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 ±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?

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Coalition Avenir Québec</td>
<td>32%</td>
<td>31%</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Parti Québécois</td>
<td></td>
<td>18%</td>
<td>16%</td>
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<tr>
<td>Québec solidaire</td>
<td></td>
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<tr>
<td>Another party</td>
<td>3%</td>
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</tr>
</tbody>
</table>

Change

- CAQ: +2%
- PLQ: +1%
- PQ: -2%
- QS: -1%
- Another party: -1%

Base: Decided voters (n=1,042)
**Voter Intent – by subgroup**

<table>
<thead>
<tr>
<th></th>
<th>Coalition Avenir Québec</th>
<th>Parti Libéral du Québec</th>
<th>Parti Québécois</th>
<th>Québec Solidaire</th>
<th>Another party</th>
<th>Would not vote</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Voters</td>
<td>26%</td>
<td>25%</td>
<td>14%</td>
<td>13%</td>
<td>3%</td>
<td>6%</td>
<td>13%</td>
</tr>
<tr>
<td>Weighted n</td>
<td>1250</td>
<td>1250</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted n</td>
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<td>Decided Voters</td>
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<tr>
<td>All Voters</td>
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<td>6%</td>
<td>13%</td>
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<tr>
<td>Weighted n</td>
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<tr>
<td>Unweighted n</td>
<td>1250</td>
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<tr>
<td>Coalition Avenir Québec</td>
<td>32%</td>
<td>31%</td>
<td>19%</td>
<td>13%</td>
<td>3%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Parti Libéral du Québec</td>
<td>35%</td>
<td>31%</td>
<td>16%</td>
<td>20%</td>
<td>3%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Parti Québécois</td>
<td>20%</td>
<td>27%</td>
<td>17%</td>
<td>32%</td>
<td>5%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Québec Solidaire</td>
<td>38%</td>
<td>35%</td>
<td>17%</td>
<td>16%</td>
<td>4%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Another party</td>
<td>16%</td>
<td>17%</td>
<td>18%</td>
<td>7%</td>
<td>4%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Would not vote</td>
<td>20%</td>
<td>28%</td>
<td>18%</td>
<td>7%</td>
<td>4%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Don’t know</td>
<td>20%</td>
<td>28%</td>
<td>18%</td>
<td>7%</td>
<td>4%</td>
<td>1%</td>
<td></td>
</tr>
</tbody>
</table>

**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?

Total Certain
(Absolutely/Fairly)
87%

Voter Intent
% Absolutely Certain (Sept. 25) | % Absolutely Certain (Sept. 29) | % Change

CAQ: 54% | 61% | +7%
PLQ: 53% | 60% | +7%
PQ: 50% | 56% | +6%
QS: 47% | 51% | +4%

Sept. 29, 2018: 58% Absolutely certain, 29% Fairly certain, 9% Not very certain, 3% Not at all certain
Sept. 25, 2018: 52% Absolutely certain, 31% Fairly certain, 12% Not very certain, 4% Not at all certain
Aug. 22, 2018: 42% Absolutely certain, 35% Fairly certain, 16% Not very certain, 6% Not at all certain

Base: Decided voters (n=1,042)
# Certainty of Choice – by subgroup

**Question:** How certain are you that this is the party that you will actually support on Election Day?  
**Base:** Decided voters (n= 1,042)

<table>
<thead>
<tr>
<th>GENDER</th>
<th>AGE</th>
<th>LANGUAGE</th>
<th>REGION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Men</td>
<td>Women</td>
<td>18-34</td>
</tr>
<tr>
<td>Weighted n</td>
<td>1015</td>
<td>521</td>
<td>493</td>
</tr>
<tr>
<td>Unweighted n</td>
<td>1042</td>
<td>531</td>
<td>511</td>
</tr>
</tbody>
</table>

- **Absolutely certain**  
  - Men: 58%  
  - Women: 60%  
  - 18-34: 45%  
  - 35-54: 57%  
  - 55+: 68%  
  - French: 58%  
  - Other: 57%  
  - Island of Montreal: 55%  
  - Montreal Periphery: 62%  
  - Quebec City Region: 67%  
  - Elsewhere in Quebec: 53%  
  - Total: 87%

- **Fairly certain**  
  - Men: 29%  
  - Women: 28%  
  - 18-34: 41%  
  - 35-54: 32%  
  - 55+: 20%  
  - French: 29%  
  - Other: 30%  
  - Island of Montreal: 31%  
  - Montreal Periphery: 26%  
  - Quebec City Region: 23%  
  - Elsewhere in Quebec: 34%  
  - Total: 12%

- **Not very certain**  
  - Men: 9%  
  - Women: 7%  
  - 18-34: 10%  
  - 35-54: 8%  
  - 55+: 9%  
  - French: 9%  
  - Other: 11%  
  - Island of Montreal: 8%  
  - Montreal Periphery: 9%  
  - Quebec City Region: 10%  
  - Elsewhere in Quebec: 9%  
  - Total: 13%

- **Not at all certain**  
  - Men: 3%  
  - Women: 4%  
  - 18-34: 5%  
  - 35-54: 3%  
  - 55+: 3%  
  - French: 4%  
  - Other: 2%  
  - Island of Montreal: 4%  
  - Montreal Periphery: 3%  
  - Quebec City Region: 0%  
  - Elsewhere in Quebec: 4%  
  - Total: 10%

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

Best Premier

François Legault: 24% (+2%)
Philippe Couillard: 21% (-)
Jean-François Lisée: 10% (-4%)
Manon Massé: 10% (-1%)
None of them: 19% (+3%)
Don’t know/Not sure: 16% (-1%)

Base: All internet survey respondents (n=850)
## Best Premier – by voter intent

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

Question: Which leader of the major provincial parties would make the best Premier of Quebec?
Base: All internet survey respondents (n=850)
## Best Premier – by subgroup

<table>
<thead>
<tr>
<th>GENDER</th>
<th>AGE</th>
<th>LANGUAGE</th>
<th>REGION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Men</td>
<td>Women</td>
<td>18-34</td>
</tr>
<tr>
<td></td>
<td>850</td>
<td>416</td>
<td>434</td>
</tr>
<tr>
<td></td>
<td>850</td>
<td>404</td>
<td>446</td>
</tr>
</tbody>
</table>

|        | Unweighted n | 850 | 404 | 446 | 175 | 308 | 367 | 666 | 184 | 218 | 216 | 193 | 223 |

| François Legault | 24% | 29% | 20% | 16% | 24% | 30% | 28% | 9% | 11% | 30% | 27% | 27% |
| Philippe Couillard | 21% | 26% | 17% | 20% | 18% | 24% | 13% | 54% | 37% | 16% | 19% | 16% |
| Jean-François Lisée | 10% | 12% | 8%  | 5%  | 12% | 11% | 12% | 3%  | 10% | 6%  | 11% | 13% |
| Manon Massé | 10% | 4%  | 15% | 20% | 8%  | 4%  | 11% | 3%  | 9%  | 13% | 7%  | 8%  |
| None of them | 19% | 17% | 21% | 24% | 23% | 13% | 20% | 16% | 18% | 18% | 22% | 19% |
| Don’t know/Not sure | 16% | 13% | 19% | 15% | 14% | 18% | 16% | 14% | 15% | 16% | 13% | 17% |

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Question: Which leader of the major political parties would make the best Premier of Quebec?
Base: All internet survey respondents (n=850)
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?

- 61% Change
- 24% Keep
- 16% Don’t know/Not sure

Base: All internet survey respondents (n=850)
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?

<table>
<thead>
<tr>
<th>Date</th>
<th>Change</th>
<th>Keep</th>
<th>Don’t know/Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 4, 2018</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>May 3, 2018</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>August 22, 2018</td>
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<tr>
<td>September 25, 2018</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>September 29, 2018</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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## Desire for Change – by subgroup

### Change government
- **61%**
- **58%**
- **63%**
- **63%**
- **70%**
- **42%**
- **68%**
- **66%**
- **65%**

### Keep the same government
- **24%**
- **29%**
- **18%**
- **23%**
- **15%**
- **41%**
- **18%**
- **19%**
- **18%**

### Don’t know/Not sure
- **16%**
- **13%**
- **19%**
- **14%**
- **15%**
- **17%**
- **14%**
- **15%**
- **17%**

---

**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?  
**Base:** All internet survey respondents (n=850)
Best Electoral Campaign

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

- 18% François Legault
- 15% Philippe Couillard
- 17% Manon Massé
- 14% Jean-François Lisée
- 2% Another party leader
- 18% None of them
- 20% Don’t know/Not sure

Base: All internet survey respondents (n=850)
### Best Electoral Campaign – by voter intent

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

Question: In your opinion, which party leader has had the best election campaign up to now?
Base: All internet survey respondents (n=850)
Best Electoral Campaign – by subgroup

<table>
<thead>
<tr>
<th>Party Leader</th>
<th>Weighted n</th>
<th>Unweighted n</th>
<th>Men</th>
<th>Women</th>
<th>18-34</th>
<th>35-54</th>
<th>55+</th>
<th>French</th>
<th>Other</th>
<th>Island of Montreal</th>
<th>Montreal Periphery</th>
<th>Quebec City Region</th>
<th>Elsewhere in Quebec</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manon Massé</td>
<td>850</td>
<td>850</td>
<td>18%</td>
<td>22%</td>
<td>15%</td>
<td>14%</td>
<td>18%</td>
<td>21%</td>
<td>21%</td>
<td>10%</td>
<td>22%</td>
<td>19%</td>
<td>20%</td>
</tr>
<tr>
<td>François Legault</td>
<td>850</td>
<td>850</td>
<td>17%</td>
<td>14%</td>
<td>20%</td>
<td>26%</td>
<td>17%</td>
<td>12%</td>
<td>20%</td>
<td>9%</td>
<td>15%</td>
<td>16%</td>
<td>20%</td>
</tr>
<tr>
<td>Philippe Couillard</td>
<td>850</td>
<td>850</td>
<td>15%</td>
<td>20%</td>
<td>10%</td>
<td>14%</td>
<td>13%</td>
<td>17%</td>
<td>8%</td>
<td>41%</td>
<td>27%</td>
<td>12%</td>
<td>12%</td>
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<tr>
<td>Jean-François Lisée</td>
<td>850</td>
<td>850</td>
<td>9%</td>
<td>12%</td>
<td>6%</td>
<td>5%</td>
<td>12%</td>
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<td>10%</td>
<td>4%</td>
<td>10%</td>
<td>8%</td>
<td>12%</td>
</tr>
<tr>
<td>Another party leader</td>
<td>850</td>
<td>850</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>3%</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>0%</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>None of them</td>
<td>850</td>
<td>850</td>
<td>18%</td>
<td>16%</td>
<td>20%</td>
<td>16%</td>
<td>17%</td>
<td>21%</td>
<td>19%</td>
<td>15%</td>
<td>17%</td>
<td>19%</td>
<td>18%</td>
</tr>
<tr>
<td>Don’t know/Not sure</td>
<td>850</td>
<td>850</td>
<td>20%</td>
<td>13%</td>
<td>27%</td>
<td>22%</td>
<td>22%</td>
<td>18%</td>
<td>20%</td>
<td>22%</td>
<td>20%</td>
<td>21%</td>
<td>17%</td>
</tr>
</tbody>
</table>

Question: In your opinion, which party leader has had the best election campaign up to now?  
Base: All internet survey respondents (n=850)
Which Party Will Win the Election?

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

Base: All internet survey respondents (n=850)
Winning Party – by subgroup

<table>
<thead>
<tr>
<th>GENDER</th>
<th>AGE</th>
<th>LANGUAGE</th>
<th>REGION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Men</td>
<td>Women</td>
<td>18-34</td>
</tr>
<tr>
<td>Weighted n</td>
<td>850</td>
<td>416</td>
<td>434</td>
</tr>
<tr>
<td>Unweighted n</td>
<td>850</td>
<td>404</td>
<td>446</td>
</tr>
</tbody>
</table>

Coalition Avenir Québec
- Men: 38%
- Women: 42%
- 18-34: 42%
- 35-54: 42%
- 55+: 43%
- French: 27%
- Island of Montreal: 44%
- Montreal Periphery: 51%
- Quebec City Region: 37%
- Elsewhere in Quebec: 37%

Parti Libéral du Québec
- Men: 26%
- Women: 29%
- 18-34: 29%
- 35-54: 25%
- 55+: 26%
- French: 19%
- Island of Montreal: 40%
- Montreal Periphery: 21%
- Quebec City Region: 20%
- Elsewhere in Quebec: 24%

Parti Québécois
- Men: 5%
- Women: 5%
- 18-34: 7%
- 35-54: 6%
- 55+: 3%
- French: 6%
- Island of Montreal: 4%
- Montreal Periphery: 5%
- Quebec City Region: 2%
- Elsewhere in Quebec: 7%

Québec Solidaire
- Men: 4%
- Women: 2%
- 18-34: 9%
- 35-54: 3%
- 55+: 2%
- French: 5%
- Island of Montreal: 4%
- Montreal Periphery: 4%
- Quebec City Region: 3%
- Elsewhere in Quebec: 5%

Another party
- Men: 2%
- Women: 1%
- 18-34: 3%
- 35-54: 1%
- 55+: 1%
- French: 2%
- Island of Montreal: 1%
- Montreal Periphery: 2%
- Quebec City Region: 1%
- Elsewhere in Quebec: 2%

Don’t know/Not sure
- Men: 25%
- Women: 20%
- 18-34: 23%
- 35-54: 23%
- 55+: 27%
- French: 26%
- Island of Montreal: 24%
- Montreal Periphery: 25%
- Quebec City Region: 24%
- Elsewhere in Quebec: 25%

Question: And in your opinion, which party is most likely to win the election on October 1st?
Base: All internet survey respondents (n=850)
For More Information

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