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Report

2021 MUNICIPAL ELECTION

The Gazette

LE JOURNAL
DE MONTRÉAL

Publication: October 28th, 2021



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An illustration of a hand holding a red and white megaphone. The hand is wearing a brown suit sleeve. The megaphone is pointing towards the right, with several blue and white jagged lines representing sound waves or lightning bolts emanating from it. The background is split into a dark teal left side and a light yellow right side.

METHODOLOGY

METHODOLOGY



METHOD

A web survey was conducted among 600 respondents 18 years of age or older and eligible to vote in the city of Montreal. Respondents had the option of completing the survey in English or in French and were randomly recruited using LEO's online panel.

The survey was commissioned by The Gazette in partnership with the Journal de Montréal, but questions 11, 12 and 13 were dedicated exclusively to The Gazette.



WHEN ?

The data was collected from **October 21 to October 26, 2021.**



MARGIN OF ERROR

No margin of error can be associated with a non-probability sample (Web panel in this case). However, for comparative purposes, a probability sample of 600 respondents would have a margin of error of $\pm 4\%$, 19 times out of 20.



WEIGHTING

Results were weighted according to **gender, age, mother tongue, borough, education and presence of children in the household** in order to ensure a representative sample of the Montreal population.



SIGNIFICANT DIFFERENCES

In this report, data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.



ROUNDED DATA

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.



QUESTIONS?

If you have questions about the data presented in this report, please contact Christian Bourque Associate and Executive Vice-President at the following e-mail address:

cbourque@leger360.com

A more detailed methodology is presented in the Appendix.

LEGER: THE MOST ACCURATE POLLING FIRM

Leger is the polling firm that has presented the most accurate data, on average, over the last ten years in Canada. During the last federal election in 2021, Leger was once again **the most accurate firm in the country**. This accuracy is attributed to the quality of the LEO panel and rigorous application of methodological rules by Leger's 600 employees, including 200 professionals in Leger's eight offices across Canada (Montreal, Toronto, Quebec City, Winnipeg, Calgary, Edmonton and Vancouver) and in the United States (Philadelphia).

Poll aggregator 338Canada.com gave Leger the highest rating among all polling firms in Canada for the accuracy of its studies. See <https://338canada.com/pollster-ratings.htm>

2021 CANADIAN FEDERAL ELECTION



LEGER SURVEY

Published in *Le Journal de Montréal* and *The National Post/Postmedia*
September 18, 2021

33%	32%	19%	7%	6%	2%
33.7%	32.6%	17.8%	7.7%	5.0%	2.3%

OFFICIAL RESULTS

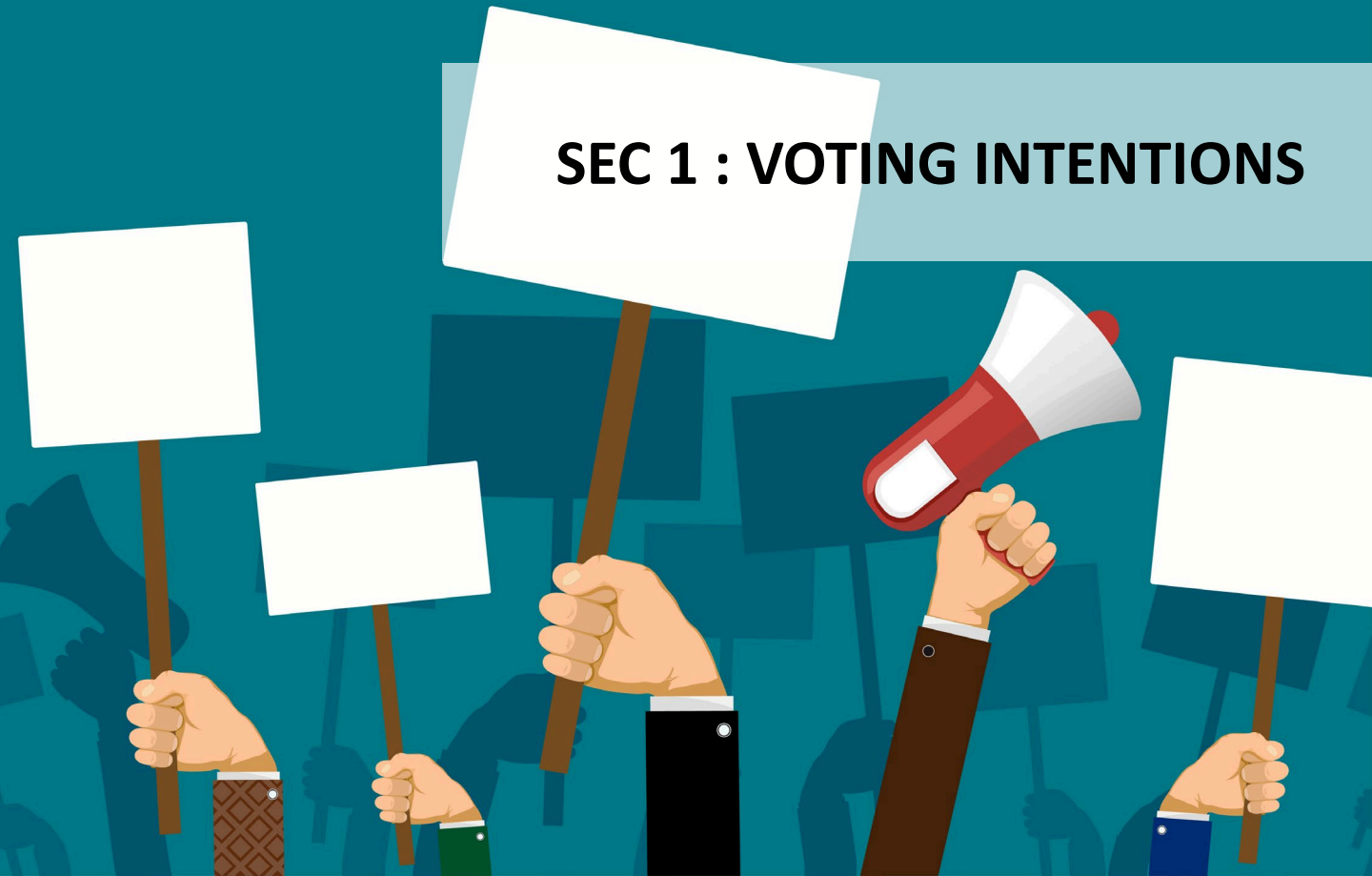
2021 Canadian Federal Election*

*The official results were obtained from Elections Canada on September 24, 2021, at 9:45 a.m. EDT.

An illustration of a hand holding a red and white megaphone. The hand is wearing a brown suit sleeve. The megaphone is pointing towards the right, with several blue lightning bolt shapes radiating from its opening, symbolizing a powerful announcement or broadcast. The background is split into a dark teal left side and a light yellow right side.

DETAILED RESULTS

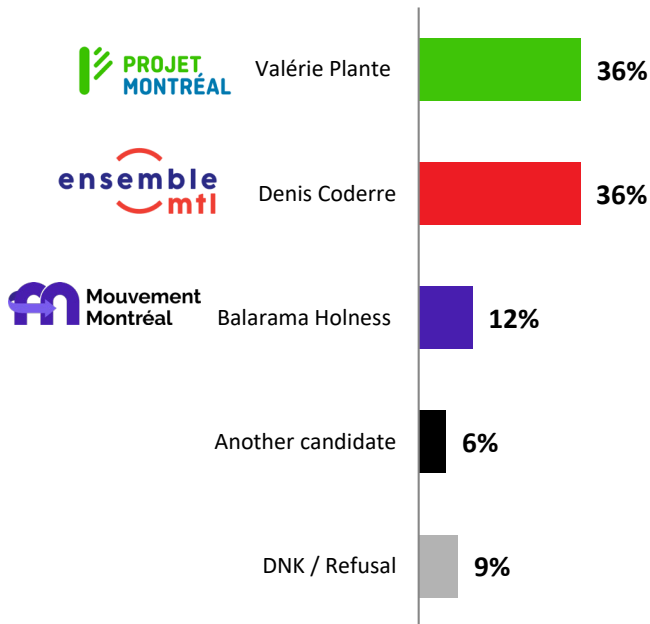
SEC 1 : VOTING INTENTIONS



VOTING INTENTIONS (1/2)

Q7 / Q8. If municipal elections were held today in Montréal, for whom would you vote? In the event a respondent had no opinion, the following prompting question was asked: **Even if you haven't made up your mind yet, for whom would you be most likely to vote? Would it be for...**

Base : All respondents (n=600)



VOTING INTENTIONS (2/2)

Q7 / Q8. If municipal elections were held today in Montréal, for whom would you vote? In the event a respondent had no opinion, the following prompting question was asked: Even if you haven't made up your mind yet, for whom would you be most likely to vote? Would it be for...

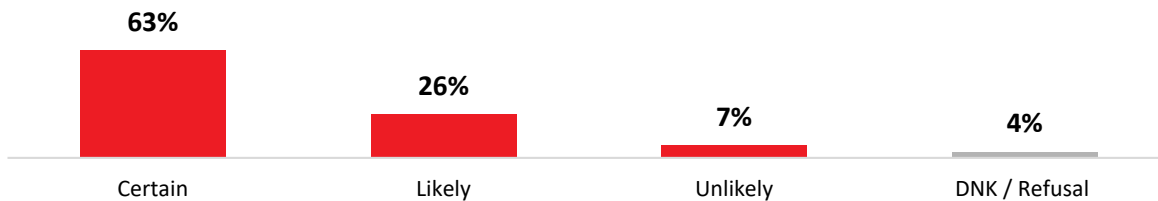
Base : All respondents (n=600)

	TOTAL	GENDER		AGE			MOTHER TONGUE			REGION			
		Male	Female	18-34	35-54	55+	French	English	Other	Centre	Periphery	East	West
n=	600	298	302	162	200	238	310	90	200	175	276	117	32
Valérie Plante (Projet Montréal)	36%	39%	34%	42%	30%	38%	48%	28%	25%	43%	37%	26%	25%
Denis Coderre (Ensemble Montréal)	36%	36%	37%	28%	41%	39%	36%	38%	37%	30%	33%	52%	46%
Balarama Holness (Mouvement Montréal)	12%	14%	10%	13%	15%	9%	5%	14%	21%	10%	14%	9%	17%
Another candidate	6%	5%	7%	5%	7%	7%	6%	6%	6%	6%	7%	5%	4%
DNK / Refusal	9%	5%	12%	12%	8%	7%	6%	13%	11%	11%	8%	7%	9%

LIKELIHOOD TO VOTE (1/2)

Q9. Are you certain, likely or unlikely to vote in Montréal's upcoming municipal elections?

Base : All respondents (n=600)






	TOTAL	GENDER		AGE			MOTHER TONGUE			REGION			
		Male	Female	18-34	35-54	55+	French	English	Other	Centre	Periphery	East	West
n=	600	298	302	162	200	238	310	90	200	175	276	117	32
Certain	63%	67%	60%	51%	67%	71%	68%	56%	60%	58%	68%	65%	49%
Likely	26%	26%	26%	31%	24%	23%	24%	29%	27%	32%	22%	22%	41%
Unlikely	7%	6%	9%	13%	5%	4%	5%	13%	9%	8%	7%	7%	6%
DNK / Refusal	4%	2%	5%	5%	4%	2%	4%	2%	4%	3%	3%	6%	4%

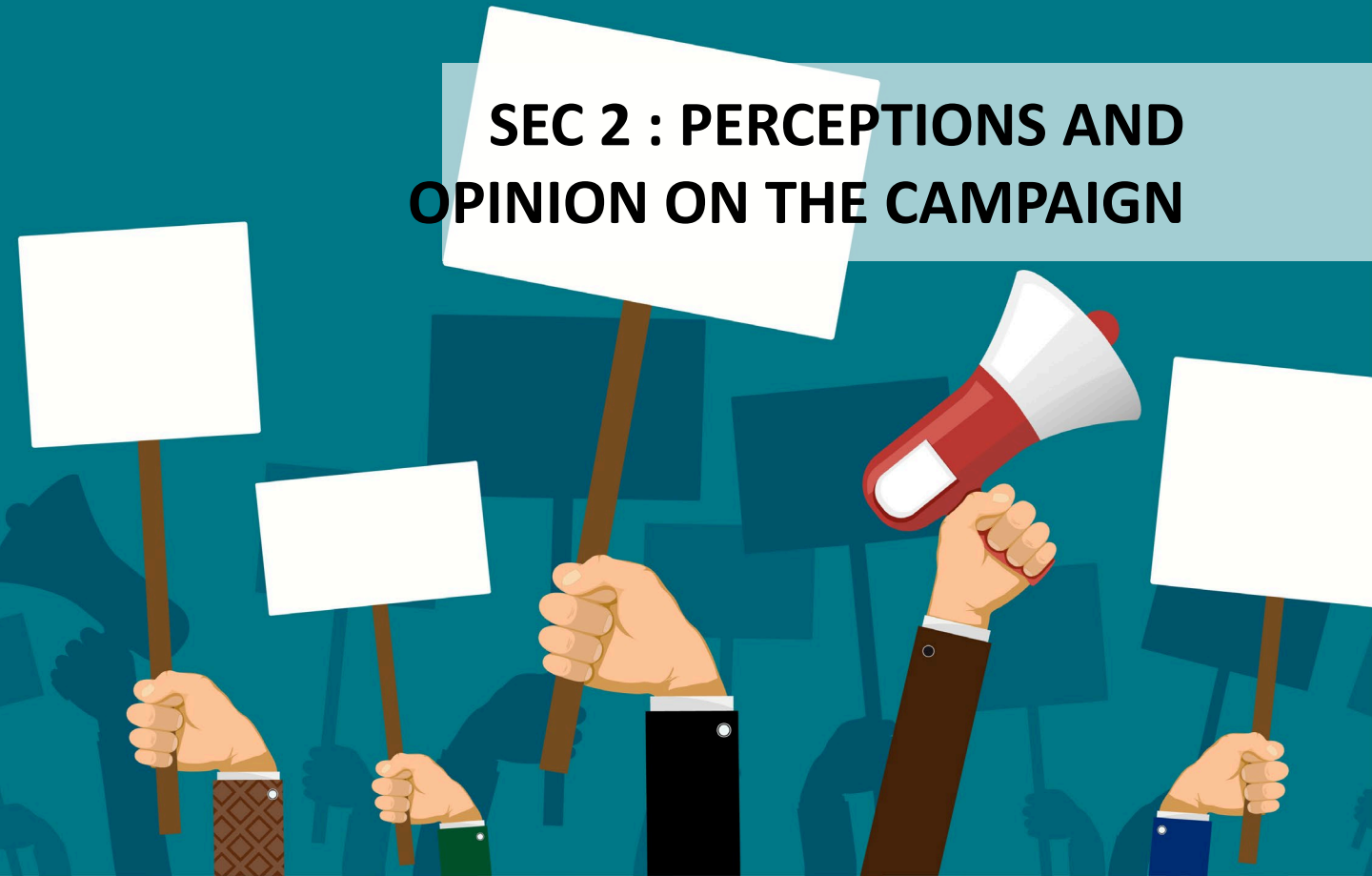
LIKELIHOOD TO VOTE (2/2)

Q9. Are you certain, likely or unlikely to vote in Montréal's upcoming municipal elections?

Base : All respondents (n=600)

				
	TOTAL	Valérie Plante	Denis Coderre	Balarama Holness
	n= 600	217	221	71
Certain	63%	65%	71%	70%
Likely	26%	28%	24%	23%
Unlikely	7%	5%	3%	5%
DNK / Refusal	4%	2%	2%	2%

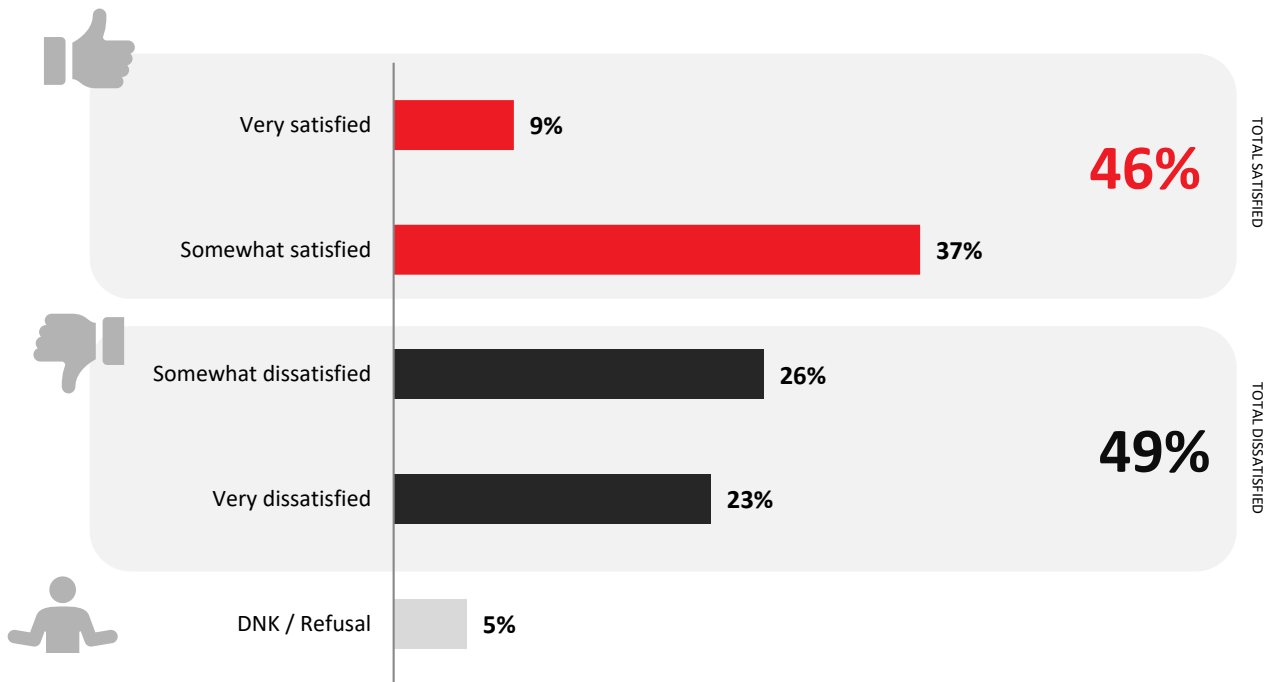
SEC 2 : PERCEPTIONS AND OPINION ON THE CAMPAIGN



SATISFACTION TOWARDS VALÉRIE PLANTE (1/3)

Q10. In general, are you satisfied with the work done by Montréal mayor, Valérie Plante?

Base : All respondents (n=600)



SATISFACTION TOWARDS VALÉRIE PLANTE (2/3)

Q10. In general, are you satisfied with the work done by Montréal mayor, Valérie Plante?

Base: All respondents (n=600)

	TOTAL	GENDER		AGE			MOTHER TONGUE			REGION			
		Male	Female	18-34	35-54	55+	French	English	Other	Centre	Periphery	East	West
n=	600	298	302	162	200	238	310	90	200	175	276	117	32
TOTAL SATISFIED	46%	48%	44%	53%	42%	44%	52%	42%	39%	53%	48%	31%	39%
Very satisfied	9%	12%	5%	11%	7%	8%	12%	5%	5%	9%	11%	3%	2%
Somewhat satisfied	37%	36%	39%	42%	35%	36%	40%	38%	34%	44%	37%	28%	37%
TOTAL DISSATISFIED	49%	49%	49%	38%	54%	54%	44%	51%	54%	41%	47%	64%	59%
Somewhat dissatisfied	26%	23%	29%	22%	29%	28%	30%	27%	21%	24%	26%	30%	29%
Very dissatisfied	23%	26%	20%	17%	25%	26%	14%	24%	33%	16%	21%	34%	30%
DNK / Refusal	5%	3%	7%	9%	5%	2%	4%	6%	6%	7%	5%	5%	2%

SATISFACTION TOWARDS VALÉRIE PLANTE (3/3)

Q10. In general, are you satisfied with the work done by Montréal mayor, Valérie Plante?

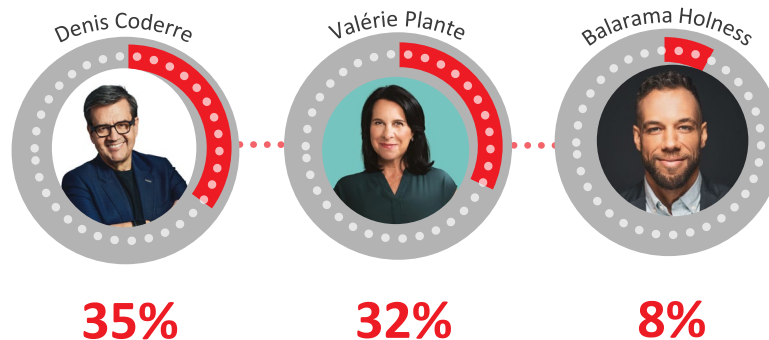
Base: All respondents (n=600)

	TOTAL	Valérie Plante	Denis Coderre	Balarama Holness
	n= 600	217	221	71
TOTAL SATISFIED	46%	90%	13%	43%
Very satisfied	9%	22%	1%	1%
Somewhat satisfied	37%	68%	12%	42%
TOTAL DISSATISFIED	49%	9%	84%	54%
Somewhat dissatisfied	26%	8%	43%	21%
Very dissatisfied	23%	1%	41%	33%
DNK / Refusal	5%	1%	3%	3%

CANDIDATE MORE LIKELY TO GUIDE US OUT OF THE PANDEMIC (1/2)

Q12. Which candidate do you believe is best suited to guide us out of the pandemic and into recovery?

Base: All respondents (n=600)



Complement to 100%

I don't know /
I prefer not to
answer **25%**

CANDIDATE MORE LIKELY TO GUIDE US OUT OF THE PANDEMIC (2/2)

Q12. Which candidate do you believe is best suited to guide us out of the pandemic and into recovery?

Base: All respondents (n=600)

	TOTAL	GENDER		AGE			MOTHER TONGUE			REGION			
		Male	Female	18-34	35-54	55+	French	English	Other	Centre	Periphery	East	West
n=	600	298	302	162	200	238	310	90	200	175	276	117	32
Denis Coderre (Ensemble Montréal)	35%	36%	33%	28%	38%	37%	35%	37%	34%	28%	32%	51%	38%
Valérie Plante (Projet Montréal)	32%	35%	29%	36%	26%	34%	42%	25%	21%	35%	36%	20%	23%
Balarama Holness (Mouvement Montréal)	8%	10%	7%	10%	10%	6%	3%	11%	14%	7%	9%	9%	13%
DNK / Refusal	25%	19%	30%	26%	26%	23%	20%	27%	31%	29%	24%	20%	26%

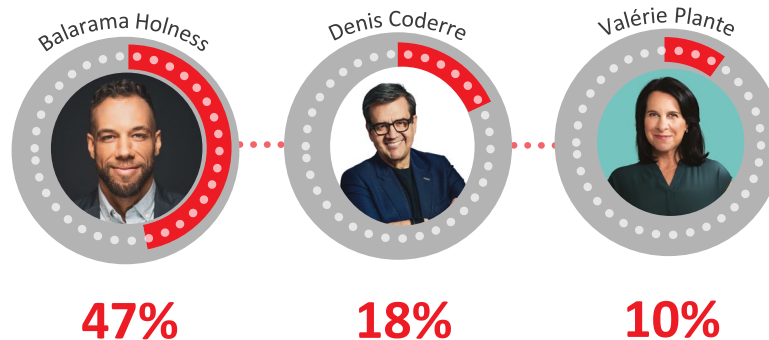


	TOTAL	Valérie Plante	Denis Coderre	Balarama Holness
n=	600	217	221	71
Denis Coderre (Ensemble Montréal)	35%	6%	82%	10%
Valérie Plante (Projet Montréal)	32%	80%	2%	10%
Balarama Holness (Mouvement Montréal)	8%	2%	2%	55%
DNK / Refusal	25%	12%	15%	24%

STRONGEST ADVOCATE FOR ANGLOPHONES (1/2)

Q13. Which mayoral candidate do you think would be the strongest advocate for anglophones at City Hall?

Base: All respondents (n=600)



Complement to 100%

I don't know / I prefer not to answer	25%
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STRONGEST ADVOCATE FOR ANGLOPHONES (2/2)

Q13. Which mayoral candidate do you think would be the strongest advocate for anglophones at City Hall?

Base: All respondents (n=600)

	TOTAL	GENDER		AGE			MOTHER TONGUE			REGION			
		Male	Female	18-34	35-54	55+	French	English	Other	Centre	Periphery	East	West
n=	600	298	302	162	200	238	310	90	200	175	276	117	32
Balarama Holness (Mouvement Montréal)	47%	48%	45%	49%	45%	47%	48%	38%	49%	48%	46%	41%	68%
Denis Coderre (Ensemble Montréal)	18%	17%	18%	14%	18%	20%	16%	22%	18%	15%	19%	19%	14%
Valérie Plante (Projet Montréal)	10%	12%	8%	12%	8%	11%	12%	15%	7%	11%	11%	8%	9%
DNK / Refusal	25%	22%	28%	25%	29%	23%	25%	24%	27%	25%	24%	33%	9%



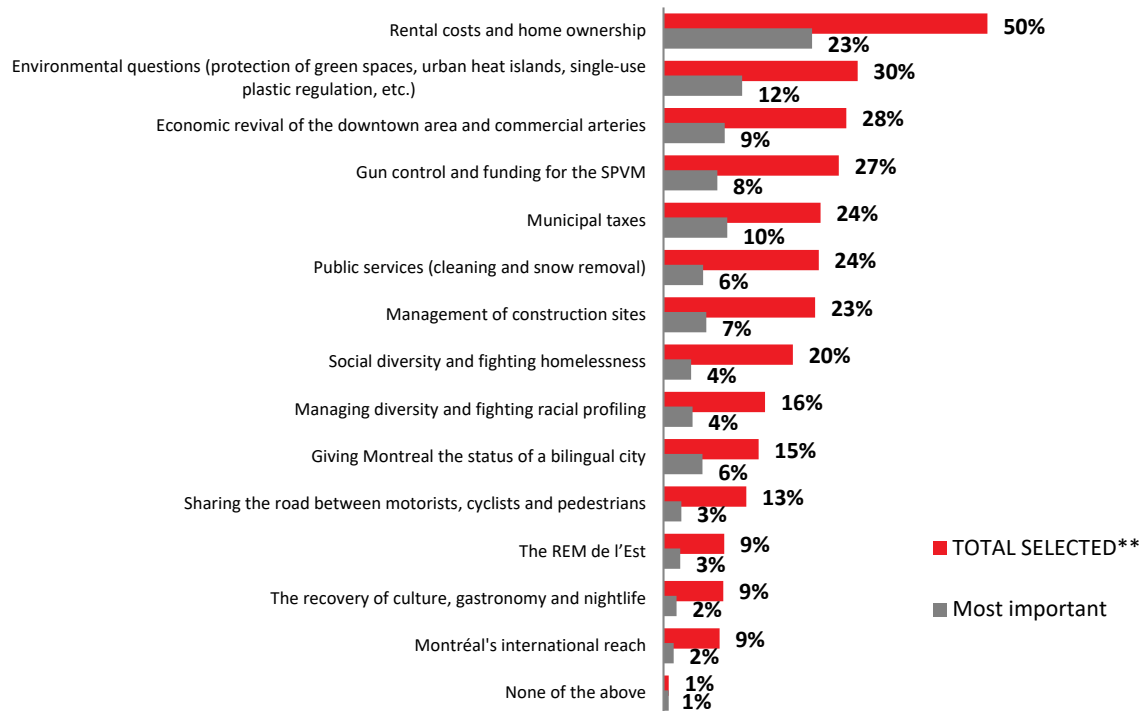
	TOTAL	Valérie Plante	Denis Coderre	Balarama Holness
n=	600	217	221	71
Balarama Holness (Mouvement Montréal)	47%	43%	41%	89%
Denis Coderre (Ensemble Montréal)	18%	12%	35%	1%
Valérie Plante (Projet Montréal)	10%	23%	3%	2%
DNK / Refusal	25%	22%	21%	8%

MOST IMPORTANT CAMPAIGN ISSUES (1/3)

Q14. What should be the top three issues during the upcoming municipal election campaign in Montréal?

In order, please identify, the main issue, the 2nd issue and the 3rd issue

Base: All respondents (n=600) - MULTIPLE MENTIONS POSSIBLE*



*Since respondents could give more than one answer, the total may exceed 100%.

**The "Total SELECTED" represents the proportion of respondents who selected the topic in question among their three most important topics (= %1st + %2nd + %3rd).

MOST IMPORTANT CAMPAIGN ISSUES (2/3)

Q14. What should be the top three issues during the upcoming municipal election campaign in Montréal?

In order, please identify, the main issue, the 2nd issue and the 3rd issue

Base: All respondents (n=600) - MULTIPLE MENTIONS POSSIBLE*

TOTAL SELECTED (1 st + 2 nd + 3 rd)	TOTAL	GENDER		AGE			MOTHER TONGUE			REGION			
		Male	Female	18-34	35-54	55+	French	English	Other	Centre	Periphery	East	West
<i>n=</i>	600	298	302	162	200	238	310	90	200	175	276	117	32
Rental costs and home ownership	50%	46%	54%	60%	49%	42%	56%	43%	45%	51%	53%	43%	40%
Environmental questions (protection of green spaces, urban heat islands, single-use plastic regulation, etc.)	30%	30%	30%	31%	27%	32%	36%	36%	19%	35%	31%	22%	20%
Economic revival of the downtown area and commercial arteries	28%	28%	28%	18%	30%	36%	29%	27%	27%	29%	27%	31%	25%
Gun control and funding for the SPVM	27%	23%	31%	22%	25%	34%	30%	17%	26%	22%	29%	33%	19%
Municipal taxes	24%	31%	18%	20%	26%	27%	19%	31%	29%	21%	24%	27%	38%
Public services (cleaning and snow removal)	24%	25%	23%	14%	26%	30%	23%	26%	25%	23%	24%	23%	30%
Management of construction sites	23%	22%	25%	20%	25%	25%	23%	15%	27%	28%	20%	22%	32%
Social diversity and fighting homelessness	20%	22%	18%	23%	20%	18%	18%	26%	20%	25%	19%	16%	10%
Managing diversity and fighting racial profiling	16%	12%	19%	25%	11%	11%	15%	13%	17%	20%	14%	14%	10%
Giving Montreal the status of a bilingual city	15%	18%	11%	14%	15%	15%	6%	26%	23%	12%	13%	18%	30%
Sharing the road between motorists, cyclists and pedestrians	13%	15%	10%	12%	15%	12%	13%	15%	11%	11%	16%	6%	19%
The REM de l'Est	9%	6%	13%	13%	8%	8%	12%	3%	8%	4%	9%	20%	14%
The recovery of culture, gastronomy and nightlife	9%	9%	9%	12%	13%	3%	9%	13%	8%	11%	9%	10%	2%
Montréal's international reach	9%	12%	6%	10%	10%	6%	7%	9%	11%	7%	8%	13%	10%
None of the above	1%	0%	1%	2%	0%	0%	1%	0%	1%	1%	1%	1%	0%

*Since respondents could give more than one answer, the total may exceed 100%.

**The "Total SELECTED" represents the proportion of respondents who selected the topic in question among their three most important topics (= %1st + %2nd + %3rd).

MOST IMPORTANT CAMPAIGN ISSUES (3/3)

Q14. What should be the top three issues during the upcoming municipal election campaign in Montréal?

In order, please identify, the main issue, the 2nd issue and the 3rd issue

Base: All respondents (n=600) - MULTIPLE MENTIONS POSSIBLE*



	TOTAL SELECTED (1st + 2nd + 3rd)			
	TOTAL	Valérie Plante	Denis Coderre	Balarama Holness
	n= 600	217	221	71
Rental costs and home ownership	50%	58%	42%	43%
Environmental questions (protection of green spaces, urban heat islands, single-use plastic regulation, etc.)	30%	45%	20%	21%
Economic revival of the downtown area and commercial arteries	28%	22%	38%	20%
Gun control and funding for the SPVM	27%	28%	30%	23%
Municipal taxes	24%	12%	32%	32%
Public services (cleaning and snow removal)	24%	18%	29%	21%
Management of construction sites	23%	24%	23%	18%
Social diversity and fighting homelessness	20%	26%	14%	19%
Managing diversity and fighting racial profiling	16%	15%	13%	31%
Giving Montreal the status of a bilingual city	15%	9%	14%	33%
Sharing the road between motorists, cyclists and pedestrians	13%	16%	12%	7%
The REM de l'Est	9%	7%	12%	7%
The recovery of culture, gastronomy and nightlife	9%	9%	10%	10%
Montréal's international reach	9%	8%	9%	11%
None of the above	1%	1%	0%	2%

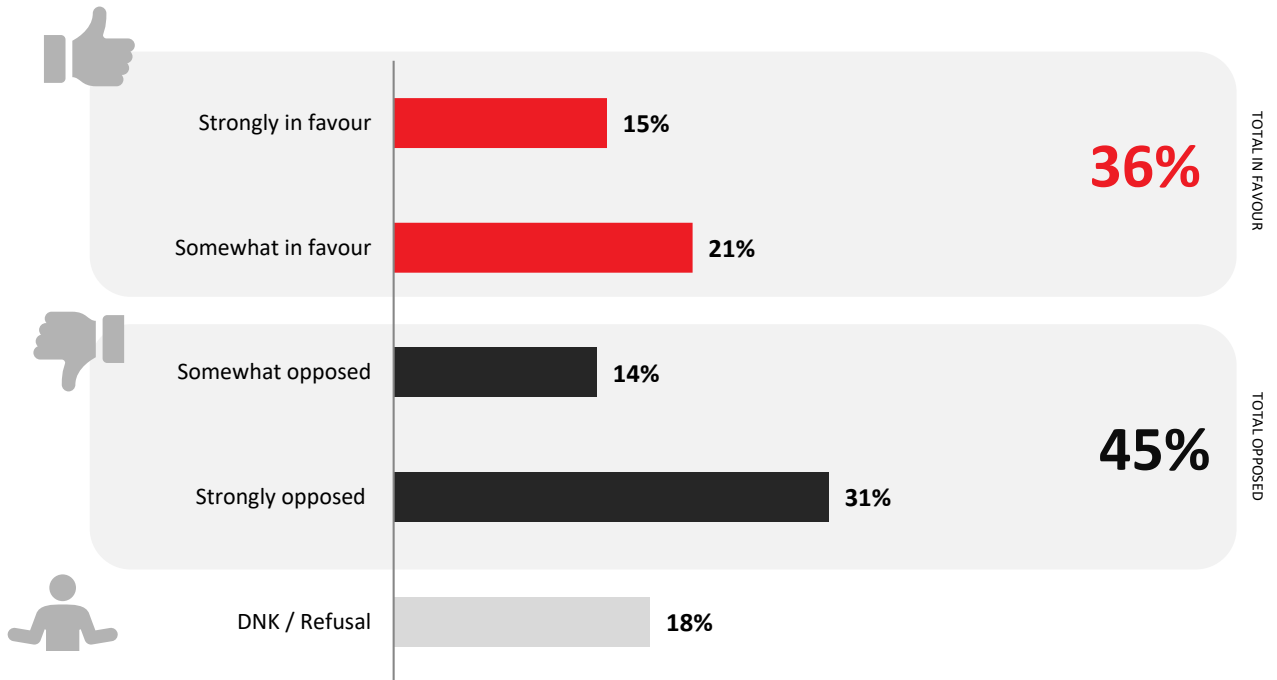
*Since respondents could give more than one answer, the total may exceed 100%.

**The "Total SELECTED" represents the proportion of respondents who selected the topic in question among their three most important topics (= %1st + %2nd + %3rd).

REFERENDUM ON THE LINGUISTIC STATUS OF MTL (1/3)

Q11. Mouvement Montréal leader, Balarama Holness, has proposed the holding of a referendum on the linguistic status of Montreal following a public consultation. How do you feel about this proposal?

Base: All respondents (n=600)



REFERENDUM ON THE LINGUISTIC STATUS OF MTL (2/3)

Q11. Mouvement Montréal leader, Balarama Holness, has proposed the holding of a referendum on the linguistic status of Montreal following a public consultation. How do you feel about this proposal?



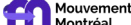
Base: All respondents (n=600)

	TOTAL	GENDER		AGE			MOTHER TONGUE			REGION			
		Male	Female	18-34	35-54	55+	French	English	Other	Centre	Periphery	East	West
n=	600	298	302	162	200	238	310	90	200	175	276	117	32
TOTAL IN FAVOUR	36%	38%	35%	36%	44%	29%	21%	40%	55%	36%	35%	37%	48%
Strongly in favour	15%	16%	14%	12%	22%	11%	6%	13%	28%	15%	15%	13%	24%
Somewhat in favour	21%	22%	21%	24%	22%	18%	15%	27%	27%	21%	20%	24%	24%
TOTAL OPPOSED	45%	49%	42%	34%	41%	61%	62%	37%	26%	43%	52%	42%	18%
Somewhat opposed	14%	15%	14%	18%	15%	10%	18%	14%	9%	14%	15%	14%	12%
Strongly opposed	31%	34%	28%	15%	26%	50%	44%	22%	17%	29%	36%	28%	5%
DNK / Refusal	18%	12%	24%	30%	15%	10%	17%	23%	18%	21%	13%	21%	35%

REFERENDUM ON THE LINGUISTIC STATUS OF MTL (3/3)

Q11. Mouvement Montréal leader, Balarama Holness, has proposed the holding of a referendum on the linguistic status of Montreal following a public consultation. How do you feel about this proposal?

Base: All respondents (n=600)

				
	TOTAL	Valérie Plante	Denis Coderre	Balarama Holness
	n= 600	217	221	71
TOTAL IN FAVOUR	36%	29%	32%	79%
Strongly in favour	15%	7%	11%	58%
Somewhat in favour	21%	22%	20%	22%
TOTAL OPPOSED	45%	58%	49%	15%
Somewhat opposed	14%	21%	13%	6%
Strongly opposed	31%	37%	36%	9%
DNK / Refusal	18%	14%	19%	6%

**DETAILED
METHODOLOGY**



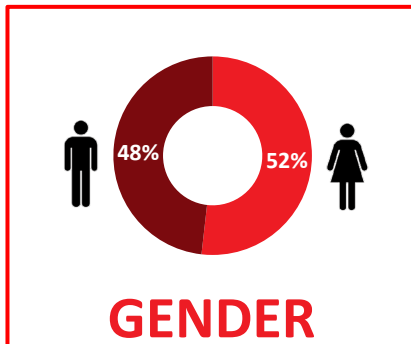
RESPONDENTS' PROFILE (1/2)

The sample collected has a minimum weighting factor of 0.35 and a maximum weighting factor of 2.93.

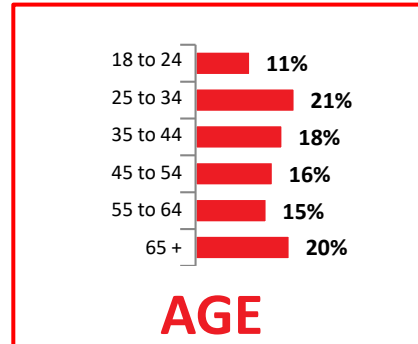
The weighted variance is 0.116.

City of Montreal	
CENTRE	32%
Côte-des-Neiges – NDdG	10%
Le Plateau-Mont-Royal	5%
Le Sud-Ouest	6%
Outremont	1%
Verdun	4%
Ville-Marie	6%
PERIPHERY	45%
Ahuntsic-Cartierville	7%
Lachine	2%
LaSalle	4%
Mercier - Hochelaga-Maison.	8%
Rosemont - La Petite-Patrie	9%
Saint-Laurent	6%
Villeray - St-Michel - Parc-Ext.	9%
EAST	18%
Anjou	4%
Montréal-Nord	4%
Rivière-des-Prairies – PaT	5%
Saint-Léonard	5%
WEST	5%
L'Île-Bizard - Sainte-Geneviève	1%
Pierrefonds-Roxboro	4%

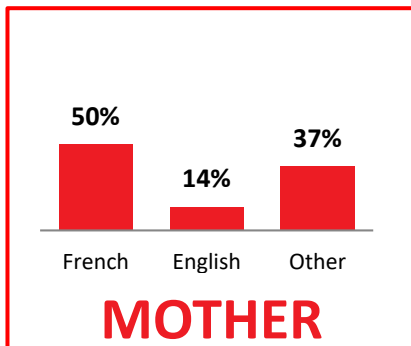
BOROUGH



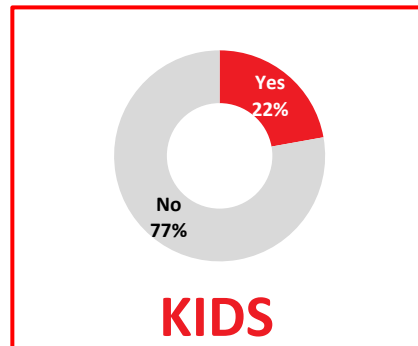
GENDER



AGE

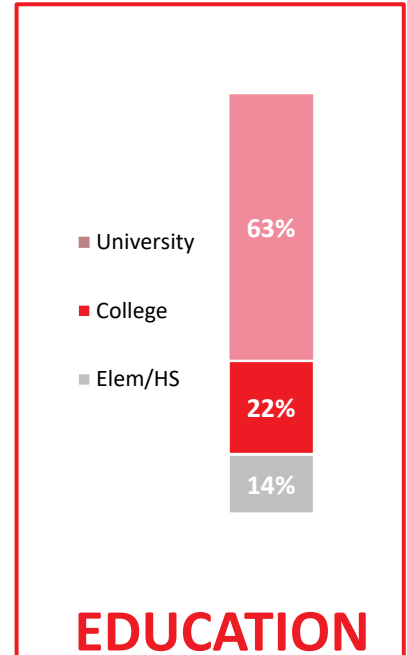
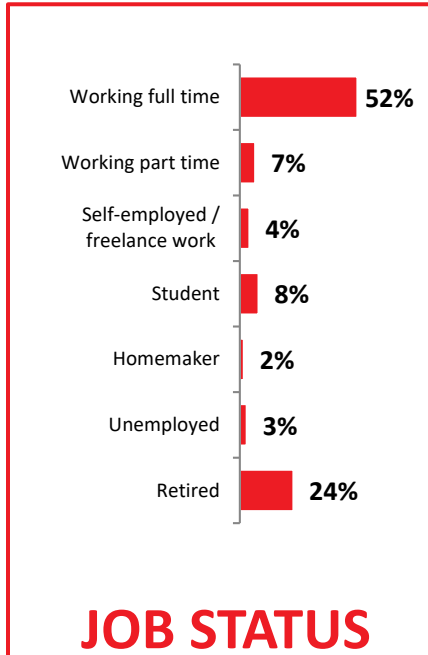
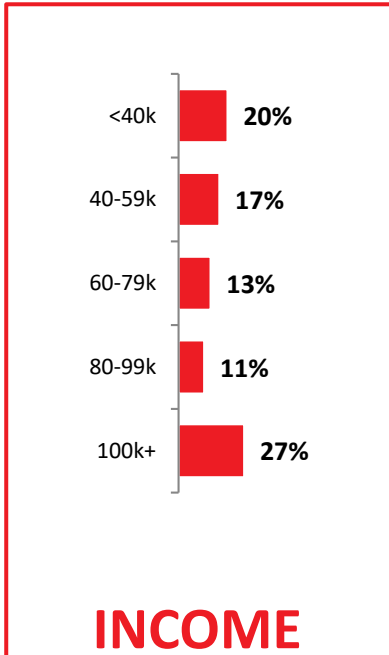


MOTHER TONGUE



KIDS

RESPONDENTS' PROFILE (2/2)



Base : All respondents (n=600)

Note : For each of the profile categories, the complement to 100% corresponds to "Don't know" and "Prefer not to answer".



APPENDIX

QUESTIONNAIRE

[ASK ALL]

[SINGLE MENTION]

ARRON

In which borough of Montréal do you live?

Ahuntsic-Cartierville

Anjou

Côte-des-Neiges - Notre-Dame-de-Grâce

Lachine

LaSalle

Plateau-Mont-Royal

Sud-Ouest

L'Île-Bizard - Sainte-Geneviève

Mercier - Hochelaga-Maisonneuve

Montréal-Nord

Outremont

Pierrefonds-Roxboro

Rivière-des-Prairies - Pointe-aux-Trembles

Rosemont - La Petite-Patrie

Saint-Laurent

Saint-Léonard

Verdun

Ville-Marie

Villeray - Saint-Michel - Parc-Extension

Other

[ASK ALL]

[SINGLE MENTION]

SEXE

Please indicate your sex:

Note: As indicated by Statistics Canada, transgender, transsexual, and intersex Canadians should indicate the sex (male or female) with which they most associate themselves.

... Male

... Female

QUESTIONNAIRE

[ASK ALL]

[SINGLE MENTION]

AGE

How old are you?

Under 18 (TERMINATE)

Between 18 and 24

Between 25 and 34

Between 35 and 44

Between 45 and 54

Between 55 and 64

Between 65 and 74

75 or older

I prefer not to answer (TERMINATE)

[ASK ALL]

[SINGLE MENTION]

LANGU

What is the language you first learned at home in your childhood and that you still understand?

French

English

Other

English and French

French and other

English and other

Other and other

I prefer not to answer

QUESTIONNAIRE

[ASK ALL]

[SINGLE MENTION]

SCOL

What is the last year of education that you have completed?

Elementary

High school: general or vocational training

College: general pre-university programs or technical programs

University

I prefer not to answer

[ASK ALL]

[SINGLE MENTION]

ENFAN

Are there any children who are UNDER 18 YEARS OF AGE living in your household?

(IF SO:) Are any of them 12 YEARS OLD AND OLDER or LESS THAN 12 years old?

Yes: 12 years of age and OLDER ONLY

Yes: 12 years of age and older AND younger than 12 years old

Yes: YOUNGER than 12 years old ONLY

No children under 18 years old at all in the household

I prefer not to answer

QUESTIONNAIRE

[ASK ALL]

[SINGLE MENTION]

QE. Are you at least 18 years old and eligible to vote in Montreal?

Yes

No

[ASK ALL]

[SINGLE MENTION]

Q7. If municipal elections were held today in Montréal, for whom would you vote?

...Valérie Plante (Projet Montréal)

...Denis Coderre (Ensemble Montréal)

...Balarama Holness (Mouvement Montréal)

Another candidate

I don't know / I prefer not to answer

[ASK IF Q7= IDK / REFUSAL]

[SINGLE MENTION]

Q8. Even if you haven't made up your mind yet, for whom would you be most likely to vote? Would it be for...

...Valérie Plante (Projet Montréal)

...Denis Coderre (Ensemble Montréal)

...Balarama Holness (Mouvement Montréal)

Another candidate

I don't know / I prefer not to answer

QUESTIONNAIRE

[ASK ALL]

[SINGLE MENTION]

Q9. Are you certain, likely or unlikely to vote in Montréal's upcoming municipal elections?

Certain

Likely

Unlikely

I don't know / I prefer not to answer

[ASK ALL]

[SINGLE MENTION]

Q10. In general, are you satisfied with the work done by Montréal mayor, Valérie Plante?

Very satisfied

Somewhat satisfied

Somewhat dissatisfied

Very dissatisfied

I don't know / I prefer not to answer

[ASK ALL]

[SINGLE MENTION]

Q11. Mouvement Montréal leader, Balarama Holness, has proposed the holding of a referendum on the linguistic status of Montreal following a public consultation. How do you feel about this proposal?

Strongly in favour

Somewhat in favour

Somewhat opposed

Strongly opposed

I don't know / I prefer not to answer

QUESTIONNAIRE

[ASK ALL]

[SINGLE MENTION]

Q12. Which candidate do you believe is best suited to guide us out of the pandemic and into recovery?

Valérie Plante (Projet Montréal)

Denis Coderre (Ensemble Montréal)

Balarama Holness (Mouvement Montréal)

I don't know / I prefer not to answer

[ASK ALL]

[SINGLE MENTION]

Q13. Which mayoral candidate do you think would be the strongest advocate for anglophones at City Hall?

Valérie Plante (Projet Montréal)

Denis Coderre (Ensemble Montréal)

Balarama Holness (Mouvement Montréal)

I don't know / I prefer not to answer

QUESTIONNAIRE

[ASK ALL]

[MULTIPLE MENTIONS]

Q14. What should be the top three issues during the upcoming municipal election campaign in Montréal?

In order, please identify, the main issue, the 2nd issue and the 3rd issue

[r1] Economic revival of the downtown area and commercial arteries

[r2] Gun control and funding for the SPVM

[r3] The REM de l'Est

[r4] Environmental questions (protection of green spaces, urban heat islands, single-use plastic regulation, etc.)

[r5] Montréal's international reach

[r6] The recovery of culture, gastronomy and nightlife

[r7] Sharing the road between motorists, cyclists and pedestrians

[r8] Management of construction sites

[r9] Giving Montreal the status of a bilingual city

[r10] Social diversity and fighting homelessness

[r11] Rental costs and home ownership

[r12] Public services (cleaning and snow removal)

[r13] Municipal taxes

[r14] Managing diversity and fighting racial profiling

QUESTIONNAIRE

[ASK ALL]

[SINGLE MENTION]

EMPLO

What is your current employment status?

Working full time

Working part time

Self-employed / freelance work

Student

Homemaker

Unemployed

Retired

I prefer not to answer

[ASK ALL]

[SINGLE MENTION]

REVEN

Among the following categories, which one best reflects the total INCOME, before taxes, of all the members of your household in 2020?

\$19,999 or less

Between \$20,000 and \$39,999

Between \$40,000 and \$59,999

Between \$60,000 and \$79,999

Between \$80,000 and \$99,999

\$100,000 or more

I prefer not to answer

CROSSTABS

Q8: Voting intentions after probe by Banner 1

Column %	Gender			Age			Mother Tongue			Region			
	Total	Male	Female	18-34	35-54	55+	French	English	Other	Centre	Periphery	East	West
Weighted Total	600	290	310	191	204	205	298	82	221	187	272	110	31
Unweighted Total	600	298	302	162	200	238	310	90	200	175	276	117	32
Valérie Plante (Projet Montréal)	36%	39%	34%	42%	30%	38%	48%	28%	25%	43%	37%	26%	25%
Denis Coderre (Ensemble Montréal)	36%	36%	37%	28%	41%	39%	36%	38%	37%	30%	33%	52%	46%
Balarama Holness (Mouvement Montréal)	12%	14%	10%	13%	15%	9%	5%	14%	21%	10%	14%	9%	17%
Another candidate	6%	5%	7%	5%	7%	7%	6%	6%	6%	6%	7%	5%	4%
I don't know / I prefer not to answer	9%	5%	12%	12%	8%	7%	6%	13%	11%	11%	8%	7%	9%

Q9: Are you certain, likely or unlikely to vote in Montréal's upcoming municipal elections? by Banner 1

Column %	Gender			Age			Mother Tongue			Region				Voting intentions (Q8T)			
	Total	Male	Female	18-34	35-54	55+	French	English	Other	Centre	Periphery	East	West	Valérie Plante	Denis Coderre	Balarama Holness	Another
Weighted Total	600	290	310	191	204	205	298	82	221	187	272	110	31	219	218	72	37
Unweighted Total	600	298	302	162	200	238	310	90	200	175	276	117	32	217	221	71	39
Certain	63%	67%	60%	51%	67%	71%	68%	56%	60%	58%	68%	65%	49%	65%	71%	70%	38%
Likely	26%	26%	26%	31%	24%	23%	24%	29%	27%	32%	22%	22%	41%	28%	24%	23%	37%
Unlikely	7%	6%	9%	13%	5%	4%	5%	13%	9%	8%	7%	7%	6%	5%	3%	5%	21%
I don't know / I prefer not to answer	4%	2%	5%	5%	4%	2%	4%	2%	4%	3%	3%	6%	4%	2%	2%	2%	4%

Q10: In general, are you satisfied with the work done by Montréal mayor, Valérie Plante? by Banner 1

Column %	Gender			Age			Mother Tongue			Region				Voting intentions (Q8T)			
	Total	Male	Female	18-34	35-54	55+	French	English	Other	Centre	Periphery	East	West	Valérie Plante	Denis Coderre	Balarama Holness	Another
Weighted Total	600	290	310	191	204	205	298	82	221	187	272	110	31	219	218	72	37
Unweighted Total	600	298	302	162	200	238	310	90	200	175	276	117	32	217	221	71	39
NET SATISFIED	46%	48%	44%	53%	42%	44%	52%	42%	39%	53%	48%	31%	39%	90%	13%	43%	28%
Very satisfied	9%	12%	5%	11%	7%	8%	12%	5%	5%	9%	11%	3%	2%	22%	1%	1%	2%
Somewhat satisfied	37%	36%	39%	42%	35%	36%	40%	38%	34%	44%	37%	28%	37%	68%	12%	42%	25%
NET DISSATISFIED	49%	49%	49%	38%	54%	54%	44%	51%	54%	41%	47%	64%	59%	9%	84%	54%	70%
Somewhat dissatisfied	26%	23%	29%	22%	29%	28%	30%	27%	21%	24%	26%	30%	29%	8%	43%	21%	37%
Very dissatisfied	23%	26%	20%	17%	25%	26%	14%	24%	33%	16%	21%	34%	30%	1%	41%	33%	34%
I don't know / I prefer not to answer	5%	3%	7%	9%	5%	2%	4%	6%	6%	7%	5%	5%	2%	1%	3%	3%	2%

CROSSTABS

Q11: Mouvement Montréal leader, Balarama Holness, has proposed the holding of a referendum on the linguistic status of Montreal following a public consultation. How do you feel about this proposal? by Banner 1

Column %	Gender			Age			Mother Tongue			Region				Voting intentions (Q8T)			
	Total	Male	Female	18-34	35-54	55+	French	English	Other	Centre	Periphery	East	West	Valérie Plante	Denis Coderre	Balarama Holness	Another
Weighted Total	600	290	310	191	204	205	298	82	221	187	272	110	31	219	218	72	37
Unweighted Total	600	298	302	162	200	238	310	90	200	175	276	117	32	217	221	71	39
NET FAVOUR	36%	38%	35%	36%	44%	29%	21%	40%	55%	36%	35%	37%	48%	29%	32%	79%	45%
Strongly in favour	15%	16%	14%	12%	22%	11%	6%	13%	28%	15%	15%	13%	24%	7%	11%	58%	10%
Somewhat in favour	21%	22%	21%	24%	22%	18%	15%	27%	27%	21%	20%	24%	24%	22%	20%	22%	34%
NET OPPOSED	45%	49%	42%	34%	41%	61%	62%	37%	26%	43%	52%	42%	18%	58%	49%	15%	40%
Somewhat opposed	14%	15%	14%	18%	15%	10%	18%	14%	9%	14%	15%	14%	12%	21%	13%	6%	11%
Strongly opposed	31%	34%	28%	15%	26%	50%	44%	22%	17%	29%	36%	28%	5%	37%	36%	9%	28%
I don't know / I prefer not to answer	18%	12%	24%	30%	15%	10%	17%	23%	18%	21%	13%	21%	35%	14%	19%	6%	16%

Q12: Which candidate do you believe is best suited to guide us out of the pandemic and into recovery? by Banner 1

Column %	Gender			Age			Mother Tongue			Region				Voting intentions (Q8T)			
	Total	Male	Female	18-34	35-54	55+	French	English	Other	Centre	Periphery	East	West	Valérie Plante	Denis Coderre	Balarama Holness	Another
Weighted Total	600	290	310	191	204	205	298	82	221	187	272	110	31	219	218	72	37
Unweighted Total	600	298	302	162	200	238	310	90	200	175	276	117	32	217	221	71	39
Valérie Plante (Projet Montréal)	32%	35%	29%	36%	26%	34%	42%	25%	21%	35%	36%	20%	23%	80%	2%	10%	8%
Denis Coderre (Ensemble Montréal)	35%	36%	33%	28%	38%	37%	35%	37%	34%	28%	32%	51%	38%	6%	82%	10%	17%
Balarama Holness (Mouvement Montréal)	8%	10%	7%	10%	10%	6%	3%	11%	14%	7%	9%	9%	13%	2%	2%	55%	6%
I don't know / I prefer not to answer	25%	19%	30%	26%	26%	23%	20%	27%	31%	29%	24%	20%	26%	12%	15%	24%	68%

Q13: Which mayoral candidate do you think would be the strongest advocate for anglophones at City Hall? by Banner 1

Column %	Gender			Age			Mother Tongue			Region				Voting intentions (Q8T)			
	Total	Male	Female	18-34	35-54	55+	French	English	Other	Centre	Periphery	East	West	Valérie Plante	Denis Coderre	Balarama Holness	Another
Weighted Total	600	290	310	191	204	205	298	82	221	187	272	110	31	219	218	72	37
Unweighted Total	600	298	302	162	200	238	310	90	200	175	276	117	32	217	221	71	39
Valérie Plante (Projet Montréal)	10%	12%	8%	12%	8%	11%	12%	15%	7%	11%	11%	8%	9%	23%	3%	2%	6%
Denis Coderre (Ensemble Montréal)	18%	17%	18%	14%	18%	20%	16%	22%	18%	15%	19%	19%	14%	12%	35%	1%	5%
Balarama Holness (Mouvement Montréal)	47%	48%	45%	49%	45%	47%	48%	38%	49%	48%	46%	41%	68%	43%	41%	89%	42%
I don't know / I prefer not to answer	25%	22%	28%	25%	29%	23%	25%	24%	27%	25%	24%	33%	9%	22%	21%	8%	47%

CROSSTABS

Q14T1: TOP1 - What should be the top three issues during the upcoming municipal election campaign in Montréal? by Banner 1

	Gender			Age			Mother Tongue			Region				Voting intentions (Q8T)				
	Total	Male	Female	18-34	35-54	55+	French	English	Other	Centre	Periphery	East	West	Valérie Plante	Denis Coderre	Balarama Holness	Another	
Column %	600	290	310	191	204	205	298	82	221	187	272	110	31	219	218	72	37	
Weighted Total	600	298	302	162	200	238	310	90	200	175	276	117	32	217	221	71	39	
Unweighted Total	600	298	302	162	200	238	310	90	200	175	276	117	32	217	221	71	39	
Economic revival of the downtown area and commercial arteries	9%	10%	9%	5%	9%	14%	9%	9%	10%	9%	9%	10%	11%	8%	14%	4%	11%	
Gun control and funding for the SPVM	8%	5%	12%	5%	6%	14%	8%	5%	10%	8%	8%	12%	4%	8%	8%	8%	12%	
The REM de l'Est	3%	1%	4%	3%	3%	1%	3%	2%	3%	2%	3%	3%	0%	3%	3%	0%	3%	
Environmental questions (protection of green spaces, urban heat islands, single-use plastic regulation, etc.)	12%	12%	12%	16%	8%	13%	17%	11%	6%	18%	12%	8%	0%	20%	9%	6%	9%	
Montréal's international reach	2%	3%	0%	2%	2%	0%	2%	3%	1%	2%	2%	1%	0%	1%	2%	4%	0%	
The recovery of culture, gastronomy and nightlife	2%	2%	2%	3%	2%	0%	2%	1%	2%	3%	1%	5%	0%	2%	2%	3%	0%	
Sharing the road between motorists, cyclists and pedestrians	3%	3%	3%	1%	4%	3%	3%	1%	3%	1%	5%	3%	0%	4%	2%	2%	5%	
Management of construction sites	7%	6%	7%	4%	8%	8%	8%	5%	5%	9%	5%	7%	4%	8%	5%	2%	4%	
Giving Montreal the status of a bilingual city	6%	7%	5%	5%	7%	7%	2%	12%	10%	5%	5%	8%	13%	3%	5%	16%	4%	
Social diversity and fighting homelessness	4%	4%	4%	4%	5%	4%	5%	8%	2%	6%	3%	5%	3%	6%	3%	8%	3%	
Rental costs and home ownership	23%	24%	22%	28%	23%	19%	26%	17%	21%	21%	25%	18%	38%	25%	19%	17%	23%	
Public services (cleaning and snow removal)	6%	7%	5%	6%	8%	5%	5%	10%	6%	3%	8%	5%	12%	4%	8%	6%	6%	
Municipal taxes	10%	12%	8%	8%	10%	11%	8%	13%	11%	10%	10%	11%	9%	5%	13%	11%	16%	
Managing diversity and fighting racial profiling	4%	4%	5%	6%	4%	3%	3%	3%	7%	5%	4%	5%	6%	3%	6%	9%	4%	
None of the above	1%	0%	1%	2%	0%	0%	1%	0%	1%	1%	1%	1%	0%	1%	0%	2%	0%	

Q14T3: TOP3 - What should be the top three issues during the upcoming municipal election campaign in Montréal? by Banner 1

	Gender			Age			Mother Tongue			Region				Voting intentions (Q8T)				
	Total	Male	Female	18-34	35-54	55+	French	English	Other	Centre	Periphery	East	West	Valérie Plante	Denis Coderre	Balarama Holness	Another	
Column %	600	290	310	191	204	205	298	82	221	187	272	110	31	219	218	72	37	
Weighted Total	600	298	302	162	200	238	310	90	200	175	276	117	32	217	221	71	39	
Unweighted Total	600	298	302	162	200	238	310	90	200	175	276	117	32	217	221	71	39	
Economic revival of the downtown area and commercial arteries	28%	28%	28%	18%	30%	36%	29%	27%	27%	29%	27%	31%	25%	22%	38%	20%	42%	
Gun control and funding for the SPVM	27%	23%	31%	22%	25%	34%	30%	17%	26%	22%	29%	33%	19%	28%	30%	23%	18%	
The REM de l'Est	9%	6%	13%	13%	8%	8%	12%	3%	8%	4%	9%	20%	14%	7%	12%	7%	3%	
Environmental questions (protection of green spaces, urban heat islands, single-use plastic regulation, etc.)	30%	30%	30%	31%	27%	32%	36%	36%	19%	35%	31%	22%	20%	45%	20%	21%	21%	
Montréal's international reach	9%	12%	6%	10%	10%	6%	7%	9%	11%	7%	8%	13%	10%	8%	9%	11%	12%	
The recovery of culture, gastronomy and nightlife	9%	9%	9%	12%	13%	3%	9%	13%	8%	11%	9%	10%	2%	9%	10%	10%	7%	
Sharing the road between motorists, cyclists and pedestrians	13%	15%	10%	12%	15%	12%	13%	15%	11%	11%	16%	6%	19%	16%	12%	7%	14%	
Management of construction sites	23%	22%	25%	20%	25%	25%	23%	15%	27%	28%	20%	22%	32%	24%	23%	18%	27%	
Giving Montreal the status of a bilingual city	15%	18%	11%	14%	15%	15%	6%	26%	23%	12%	13%	18%	30%	9%	14%	33%	9%	
Social diversity and fighting homelessness	20%	22%	18%	23%	20%	18%	18%	26%	20%	25%	19%	16%	10%	26%	14%	19%	19%	
Rental costs and home ownership	50%	46%	54%	60%	49%	42%	56%	43%	45%	51%	53%	43%	40%	58%	42%	43%	52%	
Public services (cleaning and snow removal)	24%	25%	23%	14%	26%	30%	23%	26%	25%	23%	24%	23%	30%	18%	29%	21%	32%	
Municipal taxes	24%	31%	18%	20%	26%	27%	19%	31%	29%	21%	24%	27%	38%	12%	32%	32%	32%	
Managing diversity and fighting racial profiling	16%	12%	19%	25%	11%	11%	15%	13%	17%	20%	14%	14%	10%	15%	13%	31%	11%	
None of the above	1%	0%	1%	2%	0%	0%	1%	0%	1%	1%	1%	1%	0%	1%	0%	2%	0%	

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- **International research**
Worldwide Independent Network (WIN)

600

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