

## **CARP Member Profile Poll Report August 24, 2015**

### **Key Findings**

**Members who answered the poll joined CARP, on average, 10 years ago, for the advocacy, not the benefits, and renew because of the advocacy, not the benefits. Members who might not renew cite cost and value as reasons, but the vast majority are likely to renew and will recommend to family or friends.**

**While members who take the poll would like to see travel and retail benefits if possible, they are interested chiefly in advocacy, and want to see more of it, and reports on what advocacy has achieved. Most members who open the newsletter have had their expectations of CARP met.**

**Members get most of their news from TV and newspapers, followed by the internet. More than half use Facebook, few use Twitter, but very few follow the CARP accounts. Members who have called in to the office are satisfied with the outcome. Most say they get the right amount of material and communications from CARP, and the favoured slogan for the organization is “Thriving As You Age.”**

**Members live chiefly in Ontario, are about 70 years old, are married, are college educated, live as couples and have high household incomes**

### **Member Characteristics**

**Those who complete the poll have been members for, on average, 10 years, almost all will renew their membership, and most initially joined (and renew) for the advocacy, not the benefits or chapters or magazine. Advocacy becomes more important than initially, while benefits and the magazine become less important to renewing. Renewal is usually for one year.**

**If members were not to renew, it would be a cost or value issue, not so much a disagreement with CARP’s stances on issues. Those who complete the poll do every one, or most of them, and this applies to opening the newsletter initially as well. The vast majority will recommend membership to friends or family. The vast majority likes the sense of belonging to a very large organization with 300,000 members.**

## **What Members Would Like To See**

**Benefits** members who take the poll would like to see included travel, retail and home and auto insurance discounts. The CARP Poll™ is the newsletter content most members who read the newsletter look at first, but it is **News You Can Use** they find most useful, followed by research reports and briefs. Topics they want to see more of in the newsletter focus on advocacy news rather than lifestyle or benefits news. Including more advocacy would incrementally increase the newsletter readership.

The most important thing CARP has done for poll responders is lobbying governments, and reporting the results and issues back to members. Three quarters of members who open the newsletter have had their expectations met by CARP. Two thirds say the best thing CARP can do to help them thrive as they age is to continue advocating seniors' issues.

## **Communications**

TV and newsprint are the two most important sources of news for members who open the newsletter, but the internet follows close behind. More than half have a Facebook account, which half access daily, but far fewer have a Twitter account. Those with each are not very likely to follow CARP accounts. A significant minority has called in to CARP and the vast majority of these were correctly handled. Half say current CARP communications work well while a minority say they want to be assured of talking or e-mailing a live person at the office. On average, members who do the poll want to hear from CARP about once a month, and what they want to hear is information on advocacy issues and on CARP successes. Three quarters say the amount of material they receive from CARP is appropriate, while a minority receive too much. Most agree they had enough choice on how much material to receive when they signed up as members. Members who open the newsletter prefer “Thriving As You Age” as a CARP slogan, followed by “Aging With Dignity” and “Redefining Aging”

## **Demographics**

Most members live in Ontario, followed distantly by BC and Alberta. More of those who respond to the poll are male than female, and three quarters are married. Members who respond to the poll are, on average, 71 years old, the majority have university or college degrees, live in 2 person households with no adult children and have household incomes of, on average, \$130K, which is more than twice the average household income of ~\$60K, and twice the level noted in our last member profile poll.

## Member Characteristics

Those who answer the poll have been members, on average, for 10 years.

### *How long have you been a CARP member?*

<b>New member</b>	<b>1%</b>
<b>1 or 2 years</b>	<b>4%</b>
<b>3 to 5 years</b>	<b>23%</b>
<b>6 to 10 years</b>	<b>36%</b>
<b>11 to 15 years</b>	<b>20%</b>
<b>16 to 20 years</b>	<b>11%</b>
<b>More than 20 years</b>	<b>7%</b>
<b>AVG # OF YEARS</b>	<b>10 years</b>

The vast majority of members who answer the poll will renew (92%), and 4-in-10 say they are certain to renew (42%).

### *How likely are you to renew your CARP membership when it expires?*

<b>CERTAIN/LIKELY</b>	<b>92%</b>
<b>Certain</b>	<b>42%</b>
<b>Very likely</b>	<b>38%</b>
<b>Somewhat likely</b>	<b>12%</b>
<b>NOT LIKELY</b>	<b>6%</b>
<b>Not very likely</b>	<b>4%</b>
<b>Not at all likely</b>	<b>2%</b>
<b>DON'T KNOW</b>	<b>3%</b>

One half of poll respondents joined for the advocacy (54%), and this is even more important in renewing (60%). Close to a fifth join for the benefits (17%), but this becomes less important at renewal (9%). The same is the case with the magazine (11% to 7%). Few join for the newsletter (5%), but it is more important in renewing (9%).

***What is the most important reason you joined CARP/What is the most important reason you continue to be a member of CARP?***

	<b>Joined</b>	<b>Stay</b>
<b>Input to political decision-making</b>	54%	60%
<b>Savings and discounts</b>	17%	9%
<b>Zoomer Magazine</b>	11%	7%
<b>CARP ActionOnline Newsletter</b>	5%	9%
<b>Community of chapters/members</b>	5%	4%
<b>Something Else</b>	9%	11%

Cost (14%) and value (12%) are the two most common reasons mentioned why a poll responder might not renew, followed by disagreeing with CARP's positions and policies (11%).

***Which one factor might lead you to cancel your CARP membership?***

<b>Cost</b>	14%
<b>Don't get good value from membership</b>	12%
<b>Disagree with CARP's policies on issues</b>	11%
<b>CARP doesn't advocate on issues important to me</b>	9%
<b>Too many sales pitches/e-mail from CARP</b>	8%
<b>Benefits don't appeal to me</b>	7%
<b>Don't like magazine</b>	4%
<b>Not top-of-mind</b>	4%
<b>Don't use chapters/not a chapters member</b>	4%
<b>WOULDN'T CANCEL MEMBERSHIP</b>	27%

Close to two thirds of those who read the newsletter open and read every issue (61%), while about half this proportion complete every poll (36%). The balance read most issues (30%) or do most polls (46%).

***How often do you open the issues of the CARP ActionOnline e-newsletter you receive/How often do you complete the CARP Poll™?***

	<b>Newsletter</b>	<b>Poll</b>
<b>Every one</b>	61%	36%
<b>Most</b>	30%	46%
<b>Some</b>	6%	13%
<b>Few</b>	3%	5%

The vast majority of those who read the newsletter are likely to recommend CARP to family or friends (84%), and close to half are “very likely” (44%).

***How likely would you be to recommend a CARP membership to your friends or family?***

<b>LIKELY</b>	<b>84%</b>
Very likely	44%
Somewhat likely	40%
<b>NOT LIKELY</b>	<b>14%</b>
Not very likely	11%
Not at all likely	3%
<b>DON'T KNOW</b>	<b>3%</b>

The plurality of members, about a third, will renew for one year only (33%) while about one quarter will renew for three (23%). Very few will not renew (6%).

***When you renew your membership, will it be for one, two or three years?***

<b>One year</b>	<b>33%</b>
<b>Two years</b>	<b>15%</b>
<b>Three years</b>	<b>23%</b>
<b>PROBABLY WON'T RENEW</b>	<b>6%</b>
<b>DON'T KNOW</b>	<b>23%</b>

Being a member of a large member organization is important to the vast majority of members who complete the poll, both now (79%), when joining (80%) and when renewing (80%), and more than a third in each case express it as “very important” (37%, 39% and 39%, respectively).

***CARP has hundreds of thousands of members across Canada. How important is it to you that you belong to a community this large/How important was the stronger voice you gained by belonging to a like-minded community when you first joined CARP/when renewing your CARP membership?***

	<b>Now</b>	<b>Joining</b>	<b>Renewing</b>
<b>IMPORTANT</b>	<b>79%</b>	<b>80%</b>	<b>80%</b>
<b>Very important</b>	37%	39%	39%
<b>Somewhat important</b>	42%	41%	41%
<b>NOT IMPORTANT</b>	<b>20%</b>	<b>17%</b>	<b>15%</b>
<b>Not very important</b>	14%	12%	11%
<b>Not at all important</b>	6%	5%	5%
<b>DON'T KNOW</b>	2%	4%	4%

## What Members Would Like To See

Travel discounts (19%), retailer discounts (14%) and auto and home insurance (11%) discounts are the member benefits most sought by those who take the poll. As many as a third don't care about benefits, just advocacy (37%).

***Which of the following types of CARP member benefits would be most useful to you?***

<b>Travel discounts</b>	19%
<b>Retailer discounts</b>	14%
<b>Home/auto insurance discounts</b>	11%
<b>Discounts for movies/events/shows</b>	4%
<b>Financial planning</b>	3%
<b>CARP credit card with points/cash back</b>	2%
<b>Emergency roadside assistance</b>	1%
<b>Life insurance discounts</b>	1%
<b>SOMETHING ELSE</b>	9%
<b>DON'T NEED BENEFITS/DO ADVOCACY</b>	37%

The CARP Poll™ is the first thing members turn to in the newsletter (36%) but it is not the most useful content (18%), a distinction which belongs to News You Can Use (32%), which is read first by about 3-in-10 (29%). Fewer turn to research reports and briefs first (15%), but they are more likely to be found useful (28%). CARP In The News is looked at first and is found useful by about one tenth (10% and 9%, respectively).

***Which section of the CARP ActionOnline e-newsletter do you read first/Which section do you find the most useful to you personally?***

	<b>Read first</b>	<b>Useful</b>
<b>The CARP Poll™</b>	36%	18%
<b>News You Can Use</b>	29%	32%
<b>Reports and research briefs</b>	15%	28%
<b>CARP In The News</b>	10%	9%
<b>The CARP Poll™ Report</b>	3%	5%
<b>The Middle Aged Guide To Growing Up</b>	2%	2%
<b>Carol In Your Corner</b>	1%	2%
<b>Something else</b>	4%	5%

Advocacy is the topic more than half of those who respond to the poll want to see covered more in the newsletter (53%).

***What kind of topics would you like to see covered more in the CARP ActionOnline e-newsletter?***

<b>More on CARP pressure on seniors' issues</b>	53%
<b>Health and fitness tips</b>	9%
<b>Financial/investment tips</b>	9%
<b>More on benefits</b>	8%
<b>More from politicians and experts</b>	6%
<b>More on pensions</b>	4%
<b>Member stories</b>	2%
<b>More on chapters/people</b>	1%
<b>More first person blogs</b>	1%
<b>OTHER/DON'T KNOW</b>	9%

One quarter of poll respondents would open and read the newsletter more often if it featured more advocacy (22%).

***Would you open and read the CARP ActionOnline e-newsletter more often if it contained this kind of content?***

<b>Already open/read every issue</b>	57%
<b>Yes, would make me open/read more often</b>	22%
<b>No, wouldn't make me open/read more often</b>	11%
<b>DON'T KNOW</b>	9%

Advocating on behalf of seniors (29%) and informing them about it (27%) are the most important things CARP has done for members who take the poll, followed by educating them on new issues (16%). Benefits are not strongly considered in this context.

***What has CARP done for you lately?***

<b>Pressured government on issue important to me</b>	29%
<b>Informed me about issue important to me</b>	27%
<b>Educated me on issue I wasn't familiar with</b>	16%
<b>Saved me money on insurance</b>	4%
<b>Saved me money on something else</b>	4%
<b>Made me feel good about being a member</b>	3%
<b>Introduced me to new people through chapters</b>	1%
<b>OTHER/DON'T KNOW</b>	17%



Three quarters of those who read the newsletter find CARP has met their expectations (74%), and most of these say the organization has met “most” of their expectations (60%)

***Has CARP met the expectations you have of the organization?***

<b>MET EXPECTATIONS</b>	<b>74%</b>
<b>All expectations</b>	14%
<b>Most expectations</b>	60%
<b>DID NOT MEET EXPECTATIONS</b>	<b>10%</b>
<b>Not many expectations</b>	9%
<b>Not any expectations</b>	1%
<b>DON'T KNOW</b>	16%

Two thirds say CARP can help the most by continuing to lobby governments (64%), followed distantly by offering a voice that is 300,000 members strong (10%).

***How can CARP best help you thrive as you age?***

<b>Continue to lobby government on seniors' issues</b>	64%
<b>Continue to offer voice 300,000 strong</b>	10%
<b>Publish more reports/research on aging</b>	7%
<b>Savings and discounts</b>	6%
<b>More information on health care</b>	4%
<b>More information on end-of-life</b>	2%
<b>More stories of members thriving as they age</b>	2%
<b>Pensions</b>	2%
<b>OTHER/DON'T KNOW</b>	4%

## Communications

While TV is still the most important news source to newsletter readers (36%), the internet is third (23%) after newsprint (30%).

### *What is your most important source of daily news and information?*

<b>TV</b>	36%
<b>Newspaper</b>	30%
<b>The internet</b>	23%
<b>Radio</b>	8%
<b>Social media</b>	2%
<b>OTHER</b>	1%

More than half of members who respond to the poll have a Facebook account (57%), and about half of these log on daily (25%). Far fewer have a Twitter account (15%).

### *Do you have a Facebook account or log on to Facebook/Do you have a Twitter account?*

	<b>Facebook</b>	<b>Twitter</b>
<b>Yes, have account</b>	<b>57%</b>	<b>15%</b>
<b>Log on daily</b>	25%	n/a
<b>Log on every few days</b>	12%	n/a
<b>Log on occasionally</b>	20%	n/a
<b>No account</b>	43%	85%

Of those who have accounts, about one in twenty follow the CARP pages or accounts (6% Facebook, 4% Twitter).

### *Do you follow the CARP page on Facebook/Do you follow the @CARPadvocacy account on Twitter?*

	<b>Facebook</b>	<b>Twitter</b>
<b>Yes</b>	6%	4%
<b>No</b>	94%	96%

One fifth have called in to CARP (19%).

***Have you ever called the CARP offices?***

<b>Yes</b>	19%
<b>No</b>	81%

Of those poll respondents who called in, the vast majority was treated correctly (85%).

***Did the person you spoke to handle your enquiry politely and knowledgeably?***

<b>Yes</b>	85%
<b>No</b>	15%

One half of newsletter readers say current CARP communications work well (50%), while one fifth emphasize they want to be able to speak to a real person when they e-mail or call the office (19%).

***How would you like to engage with CARP?***

<b>Current communication works well</b>	50%
<b>Call or e-mail to speak to a live person</b>	19%
<b>Participation in chapter/community events</b>	6%
<b>Get more communications/materials from CARP</b>	4%
<b>Communicate on social media</b>	2%
<b>Communicate with other members individually</b>	1%
<b>OTHER/DON'T KNOW</b>	18%

One half of poll responders want to hear from CARP every month, and the average number of weeks is 4.4.

***How often do you want to hear from CARP?***

<b>Once a week or more often</b>	<b>8%</b>
<b>Every two weeks</b>	<b>23%</b>
<b>Every three weeks</b>	<b>2%</b>
<b>Every month</b>	<b>50%</b>
<b>Every two months</b>	<b>4%</b>
<b>Every quarter</b>	<b>4%</b>
<b>Semi-annually</b>	<b>1%</b>
<b>Annually or less often</b>	<b>1%</b>
<b>AVG # OF WEEKS</b>	<b>4.4 weeks</b>
<b>OTHER/DON'T KNOW</b>	<b>8%</b>

One half say the most important information they receive from CARP is updates on demands the organization makes of government (52%), while a third want to hear about government actions that have resulted from CARP prompting (32%).

***What is the most important information you receive from CARP***

<b>Information on actions CARP demands</b>	<b>52%</b>
<b>News on government actions prompted by CARP</b>	<b>32%</b>
<b>Information on savings and benefits</b>	<b>8%</b>
<b>News on chapter activities</b>	<b>1%</b>
<b>OTHER/DON'T KNOW</b>	<b>8%</b>

Three quarters of newsletter readers get the right amount of information and material from CARP (78%), while a tenth think they get too much (12%).

***Do you receive too much literature and e-mails, too little literature and e-mails or about the right amount of literature and e-mails from CARP?***

<b>Too much</b>	<b>12%</b>
<b>About the right amount</b>	<b>78%</b>
<b>Too little</b>	<b>2%</b>
<b>DON'T GET ANY</b>	<b>4%</b>
<b>OTHER/DON'T KNOW</b>	<b>5%</b>

More than half think they have enough choices about how to communicate with CARP at sign up (55%), while few do not (10%).

***When you sign up for CARP, do you have enough choice as to what information you receive from the organization?***

<b>Yes</b>	55%
<b>No</b>	10%
<b>DON'T KNOW</b>	36%

“Thriving As You Age” (30%) is the best liked slogan of those presented, followed by “Aging With Dignity” (25%) and “Redefining Aging“ (15%).

***Which of the following would make the best slogan to describe your approach to aging and belonging to CARP?***

<b>Thriving as you age</b>	30%
<b>Aging with dignity</b>	25%
<b>Redefining aging</b>	15%
<b>A new approach to aging</b>	8%
<b>Helping navigate the system</b>	7%
<b>Thriving in the next 25 years</b>	4%
<b>Changing the rules</b>	4%
<b>OTHER/DON'T KNOW</b>	7%

## Demographics

The wide majority of members who read the newsletter are in Ontario (61%), followed by BC (18%) and Alberta (9%). CARP has few members in Quebec (3%).

### *Where do you live?*

NL	1%
NS	3%
PE	1%
NB	2%
QC	3%
ON	61%
MB	3%
SK	1%
AB	9%
BC	18%

More of those who respond to the poll are male (55%) than female (45%).

### *What is your gender?*

Male	55%
Female	45%

The quarters of poll responders are married (74%)

### *What is your marital status?*

Married/common law	74%
Widowed/widower	12%
Separated/divorced	10%
Single/never married	4%

Poll responders are, on average, 71 years old.

***How old are you?***

<b>45 to 54</b>	-
<b>55 to 64</b>	18%
<b>65 to 74</b>	52%
<b>75 to 84</b>	27%
<b>85 or older</b>	3%
<b>AVG # OF YEARS</b>	<b>71 years</b>

One third (the plurality) of those who read the newsletter are University grads (37%), and a quarter are post grads (24%) for a total of more than half (51%) who have degrees.

***What is the highest level of education you have completed?***

<b>High school or less</b>	12%
<b>Some college/university</b>	28%
<b>Completed college/university</b>	37%
<b>Post grad degree</b>	24%

The majority of households comprise two people (70%), followed by single person households (23%). On average, the CARP household has 1.8 members.

***How many people live in your household?***

<b>One only</b>	24%
<b>Two</b>	70%
<b>Three</b>	5%
<b>Four</b>	1%
<b>Five or more</b>	1%
<b>AVG # OF PEOPLE</b>	<b>1.8 people</b>

The vast majority of newsletter readers have no adult children at home (93%).

***Do you have any adult children living in your household?***

<b>Yes</b>	7%
<b>No</b>	93%

On average, poll respondents have an annual income (household) of \$130,000, and this is more than twice the national average of ~\$60,000.

***What is your household's annual income from all sources, including pensions, investments and wages?***

<b>Less than \$20K</b>	<b>1%</b>
<b>\$20K to \$40K</b>	<b>10%</b>
<b>\$40K to \$60K</b>	<b>12%</b>
<b>\$60K to \$80K</b>	<b>16%</b>
<b>\$80K to \$100K</b>	<b>13%</b>
<b>\$100K to \$250K</b>	<b>15%</b>
<b>More than \$250K</b>	<b>1%</b>
<b>AVG \$</b>	<b>\$130K</b>
<b>Prefer not to answer</b>	<b>32%</b>