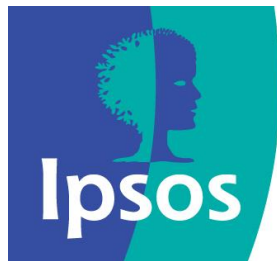


The Big Shift

The Seismic Change in Canadian Politics, Business, and Culture, and What It Means for Our Future

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The Big Shift

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Toronto, ON – In *The Big Shift* (HarperCollins Canada); Darrell Bricker, CEO of Ipsos Global Public Affairs, and John Ibbitson, Chief Political correspondent for *The Globe and Mail*, present a provocative look at a new Canadian political geography that has become divorced from the traditions of its past and replaced by a new, powerful coalition based in the west and supported by conservative leaning immigrant voters from China, India and other Asian countries.

With their combined expertise, Bricker and Ibbitson examine the issue from both a historical cultural perspective and statistical background to argue that the conservative party is doing a much better job of creating a narrative that centres on the issues Canadian voters care about most, and that the inability of the liberal leadership to speak to this growing population, their focus on the Quebec vote, and outdated equalization system envisioned to benefit Ontario as a Canadian power house is no longer relevant to the voting public.

In the next federal election 30 seats will be added to the House of Commons, mostly in Calgary, Edmonton, Vancouver and the underserved Toronto suburbs, where the bulk of the growing Canadian immigrant population has settled. Bricker and Ibbitson argue that the political media and business elites in Toronto, Ottawa and Montreal who ignore these changes will need to develop a narrative that speaks to this changing population and only



those who understand these changes will be able to capitalize on the tremendous changes the big shift will bring.

About the Authors

DARRELL BRICKER is the CEO of Ipsos Global Public Affairs. Prior to joining Ipsos Reid, Bricker was director of public-opinion research in the office of the prime minister. He holds a Ph.D. in political science from Carleton University and is the co-author (with Edward Greenspan) of *Searching for Certainty: Inside the New Canadian Mindset*. He is the co-author, with John Wright, of *What Canadians Think About Almost Everything*. Follow him on Twitter @darrellbricker.

JOHN IBBITSON, chief political correspondent for *The Globe and Mail*, has served as the paper's Queen's Park columnist, Ottawa political affairs correspondent and bureau chief in both Washington and Ottawa. His numerous political books include *Open and Shut: Why America Has Barack Obama and Canada Has Stephen Harper* and *The Polite Revolution: Perfecting the Canadian Dream*. His novel *The Landing* won the Governor General's Literary Award for Children's Literature. He lives and writes in Ottawa. Follow him on Twitter @JohnIbbitson.

The book is published by HarperCollins Canada and [is available online](#).



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