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Quebec Politics in the time of
COVID-19: July 2020 update

Quebec Politics in the time of COVID-19

The COVID-19 outbreak has set off a series of changes in the Canadian political landscape. Since June, attitudes in Quebec are largely holding steady. This includes favourability of Legault and his wide lead over other party leaders as the best option for Premier of Quebec. When it comes to leadership attributes, Legault ranks as the best on all positive attributes such as 'strong leadership', 'competent', and 'represents positive change'. Legault and the CAQ now have an 8-point lead over the Liberals when it comes to vote.

Today, INNOVATIVE is releasing results from our July 2020 Canada This Month survey. This online survey was in field from July 14th to July 20th with a weighted sample size of 500 Quebec residents. Detailed methodology is provided in the appendix.

This report covers key results on how those from Quebec are rating their government's handling of the COVID-19 outbreak and the impacts that is having on more general government approval and provincial vote choice.
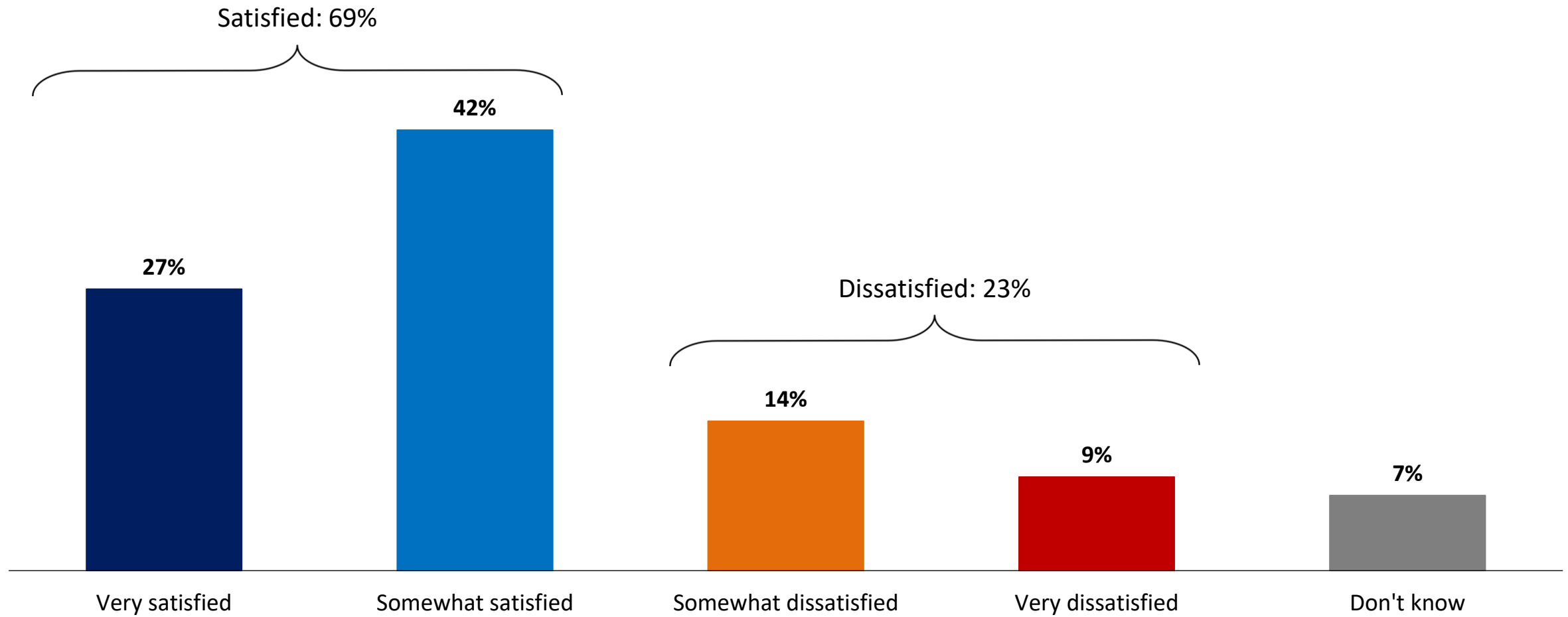
Government Approval

Quebecers are steady on the share who say they approve of the gov'ts handling of COVID-19, with a large majority continuing to approve. General satisfaction with the government remains high and steady since last month.

Quebec Mood: 7-in-10 (69%) are satisfied with the performance of the QC government while only 1-in-4 (23%) are dissatisfied

Q Generally speaking, how satisfied are you with the performance of the PROVINCIAL government in Quebec? Would you say you are...?
[asked of all respondents; n=500]

Satisfied: 69%

Dissatisfied: 23%

27% — Very satisfied

42% — Somewhat satisfied

14% — Somewhat dissatisfied

9% — Very dissatisfied

7% — Don't know

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Quebec Mood Tracking: Those saying they are satisfied with the performance of the QC government is steady since June

Q Generally speaking, how satisfied are you with the performance of the PROVINCIAL government in Quebec? Would you say you are...?
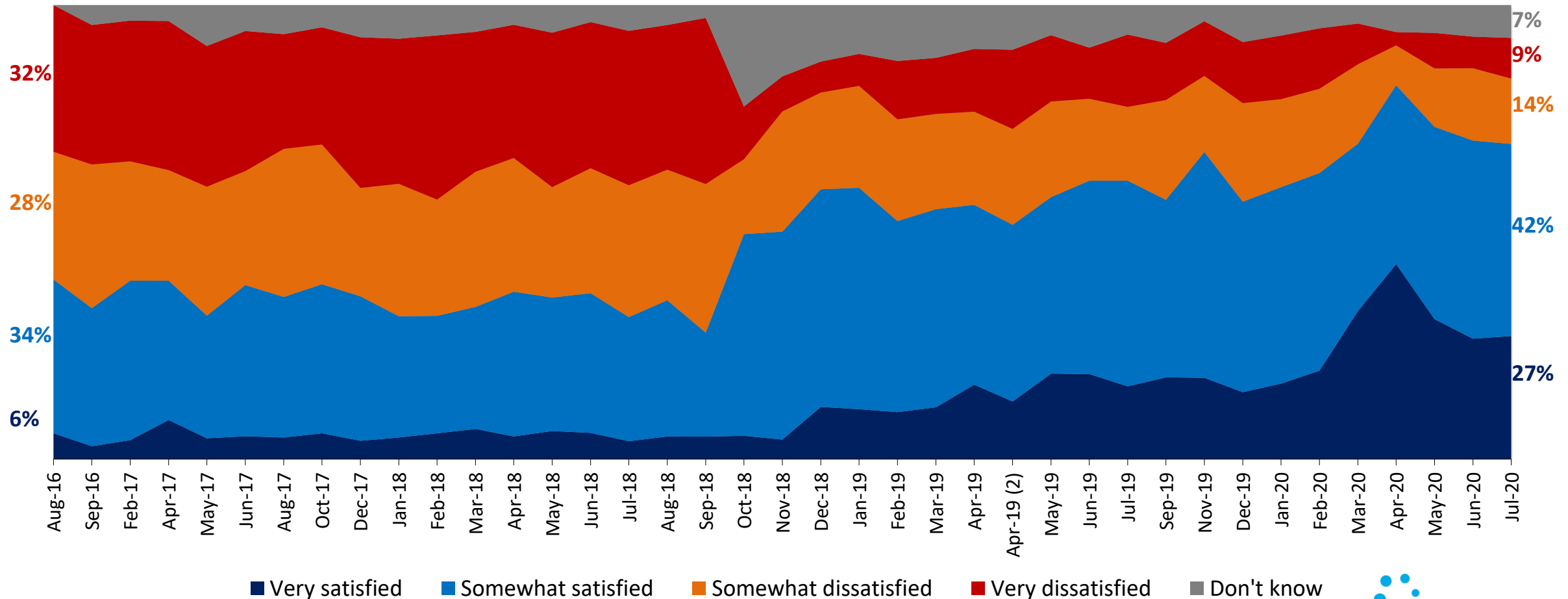[asked of all respondents; n=500]

Legend: Very satisfied | Somewhat satisfied | Somewhat dissatisfied | Very dissatisfied | Don't know

Current data: July 2020

COVID-19 Handling: When it comes to COVID-19, 2-in-3 (66%) approve of the provincial gov'ts handling of the outbreak

Q Do you approve or disapprove of the way the Quebec Government has handled the outbreak of COVID-19?
[asked of all respondents; n=500]

Approve: 66%

Disapprove: 16%

Strongly approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Strongly disapprove	Don't know
33%	33%	13%	9%	7%	5%

Current data: July 2020

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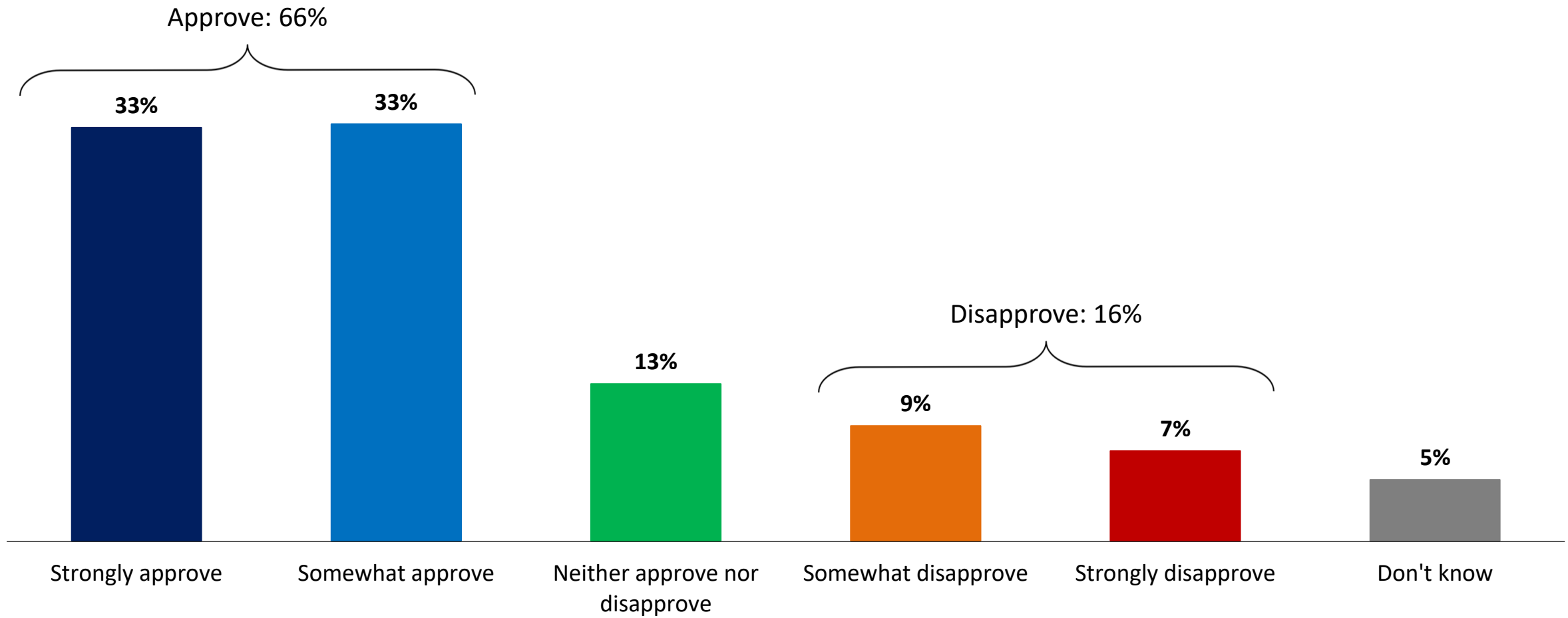
COVID-19 Handling Tracking: Compared to late June, those saying they approve of the QC gov'ts handling of the outbreak is steady

Q Do you approve or disapprove of the way the Quebec Government has handled the outbreak of COVID-19?
[asked of all respondents; n=500]

Legend:
- Strongly approve
- Somewhat approve
- Neither approve nor disapprove
- Somewhat disapprove
- Strongly disapprove
- Don't know

X-axis: Mar-20, Mar-20 (2), Apr-20, Apr-20 (2), Apr-20 (3), May-20, Jun-20, Jun-20 (2), Jul-20

Left values: 4%, 3%, 4%, 7%, 26%, 55%

Right values: 5%, 7%, 9%, 13%, 33%, 33%

Current data: July 2020

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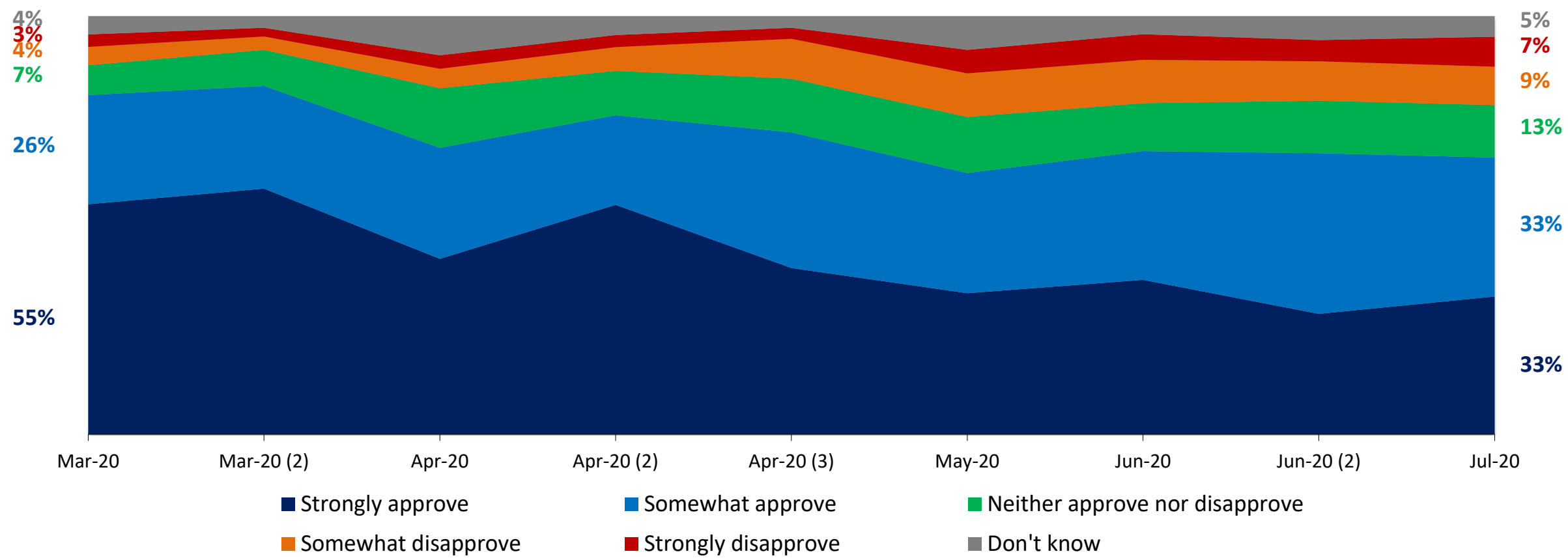
COVID-19 Handling Tracking: The Quebec government is directionally below the provincial average now by 5 points

% who approve of provincial government's handling of COVID-19 outbreak: Quebec Vs. National Average

[asked of all respondents; n=500]

Quebec

81% 83% 69% 76% 72% 68% 69% 70% 71%

National Average

63% 69% 67% 69% 66% 62% 68% 67% 66%

| March 16-18 | March 24-26 | March 31-April 2 | April 9-13 | April 20-22 | May 1-5 | May 29-June 1 | June 19-23 | July 14-20 |

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Current data: July 2020
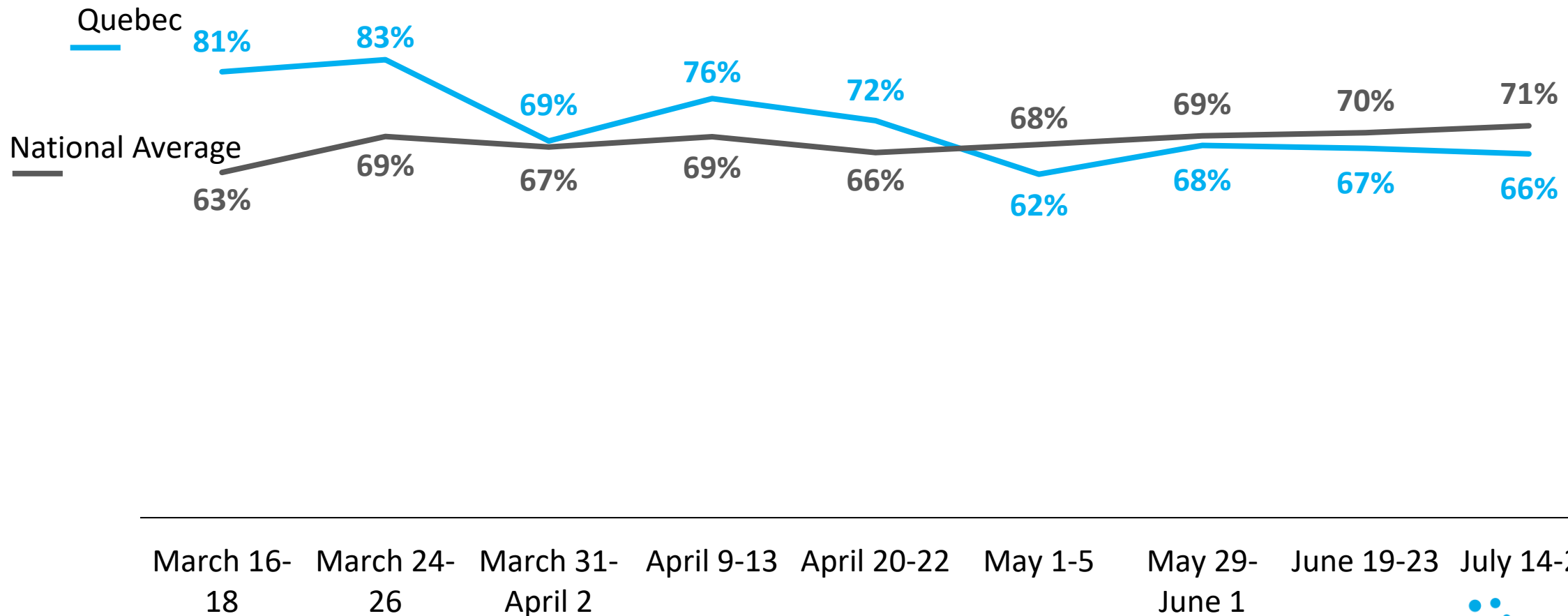
Read, Seen, Heard

The share of respondents who recall hearing something about Legault in the last few days is steady compared to June, and a majority of those who recall something say they felt more favourable towards him.
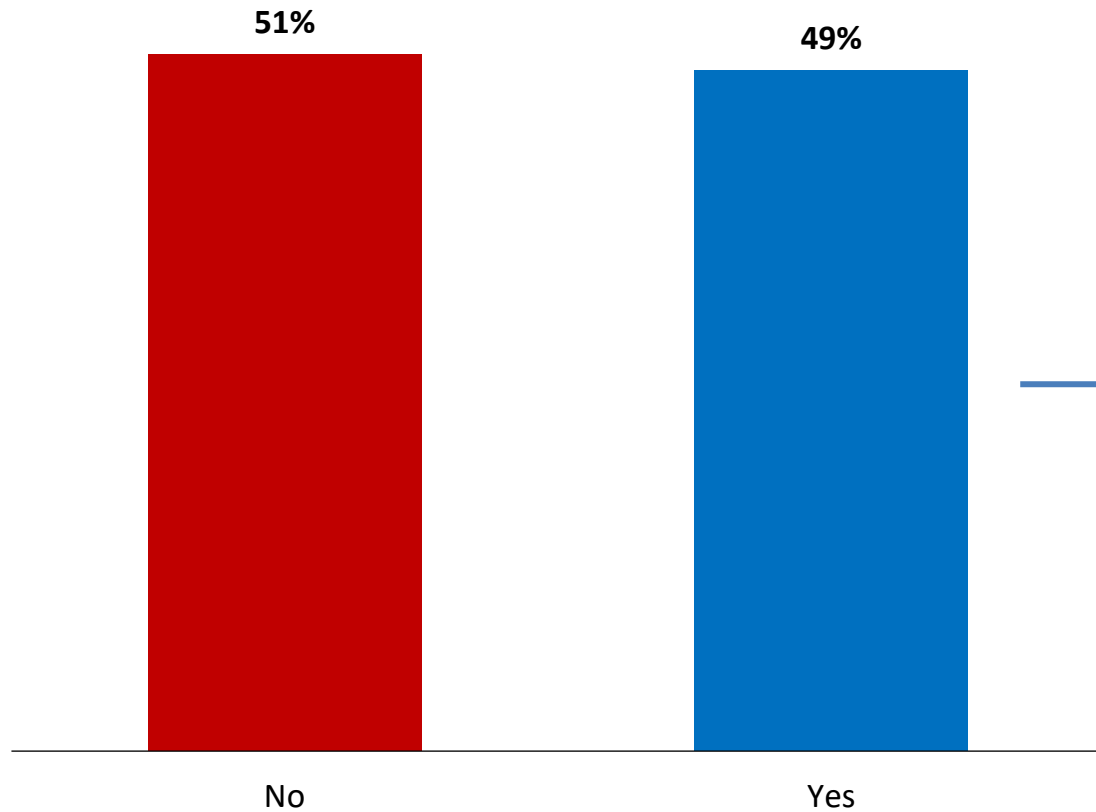
Quebec Read, Seen, Heard: About half (49%) have heard something about Legault, and most who did were left more favourable

Q Have you read, seen or heard anything about Francois Legault in the last few days?
[Asked of those who have RSH; n=500]

Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Francois Legault, or did it make no difference?
[Asked of those who have RSH; n=247]

51% No

49% Yes

A lot less favourable — **10%**

Somewhat less favourable — **9%**

Less Favourable: 19%

Made no difference — **28%**

Somewhat more favourable — **26%**

A lot more favourable — **27%**

More Favourable: 53%

Current data: July 2020

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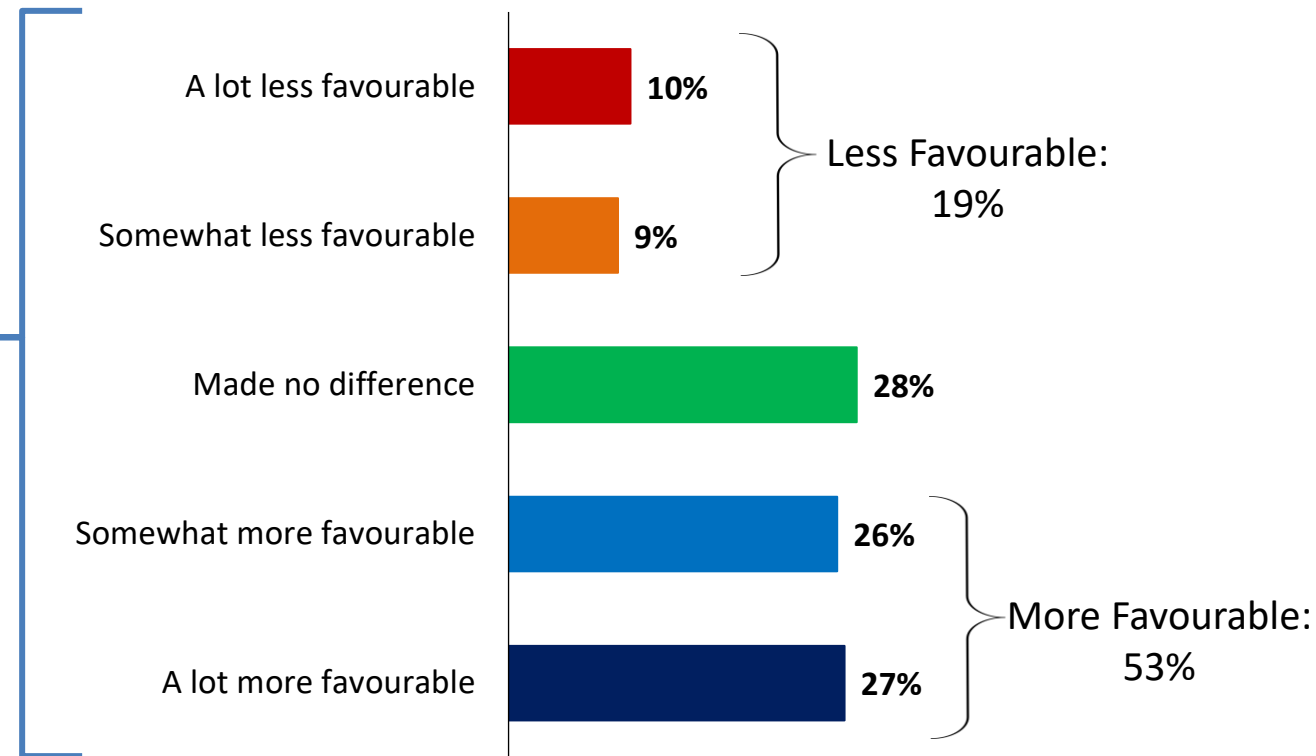
Read, Seen, Heard Tracking: Those saying they read, saw, or heard something about Legault is mostly steady since June

Q Have you read, seen or heard anything about Francois Legault in the last few days?
[asked of all respondents; n=500]

52%
48%

51%
49%

— Yes   — No

Note: Don't know not shown.
Current data: July 2020

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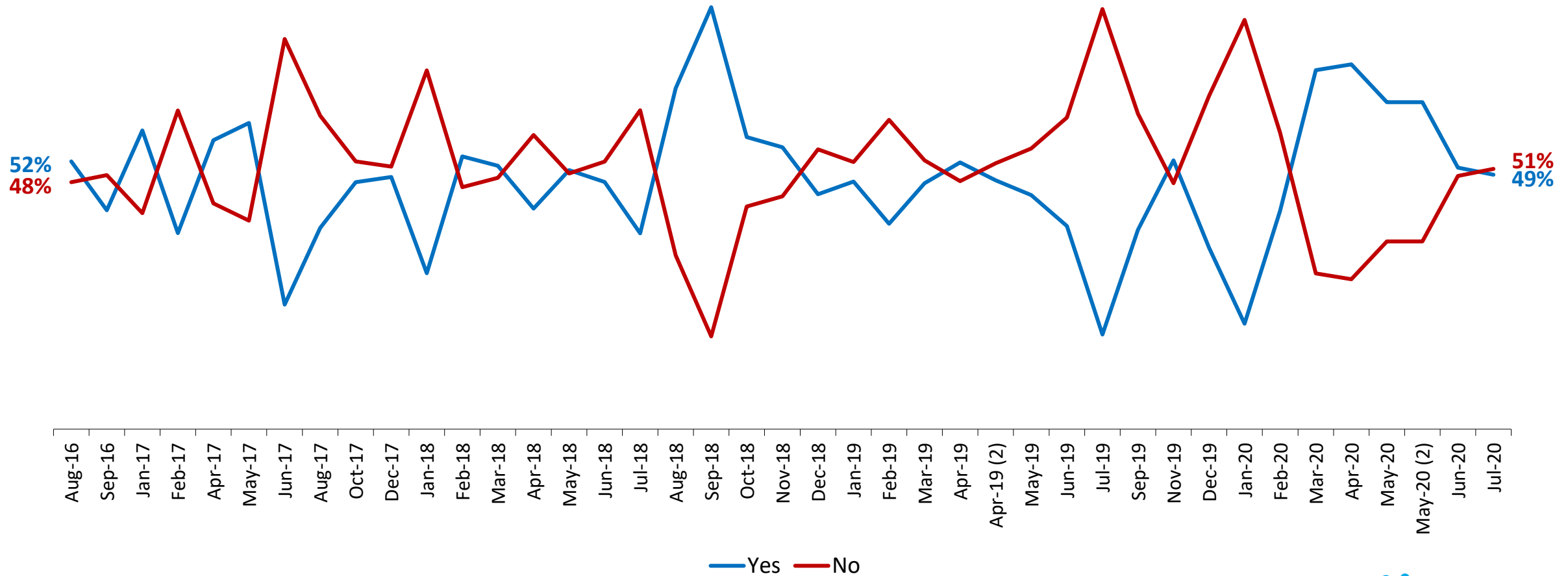
Quebec Read, Seen, Heard, Impact Tracking: The share saying they were left more favourably is up 5 points directionally since June

Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Francois Legault, or did it make no difference?

[asked of those who have RSH; n=247]

- ■ A lot more favourable
- ■ Somewhat more favourable
- ■ Made no difference
- ■ Somewhat less favourable
- ■ A lot less favourable

Note: Don't know not shown.
Current data: July 2020

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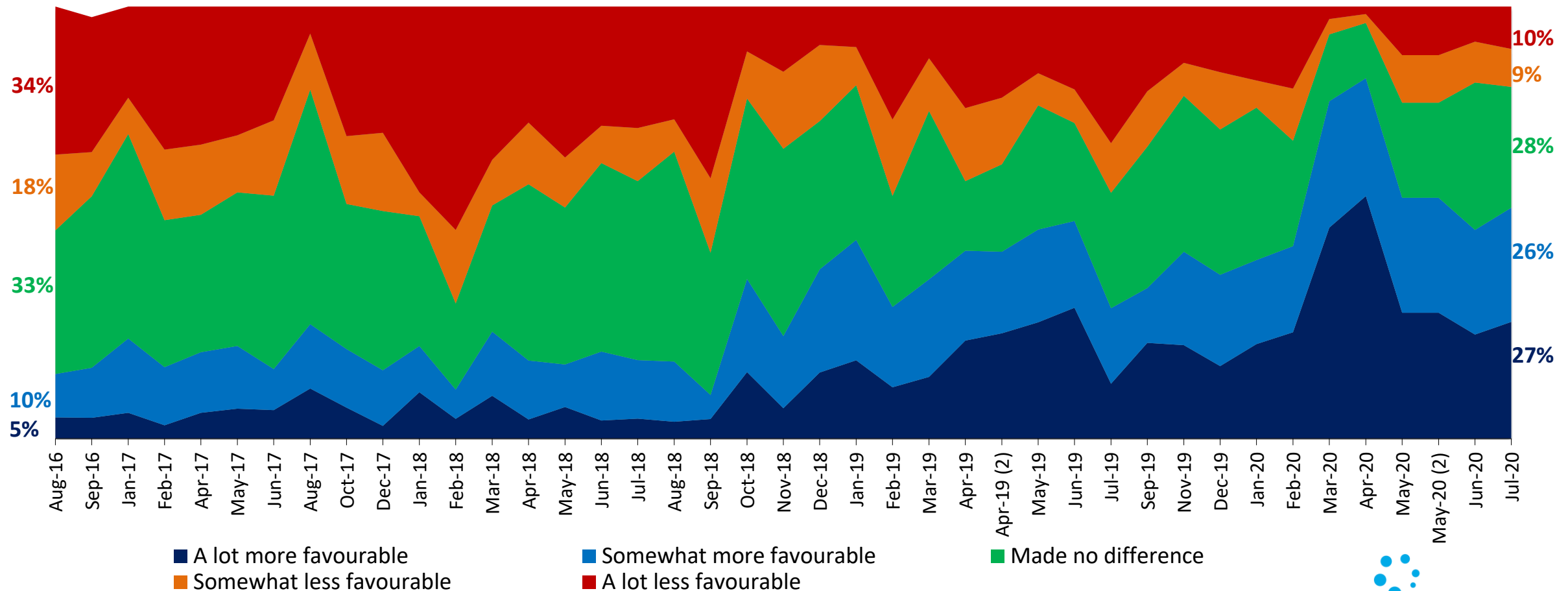
We group individuals into segments based on key political and economic values and attitudes

We use these segments throughout the remainder of the report to further analyze vote and leadership results.

Core Political Values: A plurality of Quebecers (47%) believe the provincial gov't should listen to experts when it comes to policy

Q Now we would like to ask a few questions about basic values and society...When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on...?
[asked of all respondents; n=500]

Their ability to afford the programs and services — **34%**

The public's need for the programs and services — **46%**

Don't know — **20%**

Q Is the main role of government to...?
[asked of all respondents; n=500]

To create equal opportunity so that everyone can compete on their own to be the best they can be — **52%**

To redistribute wealth so that the poor and disadvantaged have more than they would if left on their own — **35%**

Don't know — **13%**

Q Which of the following statements comes closest to your view?
[asked of all respondents; n=500]

The profit system brings out the worst in human nature. — **28%**

The profit system teaches people the value of hard work and success. — **46%**

Don't know — **26%**

Q When it comes to government decision making, which of the following statements is closest to your view?
[asked of all respondents; n=500]

Too often the government listens to experts instead of common sense. — **34%**

Provincial issues are complicated so government should listen to experts when it comes to policy. — **47%**

Don't Know — **18%**

Current data: July 2020

INNOVATIVE RESEARCH GROUP
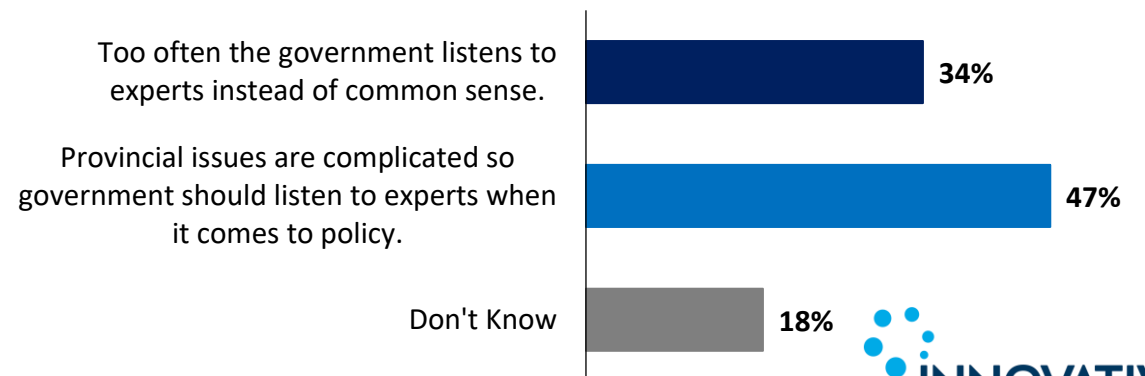
Value Clusters: A majority of Quebec respondents are Business Liberals (28%) or Thrifty Moderates (24%)

Value Clusters: Clusters are based on 4 basic values: equal opportunity versus redistribution; trust in the profit system; whether spending should be based on ability to afford or public need; and whether government should listen to experts or common sense.

[asked of all respondents; n=500]

Core Left, 13%

Deferential Conservatives, 16%

Populist Conservatives, 7%

Thrifty Moderates, 24%

Business Liberals, 28%

Left Liberals, 12%

Current data: July 2020

INNOVATIVE RESEARCH GROUP
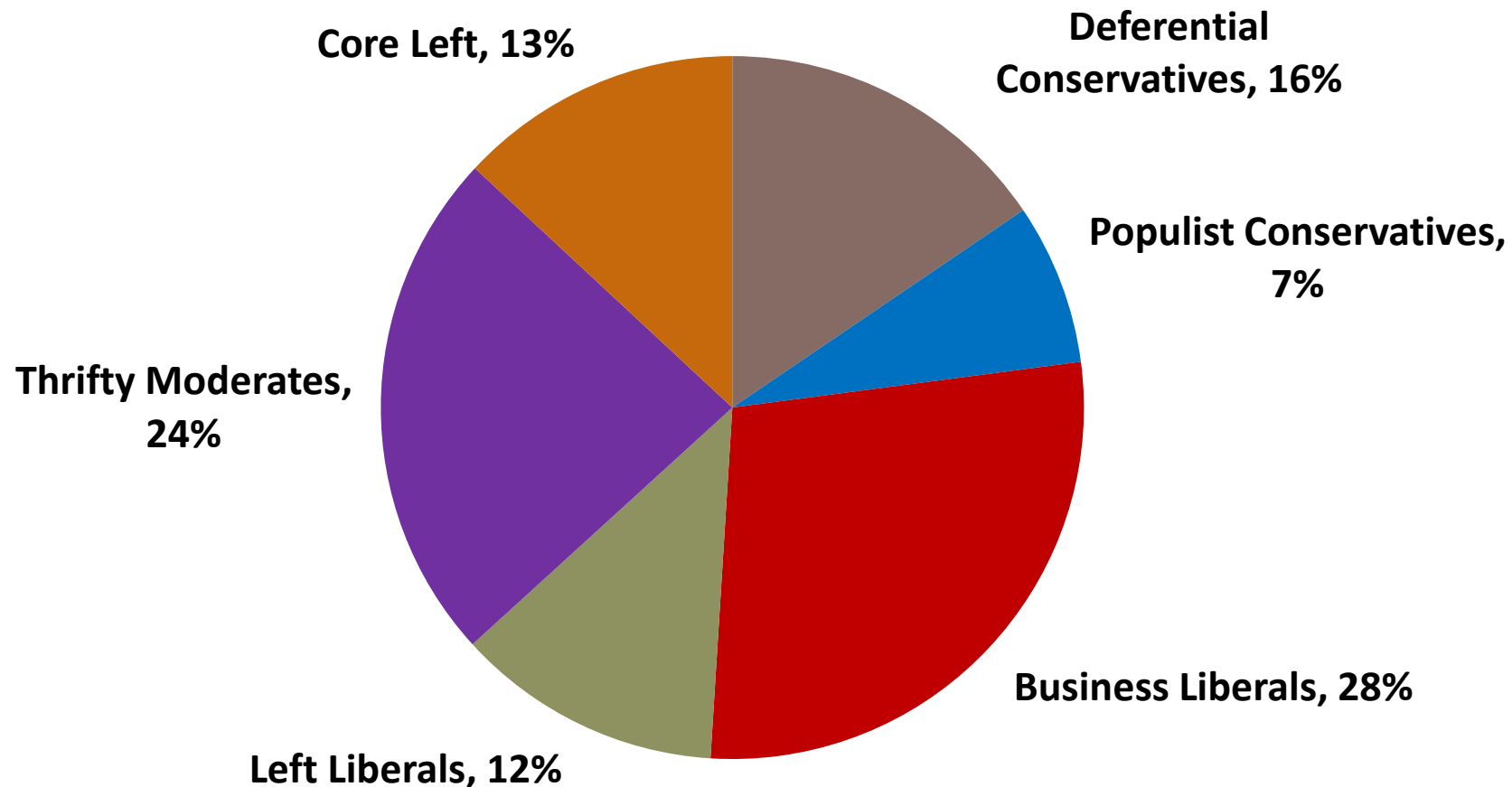
Defining Value Clusters: Liberal clusters split on the role of the profit system, Conservative clusters split on deference towards authority

Core Political Values by Value Clusters

Column %		Deferential Conservatives	Populist Conservatives	Business Liberals	Left Liberals	Thrifty Moderates	Core Left
Governments should base decisions on...	Ability to afford	80%	85%	0%	0%	64%	0%
	Public Need	0%	0%	93%	84%	0%	73%
Is the main role of government to .?	Create equal Opportunity	68%	97%	58%	99%	24%	0%
	Redistribute wealth	24%	0%	34%	0%	38%	99%
When it comes to government decision making...	Rely on common sense	0%	100%	30%	41%	41%	30%
	Listen to experts	93%	0%	56%	38%	24%	53%
The profit system...	Brings out the worst in human nature	0%	0%	0%	67%	48%	65%
	Teaches value of hard work and success	79%	72%	92%	0%	10%	0%

Note: Current data: July 2020

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Segmentation Attitudes: A majority agree that in Quebec you can be anything you want if you're willing to work for it

Q Do you agree or disagree with the following statements?
[asked of all respondents; n=500]

Here in Quebec you can be anything you want if you are willing to work for it
| 33% | 32% | 17% | 7% | 5% | 6% |

No matter how hard I work, every year it seems more difficult to get by
| 24% | 30% | 20% | 11% | 9% | 6% |

■ Strongly agree   ■ Somewhat agree   ■ Neither agree nor disagree   ■ Somewhat disagree   ■ Strongly disagree   ■ Don't know

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Current data: July 2020
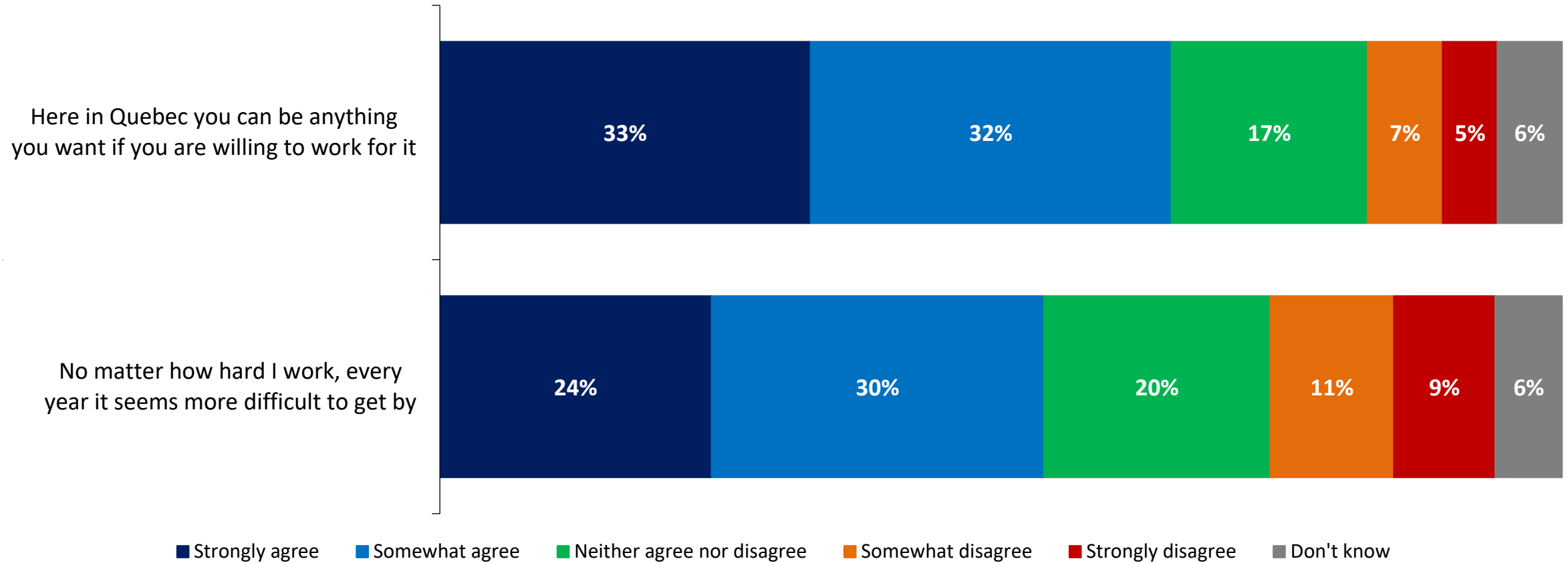
Economic Gap Segmentation: A majority of Quebecers are either Dream Strugglers (35%) or Dream Achievers (30%)

Gap segmentation: Agree with 'Here in Quebec you can be anything you want if you are willing to work for it' ("*the Canadian Dream*") BY Agree with 'No matter how hard I work, every year it seems more difficult to get by'.

[asked of all respondents; n=500]

Don't believe in the "*Canadian Dream*"

Believe in "*Canadian Dream*", not struggling to get by

Neutral or don't know on "*Canadian Dream*"

Believe in "*Canadian Dream*", but find it difficult to get by

Alienated, 12%

Achievers, 30%

Ambivalent, 23%

Strugglers, 35%

Current data: July 2020

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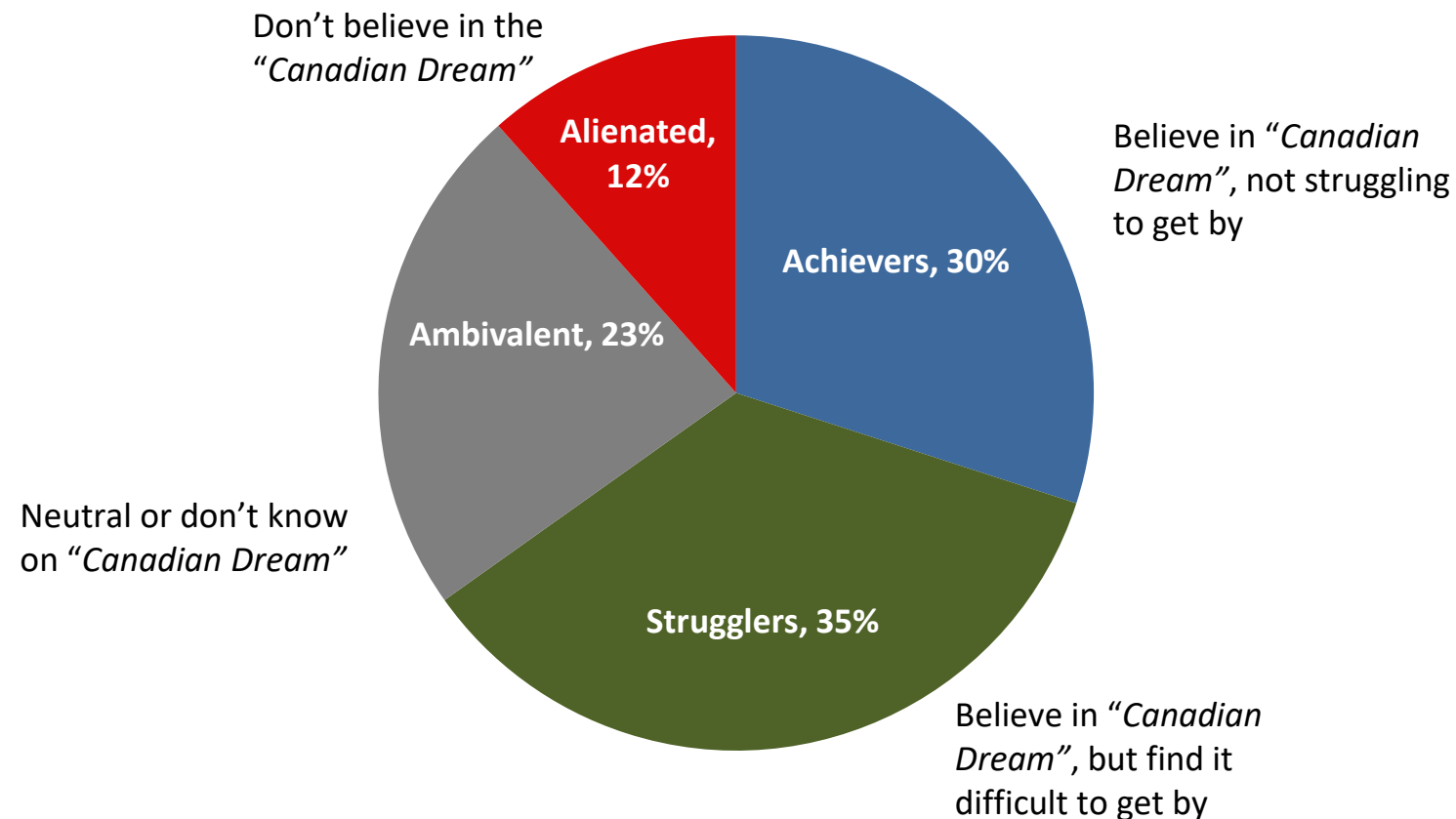
Time for Change Attitudes: Only 3-in-10 (28%) believe that it's time for a change in gov't in Quebec

Q Do you agree or disagree with the following statements? -
[asked of all respondents; n=500]

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
It is time for a change in government here in Quebec	14%	14%	24%	13%	29%	6%
The CAQ may have their problems but they are still the best party to form government	25%	21%	22%	12%	12%	7%

Current data: July 2020
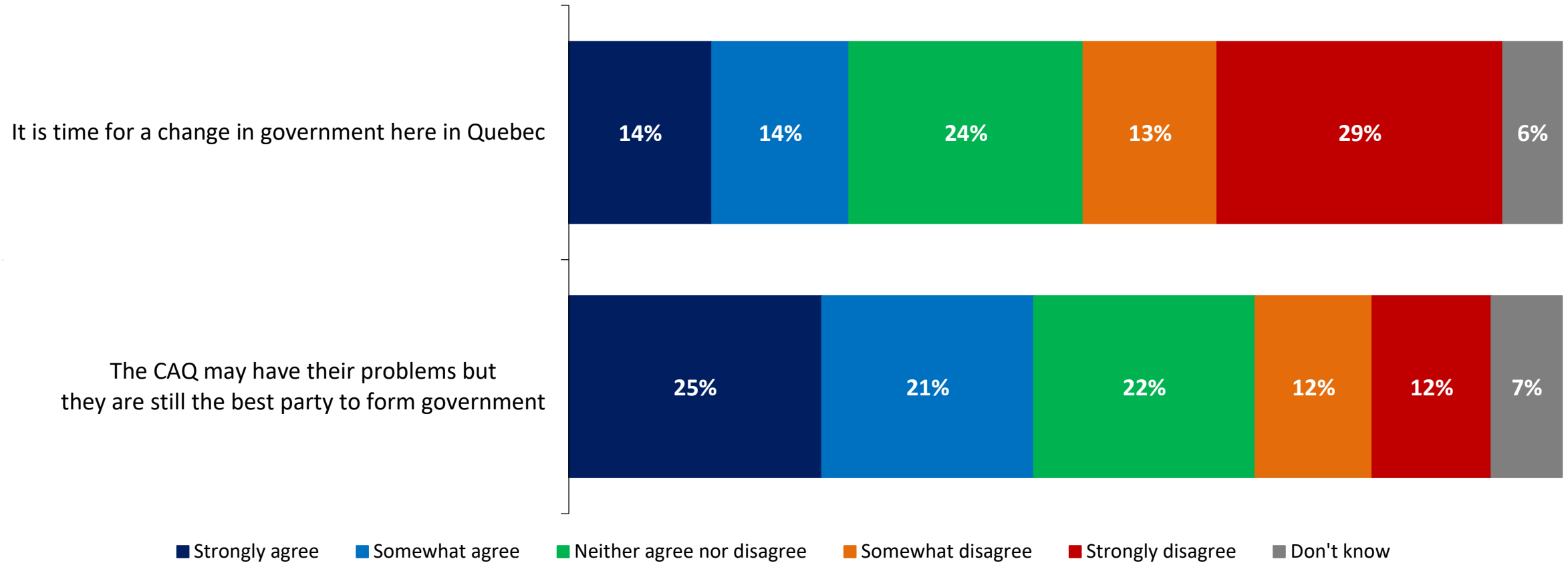
Time for Change Segmentation: 29% think it's time for a change of gov't in Quebec and don't see the CAQ as the best party to form gov't

Time for Change segmentation: Agree with 'The CAQ may have their problems but they are still the best party to form government' BY Agree with 'It is time for a change in government here in Quebec'.

[asked of all respondents; n=500]

29% Agree that it is time for a change and do not see CAQ as the best option to form government

45% Do not think it is time for a change

This key battleground segment is voters who think it is time for a change, but still think the CAQ are the best option to form a government

8%

33%

22%

19%

12%

7%

■ Core CAQ   ■ Soft CAQ   ■ Time for a change CAQ   ■ Uncertain   ■ Soft anti-CAQ   ■ Hostile

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Current data: July 2020

Leadership

Legault continues to enjoy his wide lead over other leaders on favourability and who would make the best premier of Quebec. He also leads by a wide margin on every positive leader attribute tested.

Leader Favourables: Legault is far ahead of other leaders when it comes to favourability

Q Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just indicate.

[asked of all respondents; n=500]

Net Favourable

Leader	Very favourable	Somewhat favourable	Neither favourable nor unfavourable	Somewhat unfavourable	Very unfavourable	Don't know + don't recognize	Net Favourable
François Legault	31%	28%	16%	9%	10%	7%	+40%
Pascal Bérubé	6%	16%	25%	11%	12%	30%	-2%
Dominique Anglade	6%	16%	28%	11%	14%	25%	-3%
Gaétan Châteauneuf	4%	8%	21%	11%	13%	44%	-12%

- ■ Very favourable
- ■ Somewhat favourable
- ■ Neither favourable nor unfavourable
- ■ Somewhat unfavourable
- ■ Very unfavourable
- ■ Don't know + don't recognize

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Current data: July 2020
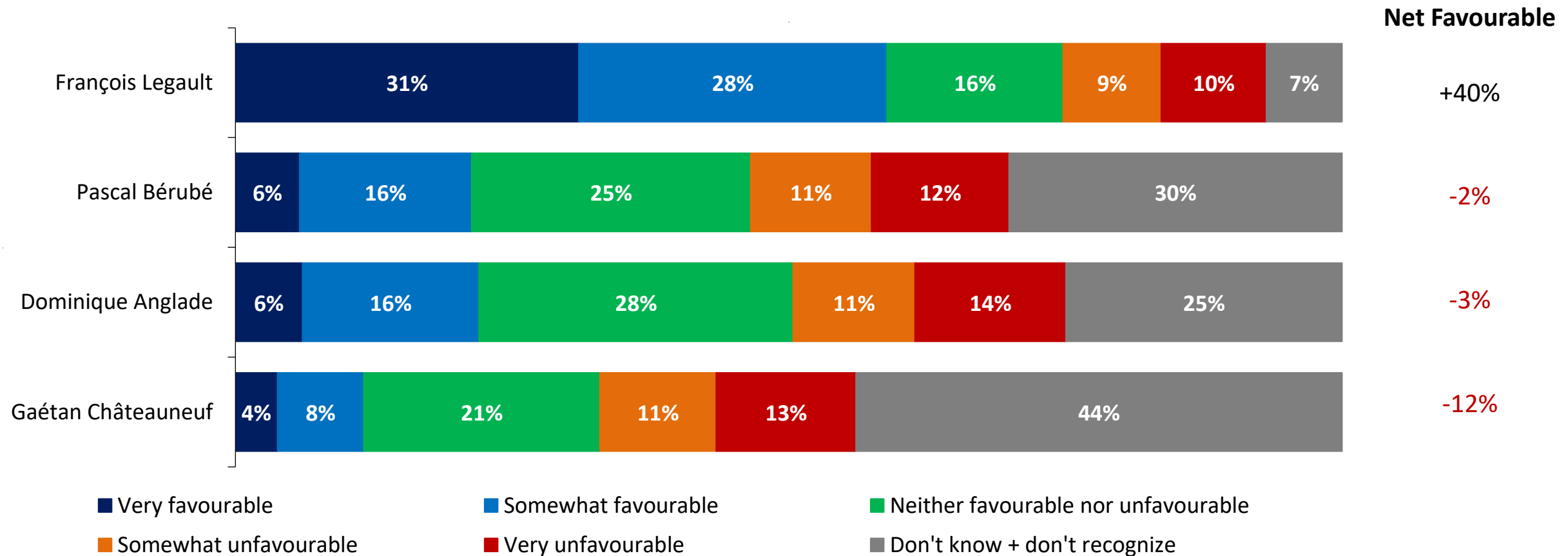
François Legault Favourability: Legault continues to enjoy his bump in favourability that began at the onset of the outbreak of COVID-19

Q Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just indicate.

[asked of all respondents; n=500]

	Very favourable	Somewhat favourable	Neither favourable nor unfavourable	Somewhat unfavourable	Very unfavourable	Don't know + don't recognize
Jul-20	31%	28%	16%	9%	10%	7%
Jun-20	33%	24%	12%	10%	8%	13%
May-20	32%	26%	15%	8%	8%	12%
Mar-20	36%	23%	14%	9%	10%	8%
May-18	9%	27%	25%	17%	13%	8%
Feb-18	9%	19%	30%	15%	20%	8%
Jan-18	6%	25%	32%	13%	13%	13%
Aug-17	8%	23%	30%	12%	10%	16%
Sep-16	7%	21%	33%	18%	10%	12%
Dec-15	4%	17%	39%	17%	16%	7%

■ Very favourable ■ Somewhat favourable ■ Neither favourable nor unfavourable ■ Somewhat unfavourable ■ Very unfavourable ■ Don't know + don't recognize

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Current data: July 2020

Pascal Bérubé Favourability: Those saying they are favourable towards Bérubé remains steady since June at 21%

Q Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just indicate.

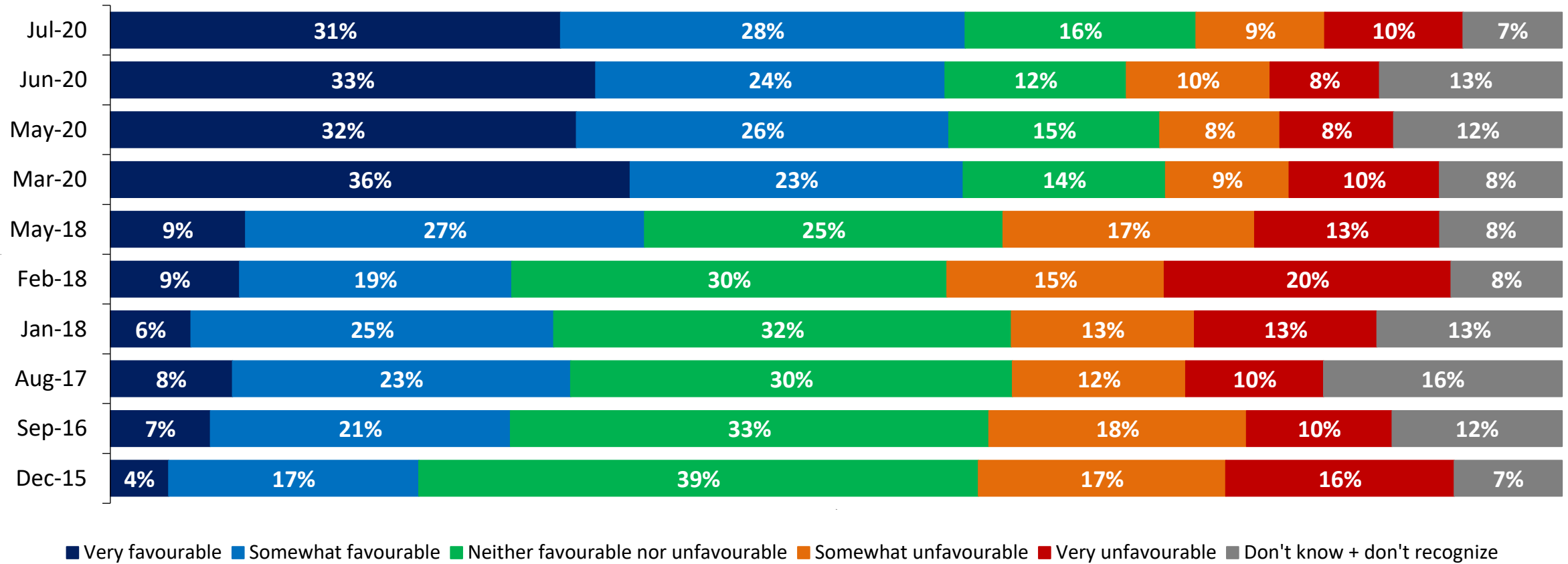[asked of all respondents; n=500]

	Very favourable	Somewhat favourable	Neither favourable nor unfavourable	Somewhat unfavourable	Very unfavourable	Don't know + don't recognize
Pascal Bérubé						
Jul-20	6%	16%	25%	11%	12%	30%
Jun-20	9%	14%	28%	12%	12%	26%
May-20	7%	15%	27%	10%	10%	31%
Mar-20	10%	12%	25%	11%	14%	28%
Jean-Francois Lisee						
May-18	5%	15%	27%	22%	19%	12%
Feb-18	9%	13%	28%	17%	24%	9%
Jan-18	6%	13%	27%	16%	21%	16%
Aug-17	5%	18%	28%	16%	18%	15%
Sylvain Gaudreault						
Sep-16	6%	17%	28%	9%	10%	29%
Pauline Marois						
Dec-15	8%	13%	25%	14%	30%	10%

■ Very favourable   ■ Somewhat favourable   ■ Neither favourable nor unfavourable
■ Somewhat unfavourable   ■ Very unfavourable   ■ Don't know + don't recognize

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Dominique Anglade Favourability: Anglade is down 4 points directionally on favourability since June

Q Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just indicate.
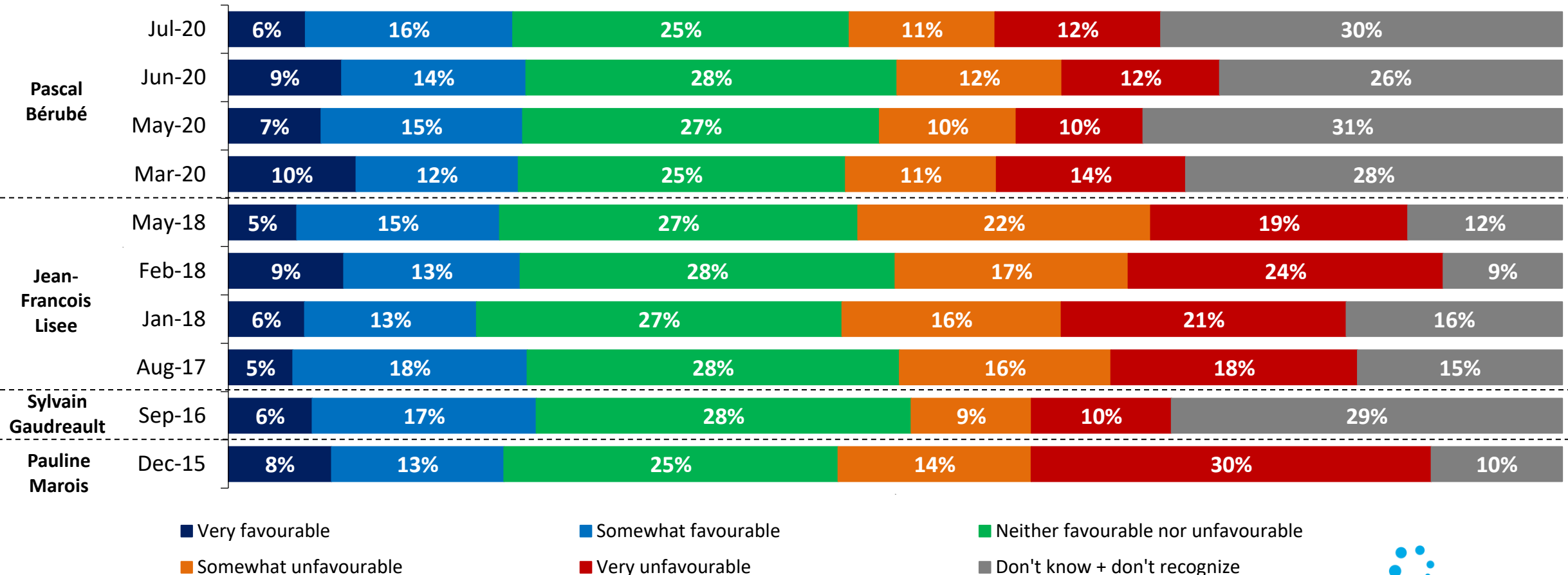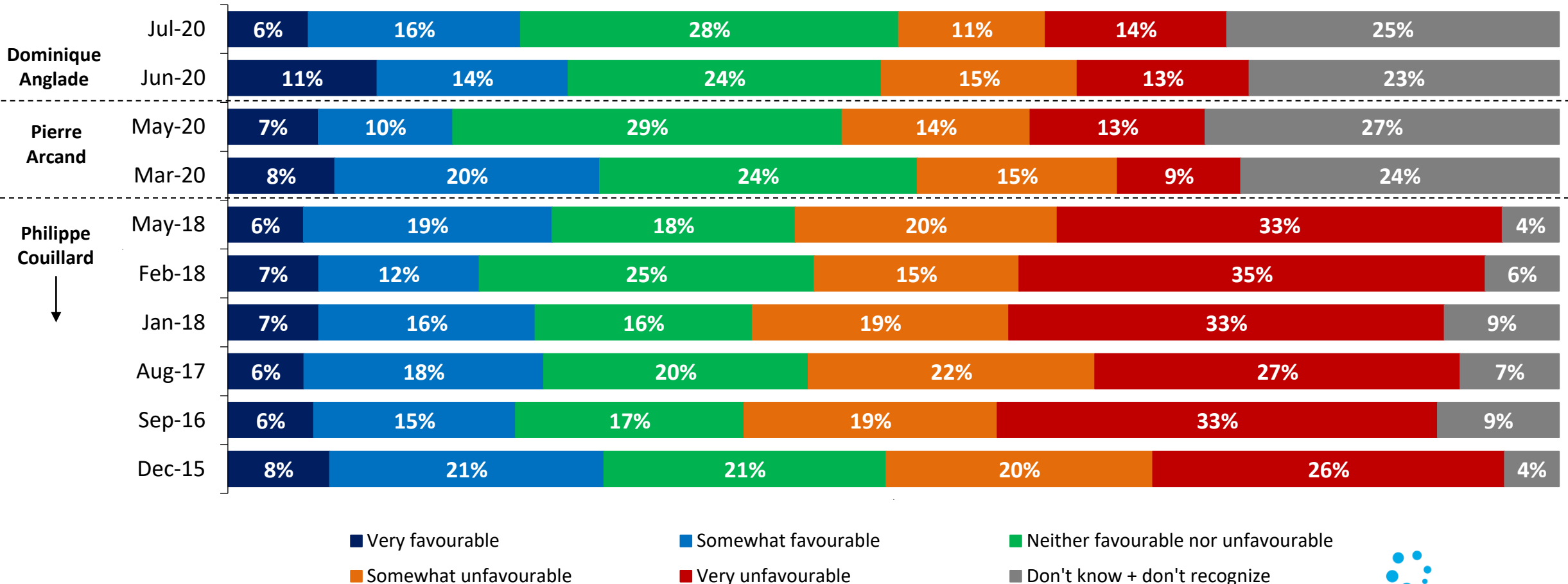
[asked of all respondents; n=500]

		Very favourable	Somewhat favourable	Neither favourable nor unfavourable	Somewhat unfavourable	Very unfavourable	Don't know + don't recognize
Dominique Anglade	Jul-20	6%	16%	28%	11%	14%	25%
	Jun-20	11%	14%	24%	15%	13%	23%
Pierre Arcand	May-20	7%	10%	29%	14%	13%	27%
	Mar-20	8%	20%	24%	15%	9%	24%
Philippe Couillard	May-18	6%	19%	18%	20%	33%	4%
↓	Feb-18	7%	12%	25%	15%	35%	6%
	Jan-18	7%	16%	16%	19%	33%	9%
	Aug-17	6%	18%	20%	22%	27%	7%
	Sep-16	6%	15%	17%	19%	33%	9%
	Dec-15	8%	21%	21%	20%	26%	4%

Legend:
- ■ Very favourable
- ■ Somewhat favourable
- ■ Neither favourable nor unfavourable
- ■ Somewhat unfavourable
- ■ Very unfavourable
- ■ Don't know + don't recognize

Current data: July 2020

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Gaétan Châteauneuf Favourability: Favourability towards Châteauneuf is steady since June

Q Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just indicate.
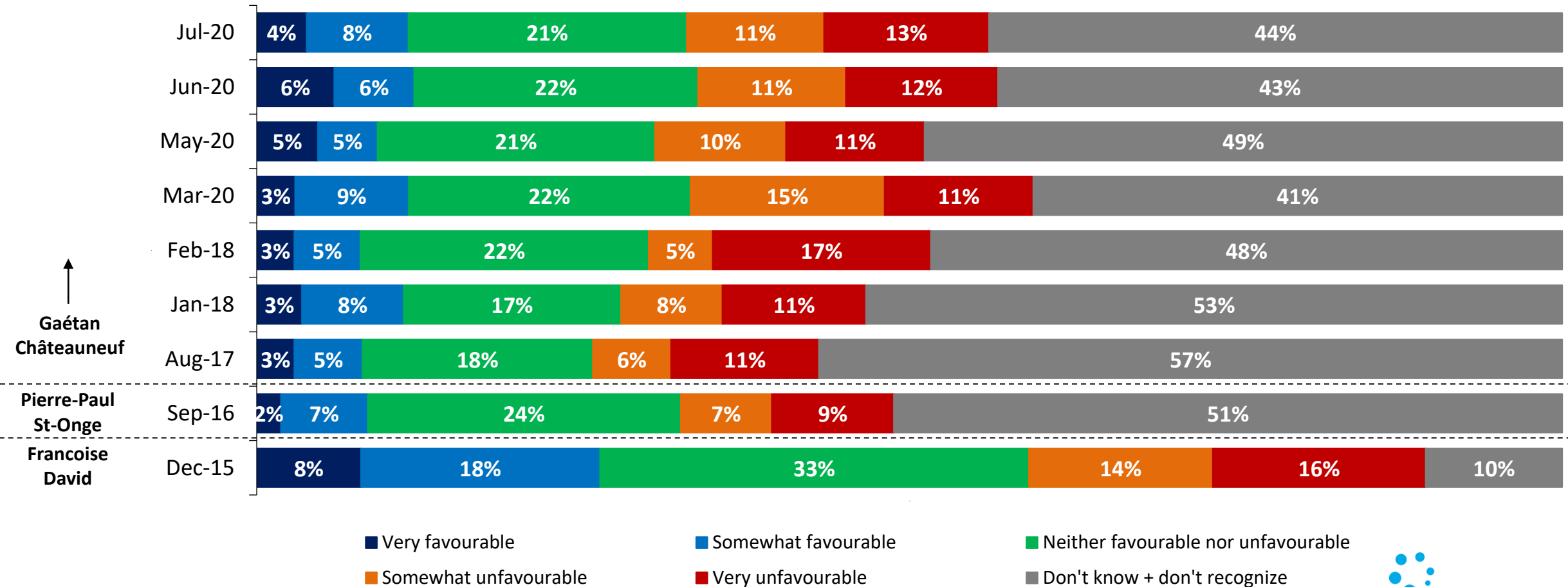
[asked of all respondents; n=500]

	Very favourable	Somewhat favourable	Neither favourable nor unfavourable	Somewhat unfavourable	Very unfavourable	Don't know + don't recognize
Jul-20	4%	8%	21%	11%	13%	44%
Jun-20	6%	6%	22%	11%	12%	43%
May-20	5%	5%	21%	10%	11%	49%
Mar-20	3%	9%	22%	15%	11%	41%
Feb-18	3%	5%	22%	5%	17%	48%
Jan-18	3%	8%	17%	8%	11%	53%
Aug-17	3%	5%	18%	6%	11%	57%
Sep-16	2%	7%	24%	7%	9%	51%
Dec-15	8%	18%	33%	14%	16%	10%

Gaétan Châteauneuf (Jul-20 through Aug-17)
Pierre-Paul St-Onge (Sep-16)
Francoise David (Dec-15)

Current data: July 2020

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Quebec Party Leader NET Favourables Tracking: All party leaders are steady on net favourability since June; Legault maintains wide lead

Q Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that perso and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just indicate.
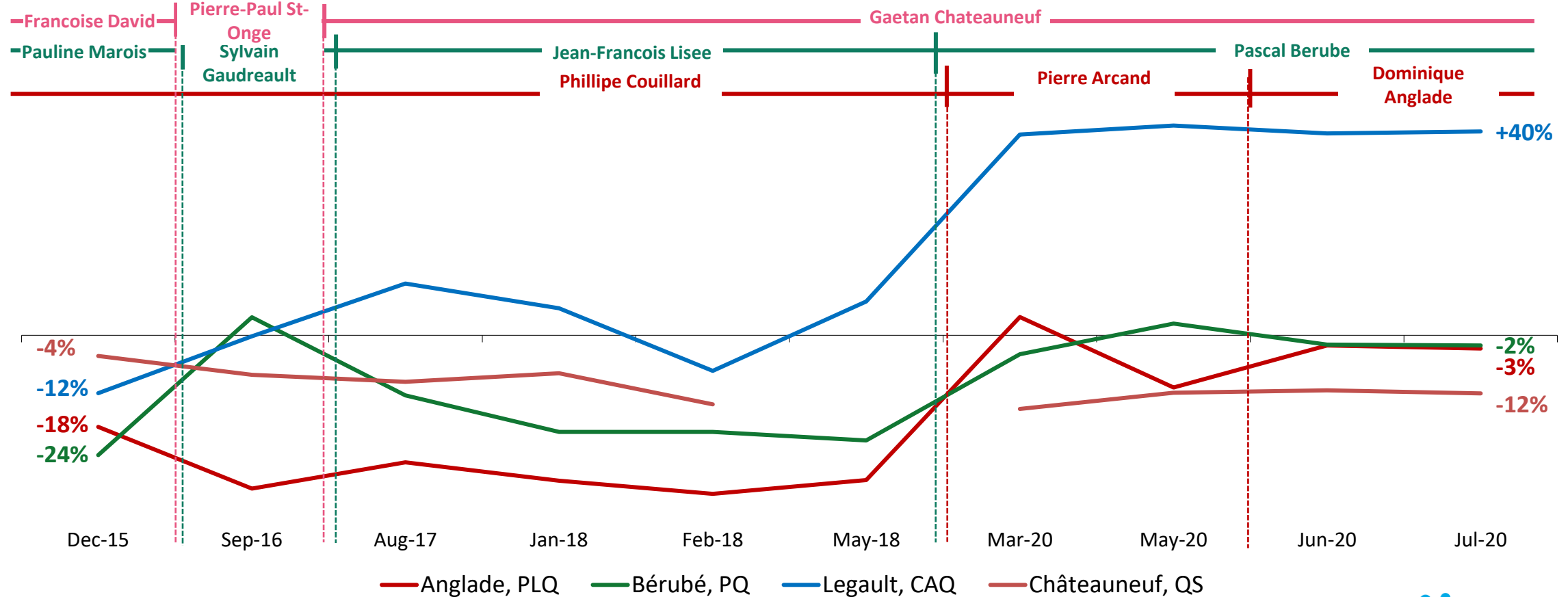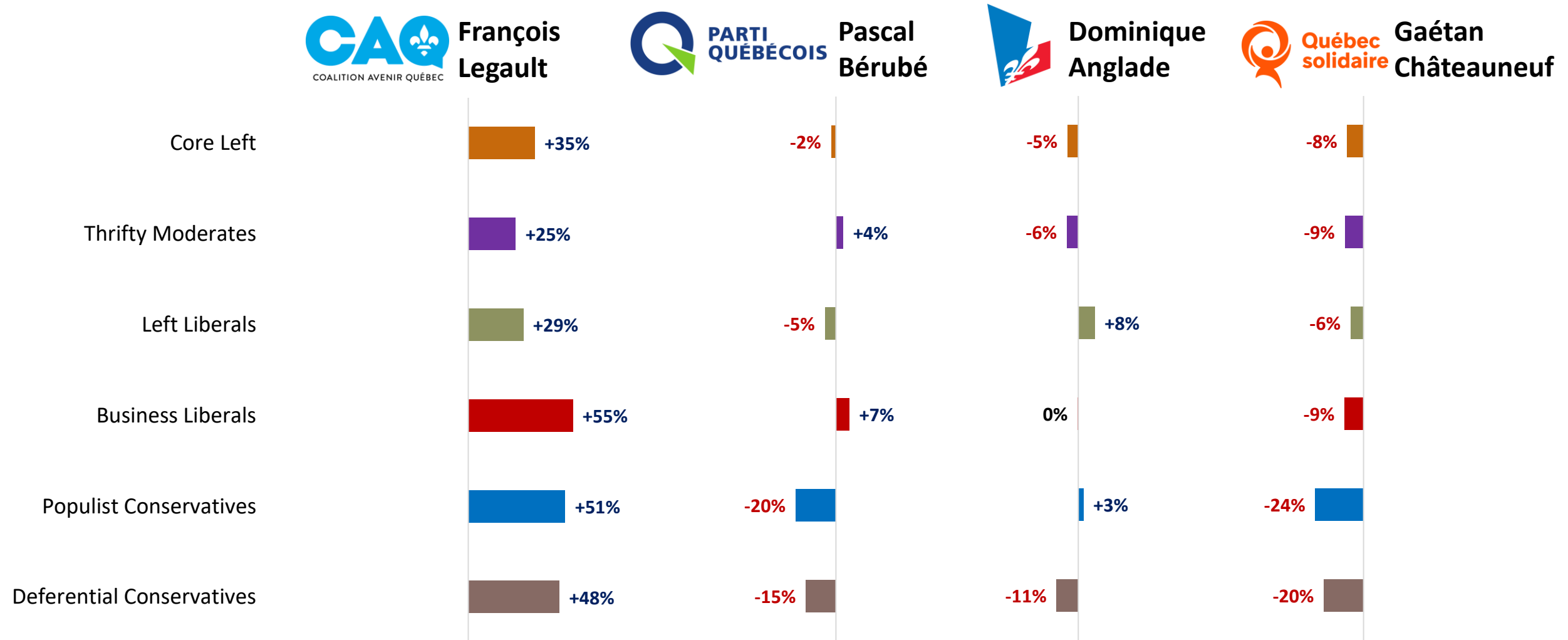
[asked of all respondents: n=500]

Current data: July 2020

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Leader favourability by Value Clusters: Legault receives positive net favourability score among all value cluster groups

Value Cluster	CAQ COALITION AVENIR QUÉBEC **François Legault**	PARTI QUÉBÉCOIS **Pascal Bérubé**	**Dominique Anglade**	Québec solidaire **Gaétan Châteauneuf**
Core Left	+35%	-2%	-5%	-8%
Thrifty Moderates	+25%	+4%	-6%	-9%
Left Liberals	+29%	-5%	+8%	-6%
Business Liberals	+55%	+7%	0%	-9%
Populist Conservatives	+51%	-20%	+3%	-24%
Deferential Conservatives	+48%	-15%	-11%	-20%

NET Favourability by Value Clusters:

Each chart shows the net favourability (% favourable minus % unfavourable) for each leader within INNOVATIVE's 6 value cluster segments.

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Leader favourability by Economic Gap: Legault shows strong favourables among all groups except the Alienated (-18)

	François Legault	Pascal Bérubé	Dominique Anglade	Gaétan Châteauneuf
Achievers	+57%	4%	-10%	-17%
Strugglers	+59%	2%	0%	-6%
Ambivalent	+21%	-8%	2%	-3%
Alienated	-18%	-18%	-2%	-31%

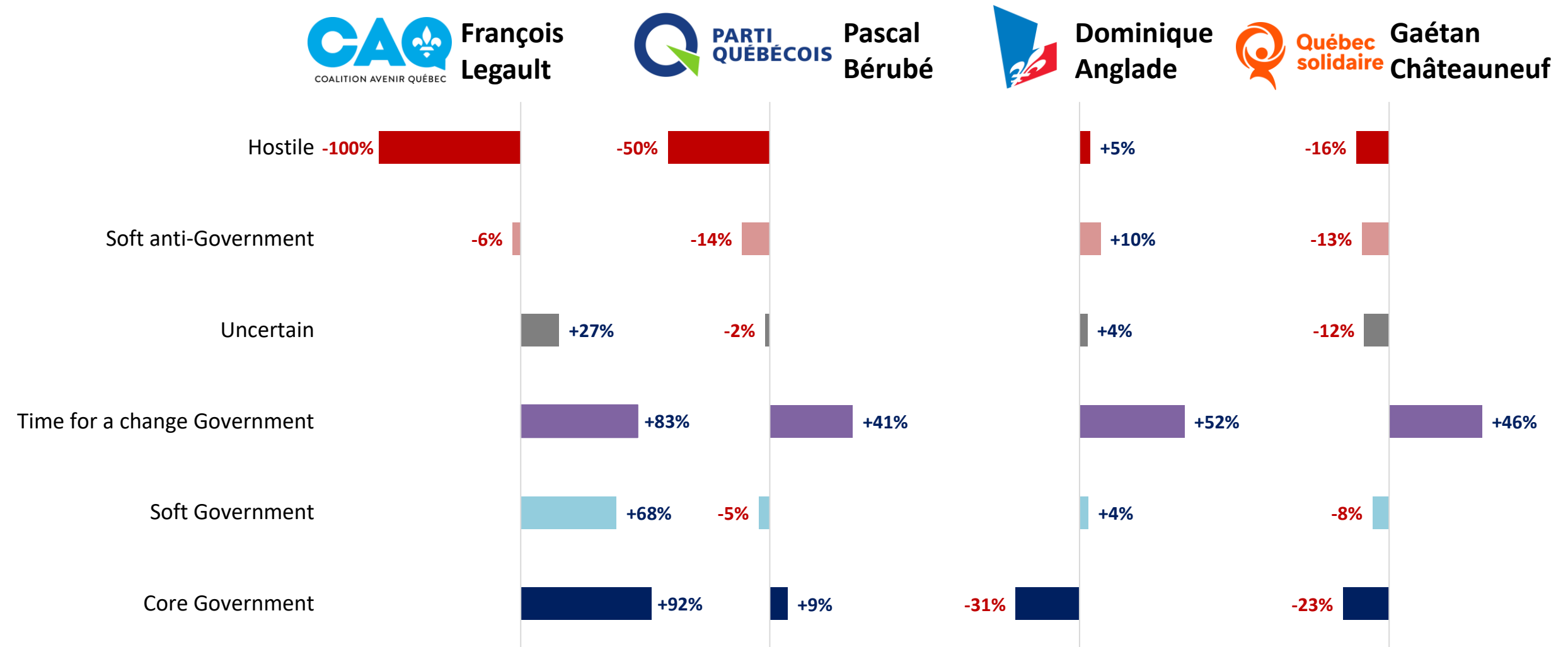**NET Favourability by Economic Gap:**

Each chart shows the net favourability (% favourable minus % unfavourable) for each leader within INNOVATIVE's 4 economic gap segments.

Leader favourability by Time for a Change: Those hostile towards the gov't are most likely to see Anglade favourably

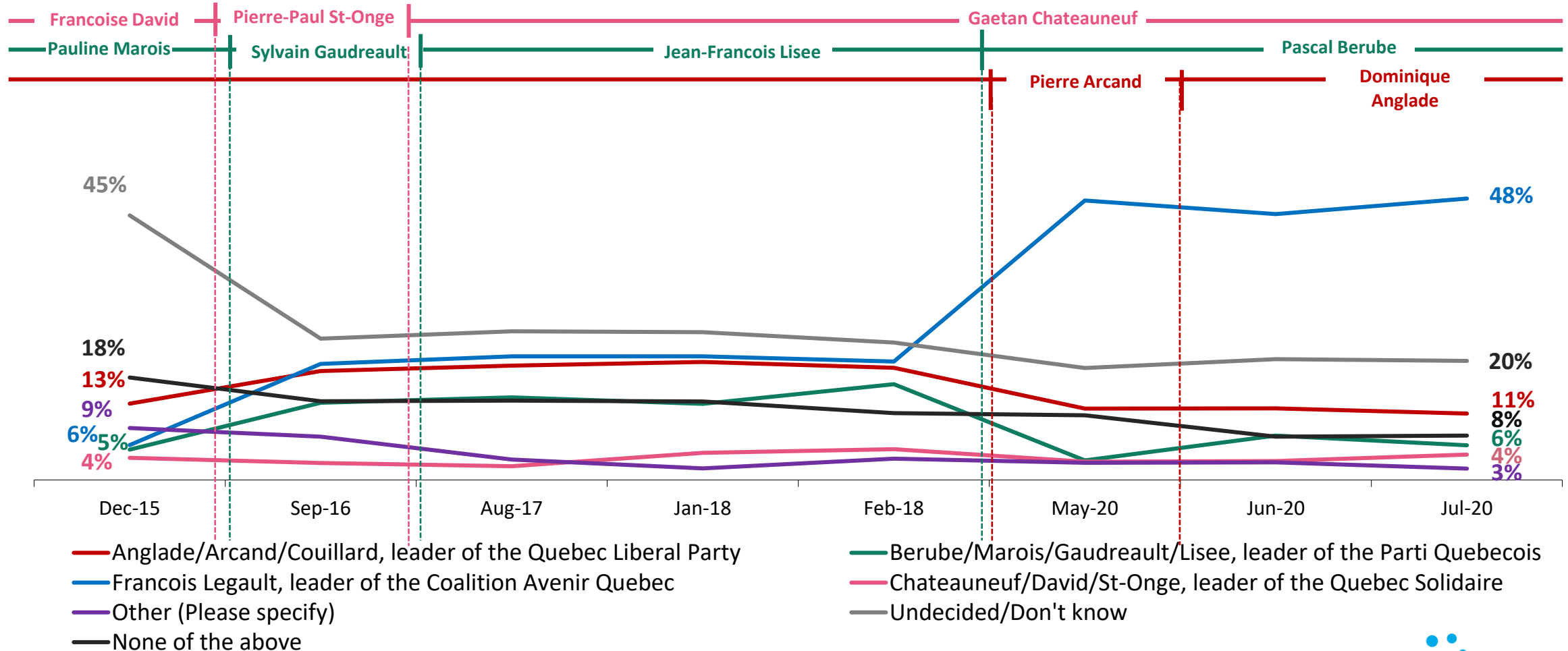|	François Legault	Pascal Bérubé	Dominique Anglade	Gaétan Châteauneuf
Hostile	-100%	-50%	+5%	-16%
Soft anti-Government	-6%	-14%	+10%	-13%
Uncertain	+27%	-2%	+4%	-12%
Time for a change Government	+83%	+41%	+52%	+46%
Soft Government	+68%	-5%	+4%	-8%
Core Government	+92%	+9%	-31%	-23%

NET Favourability by Time for a Change:

Each chart shows the net favourability (% favourable minus % unfavourable) for each leader within INNOVATIVE's 6 time for a change segments.

INNOVATIVE RESEARCH GROUP

Best Premier Tracking: Legault maintains wide lead over other party leaders on who would make the best Premier

Q Which of the following leaders would make the best Premier of Quebec?
[asked of all respondents; n=500]

Francoise David · Pierre-Paul St-Onge · Gaetan Chateauneuf
Pauline Marois · Sylvain Gaudreault · Jean-Francois Lisee · Pascal Berube
Pierre Arcand · Dominique Anglade

45% · 18% · 13% · 9% · 6% · 5% · 4%

48% · 20% · 11% · 8% · 6% · 4% · 3%

Dec-15 · Sep-16 · Aug-17 · Jan-18 · Feb-18 · May-20 · Jun-20 · Jul-20

— Anglade/Arcand/Couillard, leader of the Quebec Liberal Party
— Berube/Marois/Gaudreault/Lisee, leader of the Parti Quebecois
— Francois Legault, leader of the Coalition Avenir Quebec
— Chateauneuf/David/St-Onge, leader of the Quebec Solidaire
— Other (Please specify)
— Undecided/Don't know
— None of the above

INNOVATIVE RESEARCH GROUP
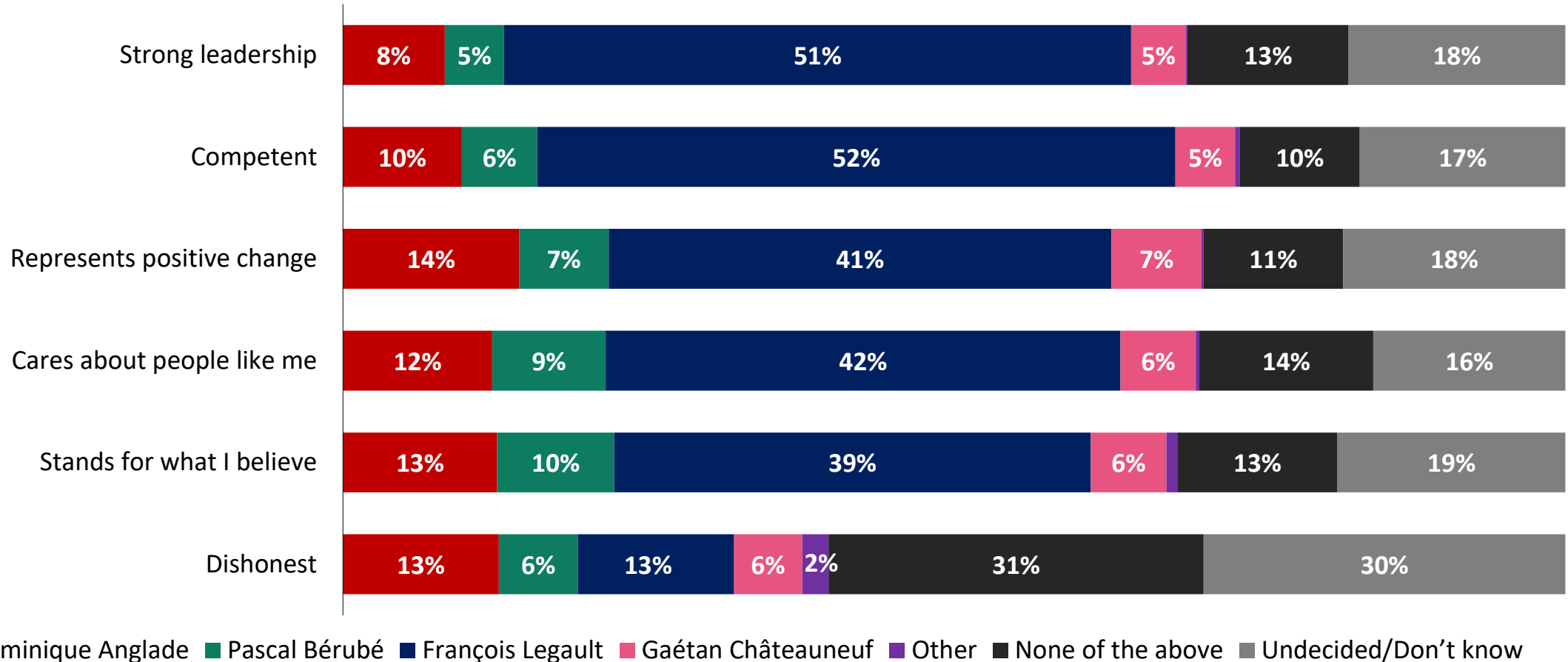
Current data: July 2020

Leader Qualities: Legault ranks highest on all positive qualities, tied with Anglade (13%) on 'dishonest'

Q Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes…

[asked of all respondents; n=500]

Quality	Dominique Anglade	Pascal Bérubé	François Legault	Gaétan Châteauneuf	Other	None of the above	Undecided/Don't know
Strong leadership	8%	5%	51%	5%		13%	18%
Competent	10%	6%	52%	5%		10%	17%
Represents positive change	14%	7%	41%	7%		11%	18%
Cares about people like me	12%	9%	42%	6%		14%	16%
Stands for what I believe	13%	10%	39%	6%		13%	19%
Dishonest	13%	6%	13%	6%	2%	31%	30%

Legend: ■ Dominique Anglade ■ Pascal Bérubé ■ François Legault ■ Gaétan Châteauneuf ■ Other ■ None of the above ■ Undecided/Don't know

Current data: July 2020

INNOVATIVE RESEARCH GROUP

Leader Qualities: While Legault led on all attributes in May 2018, that lead has increased significantly since then

Q Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes…
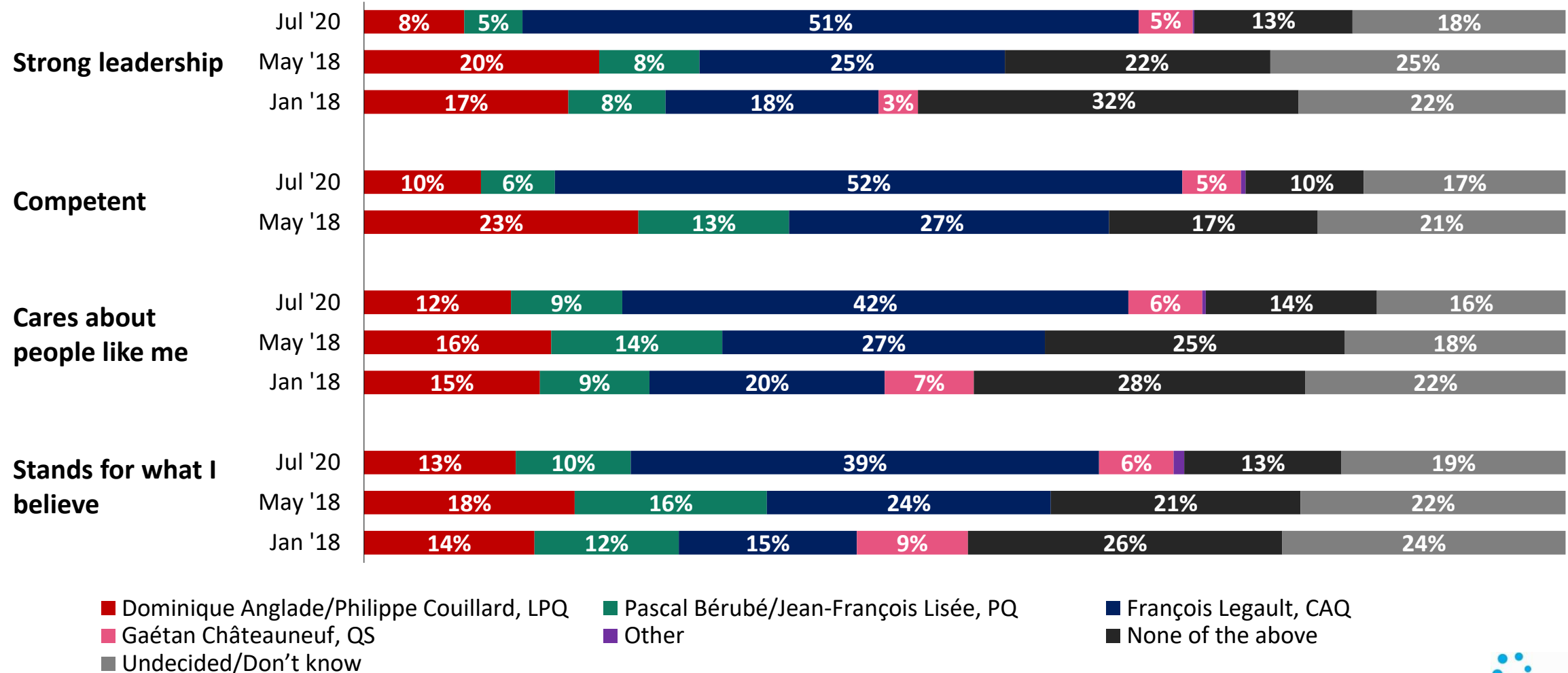
[asked of all respondents; n=500]

Strong leadership

	LPQ	PQ	CAQ	QS	None	Undecided
Jul '20	8%	5%	51%	5%	13%	18%
May '18	20%	8%	25%		22%	25%
Jan '18	17%	8%	18%	3%	32%	22%

Competent

Jul '20	10%	6%	52%	5%	10%	17%
May '18	23%	13%	27%		17%	21%

Cares about people like me

Jul '20	12%	9%	42%	6%	14%	16%
May '18	16%	14%	27%		25%	18%
Jan '18	15%	9%	20%	7%	28%	22%

Stands for what I believe

Jul '20	13%	10%	39%	6%	13%	19%
May '18	18%	16%	24%		21%	22%
Jan '18	14%	12%	15%	9%	26%	24%

Legend:
- ■ Dominique Anglade/Philippe Couillard, LPQ
- ■ Pascal Bérubé/Jean-François Lisée, PQ
- ■ François Legault, CAQ
- ■ Gaétan Châteauneuf, QS
- ■ Other
- ■ None of the above
- ■ Undecided/Don't know

Current data: July 2020

Note: Prior to July 2020, "Other" was not given as options and the final options were "none of them stand out" and "don't know". Quebec Solidaire leader was not given as an option in May 2018.

INNOVATIVE RESEARCH GROUP

The CAQ maintains their lead over the Quebec Liberals

Innovative reports on vote intention in two ways.

When we ask people who they would vote for if an election were held today, and who they lean towards if they are unsure, we call those results **Combined vote.** This accounts for the views of everyone in the population including decided voters, undecided voters, and non-voters.
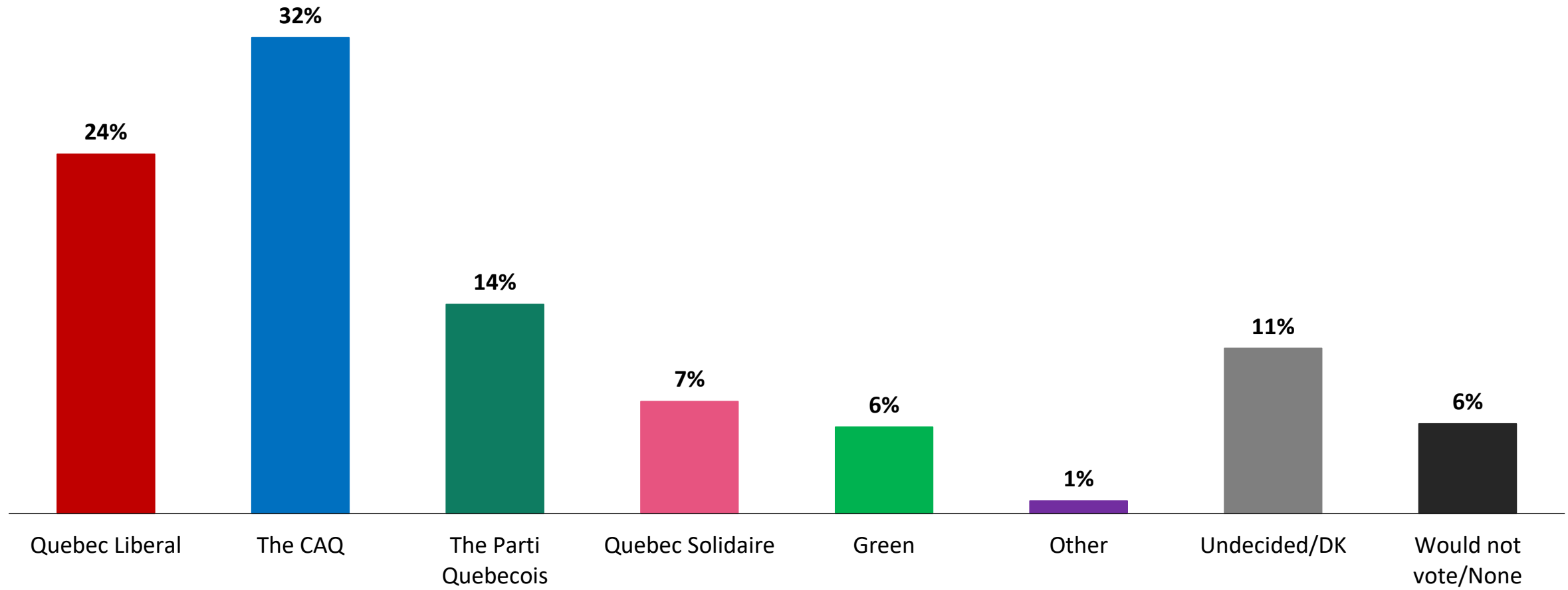
When we look at the results among *only* decided voters, we call that **Decided vote.** These results most tell us what the election results would be like if the survey results matched the election exactly.

Provincial Combined Vote: The CAQ has an 8 point lead over the Quebec Liberals when it comes to combined vote

Q If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[Vote + Lean]**
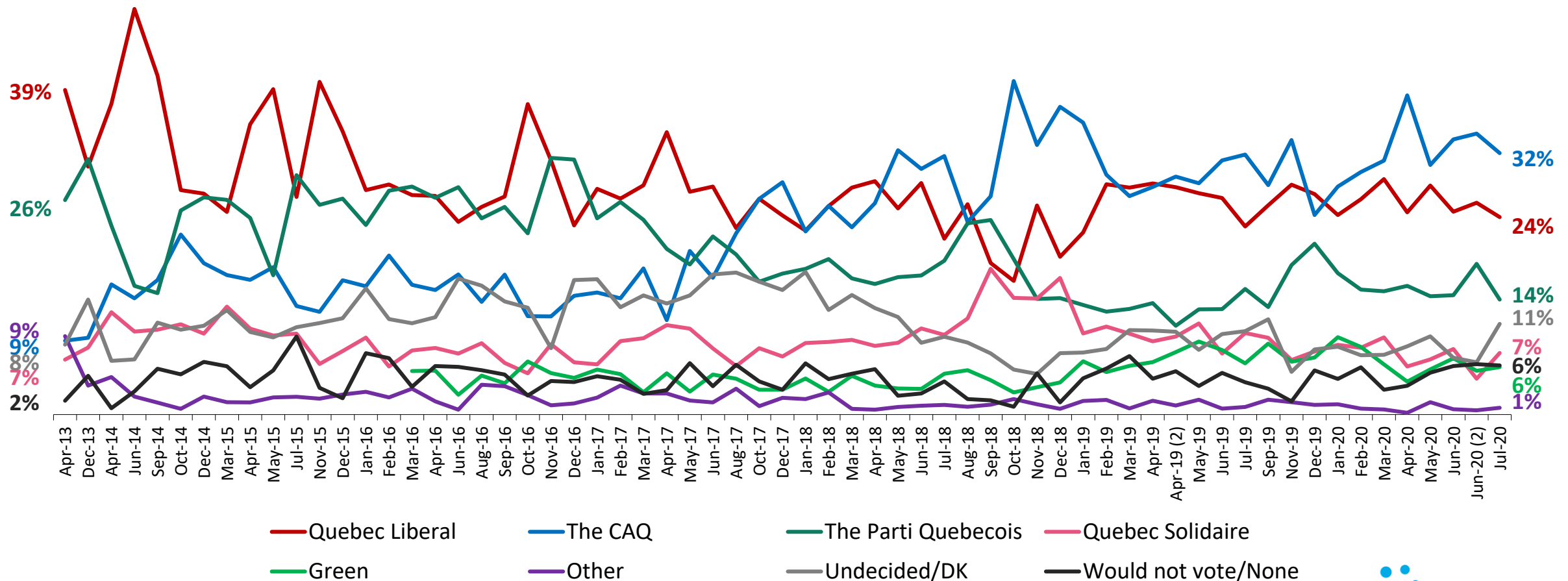[asked of all respondents; n=500]

Quebec Liberal	The CAQ	The Parti Quebecois	Quebec Solidaire	Green	Other	Undecided/DK	Would not vote/None
24%	32%	14%	7%	6%	1%	11%	6%

Current data: July 2020

INNOVATIVE
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Provincial Vote Tracking: The CAQ maintains its lead over the Liberals as both parties remain steady on vote since late June

Q If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[Vote + Lean]**
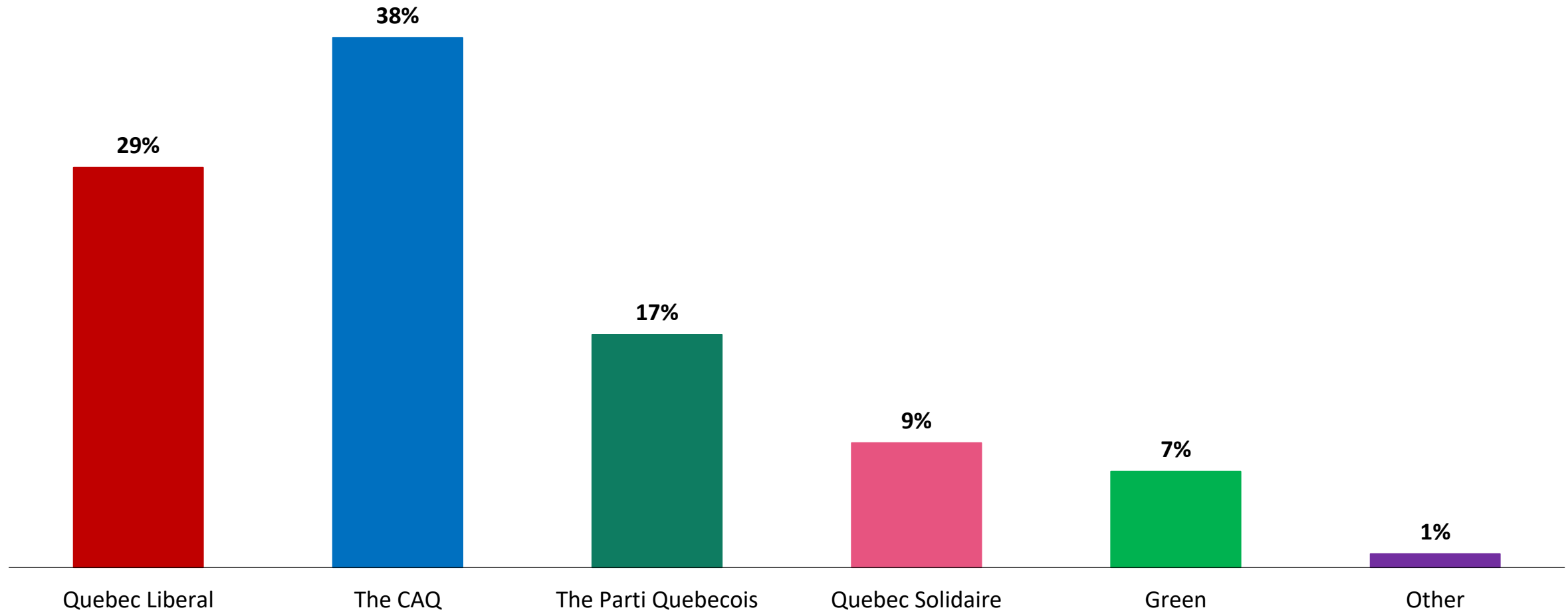[asked of all respondents; n=500]

Legend:
- Quebec Liberal
- The CAQ
- The Parti Quebecois
- Quebec Solidaire
- Green
- Other
- Undecided/DK
- Would not vote/None

Current data: July 2020

INNOVATIVE RESEARCH GROUP

Provincial Decided Vote: The CAQ receives 38% of the vote among decided voters while the Liberals have 29%

Q If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[DECIDED]**
[decided voters only; n=416]

Quebec Liberal	The CAQ	The Parti Quebecois	Quebec Solidaire	Green	Other
29%	38%	17%	9%	7%	1%

Current data: July 2020

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RESEARCH GROUP

Provincial Decided Vote Tracking: Both the CAQ and Liberals are steady on vote share among decided voters since late June

Q If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[DECIDED]**
[only decided voters; n=416]

Legend: Quebec Liberal — The CAQ — The Parti Quebecois — Quebec Solidaire — Green — Other

Current data: July 2020

INNOVATIVE RESEARCH GROUP

Decided Vote by Region: The Liberals (51%) lead over the CAQ (19%) in Anglophone and Allophone Montreal by a wide margin

Decided vote by Region

Decided Vote	Region		
	Anglophone and Allophone Montreal	**Francophone Montreal**	**Rest of QC**
	(N=68)	(N=56)	(N=291)
Quebec Liberal	51%	32%	23%
The CAQ	19%	39%	42%
The Parti Quebecois	5%	17%	19%
Quebec Solidaire	9%	7%	9%
Green	14%	4%	6%
Other	2%	0%	1%

Note: 'Quebec City' and 'Beauce' regions combined with "Rest of Quebec" due to small sample size.
Current data: July 2020

Decided Vote by Value Cluster: Among the largest group, Business Liberals, the CAQ (41%) has the edge over the Liberals (25%)

Value Clusters

Decided Vote	Deferential Conservatives (N=71)	Populist Conservatives (N=32)	Business Liberals (N=123)	Left Liberals (N=46)	Thrifty Moderates (N=85)	Core Left (N=60)
Quebec Liberal	34%	33%	25%	31%	29%	25%
The CAQ	40%	36%	41%	33%	37%	35%
The Parti Quebecois	13%	20%	20%	13%	18%	14%
Quebec Solidaire	6%	6%	8%	14%	5%	18%
Green	6%	6%	5%	9%	9%	7%
Other	1%	0%	0%	0%	2%	2%

INNOVATIVE RESEARCH GROUP

Note: Current data: July 2020

Decided Vote by Economic Gap: Both Dream Achievers and Dream Strugglers are more likely to say they'd vote for the CAQ than the Liberals

Economic Gap

Decided Vote	Achievers (N=134)	Strugglers (N=155)	Ambivalent (N=78)	Alienated (N=48)
Quebec Liberal	21%	27%	34%	43%
The CAQ	45%	43%	28%	18%
The Parti Quebecois	18%	21%	8%	15%
Quebec Solidaire	8%	5%	19%	10%
Green	8%	3%	9%	12%
Other	0%	1%	1%	2%

Note: Current data: July 2020

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Decided Vote by Time for Change: Those hostile towards the CAQ government are most likely to say they'd vote for the Liberals

Time for Change

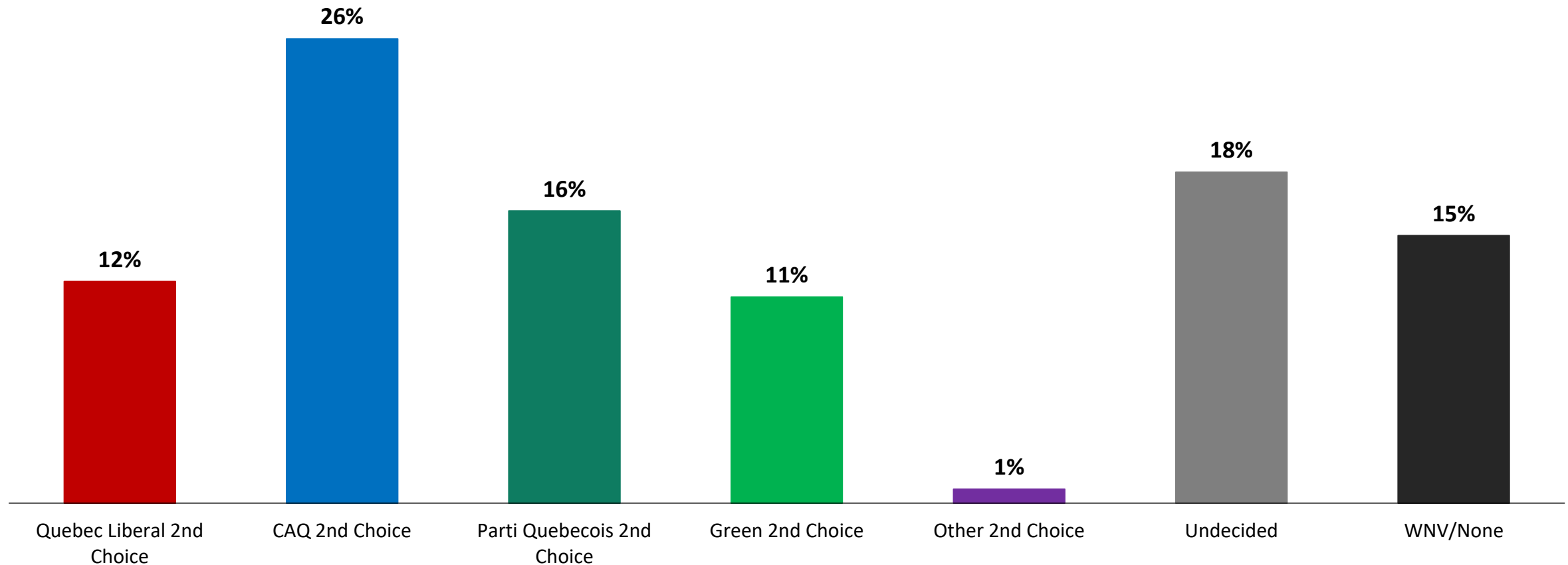| Decided Vote	Core CAQ (N=153)	Soft CAQ (N=49)	Time for a change CAQ (N=35)	Uncertain (N=52)	Soft anti-CAQ (N=97)	Hostile (N=30)
Quebec Liberal	7%	37%	33%	39%	46%	48%
The CAQ	80%	29%	25%	9%	8%	0%
The Parti Quebecois	11%	23%	19%	25%	18%	10%
Quebec Solidaire	2%	5%	11%	17%	13%	24%
Green	0%	5%	11%	9%	13%	16%
Other	0%	2%	0%	2%	2%	2%

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Current data: July 2020

Provincial 2nd Choice: The top 2nd choice party among decided voters is the CAQ (26%) followed by the PQ (16%)

Q And which party would be your second choice?
[only decided voters; n=416]

Quebec Liberal 2nd Choice	12%
CAQ 2nd Choice	26%
Parti Quebecois 2nd Choice	16%
Green 2nd Choice	11%
Other 2nd Choice	1%
Undecided	18%
WNV/None	15%

Current data: July 2020

INNOVATIVE RESEARCH GROUP

Provincial 2nd Choice: The top 2nd choices among CAQ voters are the PQ (24%) and Liberals (20%)

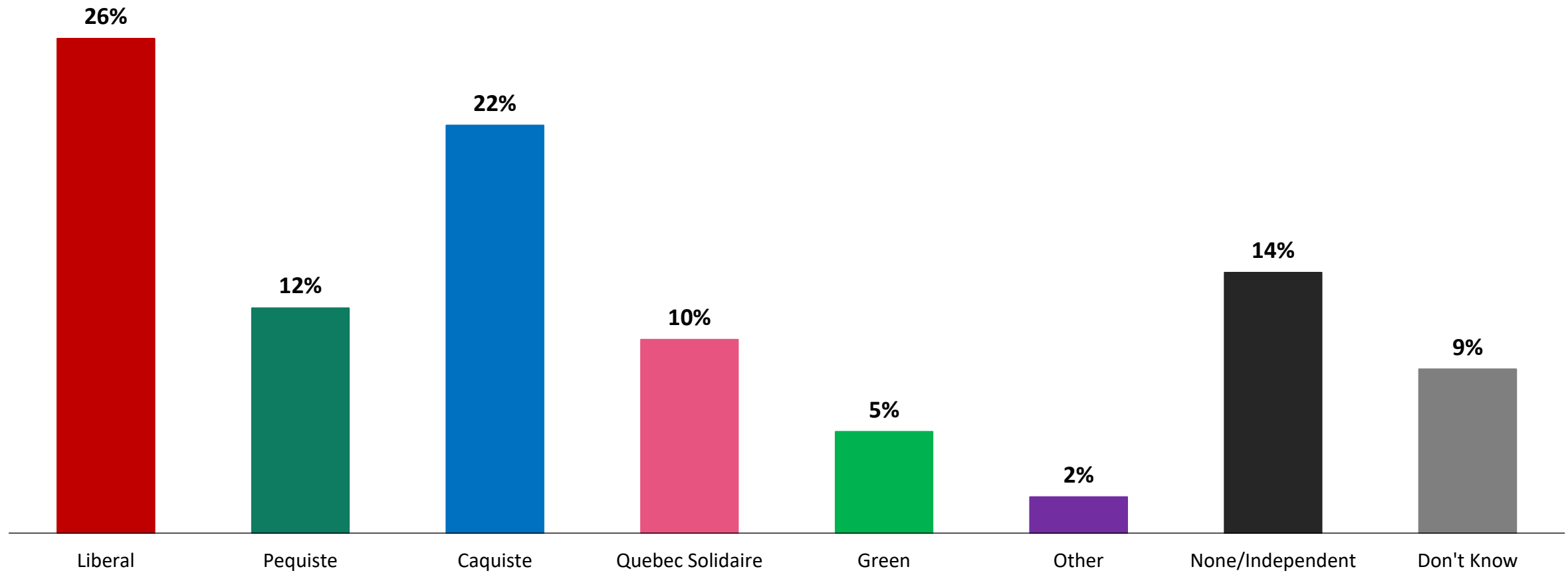And which party would be your second choice? BY [Vote+Lean]

First Choice

Second Choice	Liberal 1st Choice (N=119)	CAQ 1st Choice (N=158)	Parti Quebecois 1st Choice (N=69)	Quebec Solidaire 1st Choice (N=37)	Green 1st Choice* (N=29)
Quebec Liberal 2nd Choice		20%	14%	9%	24%
CAQ 2nd Choice	29%		57%	4%	39%
Parti Quebecois 2nd Choice	11%	24%		38%	10%
Green 2nd Choice	15%	6%	11%		0%
Other 2nd Choice	1%	0%	1%	0%	4%
Undecided	27%	18%	10%	9%	20%
WNV/None	17%	21%	7%	9%	4%

Note: 'Other' in Combined Vote not shown due to insufficient sample size. *Small sample size (n<30; take caution when interpreting results)
Current data: July 2020

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Provincial Party ID: Quebecers are slightly more likely to say they identify as a Liberal partisan (26%) than as a CAQ partisan (22%)

Q Thinking about politics in Quebec, generally speaking, do you usually think of yourself as a…
[asked of all respondents; n=500]

Liberal	Pequiste	Caquiste	Quebec Solidaire	Green	Other	None/Independent	Don't Know
26%	12%	22%	10%	5%	2%	14%	9%

Current data: July 2020

INNOVATIVE
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Provincial Party ID Tracking: Liberal partisanship is steady since late June while the CAQ are up directionally on party ID

Q Thinking about politics in Quebec, generally speaking, do you usually think of yourself as a...
[asked of all respondents; n=500]

Current data: July 2020
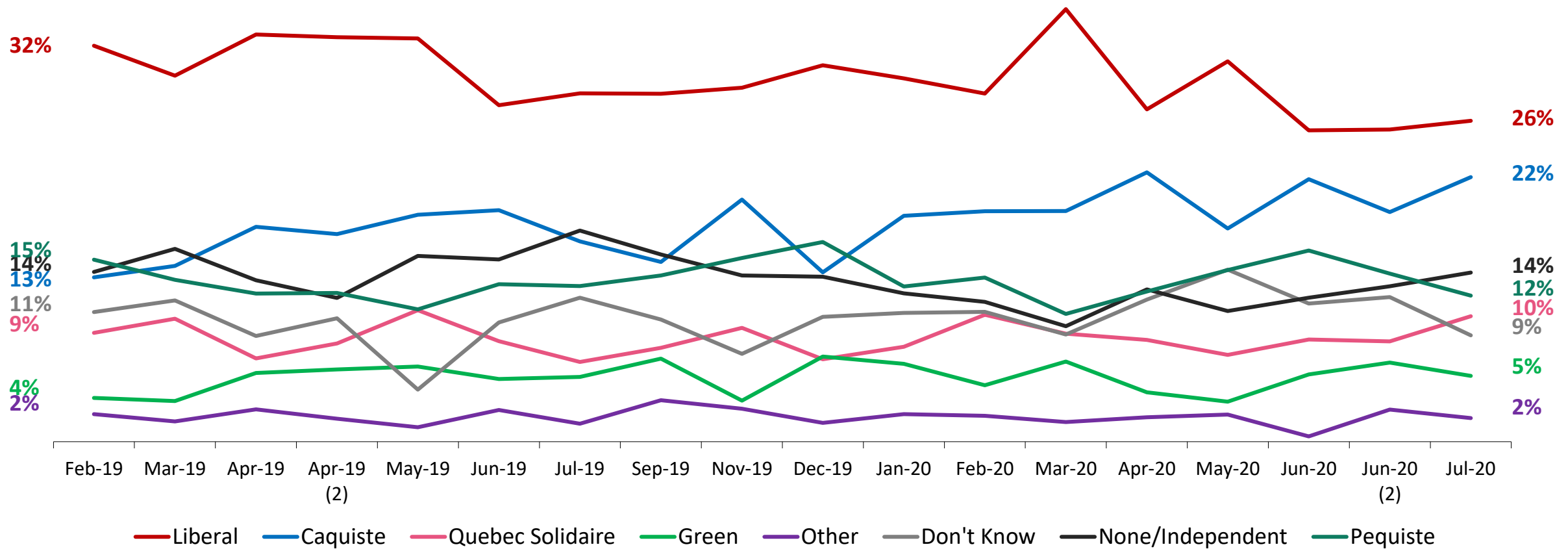
Combined Vote by Party ID: CAQ partisans appear the most loyal with 81% of their vote going towards their own party

Provincial Party Identification

Provincial Combined Vote	Liberal (N=131)	Caquiste (N=108)	Pequiste (N=60)	Quebec Solidaire (N=51)	Unaligned (N=113)
Quebec Liberal	73%	7%	1%	6%	6%
The CAQ	15%	81%	19%	17%	22%
The Parti Quebecois	5%	4%	64%	19%	6%
Quebec Solidaire	1%	3%	8%	48%	2%
Green	3%	1%	3%	4%	4%
Other	0%	1%	0%	0%	0%
Undecided/DK	3%	3%	3%	6%	37%
Would not vote/None	0%	0%	1%	0%	23%

Note: Current data: July 2020
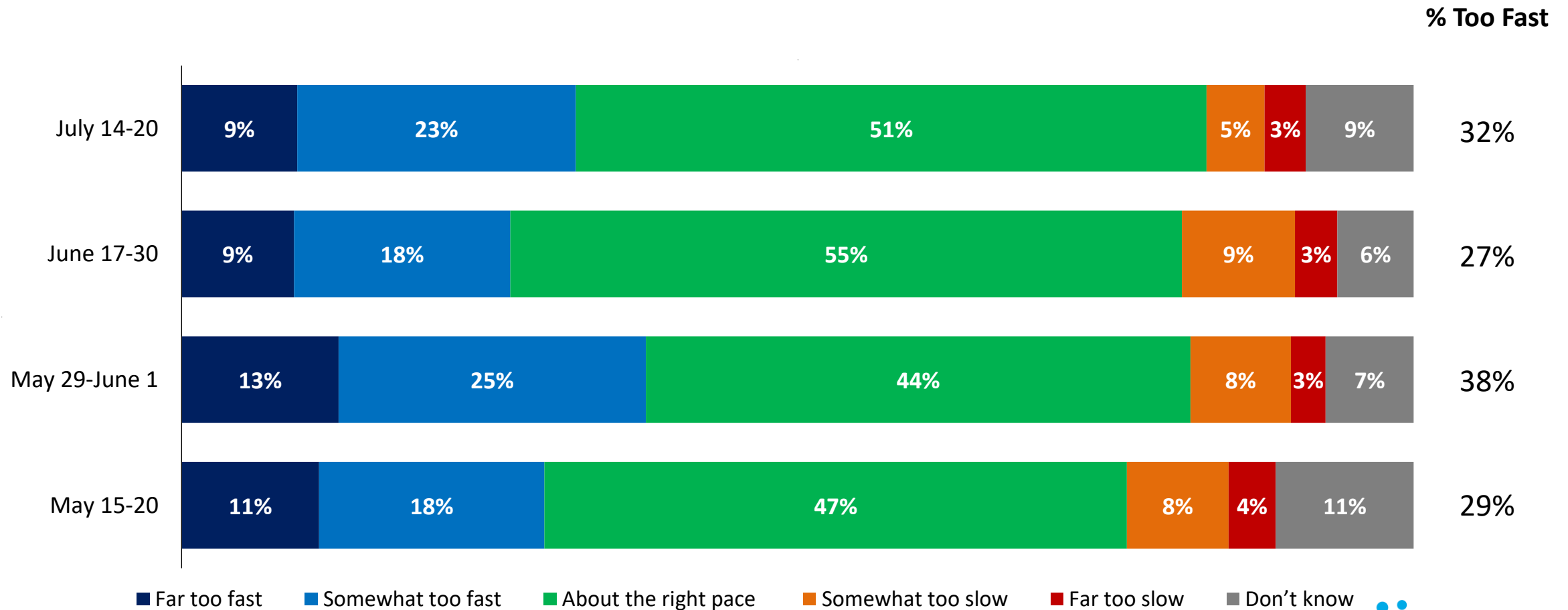
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Reopening

Feeling that the Quebec provincial government is reopening too fast has increased seven points since June.

Easing Restrictions, Provincial: Quebec shows a seven-point increase on feeling that the provincial govt is easing restrictions too fast

Q Now, thinking about the steps the **provincial** government in Quebec has taken so far to ease restrictions on businesses and social contacts, do you think the provincial government has gone too fast, has gone too slow, or has gone about the right pace?
[asked of all respondents; n=500]

% Too Fast

Date	Far too fast	Somewhat too fast	About the right pace	Somewhat too slow	Far too slow	Don't know	% Too Fast
July 14-20	9%	23%	51%	5%	3%	9%	32%
June 17-30	9%	18%	55%	9%	3%	6%	27%
May 29-June 1	13%	25%	44%	8%	3%	7%	38%
May 15-20	11%	18%	47%	8%	4%	11%	29%

Legend: ■ Far too fast ■ Somewhat too fast ■ About the right pace ■ Somewhat too slow ■ Far too slow ■ Don't know

INNOVATIVE RESEARCH GROUP

Note: Current data: July 2020

Methodology

Survey Methodology

These are the results of an online survey conducted between July 14ᵗʰ and July 20ᵗʰ, 2020.

Method: This online survey was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Lucid, a leading provider of online sample. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data to provide results that are intended to approximate a probability sample.

Sample Size: n=565 Quebec residents, 18 years or older. The results are weighted to n=500 based on Census data from Statistics Canada.

Field Dates: July 14th to July 20th, 2020.

Weighting: Results for Quebec are weighted by age, gender, and region to ensure that the overall sample's composition reflects that of the actual population according to Census data; in order to provide results that are intended to approximate a probability sample. Weighted and unweighted frequencies are reported in the table.

Margin of Error: This is a representative sample. However, since the online survey was not a random probability based sample, a margin of error cannot be calculated. Statements about margins of sampling error or population estimates do not apply to most online panels.

Note: Graphs may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Men 18-34	81	14.3%	64	12.9%
Men 35-54	74	13.1%	83	16.7%
Men 55+	99	17.5%	96	19.1%
Women 18-34	107	18.9%	64	12.8%
Women 35-54	108	19.1%	83	16.7%
Women 55+	96	17%	109	21.8%
Anglophone and Allophone Montreal	112	19.8%	79	15.7%
Francophone Montreal	83	14.7%	68	13.7%
Quebec City	38	6.7%	38	7.6%
Beauce	23	4.1%	28	5.6%
Rest of QC	309	54.7%	287	57.4%

For more information, please contact:

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