

1. How important do you think it is for companies to provide their employees with opportunities and incentives to volunteer for community service?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1142	106	115	70	454	314	83	156	223	357	269	334	802
Weighted	1142	153	121	74	438	274	81	157	225	351	270	325	812
Very important	312	42	25	20	145	45	34	37	65	92	88	102	210
	27%	28%	21%	28%	33%	16%	42%	23%	29%	26%	33%	31%	26%
		E		E*	BE		ABE*				G		
Somewhat Important	564	80	70	44	201	135	35	76	107	184	122	157	404
	49%	52%	58%	59%	46%	49%	43%	48%	48%	52%	45%	48%	50%
			DF	D*			*						
Not very important	211	22	22	6	73	77	10	37	41	56	51	51	158
	18%	15%	18%	8%	17%	28%	13%	23%	18%	16%	19%	16%	19%
				*		ABCD	*	I					
Not at all important	55	8	4	4	19	18	2	8	11	19	8	15	40
	5%	5%	3%	5%	4%	7%	2%	5%	5%	5%	3%	5%	5%
				*			*						
Summary													
Top2Box (Very/ Somewhat important)	876	123	95	64	346	180	69	113	173	276	211	259	614
	77%	80%	79%	86%	79%	65%	85%	72%	77%	79%	78%	80%	76%
		E	E	E*	E		E*						
Low2Box (Not very/ Not at all important)	266	31	26	10	92	95	12	45	52	75	59	66	198
	23%	20%	21%	14%	21%	35%	15%	28%	23%	21%	22%	20%	24%
				*		ABCD	*						

- Column Proportions:  
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:  
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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2. How would you rate your own company's commitment to community service?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1142	106	115	70	454	314	83	156	223	357	269	334	802
Weighted	1142	153	121	74	438	274	81	157	225	351	270	325	812
Highly committed	238	32	33	18	104	34	17	29	42	68	72	69	168
	21%	21%	27%	24%	24%	12%	21%	19%	19%	20%	27%	21%	21%
		E	E	E*	E		E*				HI		
Somewhat committed	413	49	38	26	176	85	39	50	83	137	95	116	295
	36%	32%	31%	35%	40%	31%	48%	32%	37%	39%	35%	36%	36%
				*	E		ABE*						
Not really committed	334	52	37	23	104	98	20	54	68	97	72	92	240
	29%	34%	30%	31%	24%	36%	25%	34%	30%	28%	27%	28%	30%
		D		*		D	*						
Not committed at all	157	20	14	7	54	57	5	24	32	49	31	48	108
	14%	13%	11%	10%	12%	21%	6%	15%	14%	14%	12%	15%	13%
				*		BCDF	*						
Summary													
Top2Box (Highly/ Somewhat committed)	651	81	71	44	280	119	56	79	124	205	167	185	463
	57%	53%	58%	59%	64%	44%	69%	50%	55%	58%	62%	57%	57%
			E	E*	AE		AE*				G		
Low2Box (Not really/ Not committed at all)	491	72	50	30	158	155	25	78	100	146	103	140	349
	43%	47%	42%	41%	36%	56%	31%	50%	45%	42%	38%	43%	43%
		DF		*		BCDF	*	J					

- Column Proportions:  
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:  
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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3\_1. [Corporate Canada is doing enough to support communities with charitable work]

To what extent do you agree or disagree with the following statements?

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1142	106	115	70	454	314	83	156	223	357	269	334	802
Weighted	1142	153	121	74	438	274	81	157	225	351	270	325	812
Corporate Canada is doing enough to support communities with charitable work													
Strongly agree	59	9	4	4	26	11	5	8	10	22	11	16	42
	5%	6%	4%	6%	6%	4%	6%	5%	5%	6%	4%	5%	5%
				*			*						
Somewhat agree	502	65	67	39	198	111	23	75	101	142	122	149	351
	44%	42%	55%	52%	45%	40%	28%	48%	45%	41%	45%	46%	43%
			EF	F*	F	F	*						
Somewhat disagree	462	52	43	26	170	129	42	56	85	159	105	135	324
	40%	34%	35%	35%	39%	47%	51%	36%	38%	45%	39%	42%	40%
				*		ABD	ABCD*			G			
Strongly disagree	119	27	7	5	44	24	12	18	28	27	32	24	95
	10%	18%	6%	7%	10%	9%	14%	11%	13%	8%	12%	7%	12%
		BCDE		*			*						K
Summary													
Top2Box (Strongly/ Somewhat agree)	561	73	71	43	223	122	28	83	112	165	133	166	393
	49%	48%	59%	58%	51%	45%	34%	53%	50%	47%	49%	51%	48%
			EF	EF*	F		*						
Low2Box (Strongly/ Somewhat disagree)	581	80	50	31	214	152	53	74	113	186	137	159	419
	51%	52%	41%	42%	49%	55%	66%	47%	50%	53%	51%	49%	52%
				*		BC	BCD*						

- Column Proportions:  
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:  
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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3\_2. [My own company should do more to support communities with charitable work]

To what extent do you agree or disagree with the following statements?

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1142	106	115	70	454	314	83	156	223	357	269	334	802
Weighted	1142	153	121	74	438	274	81	157	225	351	270	325	812
My own company should do more to support communities with charitable work													
Strongly agree	214	28	24	11	81	56	15	27	43	68	50	73	140
	19%	18%	20%	14%	19%	20%	18%	17%	19%	19%	19%	22%	17%
				*			*					L	
Somewhat agree	545	75	53	41	204	130	43	75	111	173	125	143	399
	48%	49%	44%	55%	47%	48%	53%	47%	49%	49%	47%	44%	49%
				*			*						
Somewhat disagree	302	40	37	20	117	70	18	46	55	82	74	91	211
	26%	26%	31%	27%	27%	26%	22%	29%	24%	23%	28%	28%	26%
				*			*						
Strongly disagree	81	10	7	3	36	18	6	9	16	28	20	18	63
	7%	6%	6%	4%	8%	7%	8%	6%	7%	8%	7%	6%	8%
				*			*						
Summary													
Top2Box (Strongly/ Somewhat agree)	760	103	77	51	285	186	57	102	154	241	176	216	538
	67%	68%	63%	69%	65%	68%	71%	65%	69%	69%	65%	66%	66%
				*			*						
Low2Box (Strongly/ Somewhat disagree)	382	50	44	23	153	88	24	55	71	110	94	109	274
	33%	32%	37%	31%	35%	32%	29%	35%	31%	31%	35%	34%	34%
				*			*						

- Column Proportions:  
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:  
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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3\_3. [People who have mentors who demonstrate civic engagement are more likely to give back to the community than those who do not have role models

To what extent do you agree or disagree with the following statements?

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1142	106	115	70	454	314	83	156	223	357	269	334	802
Weighted	1142	153	121	74	438	274	81	157	225	351	270	325	812
People who have mentors who demonstrate civic engagement are more likely to give back to the community than those who do not have role models													
Strongly agree	327	46	33	27	132	58	31	48	69	84	89	91	237
	29%	30%	28%	36%	30%	21%	38%	30%	31%	24%	33%	28%	29%
				E*	E		E*				I		
Somewhat agree	675	92	75	39	253	173	42	89	122	227	152	198	472
	59%	60%	62%	53%	58%	63%	52%	57%	54%	65%	57%	61%	58%
				*			*			HJ			
Somewhat disagree	126	14	10	9	47	38	7	18	32	35	24	34	91
	11%	9%	9%	12%	11%	14%	9%	11%	14%	10%	9%	10%	11%
				*			*						
Strongly disagree	14	-	2	-	6	6	1	3	3	4	4	2	12
	1%	-	2%	-	1%	2%	1%	2%	1%	1%	1%	1%	2%
				*			*						
Summary													
Top2Box (Strongly/ Somewhat agree)	1002	139	109	66	385	231	73	137	190	311	242	289	709
	88%	91%	90%	88%	88%	84%	90%	87%	85%	89%	90%	89%	87%
				*			*						
Low2Box (Strongly/ Somewhat disagree)	140	14	12	9	53	44	8	21	34	40	28	36	103
	12%	9%	10%	12%	12%	16%	10%	13%	15%	11%	10%	11%	13%
				*			*						

- Column Proportions:  
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:  
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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3. [SUMMARY - TOP2BOX (STRONGLY/ SOMEWHAT AGREE)]

To what extent do you agree or disagree with the following statements?

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1142	106	115	70	454	314	83	156	223	357	269	334	802
Weighted	1142	153	121	74	438	274	81	157	225	351	270	325	812
People who have mentors who demonstrate civic engagement are more likely to give back to the community than those who do not have	1002	139	109	66	385	231	73	137	190	311	242	289	709
My own company should do more to support communities with charitable work	88%	91%	90%	88%	88%	84%	90%	87%	85%	89%	90%	89%	87%
				*			*						
Corporate Canada is doing enough to support communities with charitable work	760	103	77	51	285	186	57	102	154	241	176	216	538
	67%	68%	63%	69%	65%	68%	71%	65%	69%	69%	65%	66%	66%
				*			*						
	561	73	71	43	223	122	28	83	112	165	133	166	393
	49%	48%	59%	58%	51%	45%	34%	53%	50%	47%	49%	51%	48%
			EF	EF*	F		*						

- Column Proportions:  
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)
- Column Means:  
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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3. [SUMMARY - LOW2BOX (STRONGLY/ SOMEWHAT DISAGREE)]

To what extent do you agree or disagree with the following statements?

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1142	106	115	70	454	314	83	156	223	357	269	334	802
Weighted	1142	153	121	74	438	274	81	157	225	351	270	325	812
Corporate Canada is doing enough to support communities with charitable work	581	80	50	31	214	152	53	74	113	186	137	159	419
	51%	52%	41%	42%	49%	55%	66%	47%	50%	53%	51%	49%	52%
				*		BC	BCD*						
My own company should do more to support communities with charitable work	382	50	44	23	153	88	24	55	71	110	94	109	274
	33%	32%	37%	31%	35%	32%	29%	35%	31%	31%	35%	34%	34%
				*			*						
People who have mentors who demonstrate civic engagement are more likely to give back to the community than those who do not have	140	14	12	9	53	44	8	21	34	40	28	36	103
	12%	9%	10%	12%	12%	16%	10%	13%	15%	11%	10%	11%	13%
				*			*						

- Column Proportions:  
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:  
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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4. Does your company give its employees time off to volunteer in the community?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1142	106	115	70	454	314	83	156	223	357	269	334	802
Weighted	1142	153	121	74	438	274	81	157	225	351	270	325	812
Yes	216	26	34	19	97	23	18	12	36	73	67	65	151
	19%	17%	28%	26%	22%	8%	22%	8%	16%	21%	25%	20%	19%
		E	AE	E*	E		E*		G	G	GH		
No	738	106	65	44	254	220	48	101	151	231	172	217	516
	65%	69%	54%	59%	58%	80%	59%	64%	67%	66%	64%	67%	64%
		BD		*		ABCDF	*						
I don't know	188	22	22	11	86	31	15	44	38	47	31	43	145
	16%	14%	18%	15%	20%	11%	19%	28%	17%	13%	11%	13%	18%
				*	E		*	HIJ					

- Column Proportions:  
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:  
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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5. Micro-volunteering is a form of community service that involves companies giving a group of employees a day off to do a community service as a team. Does your company engage its employees in micro-volunteering?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1142	106	115	70	454	314	83	156	223	357	269	334	802
Weighted	1142	153	121	74	438	274	81	157	225	351	270	325	812
Yes	133	16	19	8	63	15	13	9	21	44	43	31	102
	12%	10%	16%	10%	14%	6%	16%	6%	10%	13%	16%	9%	13%
			E	*	E		E*			G	GH		
No	798	110	76	52	284	223	53	106	167	250	184	231	562
	70%	72%	63%	70%	65%	81%	65%	67%	74%	71%	68%	71%	69%
				*		ABCDF	*						
I don't know	211	27	26	15	91	36	16	42	36	57	43	63	148
	18%	18%	22%	20%	21%	13%	20%	27%	16%	16%	16%	19%	18%
			E	*	E		*	HIJ					

- Column Proportions:  
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:  
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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6\_1. [Have formal time-release policies which allow its employees to take time off to volunteer

And does your company do any of the following:

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1142	106	115	70	454	314	83	156	223	357	269	334	802
Weighted	1142	153	121	74	438	274	81	157	225	351	270	325	812
Have formal time-release policies which allow its employees to take time off to volunteer													
Yes	163	8	19	15	76	31	14	12	32	53	45	54	107
	14%	5%	15%	20%	17%	11%	17%	7%	14%	15%	17%	17%	13%
			A	AE*	AE		A*		G	G	G		
No	979	145	102	59	362	244	67	146	193	297	225	270	704
	86%	95%	85%	80%	83%	89%	83%	93%	86%	85%	83%	83%	87%
		BCDF		*		CD	*	HIJ					

- Column Proportions:  
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:  
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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6\_2. [Match contributions of time or money that employees make towards charitable causes]

And does your company do any of the following:

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1142	106	115	70	454	314	83	156	223	357	269	334	802
Weighted	1142	153	121	74	438	274	81	157	225	351	270	325	812
Match contributions of time or money that employees make towards charitable causes													
Yes	229	27	26	14	101	40	21	25	40	78	61	73	154
	20%	18%	22%	18%	23%	15%	26%	16%	18%	22%	23%	22%	19%
				*	E		E*						
No	913	126	95	61	337	235	60	132	185	272	209	252	658
	80%	82%	78%	82%	77%	85%	74%	84%	82%	78%	77%	78%	81%
				*		DF	*						

- Column Proportions:  
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:  
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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7. Have you ever participated in a company-sponsored community project?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1142	106	115	70	454	314	83	156	223	357	269	334	802
Weighted	1142	153	121	74	438	274	81	157	225	351	270	325	812
Yes	263	29	30	16	123	39	27	27	52	86	71	70	192
	23%	19%	24%	22%	28%	14%	33%	17%	23%	25%	26%	22%	24%
			E	*	E		AE*				G		
No	879	124	92	58	315	236	54	130	173	265	199	255	620
	77%	81%	76%	78%	72%	86%	67%	83%	77%	75%	74%	78%	76%
		F		*		BDF	*	J					

- Column Proportions:  
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:  
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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8. If your company were to offer time off for volunteering, how likely would you be to accept your employer's offer to do community service?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1142	106	115	70	454	314	83	156	223	357	269	334	802
Weighted	1142	153	121	74	438	274	81	157	225	351	270	325	812
Very likely	374	47	40	28	153	75	31	42	69	121	96	125	247
	33%	31%	33%	38%	35%	28%	38%	27%	31%	35%	35%	38%	30%
				*	E		*					L	
Somewhat likely	511	72	58	32	192	120	37	71	100	154	124	135	373
	45%	47%	48%	43%	44%	44%	46%	45%	45%	44%	46%	42%	46%
				*			*						
Not very likely	188	24	15	11	70	57	11	38	34	55	38	48	139
	17%	16%	12%	15%	16%	21%	14%	24%	15%	16%	14%	15%	17%
				*		B	*	HIJ					
Not at all likely	69	10	8	3	23	22	2	6	21	21	12	16	52
	6%	6%	7%	4%	5%	8%	3%	4%	9%	6%	4%	5%	6%
				*			*		J				
Summary													
Top2Box (Very likely/ Somewhat likely)	885	119	98	60	344	196	68	113	169	275	220	260	621
	77%	78%	81%	80%	79%	71%	84%	72%	75%	78%	82%	80%	76%
			E	*	E		E*				G		
Low2Box (Not very/ Not at all likely)	257	34	23	15	94	79	13	44	55	76	50	65	191
	23%	22%	19%	20%	21%	29%	16%	28%	25%	22%	18%	20%	24%
				*		BDF	*	J					

- Column Proportions:  
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:  
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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10. Is there (or has there been) someone or some people in your life who, through encouragement or by example, inspired you to volunteer in the community?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1142	106	115	70	454	314	83	156	223	357	269	334	802
Weighted	1142	153	121	74	438	274	81	157	225	351	270	325	812
Yes	567	77	58	29	224	135	45	72	109	172	142	163	400
	50%	50%	48%	39%	51%	49%	55%	46%	49%	49%	53%	50%	49%
				*			C*						
No	575	76	63	46	213	140	37	85	116	178	128	161	412
	50%	50%	52%	61%	49%	51%	45%	54%	51%	51%	47%	50%	51%
				F*			*						

- Column Proportions:  
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:  
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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11. At what stage in your life did your mentor(s) inspire you to give back to the community?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Someone In Your Life	563	53	54	27	231	153	45	72	108	175	139	168	391
Weighted	567	77	58	29	224	135	45	72	109	172	142	163	400
As a child (up to age 12)	135	13	13	11	59	27	13	16	30	40	36	46	90
	24%	17%	22%	38%	26%	20%	29%	21%	27%	23%	25%	28%	22%
		*	*	**			*	*					
As a teenager	224	26	26	12	98	47	15	36	48	66	47	63	159
	40%	34%	44%	42%	44%	35%	33%	49%	44%	38%	33%	39%	40%
		*	*	**			*	J*					
As a post-secondary student	142	18	18	7	66	25	9	17	34	37	38	36	104
	25%	23%	31%	23%	29%	18%	20%	23%	31%	21%	27%	22%	26%
		*	*	**	E		*	*					
As an adult	347	54	32	15	131	90	25	44	63	101	94	99	246
	61%	70%	56%	52%	58%	67%	55%	60%	58%	59%	66%	61%	61%
		*	*	**			*	*					

- Column Proportions:  
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:  
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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12\_1. [Companies that have robust civic engagement policies benefit economically from higher morale, greater productivity and deeper customer loyalty

To what extent do you agree or disagree with the following statements:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1142	106	115	70	454	314	83	156	223	357	269	334	802
Weighted	1142	153	121	74	438	274	81	157	225	351	270	325	812
Companies that have robust civic engagement policies benefit economically from higher morale, greater productivity and deeper customer loyalty													
Strongly agree	288	38	24	19	130	49	29	32	54	101	72	89	199
	25%	25%	19%	26%	30%	18%	35%	20%	24%	29%	27%	27%	25%
				*	BE		BE*						
Somewhat agree	644	87	83	41	228	164	40	94	128	193	146	184	457
	56%	57%	68%	56%	52%	60%	49%	60%	57%	55%	54%	57%	56%
			DF	*		D	*						
Somewhat disagree	181	25	12	14	70	49	11	25	40	45	46	46	134
	16%	16%	10%	19%	16%	18%	14%	16%	18%	13%	17%	14%	16%
				*		B	*						
Strongly disagree	28	3	3	-	9	12	1	6	3	11	5	5	22
	2%	2%	2%	-	2%	4%	1%	4%	1%	3%	2%	2%	3%
				*			*						
Summary													
Top2Box (Strongly/ Somewhat agree)	933	125	106	60	359	213	69	126	182	294	219	273	656
	82%	82%	88%	81%	82%	78%	85%	80%	81%	84%	81%	84%	81%
			E	*			*						
Low2Box (Somewhat/ Strongly disagree)	209	28	15	14	79	61	12	31	42	57	51	52	156
	18%	18%	12%	19%	18%	22%	15%	20%	19%	16%	19%	16%	19%
				*		B	*						

- Column Proportions:  
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:  
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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12\_2. [Employees who work for companies with volunteer policies are more likely to have positive attitudes towards their work and their employer

To what extent do you agree or disagree with the following statements:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1142	106	115	70	454	314	83	156	223	357	269	334	802
Weighted	1142	153	121	74	438	274	81	157	225	351	270	325	812
Employees who work for companies with volunteer policies are more likely to have positive attitudes towards their work and their employer													
Strongly agree	333	51	29	17	132	72	33	39	68	104	86	105	227
	29%	33%	24%	23%	30%	26%	40%	25%	30%	30%	32%	32%	28%
				*			BCE*						
Somewhat agree	635	76	77	48	244	151	40	90	123	208	141	181	450
	56%	50%	63%	65%	56%	55%	49%	57%	55%	59%	52%	56%	55%
			AF	*			*						
Somewhat disagree	147	23	13	9	54	42	7	23	29	28	39	35	112
	13%	15%	11%	12%	12%	15%	8%	15%	13%	8%	15%	11%	14%
				*			*	I			I		
Strongly disagree	27	3	3	1	9	9	2	5	5	11	3	4	23
	2%	2%	2%	1%	2%	3%	3%	3%	2%	3%	1%	1%	3%
				*			*						
Summary													
Top2Box (Strongly/ Somewhat agree)	969	127	105	65	376	223	72	130	191	312	227	286	677
	85%	83%	87%	87%	86%	81%	89%	82%	85%	89%	84%	88%	83%
				*			*			G		L	
Low2Box (Somewhat/ Strongly disagree)	173	26	16	10	62	51	9	28	33	39	42	38	135
	15%	17%	13%	13%	14%	19%	11%	18%	15%	11%	16%	12%	17%
				*			*	I					K

- Column Proportions:  
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)
- Column Means:  
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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12\_3. [Companies should encourage their employees to achieve a healthy work-life balance by allowing time off for community service

To what extent do you agree or disagree with the following statements:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1142	106	115	70	454	314	83	156	223	357	269	334	802
Weighted	1142	153	121	74	438	274	81	157	225	351	270	325	812
Companies should encourage their employees to achieve a healthy work-life balance by allowing time off for community service													
Strongly agree	365	53	30	22	158	66	36	43	72	110	91	109	255
	32%	35%	25%	30%	36%	24%	44%	27%	32%	31%	34%	34%	31%
		E		*	BE		BE*						
Somewhat agree	602	72	77	41	215	157	40	81	119	194	143	175	422
	53%	47%	64%	56%	49%	57%	49%	52%	53%	55%	53%	54%	52%
			ADF	*		D	*						
Somewhat disagree	145	25	12	11	52	41	5	29	26	38	29	34	111
	13%	16%	10%	14%	12%	15%	6%	18%	12%	11%	11%	10%	14%
		F		*		F	*	IJ					
Strongly disagree	30	3	2	-	13	11	1	5	7	8	6	6	24
	3%	2%	2%	-	3%	4%	1%	3%	3%	2%	2%	2%	3%
				*			*						
Summary													
Top2Box (Strongly/ Somewhat agree)	967	125	107	64	373	223	75	124	191	305	234	285	677
	85%	82%	88%	86%	85%	81%	93%	79%	85%	87%	87%	88%	83%
				*			AE*			G	G		
Low2Box (Somewhat/ Strongly disagree)	175	28	14	11	65	52	6	33	34	46	36	40	135
	15%	18%	12%	14%	15%	19%	7%	21%	15%	13%	13%	12%	17%
		F		*		F	*	IJ					

- Column Proportions:  
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)
- Column Means:  
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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12\_4. [I have had a role model or mentor in my workplace that inspired me to volunteer for community service

To what extent do you agree or disagree with the following statements:

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1142	106	115	70	454	314	83	156	223	357	269	334	802
Weighted	1142	153	121	74	438	274	81	157	225	351	270	325	812
I have had a role model or mentor in my workplace that inspired me to volunteer for community service													
Strongly agree	75	9	8	2	33	14	10	10	18	28	14	27	48
	7%	6%	6%	3%	7%	5%	12%	7%	8%	8%	5%	8%	6%
				*			CE*						
Somewhat agree	236	34	24	18	97	43	20	30	43	72	62	78	157
	21%	22%	20%	24%	22%	16%	24%	19%	19%	21%	23%	24%	19%
				*	E		*						
Somewhat disagree	441	52	49	32	170	114	23	62	87	135	108	118	321
	39%	34%	41%	43%	39%	42%	28%	40%	39%	38%	40%	36%	40%
				*		F	*						
Strongly disagree	390	59	40	22	137	103	29	55	77	115	85	101	286
	34%	39%	33%	30%	31%	38%	35%	35%	34%	33%	31%	31%	35%
				*			*						
Summary													
Top2Box (Strongly/ Somewhat agree)	311	42	32	20	130	57	29	41	61	100	77	105	204
	27%	27%	26%	27%	30%	21%	36%	26%	27%	29%	28%	32%	25%
				*	E		E*					L	
Low2Box (Somewhat/ Strongly disagree)	831	111	89	54	308	217	52	117	164	250	193	220	608
	73%	73%	74%	73%	70%	79%	64%	74%	73%	71%	72%	68%	75%
				*		DF	*						K

- Column Proportions:  
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:  
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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12\_5. [Influencing positive social change should be given greater priority by Canada's business leaders]

To what extent do you agree or disagree with the following statements:

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1142	106	115	70	454	314	83	156	223	357	269	334	802
Weighted	1142	153	121	74	438	274	81	157	225	351	270	325	812
Influencing positive social change should be given greater priority by Canada's business leaders													
Strongly agree	352	55	30	23	142	64	39	46	77	106	85	101	250
	31%	36%	24%	31%	32%	23%	48%	29%	34%	30%	32%	31%	31%
		E		*	E		BCDE*						
Somewhat agree	636	87	76	40	227	169	37	90	122	202	144	179	454
	56%	57%	63%	54%	52%	62%	45%	57%	54%	58%	53%	55%	56%
			DF	*		DF	*						
Somewhat disagree	131	11	14	11	58	33	5	19	23	35	36	41	89
	11%	7%	11%	15%	13%	12%	6%	12%	10%	10%	13%	13%	11%
				*	F		*						
Strongly disagree	23	1	2	-	10	9	1	3	3	8	5	4	19
	2%	1%	2%	-	2%	3%	1%	2%	1%	2%	2%	1%	2%
				*			*						
Summary													
Top2Box (Strongly/ Somewhat agree)	988	141	105	63	369	233	76	136	199	308	229	280	704
	87%	92%	87%	85%	84%	85%	93%	86%	89%	88%	85%	86%	87%
		D		*			D*						
Low2Box (Somewhat/ Strongly disagree)	154	12	16	11	68	41	6	22	26	43	40	45	108
	13%	8%	13%	15%	16%	15%	7%	14%	11%	12%	15%	14%	13%
				*	AF		*						

- Column Proportions:  
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:  
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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12\_6. [Offering time off to volunteer builds employee pride and makes it easier for companies to attract and keep the best employees

To what extent do you agree or disagree with the following statements:

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1142	106	115	70	454	314	83	156	223	357	269	334	802
Weighted	1142	153	121	74	438	274	81	157	225	351	270	325	812
Offering time off to volunteer builds employee pride and makes it easier for companies to attract and keep the best employees													
Strongly agree	311	43	24	19	134	58	33	45	49	98	83	100	210
	27%	28%	20%	26%	31%	21%	40%	28%	22%	28%	31%	31%	26%
				*	BE		BE*				H		
Somewhat agree	618	84	73	43	222	158	39	80	136	199	134	169	446
	54%	55%	60%	58%	51%	57%	48%	51%	60%	57%	50%	52%	55%
				*			*		J				
Somewhat disagree	175	20	20	11	69	46	9	27	30	42	48	50	125
	15%	13%	17%	14%	16%	17%	11%	17%	14%	12%	18%	15%	15%
				*			*						
Strongly disagree	39	6	4	2	13	13	1	6	9	11	5	6	32
	3%	4%	3%	3%	3%	5%	1%	4%	4%	3%	2%	2%	4%
				*			*						
Summary													
Top2Box (Strongly/ Somewhat agree)	929	127	97	62	355	216	72	125	185	297	217	269	655
	81%	83%	80%	83%	81%	79%	88%	79%	82%	85%	81%	83%	81%
				*			*						
Low2Box (Somewhat/ Strongly disagree)	213	26	24	12	82	58	10	33	40	54	52	56	157
	19%	17%	20%	17%	19%	21%	12%	21%	18%	15%	19%	17%	19%
				*			*						

- Column Proportions:  
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:  
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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12. [SUMMARY - TOP2BOX (STRONGLY/ SOMEWHAT AGREE)]

To what extent do you agree or disagree with the following statements:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1142	106	115	70	454	314	83	156	223	357	269	334	802
Weighted	1142	153	121	74	438	274	81	157	225	351	270	325	812
Influencing positive social change should be given greater priority by Canada's business leaders	988	141	105	63	369	233	76	136	199	308	229	280	704
	87%	92%	87%	85%	84%	85%	93%	86%	89%	88%	85%	86%	87%
		D		*			D*						
Employees who work for companies with volunteer policies are more likely to have positive attitudes towards their work and their Companies should encourage their employees to achieve a healthy work-life balance by allowing time off for community service	969	127	105	65	376	223	72	130	191	312	227	286	677
	85%	83%	87%	87%	86%	81%	89%	82%	85%	89%	84%	88%	83%
				*			*			G		L	
Companies that have robust civic engagement policies benefit economically from higher morale, greater productivity and deeper	967	125	107	64	373	223	75	124	191	305	234	285	677
	85%	82%	88%	86%	85%	81%	93%	79%	85%	87%	87%	88%	83%
				*			AE*			G	G		
Offering time off to volunteer builds employee pride and makes it easier for companies to attract and keep the best employees	933	125	106	60	359	213	69	126	182	294	219	273	656
	82%	82%	88%	81%	82%	78%	85%	80%	81%	84%	81%	84%	81%
			E	*			*						
I have had a role model or mentor in my workplace that inspired me to volunteer for community service	929	127	97	62	355	216	72	125	185	297	217	269	655
	81%	83%	80%	83%	81%	79%	88%	79%	82%	85%	81%	83%	81%
				*			*						
	311	42	32	20	130	57	29	41	61	100	77	105	204
	27%	27%	26%	27%	30%	21%	36%	26%	27%	29%	28%	32%	25%
				*	E		E*					L	

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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12. [SUMMARY - LOW2BOX (SOMEWHAT/ STRONGLY DISAGREE)]

To what extent do you agree or disagree with the following statements:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1142	106	115	70	454	314	83	156	223	357	269	334	802
Weighted	1142	153	121	74	438	274	81	157	225	351	270	325	812
I have had a role model or mentor in my workplace that inspired me to volunteer for community service	831	111	89	54	308	217	52	117	164	250	193	220	608
	73%	73%	74%	73%	70%	79%	64%	74%	73%	71%	72%	68%	75%
				*		DF	*						K
Offering time off to volunteer builds employee pride and makes it easier for companies to attract and keep the best employees	213	26	24	12	82	58	10	33	40	54	52	56	157
	19%	17%	20%	17%	19%	21%	12%	21%	18%	15%	19%	17%	19%
				*			*						
Companies that have robust civic engagement policies benefit economically from higher morale, greater productivity and deeper	209	28	15	14	79	61	12	31	42	57	51	52	156
	18%	18%	12%	19%	18%	22%	15%	20%	19%	16%	19%	16%	19%
				*		B	*						
Companies should encourage their employees to achieve a healthy work-life balance by allowing time off for community service	175	28	14	11	65	52	6	33	34	46	36	40	135
	15%	18%	12%	14%	15%	19%	7%	21%	15%	13%	13%	12%	17%
		F		*		F	*	IJ					
Employees who work for companies with volunteer policies are more likely to have positive attitudes towards their work and their	173	26	16	10	62	51	9	28	33	39	42	38	135
	15%	17%	13%	13%	14%	19%	11%	18%	15%	11%	16%	12%	17%
				*			*	I					K
Influencing positive social change should be given greater priority by Canada's business leaders	154	12	16	11	68	41	6	22	26	43	40	45	108
	13%	8%	13%	15%	16%	15%	7%	14%	11%	12%	15%	14%	13%
				*	AF		*						

- Column Proportions:  
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:  
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J,K/L  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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