

## LE DEVOIR, THE GLOBE AND MAIL / LÉGER MARKETING QUEBEC POLL

- THE PLQ CONTINUES TO LEAD DESPITE ITS LEADER'S LACK OF POPULARITY
- MORE MONEY INTO HEALTH, WHATEVER THE COST

**PRESS RELEASE**  
**UNDER EMBARGO until December 13 ,2002**  
**Publication Dates : December 13–14,2002**

### **Methodology**

This Leger Marketing study was conducted among a representative sample of 1005 respondents between December 4 and December 9, 2002. The maximum margin of error obtained for a sample of this size is  $\pm 3.4\%$ , 19 times out of 20.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Quebec adult population.

# 1. The PLQ continues to lead despite its leader's lack of popularity

The Liberal Party of Quebec continues to climb with 36% of the votes, maintaining a slim 3 point lead over the ADQ who received 33% of the vote and a 7-point lead over the PQ (29%) after the distribution of undecided voters.

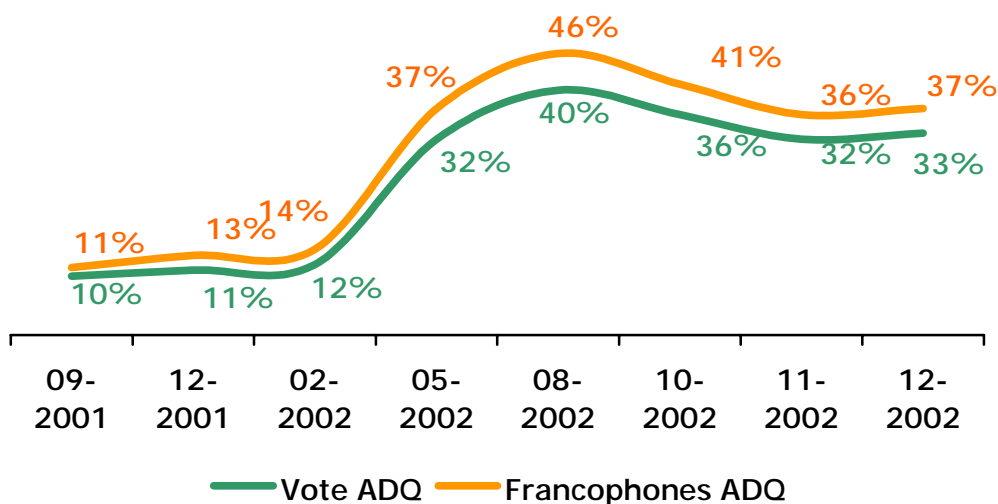
However, the PLQ came in last among francophone voters (28%), behind the PQ who received 33% of the vote and the ADQ who garnered a majority (37%) among this group of voters.

It should be remembered that the ADQ led the PQ by 17% and the PLQ by 26% among francophone voters in August 2002. Since then, the ADQ has dropped 7 points in the polls.

However, the Quebec vote is still not definite, since 48%, 49% of whom are francophones, might still change their minds and only 44% say their vote is definite. Hence, 58% of ADQ supporters, 48% of Liberals and 44% of PQ supporters are not totally convinced that they will vote for their parties at the next elections. Compared to last October, it is 8% of the ADQ supporters who are still hesitant.

Taking into account that there are now three parties on the Quebec political map, Leger Marketing has distributed undecided voters in proportion to voting intentions.

Tableau 1 - Évolution de l'intention de vote ADQ



**Table 2 – QUEBEC PROVINCIAL VOTING INTENTIONS**

**Question :** *If provincial elections were held today, for which of the following political parties would you be most likely to vote? (If the respondent did not have an opinion, the following question was asked as a prompt) : Even if you have not yet made up your mind, for which political party would you be most likely to vote if a provincial election were held today?*

	<b>Before distribution</b> n=1005	<b>After distribution</b> n=839	<b>Francophones</b>	<b>Non-francophones</b>
PLQ	30%	36%	28%	71%
ADQ	28%	33%	37%	17%
PQ	24%	29%	33%	11%
Others	2%	2%	3%	1%
Would not vote	4%	-	-	-
Would spoil ballot	3%	-	-	-
Don't know	5%	-	-	-
Refusal	5%	-	-	-

**AFTER DISTRIBUTION OF UNDECIDED VOTERS**

	<b>03-2001</b>	<b>05-2001</b>	<b>10-2001</b>	<b>12-2001</b>	<b>03-2002</b>	<b>05-2002</b>	<b>08-2002</b>	<b>10-2002</b>	<b>11-2002</b>	<b>12-2002</b>
PLQ	37.2%	45.7%	48.1%	43.9%	44.8%	35%	29%	32%	34%	36%
ADQ	18.2%	10.4%	11.3%	10.6%	11.5%	32%	40%	36%	32%	33%
PQ	41.6%	38.9%	34.7%	36.9%	38%	26%	25%	27%	30%	29%
Others	3.0%	4.9%	5.9%	8.6%	5.6%	7%	5%	5%	4%	2%

**Table 3 – Definite Voting Intention**

**Question :** *Have you definitely decided to vote for this party or could you still change your mind?*

	<b>Total</b> n=1005	<b>ADQ</b>	<b>PLQ</b>	<b>PQ</b>	<b>Others</b>
<b>Definitely</b>	44%	40%	51%	56%	17%
<b>Could change my mind</b>	48%	58%	48%	44%	78%
<b>Don't know/Refusal</b>	8%	2%	1%	-	5%

## 2. Mario Dumont remains the most popular

Mario Dumont's popularity is at 37%, giving him a 12-point lead over Bernard Landry (25%) and a 19-point one over Jean Charest (18%). The ADQ leader may be more popular than his party, but the same cannot be said of Jean Charest who only received 38% support among non-francophones, the lowest ever for the Liberals. In fact, only 54% of Liberals felt he would make the best Premier.

**Table 4– CONFIDENCE IN THE LEADERS**

**Question :** *In your opinion, who would make the best Quebec Premier between... ?*  
n=1005

	Ent. population	Francophones	Non-francophones
Mario Dumont	37%	39%	27%
Bernard Landry	25%	28%	12%
Jean Charest	18%	14%	38%
None	9%	9%	7%
All three equally	1%	1%	1%
Dnk/Refusal	10%	9%	14%

	August 2002	October 2002	November 2002	December 2002
Mario Dumont	43%	34%	31%	37%
Bernard Landry	20%	25%	25%	25%
Jean Charest	20%	20%	20%	18%
None	9%	11%	10%	9%
All three equally	1%	1%	1%	1%
Dnk/Refusal	7%	10%	12%	10%

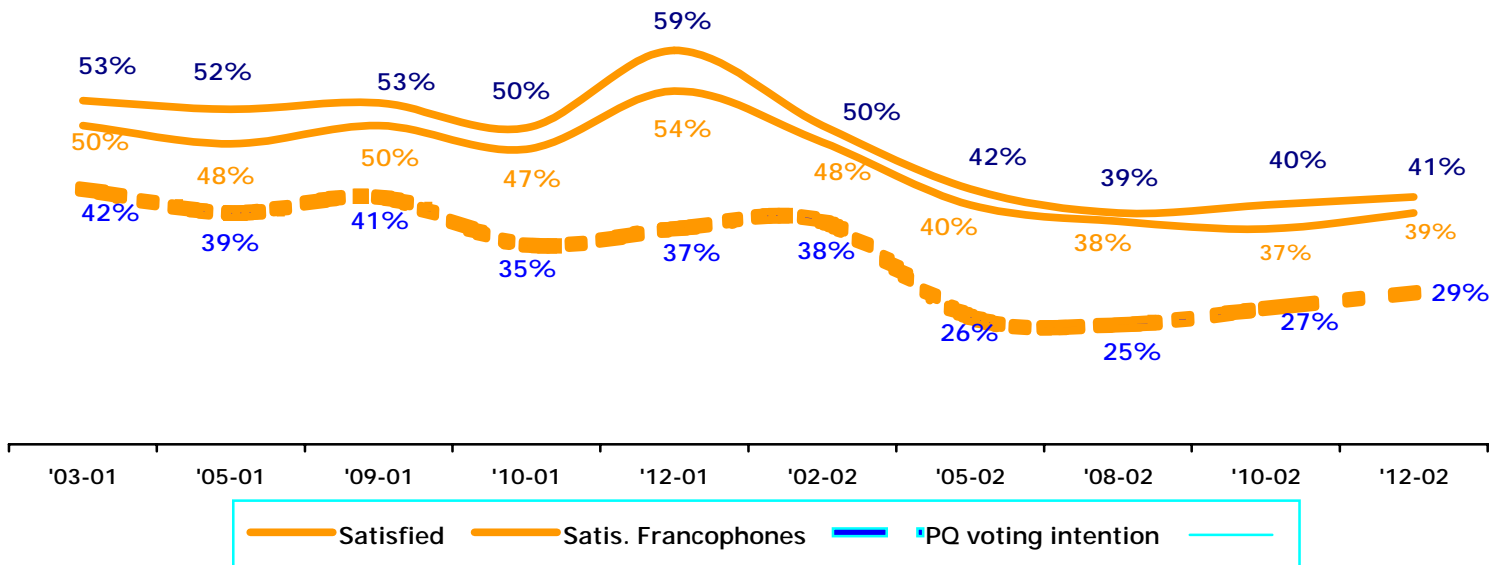
### 3. An approval rating that is 10 points higher than voting intentions

The approval rating for the PQ's government remains low, with 39% saying they are satisfied and 56% stating they are dissatisfied. However, Bernard Landry's party has a 78% approval rating among Parti Quebecois supporters.

**Table 5– SATISFACTION TOWARD THE QUEBEC GOVERNMENT**

**Question :** *Would you say you are very satisfied, satisfied, dissatisfied or very dissatisfied with the provincial government headed by Bernard Landry ?*

n=1005



#### 4. Quebeckers have mixed feelings about the Federal Government’s right to interfere in health matters

Nearly half of Quebeckers (48%) would agree with the Romanow report's proposal that would allow the Federal government to become more involved in the organisation of healthcare in Quebec in return for its greater financial contribution. However, the other half (49%) would be against it.

It should be noted that a majority of francophones (54%) and PQ supporters (71%) disagree with this proposal (71%). In comparison, 62% of Liberals and 49% of ADQ supporters agree.

**Table 6– FEDERAL GOVERNMENT INVOLVEMENT IN HEALTHCARE MATTERS**

**Question :** *Would you agree or disagree with the federal government being given greater control over the organisation of health care in Quebec, for example, deciding in which areas of the healthcare system money should be spent, in exchange for increasing their financial contribution?*

n=1005

	Total	Fran.	Non-fran.	ADQ	PLQ	PQ	Others
<b>Agree</b>	48%	44%	66%	49%	62%	28%	27%
<b>Disagree</b>	49%	54%	26%	50%	34%	71%	69%
<b>Dnk/Refusal</b>	3%	2%	8%	1%	4%	1%	5%

Not surprising since two thirds of Quebeckers (66%) think the Quebec government is best suited to manage the health care system, while 20% place their trust in the federal government. The same proportion, 66%, feel it is better to have separate healthcare systems adapted to the needs of each individual province rather than one uniform system across Canada (31%).

**Table 7– FEDERAL GOVERNMENT CONTROL IN HEALTHCARE MATTERS**

**Question :** *Do you think the federal or the provincial government is in a better position to manage the healthcare system ?*

n=1005

	Total	Fran.	Non-fran.	ADQ	PLQ	PQ	Others
<b>Federal</b>	20%	15%	42%	17%	35%	8%	12%
<b>Provincial</b>	66%	72%	39%	69%	55%	86%	69%
<b>None</b>	8%	7%	9%	10%	6%	3%	7%
<b>Dnk/Refusal</b>	6%	5%	10%	4%	4%	3%	12%

## 5. More money is needed, whatever the cost

Despite the conditions that the federal government might impose, 6 out of 10 Quebecers (62%) feel that the provincial government should swallow its pride and accept the money rather than refusing it (30%) so that more money can be poured into the healthcare system.

Although more Liberal voters were in favour (79%), a majority of ADQ supporters (63%) shared this view. Only 51% of PQ supporters felt the government should refuse the financial assistance. 42%, on the other hand, felt the government should accept the financial help.

**Table 8– ACCESS TO FEDERAL FINANCING**

**Question :** *Health is a provincial responsibility. If the Quebec government found the conditions imposed by the federal government for receiving an additional healthcare budget unacceptable, do you think the Quebec government should... ?*

n=1005

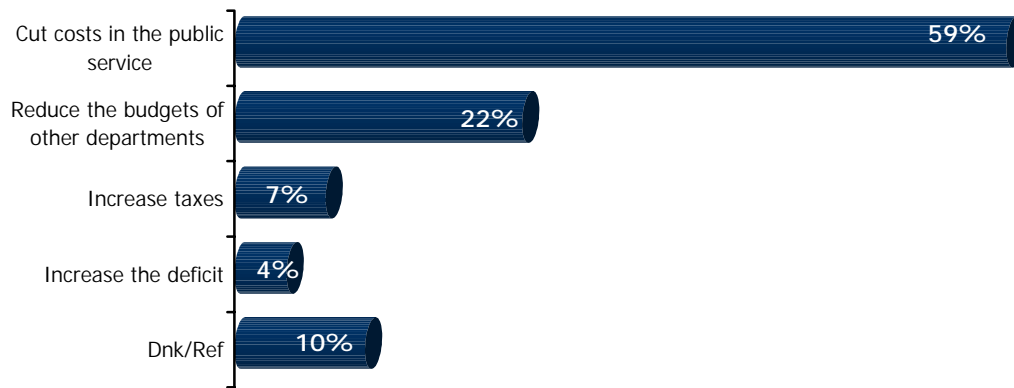
	Total	Fran.	Non-fran.	ADQ	PLQ	PQ	Others
Refuse and find financing elsewhere	30%	35%	10%	33%	17%	51%	17%
Accept and allow federal intervention	62%	58%	80%	63%	79%	42%	55%
Don't know/Refusal	7%	7%	10%	4%	3%	7%	27%

Should the Quebec government fail to receive federal funding for healthcare, 59% of Quebecers feel cuts should be made in public service expenditure. This opinion is shared by the majority of voters in all three political parties, while only 1 out every 5 voters would prefer to see cuts in other departments, 7% an increase in taxes and 4% an increase in the deficit.

**Table 9– OTHER FORMS OF FINANCING**

**Question :** *Should the Quebec Government not receive additional funding for the healthcare system from Ottawa, should it... ?*

n=1005





There seems to be some doubt about maintaining completely free healthcare services since 46% of Quebecers would, at the present time, be in favour of the State allowing those who so desired to have access to private healthcare, while 51% would like to keep healthcare completely free.

Last October, 60% of Quebecers (83% of which were ADQ supporters) were in favour of access to private healthcare. Today, 61% of ADQ supporters remain in favour, unlike the majority of PQ and Liberal supporters who would like to maintain free healthcare.

**Table 10– FREE HEALTHCARE SERVICES**

*Question : Do you think healthcare services should remain completely free as recommended in the Romanow report, or do you think that those who want faster access to healthcare should be allowed to pay for it in the private sector?*

n=1005

	Total	Fran.	Non-fran.	ADQ	PLQ	PQ	Others
Maintain completely free services	51%	50%	55%	39%	52%	59%	74%
Allow access to private healthcare	46%	48%	38%	61%	44%	38%	26%
Don't know/Refusal	3%	2%	7%	1%	3%	3%	-

## 6. Respecting Quebec’s skills and powers in healthcare matters will be a major point in the next electoral campaign

Although they may want to finance the healthcare system at any cost, a majority of Quebecers (61%), from all political parties, would support a party that made respecting Quebec’s skills and powers in healthcare matters one of the major platforms of its political campaign. 30%, on the other hand, would not.

It should be noted that three quarters of PQ supporters would support a party that defended this point.

**Table 11– Respecting powers and skills in healthcare matters**

*Question : Would you support a provincial political party that made respecting Quebec's skills and powers in healthcare matters one of the major platforms of its political campaign ?*

n=1005

	Total	Fran.	Non-fran.	ADQ	PLQ	PQ	Others
Yes	61%	63%	54%	64%	56%	75%	47%
No	30%	30%	29%	33%	37%	20%	45%
Dnk/Ref	9%	8%	17%	3%	8%	5%	2%

## 7. 48% of sovereigntists are not PQ supporters

Quebec sovereignty is certainly not a priority with 40% (including 81% of those who intend to vote for the PQ) of Quebecers in favour. However, the majority (60%) remains against and this includes 54% of francophones.

In addition, 48% of sovereigntists are not PQ supporters, but 52% of sovereigntists are PQ voters.

**Table 10 – SOVEREIGNTIST VOTING INTENTIONS**  
**Question : Are you FOR or AGAINST Quebec sovereignty ?**  
 n=1005

	<b>Total</b> n=941	<b>Fran.</b>	<b>Non-fran.</b>	<b>ADQ</b>	<b>PLQ</b>	<b>PQ</b>	<b>Others</b>
<b>For</b>	40%	46%	11%	35%	13%	81%	37%
<b>Against</b>	60%	54%	89%	65%	87%	19%	63%