

## Findings from Investors Group Study on Corporate Activities as they Relate to Charitable Giving and Various Initiatives

Preferred way for companies to make charitable donations:	Total (n=1000) %
The company donates funds to <u>several</u> programs in a local community	77
The company donate funds to <u>a few</u> national programs	14
Both equally	8
Neither of these	0
Don't know/not stated	1

The effect of a company contributing to a perceived worthy cause on the view of that company:	Total (n=1000) %
More favourably	71
Less favourably	2
Would not make a difference	27
Don't know/not stated	0

Approve of a company showing consumers ways to make contributions to causes of their choice:	Total (n=1000) %
Approve	76
Disapprove	21
Neither approve not disapprove	2
Don't know/not stated	1

<b>The effect of a company including it's own products and services in making charitable contributions on the view of that company:</b>	<b>Total (n=1000) %</b>
Favourably	69
Unfavorably	27
Neither favourably nor unfavourably	3
Don't know/not stated	1

<b>For or against financial service companies making charitable donations through different types of contributions: (n=1000)</b>	<b>Cash donations %</b>	<b>Company staff volunteering their time %</b>	<b>Company donations in the form of their services %</b>
Favour	86	89	88
Oppose	11	8	8
Neither favour nor oppose	3	2	3
Don't know/not stated	0	1	1

<b>Personally contributed money to a cause or charity in past few years:</b>	<b>Total (n=1000) %</b>
Yes	90
No	10
Don't know/not stated	0

<b>Likelihood of making a personal contribution to the same cause as a company regarded as a good corporate citizen:</b>	<b>Total (n=1000) %</b>
More likely	27
Less likely	6
Would not make a difference	66
Don't know/not stated	1