



## Provincial Politics

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# ANALYSIS REPORT

## Publication: December 6, 2008

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### Methodology

This Leger Marketing survey was conducted over the phone with 1,200 Quebecers between December 2 and December 4, 2008. A sample of this size yields a maximum margin of error of  $\pm 3.1\%$ , 19 times out of 20.

To be representative of the Québec population, data was weighted by gender, age, language and region according to the latest Statistics Canada information.

## 1. The Liberals are still ahead

- If provincial elections were held between December 2 and December 4, the Liberal Party of Québec would have obtained 45% of the vote after distribution of the undecided, versus 32% for the Parti Québécois. For its part, the Action démocratique du Québec would have garnered 15% of the vote, the Québec solidaire party 4% and the Green Party 3%.

**Table 1 – PROVINCIAL VOTING INTENTIONS IN QUÉBEC**

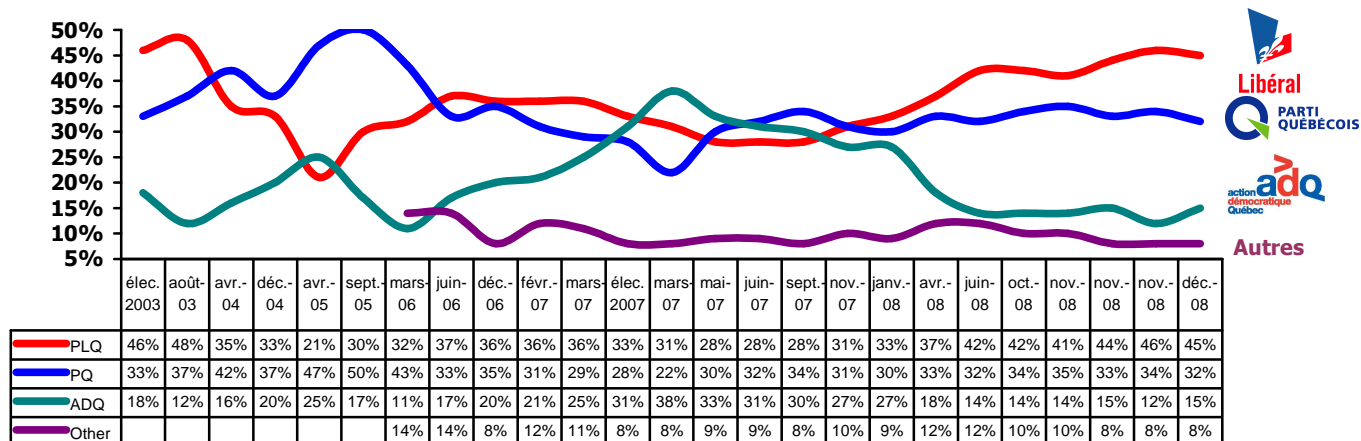
**Question:** *If provincial elections were held today, for which political party would you be most likely to vote? Would it be for Jean Charest's Liberal Party, Pauline Marois's Parti Québécois, Mario Dumont's Action démocratique, Françoise David's Québec Solidaire or Guy Rainville's Green Party? If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

	<b>Before Distribution</b> n=1 200	<b>After Distribution</b> n=1 022	<b>Franco- phones</b> n=850	<b>Non-franco</b> n=165
<b>... Jean Charest's Liberal Party</b>	38%	45%	<b>36%</b>	<b>79%</b>
<b>... Pauline Marois's Parti Québécois de</b>	27%	32%	<b>38%</b>	<b>9%</b>
<b>... Mario Dumont's Action démocratique</b>	13%	15%	<b>18%</b>	<b>5%</b>
<b>... Françoise David's Québec solidaire</b>	4%	4%	<b>5%</b>	<b>1%</b>
<b>... Guy Rainville's Green Party</b>	3%	3%	3%	5%
<b>Other</b>	0%	1%	0%	1%
<b>Would not vote/Would cancel ballot</b>	7%	-	-	-
<b>Don't know</b>	5%	-	-	-
<b>Refusal</b>	3%	-	-	-

Note 1: Distribution of undecided voters was done proportionately to voting intentions.

Note 2: **Numbers in red** indicate a significantly higher difference; **numbers in blue** indicate a significantly lower difference.

## Evolution of Voting Intentions April 2003 to December 2008



## 2. 71% of voters have made their final choice

- Overall, 71% of voters said they have made their final choice, while 27% mentioned they could still change their mind by voting day.
- The proportion of voters who could change their mind by voting day is higher among ADQ sympathizers (33%).

**Table 3 – FINAL CHOICE**

**Question:** *Is your choice final or it could change from now until the election?*

	Total n=1 142	Liberal Voters n=443	PQ Voters n=321	ADQ Voters n=176
...final choice	71%	72%	73%	66%
...could change	27%	27%	26%	33%
Don't know/refusal	2%	1%	1%	1%

### 3. 38% consider that Jean Charest would make the best Premier

- Overall, 38% of people surveyed believe that Jean Charest is the personality who would make the best premier. Pauline Marois obtains 29%. Since the last survey conducted prior to the leaders' debate, the gap between the Liberal leader and the PQ leader, which was 16 points, has tightened somewhat to settle at 9 points.

**Table 3 – THE BEST PREMIER**

**Question:** *In your opinion, which of the following political personalities would make the best premier of Québec? (n=1 200)*

	<b>Dec. 6 2008</b>	<b>Nov. 25 2008</b>	<b>Nov. 19 2008</b>	<b>Nov. 10 2008</b>	<b>Oct. 28 2008</b>	<b>June 2008</b>	<b>Jan. 2008</b>	<b>Sept. 2007</b>
... Jean Charest	<b>38%</b>	<b>41%</b>	<b>43%</b>	<b>40%</b>	<b>40%</b>	36%	28%	19%
... Pauline Marois	<b>29%</b>	<b>26%</b>	<b>27%</b>	<b>30%</b>	<b>26%</b>	31%	33%	33%
... Mario Dumont	<b>12%</b>	<b>9%</b>	<b>13%</b>	<b>11%</b>	<b>12%</b>	15%	27%	23%
... Françoise David	<b>4%</b>	<b>3%</b>	<b>3%</b>	<b>4%</b>	<b>3%</b>	4%	2%	3%
... Guy Rainville*	<b>0%</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>	2%	3%	1%
None of them	<b>9%</b>	<b>11%</b>	<b>7%</b>	<b>10</b>	<b>10%</b>	-	4%	11%
Don't know/Refusal	<b>7%</b>	<b>10%</b>	<b>5%</b>	<b>4%</b>	<b>8%</b>	12%	3%	10%

*\* In surveys conducted from September 2007 to April 2008, Scott McKay was leader of the Green Party.*

#### 4. 70% of voters intend to exercise their right to vote

- Overall, 70% of Quebecers could exercise their right to vote on Election Day, December 8.

**Table 4 – VOTING INTENTION**

	<b>Total</b> n=1 200	<b>Liberal Voters</b> n=422	<b>PQ Voters</b> n=342	<b>ADQ Voters</b> n=167
<b>Will vote</b>	70%	68%	<b>79%</b>	<b>82%</b>
<b>Will not vote</b>	30%	32%	<b>21%</b>	<b>18%</b>

## Questionnaire

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

PROBE IF RESPONDENT DOESN'T KNOW: Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote? Would it be for...?

ROTATE CHOICES

...Jean Charest's Liberal Party  
 ...Pauline Marois's Parti Québécois  
 ...Mario Dumont's Action Démocratique  
 ...Françoise David's Québec Solidaire party  
 ...Guy Rainville's Green Party  
 Other party  
 Would not vote / Would cancel ballot  
 Don't know  
 Refusal

2. Is your choice final or you could change from now until the elections?

Final choice  
 Could change  
 DNK/Refusal

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

ROTATE CHOICES

...Jean Charest  
 ...Pauline Marois  
 ...Mario Dumont  
 ...Françoise David  
 ...Guy Rainville  
 Other  
 None of them  
 DNK/Refusal

4. Do you know on what date the next provincial elections are being held?

DO NOT READ CHOICES

On December 8  
 Next Monday  
 Next week (without specifying)  
 In December (without specifying)  
 Other date  
 DNK  
 Refusal

5. Will you vote in the provincial elections on December 8? IF YES: Is this absolutely certain or is it likely?

Yes, absolutely certain

Yes, it's likely

No

Already voted

DNK

Refusal