

## **CARP Year End Poll Report January 2, 2015**

### **Key Findings**

**Members are upbeat and positive about their lives, and caring and altruistic about others' lives.**

**Members are very happy with their lives, on balance, and may be slightly happier this year than last. They spend, on average, just less than \$700 on holiday gift shopping, most of it on a credit card. Half shop online, and they do, on average, about one quarter of their shopping by computer.**

**Most travel for pleasure, but fewer will travel this holiday. If they do, it will be to visit family or to go south, usually with a spouse. One half travel away from home in the winter, and those who do, stay, on average, two months.**

**Relatively few will spend the holidays alone, but as many as a quarter know someone who will.**

**Members wish for health for themselves and their families as well as an end to global conflict. Few want personal benefits such as a lottery win or extended life.**

**Almost all members donate or volunteer charitably, and as many as half donate only. Preferred recipients are social welfare agencies such as AA or food banks, disease research and college funds or religious giving. The most important motivation for giving is to help people, followed by giving to specific causes. Many say they want to give back or that they have always given.**

**Members approve of Canada's plan to settle Syrian refugees here, the majority think the refugees will have a positive effect on the country and many have or will donate to refugee relief.**

**The Liberals have half the vote preference (a spot formerly held by the Conservatives), the Conservatives have a third of the vote and the NDP have their lowest vote share we have recorded, in the mid-single digits.**

## Detailed Findings

Almost all CARP members are happy with their lives (91%), and two thirds are “extremely” or “very happy” (63%).

### *How happy are you with the quality of your life?*

<b>HAPPY</b>	<b>91%</b>
Extremely happy	16%
Very happy	47%
Somewhat happy	28%
<b>NOT HAPPY</b>	<b>9%</b>
Not very happy	7%
Not at all happy	2%

While the majority are neither more nor less happy this year than last (53%), the remainder are very slightly more likely to be happier now (25%) now than not (21%).

### *Are you more happy or less happy with your quality of life than you were last year at this time?*

<b>More happy</b>	25%
<b>Less happy</b>	21%
<b>Neither more nor less happy</b>	53%

Members who did Christmas or holiday shopping spent almost exactly this year, on average (\$675) as they did last year, on average (\$680).

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

	<b>2014</b>	<b>2015</b>
<b>AVG. AMOUNT</b>	<b>\$680</b>	<b>\$675</b>
<b>CAN'T AFFORD</b>	1%	2%
<b>DON'T DO SHOPPING</b>	4%	5%

Close to two thirds of members did holiday shopping with their credit cards (61%), while one fifth used debit cards (20%) and just fewer used cash (14%). Results are similar to those noted last year at this time.

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

	<b>2014</b>	<b>2015</b>
<b>Credit card</b>	60%	61%
<b>Debit card</b>	21%	20%
<b>Cash</b>	11%	14%
<b>Cheque</b>	4%	4%
<b>Invoice</b>	*	*
<b>OTHER</b>	1%	1%

About one half of members, this year (48%) and last (50%) shopped online, but the percentage of shopping done has increased (from an average of 22 percent to 26 percent).

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

	<b>2014</b>	<b>2015</b>
<b>Shopped online</b>	50%	48%
<b>None</b>	46%	47%
<b>DIDN'T DO SHOPPING</b>	4%	5%
<b>AVG. AMOUNT</b>	<b>22 percent</b>	<b>26 percent</b>

Close to 8-in-10 members travel for pleasure (79%).

***Do you travel for pleasure?***

<b>Yes</b>	79%
<b>No</b>	21%

Three-in-ten members will travel this holiday, as they did last holiday (30% each).

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

	<b>2014</b>	<b>2015</b>
<b>Yes</b>	30%	30%
<b>No</b>	70%	70%

Among those travelling for the holidays, more will travel south this year (38%) than did last year (16%), while fewer this year will visit family (50%) than last (75%).

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

	<b>2014</b>	<b>2015</b>
<b>To visit family/children</b>	75%	50%
<b>To go south</b>	16%	38%
<b>For a special occasion</b>	3%	3%
<b>For business</b>	*	*
<b>OTHER</b>	6%	10%

Two thirds of members travel with a spouse (68%), a tenth travel alone (12%), with a companion (9%) or with family (8%).

***Who do you usually travel with when you do travel?***

<b>Spouse</b>	68%
<b>Alone</b>	12%
<b>Friend or companion</b>	9%
<b>Family members</b>	8%
<b>Tour group or special group</b>	3%
<b>OTHER</b>	1%

Close to half travel away from home in the winter (47%).

***Do you spend time travelling or living away from home in the winter?***

<b>Yes</b>	47%
<b>No</b>	53%

On average, those who spend time away from home in the winter do so for two months.

***How long do you spend away from home in the winter?***

<b>AVERAGE # OF DAYS</b>	<b>61 days</b>
<b>It varies</b>	12%

Roughly one tenth will spend the holidays alone this year (10%) as they did last year (8%), while most members will not be alone (86% this year, 91% last).

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

	<b>2014</b>	<b>2015</b>
<b>Yes</b>	8%	10%
<b>No</b>	91%	86%
<b>DON'T KNOW</b>	1%	4%

About one quarter of members say they know someone who will be alone and isolated at the holidays, both this year (22%) and last (25%).

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

	<b>2014</b>	<b>2015</b>
<b>Yes</b>	25%	22%
<b>No</b>	76%	78%

If given one wish, members would either wish for good health for their families and themselves (37%) or an end to world conflict (33%). About a tenth would wish for a cure for cancer (11%) or a lottery win (8%).

***If you were given one wish, what would it be?***

<b>Good health for my family and me</b>	37%
<b>End to world conflict</b>	33%
<b>A cure for cancer or some other serious disease</b>	11%
<b>Winning the lottery</b>	8%
<b>A better economy</b>	4%
<b>Immortality or longer life</b>	1%
<b>OTHER/DON'T KNOW</b>	7%

More than one half of our members have at least donated funds to charity this year (55%), similar to last year (58%), and one third have both donated and volunteered (33% this year, 32% last year). In total, almost all members donate or volunteer (93%).

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

	<b>2014</b>	<b>2015</b>
<b>YES</b>	<b>93%</b>	<b>93%</b>
<b>Donated funds</b>	58%	55%
<b>Volunteered</b>	3%	5%
<b>Both</b>	32%	33%
<b>No</b>	3%	3%
<b>CAN'T AFFORD TO DONATE</b>	3%	4%
<b>CAN'T VOLUNTEER</b>	1%	1%

Disease research is the most common recipient of charity (27%), followed by colleges or religious organizations (18%) or social welfare charities (16%), a beneficiary which has become less prominent over time.

***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>Dec 2015</b>
<b>Social welfare</b>	31%	25%	34%	16%
<b>Disease research</b>	26%	25%	21%	27%
<b>College or religious</b>	12%	18%	15%	18%
<b>Umbrella charities</b>	6%	6%	5%	7%
<b>Children's charities</b>	5%	5%	4%	5%
<b>Global issues</b>	4%	5%	4%	4%
<b>Animal welfare</b>	3%	5%	4%	5%
<b>OTHER</b>	11%	10%	10%	16%
<b>DON'T GIVE/VOLUNTEER</b>	1%	2%	3%	3%

Members claim they gave an average of \$1300 this year to charity, which would be almost twice as much as they gave last year, on average (\$730).

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

	<b>2014</b>	<b>2015</b>
<b>AVG. AMOUNT</b>	<b>\$730</b>	<b>\$1300</b>
<b>DID NOT DONATE</b>	5%	5%

Members give because they want to help (33% this year, 32% last year) or because they have a specific cause or issue they care about (28% this year and last).

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

	<b>2014</b>	<b>2015</b>
<b>To help people</b>	32%	33%
<b>I care about specific issues/goals</b>	28%	28%
<b>I want to give back</b>	17%	16%
<b>Have always given</b>	10%	13%
<b>Religious reasons</b>	7%	5%
<b>For the tax receipt</b>	2%	3%
<b>OTHER/DON'T KNOW</b>	1%	1%

Close to one third of members approve of the refugee resettlement plan (61%).

***Do you approve or disapprove of Canada's plan to admit 25,000 Syrian refugees in the next few months?***

<b>APPROVE</b>	<b>61%</b>
Strongly approve	24%
Approve	37%
<b>DISAPPROVE</b>	<b>31%</b>
Disapprove	19%
Strongly disapprove	12%
<b>DON'T KNOW</b>	<b>8%</b>

More than half believe the Syrian refugees will have a positive effect on Canadian society (53%).

***Will the Syrian refugees have a positive or negative effect on Canadian society?***

<b>POSITIVE</b>	<b>53%</b>
Very positive	20%
Somewhat positive	33%
<b>NEGATIVE</b>	<b>26%</b>
Somewhat negative	18%
Very negative	8%
<b>DON'T KNOW</b>	<b>21%</b>

In total, just more than a third of members have or will volunteer or donate money or goods to Syrian refugee relief (34%) and this is most likely to be money (17%).

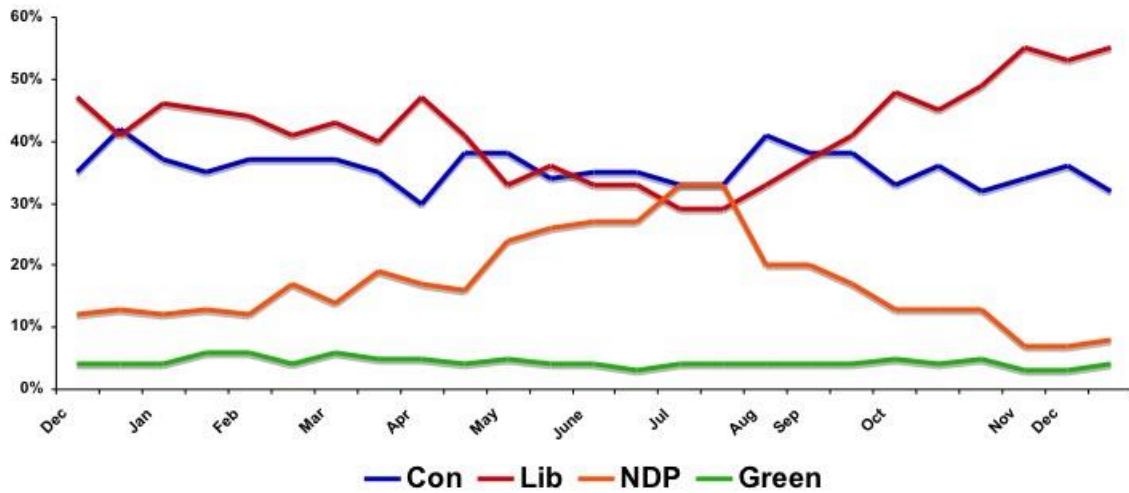
***Have you or will you donate any time, money or goods to Syrian refugee relief?***

<b>HAVE/WILL DONATE/VOLUNTEER</b>	<b>34%</b>
<b>Have/will donate money</b>	<b>17%</b>
<b>Have/will donate goods</b>	<b>10%</b>
<b>Have/will donate time</b>	<b>2%</b>
<b>Have/will donate more than one</b>	<b>5%</b>
<b>Have not/will not donate</b>	<b>36%</b>
<b>DON'T KNOW</b>	<b>27%</b>



## Electoral Preference

As of December 20, the CARP Poll™ showed Liberals at 55%, Conservatives at 33% and the NDP well down (and as low as we have tracked them in 6 years) at 8%.



## Methodology

***More than 3000 CARP Poll™ online panel members responded to this poll between December 14 and 20, 2015. The margin of error for a probability sample this size is about plus or minus 2%, 19 times out of 20***