



THE GAZETTE, TVA, LE JOURNAL DE MONTRÉAL, / LÉGER MARKETING QUEBEC POLL

- Liberal new candidates are better perceived
- 73% of Quebecers would vote



PRESS RELEASE

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Methodology

This Léger Marketing survey was conducted among **1203** Quebec respondents between March 28th and March 31st 2003. The maximum margin of error for a sample of this size is **±3.0%**, 19 times out of 20. The sample size for the three daily questions is **301** Quebec respondents. Those interviews were conducted on March 31st 2003 and the margin of error is **±5.6%**.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a representative sample of the entire Quebec adult. The distribution of the 13% of undecided voter was done in proportion to voting intentions.

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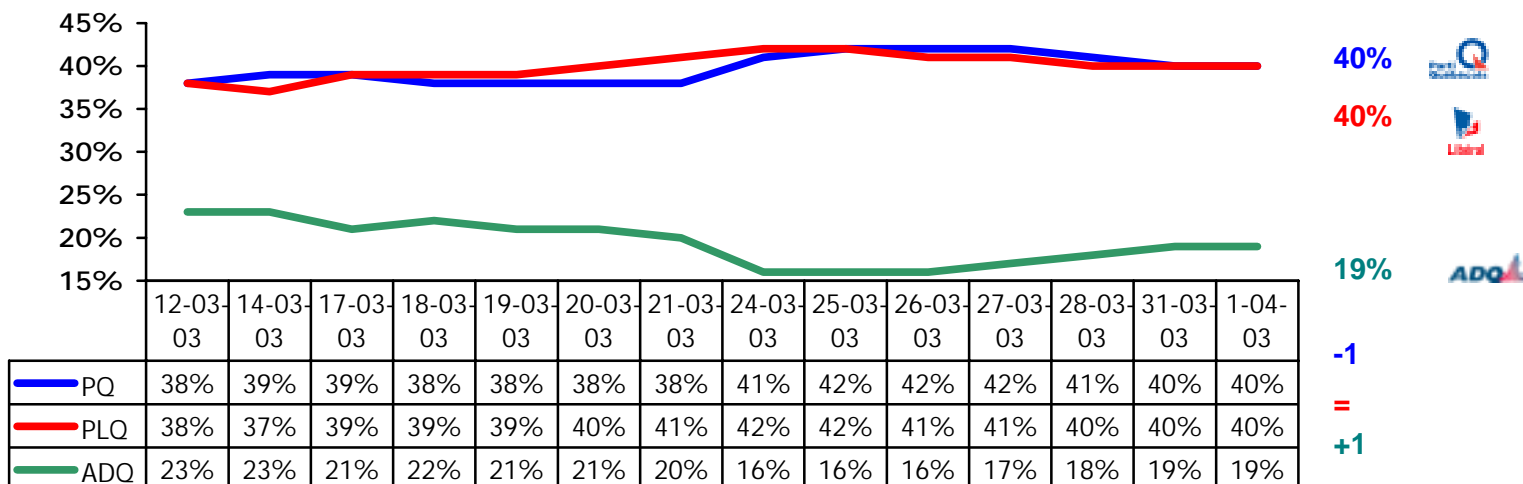
1. Voting Intentions are Stable

Table 1 – QUEBEC PROVINCIAL VOTING INTENTIONS

Question: If provincial elections were held today, for which of the following political parties would you be most likely to vote? *(If the respondent did not have an opinion, the following question was asked): Even if you have not yet made up your mind, for which political party would you be most likely to vote?*

	Before Distribution n=1203	After Distribution n=1004	Francophones	Non- francophones
PQ	33%	40%	46%	10%
PLQ	33%	40%	31%	78%
ADQ	16%	19%	21%	10%
Others	1%	1%	1%	1%
Would not vote	2%	-	-	-
Would spoil ballot	2%	-	-	-
Don't know	10%	-	-	-
Refusal	3%	-	-	-

**Table 2 - Evolution of Voting Intentions
March 12 - April 1st 2003**



* The distribution of the 13% of undecided voters was done in proportion to voting intentions

2. Bernard Landry still has the Lead

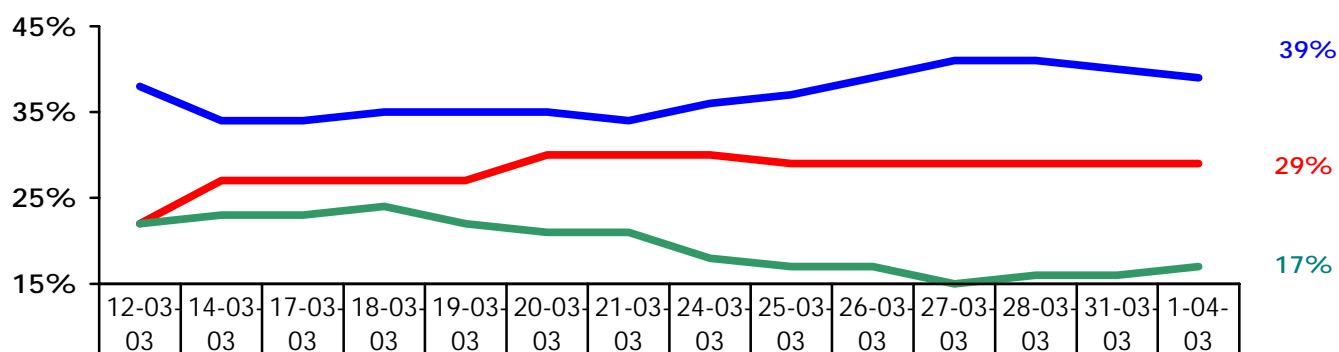
Table 3– TRUST IN THE LEADERS

Question: *In your opinion, who would make the best Quebec Premier from among the following...?*

N=1203

	Ent. population	Francophones	Non-francophones
Bernard Landry	39%	44%	14%
Jean Charest	29%	22%	58%
Mario Dumont	17%	19%	8%
None of the above	6%	5%	8%
All three equally	1%	1%	4%
Dnk/Refusal	8%	9%	8%

Table 4 - Evolution of Leaders' Popularity
March 12 to April 1st, 2003



	12-03-03	14-03-03	17-03-03	18-03-03	19-03-03	20-03-03	21-03-03	24-03-03	25-03-03	26-03-03	27-03-03	28-03-03	31-03-03	1-04-03	
Bernard Landry	38%	34%	34%	35%	35%	35%	34%	36%	37%	39%	41%	41%	40%	39%	-1
Jean Charest	22%	27%	27%	27%	27%	30%	30%	30%	29%	29%	29%	29%	29%	29%	=
Mario Dumont	22%	23%	23%	24%	22%	21%	21%	18%	17%	17%	15%	16%	16%	17%	+1

3. Liberal new candidates are better perceived

Table 5 - Question TVA

Question : Which party introduced the team of new candidates that is most promising? Is it..
N=301

	Entire population	Franco.	Non-franco.	PLQ	PQ	ADQ
The PLQ with Yves Séguin, Michel Audet and Sam Hamad	31%	26%	54%	72%	4%	10%
The PQ with Camil Bouchard, Daniel Turp and Line-Sylvie Perron	21%	24%	7%	3%	59%	4%
The ADQ with Joëlle Lescop, Pierre Bourque and Diane Bellemare	19%	20%	12%	2%	15%	64%
Don't know/Refusal	29%	30%	28%	23%	22%	22%

4. 29% of Quebecers were waiting for the Leaders' Debate to take a Final Decision **This question was published this morning in Le Journal de Montréal

Table 6- Question Journal de Montréal

Question : Are you waiting for the leaders' debate to take your final decision on the party you will vote for ?
n=301

	Entire population	Franco.	Non-franco.	PLQ	PQ	ADQ
Yes	29%	29%	30%	33%	20%	20%
No, is not waiting for the debate	55%	55%	52%	51%	72%	59%
No, will not watch the debate	14%	14%	14%	14%	7%	21%
Don't know	2%	2%	5%	2%	1%	-

5. 95% of Quebecers intend to Vote

Table 7- Question The Gazette

Question : Do you intend to vote at the provincial election or not?
n=301

	Total population
Yes	95%
No	2%
Don't know	3%

6. 73% of Quebecers would Vote

Table 7- Question The Gazette

Question : Can you tell me precisely when will be held the provincial election?
n=301

	Entire population
Monday, April 14, 2003	3%
April 14	70%
In April	5%
In 2 weeks	2%
Other	8%
Don't know	12%

> 73%