



**The Gazette**

**Provincial Political Survey**

Publication date: Tuesday October 18<sup>th</sup>, 2011

**Leger**  
MARKETING

# Marketing Intelligence

**Leger**  
MARKETING

- Leger Marketing is the leading Canadian-owned market research and polling firm with more than 600 professionals working from its Canadian and American offices.
- Leger Marketing is the North American partner of WIN - the Worldwide Independent Network (WIN) of Market Research - the largest independent global network of market research.



**WIN**  
Worldwide  
Independent Network  
Of Market Research



## RESEARCH METHODS

This poll was conducted online in all regions of Québec with a representative sample of **1,005 Quebecers**, on **October 11 and 12, 2011**.

Final data were weighted by age, gender, language, level of education and household composition (with or without children under the age of 18) in order to obtain a representative sample of the Québec population.

A probabilistic sample of 1,005 respondents would yield a **margin of error of 3.1%, 19 times out of 20**.

Survey respondents were selected randomly from the LegerWeb Internet panel, which has over 350,000 Canadian households. A stratification process was applied to invitation lists to ensure optimal representation of respondents. The panelists were recruited randomly from Leger Marketing telephone surveys. Several quality control measures ensure the representativeness and accuracy of Leger Marketing's surveys with its panel members.

In the tables, numbers in bold **red** indicate a significantly higher proportion than that of other groups. Numbers in bold **blue** indicate a significantly lower proportion than that of other groups.

2005	25%
2006	35%
2007	36%
2008	48%
2009	55%
2010	80%
2011	85%

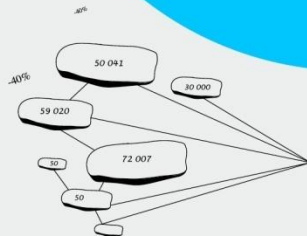


+10%

+10%

+40%

## DETAILED ANALYSIS OF RESULTS





## DETAILED ANALYSIS OF RESULTS

5

### Provincial Voting Intentions

*Question – If PROVINCIAL elections were held today, for which political party would you be most likely to vote? Would it be for...? In cases where respondents have no opinion, the following question was asked: Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote? Would it be for the ...?*

The Liberal party (26%) lost 5 points during the last month and is neck-to-neck with the Parti Québécois (25%).

Provincial Voting Intentions	Before distribution of undecided (n=1,005)	Decided Voters (n=749)	Franco-phones (n=623)	Other languages (n=126)
... Québec Liberal Party	19%	26%	19%	55%
... Parti Québécois	19%	25%	30%	5%
... Action démocratique du Québec	14%	18%	21%	8%
... Québec solidaire	8%	11%	11%	10%
... Green Party	5%	6%	6%	9%
Other	11%	14%	14%	13%
I would not vote / would cancel my ballot	11%	-	-	-
Don't know	10%	-	-	-
Refusal	3%	-	-	-





## DETAILED ANALYSIS OF RESULTS

6

### Provincial Voting Intentions by Québec Region

*Question – If PROVINCIAL elections were held today, for which political party would you be most likely to vote? Would it be for...? In cases where respondents have no opinion, the following question was asked: Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote? Would it be for the...?*

The Liberal Party and the Parti Québécois are tied in the Greater Montreal Area with 28% of voting intentions.

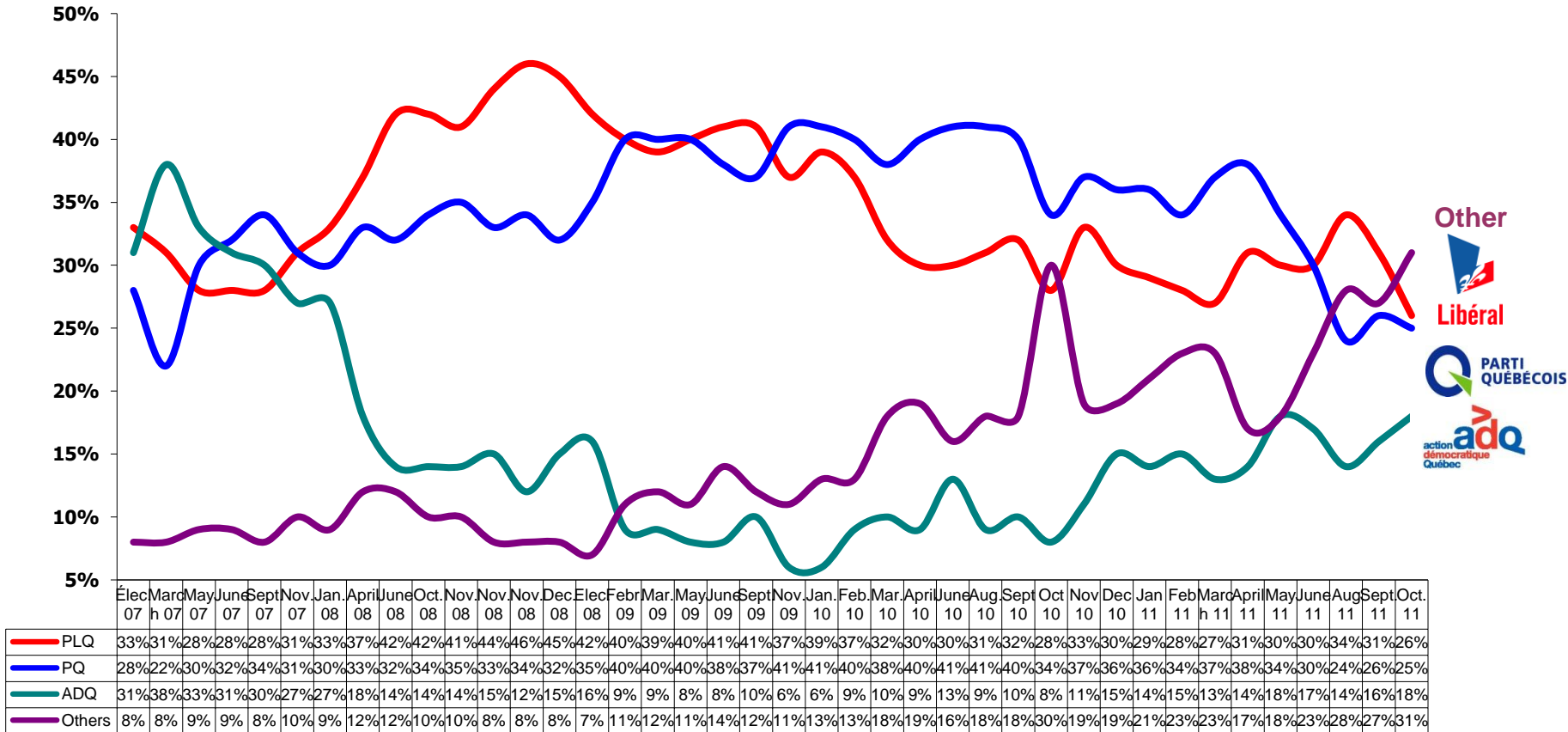
The ADQ leads in the Quebec City region with 31% of voting intentions.

Provincial Voting Intentions	Before distribution of undecided (n=1,005)	Decided Voters (n=749)	MTL GMA (n=301)	Québec CMA (n=225)	Rest of Québec (n=223)
... Québec Liberal Party	19%	26%	28%	19%	25%
... Parti Québécois	19%	25%	28%	23%	22%
... Action démocratique du Québec	14%	18%	15%	31%	19%
... Québec solidaire	8%	11%	9%	11%	12%
... Green Party	5%	6%	7%	4%	6%
Other	11%	14%	13%	12%	16%
I would not vote / would cancel my ballot	11%	-	-	-	-
Don't know	10%	-	-	-	-
Refusal	3%	-	-	-	-



# DETAILED ANALYSIS OF RESULTS

## Provincial Voting Trends Since 2007





## DETAILED ANALYSIS OF RESULTS

8

### Provincial Voting Intentions for the Future Party led by François Legault

François Legault's party would rank first in the polls with 36% of voting intentions, ahead of the PLQ by 14 points and of the PQ by 18 points.

*Question – If a new political party led by François Legault existed, for which of the following political parties would you vote if provincial elections were held today?*

	Before distribution of undecided (n=1,005)	Decided Voters (n=768)	Franco-phones (n=741)	Other languages (n=127)
... New Party led by François Legault	27%	36%	39%	24%
... Québec Liberal Party	16%	22%	14%	55%
... Parti Québécois	14%	18%	22%	3%
... Action démocratique du Québec	7%	9%	10%	5%
... Québec solidaire	5%	7%	8%	4%
... Green Party	3%	5%	4%	5%
Other	2%	3%	3%	4%
I would not vote / would cancel my ballot	9%	-	-	-
Don't know	10%	-	-	-
Refusal	7%	-	-	-





## DETAILED ANALYSIS OF RESULTS

9

### Provincial Voting Intentions for the Future Party led by François Legault by Region

François Legault's new party would lead in all regions of Quebec.

Question – If a new political party led by François Legault existed, for which of the following political parties would you vote if provincial elections were held today?

	Decided Voters (n=768)	MTL GMA (n=303)	Québec CMA (n=229)	Rest of Québec (n=236)
... New Party led by François Legault	36%	34%	27%	41%
... Québec Liberal Party	22%	25%	17%	19%
... Parti Québécois	18%	21%	17%	16%
... Action démocratique du Québec	9%	7%	23%	9%
... Québec solidaire	7%	6%	8%	7%
... Green Party	5%	4%	4%	5%
Other	3%	3%	4%	3%



## DETAILED ANALYSIS OF RESULTS

10

### Provincial Voting Intention Trends for the Future Party led by François Legault

Voting intentions for François Legault have reached their highest level since June 2011.

*Question – If a new political party led by François Legault existed, for which of the following political parties would you vote if provincial elections were held today?*

	Oct. 2011 (n=768)	Sept. 2011 (n=797)	August 2011 (n=892)	June 2011 (n=805)
... New Party led by François Legault	36%	34%	31%	33%
... Québec Liberal Party	22%	25%	27%	20%
... Parti Québécois	18%	17%	16%	21%
... Action démocratique du Québec	9%	9%	10%	11%
... Québec solidaire	7%	7%	8%	9%
... Green Party	5%	6%	4%	3%
Other	3%	2%	4%	3%



## DETAILED ANALYSIS OF RESULTS

11

### Provincial Voting Intentions for the Future Party led by François Legault by Political Party Voters

*Question – If a new political party led by François Legault existed, for which of the following political parties would you vote if provincial elections were held today?*

Almost half of ADQ voters (45%) would vote for a party led by François Legault, while 25% of PQ, 26% of SQ voters, and 13% of PLQ voters would vote for this new party.

	Decided Voters (n=768)	PLQ voters (n=179)	PQ voters (n=180)	ADQ voters (n=150)	QS voters (n=81)
... New Party led by François Legault	36%	13%	25%	45%	26%
... Québec Liberal Party	22%	85%	0%	0%	0%
... Parti Québécois	18%	1%	74%	0%	3%
... Action démocratique du Québec	9%	0%	0%	51%	1%
... Québec solidaire	7%	1%	1%	2%	69%
... Green Party	5%	0%	0%	2%	2%
Other	3%	0%	0%	0%	0%



## DETAILED ANALYSIS OF RESULTS

### Satisfaction with the Québec Government led by Jean Charest

About three-quarters of Quebecers (73%) are not satisfied with the government of Québec led by Jean Charest.

*Question – Are you very satisfied, somewhat satisfied, not very satisfied or not satisfied at all with the government of Québec led by Jean Charest?*

Satisfaction	Oct. 2011 (n=1,005)	Sept. 2011 (n=1,005)	June 2011 (n=1,004)	May 2011 (n=1,000)	April 2011 (n=1,000)	March 2011 (n=1,005)	February 2011 (n=1,000)	January 2011 (n=1,001)
<b>TOTAL SATISFIED</b>	<b>21%</b>	<b>28%</b>	<b>24%</b>	<b>26%</b>	<b>21%</b>	<b>17%</b>	<b>19%</b>	<b>19%</b>
Very satisfied	2%	2%	3%	3%	4%	2%	2%	2%
Somewhat satisfied	19%	26%	21%	23%	17%	15%	17%	17%
<b>TOTAL DISSATISFIED</b>	<b>73%</b>	<b>64%</b>	<b>70%</b>	<b>68%</b>	<b>73%</b>	<b>79%</b>	<b>77%</b>	<b>75%</b>
Not very satisfied	32%	33%	34%	32%	29%	33%	32%	29%
Not satisfied at all	41%	31%	36%	36%	44%	46%	45%	46%
Don't know / Refusal	6%	8%	6%	6%	6%	4%	4%	6%



## DETAILED ANALYSIS OF RESULTS

### Political Personality Who Would Make the Best Premier of Québec

About one quarter of Quebecers (24%) see in Legault the political personality who would make the best premier of Québec.

*Question - In your opinion, which of the following political personalities would make the best premier of Québec? Would it be... ?*

Political Personalities	Total (n=1,005)	After redistribution of undecided (n=623)	Franco- phones (n=826)
<b>François Legault</b>	<b>24%</b>	39%	<b>28%</b>
<b>Jean Charest</b>	<b>15%</b>	24%	<b>11%</b>
<b>Pauline Marois</b>	<b>10%</b>	16%	<b>11%</b>
<b>Amir Khadir</b>	<b>7%</b>	11%	7%
<b>Gérard Deltell</b>	<b>5%</b>	8%	5%
<b>Claude Sabourin</b>	<b>1%</b>	2%	1%
<b>Don't know / Refusal</b>	<b>38%</b>	-	37%



## DETAILED ANALYSIS OF RESULTS

### Opinions Toward a Public Inquiry on Corruption in the Construction Industry

Three-quarters of Quebecers (77%) want the Government of Québec to hold a public inquiry on corruption in the construction industry.

Question 7 – Do you want, yes or no, for the Government of Québec to hold a public inquiry on corruption in the construction industry?

	October 2011 (n=1 005)	February 2011 (n=1 000)	September 2010 (n=1 000)	February 2010 (n=1 002)
<b>Yes</b>	<b>77%</b>	76%	78%	74%
<b>No</b>	12%	16%	14%	16%
<b>Don't know / Refusal</b>	11%	7%	8%	10%

By voting intentions	Total (n=1 005)	PLQ (n=185)	PQ (n=187)	ADQ (n=151)	QS (n=89)
<b>Yes</b>	<b>77%</b>	<b>57%</b>	<b>88%</b>	<b>89%</b>	<b>95%</b>
<b>No</b>	12%	<b>29%</b>	<b>6%</b>	<b>5%</b>	<b>3%</b>
<b>Don't know / Refusal</b>	11%	<b>14%</b>	6%	6%	<b>2%</b>





## DETAILED ANALYSIS OF RESULTS

### Opinions Toward a Public Inquiry on Corruption in the Construction Industry Open to the General Public

More than seven-in-ten (72%) of Quebecers who want a public inquiry think that the government of Québec should immediately launch a public inquiry that is open to the general public.

Question 8 – Which of the following statements best describes your opinion:

Base: respondents who want that the Government of Quebec hold a public inquiry on corruption in the construction industry (n=797)

	Total (n=797)	PLQ (n=112)	PQ (n=168)	ADQ (n=136)	QS (n=84)
<b>The government of Québec should first launch a public inquiry into the construction industry behind closed doors</b>	28%	35%	31%	34%	28%
<b>The government of Québec should immediately launch a public inquiry into the construction industry that is open to the general public</b>	72%	65%	69%	66%	72%



## DETAILED ANALYSIS OF RESULTS

### Impact of a Public Inquiry Into the Construction Industry on the Opinion of Quebecers Toward Jean Charest

If a public inquiry into the construction industry were launched by the government of Québec, 25% of Quebecers said that this would have a positive impact on their opinion of Jean Charest.

*Question 9 – If a public inquiry into the construction industry were launched by the government of Québec, would this have a positive or a negative impact on your opinion of Jean Charest, or it would have no impact?*

	Total (n=1 005)	PLQ (n=185)	PQ (n=187)	ADQ (n=151)	QS (n=89)
<b>Positive impact</b>	<b>25%</b>	<b>37%</b>	<b>15%</b>	<b>35%</b>	21%
<b>Negative impact</b>	<b>12%</b>	<b>5%</b>	<b>19%</b>	11%	12%
<b>No impact</b>	<b>49%</b>	43%	<b>59%</b>	45%	53%
<b>Don't know / Refusal</b>	<b>14%</b>	15%	<b>7%</b>	9%	14%



## DETAILED ANALYSIS OF RESULTS

### Who Has the Most to Lose From the Launch of a Public Inquiry Into the Construction Industry in Québec?

Question 10 – In your opinion, who has the most to lose from the launch of a public inquiry into the construction industry in Québec?

Three Quebeckers out of ten (31%) said that it is the Liberal Party who has the most to lose from the launch of a public inquiry into the construction industry in Québec.

	Total (n=1 005)	PLQ (n=185)	PQ (n=187)	ADQ (n=151)	QS (n=89)
The Liberal Party of Québec	31%	7%	52%	37%	31%
Construction firms	20%	31%	18%	11%	28%
The FTQ-construction	15%	28%	8%	22%	10%
Consulting engineering firms	7%	7%	8%	11%	12%
Québec municipalities	3%	6%	3%	2%	1%
The Parti Québécois	2%	1%	2%	2%	0%
Other	3%	4%	1%	3%	0%
Don't know / Refusal	19%	16%	8%	12%	18%



## DETAILED ANALYSIS OF RESULTS

### NPD Candidates Support

Thomas Mulcair is the NPD candidate that 56% of Quebec NPD voters would support.

*Question - Among declared or potential candidates for the NDP leadership, which candidate among the following would you support?*

**Base: NDP voters**

	Total (n=359)	Franco- phones (n=303)	Other languages (n=56)
<b>Thomas Mulcair</b>	<b>56%</b>	<b>60%</b>	<b>36%</b>
<b>Brian Topp</b>	<b>5%</b>	<b>3%</b>	<b>13%</b>
<b>Pat Martin</b>	<b>1%</b>	<b>1%</b>	<b>2%</b>
<b>Roméo Saganash</b>	<b>2%</b>	<b>3%</b>	<b>0%</b>
<b>Paul Dewar</b>	<b>1%</b>	<b>0%</b>	<b>3%</b>
<b>Nathan Cullen</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>
<b>Other</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>
<b>Don't know / refusal</b>	<b>35%</b>	<b>33%</b>	<b>46%</b>



## DETAILED ANALYSIS OF RESULTS

19

### A New Democratic Party at the Provincial Level in Québec

If there were a New Democratic Party at the provincial level in Québec, 34% of Quebecers said they would vote for this party.

Question 15 – If there were a New Democratic Party at the provincial level in Québec, would you vote for this type of party?

	Total (n=1 005)	PLQ (n=185)	PQ (n=187)	ADQ (n=151)	QS (n=89)
Yes	34%	29%	34%	46%	44%
No	20%	35%	27%	12%	16%
Don't know / refusal	46%	36%	39%	42%	40%

