



The Gazette

Provincial Political Survey

Publication date: September 20, 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**, between **September 12 and September 15, 2011**.

Final data was 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%

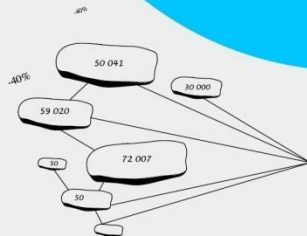


+10%

+10%

+40%

DETAILED ANALYSIS OF RESULTS





DETAILED ANALYSIS OF RESULTS

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 leads with 31% of voting intentions.

Provincial Voting Intentions	Before distribution of undecided (n=1,005)	Decided Voters (n=780)	Franco-phones (n=654)	Other languages (n=146)
... Québec Liberal Party	24%	31%	25%	56%
... Parti Québécois	20%	26%	30%	6%
... Action démocratique du Québec	13%	16%	17%	12%
... Québec solidaire	7%	9%	10%	4%
... Green Party	4%	5%	4%	12%
Other	10%	13%	14%	10%
I would not vote / would cancel my ballot	9%	-	-	-
Don't know	9%	-	-	-
Refusal	4%	-	-	-



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...?

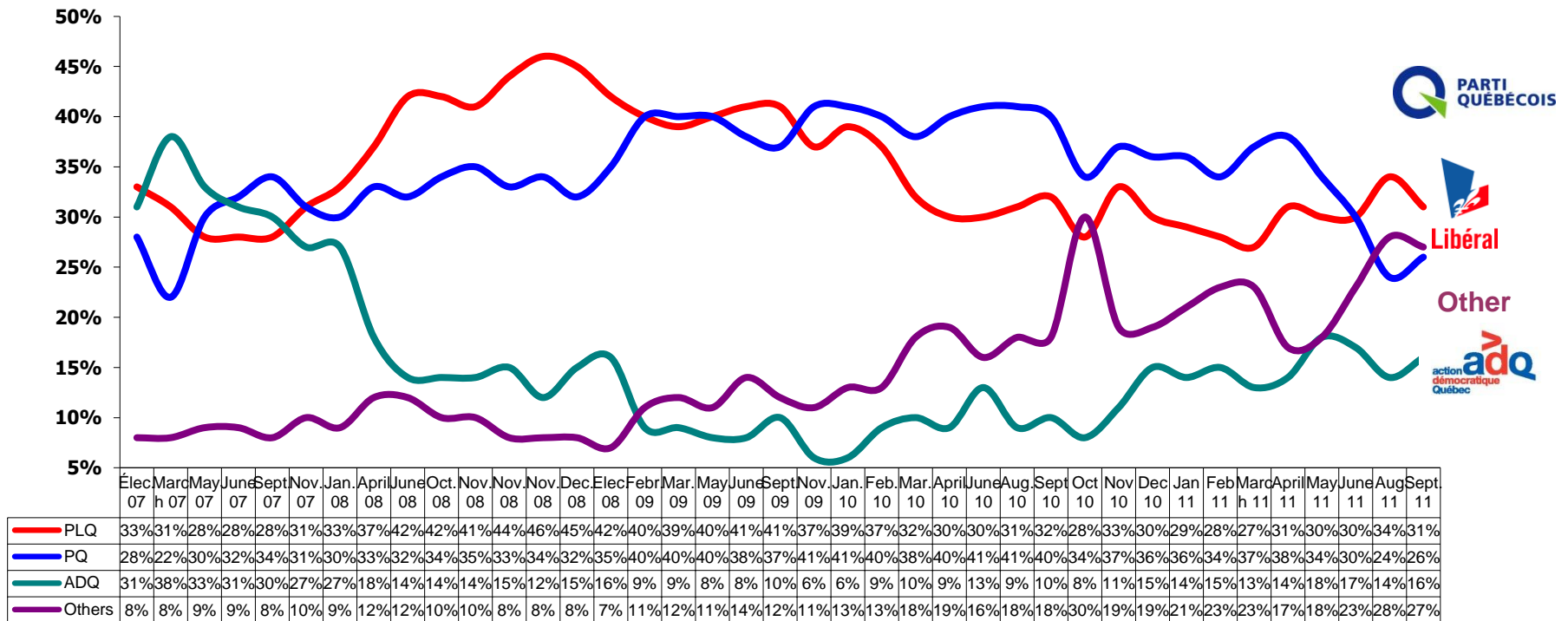
The Liberal Party leads by eight points in the Greater Montreal Area (33%), as well as in other Quebec regions.

Provincial Voting Intentions	Before distribution of undecided (n=1,005)	Decided Voters (n=780)	MTL GMA (n=297)	Québec CMA (n=247)	Rest of Québec (n=236)
... Québec Liberal Party	24%	31%	33%	32%	29%
... Parti Québécois	20%	26%	25%	22%	28%
... Action démocratique du Québec	13%	16%	13%	27%	17%
... Québec solidaire	7%	9%	11%	7%	7%
... Green Party	4%	5%	8%	2%	3%
Other	10%	13%	9%	10%	16%
I would not vote / would cancel my ballot	9%	-	-	-	-
Don't know	9%	-	-	-	-
Refusal	4%	-	-	-	-



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 34% of voting intentions, ahead of the PLQ by 9 points and the PQ by 17 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=797)	Franco-phones (n=674)	Other languages (n=125)
... New Party led by François Legault	27%	34%	37%	19%
... Québec Liberal Party	19%	25%	20%	46%
... Parti Québécois	14%	17%	20%	5%
... Action démocratique du Québec	7%	9%	9%	7%
... Québec solidaire	6%	7%	8%	3%
... Green Party	5%	6%	4%	16%
Other	2%	2%	2%	4%
I would not vote / would cancel my ballot	8%	-	-	-
Don't know	9%	-	-	-
Refusal	4%	-	-	-



DETAILED ANALYSIS OF RESULTS

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=797)	MTL GMA (n=301)	Québec CMA (n=254)	Rest of Québec (n=244)
... New Party led by François Legault	34%	29%	28%	40%
... Québec Liberal Party	25%	27%	27%	22%
... Parti Québécois	17%	16%	17%	19%
... Action démocratique du Québec	9%	7%	17%	8%
... Québec solidaire	7%	10%	7%	5%
... Green Party	6%	8%	2%	5%
Other	2%	3%	2%	1%



DETAILED ANALYSIS OF RESULTS

10

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

Voting intentions for François Legault remain at a similar 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?

	Sept. 2011 (n=797)	August 2011 (n=892)	June 2011 (n=805)
... New Party led by François Legault	34%	31%	33%
... Québec Liberal Party	25%	27%	20%
... Parti Québécois	17%	16%	21%
... Action démocratique du Québec	9%	10%	11%
... Québec solidaire	7%	8%	9%
... Green Party	6%	4%	3%
Other	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 (46%) would vote for a party led by François Legault, while 24% of PQ and SQ voters, and 17% of PLQ voters would vote for this new party.

	Decided Voters (n=797)	PLQ voters (n=221)	PQ voters (n=191)	ADQ voters (n=152)	QS voters (n=62)
... New Party led by François Legault	34%	17%	24%	46%	24%
... Québec Liberal Party	25%	81%	1%	0%	2%
... Parti Québécois	17%	1%	67%	0%	5%
... Action démocratique du Québec	9%	0%	1%	53%	0%
... Québec solidaire	7%	0%	7%	0%	68%
... Green Party	6%	0%	0%	0%	2%
Other	2%	1%	0%	0%	0%



DETAILED ANALYSIS OF RESULTS

Merger Between François Legault's Eventual Party and the Action démocratique du Québec

Question – Would you be in favour, against or indifferent to a merger between François Legault's eventual party and the Action démocratique du Québec?

Six out of ten potential voters for the party led by François Legault (60%) and 41% of ADQ voters are in favour of a merger between the two parties.

	Total (n=1 005)	Legault voters (n=261)	PLQ voters (n=187)	PQ voters (n=129)	ADQ voters (n=98)	QS voters (n=64)
In favour	25%	60%	15%	4%	41%	12%
Against	15%	17%	11%	25%	23%	21%
Indifferent	41%	14%	63%	48%	20%	55%
Don't know	19%	9%	11%	23%	16%	12%



DETAILED ANALYSIS OF RESULTS

Satisfaction with the Québec Government led by Jean Charest

About two-thirds of Quebecers (64%) 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	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)
TOTAL SATISFIED	28%	24%	26%	21%	17%	19%	19%
Very satisfied	2%	3%	3%	4%	2%	2%	2%
Somewhat satisfied	26%	21%	23%	17%	15%	17%	17%
TOTAL DISSATISFIED	64%	70%	68%	73%	79%	77%	75%
Not very satisfied	33%	34%	32%	29%	33%	32%	29%
Not satisfied at all	31%	36%	36%	44%	46%	45%	46%
Don't know / Refusal	8%	6%	6%	6%	4%	4%	6%



DETAILED ANALYSIS OF RESULTS

14

Political Personality Who Would Make the Best Premier of Québec

One quarter of Quebecers (25%) 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=654)	Franco- phones (n=830)
François Legault	25%	38%	29%
Jean Charest	19%	29%	16%
Pauline Marois	10%	15%	12%
Amir Khadir	6%	9%	7%
Gérard Deltell	4%	6%	4%
Claude Sabourin	1%	2%	1%
Don't know / Refusal	44%	-	44%

