

Parti Québécois Holds Lead On Voting Favourability

Corruption allegations / scandals rising to the fore as issue of the moment for Québécois

Montreal, QC – Newly released research conducted amongst a representative sample of Québécois by Ipsos Descarie on behalf of Global Montreal suggests that if an election were held today, the Liberal government of Jean Charest would receive the support of 17% of the population, four percentage points ahead of the Action Démocratique du Québec (13%) and thirteen percentage points behind the Parti Québécois (30%). Close to 1-in-4 (24%) are undecided with regard to the party which they would support.

Support for the respective parties follows linguistic lines, with exactly half (50%) of all anglophones surveyed expressing support for the Liberal Party, followed distantly by the Green Party (12%). Close to 1-in-3 (30%) anglophones indicated that they are unsure which party they would support. In contrast, support amongst francophones is strongest for the Parti Québécois (36%), followed by the Action Démocratique du Québec (15%), the Liberal Party (11%), and finally Québec Solidaire (9%). Just over 1-in-5 (22%) francophones are unsure which party they would support.

Dominating Québécois' concerns as issues of the day are healthcare (51%), politics and corruption scandals (49%), and the economy (43%). While equal proportions of francophones and Anglophones express concern regarding healthcare as a key issue facing Québec, they



are divided in their expressed concern for issues pertaining to politics and corruption scandals – 54% of francophones defining these as important issues of the moment for Québec, compared to 26% amongst anglophones.

Overall, over 1-in-2 (56%) believe that the Liberal government is not doing enough to protect the French language in Québec – with a significant divide on the other hand along linguistic lines on this point (65% amongst francophones, 5% amongst anglophones).

With support for measures aimed at restricting access to English language instruction at 28% overall (32% amongst francophones, 8% amongst anglophones), concerns for protection of the French language appear not to correlate entirely with support for the recently tabled Bill 115.

These are some of the findings of an Ipsos Descarie poll conducted between November 15th and 19th, 2010, on behalf of Global Montreal. For this survey, a provincial sample of 1,291 adults from Ipsos' Quebec online panel was interviewed online. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-2.7 percentage points 19 times out of 20 of what the results would have been had the entire population of adults in Quebec been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

For more information on this news release, please contact:

Mark Wilkins
Vice President
(514) 904 4360

For full tabular results, please visit our website at www.ipsos.ca. News Releases are available at: <http://www.ipsos-na.com/news/>

Ipsos Descarie is an Ipsos company, a leading global survey-based market research group. To learn more, visit www.ipsos.ca.