

MUNICIPAL ELECTIONS

Leger Marketing Nails It Again

Over the years, Leger Marketing has always been recognized for the accuracy of its results. During municipal elections on November 6th, Leger Marketing stood out with the most accurate results in cities across Québec. Despite all of the difficulties that come with municipal polling, which include the low voter turnout, the volatility of the vote, the voters' lack of interest and the importance of political party organizations, Leger Marketing has once again obtained the most accurate results. The following tables for the cities of Montreal and Québec are evidence of this:

CITY OF MONTREAL

Poll conducted from October 24 to October 26, 2005 among 800 respondents and published in the Journal de Montréal on October 29. The margin of error is 3.7%.

	Before distribution	After distribution	Results of 6/11
Gérald Tremblay	47%	59%	54%
Pierre Bourque	29%	36%	37%
Richard Bergeron	4%	5%	9%
Undecided, refused, etc	20%		

CITY OF QUEBEC

Poll conducted from October 24 to October 25, 2005 among 400 respondents, published in the Journal de Québec and broadcast on 93.3 October 28, 2005. The margin of error is 4.9%.

	Before distribution	After distribution	Results of 6/11
Andrée Boucher	40%	50%	46%
Claude Larose	19%	24%	34%
Marc Bellemare	15%	19%	11%
Pierre-M. Bouchard	6%	8%	9%
Undecided, refused, etc	20%		