



SURVEY REPORT

# Quebec Politics

**Global**  
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SEPTEMBER 29, 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 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. 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  $\pm 3.2$  percentage points, 19 times out of 20. The credibility interval will be wider among subsets of the population.

# Methodology: Further Notes

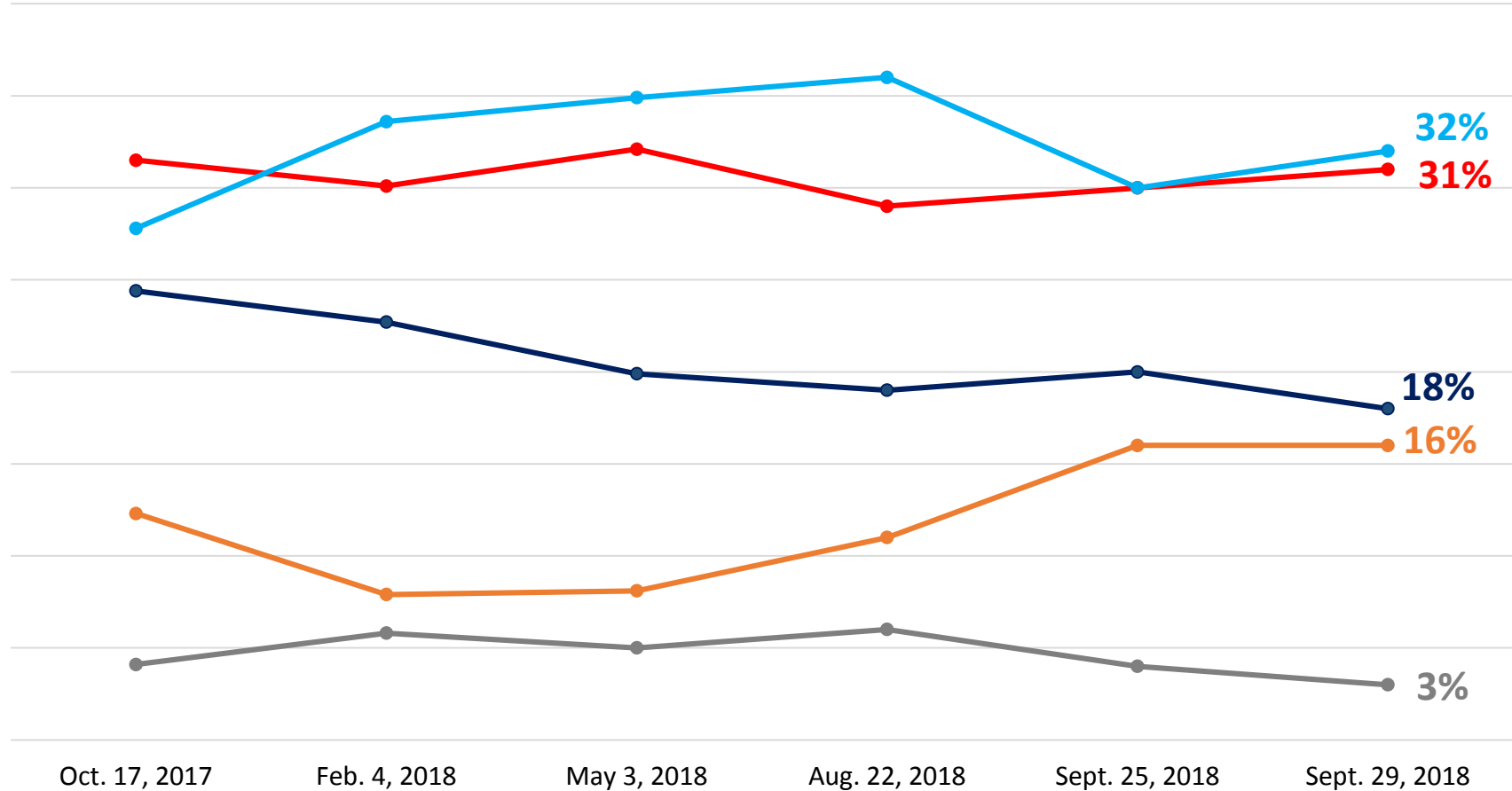
- **Colour Coding:** Throughout the report, numbers shaded in grey indicate groups for which results are significantly higher than those of other groups.
- **Question Order and Wording:** The order of questions presented in this report is identical to the order in which the questions were presented to 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?



+2%



+1%



-2%



-

Another party

-1%

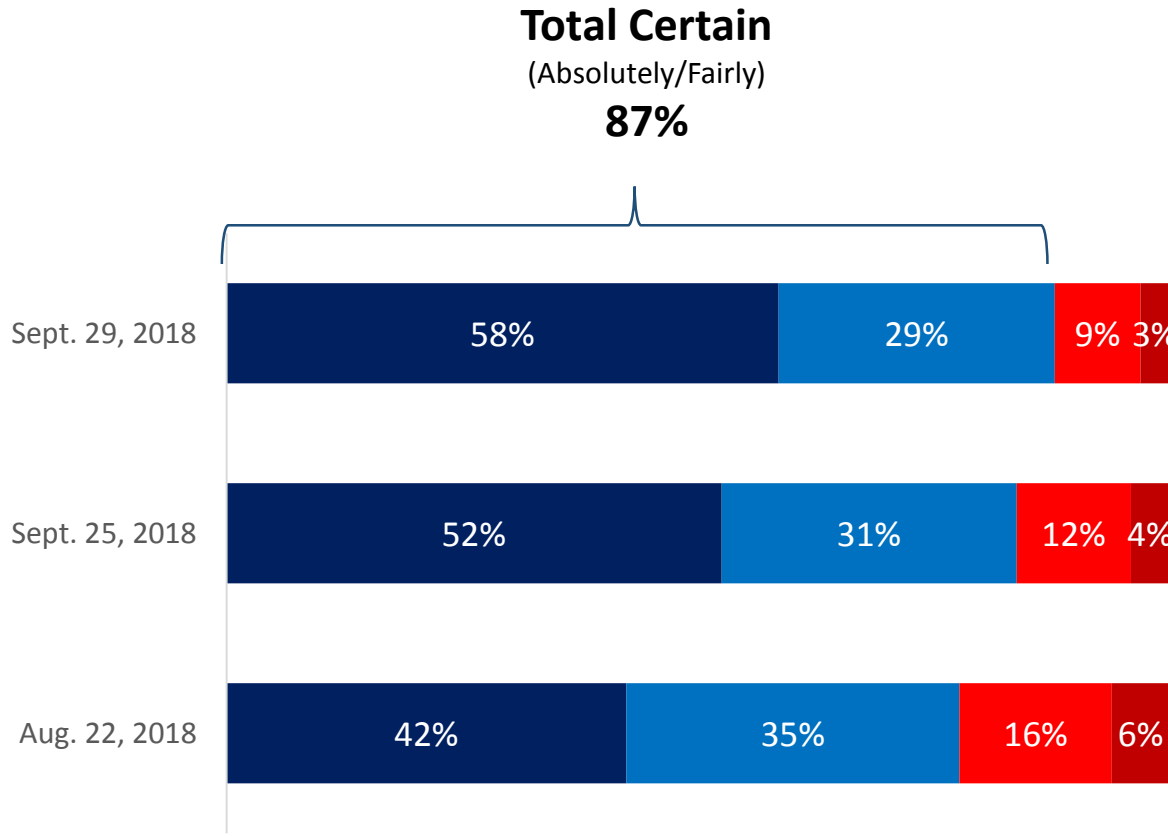
# Voter Intent – by subgroup

		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
Weighted n	1250	1015	521	493	260	344	411	786	228	254	299	134	328
Unweighted n	1250	1042	531	511	202	386	454	822	219	276	257	233	276
Coalition Avenir Québec	<b>26%</b>	<b>32%</b>	35%	29%	20%	35%	37%	38%	12%	16%	35%	45%	36%
Parti Libéral du Québec	<b>25%</b>	<b>31%</b>	31%	31%	27%	28%	36%	19%	73%	52%	28%	19%	23%
Parti Québécois	<b>14%</b>	<b>18%</b>	19%	16%	17%	17%	18%	21%	4%	14%	21%	15%	18%
Québec Solidaire	<b>13%</b>	<b>16%</b>	13%	20%	32%	16%	7%	19%	8%	16%	15%	14%	19%
Another party	<b>3%</b>	<b>3%</b>	3%	3%	5%	4%	1%	4%	1%	2%	1%	7%	4%
Would not vote	<b>6%</b>												
Don't know	<b>13%</b>												

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=1,042).

# Certainty of Choice

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



Voter Intent	% Absolutely Certain (Sept. 25)	% Absolutely Certain (Sept. 29)	% Change
CAQ	54%	<b>61%</b>	<b>+7%</b>
PLQ	53%	<b>60%</b>	<b>+7%</b>
PQ	50%	<b>56%</b>	<b>+6%</b>
QS	47%	<b>51%</b>	<b>+4%</b>

■ Absolutely certain ■ Fairly certain ■ Not very certain ■ Not at all certain

# 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
Weighted n	1015	521	493	260	344	411	786	228	254	299	134	328
Unweighted n	1042	531	511	202	386	454	822	219	276	257	233	276
<b>Absolutely certain</b>	<b>58%</b>	60%	56%	45%	57%	68%	58%	57%	55%	62%	67%	53%
<b>Fairly certain</b>	<b>29%</b>	28%	31%	41%	32%	20%	29%	30%	31%	26%	23%	34%
<b>Not very certain</b>	<b>9%</b>	7%	11%	10%	8%	9%	9%	11%	8%	9%	10%	9%
<b>Not at all certain</b>	<b>3%</b>	4%	2%	5%	3%	3%	4%	2%	4%	3%	0%	4%
<b>Net: Certain</b>	<b>87%</b>	88%	87%	85%	89%	88%	88%	86%	87%	88%	90%	87%
<b>Net: Not certain</b>	<b>12%</b>	12%	13%	15%	11%	12%	12%	13%	13%	12%	10%	13%

# Best Premier

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



**24%**  
François Legault  
+2%



**21%**  
Philippe Couillard  
-



**19%**  
None of them  
+3%



**10%**  
Jean-François Lisée  
-4%



**10%**  
Manon Massé  
-1%

**16%**  
Don't know/Not sure  
-1%



# Best Premier – by voter intent

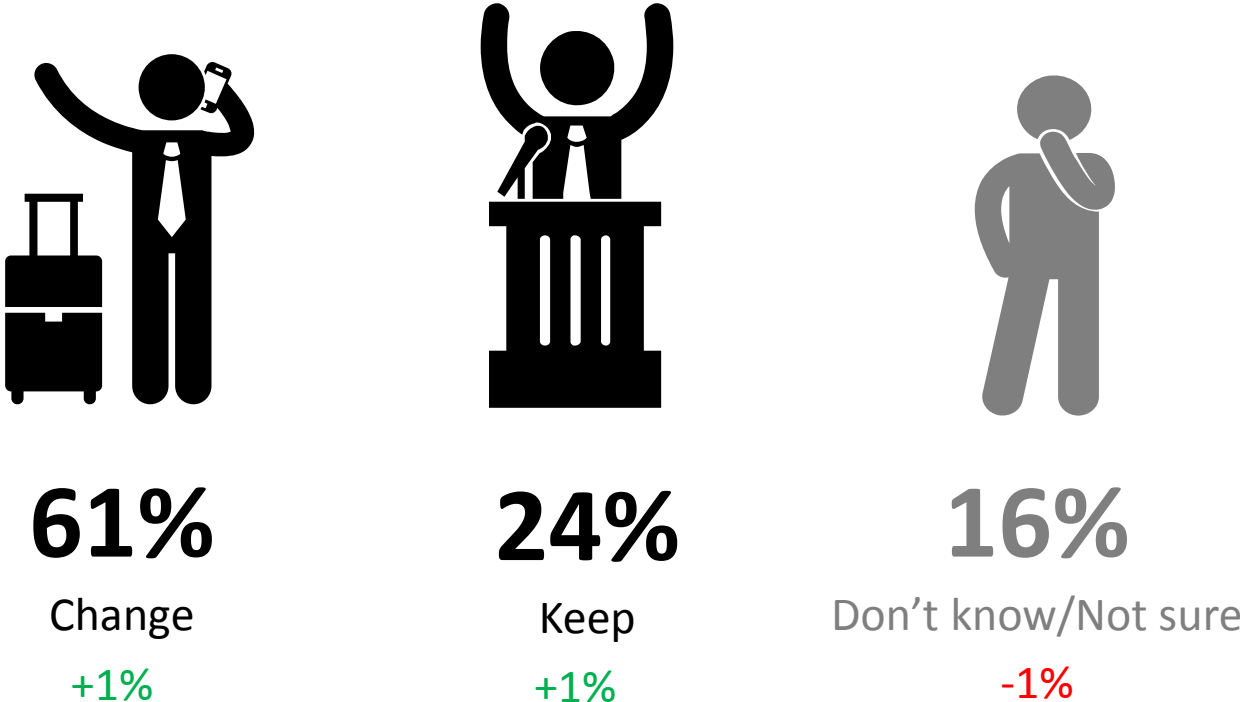
	CAQ	PLQ	PQ	QS	Another party
<b>François Legault</b>	79%	0%	12%	7%	4%
<b>Philippe Couillard</b>	2%	75%	1%	5%	9%
<b>Jean-François Lisée</b>	1%	3%	66%	3%	3%
<b>Manon Massé</b>	2%	0%	8%	58%	13%
<b>Aucun d'entre eux</b>	11%	11%	7%	19%	68%
<b>Don't know/Not sure</b>	6%	10%	6%	8%	3%

# 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
Weighted n	850	416	434	221	281	348	672	178	201	257	106	286
Unweighted n	850	404	446	175	308	367	666	184	218	216	193	223
<b>François Legault</b>	<b>24%</b>	<b>29%</b>	<b>20%</b>	<b>16%</b>	<b>24%</b>	<b>30%</b>	<b>28%</b>	<b>9%</b>	<b>11%</b>	<b>30%</b>	<b>27%</b>	<b>27%</b>
<b>Philippe Couillard</b>	<b>21%</b>	<b>26%</b>	<b>17%</b>	<b>20%</b>	<b>18%</b>	<b>24%</b>	<b>13%</b>	<b>54%</b>	<b>37%</b>	<b>16%</b>	<b>19%</b>	<b>16%</b>
<b>Jean-François Lisée</b>	<b>10%</b>	<b>12%</b>	<b>8%</b>	<b>5%</b>	<b>12%</b>	<b>11%</b>	<b>12%</b>	<b>3%</b>	<b>10%</b>	<b>6%</b>	<b>11%</b>	<b>13%</b>
<b>Manon Massé</b>	<b>10%</b>	<b>4%</b>	<b>15%</b>	<b>20%</b>	<b>8%</b>	<b>4%</b>	<b>11%</b>	<b>3%</b>	<b>9%</b>	<b>13%</b>	<b>7%</b>	<b>8%</b>
<b>None of them</b>	<b>19%</b>	<b>17%</b>	<b>21%</b>	<b>24%</b>	<b>23%</b>	<b>13%</b>	<b>20%</b>	<b>16%</b>	<b>18%</b>	<b>18%</b>	<b>22%</b>	<b>19%</b>
<b>Don't know/Not sure</b>	<b>16%</b>	<b>13%</b>	<b>19%</b>	<b>15%</b>	<b>14%</b>	<b>18%</b>	<b>16%</b>	<b>14%</b>	<b>15%</b>	<b>16%</b>	<b>13%</b>	<b>17%</b>

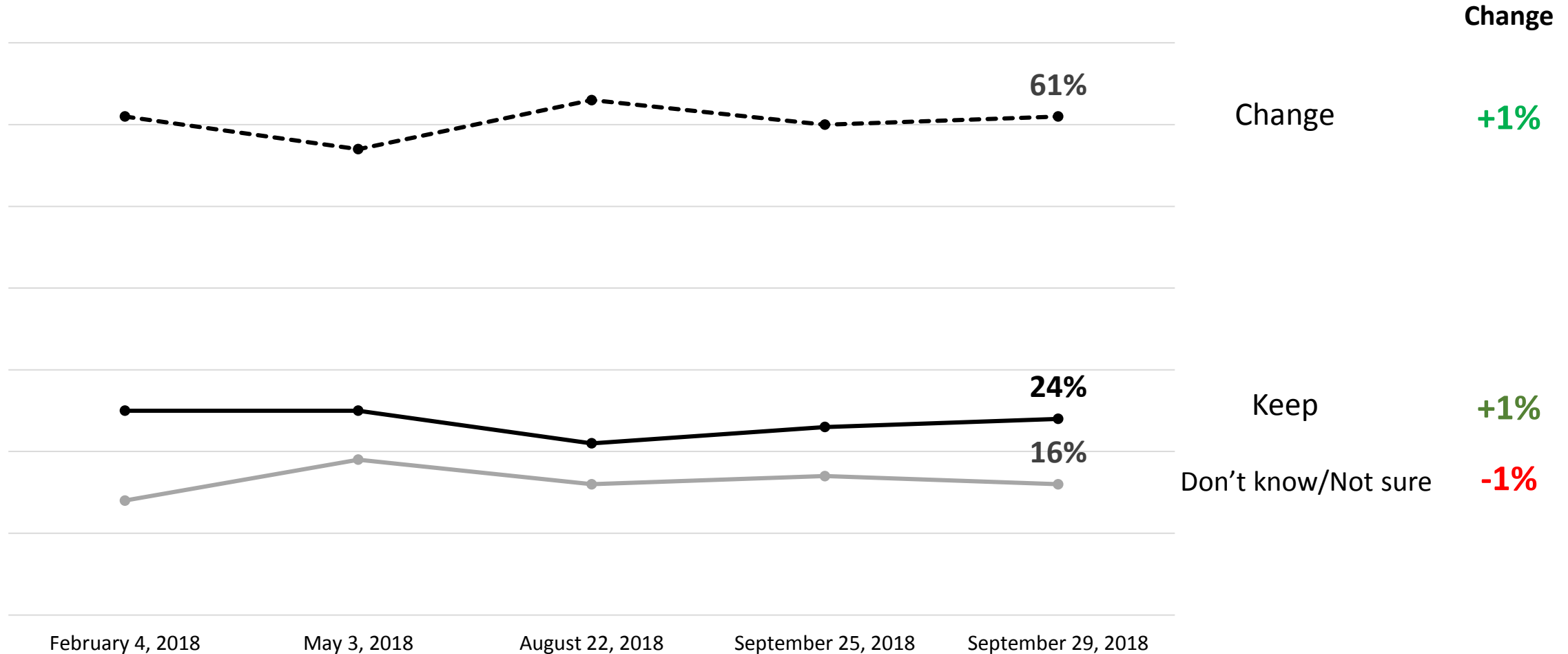
# Desire for Change

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?



# 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?



# 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
Weighted n	850	416	434	221	281	348	672	178	201	257	106	286
Unweighted n	850	404	446	175	308	367	666	184	218	216	193	223
<b>Change government</b>	<b>61%</b>	<b>58%</b>	<b>63%</b>	<b>63%</b>	<b>65%</b>	<b>55%</b>	<b>70%</b>	<b>25%</b>	<b>42%</b>	<b>68%</b>	<b>66%</b>	<b>65%</b>
<b>Keep the same government</b>	<b>24%</b>	<b>29%</b>	<b>18%</b>	<b>23%</b>	<b>20%</b>	<b>27%</b>	<b>15%</b>	<b>57%</b>	<b>41%</b>	<b>18%</b>	<b>19%</b>	<b>18%</b>
<b>Don't know/Not sure</b>	<b>16%</b>	<b>13%</b>	<b>19%</b>	<b>14%</b>	<b>15%</b>	<b>18%</b>	<b>15%</b>	<b>18%</b>	<b>17%</b>	<b>14%</b>	<b>15%</b>	<b>17%</b>



# Best Electoral Campaign

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



**18%**  
François Legault  
+1%



**15%**  
Philippe Couillard  
-



**2%**  
Another party leader  
+1%

**18%**  
None of them  
+4%

**20%**  
Don't know/Not sure  
+1%



**17%**  
Manon Massé  
-2%



**14%**  
Jean-François Lisée  
-5%

# Best Electoral Campaign – by voter intent

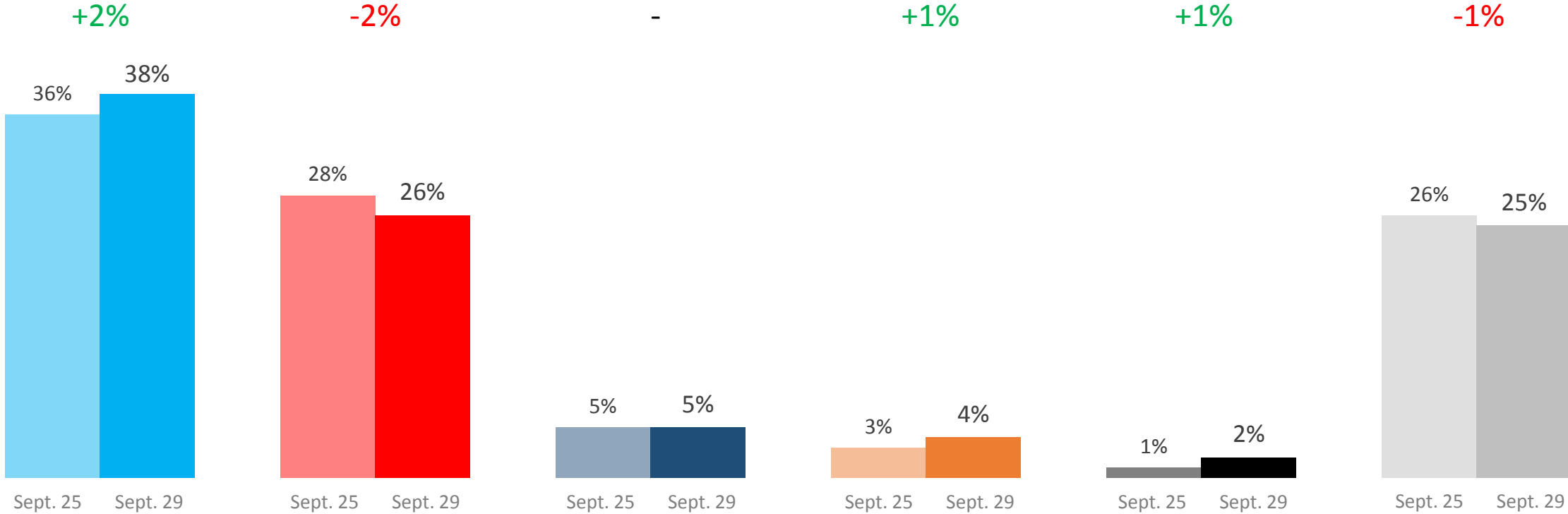
	CAQ	PLQ	PQ	QS	Another party
<b>François Legault</b>	54%	4%	8%	8%	11%
<b>Philippe Couillard</b>	1%	52%	2%	3%	3%
<b>Jean-François Lisée</b>	5%	5%	43%	4%	2%
<b>Manon Massé</b>	13%	8%	12%	66%	23%
<b>Another party leader</b>	0%	0%	4%	0%	19%
<b>None of them</b>	14%	15%	22%	7%	29%
<b>Don't know/Not sure</b>	12%	16%	9%	12%	13%

# 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
Weighted n	850	416	434	221	281	348	672	178	201	257	106	286
Unweighted n	850	404	446	175	308	367	666	184	218	216	193	223
<b>Manon Massé</b>	<b>18%</b>	<b>22%</b>	<b>15%</b>	<b>14%</b>	<b>18%</b>	<b>21%</b>	<b>21%</b>	<b>10%</b>	<b>10%</b>	<b>22%</b>	<b>19%</b>	<b>20%</b>
<b>François Legault</b>	<b>17%</b>	<b>14%</b>	<b>20%</b>	<b>26%</b>	<b>17%</b>	<b>12%</b>	<b>20%</b>	<b>9%</b>	<b>15%</b>	<b>16%</b>	<b>20%</b>	<b>19%</b>
<b>Philippe Couillard</b>	<b>15%</b>	<b>20%</b>	<b>10%</b>	<b>14%</b>	<b>13%</b>	<b>17%</b>	<b>8%</b>	<b>41%</b>	<b>27%</b>	<b>12%</b>	<b>12%</b>	<b>10%</b>
<b>Jean-François Lisée</b>	<b>9%</b>	<b>12%</b>	<b>6%</b>	<b>5%</b>	<b>12%</b>	<b>10%</b>	<b>10%</b>	<b>4%</b>	<b>10%</b>	<b>8%</b>	<b>12%</b>	<b>9%</b>
<b>Another party leader</b>	<b>2%</b>	<b>2%</b>	<b>1%</b>	<b>3%</b>	<b>1%</b>	<b>1%</b>	<b>2%</b>	<b>0%</b>	<b>2%</b>	<b>1%</b>	<b>2%</b>	<b>2%</b>
<b>None of them</b>	<b>18%</b>	<b>16%</b>	<b>20%</b>	<b>16%</b>	<b>17%</b>	<b>21%</b>	<b>19%</b>	<b>15%</b>	<b>17%</b>	<b>19%</b>	<b>18%</b>	<b>19%</b>
<b>Don't know/Not sure</b>	<b>20%</b>	<b>13%</b>	<b>27%</b>	<b>22%</b>	<b>22%</b>	<b>18%</b>	<b>20%</b>	<b>22%</b>	<b>20%</b>	<b>21%</b>	<b>17%</b>	<b>22%</b>

# Which Party Will Win the Election?

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



Another party

Don't know/  
Not sure

# 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
Weighted n	850	416	434	221	281	348	672	178	201	257	106	286
Unweighted n	850	404	446	175	308	367	666	184	218	216	193	223
<b>Coalition Avenir Québec</b>	<b>38%</b>	<b>42%</b>	<b>35%</b>	<b>28%</b>	<b>42%</b>	<b>42%</b>	<b>43%</b>	<b>21%</b>	<b>27%</b>	<b>44%</b>	<b>51%</b>	<b>37%</b>
<b>Parti Libéral du Québec</b>	<b>26%</b>	<b>29%</b>	<b>24%</b>	<b>29%</b>	<b>25%</b>	<b>26%</b>	<b>19%</b>	<b>55%</b>	<b>40%</b>	<b>21%</b>	<b>20%</b>	<b>24%</b>
<b>Parti Québécois</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>7%</b>	<b>6%</b>	<b>3%</b>	<b>6%</b>	<b>2%</b>	<b>4%</b>	<b>5%</b>	<b>2%</b>	<b>7%</b>
<b>Québec Solidaire</b>	<b>4%</b>	<b>2%</b>	<b>6%</b>	<b>9%</b>	<b>3%</b>	<b>2%</b>	<b>5%</b>	<b>2%</b>	<b>4%</b>	<b>4%</b>	<b>3%</b>	<b>5%</b>
<b>Another party</b>	<b>2%</b>	<b>1%</b>	<b>2%</b>	<b>3%</b>	<b>1%</b>	<b>1%</b>	<b>2%</b>	<b>1%</b>	<b>1%</b>	<b>2%</b>	<b>1%</b>	<b>2%</b>
<b>Don't know/Not sure</b>	<b>25%</b>	<b>20%</b>	<b>29%</b>	<b>23%</b>	<b>23%</b>	<b>27%</b>	<b>26%</b>	<b>20%</b>	<b>24%</b>	<b>25%</b>	<b>24%</b>	<b>25%</b>



# For More Information



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We believe that our work is important. Security, simplicity, speed and substance applies to everything we do.

Through specialisation, we offer our clients a unique depth of knowledge and expertise. Learning from different experiences gives us perspective and inspires us to boldly call things into question, to be creative.

By nurturing a culture of collaboration and curiosity, we attract the highest calibre of people who have the ability and desire to influence and shape the future.

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