

SNAPSHOT OF METROPOLITAN CANADA

LIBERALS/NDP REMAIN IN THE HUNT IN BIG CITIES

[OTTAWA – September 23, 2008] – Despite the substantial, and increasingly solid, Conservative lead over the other parties nationally, it is a very different story when it comes to Canada's biggest cities: Toronto, Montreal and Vancouver. The Tories are not in the horserace in Montreal, lag badly in Toronto, and are in a dogfight with the NDP in Vancouver.

Even in the suburban and ex-urban areas around these big cities, where the Conservatives are more competitive, they are a less formidable presence than they appear on the national numbers.

Indeed, in Ontario and Quebec, distance from the metropolitan core is an excellent predictor of Tory strength.

This split between the cosmopolitan metropolis and the rest of the society is one that we have also witnessed in the United States in recent years. Urban voters have the strongest connections to the global economy and we know from other research that they tend to be more outward-looking.

The cities also have larger immigrant populations. Despite great efforts in recent years, the Tory gains among these immigrant populations are still too modest to allow them to penetrate effectively into our two largest cities.

HIGHLIGHTS

- **While the Conservative lead appears to be solidifying nationally, there is a different story in Canada's largest cities.**
- **The Conservatives currently trail the Liberals in Toronto and Montreal, and the NDP in Vancouver.**

Please note that the methodology and detailed tables of these and other results discussed in this release are provided at the end of this document.

Meanwhile, families with young children who are more commonly away from the urban core are likely more receptive to key Conservative messages: on taxes, law-and-order and moral values.

It is clear from the national numbers that the Tories' current focus is yielding them a degree of success. Indeed, they seem set to win a second victory. This is particularly so because our electoral system under-represents city-dwellers, because urban constituencies are larger in terms of population.

This short-term strategy may come at a longer-term price, however. There is a serious issue that arises from this pattern of support, with the likely governing party being cut off from the most cosmopolitan elements in the society, who are best-equipped to interact with an increasingly globalized world.

Toronto:

In the Liberals' traditional fortress of inner Toronto, they retain a large (nine percentage point) lead over the Conservatives. Unlike the rest of the country, where Conservative support is more committed than Liberal support, four-fifths of Liberal supporters in Toronto say they are unlikely to change their preference before election day.

It is the NDP and the Greens, who trail behind, and whose supporters are more likely to say they may still switch before casting their ballot, which would likely benefit the Liberals. If there is to be a recoil at the idea of a Tory majority, which has happened in the past, it is likely to be strongest in central Toronto.

In the suburban and ex-urban belt around Toronto, the Liberals also remain competitive, though they lag the Conservatives somewhat.

Where the Liberals are falling right out of contention is in the rest of the province, where they trail the Tories by a huge margin (13 percentage points).

Montreal:

In Montreal, the Liberals are also competitive, trailing the Bloc Québécois by just a few percentage points. The Conservatives, NDP and the Greens, are all quite far behind, though they each gather significant chunks of the electorate (17% each for the Conservatives and NDP; 10% for the Greens).

There is a possibility, at least, that the Liberals could benefit from "tactical" voting as election day approaches, with so many votes now residing with parties who will struggle to win seats on the island of Montreal.

In the ring of suburban and ex-urban seats around Montreal, the Liberals again trail the BQ, but remain within closing distance; the other parties, including the Conservatives, are not especially competitive at the moment.

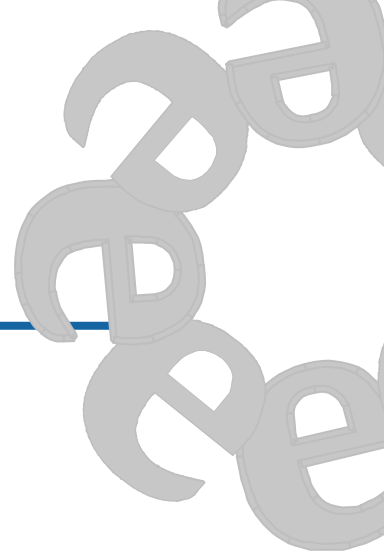
As in Ontario, it is outside the big city, where the Liberals are slipping well behind: indeed in the rest of Quebec they no longer seem to be genuinely in contention in what is turning out to be a Conservative-BQ battle.

Vancouver:

In Vancouver, the New Democrats appear to have established a lead, with the Conservatives and Liberals trailing, but still competitive.

In the rest of the lower mainland – and indeed, the rest of the province – the Conservatives have a thumping lead over the other parties, tracking at well over 40% support.






Outside of central Vancouver, neither the Liberals nor the NDP can make a decisive claim to be the main opposition to the Tories, and the Greens are actually nipping at their heels -- though it is worth saying that regional pockets of strength don't show up in these numbers, and could play a big part in determining the winner in some seats.

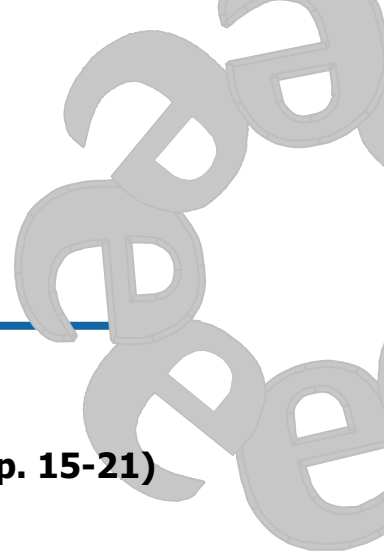


Detailed Tables:

Roll-Up of Federal Vote Intention (Sep. 15-21)





Q. If a federal election were held tomorrow, which party would you vote for?

BASE: Decided Voters n=	British Columbia			Ontario			Quebec		
	Van.	Ex/Sub -Urban	Rest of BC	Tor.	Ex/Sub -Urban	Rest of ON	Mtl.	Ex/Sub -Urban	Rest of QC
	27	43	41	28	38	40	17	17	31
	25	22	19	37	32	27	26	26	15
	37	19	24	21	16	18	17	13	12
	12	16	16	14	14	15	10	9	6
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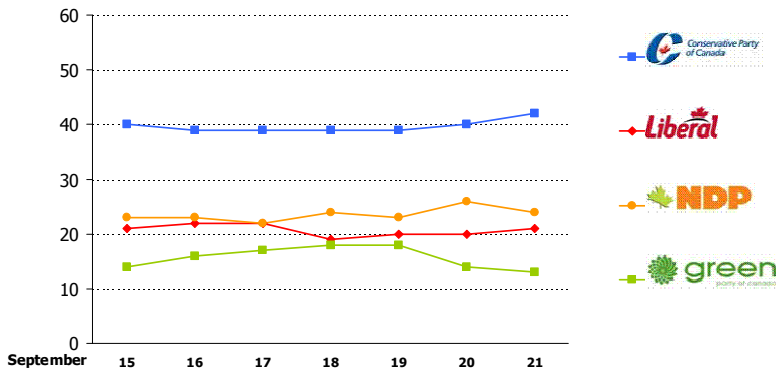


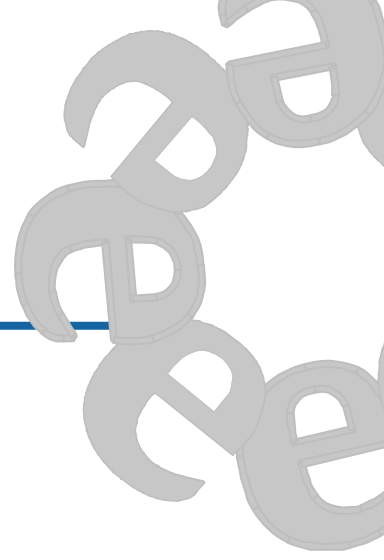
Roll-Up of Federal Vote Intention in British Columbia (Sep. 15-21)

Q. If a federal election were held tomorrow, which party would you vote for?

BASE: Decided Voters in British Columbia (n=1702)	Overall	Sex		Age				Income		
		M	F	<25	25-44	45-64	65+	<\$40K	\$40-80K	+\$80K
	39	42	36	28	34	38	54	36	38	42
	24	21	27	24	24	26	19	28	25	20
	22	21	22	27	23	21	20	19	22	24
	15	16	15	21	19	15	8	18	15	15





Tracking Federal Vote Intention in British Columbia



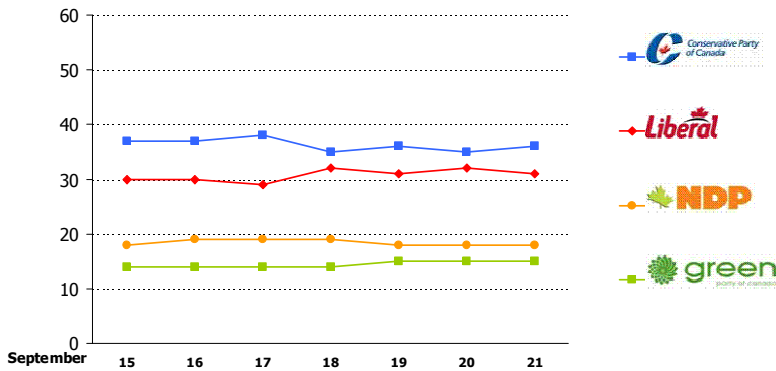


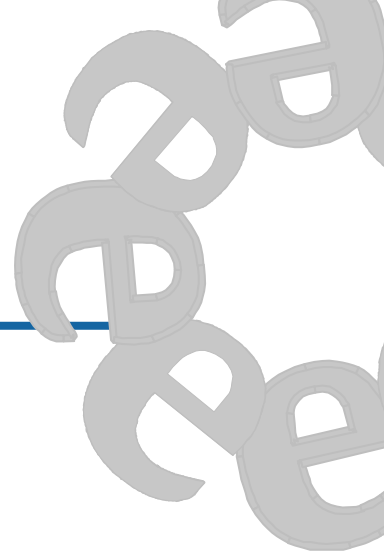
Roll-Up of Federal Vote Intention in Ontario (Sep. 15-21)

Q. If a federal election were held tomorrow, which party would you vote for?

BASE: Decided Voters in Ontario (n=2673)	Overall	Sex		Age				Income		
		M	F	<25	25-44	45-64	65+	<\$40K	\$40-80K	+\$80K
	34	38	31	22	34	37	37	34	33	36
	32	32	32	28	28	33	41	30	29	36
	19	16	22	25	22	18	13	23	22	14
	14	14	14	25	16	12	9	13	15	14

Tracking Federal Vote Intention in Ontario



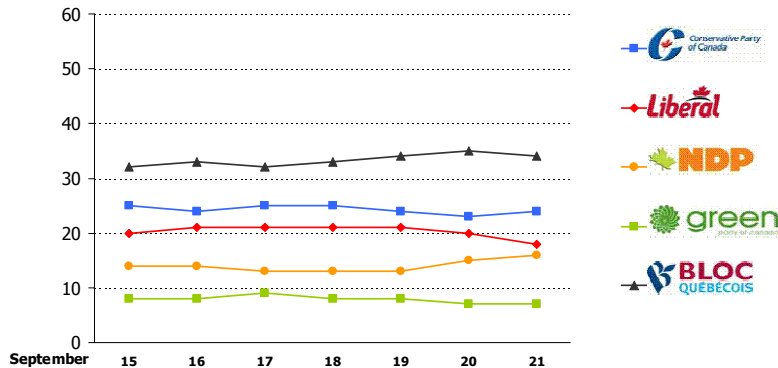


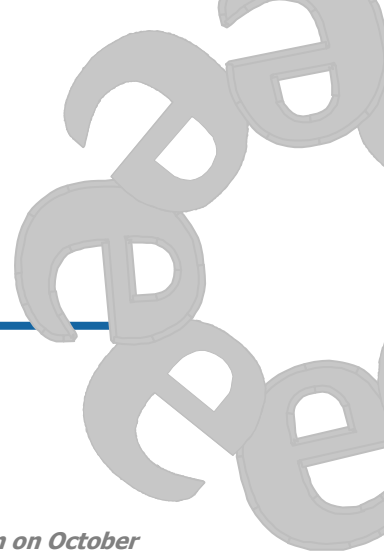
Roll-Up of Federal Vote Intention in Quebec (Sep. 15-21)

Q. If a federal election were held tomorrow, which party would you vote for?

BASE: Decided Voters in Quebec (n=2317)	Overall	Sex		Age				Income		
		M	F	<25	25-44	45-64	65+	<\$40K	\$40-80K	+\$80K
	33	31	35	28	35	37	24	32	35	30
	23	28	19	20	18	27	31	23	24	23
	21	19	23	20	21	19	28	21	22	19
	14	13	15	15	19	11	10	14	13	18
	8	9	7	17	7	7	7	9	6	9

Tracking Federal Vote Intention in Quebec





Likelihood of Changing Vote Intention (Sep. 15-21)

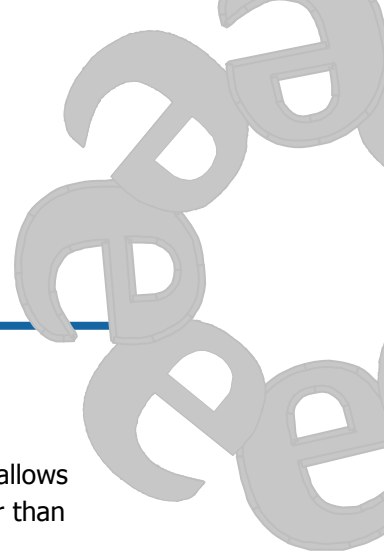
Q. How likely is it that you will change your mind between now and the federal election on October 14?

BASE: Decided Voters	British Columbia			Ontario			Quebec		
	Van.	Ex/Sub -Urban	Rest of BC	Tor.	Ex/Sub -Urban	Rest of ON	Mtl.	Ex/Sub -Urban	Rest of QC
Not likely (1-3)	74	73	74	76	74	76	72	73	68
Somewhat likely (4)	10	9	7	9	10	7	9	8	9
Likely (5-7)	16	18	20	16	16	17	20	20	23

Second Choice (Sep. 15-21)

Q. What party would be your second choice?

BASE: Decided Voters	British Columbia			Ontario			Quebec		
	Van.	Ex/Sub -Urban	Rest of BC	Tor.	Ex/Sub -Urban	Rest of ON	Mtl.	Ex/Sub -Urban	Rest of QC
	9	11	9	9	11	9	11	13	14
	22	21	17	21	22	17	15	15	12
	20	18	16	19	16	20	20	19	18
	18	15	19	16	20	16	13	11	11
	--	--	--	--	--	--	13	14	13
No second choice	30	34	37	33	32	36	28	28	32



Methodology:

This poll was conducted using Interactive Voice Recognition (IVR) technology, which allows respondents to enter their preferences by punching the keypad on their phone, rather than telling them to an operator.

The field dates for the survey results presented in this analysis are September 15 to September 21, 2008. The margin of error associated with each of the regions discussed in this release is provided in the following table. Please note that the margin of error increases when the results are sub-divided further (i.e., error margins for sub-groups such as sex, age, income).

BASE: Decided Voters	British Columbia			Ontario			Quebec		
	Van.	Sub-Urban	Rest of BC	Tor.	Sub-Urban	Rest of ON	Mtl.	Sub-Urban	Rest of QC
Sample size	352	987	353	1181	421	1071	1043	278	996
Margin of error (+/-)	5.2	3.1	5.2	2.9	4.8	3.0	3.0	5.9	3.1

All the data were statistically weighted to ensure the samples composition reflects that of the actual population of Canada according to Census data.