



Provincial Politics
THE ADQ MAKES HEADWAY IN FOUR QUÉBEC
REGIONS

ANALYSIS REPORT
Publication Date: March 2, 2007

Methodology

This study was conducted by Leger Marketing through telephone interviews among 3,101 Quebecers from February 25 to February 28, 2007. The maximum margin of error obtained for a sample of this size is $\pm 1.8\%$ 19 times out of 20. Depending on the region, margins of error vary between 4% and 7%.

Using data from Statistics Canada, the final results were weighted according to gender, age, mother tongue and region to ensure a sample representative of the Québec population.

1. Voting Intentions Tighten Up

If elections had been held in Québec between February 24 and February 28, the Liberal Party would have obtained 36% of the vote, the Parti Québécois would have received 29% of the vote and 25% of voters would have been in favour of the Action démocratique. The other parties would have shared 11% of the vote: 5% for Québec solidaire, 5% for the Green Party and 1% for the other parties.

Voting intentions in Québec are stable since Léger Marketing's last poll conducted from February 21 to February 24. The gap between the PLQ and the PQ has narrowed from nine to seven points, but the ADQ strengthens its base by obtaining 25% of voting intentions (compared to 24% during the last poll).

The Parti Québécois is leading among Francophones, but the lead is slim (33% versus 28%). Moreover, the PLQ seems to have made a recovery among non-Francophones, where it obtains 71% of voting intentions in comparison with 63% at the last poll. The PQ has also taken the lead on the ADQ among non-Francophones (12% versus 9%).

Table 1 -PROVINCIAL VOTING INTENTIONS IN QUÉBEC

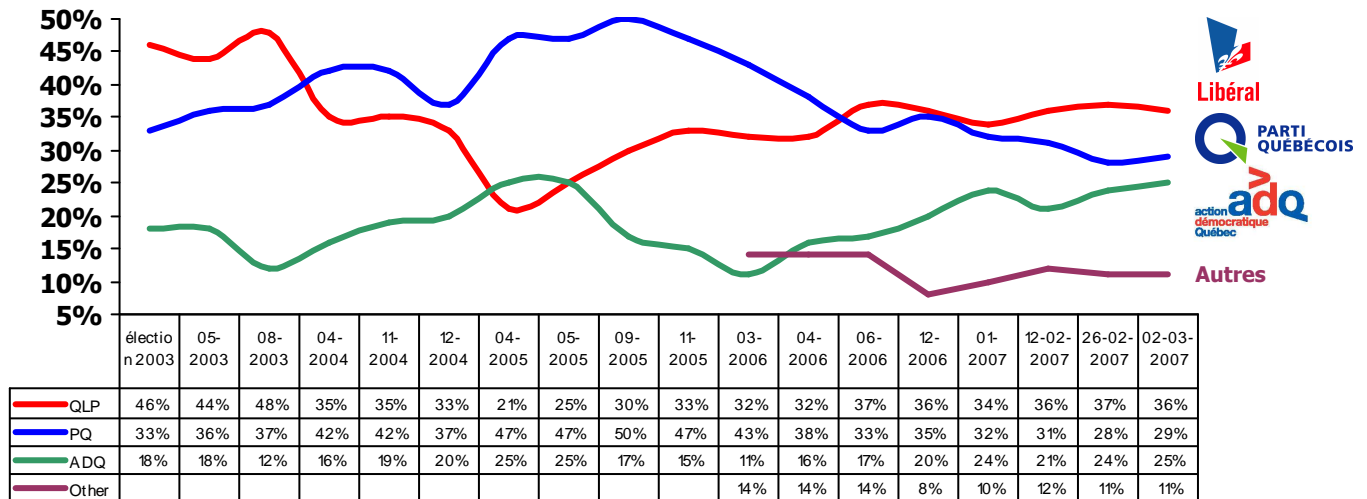
Question: *If provincial elections were held today, for which political party would you be most likely to vote? Would it be for Jean Charest's Liberal Party, André Boisclair's Parti québécois, Mario Dumont's Action démocratique, Françoise David's Québec Solidaire or Scott McKay's Green Party? If the respondent did not have an opinion the following question was asked: Even if you have not yet made up your mind, which political party would you be most likely to vote for?*

	Before Distribution n=3101	After Distribution n=2682	Franco-phones n=2412	Non-franco n=270
... Jean Charest's Liberal Party	32%	36%	28%	71%
... André Boisclair's Parti Québécois	25%	29%	33%	12%
... Mario Dumont's Action démocratique	21%	25%	28%	9%
... Françoise David's Québec solidaire	5%	5%	6%	2%
... Scott McKay's Green Party	4%	5%	5%	5%
Another party	0%	1%	1%	0%
Would not vote/Would spoil ballot	4%	-	-	-
Don't know	2%	-	-	-
Refusal	6%	-	-	-

Note 1: Distribution of undecided is proportional to voting intentions.

Note 2: **Numbers in red** indicate a significant higher difference and **numbers in blue** indicate a significant lower difference.

Evolution of Voting Intentions April 2003 to March 2007



2. Quebec Regions could Drop the PQ, Sometimes for the Liberals, Sometimes for the ADQ

- Montreal East could give its best score to Québec Solidaire, which obtains 10% of voting intentions in this region.
- Liberals are practically the only ones in the running in the Western part of the island, with 61% of voting intentions. The Parti Québécois (17%) takes the lead over the ADQ (10%).
- Laval could lean towards the Liberals, while a tight three-way race is being contested in Montérégie.
- In the West, Outaouais remains a Liberal bastion and Abitibi a PQ bastion.
- The PQ is third in the Mauricie and Centre-du-Québec regions
- PQ supporters and Liberals supporters are nearly tied in the Townships.
- The race is extremely tight in the Capitale-Nationale, where the three parties are practically tied.
- The ADQ leads in the Chaudière-Appalaches region.
- The PLQ is turning up the heat on the PQ in Saguenay-Lac-St-Jean.
- The PLQ has a comfortable lead in the Bas-St-Laurent and Gaspésie regions

Table 2 – VOTING INTENTIONS PER REGION

	TOTAL QUÉBEC		VOTING INTENTIONS PER REGION (AFTER DISTRIBUTION)												
	Before distribution n=3101	After distribution n=2682	Mtl-East n=200	Mtl-West n=200	Laval n=200	Laurentides / Lanaudière n=300	Montréal n=300	Outaouais n=200	Abitibi n=200	Mauricie / Centre-du- Québec n=200	Estrie n=200	Capitale- Nationale n=500	Chaudière- Appalaches n=200	Saguenay-Lac-St- Jean / Côte-Nord n=200	Bas-St-Laurent / Gaspésie n=201
PLQ	32%	36%	32%	61%	43%	17%	33%	45%	27%	36%	33%	30%	32%	38%	40%
PQ	25%	29%	29%	17%	28%	39%	31%	23%	42%	24%	35%	27%	25%	39%	29%
ADQ	21%	25%	21%	10%	22%	37%	27%	17%	20%	30%	19%	31%	37%	15%	27%
QS	5%	5%	10%	5%	1%	5%	4%	6%	5%	6%	9%	5%	3%	5%	2%
GPQ	4%	5%	7%	7%	5%	1%	5%	8%	4%	3%	3%	6%	3%	3%	2%
Other	0%	1%	1%	0%	0%	1%	1%	1%	1%	1%	0%	1%	0%	1%	0%
Would not vote/Spoil	4%	-	Margin of error: ± 7%	Margin of error: ± 7%	Margin of error: ± 7%	Margin of error: ± 6%	Margin of error: ± 6%	Margin of error: ± 7%	Margin of error: ± 7%	Margin of error: ± 7%	Margin of error: ± 7%	Margin of error: ± 4%	Margin of error: ± 7%	Margin of error: ± 7%	Margin of error: ± 7%
Don't know	2%	-													
Refusal	6%	-													

Note 1: Distribution of undecided is proportional to voting intentions.

Note 2: **Numbers in red** indicate a significant higher difference and **numbers in blue** indicate a significant lower difference.

3. 45% of Voters could Change their Minds

The vote remains extremely volatile: 45% of voters could switch parties from now until the election. The proportion of voters who reserve the right to change their minds is statistically comparable in all regions, except in Saguenay-Lac-St-Jean and the Côte-Nord regions where a greater number of voters say their choice is final (59%). Moreover, Liberal (59%) and PQ (58%) voters seem to have made their decision, unlike ADQ voters with only 48% saying their choice is final.

Table 3 – FINAL CHOICE

Question: Would you say... ?

	TOTAL QUÉBEC n=3101	Mtl-East n=200	Mtl-West n=200	Laval n=200	Laurentides / Lanaudière n=300	Montréal n=300	Outaouais n=200	Abitibi n=200	Mauricie / Centre-du-Québec n=200	Estrie n=200	Capitale-Nationale n=500	Chaudière-Appalaches n=200	Saguenay-Lac-St-Jean / Côte-Nord n=200	Bas-St-Laurent / Gaspésie n=201
... that's your final choice	52%	52%	47%	51%	50%	53%	51%	49%	51%	49%	54%	54%	59%	54%
... or you could still change your mind depending on the election campaign	45%	45%	51%	46%	47%	45%	47%	45%	45%	47%	43%	43%	35%	42%
Don't know / Refusal	3%	2%	1%	3%	3%	3%	2%	5%	4%	3%	3%	4%	6%	3%

	Total n=3101	Liberal Voters n=954	PQ Voters n=769	ADQ Voters n=685
... that's your final choice	52%	59%	58%	48%
... or you could still change your mind depending on the election campaign	45%	40%	41%	52%
Don't know / Refusal	3%	1%	1%	0%

4. The Best Québec Premier: Boisclair Still Lagging Behind

Jean Charest and Mario Dumont are in a tight race to merit the title of who would make the best Premier of Québec. Charest was chosen by 30% of voters and Dumont by 26%. André Boisclair trails behind with 19%.

Table 4 – THE BEST PREMIER

Question: *In your opinion, which of the following political personalities would make the best Premier of Québec?*

	TOTAL QUÉBEC n=3101	Mtl-East n=200	Mtl-West n=200	Laval n=200	Laurentides / Lanaudière n=300	Montréal n=300	Outaouais n=200	Abitibi n=200	Mauricie / Centre-du-Québec n=200	Estrie n=200	Capitale-Nationale n=500	Chaudière-Appalaches n=200	Saguenay-Lac-St-Jean / Côte-Nord n=200	Bas-St-Laurent / Gaspésie n=201
... Jean Charest	30%	34%	49%	35%	13%	28%	40%	20%	28%	29%	24%	29%	29%	32%
... Mario Dumont	26%	17%	12%	25%	38%	28%	19%	30%	32%	26%	34%	33%	24%	28%
... André Boisclair	19%	19%	13%	17%	27%	20%	16%	26%	17%	21%	19%	17%	26%	20%
... Françoise David	5%	11%	5%	2%	4%	4%	7%	6%	5%	6%	5%	3%	3%	5%
... Scott McKay	2%	3%	4%	1%	0%	2%	1%	2%	1%	1%	2%	1%	0%	0%
Aucun	9%	5%	9%	11%	9%	11%	9%	8%	8%	8%	10%	8%	6%	7%
Ne sait pas / Refus	9%	9%	8%	10%	10%	7%	7%	7%	9%	8%	6%	8%	11%	8%

Questionnaire

NOMX:

NOM. QUÉBEC'S ADMINISTRATIVE REGIONS: 21 SUB-GROUPS

BAS-SAINT-LAURENT	01
SAGUENAY/LAC-SAINT-JEAN	02
QUEBEC - CMA.....	03
MAURICIE.....	04
ESTRIE	05
MONTREAL	06
OUTAOUAIS.....	07
ABITIBI/TEMISCAMINGUE	08
COTE-NORD.....	09
GASPESIE	11
CHAUDIERE-APPALACHES - CMA.....	12
LAVAL.....	13
LANAUDIERE - CMA.....	14
LAURENTIDES - CMA	15
MONTEREGIE - CMA.....	16
LANAUDIERE-OTHER.....	24
LAURENTIDE-OTHER.....	25
MONTEREGIE-OTHER.....	26
CHAUDIÈRES-APPALACHES OTHER	32
QUEBEC OTHER	33
CENTRE-DU-QUEBEC.....	17

INTRO:

Good morning/afternoon/evening. My name is \$I
 We are currently conducting a LÉGER POLL on various subjects of general interest and we would appreciate your cooperation.
 First of all, can you please tell me if you are over 18 years of age and a Canadian citizen?

YES, CONTINUE INTERVIEW..... 01 D

QP1:

If PROVINCIAL elections were held today, for which political party would you be most likely to vote? Would it be for...?

READ THE FIRST 5 CHOICES - (in rotation) - ONLY ONE ANSWER

permutation -> 5		
...Jean Charest's Liberal Party	01	=> +2
...André Boisclair's Parti québécois.....	02	=> +2
...Mario Dumont's Action démocratique.....	03	=> +2
...Françoise David's Québec solidaire	04	=> +2
...Scott McKay's Green Party	05	=> +2
(Do not read) Other political party.....	06	=> +2
Would not vote	07	=> +2
Would spoil ballot.....	08	=> +2
Don't know	98	
Refusal	99	=> +2

QP1R:

Even if you have not yet made up your mind, which of the following political parties would you be most likely to vote for? Would it be for...?

READ THE FIRST 5 CHOICES - (in rotation) - ONLY ONE ANSWER

permutation -> 5	
...Jean Charest's Liberal Party	01
...André Boisclair's Parti québécois.....	02
...Mario Dumont's Action démocratique.....	03
...Françoise David's Québec solidaire	04
...Scott McKay's Green Party	05
(Do not read) Other political party.....	06
Would not vote	07
Would spoil ballot.....	08
Don't know	98
Refusal	99

QP2:

Would you say ...

... that's your final choice.....	1	
... or you could still change your mind depending on the election campaign?		2
Don't know	8	
Refusal	9	

QP3:

In your opinion, which of the following political personalities would make the best Premier of Québec? Would it be...?

READ THE 5 CHOICES - (in rotation) - ONLY ONE ANSWER

permutation -> 5	
... Jean Charest.....	01
... André Boisclair	02
... Mario Dumont	03
... Françoise David.....	04
... Scott McKay.....	05
None of them.....	97
Don't know	98
Refusal	99