



THE RESEARCH INTELLIGENCE GROUP



MEI

Ideas for a  
More Prosperous  
Society

# Importing, selling and buying wine in Québec

April 2017

# Methodology

## Online survey conducted with Québec's general population across all regions in the province.

Leger, The Research Intelligence Group was commissioned by the Montreal Economic Institute (MEI) to conduct an online study with the general population of Québec. In total, **1 016 Quebecers** aged 18 or over were surveyed between **April 17 to April 19, 2017**. Respondents came from all regions across Québec.

### Weighting and Margin of Error

Final survey data were weighted based on the 2011 census according to age, gender, mother tongue, region, and level of education in order to guarantee a representative sample of the Quebec population.

For comparative purposes, a random sample of **1 016 respondents** would yield a margin of error of **+/- 3.1%, 19 times out of 20**.

### Online Survey

Survey respondents were selected randomly from LegerWeb's Internet panel, which includes 400,000 Canadian households, and according to a stratification process applied to invitation lists, which ensures optimal respondent representativeness. Panelists were recruited randomly from Leger's telephone surveys. Several quality control measures were implemented to ensure that Leger's surveys with Internet panelists are representative and reliable. Leger has obtained Gold Seal Certification from the Marketing Research and Intelligence Association, the highest reliability rating conferred by the association.

### How to Read Tables

In the following tables, data in bold and **green** indicate a significantly higher proportion than that of other respondents. Conversely, data in bold and **red** indicate a significantly lower proportion than that of other respondents.

When possible, results were compared to previous studies.

# Detailed Results

# Open import and wine sales

Q3 : Do you agree that independent merchants (for example, restaurant owners, wine merchants) should be able to import wine freely and sell it directly to consumers, without having to go through the SAQ?

Base : all respondents (n=1 016)

	Total	Gender		Age					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65 +
<b>NET AGREE</b>	<b>71%</b>	<b>73%</b>	<b>70%</b>	<b>57%</b>	<b>74%</b>	<b>77%</b>	<b>70%</b>	<b>76%</b>	<b>69%</b>
Strongly agree	37%	45%	29%	18%	39%	51%	36%	40%	33%
Somewhat agree	34%	27%	41%	39%	36%	25%	34%	36%	37%
<b>NET DISAGREE</b>	<b>19%</b>	<b>20%</b>	<b>18%</b>	<b>26%</b>	<b>18%</b>	<b>17%</b>	<b>16%</b>	<b>20%</b>	<b>20%</b>
Somewhat disagree	12%	11%	12%	17%	10%	9%	11%	10%	13%
Strongly disagree	7%	9%	6%	9%	7%	8%	5%	9%	7%
I don't know / I prefer not to answer	10%	7%	12%	16%	8%	6%	15%	4%	11%

# Open import and wine sales, by voting intention

**Q3 : Do you agree that independent merchants (for example, restaurant owners, wine merchants) should be able to import wine freely and sell it directly to consumers, without having to go through the SAQ?**

Base : all respondents (n=1 016)

	Total	Provincial Voting Intentions				
		LPQ	PQ	CAQ	QS	Other
<b>NET AGREE</b>	71%	75%	62%	83%	71%	76%
Strongly agree	37%	45%	27%	57%	30%	46%
Somewhat agree	34%	29%	35%	26%	41%	30%
<b>NET DISAGREE</b>	19%	17%	32%	8%	22%	8%
Somewhat disagree	12%	13%	17%	7%	16%	8%
Strongly disagree	7%	4%	15%	1%	5%	0%
I don't know / I prefer not to answer	10%	9%	6%	8%	7%	16%

# Buying wine without having to go through the SAQ

Q4 : Do you agree that Quebecers should be able to buy wine in Canada, or elsewhere, without having to go through the SAQ?

Base : all respondents (n=1 016)

	Total	Gender		Age					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65 +
<b>NET AGREE</b>	<b>84%</b>	<b>83%</b>	<b>84%</b>	<b>75%</b>	<b>84%</b>	<b>82%</b>	<b>84%</b>	<b>88%</b>	<b>85%</b>
Strongly agree	49%	55%	43%	33%	53%	54%	48%	50%	49%
Somewhat agree	35%	29%	41%	42%	31%	28%	36%	38%	36%
<b>NET DISAGREE</b>	<b>12%</b>	<b>13%</b>	<b>11%</b>	<b>14%</b>	<b>16%</b>	<b>14%</b>	<b>8%</b>	<b>9%</b>	<b>12%</b>
Somewhat disagree	8%	10%	7%	8%	14%	9%	5%	7%	8%
Strongly disagree	4%	4%	3%	6%	2%	5%	3%	2%	4%
I don't know / I prefer not to answer	5%	4%	5%	11%	0%	4%	8%	3%	3%

# Buying wine without having to go through the SAQ, by voting intention

**Q4 : Do you agree that Quebeckers should be able to buy wine in Canada, or elsewhere, without having to go through the SAQ?**

Base : all respondents (n=1 016)

	Total	Provincial Voting Intentions				
		LPQ	PQ	CAQ	QS	Other
<b>NET AGREE</b>	<b>84%</b>	<b>89%</b>	<b>77%</b>	<b>92%</b>	<b>65%</b>	<b>83%</b>
Strongly agree	49%	52%	39%	73%	36%	67%
Somewhat agree	35%	37%	38%	19%	29%	15%
<b>NET DISAGREE</b>	<b>12%</b>	<b>9%</b>	<b>21%</b>	<b>4%</b>	<b>24%</b>	<b>10%</b>
Somewhat disagree	8%	6%	12%	4%	21%	9%
Strongly disagree	4%	3%	8%	0%	3%	1%
I don't know / I prefer not to answer	5%	2%	2%	4%	11%	7%



# Profile of Respondents

	Total %
<b>Gender</b>	
<b>Male</b> Weighted n=494 Unweighted n=494	49%
<b>Female</b> Pondéré n=522 Unweighted n=522	51%
<b>Age</b>	
<b>18-24</b> Weighted n=111 Unweighted n=104	11%
<b>25-34</b> Weighted n=164 Unweighted n=148	16%
<b>35-44</b> Weighted n=163 Unweighted n=180	16%
<b>45-54</b> Weighted n=203 Absolu n=199	20%
<b>55-64</b> Weighted n=175 Unweighted n=195	17%
<b>65 +</b> Weighted n=201 Unweighted n=190	20%

	Total %
<b>Region</b>	
<b>Montreal CMA</b> Weighted n=485 Unweighted n=404	48%
<b>Québec CMA</b> Weighted n=102 Unweighted n=311	10%
<b>Rest of Québec</b> Weighted n=429 Unweighted n=311	42%
<b>Language</b>	
<b>French</b> Weighted n=794 Unweighted n=802	78%
<b>English and others</b> Weighted n=222 Unweighted n=214	22%

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