



The Strategic Counsel

Gregg, Kelly, Sullivan & Woolstencroft:  
The Strategic Counsel

[www.thestrategiccounsel.com](http://www.thestrategiccounsel.com)

21 St. Clair Avenue East  
Suite 1100  
Toronto, Ontario  
M4T 1L9  
Tel 416 975-4465  
Fax 416 975-1883

60 George Street  
Suite 205  
Ottawa, Ontario  
K1N 1J4  
Tel 613 236-0296  
Fax 613 236-1290



# A Report To The Globe and Mail and CTV

## Quebec Election

March 16, 2007

# Introduction and Methodology

- ◆ Gregg, Kelly, Sullivan & Woolstencroft: *The Strategic Counsel* is pleased to present findings of a survey of 1000 Quebeckers.
- ◆ Results are based on tracking among a proportionate national sample of Canadians 18 years of age or older.
- ◆ Interviews were conducted between March 14<sup>th</sup> and March 15<sup>th</sup>, 2007.
- ◆ The following table outlines the sample distribution and associated margin of error.
- ◆ Note: Proportions may not sum to 100% due to rounding.

# Sample Distribution and Margin of Error

	<b>March 14-15</b>	
<b>Region</b>	<b>Sample Size</b>	<b>Margin of Error (±)</b>
Quebec	1000	3.1%
Montreal Island	225	6.5%
Rest of Montreal	253	6.2%
Quebec (excl. Montreal)	522	4.3%

Detailed Tables

# How closely have Quebeckers been following the election campaign?

	Total Quebec	Region		
		Montreal Island	Rest of Montreal CMA	Quebec excl. Montreal
	Mar 14-15	Mar 14-15	Mar 14-15	Mar 14-15
n=	1000	225	253	522
	%	%	%	%
<b>NET Closely</b>	<b>56</b>	<b>54</b>	<b>54</b>	<b>58</b>
Very closely	15	11	14	17
Closely	42	44	40	42
Not very closely	29	30	31	27
Not at all	15	16	15	15
<b>NET Not Closely</b>	<b>44</b>	<b>46</b>	<b>46</b>	<b>42</b>
DK/NA/Ref	<1	-	1	-

Q. As you probably know, a provincial election has been called for March 26th. Would you say you have been following the election campaign very closely, closely, not very closely or not at all?

Base: Total sample

# How would Quebeckers vote today?

	Total Quebec		Region					
			Montreal Island		Rest of Montreal CMA		Quebec excl. Montreal	
	2003 Election Results	Mar 14-15 2007	2003 Election Results	Mar 14-15 2007	2003 Election Results	Mar 14-15 2007	2003 Election Results	Mar 14-15 2007
n=		1000		225		253		522
	%	%	%	%	%	%	%	%
Liberal Party candidate	47	30	62	40	44	27	42	28
Parti Quebecois candidate	34	32	28	29	39	32	34	33
Action Democratique candidate	19	26	9	13	17	30	23	29
Quebec Solidaire candidate	-	5	-	10	-	3	-	4
Green Party candidate	<1	7	1	8	<1	9	<1	6

Q. If the election were being held tomorrow, which Party's candidate do you think you would be supporting in your local area (Rotate) the Quebec Liberal Party/Parti Liberal du Quebec candidate, the Parti Quebecois/Parti Quebecois candidate, the Action Democratique/Action Democratique du Quebec candidate, Quebec Solidaire/Quebec Solidaire or the Green Party of Quebec/Parti Vert du Quebec?

Q. In that case, which Party's candidate would you be leaning towards at this time? Would it be (ROTATE LIST) the Quebec Liberal Party/Parti Liberal du Quebec candidate, the Parti Quebecois/Parti Quebecois candidate, the Action Democratique/Action Democratique du Quebec candidate, Quebec Solidaire/Quebec Solidaire or the Green Party of Quebec/Parti Vert du Quebec?

Base: Total sample

# How would Quebeckers vote today?

## *By Support for Sovereignty*

	Total Quebec	Support for Sovereignty	
		For	Against
	Mar 14-15	Mar 14-15	Mar 14-15
n=	1000	374	505
	%	%	%
Liberal Party candidate	30	6	51
Parti Quebecois candidate	32	63	9
Action Democratique candidate	26	18	31
Quebec Solidaire candidate	5	8	2
Green Party candidate	7	5	8

Q. If the election were being held tomorrow, which Party's candidate do you think you would be supporting in your local area (Rotate) the Quebec Liberal Party/Parti Liberal du Quebec candidate, the Parti Quebecois/Parti Quebecois candidate, the Action Democratique/Action Democratique du Quebec candidate, Quebec Solidaire/Quebec Solidaire or the Green Party of Quebec/Parti Vert du Quebec?

Q. In that case, which Party's candidate would you be leaning towards at this time? Would it be (ROTATE LIST) the Quebec Liberal Party/Parti Liberal du Quebec candidate, the Parti Quebecois/Parti Quebecois candidate, the Action Democratique/Action Democratique du Quebec candidate, Quebec Solidaire/Quebec Solidaire or the Green Party of Quebec/Parti Vert du Quebec?

Base: Total sample

# How would Quebeckers vote today?

## *By Federal Vote*

	Total Quebec	Federal Vote					
		Liberal	Cons.	NDP	BQ	Green	Other/DK/Ref/Wnt Vote
	Mar 14-15	Mar 14-15	Mar 14-15	Mar 14-15	Mar 14-15	Mar 14-15	Mar 14-15
n=	1000	202	213	85 <sup>c</sup>	330	53 <sup>c</sup>	117 <sup>c</sup>
	%	%	%	%	%	%	%
Liberal Party candidate	30	75	39	19	4	10	31
Parti Quebécois candidate	32	11	11	12	65	17	30
Action Democratique candidate	26	11	46	31	21	11	31
Quebec Solidaire candidate	5	1	1	24	6	11	2
Green Party candidate	7	2	4	15	4	51	6

Q. If the election were being held tomorrow, which Party's candidate do you think you would be supporting in your local area (Rotate) the Quebec Liberal Party/Parti Liberal du Quebec candidate, the Parti Quebécois/Parti Quebécois candidate, the Action Democratique/Action Democratique du Quebec candidate, Quebec Solidaire/Quebec Solidaire or the Green Party of Quebec/Parti Vert du Quebec?

Q. In that case, which Party's candidate would you be leaning towards at this time? Would it be (ROTATE LIST) the Quebec Liberal Party/Parti Liberal du Quebec candidate, the Parti Quebécois/Parti Quebécois candidate, the Action Democratique/Action Democratique du Quebec candidate, Quebec Solidaire/Quebec Solidaire or the Green Party of Quebec/Parti Vert du Quebec?

Base: Total sample

c Caution, small base size



# Which party is gaining the most momentum?

	Total Quebec	Region		
		Montreal Island	Rest of Montreal CMA	Quebec excl. Montreal
	Mar 14-15	Mar 14-15	Mar 14-15	Mar 14-15
n=	1000	225	253	522
	%	%	%	%
Liberal Party	21	27	21	19
Parti Quebecois	15	14	15	16
Action Democratique	48	40	52	49
None of them (vol.)	4	5	2	4
Other (vol.)	<1	1	-	<1
DK/NA/Ref	12	13	11	12

Q. From what you can tell, which of the three main parties has been gaining the most momentum and popularity so far (ROTATE), the Liberal Party, the Party Quebecois or the Action Democratique?

Base: Total sample

# Did Quebeckers watch or hear the Leader's debate?

	Total Quebec	Region		
		Montreal Island	Rest of Montreal CMA	Quebec excl. Montreal
	Mar 14-15	Mar 14-15	Mar 14-15	Mar 14-15
n=	1000	225	253	522
	%	%	%	%
Yes	55	54	51	58
No	45	46	49	42

Q. Did you watch or hear the Leader's debate that took place the other night?

Base: Total sample

# Which leader did better than expected?

	Total Quebec	Region		
		Montreal Island	Rest of Montreal CMA	Quebec excl. Montreal
	Mar 14-15	Mar 14-15	Mar 14-15	Mar 14-15
n=	554	122	128	303
	%	%	%	%
Jean Charest	16	19	20	13
Andre Boisclair	40	43	34	42
Mario Dumont	34	28	37	36
DK/NA/Ref	10	11	10	9

Q. Which one of the three leaders did better than you expected?

Base: Those who watched or heard the Leader's debate

# Which leader did worse than expected?

	Total Quebec	Region		
		Montreal Island	Rest of Montreal CMA	Quebec excl. Montreal
	Mar 14-15	Mar 14-15	Mar 14-15	Mar 14-15
n=	554	122	128	303
	%	%	%	%
Jean Charest	41	36	40	43
Andre Boisclair	25	24	31	23
Mario Dumont	23	30	21	22
DK/NA/Ref	11	10	8	12

Q. Which one of the three leaders did worse than you expected?

Base: Those who watched or heard the Leader's debate

# Which leader appeared and sounded most like a Prime Minister?

	Total Quebec	Region		
		Montreal Island	Rest of Montreal CMA	Quebec excl. Montreal
	Mar 14-15	Mar 14-15	Mar 14-15	Mar 14-15
n=	554	122	128	303
	%	%	%	%
Jean Charest	54	60	59	49
Andre Boisclair	22	21	13	26
Mario Dumont	16	9	18	17
DK/NA/Ref	9	10	10	7

Q. Which one appeared and sounded most like a Prime Minister in your view?

Base: Those who watched or heard the Leader's debate

# Which leader do Quebeckers feel won the debate?

	Total Quebec	Region		
		Montreal Island	Rest of Montreal CMA	Quebec excl. Montreal
	Mar 14-15	Mar 14-15	Mar 14-15	Mar 14-15
n=	554	122	128	303
	%	%	%	%
Jean Charest	19	23	25	14
Andre Boisclair	27	26	23	29
Mario Dumont	32	23	32	37
DK/NA/Ref	22	28	21	21

Q. In your opinion, which one won?

Base: Those who watched or heard the Leader's debate

# Which leader do Quebeckers trust most to lead the province?

	Total Quebec	Region		
		Montreal Island	Rest of Montreal CMA	Quebec excl. Montreal
	Mar 14-15	Mar 14-15	Mar 14-15	Mar 14-15
n=	1000	225	253	522
	%	%	%	%
Jean Charest	31	38	29	30
Andre Boisclair	27	26	23	28
Mario Dumont	26	15	30	29
DK/NA/Ref	16	20	18	13

Q. Which of the three party leaders would you trust most to lead the province of Quebec?

Base: Total sample

# Which party do Quebeckers think will form the next government of Quebec?

	Total Quebec	Region		
		Montreal Island	Rest of Montreal CMA	Quebec excl. Montreal
	Mar 14-15	Mar 14-15	Mar 14-15	Mar 14-15
n=	1000	225	253	522
	%	%	%	%
Liberal Party	71	73	71	69
Parti Quebecois	15	13	15	15
Action Democratique	7	6	7	7
DK/NA/Ref	8	8	8	8

Q. If you had to guess right now, which party do you think will win the most seats and form the next government of Quebec?

Base: Total sample



# Do Quebeckers think the outcome will be a majority or minority government?

	Total Quebec	Region		
		Montreal Island	Rest of Montreal CMA	Quebec excl. Montreal
	Mar 14-15	Mar 14-15	Mar 14-15	Mar 14-15
n=	1000	225	253	522
	%	%	%	%
Majority	22	28	21	20
Minority	72	63	73	75
DK/NA/Ref	6	9	6	5

Q. And do you think they would win a majority or a minority of seats in the National Assembly – that is, do you think they would form a majority or minority government?

Base: Total sample

# Do Quebeckers think the outcome will be a majority or minority government? *By Anticipated Winner*

	Total Quebec	Anticipated Winner		
		Liberal Party	Parti Quebecois	Action Democratique
	Mar 14-15	Mar 14-15	Mar 14-15	Mar 14-15
n=	1000	705	146	69 <sup>c</sup>
	%	%	%	%
Majority	22	22	26	25
Minority	72	75	66	72
DK/NA/Ref	6	3	8	3

Q. And do you think they would win a majority or a minority of seats in the National Assembly – that is, do you think they would form a majority or minority government?

Base: Total sample

# Do Quebeckers think the outcome of the election will be a good thing or bad thing?

	Total Quebec	Region		
		Montreal Island	Rest of Montreal CMA	Quebec excl. Montreal
	Mar 14-15	Mar 14-15	Mar 14-15	Mar 14-15
n=	887	197	226	464
	%	%	%	%
A good thing	65	62	68	65
A bad thing	30	31	27	30
DK/NA/Ref	5	7	4	5

Q. As far as you are concerned, would the (party named in Q11) forming a (majority/minority from Q12) government be a good thing or a bad thing?

Base: Total sample

# Do Quebeckers think the outcome of the election will be a good thing or bad thing? *By Anticipated Outcome*

	Total Quebec	Anticipated Outcome	
		Majority	Minority
	Mar 14-15	Mar 14-15	Mar 14-15
n=	887	214	673
	%	%	%
A good thing	65	72	63
A bad thing	30	22	32
DK/NA/Ref	5	7	5

Q. As far as you are concerned, would the (party named in Q11) forming a (majority/minority from Q12) government be a good thing or a bad thing?

Base: Those with response to Q11 and Q12

# If Quebeckers thought Mario Dumont and the ADQ might form the government, would they change their vote?

	Total Quebec	Region		
		Montreal Island	Rest of Montreal CMA	Quebec excl. Montreal
	Mar 14-15	Mar 14-15	Mar 14-15	Mar 14-15
n=	1000	225	253	522
	%	%	%	%
Yes	16	16	16	16
No	79	76	79	80
DK/NA/Ref	5	8	5	4

Q. If you thought that Mario Dumont and the ADQ might form the government, would that change your mind about which party's candidate you would vote for on the March 26<sup>th</sup> election?

Base: Total sample

# Who would they vote for instead?

	Total Quebec
	Mar 14-15
	n= 160
	%
Liberal Party candidate	18
Parti Quebecois candidate	23
Action Democratique candidate	32
Quebec Solidaire candidate	4
Green Party candidate	12
Undecided/DK/Ref	12

Q. In that case, which Party's candidate would you vote for?

Base: Total sample

# If the Parti Quebecois formed the next government, would they hold a referendum on sovereignty in the next few years?

	Total Quebec	Region		
		Montreal Island	Rest of Montreal CMA	Quebec excl. Montreal
	Mar 14-15	Mar 14-15	Mar 14-15	Mar 14-15
n=	1000	225	253	522
	%	%	%	%
<b>NET Likely</b>	<b>64</b>	<b>66</b>	<b>62</b>	<b>65</b>
Very likely	27	30	27	26
Somewhat likely	37	36	35	39
Somewhat unlikely	20	17	21	20
Very unlikely	11	12	11	11
<b>NET Unlikely</b>	<b>31</b>	<b>29</b>	<b>32</b>	<b>31</b>
DK/NA/Ref	5	5	6	4

Q. If Andre Boisclair and the Parti Quebecois won the most seats and formed the next government, how likely do you think it is that they would hold a referendum on sovereignty within the next few years?

Base: Total sample

# Would Quebeckers vote for or against sovereignty if there was a referendum in the next few years?

	Total Quebec	Region		
		Montreal Island	Rest of Montreal CMA	Quebec excl. Montreal
	Mar 14-15	Mar 14-15	Mar 14-15	Mar 14-15
n=	1000	225	253	522
	%	%	%	%
For sovereignty	37	34	39	38
Against sovereignty	51	52	50	50
DK/NA/Ref	12	14	11	12

Q. And if there was a referendum within the next few years, do you think you would vote for or against sovereignty?

Base: Total sample



# Who would Quebeckers vote for in a federal election if it were held tomorrow?

	Total Quebec	Region		
		Montreal Island	Rest of Montreal CMA	Quebec excl. Montreal
	Mar 14-15	Mar 14-15	Mar 14-15	Mar 14-15
n=	1000	225	253	522
	%	%	%	%
Liberal candidate	23	36	23	17
Conservative candidate	24	16	20	30
NDP candidate	10	13	11	7
Bloc Quebecois candidate	37	30	40	40
Green Party candidate	6	5	6	6

Q. Forgetting about the provincial election for a moment, if there was federal election being held tomorrow, which Party's candidate do you think you would be supporting in your local area .... the federal (Rotate) Liberal Party candidate, the Conservative Party candidate, the NDP candidate or the Bloc Quebecois candidate?

Q. In that case, which Party's candidate would you be leaning towards ...the federal (Rotate) Liberal Party candidate, the Conservative Party candidate, the NDP candidate or the Bloc Quebecois candidate?

Base: Total sample