



Ipsos Reid Public Affairs



Canadian Union of Postal Workers

Views of Canadians on Private Letter Mail Service in Canada



Background and Objectives

- **The Canadian Union of Postal Workers (CUPW) wished to conduct public opinion research amongst the Canadian general population on the subject of Canada Post's exclusive privilege as the sole organization permitted to deliver letter mail in Canada.**
- **The objective of this research was to determine the public's opinion concerning extending this privilege to private organizations.**
- **This topic was previously examined in a study conducted for the CUPW by the Angus Reid Group in 1996.**



Methodology

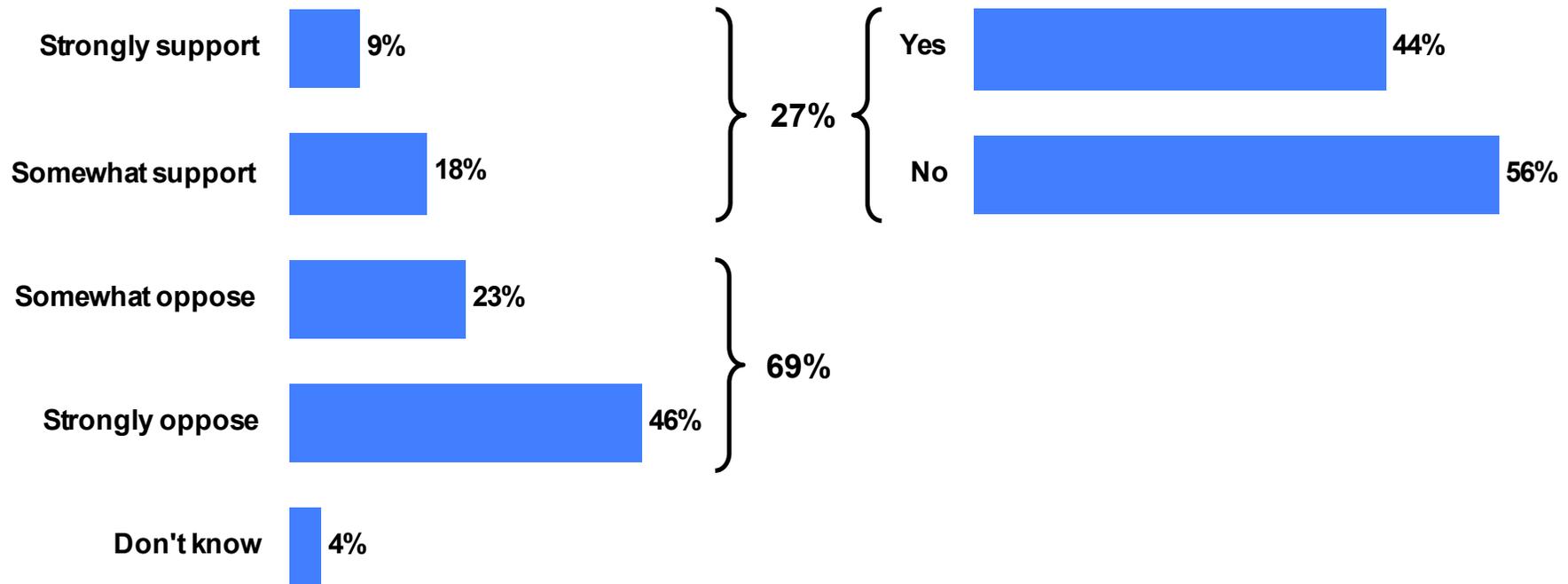
- Ipsos Reid ran two questions on the *Canadian Ipsos Reid Express Telephone Omnibus* between the 12th and 14th of August, 2008.
- The study consisted of a respondent base of n=1,007.
- Sample was stratified by census division and households were selected from a central telephone-sampling program using modified random-digit dialing.
- Survey data were weighted to ensure the sample's age and gender composition reflects that of the actual adult Canadian population according to Census data.



A Large Majority of Canadians Oppose Allowing Private Companies to Deliver Letter Mail in Canada

Q1. Currently, by law, only Canada Post is allowed to deliver letter mail in Canada. A number of private companies have said that they would also like to deliver letter mail in Canada. Canada Post offers letter mail service for the price of a stamp, regardless of the origin or destination of mail within Canada. In the case that private companies were allowed to offer a competing letter mail service in Canada, pricing decisions would be left up to those companies. Do you strongly support, somewhat support, somewhat oppose, or strongly oppose allowing private companies to deliver letter mail in Canada?

Q2. If you knew that allowing private companies to offer a competing letter mail service in Canada would make it impossible for Canada Post to keep its current one-price-goes-anywhere service for the price of a stamp, would you then change your mind and oppose letting private companies deliver letter mail in Canada?





Demographics

- Those who **strongly oppose** allowing private companies to deliver letter mail in Canada include a greater proportion of:
 - Residents of Saskatchewan/Manitoba (61%), the Atlantic provinces (56%) and Ontario (52%) compared to those of Alberta (37%) and Quebec (33%); and
 - Those with a household income of \$60K or more (49%) compared to those earning less than \$30K (38%).
- Those who **strongly support** allowing private companies to deliver letter mail in Canada include a greater proportion of:
 - Residents of Alberta (17%) compared to those of Ontario (8%), British Columbia (7%) and Quebec (6%); and
 - Men (12%) compared to women (5%).



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