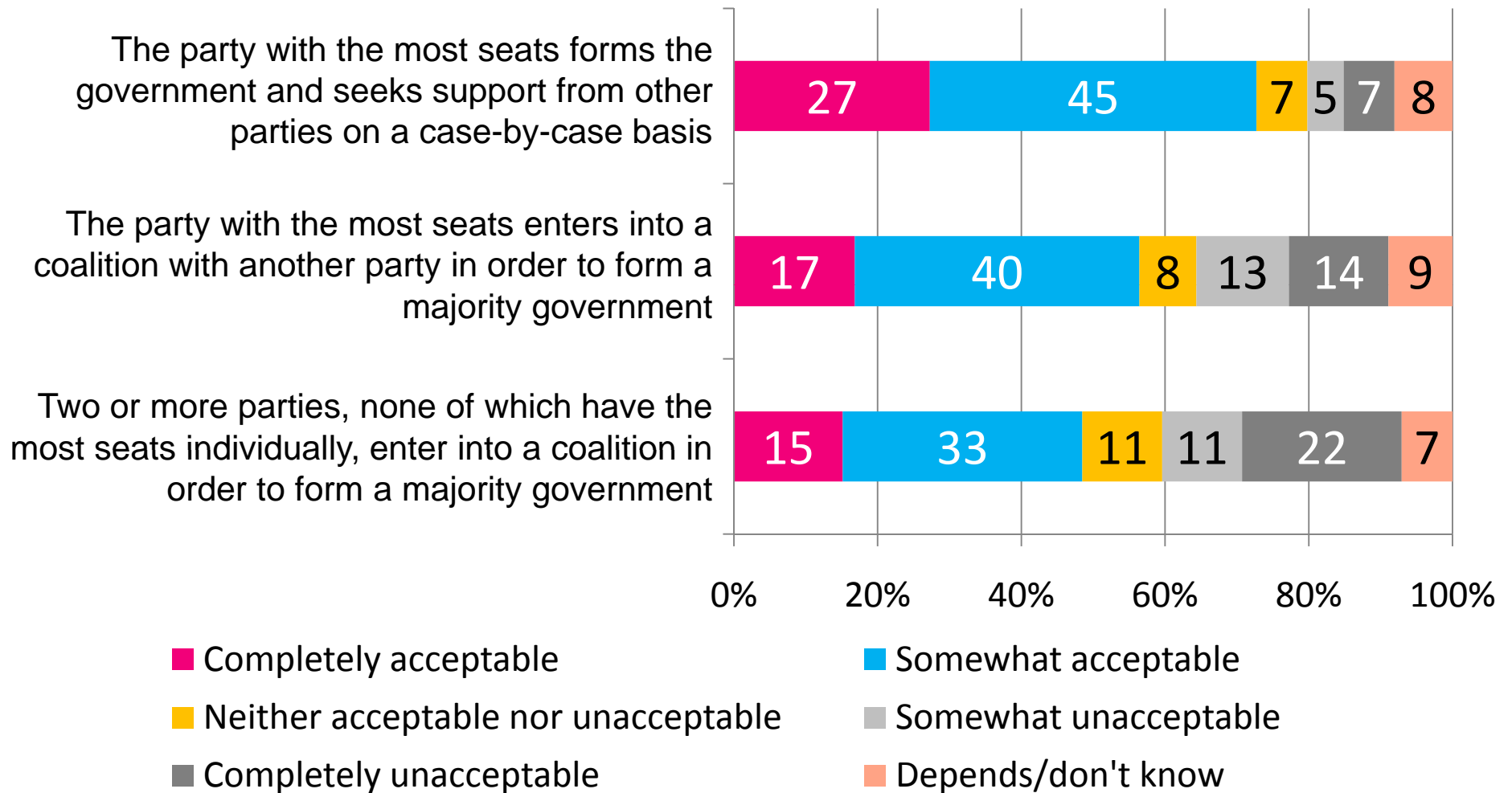


# COALITION GOVERNMENT ACCEPTABLE TO MOST CANADIANS

April 14, 2011



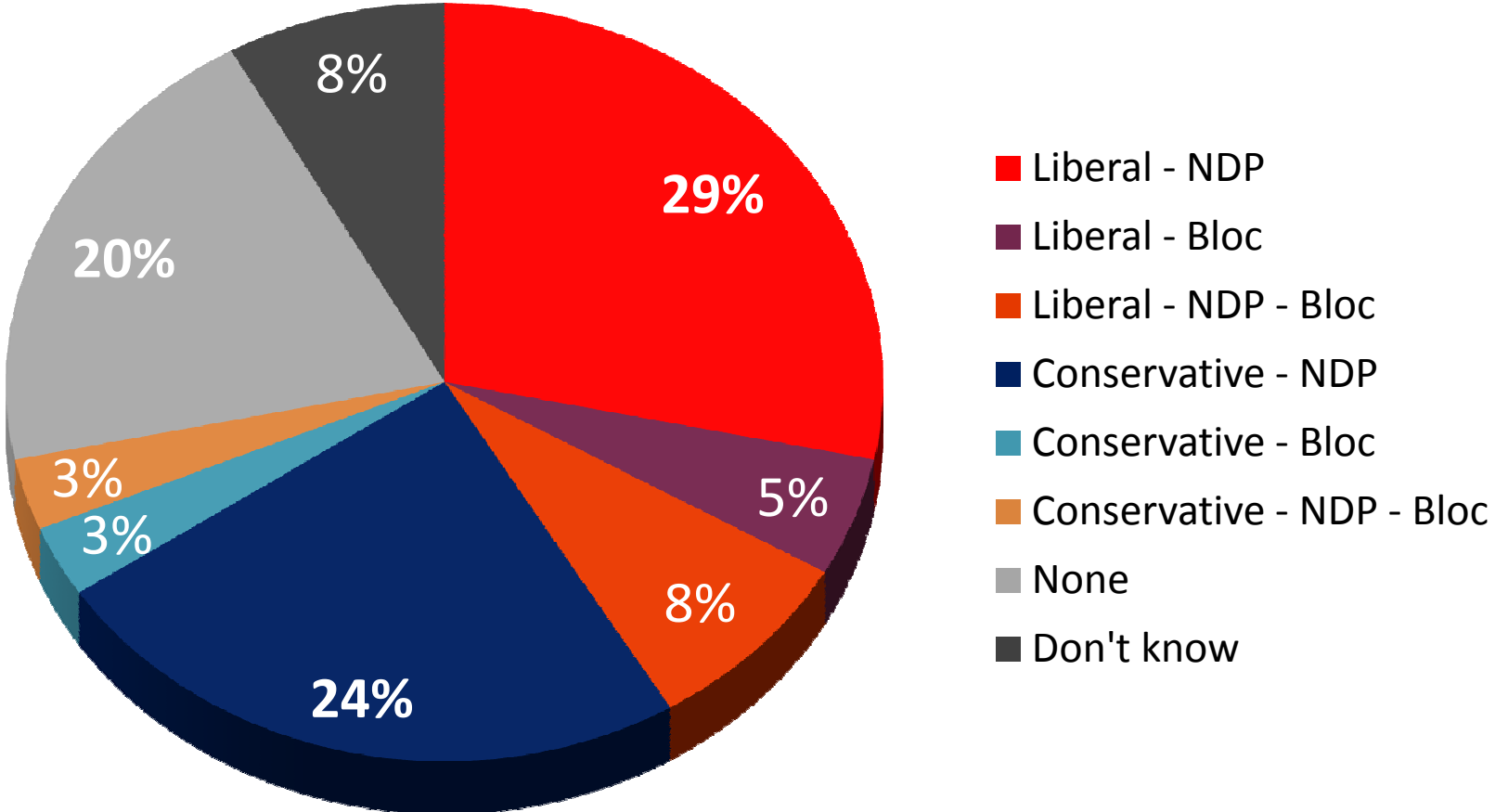
# Acceptance of Coalition Scenarios



Base: N=1,015

Q: In the event no single political party wins a majority of seats in the upcoming election, how acceptable would you find each of the following scenarios?

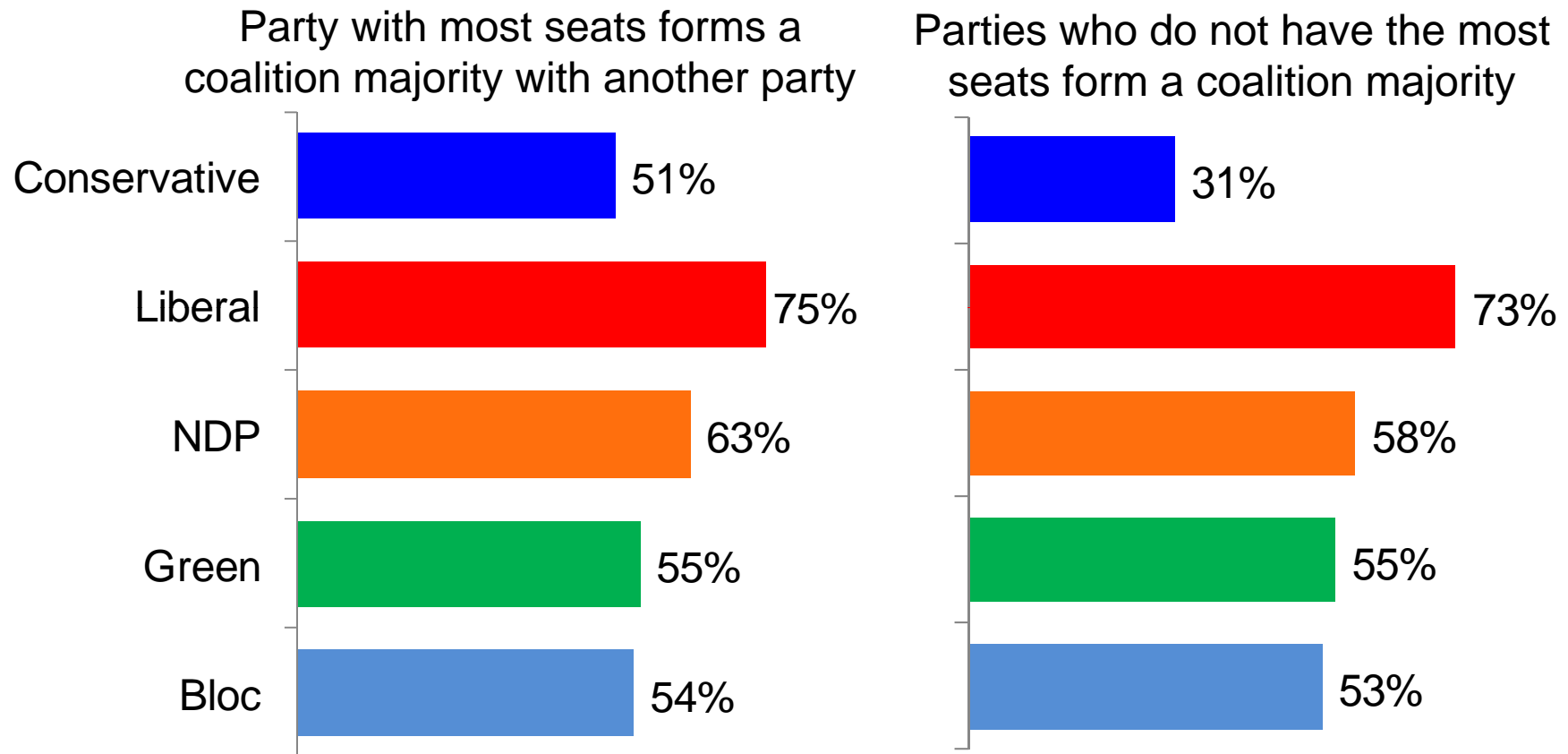
# Preference for Different Coalition Scenarios



Q: And which of those coalition scenarios would you most prefer?  
Base: N=1,015



# Supporters of all parties, except Conservatives, would find coalition government acceptable



% of respondents who find scenario “completely” of “somewhat” acceptable

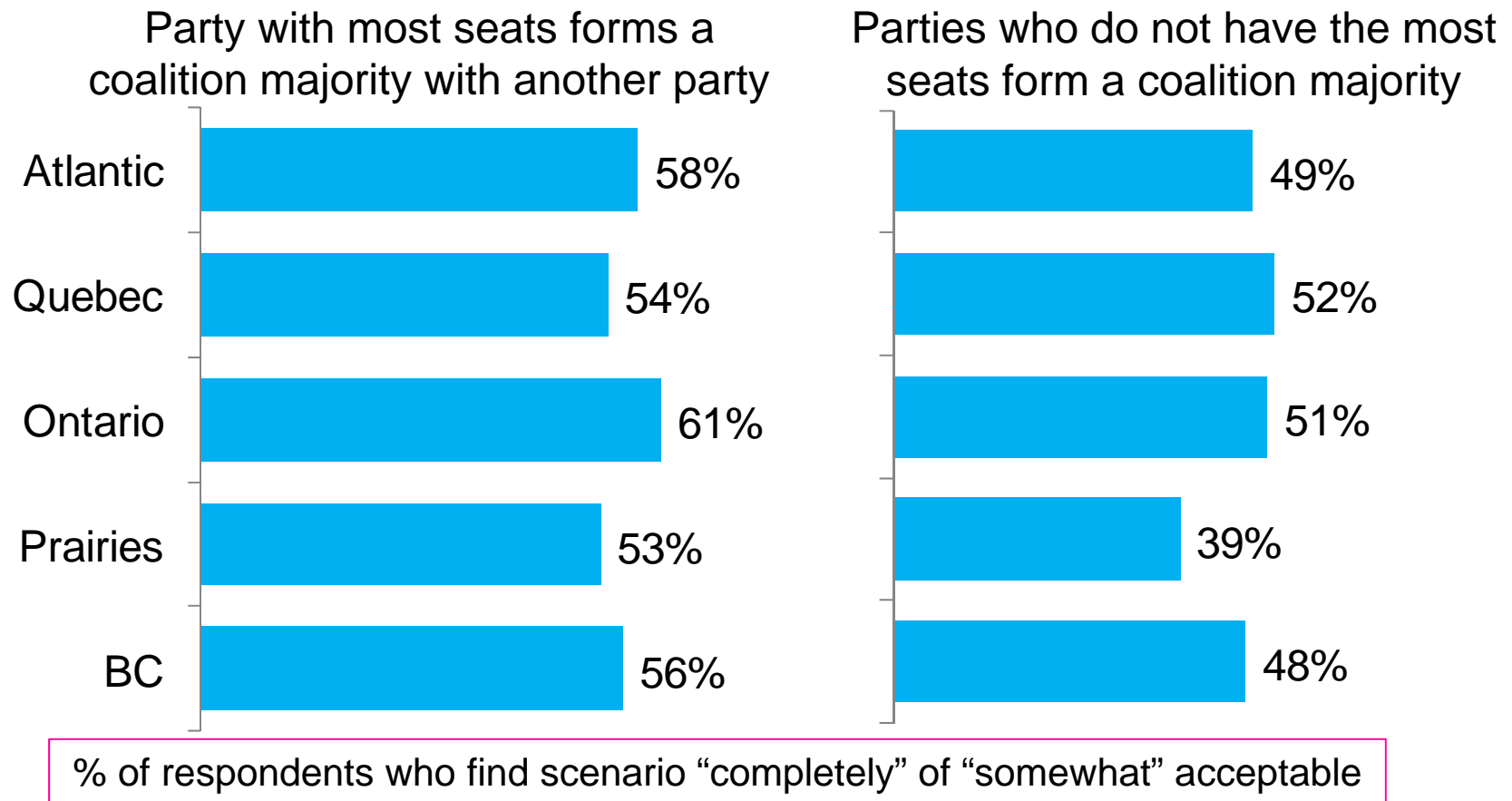
Q: How acceptable do you find each of the following scenarios:

- The party with the most seats enters into a coalition with another party in order to form a majority government
- Two or more parties, none of which have the most seats, enter into a coalition in order to form a majority government

Base: Conservative N=305; Liberal N= 207; NDP N=141; Green N=67; Bloc N=76



# Prairie voters less at ease with the idea of a coalition government formed without winning



Q: How acceptable do you find each of the following scenarios:

The party with the most seats enters into a coalition with another party in order to form a majority government

Two or more parties, none of which have the most seats, enter into a coalition in order to form a majority government

Base: Atlantic N=105; Quebec N=247; Ontario N=334; Prairies N=177; BC N=152

# About the Survey

A telephone survey of a random national sample of 1,015 Canadians was conducted between April 4 and April 8, 2011. The margin of error on national results is +/- 3.1%, 19 times out of 20. Margins of error on regional results are significantly higher, ranging from +/- 5.4% (Ontario) to +/- 9.6% (Atlantic).

The following questions were asked in the survey: In the event no single political party wins a majority of seats in the upcoming election, how acceptable would you find each of the following scenarios? (RANDOMIZED ORDER TO PREVENT BIAS)

- The party with the most seats forms the government and seeks support from other parties on a case-by-case basis
- The party with the most seats enters into a coalition with another party in order to form a majority government
- Two or more parties, none of which have the most seats individually, enter into a coalition in order to form a majority government

Completely acceptable

Somewhat acceptable

Neither acceptable, nor unacceptable

Somewhat unacceptable

Completely unacceptable

DEPENDS ON THE PARTIES

DON'T KNOW/REFUSED

# About the Survey

And, how acceptable would you find each of the following potential party combinations for a coalition government?

Liberal and NDP  
Liberal and Bloc Québécois  
Liberal, NDP and Bloc Québécois  
Conservative and NDP  
Conservative and Bloc Québécois  
Conservative, NDP and Bloc Québécois

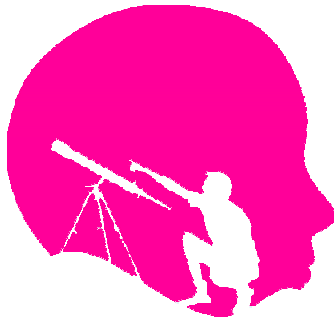
Completely acceptable  
Somewhat acceptable  
Neither acceptable, nor unacceptable  
Somewhat unacceptable  
Completely unacceptable  
DON'T KNOW

And which of those coalition scenarios would you most prefer?

RE-READ LIST IF NECESSARY.  
Liberal and NDP  
Liberal and Bloc Québécois  
Liberal, NDP and Bloc Québécois  
Conservative and NDP  
Conservative and Bloc Québécois  
Conservative, NDP and Bloc Québécois  
NONE OF THE ABOVE  
DON'T KNOW/REFUSE

# About Norman Baillie-David, CMRP

Norman (“Norm”) Baillie-David is Vice President and Director of Public Opinion Research at TNS Canada. He also leads the TNS office in the National Capital Region, as well as sitting on the TNS Global Steering Committee for Political and Social Research. Norm is a seasoned market researcher and bilingual focus group moderator, with more than twenty five years of experience in market and social research and strategy development. Having conducted more than 1,000 surveys and many more focus groups, Norm is constantly abreast of what Canadian citizens and consumers across the country are thinking and feeling about their prospects.



Norm has designed and managed more than 1,000 surveys in a wide-variety of areas, ranging from high-technology to consumer products, and Norman is a recognized “expert” in complex survey methodology design and multivariate statistical analysis. He is in frequent demand by the media and market research industry in Canada to speak on the comparisons and contrasts of public opinion in Quebec and the rest of Canada, and has published widely. In addition, Norm has conducted assignments in more than 40 different countries around the world, and has a keen interest in cross-cultural issues, especially related to public opinion and the use of technology.

Norm is a Certified Marketing Research Professional (CMRP), member of the Market Research Intelligence Association (MRIA), and he served as a President of the Ottawa Chapter from 2002 to 2004. He holds an MBA and a B.A. (Honours) in Political Science.

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