



Press Release

Ipsos – La Presse – Global News Survey End of Campaign 2018

An Ipsos-La Presse-Global News poll among 1,250 Quebec voters puts the CAQ in minority government territory, but results are extremely close

Montréal, QC, September 28, 2018 — To see detailed results for this study, please consult the report by clicking the link above or at the bottom of the page.

About the Study

Research Methodology — The results presented in this summary report are from an Ipsos survey conducted from September 26 to September 28, 2018. A total sample of 1,250 respondents from the province participated in the survey. Of the total, 850 interviews were completed via Internet panel and 400 others were completed by telephone. Approximately 40% of telephone interviews were completed with respondents using a cellular phone, while 60% were completed with respondents using a landline. Weighting was applied to the total sample by age, gender, region, education level, and first language, in order to ensure that the composition of the final sample is representative of Quebec's adult population according to the latest census data from Statistics Canada. The combination of these two interview methods minimizes the risk of sample bias from using a single method of sample collection. Ipsos developed this approach based on past experience of political surveys in Canada and of more than 450 elections worldwide over the past 20 years.

Since the online portion of the sample is not considered to be probabilistic, Ipsos cannot apply a margin of error to this survey. The precision of non-probabilistic Ipsos surveys is measured using a credibility interval. The credibility interval for a survey of 1,250 respondents is of ± 3.2 percentage points, 19 times out of 20. The credibility interval will be wider among subsets of the population.

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About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 89 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,780.5 million in 2017.

GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.
We deliver with security, speed, simplicity and substance. We are Game Changers.

Ipsos is listed on Euronext Paris.
The company is part of the CAC Mid & Small index
and is eligible for the Deferred Settlement Service (SRD).

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