



Press Release

Canadians Who Are Very Interested in What Causes Companies Support Sees Significant Increase

New Ipsos Study Presented at Companies & Causes Conference Today Reveals Significant Shift in Canadian Mindsets

Toronto, ON, October 11, 2017 — Causes are more important than ever to Canadians and to the companies/organizations they choose to deal with. A recent Ipsos survey found that Canadians are placing increasing emphasis and prioritization on the extent to which companies are supporting causes. Since 2016, there have been significant increases in the number of Canadians who are very interested in what causes companies support (50%, up 4 points), are loyal to brands that sponsor good causes (48%, up 4 points), and always pay attention to which causes companies support (41%, up 6 points).

“Canadians are in a bit of a funk. We are more worried than ever about our futures, and this plays out in our increasing expectations of companies. We want companies to do more than ever when it comes to taking on a leadership role in improving the world and supporting important causes,” said Jessica Avery, Vice President, Canada, Ipsos Marketing. Canadians are looking to all sectors to have strong cause-related programs, with significant increases in the expectations of having a strong program for financial institutions (56%, up 4 points) and alcohol companies (43%, up 5 points). As in previous years, Canadians think first of Canadian Tire (13%), Tim Horton’s (12%), and McDonald’s (7%) when it comes to companies that give back.

The study, released at the 2018 [Companies & Causes Canada conference](#), also looked at the role trust plays in corporate social initiatives. Canadians want companies to be transparent and accountable for where donation money goes (26%) as well as set an example by also donating to the cause (27%). “Simply put, Canadians want businesses to do the same as what they are asking their customers to do — support the causes and put their money where their mouth is,” Avery said.

While Canadians are expecting more and more from companies when it comes to working at the intersection of purpose and profit, they also are expecting more of themselves in 2017. More Canadians have participated in a business-sponsored cause initiative event in the past month vs. in 2016 (52%, up 5 points). They are also taking a greater interest in the causes their employers support; awareness of employer-sponsored causes is increasing (52%, up 7 points), as is the positive impact it has on employee’s perceptions of the company they work for (78% positive impact).

“We’ve conducted this study for four years now, and this year was unique. We’ve seen more significant changes in the past 12 months than any other time. Times are changing when it comes to doing well by doing good, and the companies that respond to these changes will see the benefit,” said Avery.

Address: 160 Bloor Street East, Suite 300
Toronto, ON M4W 1B9
Tel: +1 416 324-2900

Contact: **Elen Alexov**
Director of Marketing Operations, North America, Ipsos
Email: elen.alexov@ipsos.com
Tel: +1 778 373-5136



Press Release – continued –

About the Study

These are the findings of an Ipsos poll conducted from August 28 — September 8, 2017. This online survey of 1071 Canadian adults (18+) was conducted via Ipsos' proprietary online panel. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within ± 3.4 percentage points had all Canadians adults been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

For more information on this news release, please contact:

Elen Alexov
Director of Marketing Operations, North America
Ipsos
+1 778 373-5136
elen.alexov@ipsos.com

About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 88 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,782.7 million in 2016.

GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.
We deliver with security, speed, simplicity and substance. We are Game Changers.

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

www.ipsos.com

Address: 160 Bloor Street East, Suite 300
Toronto, ON M4W 1B9
Tel: +1 416 324-2900

Contact: **Elen Alexov**
Director of Marketing Operations, North America, Ipsos
Email: elen.alexov@ipsos.com
Tel: +1 778 373-5136