

NEWS RELEASE



FOR IMMEDIATE RELEASE

Liberals and PQ tied in Quebec

Tight PQ majority possible

TORONTO MARCH 5th, 2014 - In a random sampling of public opinion among 951 Quebec voters taken by The Forum Poll™ the evening of the day on which the Quebec provincial election was called, equal proportions, about 4-in-10, will vote for the Liberals (40%) or the Parti Quebecois (38%) which represents a statistical tie on this sample size. The Coalition Avenir Quebec (CAQ) takes a tenth of the vote (12%), somewhat fewer opt for Quebec Solidaire (QS - 7%) while very few will vote for the Green Party (2%) or for any other (1%).

The Liberal party is especially popular with the oldest (52%), the less wealthy (\$20K to \$40K - 46%), Anglophones (91%) and Allophones (83% - caution; small sample), in Quebec City (46%) and among those who oppose independence for Quebec (60%).

The PQ draws support especially from Boomers (55 to 64 - 46%), regions of the province outside Montreal and Quebec City (44%), on the North Shore (45%) and among those who support independence (75%).

CAQ draws support from the youngest (20%), the wealthier (\$80K to \$100K - 18%, \$100K to \$250K - 20%) and in Quebec City (22%).

Of note, 4-in-10 past CAQ voters will vote Liberal this time (39%), while one seventh will vote PQ (15%). Just 4-in-10 will vote CAQ again this time (41%).

Possibility of tight PQ majority

If these results are projected up to seats in a 125 seat National Assembly, the PQ are destined to capture 63, or a one seat majority. The Liberals would claim 58 seats, while CAQ and QS would take just 2 seats each.

Marois has lowest favourables

All three major party leaders draw the approval of about one third of voters (Marois - 34%, Couillard - 34%, Legault - 32%), but Pauline Marois has the most negative net favourable (approve minus disapprove) at - 24, compared to -13 for Philippe Couillard and -17 for Francois Legault.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

March 5th, 2014

HIGHLIGHTS:

- Equal proportions, about 4-in-10, will vote for the Liberals (40%) or the Parti Quebecois (38%) which represents a statistical tie on this sample size.
- If these results are projected up to seats in a 125 seat National Assembly, the PQ are destined to capture 63, or a one set majority.
- All three major party leaders draw the approval of about one third of voters (Marois - 34%, Couillard - 34%, Legault - 32%), but Pauline Marois has the most negative net favourable (approve minus disapprove) at - 24, compared to -13 for Philippe Couillard and -17 for Francois Legault.

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

March 5th, 2014

HIGHLIGHTS:

- One third of voters (34%) say yes when asked "Do you agree Quebec should be an independent country?", a question derived from the original Scottish Independence Referendum question.
- "At this point, this is anybody's race. The leaders are tied in voter preference, and practically tied in seats. The successful party in this campaign will be the one with the best ground war," said Forum Research President, Dr. Lorne Bozinoff.

One third support independence for Quebec

One third of voters (34%) say yes when asked "Do you agree Quebec should be an independent country?", a question derived from the original Scottish Independence Referendum question. Support for independence is especially common to the youngest (41%), Francophones (39%), PQ voters (71%), QS supporters (71%) and on the South Shore (39%). Opposition to independence (66% in total) is especially characteristic of the oldest (71%), mid-income groups (\$40K to \$60K - 71%), Anglophones (95%) and Allophones (77%), Liberal supporters (96%), CAQistes (85%) and in Quebec City (73%). Of note, 3-in-10 PQ voters do not support independence (29%) whereas just one twentieth of Liberal voters (4%) and one seventh of CAQ voters do (15%).

"At this point, this is anybody's race. The leaders are tied in voter preference, and practically tied in seats. The successful party in this campaign will be the one with the best ground war," said Forum Research President, Dr. Lorne Bozinoff.

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at lbozinoff@forumresearch.com or at (416) 960-9603.

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO
March 5th, 2014

Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 951 randomly selected Québécois 18 years of age and older. The poll was conducted on March 5th, 2014.

Results based on the total sample are considered accurate +/- 3%, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at www.forumresearch.com/samplestim.asp

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at www.forumresearch.com/polls.asp

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO
March 5th, 2014

Provincial Election Voting Preference - Trending

%	Liberal	PQ	CAQ	QS	Green	ON	Other
Mar 5 th , 2014 (n=951)	40	38	12	7	2	0	1
Oct. 22 nd , 2013 (n=1094)	38	36	13	8	2	2	1
Sept. 13 th , 2013 (n=1179)	42	35	12	7	2	1	1
2012 Election	31	32	27	6	1	2	1

Seat Distribution - Trending

%	Liberal	PQ	CAQ	QS
Mar 5 th , 2014 (n=951)	58	63	2	2
Oct. 22 nd , 2013 (n=1094)	56	63	4	2
Sept. 13 th , 2013 (n=1179)	64	55	4	2
2012 Election	50	54	19	2

Quebec Independence Opinion – Trending

%	Sample	Yes	No
Mar 5 th , 2014	951	34	66
Sep 26 th , 2012	462	34	66

Quebec Provincial Party Leader Approval Rating Trending (% Approve)

%	Sample	Marois	Couillard	Legault
Mar 5 th , 2014	951	34	34	32
Oct 22 nd , 2013	1094	36	35	30
Sep 13 th , 2013	1179	32	42	33

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO

March 5th, 2014

Vote Preference

‘Which party are you most likely to vote for in the provincial election on April 7?’ + ‘Even though you may not have made up your mind, which party are you leaning towards at this time?’

[Decided / Leaning]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	910	104	143	193	230	240	438	472
Liberal, or PLQ	40	26	44	40	37	52	38	41
Parti Quebecois, or PQ	38	31	33	42	46	37	40	37
Coalition Avenir Quebec, or CAQ	12	20	16	11	9	8	13	12
Quebec Solidaire, or QS	7	20	3	4	4	2	6	8
Green Party, or PVQ	2	3	3	2	1	1	2	2
Option Nationale, or ON	0	0	0	0	0	0	0	0
Other	1	1	1	1	2	0	1	1

Region / Language

%	Total	Mon	QC	ROC	N Shore	S Shore	Francophone	Non-Francophone
Sample	910	439	144	327	167	160	726	184
Liberal, or PLQ	40	42	46	34	34	34	36	89
Parti Quebecois, or PQ	38	38	24	44	45	43	41	4
Coalition Avenir Quebec, or CAQ	12	9	22	12	11	13	13	2
Quebec Solidaire, or QS	7	7	5	7	7	8	7	1
Green Party, or PVQ	2	3	2	1	2	1	2	1
Option Nationale, or ON	0	0	0	0	0	0	0	0
Other	1	1	0	1	1	1	1	1

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President

lbozinoff@forumresearch.com

416.960.9603

TORONTO

March 5th, 2014

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	910	112	179	162	117	82	130	17
Liberal, or PLQ	40	34	46	41	43	35	34	43
Parti Quebecois, or PQ	38	36	36	41	40	37	38	22
Coalition Avenir Quebec, or CAQ	12	13	10	13	6	18	20	5
Quebec Solidaire, or QS	7	12	7	5	7	9	5	16
Green Party, or PVQ	2	4	1	1	3	1	3	14
Option Nationale, or ON	0	0	0	0	0	0	0	0
Other	1	1	1	0	0	0	0	1

Past Vote

%	Total	PLQ	PQ	CAQ	QS	PVQ	ON	Other
Sample	910	321	271	141	49	20	13	22
Liberal, or PLQ	40	87	9	39	12	9	17	34
Parti Quebecois, or PQ	38	5	80	15	25	56	66	21
Coalition Avenir Quebec, or CAQ	12	7	5	41	8	0	16	14
Quebec Solidaire, or QS	7	0	5	2	53	4	0	15
Green Party, or PVQ	2	1	1	2	1	26	0	6
Option Nationale, or ON	0	0	0	0	0	0	0	0
Other	1	0	0	1	0	5	0	10

Support for Independent Quebec

%	Total	Yes	No
Sample	910	289	621
Liberal, or PLQ	40	4	60
Parti Quebecois, or PQ	38	75	17
Coalition Avenir Quebec, or CAQ	12	6	16
Quebec Solidaire, or QS	7	13	3
Green Party, or PVQ	2	2	2
Option Nationale, or ON	0	0	0
Other	1	1	1

180 Bloor Street W., #1400

Toronto, ON M5S 2V6

T 416.960.9600

F 416.960.9602

forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO

March 5th, 2014

Approval of Pauline Marois

'Do you approve or disapprove of the job Pauline Marois is doing as premier?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	951	109	152	200	240	250	453	498
Approve	34	28	29	39	38	39	34	34
Disapprove	58	57	65	56	54	57	59	57
Don't know	8	14	6	5	8	4	7	9

Region / Language

%	Total	Mon	QC	ROC	N Shore	S Shore	Francophone	Non-Francophone
Sample	951	447	153	351	179	172	765	186
Approve	34	31	31	39	43	35	40	8
Disapprove	58	62	65	51	44	56	51	88
Don't know	8	7	3	11	13	8	9	5

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	951	118	186	167	122	86	130	18
Approve	34	31	37	31	39	38	35	16
Disapprove	58	53	59	64	55	51	61	66
Don't know	8	15	5	5	6	11	4	19

Current Vote Preference

%	Total	PLQ	PQ	CAQ	QS	PVQ	ON	Other
Sample	951	410	290	93	50	30	12	25
Approve	34	6	91	10	26	13	37	14
Disapprove	58	90	5	82	64	72	44	64
Don't know	8	4	4	8	10	15	20	23

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President

lbozinoff@forumresearch.com

416.960.9603

TORONTO

March 5th, 2014

Support for Independent Quebec

%	Total	Yes	No
Sample	951	299	652
Approve	34	69	16
Disapprove	58	23	75
Don't know	8	8	8

180 Bloor Street W., #1400

Toronto, ON M5S 2V6

T 416.960.9600

F 416.960.9602

forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO
March 5th, 2014

Approval of Philippe Couillard

‘Do you approve or disapprove of the job Philippe Couillard is doing as Leader of the Opposition?’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	951	109	152	200	240	250	453	498
Approve	34	28	37	31	34	44	35	34
Disapprove	48	48	39	55	52	45	51	45
Don't know	18	23	25	13	15	11	14	21

Region / Language

%	Total	Mon	QC	ROC	N Shore	S Shore	Francophone	Non-Francophone
Sample	951	447	153	351	179	172	765	186
Approve	34	38	38	29	28	31	29	56
Disapprove	48	46	47	51	56	46	53	24
Don't know	18	17	15	20	17	23	17	20

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	951	118	186	167	122	86	130	18
Approve	34	40	40	39	29	35	23	37
Disapprove	48	36	45	45	54	49	61	37
Don't know	18	24	15	16	17	16	16	27

Current Vote Preference

%	Total	PLQ	PQ	CAQ	QS	PVQ	ON	Other
Sample	951	410	290	93	50	30	12	25
Approve	34	66	7	28	12	30	34	28
Disapprove	48	17	83	52	65	44	60	46
Don't know	18	17	9	20	23	27	6	25

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President

lbozinoff@forumresearch.com

416.960.9603

TORONTO

March 5th, 2014

Support for Independent Quebec

%	Total	Yes	No
Sample	951	299	652
Approve	34	9	47
Disapprove	48	78	33
Don't know	18	13	20

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO

March 5th, 2014

Approval of Francois Legault

'Do you approve or disapprove of the job Francois Legault is doing as Leader of the Coalition Avenir Quebec or CAQ?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	951	109	152	200	240	250	453	498
Approve	32	32	34	31	30	33	38	26
Disapprove	49	53	43	49	49	49	47	50
Don't know	19	15	23	20	21	18	15	23

Region / Language

%	Total	Mon	QC	ROC	N Shore	S Shore	Francophone	Non-Francophone
Sample	951	447	153	351	179	172	765	186
Approve	32	34	32	30	27	32	33	27
Disapprove	49	47	50	50	54	47	49	47
Don't know	19	19	18	20	19	21	18	26

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	951	118	186	167	122	86	130	18
Approve	32	27	29	39	29	41	31	37
Disapprove	49	50	51	42	51	46	55	53
Don't know	19	23	20	19	20	13	13	10

Current Vote Preference

%	Total	PLQ	PQ	CAQ	QS	PVQ	ON	Other
Sample	951	410	290	93	50	30	12	25
Approve	32	32	20	75	27	10	51	25
Disapprove	49	49	64	13	64	53	28	40
Don't know	19	19	15	12	10	37	21	35

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President

lbozinoff@forumresearch.com

416.960.9603

TORONTO

March 5th, 2014

Support for Independent Quebec

%	Total	Yes	No
Sample	951	299	652
Approve	32	23	37
Disapprove	49	60	43
Don't know	19	18	20

180 Bloor Street W., #1400

Toronto, ON M5S 2V6

T 416.960.9600

F 416.960.9602

forumresearch.com

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

March 5th, 2014

Support for Independent Quebec

'Do you agree Quebec should be an independent country?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	951	109	152	200	240	250	453	498
Yes	34	41	30	32	32	29	35	32
No	66	59	70	68	68	71	65	68

Region / Language

%	Total	Mon	QC	ROC	N Shore	S Shore	Francophone	Non-Francophone
Sample	951	447	153	351	179	172	765	186
Yes	34	33	27	37	35	39	39	10
No	66	67	73	63	65	61	61	90

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	951	118	186	167	122	86	130	18
Yes	34	35	34	29	38	36	36	29
No	66	65	66	71	62	64	64	71

Current Vote Preference

%	Total	PLQ	PQ	CAQ	QS	PVQ	ON	Other
Sample	951	410	290	93	50	30	12	25
Yes	34	4	71	15	71	29	72	27
No	66	96	29	85	29	71	28	73

For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: lbozinoff@forumresearch.com

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com