



Ipsos – La Presse – Global News Survey **Quebec Politics**

An Ipsos-La Presse- Global News poll among 1,250 Quebec voters puts the Liberal Party and the CAQ in a dead-heat a week before the vote, while Quebec Solidaire continues to climb.

September 25, 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 20 to September 23, 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.

For more information on this news release please contact:

Sébastien Dallaire
General Manager, Ipsos Québec
+1 514 904-4324
sebastien.dallaire@ipsos.com
[@sdallaire73](#)

For more information about Ipsos, please visit : <https://www.ipsos.com/en-ca>

Adresse: 1440 Rue Sainte-Catherine Ouest,
Bureau 555
Tél: Montréal, QC H3G 1R8
+1 514 904-4338

Contact: **Sébastien Dallaire**
Directeur général, Ipsos
Courriel: sebastien.dallaire@ipsos.com
Tél: +1 514 904-4324



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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.

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Bureau 555
Tél.: Montréal, QC H3G 1R8
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Contact: **Sébastien Dallaire**
Directeur général, Ipsos
Courriel: sebastien.dallaire@ipsos.com
Tél.: +1 514 904-4324