



Provincial Politics

ANALYSIS REPORT

Publication Dates: Nov. 24 - Nov. 25, 2008

Methodology

This Leger Marketing survey - the largest to be conducted within the scope of the 2008 provincial election campaign - was conducted over the phone with 3,070 Quebecers from November 18 to November 23, 2008. For a sample of this size, overall results yield a maximum margin of $\pm 1.8\%$, 19 times out of 20. Depending on the regions, margins of error vary between 5% and 10%.

In order to be representative of the Québec population, final data were weighted by gender, age, mother tongue, and region according to the latest Statistics Canada information.

1. The Liberals maintain their lead

- If provincial elections had been held between November 18 and November 23, the Liberal Party of Québec would have obtained 46% of the vote after distribution of the undecided, versus 34% for the Parti Québécois. The Action démocratique du Québec would have obtained 12% of the vote, the Québec solidaire party 4% and the Green Party 4%.
- Voting intentions have remained extremely stable since the beginning of the campaign; variations did not exceed the survey's margin of error. In comparison with the survey conducted a week ago, the Liberal Party is up two more points (from 44% to 46%), the PQ one point (from 33% to 34%) and the ADQ is down three points (from 15% to 12%).

Table 1 – PROVINCIAL VOTING INTENTIONS IN QUÉBEC

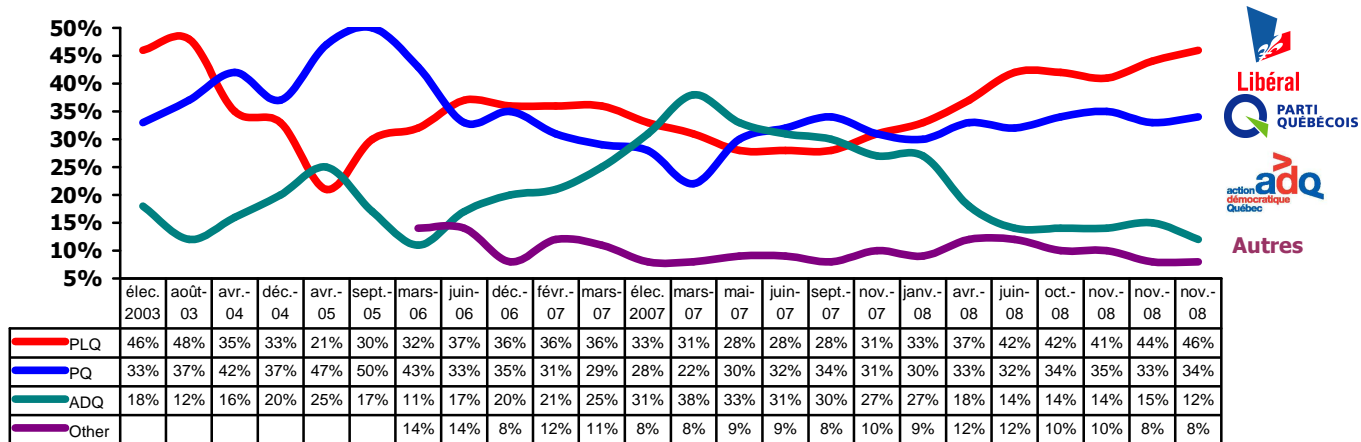
Question: *If provincial elections were held today, for which political party would you be most likely to vote? Would it be for Jean Charest's Liberal Party, Pauline Marois's Parti Québécois, Mario Dumont's Action démocratique, Françoise David's Québec Solidaire or Guy Rainville's Green Party? If the 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...?*

	Before Distribution n=3 070	After Distribution n=2 566	Franco- phones n=2 315	Non-Franco n=248
... Jean Charest's Liberal Party	39%	46%	38%	78%
... Pauline Marois's Parti Québécois de	28%	34%	40%	11%
... Mario Dumont's Action démocratique	10%	12%	14%	6%
... Françoise David's Québec solidaire	3%	4%	4%	1%
... Guy Rainville's Green Party	3%	4%	4%	4%
Other	0%	0%	0%	0%
Would not vote/Would cancel ballot	6%	-	-	-
Don't know	6%	-	-	-
Refusal	4%	-	-	-

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 November 2008



2. The battle for the regions is between the Liberals and the PQ

- The tightest races will take place in Montérégie, Mauricie-Centre-du-Québec and Saguenay-Lac-St-Jean-Côte-Nord.
- The Liberals dominate in Montreal West, Laval, Outaouais, Estrie, Chaudière-Appalaches and the Capitale-Nationale. They also have a solid lead in Bas-St-Laurent-Gaspésie.
- The ADQ is third in all regions except for Chaudière-Appalaches.

Table 2 – VOTING INTENTIONS PER REGION

	TOTAL QUÉBEC		VOTING INTENTIONS PER REGION (AFTER DISTRIBUTION)												
	Before Distribution n=3 070	After Distribution n=2 566	Mtl-East n=207	Mtl-West n=197	Laval n=194	Laurentides / Lanaudière n=307	Montérégie n=302	Outaouais n=203	Abitibi n=105	Mauricie / Centre-du- Québec n=212	Estrie n=197	Capitale- Nationale n=407	Chaudière- Appalaches n=254	Saguenay-Lac-St- Jean / Côte-Nord n=254	Bas-St-Laurent / Gaspésie n=206
PLQ	39%	46%	42%	70%	56%	27%	40%	53%	35%	39%	54%	45%	51%	46%	45%
PQ	28%	34%	42%	16%	25%	42%	44%	27%	50%	38%	30%	29%	16%	40%	36%
ADQ	10%	12%	4%	4%	13%	19%	12%	10%	6%	14%	5%	20%	29%	9%	14%
QS	3%	4%	9%	5%	2%	6%	1%	3%	3%	3%	4%	3%	1%	2%	2%
PVQ	3%	4%	3%	5%	4%	6%	2%	6%	2%	6%	7%	2%	3%	2%	2%
Other	0%	0%	0%	0%	0%	0%	0%	1%	4%	0%	0%	1%	0%	2%	1%
Would not vote / Cancel	6%	-	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: ± 10%	Margin of error: ± 7%	Margin of error: ± 7%	Margin of error: ± 5%	Margin of error: ± 6%	Margin of error: ± 6%	Margin of error: ± 7%
Don't know	6%	-													
Refusal	4%	-													

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.

3. 64% of voters have made their final choice

Table 3 – FINAL CHOICE

Question: *Is your choice final or you could change your mind by December 8?*

	Total n=3 070	Liberal Voters n=1 126	PQ Voters n=894	ADQ Voters n=338
... final choice	64%	69%	68%	61%
... could change	33%	29%	30%	38%
Don't know / Refusal	3%	1%	1%	0%

4. 41% said Jean Charest would make the best premier

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=3 070	Mtl-East n=207	Mtl-West n=197	Laval n=194	Laurentides / Lanaudière n=307	Montréal n=302	Outaouais n=203	Abitibi n=105	Mauricie / Centre-du- Québec n=212	Estrie n=197	Capitale- Nationale n=407	Chaudière- Appalaches n=254	Saguenay-Lac-St- Jean / Côte-Nord n=254	Bas-St-Laurent / Gaspésie n=206
... Jean Charest	41%	37%	59%	44%	28%	32%	48%	28%	35%	52%	44%	51%	40%	36%
... Pauline Marois	26%	27%	13%	20%	35%	30%	23%	37%	32%	23%	22%	13%	31%	30%
... Mario Dumont	9%	4%	3%	9%	13%	12%	7%	6%	12%	6%	14%	19%	8%	10%
... Françoise David	3%	6%	2%	1%	3%	2%	2%	4%	2%	3%	2%	1%	2%	1%
... Guy Rainville	1%	1%	2%	1%	2%	0%	0%	1%	2%	1%	1%	1%	0%	0%
None of them	11%	8%	12%	13%	12%	14%	10%	14%	8%	5%	9%	9%	11%	6%
Don't know / Refusal	10%	17%	9%	12%	7%	9%	10%	10%	10%	9%	7%	8%	7%	17%

5. 66% of Quebeckers will watch the leaders' debate

Table 5 – THE DEBATE

Question: Will you watch the televised leaders' debate, which will take place on Tuesday, November 25?
If YES: Will you watch the whole debate or part of it?

	TOTAL QUÉBEC n=3 070	Mtl-East n=207	Mtl-West n=197	Laval n=194	Laurentides / Lanaudière n=307	Montréal n=302	Outaouais n=203	Abitibi n=105	Mauricie / Centre-du- Québec n=212	Estrie n=197	Capitale- Nationale n=407	Chaudière- Appalaches n=254	Saguenay-Lac-St- Jean / Côte-Nord n=254	Bas-St-Laurent / Gaspésie n=206
Yes, whole debate	40%	46%	30%	43%	45%	38%	42%	35%	45%	39%	41%	37%	42%	37%
Yes, part of it	26%	21%	26%	29%	26%	23%	23%	25%	22%	26%	28%	32%	26%	28%
No	29%	28%	38%	20%	25%	34%	31%	35%	29%	26%	25%	26%	24%	26%
Don't know / Refusal	5%	5%	6%	8%	3%	4%	4%	6%	4%	9%	6%	5%	8%	9%

6. 43% of Quebecers favour Charest to win the debate

Table 6 – EXPECTATIONS ON LEADER PERFORMANCE DURING THE DEBATE

Question: *In your opinion, who will win the debate?*

	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	43%	44%	49%	48%	33%	41%	41%	32%	42%	53%	43%	49%	41%	36%
Pauline Marois	15%	18%	7%	13%	21%	16%	16%	23%	17%	11%	14%	10%	11%	15%
Mario Dumont	7%	3%	6%	7%	10%	7%	5%	10%	10%	4%	8%	14%	7%	5%
None of them	8%	10%	8%	7%	13%	9%	8%	5%	5%	6%	8%	5%	11%	7%
Don't know / Refusal	27%	25%	30%	24%	24%	27%	30%	30%	26%	26%	27%	22%	29%	36%

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

Is your choice final or you could change your mind by December 8?

Final choice
Could change
DNK/Refusal

2. 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

3. Will you watch the televised leaders' debate, which will take place on Tuesday, November 25? If YES: Will you watch the whole debate or part of it?

Yes, whole debate
Yes, part of it
No
DNK/Refusal

4. In your opinion, who will win the debate?

- ... Jean Charest
- ... Pauline Marois
- ... Mario Dumont
- None of them
- DNK/Refusal