



## **THE LEGER FEDERAL ELECTION MONITOR A Bi-Monthly Tracking of National Public Opinion**

### *CONSERVATIVE SUPPORT RISES IN QUÉBEC*

- Voting intentions are stable throughout the country with 39% for the Conservatives and 27% for the Liberals.*
- In Québec, Conservative support soars. They are now tied with the Bloc and 15 points ahead of the Liberals*
- A majority of Canadians do not want elections in the short term*

**UNDER EMBARGO**

**RELEASE DAY AND TIME: APRIL 16L, 2007, 6h00 EDT**

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## **DETAILED REPORT**

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### **Methodology**

This Leger Marketing survey was conducted with **1,500** adult Canadians between April 3 and April 12, 2007. A sample of this size yields a maximum margin of error of **± 2.6%**, 19 times out of 20. The data presented here were weighted by age, gender, region and language according to the latest Statistics Canada information.

Founded in 1986, Leger Marketing is the largest independent full-service research firm in Canada, with more than 650 employees spread over its Montreal, Toronto, Calgary, Edmonton, Winnipeg, Quebec City, New York City and Philadelphia offices. Leger conducts quantitative and qualitative research on behalf of an extensive array of public and private sector clients on a local, national and global level. Leger is a Certified Gold Seal research firm of the MRIA.






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## 1. Conservatives Support Soars in Québec

If federal elections had been held between April 3 and April 12, the Conservative Party would have obtained 39% of the vote, versus 27% for the Liberal Party, 15% for the NDP, 8% for the Green Party and 8% for the Bloc Québécois (34% in Québec). In comparison with Leger Marketing's last poll conducted at the end of March, voting intentions have remained stable throughout the country, but there are shifts in certain regions. In Québec, Conservatives have gained eight points with 34% of voting intentions. They are tied with the Bloc Québécois and well ahead of the Liberals, who with 19% of the vote have dropped six points since the last poll. Conservatives dominate voting intentions everywhere else in the country, except the Atlantic Provinces where the Liberals still maintain an advantage.

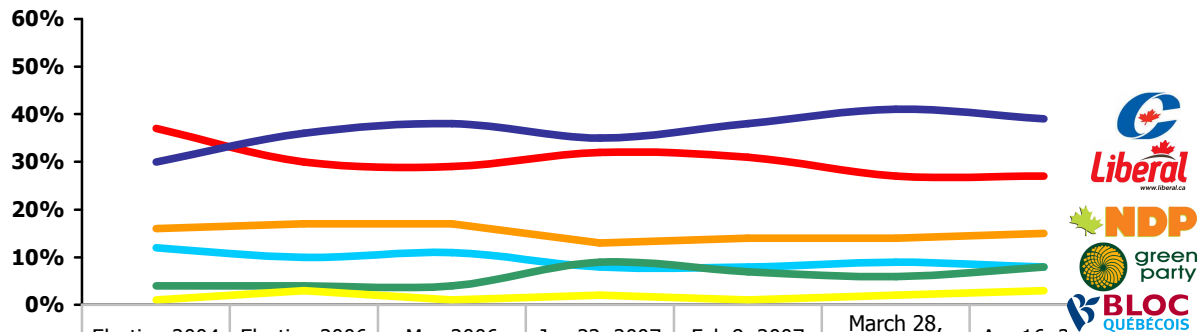
**Table 1 – FEDERAL VOTING INTENTIONS**

*Question: If federal elections were held today, for which of the following political parties would you be most likely to vote for? Would it be for...? (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?*

	<b>Before distribution</b> n=1500	<b>After distribution</b> n=1295	<b>Atl.</b> n=82	<b>QC</b> n=360	<b>ONT</b> n=519	<b>PR</b> n=100	<b>AB</b> n=109	<b>BC</b> n=122
	34%	39%	32%	34%	39%	45%	58%	39%
	23%	27%	40%	19%	31%	29%	17%	26%
	13%	15%	18%	10%	17%	23%	15%	18%
	7%	8%	4%	2%	11%	1%	8%	13%
	7%	8%	-	34%	-	-	-	-
<b>Other</b>	2%	3%	6%	1%	2%	2%	3%	4%
<b>Abstain / cancel ballot</b>	5%							
<b>Don't know</b>	7%							
<b>Refusal</b>	2%							

- Distribution of undecided is proportional.

Graph 1: Evolution of Voting Intentions in Canada



	Election 2004	Election 2006	May 2006	Jan 22, 2007	Feb 8, 2007	March 28, 2007	Apr 16, 2007
LIB	37%	30%	29%	32%	31%	27%	27%
CON	30%	36%	38%	35%	38%	41%	39%
NDP	16%	17%	17%	13%	14%	14%	15%
BQ	12%	10%	11%	8%	8%	9%	8%
Green	4%	4%	4%	9%	7%	6%	8%
Other	1%	3%	1%	2%	1%	2%	3%

## 2. The Majority of Canadians are Sceptical about Election Promises

Overall, 28% of Canadians say they believe in election promises, while 66% say they do not. Conservative voters are proportionately more likely to believe in election promises (40%). Bloc Québécois voters are more sceptical, 86% do not believe in election promises.

**Table 2 – ELECTION PROMISES**  
**Question:** *Do you believe in election promises or not?*

(n=1500)	Total	Voting Intention				Region					
		CON	LIB	NDP	BQ	Atl.	Qué.	Ont.	Pra.	Alb.	BC
<b>Yes</b>	28%	<b>40%</b>	27%	23%	<b>12%</b>	28%	<b>24%</b>	31%	<b>18%</b>	34%	30%
<b>No</b>	66%	<b>54%</b>	68%	<b>75%</b>	<b>86%</b>	63%	<b>74%</b>	65%	74%	<b>56%</b>	62%
<b>Don't know</b>	5%	6%	5%	<b>2%</b>	<b>1%</b>	9%	<b>2%</b>	4%	8%	9%	8%
<b>Refusal</b>	1%	0%	1%	0%	0%	0%	0%	1%	0%	1%	0%

## 3. 43% of Canadians Believe Stephen Harper Has Kept his Promises So Far

Slightly more than four out of ten Canadians (43%) consider that Stephen Harper has respected his election promises. A slightly lower proportion (37%) believes the opposite. Among Conservative voters, the vast majority (70%) say that Mr. Harper has kept his promises, while Liberal (29%) and NDP (28%) voters are more critical. Bloc voters are in the average (48%).

**Table 3 – STEPHEN HARPER'S PROMISES**  
**Question:** *Up until now, would you say Stephen Harper has kept his election promises or not?*

(n=1500)	Total	Voting Intention				Region					
		CON	LIB	NDP	BQ	Atl.	Qué.	Ont.	Pra.	Alb.	BC
<b>Yes</b>	43%	<b>70%</b>	<b>29%</b>	<b>28%</b>	48%	<b>27%</b>	<b>57%</b>	<b>39%</b>	41%	46%	41%
<b>No</b>	37%	<b>17%</b>	<b>53%</b>	<b>53%</b>	38%	<b>51%</b>	<b>29%</b>	<b>43%</b>	34%	<b>27%</b>	34%
<b>Don't know</b>	19%	<b>13%</b>	16%	19%	14%	22%	<b>13%</b>	17%	24%	22%	24%
<b>Refusal</b>	1%	0%	1%	1%	0%	0%	<b>0%</b>	1%	1%	<b>5%</b>	0%

#### 4. A Majority of Canadians Have Seen the Conservative Party's Negative Publicity

Overall, 53% of Canadians are aware of the negative ad campaign by the Conservatives attacking Stéphane Dion's ability as leader.

**Table 4 – AWARENESS OF THE CONSERVATIVE PARTY'S NEGATIVE CAMPAIGN**  
**Question:** *Have you seen, read or heard negative publicity by the Conservative Party attacking Stéphane Dion's ability as leader?*

(n=1500)	Total	Region					
		Atl.	Qué.	Ont.	Pra.	Alb.	BC
<b>Yes</b>	53%	40%	55%	61%	41%	46%	48%
<b>No</b>	43%	58%	45%	35%	52%	48%	46%
<b>Don't know</b>	3%	1%	0%	3%	6%	6%	5%
<b>Refusal</b>	1%	1%	0%	1%	2%	0%	1%

#### 5. One Canadian Out of Five Perceives Stéphane Dion More Negatively After Having Seen the Ads by the Conservatives

Among those who saw the ads by the Conservatives, 6% say they had a positive impact on their opinion of Stéphane Dion, while three times more respondents (19%) say the ads had a negative impact on their opinion of Stéphane Dion. The great majority (71%) of respondents claim, however, that these ads have had no impact on their opinion of the Liberal leader.

**Table 5 – IMPACT ON STÉPHANE DION'S IMAGE**  
**Question:** *Would you say these ads had a positive impact, a negative impact or they had no impact on your opinion of Stéphane Dion?*

BASE: THOSE WHO SAW THE ADS (n=836)	Total	Region					
		Atl.	Qué.	Ont.	Pra.	Alb.	BC
<b>Positive impact</b>	6%	9%	6%	6%	9%	4%	8%
<b>Negative impact</b>	19%	16%	22%	20%	9%	14%	19%
<b>No impact</b>	71%	73%	71%	71%	76%	79%	62%
<b>Don't know</b>	3%	2%	1%	2%	4%	1%	11%
<b>Refusal</b>	0%	0%	0%	0%	3%	2%	0%

## 6. The Majority of Canadians Do Not Want Elections in the Short Term

Only 15% of Canadians want elections to be held in the spring, 22% would choose the fall, 48% would prefer later and 15% had no opinion. Liberal and NDP voters seem to be more in a rush for elections with a higher proportion of Liberal and NDP voters choosing spring (19% and 20% respectively) or fall elections (26% and 29%).

**Table 6 – DESIRABLE ELECTION TIME**

**Question:** *Do you want federal elections to take place this spring, in the fall or later?*

(n=1500)	Total	Voting Intention				Region					
		CON	LIB	NDP	BQ	Atl.	Qué.	Ont.	Pra.	Alb.	BC
<b>Spring</b>	15%	<b>12%</b>	19%	20%	13%	17%	14%	15%	18%	16%	13%
<b>Fall</b>	22%	19%	26%	<b>29%</b>	23%	21%	20%	24%	25%	20%	20%
<b>Later</b>	48%	<b>58%</b>	43%	43%	<b>60%</b>	38%	<b>61%</b>	47%	38%	44%	44%
<b>Don't know</b>	14%	11%	12%	<b>8%</b>	<b>5%</b>	22%	<b>5%</b>	13%	20%	19%	21%
<b>Refusal</b>	1%	1%	0%	0%	0%	1%	0%	1%	1%	1%	3%

## 7. One Canadian Out of Four Believes that Conservatives are Within Reach of a Majority

If elections were held today, 24% of Canadians believe that the next government will be a Conservative majority, and 34% believe it will be a Conservative minority. Overall, six out of ten Canadians (58%) believe that the next government will be Conservative if elections were held today.

**Table 7 – THE NEXT FEDERAL GOVERNMENT**

**Question:** *If federal elections were held today, do you think the next government of Canada will be ... ?*

(n=1500)	Total	Voting Intention				Region					
		CON	LIB	NDP	BQ	Atl.	Qué.	Ont.	Pra.	Alb.	C.-B.
<b>...a Conservative majority</b>	24%	<b>42%</b>	<b>10%</b>	<b>12%</b>	30%	23%	<b>34%</b>	22%	23%	23%	<b>15%</b>
<b>...a Conservative minority</b>	34%	<b>39%</b>	29%	40%	34%	27%	33%	34%	32%	38%	33%
<b>... a Liberal majority</b>	8%	<b>4%</b>	<b>17%</b>	8%	5%	8%	6%	9%	6%	7%	10%
<b>...a Liberal minority</b>	19%	<b>6%</b>	<b>34%</b>	24%	26%	22%	20%	21%	17%	11%	16%
<b>Don't know</b>	15%	<b>9%</b>	<b>10%</b>	15%	<b>3%</b>	20%	<b>6%</b>	12%	20%	20%	<b>25%</b>
<b>Refusal</b>	1%	<b>0%</b>	<b>0%</b>	0%	1%	0%	1%	1%	2%	0%	1%