



LE DEVOIR

GLOBEANDMAIL

Provincial Politics

ANALYSIS REPORT

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Methodology

This Leger Marketing survey was conducted over the phone with 1,002 Quebecers between November 14 and November 17, 2008. A sample of this size yields a maximum margin of error of $\pm 3.4\%$, 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. Liberals keep their lead

- If provincial elections were held between November 14 and November 17, the Liberal Party of Québec would have obtained 44% of the vote after distribution of undecided voters, against 33% 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 4%.
- In comparison with the poll conducted a week ago, the current survey indicates a slight increase for the Liberals (from 42% to 44%) and a corresponding decrease for the PQ (from 35% to 33%). These variations, however, are within the poll's margin of error. Despite a three-point increase for Mr. Charest's party among Francophones (from 34% to 37%), the Parti Québécois is still first among this electorate with 39% of voting intentions.
- The ADQ continues to tread water with one additional point since the last poll, not a statistically significant difference.

Table 1 – PROVINCIAL VOTING INTENTIONS IN QUÉBEC

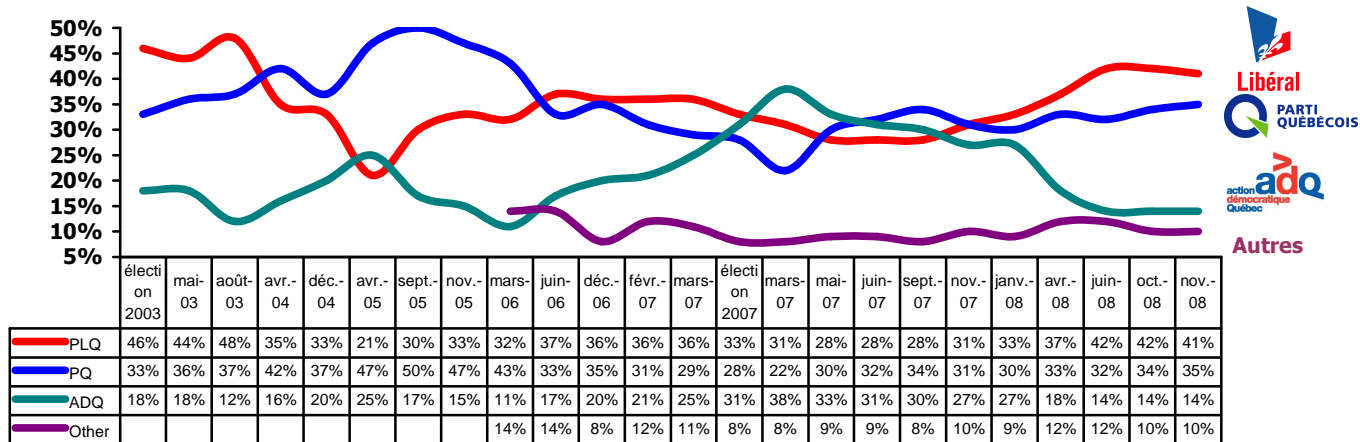
Question: *If provincial elections were held today, for which political party would you be most likely to vote? Would it be for Jean Charest's Liberal Party, Pauline Marois's Parti Québécois, Mario Dumont's Action démocratique, Françoise David's Québec Solidaire or Guy Rainville's Green Party? If the 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=1 002	After Distribution n=873	Franco- phones n=794	Non-Franco n=79
... Jean Charest's Liberal Party	38%	44%	37%	68%
... Pauline Marois's Parti Québécois de	29%	33%	39%	12%
... Mario Dumont's Action démocratique	13%	15%	15%	14%
... Françoise David's Québec solidaire	4%	4%	5%	3%
... Guy Rainville's Green Party	3%	4%	4%	3%
Other	0%	0%	0%	0%
Would not vote/Would cancel ballot	5%	-	-	-
Don't know	5%	-	-	-
Refusal	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 November 2008



2. Four out of ten voters could change their minds by election day

- Overall, 39% of people surveyed claimed their vote could change by Election Day, while 57% have made their final choice. Liberal voters are more likely to say they have made their final choice, i.e., two-thirds (66%), while 62% of PQ voters and 48% of ADQ voters have made their final choice.

Table 2 – FINAL CHOICE

Question: *Is your choice final or you could change your mind by December 8? (n=1 002)*

	Total	Liberal Voters	PQ Voters	ADQ Voters
Final choice	57%	66%	62%	48%
Could change	39%	31%	36%	50%
Don't know/refusal	3%	2%	2%	2%

3. Support for sovereignty at 37%

- Concerning their intention to vote in an eventual referendum on Québec sovereignty, 37% of people surveyed would vote for sovereignty and 63% would vote against.
- Nearly one out of four PQ voters (23%) would vote against Québec sovereignty.

Table 3 – QUÉBEC SOVEREIGNTY

Question: *If a referendum on Québec sovereignty were held today, would you vote FOR or AGAINST Québec sovereignty? (n=1 002)*

	Total	Liberal Voters	PQ Voters	ADQ Voters
For	37%	9%	77%	22%
Against	63%	91%	23%	78%

4. Best premier: Jean Charest widens gap

- Overall, 43% of people surveyed believe that Jean Charest is the political personality who would make the best premier. Pauline Marois obtains 27%. The gap between the Liberal and PQ leaders - which was 10 points in last week's poll - is now 16 points in favour of Mr. Charest.

Table 4 – BEST PREMIER

Question: *In your opinion, which of the following political personalities would make the best premier of Québec? Would it be...? (n=1 002)*

	Nov. 19 2008	Nov. 10 2008	Oct. 28 2008	June 2008	April 2008	Jan. 2008	Nov. 2007	Sept. 2007
... Jean Charest	43%	40%	40%	36%	32%	28%	24%	19%
... Pauline Marois	27%	30%	26%	31%	30%	33%	36%	33%
... Mario Dumont	13%	11%	12%	15%	18%	27%	28%	23%
... Françoise David	3%	4%	3%	4%	3%	2%	3%	3%
... Guy Rainville*	1%	1%	1%	2%	2%	3%	1%	1%
None of them	7%	10	10%	-	-	4%	4%	11%
Don't know/Refusal	5%	4%	8%	12%	15%	3%	4%	10%

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

5. Barely half of voters are interested in the campaign

- Overall, 47% of respondents said they were interested in the election campaign, while 51% were not.

Table 5 – INTEREST IN THE CAMPAIGN
Question: *Are you interested in the election campaign or not?*
(n=1 002)

	Total	Liberal Voters	PQ Voters	ADQ Voters
Yes	47%	55%	51%	38%
No	51%	45%	46%	59%
Don't know / Refusal	2%	0%	3%	3%

6. 37% of voters could choose not to vote

- Overall, 37% of respondents said they were less inclined to vote than in the last provincial election.

Table 6 – INCLINATION TO VOTE
Question: *Are you as inclined, less inclined or more inclined to vote than the last provincial election?*
(n=1 002)

	Total	Liberal Voters	PQ Voters	ADQ Voters
As inclined	48%	57%	51%	35%
Less inclined	37%	27%	34%	52%
More inclined	13%	15%	15%	9%
Don't know / Refusal	2%	1%	0%	5%

7. Quebeckers trust Charest to manage Québec during a financial crisis

- A majority of Quebeckers trust Jean Charest on three of the main issues of this election campaign. Overall, 51% of voters trust him to manage the Québec government in a financial crisis (against 26% for Pauline Marois and 10% for Mario Dumont), 48% trust him to restore aging infrastructures (against 23% for Pauline Marois and 12% for Mario Dumont) and 52% trust him to manage the relationship with Ottawa in the best interests of Québec (against 26% for Pauline Marois and 12% for Mario Dumont).
- With regard to the quality of and access to health care, however, voter confidence is more closely divided between Jean Charest, who obtains the support of 36% of respondents, and Pauline Marois, chosen by 32% of respondents. Mario Dumont only obtains 15% on this issue.
- Pauline Marois is, for her part, mainly favoured to promote Québec identity and the French language (54% of voters trust her against 26% for Jean Charest and 9% for Mario Dumont).
- Finally, concerning help for middle class families, the three leaders obtain comparable levels of support, i.e., 31% who have more confidence in Jean Charest, 30% in Pauline Marois and 27% in Mario Dumont.

Table 7 – ELECTORAL ISSUES AND THE LEADERS

Question: *Between Jean Charest of the Liberal Party, Pauline Marois of the Parti Québécois and Mario Dumont of the Action démocratique, who do trust most ...? (n=1 002)*

	JEAN CHAREST	PAULINE MAROIS	MARIO DUMONT	DON'T KNOW / REFUSAL
To manage the government of Québec in a financial and economic crisis	51%	26%	10%	13%
To find the best solutions to improve the quality of and access to health care	36%	32%	15%	17%
To restore our aging infrastructures, such as roads, bridges, overpasses, etc.	48%	23%	12%	17%
To help middle-class families	31%	30%	27%	12%
To promote Québec identity and the French language	26%	54%	9%	11%
To manage the relationship with Ottawa in the best interests of Québec	52%	26%	12%	10%

8. Two-thirds of voters want Charest's re-election

- Overall, 64% of respondents believe that Jean Charest deserves to be re-elected. Of these, 34% believe he deserves a majority and 30% would prefer a minority.

Table 8 – RE-ELECTION OF JEAN CHAREST

Question: *Does Premier Jean Charest deserve to be re-elected as a majority, re-elected as a minority or not re-elected? (n=1 002)*

	Total	Liberal Voters	PQ Voters	ADQ Voters
Re-elected as a majority	34%	74%	7%	6%
Re-elected as a minority	30%	21%	30%	38%
No, does not deserve to be re-elected	33%	3%	60%	54%
Don't know / Refusal	4%	2%	3%	2%

9. 92% of Quebeckers would trust a woman as premier

- In total, 92% of people surveyed said they would have confidence in a woman as Premier of Québec. However, 6% of voters said they would not have confidence in a woman and 2% did not venture an opinion.

Table 9 – ELECTING A WOMAN AS PREMIER

Question: *Would you have confidence in a woman as Premier of Québec? (n=1 002)*

	Total
Yes	92%
No	6%
Don't know / Refusal	2%

10. 75% of voters concede victory to the Liberals

- As for the election outcome, the vast majority of voters, i.e. 75%, already concede victory to the Liberals. Only 14% believe the Parti Québécois will win and 4% predict an ADQ victory.

Table 10 – ELECTION OUTCOME

Question: *In your opinion, who will win the elections and form the next the government, is it the Liberal Party, the Parti Québécois or the Action démocratique? (n=1 002)*

	Total
Liberal Party	75%
Parti Québécois	14%
Action démocratique	4%
Don't know / Refusal	7%

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 your mind by December 8?

Final choice
Could change
DNK/Refusal

3. If a referendum on Québec sovereignty were held today, would you vote FOR or AGAINST Québec sovereignty?

For
Against
DNK/Refusal

4. 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

5. Are you interested in the election campaign or not?

Yes, interested
No
DNK/Refusal

6. Are you as inclined, less inclined or more inclined to vote than the last provincial election?

As inclined
Less inclined
More inclined
DNK/Refusal

7. Between Jean Charest of the Liberal Party, Pauline Marois of the Parti Québécois and Mario Dumont of the Action démocratique, who do trust most ... ?

ROTATE STATEMENTS

- A. ... to manage the government of Québec in a financial and economic crisis
- B. ... to find the best solutions to improve the quality of and access to health care
- C. ... to restore our aging infrastructures, such as roads, bridges, overpasses, etc.
- D. ... to help middle-class families
- E. ... to promote Québec identity and the French language
- F. ... to manage the relationship with Ottawa in the best interests of Québec

8. Does Premier Jean Charest deserve to be re-elected as a majority, re-elected as a minority or not re-elected?

Re-elected as a majority
Re-elected as a minority
No, does not deserve to be re-elected
DNK/Refusal

9. Would you have confidence in a woman as Premier of Québec?

Yes
No
DNK/Refusal

10. In your opinion, who will win the elections and form the next the government, is it the Liberal Party, the Parti Québécois or the Action démocratique?

Liberal Party
Parti Québécois
Action démocratique
DNK/Refusal