

FLYERS FROM MPs

# Half of Canadians Think Recent Tory MP Flyers are Unacceptable

*Roughly three-in-five say they have received flyers from their MPs over the past six months; one-quarter say they read the flyers carefully*

[VANCOUVER – Sept. 1, 2008] – Half of Canadians think a new flyer sent out by Conservative MPs is unacceptable because it acts as campaign material, a new *Toronto Star* / Angus Reid poll has found.

According to existing regulations, Members of Parliament in the House of Commons are allowed to use their free postage privileges to send out four household flyers each year to their constituents. These flyers cannot ask for “re-election support” or include any “provincial, municipal or local election campaign material.”

In the online survey of a representative national sample, respondents were shown a recent flyer sent out by Tory MPs and asked whether they feel it is admissible or inadmissible.

Half of respondents (49%) think the flyer—which emphasizes Conservative efforts to end drug crimes—is inadmissible. Slightly more than a quarter (27%) think it is acceptable, nine per cent said it is neither admissible nor inadmissible, and 16 per cent are undecided.

The survey also found that almost three-in-five Canadians (57%) have received flyers from their MP during the last six months. Of those who acknowledged getting such flyers, roughly one-quarter (24%) say they read them carefully, almost twice as many (44%) say they quickly glanced at them and three-in-ten (30%) say they did not read them at all.

## KEY FINDINGS

- **49% view recent Tory MP flyers as inadmissible; 27% say they are acceptable**
- **Three-in-five (57%) say they have received flyers from their MP in the last six months**
- **24% have carefully read the sent flyer, 44% quickly glanced at it and 30% did not read it**
- **Older Canadians, with household earnings of \$100,000 or more and at least one university degree are most likely to have received and read the MP flyers.**

Full topline results are at the end of this release.

*From August 27 to August 28, 2008 Angus Reid Strategies conducted an online survey among a randomly selected, representative sample of 1,012 adult Canadians. The margin of error for the total sample is +/- 3.1 %, 19 times out of 20. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding.*

Notably, respondents over the age of 55 (32%), those living in Manitoba and Saskatchewan (30%), those with a high school diploma or less (32%) and those with household earnings of \$50,000 to \$99,000 (31%) are most inclined to say that the recent Conservative flyer is admissible, because it is merely meant to make constituents aware of what the government is trying to do. Conservative supporters also feel this way, with almost half (47%) saying the presented flyer is permissible and not going against any regulations.

On the other hand, Liberal Party supporters (71%), those with household earnings of \$100,000 or more (62%) and those with at least one university degree (68%) are considerably more likely than all other socio-economic groups to say the flyer is inadmissible.

Looking at whether Canadians received flyers from their MPs in the last six months, a regional analysis reveals that Manitoba and Saskatchewan respondents (81%) are most likely to have said yes, while those living in Alberta (63%) are most inclined to say they have not. It is also interesting to note that while Albertans have not received as many flyers as the remaining regions, they are much more likely than the remaining regions to pay attention to the flyers they get. In this province, 42 per cent say they carefully read the flyer from their MPs, considerably higher than the other regions.

Manitoba and Saskatchewan respondents are also slightly more inclined to read the flyer, with more than half (58%) saying they quickly glanced at them. Respondents who did not bother to read the flyer at all are more prevalent in Quebec (45%) and the Atlantic Provinces (44%).

A gender breakdown reveals that more men said they have received such political flyers in their last six months (62% men, 53% women), while more women said they did not read the flyers they were sent (34% women, 27% men).

Also of interest is the fact that older Canadians (67% received, 31% read carefully), those earning \$100,000 or more in their households (63% received, 31% read carefully) and those with at least one university degree (66% received, 30% read carefully) are considerably more likely than their respective counterparts to have received flyers from their MPs in the last six months and to have read them carefully.

The age group reveals more striking differences. While three-in-ten older adults (31%) say they have read the MP flyers carefully, the number drops to 22 per cent for those aged 35-54 and a much lower 18 per cent for younger adults. In turn, those aged 18-34 (36%) and with household earnings of \$50,000 or less (33%) are most likely to not read the flyers they are sent.

An analysis of just those who have received flyers reveals that more Conservative Party supporters have read the flyers carefully (33%), compared to more than half of NDP backers who say they quickly glanced at the handouts (53%) and around 35 per cent of both Bloc Québécois and Green voters who say they did not read the leaflets at all.

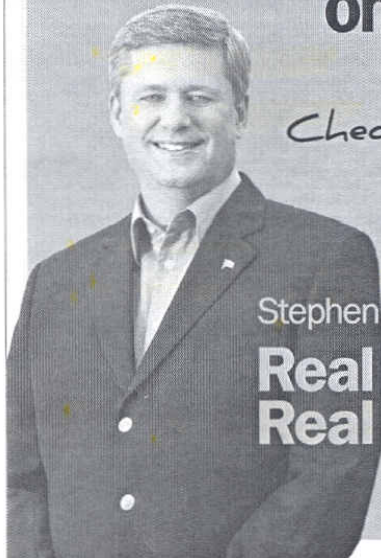
**Junkies and drug pushers don't belong near children and families.**

**They should be in rehab or behind bars.**

**The Conservative Government will clean up drug crime.**





- ✓ **Punish drug pushers with more jail time**
- ✓ **Keep junkies in rehab and off the streets**
- ✓ **Crack down on cross border drug smuggling**

**Who do you think is on the right track on crime?**



Stephen Harper  
**Real Action.  
Real Results.**

*Check one* →

	<b>Stéphane Dion</b> <small>Liberal/Liberal</small>	<input type="radio"/>
	<b>Stephen Harper</b> <small>Conservative/Conservateur</small>	<input type="radio"/>
	<b>Jack Layton</b> <small>NDP/NPD</small>	<input type="radio"/>
	<b>Elizabeth May</b> <small>Green/Vert</small>	<input type="radio"/>

NAME \_\_\_\_\_ TELEPHONE \_\_\_\_\_  
ADDRESS \_\_\_\_\_ EMAIL \_\_\_\_\_  
CITY/TOWN \_\_\_\_\_  
PROVINCE \_\_\_\_\_ POSTAL CODE \_\_\_\_\_

**Compliments of Rob Merrifield, MP**

### Flyers From MPs

According to existing regulations, MPs in the House of Commons are allowed to use their free postage privileges to send out four household flyers each year to their constituents. These flyers cannot request “re-election support” or contain “provincial, municipal or local election campaign material.” Some people say that the flyer you have just seen is admissible, because it is meant to make constituents aware of what the government is trying to do. Other people say that the flyer you have just seen is inadmissible, because it is in fact campaign material. Which of these statements comes closest to your own view?

	Total	BC	AB	MB/SK	ONT	PQ	ATL	Male	Female
The flyer is admissible	27%	28%	27%	30%	27%	25%	27%	27%	26%
The flyer is inadmissible	49%	53%	54%	50%	51%	45%	40%	52%	45%
Neither	9%	5%	8%	6%	8%	12%	8%	9%	8%
Not sure	16%	14%	11%	14%	15%	18%	25%	11%	20%

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	Age			Income			Education		
	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+
The flyer is admissible	22%	25%	32%	24%	31%	27%	32%	27%	19%
The flyer is inadmissible	51%	48%	47%	45%	48%	62%	35%	49%	68%
Neither	5%	11%	9%	12%	5%	3%	11%	8%	6%
Not sure	22%	15%	12%	19%	16%	7%	22%	16%	7%

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	Will vote for or intends to vote for in next federal ballot					
	Total	Con	Lib	NDP	BQ	Green
<b>The flyer is admissible</b>	<b>27%</b>	<b>47%</b>	<b>15%</b>	<b>22%</b>	<b>37%</b>	<b>11%</b>
<b>The flyer is inadmissible</b>	<b>49%</b>	<b>36%</b>	<b>71%</b>	<b>59%</b>	<b>36%</b>	<b>65%</b>
<b>Neither</b>	<b>9%</b>	<b>8%</b>	<b>6%</b>	<b>5%</b>	<b>16%</b>	<b>7%</b>
<b>Not sure</b>	<b>16%</b>	<b>10%</b>	<b>8%</b>	<b>14%</b>	<b>11%</b>	<b>17%</b>

Flyers From MPs									
Have you received any flyers from your MP over the past six months?									
	Total	Region						Gender	
		BC	AB	MB/SK	ONT	PQ	ATL	Male	Female
Yes	57%	65%	37%	81%	61%	46%	67%	62%	53%
No	43%	35%	63%	19%	39%	54%	33%	38%	47%

Flyers From MPs									
Have you received any flyers from your MP over the past six months?									
	Age			Income			Education		
	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+
Yes	53%	52%	67%	55%	55%	63%	46%	61%	66%
No	47%	48%	33%	45%	45%	37%	54%	39%	34%

Flyers From MPs						
Have you received any flyers from your MP over the past six months?						
	Total	Will vote for or intends to vote for in next federal ballot				
		Con	Lib	NDP	BQ	Green
Yes	57%	65%	61%	63%	36%	64%
No	43%	35%	39%	37%	64%	36%

Flyers From MPs									
What did you do with the last flyer that was sent by your MP?									
	Total	Region						Gender	
		BC	AB	MB/SK	ONT	PQ	ATL	Male	Female
I carefully read the flyer from my MP	24%	34%	42%	18%	28%	13%	18%	25%	24%
I quickly glanced at the flyer from my MP	44%	35%	32%	58%	47%	41%	38%	46%	41%
I did not read the flyer from my MP	30%	29%	21%	24%	22%	45%	44%	27%	34%
None of these	2%	2%	4%	0%	3%	1%	0%	2%	2%

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What did you do with the last flyer that was sent by your MP?									
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	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+
I carefully read the flyer from my MP	18%	22%	31%	23%	25%	31%	21%	23%	30%
I quickly glanced at the flyer from my MP	45%	46%	41%	43%	45%	42%	45%	44%	41%
I did not read the flyer from my MP	36%	30%	27%	33%	28%	23%	32%	31%	27%
None of these	2%	2%	2%	1%	2%	3%	2%	2%	2%

<b>Flyers From MPs</b>						
What did you do with the last flyer that was sent by your MP?						
		Will vote for or intends to vote for in next federal ballot				
	Total	Con	Lib	NDP	BQ	Green
I carefully read the flyer from my MP	24%	33%	23%	18%	28%	30%
I quickly glanced at the flyer from my MP	44%	42%	49%	53%	39%	35%
I did not read the flyer from my MP	30%	24%	27%	30%	34%	35%
None of these	2%	1%	1%	0%	0%	0%

*Angus Reid Strategies is a full-service polling and market research firm which is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Strategies team are pioneers in online research methodologies, and have been conducting online surveys since 1995.*

*Angus Reid Strategies, along with its sister company, Vision Critical, is now the largest Canadian-owned market research enterprise. In addition to its four offices in Canada—located in Vancouver, Calgary, Toronto, and Montreal—the firm also has offices San Francisco, New York and London, England. Its team of specialists provides solutions across every type and sector of research, and currently serves over 200 international clients.*

*Angus Reid Strategies polls are conducted using the Angus Reid Forum online panel ([www.angusreidforum.com](http://www.angusreidforum.com)), which is recruited via an industry-leading process that incorporates a randomized, widespread invitation approach and a triple opt-in screening procedure. The panel is maintained through state-of-the-art sampling techniques and frequent verifications of personal identity, contact information, and demographic characteristics. This premier online survey platform presents respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses.*

*Over the last year, Angus Reid has covered five elections in Canada—more than any other pollster in the country—and the results have accurately predicted the outcome of each of these democratic processes. <http://www.angusreidstrategies.com/index.cfm?fuseaction=news&newsid=194>*

*More information on the way Angus Reid Strategies conducts public opinion research can be found at <http://www.angusreidstrategies.com/uploads/pages/pdfs/ARS.ARF.WP.pdf>*

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**For more information, please contact  
our spokesperson listed in the footnote.**

**Copies of this poll are available on our website:  
[www.angusreidstrategies.com](http://www.angusreidstrategies.com)**