



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

- Bernard Landry Remains More Popular
- Young Voters Ambivalent on which Platform is Best for Them



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#### Methodology

This Léger Marketing survey was conducted among **1203** Quebec respondents between April 3<sup>rd</sup> and April 6<sup>th</sup> 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 **300** Quebec respondents. Those interviews were conducted on April 6<sup>th</sup> 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 10% of undecided voter was done in proportion to voting intentions.

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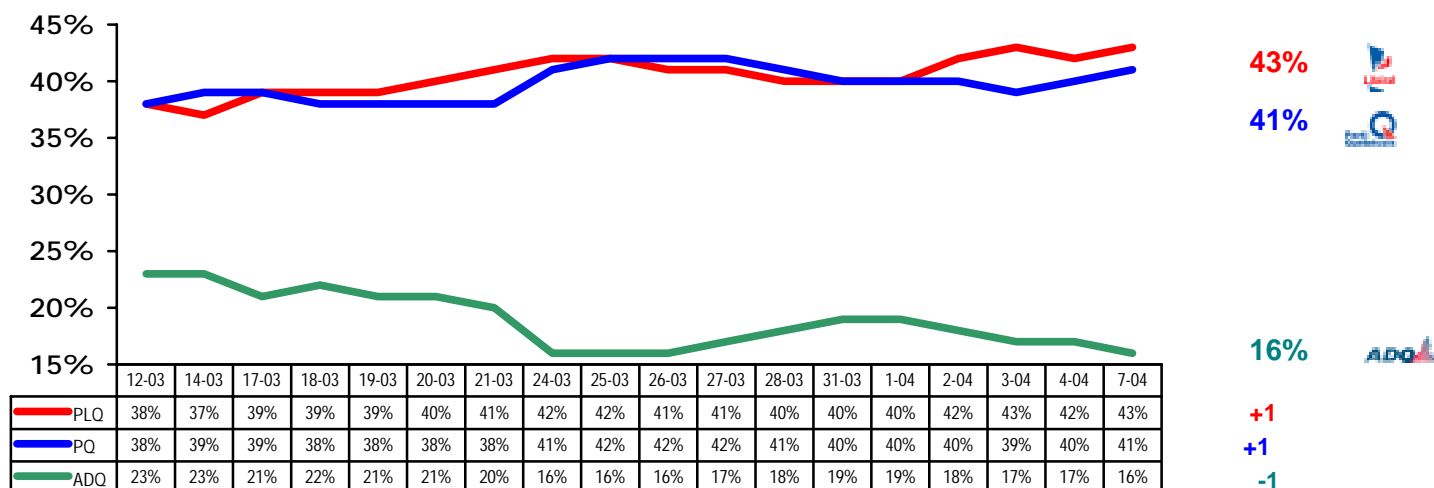
## 1. A Tight Fight

**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=1013	Francophones	Non- francophones
PLQ	36%	43%	35%	78%
PQ	34%	41%	47%	12%
ADQ	14%	16%	18%	9%
Others	-	-	-	1%
Would not vote	3%	-	-	-
Would spoil ballot	2%	-	-	-
Don't know	8%	-	-	-
Refusal	2%	-	-	-

**Table 2 - Evolution of Voting Intentions  
March 12 - April 7 2003**



\* The distribution of the 10% of undecided voters was done in proportion to voting intentions

## 2. Bernard Landry Remains the Most Popular

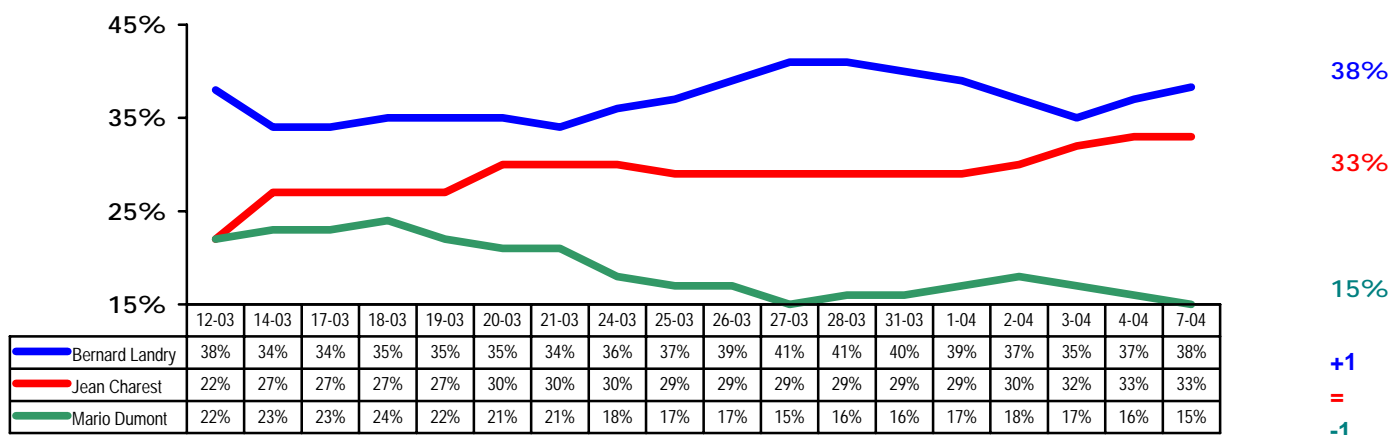
**Table 3– TRUST IN THE LEADERS**

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

N=1203

	Ent. population	Francophones	Non-francophones
<b>Bernard Landry</b>	38%	43%	15%
<b>Jean Charest</b>	33%	27%	60%
<b>Mario Dumont</b>	15%	16%	8%
<b>None of the above</b>	7%	7%	5%
<b>All three equally</b>	1%	1%	1%
<b>Dnk/Refusal</b>	6%	5%	10%

**Table 4 - Evolution of Leaders Popularity  
March 12 - April 7 2003**



### 3. Young Voters Ambivalent on which Platform is Best for Them

**Table 5 - Question TVA**

**Question :** Which political party offers the most interesting platform to young people?  
N=300

	Entire population	18-24	25-34	35-44	45-54	55-64	65+
ADQ	26%	36%	34%	14%	32%	35%	15%
PQ	25%	34%	33%	32%	27%	18%	16%
PLQ	20%	8%	17%	17%	23%	16%	29%
Other party	1%	-	-	-	2%	-	2%
None	6%	-	2%	7%	4%	12%	10%
Don't know	21%	22%	14%	29%	14%	19%	28%

### 4. The Election Campaign is Getting more Interesting : 52% Find it Interesting Today in Comparison to 41% a Week Before the Debate

**Table 6- Question Journal de Montréal**

**Question :** Do you find the current campaign very interesting, interesting, not much interesting or not interesting at all?  
n=300

	Entire population	Franco.	Non-franco.	PLQ	PQ	ADQ
Very interesting	5%	4%	6%	8%	3%	3%
Interesting	47%	47%	45%	50%	54%	39%
Not much interesting	31%	32%	27%	27%	31%	44%
Not interesting at all	15%	15%	17%	14%	12%	12%
Don't know/Refusal	2%	2%	5%	1%	1%	3%

## 5. The PQ Would Win the Election

**Table 7- Question The Gazette**  
**Question :** In your opinion, which party will win the election?  
 n=300

	Entire population	Franco.	Non-franco.	PLQ	PQ	ADQ
PQ	47%	53%	24%	23%	78%	46%
PLQ	38%	33%	62%	67%	16%	39%
ADQ	2%	2%	-	-	-	11%
Don't know/Refusal	13%	12%	14%	11%	6%	5%

