

**CARP Communications Poll Report
February 22, 2013**

KEY FINDINGS

Members are familiar and comfortable with online functions, and consider increased online activity among utilities and providers as a positive development, creating faster, more efficient service. They do recognize, however, that those without online access are increasingly being disadvantaged by the move online.

It must be emphasized, however, that our poll sample is all online, and all are very comfortable in an online environment and may not have a sense of the challenges faced by those who are not.

They have been using computers for more than 20 years and use them for e-mail, banking, shopping and tax filing. Few do day trading.

Members agree they have more contact with others now they are online, and that they stay in touch much more frequently, easily and cheaply than formerly.

While they see little impact to themselves in paperless bills and online dealings with utilities, they recognize seniors without online access will be severely obstructed in their dealings with these suppliers, and in filing taxes.

Dealing with utilities and providers online is no different than dealing by mail or in person, but it is faster and more efficient members say. However, it is clear they recognize that seniors who do not have internet access will be negatively impacted a great deal by this shift.

Members strongly disagree with CRA's move to limit mailing of tax forms this year and they insist the agency must make good by mailing forms to those who filed by mail last year. They do agree that an increasing online presence has allowed them to become more involved and in touch with the world, but this may not be true of all seniors.

The plurality of members are not spiritual or religious, but those who are get their information on these matters at a place of worship .

Members are unanimously concerned about high salt content in foods, and unanimously support mandatory labeling of high salt foods.

The Liberals have improved their position, the NDP are now in third place and the Conservatives lead in voter preference by a wide margin.

Detailed Findings - Communicating Online

Most members have been using computers for more than 20 years (53%), and a tenth say they have always used them (10%).

How long ago did you start using a computer?

In the past 5 years	2%
In the past 10 years	8%
In the past 20 years	28%
More than 20 years	53%
HAVE ALWAYS USED COMPUTERS	10%

Using the computer for e-mail is universal (98%), while online banking (78%), paying bills online (77%) and online shopping are also common (71%). Two thirds file their taxes online (61%) and half write, blog or work online (59%). Fewer do day trading or stock trading online (18%).

Do you use your computer for...?

E-mail	98%
Doing online banking	78%
Paying bills online	77%
Online shopping	71%
Filing your taxes online	61%
Writing, blogging or for work	59%
Electronic stock trading or day trading	18%

Stock trading is the least likely computer activity (52%) followed by writing, blogging or working online (13%).

Which of the following are you least likely to do on your computer?

Electronic stock trading or day trading	52%
Writing, blogging or for work	13%
Doing online banking	8%
Online shopping	7%
Filing your taxes online	7%
Paying bills online	3%
E-mail	2%
OTHER	5%
DON'T KNOW	3%

Four-in-ten members say they have more personal contact since using a computer (39%), a similar proportion say there has been no change and the margin in favour of more contact is +22.

As far as you know, do you have more personal contact with other people, less contact with other people or has there been no change since you first started using a computer?

More contact	39%
No change	42%
Less contact	17%
MARGIN IN FAVOUR OF “MORE CONTACT”	+22
DON’T KNOW	2%

Most members say they will not be impacted by being charged for a paper utility bill (58%), but they agree seniors who don’t have online access or don’t get out will be (92%).

Many banks and utilities now bill online, and charge extra for a paper bill. Does this inconvenience you/How will this impact seniors who do not have access to the internet or who may not be able to get out?

	You	Seniors
WILL IMPACT	40%	92%
A great deal	17%	75%
Somewhat	23%	17%
WILL NOT IMPACT	58%	4%
Not very much	18%	3%
Not at all	40%	1%
DON’T KNOW	1%	4%

Unanimous agreement exists that utilities must provide free paper bills to seniors (92%) and close to half take the most extreme position)extremely important - 48%).

How important is it that major institutions and utilities which are monopolies or near-monopolies offer customers the choice of a free paper bill if they wish?

IMPORTANT	92%
Extremely important	48%
Very important	27%
Important	17%
NOT IMPORTANT	7%
Not very important	5%
Not at all important	2%
DON'T KNOW	1%

One quarter agree service online is more convenient (24%) but some have difficulty navigating (16%) or complaining (14%). There are concerns about quality of service (12%).

Many consumer and government services are now available online. Which of the following best describes the effect of this?

More convenient service	24%
Confusing/hard to navigate	16%
Hard to ask questions/complain	14%
Less high quality service	12%
Less personal contact	10%
Quicker service	9%
Lower cost to provide service	6%
More efficient	4%
No waiting on the phone	3%

One quarter say their dealings with utilities online are no different than their dealings by mail or in person (26%), but many find it more speedy (15%) and more convenient (14%). Some feel like a number (10%) or otherwise disconnected (10%).

How would you describe your relationship with utilities and other suppliers you deal with online?

No different than by mail/in person	26%
Faster way to deal with organization	15%
Easier way to deal with organization	14%
I'm just a number	10%
Feel less connected to organization	10%
Feel less loyalty/affinity for organization	6%
Tells me organization doesn't value my business	3%
Glad organization saves me money	1%
OTHER	1%
DON'T DEAL WITH UTILITIES ONLINE	13%

Members agree CRA's policy of not mailing out tax forms will not inconvenience themselves (79%), but there is wide agreement it will impact seniors with no internet or who don't get out (86%), and two thirds take the strongest position (a great deal of impact - 65%).

Canada Revenue Agency (CRA) has just announced they will no longer mail out income tax forms. They must now be downloaded from the internet or picked up at a post office. Will this inconvenience you this year/How will this impact seniors who do not have access to the internet or who may not be able to get out?

	You	Seniors
WILL	20%	86%
A great deal	7%	65%
Somewhat	13%	21%
WILL NOT	79%	9%
Not very much	15%	8%
Not at all	64%	1%
DON'T KNOW	*	6%

Half our sample want CRA to refill repositories of tax forms at post offices (47%), but a quarter say all who filed by mail last year should receive a form in the mail this year (28%). Some suggest more efforts in advertising and staffing the 1-800 number for ordering forms.

As predicted, some postal outlets have already run out of the paper forms and people are being told to come back in mid February. What should the government do to fix this problem?

Deliver more forms to postal outlets	47%
Mail out forms to those who filed by mail last year	28%
Increase ads/staff on 1-800 number for form requests	17%
Advertise filing online	3%
DO NOTHING	2%
OTHER	1%
DON'T KNOW	2%

The wide majority of members deal with governments online (8%), mostly by looking up information (23%) or more than one function (42%).

Do you deal with your municipal, provincial or federal government online?

YES	82%
Look up information	23%
Pay taxes	8%
Download forms	6%
Make applications	1%
More than one of these	42%
No	18%

While close to half have never e-mailed a government representative (44%), more than a third have e-mailed several times (36%).

How many times have you e-mailed your representative or MP?

Never	44%
Once	17%
Several times	36%
Frequently	3%

The majority find the internet secure for financial transactions (71%), but the plurality just say secure enough (36%).

How secure do you think the internet is for doing business and banking?

SECURE	71%
Extremely secure	6%
Very secure	29%
Secure enough	36%
NOT IMPORTANT	24%
Not very secure	17%
Not at all secure	7%
DON'T KNOW	5%

Few share their passwords (33%), mostly with a spouse (30%).

Do you share your passwords?

YES	33%
With spouse	30%
With children	3%
NO	67%

A third of members stay in touch more through technology (37%) and a quarter treat technology like a tool (26%). Technology is seen to make communication easier and less costly (17%).

Which of the following best describes the way technology has changed the way you communicate?

Stay in touch with friends/family more	37%
Technology is just a tool for me	26%
Communications easier/less costly	17%
More contacts/friends than ever	6%
Use technology to assist meeting others	5%
See my real friends less now	4%
Use technology in place of meeting others	2%
Technology is an obstacle for me	1%
Stay in touch less	1%
OTHER	2%

The majority say they feel more connected to what's going on in the world because of technology (57%).

Which of the following best describes the way technology has changed your view of the world?

Feel more connected with what's going on	57%
Less accountability among those in power	9%
More accountability among those in power	5%
My voice is heard/counts more	3%
Feel less connected to what's going on	3%
Have less control of my future	2%
My voice is heard/counts less	2%
Have more control of my future	2%
OTHER	6%
DON'T KNOW	12%

Spiritual Broadcasting

The plurality of members are not religious (43%), but among those who are, places of worship are the leading source of spiritual or religious information (30%) and no other source ranks higher than one twentieth.

Where do you find information on spiritual and religious matters?

At place of worship	30%
From informational books	5%
From internet	5%
From friends/family	3%
From sacred books	3%
From TV	2%
From other media	1%
From a faith leader	1%
OTHER	7%
NOT RELIGIOUS/SPIRITUAL	43%

Three quarters do not think it important to have a source of spiritual or religious information on TV (72%).

Is it important to you or others to have a source of spiritual information available on TV?

IMPORTANT	22%
Extremely important	4%
Very important	6%
Important	12%
NOT IMPORTANT	72%
Not very important	16%
Not at all important	56%
DON'T KNOW	6%

Salt Content In Packaged Foods

There is almost universal concern about salt levels in packaged foods (91%) and two thirds use the strongest terms (a great deal - 61%)

Are you concerned about the amount of sodium, or salt, in processed and packaged foods?

CONCERNED	91%
A great deal	61%
Somewhat	30%
NOT CONCERNED	9%
Not very	6%
Not at all	3%
DON'T KNOW	*

There is almost universal support for legislation to label salt contents (93%) and, once again, the majority use the strongest terms (a great deal - 71%).

Would you support legislated efforts to limit and clearly label salt contents in processed and packaged foods?

SUPPORT	93%
A great deal	71%
Somewhat	22%
DON'T SUPPORT	7%
Not very much	4%
Not at all	3%
DON'T KNOW	1%

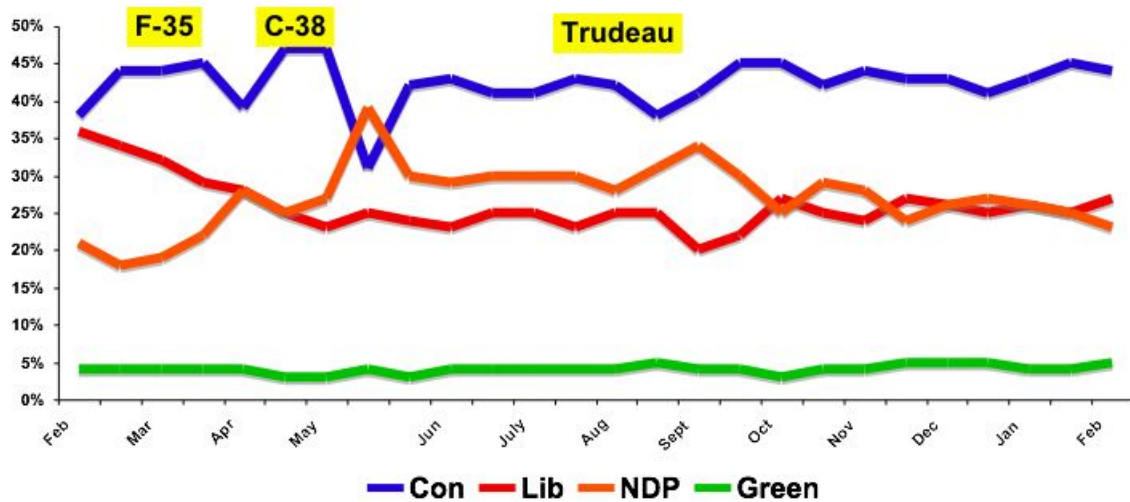
Members are equally likely to approve of legislated salt content labeling (29%), warning labels on high salt foods (23%) and legal maximums for salt in foods (22%).

Which of the following would be the best method of helping you to limit your salt intake?

Legislated labels showing salt content on all packages	29%
Clear warning labels on high salt foods	23%
Legal maximums for salt in packaged foods	22%
More consumer health education	6%
Voluntary industry limits on salt in foods	5%
Awareness-building in the media	3%
Government advertising on dangers of salt	1%
Government website with warnings/information	1%
NO NEED, PEOPLE CAN DECIDE	9%
DON'T KNOW	2%

Electoral Preference

The Liberals now lead the NDP, 27% to 23% for second place, but the Conservatives remain comfortably in first (44%).



More than 3000 CARP Poll™ panel members responded to this poll between February 8 and 10, 2013. The margin of error for a probability sample this size is about plus or minus 2%, 19 times out of 20