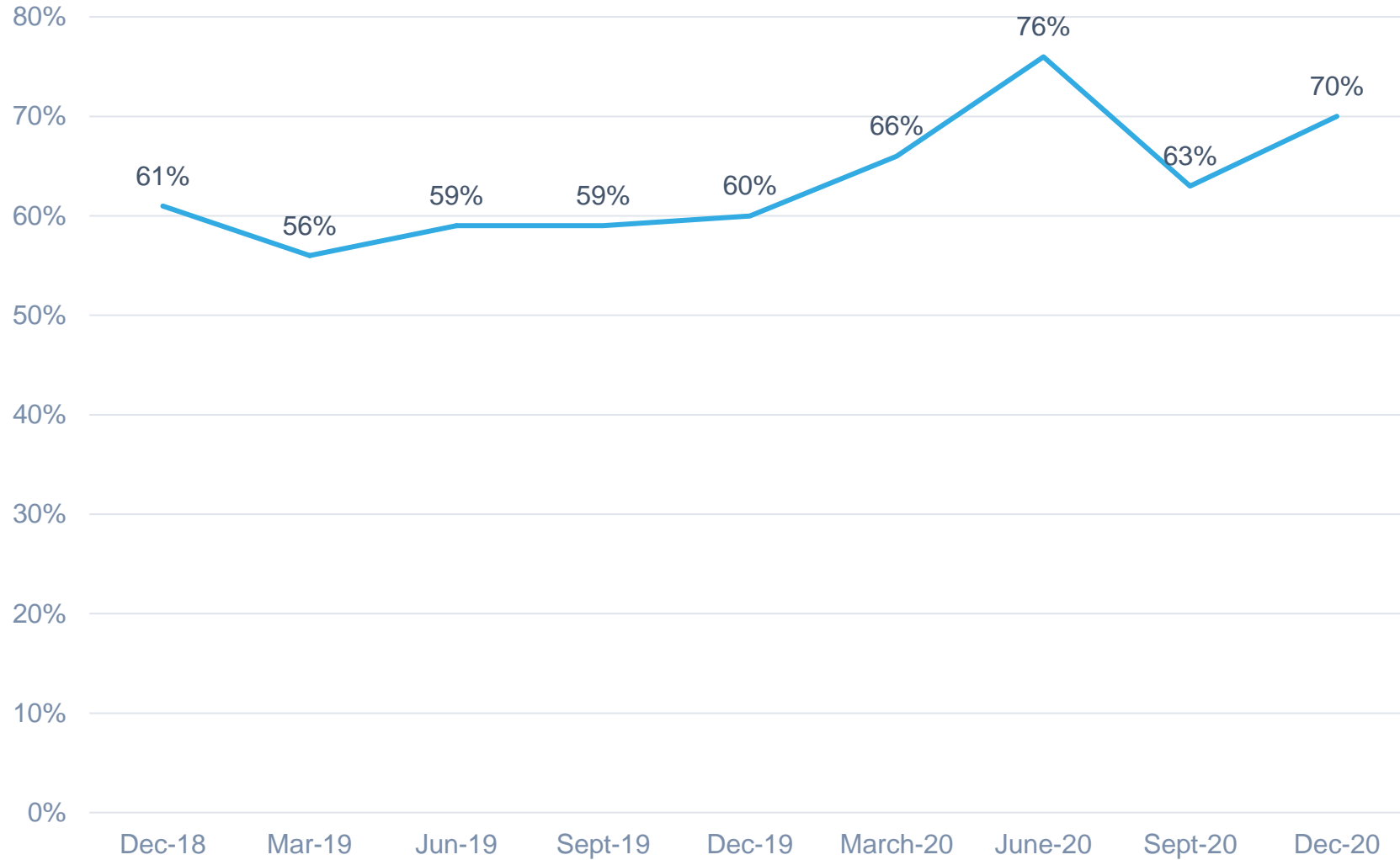
Ontario Premier Doug Ford (PC)

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Approval
3
↓

Quebec Premier François Legault (Coalition Avenir Québec)

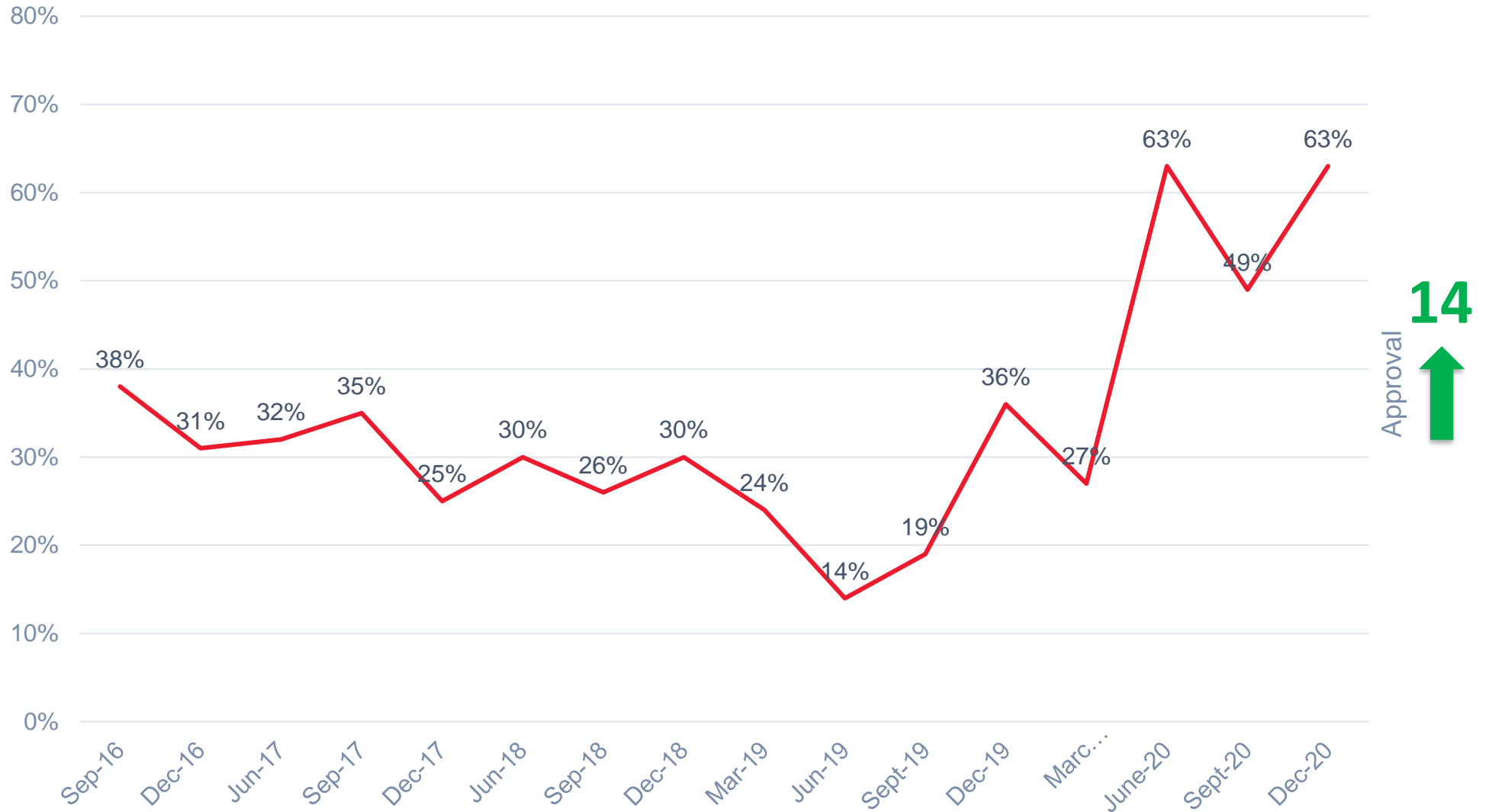


Approval **7**
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Nova Scotia Premier Stephen McNeil (Liberal)

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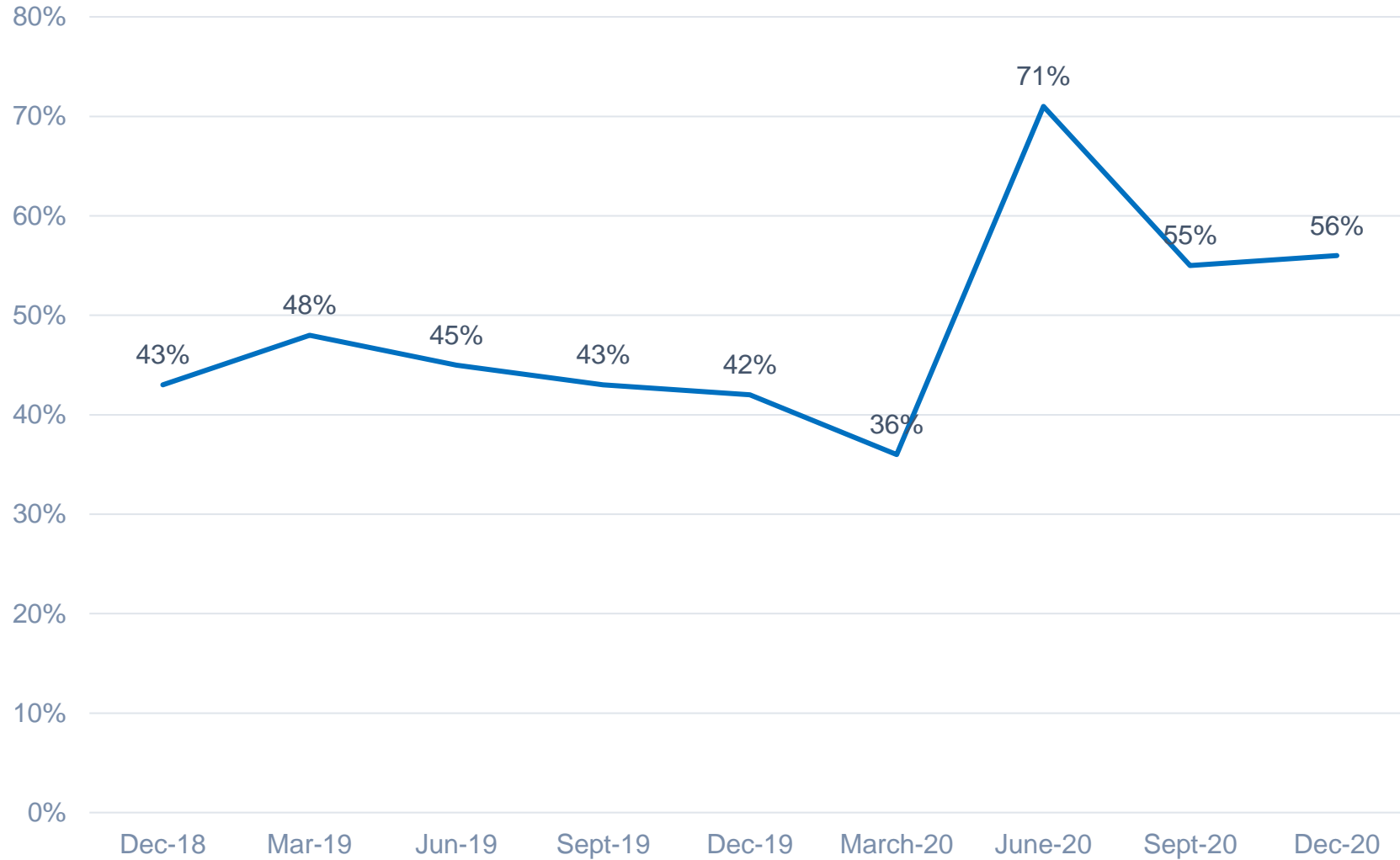


Increased since September 2020 + Decreased since September 2020 - No Change since September 2020= N/C

Canadian Premier Approval Ratings Q4 December 2020

New Brunswick Premier **Blaine Higgs** (**PC**)

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Approval **1** ↑

Newfoundland and Labrador Premier Andrew Furey (Liberal)



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Approval

15
↑

Increased since September 2020 + Decreased since September 2020 - No Change since September 2020= N/C

About **DART** C-Suite Communicators and 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 was founded by veteran pollster and now legacy partner John Wright and communications executive and 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** 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.marublu.com/public-opinion

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