

**CARP Year End Poll Report  
January 13, 2015**

**Key Findings**

**Virtually all members celebrate Christmas, most as a family holiday rather than as a religious one. By the same token, virtually all members donate to charity during the year or do some volunteering or both. On average, about \$700 per year is donated, and about two weeks is spent volunteering among those who do either. Members give and volunteer to help, to give back and to support specific goals. Few donate for the tax receipt.**

**On average, about \$700 is also spent Christmas shopping by the vast majority who do this, and most of the shopping is done on credit cards, followed distantly by debit cards. Few use cash. Half did some of their shopping online this year, on average about a quarter of it.**

**The minority traveled this holiday, most did it to visit children and, while the low gas prices won't make them more likely to travel, members say they will have an effect on them.**

**While few members were alone at the holidays, a quarter know an elderly person who was alone and isolated.**

**The Conservatives have gained significantly in voter preference and are now tied with the Liberals for the first time since Justin Trudeau became Liberal Leader in May, 2013.**

## Detailed Findings

Two thirds of members celebrate Christmas as a family holiday (61%) while just one quarter see it as a religious holiday (26%). Few celebrate other holidays (2%) or do not celebrate (4%).

### *What does Christmas mean to you this holiday season?*

<b>Family holiday</b>	61%
<b>Religious holiday</b>	26%
<b>Occasion for parties and shopping</b>	1%
<b>Celebrate different holiday than Christmas</b>	2%
<b>Don't celebrate Christmas/holidays</b>	4%
<b>OTHER</b>	5%

Almost all members (93%) have donated to charity (58%), volunteered (3%) or did both (32%) this year, and very few did none of these things (3%) or could not afford to (3%).

### *Have you made a donation to an organization or charity this year? This could include volunteering*

<b>YES</b>	<b>93%</b>
<b>Donated funds</b>	58%
<b>Volunteered</b>	3%
<b>Both</b>	32%
<b>No</b>	3%
<b>CAN'T AFFORD TO DONATE</b>	3%
<b>CAN'T VOLUNTEER</b>	1%

Members are slightly more likely to prefer to give to social welfare charities like the Salvation Army this year (34%) compared to previously (25%), and slightly less likely to donate to disease and illness research charities (21% this year, 25% in 2011).

***Which ONE type of organizations do you prefer to give to or volunteer for?***

	<b>Dec 2010</b>	<b>Dec 2011</b>	<b>Dec 2014</b>
<b>Social welfare</b>	31%	25%	34%
<b>Disease research</b>	26%	25%	21%
<b>College or religious organizations</b>	12%	18%	15%
<b>Umbrella charity organizations</b>	6%	6%	5%
<b>Children's charities</b>	5%	5%	4%
<b>Global issues</b>	4%	5%	4%
<b>Animal welfare</b>	3%	5%	4%
<b>OTHER</b>	11%	10%	10%
<b>DO NOT GIVE/VOLUNTEER</b>	1%	2%	3%

The majority donated or volunteered the same amount this year as they did last (55%), while a third donated more (31%) and only one tenth gave less (11%). Few did not volunteer or donate (4%).

***Did you donate or volunteer more, less or the same amount as last year?***

<b>More</b>	31%
<b>Less</b>	11%
<b>Same amount</b>	55%
<b>NO VOLUNTEERING/DONATING</b>	4%

On average, those who donated to charity this year gave just over \$700. Few did not donate (5%).

***How much did you give in funds this year?***

<b>AVG. AMOUNT</b>	<b>\$730</b>
<b>DID NOT DONATE</b>	5%

One fifth volunteered between a day and a week (19%) or between a week and a month (20%), while about half did not volunteer (47%). Few volunteer full-time (3%).

***How much time did you volunteer this year?***

<b>One day or less</b>	13%
<b>One day to one week</b>	19%
<b>One week to one month</b>	20%
<b>Full time</b>	3%
<b>DID NOT VOLUNTEER</b>	47%

Members give because they want to help (32%) and because they care about specific issues and fundraising goals (28%), and because they want to give back (17%). One tenth have always given (10%). Few give for the tax receipt (2%).

***Why do you give to charity or volunteer?***

<b>To help people</b>	32%
<b>I care about specific issues/goals</b>	28%
<b>I want to give back</b>	17%
<b>Have always given</b>	10%
<b>Religious reasons</b>	7%
<b>For the tax receipt</b>	2%
<b>OTHER/DON'T KNOW</b>	1%
<b>DID NOT DONATE/VOLUNTEER</b>	3%

On average, those who shopped this Christmas spent just less than \$700, while very few couldn't afford shopping (1%) or did not so any (4%).

***How much did you or will you spend on Christmas or holiday shopping this year?***

<b>AVG. AMOUNT</b>	<b>\$680</b>
<b>CAN'T AFFORD CHRISTMAS/HOLIDAY SHOPPING</b>	1%
<b>DON'T DO CHRISTMAS/HOLIDAY SHOPPING</b>	4%

The majority of members used their credit cards to shop this holiday season (60%) and a further one fifth used debit cards (21%). Just one tenth used cash (11%).

***What method of payment did you use most often to do your holiday shopping?***

<b>Credit card</b>	60%
<b>Debit card</b>	21%
<b>Cash</b>	11%
<b>Cheque</b>	4%
<b>Invoice</b>	*
<b>OTHER</b>	1%
<b>DON'T DO CHRISTMAS/HOLIDAY SHOPPING</b>	4%

On average, those who shopped online did about one quarter of their shopping that way (22 percent). About one half do not shop online (46%).

***How much of your holiday shopping did you do online this year?***

<b>None</b>	46%
<b>AVG. AMOUNT AMONG THOSE SHOPPING ONLINE</b>	<b>22 percent</b>
<b>DON'T DO CHRISTMAS/HOLIDAY SHOPPING</b>	4%

Three-in-ten traveled or will travel during the holiday season (30%).

***Are you traveling or do you plan to travel this Christmas or holiday?***

<b>Yes</b>	30%
<b>No</b>	70%

Among those traveling, the most common reason is to visit family or children (24%).

***Why will you be traveling?***

<b>To visit family/children</b>	24%
<b>To go south</b>	5%
<b>For a special occasion</b>	1%
<b>For business</b>	*
<b>OTHER</b>	2%
<b>WILL NOT TRAVEL THIS CHRISTMAS/HOLIDAY</b>	68%

Just less than a tenth will spend the holidays alone this year (8%).

***Are you going to spend Christmas/the holidays alone this year?***

<b>Yes</b>	8%
<b>No</b>	91%
<b>DON'T KNOW</b>	1%

One quarter know someone who will be isolated or alone this Christmas (25%).

***Do you know an older person who will spend Christmas/the holidays alone and isolated this year?***

<b>Yes</b>	25%
<b>No</b>	76%

Very few say they will travel more this holiday because of low gas prices (4%).

***Has the recent drop in gasoline prices made a difference to your plans to travel this holiday?***

<b>Yes, will travel more</b>	4%
<b>No, gas prices do not affect travel plans</b>	92%
<b>OTHER/DON'T KNOW</b>	4%

One half say low gas prices will affect them (53%), but just one tenth say they will affect them “a great deal” (10%).

***Will lower prices for gasoline affect you or not?***

<b>YES</b>	<b>53%</b>
<b>A great deal</b>	10%
<b>Somewhat</b>	43%
<b>NO</b>	<b>46%</b>
<b>Not much</b>	32%
<b>Not at all</b>	14%
<b>OTHER/DON'T KNOW</b>	1%

## Electoral Preference

Slightly more members expect the Liberals to win (46%) than plan to vote for them (41%) but the Conservatives post higher totals for both intention to vote (42%) and expectation of victory (51%). This is a result of the redistribution of the NDP vote, where intention to vote (13%) is much stronger than expectation of victory (3%). Expectation of victory has been shown to be an effective predictive electoral measure.

***If a federal election were held tomorrow, which party's candidate would you support/and which party do you EXPECT to win the next election?***

	<b>Vote For</b>	<b>Expect To Win</b>
<b>Liberals</b>	41%	46%
<b>Conservatives</b>	42%	51%
<b>NDP</b>	13%	3%
<b>Green</b>	4%	*

The Liberals are tied with the Conservatives (41% and 42%, respectively) and this is the first time the parties have been at parity since Justin Trudeau became Liberals leader in May, 2013.

***More than 2300 CARP Poll™ online panel members responded to this poll between December 23 and 31, 2014. The margin of error for a probability sample this size is about plus or minus 2%, 19 times out of 20***