

***Investors Group National Survey Shows Canadians Favour
Local Initiatives over National Causes for Community
Investment***



Public Release Date: Monday November 12th 2001

Established in 1979, Ipsos-Reid is one of North America's leading market research and public opinion companies. Founded by Dr. Angus Reid, Ipsos-Reid is a \$70 million company which has conducted extensive market and social research in 80 countries and in 40 languages, and serves clients around the world through more than 300-professionals and 1,000 data collection staff in 11 offices. The company is a member of the Paris-based Ipsos Group, ranked among the top ten research companies in the world, with specialties in advertising, media, customer satisfaction, public opinion and market research. Visit www.ipsos-reid.com

For copies of other news releases, please visit
http://www.ipsos-reid.com/media/content/PRE_REL.cfm

© Ipsos-Reid

***Washington • New York • Minneapolis • San Francisco
Vancouver • Edmonton • Calgary • Winnipeg • Toronto • Ottawa • Montreal***



Investors Group National Survey Shows Canadians Favour Local Initiatives over National Causes for Community Investment

Toronto, ONTARIO – A survey released today shows that a majority (77%) of Canadians prefer that companies donate funds to several local community programs as opposed to a few national programs (14%). Eight percent of the population preferred that companies make charitable donations to both equally.

These are the findings of an Ipsos-Reid poll conducted on behalf of Investors Group between June 19th and 23rd, 2001. The poll is based on a randomly selected sample of 1,000 adult Canadians. With a sample of this size, the results are considered accurate to within ± 3.1 percentage points, 19 times out of 20, of what they would have been had the entire adult Canadian population been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to the 1996 Census data

The study also produced the following insights:

- Seven in ten (71%) Canadians would have a more favourable view of a company that contributes to a cause they perceive as worthy. Conversely, more than one quarter (27%) of Canadians say that this would make no difference to how they view that company, while two percent of Canadians would view the company less favourably.
- Over three quarters (76%) of Canadians approve of a company showing them ways to make a charitable contribution to causes of their choice. The percentage is higher for residents of Quebec (83%) and for Canadians between the ages of 18 and 34 (84%). Over one in five (21%) Canadians disapprove of a company showing them different ways to make a charitable contribution to their favorite causes.

© Ipsos-Reid

***Washington • New York • Minneapolis • San Francisco
Vancouver • Edmonton • Calgary • Winnipeg • Toronto • Ottawa • Montreal***



- Nearly seven in ten (69%) Canadians would view a company that included its own products and services in making charitable contributions favourably. That percentage is even higher among residents of Quebec, where over eight in ten (81%) say they would have a favourable view. Conversely, nearly three of ten (27%) Canadians have an unfavourable view. Canadians age 55 and over are more likely to have an unfavourable view (33%), as are university graduates (33%).
- In general, Canadians are in favour of any type of contribution a financial services company makes to a cause. Canadians were just slightly more likely to favour company staff volunteering their time (89%), versus the company making a cash donation (86%), as a way for a financial companies to make charitable contributions.
- With respect to personal contribution behaviour, nine of ten Canadians have personally contributed to a cause or charity in the past few years. Personal contributions are more likely among Canadians with university degrees (95%), and those with an annual household income over \$60K (95%). Ninety-six percent (96%) of Canadians with over \$50K in household savings and investments have contributed money to a cause or charity in the past few years.
- More than one quarter (27%) of Canadians would be more likely to contribute to a cause if a company they regarded as a good corporate citizen was also contributing. The percentage is higher among those in the province of Quebec (39%) and those with an annual household income of less than \$30K (34%). Conversely, six percent of Canadians say they would be less likely, while two-thirds (66%) of Canadians say where a company contributes would not make a difference to where they personal contribute. This is more likely among residents of BC (77%) and those with an annual household income over \$60K (75%). Similarly, Canadians with household savings and investments over \$50K are also more likely to be indifferent to making a personal contribution to the same cause as a company they regard as a good corporate citizen (72%).



Ipsos Reid

-30-

For more information on this news release, please contact:

*John Wright
Senior Vice- President
Public Affairs
Ipsos-Reid
(416) 324-2900*

For full tabular results, please visit our website at www.ipsos-reid.com. News Releases are available at http://www.ipsos-reid.com/media/content/PRE_REL.cfm

© Ipsos-Reid

*Washington • New York • Minneapolis • San Francisco
Vancouver • Edmonton • Calgary • Winnipeg • Toronto • Ottawa • Montreal*