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**Leger**  
THE RESEARCH INTELLIGENCE GROUP

**Political Poll - 2014 Quebec Provincial  
Election Campaign**

**Report - Quantitative Study**

**March 15, 2014**



Methodology

# Methodology

An Internet survey of the general public in all regions of Québec.

This poll was conducted online in all regions of Québec with **a representative sample of 1,205** Quebecers between **March 11 and March 13, 2014**.

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 1,205 respondents would yield a margin of error of **2.8%, 19 times out of 20**.

## INTERNET SURVEY

### Internet Survey

Survey respondents were selected randomly from the *LegerWeb* Internet panel, which is comprised of over 400,000 Canadian households. A stratification process was applied to invitation lists to ensure optimal representation of respondents. Panelists were recruited randomly during Leger telephone surveys. Several quality control measures ensure the representativeness and accuracy of Leger's surveys with its panel members.

### Note to read the tables

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.



# Provincial Voting Intentions

Q. 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 had 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 ...

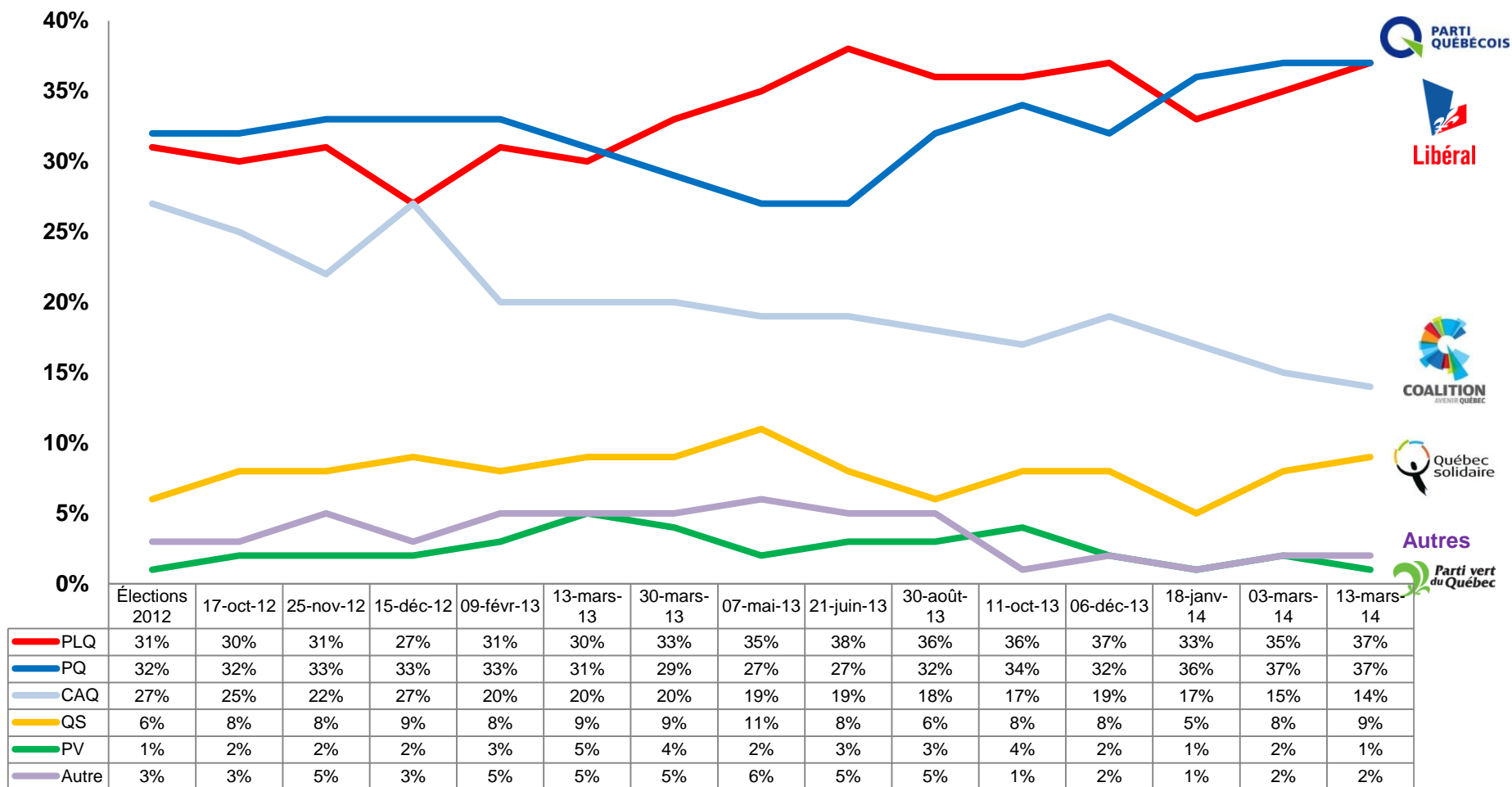
Voting intentions	Before distribution of undecided	Decided Voters	Franco-phone	Non franco-phone	Montreal CMA	Quebec CMA	Rest of Quebec	January 2014	March 5, 2014
n=	1205	1116	998	118	370	376	370	1063	1339
...Quebec Liberal Party	33%	37%	27%	74%	40%	39%	33%	33%	35%
...Parti Québécois	33%	37%	44%	9%	34%	30%	40%	36%	37%
...Coalition avenir Québec	13%	14%	15%	10%	12%	20%	16%	17%	15%
...Québec Solidaire	8%	9%	10%	4%	11%	7%	7%	8%	8%
...Green Party of Quebec	1%	1%	1%	2%	1%	2%	1%	3%	2%
...Option nationale	1%	1%	1%	0%	0%	2%	1%	-	1%
Other	1%	1%	2%	0%	1%	0%	2%	3%	1%
I would not vote / would cancel my ballot	3%	-	-	-	-	-	-	-	-
I don't know	4%	-	-	-	-	-	-	-	-
I prefer not to answer	2%	-	-	-	-	-	-	-	-

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Voting intentions	Decided Voters	Men	Women	18-24	25-34	35-44	45-54	55-64	65 +
n=	1116	570	546	159	152	171	247	195	190
...Quebec Liberal Party	37%	34%	40%	40%	32%	24%	35%	38%	49%
...Parti Québécois	37%	39%	34%	33%	32%	33%	40%	45%	35%
...Coalition avenir Québec	14%	18%	10%	10%	14%	23%	14%	10%	13%
...Québec Solidaire	9%	5%	13%	10%	14%	17%	7%	6%	2%
...Green Party of Quebec	1%	1%	2%	5%	2%	3%	0%	0%	1%
...Option nationale	1%	1%	1%	0%	3%	0%	1%	0%	0%
Other	1%	2%	1%	3%	3%	1%	2%	0%	0%

# Provincial Voting Intentions Since the 2012 Election



# Final Choice or Change of Opinion

Q. Is this your final choice or could you change your mind by election day?

	Total	QLP	PQ	CAQ	QS	PVQ	ON
<b>n=</b>	<b>1142</b>	<b>383</b>	<b>412</b>	<b>181</b>	<b>99</b>	<b>17</b>	<b>10</b>
<b>My choice is final</b>	69%	72%	<b>79%</b>	<b>53%</b>	62%	14%	32%
<b>I could change my mind</b>	20%	20%	<b>13%</b>	<b>31%</b>	25%	66%	53%
<b>I don't know</b>	10%	<b>7%</b>	<b>8%</b>	<b>16%</b>	13%	20%	16%
<b>I prefer not to answer</b>	0%	0%	0%	0%	0%	0%	0%



## Second Choice

Q. If you were unable to vote for <first choice>, which one would be your second choice among the following political parties? Would it be...?

Second choice	Total	First choice					
		Quebec Liberal Party	Parti Québécois	Coalition avenir Québec	Québec solidaire party	Green Party	Option nationale
n=	1092	383	402	181	99	17*	10*
...Quebec Liberal Party	10%	0%	5%	43%	13%	36%	0%
...Parti Québécois	8%	5%	0%	17%	35%	10%	41%
...Coalition avenir Québec	24%	45%	16%	0%	12%	22%	6%
...Québec Solidaire	19%	7%	40%	13%	0%	4%	32%
...Green Party of Quebec	8%	14%	2%	7%	12%	0%	0%
...Option nationale	5%	1%	9%	4%	10%	0%	0%
Other	3%	4%	3%	5%	0%	16%	0%
I would not vote / would cancel my ballot	10%	11%	12%	6%	10%	2%	6%
I don't know	10%	12%	12%	3%	7%	10%	16%
I prefer not to answer	1%	1%	1%	1%	0%	0%	0%

\* Sample of less than 30 respondents: the results are presented for illustrative purposes only

# The Leader Who Would Make the Best Premier of Quebec

Q. In your opinion, which provincial party leader would make the best premier of Québec ?

Leader	Total	Francophone	Non francophone
n=	1205	1074	131
... Pauline Marois	27%	33%	6%
... Philippe Couillard	26%	18%	52%
... François Legault	14%	16%	9%
... Françoise David	9%	11%	4%
... Alex Tyrrel	0%	0%	1%
... Sol Zanetti	0%	0%	0%
Autres	2%	3%	2%
Aucun	11%	11%	11%
Je ne sais pas	8%	7%	11%
Je préfère ne pas répondre	2%	1%	4%

# The Leader Who is Running the Best Campaign

Q. In your opinion, which leader is running the best election campaign so far? Is it...

Leader	Total	Francophone	Non francophone
n=	1205	1074	131
... Pauline Marois	31%	36%	12%
... Philippe Couillard	19%	15%	34%
... François Legault	10%	11%	8%
... Françoise David	7%	9%	3%
Autres	4%	4%	3%
Je ne sais pas	4%	3%	9%
Je préfère ne pas répondre	24%	22%	32%

# The Party that Has the Best Team of New Candidates

Q. Since the beginning of the election campaign, which party has presented the best team of new candidates? Is it...

Political party	Total	Francophone	Non francophone
n=	1205	1074	131
... Parti Québécois	40%	49%	11%
... Quebec Liberal Party	26%	21%	43%
...Coalition avenir Québec	4%	3%	5%
...Québec Solidaire	3%	3%	2%
...Green Party of Quebec	1%	0%	3%
...Option nationale	0%	0%	0%
Other	1%	1%	0%
I don't know	22%	21%	26%
I prefer not to answer	4%	2%	10%

# Opinion of the New Candidates

Q. Do you have a good opinion or a bad opinion of the following candidates?

Candidate	Good opinion	Bad opinion	I don't know / I prefer not to answer
n=1205			
... Pierre-Karl Péladeau	42%	40%	18%
... Martine Desjardins	31%	25%	45%
... Loraine Pintal	23%	6%	71%
... Diane Lamarre	16%	5%	79%
... Gaéтан Barrette	16%	48%	36%
... Carlos Leitao	12%	5%	83%
... Jacques Daoust	10%	5%	86%
... Ghislaine Desrosiers	8%	2%	89%
... Martin Coiteux	7%	5%	88%
... Claire Samson	6%	3%	91%
... Andrés Fontecilla	6%	5%	89%
... Mario Laframboise	5%	6%	89%

# Interest in the Electoral Campaign

Q. Please indicate your level of interest in the election campaign during Québec's general election on a scale of 0 to 10, where 0 means you are not interested at all and 10 means you are very interested?

Level of interest	Total	Francophone	Non francophone
n=	1205	1074	131
Low interest (0-5)	31%	33%	25%
Moderate interest (6-7)	24%	24%	21%
Strong interest (8-10)	44%	41%	53%
Mean	6,6	6,5	6,9
I don't know	1%	1%	0%
I prefer not to answer	1%	1%	1%

# Who Will Watch the Leaders' Debate?

Q. Will you watch the leaders' debate?

Intend to watch the debate	Total	Francophone	Non francophone
n=	1205	1074	131
Yes	49%	50%	47%
No	30%	29%	32%
I don't know	20%	20%	20%
I prefer not to answer	0%	0%	1%

# Waiting for the Leaders' Debate to Make Final Choice

Q. Are you waiting for the leaders' debate to confirm your opinion?

Waiting for the leaders' debate to get an opinion	Total	Francophone	Non francophone
n=	1205	1074	131
Yes	15%	16%	13%
No	78%	77%	79%
I don't know	6%	6%	6%
I prefer not to answer	1%	1%	1%



# Who Will Form the Next Government in Quebec?

Q. In your opinion, which political party will form the next government of Québec? Will it be...?

Political Party	Total	Francophone	Non francophone
n=	1205	1074	131
...Parti Québécois	52%	60%	21%
...Quebec Liberal Party	25%	20%	43%
...Coalition avenir Québec	4%	3%	7%
...Québec Solidaire	1%	1%	0%
...Green Party of Quebec	0%	0%	0%
...Option nationale	0%	0%	0%
Other	0%	0%	0%
I don't know	17%	14%	25%
I prefer not to answer	2%	1%	5%

# Voting Intentions - Sovereignty

Q. If a referendum were held today on the sovereignty of Quebec, would you vote FOR or AGAINST Québec sovereignty? In cases where respondents have no opinion, the following question was asked: Even if you have not yet made up your mind, are you more likely to vote FOR or AGAINST Québec sovereignty?

Opinion	Before distribution of undecided	Decided Voters	Francophone	Non francophone
n=	1205	1126	1004	122
For	37%	41%	50%	6%
Against	54%	59%	50%	94%
I don't know	6%	-	-	-
I prefer not to answer	2%	-	-	-

# Would the PQ Have the Mandate to Hold a Referendum on Sovereignty

Q. If the Parti Québécois were to form the next government, do you think it has the mandate to hold a referendum on sovereignty?

Opinion	Total	Francophone	Non francophone
n=	1205	1074	131
Yes	29%	31%	22%
No	54%	53%	58%
I don't know	14%	14%	15%
I prefer not to answer	2%	1%	5%

# The Leader in the Best Position to Defend Canadian Unity in Quebec

Q. If a referendum were held on Québec sovereignty, who among the following would be the best leader to defend Canadian unity in Québec?

Leader	Total	Francophone	Non francophone
n=	1205	1074	131
... Justin Trudeau	27%	24%	38%
... Thomas Mulcair	21%	22%	17%
... Philippe Couillard	10%	9%	13%
... Stephen Harper	7%	6%	11%
None	17%	20%	9%
I don't know	14%	16%	8%
I prefer not to answer	3%	2%	4%

## The Political Party Best Positioned to Defend Canadian Unity in Quebec

Q. If there was a referendum on Québec sovereignty, which of the following political parties is the best placed to defend Canadian unity in the province of Québec?

Political party	Total	Francophone	Non francophone
n=	1205	1074	131
... Liberal Party of Canada	23%	19%	36%
... Quebec Liberal Party	22%	22%	21%
... The New Democratic party of Canada	14%	16%	10%
... Conservative Party of Canada	7%	7%	6%
None	15%	17%	5%
I don't know	17%	17%	17%
I prefer not to answer	3%	2%	4%

# Issues Voters Want to Hear About During the Campaign

Q. During the campaign, do you want to hear more or less about the following topics?

Issue	More	Less	I don't know / I prefer not to answer
	n=1205		
Economy and job creation	85%	9%	7%
Health	84%	10%	7%
Public finances	77%	15%	8%
Education	73%	18%	8%
Corruption	49%	41%	9%
Charter of values	27%	63%	10%
Sovereignty	20%	69%	11%

