

**From:** Nik Nanos, President & CEO

**Date:** November 21, 2008

**Re:** Quebec Provincial Campaign – Comparative Election Research (Completed November 18, 2007)

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To follow is a review of the most recent Nanos numbers for the Quebec provincial election. Of note, many of the elements in this study are compared to a mid-campaign benchmark study conducted by Nanos in the previous Quebec election.

Examination of the comparative data allows for a better understanding of the perception changes that have taken place since the last provincial election.

The Nanos research suggests there has been a significant erosion in the positive perceptions of Mario Dumont and the ADQ. Indeed, Quebecers are more likely to believe that he personally will have a negative rather than a positive impact on local ADQ support .

Conversely, Quebec Liberal Leader Jean Charest, at the time of the research, showed a marked improvement in his image compared to the last election and enjoys an advantage on all major leadership measures. Pauline Marois, PQ leader is considered by voters an asset receiving good but lower ratings than Jean Charest.

Readers should note that all research is a snapshot in time and the results presented below reflect the current mood of the Quebec electorate. Because of the timing of final vote, the research should not be considered a projection of the outcome of the campaign.

## **Methodology**

**Current Election** - Between November 14<sup>th</sup> and November 18<sup>th</sup>, 2008, Nanos Research conducted a random telephone survey of 505 Quebecers 18 years of age and older. A random telephone survey of 505 Quebecers is accurate plus or minus 4.4%, 19 times out of 20. Margins of accuracy are wider for subgroup samples.

**Previous Election** - Results for the 2007 election survey are based on a random telephone survey of Quebecers conducted between March 14<sup>th</sup> and 15<sup>th</sup>, 2007. The margin of accuracy for the 2007 research is, plus or minus, 4.4%, 19 times out of 20.

Readers should note that the data for both surveys were weighted to match the Quebec census results. Results should be considered representative of the Canadian population. Results may not add up to 100% due to rounding.

For further information, please contact Nik Nanos at [nnanos@nanosresearch.com](mailto:nnanos@nanosresearch.com) or by telephone at (613) 234-4666 x 237.

For those parties you would consider voting for could you please rank your top two current local preferences?  
[committed voters only, first preference]

Ballot	200811
Liberal Party	44%
Parti Québécois	36%
Action démocratique du Québec	12%
Québec Solidaire	4%
Green Party	4%
Other	1%
<b>Total</b>	<b>100%</b>
<i>Undecided/refusal</i>	12%

Question - Will \_\_\_\_ (party leader) have a positive, neutral or negative impact on the support for the local \_\_\_\_ (party) candidate?

Response	Jean Charest	Pauline Marois	Mario Dumont	Françoise David	Guy Rainville
Positive	47%	43%	28%	28%	18%
Neutral	24%	23%	27%	28%	29%
Negative	22%	27%	34%	16%	15%
Unsure	7%	8%	10%	29%	39%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
Net Impact Score <i>(positive-negative score)</i>	+25	+16	-6	+12	+3

As you know, the provincial party leaders are [rotate] Jean Charest for the Quebec Liberal Party, Pauline Marois for the Parti Québécois, Mario Dumont for Action démocratique du Québec, Françoise David for Québec Solidaire and Guy Rainville for the Green Party.

*[Rotate Questions A-F]*

### Question A

Which leader has the best vision for Quebec?

Response	200703	200811	Change
Jean Charest	31%	34%	+3
Pauline Marois (André Boisclair 2007)	21%	25%	+4
Mario Dumont	26%	15%	-11
Françoise David	4%	5%	+1
Guy Rainville (Scott McKay 2007)	3%	3%	0
None	1%	8%	+7
Unsure	15%	9%	-6
<b>Total</b>	<b>100%</b>	<b>100%</b>	

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*[Rotate Questions A-F]*

### Question B

Which leader is the most competent?

Response	200703	200811	Change
Jean Charest	38%	48%	+10
Pauline Marois (André Boisclair 2007)	18%	25%	+7
Mario Dumont	21%	8%	-13
Françoise David	2%	2%	0
Guy Rainville (Scott McKay 2007)	1%	1%	0
None	1%	7%	+6
Unsure	19%	10%	-9
<b>Total</b>	<b>100%</b>	<b>100%</b>	

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*[Rotate Questions A-F]*

### Question C

Which leader do you trust the most?

Response	200703	200811	Change
Jean Charest	29%	36%	+7
Pauline Marois (André Boisclair 2007)	21%	25%	+4
Mario Dumont	25%	15%	-10
Françoise David	4%	3%	-1
Guy Rainville (Scott McKay 2007)	1%	3%	+2
None	2%	12%	+10
Unsure	18%	7%	-11
<b>Total</b>	<b>100%</b>	<b>100%</b>	

As you know, the provincial party leaders are [rotate] Jean Charest for the Quebec Liberal Party, Pauline Marois for the Parti Québécois, Mario Dumont for Action démocratique du Québec, Françoise David for Québec Solidaire and Guy Rainville for the Green Party.

*[Rotate Questions A-F]*

### Question D

Which leader has views most like your own?

Response	200703	200811	Change
Jean Charest	27%	32%	+5
Pauline Marois (André Boisclair 2007)	21%	27%	+6
Mario Dumont	26%	17%	-9
Françoise David	5%	6%	+1
Guy Rainville (Scott McKay 2007)	4%	4%	0
None	1%	7%	+6
Unsure	17%	8%	-9
<b>Total</b>	<b>100%</b>	<b>100%</b>	

As you know, the provincial party leaders are [rotate] Jean Charest for the Quebec Liberal Party, Pauline Marois for the Parti Québécois, Mario Dumont for Action démocratique du Québec, Françoise David for Québec Solidaire and Guy Rainville for the Green Party.

*[Rotate Questions A-F]*

### Question E

Which leader has the personal character to be the premier of Quebec?

Response	200703	200811	Change
Jean Charest	36%	48%	+12
Pauline Marois (André Boisclair 2007)	18%	24%	+6
Mario Dumont	25%	12%	-13
Françoise David	2%	2%	0
Guy Rainville (Scott McKay 2007)	2%	1%	-1
None	1%	7%	+6
Unsure	17%	7%	-10
<b>Total</b>	<b>100%</b>	<b>100%</b>	

As you know, the provincial party leaders are [rotate] Jean Charest for the Quebec Liberal Party, Pauline Marois for the Parti Québécois, Mario Dumont for Action démocratique du Québec, Françoise David for Québec Solidaire and Guy Rainville for the Green Party.

*[Rotate Questions A-F]*

### Question F

Which leader has the brightest political future?

Response	200811
Jean Charest	45%
Pauline Marois (André Boisclair 2007)	23%
Mario Dumont	13%
Françoise David	4%
Guy Rainville (Scott McKay 2007)	2%
None	5%
Unsure	9%
<b>Total</b>	<b>100%</b>

Thinking of the respective provincial parties  
[Rotate Questions G-J]

**Question G**

Which party has the strongest team of candidates

Response	200703	200811	Change
Liberal Party	49%	56%	+7
Parti Québécois	23%	23%	0
Action démocratique du Québec	7%	3%	-4
Québec Solidaire	1%	1%	0
Green Party	2%	0.4%	-1.6
None	9%	4%	-5
Unsure	9%	13%	+4
<b>Total</b>	<b>100%</b>	<b>100%</b>	

Thinking of the respective provincial parties  
[Rotate Questions G-J]

**Question H**

Which party is the best at ensuring that Quebec receives its fair share within Canada?

Response	200703	200811	Change
Liberal Party	42%	48%	+6
Parti Québécois	28%	33%	+5
Action démocratique du Québec	13%	5%	-8
Québec Solidaire	2%	1%	-1
Green Party	1%	0.4%	-0.6
None	9%	5%	-4
Unsure	7%	8%	+1
<b>Total</b>	<b>100%</b>	<b>100%</b>	

Thinking of the respective provincial parties  
*[Rotate Questions G-J]*

**Question I**  
**Which party has the strongest policy platform?**

Response	200703	200811	Change
Liberal Party	37%	45%	+8
Parti Québécois	23%	24%	+1
Action démocratique du Québec	15%	5%	-10
Québec Solidaire	2%	2%	0
Green Party	3%	2%	-1
None	11%	8%	-3
Unsure	10%	15%	+5
<b>Total</b>	<b>100%</b>	<b>100%</b>	

Thinking of the respective provincial parties  
*[Rotate Questions G-J]*

**Question J**  
**Which party has the brightest future?**

Response	200811
Liberal Party	48%
Parti Québécois	24%
Action démocratique du Québec	10%
Québec Solidaire	4%
Green Party	4%
None	3%
Unsure	8%
<b>Total</b>	<b>100%</b>