



Media Release –  
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## Canadians want vastly different seat distribution in House of Commons, poll shows

OAKVILLE – While Canadians may know who they will vote for, they don’t want a Majority and they know exactly how many seats they want each of the other major political parties to have.

Former Green Party pollster and strategist, Dan Baril, departed from traditional polling methodologies by asking a somewhat bold and different kind of polling question. The Core Strategies study examined how 1000 Canadians would divvy-up the House of Commons if it was solely up to them.

“Old school pollsters who still think inside the methodology box will poo-poo the approach” said Baril, citing that his firm “specializes in figuring out what Canadians really want, not what politicians want Canadians to want.”

The study found that voters left to decide not just who they will vote for, but also what in their view would be the ideal number of seats for each of the other major political parties, begin to outline a vastly different look and feel to the Canadian political landscape.

According to Canadians polled between April 26-30, Parliament should look like this:

	Seats	%
Conservative	97	32%
Liberal	81	26%
NDP	49	16%
Green	42	14%
Bloc	39	13%
Total	308	100%

“It takes a while to get your head around the concept,” said Mr. Baril, “it’s counter-intuitive to everything we normally measure, but that’s also where and why the results are so useful, and offer unique insights into the polling volatility we’ve seen in recent years.”

The exact question asked in the survey read as follows:

- The Federal House of Commons is made up of 308 seats. To make the math easier, imagine the House of Commons is made up of only 100 seats. If it was solely up to you, what number of seats for each of the major political parties do you think would be ideal, between the: {read and rotate and then assist respondent in adding up to 100}
  - Conservatives
  - Liberals
  - NDP
  - Green
  - Bloc Quebecois



The survey was also able to query desired seat distribution by voting intention.

TOTAL			CON		LIB		NDP		GREEN		BQ	
	seats	%	seats	%	seats	%	seats	%	seats	%	seats	%
CON	97	32%	171	56%	69	23%	53	17%	67	22%	59	19%
LIB	81	26%	58	19%	125	41%	66	22%	64	21%	61	20%
NDP	49	16%	32	11%	45	15%	97	31%	51	17%	39	13%
GREEN	42	14%	24	8%	39	13%	51	17%	92	30%	37	12%
BLOC	39	13%	23	8%	30	10%	41	13%	35	11%	114	37%
	308		308		308		308		308		308	

“Beyond the fact our study found 1<sup>st</sup> intention voting patterns similar to everyone else, does not mean Canadians’ desired seat distribution for other parties will become a reality anytime soon. Some critics will see asking a question where the outcome has little if any chance of occurring a waste of time. However, strategists who know what to look for will see a heck-of-a-lot more than the simple building blocks for electoral reform.”

“Even Politicians stuck in a rut wanting Canadians to see things only their way instead of how voters see things can still learn a lot from these results. For example why do NDP supporters only want their party to win 97 seats, whereas say Conservative supporters want their guys and gals to win 171 seats. Additionally, why do Conservatives want Liberals to get any seats?”

“The implied campaigning and messaging strategies are very far reaching. Knowing what this data means is one thing, knowing what to do with it and what it can be used for is quite another. It’s this latter sandbox I like to play in” Mr. Baril said.

More information available online at: <http://www.danbaril.com/Seats.htm>

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