



SURVEY REPORT

Quebec Politics



SEPTEMBER 25, 2018

Methodology

Survey of 1,250 Quebecers aged 18 and over, interviewed online and by telephone.

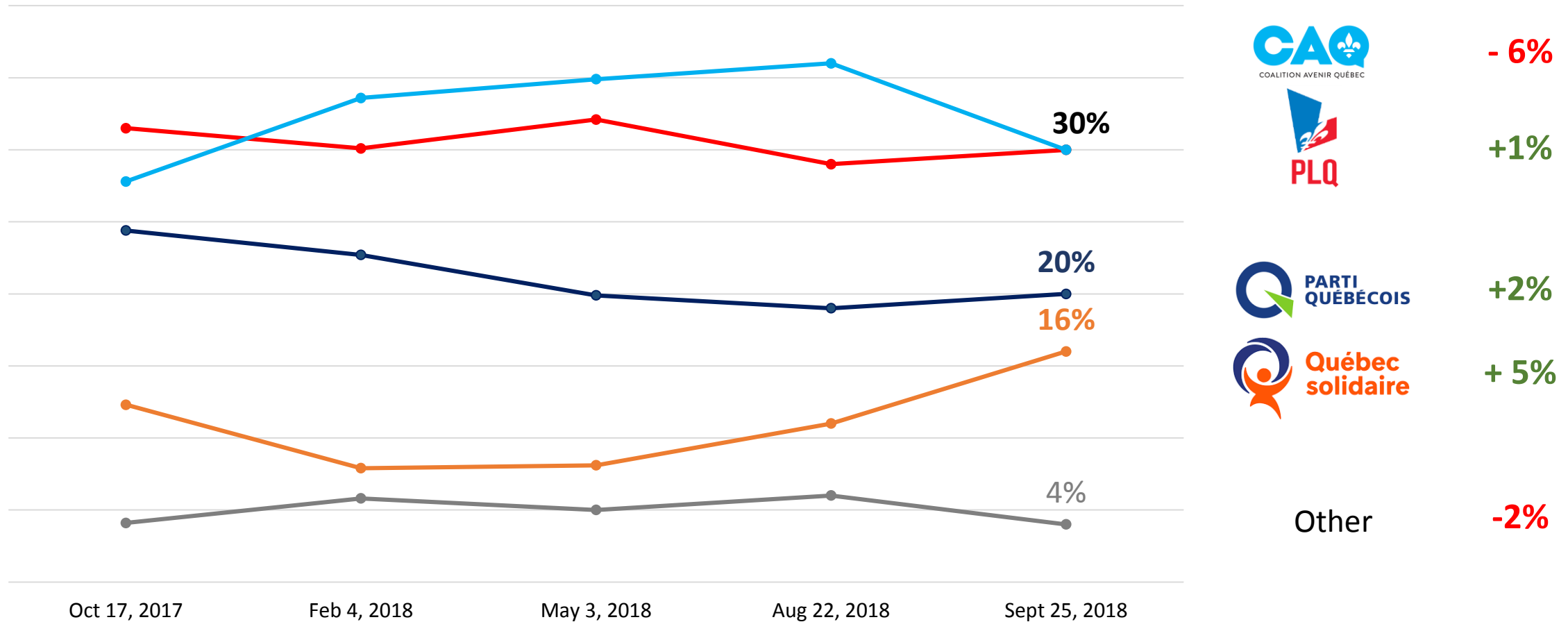
- **Fieldwork** — The results presented in this summary report are from an Ipsos survey conducted from September 20 to September 23, 2018. A total sample of 1,250 respondents from the province participated in the survey. Of the total, 850 interviews were completed via Internet panel and 400 others were 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. 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.
- **Weighting** – 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.
- **Credibility Interval** – 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.

Methodology: Further Notes

- **Colour Coding:** Throughout the report, numbers shaded in grey indicate groups for which results are significantly higher than those of other groups.
- **Question Order and Wording:** The order of questions presented in this report is identical to the order in which the questions were presented to survey respondents. Questions on voter intent and certainty of voter choice were asked to all respondents (n=1,250) in order to maintain a continuous approach across survey tracking waves, while other questions were asked of respondents who participated via internet (n=850).
- **Rounding:** Data presented in this report are rounded to the nearest percentage point. Consequently, it is possible that some totals will not correspond exactly to the manual addition of numbers shown.

Voter Intent

Question: Thinking of how you feel right now, if a PROVINCIAL election were held tomorrow, which of the following parties' candidates would you, yourself, be most likely to support? If you have already voted at the advance polling, please indicate which party you voted for. IF UNDECIDED AT FIRST QUESTION: Well, which party would you say you lean towards?



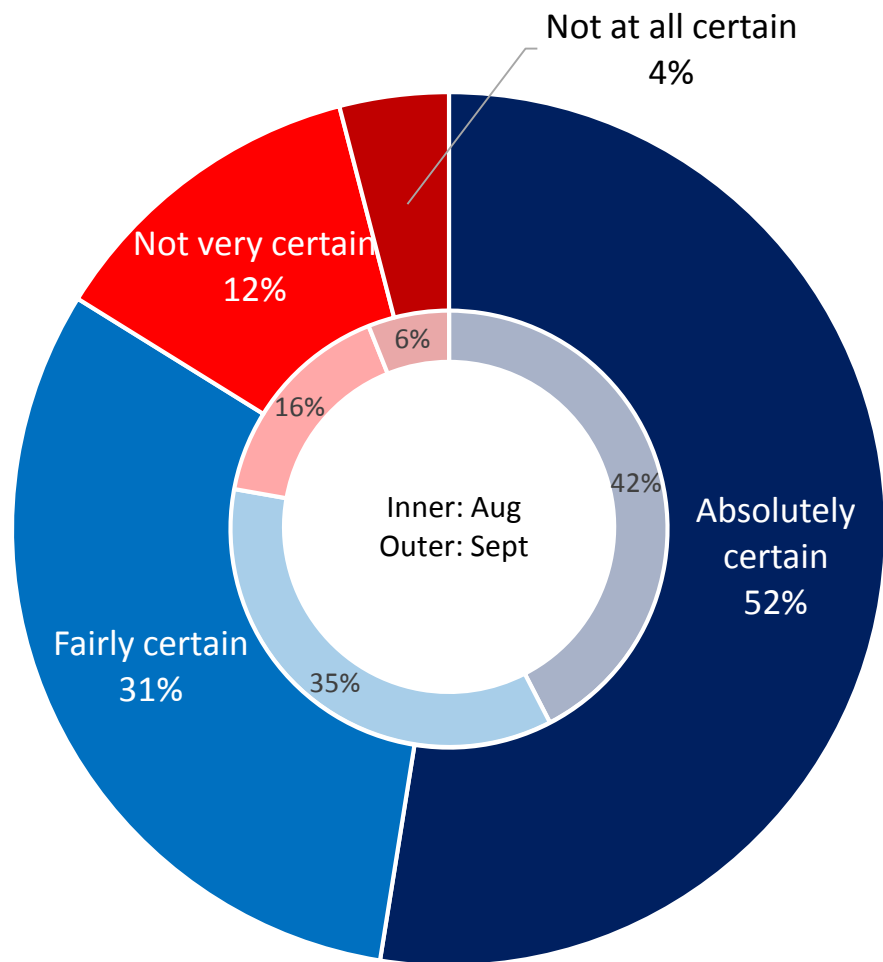
Voter Intent – by subgroup

		GENDER			AGE			LANGUAGE		REGION			
	All Voters	Decided Voters	Men	Women	18-34	35-54	55+	French	Other	Island of Montreal	Montreal Periphery	Quebec City Region	Elsewhere in Quebec
n pondéré	1250	1032	530	502	258	344	429	802	228	253	312	128	339
n non-pondéré	1250	1041	507	534	195	386	459	830	209	299	284	161	297
Coalition Avenir Québec	24%	30%	31%	28%	21%	31%	34%	36%	8%	17%	31%	46%	32%
Parti Libéral du Québec	25%	30%	30%	31%	26%	27%	36%	17%	76%	49%	28%	14%	26%
Parti Québécois	16%	20%	22%	18%	17%	19%	22%	25%	2%	13%	25%	18%	20%
Québec Solidaire	13%	16%	13%	19%	27%	19%	8%	18%	8%	18%	12%	13%	19%
Un autre parti	3%	4%	4%	4%	8%	5%	1%	4%	6%	3%	4%	9%	3%
Would not vote	5%												
Don't know	12%												

Question: Thinking of how you feel right now, if a PROVINCIAL election were held tomorrow, which of the following parties' candidates would you, yourself, be most likely to support?
 If you have already voted at the advance polling, please indicate which party you voted for.
 Base: All respondents (n=1,250) and decided voters (n=1,041).

Certainty of Choice

Question: How certain are you that this is the party that you will actually support on Election Day?



Voter Intent	Certainty (Aug)	Certainty (Sept)	Change
CAQ	40%	54%	+14%
PLQ	42%	53%	+11%
PQ	47%	50%	+3%
QS	35%	47%	+12%

Certainty of choice – by subgroup

		GENDER		AGE			LANGUAGE		REGION			
		Men	Women	18-34	35-54	55+	French	Other	Island of Montreal	Montreal Periphery	Quebec City Region	Elsewhere in Quebec
n weighted	1032	530	502	258	344	429	802	228	253	312	128	339
n unweighted	1041	507	534	195	386	459	830	209	299	284	161	297
Absolutely certain	52%	56%	47%	39%	50%	61%	52%	51%	51%	51%	53%	52%
Fairly certain	31%	29%	33%	33%	34%	28%	30%	35%	30%	33%	34%	29%
Not very certain	12%	11%	13%	18%	12%	9%	13%	10%	13%	11%	12%	13%
Not at all certain	4%	3%	6%	8%	4%	2%	5%	4%	5%	4%	1%	6%
Net: Certain	83%	85%	81%	73%	84%	88%	82%	86%	81%	85%	87%	82%
Net: Not certain	17%	15%	19%	27%	16%	12%	17%	14%	18%	15%	13%	18%

Best Premier

Question: Which leader of the major provincial parties would make the best Premier of Quebec?



22%
François Legault
-6%



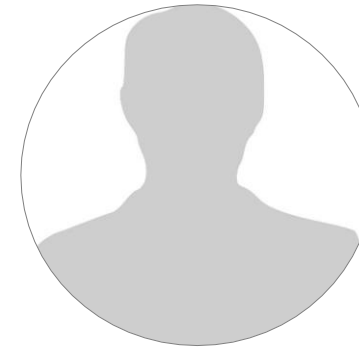
14%
Jean-François Lisée
+5%



21%
Philippe Couillard
+3%



11%
Manon Massé
+5%



16%
None of them
-8%

17%
Don't know/Not sure
+2%

Best Premier – by voter intent

	CAQ	PLQ	PQ	QS	Un autre parti	Je ne voterais pas	Je ne sais pas
François Legault	77%	2%	5%	6%	8%	0%	2%
Philippe Couillard	1%	70%	1%	4%	6%	3%	4%
Jean-François Lisée	3%	2%	78%	6%	0%	2%	3%
Manon Massé	5%	3%	3%	62%	6%	0%	1%
None of them	6%	11%	8%	11%	80%	79%	19%
Don't know/Not sure	7%	12%	5%	11%	0%	16%	70%

Best Premier – by subgroup

		GENDER		AGE			LANGUAGE		REGION			
		Men	Women	18-34	35-54	55+	French	Other	Island of Montreal	Montreal Periphery	Quebec City Region	Elsewhere in Quebec
n weighted	834	406	428	222	283	329	652	182	204	269	95	266
n unweighted	850	405	445	176	313	361	678	172	250	239	120	241
François Legault	22%	26%	18%	16%	22%	25%	27%	5%	12%	23%	28%	26%
Philippe Couillard	21%	23%	18%	16%	18%	27%	12%	52%	30%	20%	10%	18%
Jean-François Lisée	14%	19%	10%	10%	15%	17%	18%	1%	12%	17%	14%	13%
Manon Massé	11%	8%	13%	20%	12%	3%	11%	8%	13%	7%	9%	13%
None of them	16%	13%	19%	19%	18%	13%	16%	18%	17%	15%	23%	14%
Don't know/Not sure	17%	12%	21%	20%	15%	15%	17%	16%	16%	17%	16%	16%

Desire for Change

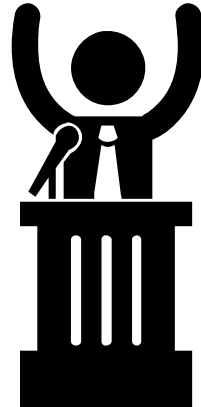
Question: In your opinion, should we keep the same government in power in the upcoming provincial elections, or is it time to change the government?



60%

Change

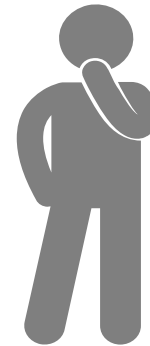
-3%



23%

Keep

+2%



17%

Don't know/Not sure

-1%

Desire for Change – by subgroup

		GENDER		AGE			LANGUAGE		REGION			
		Men	Women	18-34	35-54	55+	French	Other	Island of Montreal	Montreal Periphery	Quebec City Region	Elsewhere in Quebec
n weighted	834	406	428	222	283	329	652	182	204	269	95	266
n unweighted	850	405	445	176	313	361	678	172	250	239	120	241
Change government	60%	61%	59%	62%	65%	55%	71%	21%	47%	60%	72%	67%
Keep the same government	23%	26%	19%	16%	19%	30%	12%	59%	33%	21%	13%	19%
Don't know/Not sure	17%	12%	22%	22%	16%	15%	16%	19%	19%	19%	15%	14%

Best Electoral Campaign

Question: In your opinion, which party leader has had the best election campaign up to now?



19%
Manon Massé



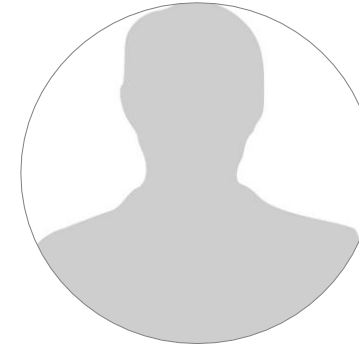
15%
Philippe Couillard



17%
François Legault



14%
Jean-François Lisée



1%
Another party leader

14%
None of them

19%
Don't know/Not sure

Best Electoral Campaign – by voter intent

	CAQ	PLQ	PQ	QS	Another party	Would not vote	Don't know
François Legault	55%	4%	5%	4%	11%	4%	4%
Philippe Couillard	4%	49%	1%	2%	8%	5%	3%
Jean-François Lisée	5%	6%	63%	7%	15%	0%	3%
Manon Massé	15%	9%	19	68%	8%	1%	8%
Another party leader	0%	1%	1%	0%	20%	3%	0%
None of them	11%	12%	6%	5%	29%	58%	28%
Don't know/Not sure	9%	20%	6%	14%	9%	29%	54%

Best Electoral Campaign – by subgroup

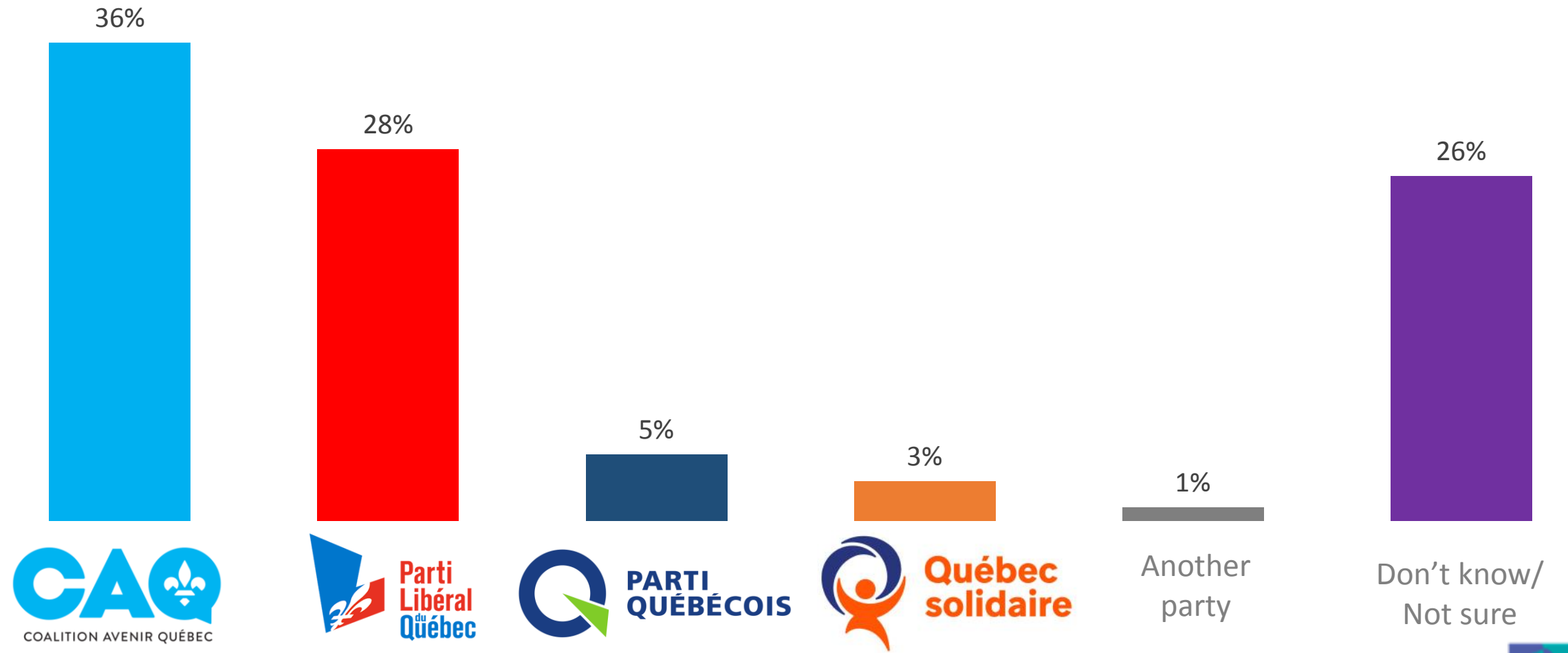
		GENDER		AGE			LANGUAGE		REGION			
		Men	Women	18-34	35-54	55+	French	Other	Island of Montreal	Montreal Periphery	Quebec City Region	Elsewhere in Quebec
n weighted	834	406	428	222	283	329	652	182	204	269	95	266
n unweighted	850	405	445	176	313	361	678	172	250	239	120	241
Manon Massé	19%	18%	20%	31%	19%	11%	22%	8%	19%	15%	20%	23%
François Legault	17%	18%	16%	11%	17%	21%	20%	5%	10%	15%	20%	23%
Philippe Couillard	15%	17%	14%	12%	13%	20%	9%	39%	23%	16%	6%	12%
Jean-François Lisée	14%	19%	10%	9%	15%	17%	17%	4%	11%	19%	16%	11%
Another party leader	1%	2%	0%	2%	1%	1%	1%	1%	1%	0%	6%	1%
None of them	14%	12%	17%	15%	15%	13%	14%	16%	15%	16%	18%	11%
Don't know/Not sure	19%	14%	23%	21%	21%	16%	16%	27%	22%	18%	14%	18%

Best Electoral Campaign by Desire for Change

	Keep the same government	Change government
Manon Massé	11%	24%
François Legault	2%	26%
Philippe Couillard	55%	2%
Jean-François Lisée	6%	20%
Another party leader	0%	2%
None of them	8%	12%
Don't know/Not sure	18%	13%

Which Party Will Win the Election?

Question: And in your opinion, which party is most likely to win the election on October 1st?

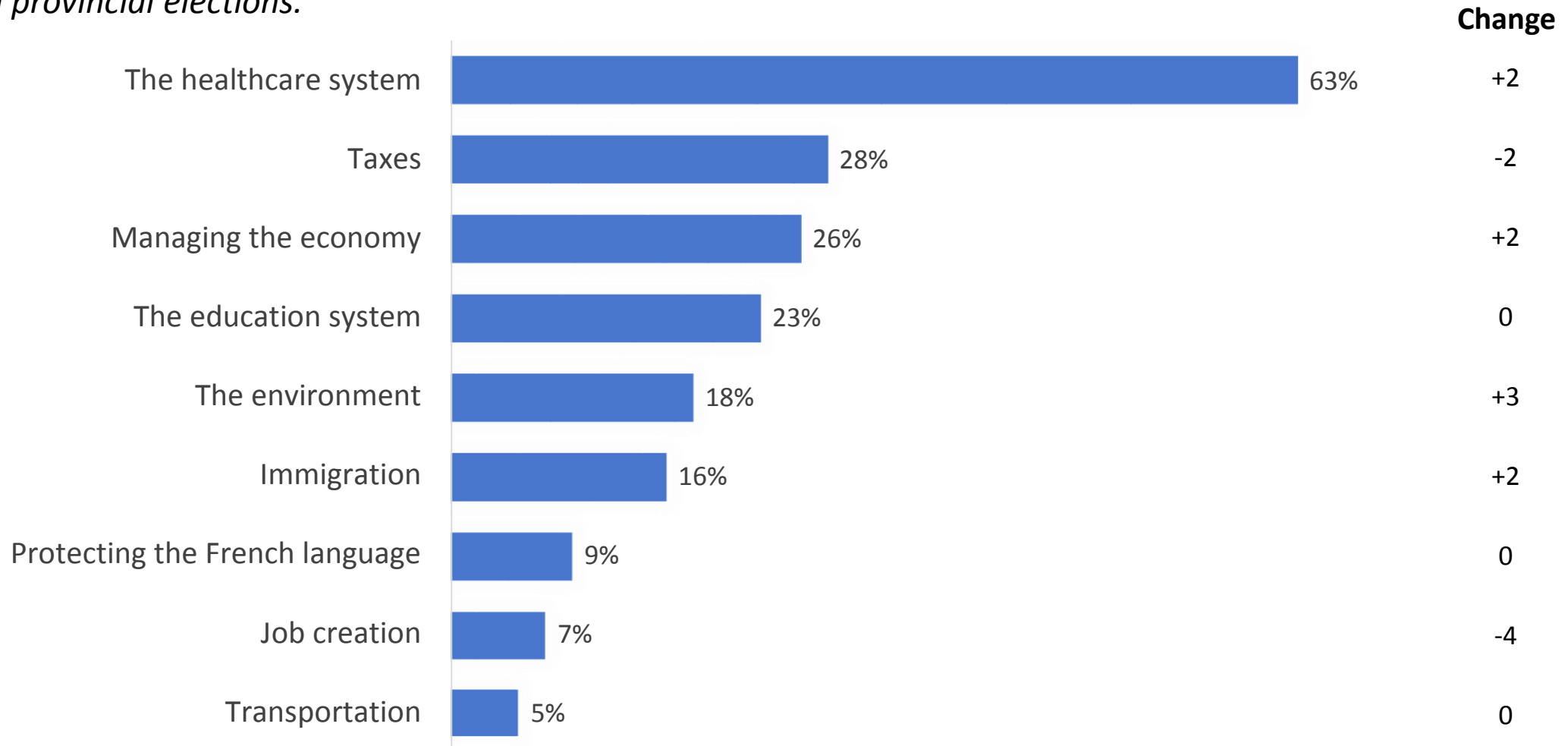


Winning Party – by subgroup

		GENDER		AGE			LANGUAGE		REGION				
		Men	Women	18-34	35-54	55+	French	Other	Island of Montreal	Montreal Periphery	Quebec City Region	Elsewhere in Quebec	
n weighted	834	406	428	222	283	329	652	182	204	269	95	266	
n unweighted	850	405	445	176	313	361	678	172	250	239	120	241	
The Coalition Avenir Québec (CAQ)		36%	43%	30%	32%	33%	41%	42%	14%	29%	31%	48%	43%
The Quebec Liberal Party (PLQ)		28%	28%	29%	30%	26%	29%	22%	51%	39%	27%	22%	24%
The Parti Québécois (PQ)		5%	6%	4%	2%	7%	5%	6%	1%	2%	7%	4%	5%
Québec Solidaire (QS)		3%	2%	5%	8%	3%	1%	4%	1%	2%	3%	3%	5%
Another party		1%	1%	2%	2%	2%	0	1%	2%	1%	1%	3%	1%
Don't know/Not sure		26%	21%	31%	26%	28%	24%	25%	31%	27%	30%	20%	24%

Important Issues

Question: Please choose two of the following areas that could potentially have the most influence on your vote in the upcoming provincial elections.



Important Issues – by voter intent

	Voter Intent			
	CAQ	PLQ	PQ	QS
The healthcare system	66%	64%	58%	58%
Taxes	30%	25%	27%	12%
Managing the economy	27%	41%	12%	14%
The education system	23%	18%	26%	39%
The environment	5%	12%	23%	46%
Immigration	24%	14%	13%	13%
Protecting the French language	11%	1%	24%	4%
Job creation	6%	13%	4%	3%
Transportation	3%	5%	6%	11%

Important Issues – by subgroup

		GENDER		AGE			LANGUAGE		REGION				
		Men	Women	18-34	35-54	55+	French	Other	Island of Montreal	Montreal Periphery	Quebec City Region	Elsewhere in Quebec	
	n weighted	834	406	428	222	283	329	652	182	204	269	95	266
	n unweighted	850	405	445	176	313	361	678	172	250	239	120	241
The healthcare system		63%	56%	70%	53%	59%	73%	63%	64%	58%	70%	53%	64%
Taxes		28%	29%	27%	27%	28%	28%	28%	28%	25%	30%	37%	25%
Managing the economy		26%	31%	21%	24%	25%	27%	23%	33%	27%	24%	26%	26%
The education system		23%	18%	27%	31%	23%	17%	24%	20%	24%	25%	19%	22%
The environment		18%	16%	20%	22%	19%	14%	20%	12%	20%	15%	18%	20%
Immigration		16%	18%	13%	15%	16%	15%	16%	16%	17%	16%	18%	13%
Protecting the French language		9%	11%	7%	7%	8%	10%	10%	3%	8%	8%	7%	11%
Job creation		7%	8%	6%	6%	9%	6%	6%	9%	6%	4%	5%	11%
Transportation		5%	6%	4%	8%	5%	3%	4%	8%	10%	2%	10%	3%

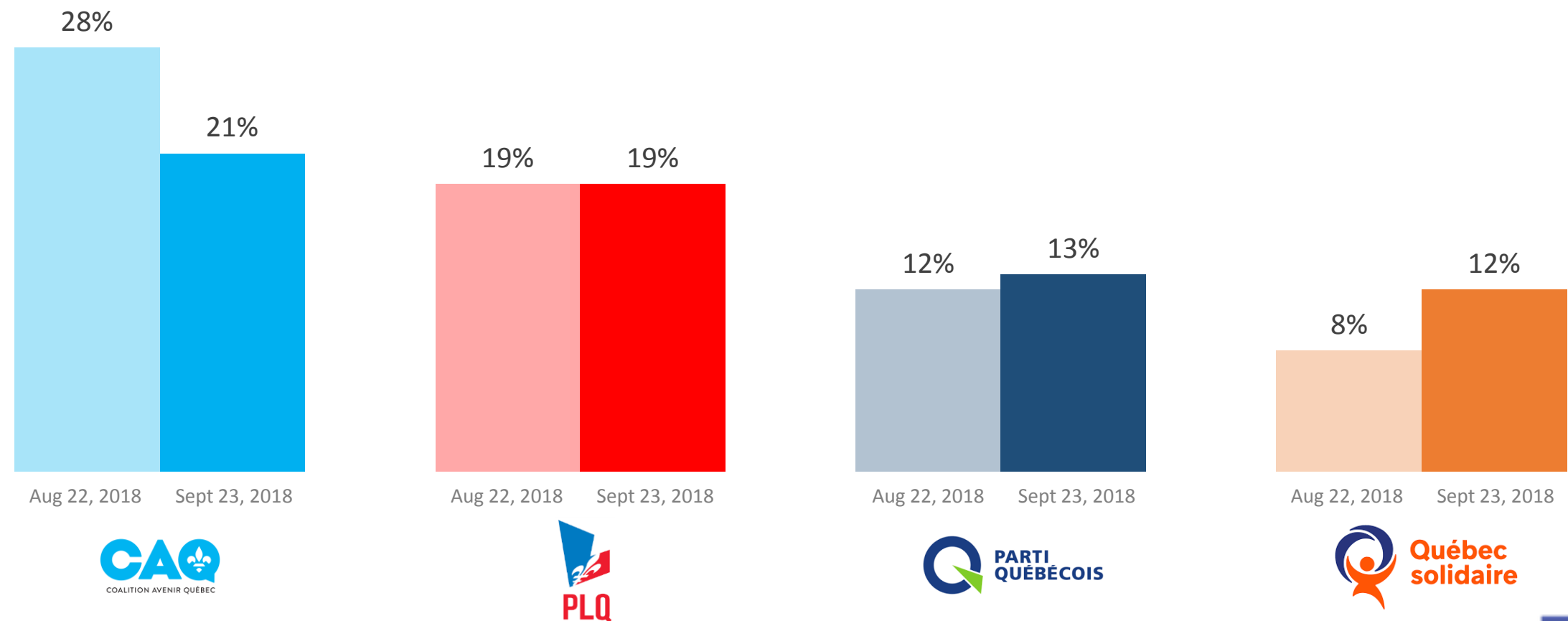
Trust in Parties to Manage Important Issues

Question: And, which political party do you trust most to manage the issues in each of these areas?

	Party voters trust most			
	CAQ	PLQ	PQ	QS
The healthcare system	21%	19%	13%	12%
Taxes	21%	21%	10%	9%
Managing the economy	21%	27%	11%	6%
The education system	20%	19%	13%	15%
The environment	12%	14%	11%	28%
Immigration	20%	24%	13%	9%
Protecting the French language	14%	9%	39%	9%
Job creation	19%	26%	10%	6%
Transportation	17%	20%	12%	14%

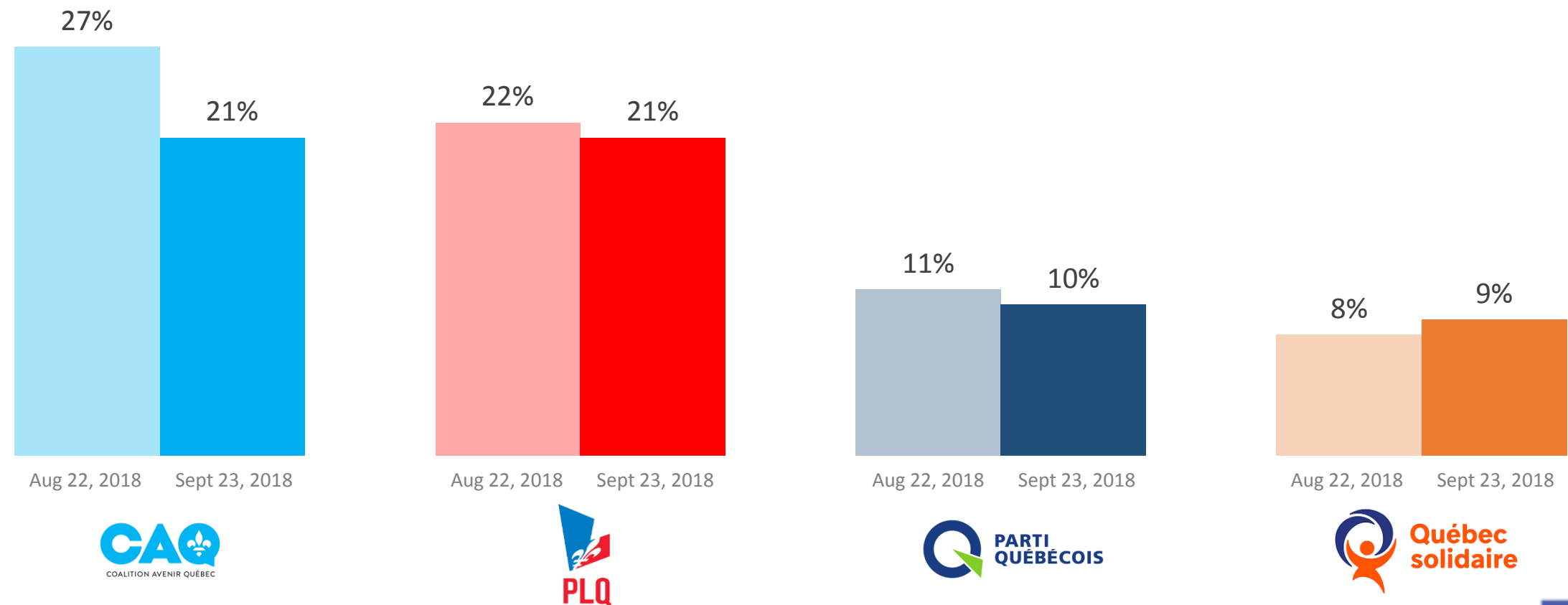
Trust in Parties: The Healthcare System

Question: And, which political party do you trust most to manage the issues in each of these areas?



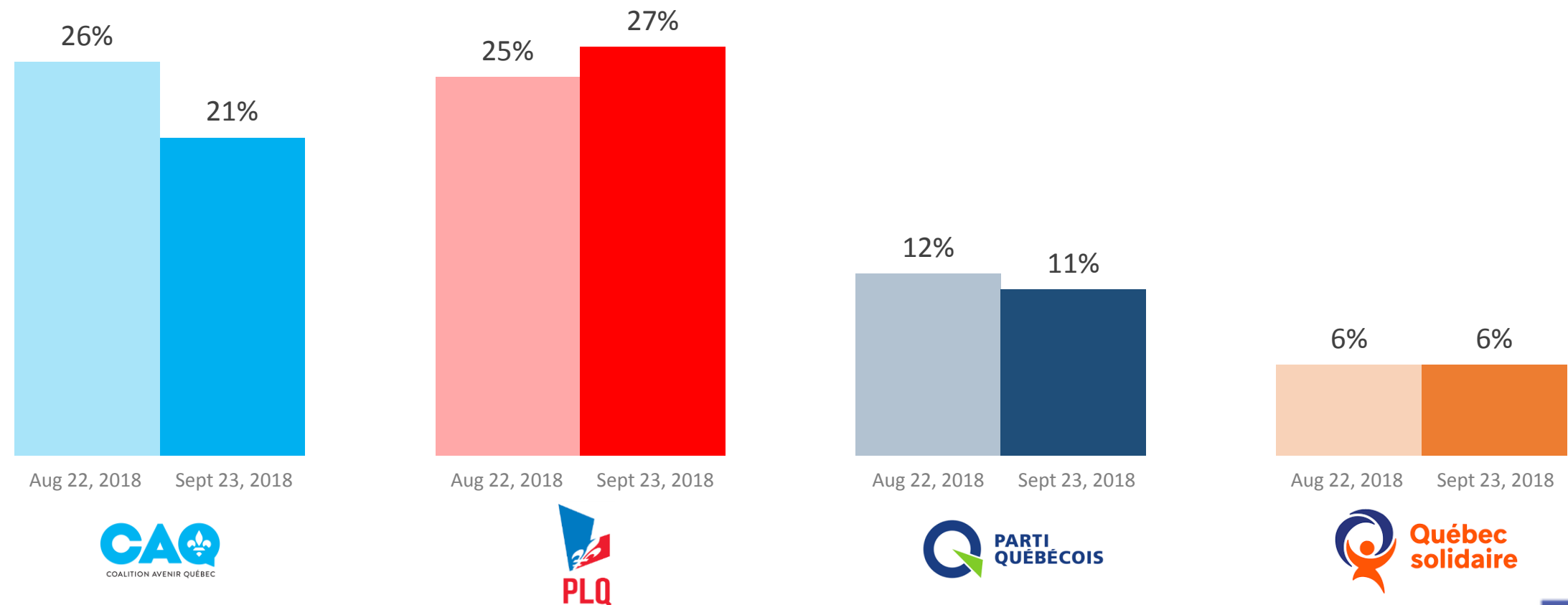
Trust in Parties: Taxes

Question: And, which political party do you trust most to manage the issues in each of these areas?



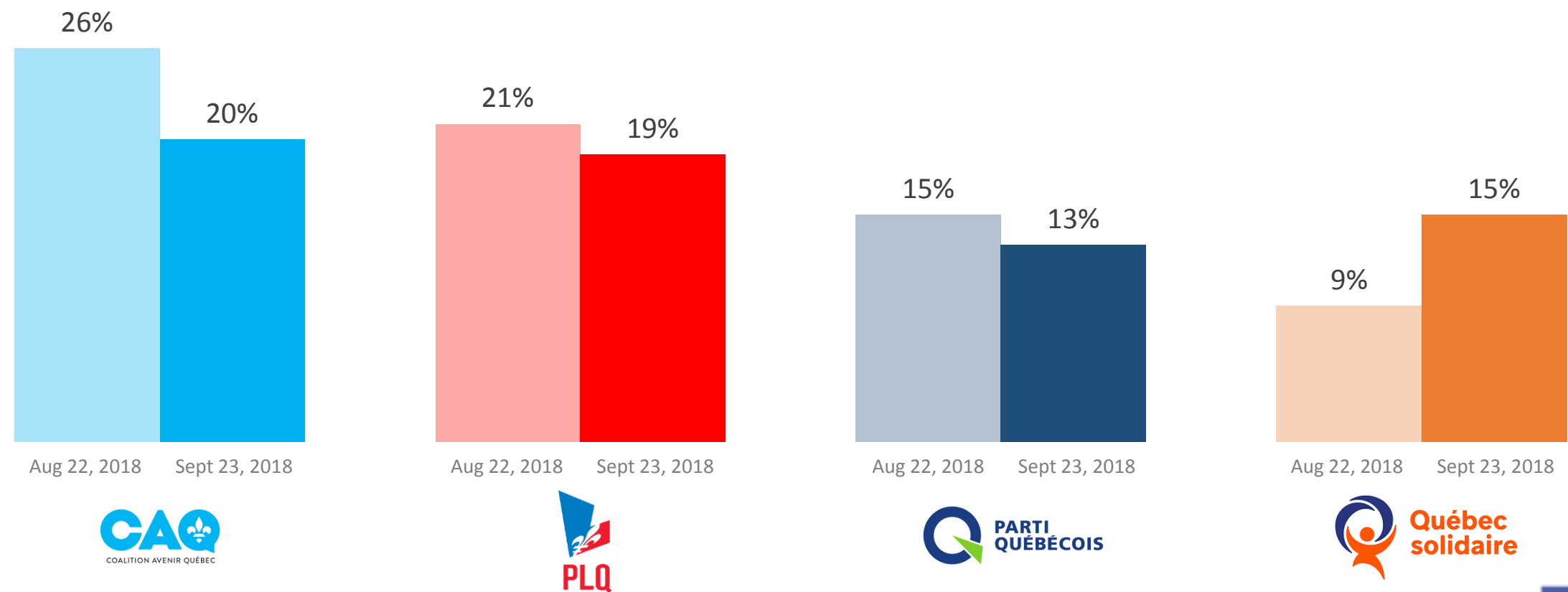
Trust in Parties: Managing the Economy

Question: And, which political party do you trust most to manage the issues in each of these areas?



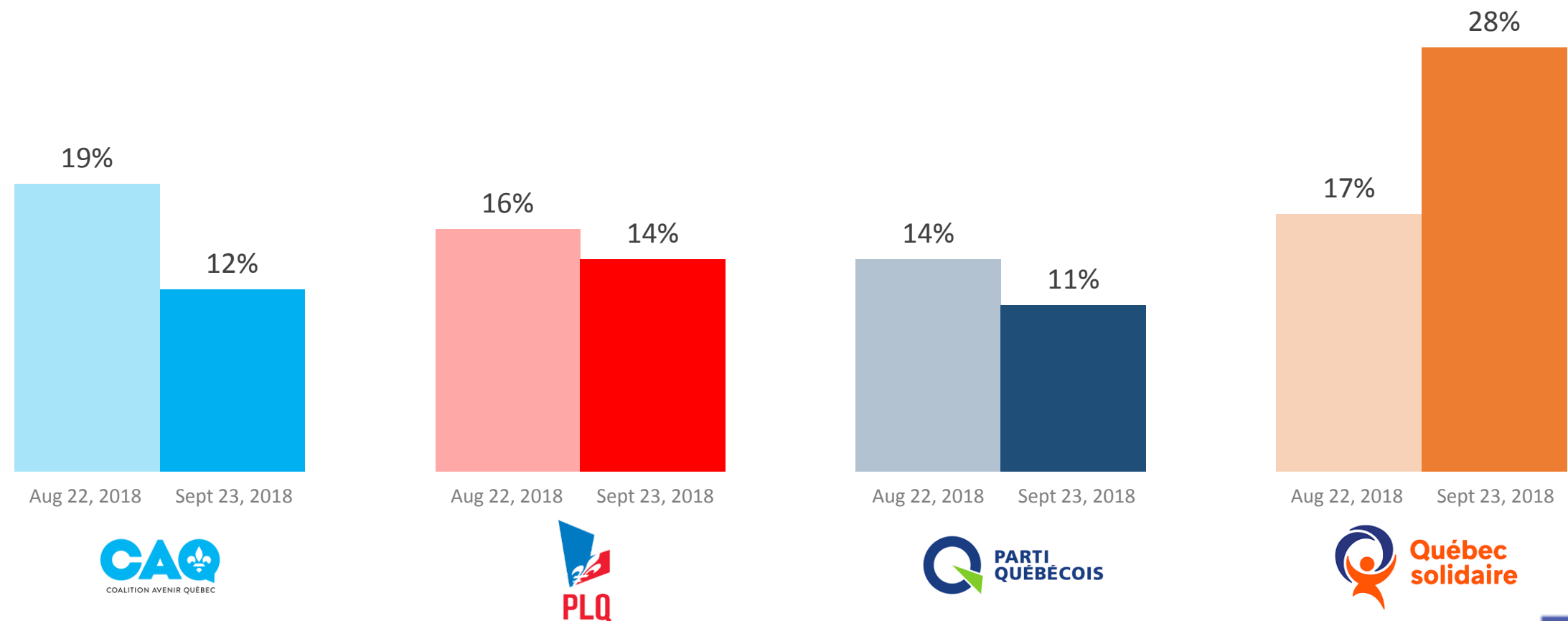
Trust in Parties: The Education System

Question: And, which political party do you trust most to manage the issues in each of these areas?



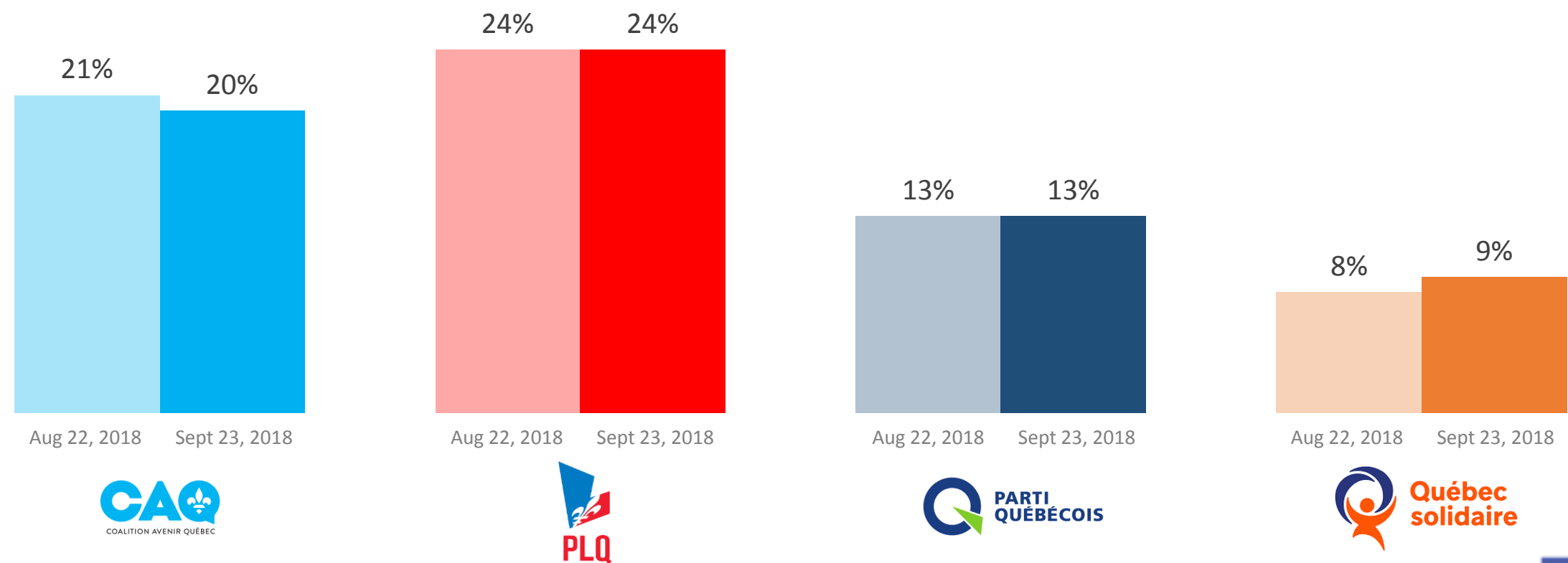
Trust in Parties: The Environment

Question: And, which political party do you trust most to manage the issues in each of these areas?



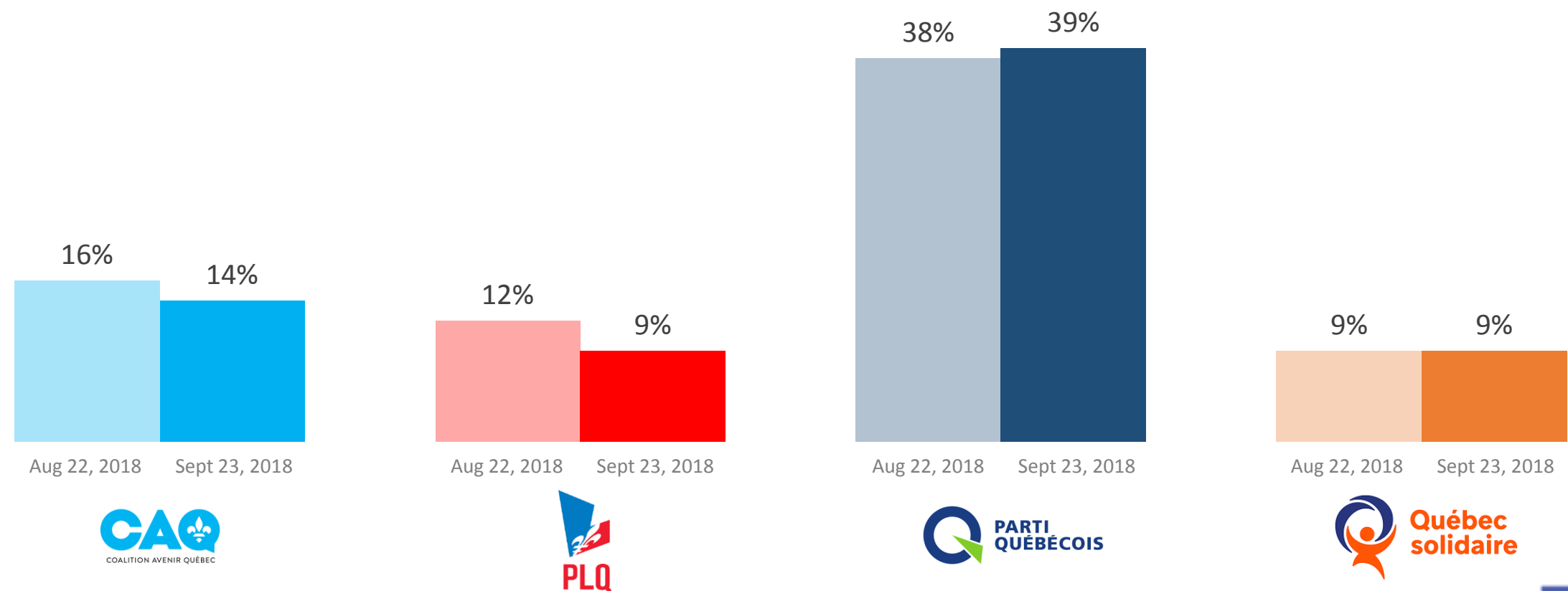
Trust in Parties: Immigration

Question: And, which political party do you trust most to manage the issues in each of these areas?



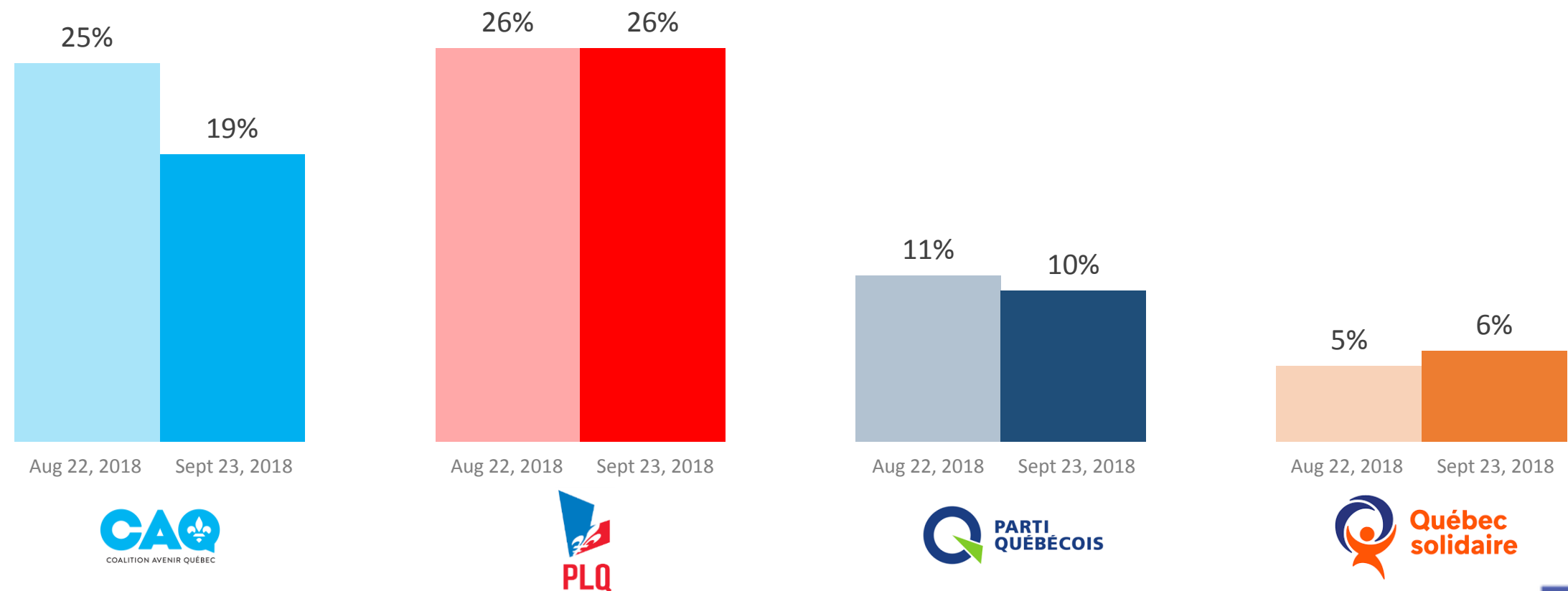
Trust in Parties: Protecting the French Language

Question: And, which political party do you trust most to manage the issues in each of these areas?



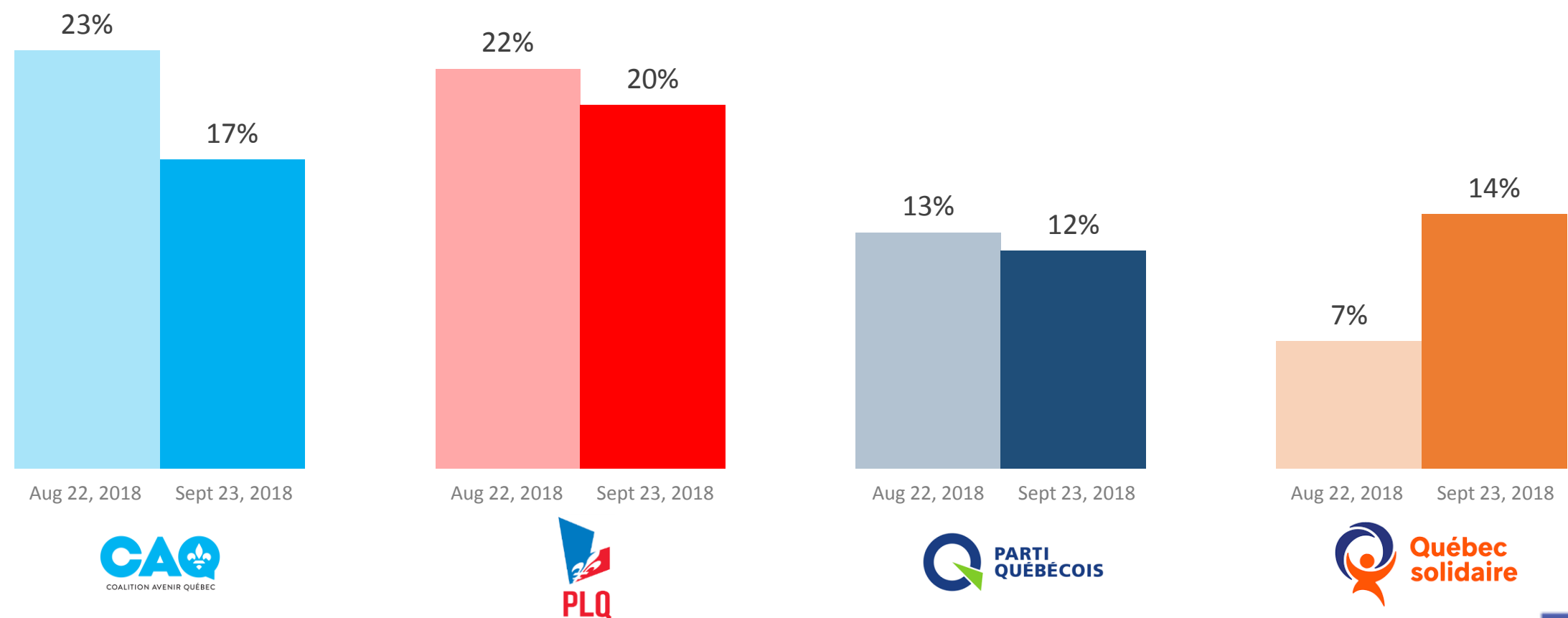
Trust in Parties: Job Creation

Question: And, which political party do you trust most to manage the issues in each of these areas?



Trust in Parties: Transportation

Question: And, which political party do you trust most to manage the issues in each of these areas?



Trust in Parties: Summary

	CAQ			PLQ			PQ			QS		
	Aug	Sept	Δ%	Aug	Sept	Δ%	Aug	Sept	Δ%	Aug	Sept	Δ%
The healthcare system	28%	21%	-7	19%	19%	0	12%	13%	+1	8%	12%	+4
Taxes	27%	21%	-6	22%	21%	-1	11%	10%	-1	8%	9%	+1
Managing the economy	26%	21%	-5	25%	27%	+2	12%	11%	-1	6%	6%	0
The education system	26%	20%	-6	21%	19%	-2	15%	13%	-2	9%	15%	+6
The environment	19%	12%	-7	16%	14%	-2	14%	11%	-3	17%	28%	+11
Immigration	21%	20%	-1	24%	24%	0	13%	13%	0	8%	9%	+1
Protecting the French language	16%	14%	-2	12%	9%	-3	38%	39%	+1	9%	9%	0
Job creation	25%	19%	-6	26%	26%	0	11%	10%	-1	5%	6%	+1
Transportation	23%	17%	-6	22%	20%	-2	13%	12%	-1	7%	14%	+7

For More Information



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GAME CHANGERS

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