

**CARP CPP/Canada Post/Advocacy/Membership Poll Report  
January 10, 2013**

**Key Findings - CPP**

**When presented with two government positions - one that Canada has never been wealthier and the other that Canada is not wealthy enough to afford expanding CPP, members agree this means the government will never declare the economy healthy enough to sustain a bigger CPP, because it has a basic ideological bias against pensions.**

**This bias risks losing the government as much as a third of its core vote among members. CPP Enhancement is preferred by CARP members over provincial supplementary pension plans.**

**Canada Post**

**Just less than half say the end of door-to-door delivery will cause a hardship, but it is a minority who say it will be a great hardship.**

**Advocacy**

**Health care reform, pension reform and ethics in government are seen to be the most important issues CARP advocates on, and CARP is seen to be especially successful at advocating against ageism and negative social attitudes.**

**Most think the government made no progress on any of the seniors' issues asked about, but many felt the opposition showed leadership on ethics in government. CARP is seen to be effective both in awareness-raising and in working behind the scenes.**

**Membership**

**Members join CARP to have a voice and also to promote the rights of older Canadians, and this is why they stay members. Advocacy grows in importance once members have joined, while benefits and the magazine decline somewhat in importance. Two thirds of members also belong to CAA, which offers similar benefits.**

**Members see the point of large advocacy organizations as having more clout with politicians and because many can do more than one. Most members are politically engaged, and the vast majority will recommend CARP membership to family and friends.**

## **Volunteering/Charitable Donations**

**Virtually all members volunteer or donate to charity, and most donations go to disease research organizations or social welfare charities.**

## **Electoral preference**

**The Liberals continue to lead member voting preference, with the Conservatives in second place and the NDP in third.**

## Detailed Findings - CPP

The majority agree this government will never see conditions as favourable for CPP expansion (57%), as opposed to one third who say the economy can't support it because of weak job growth as Minister Flaherty says, despite Minister Moore's statement (32%).

***Federal Industry Minister James Moore said Canada had never been wealthier than it is now. At the same time, Federal Finance Minister Jim Flaherty says the Canadian economy is too fragile to support increasing CPP contributions and benefits. Why are these Ministers' statements at odds with each other?***

<b>Economy IS growing but job growth is lagging</b>	32%
<b>Government will never say economy strong enough</b>	57%
<b>Some other reason</b>	11%

When given a clear choice on why the government won't act on CPP expansion, more than twice as many say they have an ideological bias against pensions (49%) as say they have a genuine concern for the economy (19%).

***What is the primary reason this government will not act on expanding CPP?***

<b>Ideological bias against CPP/any social supports</b>	49%
<b>Genuine concern for the economy</b>	19%
<b>BOTH</b>	13%
<b>NEITHER</b>	2%
<b>SOMETHING ELSE</b>	7%
<b>DON'T KNOW</b>	10%

As many as one third of its supporters will not vote for the government in the next election if it does not act to expand CPP contributions and benefits before then.

The government is supported by one third of members (33%) in CARP’s electoral preference poll, but less than one quarter will vote for the government if it does not act on CPP before the next election (24%).

One half of CARP members believe the government has not acted on CPP before now because of an ideological bias against pensions or any social supports (49%), whereas just one fifth say it is because it is genuinely concerned for the economy (19%).

***Will you vote for this government in the next election if they do not act to expand CPP first?***

<b>Yes</b>	<b>24%</b>
<b>No</b>	<b>59%</b>
<b>DON'T KNOW</b>	<b>17%</b>

Reaction to provincial supplementary pension plans is negative for the majority (59%), and most adopt the strongest descriptor (bad - 40%). Just more than a third views these plans positively (36%), mostly because they’re better than nothing (23%).

***If the federal government doesn’t act on expanding CPP, provinces, including Ontario, may develop supplementary provincial pension plans. How do you rate this idea?***

<b>POSITIVE</b>	<b>36%</b>
<b>Good, provinces can build pensions without feds</b>	<b>13%</b>
<b>Fair, CPP expansion better, this will do</b>	<b>23%</b>
<b>NEGATIVE</b>	<b>59%</b>
<b>Poor, creates patchwork of pension coverage</b>	<b>19%</b>
<b>Bad, Canada needs universal pension for all</b>	<b>40%</b>
<b>OTHER/DON'T KNOW</b>	<b>5%</b>

## Canada Post

Just less than half say they or someone they know will suffer hardship because of Canada Post's decision to end door-to-door delivery (46%), and this is primarily someone else (28%).

### *Will you or will anyone you know suffer hardship as a result of Canada Post ending door-to-door delivery?*

<b>YES</b>	<b>46%</b>
<b>Me</b>	18%
<b>Someone I know</b>	28%
<b>No</b>	55%

Most members say Canada Post's move does not present much of a hardship (60%), but a significant minority will find it a great hardship (13%).

### *How great a hardship will this be?*

<b>HARDHIP</b>	<b>40%</b>
<b>Very great hardship</b>	13%
<b>Hardship</b>	27%
<b>NO HARDSHIP</b>	<b>60%</b>
<b>Not a great hardship</b>	17%
<b>No hardship at all</b>	43%

## Advocacy

The most important advocacy issue to most members is health care reform (28%), followed by pension reform or ethics in government (18% each) and home care (16%). However, the issue most members see CARP being successful with is ageism and social attitudes (27%), seen to be most important by a tenth (9%). CARP is not seen to be particularly successful at any of the top important issues, but does significantly better on elder abuse (6%) than member attention indicates (1%).

***CARP advocates on many issues. Which of the following advocacy campaigns is most important to you?/Which of the following advocacy issues do you think CARP has had the most success with?***

	<b>Important</b>	<b>Successful</b>
<b>Health care reform</b>	28%	7%
<b>Pension/PPP reform</b>	18%	3%
<b>Ethics in government</b>	18%	3%
<b>Caregiver support/home care</b>	16%	6%
<b>Ageism/social attitudes</b>	9%	27%
<b>Investor protection</b>	4%	1%
<b>Older workers</b>	2%	4%
<b>Age-friendly cities</b>	1%	1%
<b>Elder abuse</b>	1%	6%
<b>OTHER/DON'T KNOW</b>	3%	44%

The wide majority of members think the government made progress on no issues important to older Canadians this year (61%), while one third fewer say this of the opposition (46%). The opposition is seen to have made some progress on ethics in government (26%) and pension reform (11%).

***Which ONE issue important to older Canadians do you think the government made the most progress on this year?/And which issue have the opposition parties been most effective in advancing?***

	<b>Government</b>	<b>Opposition</b>
<b>NONE</b>	61%	46%
<b>Caregiver support/home care</b>	7%	4%
<b>Ageism/social attitudes</b>	6%	3%
<b>Elder abuse</b>	5%	2%
<b>Health care reform</b>	5%	6%
<b>Investor protection</b>	5%	1%
<b>Older workers</b>	4%	2%
<b>Ethics in government</b>	3%	26%
<b>Pension/CPP reform</b>	3%	11%
<b>Age-friendly cities</b>	1%	*

More than three quarters say the government has shown no leadership on these issues (79%), whereas just more than half take this view of the opposition (54%). Close to 4-in-10 feel the opposition parties have shown leadership on these issues (39%), but few see this of the government (17%).

***How much leadership do you think the federal government has shown on the seniors' issues shown here?/How much leadership do you think the opposition parties have shown on the seniors' issues shown here?***

	<b>Government</b>	<b>Opposition</b>
<b>LEADERSHIP</b>	<b>17%</b>	<b>39%</b>
<b>A great deal</b>	2%	3%
<b>Some</b>	15%	36%
<b>NO LEADERSHIP</b>	<b>79%</b>	<b>54%</b>
<b>Not very much</b>	40%	34%
<b>None at all</b>	39%	20%
<b>Older workers</b>	4%	8%

Members are evenly split on whether CARP is most effective in public (media awareness-raising - 21%) or in private (working behind the scenes - 20%). Mobilizing the membership (18%) and publishing research into advocacy issues are also seen to be important (14%).

***How can CARP best achieve its advocacy goals?***

<b>Media awareness for advocacy issues</b>	21%
<b>Work behind scenes in Ottawa/provinces</b>	20%
<b>Mobilizing members</b>	18%
<b>Conduct/publish research into advocacy issues</b>	14%
<b>Letter/e-mail campaigns to politicians</b>	9%
<b>Public events/forums/policy debates</b>	8%
<b>Producing/publishing policy papers</b>	3%
<b>OTHER/DON'T KNOW</b>	6%



## Membership

Members are equally likely to have joined CARP in the first place to have a voice and some influence (34%) and to promote the rights of older Canadians (31%), but they are slightly more likely to say they stay members for the influence (37%). Items which become more important over time include this, health care reform and the online newsletter. Items which become less important include Zoomer Magazine, discounts on products and services and insurance.

***Which ONE of the following is the main reason you joined CARP in the first place?/Which ONE of the following is the main reason you still belong to CARP now?***

	Joined	Still Belong
To have a voice/influence in power	34%	37%
Promote rights of older Canadians	31%	29%
Zoomer Magazine	7%	5%
Discounted products/services	6%	3%
The insurance	4%	3%
CARPAction online newsletter	4%	5%
Promote health care reform	3%	5%
Protect my pension	2%	2%
Chapters/community	1%	1%
OTHER/DON'T KNOW	9%	10%

Two thirds of members also belong to CAA, an organization with many similar attributes and benefits (62%). Just one fifth belong only to CARP (17%).

***Do you also belong to the CAA or other membership organizations?***

YES	79%
CAA TOTAL	62%
CAA only	38%
CAA and others	24%
NO CAA	17%
NO OTHERS BESIDES CARP	21%

Clout, and the attention of politicians is seen to be the most important reason to belong to an advocacy organization (43%), followed by the fact many can do more than one (29%). Access to large scale resources is also seen to be important (15%).

***Why is it important to belong to a large advocacy organization?***

<b>More clout/politicians listen</b>	<b>43%</b>
<b>Many can do more than one</b>	<b>29%</b>
<b>Access to resources individuals don't have</b>	<b>15%</b>
<b>Broader range of input/views</b>	<b>4%</b>
<b>Can hire professional advocates</b>	<b>3%</b>
<b>Better able to mobilize across Canada</b>	<b>2%</b>
<b>Size doesn't matter</b>	<b>1%</b>
<b>Sense of belonging/good for joiners</b>	<b>1%</b>
<b>OTHER/DON'T KNOW</b>	<b>4%</b>

Two thirds describe themselves as engaged in politics (65%), but most say they are “engaged” (43%) rather than using a stronger term.

***How engaged would you say you are in political issues?***

<b>ENGAGED</b>	<b>65%</b>
<b>Extremely engaged</b>	<b>5%</b>
<b>Very engaged</b>	<b>17%</b>
<b>Engaged</b>	<b>43%</b>
<b>NOT ENGAGED</b>	<b>34%</b>
<b>Not very engaged</b>	<b>28%</b>
<b>Not at all engaged</b>	<b>6%</b>

The vast majority are likely to recommend CARP to friends or family (84%).

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

<b>LIKELY</b>	<b>84%</b>
<b>Extremely likely</b>	<b>17%</b>
<b>Very likely</b>	<b>32%</b>
<b>Likely</b>	<b>35%</b>
<b>NOT LIKELY</b>	<b>12%</b>
<b>Not very likely</b>	<b>9%</b>
<b>Not at all likely</b>	<b>3%</b>
<b>DON'T KNOW</b>	<b>4%</b>

## Volunteering/Charitable Donations

Virtually all members volunteer or donate to charity (95%) and this is a constant (2011 - 97%).

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

	<b>December 2011</b>	<b>December 2013</b>
<b>Yes</b>	97%	95%
<b>No</b>	3%	5%

Members are most likely to give to health/disease research charities or social welfare charities (27% each), followed by schools or religious organizations (14%). These proportions have remained steady since 2011.

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

	<b>December 2011</b>	<b>December 2013</b>
<b>Social welfare</b>	25%	27%
<b>Health/Disease research</b>	25%	27%
<b>College or religious organizations</b>	18%	14%
<b>Umbrella charity organizations</b>	6%	7%
<b>Children's charities</b>	5%	4%
<b>Global issues</b>	5%	4%
<b>Animal welfare</b>	5%	5%
<b>OTHER</b>	10%	11%
<b>DO NOT GIVE/VOLUNTEER</b>	2%	2%

## **Electoral Preference**

Since the surge in Liberal popularity noted three months ago, when they peaked at 49%, the Conservatives and the Liberals converged again, only to see the Liberals surge (43%) and the Conservatives fall (33%). The NDP are the third party at 18%.

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decompressor  
are needed to see this picture.

***More than 2600 CARP Poll™ panel members responded to this poll between December 20 and 23, 2013. The margin of error for a probability sample this size is about plus or minus 2%, 19 times out of 20***